

# LET'S GET REEL

## 50+ INSTAGRAM REEL SHORT FORM VIDEO IDEAS FOR TOUR COMPANIES & TOURIST ATTRACTIONS

### 1. INTRODUCE YOUR BUSINESS

### 2. MEET THE TEAM

### 3. DAY IN THE LIFE / BEHIND THE SCENES

- a. A day in the life of one of your local tour guides
- b. Behind the scenes at this attraction
  - i. Building a new exhibit
  - ii. Feeding the animals
  - iii. Training employees

### 4. QUICK TIP (THINK TRAVEL TIP, VISITOR TIP, TOUR TIP, ETC)

- a. Travel Tip Tuesday - "If you want to make the most out of your tour experience, book your tour as one of the first big activities you do. On our tour, we're going to introduce you to a lot of stuff you are going to want to do, and if you book your tour as the very last thing you do on your vacation, well....you just won't have enough time to fit those things into the remainder of your schedule."
- b. Travel Tip Tuesday - "We think a tour is the best way to start your day. Our start location is located close to this famous breakfast spot, known for amazing pancakes. Eat a big breakfast then walk it off with a tour. They also offer grab and go options."
- c. Travel Tip Tuesday - "This building is the oldest building in our city. It's only open on Tuesdays, and offers free, self guided tours inside. We're definitely going to walk by this landmark and tell you all about its history and paranormal gossip on our Daytime Walking Tour."
- d. Travel Tip Tuesday - "No trip to our city is complete without eating this big sandwich, and if you take our Daytime Food Tour, you get THAT big sandwich on your tour, plus these other musts."

### 5. THREE

- a. You Need For Your Tour
  - i. Comfy Walking Shoes. Camera. Sunscreen. Bottle of Water.
- b. Ways To Book A Tour
  - i. On our website. Calling our phone number. Etc.
- c. Ways To Take A Tour
  - i. Walking Tours. Bus Tours. Van Tours. Private Tours. Etc.
- d. Ways To See A Destination
- e. Ways To Get To This Attraction
  - i. Renting a city bike. Taking public transport. RideShare. (include costs)
- f. Things You'll See At This Attraction
  - i. Really hot feature #1, really hot feature #2, really cool and unexpected feature #3



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### 6. ANSWER FAQs

- a. How long have you been in business?
- b. Why do you do what you do?
- c. Who is your general target tour participant? What kind of person takes your tour? Who visits your attraction?
- d. Who works for you?
- e. What's the average group size?
- f. Is it safe?
- g. What's included?
- h. Where are you located?
  - i. What's the cancellation and refund policy?
- j. Where will this tour take me?
- k. Why should I go with a tour company?
- l. Is the tour physically demanding?
- m. Is the tour family friendly? Appropriate for children?
- n. Who will be my tour guide?
- o. I have a disability - can I take your tour?
- p. Is your tour or attraction LGBTQ+ friendly?
- q. Will my special dietary restrictions be catered to on the tour?
- r. What will the food be like on the tour?
- s. What should I bring on the tour?
- t. What's your commitment to responsible tourism or eco tourism?
- u. What happens if it rains?
- v. When should I book my tour?
- w. Where can I find information about your tours?
- x. Can I bring my family on your tours?
- y. What does a typical day look like on a tour?
- z. What if I encounter any issues?
- aa. What if I am running late?
- ab. Can I bring a dog?
- ac. Are there restrooms available?
- ad. How long is the tour?
- ae. Where does the tour start and end?



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### 7. FAVORITES | MISTAKES | MUSTS

- a. Your Favorite Things To Do In Your Destination
- b. Your Favorite Things About Your Destination
- c. Revealing Common Mistakes Make When Visiting Your Destination, Attraction, Or Taking Your Tour
- d. Your Top Destination Must Sees Or Dos

### 8. EVENTS/NICHE

- a. Holiday Recommendations in your Destination
- b. What is your tour or attraction doing for the holiday/season?
- c. How your tour company or attraction is giving back.
- d. Seasonal Foods, Cocktails, Beers, etc
- e. Birthday Ideas in your Destination or at your Attraction
- f. Celebrate your tour or attractions birthday
- g. Black owned businesses in your area to support

### 9. 3 REASONS WHY YOU SHOULD TAKE THIS TOUR/ VISIT THIS ATTRACTION

### 10. SHARE NEWS W/ GREEN SCREEN EFFECT

### 11. TESTIMONIALS

- a. Feature photos and videos with the text of one of multiple reviews on top.
- b. A video of you reading your favorite reviews of the month
- c. Video content of multiple customers after the tour verbally summarizing the experience in three words or less: i.e.  
"Enlightening" "Must Do" "Saw So Much" "Guide Was Awesome"  
"Authentic"

