SaaSTech Servers

INDUSTRY WEBSITE GUIDE
Workshop workbook

DOMAINS / WEBSITES / BRANDED EMAIL

# Tourism & Destination Experiences



## Turn destination inspiration into confident trip planning and bookings.




Explore a practical website plan and download the guide and planning resources.

**Microsoft 365 for your organization.**

## Make every page useful.

- Connect experiences, seasons and communities
- Make stays and visitor information easy to find
- Build practical routes through events and ideas

Register or transfer your domain to SaaSTech Servers.

**saastech.net/industry/tourism**

Scan for the guide and downloadable resources.

SCAN TO EXPLORE

SaaSTech Servers

SERVING CANADIAN BUSINESSES
Since 1999

# Everything your business needs to move online.

Your name. Your website. Your business email.




DOMAIN CITY

### Make a name.

Find your domain name or bring one you own.

WEBSITE VILLAGE

### Build your online home.

Start with Website Builder or explore WordPress.

EMAIL TOWN

### Look the part.

Use your business name in your team's email.

### Not sure where to start?

**Take a walk down Main Street.**

Explore industry guides, website ideas and practical steps for your business.

Start at **saastech.net**

SCAN TO EXPLORE

# Getting started with SaaSTech Servers

Create your free account before contacting support. Keep the detachable record private.

### 1 Create or sign in to your account

Use an email you can access and follow the secure account prompts. No purchase is required.

### 2 Keep your customer number and call-in PIN ready

Support may ask for both during a call you initiated through verified Contact Us.

### 3 Enable two-step verification

Have your registered phone or authenticator device with you when calling SaaSTech Servers; you may need it to sign in or verify the account yourself.

Create My Account | saastech.net/create-account

| Contact Us | Account Learning Centre | Delegate access playlist |
|---|---|---|

On Contact Us, check your language/region and currency settings, then use the local contact number shown there.

The Account Learning Centre covers setup and delegation for Website Builder and other services. Choose Work with delegates.

**Cut or tear out the card below before sharing this workbook**

**PRIVATE account reference and call-in authentication**

**Organization or name** _____

**Account sign-in email** _____

**Customer number** _____

**Call-in PIN** _____

**Domain names** _____

**Reviewed on** _____

Update your call-in PIN at pin.saastech.net or in My Account after signing in.

**Never share your account password or call-in PIN with someone helping manage your services. Each helper should create their own SaaSTech Servers account and receive only the delegated permissions they need. Review purchase/payment and account-security permissions carefully.**

For official support, give the call-in PIN only during a call you initiated through verified Contact Us. Never share passwords, sign-in verification codes or recovery codes.

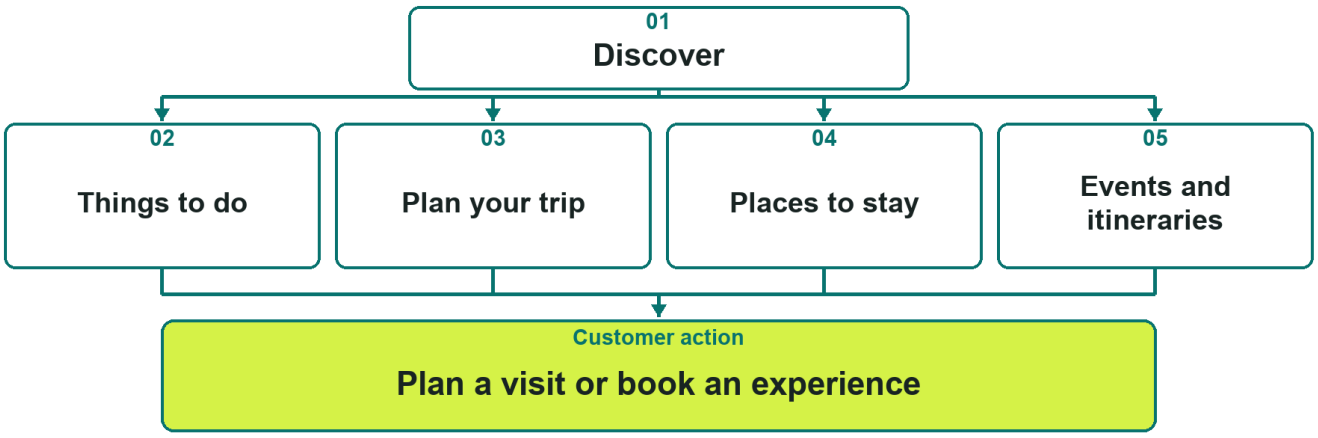
Do not record passwords, verification/recovery codes, security answers or payment details here. Keep this card safe and cut or tear it out before sharing the workbook.

