VISITOR ATTRACTIONS CONFERENCE 2026

Protect the magic. Automate the machinery.

A tight-knit, seasonal London tour company, a team that lives on WhatsApp, and what changed when the agents moved in.

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The Tally Ho team at a Mayfair hotel

Before I replied, I had to work out what was still true

8 to 12 months

in the pipeline for a complex trade event. Thirty-message chains. Then silence. Then “any update?”

What's agreed. What changed. Why we proposed it that way.

Rebuilt from scratch, in my head, before I could write a sentence.

A CRM finds the records.

It doesn't interpret them.

I don't want a bigger back office. I want an elastic one.

Two decisions before we started building

01

Make the company programmatically extensible

Any part of the business can be reached, read and acted on by a coding agent or an AI agent. Anything that couldn't was rebuilt.

02

Meet the team where they already are

New tooling always meets friction. So no new apps: build into the channels they use, starting with WhatsApp.

AI can work wherever you already work, if you build it to.

I have a software background and rebuilt a fair bit of plumbing to get here. That was my route, not the entry fee.

How it fits together

WHERE WE TALK TO IT

WhatsApp
guides, ops, guest voice notes

Telegram
my voice notes, from anywhere

Slack
approvals, taps on the shoulder

The agent

Open-source. We host it and we decide what it may reach and what it may do.

THE CONTEXT WE'VE CAPTURED

- Written down: product logic, pricing rules, what it may draft, propose or send
- Learned: which partner likes what, which supplier is slow, how I like things said
- Retrieved on the day: the thread, the CRM record, the precedent

WHAT IT CAN REACH

Email
CRM
Reservations
Reviews
Finance
Website

It prepares the next step from the context we've captured. Some of that we wrote down. Some of it it learned.

The twenty-second handover

Email arrives

My voice note

What would actually work for these guests. The context the records can't hold. About twenty seconds.

Agent pulls the context

The thread. The CRM record. The precedent. The pricing rules. The partner history.

Agent prepares

The proposal, the open points, and anything the records don't settle.

I check, it goes

What are we promising? Then send. The CRM is updated.

Judgement goes in twice. The retrieval and the assembly happen without me.

The partner is still dealing with a human. Just a superhuman one, with the retrieval done.

Tour voice notes

Sixty seconds from the guide, in WhatsApp, at the end of every private tour.

The guide's note

What made the day for that family.

Booking and history

Who was there, who sent them, what we've said before.

Personal follow-up

Drafted. Checked on my phone. Sent.

EXAMPLE FOLLOW-UP

“Sounds like the Changing of the Guard and the spray cans in Leake Street went down well with the kids. Thanks again for sending the family our way.”

Other places agents are working

Quote detection

AGENT, ON THE FLY

Watches my outbox. When a quote has gone, it checks the CRM for a deal record and proposes one if it's missing. I approve.

Guide recognition

AGENT, MONTHLY RUN

Monthly. Reviews from every platform, grouped by guide, standout praise pulled out, uncertain name matches flagged. A person signs off before anyone is paid.

Website, rebuilt

SOFTWARE, BUILT WITH CODING AGENTS

Product data that AI assistants can read as easily as people. Prices, durations, constraints, and the stories that show what we're like.

Reviews we own

SOFTWARE, WITH AI ANALYSIS

Collected daily from several sources into our own database, with photos. Analysed by traveller type and shown on the site our way.

Some of this is software that coding agents helped us build. Some of it is an agent working on the fly. A person signs off either way.

Somebody has to own it

What we do now that we couldn't

- Quote a complex trade event in hours, not when I next find a desk
- Take on fuller-service days: the transfers, the lunch, the second stop, not just the ride
- Follow up every private tour, in July, not in October

What it takes to run

- A named owner. At Tally Ho, that's me
- Regular checking of what it got wrong, then a fix to the context or the workflow
- Tokens and tooling as a utility bill, like the electric

Not a one-shot install. Iteration, improvement and maintenance, in human time and tokens.

AI referrals are growing where it matters

OCT 2025 TO MAR 2026

2.8%

of website sessions

3.8%

of tracked purchase events

APR TO SEP 2026

4.6%

of website sessions

8.5%

of tracked purchase events

Personal agents are only just reaching the public. By next summer these will look quaint.

Visits arriving from a named AI assistant, non-paid. GA4, checked against booking and CRM records.

I think AI is going to punish the generic

THE QUESTION EVERY GUEST IS REALLY ASKING

Yes, but is it right for me?

"Bike tour. London. Five stars." doesn't answer it. Neither does "unique history, highly rated".

The more an agent knows about its person, the more it filters for fit.

WHAT ANSWERS IT

"This is who we are. This is what you enjoy. We'd probably have fun together."

Give the agent hands

1

A chat window

ChatGPT, Claude. You paste things in. It knows nothing about your business unless you tell it again.

2

A window with connectors

Cowork, a few MCPs. It can read your inbox and calendar and draft from them. Useful. Still a window.

WHERE THE BREAKTHROUGHS ARE

3

An agent with a computer

Its own machine, logged in to what you choose, and permission to act within your rules.

BEFORE YOU START

What can you reach today?
Which systems let data out and let an agent act.

Whose buy-in exposes more?
Bookings, CRM, finance. A conversation with a department head, not a tool choice.

Which touchpoint are you closest to?
The nearer you are to the inputs and outputs, the faster you'll see what's working.

Pick one workflow you can see end to end. Give an agent hands on everything inside it, and test it on a job you can judge.

human

Protect the magic.

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