The Travel Prompt Library
AI Visibility Across the Booking Journey

A 3,000-prompt test set that shows **where in the private-tour booking journey** a travel brand appears in AI answers, and where it disappears.

Research method · AI search visibility

FOUR DIMENSIONS, ONE PROMPT SET

20	18	10	32
cities	traveller groups	journey steps	question topics

S0001-T1 · When is a local guide worth hiring in Paris? We are two adults with children aged 6 and 10. We have about three hours.

3,000	64	4
prompts	prompt first wave	AI tools

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01 · The problem

AI visibility tools ask the wrong questions

Most AI visibility tracking runs short, generic prompts such as **"best private tours in Paris"**. Real travellers don't ask like that. They describe their situation, and their questions change as they move from an idea to a booked tour.

How tracking usually works

A few hundred **topic prompts** per brand.
Results grouped by **broad topic**: private tours, food tours, day trips.
One number: how often the brand is mentioned.

What it can't tell you

Which traveller the brand fails: wheelchair users, families with toddlers, cruise passengers?
Which journey step it drops out of: inspiration, comparison, booking?
What to fix: which page, which proof, which question is unanswered?

The idea

Build prompts the way travellers think: **a real situation, a real constraint, a step in the journey**. Then score every AI answer, so gaps can be traced to a specific traveller, step, topic or city.

The library answers	For example
Where in the journey does the brand disappear?	Is the brand there when people ask *do we need a guide?*, but gone when they *compare tours*?
Which travellers are underserved?	Do answers for **wheelchair users** cite any tour platform at all?
Which sources does AI trust instead?	Forums, review sites, cruise blogs or official tourism sites?
Does the AI name brands at all?	Does an advice-only answer still **cite** a brand's page as a source?

02 · Design

Four dimensions

Every prompt is a combination of four dimensions. Together they produce **3,000 prompts**, each with two follow-up questions.

1 · Cities 20

Paris · Rome · Florence · London · Barcelona · Lisbon · Amsterdam · Prague · Vienna · Athens · Dubrovnik · Naples · Istanbul · Kyoto · Tokyo · Singapore · Vancouver · Cape Town · Reykjavik · Marrakech

2 · Traveller groups 18

Family with kids · Family with teens · Toddler and stroller · Mixed-age family · Couple · Friends · Solo traveller · Celebration · Wheelchair access · Slow pace · Quiet settings · Dietary needs · Mixed languages · Short stopover · First overseas trip · Returning visitors · Limited budget · Photography

3 · Journey steps 10

1 Explore ideas · 2 Choose a destination · 3 Do we need a guide? · 4 Plan the tour · 5 Compare tours · 6 Check the guide · 7 Book the tour · 8 Before the tour · 9 During the tour · 10 After the tour

4 · Question topics 32

Need for a guide · Explore without a guide · Tour type · Custom tours · Tour length · Several attractions · Day trips and other cities · Personal interests · Local culture · Tours for children · Different group interests · Walking and breaks · Wheelchair access · Noise and crowds · Food and dietary needs · Guide language · Guide expertise · Reviews and trust · Price and extras · What is included · Direct booking or platform · Payment and confirmation · Dates and availability · Cancellation and refunds · Pickup and transport · Cruise return time · Season and weather · What to bring · Activity safety · Photos and privacy · Delays and problems · Local impact and feedback

Why these four

City tests local relevance. **Traveller group** tests real needs. **Journey step** shows where intent turns commercial. **Topic** links each gap to a page or proof to publish.

Anatomy of a prompt

Each prompt reads like a real traveller's message. The situation and time constraint change the answer, which is exactly what generic prompts miss.

PROMPT S1693-T1 · JOURNEY STEP 2 · TOPIC: PICKUP AND TRANSPORT

How might transport affect our choice of a tour in **Paris?** **We are two adults with children aged 6 and 10.** **We have about three hours.**

- **Question template** (from the topic)
- **Traveller situation** (1 of 18 groups)
- **City** (1 of 20)
- **Time constraint** (varies the need)

Follow-up 1: Which pickup and vehicle details need confirmation?
Follow-up 2: What is the backup plan if pickup is unavailable or delayed?

Prompt ID	Traveller	Step	Main question
S0135-T1	Wheelchair access	5 Compare tours	How do audio guides, self-guided walks and guided tours in Paris compare? One of us uses a wheelchair. We have a full day.
S0209-T1	Short stopover	5 Compare tours	Should we choose a private tour or a small-group tour in Paris? We have a fixed onward departure. We have half a day.
S0941-T1	Dietary needs	6 Check the guide	What should we ask a Paris food-tour provider to confirm about vegetarian options? One of us is vegetarian.

Why follow-ups

AI tools answer a conversation, not a single query. Follow-ups test whether the brand appears **when the traveller digs deeper**, where comparison and booking decisions happen.

