THE ART OF ITINERARIES

How to build breathtaking visual itineraries that your clients will love

OPEN HERE

Powered by VAMOOS

Contents

Foreword

"

When I look at the impact of great itineraries through the lens of modern life, their importance is undeniable. We live in the age of Google, Instagram, TikTok, WhatsApp, and the iPhone, where a simple written document is nothing but a grey speck, lost in a sea of vibrant visual mediums.

The world is now visual as much as it is informational. A world in which people increasingly value experience. By using a cutting-edge, image-led itinerary, you are transforming that itinerary from just another piece of admin into a valuable, tangible part of the travel experience.

There are also the rising expectations of consumers to consider. Nowadays, nearly every business offers a digital experience – if you look on the App Store, you'll find millions of apps. Why? Because consumers expect information to be online, up-to-date, and easily accessible, 24/7.

This means we're fast approaching the point where not having a phone-friendly, interactive itinerary will count against you when the client is looking for a trip.

In this guide, we've broken down exactly how you can create an impactful modern itinerary using a range of cutting-edge tools. Imagery, design, copy, tone, AI assistance – we've covered it all to save you hours of research. Trust me, it's worth it.

Indre Nagyte
Head of Strategy
and Marketing

V VAMOOS

The Importance of Itineraries

When itineraries first came about, they were purely an informational affair. 'You need to be at this location at this time, then here, then here', and so on. From a purely practical standpoint, a simple written document could provide all the information you need.

But as the world of travel has evolved into the digital age, so have itineraries. They are no longer a transactional exercise for telling clients where they'll be and when. Now they are the gateway between your clients' imagination and the holiday of a lifetime. And that gateway should be a vital part of any travel company's strategy.

The modern itinerary plays a crucial role in the travel lifecycle. In fact, it plays two roles:

Itineraries bring the trip to life for your clients. Rather than making a generic Google search for the destination, they can scroll through scenes from the actual places they'll be visiting.

1. A great itinerary builds excitement. As the imagery builds up the holiday in your clients' minds, their excitement will grow beyond anything a document could inspire.

2. With the holiday feeling real and the excitement building, your modern itinerary will validate the price of the trip, reinforcing to your clients that this special journey was crafted just for them.

What makes a great itinerary

While the overall look and feel of your itinerary should be one that fits your unique brand and represents who you are as a business, there are several ingredients you can use to consistently cook up brilliant travel plans for your clients.

Awe-inspiring imagery

High-quality destination images are an unbeatable tool for building excitement and anticipation ahead of a trip. They can really engage your clients and reinforce positive associations with your brand. Successfully integrating brand-aligned images into your itineraries is the most effective way to differentiate yourself from your competition.

Personalised recommendations

Let your unbeatable local knowledge and years of travel experience shine! If you're describing a day, location, route, or attraction, add specific recommendations for that client. Saying 'We know you love tea so make sure you visit Aunt Mi Mi's Teahouse' shows the client that you're worth every penny.

Accurate information

While your aim should be to make itineraries more of a journey and less of an instruction manual, you still need to include the right information. Make sure that important dates, times, locations, and activities are clearly signposted so your client can be confident that their itinerary is their travel bible.

Delightful details

There's no need to cram every little thing into your itinerary, but when sharing your insights about a location or activity, details can make all the difference. 'Look left while you zipline for a once-in-a-lifetime view of Rio de Janeiro' could be a tip they never forget!

Getting the perfect imagery

There's a reason we describe the best itineraries as 'image-led' – the imagery is the key differentiator between a boring, text-heavy itinerary and one that makes your clients feel like they're immersed in their journey before they've even left their house.

How do you choose the right images, ones that not only represent the destination but also who you are as a brand? There are three main options to consider:

Hiring a photographer

As is often the case with high-end travel, bespoke is best. You'll have to consider your budget and range of destinations, but hiring a professional photographer to take photos for you is the best way to make sure your images come out exactly how you want them. Plus, they'll be unique to your company.

