Practical AI
for Travel Brands & Destinations

A Conversation Between Industry Leaders

INTENTFUL

a GMS company

Meet Satisfi Labs

Strategic Investment

Google

MAJOR LEAGUE BASEBALL

techstars

Mindspring Capital

SF

VSG
VINIK SPORTS GROUP

Florida Funders
Sunshine State to Startup State

STADIA VENTURES

PEGASUS TECH VENTURES

Over 600+ Clients

Sports	Entertainment	Tourism

KC

The O₂

BIG BUS

A

Madison Square Garden
THE WORLD'S MOST FAMOUS ARENA

Medieval Times
DINNER & TOURNAMENT

NASCAR

HAMILTON

RIPLEY'S
Believe It or Not!

2

INTENTFUL®
a GMS company

Next-generation AI company that connects companies with customers, since 2021.

Acquired in 2024 by GMS, a global leader in mobile and messaging.

Our clients, globally:

DMO and Travel
Enterprises
MNO (Mobile Network Operators)

We've deployed multiple AI projects that deliver meaningful impact and drive innovation worldwide. Advancing practical use of AI since 2021

CMO Alliance — University of OXFORD / Saïd Business School — WFA World Federation of Advertisers — COLUMBIA STARTUP LAB — ProcureCon — possible EMBRACE THE IMPOSSIBLE — MMA — wtm — University of Exeter — Singularity group — eTOURISM SUMMIT

OpenAI Imagines Our AI Future

Stages of Artificial Intelligence

Level 1	Chatbots, AI with conversational language
Level 2	Reasoners, human-level problem solving
Level 3	Agents, systems that can take actions
Level 4	Innovators, AI that can aid in invention
Level 5	Organizations, AI that can do the work of an organization

October 31, 2024

Introducing ChatGPT search

Get fast, timely answers with links to relevant web sources.

Plus and Team users can try it now ↗   Download Chrome Extension ↗

How it works and what comes next

The search model is a fine-tuned version of GPT-4o, post-trained using novel synthetic data generation techniques, including distilling outputs from OpenAI o1-preview. ChatGPT search leverages third-party search providers, as well as content provided directly by our partners, to provide the information users are looking for. Learn more here.

Thanks to feedback from the SearchGPT prototype, we brought the best of the SearchGPT experience into ChatGPT. We plan to keep improving search, particularly in areas like shopping and travel, and leverage the reasoning capabilities of the OpenAI o1 series to do deeper research. We also plan to bring our new search experience to Advanced Voice and canvas, as well as to Free and logged out users in the future.

Hertz at Norfolk International Airport (ORF) offers generally mixed experiences. While some customers report smooth drop-offs and helpful service at the counter, others have encountered significant challenges. These issues include vehicle availability problems, long wait times, and miscommunication about reservations.

Pros:

- **Easy drop-off**: Customers appreciate the efficiency when returning cars, even outside business hours [99].

- **Friendly staff**: Some travelers highlight positive interactions with the Hertz team at the Norfolk location [99].

Cons:

- **Reservation issues**: Some users have reported not receiving the type of car they booked, resulting in last-minute downgrades or substitutions [99].

- **Operational delays**: There have been complaints about long wait times and power outages disrupting service, while other rental agencies nearby continued to operate smoothly [99].

- **Customer service challenges**: A few renters have expressed frustration with Hertz's customer service, particularly with follow-ups and compensation issues [99].

Overall, Hertz can be a viable option if you're prepared to encounter some variability in service quality. If you prioritize reliability and fast service, you might want to consider alternatives like Alamo or National.

🔍 OpenAI said they have no plans for ads in the responses, at least for now.
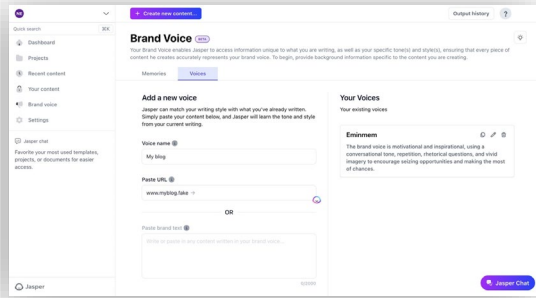
❗ Destinations and Brands are no longer in control of how their content is served to a user – every carefully crafted on-brand word is rewritten by AI based on:

- How AI understands this content.
- How AI adjusts responses specific to a user's earlier behavior AND a query the way a user asked it.
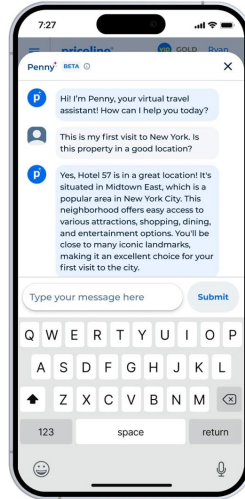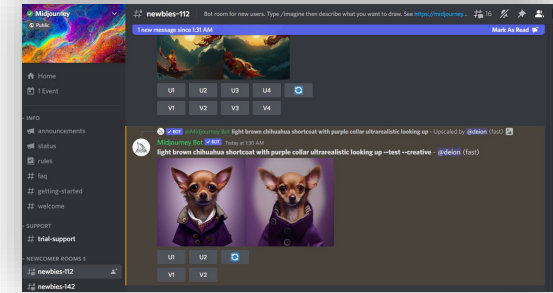
AI Applications Across the Industry

Jasper

AI Generated Blogs

priceline®

Intelligent Booking

Midjourney

AI Generated Art

Use Cases in Travel and Tourism

As of December 2024

AI Assistants

Early adopters
Learning curve

Itineraries

Personalized
recommendations

AI Copy

LLMs or copy tools

Translations

Phasing out Google
Translate

Keyword campaigns

Using AI to expand keyword
lists

Enhanced Tools

Adding GenAI to existing
platform, e.g., social
listening

Custom

Solving one-off pain
points with LLM

Use Cases in Travel and Tourism

2025

AI Assistants

Evolution beyond basic
chatbot enhanced by LLM

Content

Information to "feed" LLMs

Productivity

Enterprise tools

Voice AI

Early rollouts

Video content

Enhancing human work

Ad Ecosystem

Sentiment, prediction,
greater relevance

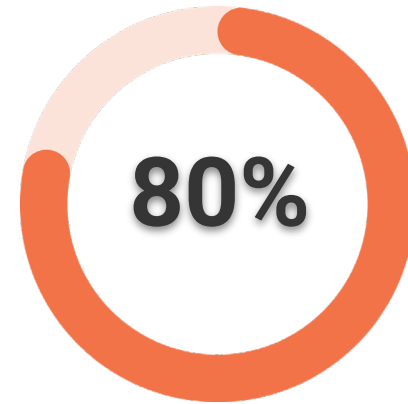**Conversational AI**

Major transition across
every interaction

Consumer Behaviors are Changing

51%
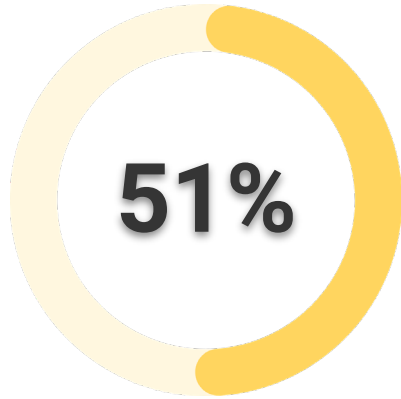
Of people say that a business **needs to be available 24/7**

85%

Of buyers prefer to ask questions **before making a purchase decision**

80%

Of customers say the experience a company provides is **as important as its products and services**

AI Adoption is Everywhere

Exhibit 1

AI adoption worldwide has increased dramatically in the past year, after years of little meaningful change.

Organizations that have adopted AI in at least 1 business function,[1] % of respondents

