

How we nearly *5x'd* a Southeast Alaska tour operator's direct bookings in one season

Most Southeast Alaska operators rely on OTAs and walk-ins for the majority of their bookings, giving away margin on every transaction. Here is what happens when you build a system that captures those bookings directly.

01

THE PROBLEM

Walk-ins and OTAs were running the business.

A seasonal operator leaning heavily on walk-ins and online travel agencies, with minimal direct booking infrastructure. The prior season returned roughly \$27,000 in direct revenue, leaving margin on the table to third party platforms.

02

WHAT WE BUILT



A rebuilt website, optimized for direct bookings.

Engineered end to end to turn visitors into booked guests, not browsers.



A smarter booking system.

Friction removed at checkout so guests finish the booking instead of bouncing.



A targeted Meta ad campaign.

Built around peak season demand, aimed at travelers ready to book now.

03

HOW THE SYSTEM WORKS

Four components, working together.

A direct booking system has four components that have to work together. Missing any one of them leaves revenue on the table.

01

Booking Infrastructure

The website is rebuilt from the ground up around one job: turning a visitor into a confirmed booking. Not a brochure. Not a placeholder. A conversion engine with a frictionless path from landing to checkout.

02

Traffic System

Meta campaigns built specifically for experience economy operators. Audience targeting, creative, and copy designed to reach the right operator or traveler at the moment they are ready to act. Not boosted posts. A structured campaign with a defined objective.

03

Lead Capture and Follow Up

Every inquiry is contacted within five minutes via AI powered SMS, seven days a week, regardless of what time they come in. Most operators lose leads simply because nobody follows up fast enough. This closes that gap automatically.

04

Reactivation Layer

Every operator has a database of past contacts who expressed interest but never booked. A structured reactivation campaign recovers revenue from people you already paid to acquire. This is often the fastest money in the system.

04

THE RESULTS

One season. The math changed.

\$27K → \$131K

Direct bookings, in a single season.

+385%

Direct booking growth year over year.

2X

Projected total revenue growth year over year.

05

WHAT WORKING TOGETHER LOOKS LIKE

It starts with a strategy call.

Every engagement starts with a strategy call. We look at your current booking system, your traffic, your follow up process, and where revenue is leaking. From there we build a plan specific to your operation.

Depending on what your business needs, that might include a website built to convert visitors into direct bookings, paid campaigns on Meta or Google that generate leads at a cost that makes the math work, AI powered follow up that contacts every inquiry within five minutes, search engine positioning that puts you in front of travelers actively looking for what you offer, or reactivation campaigns that recover revenue from contacts you already have.

Most operators need more than one of these working together. That is where the results compound.

The strategy call is where we figure out which combination makes sense for you.

06

WHAT THIS MEANS FOR YOU

Your season is short. Your marketing window is shorter.

If you are heading into peak season with gaps in your calendar, this system can be built and deployed quickly.

Before the bookings you are missing become the season you cannot get back.

Let us look at what is actually holding you back.

BOOK A FREE STRATEGY CALL

Or visit weareumbrella.co/alaska

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