



Presented by Greg Fisher

5 Creative add-ons to double your rental profits

About Me

- ❖ 15+ years experience in watersports marketing
- ❖ Founding member and past president of the Okaloosa Watersports Coalition
- ❖ Podcast host and admin of 1,400+ member facebook group for watersport operators
- ❖ Founder of TripShock.com
- ❖ Currently CEO of WaveRez



What are add-ons?

Add-ons are additional products and services you can offer your guests to customize their experience.

Examples of traditional add-ons:



Issues with traditional add-ons

- ❖ Upfront costs to purchase merchandise.
- ❖ Disruption to your check-in and check-out process.
- ❖ Lack of personnel.
- ❖ Theft and waste of merchandise.
- ❖ Inadequate storage and display.



The Solution

Service based add-ons

Service based add-ons enhance the guest experience by providing additional flexibility and customization. Service based add-ons typically come with little to no upfront costs, and are very profitable.

Top 5 Service Based Add-ons

Damage Protection

Damage protection allows the guest to pay an additional fee to waive any damages that may be caused during the duration of the rental.



Why we love this

- ❖ Guests have peace of mind that minor damage will be covered in the event of an incident.
- ❖ Operators see a significant upside on the breakage.
- ❖ Damage protection can be capped if equipment is totaled.
- ❖ Very simple to implement.

How To Implement

- 01 Decide how much you'd like to charge, and what the max damage amount that protection covers.
- 02 In your reservation software, create an option so the guest can add to their order during checkout.
- 03 When the guest arrives to check-in, take it a step further and ask them to sign a waiver to confirm they have declined the protection.

PRO TIP:

Increase conversion by requiring the guest to leave a \$500 cash deposit OR purchase the damage protection

Damage Protection Example

Amount of rental boats: **10**

Damage protection cost: **\$75 per rental**

Take rate: **30%**

Total annual rentals: **2,000**

Damage Protection Revenue: **\$45,000**

Less Claims (10%): **\$4,500**

Net Revenue: \$40,500

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Trip Protection

Trip protection allows the guest to pay an additional fee for a more favorable cancellation policy. The guest would essentially be able to cancel last minute and receive a full refund minus the trip protection fee.



Why we love this

- ❖ Guests have peace of mind that they can cancel for any reason due to last minute changes in their plans or weather.
- ❖ Reduce chargebacks.
- ❖ Very simple to implement.
- ❖ Operators see a significant upside on the breakage.
- ❖ Protection can be customized based on product type.

Trip Protection Example

Amount of rental boats: **10**

Trip Protection Cost: **~\$30 per rental**

Take rate: **20%**

Total annual rentals: **2,000**

Trip Protection Revenue: **\$12,000**

Less Claims (25%): **\$3,000**

Net Revenue: \$9,000

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Online Boaters Test

For those born after January 1st, 1988, a temporary boaters license is required to operate a rental vessel. Multiple companies offer this test digitally, and they will pay you up to \$5 per test for referrals!



Why we love this

- ❖ Guests can take the test prior to arrival on their mobile device.
- ❖ Generate additional revenue by simply adding a link to your confirmation emails and text messages.
- ❖ Zero cost to participate in this program.
- ❖ Very simple to implement.

How To Implement

- 01 Join the affiliate program for one of the approved boaters test providers. We recommend [TakeMyBoatTest.com](https://www.TakeMyBoatTest.com) for the best commissions.
- 02 In your reservation software, add the link to the boaters test in your confirmation emails and text messages.
- 03 When the guest clicks the link, the session is tracked and the commission is recorded once the guest orders the test.
- 04 Add a QR code at your check in booth for walk ups.



PRO TIP:

Double your conversions by including a link to the boaters test in the confirmation text message and appointment reminders.

Boaters Test Example

Amount of rental boats: **10**

Boaters test commission: **\$5 per rental**

Take rate: **40%**

Total annual rentals: **2,000**

**Boaters Test
Commission Revenue: \$4,000**

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Resell Local Tours

For many operators, you are already referring business to competitors and local tour operators. Capitalize on these referrals with generous commissions (10-15%) without the administrative hassle.



Why we love this

- ❖ Expand your product offerings and enhance the guest experience.
- ❖ Generate additional revenue by simply adding links to your confirmation emails and text messages.
- ❖ Zero cost to participate in this program.
- ❖ Hundreds of options to choose from.
- ❖ Sell rentals and tours when you're closed for the season.

How To Implement

- 01 Join TripShock's affiliate program at affiliates.tripshock.com. You may also consider other tour affiliate programs and marketplaces.
- 02 Once you setup your profile, grab your affiliate link and incorporate it in your guest communication. We recommend post-checkout communication.
- 03 When the guest clicks the link, the session is tracked for 7 days and the commission is recorded once the guest completes the booking.
- 04 Add a QR code at your check-in booth to encourage additional sales.
- 05 Train your staff to use the link when recommending other operators.



PRO TIP:

Use the affiliate program to monetize content on your website for products you don't offer.

Affiliate Reseller Example

Amount of affiliate bookings

annually: **100**

Affiliate commission: **~\$40 per booking**

**Affiliate
Commission Revenue: \$10,000**

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Tipping During Checkout

Solicit the guest to provide a tip while they are making their online booking. Provide tipping suggestions like you would see at restaurants.



Why we love this

- ❖ Tipping is often a pain point for guests.
- ❖ The guest is likely to have more disposable funds before the activity.
- ❖ Credit cards tips are a hassle for guests.
- ❖ Guests are not carrying cash like they used too.
- ❖ Easy to implement for most reservation systems.

How To Implement

- 01 Check with your crew to understand the average tip amount from each rental.
- 02 In your reservation software, add a percentage based option in your checkout.
- 03 Give the guests 3 choices of tip percent (similar to a restaurant) based on your average tip amount.

PRO TIP:

If your reservation software allows it, add the ability for the guest to enter in a custom amount as well.

Pre-tipping at checkout

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Since Implementing pre-tipping on checkout, my crew noticed more bigger tips with the % suggestion.

John Stephens

Owner
Luther's Watersports



Key Takeaways

- 01 Traditional add-ons are great, but many operators do not have the bandwidth to offer them.
- 02 Operators leave thousands of dollars on the table each year by not providing participating in service based add-ons.
- 03 Most service based add-ons are very easy to implement with the right reservation software.
- 04 Guests will appreciate these offerings, and your bottom line will too!

Estimate Earnings From Add-ons (10 rental boats): **\$63,500**



We hope you enjoyed
the presentation!

For more info and inquiries:

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