

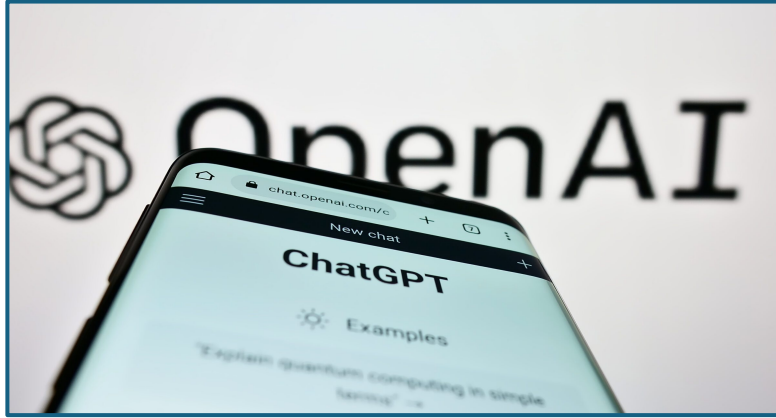
From Apps to Agents

With generative AI, we can now have intelligent conversations with machines, leading to more personalized conversations with travelers.

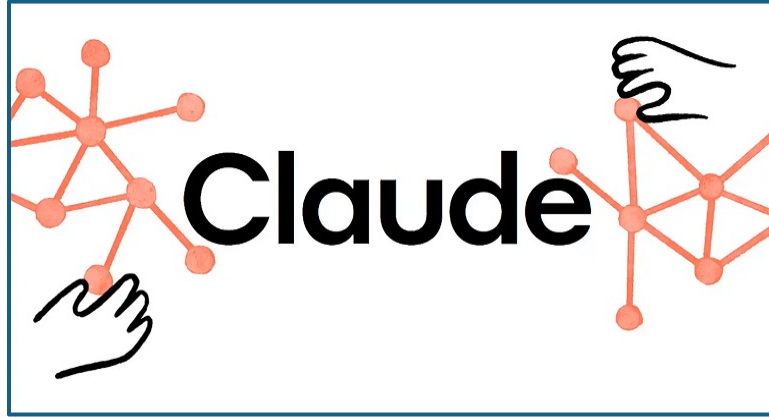
Greg Oates, SVP Innovation / June 27, 2024



Large Language Models ("models, chatbots, assistants, agents," etc.)



ChatGPT-4o



Claude 3.5



Meta Llama 3

LLMs with Advanced Search



Microsoft Copilot Pro



Google Gemini Advanced



Perplexity Pro

GatesNotes THE BLOG OF BILL GATES

THE FUTURE OF AGENTS

AI is about to completely change how you use computers

And upend the software industry.

By **Bill Gates** | November 09, 2023 · 12 minute read



“Anyone who’s online will be able to have a personal assistant powered by artificial intelligence. **This type of software is called an agent.**”

—*Bill Gates (2023)*

TODAY

Generative/Conversational AI

We now all have personal assistants (or “agents”)

Conversational Search

Answer engines are the new search engines

Conversational Commerce

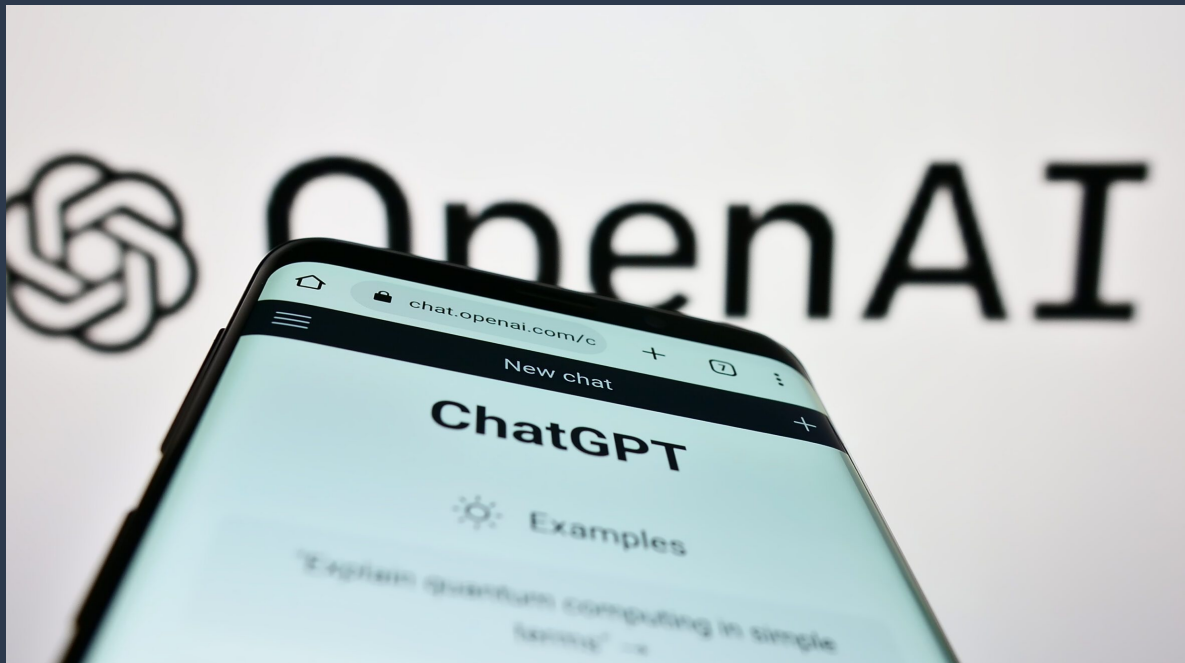
The future of brand engagement



Generative/ Conversational AI

We now all have personal assistants (or “agents”)





- These two LLMs are basically the same thing but often give different responses.
- ChatGPT has option for user personalization.
- Both have functionality for work teams.
- Both have free/paid membership options with various levels of access to the web.



Amara's Law: "We tend to overestimate the effect of a technology in the short run and underestimate the effect in the long run."

AI for Content Development (Claude 3.5)

GO Create five Instagram posts promoting different Toronto neighborhoods at Christmas

I'd be happy to create some Instagram post ideas promoting different Toronto neighborhoods during the Christmas season. I'll provide concise captions for five distinct neighborhoods, each highlighting unique holiday attractions or experiences. Would you like me to include hashtag suggestions as well?

GO yes

Certainly, I'll create five Instagram posts with captions and relevant hashtags for different Toronto neighborhoods during Christmas. Here they are:

1. Distillery District: "Step into a winter wonderland at the Distillery District's Christmas Market! Sip on mulled wine, shop for unique gifts, and bask in the glow of thousands of twinkling lights. 🎄✨ #DistilleryDistrict #TOChristmasMarket #TorontoHolidays"
2. Yorkville: "Experience luxury and elegance this holiday season in Yorkville. Admire the dazzling storefront displays and warm up with a gourmet hot chocolate at one of the chic cafés. ☕❄️ #YorkvilleTO #TorontoChristmas #LuxuryHolidays"
3. Kensington Market: "Join the festive fun at Kensington Market's annual Winter Solstice Festival! Enjoy street performances, ice sculptures, and the famous parade of lights. 🎉🎨 #KensingtonMarket #WinterSolsticeTO #TorontoEvents"
4. Bloor-Yorkville: "Lace up your skates and glide under the stars at the Bloor-Yorkville ice rink. The perfect way to embrace the magic of a Toronto winter! 🛷❄️ #BloorYorkville #TorontoSkating #WinterInTO"
5. St. Lawrence Market: "Discover holiday flavors at St. Lawrence Market! From freshly baked gingerbread to locally crafted gifts, it's your one-stop shop for a taste of Toronto's festive spirit. 🍪🎁 #StLawrenceMarket #TOFoodie #ChristmasShopping"

These posts highlight diverse experiences across Toronto during the holiday season. Let me know if you'd like any modifications or additional information for any of these posts.

📄 Copy ↺ Retry 🗑️



Claude can make mistakes. Please double-check responses.

Reply to Claude...

Claude 3.5 Sonnet ▾ 1

AI for Content Development (Same question w/ ChatGPT-4o)



Post 1: Distillery District Christmas Market

Image: A bustling Christmas market scene in the Distillery District, with twinkling lights, festive decorations, and crowds enjoying the holiday atmosphere.

Caption: 🎄 ✨ Experience the magic of the Distillery District Christmas Market! Wander through charming cobblestone streets, discover unique gifts, and savor festive treats. It's the perfect place to get into the holiday spirit! #DistilleryDistrict #ChristmasMarket #TorontoHolidays

Hashtags: #TorontoChristmas #HolidayCheer #FestiveVibes #VisitToronto #DiscoverTO

Post 2: Yorkville's Holiday Elegance

Image: A beautifully decorated street in Yorkville, showcasing elegant holiday lights, high-end boutiques, and festive window displays.

Caption: ✨ 🎄 Celebrate the holidays in style at Yorkville! Enjoy luxurious shopping, dine at exquisite restaurants, and soak in the sophisticated festive ambiance. Yorkville is the ultimate destination for a chic holiday experience. #YorkvilleHolidays #ElegantChristmas #LuxuryShopping

Hashtags: #TorontoHolidays #ChristmasInToronto #HolidayShopping #ExploreTO

Post 3: Kensington Market's Festive Flare

Image: A vibrant and eclectic scene in Kensington Market with colorful holiday decorations, street art, and unique shops.

Caption: 🎄 ✨ Dive into the festive flare of Kensington Market this Christmas! Explore diverse shops, taste multicultural cuisines, and enjoy the lively holiday atmosphere. Kensington Market is where creativity and culture come alive during the holidays. #KensingtonMarket #FestiveFlare #CulturalChristmas

Hashtags: #TorontoChristmas #HolidayFun #ExploreToronto #MulticulturalTO

Post 4: Christmas at Nathan Phillips Square

Image: An ice-skating rink at Nathan Phillips Square with the iconic Toronto sign and a large Christmas tree in the background.

Caption: 🛷 🎄 Glide into the holiday season at Nathan Phillips Square! Skate under the twinkling lights, snap a photo with the Toronto sign, and marvel at the stunning Christmas tree. It's a holiday tradition you won't want to miss! #NathanPhillipsSquare #HolidaySkating #TorontoChristmas

Hashtags: #TorontoHolidays #ChristmasTradition #FestiveFun #ExploreTO

Post 5: Queen Street West's Artistic Holiday

Image: A street view of Queen Street West with artistic holiday decorations, trendy shops, and holiday lights.

