AI Prompts for Destination Information Consistency

A practical guide for small chambers, tourism committees, and DMOs. Even if you don't call yourself a DMO.

Reality Check: If you're also managing housing challenges, workforce shortages, childcare, and downtown vacancies alongside tourism, this guide is designed to fit around those bigger issues. Aim for one hour a month on this unless a grant or funder requires more.

Most DMOs and chambers are still using AI in small, experimental ways; using it for a few drafts a month is normal, not behind.

🗺️ How to Navigate This Guide (Start Here)

When you copy this into Word/Canva/Google Docs, keep the section headers exactly as labeled so you know what to print for whom.

Formatting tip for Word users: Apply Heading 1 style to major sections (SECTION A, B, C, D), Heading 2 style to subsections (What This Is, Your Reality, etc.), and Normal text to body content.

Circle or highlight the section that matches your role before sharing this with others.

SECTION A: STAFF PLAYBOOK

You, reading this now, the person who will actually use the prompts

- One-Hour Quick Start
- All 6 prompts with instructions
- Politics & pessimism strategies
- Troubleshooting guide

SECTION B: BOARD BRIEF (PRINT THIS SECTION FOR BOARD PACKETS)

Give only this section to board members or funders

- What this is and why it matters
- Time/budget requirements
- Success metrics (YOUR baseline, not quotas)
- Maximum safe promise for year 1

SECTION C: BUSINESS OWNER HANDOUT

(PRINT THIS SECTION, NO AI MENTIONED)

Hand directly to business owners. Simple, visual, action-focused

- Before/after example of confusion
- 10-minute self-audit
- How to get help from you

SECTION D: TINY VERSION

For volunteer committees with 10 hours/year or less

- Ultra-minimal workflow (4-6 businesses/year)
- Designed for places with half-empty downtowns
- Goal: Protect what we have

SECTION B: FOR YOUR BOARD

(PRINT THIS SECTION ONLY)

Reality check: Most destinations nationally are still only experimenting with AI in small ways. Using it for a few drafts per month is a perfectly valid level for a small organization. You're not behind.

What This Is

A low-cost approach to helping local businesses fix confusing online information that costs them bookings. When travelers see different hours or old photos across Google, websites, and booking platforms, they lose trust and book elsewhere.

Why It Matters

Inconsistent business listings make our entire destination look disorganized. 73% of consumers lose trust in businesses when online information doesn't match[1]. This work:

- Builds goodwill with businesses
- Strengthens destination credibility
- Can convert non-members into supporters
- Helps protect what we have in communities facing population loss or economic decline

[1] BrightLocal Consumer Review Survey, 2023

What We're Actually Doing

1. Manually checking business listings on Google, websites, and booking platforms
2. Using a writing assistant tool to organize findings into comparison tables
3. Emailing businesses with helpful, specific fixes they can make in 20-30 minutes
4. Tracking which businesses respond and make improvements

Staff Time Investment

- **Minimum viable:** 2-4 hours per month for 5-10 businesses per quarter
- **Scales to your capacity:** Even 4-6 businesses per year is measurable progress
- **Flexible:** Can be broken into 5-10 minute chunks between other tasks

What Success Looks Like

These are examples, not quotas. Success = better than where you started, even if change is small. In struggling or shrinking communities, holding steady can be a win.

In year one, we'll track:

1. How many businesses we contact
2. How many reply
3. How many fix something

Our only goal: Those numbers get a little better over time.

STEP 1: Establish YOUR baseline in Quarter 1, then aim for +5-10% improvement each quarter from YOUR starting point.

Metric	What to Track	How to Set Your Target
Businesses engaged	How many we audited and contacted	Q1: Establish baseline. Q2+: Better than last quarter
Response rate	% who replied to our emails	Q1: [Your %]. Q2: +5-10% from Q1
Fix rate	% who actually updated listings	Q1: [Your %]. Q2: +5-10% from Q1

Realistic example: If you start with only 20% of contacted businesses fixing info, moving to 25-30% next quarter is a solid success. Improvement from YOUR baseline is what matters. Not hitting someone else's numbers.

