

# Feeding the AI Beast:

Why our customers want it and how industry can make the most of it



Image credit: supshellharbour.com



Image credit: 🌞 @woofwonderland

# AGENDA

1. **Consumer Perspective: AI in Travel Planning**
2. **Local Business Perspective: Saving Precious Time and Improving Outcomes**
3. **Ethics & Realities of AI Content**
4. **Putting AI to Work for Your Business**
  - **Creating your marketing plan**
  - **Video repurposing**

# 1. How AI is Impacting Travel Planning



# Annual Growth Rate

AI Global Growth Rate

**28.5%**

Social Media Peaked  
in 2017

**20.9%**

Tourism Annual  
Growth Rate

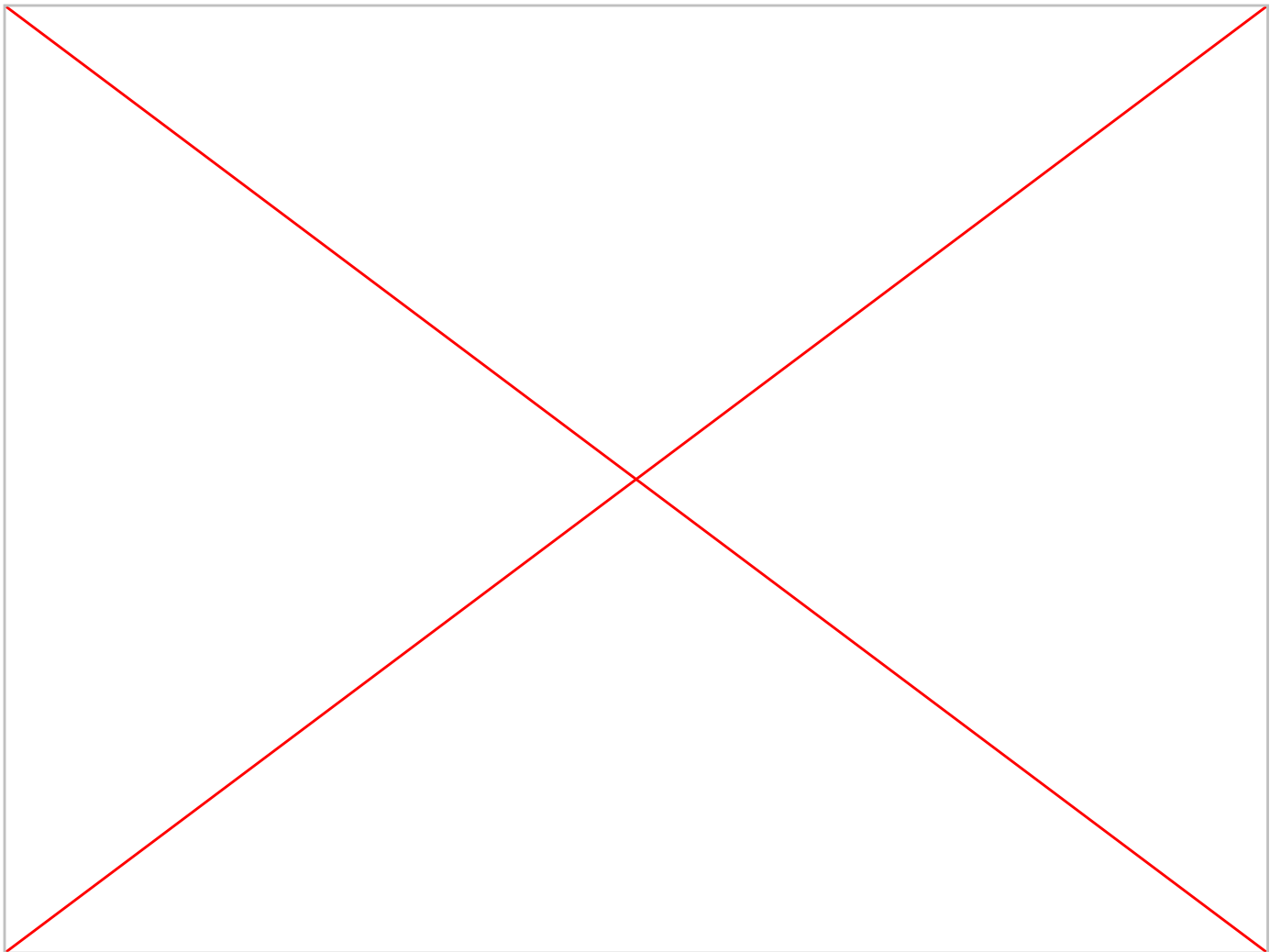
**4%**

Predicted until  
2029

**40% of consumers  
worldwide reported  
using an AI-based tool  
for travel planning.**

**For the first time in over  
10 years Google's search  
engine market share has  
dropped to below 90%.**

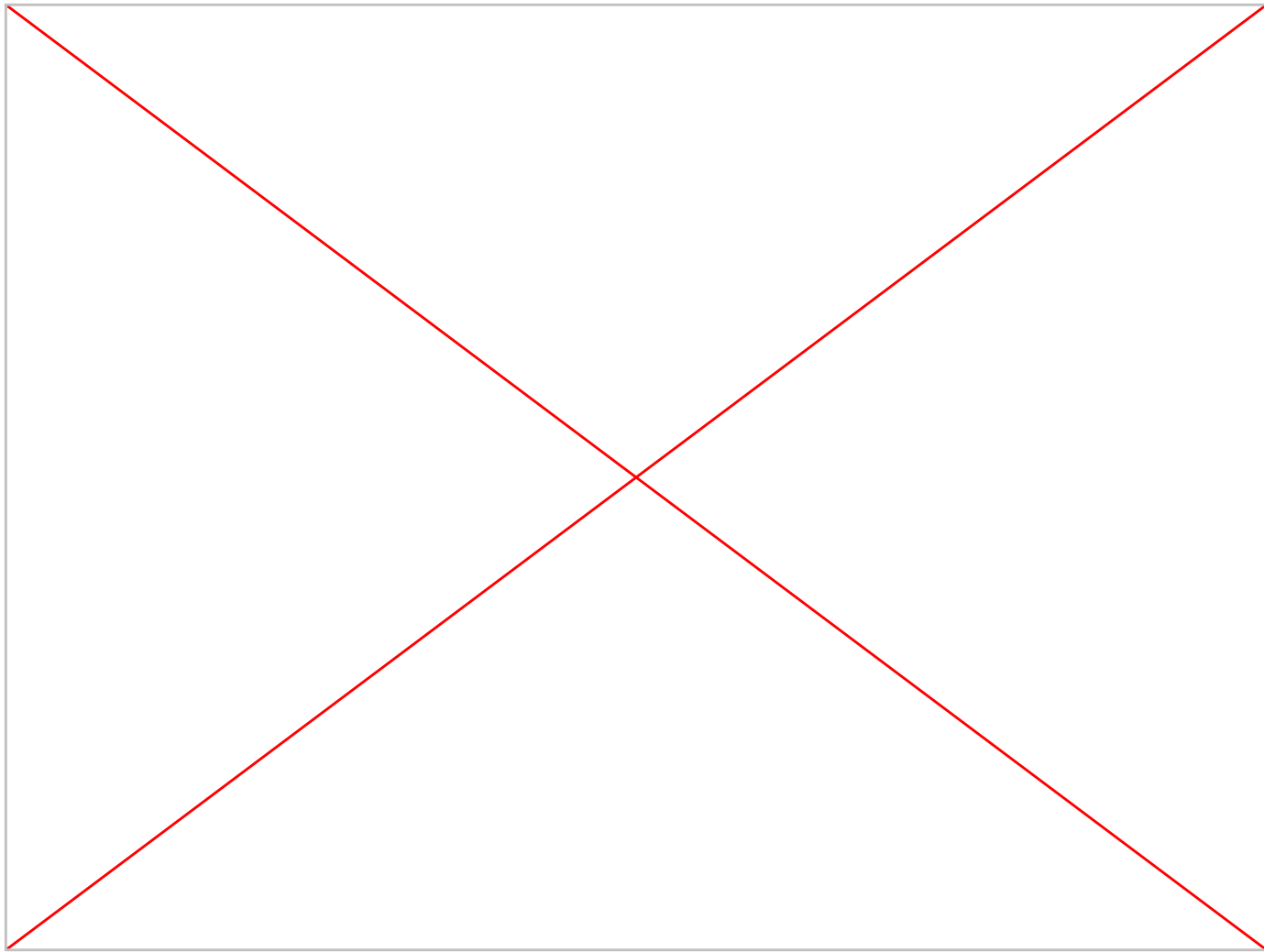
# ChatGPT'ing



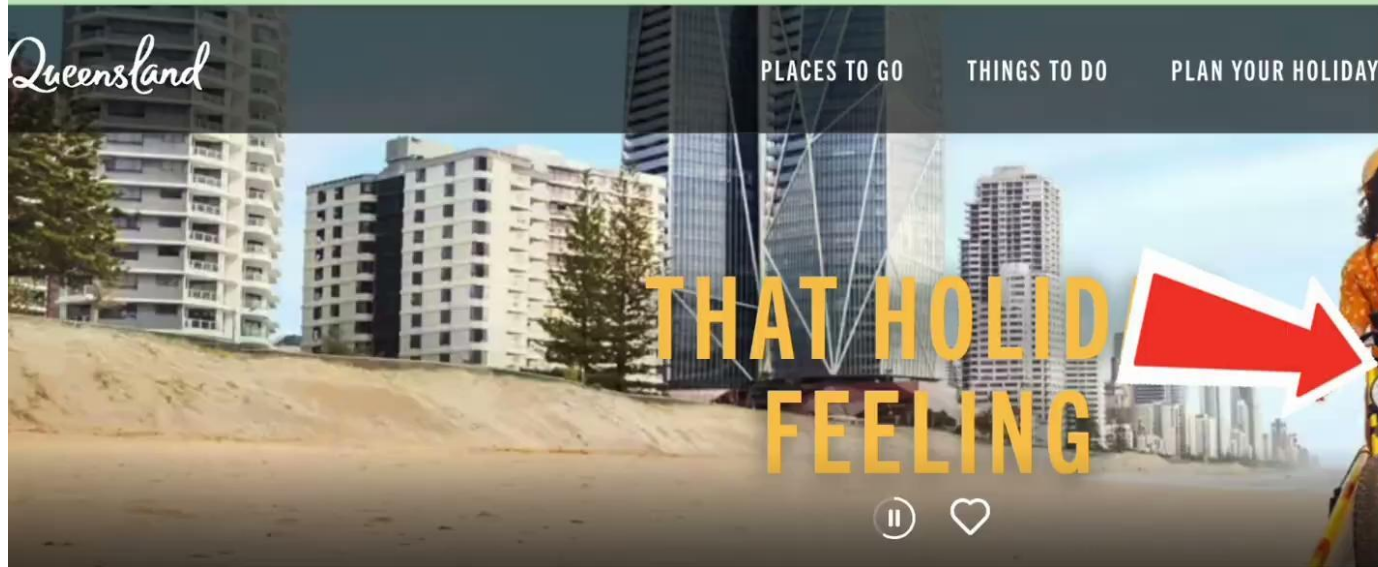


# GuideGeek'ing





# Chat bot'ing



Queensland

PLACES TO GO

THINGS TO DO

PLAN YOUR HOLIDAY

## DISCOVER QUEENSLAND'S ICONS

Dive headfirst into the **Great Barrier Reef**, kick back on beaches that'll have your car working overtime, soar above **rainforests** older than your family tree, and toast to sunset views with a cocktail in hand. Road trip? Absolutely. Starry nights, wild sights, and more detours than



Bunji

Let me help you plan your Queensland trip!



