DIGITAL SPORTSMAN®



CAPTAIN, WE NEED TO TALK

The Truth About Your Booking Platform

www.dspro.guide

INDUSTRY OUTLOOK FOR FISHING GUIDES:

The Truth, The Opportunity, and What Guides Need to Know.

THE BIG PICTURE:

GROWTH, CHANGE, AND COMPETITION

Growth:

Demand for outdoor experiences, including fishing, is at an all-time high. More Americans—and travelers worldwide—are seeking authentic, guided adventures that deliver safety, expertise, and memorable moments.



$804 B **$1.68T**

GLOBAL ADVENTURE TOURISM MARKET GROWTH (2024–2032)

Bookings are trending UP, but how they are booking has changed.

Adapting to new tech:

Guides who have traditionally relied on word-of-mouth and early social media are now struggling to keep up with rapidly evolving marketing trends and competition.

If you're a fishing guide planning for the next 3–5 years, it's critical to understand that Millennials are the driving force behind online bookings for guided outdoor experiences. According to the latest research, Millennials (born 1981–1996) currently account for about **35–40% of all guided outdoor adventure bookings**, including fishing. That number is projected to reach **45–50% by 2027** as Millennials move deeper into their prime adventure/travel years and as Gen Z continues to age into the market.

Why?

Millennials are digital natives, value authentic experiences, and are willing to pay more for unique, verified, and personalized trips. They're also more likely to travel for experiences, book online, and gift adventures to others.

- **Millennials (born 1981–1996) currently represent 30–40% of all adventure and outdoor experience bookings.**
- This figure is poised to **grow to 45–50% by 2027**, making Millennials the single largest booking cohort for guided fishing and adventure trips.
- Over 53% of Millennials say they prefer personalized, AI-powered adventure planning, and **57% will spend more for authentic, local, and verified guide experiences.**
- Millennials over-index on experience gifting, with adventure and outdoor experiences among the most purchased categories.

> *To win the next wave of bookings, we need to serve Millennials where they are, how they want to book, and with the trust signals they demand. This is the Digital Sportsman advantage.*
>
> ***— Michelle (CMO), Digital Sportsman***

INDUSTRY OUTLOOK FOR FISHING GUIDES:

The Truth, The Opportunity, and What Guides Need to Know.

Competition

The competitive landscape for fishing guides is transforming rapidly—from fragmented, local word-of-mouth to a digital, review-driven marketplace with global comparability and rising customer expectations. Customers aren't just picking the nearest guide; they're comparing dozens of options online, reading reviews, and demanding seamless digital experiences. The bar for trust, transparency, and value is rising fast. As a result, guides face not only more competition, but smarter and savvier customers who expect more at every stage.



> *As a guide, you're no longer just competing with the captain down the dock—you're competing for digital attention, reviews, and trust. The opportunity is massive, but so is the competition. The winners will be those who build real relationships, stay visible online, and deliver unforgettable experiences—every single trip.*
>
> ***— Anthony, Founder, Digital Sportsman***

Challenges for traditional guides

- **Adapting to new tech:** Guides who have traditionally relied on word-of-mouth and early social media are now struggling to keep up with rapidly evolving marketing trends and competition.
- **Overcoming churn:** While many new anglers took up fishing during the pandemic, retaining their long-term participation remains a challenge for the industry.

Demand for unique, authentic experiences

- **More than just fishing:** Millennials often prioritize the overall experience rather than just the number or size of the fish caught. They seek authentic ways to connect with nature and appreciate the guide's local knowledge, creating a demand for guided tours that are as much about the natural environment as they are about the sport.
- **Adventure and "Bleisure" travel:** A desire for adventure, unique outdoor activities, and combining business travel with leisure ("bleisure") is driving demand for guided trips in exciting and picturesque locations.

Digital marketing and reviews

- **Online discovery and booking:** The digital-native millennial generation finds and books fishing trips differently. They rely heavily on online platforms, social media, and digital booking systems rather than traditional word-of-mouth.
- **Emphasis on social media:** Guides are increasingly active on platforms like Instagram and Facebook, using high-quality photos and videos to showcase the experience and attract clients.
- **Power of reviews:** Millennials are much quicker to write and rely on online reviews to make purchasing decisions. This makes a strong online reputation.



THE TRUTH ABOUT YOUR BOOKING PLATFORM.



What We Have Heard from Guides:

If you cannot provide me leads, then what good are you?

The Reality:

For 20 years, booking platforms have convinced you that leads are the only thing that matters. They have kept you dependent while taking up to 30% of every booking.

But here is what they never told you...

THE 30% TAX YOU ARE PAYING

Let's Do the Math, Captain.

Annual Commission Calculator

100 charters at $800 each	$80,000
Their 30% cut	-$24,000
What you actually keep	$56,000

That is **$24,000** a year to them. **For what? a listing and a calendar?**

What They Are NOT Telling You

The Business Tools You Are Missing

Customer Database

Every customer is YOUR asset. Track their history, preferences, and lifetime value.

Email Marketing

Stay in touch. Send season updates, special offers, and birthday greetings automatically.

Real Analytics

Know which customers book most, what times are popular, and where your revenue comes from.

Relationship Building

Turn one-time customers into loyal clients who book year after year.

THE BUSINESS WORLD SECRET

Why Fortune 500 Companies Do Not Rely on Lead Sources.

COMPANIES WORTH BILLIONS USE:

Salesforce
CRM Platform

HubSpot
Marketing Automation

Customer Databases
Their Most Valuable Asset



They know the truth:
Your existing customers are 5-10x more valuable than new leads. But booking platforms need you to believe otherwise.

