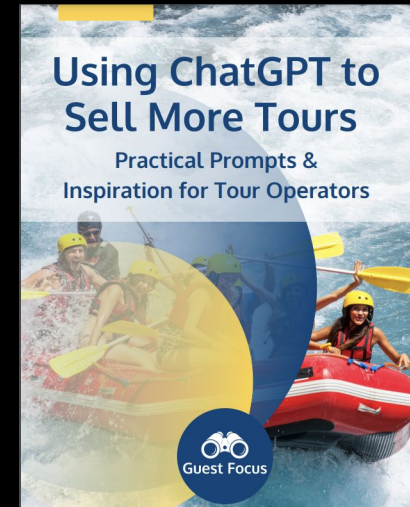


Using AI to Write Irresistible Tour Descriptions

Download Your Session Workbooks:



[guestfocus.com/workbook](https://www.guestfocus.com/workbook)





Guest Focus





Midgi Moore
Juneau Food Tours &
Taste Alaska



Angela Shen
Savor Seattle Food Tours
& Savor the Wild Tours



Avital Ungar
Avital Experiences



Jessica Gregory
Tour Business Marketing
Specialist



Staci Giovino
Carmel Food Tours



Casey Hanisko
Adventure Travel
Trade Association



Yaron Burgin
Abraham Tours & Hostels



Dave Kratt
One Tree Paddles





John LaVerne
Bulldog Tours



Catherine Wilhoit
Bulldog Tours



Kenny Dunn
Eating Europe



Jess Jeacle
Fat Tire Tours



Simon Burke
Txango Tours



Ana Ines Figueroa
Adventure & Landscape



Chad Krolouski
Guest Focus



Kelsey Tonner
Guest Focus

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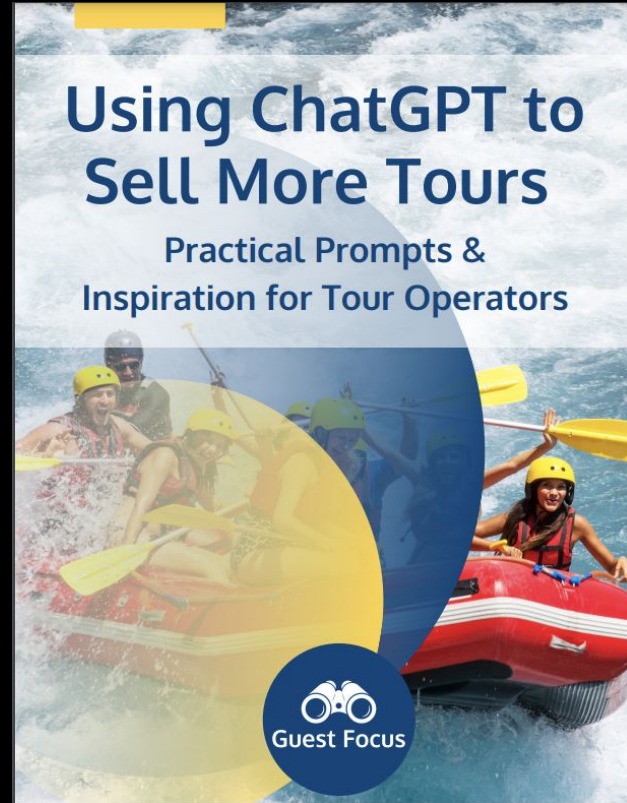
Since 2015, our programs have helped over 2,000 tour operators from 75+ countries grow their businesses.

Our team of tour business coaches are all successful tour business owners and have over 200 years of combined industry experience.



Irresistible Tour Descriptions





The 12 Essential Elements

1. Name
2. Bold Promise
3. Call to Action
4. Media (Photos and Videos)
5. At a Glance
6. Reasons to Act Now
7. Magic Moments & Open Loops
8. Features & Benefits
9. Risk Reversal
10. Testimonials & Social Proof
11. FAQ (Address Objections)
12. Bonuses



Generative AI



Limitations



Address The Big Questions



1) Is this plagiarism?



2) Will I be punished by Google?



Recent Chat GPT Updates

- 1) ChatGPT Plus
- 2) Custom instructions
- 3) Browse, Images, Plugins, Voice
- 4) Other Models (Claude, Bard, etc)



3 Step Guest Focus Guidelines when using ChatGPT



Every Time You Use ChatGPT

- 1) Give it a Role
- 2) Give it a Goal
- 3) Guest Focus Makes it Whole



8) Features & Benefits



Features

For a tour or experience, features might be:

- type of transportation
- comfort of your vehicle seats
- your group size
- special people, special access, or special moments
- inclusions



Benefits

A benefit is the positive impact your product or service has on your customer. Benefits focus on the customer, tend to be longer and answer the question 'Why this matters' (1-2 sentences)



Features & Benefits

Superior Viewing Experience

Our state of the art Mercedes has floor to ceiling windows and no middle row, ensuring you get the best seat in the house on the Road to Hana

Free Cancellations

Our 24 hour cancellation policy means a no-stress booking and a hassle-free holiday for you and your family.



