Turn More Wedding Inquiries Into Booked *Tours*

A free kit for wedding venue owners, managers and sales leads.

From AILA, the sales assistant for wedding and event venues. Everything in this kit works with your own email and a simple spreadsheet. You do not need AILA to use it.

Why this kit exists

A couple's first message is rarely a request to buy. It is a question. Do you have our date? What does it cost? Can we come see it?

The venue that answers the question plainly, then offers a real time to meet, gives the couple an easy next step with a person. That is the whole idea here. Answer what was asked, invite them to tour, follow up with something useful, and keep simple records so every inquiry has an owner and a next step.

The kit has four parts:

- A quick-start process and a short diagnostic.
- A printable inquiry-response checklist.
- A suggested follow-up framework, an owner and backup routine, and a tracker you keep yourself.
- Ten editable response templates, in Part 2.

Nothing here is a promise of results. A booked tour is a chance for your team to do what only people can do, which is show the space and earn trust.

Quick start: five steps

1. Write your real answers down once. Collect your pricing, what is included, any minimum, taxes, fees, capacity and tour length in one document. Every template below depends on it. If you cannot answer a question from this page, that is the gap to close first.

2. Open tour times on a calendar. Decide which days and hours you give tours and put them where your team can see them. Tour times are not the same thing as wedding-date availability. Keep them separate.

3. Name an owner and a backup. Every inquiry has one person responsible and one person who covers when that person is off.

4. Make the templates yours. Copy the templates in Part 2, replace every [placeholder] with a true detail, and rewrite the wording until it sounds like you. Delete any line that does not describe how your venue actually works.

5. Start the tracker and a daily review. Log each inquiry, set its next action, and spend a few minutes each working day clearing what is due.

Five-minute diagnostic

Answer yes or not yet for each question.

• Does one named person own each new inquiry?

• Is there a named backup when that person is off?

• Does your first reply answer the question the couple asked, rather than only confirming you received it?

• If a couple asks about price, do you give real figures and say what is and is not included?

• Do you check the wedding date and the tour calendar as two separate things?

• Do you offer specific tour times that are genuinely open?

• Do quiet couples get a planned follow-up that gives them a reason to reply?

• Do you stop follow-ups when a couple books, declines or asks you to stop?

• Does every open inquiry have a recorded stage, last touch and next action?

• For inquiries received in the same period, can you say how many booked a tour and how many attended?

This is a conversation starter, not a score or a benchmark. Each "not yet" points to a section:

• Questions 1 and 2: owner and backup.

• Questions 3 and 4: the checklist and templates.

• Questions 5 and 6: availability principles.

• Questions 7 and 8: follow-up framework.

• Questions 9 and 10: the tracker.

Five working principles

Answer the question first. A couple who asks about price, a date or capacity wants that answer in your first substantive reply. A receipt confirmation is fine as a courtesy, but it is not the answer.

Keep it a conversation. Ask for one or two things at a time, not a form's worth. If you need a guest count, ask for it in a sentence that also moves things forward.

Two calendars, two questions. "Is our wedding date open?" and "When can we tour?" are different. The first is about your event calendar. The second is about your tour appointments. Answer them separately, and never imply that an open date means a held date.

Nothing is held or booked until you confirm it. Say a date looks open if that is what your calendar shows. Do not write that you are holding it, or that a tour is booked, until your own process has confirmed it.

Use the channel they used. Reply where the couple wrote to you. Do not assume permission to call or text. Move to phone or text only when a couple has shared a number and said that works for them. Some platforms limit when and how you may message, so check the rules of each channel before planning a follow-up there.

Printable inquiry-response checklist

Print this page or copy it into your notes.

When an inquiry arrives

- [ ] Log it with a new inquiry ID, the received date and the source.
- [ ] Confirm the owner today, or the backup if the owner is off.
- [ ] Read the whole message. List every question the couple asked.

Before you write

- [ ] Check the wedding date on your event calendar, if they gave one.
- [ ] Check your pricing document for the date type and guest count.
- [ ] Check your tour calendar for genuinely open appointment times.

