

HELP AI FIND, UNDERSTAND AND RECOMMEND YOUR BUSINESS

A simple, practical guide for tourism
operators in Aotearoa New Zealand



Matapouri
Northland



NEW ZEALAND
TOURISM

**100% PURE
NEW ZEALAND**

Start here: the quick win

If you do only one thing to improve your AI discoverability; create one accurate description of your business that becomes the source of truth for your website and listings.

1. GATHER THE FACTS

Business name and exact location or service area

Experience or accommodation type

Who it is best for

Duration, season, age or ability requirements

Three genuine points of difference

How to book

Current credentials, accessibility and safety information

2. WRITE YOUR ONE-SENTENCE DESCRIPTION

Example: Harbour & Hills Walks is a Wellington-based guided walking company offering small-group city and nature walks for independent travellers who want local insight, food stops and easy access to the capital's culture and scenery.

3. PUT IT IN THE PLACES THAT MATTER

Homepage and relevant product page

Google Business Profile

newzealand.com and your regional tourism listing

Booking platforms and review profiles

Core social profile bios

TRY THIS WITH AI — DRAFT YOUR DESCRIPTION USING THIS PROMPT

Act as a plain-language tourism copy editor. Using only the facts I provide, draft three one-sentence descriptions of my business. Each must state what we offer, where we are, who it is for and what makes it distinctive. Do not invent claims. Facts: [paste verified facts].

The four-part framework

A business is more likely to be surfaced confidently when digital systems can find it, understand it, trust it and see when it is a good recommendation. Use this framework to get a better understanding of your businesses AI discoverability and how to improve it.

STAGE	ASK YOURSELF	FOCUS ON
Find	Can travellers and digital systems locate us?	Working pages; current profiles; useful information in visible page text.
Understand	Is it obvious what, where and who we are for?	Specific descriptions; clear headings; place, audience and experience details.
Trust	Are our claims current, consistent and supported?	Practical facts; policies; reviews; credentials; cultural accuracy.
Recommend	Is it clear when we are a good fit and how to book?	Distinctive proof; suitability; price guidance where useful; direct booking path.

LESS USEFUL	MORE USEFUL
An unforgettable experience in a beautiful place.	Small-group guided Milford Sound day tours from Te Anau, with local commentary and hotel pick-up options.
Perfect for everyone.	Suitable for confident swimmers aged 10+; equipment, safety briefing and guide support are included.
A sustainable business.	Name the current programme, practice or partnership and explain what it means for the visitor.

RULE OF THUMB Specific facts are easier for people to compare and easier for AI tools to interpret than broad claims.

Step 1 — See how you appear now in AI tools

Get an understanding of how your business is showing up now to have a baseline before changing anything. Test the same five traveller questions again after your updates.

CHOOSE FIVE REALISTIC QUESTIONS

-
-
-
-
-

TEST AND RECORD

PROMPT	TOOL/DATE	DID WE APPEAR?	ACCURATE?	GAP TO FIX

IMPORTANT When testing how your business appears in AI-generated answers, always use a new or incognito AI account. Avoid using an account that has previously interacted with or discussed your business, as past conversations and personalisation can influence the responses you receive. Using a fresh account provides a more accurate representation of what a typical user is likely to see.

IMPORTANT Treat AI answers as clues, not as an audit of truth. Results can change, and an answer may be incomplete or wrong. Check your own pages and listings directly.

TRY THIS WITH AI — BUILD YOUR TEST SET USING THIS PROMPT

Step 2 — Improve your priority pages

Start with your homepage and the two to four pages most likely to influence a booking. You do not need a full website rebuild.

A STRONG PRODUCT PAGE ANSWERS THESE QUESTIONS

- What exactly is the experience or stay?
- Where is it, and where does it start?
- Who is it best suited to — and not suited to?
- How long does it take and when is it available?
- What is included and what should visitors bring?
- What does it cost, or where can current pricing be found?
- What accessibility, safety, weather and cancellation details matter?
- Why choose this option, and what proof supports that claim?
- What is the next step to check availability or book?

RECOMMENDED PAGE ORDER

1. Clear page title naming the product and place
2. Two or three sentence summary
3. At-a-glance practical facts
4. What happens / itinerary
5. Who it is for
6. Trust and proof
7. Frequently asked questions
8. Clear booking action

TRY THIS WITH AI — AUDIT A PAGE USING THIS PROMPT

Step 3 — Align your channels

Your wording does not need to be identical everywhere, but the core facts must be the same. Choose your website as the source of truth, then update other profiles.