Real-World Wins to Watch For (Beyond Numbers)

- Businesses proactively reach out with questions
- Non-members join after receiving helpful audit
- Business owners mention us positively to other owners
- Faster responses to outreach over time
- Businesses update listings before we contact them

Budget Requirements

- **Optional:** AI writing assistant subscription (~$20/month for ChatGPT Plus, Claude Pro, or Perplexity Pro)
- **Alternative:** Use free versions with slower turnaround (works fine, just takes longer)
- **Primary investment:** Staff/volunteer time

What We're NOT Doing

❌ Replacing staff with AI. We're using tools to speed up boring drafting tasks so staff can focus on relationships

❌ Making this public-facing. Uutreach is private, helpful, and relationship-focused

❌ Guaranteeing business compliance or accuracy. We flag inconsistencies; businesses own final updates

❌ Promising destination-wide coverage unless we have funding and staff to match

Maximum Safe Promise for Year 1

Sample commitment you can read at a meeting:

"For year one, we will focus on 4-10 key businesses with listing consistency support, and then reassess our capacity and results."

Avoid promising: "We'll help every business" or "destination-wide coverage" unless you have dedicated funding or staff for that scope. It's better to under-promise and over-deliver.

Caution: Don't accidentally over-commit while enthusiastic. Cap your promise, deliver well, then expand if capacity allows.

Bottom Line

Even if we only help 10-15 businesses per year, we're strengthening destination trust and building goodwill. This is strategic work, not administrative busywork. **It's okay if progress is slow while we're handling other community priorities.** Small gains here still help long-term.

In communities facing population decline or downtown vacancies, this work helps us protect what we have rather than drive big growth—and that's a legitimate goal.

SECTION C: FOR BUSINESS OWNERS (PRINT THIS SECTION)

⚠️ If You Only Do ONE Thing

Make your Google hours match your website hours.

That's the #1 place travelers check, and mismatched hours cost you bookings every single day.

You Might Be Losing Bookings Without Knowing Why

When travelers search for your business, they check multiple sources: Google, your website, TripAdvisor, booking platforms. If your hours, photos, or contact info don't match, they lose confidence and book somewhere else.

The Problem

73% of consumers lose trust in businesses when online information is inconsistent. That means 7 out of 10 potential customers move on to your competitor.

Example: What Confuses Travelers

Google Business Profile shows:

- Hours: Mon-Fri 9am-5pm, Closed weekends
- Phone: (207) 555-0100
- Photos: Exterior from 2019

Your Website shows:

- Hours: Mon-Sat 9am-6pm, Sun 10am-4pm
- Phone: (207) 555-0199
- Photos: New interior from 2024

Traveler thinks: "Which is right? Are they even open? I'll book somewhere else to be safe or that I think I will enjoy more."

Where Listings Usually Go Wrong

- Hours of operation (especially seasonal changes and holidays)
- Phone numbers
- Photos (outdated or different across platforms)
- Addresses or directions
- Seasonal closures or limited services

Your 10-Minute Check

1. Google your business name + your town
2. Check what Google Business Profile shows for hours and phone
3. Check your own website, does it match Google?
4. Check your main booking platform (Booking.com, OpenTable, Airbnb, etc.)
5. Find one mismatch? Fix it now. That's 10 minutes well spent.

When One Business Looks Disorganized, Travelers Doubt the Whole Town

Fixing your listings helps you AND helps our destination. We're all in this together.

Need Help?

[CHAMBER/DMO NAME] is here to support you. We'll check your top 2-3 platforms (Google + your website + one other) and send you a short list of suggested fixes.

Contact us at [CONTACT INFO] if you'd like us to do a free check for you.