Adoption of AI

Use of generative AI
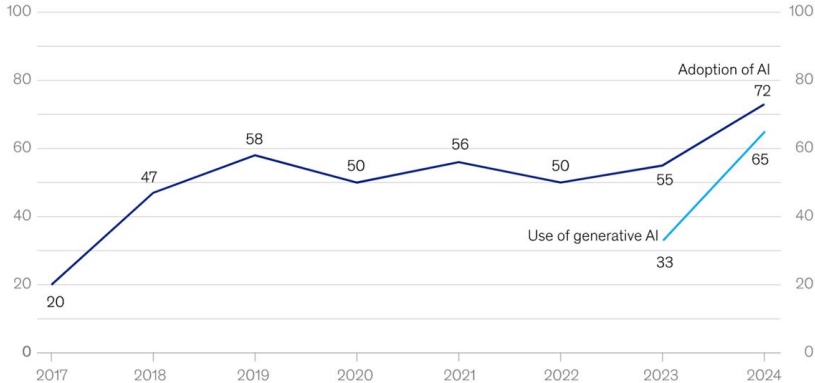
[1] In 2017, the definition for AI adoption was using AI in a core part of the organization's business or at scale. In 2018 and 2019, the definition was embedding at least 1 AI capability in business processes or products. Since 2020, the definition has been that the organization has adopted AI in at least 1 function.
Source: McKinsey Global Survey on AI, 1,363 participants at all levels of the organization, Feb 22–Mar 5, 2024
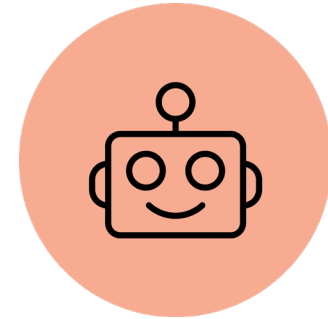
McKinsey & Company

How Can the AI Future Benefit You?

By 2025, GenAI will be embedded in **80% of conversational AI offerings**, up from 20% in 2023 (Gartner)

By 2026, **more than 50% of enterprise applications will be conversational,** up from less than 5% as of December 2023. (Gartner)

By 2030, **95% of advanced virtual assistants will be industry-specific**, up from less than 50% in 2023 (Gartner)

Disrupting Discovery and Engagement

Unscripted, Real-time Conversations	Valuable Insights into Interests	Multilingual with 0 Translation Costs
Quick access to information	Natural language responses	Speaks 90+ languages

Transforming Visitor Interaction

Visit Pasadena, Florida's Historic Coast, Visit Fresno County, and other DMOs.

- Real-time updates.

- A deeper understanding of visitor interests and actions.

- Multilingual support without additional costs.

- Specific to a DMO:

**Find Restaurants and Hotels**: Search by name or postal code to discover dining and accommodation options.

Locate Attractions and Museums: Easily access popular and local attractions by name or area.

Explore Shopping and Wineries: Quickly locate malls or wineries using postal codes or names.

Nearby Business Finder: Identify local businesses close to any chosen location.
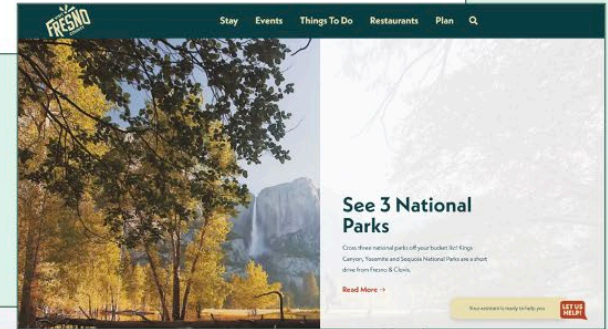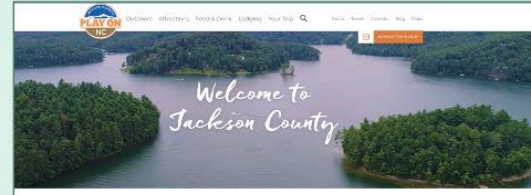
Scaling Solutions with Lean Staff
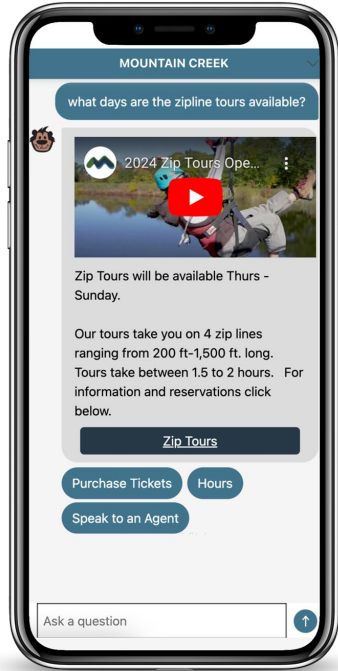
Challenge

"We struggle to keep up with answering FAQs with a small team, and can't keep up with the phones."

