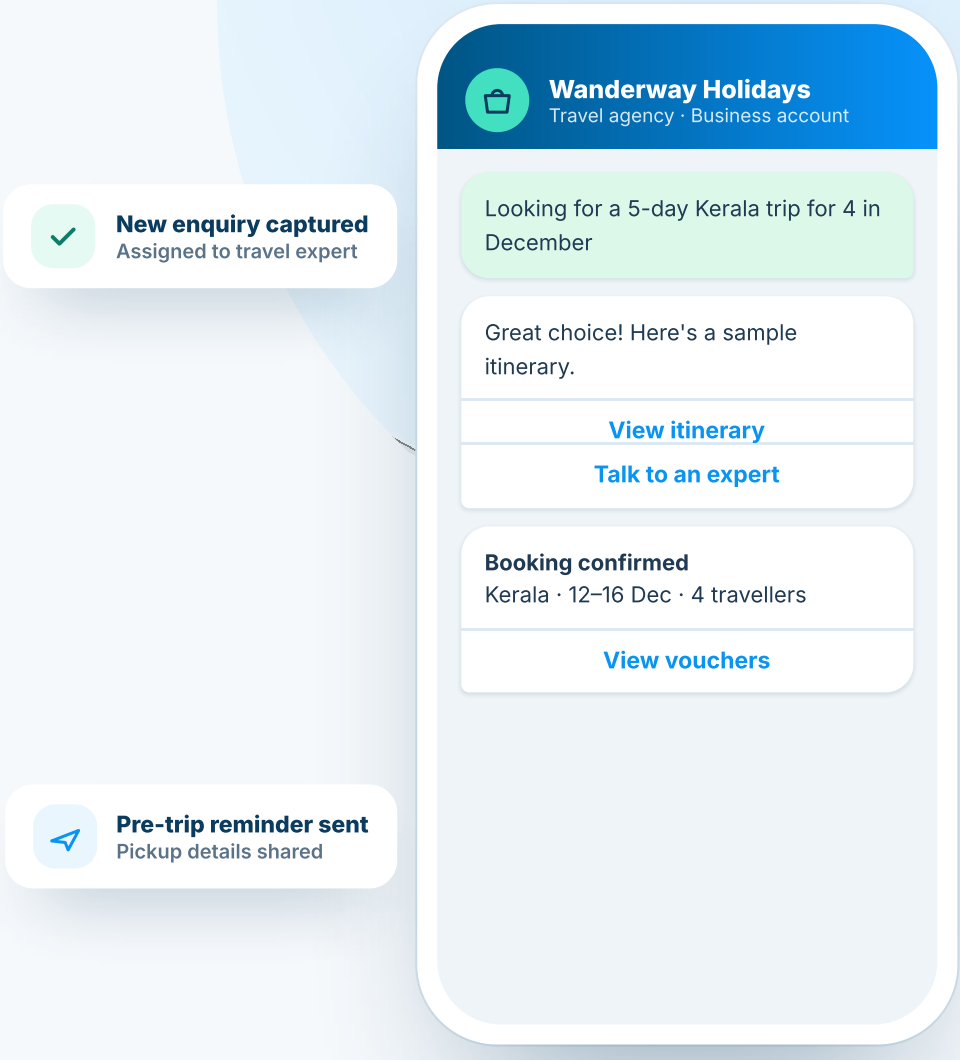
QuickMessage
Boost Your Marketing



A PRACTICAL GUIDE FOR TRAVEL AGENCIES, TOUR OPERATORS & HOTELS

WhatsApp for Travel & Tourism

How the WhatsApp Business API and QuickMessage work for enquiries, itineraries, bookings, payment reminders, trip updates, team inbox and CRM, explained step by step.

