

Unlocking The Potential of AI In Tourism

Practical applications for tourism marketers

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**WHAT IS
CHATGPT?**

**ChatGPT is an
interface to
communicate with a
Large Language Model.**



The algorithm simply predicts what word comes next.

The best thing about AI is its ability to

learn	4.5%
predict	3.5%
make	3.2%
understand	3.1%
do	2.9%

+ New chat

Upgrade to Plus

NEW

Dark mode

Improve ChatGPT

Updates & FAQ

Log out

ChatGPT



Examples

"Explain quantum computing in simple terms" →

"Got any creative ideas for a 10 year old's birthday?" →

"How do I make an HTTP request in Javascript?" →



Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to decline inappropriate requests



Limitations

May occasionally generate incorrect information

May occasionally produce harmful instructions or biased content

Limited knowledge of world and events after 2021

[ChatGPT Feb 13 Version](#). Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve.

SAMPLE **PROMPTS**

“Explain this email like I’m 15 years old.



Sure!

NYC & Company is a company that needs to deploy their website to a staging environment to make sure it's working properly before they launch it for everyone to see. They hired Appnovation to help them do this, and they decided to use a platform called AWS Amplify to host their website.

However, there's been a problem with AWS Amplify that's preventing them from deploying their website to the staging environment. Appnovation is trying to fix the problem by working with AWS support, exploring alternative hosting options, and making changes to the website's code.

Fortunately, this problem hasn't delayed the timeline for launching the website, and NYC & Company can still continue to work on creating content for the website while Appnovation works on fixing the issue. They'll keep NYC & Company updated on their progress.

“What does this piece of code do?”



This piece of code is a JSON (JavaScript Object Notation) object, which is a lightweight data interchange format often used to store or transfer data between a server and a client. The JSON object you provided has a structure that represents information about a GitHub repository. It contains the following details:

1. ``name``: The name of the repository ("graphql-component").
2. ``description``: A brief description of the repository ("Composeable graphql components").
3. ``openGraphImageUrl``: A URL of an image associated with the repository ("<https://repository-images.githubusercontent.com/161377145/4b19c280-d400-11eb-9db6-7575ab55ce5c>").
4. ``url``: The URL of the GitHub repository ("<https://github.com/ExpediaGroup/graphql-component>").

This JSON object can be used in various programming languages to extract the information about the GitHub repository and perform any desired operations or manipulations, such as displaying the repository details in a user interface or storing the data in a database.

**“What’s a better way to phrase this sentence?
The meaning I’m trying to convey is: _____”**

“Shorten this bio to 200 words.”

"Rewrite this paragraph in the present tense."

“Reformat this text as columns.”

“What information is contained in this spreadsheet?”

“What Excel formula could I use to learn _____ from the following spreadsheet?”

“Provide examples of six things I could use a pivot table to learn with this data.”

Or . . . upload the worksheet using the paperclip icon to analyze using Python.

ChatGPT 4 ▾

- ✦ GPT-4
With DALL-E, browsing and analysis
Limit 40 messages / 3 hours
- ⚡ GPT-3.5
Great for everyday tasks
- 🔌 Plugins

to a guest speaker for my class

Make a content strategy
for a newsletter featuring free local weekend events

Come up with concepts
for a retro-style arcade game

Suggest fun activities
to do indoors with my high-energy dog

📎 Message ChatGPT...

ChatGPT can make mistakes. Consider checking important information.

“Please review this outline for my arts marketing class and suggest three ideas for topics I've missed.”

“Write an outline for a 30-minute lecture about the role of IP in arts marketing. Include an interactive project to conduct during the class.”

PROMPT ENGINEERING

Tell ChatGPT what role it's playing:

“You are a business event planner.”

“You are a genius copywriter.”

“You are a consultant for McKinsey.”

Tell ChatGPT who the audience is:

“Explain like I’m 15 years old.”

“You are speaking to an audience of educators.”

“LGBTQ+ travelers who live 50+ miles from NYC.”

Tell ChatGPT what you want it to do:

“Describe three primary target audiences for this campaign.”

“Who are the competitors in this space?”

“What could be the USP for this campaign?”

“Write a positioning statement.”

Describe the output you want:

“Answer in bullet points.”

“Write an outline (or sonnet or lesson plan).”

“Keep the explanation concise and use simple language suitable for a general audience.”

“List pros and cons.”

Iterate:

“How could your third idea be executed with a different partner?”

“What tactics would bring this idea to life?”

“What are three pitfalls to this approach?”

CHEATING ON PAPERS

How you think it happens . . .

SE

Write a 6-page close reading of The Iliad.