Hello 🐨 I'm Bunji, your mate from Queensland. Need help planning your trip? Ask me anything!

I'd like to know the dog friendliest destinations in south east qld please

In Southeast Queensland, you'll find plenty of dog-friendly destinations to explore with your furry friend. Here are some top spots:

1. Brisbane: Stay at Miss Midgley's in

Type a message...

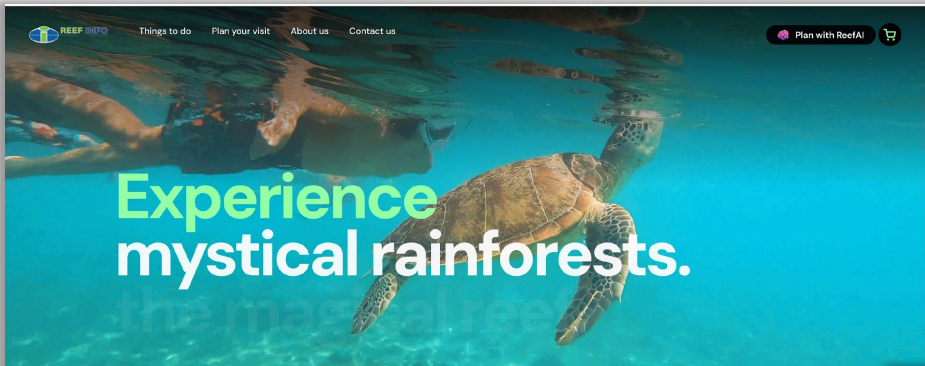


Bunji can make mistakes. Consider checking important information.

# Trvlr.ai'ing

Case Study: Cairns Reef Visitor Centre





On the lands and seas of the Yirrganydji and Gimuy Walubara Yidinji people, Reef Info Visitor Centre welcomes you to experience the magic of Cairns & the reef.

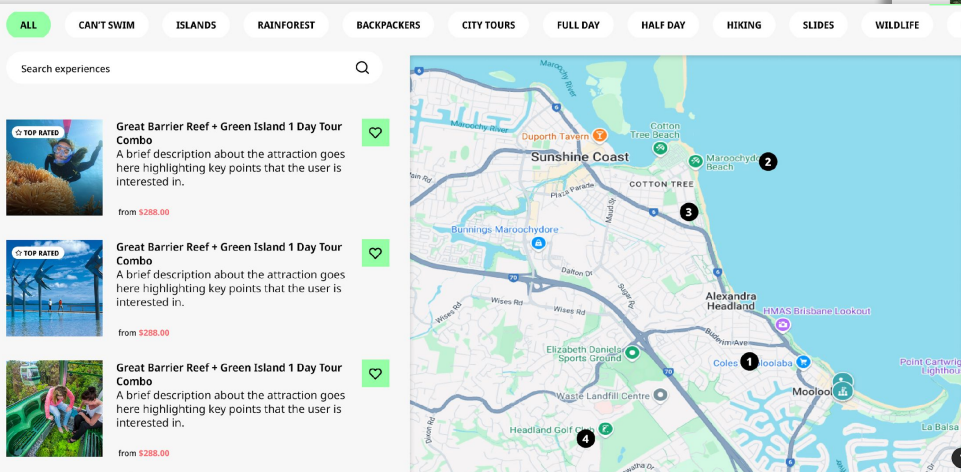
## Full AI solution combined with stunning website

- Plan my wishlist
- Personalised itineraries
- Improved content
- Online & POS booking

## First time? Start with our most loved experiences.

Select Cars  
24 Apr 2025

Plan with ReefAI




Booking with us for a no hassle seamless experience.  
Top 5 reasons why our customers love us and we're sure you will too.