01–02
App vs API · How QuickMessage works

03–05
WhatsApp rules · Traveller journeys · Templates

06–08
Inbox & CRM · Best practices · FAQs & setup

SECTION 01

WhatsApp Business App vs Business API

Most travel businesses already talk to travellers on WhatsApp, often from personal numbers. As enquiries grow, it becomes hard to reply fast, share itineraries, chase payments and send trip updates by hand. The **WhatsApp Business API** is the official version built for automation, a whole team of travel experts and CRM integration. QuickMessage gives you the API through a simple dashboard, with no coding.

	WhatsApp Business App	WhatsApp Business API + QuickMessage
Trip updates	Typed manually, one by one	✓ Confirmations, reminders and vouchers sent automatically
Who replies	One phone, a few linked devices	✓ Whole sales and operations team from one company number
Bulk messages	Broadcast lists with limits	✓ Package offers to opted-in travellers by interest and season
Automation	Basic greeting & away messages	✓ Chatbots, auto-replies and no-code flows
Message templates	Not available	✓ Approved templates for bookings, payments, documents, trips
Buttons in messages	Limited	✓ View itinerary, Pay now, View vouchers buttons
Traveller data	Stays on agents' phones	✓ Contacts with tags, custom attributes and lists
Integrations	None	✓ Your travel CRM, booking engine or website

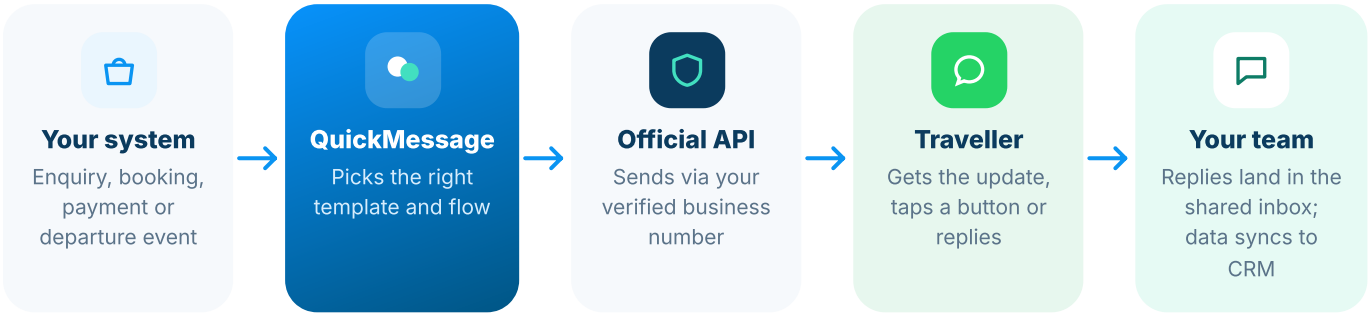
In short

A personal number works for a solo agent. Once you run ads, sell packages every day or have a team handling sales and operations, the API with QuickMessage keeps every enquiry and traveller on one company number.

SECTION 02

How QuickMessage works

QuickMessage connects your enquiry sources, booking system and travellers on WhatsApp. Events such as a new enquiry, a payment due date or an upcoming departure trigger WhatsApp messages, and every reply lands in one dashboard for your team.



The five building blocks

Shared Team Inbox
All traveller chats in one place. Route enquiries to sales and on-trip questions to operations.

Campaigns & Templates
Approved messages for booking confirmations, payment reminders, vouchers, pre-trip updates and seasonal offers.

No-Code Flow Builder
Build journeys like enquiry → itinerary → booking → payment → trip → feedback, without code.

Chatbot & Bot Replies
Share package details, inclusions and FAQs 24×7; hand over to a travel expert when needed.

CRM Integrations & Analytics
Keep traveller preferences, trip history and tags in one place, connect your booking tools, and see which offers bring bookings.

Where WhatsApp fits in the traveller journey

DREAM
Ad, Instagram or website opens a WhatsApp chat.

PLAN
Itinerary and quote shared; expert answers questions.

BOOK
Booking confirmation and payment reminders.

TRAVEL
Vouchers, pre-trip reminders and pickup details.

RETURN
Feedback, reviews and the next trip offer.

