

THE BIG DIGITAL MARKETING TRENDS

What It Means for Denver Tourism & Hospitality

AUGUST 3RD, 2023

miles
PARTNERSHIP

With You Today



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Head of Research & Insights

Miles Partnership

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Agenda

1. The Latest Research
2. Major Travel Platforms: Google
3. Vertical & Short Format Video
4. Generative AI
5. Q&A


○ Bonus Round: 'Cookieless Future'

THE STATE OF THE AMERICAN TRAVELER RESEARCH

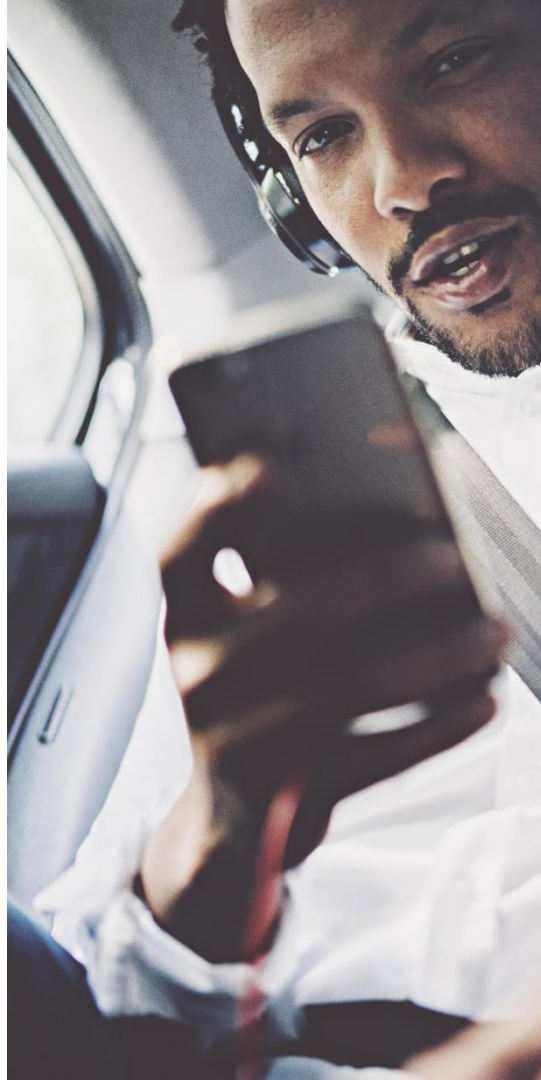
TECHNOLOGY EDITION

JUNE 20TH, 2023



Destination  Analysts

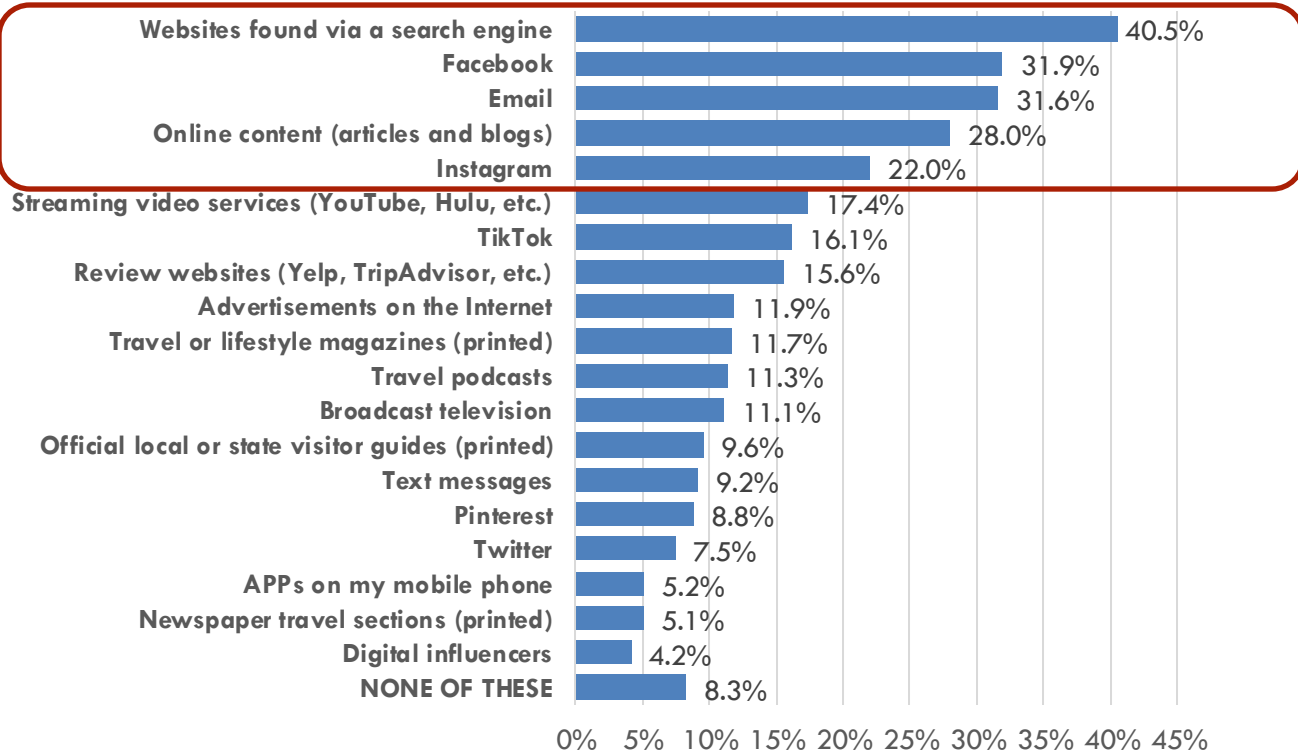
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The Most Important Technologies in Reaching & Engaging with Travelers

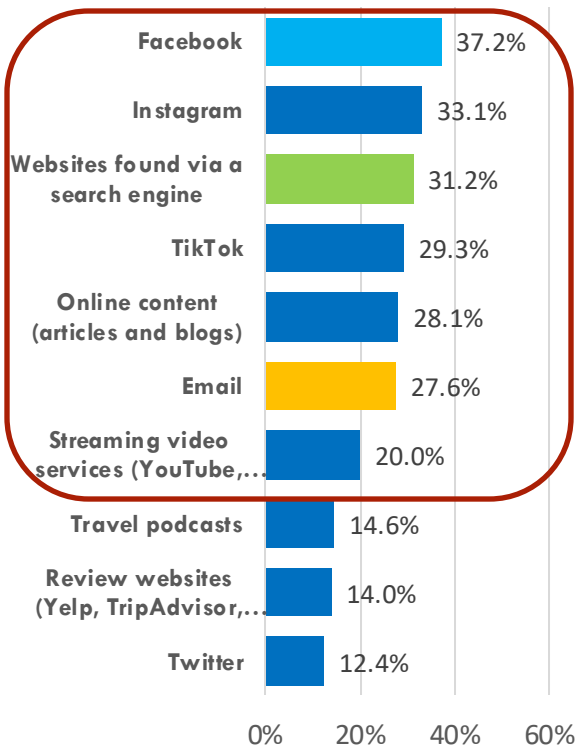
THE BEST WAY TO REACH TRAVELERS

Question: Please think about how travel destinations could best reach you with their messages right now. Where would you generally be **MOST RECEPTIVE** to learning about new destinations to visit? (Please select all that apply)

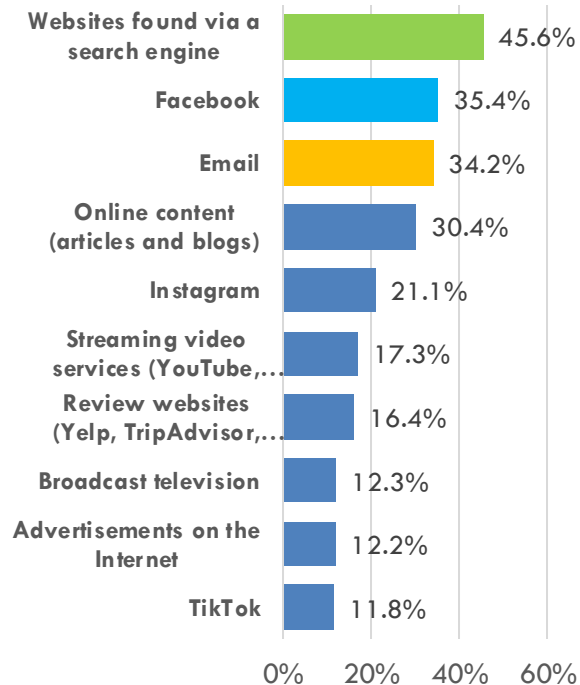


BEST WAY TO REACH TRAVELERS

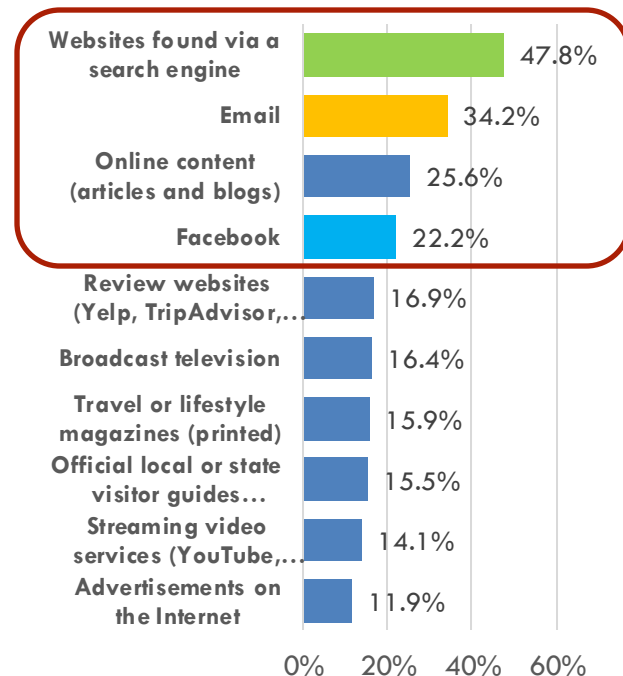
Millennial or Younger



Generation X



Boomer or Older



Question: Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit? (Please select all that apply)