[← Back](#)

## Checkout your cart




Kuranda SkyRail + Cableway Full Day Tour with village experience

PENDING



Reef Magic - Full Day Snorkelling & Glass boat experience

PENDING



Great Barrier Reef + Green Island 1 Day Tour Combo with transport

PENDING

Date: 24 Apr 2025

Time: 6:00AM to 2:00 PM

June 2024

SUN	MON	TUE	WED	THU	FRI	SAT	
2	3	4	5	6	7	8	ily (2 Adults + 2 Children)* A\$239
9	10	11	12	13	14	15	A\$929
16	17	18	19	20	21	22	A\$259
23	24	25	26	27	28	29	
30							

Please select an option

Drop off options

Please select an option

Save & Continue

- Online & POS booking
- All itinerary components in one transaction

[← Back](#)

## Confirm & Pay


### Add Billing Details

Full Name:

Email:

Mobile Number:

### Add Payment Details

Card:  

Expiration date:

Country:

**Pay A\$ 1104.99**

Time left to check out 12:45

### Your experiences

**Hot Air Balloon Standard Tour with Transfer**  
Monday, April 14, 2025 at 6:00 AM - 7:00 AM

2 Adults \$200.00  
1 Senior \$120.00

[View Terms & Conditions & Cancellation Policy](#)

**Hot Air Balloon Standard Tour with Transfer**  
Monday, April 14, 2025 at 6:00 AM - 7:00 AM

2 Adults \$200.00  
1 Senior \$120.00

[View Terms & Conditions & Cancellation Policy](#)

Subtotal (incl. GST) A\$ 320.00  
Stripe pre-processing fee A\$ 4.99  
**Total A\$ 324.99**



Everything in tourism  
marketing is changing

**The role of destination  
marketing organisations  
and tourism digital  
strategies must be agile  
and adaptive to AI.**

## 2. Saving Precious Time and Improving Outcomes



**Zeynep Testoni** – Soul Clay Studios

**Michelle Bishop** – Bangalay Villas

**Alex Herlihy** – Wildwood Kangaroo Valley /  
Sandcastles / Le Petit Dejeuner

# 3. Ethics & Realities of AI Content



# Authenticity in the age of automation

# Signs of AI Generated Content

- Excessive use of AI-typical words (e.g. embrace, essential, impressive, robust, vital, boost, delve, drive, enhance pivotal, leverage, unleash)
- Repetitive language
- Lack of coherence
- Broad explanations without details
- Factual errors
- Lack of personal experience
- Inconsistent tone and style
- Mismatching purpose or search intent

AI can detect overuse of  
AI...make AI work for  
you — but always  
humanise and edit what  
it writes.

# Content AI Powered Search is Prioritising

## Human-centric

- Clearly answers questions a visitor might have (what, where, when, how much, how to book)
- Is written in natural, conversational language
- Prioritises user experience over keyword stuffing

## Clear USP

- Specificity: What makes you special, different, local, or personal?
- Storytelling: Why you do what you do (values, mission, passion)

## Structured pages

- Structured pages (H1, H2)
- FAQs (frequently asked questions...ALL of them!)
- Bullet points, summary boxes, well-labeled sections for location, inclusions, pricing, etc.

# Content AI Powered Search is Prioritising (cont'd)

## Multi-modal

- Images, video, text (alt text and image context, descriptive captions & filenames, embedded videos with transcripts...great for accessibility too)

## Fresh & Localised

- Fresh, consistent, localised content (Up-to-date content (blog posts, event pages, seasonal offers)
- Content aligned with your Google Business Profile, ATDW, and socials
- Place-specific terms (e.g., "Jervis Bay dolphin cruise" not just "cruise")

## Trust Signals

- Images, Trust signals & authorship (Include real reviews, testimonials, awards)
- Have a clear "About" page with your story and contact details
- Add authorship or team bios where applicable

AI tools like ChatGPT can help generate content, but your local story, personality, and unique experience are what truly resonate.



