How to Turn Crisis Into Opportunity

Meet the Experts • Adventure Travel Trade Association

Max Hardy • 15 April, 2020
Who is this for?
Our goal...
Here’s what we’re going to cover

1. Optics on the current crisis facing tour operators

2. Getting your house in order: defensive strategies

3. The obstacle is the way: counter attacking strategies

4. Using this time to consolidate and capitalize
“Bad companies are destroyed by crisis, great companies survive them, good companies are improved by them.”

~ Andy Grove, former CEO of Intel
Part 1

Optics on the current crisis facing tour operators
Optics in a Crisis

a. Organize your data feed

b. Communicate proactively as a trusted source

c. Understand your cash position
Organize your data feed
Communicate proactively as a ‘trusted source’
Understand your cash position
Part 2

Getting your house in order: defensive strategies
Defensive Strategies

a. Control your cancellations

b. Evaluate your team

c. Reduce your overheads
Control your cancellations
Evaluate your team
Reduce your overheads
Part 3

The obstacle is the way: counter attacking strategies
Counter Attacking Strategies

a. Stimulate your cash flow

b. De-risk your booking terms

c. Build your ‘never to be repeated’ specials
Stimulate your cash flow
The 3% Rule

3% are active *buyers*
7% intend to *change*
30% *have a need*, but not enough to act
30% *don’t have* a need
30% are *not interested in* your company
De-risk your booking terms
NEW: NO RISK BOOKING POLICY

LATEST UPDATE:

With the Coronavirus problems escalating, even the hardy travelers who are participants on Grasshopper Adventures' tours are feeling understandably anxious and seeking assurance.

It has become clear that for the time being, the complicated web of restrictions, flight cancellations and chance of quarantine measures are too much to bear for some. We are working with every one of our guests on a case-by-case basis to find the best solution for them, be it a deferral or a credit voucher.

In these exceptional circumstances, we would like to make planning and booking a post-crisis adventure as easy and as flexible
De-risk your booking terms
Build your ‘never to be repeated’ specials
Book Now, Travel Later. Never to be Repeated Specials!

There is no question that the outbreak of the COVID19 is raising global concerns. With most international ports of entry now denying access to visitors entering from high risk areas and pulling out all the stops to ensure the safety of their people, travel has pretty much come to a standstill worldwide.

We are aware that these uncertain and unpredictable times can be very stressful amongst travellers - whether you now have to postpone your trip or were looking to travel in 2020. The health and safety of our guests and staff members has always been, and will continue to be, our number one priority here at African Bush Camps. Through this difficult time we ask that you listen to the decisions and enforcements being made by your government to keep you safe. Rest assured, we will still be here for you when the dust settles and Africa will welcome you with open arms.

The ‘Good News’ - Every cloud has a silver lining.
Build your ‘never to be repeated’ specials
Part 4

Using this time to consolidate and capitalize
What’s it all about?
PRESENTING:

The Get More Bookings® System
Tour operator results to date

- **1,143%**
  - ROI in year 2

- **€1.24m**
  - Additional revenue in 12 months

- **$990k**
  - New bookings in year 1
Accelerator Program

- ONE-TIME ENROLLMENT FEE

- 6-WEEK TRAINING PROGRAM
  - Week 1: Foundations & Fundamentals
  - Week 2: Campaign Strategy & Content Planning
  - Week 3: Analysing & Mapping Sales Process
  - Week 4: Building the Funnel
  - Week 5: Ads Creation & Launch
  - Week 6: Optimize & Scale

- WHAT’S INCLUDED
  - ‘Follow Along’ Module Videos
  - Action Items & Resources e.g. Cheatsheets
  - Content Portal Access
  - Private Facebook Group Community
  - Weekly Q&A Calls
Financial Analytics

- **MONTHLY SUBSCRIPTION FEE**

- **3-MONTH TRIAL PHASE**
  - Clear vision with tailormade, ‘done-for-you’ financial dashboard with 24/7 access
  - Save time with Executive Summary of key metrics and ‘corporate finance style’ analysis
  - Support and accountability with monthly strategy calls hosted by your finance expert
  - Be prepared and decisive with personal, actionable options to improve your business

- **WHAT’S INCLUDED**
  - KPIs Dashboard (16 Metrics)
  - Monthly Executive Summary
  - Monthly 1-to-1 Strategy Calls
  - Private Facebook Group Community
Concluding this training video

1. Optics on the current crisis facing tour operators

2. Getting your house in order: three defensive strategies

3. The obstacle is the way: three counter attacking strategies

4. Using this time to consolidate and capitalize with Tour Operator Accelerator™
Max Hardy says Thank you
Any questions?

Free, Feature-Length Training Resource
https://10x.li/atta-april