



THE AI TOOLKIT FOR TRAVEL AGENTS

The shortcuts, scripts & prompts that make running your travel business feel 10x easier.

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Let's be honest: most travel agents use AI like this:

“Write me something about holidays.”

And then wonder why it comes out sounding like it's been written by a 1998 brochure printer.

This toolkit gives you the ACTUAL prompts and tools that work for a modern UK travel agent, the ones that save your sanity AND your screen time.

This is how you:

- ✓ Write content faster
- ✓ Reply to clients like a pro
- ✓ Improve your quotes
- ✓ Sound confident (even when you don't feel it)
- ✓ Stay organised
- ✓ Show up online without staring at your phone in panic
- ✓ Basically look like you've got your life together

Right - let's get you powered up.

★ SECTION 1: 10 POWER PROMPTS FOR TRAVEL AGENTS

These are the kind of prompts that make you think:

“Where has this been all my life?”

1. The “Sort This Out For Me” Enquiry Upgrade

For when a client sends the classic “Hi, can you help?” message.

Prompt:

“Rewrite this enquiry in a friendly, travel-agent-ready way and ask the essential questions: dates, airport, travellers, ages, budget, vibe, must-haves. Keep it warm and simple.”

2. The Quote Introduction Script

Because a good quote message = instant professionalism.

Prompt:

“Create a friendly message introducing a holiday quote with 2-3 options, explaining why I chose them, and adding a soft CTA asking which one they prefer.”

3. The Follow-Up That Doesn't Feel Awkward

Great for: "Should I message them again?" moments.

Prompt:

"Write a warm follow-up to a client asking if they had a favourite option from the quotes I sent yesterday. Keep it short, human and zero pressure."

4. 30 Content Ideas - Sorted

Never stare at a blank screen again.

Prompt:

"Give me 30 Instagram content ideas for a travel agent specialising in [YOUR NICHE], with hooks, angles and simple formats."

5. The Personalised Itinerary Builder

This one makes clients think you're a genius.

Prompt:

"Create a 5-day itinerary for [DESTINATION] for a [traveller type: family/couple/solo], including timings, must-sees, food spots and insider tips."

6. The "Fix This Caption, Please" Prompt

For when your brain is fried.

Prompt:

"Rewrite this caption in a warm, British, modern, slightly humorous tone. No clichés. No cringe. Keep it sounding like me."

→ paste your text

7. The Professional Email Polish

Because sloppy emails cost bookings.

Prompt:

"Polish this email so it sounds confident, helpful and friendly — but still like a real human wrote it."

8. The Resort Comparison Breakdown

Perfect for carousels + expert content.

Prompt:

"Create a clear comparison of [Resort 1] vs [Resort 2], including pros, cons, price point, ideal traveller type and a recommendation."

9. The Instant Reel Script

Fast, easy and actually engaging.

Prompt:

“Write a 20-second Reel script on [TOPIC], with hook, on-screen text, voiceover and CTA.”

10. The Human Caption Writer

Because “wanderlust vibes” needs to be banned.

Prompt:

“Write an Instagram caption about [TOPIC] in a warm, modern, British tone with light humour and a CTA inviting followers to DM me their dates.”

★ SECTION 2: CLIENT COMMUNICATION PROMPTS

These make you look organised, consistent, and calm, even on days when you're absolutely not.

Welcome Message

Prompt:

“Write a friendly welcome message for new travel clients explaining what happens next and what information I need. Make it simple, organised and warm.”

Before-You-Fly Message

Prompt:

“Create a pre-travel checklist message including passport reminders, check-in info, luggage rules, transfer details and any useful tips.”

Departure Day ‘Have the Best Time’ Message

Prompt:

“Write a cheerful departure-day message wishing the client a great holiday, reminding them I'm here if they need anything, and asking for a photo when they return.”

★ SECTION 3: INSTAGRAM PROMPTS FOR VISIBILITY

30-Day Posting Plan

Prompt:

“Create a 30-day Instagram content calendar for a travel agent specialising in [NICHE], with hooks, formats and CTAs.”

Reel Ideas Generator

Prompt:

“Give me 20 Reel ideas for a travel agent that will build trust, show expertise and spark enquiries in [NICHE]. Include hooks + on-screen text.”

Daily Story Structure

Prompt:

“Create a daily 10-frame Instagram Stories structure that blends value, personality, travel tips and soft selling.”

★ SECTION 4: BUSINESS GROWTH PROMPTS

Weekly CEO Routine

Prompt:

“Create a weekly routine for a travel agent that builds visibility, bookings and confidence.”

Brand Voice Builder

Prompt:

“Create a brand voice guide for a travel agent who is warm, modern, slightly sarcastic, British, and confident. Include signature phrases + phrases to avoid.”

Signature Service Builder

Prompt:

“Help me create my signature service using: I help [WHO] plan [WHAT] through [HOW] so they get [RESULT].”

★ SECTION 5: CLIENT PROFILE BUILDER

This makes quoting faster AND more accurate.

Prompt:

“Build a detailed client profile for a trip to [DESTINATION] for [traveller type], including budget, must-haves, ideal resort style, flight preferences, and recommended upsells.”

★ SECTION 6: THE AI QUOTE SUPPORT ASSISTANT

The one you'll use daily.

Prompt:

“Using the resort and package details I provide, create a clear quote summary I can paste into a client message including: price, room type, board, flight times, highlights, and why it's a good match.”

♥ YOU'RE NOW OFFICIALLY AN AI-POWERED AGENT

You now have the tools to:

- ✓ Save hours
- ✓ Show up consistently
- ✓ Respond professionally
- ✓ Feel confident
- ✓ Look organised
- ✓ Impress clients
- ✓ Convert more enquiries

This is how you go from “overwhelmed agent” → Travel CEO.

 **BEFORE YOU GO... DON'T MISS THIS!**

If this guide helped you realise just how much easier your travel business can be... wait until you see what happens when you have 24 full mini-courses supporting you every single day in December.

Yep, your Travel Agent Advent Calendar is officially live. And it's absolutely ridiculous this year:

-  24 Courses
-  24 Days
-  Normally £480
-  Now £24 for Black Friday**

This is everything a modern travel agent actually needs - marketing, content, sales, systems, branding, confidence, visibility - all delivered in bite-sized, binge-able lessons you can fit between enquiries, school runs and wrapping paper disasters.

Each day you open a “door,” you get:

- ✨ A new skill
- ✨ A new strategy
- ✨ A new win for your business

No BS, no overwhelm, no wasting time Googling things that make you want to scream.

Just pure, practical “this will actually help me grow” value.

If you loved this lead magnet?
You're going to be obsessed with the Advent Calendar.

 Grab it now for £24 before the Black Friday price disappears.

Treat yourself.

Future-you will be VERY smug about this one.  