In your reply

- [ ] Answer each question they asked, in their order.
- [ ] State pricing with what is included, the minimum if any, taxes and fees.
- [ ] Describe date availability honestly, and say nothing is held until confirmed.
- [ ] Offer specific open tour times, or say plainly that none are open yet.
- [ ] Ask at most one or two questions.
- [ ] Sign with a real name and a way to reach you in the same channel.

After you send

- [ ] Record the first substantive response date and time.
- [ ] Set the next action and its due date.
- [ ] If a tour is booked, stop sales nudges and send confirmation details.
- [ ] If the couple declines or opts out, stop and record the reason.

Every working day

- [ ] Sort the tracker by next action due. Clear what is overdue first.
- [ ] Make sure every open inquiry has a next action.

A suggested manual follow-up framework

This is a suggested framework for a team following up by hand. It is not a research-proven cadence. Adjust it to your venue and, above all, to the couple.

When	Purpose	What it contains
Day 0	First substantive response, sent during your staffed hours	Answers what they asked, offers real tour times
Day 2	Helpful nudge	A short note that makes the next step easy. Not "just checking in"
Day 5	New useful detail	One new piece of information they have not had, such as [useful detail]
Day 10	Close the loop	A kind final note that leaves the door open and stops the sequence

Count the days from your first substantive response.

Adapt it to the couple. If their wedding date is close, you may compress the timing. If a couple tells you they are just starting and will be in touch in a few months, set the next action for the time they gave you and follow that instead. The couple's preferred timing always beats the template.

Every nudge should earn its place. Each follow-up should give the couple something: an answer to a likely question, a detail about the space, or an easier way to choose a time.

What to do at each decision point

- **They reply.** Respond, then set the next action for the time they gave you and follow that instead.
- **They book a tour.** Stop sales nudges. Send confirmation details and any practical information.
- **The date is unavailable, or the venue is not a fit.** Offer alternatives only if the couple welcomes them. Ask first rather than assuming.

- **They decline or ask you to stop.** Stop contacting them and record the reason.
- **No reply after the close-out note.** Archive the inquiry and record "no reply after close-out" as the closed reason.

Owner, backup and the daily next-action review

Owner. One person is responsible for each inquiry from arrival until it is booked, closed or handed to someone else. Write the owner role or staff code in the tracker.

Backup. One named person covers the owner's days off, tours and vacations. The backup needs to see the same tracker and have the same templates.

Daily next-action review. Once each working day, the owner (or backup) takes a few minutes to:

- Sort open inquiries by next action due.
- Do what is overdue, then what is due today.
- Make sure every open inquiry has a next action and a due date.
- Close anything that has reached its end, with a reason.

If your team is one person, the backup can be a trusted colleague who checks the tracker when you are away.

The tracker: what to record and how to keep it safe

Keep your tracker on your own computer or in your own account. Share access only with the team members who need it. When passing this kit to another venue, share a blank copy.

A blank spreadsheet version is included: Download the XLSX tracker or the blank CSV. You can build the same thing in any spreadsheet.

Use an inquiry ID, not a couple's name, email or phone number. For example, 2026-11-014 for the fourteenth inquiry logged in November 2026. This is an example format only. Keep the key that connects an ID to a person in your normal contact records.

Field	What to record
Inquiry ID	Local opaque unique ID. Merge repeat messages from the same inquiry; never use an email or phone as the ID.
Received at	Timestamp the valid wedding inquiry first arrived, in one consistent local timezone.
Source	First inquiry channel, not latest reply channel. Do not attribute by guessing.

Field	What to record
Owner role	Role or short staff code; assign a backup in your venue process.
Wedding date / flexibility	Minimal non-identifying preference needed to check the event calendar. Exact personal details stay in your existing system.
First substantive reply at	Actual useful answer, not automated receipt acknowledgment.
Guest count band (optional)	Optional broad band for capacity fit, not a required barrier to offering a tour.
Stage	Current inquiry stage, updated when the conversation progresses.
Last contact at	Most recent permitted substantive contact.
Next action	Concrete task without names, email, phone or pasted conversation.
Next action due	Local task due date/time. DUE includes the whole selected as-of day.
Tour first booked at	Original tour confirmation timestamp. Never clear it after cancellation or rescheduling.
Scheduled tour at	Current or final tour appointment date/time, not the date the booking was made.
Tour outcome	Current state of the appointment. Attendance requires confirmation; booking is not attendance.
Closed at	Timestamp the inquiry stopped being actively pursued.
Closed reason	Short non-personal reason such as Date unavailable, Not fit, No response or Declined.
Contact permission / stop	Stop overrides any follow-up plan. Confirm permission means review before sending.