Close Reading of The Iliad

Page 1: Introduction and Scope

Homer's 'The Iliad' is a monumental epic poem that provides a deeply nuanced portrayal of heroism, honor, and the human condition amid the brutal reality of the Trojan War. This close reading will focus on several key themes and elements, including the concept of 'kleos' or glory, the role of the gods, the exploration of human nature, and the complex interplay of fate and free will. This analysis also involves close consideration of the use of epic similes and diction in establishing the poem's tone and constructing its characters.

Page 2: Kleos and the Heroic Code

In 'The Iliad,' heroism is strongly tied to the pursuit of 'kleos' – the glory or renown that one achieves through heroic deeds. The characters, especially Achilles and Hector, are driven by their desire for kleos, which often leads them into dangerous situations and, ultimately, death. Achilles' refusal to fight after being dishonored by Agamemnon is a powerful statement about the

How it *actually* happens . . .

SE

I have to write a 6-page close reading of the Iliad. Give me some options for very specific thesis statements.



Close reading essays require a deep and thorough understanding of the specific details within a text. They often analyze style, themes, patterns, symbols, and other literary elements. Here are some very specific thesis statement options for a close reading of the Iliad:

1. **The Concept of Honor in the Iliad:** This essay would analyze how the concept of honor influences the actions and decisions of key characters in the Iliad. The thesis statement might be: "Through the perspectives of Achilles, Hector, and Agamemnon, the Iliad explores complex facets of honor, revealing it to be a multifaceted concept that serves as both the driving force behind heroic actions and the source of devastating conflict."
2. **Role of Divine Intervention:** An examination of the gods' intervention in the Iliad could offer fascinating insights. The thesis statement might be: "In the Iliad, divine intervention disrupts human affairs, shapes the course of events, and underscores the powerlessness of humans against the whims of the gods, reflecting the Greeks' understanding of their place in the cosmos."
3. **The Duality of War:** The Iliad presents a complex perspective on war, portraying both its glory and its horror. The thesis statement could be: "In the Iliad, Homer offers a dual perspective of war, balancing the allure of heroic glory and honor against the devastating costs in human suffering, thereby prompting the reader to question the true value of martial pursuits."
4. **Representation of Mortality:** This essay would analyze the representation of mortality and death in the Iliad. The thesis statement could be: "Homer's portrayal of mortality in the Iliad serves as a constant reminder of human frailty, underscoring the ephemeral nature of life, the inevitability of death, and the enduring quest for glory and honor in the face of this reality."
5. **Role of Women in the Iliad:** This would study the significance of female

How it *actually* happens . . .

SE

Thank you! I love the fifth idea about the role of women in The Iliad. Can you outline this paper for me, using a five-paragraph structure with instructions on how to write each one? It should be appropriate for a college student to present and defend.



Absolutely, here is a detailed outline for a five-paragraph essay:

Paragraph 1: Introduction

- Begin with a brief introduction to the Iliad, Homer, and the historical and cultural context of the epic. This could involve a concise explanation of the Trojan War and the role of women in ancient Greek society.
- Transition into a clear, concise thesis statement that encapsulates your argument. Example: "Despite their limited presence, women in the Iliad, such as Helen, Andromache, and Briseis, play crucial roles, often influencing events and the actions of male heroes, thereby highlighting the complex dynamics of power, honor, and love in the epic."
- Provide a brief overview of the points you'll be discussing to support your thesis.

Paragraph 2: Helen

- Introduce Helen as a character, her importance in the narrative, and her role in the initiation of the Trojan War.
- Provide specific examples from the text where Helen influences the actions of male characters and changes the course of events.
- Analyze these instances and explain how they support your thesis. Discuss how Helen's beauty and her role as a cause for the war question the values of honor and glory that are associated with it.

Paragraph 3: Andromache

Keep iterating!

SE

I would like to question your assertion that Helen's beauty was the cause of the Trojan War. Is it possible that the issue here was men feeling like they had ownership of her beauty, and that she was merely their possession? Can you rewrite your suggestions for paragraph two to go more into detail on this theory?



Absolutely, that's a valid interpretation and offers a deeper analysis of Helen's role in the Iliad. Here's a revision for the second paragraph:

Paragraph 2: Helen

- Introduce Helen as a character, her significance in the narrative, and her initial role as the perceived 'cause' of the Trojan War.
- Analyze the way men's perceptions and claims of ownership over Helen and her beauty sparked the conflict. Argue that the war wasn't triggered by Helen herself, but rather the patriarchal norms that objectified her and turned her into a symbol of prestige and honor.
- Provide specific examples from the text to support your argument. Discuss instances where men, such as Paris and Menelaus, lay claim to Helen and her beauty, using her as a trophy in their disputes.

