



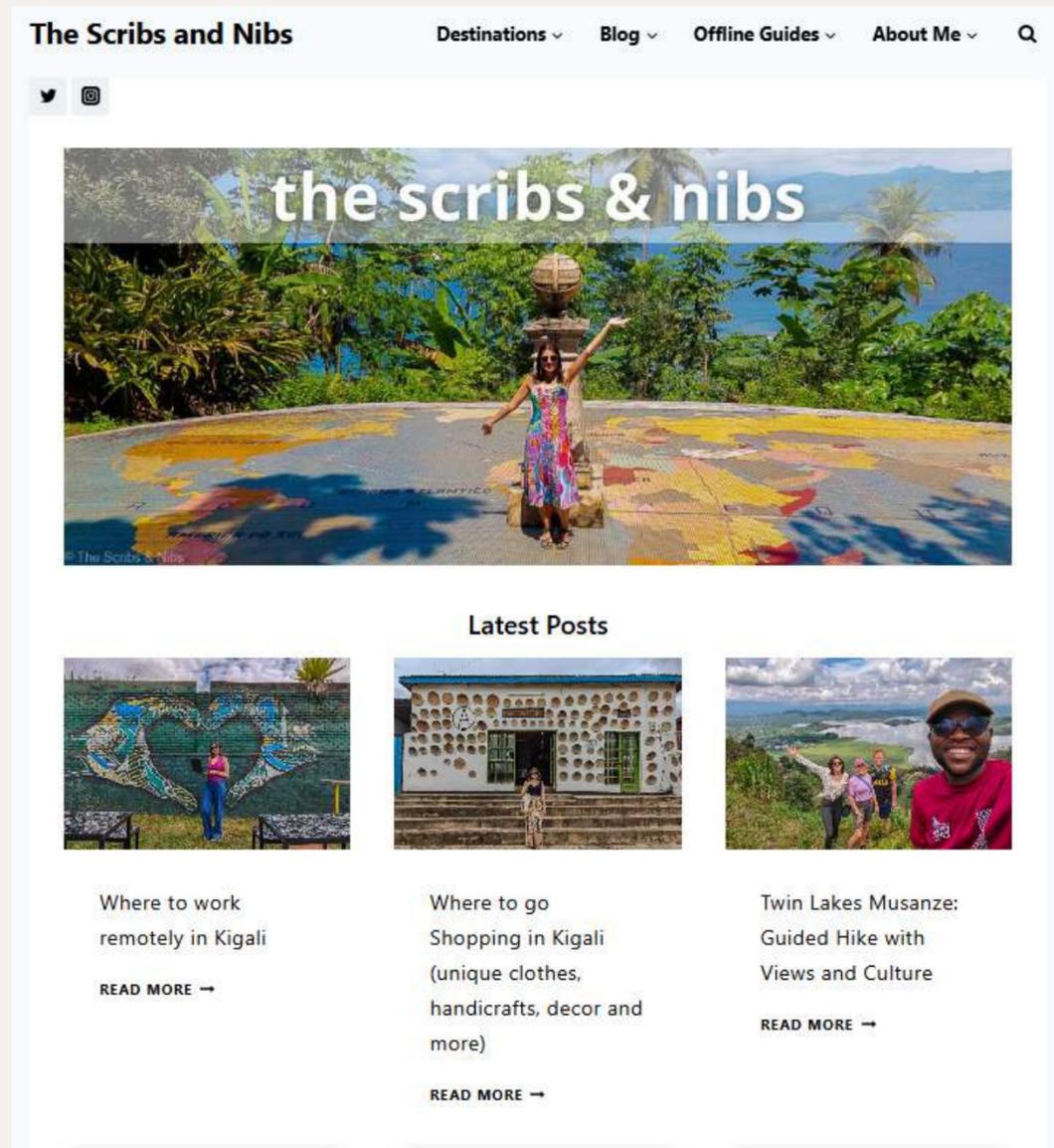
# HOW TO CURATE TOURS INTERNATIONAL TRAVELERS WILL LOVE (AND PAY FOR)

## Goals of the Session:

- Understand what international mid-range travelers are really looking for
- Learn how to deliver an experience, not just a service
- Brainstorm real ideas you can use today!

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# WHO AM I?



