

GENERATIVE AI FOR TOURISM MARKETERS

August 10, 2024



WHAT IS GENERATIVE AI?

ChatGPT, Gemini and Claude are interfaces 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

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

Upgrade to Plus

NEW

Dark mode

Improve ChatGPT

Updates & FAQ

Log out

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

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.

CONTENT

**“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.”

**“Write 'alt text' for a screen reader to describe
this photo.”**

DATA

“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.”

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... 

today?

PROMPT ENGINEERING

Tell ChatGPT what role it's playing:

“You are a student tour operator.”

“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?”

Describe the output you want:

“Answer in bullet points.”

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

“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.



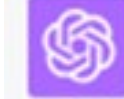
Close reading essays require a deep and thorough understanding of the specific details within a text. They often analyze style, themes, patterns, symbols, and other literary elements. Here are some very specific thesis statement options for a close reading of the Iliad:

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

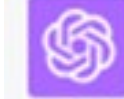
- Introduce Helen as a character, her importance in the narrative, and her role in the initiation of the Trojan War.
- Provide specific examples from the text where Helen influences the actions of male characters and changes the course of events.
- Analyze these instances and explain how they support 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

How It ACTUALLY Happens!

SE

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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.

CASE STUDY: CREATING A MARKETING CAMPAIGN

Using AI to Define Campaign Strategy

Do you have a clear process?

- Defining your campaign goals
- Using research to define and segment target audiences
- Reviewing your comp set and conducting a SWOT analysis
- Creating a clear USP and messaging strategy
- Defining tactics to bring the campaign to life

START BY “PRIMING
THE PROMPT” WITH
YOUR SOURCES OF
TRUTH

Compile Research

Find sources using:

- Google



research on heritage tourism in the United States



Americans for the Arts |

<https://www.americansforthearts.org> › default › files PDF

A Position Paper on Cultural & Heritage Tourism

Over the last decade, travel industry **research** con- firms that cultural and **heritage tourism** is one the fastest growing segments **of the** travel industry. For ...

18 pages

People also ask

What are three examples of heritage tourism?



How does tourism affect cultural heritage?



How do you think heritage tourism affects local areas?



What is America's cultural heritage?



Ask a follow up...



Feedback



National Institutes of Health (NIH) (.gov)