Why neutral wording

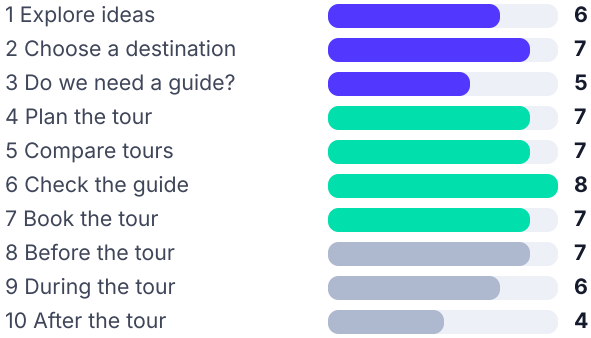
No prompt names a brand or asks for "the best company". That keeps the test fair: a brand appears only if the AI **chooses** to mention or cite it.

04 · Method

Sampling and running the prompts

Running 3,000 prompts in four AI tools by hand isn't realistic. The study runs in **waves**, starting with a balanced sample.

Wave 1 prompts per journey step (64 total)



Wave 1: 64 prompts

Every one of the **32 topics twice**.
All **10 journey steps**, all **18 traveller groups**, all **20 cities**.
Chosen so no group or city dominates, so gaps can be attributed fairly.

Later waves

Add prompts where Wave 1 shows a gap, to confirm it, then re-run the same prompts **4 to 8 weeks** after fixes go live.

Run protocol	Rule
Tools	ChatGPT, Google AI Mode, Gemini, Perplexity
Session	New chat each time, **logged out or memory off**, same location
Sequence	Main question, then Follow-up 1 in the same chat
Record	Date, tool, model, full answer link, brands named, domains cited
Repeats	AI answers vary. Run key prompts **twice** and record both

Scoring every answer

Each run is scored on three things. Separating them is the most important design choice in the study.

1

Mentioned

Does the answer **name** the brand in its text? Yes or no.

2

Cited

Does a link to the brand's **website** appear in the sources? Yes or no, plus the URL.

3

Answer type

Does the answer **name any brands**, give **advice only**, or refuse?

Metric	Formula	What it shows
Mention rate	Runs mentioning the brand ÷ all runs	Overall presence
Citation rate	Runs citing the brand's site ÷ all runs	Whether AI **uses the brand's content** as evidence
Mention rate in brand answers	Mentions ÷ runs where the AI named any brand	The fairest measure of **competitive** visibility
Gap	3 or more runs, never mentioned or cited	Where to act first

Why answer type matters

Many travel questions get **advice-only** answers. A brand can't be mentioned when no brand is, so a low mention rate there isn't a loss. But it can still be **cited as the source** of the advice. That is often the first realistic win.

06 · From data to action

Reading the gaps

Results roll up into a dashboard by journey step, funnel stage, AI tool, topic, traveller group and city. Each gap points to a different fix.

Journey step	Runs	Mention rate	Citation rate	Mention rate in brand answers	Flag
1 Explore ideas	n	%	%	%	GAP / blank
3 Do we need a guide?	n	%	%	%	GAP / blank
5 Compare tours	n	%	%	%	GAP / blank
6 Check the guide	n	%	%	%	GAP / blank
7 Book the tour	n	%	%	%	GAP / blank

Structure of the dashboard. The same table repeats by funnel stage, AI tool, topic, traveller group and city.

Gap pattern	Likely cause	What to do
Missing at compare and book steps	No clear comparison or booking pages AI can quote	Comparison pages, transparent pricing, cancellation and inclusions pages
Missing for one traveller group	No content or proof for that need	Accessibility, family or dietary guides, with guide evidence
Advice answers with no citation	Content exists but isn't liftable	Answer-first sections, clear dated facts, FAQs
Competitors cited from forums and reviews	Off-site reputation gap	Review programmes, community answers, PR
Missing in one AI tool only	Different source preferences	Check that tool's top cited domains and fill them

07 · Status

Where the study is now

Built

3,000 prompts across four dimensions, each with two follow-ups.
A **tracker workbook**: results log, automatic lookups, gap dashboard with flags.
A balanced **64-prompt first wave**.

Next

Run **Wave 1** in four AI tools.
Score the whole category, not one brand: **platforms, tour operators and marketplaces**.
Publish the findings as the next **AI Shelf** study.

Reusable for	Swap these dimensions
Hotels and stays	Property types, stay purposes, booking steps
Restaurants and food	Cuisines, dining occasions, dietary needs
Local services	Service types, customer situations, decision steps
E-commerce	Product categories, buyer personas, purchase steps

The principle

AI visibility isn't one number. **It's a map of who you show up for, and when.** A prompt set built from real traveller situations makes that map visible, and tells you what to build next.

Method and prompt library by **Ameneh Saeednia**, seogirl.ca. Prepared with AI assistance. No results are reported in this document; findings will follow in a separate study.