Conversational AI Solution

- Use GenAI to build out answers to all FAQs, A-Z Guides and other information hubs on your website.

- Utilize prewritten responses to ensure sensitive topics or business critical questions receive the same answers.

- Cut down your agents time spent on frequent FAQs and allow focus on high value conversations via live chat.

The Power of Know Before You Go
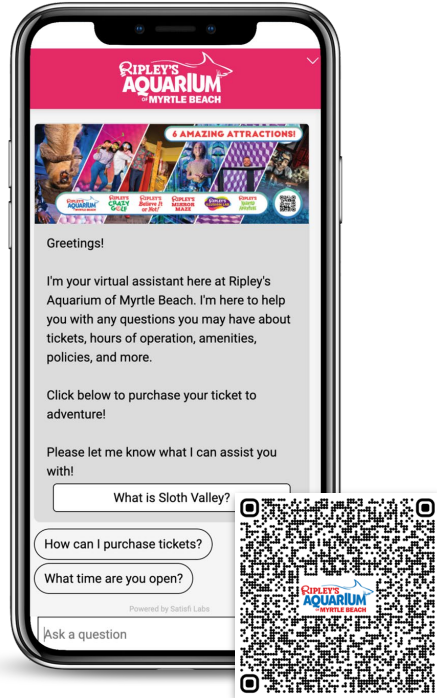
Challenge

"How can we better prepare our visitors both before they arrive and when they are on-site?"

Conversational AI Solution

- Drive to your chat assistant from other marketing outlets like emails, SEO ads, social media and more.

- Strategically place QR codes at locations where you receive the most guest questions or feedback.

- Include unique tracking links on each URL to compare types of questions from different channels.

Create Additional Campaign Channels
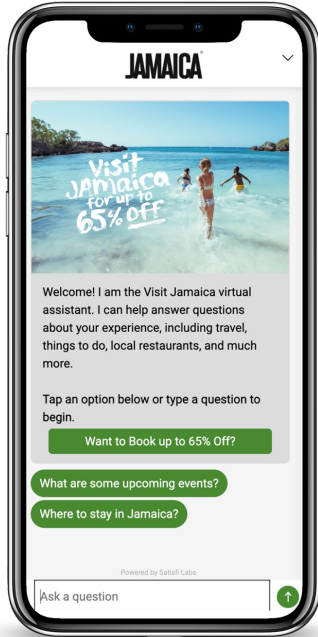
Challenge

"How can we increase awareness of our campaign while still continuing the conversation with our users?"

Conversational AI Solution

- Include a campaign offer in chat welcome message.

- Provide quick reply buttons to encourage exploration of offer when asking other questions.

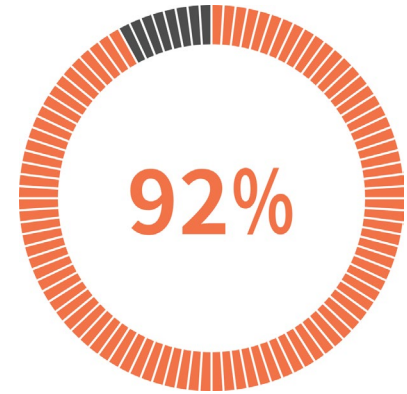- Track intent data and button clicks to discover the questions that led them to your offer.