The Hyper-Informed Traveler

2014-2022: Shifts in Media



49% 30.6%

Use Print Publications:
Visitor Guides,
Brochures, Magazines

Print use rose to 47% in 2018 and then dropped in 2020 due to the impact of COVID-19 and less travel to locations where many travelers pick up print pieces.

41% 64.3%

Use Smartphones To
Access Travel Information*

More than 90% of Generation Y and Z travelers use smartphones in trip planning including a higher use of social media. Younger travelers are more likely to be unaware that DMOs exist and offer valuable content; a critical marketing challenge for DMOs.



31%

Use Office V

From a



41% 53%

Seek Out Reviews, Ratings and
User-Generated Content for Ideas
and to Validate Their Selection

Reviews and ratings remain important especially for around 40% of travelers who heavily rely on them for decisions on where to stay, dine or do activities. Google is now the single most important platform for businesses to review and manage reviews.

40% 44.3%

Use Social Media in
Trip Planning

Most travelers use social media to see or share trip photos; encourage your guests to share their experience through services like free Wi-Fi

Hyper-Informed Traveler

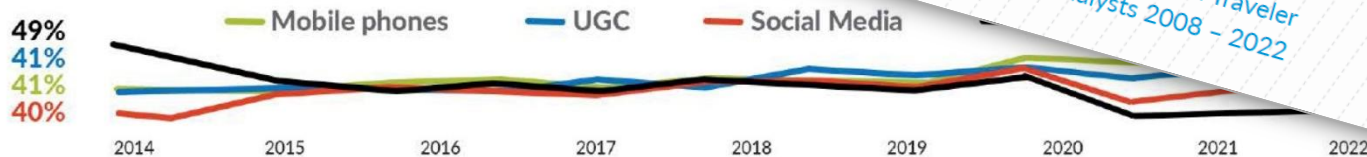
The complex, fragmented & expanding media use of US leisure travelers 2008 - 2022



A summary of research

The State of the American Traveler
Destination Analysts 2008 - 2022

Rising Media Use by Travelers 2014 - 2022



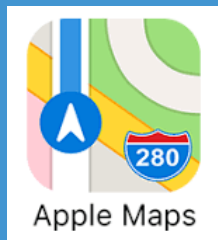
THE STATE OF THE AMERICAN TRAVELER: TECHNOLOGY EDITION

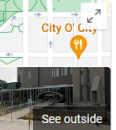


All the research, slides and other resources are available at
www.milespartnership.com/SAT



LEVERAGING THE MAJOR PLATFORMS







Denver Art Museum


[Website](#) [Directions](#) [Save](#) [Call](#)

4.7 ★★★★★ 13,333 Google reviews

\$\$\$ · Museum in Denver, Colorado


[SEE TICKETS](#)

Sponsored

 [Tripadvisor](#) ·
2 Hour Guided Segway Tour
\$69 · 4.0 ★ (64)
Free cancellation

The Denver Art Museum is an art museum located in the Civic Center of Denver, Colorado. With encyclopedic collections of more than 70,000 diverse works from across the centuries and world, the DAM is one of the largest art museums between the West Coast and Chicago. [Wikipedia](#)

Address: 100 W 14th Ave Pkwy, Denver, CO 80204

 You visited 6 years ago

Departments: Cityscape/Art Museum

Hours: Open · Closes 5 PM ▾

Phone: (720) 865-5000

Director: Christoph Heinrich

Founded: 1893



1

Claim Your Business on the Highest Visibility Platforms



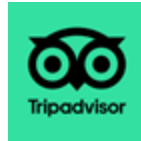
Google Maps
(and Search)



Apple Maps



Facebook



TripAdvisor

Uncle Man Halsey Street

3.5 ★★★★★ 16 reviews
Malaysian restaurant

Directions Save Nearby Send to your phone Share

✓ Dine-in · ✓ Takeaway · ✓ Delivery

100 Halsey Street, Auckland Central, Auckland 1010

Closing soon: 11am-5pm

facebook.com

09-215 0409

5Q44+CQ Auckland

Claim this business

Add a label

mapsconnect.apple.com

Apple Maps Connect

Add or update your business information in Apple Maps to help customers find you

Sign In

Don't have a free Apple ID? Create one

facebook.com/business/

FACEBOOK for Business

Small Business

Keep going.
Keep growing.

Find tools and resources to reach people who will love your business.

Explore Free Tools Get Plan

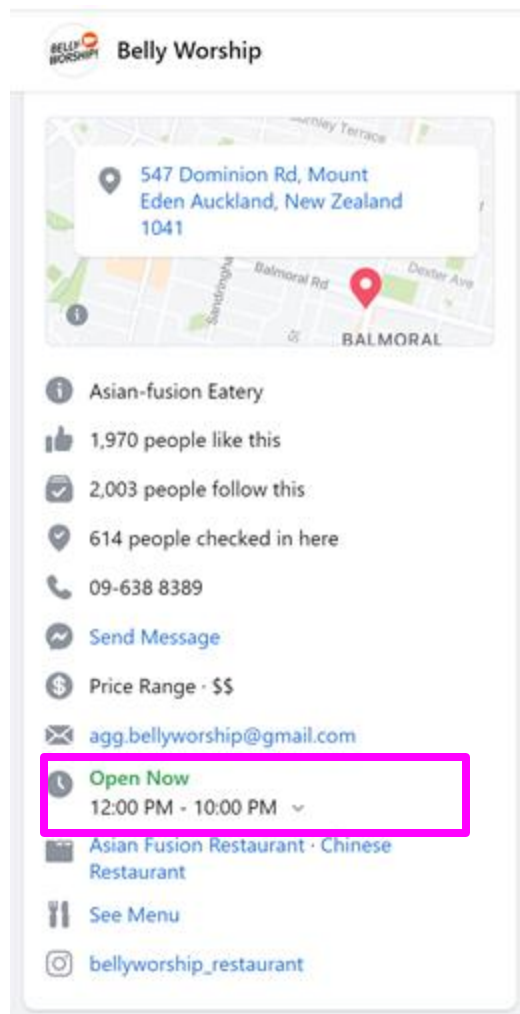
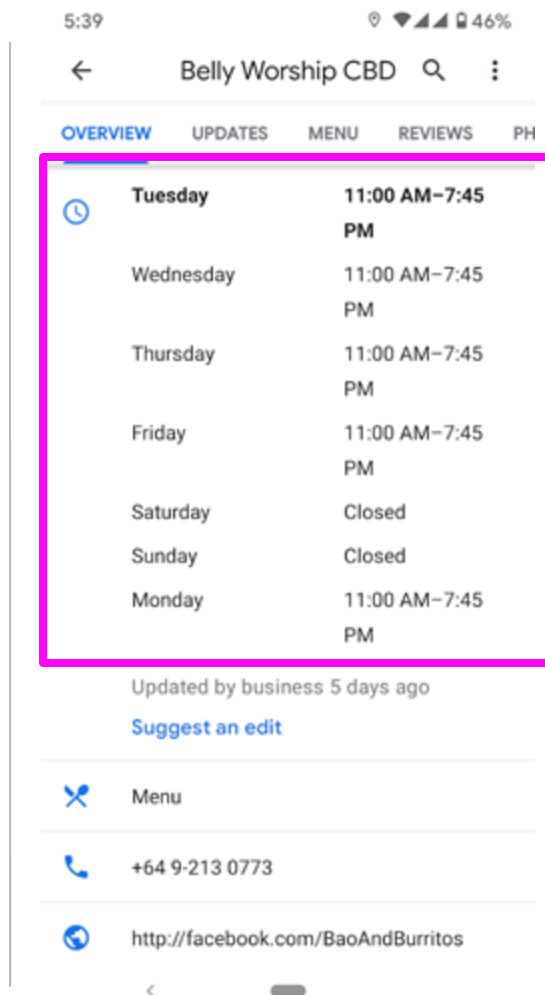
Tripadvisor

Claim Your Free Tripadvisor Listing

Location Business name Search

2

Update your hours, even if they haven't changed.