Use a secure password manager for passwords and recovery information.

WEBSITE PLANNING WORKSHOP

# Tourism & Destination Experiences Website workbook

Plan a clear website for tourism & destination experiences. Explore a worked example, shape your own message and prepare to build with SaaSTech Servers.




Your pages guide visitors toward a clear next step.

## Inside this workbook

Five page examples • Practical writing exercises • A launch review

Use it in a workshop or at your own pace. Write by hand or complete the response fields in Word. The final page links to Website Builder, plans and account signup.

Example business Prairie Compass Tourism

TOURISM & DESTINATION EXPERIENCES

# Your website brief

A SaaSTech Servers workshop for tourism & destination experiences. Plan your website, learn from the Prairie Compass Tourism example and draft content for your own business.

Each page has a reference sheet followed by a writing sheet. Demo excerpts are labelled separately from new sample wording, which may differ from the screenshot. Click a blank response line to type; longer answers may add pages. Replace fictional details and verify every claim before publishing.

**Your business or organization and workshop date**

---

**Who should visit your site and what do they need**

---

**The main action you want a visitor to take**

---

**What you offer and where or how you provide it**

---

**Facts photos and permissions to gather before publishing**

---

Workshop rhythm: review the example, write your draft and exchange feedback. Use the final review to choose your next changes. Website Builder and account links are on the last page.

LOOK AND LEARN

# Discover

## The job of this page

Lead with distinctive experiences, seasons, communities, and a clear path into trip planning.




Prairie Compass Tourism example | Explore SaaSTech Servers Website Builder

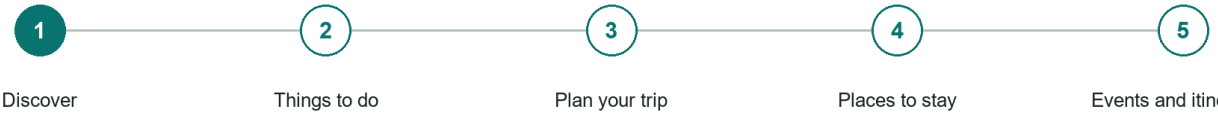
## Sample wording to adapt

### Plan a prairie visit around your interests

Explore places, seasonal activities and practical travel information. Check current opening dates, access and booking arrangements with the relevant operator before setting out.

### Pause and plan

Could a first-time visitor explain what you do and who it is for after one glance? Choose one main action and the strongest truthful detail that gives them confidence to continue.




**WRITE YOUR PAGE**

# Discover

Write for your visitor. Be specific about what they need to know and what happens next. You can revise the wording after the workshop.