Conversational AI and the Tourism Industry

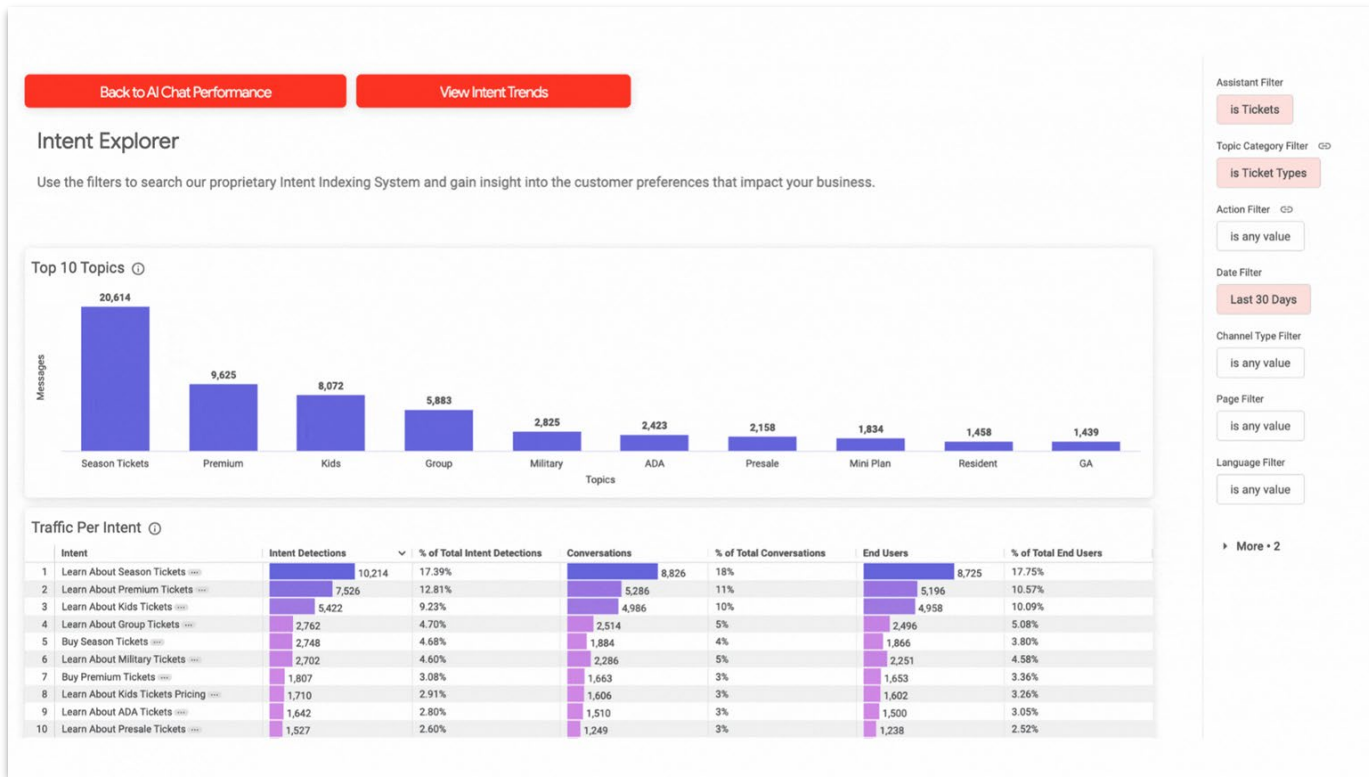**4 out of the Top 5 Questions asked** across the Tourism industry revolve around Ticketing

67% of questions asked via AI Chat **are handled after traditionally staffed business hours**

92%

92% of questions asked **were answered directly by the AI** without the need for agent escalation