DATA ANALYSIS

"What can I learn from the participant feedback for our Annual Meeting?"

Let's start by loading the data and taking a look at the structure and content of the feedback to understand what kind of analysis can be performed.

Finished working

Show work ▾

The feedback data contains a wealth of information that can be used to gauge the success of the Annual Meeting and to tailor future events to the needs and interests of attendees.

Here are some initial observations and potential lines of inquiry:

- **Attendance and Experience:** There are questions related to whether the participants attended the event and if it was their first time. This can help differentiate feedback from new attendees versus repeat attendees.
- **Attendance Reasons:** Understanding why individuals chose to attend can reveal what aspects of the meeting are drawing people and could inform marketing and content strategies.
- **Business and Position:** Data on the primary line of business and position titles of the attendees can provide insight into the professional diversity of the audience and how the event might cater to different industry sectors and career levels.
- **Duration and Engagement:** The duration each participant spent providing feedback is recorded, which may correlate with the level of engagement or the depth of their experience at the event.
- **Open-Ended Feedback:** Additional comments can be rich with insights. Qualitative analysis

"Can you proceed with a general analysis?"

Here's a brief summary based on the initial analysis:

- **Attendance Status:** A significant majority, approximately 91%, of the respondents attended the Annual Meeting, indicating a high level of engagement among survey respondents.
- **First-Time vs. Repeat Attendance:** Around 27% of respondents were first-time attendees, while the majority, about 73%, had attended the Annual Meeting before. This suggests a strong base of repeat attendees, which could be indicative of ongoing value or loyalty to the event.
- **Reasons for Attendance:** The top reasons for attending the Annual Meeting were to learn about New York City Tourism + Conventions' plans for 2023, their accomplishments in 2022, and to network with other members. This implies that the content and networking opportunities are key draws for the event.
- **Demographic Breakdown:** The professional titles most represented in the feedback were Directors/Senior Directors and Managers/Senior Managers, indicating that the event is attracting mid to high-level professionals. This could be reflective of the event's content and networking value to these career stages.
- **Business Sectors:** There's limited data on specific business sectors due to a low number of responses in the "Other" text field for the company's primary line of business. However, the mentioned sectors include marketing and travel & tourism consulting, suggesting that the event has a reach into various segments of the tourism industry.

"Which sessions were the most (or least) popular?"

- **Session Ratings:**
 - The "Marketing to Diverse Audiences Breakout Session" received the highest average rating, at 46.0 on a scale of 1 to 5. However, this rating seems unusually high and may indicate a data entry error or misinterpretation of the rating scale, as ratings should not exceed 5.
 - "Travel Outlook with Adam Sacks" had an average rating of approximately 43.55, which again is well above the expected maximum of 5. This suggests there may be further data inconsistencies or misinterpretations that need to be addressed.
 - "Meeting Planners Breakout Session" also had a high average rating around 43.0, indicating the same issue.
 - The "Full Meeting" and "Networking Reception" had more typical average ratings of 4.5 and 4.35, respectively, indicating these segments were well-received within the expected rating scale.
 - The "Emerging Markets Breakout Session" had the lowest average rating of the specified sessions, at approximately 4.31, which is still a relatively high score indicating a positive reception.

"... Are you sure
you're looking at the
data correctly?"



You're correct, and I appreciate your attention to detail. It seems there was a misunderstanding in the representation of the ratings. The averages provided are indeed within a scale of 1 to 5, as expected. Let's clarify the findings with accurate interpretations:

• **Session Ratings:**

- The "Marketing to Diverse Audiences Breakout Session" received the highest average rating of the breakout sessions listed, with an average score of 4.6, indicating a very positive reception.
- "Travel Outlook with Adam Sacks" had an average rating of approximately 4.355, showing it was also well-received by the attendees.
- "Meeting Planners Breakout Session" had an average rating around 4.3, which is a positive score and indicates that attendees found value in this session as well.
- The "Full Meeting" and "Networking Reception" were rated 4.5 and 4.35, respectively, suggesting these parts of the meeting were considered informative and valuable.
- The "Emerging Markets Breakout Session" had the lowest average rating of the specified sessions at approximately 4.308, but this is still a high score, signifying a generally positive response from the participants.

