



## DON'T BE SHY WITH AI: FINDING EFFICIENCIES

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# WHAT WE WILL SHOW YOU

1. OUR TAKE ON AI

2. WHAT'S NEW

3. EFFICIENCIES LIVE DEMO

- Saving Time
- Choosing a Tool
- Prompt Writing
- Human Voice
- Accuracy

# IF YOU DON'T KNOW US

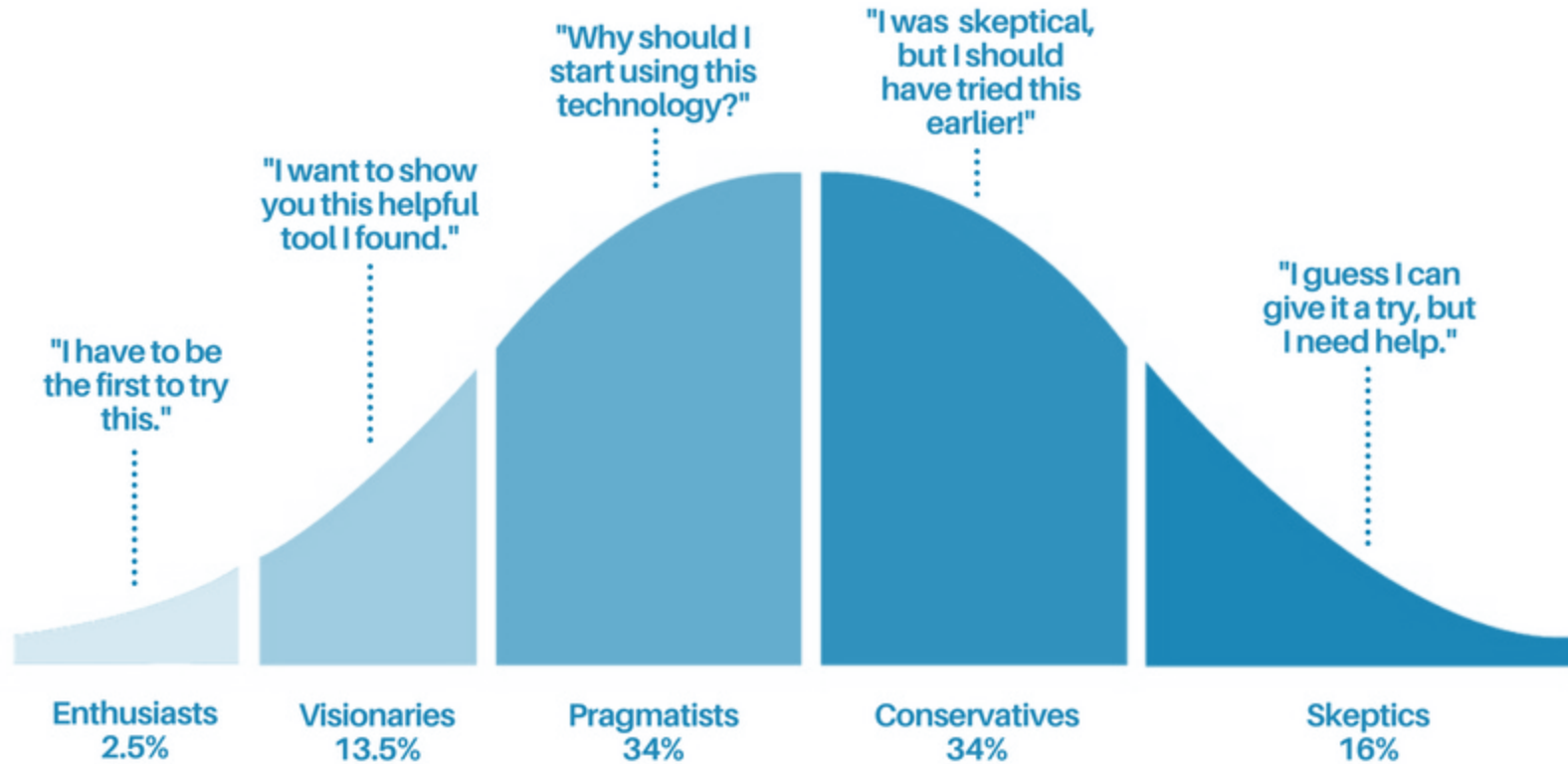




# POLL: WHO ATTENDED THE FIRST SESSION?



# WHERE ARE YOU WITH AI ADOPTION?



## OUR TAKE ON AI

- AI is a tool, best used strategically to help us create efficiencies
- AI works best when you start with a goal for the "job" and select the right tool for it
- We start with one-off tasks to experiment, with an end goal of leveraging AI to run processes, functions and uplift organizations
- Saving Time is one use of AI. We can also enhance our offerings, innovate new capabilities, and dust off the list of things we wish we could do.
- AI is a technology investment.
- We hold power over what AI is tasked to do, and what is saved for humans.
- Staying human-centered means preserving what is uniquely human.



[Click here to access the  
Getting Started workshop](#)



# WHAT'S NEW?

## AI IN 2025

# CHATGPT UPDATES

**Search:** Search the web and get sources

**Deep Research:** 'Lightweight' version now available for free. High-quality, cited reports.

**Image Creation:** Vast improvements to ChatGPT image creation.

**GPT 4.5:** More natural, human-sounding responses.

**o3 and o-4 mini:** Improved reasoning capabilities.

**Tasks:** Schedule reminders and recurring tasks.

**Enhanced Memory and Contextual Awareness:** Reference your entire chat history, improving responses for ongoing projects.