<https://www.ncbi.nlm.nih.gov> › articles › PMC10058118

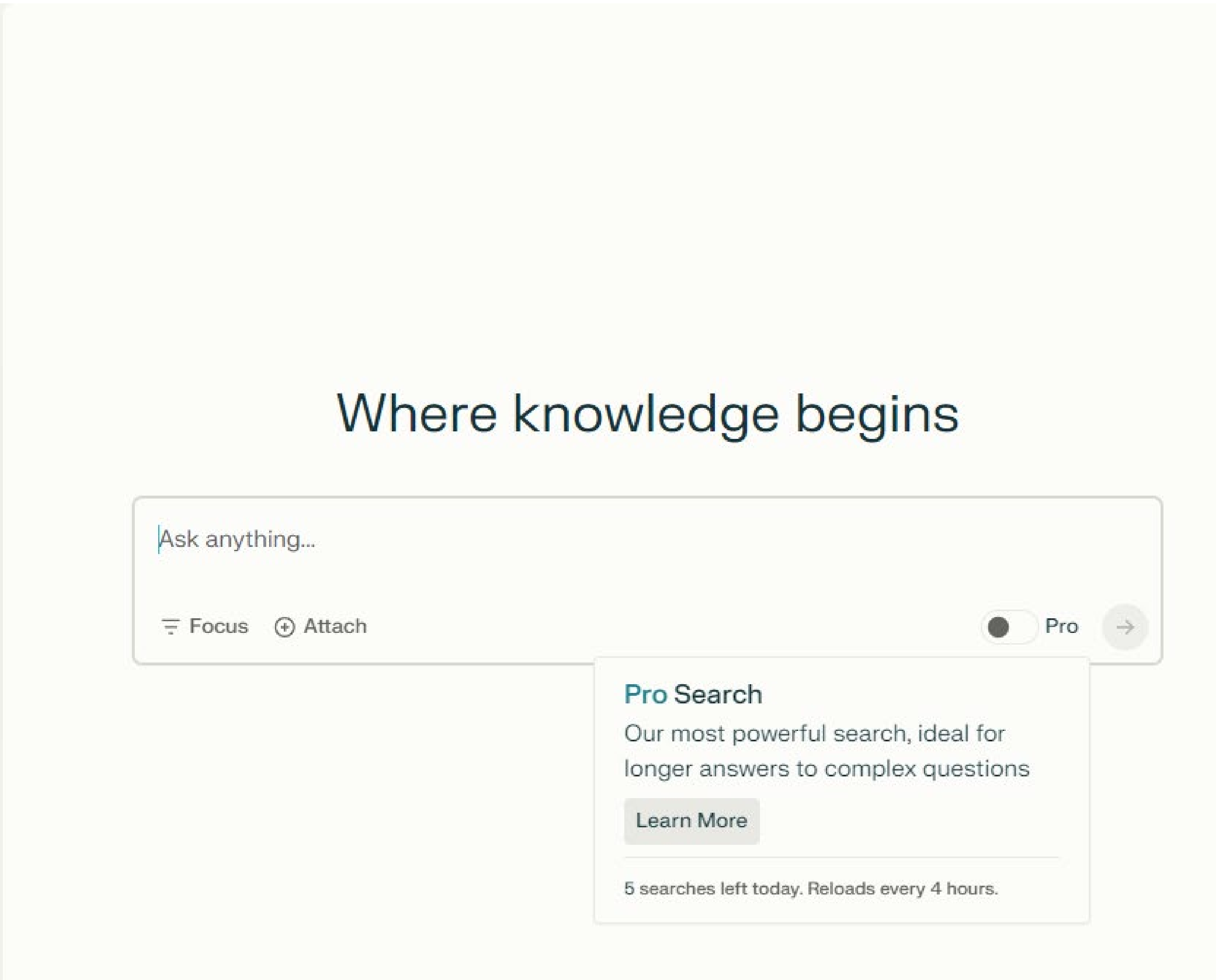
Exploring the relationships between heritage tourism ...

by C Brooks · 2023 · Cited by 12 – Previous studies examining the impact of heritage tourism have focused **on specific ecological, economic, political, or cultural impacts.**

Compile Research

Find sources using:

- Google
- Perplexity



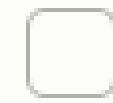
Compile Research

Find sources using:

- Google
- Perplexity

Can you share some sources that more broadly speak about cultural and heritage tourists?

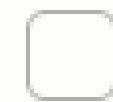
What is Heritage Tourism? The National Trust for Historic Preservation defines cultural heritage tourism as “traveling to experience the places, artifacts, and activities that...



3. Cultural Heritage Tourism - Destination Stewardship Center

 destinationcenter

The Importance of Cultural Heritage Tourism AIANTA pulled together this infographic with sourced statistics. *Do you have research or links to add to this list? Let us know! Comment or...



