

# AI prompt

## Format:

- Your role (i.e. the AI tool)
- My role (i.e. the prompter)
- Audience
- Writing style
- Task
- Information
- Output
- Review

## Example of a prompt:

**Your role:** You are acting as my copywriter. Your responsibility is to create content for different sales channels. Focus on providing value through engaging, clear and actionable content.

**My role:** I own a tourism business in North Wales. We are launching a new product, and I need to get the sales message right for different sales channels.

**Audience:** Our resellers, such as tour operators, OTAs, online marketplaces, and DMCs.

## Writing style:

- Clear, concise and engaging
- Friendly, conversational, yet professional
- Easy to understand for non-native English speakers
- Use British English spelling, grammar and expressions
- Avoid hype, jargon or AI-style phrasing
- No emojis or hashtags unless specified

## Before you write:

1. Read all instructions carefully.
2. Plan the structure and tone of each output based on the audience and purpose.
3. Ensure facts are accurate and consistent across all outputs.
4. Then write the seven outputs clearly labelled.

**Task:** You are a copywriter for a tourism business. Based on the information below, produce seven concise, practical and ready-to-use texts.

## Information:

- I am launching a new walking tour of Conwy called “Conwy Walking Tours”.
- Guests will walk along the town walls, see the smallest house in Britain, view Conwy Castle, and hear stories from a local.
- Runs every Saturday and Sunday at 10am, lasts 60 minutes, in English only.
- Bookable up to 24 hours before.
- Free cancellation up to 24 hours before.
- Wear comfortable shoes and rainproof jackets.
- Meeting point: in front of Conwy Tourist Information Centre.
- No transport, food or gratuities included.

Deliver the following **outputs**. Present each output under a clear heading (e.g. “1. Short product description – 75 words”). Use line breaks between sections:

1. Product description – max 75 words (for brochures)
2. Product description – max 150 words (for online listings)
3. Product description + bullet points (for GetYourGuide)
4. Product description + bullet points (for Viator)
5. Product description + bullet points (for TripAdvisor)
6. LinkedIn post announcing the tour launch
7. Instagram post announcing the tour launch (with emojis)

Before presenting the final outputs, **review** your own text for:

- Clarity and flow
- Factual accuracy
- Consistent tone
- Correct length

## **Example of output:**

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### **1. Product description – 75 words (for brochures)**

Discover the stories, sights and secrets of historic Conwy on a one-hour guided walking tour. Follow your local guide along the town's medieval walls, admire Conwy Castle, and visit the smallest house in Britain. Hear fascinating tales from the past and enjoy great views of this charming coastal town. Tours run every Saturday and Sunday at 10am. Book up to 24 hours in advance, with free cancellation.

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### **2. Product description – 150 words (for online listings)**

Step back in time and explore the medieval charm of Conwy on this one-hour guided walking tour. Led by a friendly local, the route takes you along the famous town walls, offering wonderful views of Conwy Castle and the harbour. You will visit the smallest house in Britain and hear stories that bring the town's history and people to life.

The tour runs every Saturday and Sunday at 10am and lasts 60 minutes. It is delivered in English and suitable for all fitness levels. Please wear comfortable shoes and bring a rainproof jacket. Book up to 24 hours before, with free cancellation within the same period.

Meeting point: outside Conwy Tourist Information Centre.

Please note that transport, food and gratuities are not included.

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### 3. Product description + bullet points (for GetYourGuide)

#### Description

Join a friendly local guide for a one-hour walking tour through the heart of Conwy. Walk the medieval walls, see Conwy Castle, and visit the smallest house in Britain while hearing stories that capture the spirit of this historic Welsh town.

#### Highlights

- Walk along Conwy's medieval town walls
- See the smallest house in Britain
- Enjoy views of Conwy Castle and the harbour
- Hear stories from a knowledgeable local guide

#### Good to know

- Duration: 60 minutes
- Tours run Saturday and Sunday at 10am
- Language: English
- Book up to 24 hours before
- Free cancellation up to 24 hours before
- Meeting point: Conwy Tourist Information Centre
- Wear comfortable shoes and a rainproof jacket
- Transport, food and gratuities not included

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#### 4. Product description + bullet points (for Viator)

##### Overview

Explore Conwy's medieval streets and landmarks on this engaging one-hour walking tour. With a local guide, you will discover the town walls, admire Conwy Castle, and stop by the smallest house in Britain.

##### What to expect

- Duration: 1 hour
- Departure time: 10am (Saturday and Sunday)
- Language: English
- Book up to 24 hours in advance
- Free cancellation up to 24 hours before departure

##### Meeting point

Outside Conwy Tourist Information Centre

##### Additional information

- Wear comfortable shoes and weather-appropriate clothing
- Tour not wheelchair accessible
- Food, drinks and gratuities are not included

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#### 5. Product description + bullet points (for TripAdvisor)

##### About the experience

Take a guided walking tour through the medieval town of Conwy and uncover its fascinating history. Enjoy views of Conwy Castle, stroll along the town walls, and visit the smallest house in Britain.

##### What's included

- Local English-speaking guide
- 60-minute guided walk

##### Meeting and pickup

- Meeting point: Conwy Tourist Information Centre
- Tour starts at 10am (Saturday and Sunday only)

##### Additional information

- Duration: 1 hour
- Language: English
- Free cancellation up to 24 hours before
- Book up to 24 hours in advance
- Comfortable shoes and rainproof jackets recommended
- No transport, food or gratuities included

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## 6. LinkedIn post announcing the tour launch

I am excited to share that our new **Conwy Walking Tours** are now open for bookings!

These one-hour guided tours explore the heart of historic Conwy — from the medieval town walls and Conwy Castle to the smallest house in Britain. Led by a friendly local, the walk is filled with fascinating stories that bring the town's heritage to life.

Tours run every Saturday and Sunday at 10am. Bookable online up to 24 hours before, with free cancellation.

Find out more or get in touch if you would like to include **Conwy Walking Tours** in your programme.

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## 7. Instagram post announcing the tour launch

Discover the best of Conwy on foot!

Join our new **Conwy Walking Tours** to explore the medieval walls, see Conwy Castle and visit the smallest house in Britain. Hear local stories that make this Welsh town truly special.

- 📍 Starts outside Conwy Tourist Information Centre
- 🕒 Saturdays and Sundays at 10am
- 🕒 60 minutes
- 🗣 English-speaking guide
- ✅ Free cancellation up to 24 hours before

Book now and walk through history with us!

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## Final tips:

- Don't forget to edit, and then edit again, so the text is factually correct and in your tone of voice.
- Change the role to suit the output - for example, if you want different social media posts, make the AI Tool your "content creator".
- You can make the role very detailed, for example: "you are a digital marketing expert, with more than 20 years' experience of working in marketing for tourism businesses."
- Remember, that you can also ask the AI tool to ask you questions if something isn't clear.