Demo



2) Bold Promise



Bold Promise Framework

Enjoy <Biggest Desire>, without <Biggest Pain>,
Even if <Biggest Objection>



West Asheville River Arts District E-Bike Tour

*Experience Asheville's vibrant arts scene and fresh mountain air WITHOUT the hassle of traffic & parking
EVEN IF it's your first time on an e-bike...*



Rainy Lake Fishing Tours

*Iconic Canadian Fishing Trips that are Convenient,
Close and Comfortable*



Rainy Lake Fishing Tours

Less time getting here. More time fishing.



LAS VEGAS MOVIE TOURS

See Las Vegas' iconic
movie locations from a
"theater on wheels"



Demo



7) Magic Moments



Magic Moments

By painting a scene or magic moment in your tour description, you bring the tour to life in the minds of potential customer. (future pacing)



Magic Moments

Describing what your guests will see, hear, smell, taste, and feel, paints a vivid and impactful picture of the experience you're offering



Magic Moments

Where possible, capture the feelings and emotions guests regularly feel in these moments (e.g. awe, wonder, surprise, tranquility, relaxation)



Provence to the French Riviera Walking & Hiking Tour

Beauty may be what first brought pleasure-seekers to this rocky shore, but southern France is something you indulge in with all your senses. The song of the cicadas. The scent of lavender farms. The beating sun of the trail, broken by a plunge into a sea cove. Or maybe by the first juicy bite of a cool apricot. Wild Provence. The chic Riviera. From beginning to end, it's a feast.



Demo



11) FAQ



Objections, Concerns & Hesitations



“What if I don’t like riding my bike in groups?”

On your tour, you will have EXTRA VAN SUPPORT the whole time - so you can spend your time enjoying your trip - your way. With an extra support vehicle you’ll be able to enjoy those unscripted moments that make active travel so rewarding—and not be left waiting around. Enjoy any amount of activity you like—at your own pace, always with the option to change your mind as your day unfolds.



“How qualified are your guides?”

Here at Galapagos Adventures Inc, we know the guide makes all the difference. That’s why we only work with ‘Class 3’ National Park Guides with at least 10 years industry experience. Each one our guides has a degree in Biology and speaks at least three languages. In 2022, we’re happy to share that our guides received an average guest satisfaction score of 9.8/10



Demo



4) Media (Photos and Videos)





BEFORE



AFTER



Conversion Rate
↑ 22.4%

Click-Through Rate
↑ 107%

Source: Blend Marketing, October 2020



BEFORE



AFTER



Click-Through Rate
↑ 235%

Source: Blend Marketing, October 2020



Demo



Some More Secret Sauce...



Use Your Reviews



Model What You Like



Bringing it all together



The Irresistible Tour Description

1. Name
2. Bold Promise
3. Call to Action
4. Media (Photos and Videos)
5. At a Glance
6. Reasons to Act Now
7. Magic Moments & Open Loops
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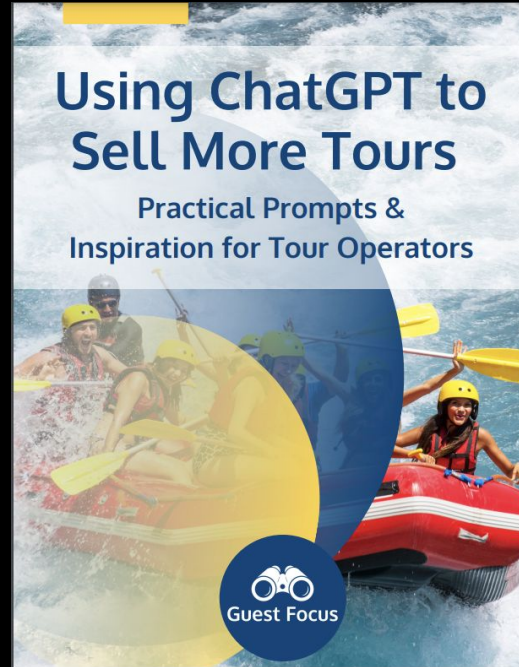




Primary Goal: Transactions

Variant ▲	Experiment Sessions	Experiment Transactions	Calculated Ecommerce Conversion Rate
Original	748	45	6.02%
Variant 1	716	47	6.56%





guestfocus.com/workbook



Want a Free 1:1 Review of Your Tour Sales Pages?

[guestfocus.com/bookmycall](https://www.guestfocus.com/bookmycall)





THE

SELL MORE CORPORATE TOURS BOOTCAMP

A Proven System to Consistently Land High-Paying Corporate Clients
Tuesday Oct 24th, Oct 31st & Nov 7th



Thank You + QnA

DOWNLOAD YOUR SESSION WORKBOOK

Use the QR code below to download your **Irresistible Tour Descriptions Workbook**. This 40-page guide walks you through our 12 steps to creating irresistible tour descriptions and driving more sales.



guestfocus.com/workbook

WANT A FREE 1:1 REVIEW OF YOUR SALES PAGES?

Use the QR code below to book a **FREE Strategy Call** with a tour business coach. On this free 45 minute session, we'll go through your tour business goals & challenges and offer feedback on your website & tour sales pages.



guestfocus.com/bookmycall

Come Say Hi & Learn How You Can Earn 3 months of Free Coaching at our Booth in the Arival Exhibit Hall!



Guest Focus