### Your page headline

### Your opening paragraph

### Your offer audience location and most useful supporting details

### Button or link wording and where it should lead

### Photo idea caption and permission or credit needed

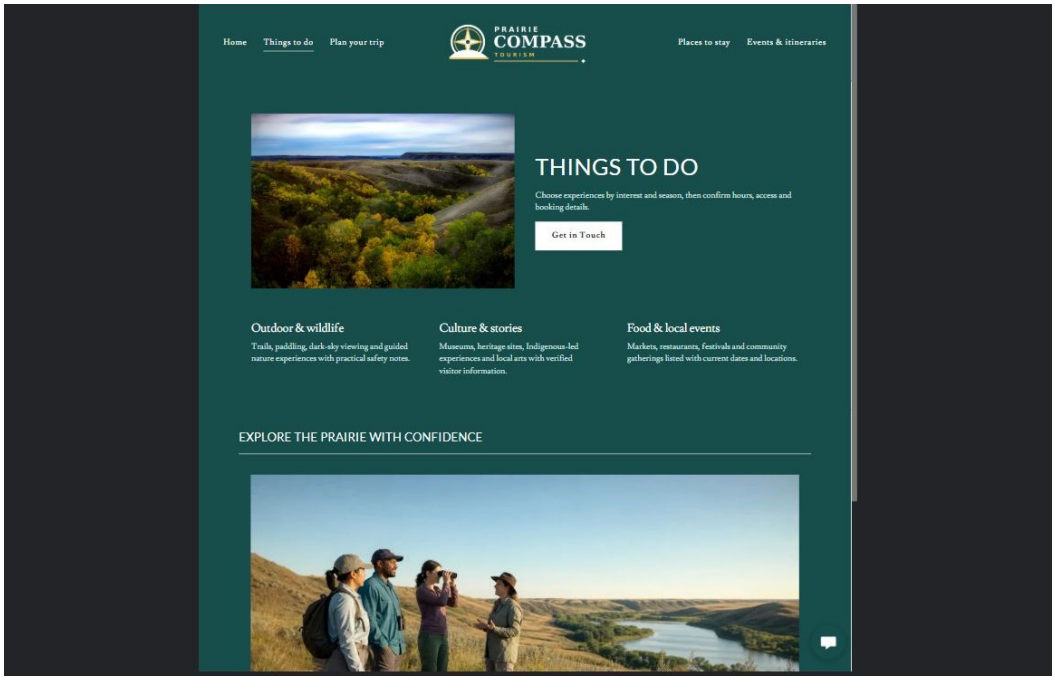
### Facts to verify or questions to resolve

LOOK AND LEARN

# Things to do

## The job of this page

Organize attractions, outdoor activities, culture, food, and events by visitor interest and season.




Prairie Compass Tourism example | Explore SaaSTech Servers Website Builder

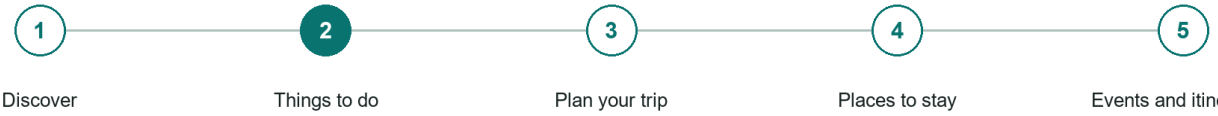
## Sample wording to adapt

## Choose the experiences that suit your trip

Browse outdoor activities, local stories, food and events. Read the access and seasonal details before adding a stop. Contact the operator for current availability and any participation requirements.

## Pause and plan

What question brings a visitor to this page? List the details they need, the evidence you can provide and the next useful action. Remove content that does not help them decide or proceed.




**WRITE YOUR PAGE**

# Things to do

Write for your visitor. Be specific about what they need to know and what happens next. You can revise the wording after the workshop.