SECTION D: ULTRA-SMALL SCENARIO
(Volunteer Committee with 10 Hours Per Year)

Your Reality

You're a 100% volunteer tourism committee in a town of 1,500-3,000. There's no paid tourism staff, no transient tax, and volunteers are stretched beyond thin. Your downtown is half empty. You also run events, manage social media, fight burnout, and deal with bigger community issues like:

- Housing shortages and workforce gaps
- Youth out-migration
- Downtown vacancies
- Childcare deserts

Tourism is just one of many fires you manage. You have competing priorities around other community issues. This project is designed to fit around them.

Real Story

In a town of 1,800 with no paid tourism staff and half-empty downtown, three volunteers used this guide for just the main inn and cafe. That alone improved visitor confidence and gave them a credible story to tell funders. Small first steps still matter.

Your Realistic Goal

Help your top 4-6 flagship businesses each year. That's it. That's a success.

In your context, the goal isn't big growth. It's **protecting what you have** and making sure the few businesses you do have look credible online. In places where one business closing creates a visible gap, protecting the businesses you have is strategic work.

How to Do It

Quarter 1 (2.5 hours total):

- Pick your 2 most visible businesses (main inn, downtown cafe, top attraction)
- Audit both using Google + website only (1 hour)
- Use Prompt 1 to organize findings (20 min)
- Use Prompt 5 to email both businesses (20 min)
- Track in simple notes (10 min)

Quarter 2 (2.5 hours total):

- Pick 2 more businesses
- Repeat process above
- Follow up with Q1 businesses if they replied (30 min)

Quarter 3 (2.5 hours total):

- Pick 2 more businesses
- Repeat process

Quarter 4 (2.5 hours total):

- Follow up with any businesses that responded
- Create simple report for board (30 min using Prompt 4)

After one year: You've meaningfully engaged 6 businesses with only 10 hours total. If even 3 made fixes, you've strengthened your destination's credibility.

This Is a Win

Small, consistent progress beats ambitious plans that never start. **It's okay if this work moves slowly while you're dealing with other community priorities. Small gains here still help long-term.**

In places where one business closing creates a visible gap, protecting the businesses you have is strategic work.

SECTION A: STAFF PLAYBOOK

If you only ever use Prompt 1 and Prompt 5, you are still doing this program successfully.

⚡ One-Hour Quick Start (For Staff/Lead Volunteers)

If you have ONE HOUR this month, do these 3 things:

1. **Audit one business** using Google + their website only (20 min)
   - Pick a business you know well
   - Copy/paste hours, phone, address, photos from both platforms into a document
2. **Organize findings** using Prompt 1 (10 min)
   - Paste the prompt and your data into ChatGPT/Claude/Perplexity
   - Review the comparison table it generates
3. **Email the business** using Prompt 5 (10 min)
   - Paste Prompt 5 with the business details
   - Personalize the AI-generated email
   - Send it

You just made a measurable difference. Everything else in this guide is extra.

Note on Time Estimates

These times (10 min, 20 min, 45 min) assume focused work. **In a real chamber office with walk-ins, phone calls, and competing priorities, it's completely normal to break tasks into 5-10 minute chunks over several days:**

- Day 1: Get AI draft (3 min)
- Day 2: Edit and send (7 min)
- Missing a week? No problem. This is a menu, not homework.

📊 No-Budget Scenario

You cannot afford AI subscriptions, interns, consultants, or agencies. That's completely normal for small chambers and volunteer committees.

What to do:

1. **Use free AI tools:** ChatGPT free version, Claude free tier, or Perplexity free. They work, just slower. **For most small chambers and rural committees, free versions are enough to run this whole workflow; paid plans are nice-to-have, not required.**
2. **Right-size your ambition:** Set a goal of 6-10 businesses per year and call it a success
3. **Focus on flagship businesses only:** Your main inn, top restaurant, key attraction. Help them first
4. **Skip fancy reporting:** Track in a simple spreadsheet or even paper notes
5. **Celebrate tiny wins:** One business fixing their hours is measurable impact

It is completely normal if you never hire an outside partner. This guide is still designed for you to make progress alone.

