



# Unleashing the Power of AI & ChatGPT: **10 Actionable Ideas for Travel Agents**



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This webinar is  
being recorded!



# Travefy Academy

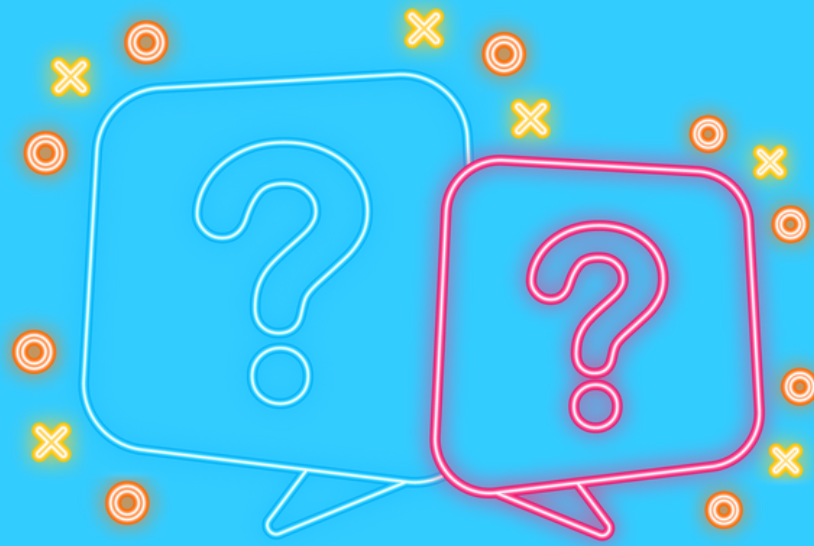
A free educational series to empower today's Travel Professional

[Academy.Travefy.com](https://Academy.Travefy.com)

# Webinar Agenda:

- **What is artificial intelligence (Ai) and ChatGPT?**
- **How to use it in your day-to-day business**
- **10 ideas to start using ChatGPT today!**





# Quick Poll!



# What is Ai?



# What is ChatGPT?



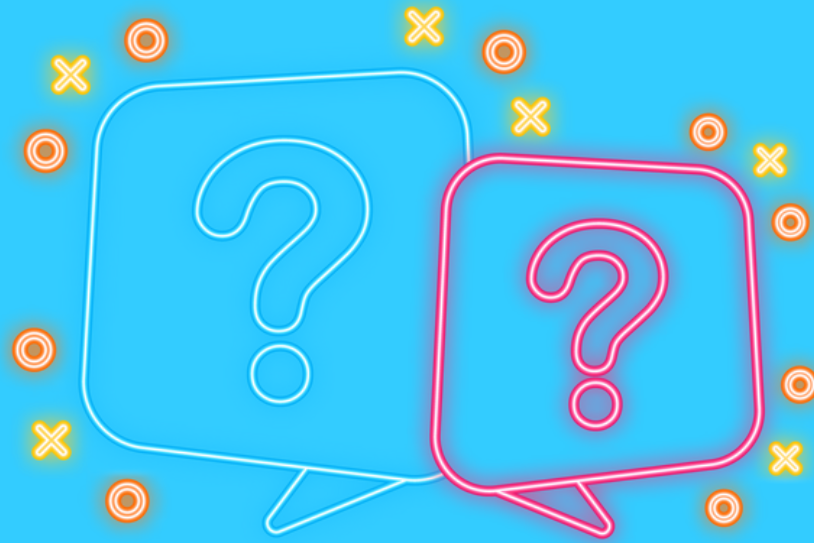


The letters 'AI' are rendered in a glowing, digital font, appearing to be composed of many small, bright blue and white particles. They are set against a dark blue background filled with a complex network of glowing lines and dots, resembling a data visualization or a neural network. The overall aesthetic is futuristic and technological.