Belly Worship CBD

4.9 ★★★★★ (26) · Your match: 64%

Takeout Restaurant · 5 min

+ Follow



OVERVIEW

UPDATES

MENU

REVIEWS

PH



DIRECTIONS



CALL



SAVE



SHARE PLACE

✓ Dine-in · ✓ Takeout



41 Victoria Street West, Auckland Central,
Auckland 1010, New Zealand



Open · Closes 7:45 PM

Updated by business 5 days ago



Menu



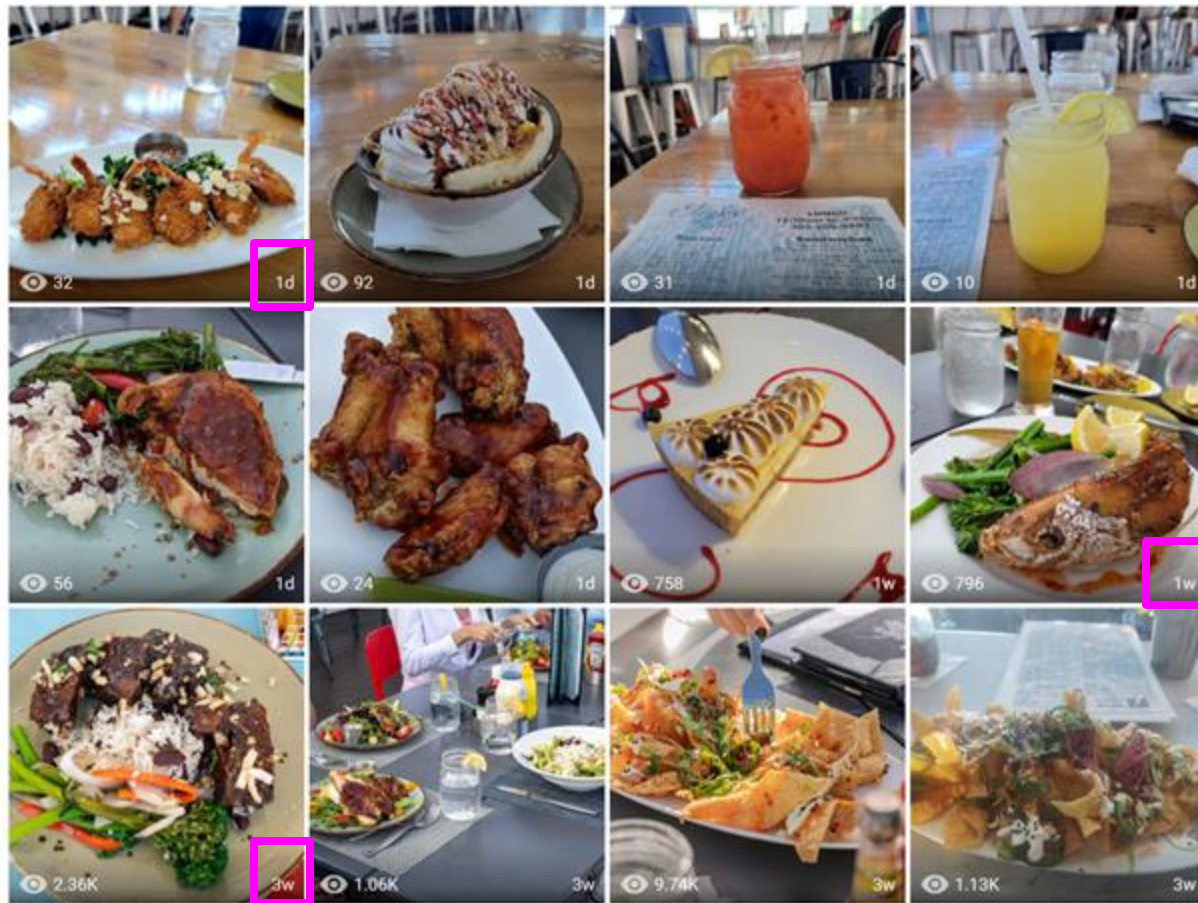
Open · Closes 7:45 PM

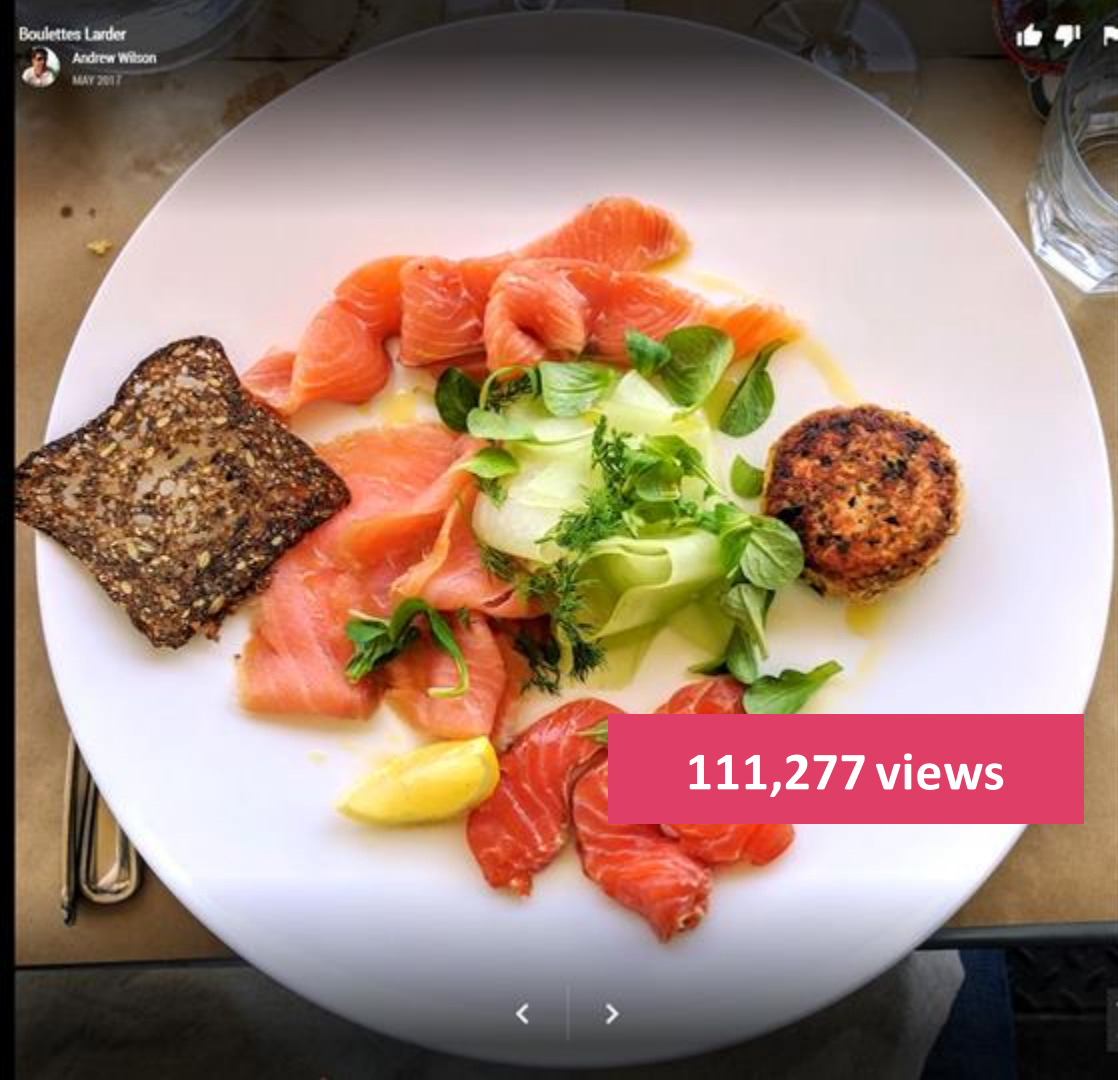
Updated by business 5 days ago

*Recency and confidence
are key for visitors & locals.*

3

**Add fresh
pictures**
*(at least
monthly)*







denver things to do



Maps

News

Today

Weekend

3 days

During the day

For young adults

Images

With kids

All filters ▾

Tools

About 401,000,000 results (0.86 seconds)

Results for **Denver, CO** · Choose area ⋮

Sponsored · Tickets & tours ⋮



10-Line Denver
Zipline Tour

\$113

The EDGE Zip...
Free cancellati...



