

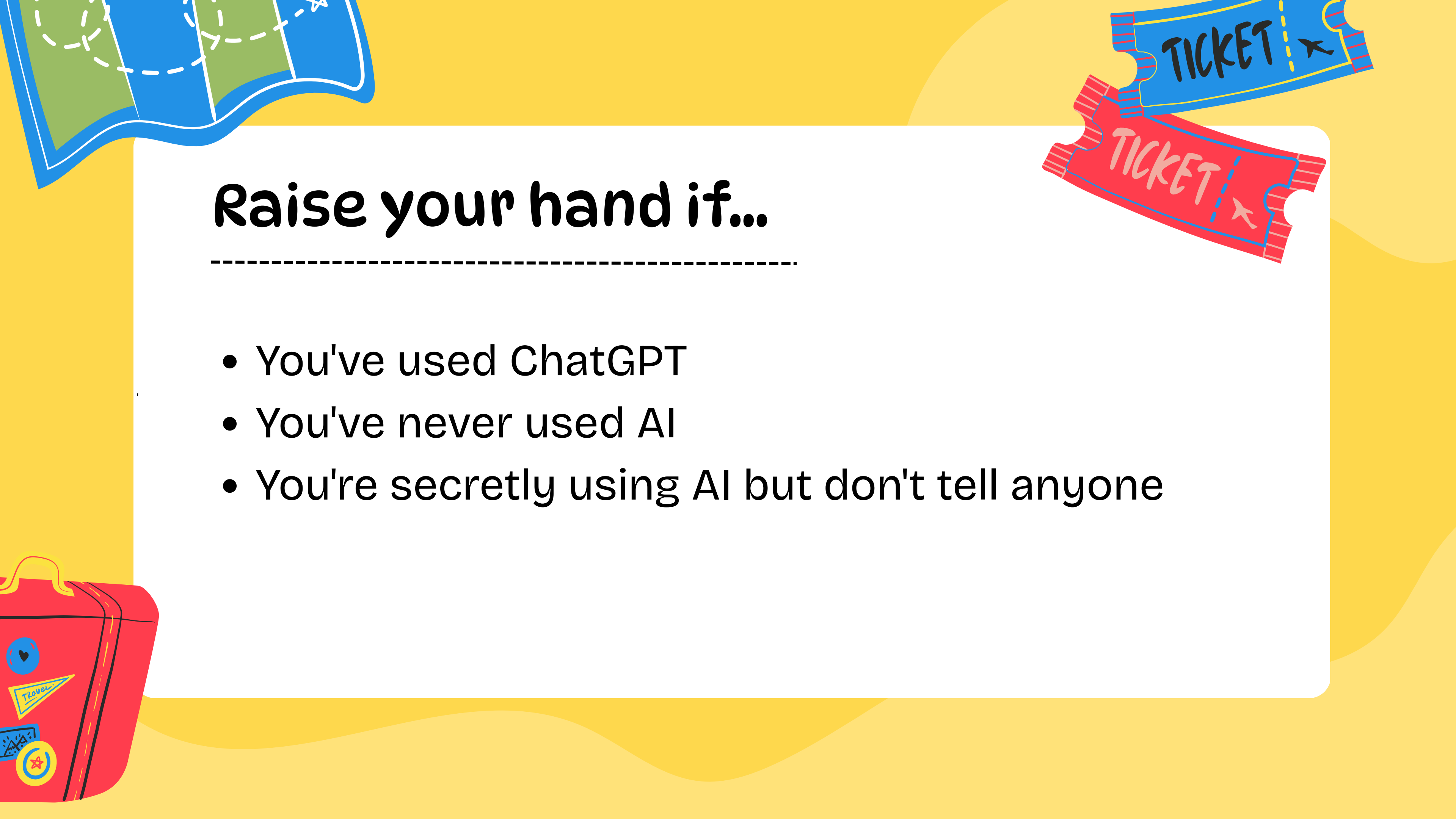


predicting Adventure: AI Knows Where to Go Next

HEY, I'M RANDA

- From Tuscaloosa, living in the Shoals
- 10 years in tourism & hospitality marketing
- Worked with CVBs, hotels & destinations nationwide
- Creative, designer, colorful dresser
- Chronically online (#ootd, #grwm, lifestyle content)
- Mom to Tripp (2) + Luna, Lennie & Sonny
- Married to Willie (8 years)





Raise your hand if...