# ChatGPT Notes

[chat.openai.com](https://chat.openai.com)

- Not always correct or the best information
- Supports data up to 2021
- Doesn't replace a human
- Understanding how to ask it questions to get the response you want

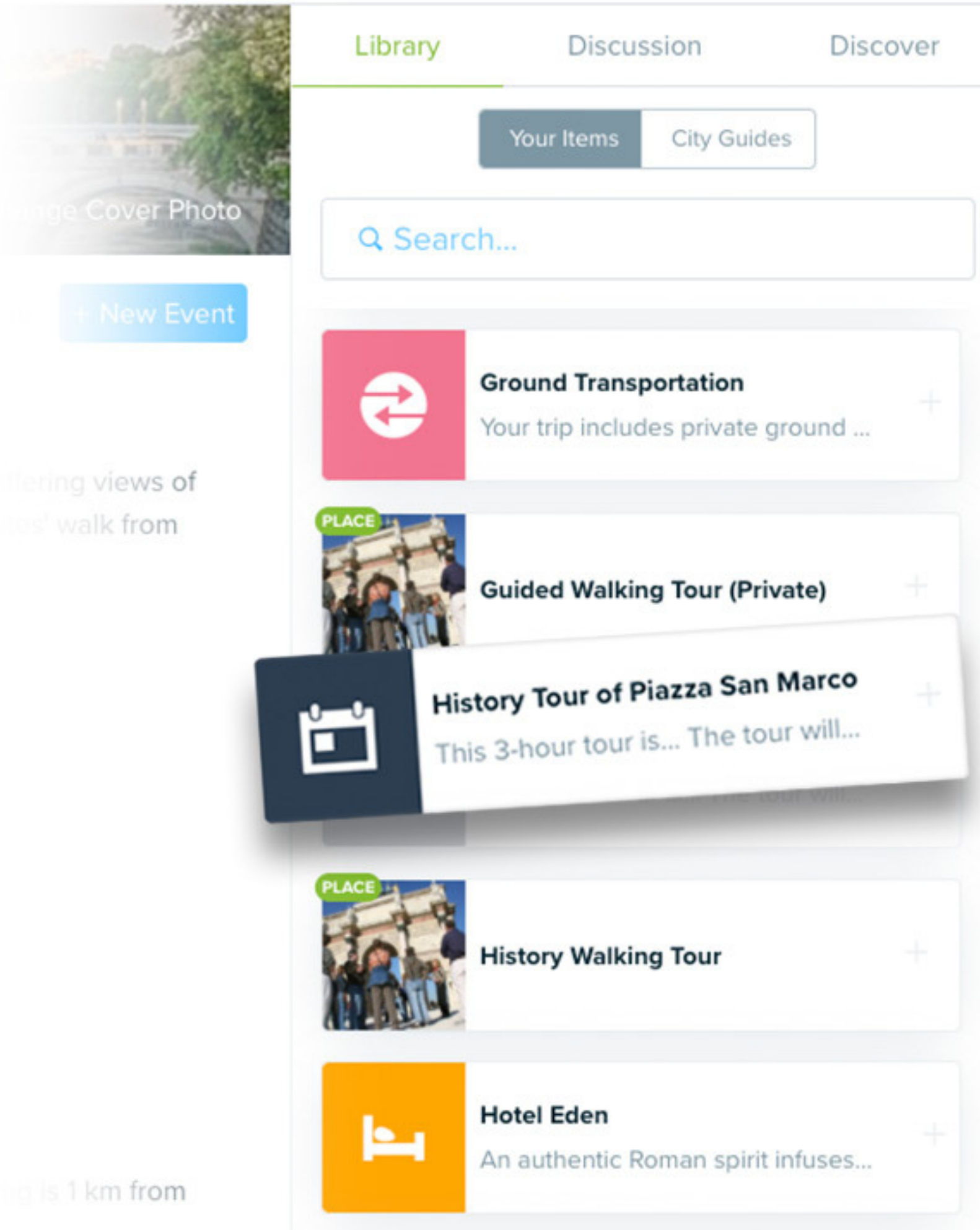


## Share in the chat:

What ideas do you have for utilizing ChatGPT in your business?



# 10 ways you can start using ChatGPT!



# #1

# Itinerary Ideas + Creation

# Top-notch trip tailoring

The screenshot shows a travel proposal interface. At the top, there are four highlighted boxes: 'Resort Option: Grand Velas Los Cabos' (orange), 'Private Ground Transfer' (pink), 'Sunset Catamaran Cruise' (green), and 'Don't Forget Travel Insurance!' (grey). The main proposal card features a header with 'Liz Davis, Travel Experience Designer' and the 'Travelistas' logo. Below the header is a photo of a resort with the text 'Mr. and Mrs. Hofer - Anniversary Trip' and '\$4,500'. A 'PROPOSAL DETAILS' section follows, with a sub-section for 'Grand Velas Los Cabos' and a corresponding image of the resort. A dashed white line with arrows connects the highlighted boxes to the main proposal card.