Kooza by Cirque
du Soleil
(Through Aug...
\$54

Groupon
Entry included



Shared Half-Day
Mountain Tour in
Red Rocks...
\$89

Viator
4.9 ★ (411)



Small-Group
Tour of the
Rocky Mounta...
\$159

Viator
4.9 ★ (105)



Scenic
Rappelling
Lesson near...
\$150

Groupon
5.0 ★ (5)



Rocky Mountain
National Park in
Summer Tour...
\$159

Viator
4.9 ★ (264)



Guided Morning
Hike with
Pastries in...
\$65

Tripadvisor
5.0 ★ (3)



Raft the Gold
Nugget Run on
Clear Creek -...
\$76

Tripadvisor
5.0 ★ (1)



Denver Ghost
Hunt: Mile High
Ghost Tour
\$12

Tripadvisor
4.5 ★ (2)

Connect & Manage as part of a Smart Online Distribution Strategy

About 489,000,000 results (0.55 seconds)

Results for **Denver, CO** · [Choose area](#)

Sponsored · Tickets & tours



Near Denver:
Clear Creek...
\$85
GetYourGuide
5.0 ★ (2)



Half Day Rocky
Mountain...
\$95
Viator
4.9 ★ (1.1K)



Rocky Mountain
National Park...
\$179
Viator
4.8 ★ (67)



3 Hour Whiskey
and History Tour
\$99
Viator
5.0 ★ (107)



10-Line Denver
Zipline Tour
\$113
The EDGE Zip...
Free cancellati...

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Meow Wolf

<https://www.meowwolf.com> · denver

Meow Wolf - Things To Do in Denver

Meow Wolf is one of **Denver's Best Things to Do** in The City - Book Tickets Now. For All Ages. Convergence Station - All Ages Interactive Art Experience in the...

[About Meow Wolf](#) · [Book Tickets](#) · [Locals Special Pricing](#) · [Be The First to Know](#) · [Explore](#)



Sponsored



Tripadvisor

<https://www.tripadvisor.com>

The 10 Best Attractions - Good Stuff to Do in Denver

Book the best parts of your trip with can't-miss **things to do**, all backed by travelers.

Types: Tours, Attraction Tickets, Day Trips, Airport Transfers,...

★★★★★ Rating for tripadvisor.com: 4.4 - 3,616 reviews

[Top 25 Things to Do](#) · [25 Bucket List Adventures](#) · [Top Food Experiences](#)



Top sights in Denver



Denver

City in Colorado

Denver, the capital of Colorado, is an American metropolis dating to the Old West era. Larimer Square, the city's oldest block, features landmark 19th-century buildings. Museums include the Denver Art Museum, an ultramodern complex known for its collection of indigenous works, and the mansion of famed Titanic survivor Molly Brown. Denver is also a jumping-off point for ski resorts in the nearby Rocky Mountains. — Google

Age: 164 years

Population: 711,463 (2021)

Unemployment rate: 3.4% (Nov 2022)

Area code: [Area code 303](#)

Mayor: [Mike Johnston](#)

Weather: 73°F (23°C), Wind S at 4 mph (6 km/h), 53% Humidity

[More on weather.com](#)

Local time: Wednesday 8:24AM

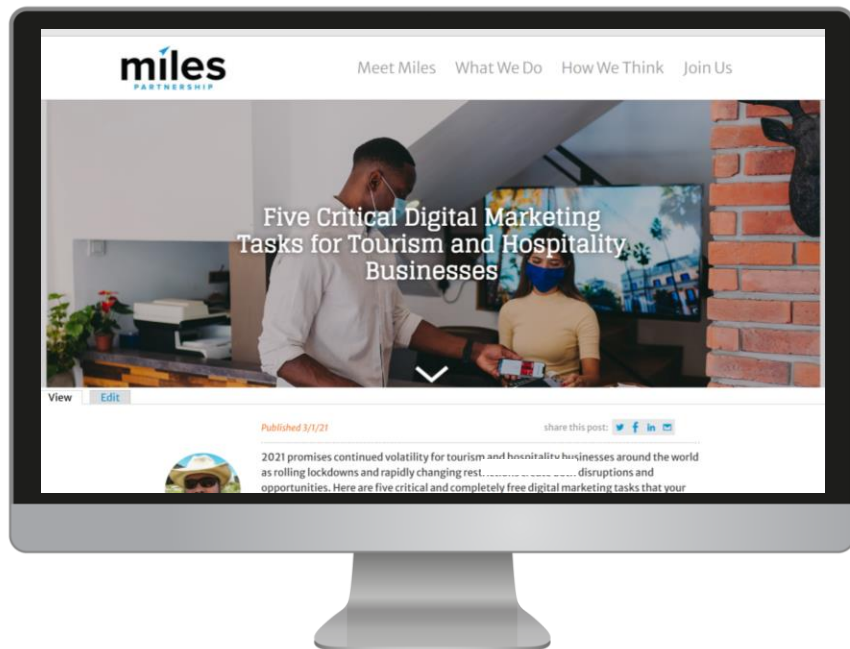
Events

Tue, Aug 1
6:00 PM
Denver Days Trivia at Ratio Beerworks Overland
Ratio Beerworks - Overland

Tue, Aug 1
6:30 PM
In-Person Nonbinary Support Group
The Center on Colfax - LGBTQ Colorado

SEE BLOG POST & 10 MINUTE VIDEO AVAILABLE HERE:

Five Critical Digital Marketing Tasks for Tourism and Hospitality Businesses



<https://www.milespartnership.com/blog/five-critical-digital-marketing-tasks-tourism-and-hospitality-businesses>

