Dublin Tour Guide

Our Business, Systems and Opportunities

Website: www.dublintourguide.ie

1. Who We Are

Dublin Tour Guide is an established private tour company specialising in high-quality, personalised experiences in Dublin and its surrounding areas.

Our founder began working as a tour guide in 2009, and the company has been operating since 2012. We combine expert local knowledge, engaging storytelling and thoughtful personalisation to help visitors understand Ireland's history, culture and people.

We aim to offer more than a conventional sightseeing tour. Our guides interpret Irish history and culture in a way that makes it meaningful to our guests, many of whom are visiting Ireland for the first time.

We position ourselves in the premium end of the market, prioritising quality, flexibility, personal service and memorable experiences over high-volume group tourism.

2. What We Offer

Our core services fall into three categories:

Private walking tours of Dublin

- Guided explorations of the city's history, architecture, literature, culture and everyday life.
- Special-interest experiences, including literary, musical and pub-focused tours.
- Flexible itineraries tailored to the interests and pace of each group.

Private vehicle tours and day trips from Dublin

- Tours of Dublin and its surrounding areas.
- Day trips to destinations such as Howth, Belfast and the Cliffs of Moher.
- Guided journeys in which the driver also acts as the guide, combining transportation with interpretation and storytelling.

Specialist and customised experiences

- Experiences designed around particular interests, occasions or guest requirements.
- Corporate and group experiences for organisations seeking engaging activities in Dublin.

One of our flagship products is **“(Nearly!) All of Dublin in 5 Hours”**, which gives visitors a substantial introduction to the city. Depending on the itinerary, it can include a guided experience at Trinity College and the Book of Kells, as well as opportunities to enjoy local food and drink.

We focus on Dublin-based experiences and day trips from Dublin rather than multi-day tours around Ireland.

3. Our Customers and Market

Our business serves two broad markets.

Direct customers (B2C)

Our principal leisure audience includes affluent North American visitors, particularly those seeking private, personalised experiences rather than standard group tours. Our typical private groups are small, allowing us to tailor the experience to individual interests.

These customers may discover us through search engines, online travel platforms, recommendations, social media, our website and other sources.

Business partners (B2B)

We also work with businesses that recommend, arrange or purchase experiences for their own clients. These include:

- Luxury travel advisers and travel agencies.
- Tour operators and destination management companies (DMCs).
- Hotels, concierges and other hospitality businesses.
- Corporate event organisers and organisations arranging group experiences.
- Other tourism businesses that need a trusted Dublin partner for their clients.

Building strong relationships with these partners is an important part of our growth strategy. We want Dublin Tour Guide to be a reliable local specialist for businesses serving discerning international travellers.

4. Our Digital Tools and Technology

We use a range of software platforms to manage bookings, marketing, customer relationships, administration and website content.

Tool	Current role in the business
WordPress	Our website and the main platform for presenting tours, publishing content and generating enquiries.
Peek Pro	Our principal booking platform, supporting tour availability and booking operations. It offers integration options for external sales channels, subject to the relevant connection and configuration.
ActiveCampaign	Email marketing and website calls to action, including sign-up opportunities connected to corporate tours.
HubSpot — free plan	CRM and relationship management, particularly for business-to-business leads, contacts and sales activity.
Zoho Books — free plan	Invoicing and financial administration for B2B bookings.
Google Workspace	Gmail, Google Sheets, Google Docs, calendars and other everyday business tools. Spreadsheets are used for tracking and coordinating information.
Zapier — paid plan	Automation between supported applications, reducing the need for repetitive manual work.
ClickUp — free plan	Task and project management. We are open to considering an upgrade if the additional functionality provides sufficient value.

LinkedIn, Facebook, Instagram and X	Social media presence, brand awareness and communication with prospective customers and business partners.
YouTube	A company channel that could be used more effectively for video content, storytelling and business development.

We are open to adopting additional software or upgrading existing plans where there is a clear business case.

An important consideration is that information and workflows are spread across several platforms. Integrations, reporting and automation therefore offer opportunities, but any proposed solution needs to work with our existing systems rather than simply add another disconnected tool.

The availability of a platform's API or integration does not necessarily mean that a particular connection is currently active. Existing integrations should be checked before designing a new workflow.

5. How the Business Operates

We operate with a relatively lean structure and a distributed team.

Guiding

We work with a network of freelance tour guides. This model allows us to offer a variety of experiences and increase capacity during busy periods by recruiting and onboarding additional guides.