4. Tourism and Culture - UN Tourism

 unwto

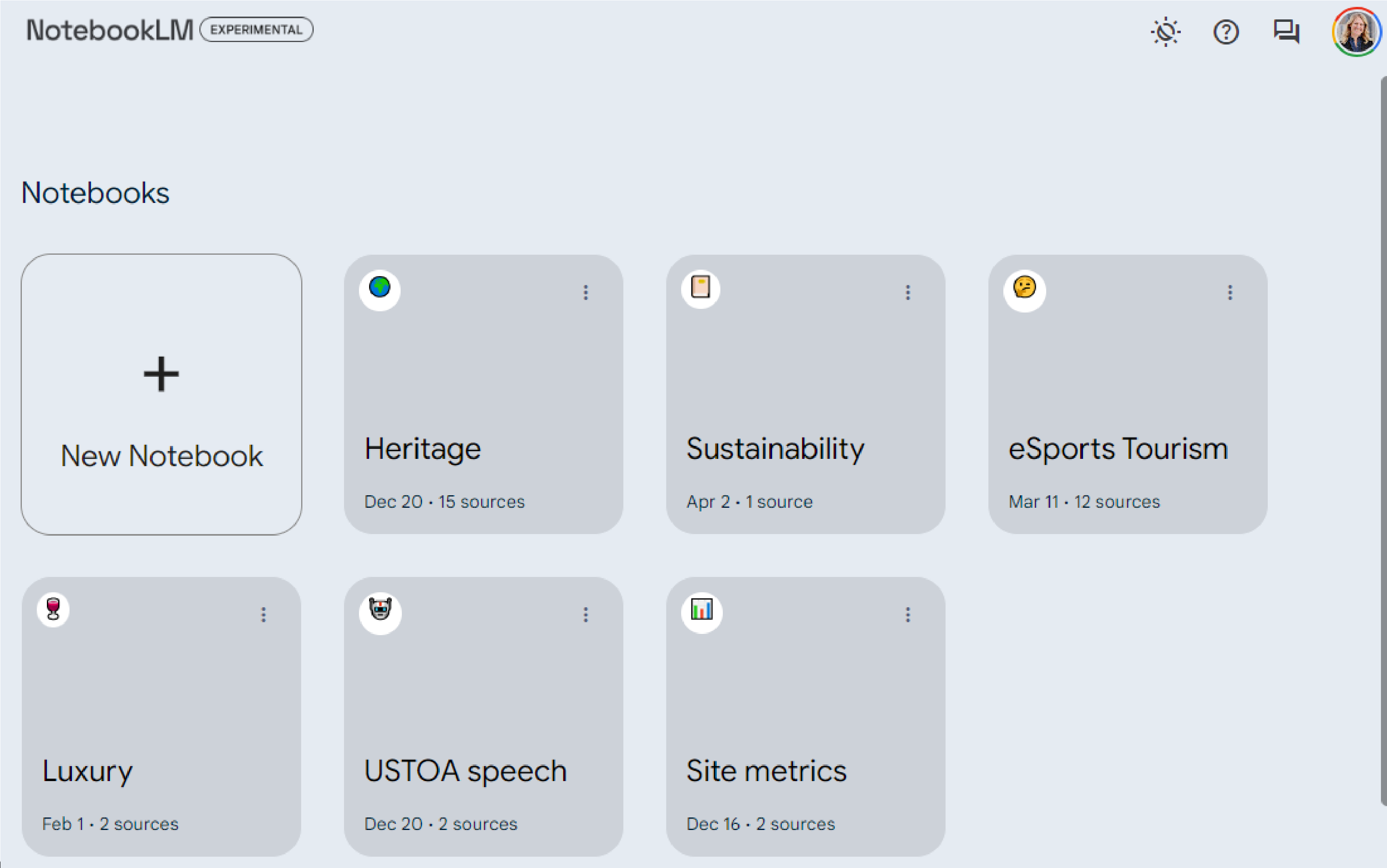
knowledge and practices concerning nature and the universe. Highlighting innovative forms of policy-making, the UN Tourism Study on Tourism and Intangible Cultural Heritage...



5. [PDF] CULTURAL & HERITAGE TOURISM IN THE UNITED STATES

 americansforthearts

Upload Research to Google NotebookLM



Use NotebookLM to Ask Questions about the Research

The screenshot displays the NotebookLM interface. At the top left, there is a back arrow and the word "Heritage". On the top right, there are icons for settings, help, chat, and a "Share" button with a user profile picture. The main content area is split into two panels. The left panel shows a question: "What is the difference between Cultural Tourism and Heritage Tourism?". Below the question is a "Source guide" section with a "Summary" and "Key Topics". The summary text reads: "Cultural and Heritage Tourism are distinct yet intertwined forms of tourism. Cultural Tourism emphasizes immersion in living traditions and cultural experiences, while Heritage Tourism centers on the preservation and appreciation of historical sites and artifacts. Both involve learning and appreciation of local history, nature, and culture. Despite their differences, cultural and heritage tourism often overlap, leading to the inclusive concept of Cultural Heritage Tourism, which recognizes the interdependence of history, culture, and nature in creating meaningful travel experiences." The key topics listed are Cultural Tourism, Heritage Tourism, Cultural Heritage, Visitors' Motivati..., and Inclusive Approa... The right panel shows the AI-generated answer to the question: "How would you define the differences between cultural tourists and heritage tourists?". The answer text reads: "Cultural tourists visit places to immerse themselves in the local culture and way of life. They engage with traditions, food, art, and music to gain a deeper understanding of the region they're visiting. Heritage tourists visit places to explore historical sites, monuments, and artifacts. They're interested in the region's history and how it has shaped the present. Both groups of tourists may visit the same destinations, but their motivations and experiences are often different. Cultural tourists are less likely to be interested in the history of a place, while heritage tourists may not be as interested in the local culture." Below the answer is a citation bar showing "10 citations" and a list of numbers 1 through 10. At the bottom left of the screenshot, there is a highlighted text snippet: "The United National World Tourism Organization defines Cultural Tourism as".