Caption: 🎨 ✨ Discover the artistic side of the holidays on Queen Street West! From unique boutiques to cozy cafes, Queen Street West offers a creative and trendy holiday experience. Come and see why it's one of Toronto's coolest neighborhoods! #QueenStreetWest #ArtisticHoliday #TrendyChristmas

Hashtags: #TorontoChristmas #HolidayShopping #ExploreToronto #FestiveVibes

These posts aim to showcase the diverse and festive neighborhoods of Toronto during Christmas, appealing to both locals and visitors.

🔊 📄 🔄 🗑️ ⚙️



🗨 Message ChatGPT



ChatGPT can make mistakes. Check important info.

AI for Strategic Planning (ChatGPT-4o)

PROMPT #1

“There is presently no major food and wine festival in Canada that represents the nation's culinary diversity, innovation and excellence. Toronto is well positioned to develop a new Toronto Food & Wine Festival to attract upscale, well-traveled international visitors. Toronto is one of only two Canadian cities with a Michelin guide, and it has the most diverse culinary scene in the country.

“Ultimately, the goal for the festival is to: amplify Toronto's brand narrative as a vibrant, modern travel destination; introduce under-appreciated Canadian chefs, cuisine and wine to the world; and **most importantly, attract a high volume of new international visitors.**

“Focus on this: Write a 500-word synopsis for an annual event that shares how the Destination Toronto tourism organization, the City of Toronto, and the country's food and wine industry can collaborate on developing this festival. The event would be run and financed by the private sector, mostly. The tourism organization and City are there for support and promotion.”

Link: <https://chatgpt.com/share/4660df35-aca1-4c25-9156-266d64197947>

“The Toronto Food & Wine Festival is envisioned as a landmark event that not only celebrates Canada's culinary prowess but also cements Toronto's status as an essential destination on the global food and wine map.”

Toronto Food & Wine Festival: Celebrating Canada's Culinary Excellence

Event Overview

The Toronto Food & Wine Festival is poised to become Canada's premier annual celebration of culinary diversity, innovation, and excellence. Set against the backdrop of Toronto's vibrant urban landscape, this festival aims to elevate the city's brand narrative as a dynamic and modern travel destination. With its designation as one of only two Canadian cities with a Michelin guide and its reputation for hosting the country's most diverse culinary scene, Toronto is uniquely positioned to host an event that will attract upscale, well-traveled international visitors.

Vision and Goals

The primary objective of the Toronto Food & Wine Festival is to showcase the richness and variety of Canadian cuisine, spotlighting under-appreciated chefs, and the nation's wine industry. By doing so, the festival seeks to:

- **Amplify Toronto's Brand:** Establish Toronto as a must-visit destination for food and wine enthusiasts worldwide.
- **Promote Culinary Talent:** Introduce international audiences to Canada's top culinary talents and innovative cuisine.
- **Boost Tourism:** Attract a significant volume of international visitors, contributing to Toronto's tourism economy.
- **Foster Industry Collaboration:** Strengthen partnerships within the food and wine sectors across Canada.

Collaborative Framework

The festival's success hinges on the collaboration between the Destination Toronto tourism organization, the City of Toronto, and key stakeholders in the food and wine industry. Each entity plays a vital role in bringing the festival to life:

Destination Toronto

- **Marketing and Promotion:** Utilize extensive marketing channels to promote the festival globally, targeting high-end travelers and food enthusiasts.
- **Logistics and Coordination:** Coordinate with international travel partners to create attractive travel packages and exclusive experiences.
- **Stakeholder Engagement:** Foster relationships with local chefs, restaurateurs, wineries, and food producers to ensure their active participation and representation at the festival.

City of Toronto

- **Support and Infrastructure:** Provide logistical support, including venue selection, permits, and infrastructure improvements, to ensure a seamless festival experience.
- **Public Relations:** Leverage city-wide media and public relations resources to generate buzz and highlight the festival's significance in Toronto's cultural calendar.
- **Community Engagement:** Engage with local communities to create inclusive experiences that celebrate Toronto's diverse culinary heritage.

Food and Wine Industry

- **Sponsorship and Financing:** Secure financial backing from private sector partners, including leading food brands, wineries, and hospitality groups.
- **Programming and Content:** Curate a rich program of events, including chef demonstrations, wine tastings, gourmet dinners, and culinary workshops, showcasing the best of Canadian gastronomy.
- **Talent Participation:** Encourage the participation of top chefs, sommeliers, and food critics to ensure a high-quality and memorable festival experience.

Event Highlights

- **Gourmet Showcases:** Daily showcases featuring Canada's top chefs preparing signature dishes, highlighting regional ingredients and culinary techniques.
- **Wine Tastings:** Extensive wine tasting sessions led by renowned sommeliers, featuring a diverse selection of Canadian wines from coast to coast.
- **Cooking Workshops:** Interactive cooking workshops and masterclasses offering attendees hands-on experiences with culinary experts.
- **Culinary Competitions:** Exciting competitions that challenge chefs to create innovative dishes, judged by an esteemed panel of international food critics.
- **Cultural Experiences:** Events celebrating the cultural diversity of Toronto's culinary scene, including food from various ethnic communities and fusion cuisine.

Conclusion

The Toronto Food & Wine Festival is envisioned as a landmark event that not only celebrates Canada's culinary prowess but also cements Toronto's status as an essential destination on the global food and wine map. By fostering collaboration between the tourism organization, the City of Toronto, and the country's food and wine industry, the festival promises to be a vibrant, inclusive, and internationally acclaimed celebration of Canadian gastronomy. Through strategic marketing, comprehensive programming, and strong industry partnerships, the festival aims to attract and delight a global audience, driving significant tourism and economic benefits for the city.



PROMPT #2

“What kinds of experiences will engage and inspire international visitors to travel to Toronto?”



Experiences to Engage and Attract International Visitors to Toronto

Gastronomic Adventures

1. Michelin-Star Dining Experiences:

- **Exclusive Dinners:** Host private dining events at Michelin-starred restaurants featuring tasting menus curated by renowned chefs.
- **Chef Collaboration Events:** Unique collaborations between local and international Michelin-star chefs, offering one-of-a-kind dining experiences.

2. Culinary Tours and Tastings:

- **Gourmet Food Tours:** Guided tours through Toronto's diverse neighborhoods, sampling the best in local and international cuisine.
- **Wine and Craft Beer Tastings:** Visits to local wineries and craft breweries with guided tastings and pairings.

3. Cooking Classes and Workshops:

- **Hands-on Cooking Classes:** Opportunities for visitors to learn from top chefs, focusing on Canadian dishes and techniques.
- **Specialty Workshops:** Workshops on topics such as artisanal bread making, chocolate crafting, and sustainable seafood.

Cultural and Entertainment Offerings

4. Arts and Culture Festivals:

- **Film and Music Festivals:** Timed to coincide with the Toronto International Film Festival (TIFF) or Toronto Jazz Festival, offering a mix of culinary and cultural experiences.
- **Themed Food Markets:** Night markets and food fairs celebrating the culinary traditions of various cultures represented in Toronto.

5. Interactive Art Installations:

- **Food-Themed Art Exhibits:** Collaborations with local artists to create installations that explore the intersection of art and food.
- **Live Performances:** Culinary-inspired performances and shows, combining gastronomy with theater, music, and dance.

Luxury and Wellness Experiences

6. Spa and Wellness Retreats:

- **Culinary Spa Packages:** Wellness retreats featuring healthy gourmet meals, cooking classes, and nutrition workshops.
- **Wine and Wellness:** Packages combining vineyard tours and tastings with spa treatments.

7. Luxury Accommodation Packages:

- **Exclusive Hotel Deals:** Partnerships with high-end hotels offering special festival packages, including VIP access to events and dining experiences.
- **Boutique Stays:** Curated stays in boutique hotels and luxury apartments with personalized concierge services.

Adventure and Outdoor Activities

8. Food and Nature Excursions:

- **Farm-to-Table Tours:** Visits to local farms and artisanal producers with farm-fresh meals and cooking demonstrations.
- **Foraging and Fishing Trips:** Guided excursions into the wild for foraging and fishing, followed by cooking classes on preparing the harvested ingredients.

9. Urban Food Adventures:

- **Biking and Walking Tours:** Self-guided and guided tours of the city's best food spots, combined with sightseeing and cultural experiences.
- **Food Truck Festivals:** Outdoor festivals featuring a variety of food trucks offering gourmet street food from around the world.

Specialty Events and Exclusive Access

10. Celebrity Chef Appearances:

- **Meet-and-Greets:** Opportunities to meet and interact with famous chefs during book signings, Q&A sessions, and cooking demonstrations.
- **Exclusive Tastings:** Private tastings and dinners hosted by celebrity chefs, offering unique and intimate dining experiences.

11. Behind-the-Scenes Experiences:

- **Restaurant and Winery Tours:** Exclusive tours of top restaurants and wineries, including behind-the-scenes access to kitchens and cellars.
- **Food Production Tours:** Visits to local food producers, such as cheese makers, chocolatiers, and distilleries, with insights into their craft.

Summary

By offering a diverse range of experiences that blend luxury, culture, adventure, and gastronomy, Toronto can attract international visitors seeking unique and memorable travel experiences. These curated experiences not only highlight the city's vibrant culinary scene but also showcase its rich cultural diversity, innovative spirit, and natural beauty, making Toronto a top destination for food and wine enthusiasts from around the world.

PROMPT #3

"I'm thinking that the Toronto Food & Wine festival could actually be a showcase for all Canadian cuisine, chefs and winegrowers, versus just local.

What do I need to consider to accomplish that well, and what are some challenges of expanding the scope like that?"

Considerations for Expanding the Scope

1. Strategic Vision and Objectives:

- **Define the Festival's Purpose:** Clearly articulate that the festival is a national showcase of Canadian culinary excellence, aiming to elevate Canada's global gastronomic reputation.
- **Set Clear Goals:** Outline specific objectives such as increasing international visitor numbers, promoting Canadian culinary diversity, and boosting tourism revenue.

