



the difference between a good tour guide & a great tour guide

starting the tour

- A good tour guide will introduce them self, welcome you, and give you an introduction of what to expect on the tour.
- A *great* tour guide will also take the time to get to know you – where you're from and your interests – and if there are others on the tour, they will introduce everyone on the tour to each other. The best guides spend the tour getting to know the guests on the tour - not in an intrusive way but in a way that shows genuine interest. By taking this approach, relatable stories to the tour may become apparent and pull the visitor into the experience in a more personal way.
 - Example: Newlywed visitors. They tell you they are on their honeymoon, and you share a relatable anecdote/story about the people who lived in the house at one time. The cost of the bride's ring back in 1898 was \$2, or the custom for the time was a ring from a family member or a gold band or a piece of string, etc.

seeing the site(s)

- A good tour guide will show you all the areas of the museum or sites on the itinerary
- A *great* tour guide will not only ensure you see what's promised, but they will also modify the itinerary to ensure you see/learn about a few of their personal "must see/must know" favorite places or little-known facts about the site

time management

- A good tour guide will not only be on time, but they will manage the time to ensure the tour doesn't run long
- A *great* tour guide is aware of the start and end time of the tour but is flexible with the time and will tailor the tour based on your interest level
- Great tour guides never rush you as they are on your schedule. Great tour guides may even get so involved with the tour that they, with your permission, extend the tour

color commentary

- A good tour guide follows a script and gives you the historical and cultural background of the attraction
- A *great* tour guide is a gifted storyteller who is passionate about the attraction they're showing you. Their historical accounts will take you back in time. They'll weave in personal

- anecdotes about what it's like to live there including the good, the bad, and the ugly... and you'll even laugh. They will talk to you like you are long-time friend in town for a visit.

“local” knowledge:

- A good tour guide is familiar with the attraction as well as the city and county
- A *great* tour guide has traveled throughout the state. A great tour guide can tell you what makes this place so unique and special compared to other attractions in the state. A great tour guide is passionate about their topic and understands what it's like to be on vacation and will do everything in their power to ensure you're having the best experience.

wrapping up:

- A good tour guide will conclude the tour with closing remarks and thank you for visiting
- A *great* tour guide will thank you for your visit and welcome you back. They may offer recommendations for other activities you should consider during your visit.

The best guides may be in the tourism industry, but they redefine the hospitality industry. These guides are personable, friendly and above all, passionate about sharing with guests that their enthusiasm overflows. As a guest, you can sense their excitement and it is infectious. You will leave the tour feeling like you just hung out with a long-time friend.

Direct questions to:

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