...Or Upload the Research to the LLM of Your Choice

SE

You



Exploring the Differences between Tour...
PDF



cultural_heritage_tourism_handbook.pdf
PDF



A TYPOLOGY OF CULTURAL HERITAG...
PDF



6554dde73fd4d54f77cbb759_StateofD...
PDF



CulturalTourism.pdf
PDF



41wiles-p23.pdf
PDF



Exploring the Differences between Tour...
PDF


I'm creating a heritage tourism strategy for NYC Tourism, and I'm going to start by uploading some documents for you to use as reference. Can you let me know how we should differentiate between Cultural Tourists and Heritage Tourists?



ChatGPT

To effectively differentiate between Cultural Tourists and Heritage Tourists for your strategy, it's helpful to understand their distinct characteristics and motivations:

1. Cultural Tourists:

- **Activities and Interests:** They engage primarily with the contemporary culture of a place. This includes arts, music, and cuisine. Their interests are not confined to historical elements but extend to living cultures and how these cultures  expressed today.
- **Motivations:** Cultural tourists are often motivated by the desire to experience and understand the

Use ChatGPT to Analyze Verbatim Survey Feedback



ChatGPT

To streamline the international approach for NYC Tourism's celebration of America's 250th anniversary, we can categorize the feedback into three primary levels of interest: high, moderate, and low, with respective strategies.

1. High Interest Markets

- **United Kingdom:** The focus should be on educational content highlighting America's revolutionary history and significant historical monuments in NYC.
- **Ireland:** Emphasize the Irish role in American history with storytelling campaigns, potentially highlighting Irish contributions in NYC.

2. Moderate Interest Markets

- **Italy, Germany/Switzerland/Austria, France, Spain:** Blend historical elements with broader cultural and experiential aspects. For Germany-speaking regions, use precise targeting and collaborate with cultural tour operators. In France, prioritize PR storytelling. In Spain, leverage popular culture like musicals and historical icons.
- **Brazil:** Engage through digital campaigns with influencers and partnerships with tour operators.
- **Colombia:** Focus on a cultural narrative surrounding the founding of the U.S.
- **Australia and New Zealand, Japan, India:** Use digital storytelling and thematic focus (like the pioneering spirit in Japan and U.S.-India historical links for India).

3. Low Interest Markets

- **South America (excluding Brazil), Chile:** Connect history with popular films,

USE THE PRIMED
PROMPT TO
BUILD THE
CAMPAIGN

Competitive Landscape

For NYC's campaign, focusing on the city's ability to offer a wide-ranging and dynamic array of experiences can help it stand out. Tailoring marketing efforts to highlight NYC's role in American history and culture while also showcasing its modern, vibrant societal and artistic contributions can appeal to a broad audience. Addressing weaknesses such as cost and overcrowding through strategic planning, such as promoting off-peak visits, and emphasizing the city's extensive offerings can further strengthen NYC's appeal. Utilizing the unique occasion of Sail250 and leveraging the city's vast network of cultural institutions and events will be key in attracting both heritage and cultural visitors.