Closed reasons you might use: booked with us, chose another venue, date unavailable, not a fit, declined or opted out, no reply after close-out, other.

Definitions that keep your numbers honest

Workbook stages: New, Replied, In conversation, Tour invited, Tour booked, Tour attended, Closed, Declined, Archived.

Use Contact permission / stop to record Stop after a decline or opt-out. A booked tour stops sales nudges; tour logistics are separate.

The workbook has 250 blank input rows. Enter spreadsheet date/time values in one local timezone. Leave the last three calculated columns unchanged. Set received-date cohort start, end and as-of

date on Cohort review before using its summary or due flags.

All distinct valid event inquiries in the received-date cohort, including poor-fit and unavailable-date inquiries. Exclude only duplicates, tests and spam before entry.

The 30-day review marker is a proposed operating window, not a proven sales benchmark. Compare only equally mature cohorts.

This is a current-state sheet, not a historical ledger. Cancelled/attended/no-show are current labels, not status reconstructed at a past as-of date. Use a saved snapshot for a true historical report.

The blank CSV contains input columns only, no styling, validations or formulas. Import dates explicitly in your spreadsheet app.

• **Same received-date cohort.** Group inquiries by when they were received, such as one month, then follow that group. Do not compare this month's tours with last month's inquiries.

• **Tour booked-ever.** Counts any inquiry that ever had a tour booked, including one later cancelled.

• **Booked, attended and sold are three different things.** A tour can be booked and never attended. A tour can be attended and the couple can choose elsewhere. Track bookings and attendance here; keep wedding sales in your existing sales records.

• **Booked-on date and scheduled-tour date are different fields.** One tells you when the couple said yes. The other tells you when they will visit.

Use these numbers to understand your own process. A change over time does not prove what caused it, and small groups can swing a lot from month to month. Do not measure yourself against someone else's figures.

2. Editable response templates

Replace every [placeholder] with a true detail from your venue. Delete any sentence that does not describe how you work. Add nothing that you are not prepared to honor. Each template is short on purpose, so it can be read on a phone.

Template 1: Initial inquiry reply

Subject: Re: [couple's subject line, or "Your wedding inquiry at [venue name]"]

Hi [name or names],

Thank you for writing to [venue name]. Congratulations on your engagement.

[Answer each question they asked, in the order they asked it.]

I would love to show you the space. Here are tour times that are open right now: [open tour time 1], [open tour time 2], [open tour time 3]. Tours last about [tour length] and are led by [name].

One thing that would help me: [one question, such as "roughly how many guests are you hoping to invite?"].

Warmly,
[Your name], [title], [venue name]
[How to reach you in this channel]

Template 2: Pricing answer

Hi [name],

Here is how pricing works at [venue name] for a [day of week or season] date with about [guest count] guests.

- **Venue fee:** [amount], which includes [list inclusions].
- **Not included:** [list exclusions].
- **Food and beverage minimum:** [amount, or "none"].
- **Taxes and service charges:** [what applies and how they are calculated].
- **Other fees:** [list any, or "none that I am aware of for this date"].

Prices change with [what changes them, such as date, season or guest count], so if your plans move, tell me and I will update the numbers.

[Optional: "The best way to see what fits is to walk the space. Would you like to tour?" followed by open times, as in Template 5.]

[Your name]

Template 3: Exact-date availability, date looks open

Hi [name],

Good news: [date] looks open on our calendar right now.

To be clear about what that means, [describe your actual process, for example "we confirm dates in writing once [step], and I am not able to hold a date before then"].

Seeing the venue is a separate step. Tour times are listed below, and you do not need to choose one to keep talking with me.

[Open tour times, or "I will send tour times as soon as I have them."]

[Your name]

Template 4: Exact-date availability, date unavailable

Hi [name],

Thank you for asking about [date]. Unfortunately that date is not available at [venue name].