2. Stakeholder Engagement and Collaboration:

- **National Partnerships:** Establish partnerships with culinary institutions, provincial tourism boards, and national food and wine associations.
- **Chef and Winery Participation:** Engage top chefs, emerging culinary talents, and winegrowers from across Canada to participate in the festival.
- **Industry Support:** Secure backing from key industry players, including sponsors, media partners, and food and beverage brands.

3. Diverse Programming:

- **Regional Representation:** Ensure that all provinces and territories are represented, highlighting their unique culinary traditions and specialties.
- **Variety of Events:** Design a mix of events such as cooking demonstrations, tastings, workshops, and dinners that cater to different interests and showcase regional diversity.
- **Celebrity and Emerging Chefs:** Feature both renowned chefs and rising stars to offer a comprehensive view of Canada's culinary landscape.

4. Logistical Planning:

- **Venue Selection:** Choose venues that can accommodate a large number of participants and diverse events, including outdoor spaces, historic sites, and modern facilities.
- **Travel and Accommodation:** Work with travel agencies and hotels to provide attractive packages for international visitors.
- **Marketing and Promotion:** Develop a robust marketing strategy targeting international audiences through digital campaigns, social media, and partnerships with international food and travel influencers.

Challenges of Expanding the Scope

1. Coordination Across Regions:

- **Logistical Complexity:** Managing participation and logistics for chefs and winegrowers from various regions can be complex and resource-intensive.
- **Consistency and Quality Control:** Ensuring a consistent quality of experience and presentation across diverse events and participants.

2. Financial Considerations:

- **Funding and Sponsorship:** Securing sufficient funding and sponsorship to cover the expanded scope, including travel and accommodation for participants from across Canada.
- **Cost Management:** Balancing the festival budget to ensure profitability while offering a high-quality experience.

3. Marketing and Outreach:

- **Effective Promotion:** Creating a cohesive marketing campaign that effectively communicates the national scope of the festival and attracts international visitors.
- **Audience Engagement:** Ensuring that the diverse range of events appeals to a wide audience, including food enthusiasts, industry professionals, and casual visitors.

4. Cultural Sensitivity and Representation:

- **Inclusive Representation:** Ensuring that all regions and cultural groups within Canada are fairly and accurately represented, which requires sensitive and thoughtful curation.
- **Balancing Diversity and Cohesion:** Striking the right balance between showcasing regional diversity and maintaining a cohesive festival identity.

Action Plan

1. Establish a National Advisory Board:

- Form a board comprising representatives from culinary institutions, tourism boards, and industry leaders to guide the festival's development and ensure national representation.

2. Develop a Comprehensive Program:

- Plan a schedule of events that includes regional showcases, cross-cultural culinary collaborations, and interactive experiences for attendees.

3. Secure Funding and Sponsorship:

- Identify potential sponsors and partners early on, focusing on those with a vested interest in promoting Canadian cuisine and wine internationally.

4. Engage in Strategic Marketing:

- Launch an international marketing campaign that highlights the unique aspects of Canadian cuisine and positions Toronto as the gateway to this national culinary showcase.

5. Plan Logistics and Infrastructure:

- Work closely with local authorities, venues, and service providers to ensure all logistical aspects are well-coordinated and executed smoothly.

6. Monitor and Evaluate:

- Implement a robust evaluation framework to assess the festival's impact and gather feedback for continuous improvement.

Conclusion

By thoughtfully expanding the Toronto Food & Wine Festival to include a national focus, you can create a rich and varied showcase that celebrates the best of Canadian cuisine. While the broader scope brings challenges, careful planning, strategic partnerships, and effective marketing will ensure that the festival not only attracts international visitors but also positions Toronto as a culinary hub that highlights the diverse flavors of Canada.

PROMPT #4

“What are the 5 most ambitious measurements of success (KPIs) for this festival, beyond the most important KPIs: total visitor attendance and spending?”

Ambitious KPIs for the Toronto Food & Wine Festival

1. International Media Coverage and Engagement:

- **Metric:** Number of international media mentions, articles, and broadcast features.
- **Target:** Achieve coverage in at least 50 major international publications and media outlets, including top-tier food and travel magazines, TV shows, and influential blogs.
- **Rationale:** Extensive media coverage will amplify the festival's reach, enhance Toronto's global culinary reputation, and attract future visitors.

2. Social Media Reach and Influence:

- **Metric:** Total social media impressions, engagements (likes, shares, comments), and follower growth on festival-related accounts.
- **Target:** Reach 10 million social media impressions, with a significant increase in follower numbers and high engagement rates across platforms like Instagram, Facebook, Twitter, and TikTok.
- **Rationale:** Strong social media presence and engagement can drive global awareness, create buzz, and attract a younger, tech-savvy audience.

3. Diversity and Inclusivity of Participants:

- **Metric:** Representation of chefs, winegrowers, and participants from all Canadian provinces and territories, including a balanced mix of gender, ethnicity, and culinary styles.
- **Target:** Ensure participation from at least 80% of Canada's provinces and territories, with a diverse representation of 50% women and 30% minority chefs and winemakers.
- **Rationale:** Showcasing Canada's culinary diversity promotes inclusivity and enriches the festival's appeal, reflecting the country's multicultural heritage.

4. Economic Impact on Local Businesses:

- **Metric:** Economic benefits generated for local businesses, including hotels, restaurants, and retail establishments.
- **Target:** Generate an additional \$20 million in revenue for local businesses during the festival period.
- **Rationale:** A substantial economic impact demonstrates the festival's value to the local economy, encouraging continued support and investment from the community and stakeholders.

5. Visitor Satisfaction and Experience Quality:

- **Metric:** Visitor satisfaction scores and Net Promoter Score (NPS).
- **Target:** Achieve an average visitor satisfaction score of 4.5 out of 5 and an NPS of 70 or higher.
- **Rationale:** High visitor satisfaction and a strong NPS indicate a positive experience, leading to repeat visits, word-of-mouth promotion, and long-term festival success.

Implementation Strategies

1. International Media Outreach:

- Partner with PR agencies specializing in food and travel.
- Invite renowned international journalists and influencers to cover the festival.

2. Social Media Campaigns:

- Develop engaging content, including live streaming of events, chef interviews, and behind-the-scenes footage.
- Launch targeted advertising campaigns to reach global audiences.

3. Diversity and Inclusivity Initiatives:

- Actively recruit participants from underrepresented regions and demographics.
- Highlight diverse culinary traditions through themed events and programming.

4. Local Economic Partnerships:

- Collaborate with local business associations and chambers of commerce.
- Offer incentives for businesses to participate and promote the festival.

5. Enhancing Visitor Experience:

- Provide exceptional customer service and seamless logistics.
- Collect and analyze visitor feedback in real-time to make on-the-fly improvements.

Conclusion

These ambitious KPIs, when effectively monitored and achieved, will not only signify the success of the Toronto Food & Wine Festival but also ensure its long-term sustainability and growth. By focusing on media coverage, social media influence, diversity, economic impact, and visitor satisfaction, the festival can establish itself as a premier event on the global culinary calendar, driving significant benefits for Toronto and Canada's culinary industry.

PROMPT #5

“Ok, thanks, but I think you're missing a bigger picture. I want to amplify Toronto's brand narrative and identity on the world stage.

I want people to think of Toronto in a new way. I want international visitors to LOVE Toronto like I do. How can I measure that!?”



Measuring the Impact on Toronto's Brand Narrative and Identity

To gauge how the Toronto Food & Wine Festival enhances Toronto's global brand narrative and identity, consider these ambitious KPIs that capture the broader, more intangible aspects of brand perception and cultural impact:

1. Global Brand Perception and Recognition:

- **Metric:** Changes in global perception indices and brand recognition surveys.
- **Target:** Achieve a 20% improvement in Toronto's ranking in global city brand indices and a significant increase in recognition as a top culinary destination.
- **Rationale:** Improved rankings and recognition indicate a positive shift in how Toronto is perceived internationally, highlighting its identity as a vibrant, diverse, and modern city.

2. Visitor Sentiment and Emotional Connection:

- **Metric:** Sentiment analysis of visitor reviews, social media posts, and feedback.
- **Target:** Attain predominantly positive sentiment scores (over 80% positive) in online reviews and social media mentions, and high levels of emotional engagement (e.g., use of words like “love,” “amazing,” “best”).
- **Rationale:** Positive sentiment and strong emotional connections reflect visitors' love for Toronto and their likely advocacy for the city, promoting it through word-of-mouth.

3. Cultural Influence and Inspiration:

- **Metric:** Number of cultural and culinary collaborations, mentions in international culinary and lifestyle publications, and influence on global culinary trends.
- **Target:** Secure at least 10 high-profile international collaborations, 50 mentions in leading culinary and lifestyle magazines, and notable inclusion in discussions about global culinary trends.
- **Rationale:** Active cultural influence and inspiration show that Toronto is setting trends and shaping the global culinary landscape, reinforcing its brand as a forward-thinking, influential city.

4. Repeat Visits and Long-Term Engagement:

- **Metric:** Rate of repeat visits from international attendees and long-term engagement through follow-up surveys.
- **Target:** Achieve a 30% repeat visit rate from international visitors within the next two years and high engagement levels in post-festival surveys.
- **Rationale:** Repeat visits and sustained engagement demonstrate lasting positive impressions and a strong desire to reconnect with the city, indicating deep appreciation and loyalty.

5. International Cultural Awards and Recognitions:

- **Metric:** Number of international awards and recognitions for the festival and Toronto's culinary scene.
- **Target:** Win or be nominated for at least 5 prestigious international awards related to food, culture, and tourism.
- **Rationale:** International awards and recognitions affirm the festival's excellence and Toronto's growing reputation as a top-tier cultural and culinary destination.

Strategies for Achieving These KPIs

1. Enhance Global Brand Perception:

- **Storytelling Campaigns:** Develop compelling narratives around Toronto's unique culinary and cultural stories, and share them through high-impact global media channels.
- **Influencer Partnerships:** Collaborate with influential global food and travel bloggers, chefs, and celebrities to promote the festival and Toronto's culinary scene.

2. Foster Emotional Connections:

- **Immersive Experiences:** Create memorable, immersive experiences that connect visitors emotionally with the city, such as personalized culinary tours, exclusive chef-hosted dinners, and cultural performances.
- **Engage Local Ambassadors:** Use local ambassadors and passionate Toronto advocates to share their love for the city through personal stories and interactions with visitors.