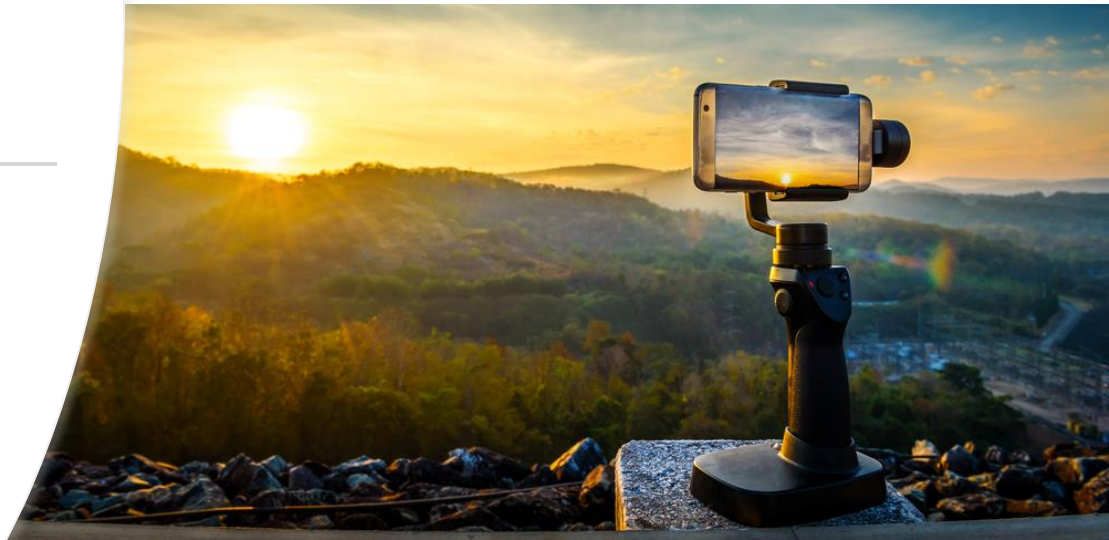
VERTICAL & SHORT FORMAT VIDEO

HOW TO MAKE SHORT FORM WORK FOR YOU

August 3rd, 2023

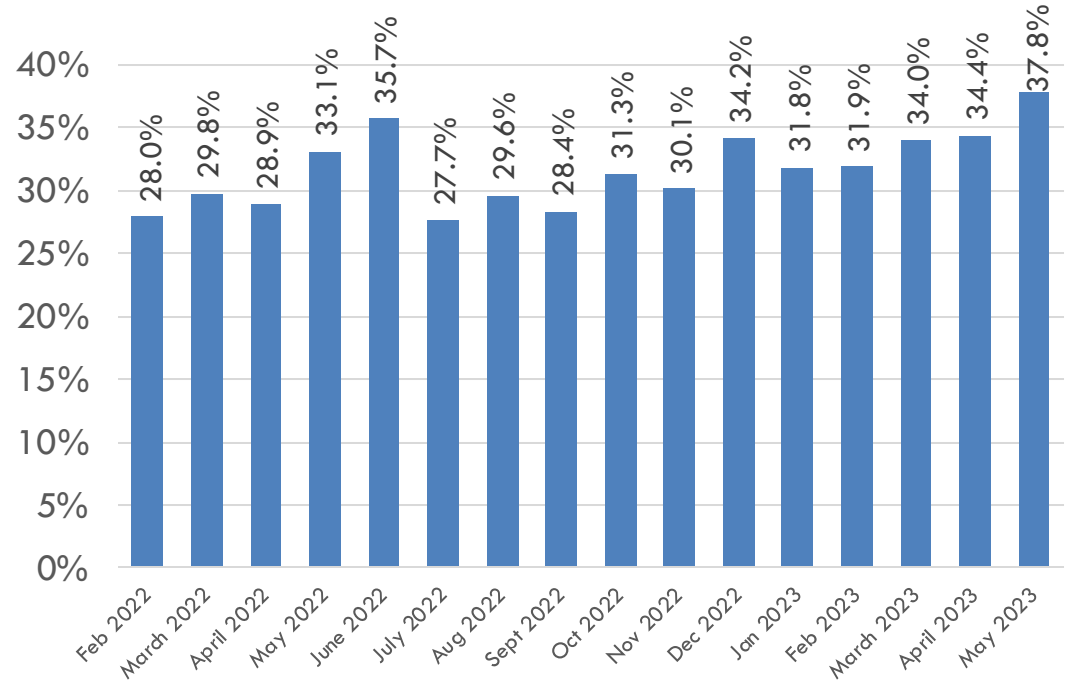
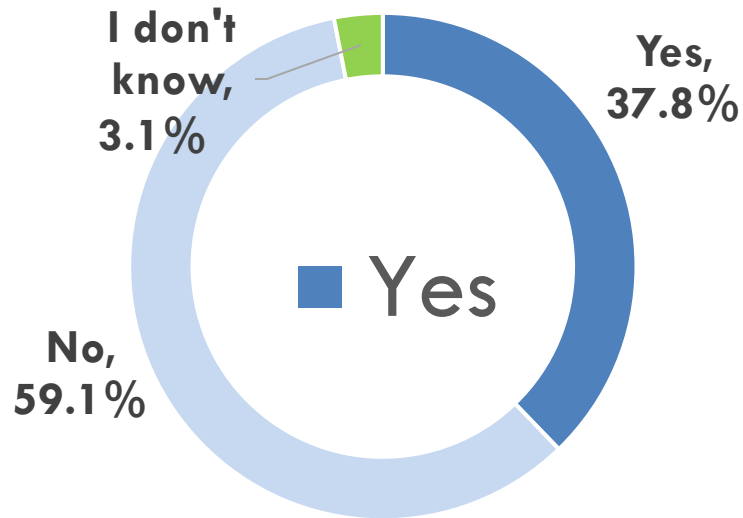
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Video in Travel Planning



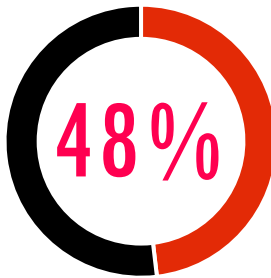
USE OF VIDEO TO PLAN TRAVEL

Question: In the past 12 months, have you used **ONLINE VIDEO** including visiting video sharing websites (e.g. Youtube.com, TikTok or Google Video) to plan any travel?



KEY TAKEAWAYS

It's Not Just Passive Entertainment. TikTok has Been Effective in Influencing Travelers to Take Trips.



Almost half (48.1%) of TikTok using travelers report that they have taken a trip to a destination because of content they saw on the platform.

(65.0% for Millennials and 55.4% for Gen Z vs. 44.0% for Gen X and 28.4% for Baby Boomer TikTok users).

“TikTok has reignited my travel desires.”

“About a year ago, I went to New Orleans, and it's not the most talked about destination in my circle, but I had seen a lot of posts on my TikTok on why it's a good idea to go there, so I went!”

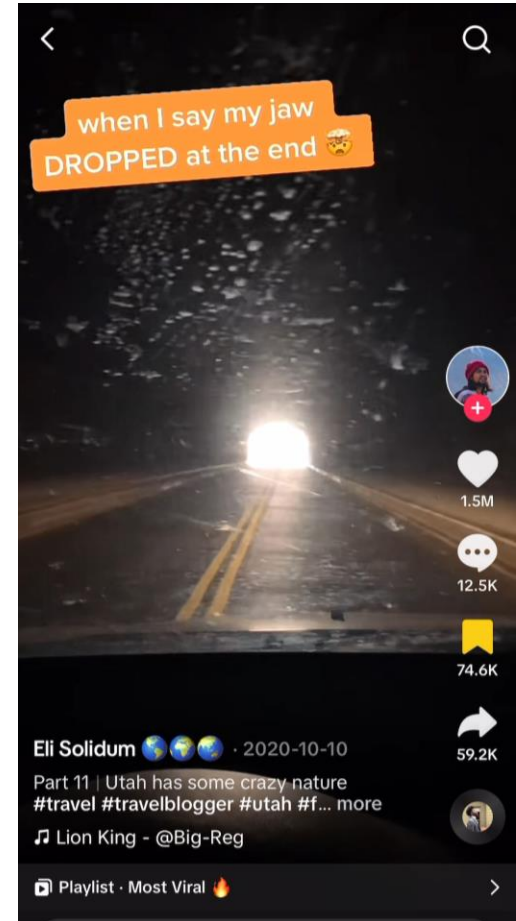
3 PRACTICAL TIPS TO MANAGE CREATION



TIP NO. 1

Be Authentic

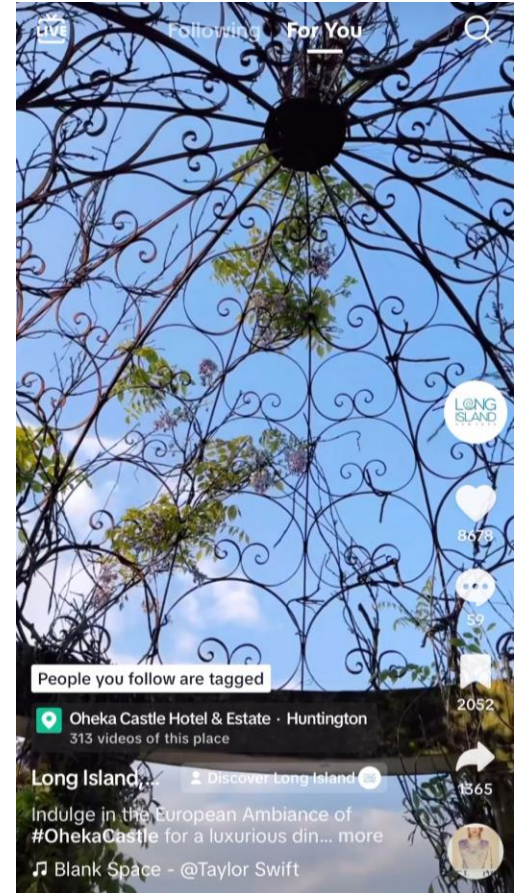
- Don't overthink it – viewers want to see real experiences.
- Cell phone quality is perfectly fine if not preferred. The more polished the footage looks, the less authentic it will feel to the viewer.
- There's a time and a place for high production video, this is not it.



TIP NO. 2

Brand Lightly

- The more logos you slap on your content, the less authentic it will feel to your audience.
- Your content should speak the same language as your brand but in a more nuanced way – visual style, color, music, etc. are all ways to communicate brand.



TIP NO. 3

Recycle

- In an ideal world, every video would be shot vertically and custom created for each platform. Nobody's got that kind of time.
- Recycle content that performs well across other platforms.
- Reuse high resolution 16x9 footage cropped to 9x16.



VERTICAL & SHORT FORMAT
VIDEO RESOURCES

Research, Webinar, Blog

August 3rd, 2023



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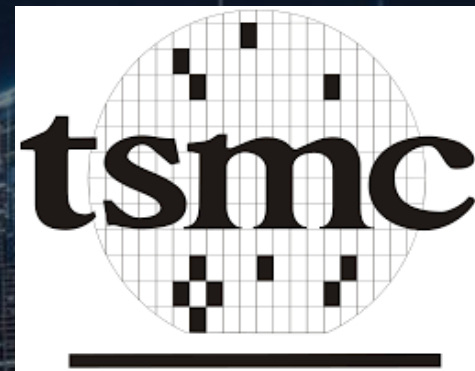
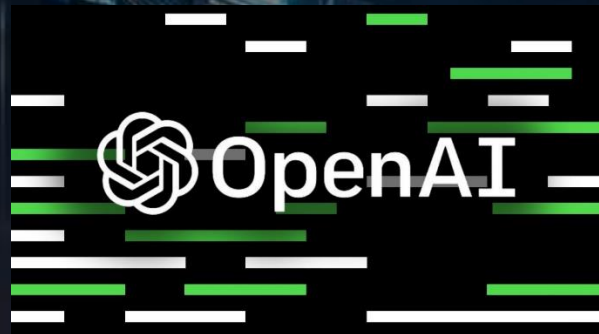
THE POWER OF GENERATIVE AI & CHATGPT

