



Launch guide

# Essentials checklist

Launch your new activity successfully on GetYourGuide



We analyzed our top-performing activities to identify what works.  
This checklist covers the essentials that drive bookings.

## In case you missed it...

Check out our last [Travel Experience Trend Tracker](#) to learn how to get better reviews and boost your business.

# Activity title



## 01 Boost your clicks with a powerful title

A strong title drives discoverability and clicks, which directly impact bookings. Follow these key principles to help your tour stand out in search results.

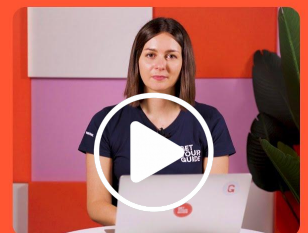
✓ Your checklist	✦ Our tips
✓ Start with <b>location</b> (city/neighborhood)	✦ Use the format: [Location]: [Activity Type] + [Unique Selling Point/Extras]
✓ Include <b>duration</b> upfront (2-Hour, Full-Day)	✦ For day trips, use: From [Location]: [Activity Type] + [Unique Selling Point/Extras]
✓ Add the <b>activity type</b> (Walking Tour, Cooking Class)	✦ Include as many unique selling points as possible (e.g., sites, private setting, special transport)
✓ End with <b>unique value</b> (Skip-the-line, Welcome drink)	✦ Skip all caps or excessive punctuation, use terms travelers actually search for

### Resources

- [Describing your product](#)
- [Creating a new activity](#)
- [Using the AI Content Creator](#)

### GETTING STARTED

## Category & Title



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# Availability

## 02 Set availability to improve conversion

Booking windows are becoming more diverse, from last-minute to long in advance. Use these tips to stay visible year-round and boost your sales.

### ✓ Your checklist

- ✓ Set availability for **at least 3-6 months ahead** to appear in searches early
- ✓ Set minimum participants to **1 or 2**
- ✓ Offer **multiple** departure times to give travelers the flexibility to fit your activity into their schedule
- ✓ Set the **shortest** cut-off time to win bookings from travelers already in the destination

### ✦ Our tips

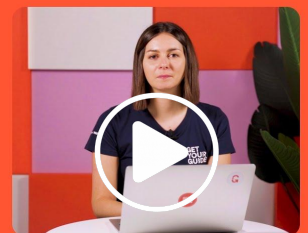
- ✦ Set availability for 1 year ahead to boost visibility and capture demand for your full season
- ✦ Solo travelers are growing – attract this high-value segment by decreasing your minimum participant setting
- ✦ Set a cut-off time of under 10 hours for morning activities and 4 hours or lower for afternoon/evening departures
- ✦ Consider using the **zero-minute cut-off** feature to allow last-minute bookings

### Resources

- [Setting up cut-off times](#)
- [Adding availability and pricing to your product](#)
- [Managing availability for your product](#)

GETTING STARTED

### Pricing & Availability

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# Pricing

## 03 Build trust with strategic pricing

Transparent, competitive pricing builds traveler trust and boosts conversion. Use this checklist to price effectively and convert more customers.

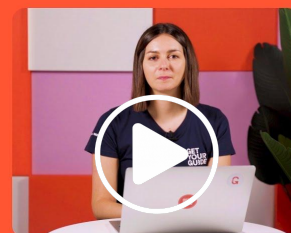
✓ Your checklist	✦ Our tips
✓ Create a <b>special offer</b> with at least 10% discount	✦ Limited-time offers create urgency – activities with special offers can get up to 25% more bookings
✓ Set <b>competitive</b> base prices across your calendar	✦ Use our “ <b>Likely to sell out</b> ” predictions to strategically adjust prices for peak dates
✓ Ensure “From price” (starting price) is available on <b>multiple dates</b>	✦ The starting price should be easily findable, especially in the next 7 days
✓ Offer <b>all-inclusive</b> transparent pricing	✦ Avoid hidden fees or surprise charges hidden – they often result in complaints or poor reviews

### Resources

- [Setting up cut-off times](#)
- [Adding availability and pricing](#)
- [How to boost bookings with Special Offers](#)

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### Pricing & Availability

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# Photos

## 04 Showcase your experience with strong photos

More than half of travelers rely on real photos to make booking decisions. Follow these guidelines to help make your activity shine and attract potential customers.

✓ Your checklist	✦ Our tips
✓ Upload an <b>eye-catching</b> first photo – ideally a wider shot	✦ Show vibrant, but true-to-life colors – avoid photoshopped or AI-generated imagery
✓ Add <b>at least 10</b> well-composed photos – putting the <b>4 best shots first</b>	✦ Use wide shots to establish context and give a sense of place
✓ Order <b>chronologically</b> to tell the story of your experience from start to finish	✦ Show a diverse customer demographic actively participating in your experience
✓ Ensure images are at least <b>1280px wide, horizontal, and watermark-free</b>	✦ Detail inclusions like vehicles, vessels, equipment, and any food or drink
✓ Mix scenic shots, action moments, guide interactions, and genuine guest reactions	✦ Use seasonal imagery to give an accurate depiction of your activity year-round

### Resources

- [Upload photos that spark interest](#)
- [Prepare to take photos](#)
- [Increase your bookings with optimized photos](#)

GETTING STARTED

### Photos