Our guides are central to the quality of the product. Their knowledge, storytelling, personality and ability to adapt to guests' interests are important differentiators.

As independent contractors, guides also have their own availability and commercial priorities. We are interested in finding practical ways to strengthen their engagement with the company, share knowledge and build a stronger sense of community.

Bookings and customer service

A bookings team handles customer enquiries and booking-related administration. The business relies on effective communication between the bookings function, guides, booking software and other operational systems.

Marketing and sales

Marketing and sales activities include the website, search visibility, online booking channels, email marketing, social media, referrals and direct business development.

B2B relationship management is particularly important. Prospective partners may meet us at trade shows or through introductions, but maintaining contact and converting initial interest into actual bookings requires consistent follow-up.

Scalability

Our freelance model gives us flexibility to accommodate increased demand. However, sustainable growth also depends on generating enough bookings, managing customer enquiries efficiently, maintaining service quality and ensuring that administrative work does not grow disproportionately with sales.

6. Our Main Business Priorities

We have several areas in which better processes, technology or automation could make a meaningful difference.

A. Generating more bookings

Our overarching priority is to increase bookings and develop more consistent growth.

We want to understand which activities and channels produce valuable customers, identify opportunities that may currently be overlooked, and make better use of the information we already collect.

B. Strengthening the balance between B2B and B2C

Business partnerships are an important source of opportunities, but we also need a healthy flow of direct bookings.

We want to develop a sustainable approach that supports both channels, rather than relying too heavily on any single source of business.

C. Developing hotel and concierge relationships

Hotels and concierges can be valuable sources of referrals, particularly for visitors looking for premium private experiences.

We would like to develop stronger relationships with relevant hotels and hospitality businesses and make it easier for them to understand, recommend and book our tours.

Potential opportunities include better partner information, more effective outreach, simpler referral processes and improved tracking of the relationships that generate bookings.

D. Building referral partnerships with other tourism businesses

We want to establish more relationships with tour operators, travel advisers and destination management companies that serve high-end international travellers.

Some businesses organise trips around Ireland but do not provide their own Dublin experiences. We could act as their specialist local partner.

Businesses in nearby markets, including London, may also serve clients who subsequently visit Dublin.

The challenge is identifying appropriate partners, communicating our value clearly and maintaining relationships over time.

E. Improving B2B follow-up and relationship management

Tourism trade shows and industry events can create valuable introductions, but contacts often meet many suppliers and have limited time for follow-up conversations.

We would like to improve how we record, prioritise and nurture these relationships. For example, we want to identify which contacts merit a substantive virtual meeting, distinguish promising leads from less relevant contacts and ensure that appropriate follow-up happens at the right time.

The objective is not simply to send more emails. It is to create better-quality conversations and turn relevant relationships into lasting partnerships.

F. Making demand more consistent throughout the year

Tourism demand varies by season. We want to develop opportunities that generate bookings during quieter autumn and winter months, helping us make better use of our capabilities throughout the year.

This may involve targeted marketing, stronger partner relationships, corporate experiences, more effective follow-up with previous contacts and better identification of customer segments with year-round demand.

G. Improving guide engagement

Our guides are a major part of what makes the company distinctive.

We want to strengthen communication and knowledge-sharing across the guide network, encourage participation in the company's development and support a culture in which guides feel connected to the wider business.

Technology may help with sharing resources, coordinating activities, communicating updates and making useful information easier to access.

H. Developing corporate tours

Corporate experiences represent an opportunity to broaden our customer base beyond leisure travellers.

We already have a corporate tours landing page, an email sign-up opportunity and an enquiry form. We have experimented with paid search advertising, but our preference is to build visibility through relevant content, organic search, partnerships and referrals rather than relying on paid advertising.

We would like to explore additional corporate experiences, improve the customer journey from discovery to enquiry and make it easier for organisations to understand the options available to them.

I. Improving SEO and visibility in AI-driven search

We want prospective customers to discover Dublin Tour Guide when searching online for private Dublin tours, as well as when using AI-powered search and recommendation tools.

This includes:

- Improving the relevance and usefulness of website content.
- Identifying topics that potential customers and business partners genuinely search for.
- Strengthening internal links and the structure of the website.
- Earning relevant, reputable backlinks from appropriate websites.
- Improving our authority and visibility for relevant searches.
- Exploring how content can help our business appear accurately in AI-generated recommendations and answers.

We refer to this wider opportunity as **SEO and GEO**: search engine optimisation and generative engine optimisation.