What It Means for Tourism & Hospitality

AUGUST 3RD, 2023

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PARTNERSHIP

WHY



WHAT: Use Cases

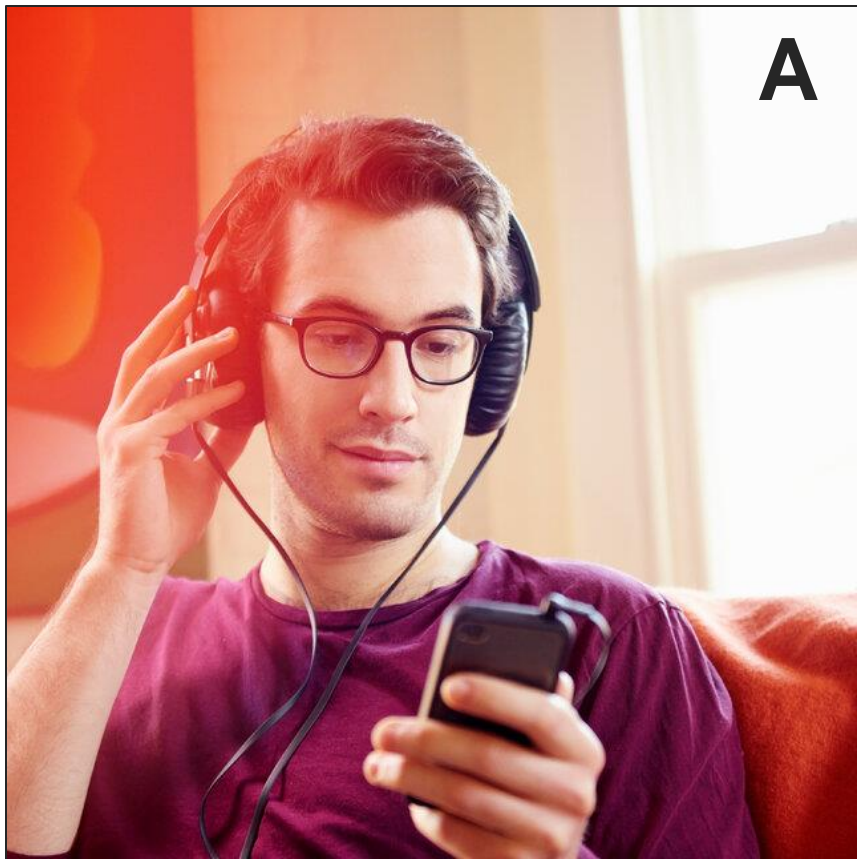
1. Content, Marketing, & Advertising
2. Trip Planning & Booking
3. Customer Service
4. Administrative & Operational Support
5. Whatever You Can Imagine...

GENERATED BY A.I.



New York Times, Can we no longer believe anything we see? April 2023

WHICH IMAGE WAS AI GENERATED?



BRAND VOICE



THE RITZ-CARLTON®



FOUR SEASONS

Model: GPT-4

GR

Summarize the brand voice of the Ritz Carlton brand



The Ritz-Carlton brand voice is characterized by elegance, sophistication, and a commitment to exceptional service. Their messaging focuses on delivering a luxurious and memorable experience to discerning guests, while emphasizing personalization and attention to detail. The brand consistently conveys a sense of exclusivity, warmth, and genuine care for its clientele, showcasing the rich heritage and impeccable standards that have become synonymous with the Ritz-Carlton name.



GR

Summarize the brand voice of the Four Seasons brand



The Four Seasons brand voice embodies luxury, warmth, and personalized hospitality. Their messaging emphasizes creating memorable and tailored experiences for guests in stunning locations around the world. The brand consistently conveys a sense of refinement and sophistication, while prioritizing genuine connections and service excellence. The Four Seasons brand is known for its commitment to innovation, seamlessly blending modern amenities with timeless elegance to provide unparalleled guest experiences.



GENERATING AD COPY

GR

Write social ad copy in the voice of both brands targeting Female luxury travelers in NYC with a media hhi of \$500k USD and two children one boy age 3 and one girl age 6 for a weeklong vacation to Miami. Highlight the unique amenities of their luxury hotel chains, the activities, dining, and amenities offered. Making sure to use the proper tone and brand voice for each brand.

guests seeking an extraordinary weeklong vacation, indulging in luxury accommodations tailored to the modern luxury family. Create unforgettable memories with our exclusive Ritz Kids program, featuring engaging activities for your little ones. Delight in sophisticated dining experiences || while your children savor specially curated menus just for them. Rejuvenate in our world-class spa, and cherish family time by our pristine private beach. Your Miami oasis awaits at The Ritz-Carlton. Book now for an unparalleled family getaway. #RitzCarltonMiami #FamilyLuxury"

Four Seasons Ad Copy:

"Embrace the Warmth of Family Adventures ☀️ at Four Seasons Miami 🌴! Unwind together in our luxurious haven, designed for the discerning family with an appreciation for personalized experiences. Our Kids For All Seasons program offers enriching activities for your little boy and girl, ensuring a memorable week in Miami. Savor delectable dining options 🍽️, while the children enjoy our specially crafted kids' menu. Explore our state-of-the-art amenities, relax at our lavish spa, and create cherished memories on our stunning private beach. Your family's dream vacation begins at the Four Seasons. Book now for an unforgettable Miami escape. #FourSeasonsMiami #FamilyGetaway"



GR

Emily and her family will be visiting the hotel in April for three nights. Please provide a sample itinerary for each day broken into meal and morning, afternoon, and evening time blocks with three options for each block and two meal options for each meal. They have rented a car and can go off property, but prefer to keep activities within a 1 mile walking range.

OVERVIEW

CALENDAR OF EVENTS
MAP & DIRECTIONS
NEWS ROOM



A MIAMI LANDMARK REIMAGINED

Inspired by its 1950s Art Deco architecture, The Ritz-Carlton, South Beach offers an elevated expression of Miami Beach glamour on famed Lincoln Road. After a complete transformation, this oceanfront hotel pays tribute to the city's culture and history with its collection of luxury amenities.

- Hotel guests enjoy alfresco dining at the oceanfront D'Lido Beach Club
- Live the Miami Beach lifestyle at the hotel's ocean view pool with cabanas
- South Beach events come to life in our hotel's 20,000 sq. ft. of meeting space
- Set on iconic Lincoln Road, our hotel is the perfect Miami getaway
- Luxury hotel rooms and suites overlook the ocean, pool or South Beach

Customers arriving from outside of the United States should review government travel guidance to confirm eligibility and requirements for travel. See [Travel.State.gov](#).

[Subscribe](#) to the latest news and special offers at The Ritz-Carlton, South Beach.

nearby restaurant.

Afternoon:

1. Shopping on Lincoln Road: Stroll along the pedestrian-friendly outdoor mall, featuring various shops and cafes.
2. Pérez Art Museum Miami (PAMM): Visit this contemporary art museum, showcasing a diverse range of works (0.9 miles away, consider driving or taking a rideshare).
3. The Bass: Explore this contemporary art museum, which is just a short walk from the hotel.


Evening:

1. Lapidus Bar: Enjoy pre-dinner drinks at the hotel's stylish bar, inspired by classic cocktail culture.
2. New World Symphony WALLCAST Concert: Attend a free outdoor concert at SoundScape Park (check schedule for availability).
3. Sunset walk: Take a leisurely stroll along the beach, watching the sun set over the ocean.

Dinner:

1. The Forge: Dine at this iconic Miami Beach steakhouse, known for its elegant atmosphere and fine cuisine.
2. Joe's Stone Crab: Sample Miami Beach's famous stone crab claws at this historic seafood restaurant.

GR Emily and her family will be visiting the hotel in April for three nights. Please provide a sample itinerary for each day broken into meal and morning, afternoon, and evening time blocks with three options for each block and two meal options for each meal. They have rented a car and can go off property, but prefer to keep activities within a 1 mile walking range.




THE RITZ-CARLTON
SOUTH BEACH

1 Lincoln Road
Miami Beach, FL 33139 United States
+1 786 276 4000

[RESERVE NOW](#)[HOTEL OVERVIEW](#)[ROOMS & SUITES](#)[DINING](#)[SPA](#)[AREA & ACTIVITIES](#)[MEETINGS](#)[WEDDINGS](#)[OFFERS](#)

HOTEL OVERVIEW

[CALENDAR OF EVENTS](#)
[MAP & DIRECTIONS](#)
[NEWS ROOM](#)



A MIAMI LANDMARK REIMAGINED

Inspired by its 1950s Art Deco architecture, The Ritz-Carlton, South Beach offers an elevated expression of Miami Beach glamour on famed Lincoln Road. After a complete transformation, this oceanfront hotel pays tribute to the city's culture and history with its collection of luxury amenities.

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[Subscribe](#) to the latest news and special offers at The Ritz-Carlton, South Beach.



Day 1:

Breakfast:

1. Fuego y Mar: Enjoy a delicious breakfast at the hotel's on-site restaurant.
2. Rosetta Bakery: A nearby Italian bakery offering a variety of pastries, coffee, and breakfast sandwiches.

Morning:

1. Beach time: Relax and soak up the sun on the hotel's private beach area.
2. Bike ride: Use the complimentary bike rental to explore the Miami Beach Boardwalk.
3. Art Deco walking tour: Discover the architectural gems of the surrounding Art Deco Historic District.