CHANNEL	CHECK THESE FIRST	DONE
Website	Name, location, category, description, contact and booking link	
Google Business Profile	Category, hours, description, photos and links	
newzealand.com / RTO	Experience, place, audience, season and imagery	
Booking platforms	Product facts, inclusions, policies, price and availability	
Review platforms / maps	Pin, contact, hours, category and current offer	
Social profiles	Bio, location, link and pinned/highlighted information	

KEEP THESE FACTS CONSISTENT

- Business name
- Primary category
- Place or service area
- Short description
- Phone, email and URL
- Opening hours and season
- Booking link
- Key suitability and trust facts

TRY THIS WITH AI — COMPARE CHANNEL COPY USING THIS PROMPT

Step 4 — Make trust visible

Do not include important information, only in a logo, image or vague claim.
State current, verifiable information in plain text and link to detail where useful.

PROOF AREA	USEFUL DETAIL TO PUBLISH
Quality	Current Qualmark rating, named awards or memberships — only while valid.
Safety	Suitability, briefings, equipment, guide support and key restrictions.
Accessibility	Specific access, mobility, sensory, dietary and companion information; give a contact for questions.
Sustainability	Specific practices, current programmes and partnerships — avoid unsupported broad claims.
Local expertise	Who hosts or guides, relevant experience and connection to place.
Cultural content	Use accurate, respectful language and confirm authority, permissions and provenance where relevant.
Visitor confidence	Weather guidance, cancellation terms, transport, inclusions and what to bring.

BE PRECISE Replace “accessible”, “safe”, “authentic” or “sustainable” with the specific facts a visitor needs to judge fit and confidence.

TRY THIS WITH AI — TURN PROOF INTO CLEAR COPY USING THIS PROMPT

Detailed operator actions you can do yourself

Many of the highest-value improvements do not require a website developer. Work through this list in order, beginning with the information travellers need to understand and book your offer.

CLARIFY YOUR BUSINESS POSITIONING

- Choose one primary category that accurately describes the business.
- Name the town, region and relevant nearby landmarks rather than relying on ‘here’ or ‘locally’.
- State the experience, accommodation or service in concrete terms.
- Name the audiences you genuinely serve, such as families, independent travellers, couples or small groups.
- Explain two or three meaningful differences supported by facts.

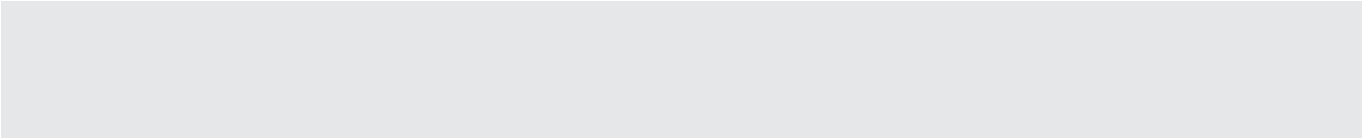
INFORMATION	EXAMPLES TO INCLUDE WHERE RELEVANT
Timing	Duration, departure times, opening hours, season and best time to visit
Place	Meeting point, address, transport, parking, transfers and travel time
Suitability	Age, fitness, swimming ability, family needs and group size
Access	Mobility, sensory, bathroom, dietary, companion and assistance-dog information
Experience	Inclusions, itinerary, equipment, guides, meals and what to bring
Booking	Price or price link, availability, cancellation, weather and booking steps

USE RESERVATIONS INSIGHT Ask the people who answer calls and emails for the ten questions visitors ask most often. Those questions should shape your page content and FAQs.

Build stronger page content

Write an opening summary that stands on its own

The first two or three sentences should help a traveller decide whether the page is relevant without reading the entire page. Include the product, location, audience and most useful point of difference.



USE HEADINGS THAT ANSWER REAL QUESTIONS

AVOID VAGUE HEADINGS	USE HELPFUL HEADINGS
About	What happens on the tour
More information	Meeting point and transport
Details	Duration, inclusions and what to bring
Important	Age, fitness and safety requirements
FAQs	Frequently asked questions about [product]

CREATE USEFUL FAQs

- Use the exact language travellers use when they ask the question.
- Give a direct answer first, followed by only the detail needed.
- Cover suitability, access, weather, transport, policies and booking barriers.
- Keep answers current and consistent with the rest of the page.
- Do not use FAQs to repeat marketing claims or publish unsupported answers.

TRY THIS WITH AI — TURN CUSTOMER QUESTIONS INTO FAQs USING THIS PROMPT

Images, video and booking readiness

MAKE MEDIA INFORMATIVE

Strong media helps travellers understand place, scale, atmosphere and suitability. Support it with useful surrounding text so the important information is not carried by the image alone.

- Use current, high-quality images that accurately represent the product and season.

- Show the actual experience, location, people, equipment and accessibility features where appropriate.