## The Scribs & Nibs

- Travel Blogger focusing on travel storytelling with practical guides. I write about what I wish I knew.
- 17k monthly site visitors
- Over \$15,000 annual bookings through my recommendations
  - I only write about what I want to do and where I've been.
- Mid-range traveller
  - I prefer self-exploration with some unique tours when I travel

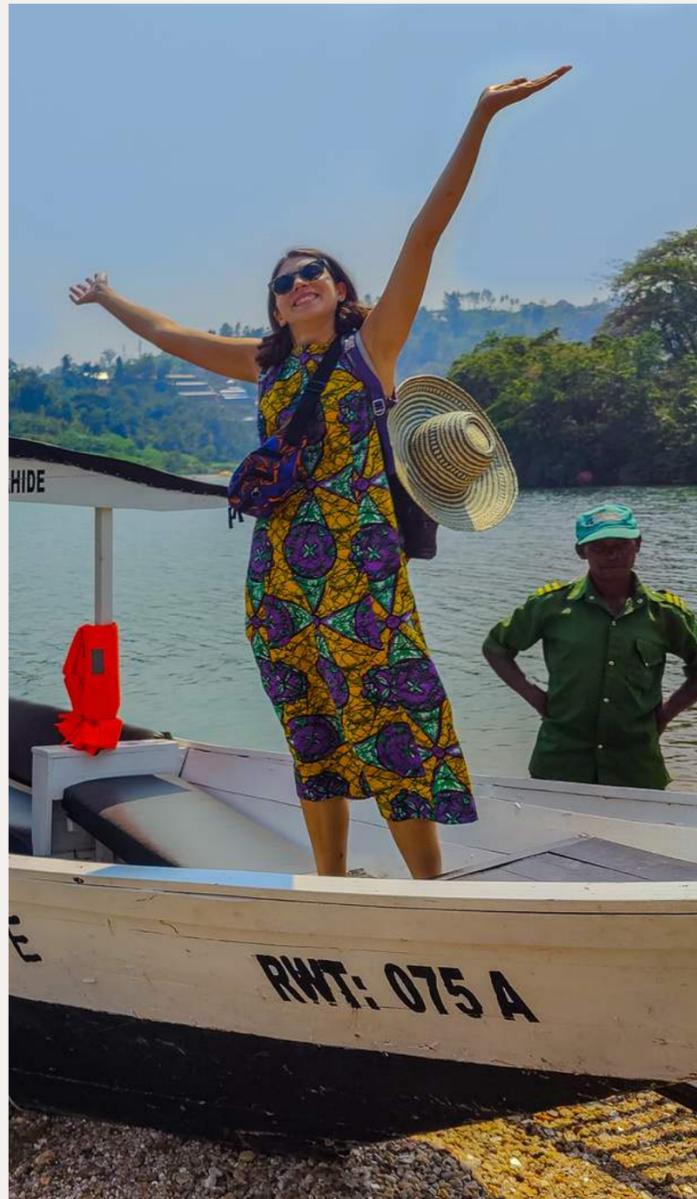
# A TYPICAL TRAVELER TO RWANDA: MID RANGE

## Who Are Mid-Range International Travelers?

- Not luxury, not backpackers—something in between
- Stay in boutique lodges or guesthouses
- Expect comfort, communication, and value
- Spend about \$100–\$300/day, including hotel, food, and tours, but willing to spend more on high-value experiences.
- Often young professionals, couples, and solo female travelers