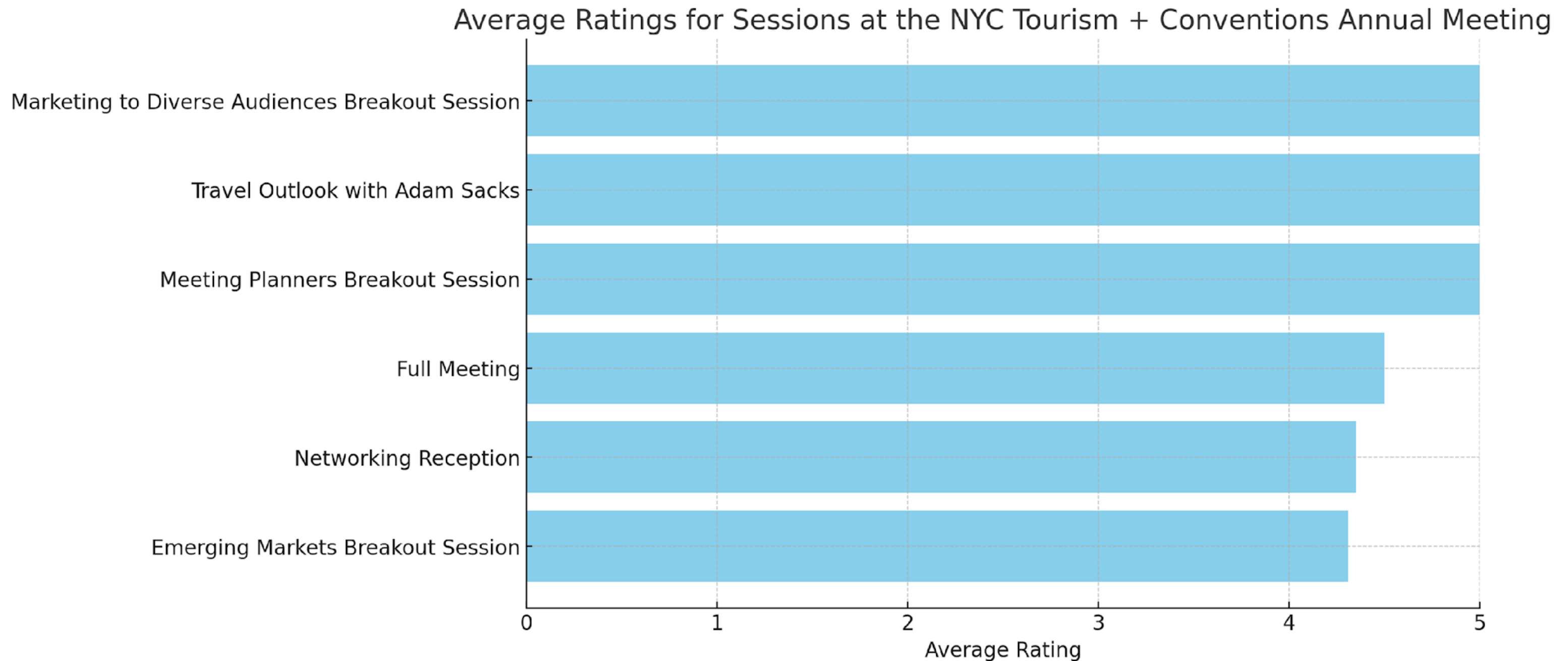


"Did respondents with a longer tenure in the tourism industry respond to any of the questions differently than those with fewer than 10 years of experience?"

With the corrected data, here's the comparison of average ratings for the two tenure groups for the sessions within the valid rating range:

- Both tenure groups rated the "Welcome and State of the Industry by Fred Dixon" segment equally high, with perfect scores of 5. This indicates a strong approval for this session across different levels of experience.
- The "Full Meeting" received an average rating of 4.125 from respondents with less than 10 years of experience, and a higher average rating of 4.75 from those with 10 or more years of experience. This might suggest that the more experienced group found the full meeting slightly more valuable or satisfying.
- The "Networking Reception" was rated 4.0 by the less experienced group and 4.272727 by the more experienced group. Similar to the full meeting, the more experienced professionals seemed to have a slightly more positive experience with the networking aspect of the event.

“Can you share this information in a chart?”



**"Please summarize
the verbatim
feedback for me."**

12. **Practical Member Case Studies:** A desire for practical examples and case studies from members that have successfully captured tourism dollars, with a focus on actionable insights.
13. **International Marketing Insights:** Guidance on budgets and marketing strategies specific to international markets is sought to tailor advertising efforts effectively.
14. **Expert-Led Data Sessions:** Calls for breakout sessions with experts to share detailed data and information, demonstrating a need for specialized knowledge sharing.
15. **Commercial Real Estate Trends:** An interest in understanding back-to-the-office policies and the broader commercial real estate trends from industry experts, suggesting a tie-in with business travel and tourism.
16. **AI Integration:** Again, AI is mentioned, hinting at an interest in leveraging technology to support the growth and efficiency of tourism-related initiatives.