**Integration with The Washington Post:** Summaries and direct links to reliable, original reporting.

**Canvas:** Collaborative interface for writing and coding.



# EMERGING TRENDS IN TOURISM

**AI isn't just changing how we promote travel; it is changing the industry as a whole.**

**AI Travel Booking:** Users can now use Perplexity to book a hotel directly through TripAdvisor. OpenAI's Operator can both plan and book your travel.

***AI is moving from the research phase into the planning phase.***

**Smart Hospitality:** Hotels and resorts are integrating AI to enhance guest experiences (*AI-powered beds, personalized room settings, virtual concierges, etc.*)

***Capitalizing on the sleep tourism trend.***

**Sustainable Tourism through AI Analytics:** Promoting sustainable tourism by analyzing traveler behaviors and preferences to encourage eco-friendly choices. Tools are being developed to recommend off-peak travel times, less-crowded destinations, and environmentally friendly accommodations.

**Trend Forecasting:** Advanced AI models are being used to accurately forecast tourism demand, considering things like seasonal trends, events and traveler behavior patterns to help businesses optimize operations and resource allocation.



# SAVING TIME WITH AI

# CORE EFFICIENCIES

**Repetitive task automation:** Reformatting content, rewriting, summarizing

**Content generation:** Blogs, emails, social posts

**AI-assisted research:** Gathering insights, researching topics

**Time-saving for strategy work:** Synthesizing feedback, organizing data





# CHOOSING A TOOL

## CHOOSING A TOOL

**ChatGPT:** Best for a variety of tasks (planning, research, content development, etc.)

**Jasper:** Best for writing marketing content (requires a paid subscription)

**Perplexity:** Best for research

**Gemini:** Best if your organization utilizes the Google Suite

**Co-Pilot:** Best if your organization utilizes the Microsoft Suite





# CHATGPT PLAN LEVELS

Plan	Cost	Features	Access to Models	Other Perks
Free	\$0	Basic chat experience, limited features	4o-mini	5 Deep Research tasks/month
Plus	\$20/month	Faster responses, access to more capable models	4o-mini, o3, o4-mini, and o4-mini-high	Higher research limits
Team	\$25/user/month	Collaborative tools, shared memory, admin controls	GPT-4, GPT-4.5, all reasoning models	Shared Canvas, Admin tools
Pro	\$100–\$200/month	Premium access, best performance, priority features like Deep Research	GPT-4, GPT-4.5, all reasoning models	Priority access to new tools
Enterprise	Custom pricing	Advanced security, API access, full customization, white-label options	Full model suite	Enhanced support

# CHATGPT MODELS

Plan	Best Used For
<b>GPT-4o</b>	Standard model, best for most tasks
<b>GPT-4o with Scheduled Tasks</b>	Best for automating recurring workflows using GPT's new task scheduling features
<b>GPT-4.5</b>	More creativity, friendliness and humanity than GPT-4o. Fewer hallucinations and better at writing
<b>GPT-o1</b>	OpenAI's newer experimental model; faster, efficient, evolving capabilities, best for science, coding and math. Good for deep research
<b>GPT-o3-mini</b>	Lightweight model optimized for lower latency and cost, good for complex problem solving. Good for deep research
<b>GPT-o3-mini-high</b>	Enhanced version of o3-mini with better accuracy
<b>Custom GPTs</b>	Tailored GPTs for niche tasks (e.g., brand voice, specific workflows)



**LIVE DEMO**

**Custom GPTs**



# **VOLUNTEERS PLEASE**

## **Target Audience GPT**



# THE ART OF CRAFTING A PROMPT



# PROMPT FRAMEWORK

**Set the scene:** Tell ChatGPT who it is acting as

**What:** The topic/goal of your prompt

**Who:** Target audience

**Details:** Provide as many details as you can to guide ChatGPT's response

**Instructions:** Provide instructions on tone, voice, length, style, etc.

**Resources:** Provide links or documents for ChatGPT to reference





# LIVE DEMO

## **Simple Prompt vs. Thorough Prompt**

*Spend more time up front to save  
time in the long run*



# MAINTAINING A HUMAN VOICE



# **VOLUNTEERS PLEASE**

## **Brand Voice**

## TIPS FOR KEEPING IT HUMAN

**Match Brand Tone:** Use a tone that's upbeat and honest, like a friendly travel guide who loves hidden gems.

**Revise robotic output:** This sounds too formal. Can you make it sound more natural and conversational?

**Explain Brand Voice:** This brand is curious, witty, and inclusive. We like clever wordplay and sounding like a cool local.





# ACCURACY

# HOW TO CHECK FOR ACCURACY

**Clarity:** Does it make sense? Any vague or sweeping claims?

**Consistency:** Do facts stay consistent from one section to the next?

**Verification:** Can you verify names, dates, stats elsewhere?

***If you can't verify it, don't use it!***

**Scan for hallucinations:** Watch for fake links, misattributed quotes, or made-up stats

**Look for gaps:** Ask yourself: “What’s missing?” “Would an expert disagree?”

**Ask AI to fact-check itself:** Prompt: “Can you verify that with a source?” or “Where did you get that figure?”

**Use Humans:** Run outputs past colleagues

# Q&A

# 2025 VIRTUAL EVENTS

## Community Conversations

June 3

Sept. 24

## Replay – Cross-Border Tourism

[Click here to  
access the  
Cross-Border  
Conversation](#)



## Hands-On Workshops

July 17 – Visitor Attraction

Oct. 23 – Barcelona Principles

## Replay – Getting Started with AI & AI Efficiencies

[Click here to  
access the  
Getting Started  
workshop](#)