3. Cultivate Cultural Influence:

- **Cross-Cultural Collaborations:** Facilitate collaborations between Toronto chefs and international culinary stars, showcasing fusion cuisine and innovative culinary practices.
- **Highlight Diversity:** Emphasize Toronto's cultural and culinary diversity through themed events, highlighting different regions and ethnicities.

4. Encourage Repeat Visits:

- **Loyalty Programs:** Develop loyalty programs and special offers for repeat visitors, including discounts, exclusive event access, and personalized experiences.
- **Follow-Up Engagement:** Maintain engagement with past attendees through newsletters, social media updates, and exclusive invitations to future events.

5. Pursue Awards and Recognitions:

- **Award Submissions:** Actively submit the festival and its participants for international awards and recognitions, showcasing the excellence and innovation present in Toronto's culinary scene.
- **Global Benchmarking:** Continuously benchmark against leading global festivals and adapt best practices to ensure the Toronto Food & Wine Festival remains at the forefront of the industry.


Conclusion

By focusing on these ambitious KPIs, you can effectively measure and amplify Toronto's brand narrative and identity on the world stage. The goal is to not only attract international visitors but also to ensure they leave with a deep love and appreciation for Toronto, driving positive word-of-mouth and fostering long-term loyalty. Through strategic storytelling, emotional engagement, cultural influence, and consistent excellence, the Toronto Food & Wine Festival can transform how the world perceives and connects with Toronto.



GO There is presently no major food and wine festival in Canada that represents the nation's culinary diversity, innovation and excellence. Toronto is well positioned to develop such a festival to attract upscale, well-traveled international visitors because it has a Michelin guide. Ultimately, the goal is to amplify Toronto's brand as a cool travel destination, and introduce under-appreciated Canadian chefs, cuisine and wine to the world. Focus on this: Write a 500-word synopsis for an annual event that shares how the Destination Toronto tourism organization, the City of Toronto, and the country's food and wine industry can collaborate on developing this festival. For your answer, consider how Scandinavian countries have emerged as premier travel destinations in the last two decades by prioritizing creative food and wine experiences, and a close connection with nature and its bounties.

Here's a 500-word synopsis for an annual food and wine festival in Toronto that aims to showcase Canada's culinary diversity, innovation, and excellence:

 **Synopsis: Toronto's Annual Culinary Celebration**
Click to open document

I've created a synopsis for the annual food and wine festival in Toronto, focusing on how Destination Toronto, the City of Toronto, and Canada's food and wine industry can collaborate to develop this event. The synopsis is titled "Toronto's Culinary Mosaic: A Canadian Food & Wine Extravaganza" and outlines a 10-day festival that aims to showcase Canada's culinary diversity, innovation, and excellence.

The synopsis covers key elements of the festival, including:

1. A Michelin-starred showcase
2. A Canadian culinary innovation hub
3. An Indigenous culinary journey
4. Urban foraging and farm-to-table experiences
5. Canadian wine country excursions
6. Culinary neighborhood tours
7. Pop-up restaurants and food trucks
8. Masterclasses and workshops
9. A gala dinner series
10. A sustainable practices showcase

It also touches on the marketing strategy, potential economic impact, and long-term vision for the event. The synopsis draws inspiration from Scandinavian countries' success in becoming premier travel destinations by prioritizing creative food and wine experiences and emphasizing a close connection with nature.

Would you like me to elaborate on any specific aspect of this festival concept?

 Copy  Retry  Share



Claude can make mistakes. Please double-check responses.

Reply to Claude...

Claude 3.5 Sonnet ▾  1

← Synopsis: Toronto's Annual Culinary Celebration ×

Toronto's Culinary Mosaic: A Canadian Food & Wine Extravaganza

Overview

"Toronto's Culinary Mosaic" is an annual 10-day festival celebrating Canada's diverse culinary landscape, innovative chefs, and world-class wines. This event, held in late September, aims to position Toronto as a premier global food destination, rivaling the success of Scandinavian cities in attracting gastronomic tourism.

Collaboration

The festival is a joint effort between Destination Toronto, the City of Toronto, and Canada's food and wine industry. This partnership ensures a comprehensive approach, combining tourism expertise, municipal support, and culinary prowess.

Key Elements

1. Michelin-Starred Showcase

Leveraging Toronto's Michelin guide, the festival will feature exclusive dining experiences at the city's starred restaurants. This component will attract high-end, international food enthusiasts.

2. Canadian Culinary Innovation Hub

A central exhibition space will showcase emerging chefs, innovative cooking techniques, and cutting-edge Canadian food technology. This hub will emphasize Canada's commitment to sustainable and forward-thinking gastronomy.

3. Indigenous Culinary Journey

Dedicated events will celebrate Indigenous Canadian cuisine, offering visitors a unique opportunity to explore traditional ingredients and cooking methods. This component will be developed in close collaboration with Indigenous chefs and communities.

4. Urban Foraging and Farm-to-Table Experiences

Taking inspiration from Scandinavian countries' emphasis on nature, the festival will offer guided urban foraging tours and farm-to-table experiences in and around Toronto. These events will highlight Canada's natural bounty and commitment to sustainability.

5. Canadian Wine Country Excursions

Day trips to nearby wine regions (e.g., Niagara Peninsula, Prince Edward County) will showcase Canadian wines. These excursions will include vineyard tours, tastings, and pairing dinners with local chefs.

6. Culinary Neighborhoods Tour

A series of curated food tours through Toronto's diverse neighborhoods will highlight the city's multicultural culinary scene, from Little Italy to Chinatown, Greektown to Little India.

7. Pop-Up Restaurants and Food Trucks

Temporary venues will feature up-and-coming chefs from across Canada, offering affordable

Last edited 1 day ago

Copy contents



This PDF provides an overview of the World Region of Gastronomy program, an initiative led by IGCAT (International Institute of Gastronomy, Culture, Arts and Tourism) that aims to empower communities, support biodiversity, safeguard intangible heritage, and foster innovation in food, recipes, and cultural traditions. The program awards regions annually with the title of World Region of Gastronomy, serving as a stimulus to link food, hospitality, tourism, culture, health, and sustainability as part of a long-term regional strategy.

Here are the 5 biggest takeaways about how the World Region of Gastronomy program positively impacts a community:

- 1. Economic Growth and Job Creation:** The program stimulates innovation and creativity in the gastronomy sector, leading to new job opportunities. It encourages the development of niche food markets, supports local producers, and promotes gastronomic tourism, which can significantly boost the local economy.
- 2. Cultural Preservation and Pride:** By celebrating and promoting local food cultures and traditions, the program instills a sense of pride in communities about their unique culinary heritage. This helps to safeguard intangible cultural assets and traditional knowledge, ensuring they are passed on to future generations.
- 3. Environmental Sustainability:** The program emphasizes sustainable farming practices, the importance of biodiversity, and the reduction of food waste. It encourages regions to develop long-term plans that consider preventative measures to protect local plant and animal varieties, promoting environmental sustainability.
- 4. Education and Awareness:** Through various initiatives like school programs, culinary education, and public events, the program raises awareness about the importance of local and healthy food options. It educates both children and adults about responsible production and consumption, contributing to better health outcomes and sustainable development.
- 5. Community Cohesion and Well-being:** The program fosters connections between urban and rural areas, encouraging social cohesion. It promotes healthier lifestyles through greater awareness of natural farming, outdoor recreation, and culinary traditions. By bringing together various stakeholders from public, private, and educational sectors, it creates a collaborative environment that benefits the entire community.

These impacts demonstrate how the World Region of Gastronomy program can serve as a catalyst for positive change, addressing not only gastronomic aspects but also broader societal, economic, and environmental issues within a community.

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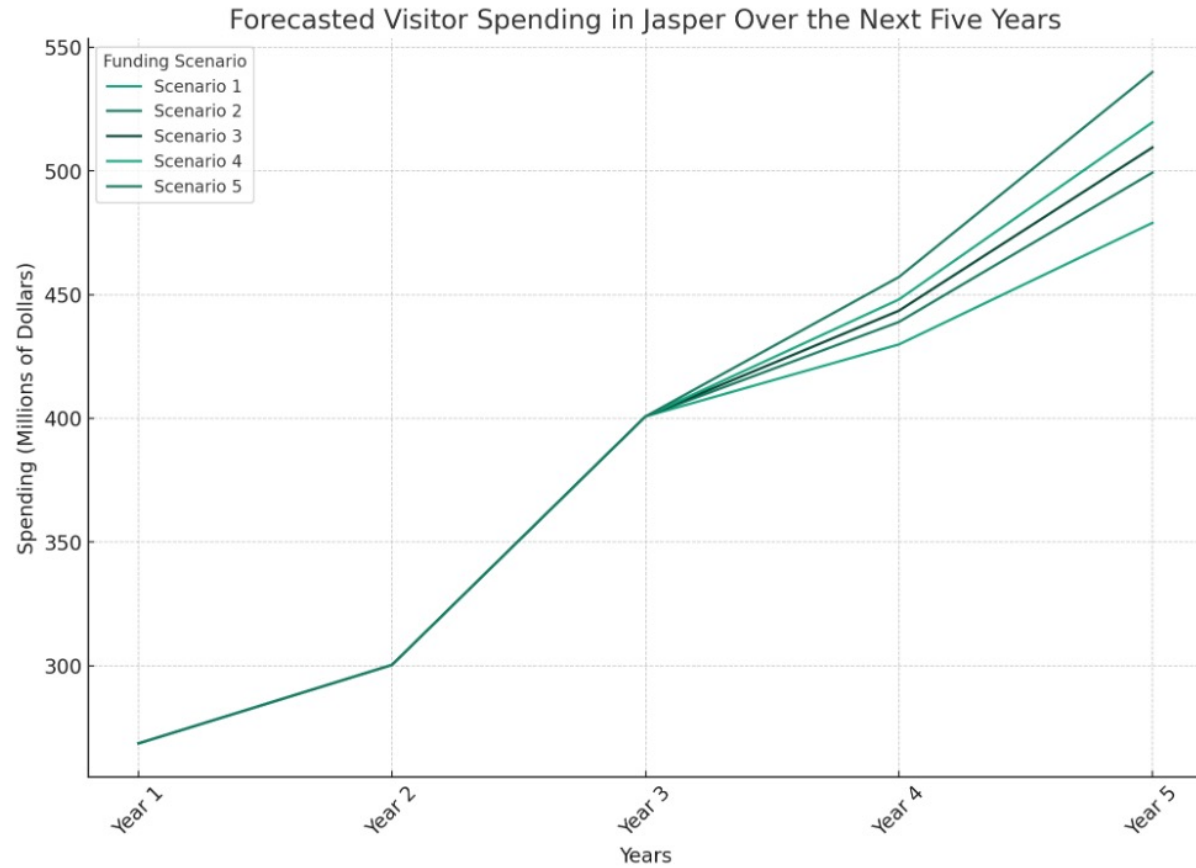
Claude can make mistakes. Please double-check responses.

