



AI FOR TRAVEL AGENTS

Practical Prompts + AI Assistants

FREE PRACTICAL COURSE PREVIEW

**WORK SMARTER. SERVE CLIENTS BETTER.
GROW YOUR TRAVEL BUSINESS.**

A short practical extract from the complete online course

How to Use This Preview

Apply each example to a real task in your travel business.

- 1 Read the 4-Part Prompt Formula and identify each element.
- 2 Copy one sample prompt and replace the example details with your own.
- 3 Review the AI output and refine tone, timing, budget or format.
- 4 Verify time-sensitive travel information before using it with a client.

AI supports professional judgment. It does not replace it.

Protect client data, check important facts and add your own travel expertise before sharing any result.

The 4-Part Prompt Formula

Clear instructions produce more useful AI output.

ROLE

Who should the AI act as?

Example: an experienced travel advisor

TASK

What exactly should it create?

Example: a five-day itinerary

CONTEXT

What details shape the answer?

Traveler, budget, interests and constraints

FORMAT

How should the answer be organized?

Table, email, checklist or day-by-day plan

Weak Prompt vs Strong Prompt

See how useful detail changes the quality of the response.

WEAK PROMPT

"Write an itinerary for Paris."

The AI does not know the traveler, trip length, budget, interests or desired format.

STRONG PROMPT

"You are a luxury travel advisor. Create a 5-day Paris itinerary for a couple celebrating their anniversary. Include romantic restaurants, hidden gems and one free afternoon. Format the result as a day-by-day table."

Why it works: the role, task, client context and requested format are all explicit.

Two Practical Prompts

Copy, customize and refine them for your own workflow.

PROMPT 1 | PERSONALIZED ITINERARY

"You are an experienced travel advisor. Create a 5-day mid-range Bali itinerary for a couple interested in nature, local food and relaxation. Include beach activities, cultural attractions and one free afternoon. Format the itinerary day-by-day with estimated timing."

Refine it by slowing the pace, adding local food experiences or reducing travel time between activities.

PROMPT 2 | CLIENT FOLLOW-UP

"Write a follow-up email to [client name], who received a quote for [destination] [number of days] ago. Ask whether they have questions. Offer to adjust [budget, hotel category or activity]. Suggest a reply by [day of week]. Use a polite, helpful and warm tone. Do not sound pushy. Keep it to three short paragraphs."

Use neutral placeholders instead of real client names or personal information.

Preview an AI Travel Assistant

Move from one-off prompts to more consistent support.

Start with an organized document containing FAQs, tours, policies, booking instructions and contact details. Then give the AI a clear role and boundaries.

SHORT MASTER PROMPT

"Use this Google Doc as your main source: [paste link].

You are an AI assistant for [travel agency name]. Answer client questions about FAQs, tours, policies, bookings and contact details using the document.

Use a friendly, professional and simple tone. Do not invent information. If something is missing, say: 'Please contact the travel agency for confirmation.'"

Test every assistant for accuracy, tone and missing information before sharing it with clients.

Three professional rules

- Remove sensitive information before uploading any document.
- Do not allow the assistant to invent policies, prices or booking terms.
- Keep packages, contact details and operational information updated.

Ready to Work Smarter with AI?

Continue with AI for Travel Agents: Practical Prompts & AI Assistants on Udemy. Learn how to create itineraries, improve client communication, produce travel content, research destinations and build an AI assistant for your business.

[VIEW THE COURSE ON UDEMY](#)

GB Aviation TS Training Academy

The promotional coupon is applied automatically through the course button.