⚠️ Safety First: Use This After Every AI Generation

Critical Rule: All AI outputs are drafts. Always verify facts, check tone, and review before sending.

AI Safety Checklist (print and keep at your desk):

[ ] Did AI invent any numbers, stats, or business details I didn't provide?

[ ] Does this sound like how we actually talk in our emails and on our website?

[ ] Would I be comfortable if this appeared in the local newspaper?

[ ] Have I verified any facts or claims before using this?

❌ Do Not Touch List. AI Should NEVER Guess About:

- Prices or discount codes
- Accessibility guarantees or ADA compliance
- Legal policies or requirements
- Safety information or certifications
- Employment promises or job availability
- Whether a business is open or closed right now

If AI generates any of these, delete and regenerate with clearer instructions.

Pre-Send Safety Check

Before sending anything to a business, ask yourself one question:

"Am I accidentally speaking on the business's behalf about money, safety, or legal obligations?"

If YES, delete that part or turn it into a neutral question:

Example 1 - Accessibility:

❌ Risky: "Your business is wheelchair accessible."

✅ Neutral: "You may want to review how you describe your accessibility features on all platforms."

Example 2 - Pricing:

❌ Risky: "You should update your prices to match Booking.com."

✅ Neutral: "I noticed your menu prices look different on your website vs. your Facebook page, you may want to review that."

Example 3 - Safety:

❌ Risky: "Your fire safety information is compliant."

✅ Neutral: "I noticed your safety information appears on some platforms but not others."

When in doubt: Turn statements into observations. Let the business owner make the claim, not you.

Standard Disclaimer for All Emails

Include this in every business outreach email:

"Please review and confirm these details before updating any platforms; you know your business best. Our role is to flag inconsistencies, not verify compliance or accuracy."

🤝 FAQ: Addressing Skepticism and Fear

"Are we replacing staff or volunteers with AI?"

No. We're using a writing assistant to speed up boring tasks (organizing data, drafting first emails) so humans can focus on relationship work with businesses. Think of it like having spell-check or a template library. It helps, but a human still reviews and personalizes everything before it goes out.

Jobs this does NOT replace: Building relationships, understanding local context, personalizing outreach, following up, answering business questions, attending meetings.

"Is this safe for our businesses?"

Yes, when used correctly. We only use publicly available information (what anyone can see on Google, websites, or review platforms without logging in). We never paste private member data, dashboard information, or personal details into AI tools. Everything gets human review before sending.

Privacy protection: If it requires a login to see it, don't paste it into AI.

"Who owns the content AI creates?"

You do. AI-generated drafts are just starting points that you review, edit, and personalize. The final emails and reports are yours. You're using AI like a junior assistant who formats tables and writes rough drafts. You're still the author.

"What about job loss in our community?"

This is a fair concern, especially in communities dealing with workforce challenges. This tool **does not replace jobs**. It helps one overextended person do administrative tasks faster so they can spend more time on the relationship work that actually helps businesses.

If you're a solo chamber staff person wearing five hats, this gives you back 30-60 minutes per week to attend business meetings, make phone calls, or support members in person.

"I don't trust this technology."

That's okay. You have options:

Option 1: Start with a pilot: "We'll test this with 3-5 volunteer businesses and report back in 60 days. If it works, we'll expand. If it doesn't, we'll try something else."

Option 2: Opt out entirely and use the manual workflow (audit businesses, organize findings yourself, write emails yourself). The guide works either way.

Option 3: Don't use the word "AI" at all. Say: "We're using a writing assistant to help organize audit data and draft emails faster. Kind of like spell-check for reports. *A human reviews everything before it goes out.*"

Reality check: You're not behind if you go slow or don't use AI at all. Most destinations are still only experimenting with AI in small ways. Using it for a few drafts per month is a perfectly valid level for a small organization.

