TourAdvantage™

# CAMPBELL RIVER WHALE WATCHING

## THE SITUATION

Campbell River Whale Watching operates complex, high-touch wildlife tours in a highly seasonal environment. Between whale watching, bear viewing, and cross-promoted kayaking experiences, the business manages multiple tour types, and guest journeys—all while staying aligned with FareHarbor and multiple OTAs.

Like many growing tour operators, their systems have modernized over time. Online booking replaced paper. Digital waivers replaced clipboards. But guest communication still relied on a mix of booking software emails, one-off campaigns, and manual processes that were hard to maintain as volume increased.

Email mattered—but managing it couldn't become a full-time job. Maddie Lemke, Marketing and Sales Manager at CRWW shared more with us about the journey.

## THE CHALLENGE

As bookings increased, so did complexity.

- Every booking added new contacts to the email list, with little insight into who was local and who would never return.
- Guests browsed tours on the website without booking, then disappeared.
- Upsell opportunities just didn't happen
- Post-tour communication carried increasing weight in shaping the guest experience, in alignment with the company's mission
- Manual list cleanup became a recurring, time-consuming chore
- FareHarbor emails lacked the flexibility and visual storytelling they needed

One particularly visible friction point was the post-tour experience. The company runs a conservation donation program tied to every tour, allowing guests to claim and name a square meter of protected forest.

Explaining this program properly required context, visuals, and follow-up—something basic FareHarbor emails couldn't support.

The team needed guest communication that could:

- React to real booking behavior
- Run automatically without Tour Guide manipulation
- Reduce manual effort instead of creating more work
- Scale across tours, brands, and seasons.