

*100 AI Prompts
Every Tourism
Brand Needs to
Drive Bookings*

THE ULTIMATE AI PROMPT LIBRARY FOR
TRAVEL & HOSPITALITY

WELCOME,

We're Dan and Casey, founders of [Untethered Media](https://www.untethered.media), and we've spent more than a decade helping tourism businesses grow their bookings & revenue using our proven DRIVE framework.

As AI reshapes where and how travelers book, our approach to tourism marketing helps you get seen by the right travelers and convert that attention into revenue.

We hope these 100 AI Prompts help you streamline your business and improve your marketing so you can go back to focusing on your zone of genius and growing your business.

For the best results, use these prompts as a *foundation*, but input more specifics about your business, goals, brand, and desired results.

Remember, AI amplifies whatever you give it. If your input is vague, your output will be generic.

And if you're ready to create a winning marketing plan for your business, **[schedule your free consultation](#)** and start seeing results.

Cheers,

Dan and Casey

www.untethered.media



Section 1: Guest clarity and decision psychology

Define exactly who you're speaking to and why they should book with you.

1. Ask me 10 questions to define the specific guest this offer is for. Avoid generic demographics. Focus on motivations, trip context, decision triggers, and booking behavior.
2. Based on this offer, identify 3 distinct guest types who might realistically book. For each, explain what they care about most and what would stop them from booking. Offer: [paste]
3. Turn these messy notes into a clear “who this is for / who this is not for” section that helps guests self-select. Notes: [paste]
4. Write a short decision helper that helps a traveler choose between Option A and Option B based on priorities, trade-offs, and fit. Option A: [details] Option B: [details]
5. List the questions a cautious, first-time guest asks before booking this experience. Provide at least 15 questions, grouped by theme. Offer: [paste]
6. Create a buyer-intent map for this topic. Show what people are thinking and searching for when they are dreaming, comparing options, and ready to book. Topic: [paste]
7. Identify the top 5 objections someone has before booking this offer. Then draft honest, expectation-setting answers that build trust rather than pressure. Offer: [paste]
8. Extract the implied target guest from this existing copy. Then tell me what's missing or unclear if this were meant for a specific person. Text: [paste]
9. Write 3 versions of the same core message for different intent stages: researching, comparing, and ready to book. Topic: [paste]
10. Ask me follow-up questions until you can describe our ideal guest in one sentence that feels uncomfortably specific.

Section 2: Positioning without inventing strategy

Clarify what you already know. Do not let AI define your business.

11. Based only on the decisions I share, help me articulate our positioning clearly. Do not invent new strategy or audiences.
12. Identify where our positioning sounds generic and explain why it fails to differentiate. Positioning: [paste]
13. Turn these operational choices into clear differentiation a guest would actually care about. Notes: [paste]
14. Identify what we intentionally do not offer and explain how that strengthens fit for the right guest.
15. Rewrite this positioning so it filters out the wrong guests instead of trying to appeal to everyone. Text: [paste]
16. Translate this founder explanation into guest-facing language without losing precision. Explanation: [paste]
17. Identify contradictions across these pages that confuse who we're for. Pages: [paste]
18. Create a one-paragraph "why this exists" explanation grounded in real trade-offs. Notes: [paste]
19. Pressure-test our positioning from a skeptical traveler's perspective. What sounds vague, overstated, or unsupported?
20. Rewrite this positioning to be defensible in reviews, not just persuasive in marketing. Text: [paste]



Section 3: Website content that reduces friction

Assume the guest, intent, objections, and positioning are already defined from the above prompts.

21. Rewrite this page to help a guest decide faster, not to read longer.

Page: [paste]

22. Identify where this page creates uncertainty instead of clarity and suggest fixes.

Page: [paste]

23. Rewrite this experience description to reflect how it actually unfolds, step by step.

24. Rewrite this amenities section so guests know exactly what's included and what's not.

25. Explain this location from a guest's reality, including trade-offs and limitations.

26. Rewrite this page assuming the guest has never visited this destination before.

27. Create a "What to expect" section that prevents misunderstandings later.

Offer: [paste]

28. Rewrite this copy to reduce assumptions based on insider knowledge.

29. Identify where this page oversells and rewrite it to be accurate and still compelling.

30. Rewrite this booking flow explanation to reduce abandonment and confusion.

31. Turn this long page into a scannable decision path for a hesitant guest.

32. Rewrite this page to answer "Is this right for me?" clearly.

33. Identify which details matter most for booking confidence and elevate them.

Page: [paste]

34. Rewrite this page so expectations match on-site reality.

35. Remove anything that sounds impressive but doesn't help a guest decide.

Section 4: Pre-trip communication and expectations

Optimize for confidence before arrival, not volume of messages.