Finding free material

Alternatively, there is an expansive range of free resources out there for anyone to use. Some of the most popular options for good, high-quality pictures are Unsplash, Pexels, and Pixelbay. If you go down this route, make sure to keep style in mind – wildly different images can make your itinerary look chaotic!

Nailing the tone of your images

Whether you pay for pictures from a professional or you go down the free image route, you can still ensure a premium feel with a consistent tone. Do you want action shots of people enjoying your destination or are pure, undisturbed nature shots more on-brand for you? You can make adjustments using filters to create a consistent theme across your itineraries – one that your clients will start to recognise and associate with you.

Curious about the Vamoos Travel App?

Visit **www.vamoos.com**

Designing the ultimate itinerary

With the correct content and impactful imagery ready to go, it's time to think about the design of your digital itinerary. Depending on what design tools you're using (we'll cover that a bit later on!), you'll likely have certain limitations to adhere to, but there are some key design principles that apply across the board.

Space

Plenty of space across your itinerary is essential for two reasons. Firstly, the information you're supplying must be clear and easy to navigate; secondly, allowing your images and information to 'breathe' creates a sense of luxury – you don't need to cram information together, what you've supplied is the cream of the crop!

Image-focused

Your consistent, recognisable imagery is what will set you apart from the competition. Let your pictures take clients on an immersive journey, with any written information designed to compliment your striking assets.

Concise

With imagery doing the heavy lifting, you want to keep the copy minimal in your itinerary. That doesn't mean you can't include things like personalised tips that elevate the experience, just make sure the words don't overwhelm the visuals.

On-brand

You'll also need to consider the tone of voice your itinerary uses. Much like with image creation, you'll want any copy to reflect who you are as a brand. Maybe you want to use lavish luxury language? Or perhaps a touch of humour? Whatever your style, keep it consistent.

Curious about the Vamoos Travel App?
Visit **www.vamoos.com**

Accessible

Your itineraries need to be usable for a broad range of clients. Consider various reading levels and abilities, as well as the growing number of users who don't have English as their first language, and plan accordingly. Clear, concise copy and great images will naturally make your guide more accessible.

User-centric

As we mentioned in the beginning, itineraries are now more than an exchange of information; but they still need to have the end user in mind. When designing a trip, imagine that you're the client, and adapt it accordingly.


Typeface

Choosing the right typeface and font is crucial for adding a touch of elegance to your itineraries. Big, bold fonts are good for grabbing clients' attention, but you've already got that. Instead, choosing a thin, elegant look will ensure a luxury feel throughout.

Saving time with AI assistance

Transforming your itineraries from plain PDFs into powerful marketing assets may seem like a daunting task, but AI is here to help!
Now there are thousands of AI tools available online to choose from, so it's worth testing a few to see what works for you. That said, there are some who tried and tested itinerary-hacking options that we recommend to our clients:
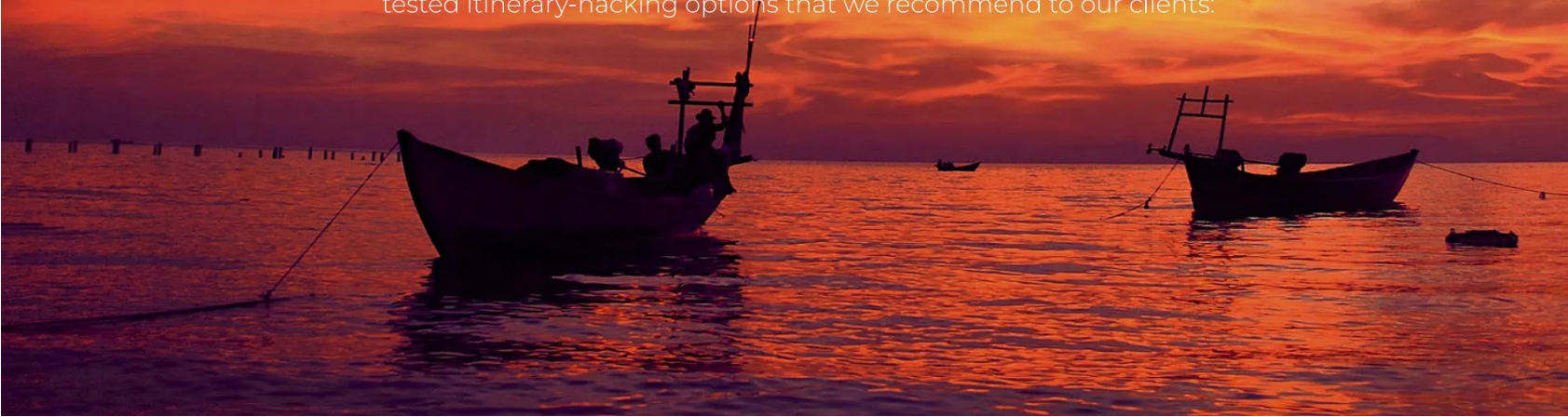
Grammarly