- You've used ChatGPT
- You've never used AI
- You're secretly using AI but don't tell anyone



The Reality Check



**AI DOES NOT REPLACE A
REAL HUMAN
WITH A
REAL BRAIN**

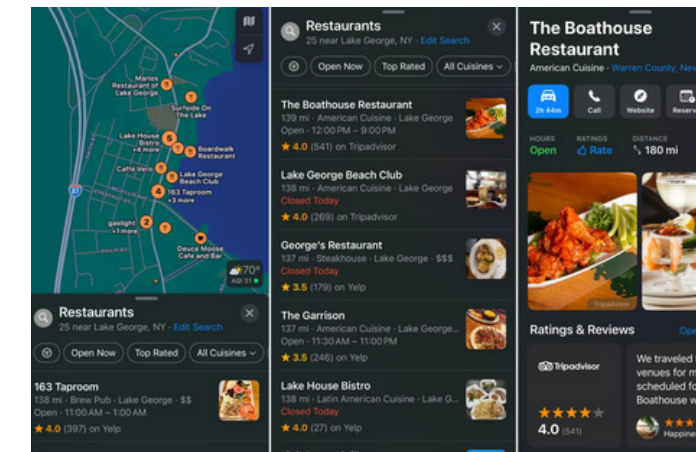
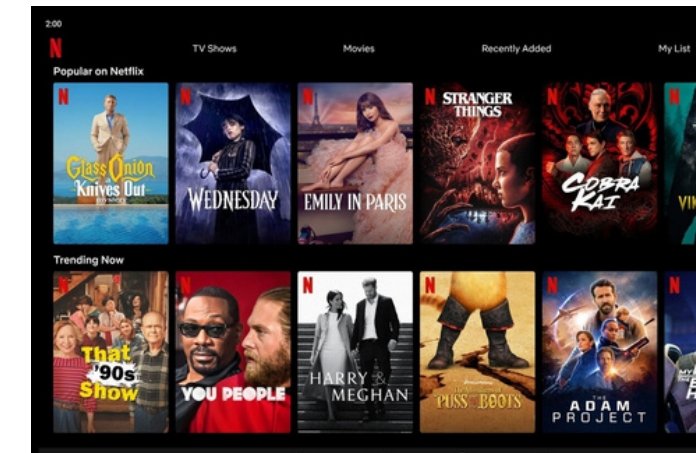




AI Isn't Coming... It's already here

Examples everyone already uses:

- Recipe recommendations
- Spotify playlists
- Google Maps rerouting
- Amazon suggestions
- Facebook feeds
- Gmail Smart Compose



"So why shouldn't tourism use the same technology?"



Why AI Matters to the Tourism Industry

- **Speed & Scale:** Competing with modern expectations
- **Margin Pressure:** Smaller teams, bigger demands
- **Customer Experience:** AI removes friction, not hospitality



The New Visitor Journey





Vacation Planning Has Changed

Old Way

- Google
- Read blogs
- Scroll Facebook
- Ask friends
- Build itinerary

New Way

- "I have three days in North Alabama with two kids under 10. We love waterfalls, coffee shops, quirky downtowns, and easy hikes. Build me an itinerary."

I'm visiting Florence, Alabama for a weekend in October. I love live music, craft coffee, bookstores, and scenic drives. Build me a personalized itinerary.

Based on what you enjoy—live music, craft coffee, bookstores, and scenic drives—Florence (part of Alabama's Shoals region) is an excellent weekend destination. Here's an itinerary that balances a relaxed pace with plenty to discover.