Why? Because if you owned your customer relationships, you would not need the booking platform anymore.

THE REPEAT CUSTOMER GOLDMINE

Math That Will Change Your Business.

THE OLD WAY (LEAD DEPENDENCY)	THE DIGITAL SPORTSMAN WAY
New customer costs: $50-150 in ads/commissions	Email past customers: FREE
30% booking fee to platform	Direct booking: 0% commission
Customer books once, gone forever	Average customer books 3-5x over 5 years
No data, no relationship	You own the relationship
Result: Constant struggle for new leads	**Result:** Predictable, growing revenue

ONE REPEAT CUSTOMER = **$0 ACQUISITION COST + $0 COMMISSION** = **100% PROFIT MARGIN**

WHAT DIGITAL SPORTSMAN ACTUALLY DOES

Your Complete Business Operating System.

Booking & Scheduling

Direct bookings from YOUR website. Manage complex schedules, resources, and availability.

Customer CRM

Every customer tracked. Booking history, preferences, notes, lifetime value all in one place.

Automated Marketing

Email campaigns, follow-ups, seasonal announcements all automated.

Payment Processing

Secure payments, automated waivers, deposits, and full payment tracking.

Real Reporting

Revenue trends, customer lifetime value, peak seasons all at your fingertips.

Growth Tools

Website integration, social media tools, and AI-powered features to scale.



YES, WE GENERATE LEADS TOO

But That is Just the Beginning.

Direct Booking Widget on YOUR Website

Customers find you through Google, social media, and word of mouth then book directly with you. No middleman. No commission.

You keep 100% of the booking fee.

But Here is the Real Magic:

- Every booking builds YOUR customer database
- Automated email brings them back next year
- Referral programs turn customers into marketers
- Reviews and testimonials you control



WE DO NOT JUST GIVE YOU FISH. WE TEACH YOU TO FISH AND GIVE YOU THE BEST ROD, REEL, AND BOAT.

THE REAL COST COMPARISON

Let's Talk Numbers, Captain to Captain.

Traditional Booking Platform

- Commission per trip: **20-30%**
- Annual cost (100 trips): **$16,000-24,000**
- Customer database: **THEIRS**
- Marketing tools: **None**
- Your business equity: **$0**

Digital Sportsman

- Monthly subscription: **About $99/mo**
- Annual cost: **About $1,188**
- Customer database: **YOURS**
- Marketing tools: **Complete CRM**
- Your business equity: **PRICELESS**

YOU SAVE $14,000-22,000 PER YEAR WHILE BUILDING A REAL BUSINESS

REAL CAPTAIN SUCCESS STORIES

What Happens When You Take Control.



My clients love how easy the Digital Sportsman app makes booking their trips and I am thrilled that I can offer online bookings without needing to accept credit cards.

- DS Pro Captain



I have already increased my repeat bookings with a few simple marketing campaigns. It took just a few minutes to set up using the DS templates and tools.

- DS Pro Captain



Digital Sportsman has transformed how I run my business allowing me to focus more on providing great experiences for my clients.

- DS Pro Captain

THE TRUTH THEY DO NOT WANT YOU TO KNOW

Why Booking Platforms Keep You in the Dark.

Their Business Model Depends On:

- You never building a customer database
- You staying dependent on their leads
- You not knowing how to market yourself
- You never owning your customer relationships

The moment you own your customers their 30% commission becomes impossible to justify.

That is why they have convinced you that leads are all that matters. It is not true. Never has been.



EVERY SUCCESSFUL BUSINESS IN EVERY OTHER INDUSTRY KNOWS: YOUR CUSTOMER LIST IS YOUR BUSINESS.

YOUR BUSINESS TRANSFORMATION

From Lead-Dependent to Business Owner.

Before Digital Sportsman	After Digital Sportsman
Waiting for platform to send leads	Customers book direct on YOUR site
Losing 30% of every booking	Keep 100% of your booking fees
No customer database or history	Complete customer database you OWN
No way to reach past customers	Automated marketing to past customers
Limited business insight or control	Full control and business intelligence

YOU GO FROM RENTING YOUR BUSINESS TO OWNING IT

THE BOTTOM LINE

What Every Captain Needs to Understand.

BOOKING PLATFORMS HAVE BEEN LYING TO YOU

- They told you leads are everything. They are not.
- They convinced you to give up 30% forever. You do not have to.
- They kept you from building a real business. Not anymore.

$14K–22K
SAVE PER YEAR

100%
OWN YOUR CUSTOMERS

∞ BUILD REAL EQUITY



DIGITAL SPORTSMAN IS NOT JUST SOFTWARE. IT IS YOUR DECLARATION OF INDEPENDENCE.

READY TO TAKE CONTROL?

Book Your Free Demo Today.

STOP PAYING 30% FOREVER | Start Building a Business You Actually Own

In Your Demo We Will Show You:

- How to take bookings directly on your website
- Your customer database in action
- Automated email marketing that brings customers back
- Real reporting that shows your business health
- Exactly how much you will save in year one

What You Will Get:

- Simplified scheduling and resource management
- Automated bookings and secure payments
- Built-in CRM and marketing automation
- Website integration that matches your brand
- Mobile app to manage from anywhere



DIGITAL SPORTSMAN®

MORE BOOKINGS. LESS WORK. ONE POWERFUL PLATFORM.

Schedule your free demo and see why captains are making the switch

www.dspro.guide

Twenty years is long enough to pay 30% commissions.

IT IS TIME TO OWN YOUR BUSINESS.

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