

WELCOME TO THE WORKSHOP!

Since 2015, our coaching programs have helped over 2,000 tour operators from 75+ countries around the world. Our team of 12+ tour business coaches have over 200 years of combined industry experience and every day we are helping tour business owners sell more tours.



DOWNLOAD YOUR SESSION WORKBOOK

Use the QR code below to download your **Irresistible Tour Descriptions Workbook + AI Prompt Guide**. These two guides will walk you through our 12 steps to create effective tour descriptions and drive 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

Member Success Stories



"I absolutely think that Guest Focus is the best option out there – I don't care if you're a new tour operator or if you're a veteran tour operator ... This program is dedicated to exactly what we do and it's amazing."

John LaVerne, Bulldog Tours

"What makes this program so special is the personal touch you get with your accountability calls and the real-time support from the coaches. I've implemented tons of the ideas they suggested and I'm already seeing results in my tour company. It really is money well spent."

Ben Gillies, Winnipeg Trolley Tours



"We've officially reached our 20% growth goal in tour sales for 2023 vs 2022 and we still have a couple months to go this year!! Just wanted to share the stoked vibes and say thanks for the coaching & support 🙌"

Elizabeth Bean, The Jaguar's Jungle

"I really appreciate the genuine desire that the entire coaching team has for us to succeed. That really shines through. I've never experienced anything like it before - the level of support is truly incredible."

Rachael Biggins, Barefoot Sailing Adventures



"What drew us to the Guest Focus Business Coaching Program was a long history with Kelsey and others on their team ... we had a lot of experience working with them and really seeing the effects of their advice"

Torin Kexel, The Flying Bike

"Since making the recommended adjustments to our pricing from \$365 to \$499, we've consistently hit our goal of 50%+ profit margins this quarter and have still sold out every single tour! Coach Angela has been a complete blessing to my tour business and to me as a person. Thank you for this program and for connecting me with her, she's the truth!"

Jonathan Mark, Trill on Wheels