"What if AI makes a mistake and we look bad?"

That's why human review is required. Never send AI output without:

- Reading it completely
- Checking all facts
- Personalizing tone
- Using the Safety Checklist

If you're unsure about something, don't send it. Ask a colleague or skip that detail.

🧭 Politics & Local Dynamics

When Local Negativity or Lack of Cooperation Is an Issue

In small towns, resistance, infighting, and a few loud negative voices can derail good initiatives. If certain businesses or leaders are consistently negative:

Strategy:

1. **Start with your willing partners.** Find 3-5 businesses that already trust you and help them first. **For example, if one lodging owner always attacks chamber efforts at meetings, start instead with the cafe and museum that already collaborate with you.**
2. **Focus on visible wins.** Choose businesses travelers actually see (downtown cafe, main inn, top attraction).
3. **Don't try to convert everyone at once.** Let resisters see results from others before approaching them.
4. **You are not failing if you focus on allies instead of trying to convert everyone.** Give yourself permission to skip the most resistant players and work with people who actually want help.

Reality: You can't fix every business, and that's okay. Helping 5 cooperative businesses is better than exhausting yourself on 20 resistant ones. Some people will never be satisfied. Protect your energy.

📋 Quick Reference Guide

If you only ever use Prompt 1 and Prompt 5, you are still doing this program successfully.

Need to...	Use This Prompt	Time	Priority
Compare business listings you've collected	Prompt 1: Business Listing Audit	10-15 min	**Tier 1 (Start here)**
Contact businesses about listing issues	Prompt 5: Outreach Email	10 min	**Tier 1 (Start here)**
Build a seasonal update checklist	Prompt 3: Seasonal Changeover	15-20 min	**Tier 2 (Nice to have)**
Create a business education handout	Prompt 2: One-Page Guide	20-30 min	**Tier 3 (Optional)**
Report consistency efforts to leadership	Prompt 4: Quarterly Report	45-60 min	**Tier 3 (Optional)**
Create consistent review response templates	Prompt 6: Review Response Templates	30-45 min	**Tier 3 (Optional)**

Focus on Tier 1 first. Even if you only ever use Prompts 1 and 5, you're doing meaningful destination work.

How to Use AI Tools

These prompts work with **ChatGPT Plus, Claude, or Perplexity Pro** (or their free versions with slower results).

Getting Better Results: The Iteration Approach

AI rarely nails it on the first try. Here's the pattern:

1. **First generation:** Paste the prompt, review output
2. **If close but not quite:** Add one specific instruction ("Make this more casual" or "Cut this in half")
3. **Second generation:** Usually much better
4. **If still off:** Show AI an example ("Here's how we typically write emails: [paste example]")
5. **Third generation:** Should be usable
6. This takes 30 seconds and dramatically improves results. **Don't settle for the first output.**

What AI Can and Cannot Do

What AI Can Do:

- Organize and compare information you provide
- Draft emails, checklists, and reports
- Identify patterns and inconsistencies
- Generate templates and frameworks

What AI Cannot Do:

- Access business dashboards (Google Business Profile, booking systems)
- Browse multiple websites simultaneously (in most cases)
- Verify facts or statistics automatically
- Guarantee accuracy without human review
- Understand local politics or relationships

You are the expert on your destination. AI is just a writing assistant.

Prompt 1: Business Listing Audit

Turn manual audit data into organized comparison tables and outreach messages

Purpose: Organize and compare business information after you've manually collected it from multiple platforms.

Time: 10-15 minutes per business (after gathering info)

Priority: Tier 1 (Start here)

Can't check all platforms? Start with Google and the business website. Progress beats perfection.

The Prompt:

You are a destination marketing consultant analyzing business listing consistency.

