

HAUNTED WALKING TOUR (JUST FOR FUN)

Planning a haunted walking tour is easy. All you need is ghosts! Gather stories about local legends in your city by checking out books and talking to others in the area. If you live in a historic town or city that is rich in history, you'll be sure to have a lot of places to visit. Your haunted ghost tour should be around 1-2 hours and visit 8-10 different places. The best tours mix real spooky stories with colorful tales and local history. Coordinate the tour yourself or check out local paranormal or historical societies in your area who often run tours. Be sure to build in some extra time to visit haunted pubs and point out those fixer-uppers along the way.

WHO TO INVITE

A haunted walking tour is perfect for friends and clients who are interested in local history and have a sense of adventure. Be sure to let everyone know that your tour is a blend of legend, lore, history, and mystery so they're comfortable attending.

TIMING

We recommend hosting your haunted walking tour during the month of October. Your guests will love getting in the spirit of the season by attending this unique event.

VENUE

Search online and you're sure to find spooky ghost tours in your city's historic areas. You can also contact local paranormal and historical societies who often run local tours.

AGENDA

Stay on track at your event by following this timeline.

1. Check In (tour meeting spot)
2. Walking Tour
3. Haunted Pub Stop
4. Walking Tour
5. Haunted Pub Stop
6. Thank You for Coming

WHAT YOU NEED

Supplies

- ☐ Leather bota bags
- ☐ Treat bags
- ☐ Nametags
- ☐ Sharpies
- ☐ Drink tickets (for free drinks at pub stops)
- ☐ Glow in the dark necklaces (for tour guides to keep track of guests)
- ☐ Backpack (for you to carry some extra waters, drink tickets and snacks for your guests)

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Food & Drink

It doesn't get any easier than this. Give guests bota bags filled with red or white wine and a bag of pub mix to snack on during the tour. Also be sure to have bottled waters on hand for those who don't want alcohol.

- ☐ Red wine
- ☐ White wine
- ☐ Bottled water
- ☐ Pub mix

If you're willing to buy your guests some drinks at the pub stops, give each person a couple of drink tickets when they check in. Arrange with the bars ahead of time to charge your credit card for tickets redeemed.

GOOD VIBES ONLY

Icebreaker

Since this is a walking tour, there won't be any time for a formal icebreaker activity. However, if you want to help your guests meet each other, consider providing nametags and ask each person to write down their biggest fear under their name. This is a good conversation topic around Halloween.

Music

If there is an opportunity to play music during your event, consider creating a Halloween playlist with songs like Michael Jackson's "Thriller" or Foreigner's "Cold As Ice." Spotify also has some great playlists you can download.

HELPFUL TIPS

Get the Word Out

Let your clients know about your event with the following:

- ☐ "Save the Date" card
- ☐ Invitation
- ☐ Personal phone calls
- ☐ Text
- ☐ Email

Collateral

Further promote your personal brand with the following:

- ☐ Bota bags
- ☐ Drink tickets
- ☐ Tour map
- ☐ Flyer with "fixer uppers" in the area
- ☐ Water bottle labels
- ☐ Snack bag labels
- ☐ Thank You cards
- ☐ Post event pictures on social media with shoutouts

Also be sure to check out our [Party Planning Checklist](#) to make sure you have all your bases covered.