City	Strengths	Weaknesses	Market Positioning
New York City	- Iconic global landmark presence (Statue of Liberty, Empire State Building) - Diverse cultural attractions and activities - Strong media and marketing reach	- High cost of visiting and accommodation - Overcrowding can detract from visitor experience	Positioned as a cosmopolitan, dynamic hub of culture, history, and innovation. Offers a quintessentially American experience with a global appeal.
Boston	- Rich historical relevance (Freedom Trail, Boston Tea Party Ships & Museum) - Academic prestige with universities - Compact city, easy to navigate	- Less global recognition compared to NYC - Weather can be a deterrent in winter	Marketed as the cradle of American liberty and intellectual innovation. Appeals to those interested in American history and academic excellence.
Philadelphia	- Deep American historical roots (Liberty Bell, Independence Hall) - Diverse cultural districts - More affordable than NYC	- Perceived as less glamorous than NYC or DC - Safety concerns in certain areas	Promoted as the birthplace of America, offering an authentic historical experience. Targets visitors interested in the origins of American democracy and culture.
Washington DC	- National monuments and museums (National Mall, Smithsonian Museums) - Political and historical significance - Free public attractions	- Political climate can affect visitor experience - Hot, humid summers and unpredictable weather	Positioned as the heart of American politics and history. Attracts those interested in understanding the workings of the U.S. government and national heritage.

SWOT Analysis

Strengths

- **Global Icon Status:** NYC's landmarks like the Statue of Liberty and Times Square are recognized worldwide, embodying the spirit of America.
- **Cultural and Artistic Hub:** The city's vast array of museums, galleries, theaters, and cultural institutions, alongside a vibrant food scene, caters to diverse interests.
- **Event and Media Capital:** With a strong influence in media, fashion, and entertainment, NYC has a considerable advantage in attracting global attention and visitors through high-profile events and marketing campaigns.
- **Diverse Experiences:** NYC offers a wide range of experiences from historical tours, modern art exhibitions, to technological showcases, appealing to various demographics and interests.

Weaknesses

- **Cost:** High expenses for accommodation, dining, and entertainment can be a barrier for many potential visitors.
- **Overcrowding:** Popular tourist spots can become overcrowded, potentially detracting from the visitor experience.
- **Complexity and Scale:** First-time visitors may find the city overwhelming due to its size, pace, and complexity of navigation.

Opportunities

- **America250 Campaign:** Leveraging the semiquincentennial as a pivotal moment to showcase NYC's role in American history and culture, highlighting its evolution and future.
- **Innovative Tourism Products:** Developing unique, immersive experiences that highlight NYC's heritage, diversity, and innovation, such as virtual reality tours or behind-the-scenes access to cultural institutions.
- **Partnerships and Collaborations:** Engaging with 1800 members to create a cohesive calendar of events and exhibitions, enhancing the city's appeal and facilitating visitor planning.
- **Sustainable and Inclusive Tourism Initiatives:** Promoting off-peak visits and lesser-known districts to manage overcrowding and ensure a more distributed economic impact across the city.

Threats

- **Domestic and International Competition:** Competition from other cities like Boston, Philadelphia, and Washington D.C., which also hold significant historical and cultural appeal.
- **Economic Fluctuations:** Global economic downturns can reduce discretionary spending on travel, impacting international visitor numbers.
- **Security Concerns:** Any potential security threats or perceptions of safety can deter visitors, impacting tourism.

Writing the Creative Brief

“I am now creating a creative brief for this campaign and will ask you a series of questions that require short, pithy answers that will help my designers bring this campaign to life.

BACKGROUND: What is the big, brilliant problem we can help to solve?”



ChatGPT

BACKGROUND: How can we illuminate New York City's foundational role in America's heritage, making it the premier destination for those eager to relive the nation's pivotal moments?

Writing the Creative Brief

“TARGET AUDIENCE/PROFILE:
Who we need to influence,
what they are currently doing,
and how we need to change it.
Are there existing barriers on
the target audience we are
trying to influence?”