I've manually checked the online presence of [BUSINESS NAME], a [BUSINESS TYPE] in [DESTINATION]. Here's what I found across platforms:

Google Business Profile:

- Business name: [exact name shown]
- Address: [full address]
- Phone: [number]
- Hours: [list all hours]
- Photos: [describe 3-5 current photos]
- Seasonal info: [any seasonal notes or "N/A"]

Business Website:

- Business name: [as shown on site]
- Address: [as shown]
- Phone: [number]
- Hours: [as shown]
- Photos: [describe homepage/gallery photos]
- Seasonal info: [any seasonal messaging]

TripAdvisor: (Skip if business doesn't have a listing)

- Business name: [as shown]
- Address: [as shown]
- Phone: [if listed]
- Hours: [as shown]
- Photos: [describe recent photos]
- Seasonal info: [any notes]

[OTA/BOOKING PLATFORM]: (Skip if not applicable)

- Business name: [as shown]
- Address: [as shown]
- Phone: [if listed]
- Hours/Availability: [as shown]
- Photos: [describe photos]
- Seasonal info: [any notes]

Accessibility Information:

- [What each platform shows about wheelchair access, parking, accessible rooms/seating, etc.]

Now:

1. Compare all fields across platforms
2. Flag every inconsistency, no matter how small
3. Note which inconsistencies are most likely to confuse travelers or prevent bookings
4. Flag any missing or inconsistent accessibility information—note that you're checking whether information is present and consistent, not evaluating compliance
5. Present findings in a table with columns: Platform | Field | What It Shows | Issue

After the table, write a 2-3 sentence message I can copy and send to the business owner. Tone: helpful and specific, not critical. Focus on how fixing these issues will help them get more bookings.

Good vs. Bad Input Example:

❌ **Bad:** "Hours are wrong"

✅ **Good:** "Google shows Mon-Fri 9am-5pm, closed weekends. Website shows Mon-Sat 9am-6pm, Sun 10am-4pm."

Prompt 2: One-Page Business Education Guide

Priority: Tier 3 (Optional: create after completing several audits)

Time: 20-30 minutes

The Prompt:

Create a one-page guide for small tourism business owners explaining why consistent online listings matter for bookings.

Audience: Busy owners who are not tech-savvy and need practical action steps, not theory.

Tone: Conversational and supportive. Use contractions and simple language. No corporate speak. No guilt trips.

Structure:

1. **Why This Matters** (3 sentences max): Travelers check multiple sources and lose trust when info doesn't match.
2. **Include This Stat:** "73% of consumers lose trust in businesses when online listing information is inconsistent (BrightLocal, 2023)"
3. **Where Listings Go Wrong** (Bullets):
   - Hours of operation
   - Phone numbers
   - Photos (outdated or mismatched)
   - Addresses
   - Seasonal closures
4. **Your 10-Minute Check** (Checklist):
   - Google Business Profile (Priority 1)
   - Their website (Priority 1)
   - Facebook page
   - TripAdvisor
   - Main booking platform
5. **Destination Impact** (2 sentences): When one business looks disorganized, travelers doubt the whole destination.
6. **Get Help** (1 sentence): "Contact [CHAMBER/DMO NAME] at [CONTACT INFO]."

Format: One page, 8th grade reading level, white space at top for logo.

Prompt 3: Seasonal Changeover Checklist

Priority: Tier 2 (Nice to have. Create before first seasonal transition)

Time: 15-20 minutes

The Prompt:

Create a seasonal changeover checklist for tourism businesses used whenever hours, menus, or availability change.

Format: One-page printable checklist with checkboxes.

Structure:

Heading: "Seasonal Update Checklist - Update ALL of These"

Your Own Platforms:
☐ Google Business Profile (including Special Hours)
☐ Website homepage
☐ Website contact/hours page
☐ Facebook page About section
☐ Instagram bio (if you list hours there)
☐ Voicemail greeting

Booking & Review Platforms:
☐ TripAdvisor
☐ Booking platforms (as applicable)
☐ OpenTable/Resy/Yelp (restaurants)
☐ Viator/GetYourGuide (tours)

Local Directories:
☐ [LOCAL CHAMBER] directory
☐ [DMO NAME] website

Bottom Notes:

- "Not sure where you're listed? Google your business name + town and check the first 2 pages."
- "Can only handle top platforms? Start with Google and your website."
- "Pro tip: Screenshot what you changed and when."
- Keep simple: checkboxes, bold headings, plenty of white space.