Lunch:

1. DiLido Beach Club: Savor alfresco dining at the hotel's oceanfront restaurant.
2. Yardbird Southern Table & Bar: Indulge in classic Southern comfort food at this popular nearby restaurant.

Afternoon:

1. Shopping on Lincoln Road: Stroll along the pedestrian-friendly outdoor mall, featuring various shops and cafes.
2. Pérez Art Museum Miami (PAMM): Visit this contemporary art museum, showcasing a diverse range of works (0.9 miles away, consider driving or taking a rideshare).
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3. Sunset walk: Take a leisurely stroll along the beach, watching the sun set over the ocean.

Dinner:

1. The Forge: Dine at this iconic Miami Beach steakhouse, known for its elegant atmosphere and fine cuisine.
2. Joe's Stone Crab: Sample Miami Beach's famous stone crab claws at this historic seafood restaurant.

Please draft a note for each morning asking what Emily and her family did the day before. Reminding her of the highlights of her itinerary for the day ahead and reminding her that if she needs anything to reach out to you or your staff and that checkout is at noon on the final day but that you would be happy to extend it for them until 4pm if needed



Day 1 Morning Note:



Dear Emily and family,

Welcome to The Ritz-Carlton, South Beach! We hope you had a smooth arrival and are ready to enjoy your first day in Miami Beach. We would love to hear about your journey and any activities you may have enjoyed yesterday.

Today's highlights include relaxing on our private beach, exploring the Miami Beach Boardwalk with our complimentary bike rentals, and discovering the Art Deco Historic District. Our oceanfront DiLido Beach Club is the perfect spot for lunch, and don't forget to try our signature cocktails at the Lapidus Bar this evening.

If you need any assistance or have any questions, please don't hesitate to reach out to me or any of our staff members. We're here to make your stay as enjoyable as possible.

Warm regards,

[Your Name]

drinks at the Lapidus Bar before exploring Miami Beach's vibrant dining scene.

Please feel free to reach out to me or our staff if you need any assistance or recommendations during your stay. We're here to help you make the most of your vacation.

Best wishes,

[Your Name]

Day 3 Morning Note:

Dear Emily and family,

We hope you're enjoying your time at The Ritz-Carlton, South Beach! We'd be delighted to hear about your adventures yesterday and the memorable moments you've experienced.

On your final day, we recommend participating in a beach yoga session, exploring the Miami Children's Museum, and visiting the Museum of Ice Cream. Don't forget that our checkout time is at noon tomorrow; however, we would be happy to extend it for you until 4 PM if needed.

Should you require any assistance or have any questions during your last day with us, please don't hesitate to reach out to me or any of our staff members. We're here to ensure you have an unforgettable experience.

Warm regards,

[Your Name]

GR

Write a similar note to max but note his age so keep it short and make the note in the style of hulk hogan and ask max about things he would like. Include a piece of trivia about hulk hogan in miami in each note



Day 1 Morning Note:

Hey there, Max, brother!

Hulk Hogan here, welcoming you to Miami Beach, dude! What did you do yesterday, little Hulkamaniac? Today, you're gonna have a blast on the beach and enjoy some gnarly bike rides!

Miami Trivia: Did you know, brother, that Hulk Hogan once body-slammed The Big Show at a wrestling event right here in Miami? That's right, dude!

If you need anything, just let us know, Max! We're here to make your stay bodacious!

Stay cool,

Hulk Hogan



The Ritz-Carlton, South Beach



AME[!]

Brother! I wanted to thank you and your family for staying at The Ritz-Carlton, South Beach. We hope you had a blast and made some gnarly

memories. We're always here to make sure you have a fantastic time.

Looking forward to seeing you again soon at The Ritz-Carlton, South Beach, dude!

Stay cool,

Hulk Hogan

Thank you for choosing The Ritz-Carlton, South Beach!

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REVIEW MANAGEMENT

GR

Ingest and review the following reviews for the Margaritaville Beach Resort Nassau.



Allen B wrote a review Apr 24

1 contribution

Overrated

Two stars based on poor service, bad management and surrounding areas. The hotel itself was nice and room was great. However majority of the staff was rude, unaware and under staffed. One person was working the pool area and beach area. Gratuity was included with everything but you had to go get your own food and drinks. Not many restaurants around the area and closed down after 5. Overall very overpriced and not worth the stay.

Read more

Date of stay: April 2023

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC.

Tripadvisor performs checks on reviews.

Helpful

Share

Response from General Manager, General Manager at Margaritaville Beach Resort Nassau
Responded yesterday

Dear Allen, Thank you for taking a moment to share your thoughts about your recent stay. While it's terrific that our well-appointed rooms pleased you, we are sorry to learn that our staff failed to make you feel welcome. Rest assured, we have noted your concerns and will use them to help us improve the level of hospitality we're providing. Though your time with us wasn't flawless, we hope you'll revisit us for a better overall experience. Nigel Francis
Director of Operations CustomerService@margaritavilleresortnassau.com

Read more

This response is the subjective opinion of the management representative and not of Tripadvisor LLC.

Katie S wrote a review Aug 2022

Naples, Florida2 contributions5 helpful votes

Hotel's Favorite

Excellent experience at the Margaritaville Nassau

This property is in the perfect location, near downtown and straw market and also a short



Plus

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Caribbean > Bahamas > New Providence Island > Nassau > Nassau Hotels



Margaritaville Beach Resort Nassau



530 reviews

#3 of 33 hotels in New Providence Island

Enter dates to see prices

2 Bay St. Nassau New Providence Island

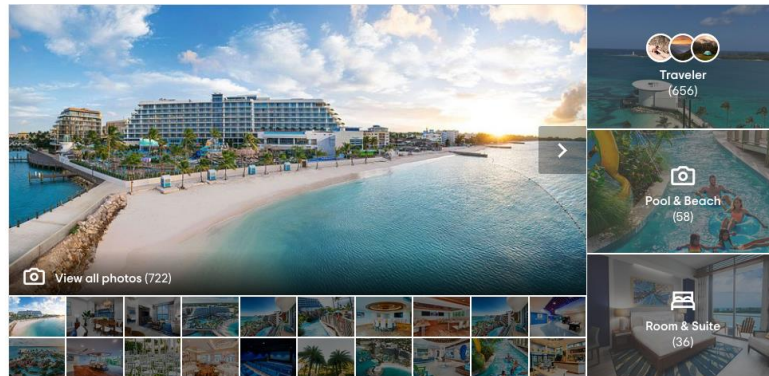
Visit hotel website

1 (242) 603-8400

E-mail hotel

Write a review

Show prices



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REVIEW MANAGEMENT

GR

Rate the responses from the management on a scale from 1-5, with 5 being the best. Provide three points of feedback on how to improve managerial feedback responses.



Rev

Pos

1. kids club.
2. Sunny Dr: Beautiful ocean views, sophisticated rooms, small beach, pool, and jacuzzi.
3. Jackie S: Great place with fantastic staff.
4. Denise A: Fantastic dinner experience with an amazing server, Ian.
5. Max J: Wonderful stay with excellent service from Ian.
6. Dion B: Smooth overall stay, exceptional help from Jada and Tito at the reception desk.

Mixed reviews:

1. Michelle T: Beautiful rooms, private beach and amenities, but had issues with reservation, service, and housekeeping.

Negative reviews:

1. Allen B: Poor service, bad management, and lack of nearby restaurants. Overpriced and not worth the stay.
2. Viviane A: Bad customer service, problems with card limit, and won't return to the resort.



Rating: 4



Three points of feedback on how to improve managerial feedback responses:

1. Personalization: While the responses are courteous and professional, they could be more personalized to make the guest feel genuinely heard and valued. This can be achieved by addressing specific points from the guest's review and, if appropriate, sharing steps that have been or will be taken to address the issues raised.
2. Empathy: Express more empathy for the negative experiences guests had during their stay. This could include acknowledging the inconvenience or disappointment the guest may have felt and offering a genuine apology for any shortcomings.
3. Follow-up: Offer a direct line of communication for the guest to provide additional feedback or to discuss their concerns further. This shows that the management is truly committed to improving their experience and helps build trust with the guest.