One number, one dashboard
Travellers get every update on the WhatsApp they already carry everywhere, even on the road. Behind the scenes, your sales and operations teams work together from a single QuickMessage dashboard.

SECTION 03

Key WhatsApp rules to know

The WhatsApp Business API has a few rules that protect travellers from spam. QuickMessage is built around them, but it helps to understand how they work.

1 · Travellers must opt in

Only message people who have agreed to hear from you on WhatsApp. Common ways travel businesses collect opt-in:

- **Consent on enquiry form**
- **Traveller messages you first**
- **Click-to-WhatsApp ads**
- **QR at travel fairs & office**

2 · The 24-hour customer service window

TRAVELLER SENDS A MESSAGE — **24 HOURS LATER**



Open window
Reply freely: itineraries, photos, videos, quotes, location pins.

Window closed
Start a conversation only with an approved template.

3 · Message templates and their categories

Templates are reusable messages WhatsApp reviews before use. They can include variables such as the traveller's name or travel dates, shown as `{{1}}` `{{2}}`, plus buttons.

UTILITY

Updates about a trip the traveller booked.

Booking confirmations, payment reminders, vouchers, pre-trip and pickup updates

MARKETING

Promotions and offers.

Seasonal packages, long-weekend getaways, new destinations, early-bird offers

AUTHENTICATION

One-time passwords.

OTP to log in to your booking site or app

4 · Charges

WhatsApp (Meta) charges for certain business-initiated messages; the rate depends on the template category and country. The QuickMessage team will share current rates and plans during your demo.

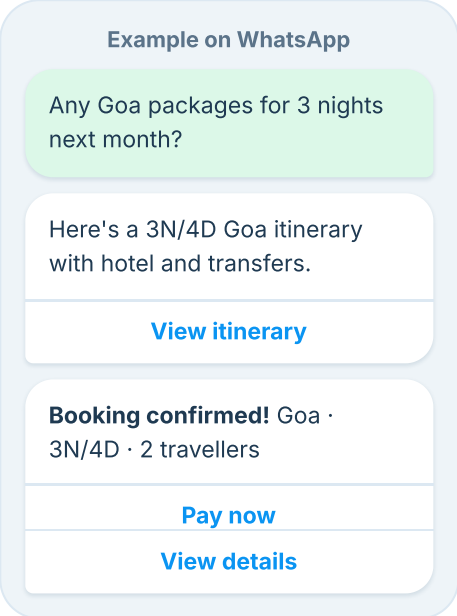
SECTION 04

Traveller journeys, step by step

How the most common travel sales and operations tasks run on WhatsApp with QuickMessage. Each journey is built in the no-code flow builder.

A · Enquiry to booking

1. Traveller clicks your WhatsApp ad, Instagram link or website button.
2. Chatbot asks destination, dates, number of travellers and budget.
3. The enquiry is saved and assigned to a travel expert.
4. Expert shares the **itinerary and quote**; the traveller asks questions in chat.
5. **Booking confirmation** with View itinerary and Pay now buttons.
6. Payment reminders and receipts follow until the trip is fully paid.



B · Pre-trip to post-trip updates



Each stage can trigger an automatic WhatsApp update: vouchers and tickets, a checklist before departure, pickup details, an on-trip support contact and a feedback request after return.

C · Seasonal offers & repeat trips

Tag
Travellers tagged: family, honeymoon, adventure, destination

→

Segment
e.g. families who travelled last summer

→

Offer
Seasonal package, only to opted-in travellers

→

Book
Replies become bookings, tracked in analytics

SECTION 05

Sample message templates

Use these as starting points. Replace {{1}}, {{2}} with your own fields in QuickMessage, keep the tone warm and helpful, and submit them for approval. Keep prices and inclusions accurate.