As the name suggests, Grammarly was primarily a spelling and grammar checker (which it is still amazing at) but now it's more than that. Enhanced with AI, it can now improve your copy in just a couple of clicks. Here's an example we did in less than 10 seconds:

Before Grammarly: ✕

In the Bahamas, you can swim with sharks, pigs, dolphins, and more on various islands. Plus, you can grab some of the best conch salad in the world.

Ⓖ

Prompt entered by us: Rewrite this like a travel specialist with more detail on each activity and include specific locations. ➤

Ⓖ **After Grammarly:**

In the Bahamas, there are incredible opportunities for unique experiences. On the island of Exuma, you can swim with nurse sharks at Compass Cay or enjoy the famous swimming pigs at Big Major Cay. In Bimini, you can encounter wild spotted dolphins in their natural habitat. As for the conch salad, head over to the Arawak Cay Fish Fry in Nassau, where you'll find some of the most delectable conch salad in the world.

[Insert] Rephrase

Better yet, Grammarly works as a Chrome extension, so you don't need to use a separate app or website. You can do all this simply by highlighting and right-clicking your copy directly where you are writing it, like in Vamoos' back-end system, for example.
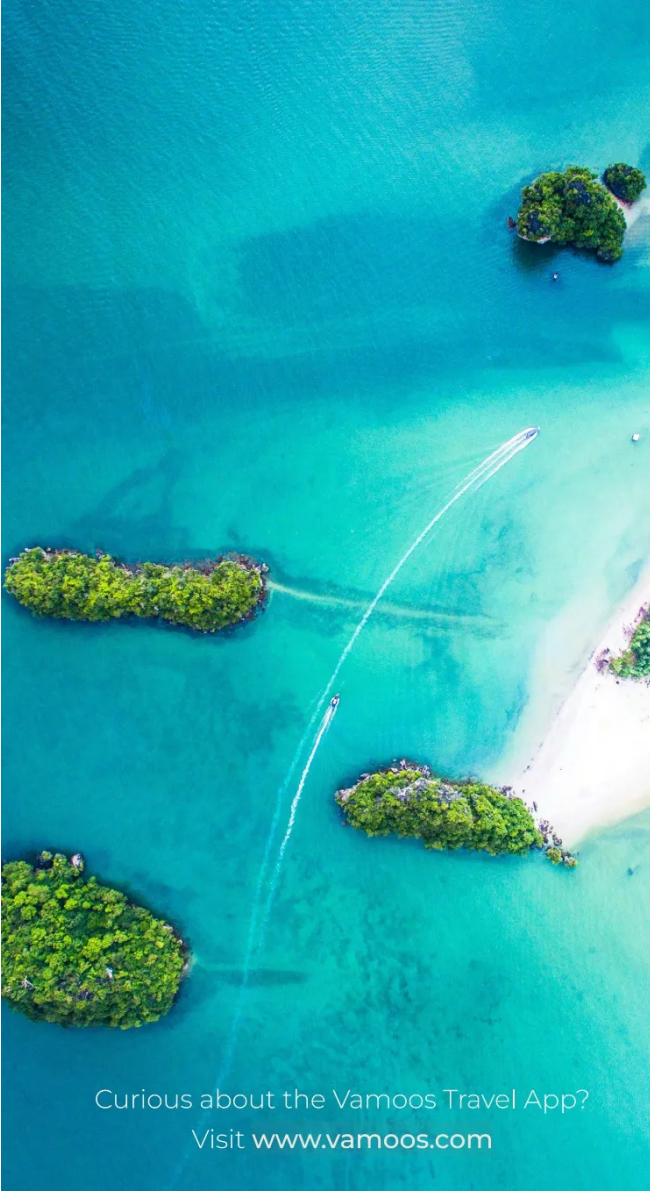
Curious about the Vamoos Travel App?
Visit www.vamoos.com