36. Write a pre-arrival message that reduces last-minute questions.
37. Rewrite this pre-trip email to lower anxiety and uncertainty.
38. Draft a realistic packing list based on actual conditions.
39. Explain what happens if plans change due to weather or conditions.
40. Rewrite this message to clarify what guests should prepare for in advance.
41. Write a pre-trip message that sets boundaries without sounding restrictive.
42. Rewrite this logistics email so it's easy to follow when tired or traveling.
43. Draft a message explaining seasonal differences guests should expect.
44. Rewrite this communication to reduce operational friction on arrival.
45. Write a message explaining limitations guests often misunderstand.
46. Rewrite this confirmation email to reinforce booking confidence.
47. Identify where this pre-trip message creates confusion and fix it.
48. Rewrite this message assuming the guest is traveling internationally.
49. Draft a reminder that prevents common operational issues.
50. Rewrite this email to minimize follow-up questions.



Section 5: Inquiry, sales, and reservations support

Help guests decide faster and reduce back-and-forth.

51. Rewrite this inquiry response to qualify fit, not just answer questions.

52. Draft an inquiry response that helps a guest decide, not just gather info.

53. Rewrite this reply to sound human, specific, and grounded.

54. Rewrite this response to reduce back-and-forth emails.

55. Draft a response for a guest comparing multiple options.

56. Rewrite this pricing explanation to remove confusion or sticker shock.

57. Draft a response that addresses budget concerns honestly.

58. Rewrite this follow-up to respect hesitation instead of forcing urgency.

59. Draft a reply explaining why this experience costs what it does.

60. Rewrite this response to align expectations before payment.

61. Draft a reply for a guest with special requirements.

62. Rewrite this email to clarify flexibility and constraints.

63. Draft a response that balances reassurance with realism.

64. Identify where this inquiry response oversells and fix it.

65. Rewrite this proposal explanation to be clearer and more concrete.

Section 6: Reviews, trust, and reputation

Protect credibility and long-term demand.

66. Write a review response that references specifics and avoids templates.
67. Rewrite this review reply to sound less automated.
68. Draft a response to a negative review that acknowledges without defensiveness.
69. Rewrite this response to clarify expectations for future readers.
70. Write a reply that reinforces what the experience is actually like.
71. Rewrite this review response to remove generic gratitude language.
72. Draft a reply that addresses a misunderstanding calmly.
73. Rewrite this response to reflect accountability and clarity.
74. Identify patterns in these reviews that point to expectation gaps.
Reviews: [paste]
75. Summarize reviews into actionable insights for marketing updates.



Section 7: Internal systems and consistency

Make outputs repeatable across teams.

76. Rewrite this internal note into clear guidance staff can follow.
77. Summarize this messy process into a repeatable workflow.
78. Rewrite this SOP so seasonal staff can get up to speed quickly.
79. Clarify this internal policy to prevent inconsistent communication.
80. Rewrite this internal explanation to match how things actually work.
81. Identify where internal documentation conflicts with guest-facing messaging.
82. Rewrite this process so it's easier to execute consistently.
83. Turn these notes into a checklist the team can reuse.
84. Rewrite this internal doc to reduce ambiguity.
85. Identify which tasks here are repeatable and delegatable.



Section 8: Tool use, workflows, and AI discipline

Prevent chaos and inconsistency.

86. Identify which parts of this workflow AI should support and which must remain human-led
87. Assign clear roles to AI tools for this process and explain why.
88. Identify where AI could create risk if used without review.
89. Rewrite this workflow to be easier for a team to follow.
90. Identify where tool overload is slowing execution.
91. Suggest how to simplify this system without losing effectiveness.
92. Rewrite this process so outputs are consistent across team members.

Section 9: Measurement, impact, & accuracy

Track what actually moves the needle.

93. Identify which metrics actually indicate marketing effectiveness here.
94. Explain how to tell if this content improves booking confidence.
95. Identify signs that AI is creating noise instead of results.
96. Rewrite this reporting focus to track what moves the needle.
97. Identify where effort is high but impact is low.
98. Review this content and flag anything that may be inaccurate or unverifiable.
99. Separate opinions from facts and identify what must be confirmed by a human.
100. If uncertain about any claim, say “Uncertain — needs human review” and explain why.

TOURISM MARKETING THAT TURNS VISIBILITY INTO BOOKINGS

If you could increase your bookings by even 5–10%, what would that mean for your bottom line?

How much additional revenue — and stability — would that create for your business?

For over a decade, we've helped tourism brands grow revenue + bookings through our proven DRIVE framework.

As AI reshapes where and how travelers book, our approach helps you get seen by the right travelers and convert that attention into revenue.

**Ready to create a winning marketing plan for your business?
Schedule your free consultation and start seeing results.**

**DRIVE MY
BOOKINGS**