ChatGPT

TARGET AUDIENCE/PROFILE:

1. NYC Cultural Travelers:

- **Who:** Visitors interested in history who have previously traveled to NYC, with a significant proportion being Millennials and Gen Z. They are diverse, often traveling with family, and indulge in cultural activities.
- **Current Behavior:** These travelers stay longer, spend more, and engage in a wider array of activities than other tourists. They're particularly interested in museums, performing arts, and local shops.
- **Desired Change:** Increase their engagement with lesser-known historical sites and stories, especially those highlighting the contributions of underrepresented communities.
- **Barriers:** Overwhelming choices in a city as diverse as NYC. They might prioritize popular spots, overlooking the lesser-known, yet equally significant, historic sites.

2. Cultural/Heritage Leisure Travelers:

- **Who:** Tourists who've taken vacations focused on cultural and heritage activities in the past year.
- **Current Behavior:** They indulge in cultural and heritage activities during their vacations, but their familiarity with NYC's rich tapestry of historical events might be surface-level.
- **Desired Change:** Deepen their appreciation and understanding of NYC's foundational role in the nation's history, encouraging longer stays and broader exploration.
- **Barriers:** A potential lack of awareness of the depth and breadth of NYC's historical significance beyond the commonly known landmarks.

3. Student Groups & Travel Trade:

- **Who:** Educational groups aiming to provide students with a tangible connection to American history, along with travel agencies and tour operators.
- **Current Behavior:** Likely to visit iconic spots but might miss out on immersive experiences or narratives that delve into the city's diverse historical perspectives.
- **Desired Change:** Foster collaborations to create tailored experiences that are both educational and engaging, emphasizing narratives that aren't typically highlighted in textbooks.
- **Barriers:** Logistical challenges of managing large groups in the city, along with potential budget constraints, may limit the scope of their visits.

Writing the Creative Brief

“PRIMARY OBJECTIVE: What do we want them to do as a result of this campaign? Be specific rather than general. What is the campaign going to achieve? Is it to shock, engage, make things more relevant, entice people to visit?”



ChatGPT

PRIMARY OBJECTIVE:

We want them to prioritize New York City as their ultimate heritage destination, diving deep into its rich tapestry of history. This entails not only visiting but engaging holistically: participating in guided tours, attending events, sharing their experiences on social media, and exploring the lesser-known narratives, particularly those of underrepresented communities. The campaign seeks to both engage and educate, turning every visit into a profound journey of discovery, ensuring visitors leave with a deeper appreciation of NYC's unparalleled significance in the nation's story.

Unique Selling Proposition

Key Elements of NYC's USP:

- **Historical Significance:** NYC is a living museum of American history, from its role in early colonial times, through significant events such as the drafting of the Declaration of Independence, to becoming the gateway for millions of immigrants seeking the American dream. Visitors can walk the streets where history was made, offering a tangible connection to the past.
- **Cultural Dynamism:** As a melting pot of cultures, NYC presents a unique blend of traditions, cuisines, languages, and artistic expressions from around the globe. This diversity is not only a testament to the American ethos of inclusion but also provides visitors with a rich tapestry of experiences — from Broadway shows and museum exhibitions to neighborhoods each telling their own stories.
- **Innovation and Future Vision:** Home to cutting-edge technology, fashion, and art, NYC is where future trends are born. Visitors can explore the latest in digital art, sustainable architecture, and urban planning, seeing firsthand the city's commitment to shaping a future that honors its past while leading in innovation.
- **Eventful and Vibrant City Life:** NYC's calendar is packed with events, festivals, and exhibitions that celebrate its history and cultural diversity, including the America250 celebrations. These events offer visitors a chance to engage deeply with the city's heritage and contemporary achievements.



HumanGenerated Concept Statement: **FOUNDED BY NYC**

Founded by NYC forges new paths of exploration of this city's unexpected contributions that shaped, and continue to shape, our nation and influence the world.

This campaign platform will celebrate all the ways New York City has made history in the past, present and future, highlighting the achievements driven by the creativity and resilience of our city and its people.

We will authentically recount these stories, including our iconic achievements and the perspectives of marginalized audiences like women and people of color who have contributed to our origin and founding.

