

How to become a great Tour Manager



Who are we?



Leonor
Community Manager



Peigi
Expansion Manager

What is a **Tour Manager**



Local host responsible for **designing** the Withlocals Originals tours
According to the guidelines provided by the Withlocals team



Tests and **improves** tours
Helps the Withlocals Experiences to stand out from the rest, from start to end



Trains other local hosts to join the tours created
Selected by the Withlocals team

How to **become** a Tour Manager

Selected by the Community Management team

(Maybe you have created amazing tours in the past)

Community Managers contact you with our proposition

Accept the challenge

Be ready to start creating amazing local experiences!

Take a Proactive approach

Reach out to the Community Management team

Express your willingness to become a Tour Manager (and for which tours)

Mention why you believe you'll do an awesome job

Be passionate about it!



Defining a successful Withlocals Tour

Withlocals Tours comprise of a mix of aspects
which makes them recognizable and
successful.



What is a **Withlocals** tour

Main Ingredients - What Makes us **Different**?

There are certain aspects we always try to include in a withlocals tour:

👥 Private - Small Group Friendly

100% Can be 100% personalized

💎 Hidden Gems

📖 Storytelling

☕ Authentic

🌲 Responsible

🚶 City Tours - By foot/SOME public transport

🚗 Day Tours - Small group, alternative routes



Types of tours

'The Classics' are a set of tours on the platform that have proved over and over to work:

'The Classics'

Highlights & Hidden Gems

90 Minutes Kickstart Tour

10 Tastings Food Tour

Beer/Wine & Bites

City Bike Tour

Off the beaten Track

Day-Trip *city specific

Other Types

Layover

Full Day City

Neighbourhood

City Specific

eg: Game of Thrones

Categories/Passions

Food

Drinks

City Highlights/History

Alternative

Day Trips

Night Tours

Family Friendly Tours



Importance of the role


In order to have high quality Withlocals Tours throughout the platform and communities, we need the right person to take on the roll of **Tour Manager**



Successful Tour Managers

What traits do successful Tour Managers Hold?

The following aspects are attributes successful tour managers hold


 Nerd on the subject!

 Willing & Enthusiastic

 Responsive & Flexible

 Has Time

 Understands the Withlocals Concept

 Write & Tell Good Stories

 Entrepreneurship

 Trustworthy



Passion
Authenticity
Connecting

Benefits of Being a Tour Manager

What do **YOU** get out of being a Withlocals Tour Manager

 Compensated creating tour

 Paid to train other hosts

 Creative Work

 Gain Knowledge

 Future Opportunities

 Gateway between Withlocals Team and Host Community

 Bigger Door into the tourism world

Tour Creation: Who does what?

Community Managers – The People Person

Identify the Tour Managers & approach them with the assignments that are a possible good fit for their profile

Portfolio Managers – The Data Lover

Find opportunities, according to market research & approve tours designed by the Tour Managers

Copy Writers – The Word Wiz

Create the copy for the website for all the tours designed by the Tour Manager and the Portfolio Manager

Visual Producers – The Visuals Magician

Curate the visual content that will illustrate the tours designed by the Tour Manager and the Portfolio Manager

Process of tour creation

- 💪 We develop successful tour concepts
- 📝 We approach you with a tour assignment
- 🎨 You accept the terms & the fun begins
- 👉 You design & submit the tour



Process of tour creation

✓ We approve the tour & work on getting it live

👩🏫 You train other hosts

💰 You receive the compensation & enjoy the bookings



Phases of tour design

1 Research

2 Route & Stops

3 Prices & Inclusions

4 Alternatives

Research interesting local **stories & places:**

- What would be surprising for the guests to find out?
- What's the story behind the most famous attraction?
- Why is this cafe the locals' favourite?

Phases of tour design

1 Research

2 **Route & Stops**

3 Prices & Inclusions

4 Alternatives

Test your ideas by **trying** them out:

- Does the route make sense?
- Are there too many/little stops?
- Is this the right bar for the tour?
- Is this stop too crowded?

Phases of tour design

1 Research

2 Route & Stops

3 **Prices & Inclusions**

4 Alternatives

Make sure to check all the accurate **pricing** for the inclusions:

- Follow our team's budget guidelines!
- Is this portion of food enough for 3 people to share?
- Is this drink too overpriced?

Phases of tour design

1 Research

2 Route & Stops

3 Prices & Inclusions

4 **Alternatives**

Be **prepared** for the unforeseeable:

- What are the opening closing hours of this stop?
- Is this bar closed in any day of the week?
- What other stops could be a good alternative for this tour?



A new way of working

Introducing our new **Tour Creation** tool that promises to:

- ✓ Allow us to work better together
- ✓ Be user-friendly
- ✓ Make the process much easier



A brand new way of working

Tour Design

Part 1
Introduction



Part 2
What is the plan

 Starting Point

Part 3
Tour details

Save ✓

List saved: about 3 hours ago

Tour name

Kickstart tour Istanbul Example

Welcome

Welcome to the Withlocals experience design form! Ready to create a unique experience for future guests? Here's a tip; it's all about showing the city in an authentic way while creating unforgettable memories. Let's get started!