Friendly Companion

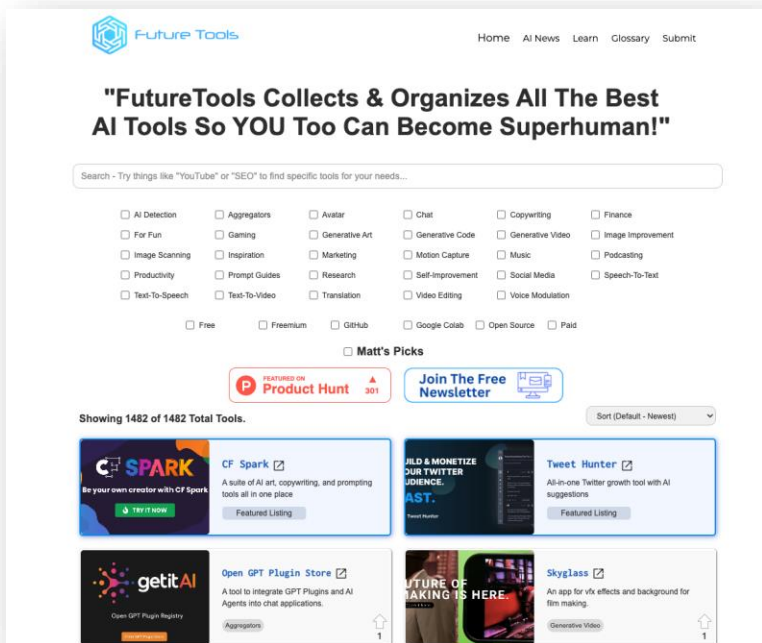


Hi, I'm Alice 🙋 your friendly companion

Ready to chat?



FUTURETOOLS.IO



The FutureTools.io website has a clean, white background. At the top left is the logo, and to the right are navigation links: Home, AI News, Learn, Glossary, and Submit. The main heading reads "FutureTools Collects & Organizes All The Best AI Tools So YOU Too Can Become Superhuman!". Below this is a search bar with the placeholder text "Search - Try things like 'YouTube' or 'SEO' to find specific tools for your needs...". A grid of 24 checkboxes lists various AI tool categories, including AI Detection, Aggregators, Avatar, Chat, Copywriting, Finance, For Fun, Gaming, Generative Art, Generative Code, Generative Video, Image Improvement, Image Scanning, Inspiration, Marketing, Motion Capture, Music, Podcasting, Productivity, Prompt Guides, Research, Self-Improvement, Social Media, Speech-To-Text, Text-To-Speech, Text-To-Video, Translation, Video Editing, and Voice Modulation. At the bottom of this grid are checkboxes for Free, Freemium, GitHub, Google Colab, Open Source, and Paid. Below the grid is a "Matt's Picks" section featuring a "Featured on Product Hunt" badge, a "Join The Free Newsletter" button, and a "Showing 1482 of 1482 Total Tools." message. A grid of tool cards follows, including "CF Spark" (AI art, copywriting, and prompting tools), "Tweeter Hunter" (AI-in-one Twitter growth tool), "Open GPT Plugin Store" (tool to integrate GPT Plugins and AI Agents), and "Skyglass" (app for vfx effects and background for film making). Each card includes a brief description and a "Featured Listing" badge.

Future Tools

Home AI News Learn Glossary Submit

"FutureTools Collects & Organizes All The Best AI Tools So YOU Too Can Become Superhuman!"

Search - Try things like "YouTube" or "SEO" to find specific tools for your needs...

- ☐ AI Detection
- ☐ Aggregators
- ☐ Avatar
- ☐ Chat
- ☐ Copywriting
- ☐ Finance
- ☐ For Fun
- ☐ Gaming
- ☐ Generative Art
- ☐ Generative Code
- ☐ Generative Video
- ☐ Image Improvement
- ☐ Image Scanning
- ☐ Inspiration
- ☐ Marketing
- ☐ Motion Capture
- ☐ Music
- ☐ Podcasting
- ☐ Productivity
- ☐ Prompt Guides
- ☐ Research
- ☐ Self-Improvement
- ☐ Social Media
- ☐ Speech-To-Text
- ☐ Text-To-Speech
- ☐ Text-To-Video
- ☐ Translation
- ☐ Video Editing
- ☐ Voice Modulation

☐ Free ☐ Freemium ☐ GitHub ☐ Google Colab ☐ Open Source ☐ Paid

☐ Matt's Picks

FEATURED ON Product Hunt 301

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Showing 1482 of 1482 Total Tools. Sort (Default - Newest)

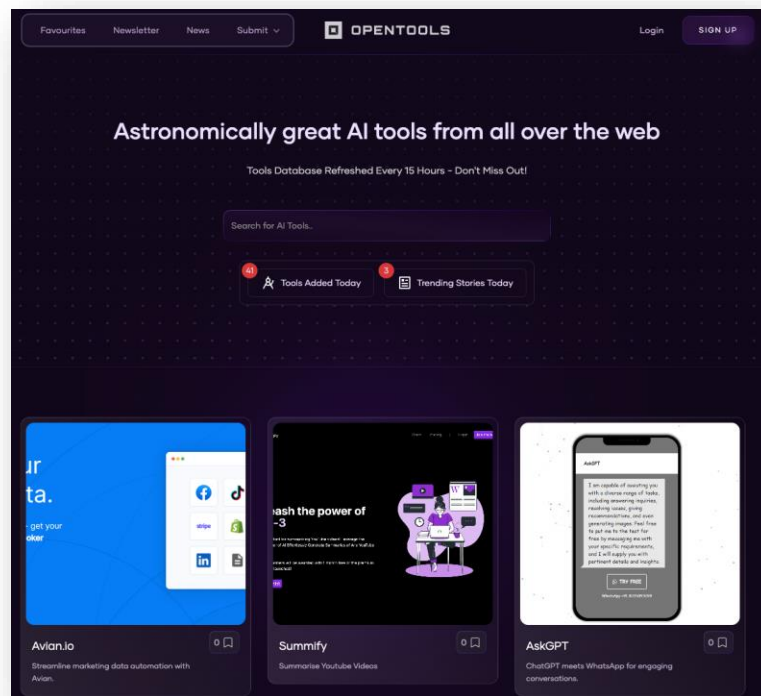
CF Spark ☒ **CF Spark**
A suite of AI art, copywriting, and prompting tools all in one place.
Featured Listing

Tweeter Hunter ☒ **Tweeter Hunter**
AI-in-one Twitter growth tool with AI suggestions.
Featured Listing

Open GPT Plugin Store ☒ **Open GPT Plugin Store**
A tool to integrate GPT Plugins and AI Agents into chat applications.
Aggregators

Skyglass ☒ **Skyglass**
An app for vfx effects and background for film making.
Generative Video

OPENTOOLS.AI



The OpenTools.ai website has a dark purple background. At the top are navigation links: Favourites, Newsletter, News, Submit, and a logo. To the right are links for Login and SIGN UP. The main heading reads "Astronomically great AI tools from all over the web". Below this is a subheading "Tools Database Refreshed Every 15 Hours - Don't Miss Out!". A search bar with the placeholder text "Search for AI Tools." is present. Below the search bar are two buttons: "Tools Added Today" and "Trending Stories Today". A grid of tool cards follows, including "Avian.io" (Streamline marketing data automation), "Summify" (Summarize Youtube Videos), and "AskGPT" (ChatGPT meets WhatsApp for engaging conversations). Each card includes a brief description and a "Featured Listing" badge.

Favourites Newsletter News Submit OPENTOOLS Login SIGN UP

Astronomically great AI tools from all over the web

Tools Database Refreshed Every 15 Hours - Don't Miss Out!

Search for AI Tools.

Tools Added Today Trending Stories Today

Avian.io ☒ **Avian.io**
Streamline marketing data automation with Avian.

Summify ☒ **Summify**
Summarize Youtube Videos

AskGPT ☒ **AskGPT**
ChatGPT meets WhatsApp for engaging conversations.

5 x Principles for Managing Generative AI

1. Stay up to date with new trends & technologies
2. Disruptive but a net positive for tourism
3. Many opportunities to assess, test & refine
4. Use AI but check & verify
5. Travel requires high tech & high touch



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Generative AI Resources



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Foundations and Principles of Generative AI

Published 4/28/23

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Webinars, Blogs, Resources



<https://milespartnership.expert/AI>



A nighttime city skyline, likely Hong Kong, with numerous skyscrapers illuminated. The scene is overlaid with a digital network of blue lines and dots, suggesting a global or technological theme. The text 'Q&A' is centered in a white box.

Q&A

Thank you!

miles
PARTNERSHIP

The Cookieless Future



THE COOKIELESS FUTURE

We're Living in the Cookieless Future, Now

- Safari & Firefox already block third-party cookies
- Google plans to start eliminating third-party cookies more broadly in Q1, 2024
- What it impacts?
 - Audience targeting capabilities
 - Measurement and attribution
 - Website traffic and performance

How Internet Privacy Is Changing The Online Advertising Market



Denis Litvinov Forbes Councils Member

Forbes Technology Council COUNCIL POST | Membership (Fee-Based)

Innovation



THE COOKIELESS FUTURE

We're Living in the Cookieless Future, Now

- Ensure any measurement plan put into place accounts for continued deprecation of cookies
- Prepare for decreased website and media metrics
- Current Solutions:
 - Data Clean Rooms
 - Performance Media Modeling
 - Build your own 'First Party Data'



IMPORTANCE OF BUILDING YOUR OWN FIRST PARTY DATA

Your customer interactions and "owned media" incl. your website, email, print publications can build a valuable customer & subscriber database.

This builds your own "first party data" with high value, repeat visitors and locals – and which can be used in your own marketing & communications