13
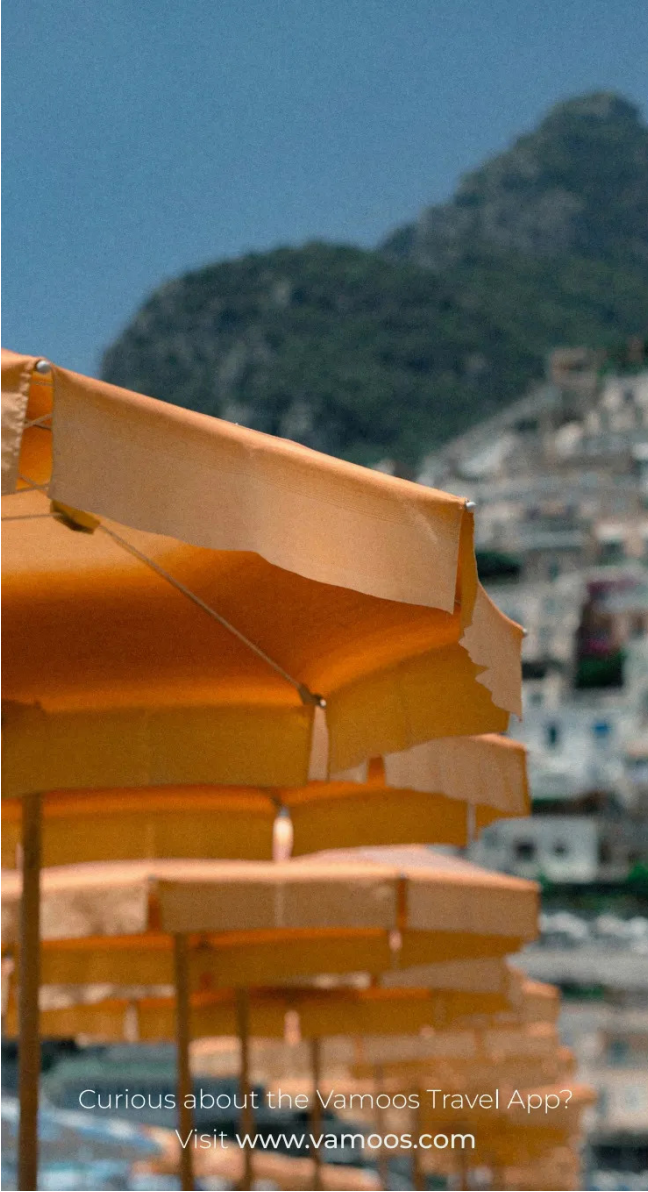
Imsert

The latest AI image recommendation tool from Vamoos, Imsert will revolutionise the way you select imagery and reduce the time it takes you to build itineraries.

It learns from context and will suggest relevant pictures for locations, hotels and activities, based on your previous image usage. There's also an integration with Unsplash, a royalty-free, high-quality image library, to help you find stock photos faster.

ChatGPT

In addition to elevating your writing and image selection, AI can help fill any gaps in your knowledge. We know you have decades of experience to draw on but sometimes you need to pad things out with a bit of extra research.

ChatGPT can act like your own personal (and cheap!) research assistant. Simply ask it to find you a selection of local cuisines, a list of rooms with the best sea views, or news stories about a specific destination and be amazed at the results it produces in seconds.