CASE STUDY: CRM ANALYSIS

CRMANALYSIS

	A	B	C	D	E	F	G	H	I	J	K
1	Definite Date	Status	Lead ID	Sales Manager	Account Name	State	Hotel	Peak Rooms	Total Room Nights	Arrival	Departure
2	07/31/2019	Definite	100636	Elizabeth Bennet	Glasgow Logistics	AL	InterContinental New York Times Square	28	28	05/13/2019	05/13/2019
3	08/13/2019	Definite	100683	William Collins	Newcastle Enterprises	KS	Sheraton New York Times Square Hotel	51	275	07/28/2019	08/02/2019
4	11/15/2019	Definite	101033	Elizabeth Bennet	London Tech	OR	Delta Hotels New York Times Square	33	81	11/11/2019	11/15/2019
5	03/27/2019	Definite	100190	William Collins	Leicester Enterprises	ME	Hilton Garden Inn New York/Chelsea	183	583	04/06/2019	04/10/2019
6	12/12/2019	Definite	101083	Elizabeth Bennet	Bristol Communications	HI	Hotel 48Lex New York	25	25	11/21/2019	11/21/2019
7	04/22/2019	Definite	100283	Catherine Bennet	Newcastle Enterprises	RI	New York Hilton Midtown	536	1609	10/30/2021	11/02/2021
8	09/16/2019	Definite	100817	Elizabeth Bennet	Sheffield Industries	OH	Iberostar 70 Park Avenue Hotel	93	228	10/21/2019	10/24/2019
9	04/22/2019	Definite	100314	Elizabeth Bennet	Bradford Tech	ME	DoubleTree by Hilton New York City—Chelsea	33	121	05/14/2019	05/18/2019
10	06/14/2019	Definite	100537	William Collins	Manchester Tech	IA	AC Hotel New York Downtown	28	33	06/07/2019	06/10/2019
11	08/13/2019	Definite	100664	William Collins	Cardiff Industries	AL	Fairfield Inn & Suites by Marriott New York Midtown Manhattan/Penn Station	91	121	10/20/2019	10/21/2019
12	04/08/2019	Definite	100239	Catherine Bennet	Bristol Solutions	WY	The Washington NYC	965	972	05/02/2019	05/04/2019
13	03/01/2019	Definite	100135	Elizabeth Bennet	Leeds Tech	IA	Sheraton New York Times Square Hotel	91	121	03/11/2019	03/13/2019
14	04/25/2019	Definite	100335	Elizabeth Bennet	Coventry Tech	NC	New York Marriott at the Brooklyn Bridge	121	336	08/15/2019	08/17/2019
15	03/27/2019	Definite	100189	William Collins	Leeds Industries	WV	Sheraton New York Times Square Hotel	74	228	05/16/2019	05/19/2019
16	09/20/2019	Definite	100838	William Collins	Manchester Enterprises	GA	Arlo SoHo	249	651	09/22/2019	09/24/2019
17	04/23/2019	Definite	100321	Catherine Bennet	Manchester Systems	GA	The William Vale	366	450	07/31/2019	08/01/2019
18	12/19/2019	Definite	101146	William Collins	Edinburgh Communications	HI	Sheraton New York Times Square Hotel	336	950	06/08/2020	06/11/2020
19	04/04/2019	Definite	100228	Charles Bingley	Bradford Industries	MA	The Knickerbocker	50	154	04/16/2019	04/18/2019
20	05/31/2019	Definite	100480	William Collins	Glasgow Consulting	AK	The James New York—NoMad	58	152	09/24/2019	09/26/2019
21	11/15/2019	Definite	101043	Elizabeth Bennet	Bristol Productions	NM	Courtyard New York Manhattan Central Park	28	91	11/20/2019	11/22/2019
22	11/01/2019	Definite	101006	George Wickham	Cardiff Consulting	LA	Sheraton New York Times Square Hotel	127	383	11/14/2019	11/17/2019
23	04/22/2019	Definite	100306	William Collins	Leeds Systems	CA	Hilton Garden Inn New York/Chelsea	28	105	05/13/2019	05/16/2019
24	12/12/2019	Definite	101092	Elizabeth Bennet	Liverpool Consulting	OH	Hotel Hayden	58	91	05/07/2020	05/08/2020
25	06/26/2019	Definite	100568	Elizabeth Bennet	Sheffield Design	CO	New York Hilton Midtown	306	378	09/23/2020	09/23/2020
26	04/02/2019	Definite	100220	Charles Bingley	Glasgow Logistics	HI	Hyatt Grand Central New York	306	1120	08/27/2019	09/01/2019
27	09/20/2019	Definite	100831	William Collins	Sheffield Design	MA	The Westin New York at Times Square	33	72	08/19/2019	08/20/2019
28	07/08/2019	Definite	100581	George Wickham	Bristol Communications	NV	DoubleTree by Hilton New York—Downtown	33	72	07/19/2019	07/21/2019
29	03/27/2019	Definite	100198	Mary Bennet	Glasgow Tech	MS	New York Marriott Marquis	1029	4384	10/24/2023	11/02/2023
30	10/07/2019	Definite	100916	Elizabeth Bennet	Manchester Enterprises	FL	Courtyard by Marriott Times Square West	43	105	09/25/2019	09/27/2019
31	05/31/2019	Definite	100455	Elizabeth Bennet	Coventry Enterprises	AK	Hilton Club The Quin New York	28	121	05/13/2019	05/16/2019
32	12/12/2019	Definite	101154	William Collins	Bristol Consulting	MD	Kimpton Hotel Eventi	43	121	12/08/2019	12/11/2019