PROMPT

“Summarize this PDF with a comprehensive introduction and provide the 5 biggest takeaways about how the World Region of Gastronomy program positively impacts a community.”



Data Analysis: ChatGPT-4.0



GR

You



TE - Jasper forecast tables.xlsx

Spreadsheet

Create a simple graph that shows how the different DMF funding levels will impact visitor spending for the next five years

To modernize this chart, I can create a React component using Recharts library for a sleek, interactive visualization. Here's how we could improve it:

</>

Modern Jasper Visitor Spending Forecast Chart

Click to open component

This modern version of the chart offers several improvements:

1. Interactivity: Users can hover over data points to see exact values.
2. Responsive design: The chart adjusts to different screen sizes.
3. Cleaner look: Removed grid lines for a less cluttered appearance.
4. Better color scheme: Used a more vibrant and distinct color palette.
5. Improved labeling: Added a proper y-axis label and made the legend more prominent.

To use this chart, you'd need to set up a React project with the Recharts library installed. Would you like me to explain any part of the code or suggest further improvements?

GO Can you add length to the vertical axis by 50%

Certainly, I can modify the chart to extend the vertical axis by 50%. This will give more room for the data and improve the overall visualization. Here's the updated version:

</>

Modern Jasper Visitor Spending Forecast Chart with Extended Y-Axis

Click to open component

Here are the key changes I've made to extend the vertical axis by 50%:

1. Calculated the maximum value in the dataset.
2. Set the YAxis domain to `[0, maxValue * 1.5]`, which extends the upper limit by 50%.
3. Increased the height of the ResponsiveContainer to 600px (from 400px) to maintain a good aspect ratio with the extended vertical axis.

These changes will give more vertical space to the chart, making the trends easier to see and providing room for potential future growth in the data.

The chart now has a taller appearance, with more space above the highest data points. This can make the overall trends clearer and give a sense of potential future growth beyond the current maximum values.

Would you like me to explain any part of these changes or make any further modifications to the chart?

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Reply to Claude...

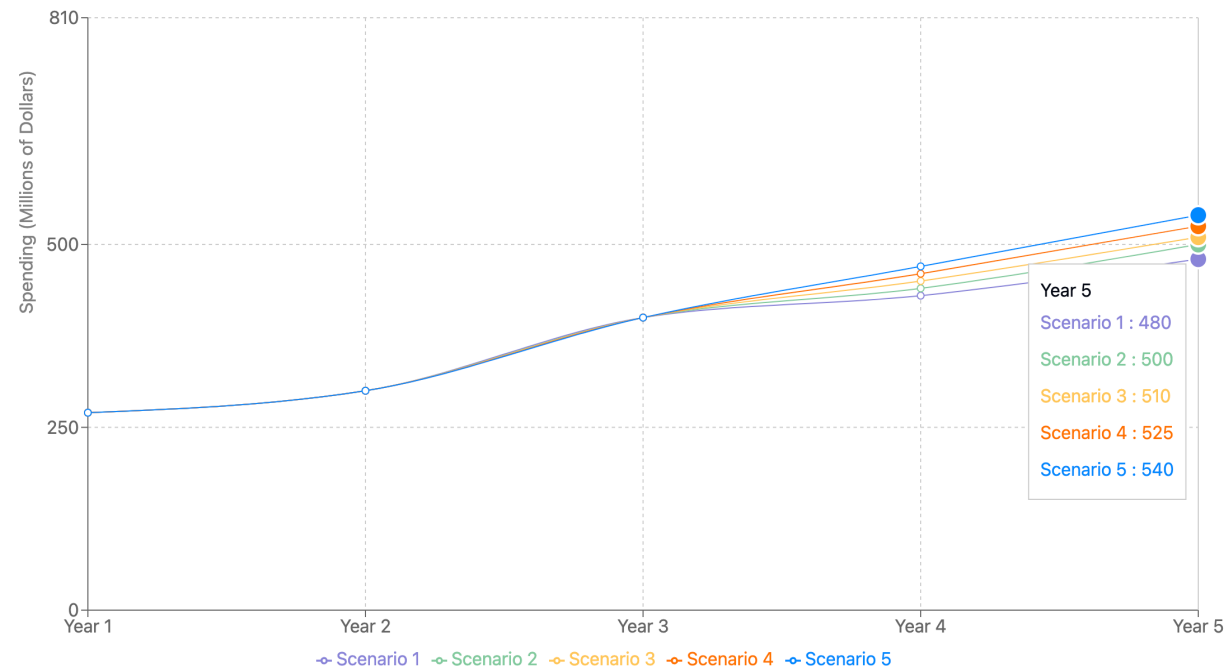
Claude 3.5 Sonnet 1

Modern Jasper Visitor Spending Forecast Chart



Preview

Code



Version 2 of 2

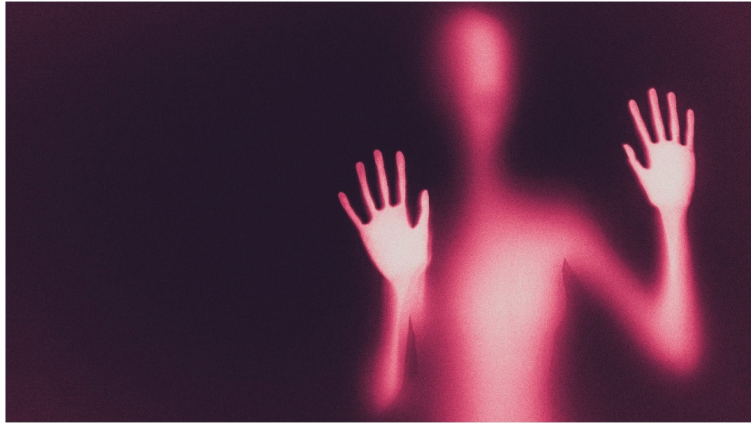


The Rise of AI for Qualitative Consumer Analysis

06-18-2024 | MARKETING INNOVATION

AI is revolutionizing the market research industry. Here's how—and why

Artificial intelligence (AI) offers marketing leaders the ability to understand the “why” behind customer motivations, preferences, and behaviors on a deeper, more granular level.



“The intersection of AI and market research transforms vast volumes of qualitative, text-based data from a challenge to be managed into a valuable asset to be leveraged.

“This shift enables companies to move beyond the superficial layers of data analysis, **reaching a deeper understanding of their consumers, markets and themselves.**”



**You don't have to be tech savvy
to be highly proficient with AI.**

**It does help to be **imaginative,
curious and open-minded.****

Conversational Search

A shift from search engines to answer engines





- Microsoft Copilot married generative AI and the web.
- Microsoft Bing + ChatGPT + MS Copilot.
- Free & Pro version



- Google Gemini is the same as MS Copilot but uses Google's proprietary LLM.
- Gemini is the foundation model for AI Overviews.
- Free & Advanced version



- Perplexity provides extensive source info.
- Users have option to use various LLMs.
- Free & Pro version

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Bing Chat

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ChatGPT vs. Copilot: Which AI chatbot is better for you?



All images

Microsoft Bing, commonly referred to as Bing, is a search engine owned and operated by Microsoft. The service traces its roots back to Microsoft's earlier search engines, including MSN Search, Win... +

Wikipedia

bing.com

Type of site	Search engine	Owner	Microsoft
Created by	Microsoft	Revenue	Microsoft Advertising
See more			

Which of the following factors influence your choice of Bing Search engine?

A AI

B Rewards



Your everyday AI companion

Write a song that celebrates the beauty of Earth

Where do people travel for culinary experiences?

I need a gift for my friend who likes to hike in cold weather

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Choose a conversation style

GPT-4 Creative Fast Balanced GPT-4 Precise

GPT-4 GPT-4 Turbo

Ask me anything...

0/4000



Your everyday AI companion



Why do people fly in their dreams?

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Choose a conversation style

GPT-4 Creative Fast Balanced GPT-4 Precise

GPT-4 GPT-4 Turbo



Hello again! I'm glad we can keep chatting. What do

Ask me anything...

Gmail

Images



Google

Search Google or type a URL



Add shortcut



Hello.

How can I help you today?

Create an image & bedtime story



List power words for my resume that show teamwork



Give me phrases to learn a new language



Help me compare these college majors



Enter a prompt here



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3:16



G Gemini



Good afternoon

Brainstorm team bonding activities for a work retreat



Suggest beautiful places to see on a road trip



Settle a how sh store b

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Type, talk, or share a photo



HIGHLY PERSONALIZED PROMPT

“What are 3 great neighborhoods in Toronto where my wife and I can visit that showcase local innovation and creativity? I'm especially interested in meeting residents and organizations who are progressive in any way and influential in the community. Do not provide information related to parks or outdoor recreation, or places with a lot of children. I'm looking specifically for urban-based arts, culture, media, design and/or technology-related experiences.”

Google

What are 3 great neighborhoods in Toronto where my wife and I can visit that showcase local innovation and creativity? I'm especially interested in meeting residents and organizations who are progressive in any way and influential in the community. Do not provide information related to parks or outdoor recreation, or places with a lot of children. I'm looking specifically for urban-based arts, culture, media, design and/or technology-related experiences.

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or (and any subsequent words) was ignored because we limit queries to 32 words.