- Use descriptive captions when they add context a traveller needs.

- Give image files meaningful names and provide appropriate alt text for accessibility.

- Give videos clear titles and descriptions; add captions or transcripts where practical.

- Confirm you have the rights and permissions needed to publish the media.

REMOVE BOOKING FRICTION

- Use a clear 'Check availability' or 'Book now' action near the decision-making information.

- Make the booking journey work reliably on mobile.

- Keep product names, prices, durations and inclusions consistent between the page and booking system.

- Explain what happens after booking and how visitors can ask a question.

- Test every booking and contact link after making changes.

CONVERSION MATTERS Discoverability is only useful if a traveller can confirm fit and take the next step. Clear practical information supports both recommendation confidence and booking readiness.

Channel-by-channel action guide

CHANNEL	PRIORITY ACTIONS
Website	Maintain the source-of-truth description; improve priority pages; make contact and booking pathways obvious.
Google Business Profile	Check primary category, hours, contact, description, service area, photos and website/booking links.
newzealand.com	Confirm product, region, audience, season, practical detail and imagery match the current offer.
Regional tourism listing	Use accurate regional context and place names; align category, experience and seasonal relevance.
Booking platforms	Keep product names, inclusions, restrictions, policies, price and availability accurate and conversion-ready.
Review platforms	Correct business information, monitor recurring themes and respond constructively where appropriate.
Maps	Verify the pin, address or service area, contact details, hours and arrival information.
Social profiles	Align the bio and link; use pinned posts or highlights for core visitor information and current products.

WHEN INFORMATION CANNOT BE IDENTICAL

Platforms have different word limits and fields. Shorten the wording as needed, but keep these facts stable: business name, category, place, core offer, audience, meaningful differences, contact and booking link.

CORRECT ERRORS AT THE SOURCE If a platform shows incorrect information, update the controlled profile first. Keep a record of the correction and check again later rather than assuming the change is immediate.

Reviews, reputation and third-party presence

AI-assisted discovery can be influenced by information beyond your own website. A current, credible presence across relevant third-party channels reinforces what your business is known for.

USE REVIEWS AS INSIGHT

- Look for recurring visitor language that accurately describes your strengths.
- Identify repeated confusion, unmet expectations or missing practical information.
- Update page content when reviews reveal a common question or booking barrier.
- Respond accurately and professionally; do not pressure visitors or fabricate feedback.
- Check that reviews still reflect the product currently being offered.

STRENGTHEN YOUR WIDER PRESENCE

- Keep information current with regional and national tourism partners.
- Give trade, media and distribution partners an approved fact sheet and description.
- Pursue relevant coverage and partnerships that can accurately restate your distinctive proof.
- Use consistent names for the business, products, region and key experiences.
- Prioritise relevant, trusted channels rather than trying to be listed everywhere.

TRY THIS WITH AI — MINE REVIEWS FOR USEFUL THEMES USING THIS PROMPT

Use AI as your assistant — not your source of truth

AI can make this process faster: it can organise information, identify gaps, simplify wording and create drafts. Your team must still supply and approve the facts.

A SAFE FIVE-STEP WORKFLOW

GATHER — Collect verified facts, policies, product details and customer questions.

PROMPT — Give AI a clear role, task, audience, facts and constraints.

CHECK — Verify every name, number, date, price, credential and policy.

REFINE — Add your local voice, cultural care and distinctive detail.

APPROVE — Ask the right owner to sign off before publishing.

NEVER PASTE PRIVATE OR SENSITIVE INFORMATION INTO A PUBLIC AI TOOL, INCLUDING:

- Guest names, contact details or booking records
- Passwords, payment data or confidential commercial information
- Unpublished contracts, staff information or sensitive incident details
- Cultural knowledge or material you do not have permission to share

CHECK YOUR SETTINGS Use tools approved by your organisation and understand how information may be stored or used. When in doubt, remove sensitive details or do the task without AI.

PROMPT FORMULA

ROLE + TASK + AUDIENCE + FACTS + RULES + FORMAT Example: “Act as a plain-language tourism editor. Draft an FAQ for international visitors using only the verified facts below. Ask me questions where facts are missing. Return six short question-and-answer pairs.”

Copy-ready AI prompts

Replace the bracketed text, paste only information you are comfortable sharing, and verify the output before use.

TRY THIS WITH AI — FIND MISSING VISITOR INFORMATION

TRY THIS WITH AI — DRAFT FAQs

TRY THIS WITH AI — SIMPLIFY WITHOUT LOSING MEANING

TRY THIS WITH AI — CREATE LISTING VERSIONS

TRY THIS WITH AI — HUMAN QUALITY CHECK

Technical review by your web partner

Once you have completed the tasks you can complete yourself as the operator, ask your web partner to investigate your website using the guidance below. Ask them to explain any proposed changes to your website following the review before implementation.