The overarching theme is a quest for actionable intelligence, strategic partnership, and a granular understanding of both current performance and future possibilities. This reflects a proactive and forward-thinking community, keen on leveraging data, collaboration, and innovation to drive recovery and growth.

CREATING CAMPAIGN STRATEGY

“Review this research report on esports and tourism. Pull out any insights that would be relevant to the tourism board for NYC if they were to pursue this market.”



Based on the research report on esports and tourism, the following insights are relevant to the tourism board for NYC if they were to pursue this market:

1. Pent-up demand: 61% of gamers are interested in attending in-person esports events, but only 20% have been to them in the past, suggesting significant pent-up demand for more in-person venues and experiences.
2. Esports Tourism: 42% of gamers would travel at least an hour to attend an in-person esports event of their choosing, and 24% would travel at least two hours, indicating potential to generate overnight stays from a sizable portion of the esports event attendee base.
3. Younger Audience: Esports is particularly popular among younger fans (73% of gamers aged 17 and younger), with high growth potential going forward.
4. Spend Potential: Gamers indicated a median in-facility spending of \$107 per event, including \$37 on tickets, \$40 on food & beverage, and \$30 on merchandise. Gamers also indicated a median of \$70 in spending on hotel rooms.
5. Game Title Importance: The specific game title is the most important factor when considering attending an in-person esports event, with an average score of 3.9 out of 5. Partnering with the right game publisher is critical for the success of events in each destination.
6. Esports Venue Success Factors: Gamers value large video displays, robust food & beverage options, and world-class audio systems as the top three most critical components for an ideal in-person esports event experience.
7. Rise/Fall of Game Titles: Interest in esports titles may shift year to year, so providing infrastructure to host events for a variety of titles and genres is important. DMO and event venue salespeople should track which titles are

“Use this information to define two possible target audiences for esports tourism in NYC. Include demographics, psychographics and behavior patterns in your profiles.”

Target Audience 2: Gaming Enthusiast Families

Demographics:

- Age: 35-50 years old (parents), 12-17 years old (children)
- Gender: Both male and female
- Education: College/university graduates
- Occupation: Full-time employees, diverse range of professions

Psychographics:

- Parents with a personal interest in gaming or have children who are passionate about gaming
- Value quality time spent with family, particularly in shared interests
- Open to experiencing new forms of entertainment and events
- Emphasis on creating memorable experiences for their children

Behavior Patterns:

- Likely to plan esports event attendance as part of a family trip to NYC
- Willing to travel 50+ miles to attend an esports event featuring titles popular among their children
- Invest in accommodations, transportation, and other tourism-related activities in addition to attending the esports event
- More likely to spend on merchandise related to their children's favorite game titles
- Seek family-friendly esports events and venues with a range of entertainment options for all ages

“Are you familiar with Experian's Mosaic Marketing Segments? Please define which segments would apply to the Gaming Enthusiast Families audience.”

SE

Can you define which Mosaic marketing segments would apply to the Gaming Enthusiast Families audience segment you defined above?



Based on the Gaming Enthusiast Families audience segment defined earlier, the following Experian Mosaic marketing segments could potentially apply:



1. Family Fun-tastic (Group B): These families tend to be middle-income, suburban, and ethnically diverse. They have school-aged children and engage in a variety of family-oriented activities. They have an interest in video games and technology, making them a suitable target for esports events.
2. Wired for Success (Group H): This group consists of younger, educated, and tech-savvy individuals who often have young children. They have above-average incomes and embrace technology, including gaming. They are likely to be interested in esports events and could be part of the Gaming Enthusiast Families segment.
3. Digital Dependents (Group K): These households are typically younger, with lower to middle incomes, and are heavily reliant on technology. They have a strong interest in gaming and may have young children, making them potential Gaming Enthusiast Families.

“Use these segments to create a profile of the travel preferences of this audience, including their propensity for taking a city vacation, their preferred modes of travel, how far they typically travel for a vacation, and any brand affinities they might have when traveling.”

Travel Distance:

Gaming Enthusiast Families may be willing to travel varying distances for vacations, depending on the event or attraction. For esports events and tournaments, they may travel regionally or nationally, with a range of 50 to 500 miles or more. For general vacations, they might lean towards destinations that are easily accessible and within a reasonable driving or flying distance from their home.

Brand Affinities:

When traveling, Gaming Enthusiast Families may be drawn to brands that offer family-friendly accommodations and cater to their interests. They might prefer hotel chains like Marriott, Hilton, or Holiday Inn, which provide amenities and services tailored to families. Additionally, they may be inclined to choose airlines that offer family-friendly perks, such as priority boarding or discounted fares for children.

