

Enquiry-to-Booking Conversion Playbook

Travel & Tourism

Document type: Plan / SOP / strategy / guide · Generated 27 Aug 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a playbook to convert travel enquiries into bookings — fast response, needs discovery, a compelling proposal, follow-up cadence and closing — so you stop losing enquiries to OTAs and slow replies. Use it to raise conversion. For follow-up systems use the Travel CRM & Follow-Up System.

Purpose of this tool & output

Turn more enquiries into confirmed bookings

How the output is used

Use it to turn more enquiries into confirmed bookings — an enquiry-to-booking conversion playbook across response, follow-up and close.

Important cautions

Speed and personalisation beat OTAs; a great proposal sent slowly still loses the booking.

Companion documents

- Travel CRM & Follow-Up System
- Booking & Payment Collection SOP
- Customer Service & Complaint SOP
- Repeat & Referral Program
- Reviews & Reputation Management
- Cancellation & Refund Policy Builder

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.