# WHAT TOURISTS WANT

1. EASY



2. UNIQUE



3. VALUE

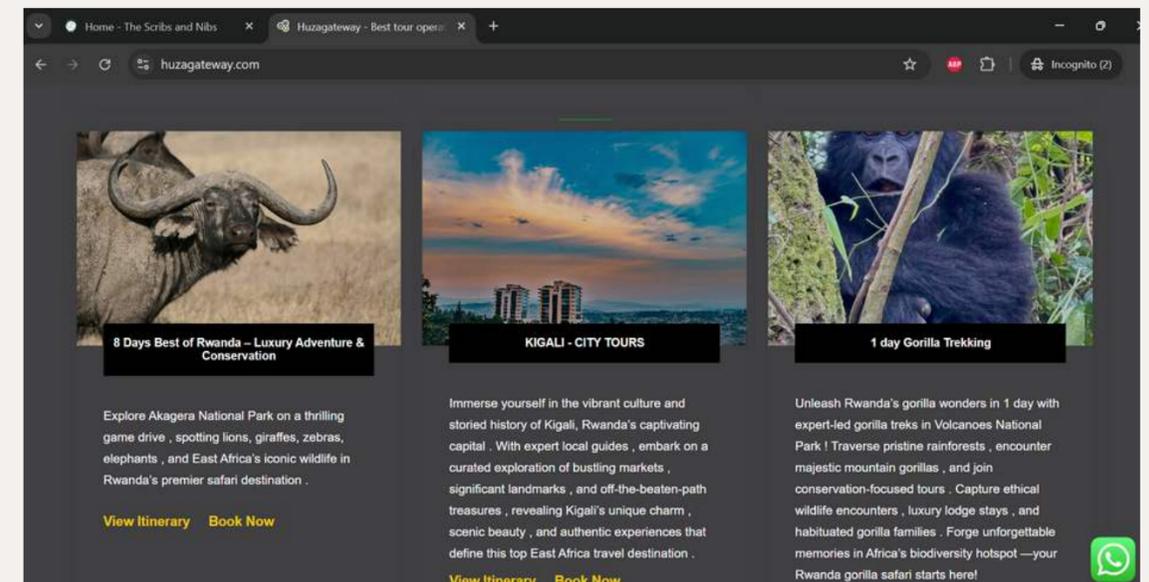
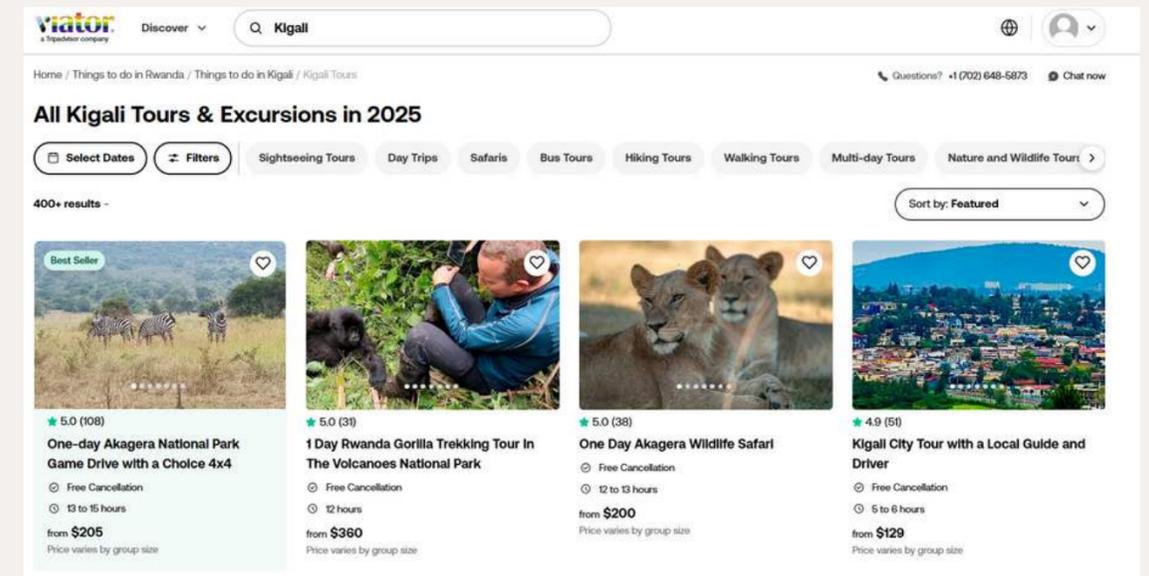


# EASY

## MAKE IT SIMPLE TO FIND AND BOOK YOU

### Tourists Shouldn't Struggle to Book You

- **Be findable:**
  - Google
  - Social Media: Instagram and TikTok
  - Booking sites: TripAdvisor, Viator, and GetYourGuide
- **Be responsive:** WhatsApp, Insta DMs, or email
- **Be transparent:** Upfront pricing = trust
- **Be organized:** Share itinerary, pickup time, and contact info
- **Be bookable:** Offer online payment options, cash, etc



# UNIQUE

## GIVE TOURISTS SOMETHING THEY CAN'T GOOGLE

### Experiences Tourists Can't Go on Alone

- Offer a cultural twist (village walk, home visit, local food)
- Tell stories and facts that tourists don't know to ask about
- Highlight your personal connection to a place
- Share quirky facts: how weddings take place, nicknames, school uniforms, breakfast food...
- Build a niche tour: vegan snacks, graffiti tour, art walk with artists...