- **Restaurant recommendations**
- **Entertainment & show options**
- **Customized destination content descriptions**
- **Bonus: Save to your Library!**



# #2

## Email Marketing Ideas

# Generate engaging content



- **Subject lines**
- **Content copy**
- **Opening paragraphs**
- **Contact ideas for newsletters, personalized offers, and updates**

# ChatGPT Prompt:



I am writing an email marketing newsletters for my clients who have traveled in the last two years with me. What are some content ideas to create to engage with them?



Absolutely! Keeping your past travelers engaged is a great strategy for building loyalty and generating repeat business. Here are some content ideas for your email marketing newsletters tailored to clients who have traveled with you in the past two years:





# ChatGPT Response:

1. **Travel Recaps:** Share "Year in Review" or "Month in Review" roundups with photos and memories from trips that took place during that time.
2. **Personalized Recommendations:** Based on where they've traveled before, suggest similar destinations or experiences that they might love. Use data from their previous trips to make the recommendations more personalized.
3. **Travel Journals:** Share stories from other clients who've had memorable experiences. This can inspire past clients to travel again or even consider destinations they hadn't before.
4. **Photo Contests:** Encourage clients to share their best travel photos for a chance to win prizes. This not only engages them but also provides you with user-generated content.
5. **Destination Spotlights:** Highlight a destination in detail, including cultural events, local attractions, and lesser-known spots.
6. **Travel Tips and Tricks:** Share advice on packing, beating jet lag, getting the best flight deals, local customs and etiquettes, etc.
7. **Exclusive Deals:** Offer special promotions or discounts exclusively to past travelers. This can be a strong incentive for them to book their next trip with you.
8. **Updates and Improvements:** If you've made any updates to your services, added new tour packages, or improved any aspect of the travel experience, let them know.
9. **Behind-the-Scenes:** Share stories or photos of your team in action, scouting new destinations, or experiencing local cultures. This humanizes your brand and helps clients feel more connected.
10. **Travel Quizzes and Games:** Engage your clients with fun quizzes like "Where should you travel next?" or crossword puzzles themed around travel destinations.
11. **Guest Posts:** Invite past travelers to write about their own experiences, tips, or stories. This can create a sense of community among your clients.
12. **Local Recipes:** Share a local recipe from a popular destination. Those who've traveled there might appreciate reliving the experience by making a dish they enjoyed during their trip.
13. **Upcoming Events:** Highlight events or festivals in popular destinations over the next

🔄 Regenerate



# #3

## Social Media Content & Ideas

# Take the guess work out of planning



Can you create a social media content calendar for me to use for Facebook posts? Please include graphics, text, and hashtags. I would like to post 4 times a week and the focus is to sell travel. Include posts that sell my services, highlight client stories and reviews, and highlight destinations in the Caribbean



## WEEK 1:

### 1. Monday:

- **Graphic:** A collage of the top 5 Caribbean destinations.
- **Text:** "Dreaming of the Caribbean? Let's make those dreams a reality! Discover the top 5 destinations you must visit. #CaribbeanDreams #TravelWithUs"

### 2. Wednesday:

- **Graphic:** A client photo (with permission) enjoying a beach in the Caribbean.
- **Text:** "Here's our lovely client, [Client Name], soaking up the sun in Barbados! 🌞 What's your dream Caribbean destination? #ClientSpotlight #TravelTales"

### 3. Friday:

- **Graphic:** A quote graphic with a client review.
- **Text:** "Hearing from our happy travelers always makes our day! 🌟 Thank you, [Client Name], for sharing your experience. #HappyTraveler #ClientReview"

### 4. Sunday:

- **Graphic:** A serene beach view with a hammock.
- **Text:** "This could be your Sunday view. Reach out to us and let's plan your perfect Caribbean getaway. #SundayVibes #BeachDreaming"

- **Generate content ideas for specific platforms**
- **Text and hashtags for posts**
- **Create an entire content calendar**

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# #4

# Custom Emails to Clients

# Spark a new conversation



- **Great for hard conversations to find the right language**
- **Quick ideas for jumping off points**
- **Use for emails or in-person**

# ChatGPT Prompt:

I am a travel agent and a client doesn't understand why I am charging them a fee to work with me. Can you draft a simple email explaining that I only earn commission on what they purchase so I need to charge a fee to reflect the services I will be able to provide them with





Subject: Understanding Our Service Fee

Dear [Client's Name],

I hope this email finds you well. I wanted to address the service fee associated with your booking and provide some clarity on the matter.