Collect New Data & Insights

Disrupting Content Relevance

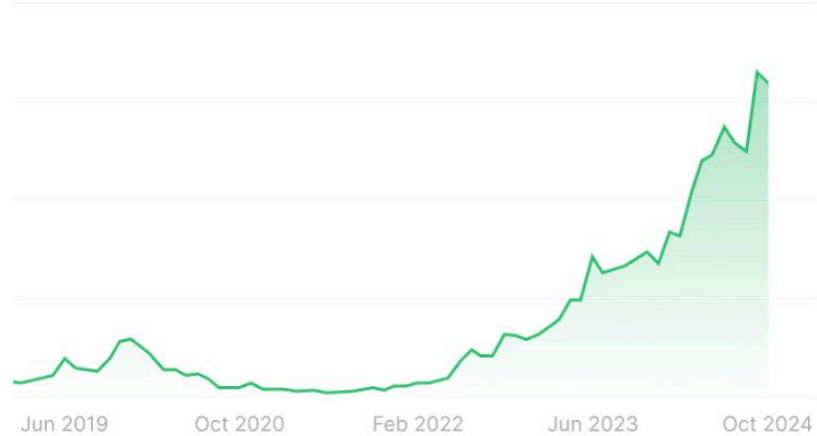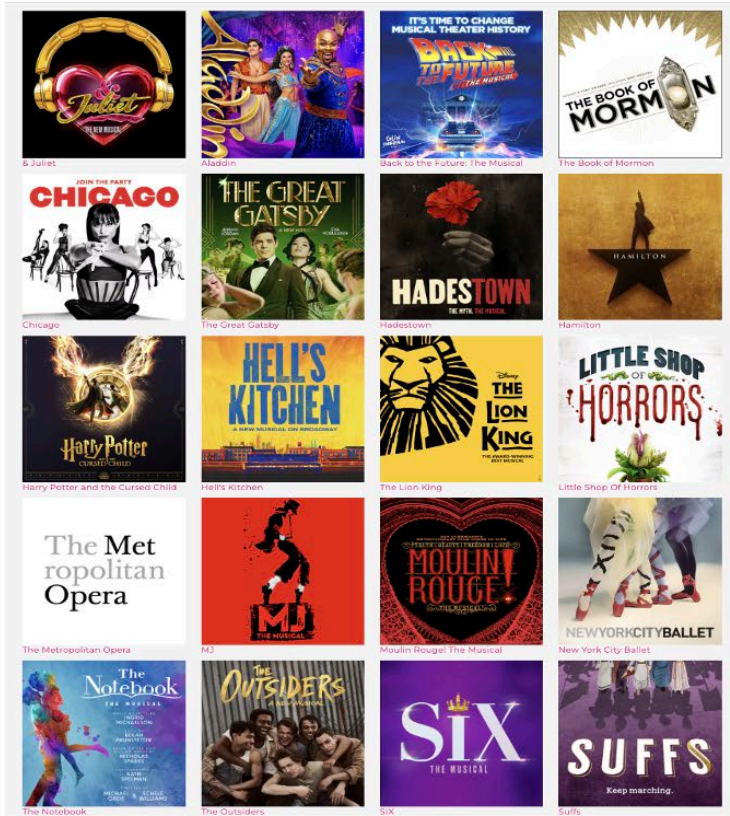**The AI that truly knows your destination or brand**

Facts and style

Efficiency and scale

90% faster, for every channel

SEO, GEO and retail search

Max visibility and conversions

Marketing Content that drives Conversions

Data-driven content relevance has fueled a 2,845% growth in audience engagement since January 2022.

Connecting with visitors through content

Visit Estes Park, Visit Roseville, Visit Macon, and other DMOs.

Smaller DMOs: No bandwidth and resources to deliver fresh, relevant content quickly using traditional, time-consuming methods is a challenge.

Solution: A platform powered by AI with real-time, destination-specific knowledge and visitor insights, designed to streamline relevant content creation.

Results: Engaging content in DMO's unique voice and style at a scale that manual processes can not achieve.

Security and Privacy Checklist

❏ Information is stored in a secure environment.

❏ No data is shared externally or used to train the core AI model.

❏ Additional security measures include data encryption.