Friday: Settle into downtown Florence

Late afternoon

- Check into your hotel and explore the walkable downtown district.
- Start with a pour-over or espresso at [Companion Coffee Roasters](#), one of the area's favorite specialty coffee shops.
- If you prefer staying downtown, [Jaizon Coffee](#) is another excellent stop.

Browse books

- Spend an hour at [Court Street Books](#), an independent bookstore perfect for finding regional authors or a vacation read.

Evening

- Grab dinner downtown, then check the nightly schedule for live music. Good bets include:
 - [FloBama Restaurant](#)
 - [Swampers Bar & Grille](#)
 - [Lava Room](#)
 - [The Mane Room](#) (especially for university performances)

The Shoals has live music almost every night, and the tourism office keeps an updated performance calendar. [📍 Visit Florence](#)

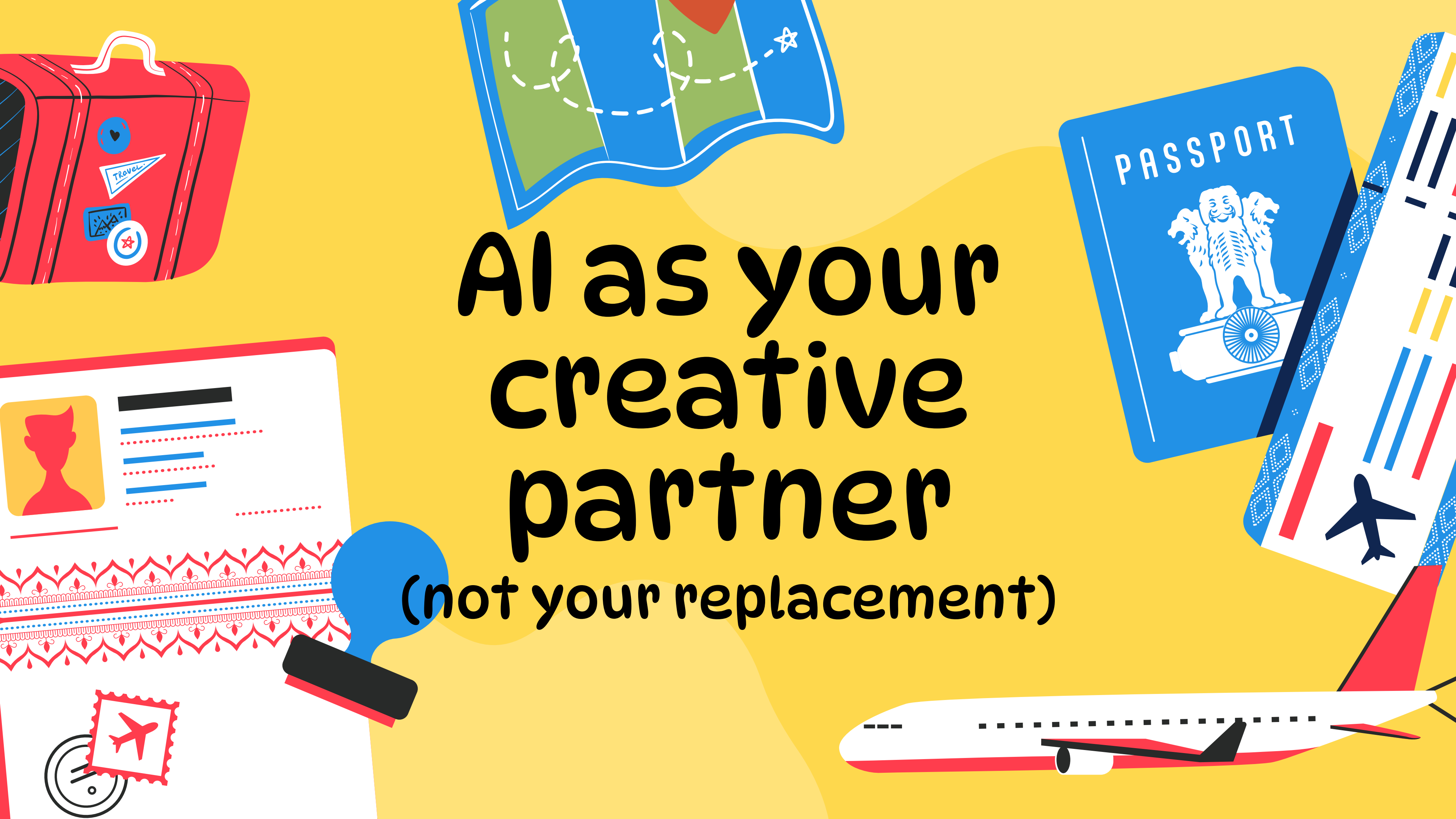
Saturday: Coffee, scenic drive & music tory