PRIORITY CHECKS

Important pages load successfully and are not unintentionally blocked from crawling or indexing.

Core product and visitor information is present in page text, not only in images, PDFs or booking widgets.

Page titles and headings clearly name the product, place and purpose.

Internal links help users and crawlers reach priority pages.

Mobile usability, page performance and booking flows are reliable.

Images have useful alt text where appropriate; video has captions or transcripts where practical.

Structured data, if used, matches visible page content and is kept current.

Important evergreen information is available as an HTML page, not only as a PDF.

QUESTIONS TO ASK

- Which priority pages can search engines access and index?
- Is any important content hidden from the main page text?
- Are there broken links, duplicate pages or mobile issues?
- What can we fix now, and what should we monitor?
- How will we validate that the change works?

AVOID SHORTCUTS guaranteed AI inclusion or a single technical trick to improve discoverability is unlikely to work. Strong content, accurate entity information, credible proof and sound website fundamentals work best together.

Your 30-day action plan

WEEK	FOCUS	COMPLETE THESE ACTIONS	OWNER / DATE
1	Baseline	Test 5 prompts; audit priority channels; choose the top 3 gaps.	
2	Priority pages	Update homepage and 2–4 key pages; add practical facts and FAQs.	
3	Consistency + trust	Align profiles; publish verified proof, accessibility and policy details.	
4	Re-test + plan	Repeat the same prompts; record changes; set the next 90-day backlog.	

CHOOSE ACTIONS BY IMPACT AND CONTROL

DO NOW — OPERATOR CONTROLLED	GET SUPPORT FROM WEB PARTNER
Update descriptions, product facts, FAQs, profiles, images, proof statements, prompt testing	Crawlability, indexing, page speed, structured data, complex templates and booking-system issues

30-DAY TRACKER

PRIORITY ACTION	OWNER	DUE	DONE

MEASURE PROGRESS Look for clearer, more accurate descriptions and stronger consistency first. Visibility changes may take time and may differ between tools.

Measure progress and maintain momentum

Improving discoverability is an ongoing practice. Use a small, repeatable set of measures rather than relying on a single AI answer or one month of website traffic.

PROMPT VISIBILITY

Test the same priority questions using the same tools and record the date.

Note whether the business appears and how strongly it is recommended.

Record whether the description is accurate and aligned with your intended positioning.

Capture which competitors and sources appear when visible.

Vary audience, season, budget, trip style and wording in a separate exploration set.

WEBSITE AND BOOKING SIGNALS

- Visits to priority pages
- Branded searches where available
- Engagement with practical content
- Clicks to booking or availability
- Enquiries and enquiry quality
- Completed bookings where measurement is available

LISTING AND REPUTATION HEALTH

- Profile completeness and freshness
- Accuracy and consistency across channels
- Broken links or outdated imagery
- Recurring review themes that support or weaken positioning

INTERPRET CAREFULLY A change in an AI answer does not prove that one page edit caused it. Look for patterns across prompts, tools, channels and time; record what changed before drawing conclusions.

Quarterly health check

Repeat this checklist every 90 days and whenever a product, price, policy, credential or season changes.

PROMPT VISIBILITY

- Our one-sentence description is accurate and still distinctive.
- Our top pages answer the questions travellers ask before booking.
- Business name, location, category, hours, contact and links agree across channels.
- Practical facts, accessibility, safety and cancellation information are current.
- Credentials and sustainability statements are specific and still valid.
- Cultural content has appropriate care, authority and permissions.
- Images are current, useful and supported by meaningful captions or page text.
- Booking links work on mobile.
- We tested the same priority prompts and recorded results with the date and tool.
- We corrected inaccuracies and assigned the next three actions.

SIMPLE SCORECARD

AREA	GREEN	AMBER	RED	NEXT ACTION
Find				
Understand				
Trust				
Recommend				

START SMALL Choose the highest-impact item you control, assign one owner and set a date. Then repeat.

One-page operator worksheet

OUR SOURCE-OF-TRUTH FACTS

FIELD	OUR VERIFIED INFORMATION
Business name	
Location / service area	
Offer / category	
Best for	
Distinctive proof	
Booking link	

OUR PRIORITY TRAVELLER QUESTIONS

PROMPT	WHAT NEEDS IMPROVING?
1.	
2.	
3.	

OUR NEXT THREE ACTIONS

ACTION	OWNER	DATE
1.		
2.		
3.		

REMEMBER make your business easier to find, understand, trust and recommend — then keep the information current.



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