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THE 10 BEST Toronto Neighborhoods to Visit (Updated ...
Neighborhoods in Toronto · 1. **Distillery Historic District** · 2. Kensington Market · 3. Graffiti Alley · 4. The Beach Village · 5. Chinatown · 6. Cabbagetown · 7. Bloor ...
Missing: showeese innovation creativity? I'm meeting progressive

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Bloorcourt Village · Greektown · Kensington Market
Missing: innoevation creativity? I'm interested meeting organizations community.

therealestateinsider.ca
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The Top 9 Neighbourhoods in Toronto - The Real Estate Insider
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Copilot

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Certainly! Toronto is a vibrant city with several neighborhoods that celebrate creativity and innovation. Here are three great neighborhoods you should explore:

- Toronto Alternative District:** Nestled in the heart of the city, this eclectic and artistic quarter is a haven for indie culture and the hipster scene. It's home to a diverse community of artists, musicians, and free spirits who have turned the area into a hub of innovation and originality. Explore local music venues, colorful street art, independent boutiques, and cozy cafes. As the sun sets, the district comes alive with live music performances, poetry readings, and art shows. [It's a must-visit for anyone seeking something outside the mainstream](#) ¹.
- Leslieville:** Formerly an industrial area, Leslieville has transformed into a trendy and artistic district. Here, you'll find a mix of independent boutiques, hip cafes, and galleries showcasing local artists. [With its charming tree-lined streets and community vibe, Leslieville is a great place to discover Toronto's creative side](#) ².
- Queen Street West:** Known for its bohemian vibes, Queen Street West is a hotspot for arts, culture, and design. Explore unique shops, art galleries, and stylish boutiques. You'll encounter street art, fashion-forward locals, and a lively atmosphere. [It's a creative hub where you can meet influential residents and immerse yourself in Toronto's urban culture](#) ³.

Enjoy your exploration of these neighborhoods, and I hope you have a fantastic time discovering Toronto's creative spirit! 🎨🎵🏡

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What are 3 great neighborhoods in Toronto where my wife and I can visit that showcase local innovation and creativity? I'm especially interested in meeting residents and organizations who are progressive in any way and influential in the community. Do not provide information related to parks or outdoor recreation, or places with a lot of children. I'm looking specifically for urban-based arts, culture, media, design and/or technology-related experiences.

Vacation planner

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Certainly! Toronto is a vibrant city with diverse neighborhoods that celebrate creativity, innovation, and community influence. Here are three neighborhoods that align with your interests:

- Queen Street West / West Queen West:**
 - Queen Street West:** Known for its edgy, hip vibe, Queen Street West is home to some of Toronto's best-known clubs, cafes, and boutiques. The Drake Hotel is a must-visit for its artsy atmosphere and creative events.
 - West Queen West:** Located further west, this area is both an art and design district and a hub for the LGBTQ+ community. Explore unique galleries, studios, and independent shops.
- Entertainment District:**
 - This district is eight blocks of nightlife, from small nightclubs to larger venues like Roy Thomson Hall. While it has had a reputation for late-night debauchery, Toronto remains a safe city overall. Highlights include the CN Tower and a variety of local restaurants.
- Distillery District:**
 - Set amidst the best-preserved collection of Victorian Industrial Architecture in North America, the Distillery District is pedestrian-only and dedicated to promoting arts, culture, and entertainment. Explore galleries, boutiques, and unique experiences.

Remember to immerse yourself in the local scene, strike up conversations with residents, and discover the progressive spirit that defines these neighborhoods! 🎨🎵🏡

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"What are 3 great neighborhoods in Toronto where my wife and I can visit that showcase local innovation and creativity? I'm especially interested in meeting residents and organizations who are progressive in any way and influential in the community. Do not provide information related to parks or outdoor recreation, or places with a lot of children. I'm looking specifically for urban--"



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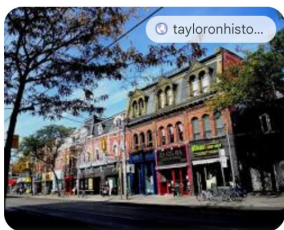
Toronto is a hub for progressive arts, culture, media, design, and technology. Here are 3 neighborhoods that fit your criteria:

1. **Kensington Market:** This vibrant neighborhood is known for its eclectic mix of shops, restaurants, and cafes. It's also home to a thriving arts scene, with galleries, studios, and performance spaces tucked away in its narrow lanes. Kensington Market is a great place to meet interesting people and experience the city's creative energy. Be sure to check out the many independent design stores and vintage clothing shops in the area.



Kensington Market Toronto

2. **Queen West West:** Once an industrial area, Queen West West has transformed into a trendy neighborhood packed with art galleries, design stores, and fashion boutiques. It's also a hub for technology startups and creative agencies. This neighborhood is known for its cutting-edge art scene and its nightlife. Be sure to check out the many art galleries and design stores in the area, as well as the trendy bars and restaurants.



Queen West West Toronto

Enter a prompt here



Compare the three based on levels of creativity and innovation



Show drafts ▾ 🔊

Here's a breakdown of the three neighborhoods you mentioned, focusing on levels of creativity and innovation:

1. Queen West West: This area takes the crown for **cutting-edge** creativity and innovation. It's a hub for:

- **Tech startups:** Breaks new ground in areas like software development, design thinking, and alternative media.
- **Fashion boutiques:** Showcases independent designers pushing boundaries with unique styles and materials.
- **Art galleries:** Features emerging and established artists known for their innovative techniques and thought-provoking themes.

2. Kensington Market: This neighborhood thrives on a more **eclectic and grassroots** form of creativity. Here you'll find:

- **Vintage clothing stores:** Upcycled and repurposed fashion gives new life to old styles.
- **Independent design stores:** Local creators showcase unique jewelry, furniture, and homeware.
- **Street performers:** Buskers and installations bring a creative energy to the narrow lanes.

3. Distillery District: This area focuses on a blend of **established and historic** creativity with a modern twist. You'll experience:

- **Restored Victorian buildings:** Reimagined spaces house art galleries, showcasing established and historical artistic movements.
- **High-end design stores:** Curated collections of furniture, fashion, and homeware with a focus on craftsmanship and heritage.
- **Artisanal shops:** Locally-made chocolates, cheeses, and other products with a focus on small-batch production and unique flavors.

In summary:

- **For the latest and most progressive trends:** Queen West West is your spot.
- **For a vibrant mix of established and emerging creative energy:** Kensington Market offers a unique experience.
- **For a blend of historic and contemporary creativity:** Explore the Distillery District.

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Answer

Toronto is a vibrant city with numerous neighborhoods that showcase local innovation and creativity, particularly in the realms of arts, culture, media, design, and technology. Here are three great neighborhoods that you and your wife can visit to meet progressive residents and influential organizations:

1. Liberty Village

Liberty Village is renowned for its vibrant and creative atmosphere, making it a hub for technology, media, and design companies. The neighborhood is characterized by its converted industrial buildings, which now house numerous startups, creative agencies, and studios. This area is perfect for those looking to immerse themselves in a dynamic and innovative environment.

- **Creative Spaces:** Liberty Village is home to various galleries, studios, and creative spaces that foster a thriving arts and culture scene. The streets are adorned with colorful murals and street art, adding to the neighborhood's artistic charm ¹² ¹³.
- **Community Vibe:** The area has a strong sense of community, with frequent events and festivals that bring residents together. This makes it an excellent place to meet like-minded individuals and organizations ¹².
- **Tech and Media Hub:** Known as a hub for technology and media companies, Liberty Village attracts a lot of young professionals working in these industries, providing ample networking opportunities ¹ ³.

2. West Queen West

West Queen West is often cited as one of the coolest neighborhoods in Toronto, known for its eclectic mix of art galleries, independent boutiques, and vibrant street art. This area is a must-visit for anyone interested in the creative and cultural pulse of the city.

- **Art and Design:** The neighborhood is home to numerous contemporary art galleries, vintage boutiques, and design studios. The Queen West Art Crawl is a notable event that showcases the work of local artists and designers ⁷ ¹⁸.
- **Street Art:** Graffiti Alley, located in this neighborhood, is a famous spot for street art, featuring vibrant murals and graffiti that reflect the community's creative spirit ¹⁸.
- **Cultural Hotspot:** With a variety of live music venues, trendy restaurants, and cafes, West Queen West is a lively area that attracts a diverse and progressive crowd ⁷ ¹⁸.

3. The Annex

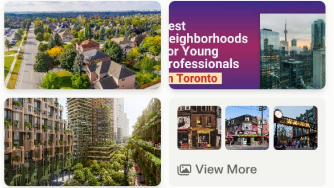
The Annex is a historic neighborhood with a bohemian vibe, located near the University of Toronto. It is known for its mix of trendy cafes, art galleries, and cultural venues, making it a hotspot for creative and progressive individuals.

- **Cultural Venues:** The Annex boasts a variety of cultural venues, including theaters, bookstores, and galleries. The presence of the University of Toronto adds an academic and youthful energy to the area ² ¹⁷.

+ Ask follow-up Pro ↑

explore and meet people who are passionate about arts and culture

- **Historic Charm:** The Annex is also known for its beautiful residential homes and