In the travel industry, many agents like myself earn commissions on the travel products we sell. This commission is a reflection of the partnerships we've cultivated with various travel providers. However, this commission only comes into play when a purchase is made.

The service fee I charge is not just about the final booking. It's an acknowledgment of the time, expertise, and resources I invest in ensuring that your travel experience is as seamless and enjoyable as possible. This includes researching options, securing the best deals, providing timely information, and being available to assist with any unforeseen challenges you might encounter during your travels.

In essence, the fee is a modest way to ensure that I can continue to offer the high level of personalized service that every client deserves, even before a purchase is made. I assure you that with this fee, you are not just paying for a transaction but an entire travel experience crafted with care.

I value our relationship and hope this provides some clarity on the matter. Please feel free to reach out with any further questions or concerns. My aim is always to ensure you have the best travel experience possible.



# #5

## Packing Lists & Tips

# Make it easy for your clients



- **Create a simple packing list for your clients and take in account the season and what they are planning to do**
- **Build the list on Canva, Google Docs, Word, etc. and save as a PDF**

# ChatGPT Prompt:

My clients are traveling to Italy at the beginning of September. They will be visiting the Amalfi coast, Rome, and Tuscany. What should they pack for 1 week? Some activities they will be doing is going to the beach, boat rides, wine tour, and exploring

# ChatGPT Response:

- Earphones or headphones
  - Reading material or e-reader
3. **Essentials:**
- Passport and copies
  - Travel insurance details
  - Wallet (with euros, credit/debit cards)
  - Itinerary, hotel and activity confirmation
4. **Snacks and Drinks:**
- Reusable water bottle
  - Some non-perishable snacks (nuts, prot
5. **For Wine Tours:**
- A small notebook and pen for wine notes
6. **Backpack or Daypack:** Useful for carrying €

## Packing Tips:

1. **Layers:** Especially for transitional seasons like spring and autumn, layering is key. It allows for easy adaptation to varying temperatures.
2. **Respectful Attire:** Remember that if your clients are visiting religious sites in Rome, they should have their knees and shoulders covered.
3. **Space for Souvenirs:** Italy offers a variety of beautiful souvenirs. From olive oil in Tuscany, lemon products from the Amalfi Coast, to handmade ceramics. Make sure to have some space in their luggage or consider a small bag for extra items.

## Clothing:

### 1. Basics:

- Underwear and socks (7 pairs each)
- Pajamas
- Lightweight bras for women (including a sports bra for activities)

### 2. Tops:

- 3-4 short-sleeved shirts or blouses
- 2-3 long-sleeved shirts or blouses (for cooler evenings and religious sites)
- 1-2 lightweight sweaters or cardigans

### 3. Bottoms:

- 2-3 pairs of shorts
- 2 pairs of lightweight pants or jeans
- 1 dressy pair of pants or skirt for evenings out

### 4. Dresses (for women):

- 1-2 summer dresses (that can double up for beach and evening)
- 1 lightweight dress for cooler days or nights

### 5. Outerwear:

- 1 lightweight jacket (water-resistant if possible)
- 1 wrap or shawl for women (can be used for cooler evenings or entering religious sites)

### 6. Shoes:

- 1 pair of comfortable walking shoes or sandals
- 1 pair of dressy sandals or shoes for evenings out
- 1 pair of beach sandals/flip-flops
- Optional: 1 pair of water shoes for rocky beaches or boat activities

### 7. Swim and Beach:

- 2 swimsuits (so one can dry while using the other)

Buon viaggio to your clients! They're sure to have an amazing time in Italy.



# #6

## Travel Blogging Content & Ideas

# Source content & SEO ideas



- **Generate blog article ideas and topics**
- **Have ChatGPT write your content or give you copy to use as a jumping off point**
- **Utilize for SEO and find keywords to implement**
- **Get specific!**

# ChatGPT Prompt:



I specialize in wine tours to Italy, can you give me 5 blogging article topics I can write about?