We are interested in practical, evidence-based approaches rather than producing large quantities of generic AI-written content.

J. Improving the website and digital customer journey

The website is central to the business, but there is always scope to improve its content, usability, technical performance and ability to turn visitors into enquiries or bookings.

Potential areas include:

- Reviewing important pages for clarity and usefulness.
- Improving calls to action and enquiry forms.
- Identifying technical or user-experience problems.
- Reviewing the quality and relevance of image descriptions and captions.
- Improving the customer journey from a search result or referral to a completed booking.
- Making it easier to maintain accurate, consistent information across the site.

Changes should be tested and prioritised according to their likely effect on customers and business outcomes.

K. Making better use of our existing software

We already pay for or use a number of digital tools, but we may not be getting the full benefit of them.

We would like to identify opportunities to connect systems, eliminate duplicated work, improve reporting and automate routine processes. We are open to upgrading existing tools where the benefits justify the cost.

7. Areas Where Technology and Automation May Help

The following are potential areas to investigate, rather than a commitment to implement every idea.

Lead management and follow-up

- Create a consistent process for recording new B2B contacts.
- Categorise and prioritise leads based on relevance and potential.
- Generate reminders for follow-up activities.
- Track progress from initial introduction to meeting, proposal and booking.
- Identify contacts who have gone quiet and may warrant a thoughtful follow-up.

Reporting and business intelligence

- Create a clearer view of bookings by source, tour type, customer segment and season.
- Reduce manual compilation of information from different systems.
- Develop simple dashboards that help us understand what is working.
- Improve visibility of outstanding enquiries and sales opportunities.

Website and content

- Identify content gaps and relevant search opportunities.
- Help organise an editorial calendar and track content through to publication.
- Support the review of existing website pages.
- Identify internal-linking opportunities and potential relevant backlink sources.
- Assist with content research while maintaining the company's distinctive voice and factual accuracy.

Marketing and communications

- Improve the organisation and segmentation of marketing contacts.
- Support relevant, personalised communication with different audiences.
- Explore ways to repurpose existing material into suitable formats for our website, social channels and YouTube.
- Help maintain a consistent schedule of useful content.

Operations and team coordination

- Improve the organisation of tasks, procedures and internal resources.
- Reduce repetitive administrative steps where safe and practical.
- Make important information easier for the relevant team members to find.
- Explore better ways to share knowledge and coordinate activities across the guide network.

Customer experience

- Identify points where customers may encounter friction during the enquiry and booking process.
- Improve the consistency and usefulness of information provided before and after a tour.
- Explore appropriate ways to gather and analyse customer feedback.

For all these areas, the aim is to solve a real business problem. A new tool or AI feature is useful only if it produces a measurable improvement, saves time, improves service quality or supports additional bookings.

8. Practical Considerations

Any proposed solution should take account of the following principles.

Work with existing systems. Prefer a practical integration or improvement to creating another disconnected platform.

Protect customer and business information. Customer details, contact lists, booking records, financial information and private business correspondence must be handled appropriately. Use only authorised accounts and data, and follow applicable data-protection requirements.

Keep humans involved where needed. AI can assist with research, drafting, analysis and routine tasks, but important factual claims, customer communications and business decisions need appropriate review.

Consider ongoing costs. Include subscription fees, integration costs, maintenance and the time required to manage a solution. A free tool is not necessarily the cheapest option if it creates substantial manual work.

Build for reliability. Automations should include sensible checks for missing information, duplicate records, failed actions and unexpected results. Important workflows should be documented so that the business can maintain them.

Measure the result. Where possible, establish a baseline and a clear measure of success, such as time saved, improved response times, fewer errors, better-qualified meetings, more enquiries or additional bookings.

Respect the brand. Our reputation depends on personal service, knowledgeable guides and authentic storytelling. Technology should support these qualities, not make our communications generic or our customer experience impersonal.

9. Where to Learn More About Us

- **Website:** www.dublintourguide.ie
- **LinkedIn:** Search for Dublin Tour Guide.
- **Facebook:** Search for Dublin Tour Guide.
- **Instagram:** Search for Dublin Tour Guide.
- **YouTube:** Search for the Dublin Tour Guide channel.

Our website is the best starting point for understanding our tours, positioning, customer experience and brand voice.

This document is a working overview of Dublin Tour Guide's business, digital systems and development priorities. It is intended to provide context for understanding the company and identifying practical opportunities for improvement. Specific systems, integrations and priorities may evolve over time.