FREE GUIDE · UAE TOUR OPERATORS & YACHT CHARTERS

The Tours & Yacht-Charter Enquiry Checklist

Eight questions that turn “how much for a yacht on Friday?” into a booking request your team can confirm in one message, safe replies for price, weather, children and ID questions, the lines no reply should cross, and a weekly scorecard. Everything here works with the free WhatsApp Business app.

1. Why the first reply matters

Visitors and residents usually message several operators at once, often in the evening, and book with whoever answers clearly first. In Harvard Business Review's study of online sales leads, firms that contacted a lead within an hour were nearly seven times as likely to qualify it as firms that waited longer.

Source: J. Oldroyd, K. McElheran, D. Elkington, “The Short Life of Online Sales Leads”, Harvard Business Review, March 2011 — hbr.org/2011/03/the-short-life-of-online-sales-leads

2. The 8-question intake

Ask these in the first reply. Together they let your team check availability and send one clear quotation.

#	Ask	Why it matters
1	Which trip? (private yacht charter, shared cruise, dhow dinner cruise, desert safari, city tour, other)	Routes to the right team, boat or vehicle.
2	Date, preferred start time and how many hours (for charters)	Availability depends on date, slot and duration.
3	How many guests: adults, and children with their ages	Boat capacity, child life jackets and child pricing all depend on it.
4	Hotel pickup (which hotel) or meet at the marina / meeting point?	Pickup zones and timing; avoids a missed start.
5	Any occasion or extras? (birthday, proposal, catering, decoration, photographer)	Lets you quote add-ons once instead of in three follow-ups.
6	Desert trips: anyone pregnant, with back or heart problems, or a baby in the group?	Dune bashing is commonly not recommended for them; offer the camp-only option (section 3).
7	Rough budget or boat size in mind (optional)	Saves sending a 90-ft quote to a 6-person group.
8	Name, and preferred language: English or Arabic	Assign the right staff member; use the reply to remind guests that valid ID is needed on board.

Copy-paste intake message (WhatsApp)

> Thank you for contacting [Company]! To check availability and send your quotation, please share: 1) the trip you're interested in, 2) date, start time and duration, 3) number of adults and children (with ages), 4) your hotel for pickup, or if you'll meet us at the marina, 5) any occasion or extras, 6) your name. Our team will reply with availability and price by [time]. Please note every guest needs valid ID on board (passport, or Emirates ID for UAE residents). Bookings are confirmed only once our team sends written confirmation.

3. Safe replies to the questions you get every day

Question	Safe reply pattern	Why
“How much?”	Quote only your current published prices or a written quotation from the team; ask for date, guests and duration first.	Prices change with season, day and boat; a wrong number in chat causes disputes.
“What if the weather is bad?”	State your own written weather policy (reschedule / refund) and that the captain or the authorities decide if it's safe to sail.	The UAE's National Center of Meteorology (NCM) issues rough-sea alerts; operators' terms commonly allow free cancellation when the coastguard restricts sailing or warns of unsafe weather.

Question	Safe reply pattern	Why
“Can we bring kids?”	Yes, with ages; children wear life jackets per your policy; quote child prices from your price list.	One Dubai charter's terms require life jackets for children under 10 on deck and in the water — set and state your own rule.
“What do we need to bring?”	Valid original ID for every guest; arrival time before departure; for safaris: light clothing, sun protection.	Operators state that passengers without ID will not be permitted on board.
“Can my pregnant wife / my father with a bad back come on the safari?”	Yes to the camp; suggest skipping the dune drive and confirm with the team.	Dune bashing is generally not recommended for pregnant women, babies and people with back or heart problems.
“Can I cancel?”	Quote your written cancellation terms exactly, with the notice period.	Cancellation fees vary by operator; never improvise one in chat.

Sources: NCM sea warnings as reported by Gulf News, 28 Dec 2025 (gulfnews.com/uae/weather); Xclusive Yachts Dubai, booking terms (xclusiveyachts.com/terms); Emirates “Yacht Marina Tour” activity notes (emirates.com/…/dubai-experience/activities/30684); Khaleej Times, “How to prepare for your Dubai desert safari” (khaleejtimes.com/travel). These are examples from operators and media, not regulations; always use your own licence conditions and terms. General information, not legal or safety advice.

4. Lines no reply should cross (staff or automated)

• **No booking or price is confirmed automatically** unless it comes from your real booking system or a team member's written quotation.

• **Never ask for card numbers, CVV or OTP codes in chat.** Send payment only through your official payment link or invoice, and tell guests you will never ask for card details by message.

• **Never promise the weather or a guaranteed sailing.** Point to the weather policy; safety decisions stay with the captain and the authorities.

• **Capacity is fixed.** Don't accept more guests than the boat is licensed for; confirm final numbers in writing before the trip.

• **Hand over to a person at once** for complaints, lost items, accidents, a guest unwell on a trip, or anyone asking about refunds.

• **ID copies and passport photos are personal data.** Collect them only if your operations need them, store them securely and delete them when no longer needed (UAE Federal Decree-Law No. 45 of 2021 on personal data protection).

5. Weekly scorecard (10 minutes every Monday)

Number	How to count it
Enquiries received	New WhatsApp / Instagram DM / web-form / OTA-message enquiries this week
Median first-reply time	Middle value of time from first message to first reply
Replied within 1 hour	% answered within 60 minutes, including evenings and weekends
Complete requests	% with trip, date, guests and pickup after the first exchange
Quotations sent	Written quotes sent, and median time from enquiry to quote
Bookings confirmed	Enquiries that became a paid, confirmed booking
Weather reschedules	Trips moved for weather, and % of those guests who rebooked

6. Want to see this working on your own enquiries?

Try our sample assistant for a fictional tours and yacht-charter company: **mountainai-ae.com/demo/tours-yacht-charter-assistant.html**. It asks the questions above in English or Arabic, never quotes a price, takes payment or confirms a booking itself, and hands the request to your team.

Free demo in 24 hours, built from your company's public website, private link. → **14-day pilot AED 1,500**, live on your WhatsApp Business number or website, credited in full if you continue. → **Full setup AED 7,500 + AED 1,250/month** (hosting, monitoring, monthly updates; Meta WhatsApp fees billed to you directly). We don't promise a number of bookings — the pilot report shows what actually happened.

Reply **DEMO** on WhatsApp +971 56 777 3366 or email info@mountainai-ae.com.