# 4. Putting AI to Work for Your Business





**Prompt 1:**  
I would like to assist [business name] to develop a marketing plan. To start with I'd like to develop a unique selling proposition.  
Please review their website including homepage homepage [business website]  
And suggest a draft unique selling proposition.

**Prompt 2: NEEDED IF CHATGPT CAN'T ACCESS WEBSITE**

Here is some useful copy from the homepage and about page

**Prompt 3:**  
Could you suggest an ideal customer persona for this business?

**Prompt 4:**  
Now I'd like to develop some content themes for use in digital marketing and social media. What would you suggest?

**Prompt 5:**  
Could you consolidate these down to 5 content themes, but don't lose the good ideas you've suggested.

**Prompt 6:**  
Which social media platforms and forms of marketing do you think should be prioritised for this business based on their ideal customer and USP?

**Prompt 7:**  
Could you suggest a social media schedule with suggested post ideas based on the content themes and prioritised channels of Facebook, Instagram and Pinterest. The staff don't have a lot of time to do social media, but could commit to two posts per week on the three channels?

**Prompt 8:**  
Please expand to include the post formats including Reels and Stories. Total posts per week would be 2 image or carousel posts, 1 Reel, 1 Story.

**Prompt 9:**  
Please put this into a calendar format for me for the month of March 2025.

**Prompt 10:**  
I can't see the formats or calls to action, can you include them in the table as well please?

**Prompt 11:**  
Can you create example posts for week 1?

**Prompt 12:**  
What hashtags should I use?

**Prompt 13:**  
Please consolidate the final outputs of these prompts into a marketing plan document





# Tourism Marketing Mate

By Digital Coaching International  

Creates tourism marketing plans for Aussie operators.



I'm a tour  
operator in North  
Queensland...

We run a farm stay  
near Mudgee...

Our main audience  
is international  
families...

We have a wine  
festival coming  
up soon...

|Ask anything





Video re-purposing...  
now or never!

- Home
- Templates
- Brand Kits

Hello, Fabienne  
Let's get started

SPACES +

T Team Space

AI Apps AI Edits Templates



AI Text-to-Video  
Create videos from your text.



AI Dubbing Beta  
Translate your video to any language.



Create Clips  
Extract highlights from a longer video.



Slides to Video Beta  
Turn slide decks into compelling videos.

