

SEGWAY®

A Segway Authorized Tour Streamlines its Reservation Process and Grows Business

CUSTOMER:

Segway of Scottsdale
Darcie Williams, Owner

CHALLENGES:

Offer guests a simple and straightforward online tour reservation process

Improve the website, leverage flash seller and travel website promotions, minimize related online booking fees and grow tour reservations

Leverage the intrinsic value of Segway's iconic brand by ensuring its integrity and delivering a consistent tour experience

SOLUTION:

Segway's Authorized Tour Program Featuring the Segway Reservation System, Powered by FareHarbor

Getting to Know Segway

Darcie Williams, Owner of Segway of Scottsdale, first caught a glimpse of the Segway® Personal Transporter (PT) when working in Phoenix, Arizona. "The security guards at the building I was working in rode Segway PTs to patrol the campus and parking lots," recalls Darcie. "I was instantly curious about the product and how it worked."

One year later Darcie began following Segway Inc., learning more about the PT and exploring the possibility of opening a Segway Authorized Dealership. "At that time there was all sorts of coverage in the news about rising gas prices and green transportation alternatives. In addition, the Segway brand was earning a reputation around the world for being innovative and building high quality, safe products. Before long I'd purchased a PT!" said Darcie. I genuinely appreciated the mobility, maneuverability and fun it brought to my everyday life, and in no time, I made the decision to build a business around it."

Segway of Scottsdale Opens and Grows

Just one year after that Darcie was celebrating Segway of Scottsdale's Grand Opening. Initially, business revolved around selling Segway PTs to corporate campuses, law enforcement, private security, even construction companies who needed to efficiently move people – as well as servicing units as needed. However, before long the dealership's first tour was launched. In fact, tours were popping up all across the world. Darcie adds, **"In my opinion, the Segway PT revolutionized the tour industry and I was determined to capitalize on that growth."**

Today, Segway of Scottsdale is not only a successful Segway Authorized Dealer, it's also a prosperous Segway Authorized Tour. "We offer our guests three distinct tour options from October through May. They include tours of Tempe Town Lake, Desert Ridge and Old Town," comments Darcie. "We consistently take 12 tours out a day which may include a total of 100 people and rank in Scottsdale's top activities. I'm very proud of that."

Benefits of Segway Authorized Tours

Segway's Authorized Tour Program keeps the brand strong by ensuring

consistency across tour operations. Its large and growing unified network positions Segway to develop beneficial industry alliances, gather statistical data to market authorized tours against alternatives, provide valuable forecasting data and efficiently leverage market research. The program's initiatives include:

- A **free** Segway Reservation System, powered by FareHarbor, that allows guests to conveniently book reservations on Segway's official website, viewed by 3 million visitors annually
- **Free** Wordpress website by FareHarbor
- Exclusive 1.99% + \$0.30 credit card processing rate on all transactions
- SEO and analytical tracking support
- Negotiated national rates with major flash sellers (Living Social, Amazon Local)
- Negotiated national rates with Trip Advisor and Viator
- A tour specific Segway Safety Video

"I was one of the first authorized tours to implement Segway's Reservation System, powered by FareHarbor. I had been using Zerve, however, Segway's solution offered minimal fees, custom e-mail notification features, detailed reporting and so much more," said Darcie. "Before nearly 90% of our tour reservations were made by phone because the online process can be cumbersome. Once I implemented the new system and streamlined the process, I immediately saw an uptick in online reservations and an improvement in business."

The program's free website development and negotiated rates with large travel sites, like TripAdvisor, and flash sellers, like LivingSocial, have also played a significant role in the success of Segway's Authorized Tours. Darcie adds, "Promotional websites are key to drawing interest and selling tours. I was easily persuaded to capitalize on Segway's free and ready-to-use reservation system, as well as its relationships with promotional sites, to help me grow my business while also maintaining the integrity of Segway's iconic brand."

Become a Segway Authorized Tour

Interested in learning more about the benefits of becoming a Segway Authorized Tour? Contact Lee Robinson, Manager – Tour Operator Channel, at 603.222.6032 or lee.robinson@segway.com.

To learn more visit www.segway.com or call 866.4SEGWAY

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