



Guest Personas Prompt Guide

*AI tools to help you host with clarity, confidence,
and fewer late-night edits*

www.smartpineapple.ai

© 2025 Pineapple Innovate Inc. All rights reserved.

Stop Guessing. Start Hosting with Intention

Let's be honest—"everyone's welcome" sounds nice, but it doesn't book nights. Hotels figured this out ages ago. They use guest personas to attract the right travelers, craft better experiences, and fill their calendars with less chaos.

This guide is your shortcut. Inside, you'll find simple, editable AI prompts to help you market smarter, communicate faster, and make your place stand out—for the guests who actually want what you offer.

Use them as-is or tweak to fit your voice. No jargon. No fluff. Just practical tools to help you host like you mean it.

Quick-Start Instructions

1. Choose your AI tool: ChatGPT, Claude, Gemini—whatever works for you.
2. Copy and paste any prompt from this guide. Replace the bracketed sections with your property's details.
3. Review the response. Adjust the tone or add your flair as needed.
4. Use it where it counts: listings, guest messages, social posts, or emails.

Guest Welcome Message Prompt

You are a hospitality expert writing a personalized welcome message.

I manage a [PROPERTY TYPE] in [LOCATION]. Write a warm, conversational message for a guest checking in on [DATE].

Details:

- Guest type: [Solo traveler / Family with kids / Couple / Digital nomad]
- Length of stay: [X nights]
- Check-in process: [Self-check-in / Key pickup / Concierge]
- One local recommendation for their guest type

Keep the message friendly, 3–4 sentences, and include check-in instructions plus one personal touch.

Listing Description Refresh (Persona-Focused)

You are a travel copywriter specializing in guest personas.

Rewrite the listing description for my [PROPERTY TYPE] in [CITY, COUNTRY].

Focus on attracting: [Adventure traveler / Wellness traveler / Digital nomad / Business traveler / Family group].

Key features to include:

- [Feature 1]
- [Feature 2]
- [Feature 3]

Tone: [Welcoming / Elevated / Cozy / Modern].

Write in 120–150 words. Avoid overused adjectives. Use sensory language and clear benefits.

Guest Review Summary (Pattern Recognition)

You are a customer experience analyst.

Analyze these 15 guest reviews for my [vacation rental / hotel] and identify patterns.

[PASTE YOUR REVIEWS HERE]

Provide:

- 1. Top 3 strengths mentioned (quote supporting phrases)*
- 2. Any recurring concerns or suggestions*
- 3. Emotional language or values expressed*
- 4. What these patterns suggest about our ideal guest type*

Social Media Caption Creator

You are a hospitality brand voice expert.

Create a social media caption for a [vacation rental / boutique hotel] post featuring [describe photo subject].

Include:

- Tone: [Casual / Dreamy / Local / Minimalist / Wholesome]*
- Target audience: [Families / Couples / Remote workers / Locals / Repeat guests]*
- Platform: [Instagram / Facebook / Threads]*
- Include 5 hashtags aligned with the destination and audience persona.*

Length: Max 100 words. End with a question or call to connection.

Dynamic Pricing Strategy Ideas

You are a vacation rental revenue manager. Suggest pricing and package strategies for my [PROPERTY TYPE] in [REGION] during [low season / midweek / shoulder season].

Details:

- Average nightly rate: [\$XXX]*
- Guest persona to target: [Budget traveler / Business traveler / Group traveler]*
- Occupancy goal: [e.g., fill 3 nights per week / increase average length of stay]*
- I prefer strategies that include value-adds rather than just discounting*

Provide:

- 1. Two pricing adjustment suggestions*
- 2. Two package or upsell ideas*
- 3. One note on timing or booking window behavior for this persona*

Local Guide Tailored to Guest Type

You are a local travel concierge. Create a short, curated list of local experiences for a [GUEST TYPE] staying in [TOWN / REGION].

Parameters:

- Audience: [Wellness traveler / Adventure traveler / Family / Couple / Remote worker]*
- Trip length: [Weekend / 3–5 nights / 1 week]*
- Tone: Friendly, local-insider, not touristy*
- Preferences: [Free or low-cost / Nature-focused / Cultural / Relaxing]*

List 5 experiences. Include a 1-sentence description for each and why it suits this guest type.

Want to Go Deeper?

We work with only a few property owners and teams each year—those who are serious about refining their guest experience, growing sustainably, and doing it without losing their soul (or their Sundays).

If that sounds like you, reach out:

✉️ kay@smartpineapple.ai

We don't do hype. We do clarity, creativity, and real partnership.



We are a woman-owned business that is passionate about building hospitality and tourism worldwide. We believe in local economies, education and professional development. Smart Pineapple, a brand of Pineapple Innovate Inc.

Disclaimer

The strategies, tools, and recommendations provided in this worksheet are intended to offer general guidance and inspiration for property owners, managers, and hoteliers. While we strive to provide accurate and up-to-date information, we cannot guarantee specific results or outcomes. We encourage you to tailor these strategies to your unique circumstances and to seek professional advice where necessary. By using this worksheet, you acknowledge that the implementation of any strategies or actions is at your own discretion.