### Your page headline

### Your opening paragraph

### Key sections visitor questions and supporting details

### Button or link wording and where it should lead

### Photo idea caption and permission or credit needed

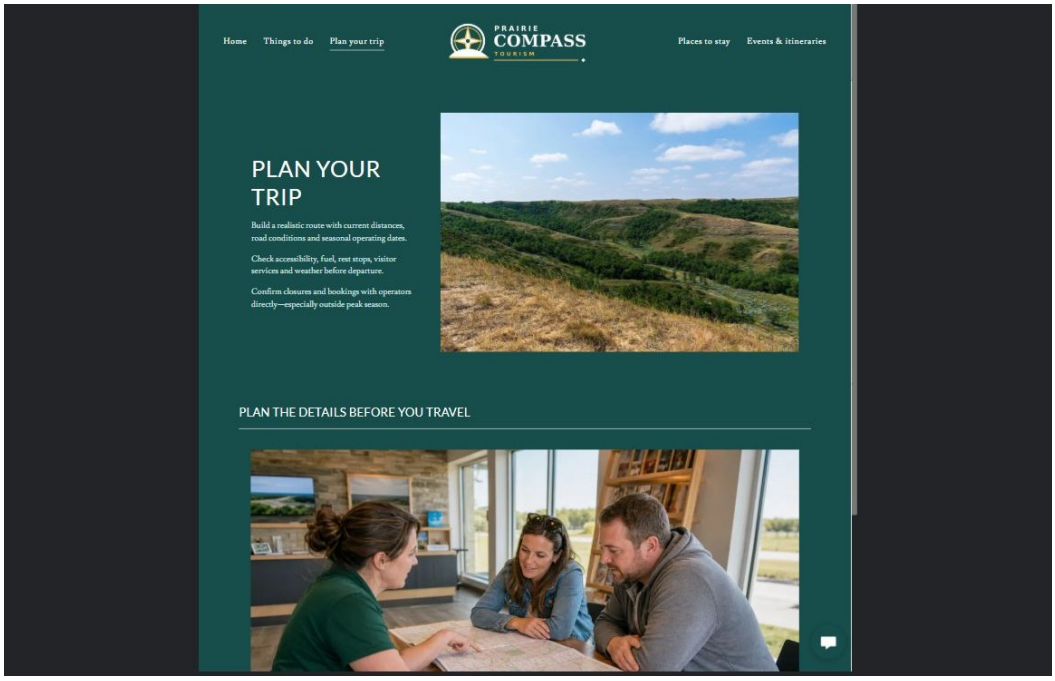
### Facts to verify or questions to resolve

LOOK AND LEARN

# Plan your trip

## The job of this page

Explain routes, distances, weather realities, accessibility, visitor services, and practical travel considerations.




Prairie Compass Tourism example | Explore SaaSTech Servers Website Builder

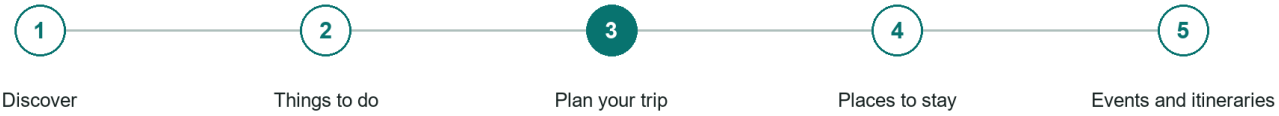
## Sample wording to adapt

### Plan the details before you travel

Allow realistic time between stops and confirm opening hours, transport and accommodation. Keep an alternative for weather-sensitive activities. Check current information with the providers before departure.

### Pause and plan

What should someone know before arriving or proceeding? Clarify preparation, access and the right contact route. Verify policies and avoid promising urgent help or specialist advice the website cannot provide.




**WRITE YOUR PAGE**

# Plan your trip

Write for your visitor. Be specific about what they need to know and what happens next. You can revise the wording after the workshop.

### Your page headline

### Your opening paragraph

### Preparation access policies and practical questions to answer

### Button or link wording and where it should lead

### Photo idea caption and permission or credit needed

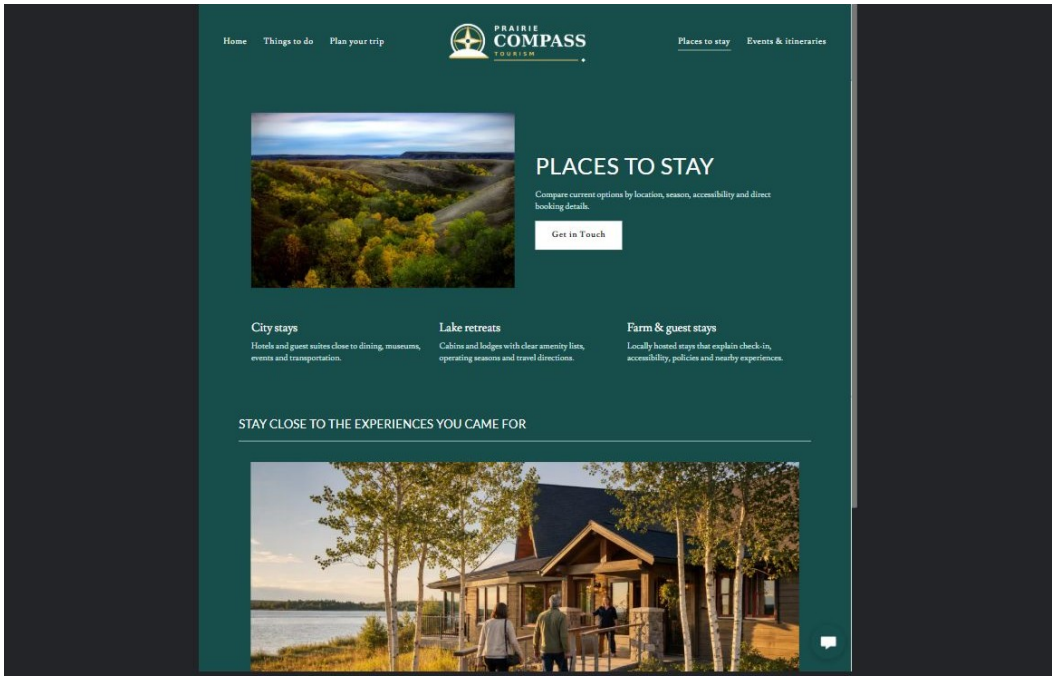
### Facts to verify or questions to resolve