Heres a prompt example:

"Find the best new wine tours in Tuscany for a discerning wine lover who wants to discover dry Italian white wines"
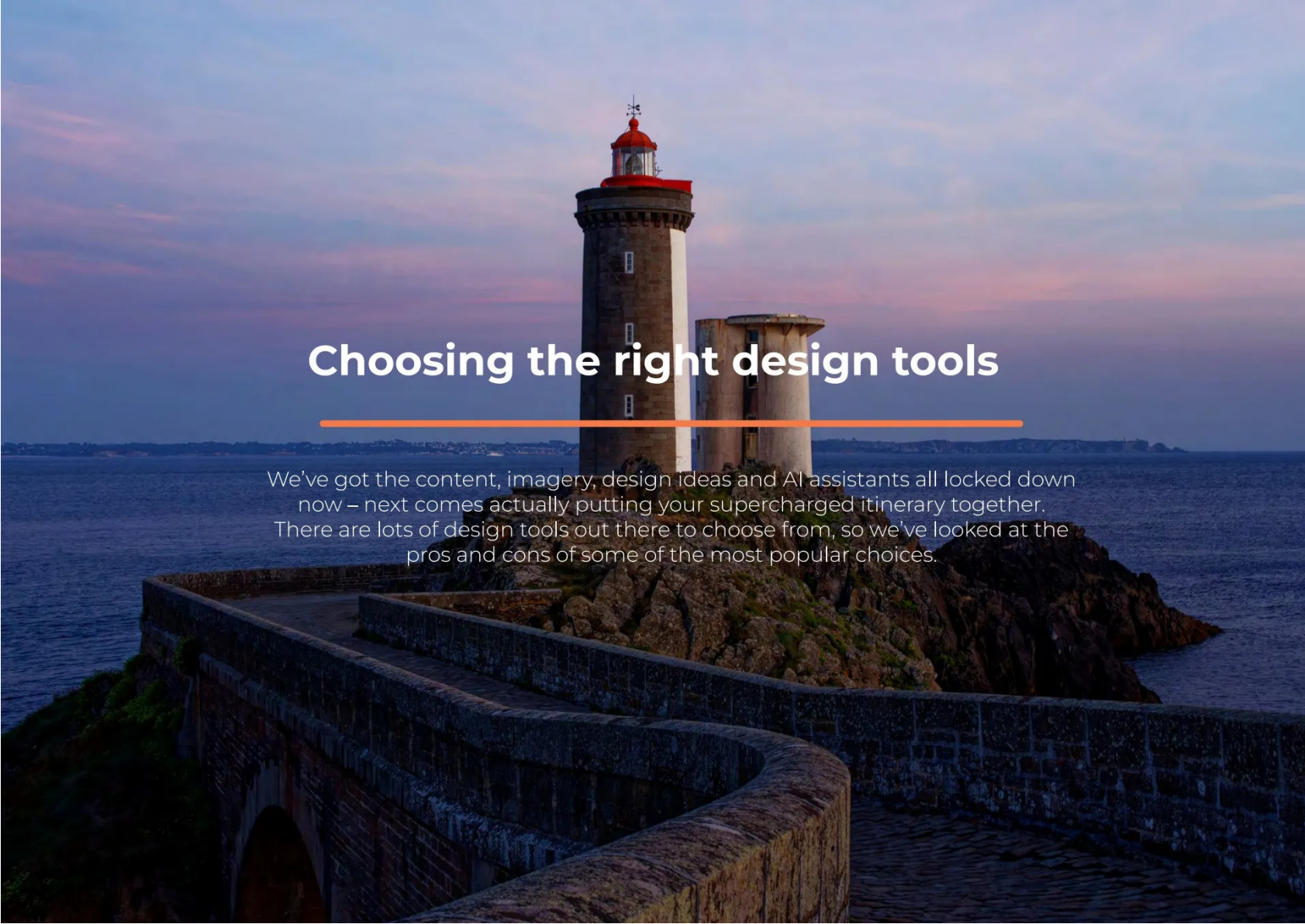
Heres a prompt example:

"For a discerning wine lover interested in exploring dry Italian white wines in Tuscany, there are some noteworthy tours to consider:

San Gimignano Wine Tour from Florence with Grape Tours: This tour begins with a pickup and dropoff in Florence and takes you to San Gimignano, Tuscany's renowned white wine region. The highlight is a visit to an organic winery that produces some of the region's finest whites, paired with appetizers. The tour also includes exploring the town of San Gimignano and a stop at an old hamlet winery in Chianti Classico for a Tuscan lunch paired with wines. The final destination is a family-owned winery nestled inside a castle, offering a chance to taste their organic wines and visit historical cellars. The tour features guided experiences led by a sommelier, visits to three wineries, a Tuscan lunch, and convenient pickup and dropoff in Florence.

Montepulciano Half Day Tour with Winedering: Located in the Montepulciano, Val d'Orcia, and Valdichiana areas, these tours offer a special experience to explore the wineries of Montepulciano. These tours, lasting four to six hours, provide an opportunity to get to know some of Montepulciano's amazing wineries. While Montepulciano is more famous for its red wines, the region also grows white grape varieties such as Trebbiano Toscano, Malvasia, and Vernaccia di San Gimignano, providing a chance to taste different types of Tuscan wines.

These tours provide a comprehensive experience of Tuscany's white wine offerings, making them ideal for someone keen on discovering the region's unique flavors and wine-making traditions."

Curious about the Vamoos Travel App?
Visit **www.vamoos.com**

Choosing the right design tools

We've got the content, imagery, design ideas and AI assistants all locked down now – next comes actually putting your supercharged itinerary together. There are lots of design tools out there to choose from, so we've looked at the pros and cons of some of the most popular choices.

Canva

Canva is a free-to-use online graphic design tool that has exploded in popularity. It can be used to create stunning social posts, presentations, posters, videos, logos and yes, itineraries, with loads of free templates available.

👍 **Pros:** free, easy-to-use, great selection of features, ready-to-use templates, image-finder

👎 **Cons:** some features are paid-only, limited resizing options, lack of interactivity

PowerPoint

Microsoft's slideshow creation tool has evolved into more than just a program for creating work presentations. It now has a range of built-in tools and ready-made templates to help you design your itineraries.

👍 **Pros:** most people know how to use it, good range of design tools, easy to collaborate with others when creating an itinerary

👎 **Cons:** not as intuitive as Canva, technical problems converting to different formats, overwhelming number of formatting options

Trello

More commonly used as a project management tool, Trello can actually be used to create efficient itineraries in a short amount of time.

👍 **Pros:** very practical to use, can easily add links and pictures, easy to update, free templates available

👎 **Cons:** doesn't take full advantage of your selection of imagery, feels quite business-like, easier to use on desktop

Curious about the Vamoos Travel App?
Visit **www.vamoos.com**

Vamoos

That's right, you can design your itineraries directly in travel apps like Vamoos. For Vamoos users, this enables easy connectivity between other features, such as documents, flight information, points of interest, maps and more, and creates a unified hub for clients.

Pros: add live, trackable maps, link days to specific content, rich hotel profiles already built in, personalised points of interest, image-led

Cons: most people won't be familiar with using a travel app right away, limited template options

Curious about the Vamoos Travel App?
Visit www.vamoos.com

Taking advantage of travel tech

There are more travel tech options out there than the Vamoos Travel App — and we encourage you to explore them all to find what works for you! Each has a different style and prioritises different aspects of itineraries, but all of them offer an innovative, interactive experience that beats PDFs any day. Here's what they look like...
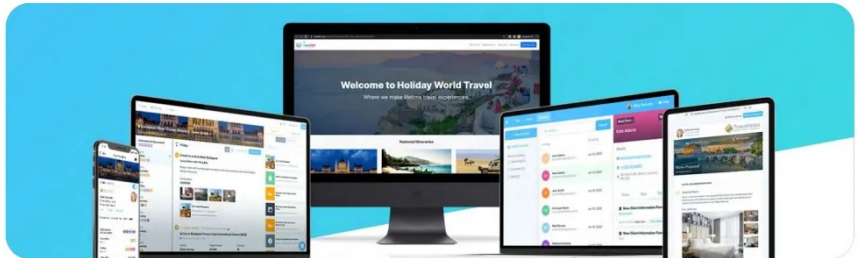
Vamoos