Where AI Shows Up

- AI as a Back-of-House Tool
- Marketing
- HR
- Sales
- Processes
- Service





**AI as your
creative
partner
(not your replacement)**



Human + AI = Better together

AI provides

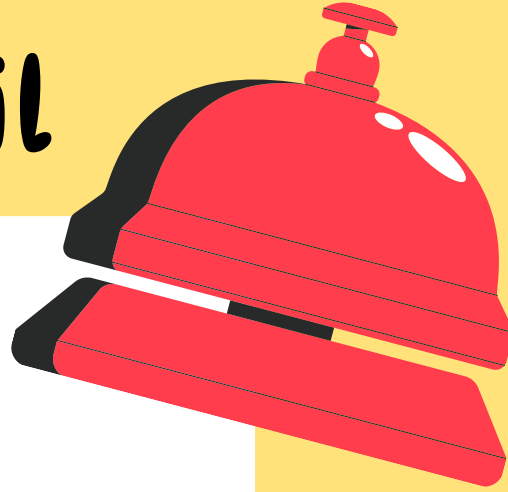
- ideas
- speed
- organization
- drafts
- research

Humans provide

- hospitality
- storytelling
- relationships
- authenticity
- local knowledge



Example #1: North Alabama Waterfall Trail



Instead of saying:

"Create social media captions."

Give AI a Prompt:

"What would make someone drive three hours just to see this waterfall?"

AI might suggest

- sunrise challenge
- waterfall passport
- photography weekend
- hidden gem campaign

Humans decide which ideas actually fit the community and campaign.



Example #2: Small Town Festivals



Your town has

- BBQ festival
- antique district
- mural trail

Ask ChatGPT:

"What other experiences would attract millennials?"

It might suggest

- Passport challenge
- Food crawl
- Scavenger hunt
- Live mural painting
- Instagrammable locations

The tourism office then works with

- artists
- restaurants
- volunteers
- musicians

AI generated ideas. People built the experience.



It just needs a little shaping...

Did you know you needed to groom your AI?

AI is only as good as the context you give it.

Hey Chatricia! I am Randa! I am a senior destination marketing strategist with experience in tourism, museums, and heritage attractions. In my job, I understand family travel, educational tourism, and experiential marketing. My job is to help brainstorm and support marketing ideas, and I would like to have you assist me!

Nice to meet you, Randa — and that sounds like a fantastic field to be in. Destination marketing that blends family travel, education, and immersive experiences is exactly the kind of space where creative strategy can make a huge impact.

I'm ready to be your brainstorming partner, thought challenger, and idea expander whenever you need

How to use AI without losing your voice

- 1. Assign a Role-** Tell AI who it's pretending to be.
- 2. Provide Context-** Your destination, audience, and tone matter.
- 3. Be Specific-** Clear goals beat big requests.
- 4. Set Guardrails-** Protect your brand, history, and values.
- 5. Ask for Ideas. Not answers-** You decide what moves forward.
- 6. Edit Everything-** AI assists. Humans approve.



Let's Set the foundation (Example)

- **Prompt 1 – Set the Role**

You are a destination marketing strategist with experience in tourism and family travel.

- **Prompt 2 – Share the Context**

Muscle Shoals Sound Studio is a historic recording studio in Sheffield, Alabama with deep cultural significance.