Prompt 4: Quarterly Stakeholder Report

Priority: Tier 3 (Optional. Use when reporting to leadership)

Time: 45-60 minutes per quarter

The Prompt:

Write a one-page quarterly report for board members on our destination information consistency initiative.

Context: We audit local businesses and help them fix listing mismatches to increase traveler confidence and booking conversion.

- **This Quarter's Numbers:**
- Businesses audited: [X]
- Total mismatches found: [X]
- Businesses contacted: [X]
- Confirmed fixes: [X]
- New members/supporters: [X]

Calculate:

- Fix rate (fixes ÷ contacted)
- Average mismatches per business
- Quarter-over-quarter improvement %

Specific Wins: [Describe 1-2 examples with direct quotes]

Report Structure:

1. **Opening** (3-4 sentences): Why listing consistency matters for competitiveness and booking conversion.
2. **By the Numbers** (Table or bullets): Present data clearly.
3. **Highlights** (2-3 bullets): Specific wins, feedback, improvements.
4. **Impact Statement** (2 sentences): Connect to destination goals.
5. **Recommendation** (1-2 sentences): Case for continuing next quarter.

Tone: Professional but not bureaucratic. Clear, concrete language.

Length: One page max.

Prompt 5: Business Outreach Email

Priority: Tier 1 (Start here. Primary business engagement tool)

Time: 10 minutes per email

The Prompt:

Write an email to a business owner about inconsistencies in their online listings.

Business Details:

- Business name: [EXACT NAME]
- Business type: [restaurant/hotel/tour operator/etc.]
- Owner/manager name: [NAME or "the owner"]

What I Found: [Be specific with examples]

Email Structure:

Subject Line: (Helpful, not salesy)

Opening (1-2 sentences):

- Why I looked at their listing
- Compliment something they're doing well

Findings (2-4 bullets):

- What I found, platform by platform
- Specific and factual, not judgmental

Why It Matters (1 sentence): How inconsistencies affect traveler trust and bookings.

Offer (1-2 sentences):

- Offer to answer questions
- Mention resources to help
- Contact information

Closing (1 sentence): Friendly tone. Include: "Please review and confirm these details before updating any platforms; you know your business best."

Requirements:

- 125-175 words max
- Fits on one mobile screen
- Conversational but professional
- Use contractions
- Sign with name, title, organization

Tone: Helpful neighbor, not consultant. You want them to succeed because it helps the whole destination.

Prompt 6: Review Response Templates

Priority: Tier 3 (Optional. For businesses wanting review management help)

Time: 30-45 minutes per business

The Prompt:

Create review response templates for [BUSINESS NAME], a [BUSINESS TYPE] in [DESTINATION].

Brand Voice Guidelines: [Describe their voice]

Key Brand Messages: [List 2-3 things they want travelers to know]

Create templates for:

1. **Positive Review Response** (4-5 star): 40-60 words
2. **Constructive Review Response** (3 star): 60-80 words
3. **Negative Review Response** (1-2 star): 60-80 words, professional not defensive

For each:

- Include [BRACKETS] for customization
- Keep voice consistent
- Never make excuses
- Don't use "we're sorry you feel that way"
- Same sign-off format

Format: "Copy-Paste Templates" with clear labels.

Troubleshooting AI Outputs

Output Too Formal?

Add: "Write like you're explaining to a friend over coffee. Use contractions and simple language."

Output Too Long?

Add: "Maximum 150 words" or "Fit on one mobile screen"

AI Inventing Information?

Provide all facts directly. Never rely on AI to "look up" anything.