# ChatGPT Response:

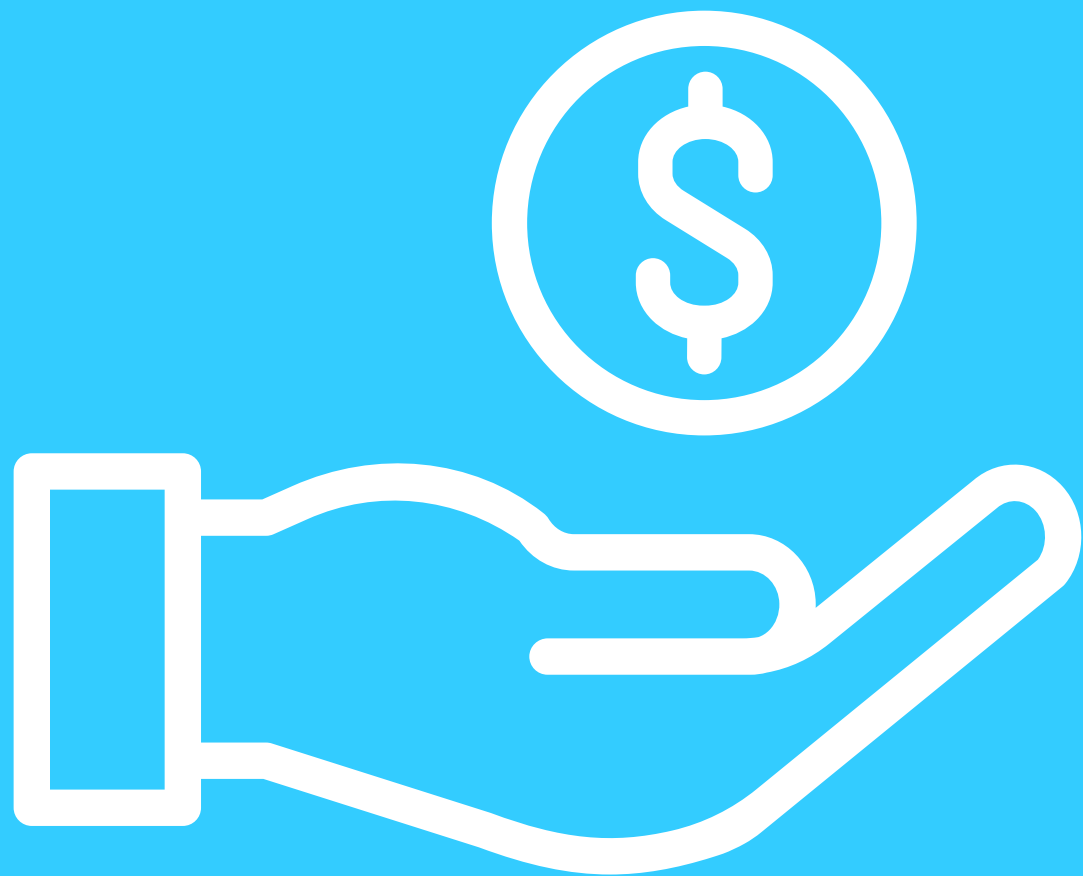
1. **"A Journey Through Italy's Wine Regions"**: Delve into the distinctive wine-producing regions of Italy, from Tuscany's famed Chianti to Piedmont's Barolo. Highlight the unique characteristics, history, and flavors of wines from each region.
2. **"The Art of Italian Wine Tasting: Tips & Techniques"**: Educate your readers on how to fully appreciate Italian wines. Discuss the visual examination, olfactory analysis, and taste assessment, emphasizing nuances specific to Italian varietals.
3. **"Pairing Delights: Best Italian Foods with Iconic Italian Wines"**: Wine and food go hand in hand, especially in Italy. Share mouth-watering pairings, like how a robust Sangiovese pairs beautifully with a hearty Osso Buco, or the delight of a crisp Prosecco with seafood risotto.
4. **"Hidden Vineyards: Off-the-Beaten-Path Italian Wine Tours"**: Showcase lesser-known, but equally incredible, wineries and vineyards that offer an intimate, authentic experience. Perhaps highlight family-owned estates or regions not typically associated with wine but producing outstanding bottles.
5. **"Sustainable Winemaking: Eco-Friendly Vineyards in Italy"**: With increasing interest in sustainable and organic practices, explore Italian vineyards committed to environmentally friendly winemaking. Highlight their practices, the flavor profiles of organic wines, and why a sustainable wine tour could be a unique experience for eco-conscious travelers.



**#7**

# Upselling Ideas for Your Clients

# Use ChatGPT in the booking process



- **Based on client choices, ask ChatGPT to suggest more options that you might've missed**
- **Create engaging descriptions to sell**

# ChatGPT Prompt:

my clients are traveling to Italy and staying in Tuscany. They love wine and food and I already have a private food and wine tour planned for them. Is there anything else I can try to offer or sell to them that I haven't thought of?