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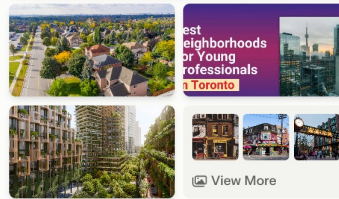
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- The Best Toronto Neighbourhoods for Young Professionals**
harveykalles
Cabbagetown has become one of the trendiest areas in Toronto, and one of the best areas to live in Toronto for young professionals. The neighbourhood is known for its fashionable restaurants, frequent art festival, Riverdale Park, and a plethora of modern shopping options. The Cabbagetown neighbourhood is located on the east side of downtown, and its core is around the intersection of Parliament and...
- 5 trendy Toronto neighborhoods you'll want to explore**
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5 trendy Toronto neighborhoods you'll want to explore Like every big city, Toronto is a collection of neighborhoods, each with its own style, vibe and scene. You might find yourself in a shopping mecca in the morning, a historic market around lunchtime, and surrounded by popular bars at night. Here's a look at 5 of Toronto's major neighborhoods and what you might expect out of each. Much of the City of...
- Which Toronto neighborhoods are best for startups?**
number1movers
If you need even more inspiration when it comes to a location for your new enterprise, GTA movers suggest you look at these neighborhoods: King West Village: King West Village has solidified its reputation as Toronto's "Tech Hub", so it's an ideal stomping ground for tech startups. This neighborhood's appeal isn't just limited to tech, though. With its lively atmosphere and proximity to downtown,...
- The 5 Best Neighborhoods in Toronto for Young Professionals**
letsgetmoving
The Entertainment District: trendy bars, restaurants, and easy access to theatres and nightlife. King West Village: chic condos, stylish boutiques, and a lively social scene. Liberty Village: modern condos, tech companies, and proximity to downtown. The Annex: near the University of Toronto, it offers a mix of student life, cultural venues, and trendy cafes. The Beaches: located in Toronto's east end, can make...
- Toronto Neighbourhood Rankings: The best places to live in 2023**
torontolife
FIVE YEARS HAVE PASSED since we last ran our neighbourhood rankings, and what a transformation there's been. The pandemic radically altered how we live, work and commute. Downtown lost its mojo (for a time, anyway), and the suburbs gained new appeal. Change proliferated in other ways, too. The city is bursting with new transit projects, condo towers, Michelin-star restaurants, rooftop farms,...
- Toronto neighbourhoods: where's the best place to live?**
moving2canada
Yorkville is one of the wealthiest parts of Toronto, though there are still some condo buildings in and around Yorkville which may prove to be affordable to the middle classes. This is where the rich and famous come to shop at the high end fashion stores such as Gucci, Prada and Louis Vuitton, or sip cocktails at the many high-end hotel bars. Yorkville is also a prime location for celebrity spotting during the...
- A Guide To The Coolest Neighborhoods In Downtown Toronto**
theculturetrip
Due to its size and diversity, Toronto is a walker's paradise. Within five minutes, you can find yourself transported from one era to the next and from one nation to another, and you'll feel a shift in the energy. Sadly, you'll (probably) only stay in one place, and finding that perfect basecamp is key for exploring a city like Toronto on foot. To help you find the right place to stay, here's a guide to the city's coolest...
- [PDF] Liberty Village Public Realm Strategy - Final Report - City of Toronto**
toronto
Page 8 of 26 COMMENTS Public Realm Strategy Liberty Village is a mixed-use area in the City with a distinct character. This is primarily due to the retention of employment uses in retrofitted historical buildings to the west and the growth of the residential area to the east. Improving the public realm in Liberty Village will contribute to strengthening and supporting the community's livability as it continues to...

STAMFORD, Conn., February 19, 2024

Gartner Predicts Search Engine Volume Will Drop 25% by 2026, Due to AI Chatbots and Other Virtual Agents

“Organic and paid search are vital channels for tech marketers seeking to reach awareness and demand generation goals,” said [Alan Antin](#), Vice President Analyst at Gartner. “[Generative AI](#) (GenAI) solutions are becoming substitute answer engines, replacing user queries that previously may have been executed in traditional search engines. This will force companies to rethink their marketing channels strategy as GenAI becomes more embedded across all aspects of the enterprise.”

Sponsored

IMPLAN
<https://info.implan.com/tourism/economic-impact>

Economic Impact Of Tourism - Effects Of Tourism On Economy
 Discover, Explore, And Analyze Activity Within Your Economy And How You Can Impact It.

AI Overview Learn more

Tourism can have many positive economic effects, including:

Job creation
 Tourism can create jobs in many areas, including accommodation, transportation, and attractions. This can help fill gaps left by declining industries and may help address social problems in rural areas, inner cities, and old industrial towns.

Increased revenue
 When tourists visit, local businesses see increased demand for their products and services, which can lead to more revenue. This can also increase sales tax revenue, which can fund important community projects like infrastructure and the environment.

Cultural preservation
 Heritage tourism can be a major industry that boosts a community's economy while also preserving cultural heritage.

Conservation
 Tourism can raise awareness of biodiversity protection and provide economic incentives to preserve habitats. Tourists can also support conservation efforts by eating locally or participating in tours that donate a portion of their proceeds to conservation.

- Mize: The Economic Impact of Tourism: What You Need to Know - Mize (Jul 4, 2023)
- Brimco: The Importance of Tourism on Economies and Businesses (Jun 26, 2023)
- Solimar Internatio: Can Tourism Support Conservation? (Jul 13, 2022)

Generative AI is experimental. Like Comment

Tourism increases economic activity. **The influx of tourists drives up local businesses' demand for services and products, creating jobs, increasing revenue, and reducing poverty.** Direct benefits include those created by tourism-related activities such as accommodation, transport, and attractions. Jul 4, 2023

globalEDGE
<https://globaledege.msu.edu>

The Importance of Tourism on Economies and Businesses
 Mar 26, 2019 — This leads to new roads and highways, developed parks, improved public spaces, new airports, and possibly better schools and hospitals. Safe and innovative infrastructures...

Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung
<https://www.bmz.de>

Tourism | BMZ
 Tourism offers **great opportunities for emerging economies and developing countries.** It creates jobs, strengthens the local economy, contributes to local infrastructure development and can...

Cumberland Area Economic Development Corporation
<https://cumberlandbusiness.com>

Importance of Tourism to Local Economies
 Jul 12, 2022 — When tourists travel to a community, they bring opportunities for local business owners and the hard-working individuals who hold the area together. Ultimately, **tourism paves...**

Mize
<https://mize.tech>

The Economic Impact of Tourism: What You Need to Know
 Jul 4, 2023 — Tourism encompasses much more than just leisurely vacations and exploring far-off destinations. In fact, **this vast industry plays a significant role in keeping the world econom...**

National Institutes of Health (NIH) (.gov)
<https://www.ncbi.nlm.nih.gov>

The Contribution of Sustainable Tourism to Economic ...
 by F Manzoor · 2019 · Cited by 428 — In the global economy, tourism is one of the most noticeable and growing sectors. This **sector plays an important role in boosting a nation's...**

World Travel & Tourism Council (WTTTC)
<https://wttc.org>

Economic Impact Research
 Alongside our Insights reports, WTTTC produces reports on the economic and employment impact of Travel & Tourism for 185 countries/economies and 28 geographic/economic regions...

Quora
<https://www.quora.com>

What are the economic benefits of travel and tourism?
Tourism is an important economic driver the world over. It should be noted that the economic impacts of tourism are positive and have a few negative impacts. Following are some benefit th...

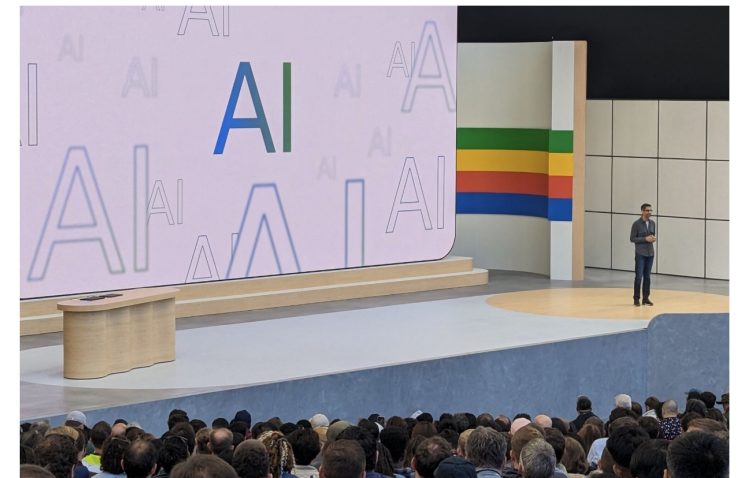
Opinion | Dave Lee, Columnist

Google's New Search Engine Is Bad News for the Web Economy

A hugely significant AI update could, if it works as intended, significantly reduce the amount of traffic that websites receive.

May 15, 2024 at 2:00 AM PDT

By Dave Lee
 Dave Lee is Bloomberg Opinion's US technology columnist. He was previously a correspondent for the Financial Times and BBC News.

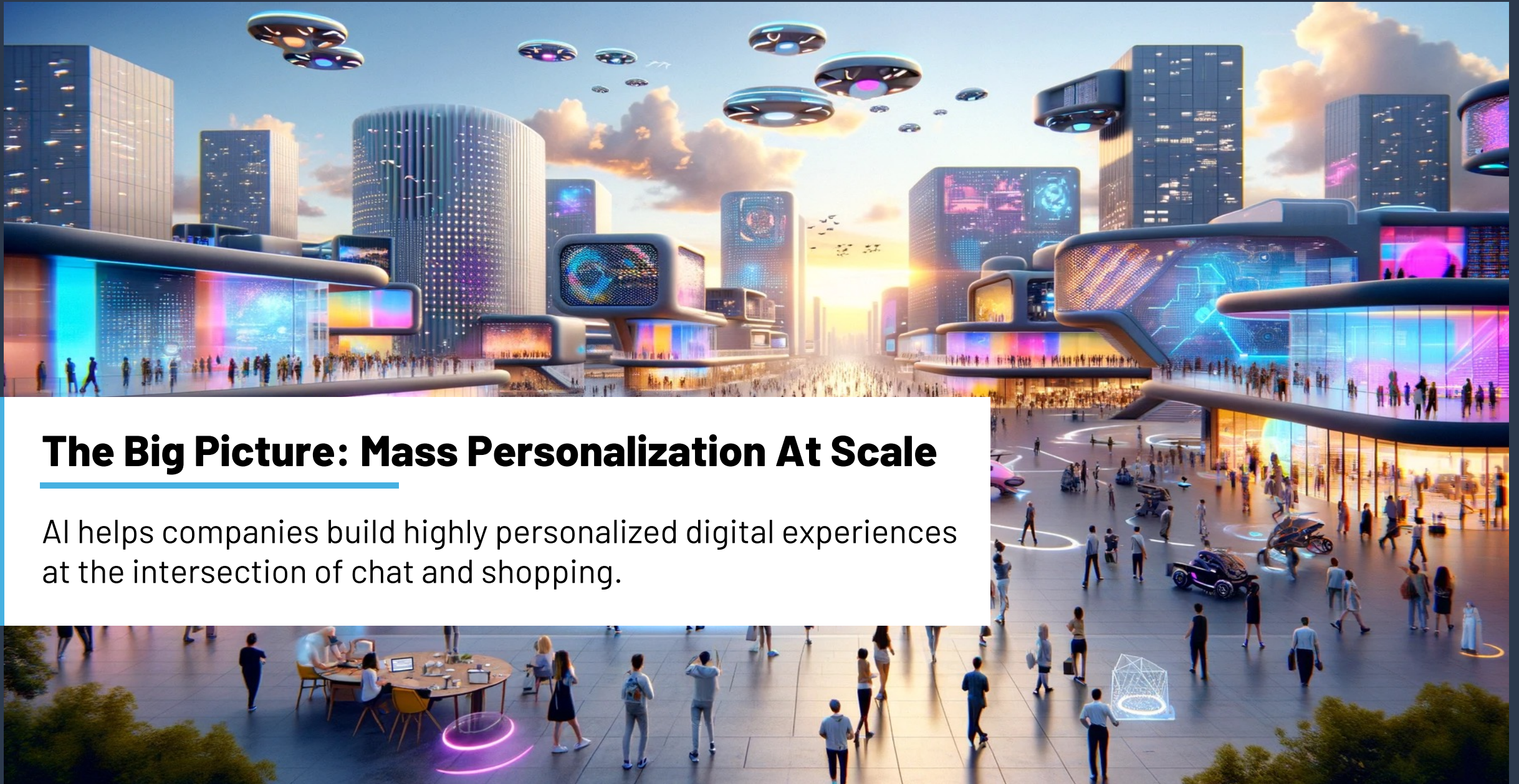


AI Overviews is Google cleaning up its own mess. Photographer: Glenn Chapman/AFP/Getty Images

Conversational Commerce

The future of brand engagement





The Big Picture: Mass Personalization At Scale

AI helps companies build highly personalized digital experiences at the intersection of chat and shopping.