If it would be helpful, I am happy to share nearby dates that are open. If you would rather keep looking at other venues for your date, I completely understand, and I wish you the best with your planning.

Just let me know which you prefer.

[Your name]

(Offer alternatives only if the couple replies that they want them.)

Template 5: Tour invitation

Hi [name],

I would love to have you visit. Here are open tour times:

• [day, date, time]

• [day, date, time]

• [day, date, time]

Tours take about [tour length]. You will meet [name], and we will walk through [what the tour covers].

Reply with the time that suits you and I will confirm it in writing. If none of these work, tell me which days and times do, and I will check our tour calendar.

[Your name]

If you have no open tour time to offer:

Hi [name],

Thank you for your interest in seeing [venue name]. I do not have an open tour time to offer yet. [When you will next have times, or when you will send them.] I will send options as soon as I have them.

(Use this only if it is true. Never name a time that is not actually available.)

Template 6: First follow-up (about day 2)

Hi [name],

I wanted to make the next step easy. If it helps, here is a quick answer to a question couples often ask next: [likely question and its true answer, such as parking, rain plan, vendor access or capacity].

The open tour times I mentioned are still [available / updated to: new times]. Reply with whichever suits you, or tell me what would work better.

[Your name]

Template 7: Second follow-up with a useful detail (about day 5)

Hi [name],

I thought you might find this useful as you compare venues: [one new, true detail they have not had yet, such as a typical timeline for a day like yours, what is included in a particular package, or how your ceremony and reception spaces connect].

If it would help to see it in person, I can offer [open tour times]. And if now is not the right time, no pressure at all.

[Your name]

Template 8: Respectful close-out (about day 10)

Hi [name],

I have not heard back, so I will assume the timing is not right and will stop checking in. If that is wrong, just reply and I will pick up exactly where we left off.

Whatever you decide, I wish you both a wonderful wedding.

[Your name]

(After this, archive the inquiry. Do not continue the sequence.)

Template 9: Tour confirmation

Hi [name],

Your tour is confirmed for [day, date, time] at [venue name], [address].

- **Who you will meet:** [name and role]
- **How long:** about [tour length]
- **Where to park and where to meet us:** [details]
- **Who is welcome:** [your actual guidance, or delete]
- **If anything changes:** reply here or contact [contact in the same channel] and we will find another time.

We are looking forward to meeting you.

[Your name]

Template 10: Reschedule and no-show

Reschedule request

Hi [name],

Of course, let's find another time. Here are open tour times: [open time 1], [open time 2], [open time 3]. Reply with the one that suits you and I will confirm it.

[Your name]

Missed tour

Hi [name],

We missed you today and hope everything is all right. If you would still like to see [venue name], here are open times: [open time 1], [open time 2].

And if your plans have changed, that is completely fine. Just let me know, and I will close this out on my end.

[Your name]

(Record the outcome as Rescheduled or No-show in your tracker, as applicable. Send one note, and apply the decision rules above before any further follow-up.)

Share the blank kit

Know a venue team that would find this useful? Please share the blank kit and the blank tracker. Keep your own couples' details in your own files.

Optional AILA close

You now understand how to build an effective inquiry-to-tour process. What if much of that work could happen automatically?

AILA is the sales assistant for wedding and event venues.

• **Answers the question the couple asked,** using the pricing, packages and details you provide, in your tone of voice, with a voice profile you review and edit.

• **Checks your connected calendar** when a couple asks about a date, on Google or Outlook calendars.

• **Picks up missing details** in natural conversation, without turning it into a form.

• **Offers open times, books the tour** the couple chooses and sends the calendar invite.

• **Lets your team step in at any point.** Replying yourself stops AILA.

AILA answers from what you give it, so keep your pricing and packages current. AILA can make mistakes, and you can read any conversation, reply yourself or pause it.

AILA opens the conversation. You build the relationship.

See how it works: Watch the full walkthrough.

Ready to try it on your own inquiries? Start free. 50 replies each month on the free plan. No card required.

Source: https://bookwithaila.com/resources/venue-inquiry-to-tour-kit

Version: October 27, 2026 · Version 1.1