The Difference Between A Good Tour Guide & A Great Tour Guide

Starting the Tour:

• A good tour guide will introduce themselves, welcome the group, and give them an introduction of what to expect on the tour.

• A great tour guide will also take a quick moment to get to know the group – where they are from, why they are visiting the Museum, their interests. The best guides spend the tour getting to know the guests right away.

Exhibit Highlights:

• A good tour guide will show the group all the highlights on the itinerary.

• A great tour guide will not only ensure guests see what’s promised, but they will modify the tour to ensure the group see the sites when there are the least amount of crowds to maximize your enjoyment. A great guide will also have a few personal “must see” favorite highlights they are willing to share with the tour, too.

Time Management:

• A good tour guide will not only be on time, but will manage the time so the group can get through all the highlights.

• A great tour guide is aware of the start and end time but is flexible and will tailor the tour based on the group. Great tour guides never rush the group as they are on their schedule.

Commentary:

• A good tour guide follows a script and gives the group the scientific, historical, or cultural background of the exhibit highlights.

• A great tour guide is a gifted storyteller who is passionate about the highlight they are showing you. Their historical accounts will take you back in time. A great guide will talk to the group like they are long-time friends in town for a visit.

Wrapping Up:

• A good tour guide will conclude the tour with closing remarks and thank guests for coming on the tour.

• A great tour guide will thank you for your visit and welcome you back. He or she may also offer recommendations for other Museum galleries the group should visit.