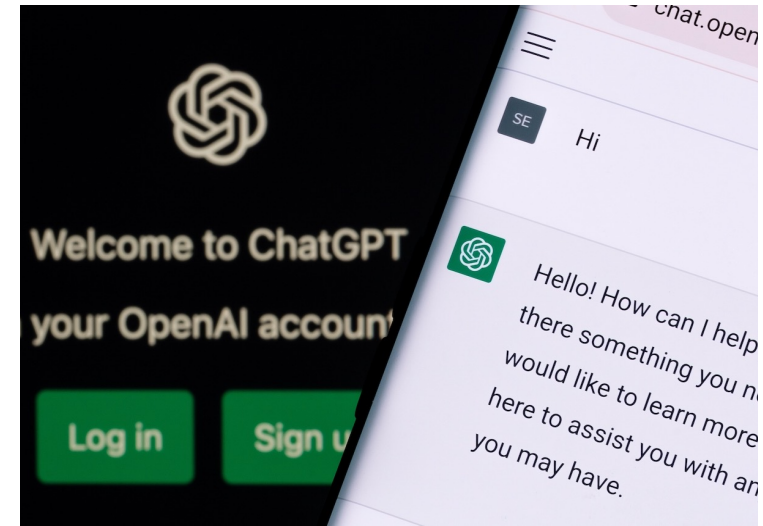
Internet/Web

1990s



Mobile/Cloud

2000s



Generative AI

2020s

Salesforce

The screenshot shows the Salesforce 360 Blog interface. At the top, there is a navigation bar with a menu icon, the Salesforce logo, a search icon, a user profile icon, and a green 'Watch Demo' button. Below the navigation bar, the page title 'The 360 Blog' is displayed with a dropdown arrow. A green 'Commerce' tag is visible. The main article title is 'What Is Conversational Commerce? AI Has Entered the Chat'. Below the title is an illustration of a woman in a pink dress standing next to a large smartphone. The phone screen displays a chat interface with a search bar, a profile picture, and a message bubble. The background of the illustration is light yellow.

Shopify

The screenshot shows the Shopify Blog interface. At the top, there is a navigation bar with the Shopify logo, a 'Start free trial' button, and a menu icon. Below the navigation bar, the page title 'BLOG Menu' is displayed with a dropdown arrow. The main article title is 'What Is Conversational Commerce? Definition and Guide'. Below the title is a short paragraph: 'Conversational commerce is a term coined by Uber's Chris Messina in a 2015 piece published on Medium. It refers to the intersection of messaging apps and shopping.' Below the paragraph is the author information: 'by Shopify Staff Feb 21, 2023'. At the bottom of the screenshot is a green graphic with the text 'WHAT IS CONVERSATIONAL COMMERCE?' and decorative elements like a magnifying glass and a gear.

Square

The screenshot shows the 'the bottom line' article interface. At the top, there is a navigation bar with the 'the bottom line' logo, a search icon, and a menu icon. Below the navigation bar, the main article title is 'What Is Conversational Commerce? Everything You Need to Know'. Below the title is a short paragraph: 'Conversational commerce gives brands the ability to connect with and sell to customers via chat and voice technology. Here's what you need to know about this shopping trend.' Below the paragraph is the author information: 'BY MADELYN YOUNG JAN 24, 2024 — 5 MIN READ'. At the bottom of the screenshot is a photograph of a woman in a white sweater looking at her smartphone in a kitchen setting.

Sprout Social

The screenshot shows the Sprout Social article interface. At the top, there is a navigation bar with the Sprout Social logo, a 'Start your free trial' button, a search icon, and a menu icon. Below the navigation bar, the page title 'Search Sprout Blog' is displayed with a 'Filter' button. The main article title is 'Conversational commerce 101: What you need to know'. Below the title is the author information: 'by Brent Barnhart September 22, 2021 8 minutes'. At the bottom of the screenshot is a pink graphic with a stylized hand holding a smartphone and a chat bubble, with a small figure standing on the hand.



YOUR GUIDE TO
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Wellness



Hi! I'm GuideGeek, your AI travel assistant.

Chat Now

THE DUMPLING TRAIL IN RICHMOND, BC

GRAB YOUR CHOPSTICKS AND EXTRA NAPKINS

EXPLORE



PACIFIC. AUTHENTIC. RICHMONDBC
powered by GuideGeek AI | [Privacy](#)

What are people saying about the Dumpling Trail?

The Dumpling Trail in Richmond, Canada, is a culinary adventure that has garnered rave reviews from food enthusiasts. It's been showcased on CNN Travel's list of the "12 of the world's most enticing food and drink trails," highlighting its appeal. Visitors love the variety and quality of dumplings available, from the delicate Har Gow at Empire Seafood Restaurant to the flavorful Xiao Long Bao at Dinesty Dumpling House. The trail offers a mix of high-end restaurants and unassuming food court stalls, making it a versatile experience for all types of

Type your question here...





GUIDEGEEK
AI Travel Assistant

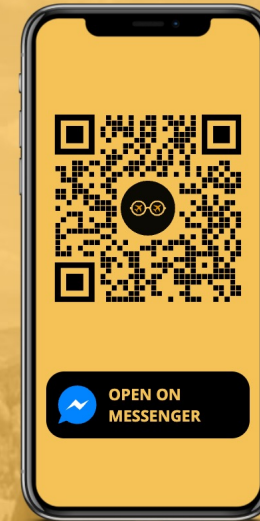
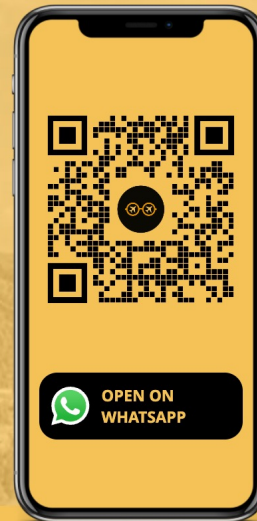
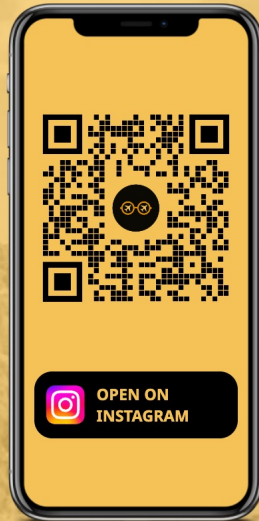
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MESSAGE GUIDEGEEK ON ANY PLATFORM



As seen on:

**BUSINESS
INSIDER**

Forbes

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GEOGRAPHIC**

TC TechCrunch

ROCKY MOUNTAIN ROAMER

PERSONAL TRAVEL AI ASSISTANT

A new way to plan travel to Estes Park and the Colorado Rocky Mountains. Rely on the Rocky Mountain Roamer to get fast answers and instantly find the best in lodging, things to do, restaurants and bars, travel routes, safety information and more. How can we assist you today?

SCAN TO GET STARTED 



 WhatsApp



facebook



Instagram



How can I help you plan your next adventure? Ask me anything about Estes Park!

4:12 PM

Where can I meet creative people in estes park




4:13 PM


If you're looking to meet creative people in Estes Park, United States, there are several places where you can connect with the local art community. Here are a few options:

1. Visit the local art galleries and studios: Estes Park is home to numerous galleries and studios that

Type your question here...



<  **Jasper, Canada**
Business chat



Jasper, Canada
144K people like this
City

[View profile](#)


JAN 24 AT 11:28 AM

What's the best restaurant in Jasper?

Hello Greg! Thank you for messaging us! One of our Tourism Jasper representatives will be here to assist you as soon as possible.

*Please note our office hours are Monday- Friday, 8:30am-5pm MST. Please expect delays in response throughout the holidays.



<  **Jasper, Canada**
Business chat

Hi! I'm JasperAI - your own personal travel advisor ✈️. I can give you travel advice + info about Jasper, Canada. I can advise you on:

- Experiences + excursions
- Travel safety
- Best times to visit
- Most direct travel routes
- Daily travel budgets
- Restaurants + bars
- Flights + accommodations

...and much, much more!

How can I help you plan your next adventure? Ask me anything about Jasper! If you ever wish to speak with a human agent, please type AGENT. If you no longer wish to speak to an agent type STOP.

Ah, the age-old question: the best restaurant in Jasper. With so many amazing options to choose from, it's tough to pick just one. However, a local favorite that consistently receives rave reviews is Evil



Tourism Jasper's AI Goals

- Execute multiple master plan strategies
- Elevate the brand and enhance local pride
- Inform destination development strategy
- Influence visitor behavior in-destination
- Drive partner conversions with integrations
- Provide a turnkey agent for partners
- Optimize marketing/sales with 1st party data
- Have extra “employees” at visitor center
- Stop getting slammed with DMs



Conor Grennan

Chief AI Architect, NYU Stern School of Business / Founder of AI Mindset

“AI isn’t just a tech issue. **It's a change management issue.** It’s not about digital transformation. It’s about behavioral transformation.

“AI impacts every aspect of an organization, but we need to think beyond just speed and productivity. **AI is really about accelerating creativity and innovation.** That’s what drives organizational transformation.”

Conor collaborated with MMGY NextFactor for multiple Destination Canada events.

Thank you

Greg Oates, SVP Innovation
goates@nextfactorinc.com