In terms of travel booking, they might use platforms like Expedia, Booking.com, or Airbnb to find the best deals and family-friendly accommodations. They could also show brand loyalty to gaming and tech companies, seeking out events or experiences that feature their favorite game publishers, consoles, or gaming-related merchandise.

“For this target audience, who are the top competing destinations for esports?”

1. Los Angeles, California:

- Home to several popular esports organizations and teams
- Hosts major events like the League of Legends Championship Series (LCS) and Call of Duty World League Championships
- Offers a mix of family-friendly attractions, such as Disneyland and Universal Studios

2. Dallas, Texas:

- Esports Stadium Arlington, one of the largest dedicated esports facilities in North America
- Hosts a variety of esports events, including major tournaments and leagues
- Provides family-friendly attractions like the Dallas World Aquarium and the Perot Museum of Nature and Science

3. Orlando, Florida:

- Full Sail University's "The Fortress," a dedicated esports arena
- Hosts a variety of esports events and tournaments
- Offers family-friendly attractions, such as Walt Disney World, Universal Studios, and SeaWorld

4. Atlanta, Georgia:

“What do these destinations offer that NYC does not?”

These destinations offer certain advantages over NYC, such as:

1. **Dedicated esports facilities:** Many competing destinations have large, dedicated esports arenas or stadiums that cater specifically to gaming events.
2. **Strong esports presence:** Some of these locations are home to major esports organizations, teams, and game publishers, contributing to a robust local gaming ecosystem.
3. **Established esports event history:** These destinations have hosted numerous high-profile esports events, making them well-known within the gaming community.
4. **Family-friendly attractions:** Competing destinations often provide a range of family-friendly attractions and activities that can be combined with esports events to create an appealing vacation experience.

To compete with these destinations, NYC should consider investing in dedicated esports venues, partnering with popular game publishers and esports organizations, and promoting its wide range of family-friendly attractions and activities to appeal to gaming enthusiast families.

“Write a SWOT analysis for NYC in the esports space regarding the Gaming Enthusiast Family audience.”

Weaknesses:

1. Lack of dedicated esports venues: NYC currently lacks large, dedicated esports arenas or stadiums, which may limit its appeal to gaming enthusiast families.
2. High costs: NYC is known for its high cost of living and tourism expenses, which may discourage some families from choosing the city as an esports event destination.
3. Competition with other destinations: As previously mentioned, NYC faces strong competition from other cities that already have established esports facilities and events.

Opportunities:

1. Develop esports infrastructure: Investing in dedicated esports venues and partnering with popular game publishers and esports organizations can help NYC become a more attractive destination for gaming enthusiast families.
2. Leverage existing sports and entertainment venues: NYC has numerous sports and entertainment venues that can be adapted for hosting esports events, which could attract gaming enthusiast families.
3. Collaboration with local schools and universities: Partnering with educational institutions to promote esports education, events, and activities can help generate interest among gaming enthusiast families.
4. Marketing and promotion: Developing targeted marketing campaigns to showcase NYC's esports events and family-friendly attractions can attract gaming enthusiast families from both regional and international markets.

“What objections might this audience have regarding NYC as a destination for esports?”



Gaming enthusiast families might have some objections regarding NYC as a destination for esports, including:

1. **Cost:** NYC is known for being an expensive city in terms of accommodation, food, transportation, and entertainment. Families on a budget might be concerned about the overall cost of their trip.
2. **Safety:** Some families might have concerns about safety in a large city like NYC, especially when traveling with children.
3. **Complexity of transportation:** Navigating the public transportation system in NYC can be challenging for families, particularly those with young children or who are unfamiliar with the city.
4. **Crowdedness:** NYC is a densely populated city, and popular tourist attractions can be crowded, which might be a concern for families looking for a more relaxed atmosphere.
5. **Limited esports venues:** Although NYC has some esports venues, the city might not have as many dedicated esports facilities as some competing destinations, potentially limiting the variety of events available for gaming enthusiast families.
6. **Focus on traditional tourism:** NYC is renowned for its traditional tourist attractions like Broadway, museums, and landmarks. Some families might worry that the city's focus on these attractions could detract from its esports offerings.

To address these objections, it's essential to emphasize the unique advantages NYC

“List three ways NYC could overcome the objection regarding the complexity of transportation.”



1. Develop a user-friendly transportation guide specifically for gaming enthusiast families: NYC could create an easy-to-understand guide that highlights the most efficient routes and modes of transportation to popular esports venues, attractions, and accommodations. The guide could be available in print, digital, and mobile app formats, ensuring accessibility for all visitors.
2. Offer family-friendly transportation packages: NYC could collaborate with transportation providers to offer discounted family passes for public transit, including buses, subways, and ferries. These packages could be tailored to the needs of gaming enthusiast families, offering convenience and cost savings during their stay.
3. Implement shuttle services for esports events: Organizers of esports events in NYC could arrange dedicated shuttle services between key locations such as hotels, esports venues, and popular tourist attractions. This would simplify transportation for families attending esports events and provide a hassle-free experience while navigating the city.

