

The Fall Marina Marketing Playbook



WHAT DOES AUTUMN HAVE TO BE SLOW SEASON? WITH THE RIGHT SPECIALS, MARKETING, AND BOOKING TOOLS, YOUR MARINA CAN KEEP REVENUE FLOWING LONG AFTER SUMMER ENDS.

STEP 1

CHOOSE YOUR FALL SPECIALS & PROMOTIONS

→ Run Fall-Themed Cruises

- ❑ Leaf-Peeping Tours from the water
- ❑ Pumpkin Spice Pontoon Nights with warm drinks
- ❑ Wine & Water Sunset Cruises with local alcohol brands
 - ❑ Local partners to collaborate with:

→ Offer Off-Season Discounts

- ❑ Local resident discounts
- ❑ “Back-to-school” specials in September
- ❑ Multi-day deals for weekenders

To-do:

- ❑ Easily set date-based pricing rules in Stellar or Molo, perfect for seasonal pricing & packages
- ❑ Create discount codes in directly into your booking software that guests can apply during checkout
- ❑ Promo codes can be shared directly through SMS, social media, and e-mail using your CSM
- ❑ Guests can apply discount codes during booking with no extra steps, reducing friction.
- ❑ Send last-minute SMS or email specials to fill open spots.

Both Stellar and Molo allow you to set seasonal pricing, create custom discount codes, and promote them through SMS, email, and social. Guests can apply these codes directly in the booking flow, making fall specials simple to run.

→ Create a Fall Frequent Boater Passes

- ❑ Rental passes valid September–October
- ❑ “Book two trips, get one free” promos

To-do:

Use Molo’s bundling feature to create “Book 2, Get 1 Free” or fall rental passes tied to September–October.

- ❑ Update the website to showcase passes as a featured seasonal product.
- ❑ Upsells and add-ons (like blankets, drinks, or seasonal perks) can be added into the booking process.
- ❑ Market offers via social media platforms
- ❑ Quickly update your site with localized, fall SEO key words.
- ❑ Built-in reporting helps track which passes convert best — useful for repeating or scaling next year.

With Molo, you can bundle services or create multi-ride rental passes directly in your system. Promote them on your website and track sales with built-in reporting to see which offers resonate with guests.

→ Add On, Bundle & Save

- ❑ Small touches make fall feel like a special season.
- ❑ Complimentary cider or cocoa
- ❑ Cozy blankets on pontoon rentals
- ❑ Seasonal decorations at check-in
- ❑ Rentals + captained tours
- ❑ Storage + maintenance packages

To-do:

- ❑ Add upsell items (blankets, drinks, firepit packages) right into your booking flow.
- ❑ Use Molo to bundle services like storage + maintenance for fall.

STEP 2

REFINE MY MARINA FALL MARKETING STRATEGY

→ Which Fall promos best fit my marina?

→ Which add-ons and guest comforts can I easily offer at my marina?

→ Which local partners and fall festivals should I contact to collaborate with?

→ What are the best dates to launch and end fall promos?

Start date:

End date:

Ideas:

STEP 3

ENABLE YOUR MARINA SOFTWARE TO BOOST FALL BOOKINGS

→ Fall Booking Checklist with Stellar & Molo

- ☐ Add a Fall Specials page to your website to boost SEO.
- ☐ Use Front-End to showcase seasonal availability in real time.
- ☐ Create promo codes for residents, weekenders, or fall bundles.
- ☐ Schedule SMS/email campaigns for last-minute fall offers.
- ☐ Highlight fall packages with photos & copy updates on your homepage.
- ☐ Track which specials convert best with built-in reporting tools.

NEED HELP WITH ANY OF THESE TASKS?

Contact contact@getmolo.com or chat support for a customer success team member to walk you through it.

Ideas to try at my marina:

STEP 4

PLAN AHEAD FOR NEXT YEAR BOOKINGS

Don't let the fall momentum fade — use it to prepare for 2026. You can use this fall season to capture guest emails, gather feedback for what worked best, and pre-sell early bird slips or boat club memberships!

To-do

- ☐ Collect and store guest data for easy remarketing.
- ☐ Automate renewal reminders.
- ☐ Use analytics to plan next year's fall campaigns.
- ☐ Create early-bird pricing within your Front-End booking flow