

Six Pre-Memorial Day Checks

01 AVAILABILITY, CAPACITY & BLACKOUT DATES

- Schedules extend through your full peak window
- Last season's blackout dates removed
- New guides added as resources in the system
- Capacity reflects current team count

02 RUN A REAL TEST BOOKING

- Full booking on desktop (real card, refund after)
- Repeated end-to-end on mobile
- Add-ons and upsells visible on both devices
- Confirmation email arrives with correct info
- Checkout completes in under 90 seconds

03 PRODUCT CONTENT & PHOTOS

- Title, description, inclusions, exclusions reviewed
- First three photos checked on every product
- Best photo is in slot one (carousel order verified)
- Seasonal details updated (gear, weather, inclusions)

04 PRICING, DEPOSITS & PROMO CODES

- Peak rates active on every product
- Deposit % reflects peak-season risk
- All promo codes have correct expiry dates
- Checkout policy language matches what ops will enforce

05 CUSTOMER COMMUNICATIONS

- Booking confirmation: meeting point, address, parking
- Pre-arrival reminder: what to bring, weather policy
- Day-of message: after-hours contact number
- Post-trip follow-up still active
- Repeated for every product / location

06 TOP PERFORMERS FROM LAST SEASON

- Top 3 products by revenue identified
- Top 3 products by margin identified
- Featured on homepage and category pages
- Included in paid traffic and email signatures