“List ten ways the DMO for NYC and Fortnite could partner to make NYC an esports destination. Prioritize uncommon examples.”



1. Virtual NYC Esports Arena: Create a unique virtual esports arena within Fortnite that mimics iconic NYC landmarks, where players can participate in exclusive NYC-themed tournaments and events.
2. NYC-Fortnite Digital Graffiti Art Festival: Organize a digital graffiti art festival within Fortnite, where artists from around the world can showcase their skills on virtual NYC buildings and monuments. This event could culminate in a live, in-person exhibition at a gallery in the city.
3. Fortnite Flash Mobs: Organize Fortnite-themed flash mobs in various public spaces throughout NYC, featuring live-streamed matches and interactive challenges for local residents and visitors to participate in and watch.
4. NYC Battle Pass: Introduce a limited-edition NYC Battle Pass in Fortnite, with exclusive New York-themed skins, emotes, and other in-game items. A portion of the sales could be donated to local NYC youth programs or charities.
5. Fortnite-themed Subway Cars: Partner with the MTA to create Fortnite-themed subway cars, featuring artwork from the game and offering passengers the opportunity to play Fortnite on mounted screens during their commute.
6. Fortnite Broadway Show: Develop a Fortnite-themed Broadway show, featuring an original storyline and music

WATCH-OUTS

Hallucinations

Data Privacy

Bias

Copyright

Sustainability



Janette Roush is an accomplished academic, researcher, and thought leader in the field of travel and tourism. With a PhD in Tourism Management, Janette has dedicated over two decades of her career to analyzing and understanding trends and patterns within the US travel industry.

She began her journey at the prestigious Cornell University, where she was recognized for her research contributions and innovative approach to addressing challenges in the tourism sector. Following her tenure at Cornell, she joined the Amtrak team, taking on a key role in analyzing passenger travel data and informing strategic decisions for improved customer experience.

Janette is also known for her collaboration with artificial intelligence research, particularly in her work with ChatGPT, aiming to enhance travelers' experiences and make informed decisions about their journeys. Her partnership with OpenAI has resulted in groundbreaking applications of AI in the travel and tourism industry.

When she isn't immersed in research, Janette enjoys early morning train rides across the US, finding the serenity and perspective that comes with watching the country wake up invaluable to her work. She continues to be an influential figure in her field, committed to shaping the future of travel and tourism.



Chat GPT



Hat g?

- Profile 1
- Profile 2
- Profile 3
- Profile 4
- Profile 5

Google

Google



**EASY
BUTTON**



Easy Button



**Not for
everything**



Event for and Earyng



Quando l

WHAT'S NEXT FOR AI?