booking_confirmation — UTILITY

Right after a trip is booked

> Hi {{1}}, your {{2}} trip from {{3}} to {{4}} for {{5}} travellers is confirmed!
>
> View itinerary
>
> Talk to expert

payment_due_reminder — UTILITY

Before the balance due date

> Hi {{1}}, the balance payment for your {{2}} trip is due on {{3}}. Pay securely below.
>
> Pay now
>
> Talk to us

vouchers_ready — UTILITY

When tickets and hotel vouchers are issued

> Hi {{1}}, your tickets and vouchers for {{2}} are ready. Download them below and keep them handy.
>
> View vouchers

pre_trip_reminder — UTILITY

A few days before departure

> Hi {{1}}, your {{2}} trip starts on {{3}}! Check your travel checklist and documents below.
>
> View checklist

pickup_details — UTILITY

The day before pickup

> Hi {{1}}, your pickup is scheduled at {{2}} from {{3}}. Driver details: {{4}}.
>
> Call support

payment_receipt — UTILITY

After any payment

> Hi {{1}}, we've received your payment for booking {{2}}. Thank you!
>
> Download receipt

Feedback, offers & new destinations

trip_feedback — UTILITY

A day after the traveller returns

> Welcome back {{1}}! How was your {{2}} trip? We'd love your feedback.
>
> Loved it
> It was okay
> Needs improvement

document_checklist — UTILITY

For international trips, well before departure

> Hi {{1}}, for your {{2}} trip, please keep these documents ready by {{3}}. Our team will guide you.
>
> View checklist
> Talk to us

long_weekend_getaway — MARKETING

Sent to opted-in travellers before long weekends

> Hi {{1}}, a long weekend is coming up! Explore our {{2}} getaways from {{3}}.
>
> View packages
> Talk to expert

new_destination_launch — MARKETING

When you add a new destination or tour

> Hi {{1}}, introducing our new {{2}} tour, departing {{3}}. Limited seats available.
>
> View itinerary

Tips for faster template approval

- Be specific: say exactly what the message is about (booking, payment, trip update).
- Use variables only for details that change, like name, destination, dates and booking number.
- Choose the right category: bookings, payments and trip updates are **Utility**; packages and offers are **Marketing**.
- Keep buttons short and clear, such as View itinerary, Pay now, View vouchers.