Guidelines

Creating the perfect Withlocals itinerary:

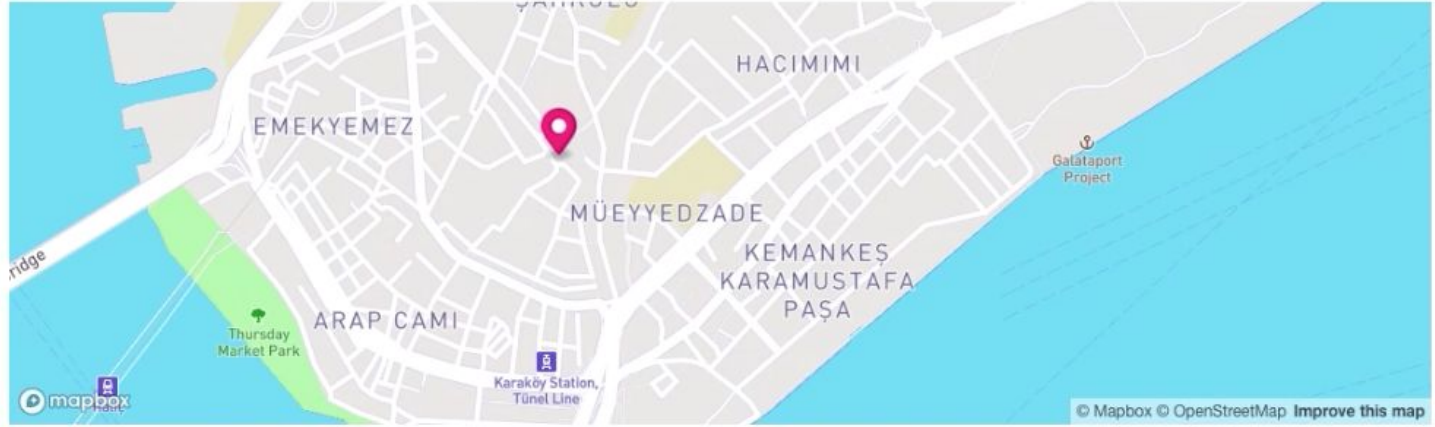
- The tour can only be a walking tour.
- This tour is meant for first time visitors of the city and should point out the things to see and do, in order for them to make their program for their upcoming days.
- Next to the highlights and hidden gems, the host should point out nice places to eat and to go out at night.

A brand new way of working

Part 3
Tour details

Save 

Last saved: about 3 hours ago



You can drag the marker to finetune the exact location.

Name

Opening Hours

Description

history
local stories
why is special

A brand new way of working

Tour Design

Part 1
Introduction



Part 2
What is the plan

- Starting Point
- tunel next to Istiklal
- Karaköy Çorba Evi
- galata bridge

Part 3
Tour details

Save ✓

Last saved: about 3 hours ago

Full plan of the experience

Here you see the full plan of the stops you have added.



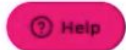
Meeting Point

galata tower
history local stories why is special




tunel next to Istiklal

tunel
History




A brand new way of working



Introduction 

Part 2
What is the plan

- Starting Point
- tunel next to Istiklal
- Karaköy Çorba Evi
- galata bridge


Part 3
Tour details

Save 
Last saved: about 3 hours ago

Less than 1 day |  1:30 | 


Maximum guests


Select the desired amount of guests you want to host. Friendly tip: The standard for each experience is a maximum of 8 guests.

8 | 

Possible starting times

Please fill in your earliest and latest possible starting times. At Withlocals, experiences can start every 30 minutes between a given from and to time. Exceptions can be added in the Advanced Section.

First starting time: 09:00 | 

Last starting time: 18:00 | 

Switch to advanced view


Unique selling points

Add the unique selling points of this tour here up to a maximum of 5.

Add +

Examples of unique selling points

- Discover the best of Amsterdam with a local
- Stroll through the beautiful Vondelpark

Help 

Tips & Tricks from the experts



Receiving Feedback

“TMs to be responsive, flexible, and open to constructive criticism from WL.”

Shraddha – Senior Portfolio Manager
Withlocals



Creativity & Communication

“Having positive and creative energy with strong communication skills allows me to be able to relate to all people.”

Caley – Cape Town Tour Manager



Writing the itinerary

“Fill in all the details in the itinerary. What do you see from inside? What do you see from the outside? Are there any inclusions? Don't miss out on the details!”

Karla – Copy Writer Withlocals



Story Telling

“Everyone loves a great story, what makes them love it more is to make them relate and connect to the story.”

Ayfer – Istanbul Tour Manager

Tips & Tricks from the experts



Relationship Building

“A Tour Manager should be comfortable in building relationships with vendors (Restaurants, Cafes, Rental shops etc)”

Jon - Portfolio Manager Withlocals



Detail Oriented

“attention to details and follow through with the minutiae of all document sharing, budgeting & planning while also having enough imagination to weave together stories that are historically accurate yet have a personal touch.”

Simona - Mumbai Tour Manager



Research & Learn

“I learn every day something, if I see something I don't know about I research and read and learn.”

Nelli - Budapest Tour Manager



Ability to organize and find hidden gems

“A successful tour manager has a high organisation skill and the ability to find hidden gems.”

Alessandro - Naples Tour Manager

How to improve your **skills**

- ♥ Focus on your **passions** and become an expert in them
- 🔍 Research interesting local **stories** about your city
- 🏺 Dig deeper into the **history** of your country
- 🍜 Find the “**why**” for some of the typical habits in your culture
- ✍️ Train your **writing** skills!
- 🚀 Get **inspiration** from other tours in the platform, in the same category

Q&A time

What's next?

 You will receive in your email

- The PDF of this presentation;
- A form, for any of you that would like to apply for Tour Manager.

 The recording of the Webinar will be available soon!



Thank you for joining!

Any questions? Contact us via:
hosts@withlocals.com