❏ PII data protection and de-identification.
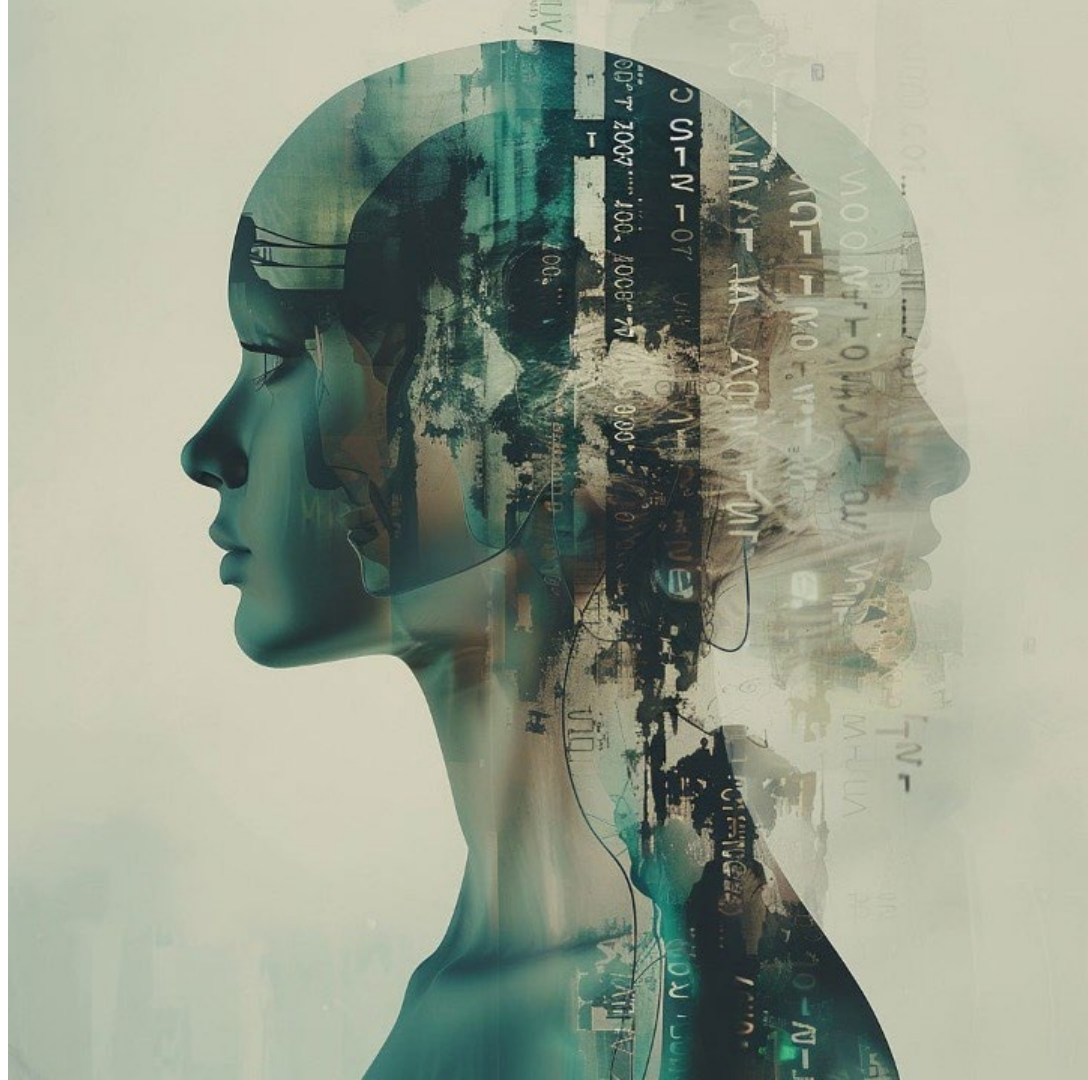
ChatGPT Premium

Privacy Controls
Memory
When to use it
Privacy Controls in GPTs

1

Getting started features

1. Summarizing Reports and Meeting Notes.

Use Case: Summarize lengthy reports, meeting notes, or industry studies for easier sharing with the team.
Example: Quickly condense a tourism board report into key takeaways for department heads or stakeholders.

2. Drafting Internal Memos and Communication.

Use Case: Craft memos, updates, or internal announcements to keep teams informed.
Example: Quickly draft a memo with new initiatives or policy changes.

Getting started features

3. Analyzing Feedback.

Use Case: Analyze internal feedback, such as surveys or post-event evaluations, and suggest actionable improvements.

4. Get help with Excel formulas!

Use ChatGPT to write a formula that calculates visitor growth rates or quickly troubleshoot errors in a budget spreadsheet.

5. **Co-Intelligent partner** in everything: helping communicate, discover, learn, share, ideate, validate PoV, and more.

Co-Pilot or Gemini

Privacy Controls
Limitations
When to use it

2

Note Taking, Transcription and Reports

Fireflies.ai   Premium GPT
Read.ai   Custom GPT
MS Teams
Zoom
Privacy   **Review!**

3

Spreadsheets

Google Gemini
Anthropic's Claude

INTENTFUL®
a GMS company

4

Images

Dall-E
Midjourney
Adobe Firefly

5

Slides

Canva

Beautiful.ai

Gamma

Co-Pilot

Gemini

6

Video summaries

HeyGen
Pictory
Descript

7

Discovery

Ingredient lists
Grocery shopping
Creative applications – clothing, recipes, mix and match
Mind challenger
Coach

AI Ethics and Regulations

FROM THE BASE OF THE
**ROCKY MOUNTAINS
TO THE WORLD**

A case study through Visit Estes Park's journey into Generative AI
solutions — and how your DMO can carve its own AI path

By Kara Franker and Heidi Barfels
May 1, 2024

https://www.visitestespark.com/articles/post/visit-estes-park-leverages-ai-to-take-destination-marketing-to-a-new-level/

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