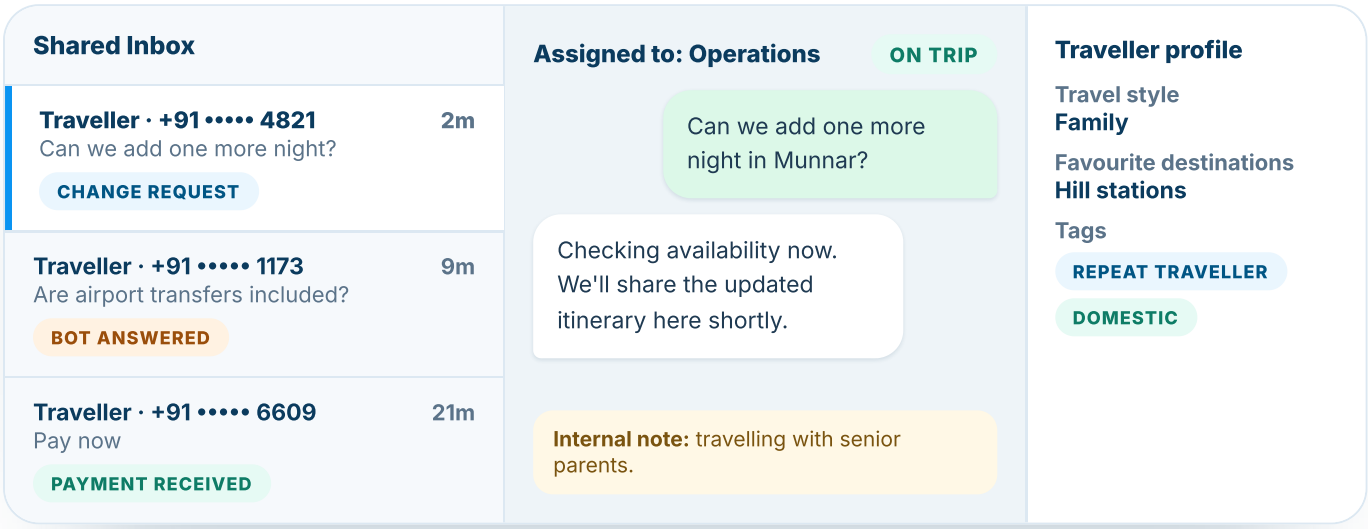
How a template is used

1 · Draft — Write the template with variables and buttons in QuickMessage → **2 · Submit** — Send it for WhatsApp review from the dashboard → **3 · Approved** — Template becomes available to use → **4 · Automate** — Trigger it from your system or send as a campaign

SECTION 06

Team inbox, travellers & CRM

Every enquiry becomes a contact in QuickMessage, on one company number. Your sales and operations teams see every conversation in one place, before, during and after the trip.



Shared Team Inbox

- One company WhatsApp number for sales, operations and support.
- Assign chats, add internal notes and see conversation history.
- Quick replies for inclusions, cancellation policy and documents.
- Chatbot handles routine questions and hands over to staff.

CRM integrations & analytics

- Connect your travel CRM, booking engine or website forms.
- See which campaigns and sources bring bookings.
- Track conversations handled by each staff member.

Contacts, tags & custom attributes

Type	Travel examples
Tags	New enquiry, Hot lead, Booked, Repeat traveller, Honeymoon, Corporate
Custom attributes	Travel style, Favourite destinations, Budget range, Last trip date, Group size
Lists / segments	Departures this week, Summer family travellers, International enquiries, Lapsed 1 year

SECTION 07

Best practices for travel

Travellers rely on you before and during the trip. These habits keep your WhatsApp channel helpful and trusted.

Do

- Take clear WhatsApp consent on enquiry and booking forms.
- Reply to new enquiries quickly with an itinerary.
- Share vouchers and tickets as soon as they are issued.
- Keep prices, inclusions and cancellation terms clear and accurate.
- Give an on-trip support contact in every pre-trip message.
- Use one company number so enquiries stay with the business.

Don't

- Leave travellers without a reply when they are on the road.
- Change itineraries without written confirmation in chat.
- Send the same package offer to everyone every week.
- Message travellers who haven't opted in.
- Handle passport or ID copies carelessly in chat.
- Ask for sensitive details like card numbers in chat.

Handle traveller documents with care

Collect ID and passport details through secure forms where possible, follow applicable data-protection laws, limit who can see them, and give travellers an easy way to opt out of promotions.

Ways to bring travellers onto WhatsApp

QR codes at travel fairs, your office and on brochures.

Chat button on your website and package pages.

Click-to-WhatsApp ads on Instagram and Facebook.

Sales calls: experts invite travellers to continue on WhatsApp.

SECTION 08

FAQs

Can it connect with our travel CRM or booking engine?

QuickMessage supports CRM integrations. Share the systems you use during the demo and the team will advise on connecting them.

Can we send itineraries, tickets and vouchers?

Yes. Within the 24-hour window you can share files and links; templates can include a link to vouchers or itineraries.

Can sales and operations share one number?

Yes. Assign enquiries to sales and live trips to operations from one Shared Team Inbox.

Do we need to know coding?

No. Templates, chatbots and flows are set up from the QuickMessage dashboard with a no-code builder.

Can we support travellers during the trip?

Yes. Travellers message the same number, and the chat is routed to your operations team.

How much does it cost?

Pricing depends on your plan and WhatsApp's message charges. Book a demo for current pricing.

Getting started in six steps

01
Book a demo
Tell us about your packages, lead sources and team.

02
Connect your number
Set up your API account and business profile with our team.

03
Connect your systems
Link your CRM or booking engine and import opted-in contacts.

04
Create templates
Draft booking, payment, voucher and trip templates.

05
Build your flows
Set up enquiry bot, payment reminders and trip updates.

06
Go live
Add QR codes and chat buttons, then start messaging travellers.

Ready to turn more enquiries into happy trips?

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BOOK A DEMO →