- **Prompt 3 – Define the Goal**

Create ideas that help kids ages 6–16 connect with music history during a visit.

- **Prompt 4 – Add Guardrails**

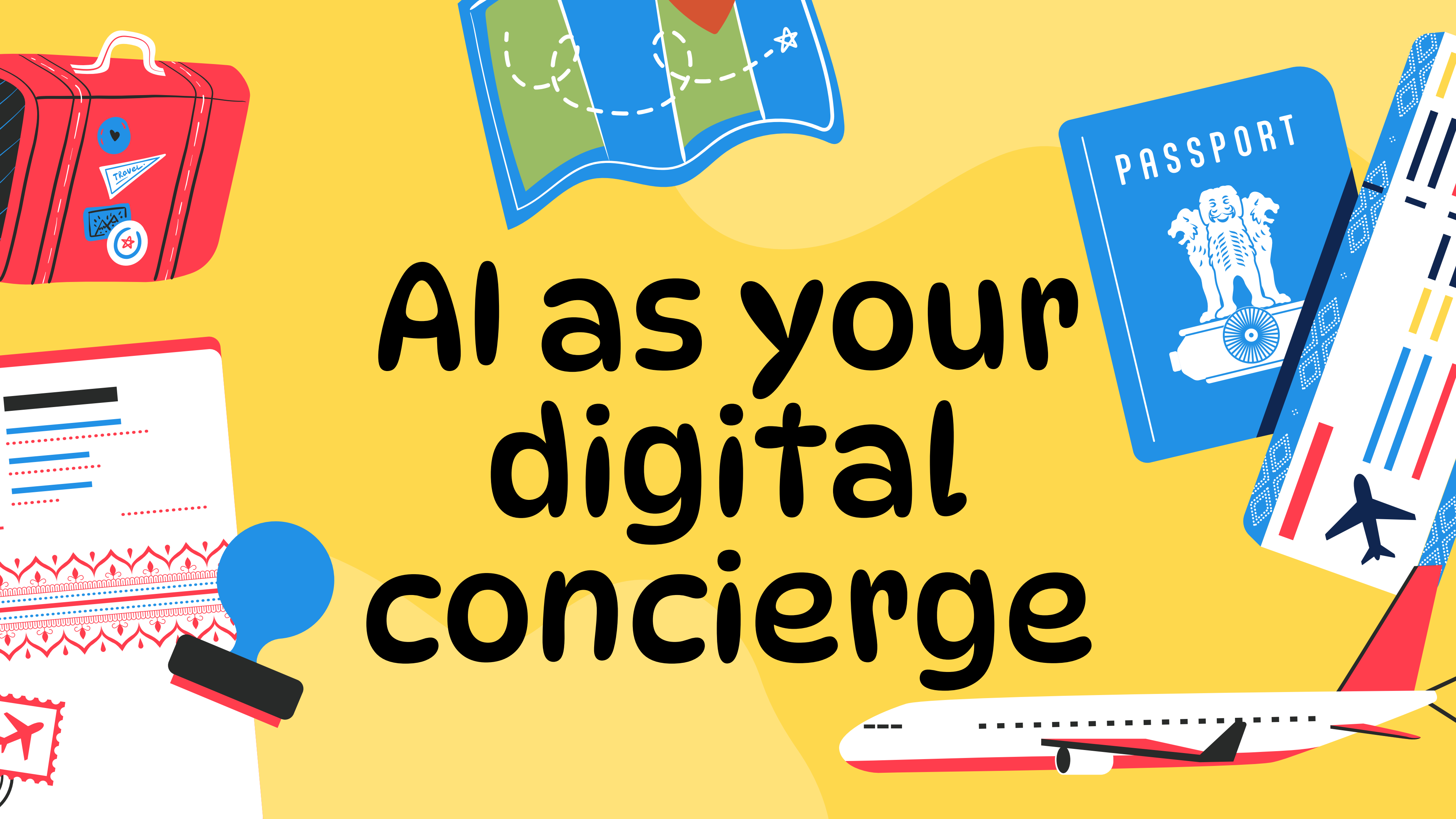
Respect history. Avoid gimmicks. Keep ideas realistic.