LOOK AND LEARN

# Places to stay

## The job of this page

Present current accommodation choices with location, season, amenities, and a direct booking or partner link.




Prairie Compass Tourism example | Explore SaaSTech Servers Website Builder

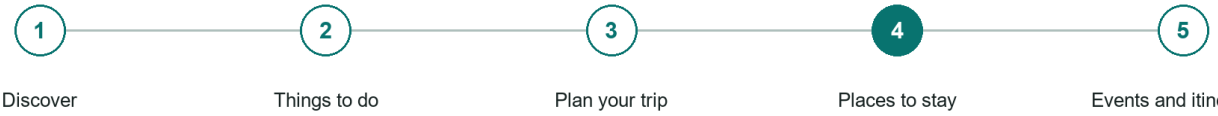
## Sample wording to adapt

### Stay close to what you want to explore

Compare locations and practical facilities, then check dates and prices directly with the accommodation provider. A featured property is not a guarantee of availability or an included booking.

### Pause and plan

What question brings a visitor to this page? List the details they need, the evidence you can provide and the next useful action. Remove content that does not help them decide or proceed.




**WRITE YOUR PAGE**

# Places to stay

Write for your visitor. Be specific about what they need to know and what happens next. You can revise the wording after the workshop.

### Your page headline

### Your opening paragraph

### Key sections visitor questions and supporting details

### Button or link wording and where it should lead

### Photo idea caption and permission or credit needed

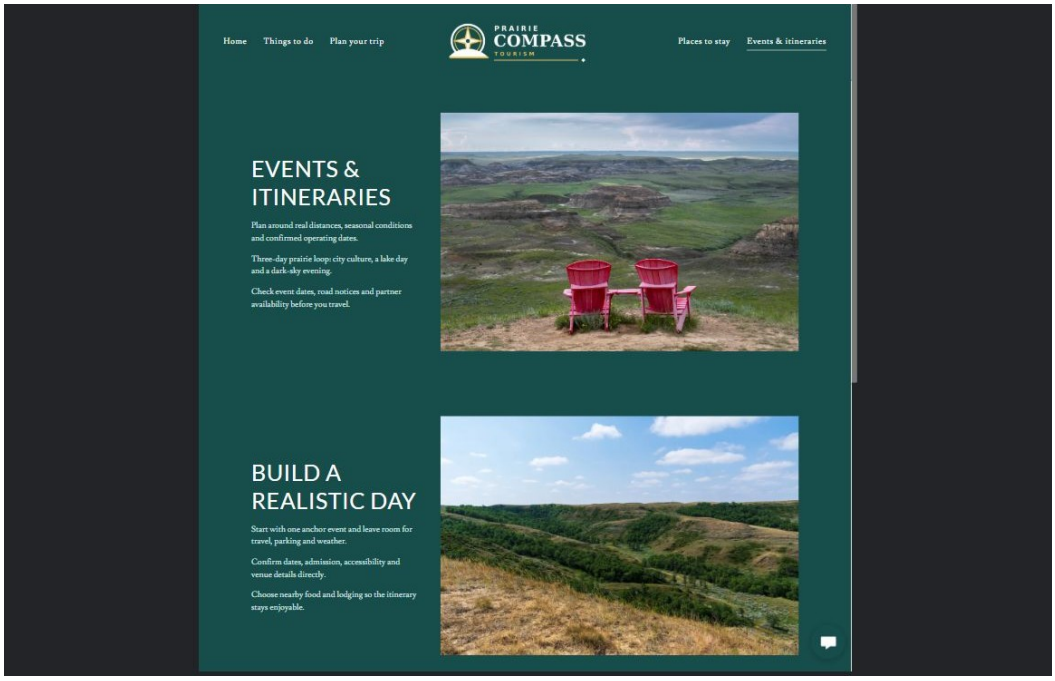
### Facts to verify or questions to resolve