Wrong Tone?

Add: "Here's our typical style: [paste example]"

What "Good Enough" Looks Like

You don't need perfect. Here's an email that's good enough to send after quick proofread:

"Hi Tom,

I checked your listings on Google and your website. Noticed your hours are different. Google shows you're closed Sundays, but your site says you're open 12-5pm on Sundays.

This might confuse travelers planning their visit. If you update both to match, it should only take a few minutes.

Let me know if you need help. Please review and confirm before updating.

Sarah"

Why this works: Clear, specific, friendly, short. Small tone tweaks optional.

Safe Phrases for Accessibility Discussions

In emails to businesses:

"I noticed your accessibility information looks different across platforms. You may want to review how this is presented so travelers with disabilities can make informed decisions about whether your business meets their needs."

In reports:

"We recommend ensuring accessibility information is consistent across platforms. Our role is to help you present this clearly. We don't assess compliance, but we can help make sure travelers find what they need to make informed decisions."

What to avoid:

❌ "Your business is/isn't accessible"

❌ "You need to comply with ADA"

What to say instead:

✅ "Consider reviewing how you describe your accessibility features"

✅ "Make sure the same accessibility details appear on all platforms"

Platform Checklist by Business Type

Business Type	Start With (Priority 1)	Add Later
Hotels/B&Bs/Inns	Google, Booking.com	Expedia, TripAdvisor, Airbnb/VRBO
Restaurants/Cafes	Google, Own Website	Yelp, OpenTable, TripAdvisor
Tours/Activities	Google, Own Website	Viator, GetYourGuide, TripAdvisor
Attractions	Google, Own Website	TripAdvisor, Local destination site
Retail Shops	Google, Own Website	Yelp, Facebook
Vacation Rentals	Airbnb/VRBO, Website	Booking.com

If checking only 2 platforms: Google + business website covers where most travelers look first.

Privacy & Data

Before pasting into AI:

> ✓ Use only publicly available information (visible without login)
> ✓ Don't paste private member data, financials, internal notes, dashboard info
> ✓ Don't include customer names, emails, personal details from reviews
> ✓ Check your organization's data policy

If it requires a login, don't paste it into AI.

Tool Recommendations

Pricing as of February 2026

- **ChatGPT Plus** (~$20/month) or ChatGPT Free
- **Claude Pro** (~$20/month) or Claude Free
- **Perplexity Pro** (~$20/month) or Perplexity Free

All three work. Free versions are slower but functional. Choose based on budget and preference.

Final Reminders

Remember: These are AI-assisted workflows, not magic. Your knowledge of local businesses, destination context, and stakeholder relationships is what makes this work.

Even if you only use 20% of this guide, you're making progress. Focus on Prompts 1 and 5 first. Everything else can wait.

Most destinations are still experimenting with AI in small ways. You are not behind if you're using it for a few drafts per month. Regular, light use is perfectly valid for small organizations.

If after a year this hasn't gained traction with businesses or fits poorly with your other work, it's okay to pause indefinitely. You tried, and that matters.

In small, vulnerable places, this work is about protecting what we have as much as growing what's next, and that is a worthy goal.

Questions or Need Customized Prompts?
Contact [YOUR DMO/CHAMBER NAME] at [CONTACT INFO]

Smart Pineapple is a woman-owned consultancy focused on AI, marketing, and strategy for hospitality and tourism. We help independent properties and destinations grow through **trust-first systems**, purposeful innovation, and clear strategy that strengthens local economies and supports education.

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Disclaimer

The strategies, tools, and recommendations in this guide are intended to offer general guidance for chambers of commerce, tourism organizations, volunteer committees, and local businesses. While we strive to provide accurate and current information, we cannot guarantee specific results or outcomes. You should adapt these approaches to your local context and seek professional, legal, or financial advice where appropriate. By using this guide, you acknowledge that any actions you take based on this material are at your own discretion and risk.