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AI as your digital concierge

Let's discuss visitor-facing tools...



Imagine landing in Huntsville.

You ask:

"What's open right now?"

AI answers instantly.

Need

- coffee
- hiking
- rainy day ideas
- wheelchair accessible attractions
- kid-friendly restaurants

AI can respond 24/7.

Not replacing visitor centers.

Extending them.

Real Examples:

- State park chatbot
- "What trails are open today?"
- "What waterfall has the least elevation?"
- "Can I bring my dog?"
- "What time does the visitor center close?"

• CVB Website

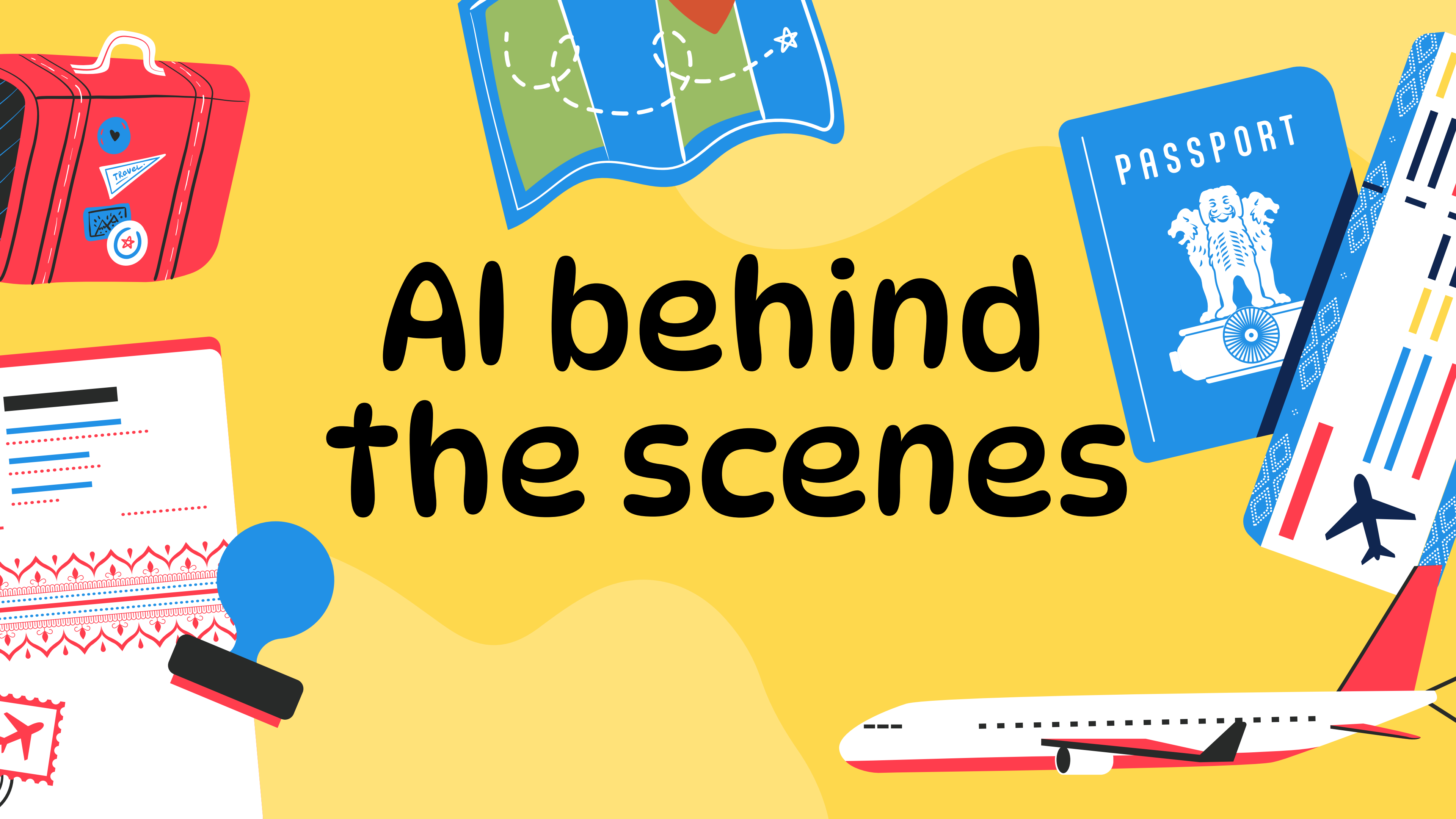
• Instead of: Search, Search, Search

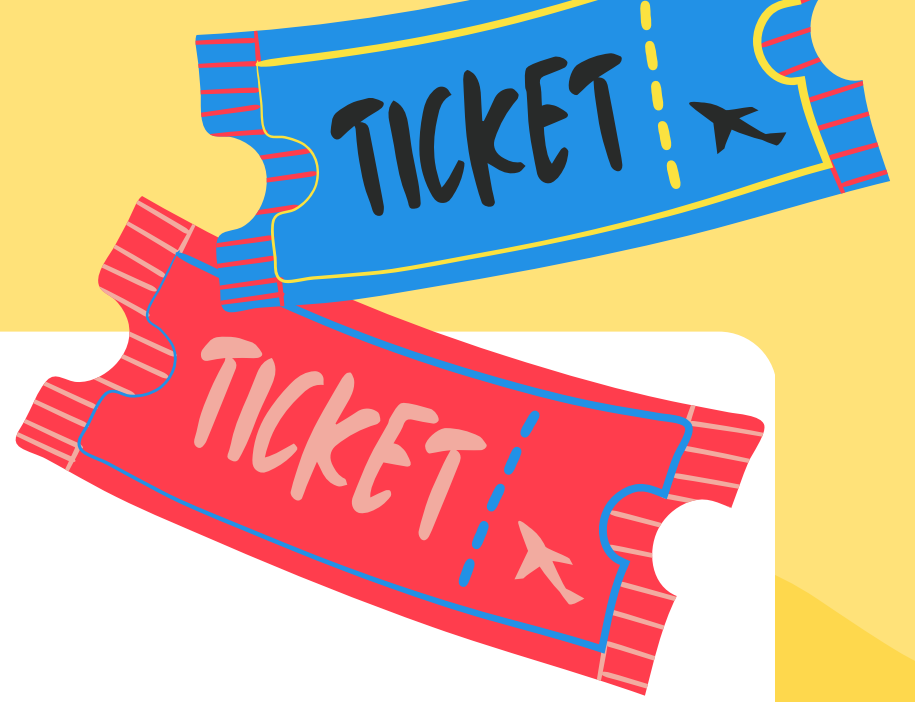
Visitors simply tell the chatbot:

- "I have four hours."
- Boom. Custom itinerary.