AI Agents



AI Agents

Robotics



AI Agents

Robotics

Personal AI

Personal AI

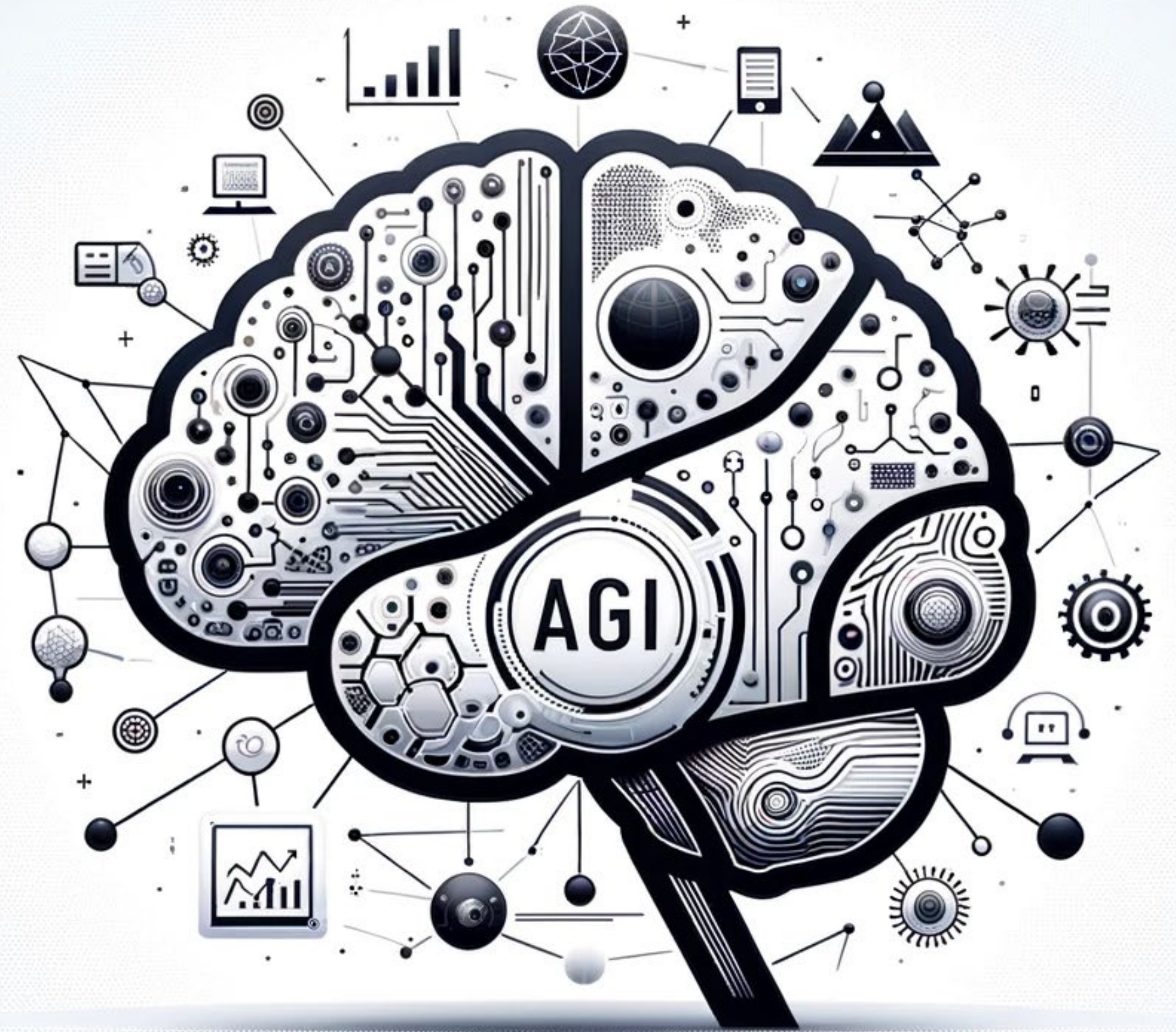


AI Agents

Robotics

Personal AI

**Artificial General
Intelligence**



ARTIFICIAL GENERAL INTELLIGENCE

AI Agents

Robotics

Personal AI

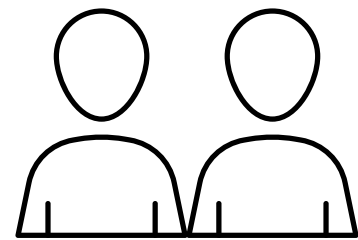
**Artificial General
Intelligence**

**The “Enshittification”
of Search**

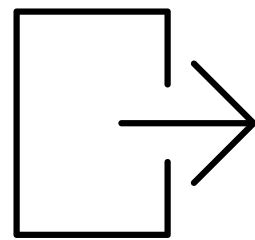


AI GAMEPLAN

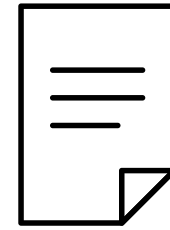
FOR COMPANIES



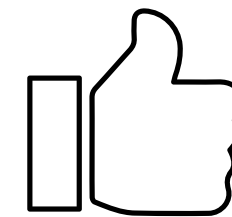
Create an AI Council.



Review tasks and processes by department.



Adopt company guidelines for using ChatGPT and similar tools.



Reward experimentation.

FOR COMPANIES

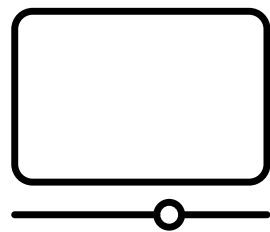
What is your mission?

What problems do you solve for visitors?

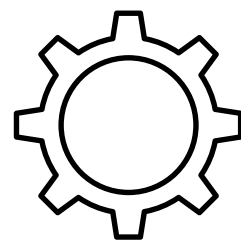
How can generative AI help you do this better or faster?

AI is a tool – not a solution!

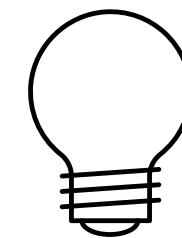
FOR YOU!



Keep ChatGPT open on your desktop and test something new every day.



ChatGPT is better at “tasks” than “jobs.”



Share your use cases.

Thank you!

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Janette Roush

EVP Marketing and Digital | New
York City Tourism + Conventions