# VALUE

## THE TOURIST PERSPECTIVE: IS THIS WORTH MY MONEY?

**Tourists ask: “Could I do this myself for cheaper?”**

- Provide a unique aspect of the tour
  - Coffee or beer tasting during your activity
  - Meet up the day before for coffee/drinks
  - Build this into your pricing, but have it come across as “free”
- Give them things they can't Google during the tour:
  - Your restaurant, shop, and bar recommendations
  - How much to pay for a moto
  - Do you have knowledge of local agricultural practices?
  - Are you a birder?



# SOCIAL MEDIA + SEARCH

Google Yourself // Open your Instagram or TikTok

If a tourist saw it, would they know what kind of experience you offer in 10 seconds?

Tourists use both Google and social media to search for activities. **You don't need a website with a solid social media page.**

## Action items:

- **Is your Instagram searchable?**
  - In Instagram, scroll to “Account Privacy” and then turn on “Allow public photos and videos to appear in search engine results.” This allows Google to know you're updating your content without having to update your website often.
- **Post real content:** behind-the-scenes of a tour, guest reactions, local culture moments
  - Instagram favors curated content and TikTok favors “in the moment” videos.
- **Get reviews:** Encourage tourists to tag them and leave reviews—this builds trust.
  - Ask tourists to be in a 10-second video to share their experience
  - Email clients 2 days after a tour and then again once they've returned home. Keep a calendar and remind yourself to email them!
- Offer travel bloggers and influencers **collaborations**

# LET'S BRAINSTORM

## 1. EASY

Write down one idea to make it easier for a tourist to find, book, or pay for your tour.

Think about this: If you wanted to book a restaurant for dinner tonight... Would you call, text, message on Instagram, or book through a link?

That's how tourists think too! Tourists want:

- Instant confirmation
- Simple booking process
- Clear info and pricing upfront

*You can still offer personalized tours after they book. Use automation to secure the booking, then follow up on WhatsApp or email to add the details and manage payment.*

💡 If a tourist has to work hard to book your tour, they'll book someone else's. Make it instant and simple.

## 2. UNIQUE

Write down an idea for a new Kigali tour— big or small, simple or creative. What's something you wish tourists could experience here that no one's offering (yet)?

Think about what's missing in the Kigali tour scene.

Not sure where to start? Think about:

- Sports traditions
- Music and nightlife
- Niche food and drinks
- Wellness

💡 Tourists are looking for new stories, new vibes, and real local experiences they can't find on Google or big booking sites.

## 3. VALUE

Write down a 30-second story you could tell on a tour—something unique from your hometown, neighborhood, or culture that most tourists wouldn't know about.

Not sure where to start? Think about:

- A tradition from your childhood, marriage traditions, how school systems work...
- A local snack or drink that tourists don't usually try
- A story about your village, school, or family
- A place nearby that locals love but isn't on TripAdvisor

💡 Tourists love feeling like they've discovered something special. Even a simple thing—like what baskets are used for—can be fascinating if told the right way.

# LET'S BRAINSTORM

## 1. EASY

Write down one idea to make it easier for a tourist to find, book, or pay for your tour.

- 1- Add my tour to Viator as I use this the most to book tours
- 2- Add a quick link on my website to open Whatsapp for questions
- 3- Add an instant confirmation to book a day/time for a tour (and then I'd follow up later).

## 2. UNIQUE

Write down an idea for a new Kigali tour— big or small, simple or creative. What's something you wish tourists could experience here that no one's offering (yet)?

- 1- Skateboarding tour
- 2- Graffiti Tour with local graffiti artist
- 3- Learn Kinyarwanda in the wild



## 3. VALUE

Write down a 30-second story you could tell on a tour, something unique from your hometown, neighborhood, or culture that most tourists wouldn't know about.

- 1- Town information "dos" and "dents"
- 2- Rwanda's schooling system
- 3- Moto Taxi Culture

# STAND OUT

## QUICK WINS TO STAND OUT



**#1** Make your tour easy to book

**#2** Build an online reputation through social media and reviews

**#3** Provide local insights that tourists can't find on Google



# LET'S CONNECT



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