LOOK AND LEARN

# Events and itineraries

## The job of this page

Publish dated events and realistic itineraries that connect experiences without overpromising travel time.




Prairie Compass Tourism example | Explore SaaSTech Servers Website Builder

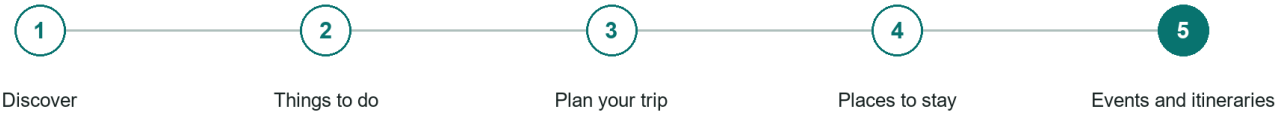
## Sample wording to adapt

### Build a realistic day

Choose a few stops with time for travel and breaks. Verify event dates and entry requirements before making arrangements. Illustrative itineraries are ideas to adapt, not confirmed reservations.

### Pause and plan

Which dates and locations need to stay current? Decide who will update changes and where visitors should check before travelling. Separate archived information and illustrative schedules from current availability.




WRITE YOUR PAGE

# Events and itineraries

Write for your visitor. Be specific about what they need to know and what happens next. You can revise the wording after the workshop.

**Your page headline**

**Your opening paragraph**

**Dates locations update process and participation details**

**Button or link wording and where it should lead**

**Photo idea caption and permission or credit needed**

**Facts to verify or questions to resolve**

WORKSHOP CLOSE

# Review and next steps

Ask a partner to read your draft as a first-time visitor. Can they explain what you offer, who it is for and the next step without extra help?

## Before you publish

[ ] Every page has a clear purpose and a useful next step.

[ ] Headlines are specific and the wording sounds like your business.

[ ] Names, service areas, prices, dates and policies have been checked.

[ ] Credentials, testimonials and results are genuine and permission-cleared.

[ ] Photos support the text, do not repeat needlessly and have appropriate permissions.

[ ] Forms ask only for necessary information and explain what happens next.

[ ] Links, downloads and the main visitor task work on a phone.

### The most useful feedback from your workshop partner

### First change to make and who will do it

### Information or photographs still needed

### Target review date and who will approve the final content

Keep sensitive customer, patient, employee and payment information out of this workbook. Completing it does not publish a website or connect to Website Builder.

BUILD WITH SAASTECH SERVERS

# Put your draft into Website Builder

Use the content you have written to build your own site. Keep the tourism & destination experiences demo as a reference, and replace its company name, images and claims with your verified business information.

### Explore the builder

See the editor, compare available plans and decide which features your business needs. Confirm current pricing and terms before purchasing.

Website Builder overview

### Create your account

Set up your SaaSTech Servers customer account using your own details. Creating an account is separate from purchasing a Website Builder plan.

Create your SaaSTech Servers account

### Choose your plan

Open the secure shop to review the plan, subscription term and final total. Use the account connected to your purchase when you open your service.

View Website Builder plans

### Build and check your pages

Add the pages from this workbook. Transfer your approved wording, upload permission-cleared photos and review each page on desktop and mobile before publishing.

Return to the Website Builder guide

### Using a printed workbook

Type these short addresses into your browser. The account guide includes the Create My Account button.

www.saastech.net/products/website-builder

www.saastech.net/create-account

This workbook does not create an account, purchase a plan or publish your website. Keep passwords, payment details and confidential customer information out of your draft.