Visually-led, showcases the beauty of each destination, immersive, broad range of practical features and integrations

Travefy

Clean and simple design, easy linking and embedding of external content
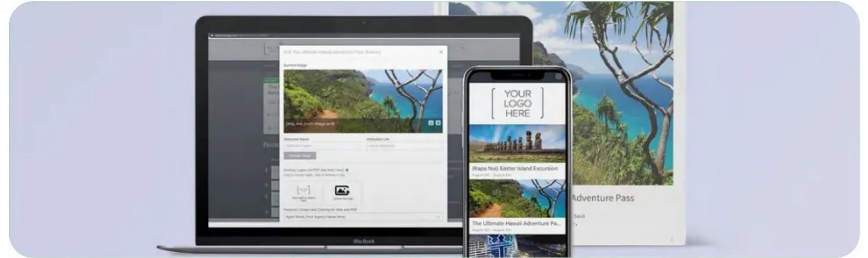

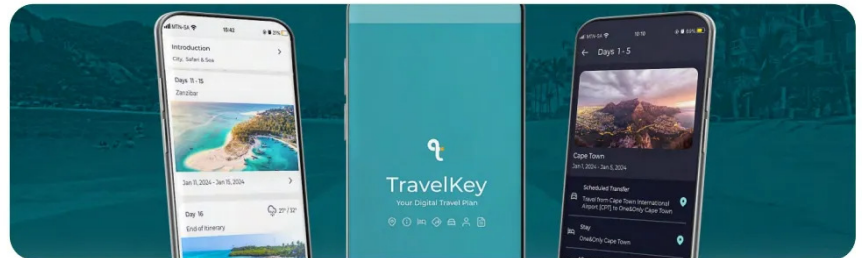Curious about the Vamoos Travel App?

Visit www.vamoos.com

Axus

More detail-oriented, can display lots of information at once, less image-reliant

WeTu

Integrates with many tools, practical design, information-led

Curious about the Vamoos Travel App?
Visit www.vamoos.com

What does the future of itineraries look like?

We might not be able to predict the future, but we can get a good idea of the direction itineraries are going by tracking changes across other commonly used digital mediums, like social media and messaging apps.

Let's start with what the itineraries of the future won't look like: PDFs! Yes, they may have been an upgrade from Word documents, but ultimately, they are paper itineraries on a screen. They just can't offer the connectivity or creativity clients have come to expect. Sorry, Adobe!

Instead, look for itineraries to continue the trend of leaning into the digital experience. We expect travel plans to become increasingly image-led, even moving into video. Either way, they will be visually striking in both desktop and mobile formats and will allow guests to effortlessly access external content like hotel information, destination guides, playlists, reviews, social pages, and more.

It's time to invest in image-led itineraries

In whatever form they take, itineraries will always be an essential part of travel. And as they make the transition from informational admin to valuable marketing assets, the importance of having a style that resonates with your clients is only set to grow.

Once you've found the perfect imagery, selected the right design tools, saved time with AI assistance, taken advantage of travel tech and designed the ultimate itinerary, we're confident you'll be able to transform your clients' travel plans into a powerful, recognisable part of your brand.

Ultimately, you are a master of bespoke travel and the champion of your destinations — we just help you to reflect that by delivering itineraries that do justice to the magical trips you curate.

Yes, clients are increasingly expecting a modern, digital-first service, but having a great itinerary is about much more than that. It's about showing your clients the high calibre of your business and enriching their travel experience before they've even left the house.

Curious about the Vamoos Travel App?
Visit **www.vamoos.com**

READY TO CREATE STUNNING ITINERARIES?

BOOK A MEETING

with us today to deliver stellar service and boost rebookings