1. **Cooking Classes:** Arrange a private cooking class with a local chef. They can learn to make traditional Tuscan dishes like ribollita, pappa al pomodoro, or a classic tiramisu.
2. **Truffle Hunting:** Tuscany is known for its truffles. Organize a truffle hunting excursion with a local guide, followed by a meal where they can savor their finds.
3. **Olive Oil Tasting:** Just as wine has its complexities, so does olive oil. An olive oil tasting session at a Tuscan olive grove could be enlightening. They could also participate in olive harvesting if they visit during the right season.
4. **Bicycle Tour:** Offer them the chance to see the rolling hills of Tuscany from a different perspective—a leisurely bike tour. Include stops at picturesque villages or scenic viewpoints.
5. **Hot Air Balloon Ride:** Viewing the Tuscan landscape from the sky during sunrise is an unforgettable experience.
6. **Art and History Tours:** Think of guided visits to cities like Florence, Siena, or Lucca. These tours can be tailored to their interests, whether it's Renaissance art or medieval architecture.
7. **Spa Day:** The thermal baths of Tuscany, like those in Bagno Vignoni or Saturnia, offer a relaxing experience. Consider organizing a spa day where they can unwind amidst natural settings.
8. **Cheese Tasting Tours:** Organize a tour to a local pecorino producer, especially in areas like Pienza which are famous for this delicacy.
9. **Villa Stay or Dinner:** If they're not already staying in one, consider arranging a night in a traditional Tuscan villa. Even if just for a dinner, the ambiance and experience can be exceptional.
10. **Horseback Riding:** A horseback ride through Tuscan vineyards or countryside can be both romantic and adventurous.
11. **Opera or Concert Night:** Depending on the time of year, there might be opera performances or concerts, especially in cities like Florence. A night of music under the Tuscan stars

🔄 Regenerate

Send a message





# #8

## White-Glove Customer Service

# Ai meets human



- **Use to generate responses to simple inquiries**
- **Utilize for those hard to answer questions**

# ChatGPT Prompt:

when is the best time to travel to london when it's good weather but not as touristy?



# ChatGPT Response:

London is a fantastic destination with something to offer year-round. However, if your clients are looking for a balance between pleasant weather and fewer tourists, the best times are typically the shoulder seasons: **late April to early June** and **September to early October**.

## 1. Late April to Early June:

- **Weather:** This period offers milder temperatures and flowers in full bloom. The weather is generally pleasant, though there's always a chance of rain in London. Bringing a light rain jacket or umbrella is advisable.
- **Touristy Factor:** Early in this window, particularly April and early May, the city isn't overwhelmed with tourists. However, as you move into late May and June, tourist numbers increase, especially with school trips and early summer vacationers.

## 2. September to Early October:

- **Weather:** September maintains some warmth from the summer, but by October, the temperatures begin to cool down. Like the spring, the fall colors in London's parks, such as Hyde Park and Regents Park, are spectacular.
- **Touristy Factor:** Most summer tourists have left, and the major attractions are less crowded. However, it's still advisable to book popular spots in advance.

Some additional notes:

- **Festivals & Events:** Check the city's calendar for events and festivals. London hosts numerous events throughout the year which might be of interest, but they can also mean more visitors.
- **Pricing:** During shoulder seasons, you might find slightly reduced prices for accommodations compared to the peak summer months.
- **Daylight:** Keep in mind the length of days. Days are longer in spring and shorter in the fall, which might influence sightseeing plans.



# #9

## Sales Training & Role Plays

# A training ground for new Travel Advisors



- **Great for teams!**
- **Simulate customer interactions**
- **Teaching how to respond and handle different situations**



I would like you to help me train on how to respond to clients. I am a travel advisor and can you role play as the client. They are looking for a vacation for their family but not sure where to go yet. What types of questions would they ask?



Of course! I'll role-play as the client, and you can respond as the travel advisor. Here's how a typical conversation might start:

---

**Client (Me):** Hey there, I've been thinking about taking my family on a vacation, but we're unsure about where to go. Can you help with some recommendations?

---

Now, based on your response, I'll continue the conversation, asking typical questions a client might pose. This exercise should help you practice crafting your responses and offer insights.





# #10

## Enhances to Your Client's Itinerary

# Add expertise... in seconds



- Add history and culture facts
- Adding cultural best practices
- Including proposal/itinerary overviews in the sales process



# BONUS

## Creating Proposals/Quotes