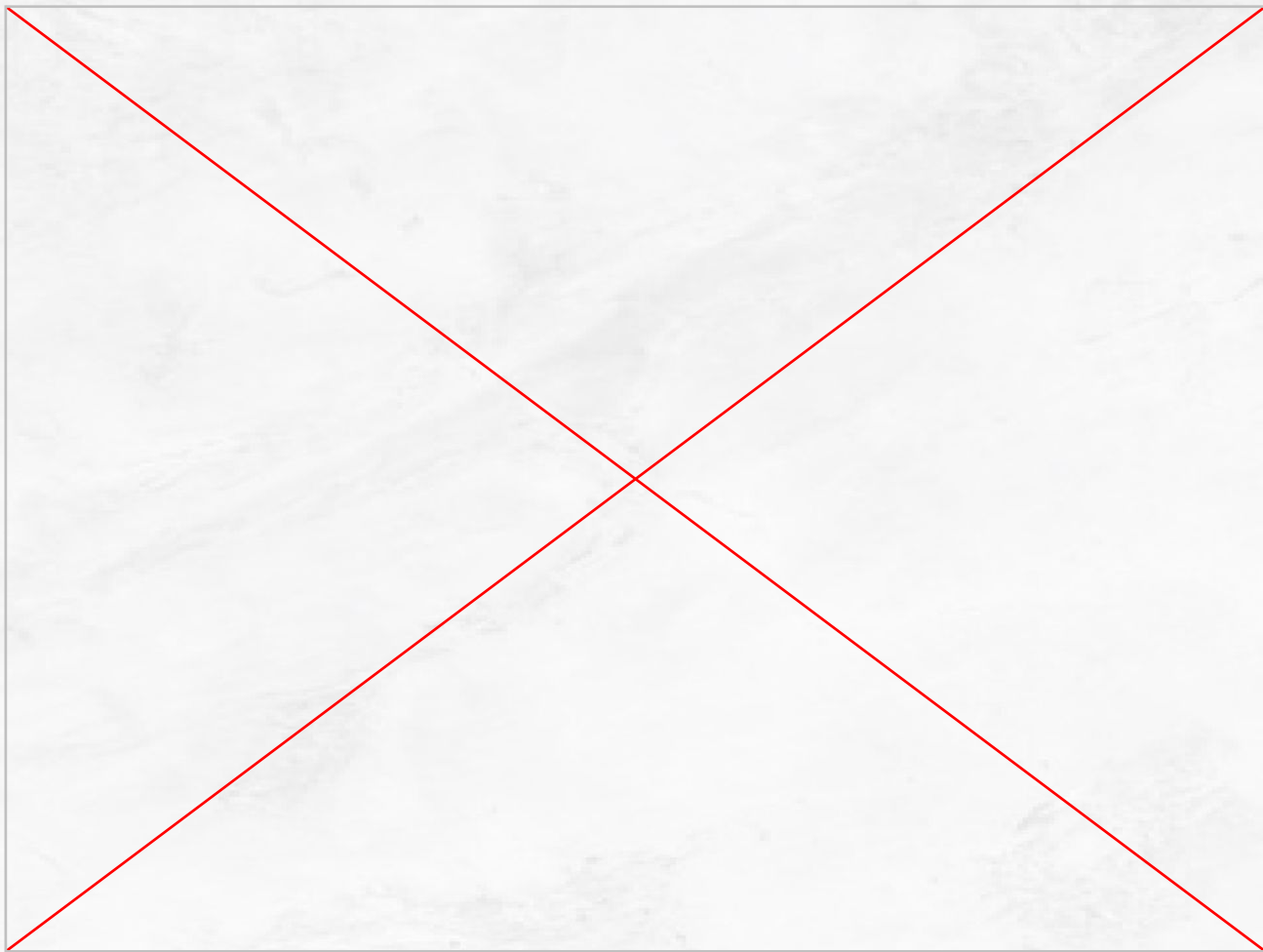


Create an avatar of yourself  
Clone your voice & face

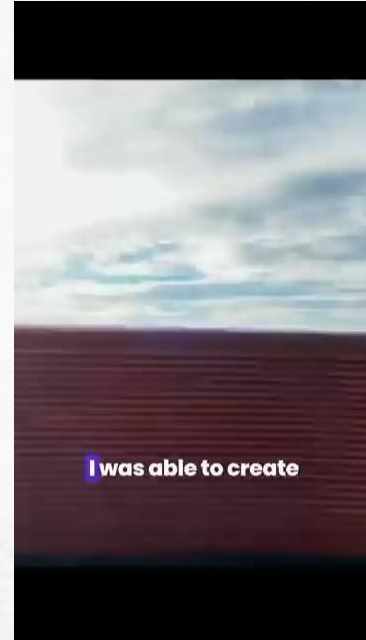
Recorder + New project







[https://www.youtube.com/watch?v=9mO\\_0K70DnI](https://www.youtube.com/watch?v=9mO_0K70DnI)



**In a marketplace that is an  
ocean of artificial and  
automated content...your  
job is to keep it real**

Genuine, 5 star service,  
embedded in amazing  
experiences

**Real stories and experience  
based content, supported by  
time-saving AI tools will put  
you in a strong position for  
what's ahead**

# Q&A

**TourismTribe.com**  
Advice, Training and Support