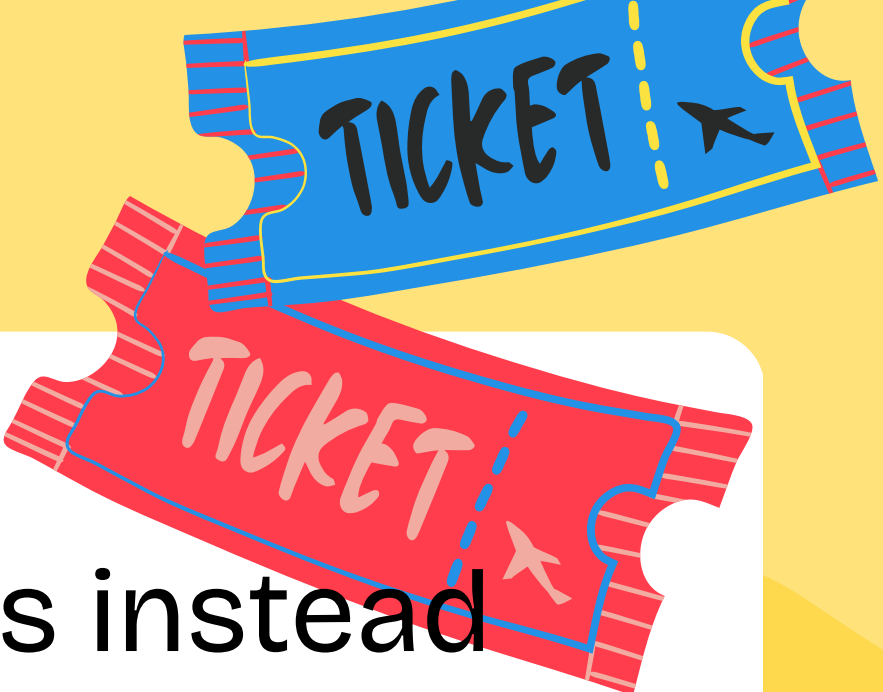
AI behind the scenes





AI Can Identify:

- Busy weekends
 - Slow seasons
 - Visitor trends
 - Review sentiment
 - Popular attractions
 - Search trends
 - Social media conversations
- 



AI Can Analyze Reviews:

- Imagine collecting 5,000 Google reviews instead of reading them...
 - AI can tell you what visitors are consistently saying:
 - "They love downtown."
 - "They hate parking."
 - "They wish restaurants stayed open later."
 - "Park restrooms are always dirty."
- 



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What AI Can't Do



AI Cannot...

- Build relationships
- Welcome visitors
- Tell family stories
- Lead a tour
- Share local traditions
- Smile at the visitor center
- Recommend the restaurant your grandmother loves

People do that.



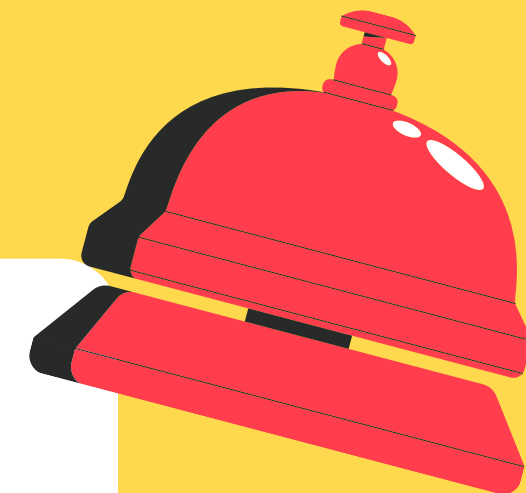


Looking into the future



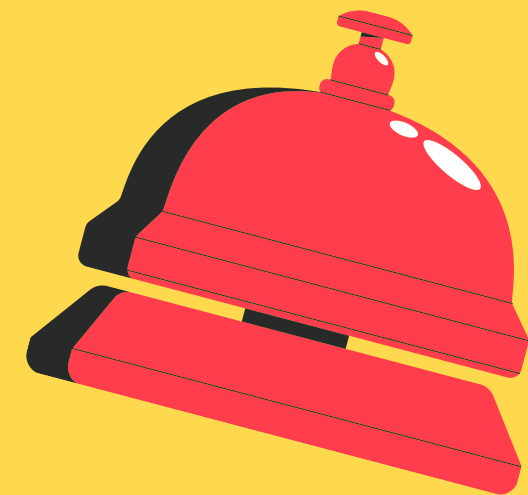
Imagine this:

- AR walking tours
- Voice tour guides
- Predictive travel planning
- Accessibility assistants
- Personalized state park recommendations
- Real-time itinerary adjustments
- We're closer than people think.





Alabama has
something AI will
never have



- Stories.
- History.
- People.
- Hospitality.

**AI can help tell those stories.
But only people can create them.
That's our advantage.**





Predicting Adventure



- AI Knows Where to Go Next
- **But Alabama's tourism ambassadors decide what makes the journey unforgettable.**

