

# New Skills Every Tour Director Should Know

TRIP SCHOOL



## Meet your guests with more compassion and empathy than usual



- Set discussion rules in advance (no talking politics)
- Don't assume you're with likeminded people
- Acknowledge your guest's feelings
- Project positivity about the experience ahead



## Improve your storytelling - don't bring up what the tour lacks

- Acknowledge the new difficulty of wearing a mask
- Get individual feedback often
- Exaggerate gestures - use hands, lift eyebrows, speak clear and loud through the mask
- Find new material for your story (focus on a person or event)

## Be a strong leader and guide your guest's emotions

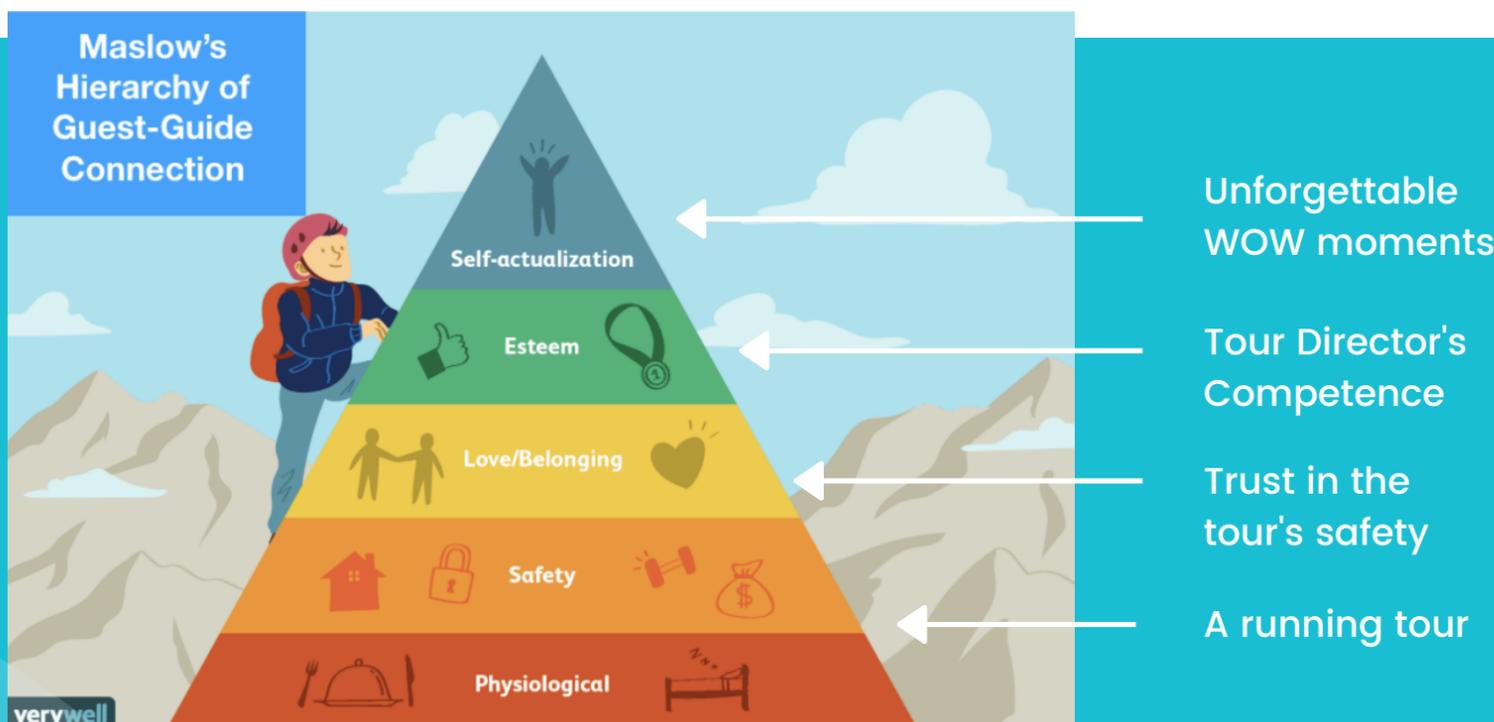


## Use technology

- Video or Ipad on bus to replace handouts
- Contactless messaging and forms
- Google maps
- Uniti, Vox or Amplifiers

## Exceed expectations

- Surprise and delight your guests.
- Tell stories that give them lasting memories
- Use technology to improve the experience



Additional resources/links:

- List of Reopening Guidelines - [thetripschool.com/reopening](https://thetripschool.com/reopening)
- Storytelling tips + What Makes a Great Tour Director - [thetripschool.com/blog](https://thetripschool.com/blog)