“Please summarize this dataset for me. Include details like the number of rows, columns, and a brief description of each column.”

Data Analyst ▾

5	Account Name	3227	150	Leads Cons
6	State	3227	50	AL

The dataset contains 3227 rows and 11 columns. Here is a brief description of each column:

1. **Definite Date:** The date when the status was confirmed as definite, with 703 unique values.
2. **Status:** The status of the sale, which is 'Definite' for all rows.
3. **Lead ID:** A unique identifier for each lead, with a numeric range.
4. **Sales Manager:** The name of the sales manager handling the sale, with 10 unique values.
5. **Account Name:** The name of the client account, with 150 unique values.
6. **State:** The state where the sale took place, with 50 unique values.
7. **Hotel:** The name of the hotel associated with the sale, with 295 unique values.
8. **Peak Rooms:** The peak number of rooms booked, with a wide range from 0 to 16006.
9. **Total Room Nights:** The total number of room nights booked, ranging from 0 to 81079.
10. **Arrival:** The arrival date for the booking, with 1304 unique values.
11. **Departure:** The departure date for the booking, with 1274 unique values. [\[-\]](#)



Show sales trend over five years.

Which state has highest sales?

“Please draw high level insights from this data.”



Here are some high-level insights derived from the dataset:

1. Sales Status Consistency:

- All sales in the dataset have a status of 'Definite', indicating confirmed bookings.

2. Sales Distribution Over Time:

- The 'Definite Date' shows sales confirmations are spread over a broad time range with 703 unique dates, suggesting consistent sales activity over the years.

3. Sales Manager Performance:

- The dataset includes 10 unique sales managers, with William Collins handling the highest number of sales (1198), indicating a significant contribution to overall sales.

4. Client Engagement:

- The dataset includes 150 unique client accounts, with Leeds Consulting being the most frequent client (38 sales), suggesting strong repeat business from this account.

5. Geographic

Show peak rooms trend over time.

Analyze sales by sales manager.

“Create a meaningful visualization for one segment of the information in this spreadsheet.”



“I'm Catherine Bennet and I need to prepare a detailed sales report for my manager, summarizing all of my sales activity and outlining how I can improve my performance in the next six months.”

Detailed Sales Report for Catherine Bennet

Summary of Sales Activity

1. Total Sales:

- Number of Sales: 292
- Total Room Nights: 505,652
- Peak Rooms: 154,726

2. Visualizations:

a. Cumulative Sales Over Time

- This line chart shows the cumulative number of sales over time. It highlights trends and periods of increased sales activity.

b. Sales by State

- This bar chart indicates the geographic distribution of sales. It reveals the states where Catherine made the most sales, helping to identify strong markets.

c. Top Clients

- This bar chart showcases the top clients based on the number of bookings. It helps in understanding which clients contribute most to the sales figures.

Performance Improvement Plan for the Next Six Months

1. Client Relationship Management:

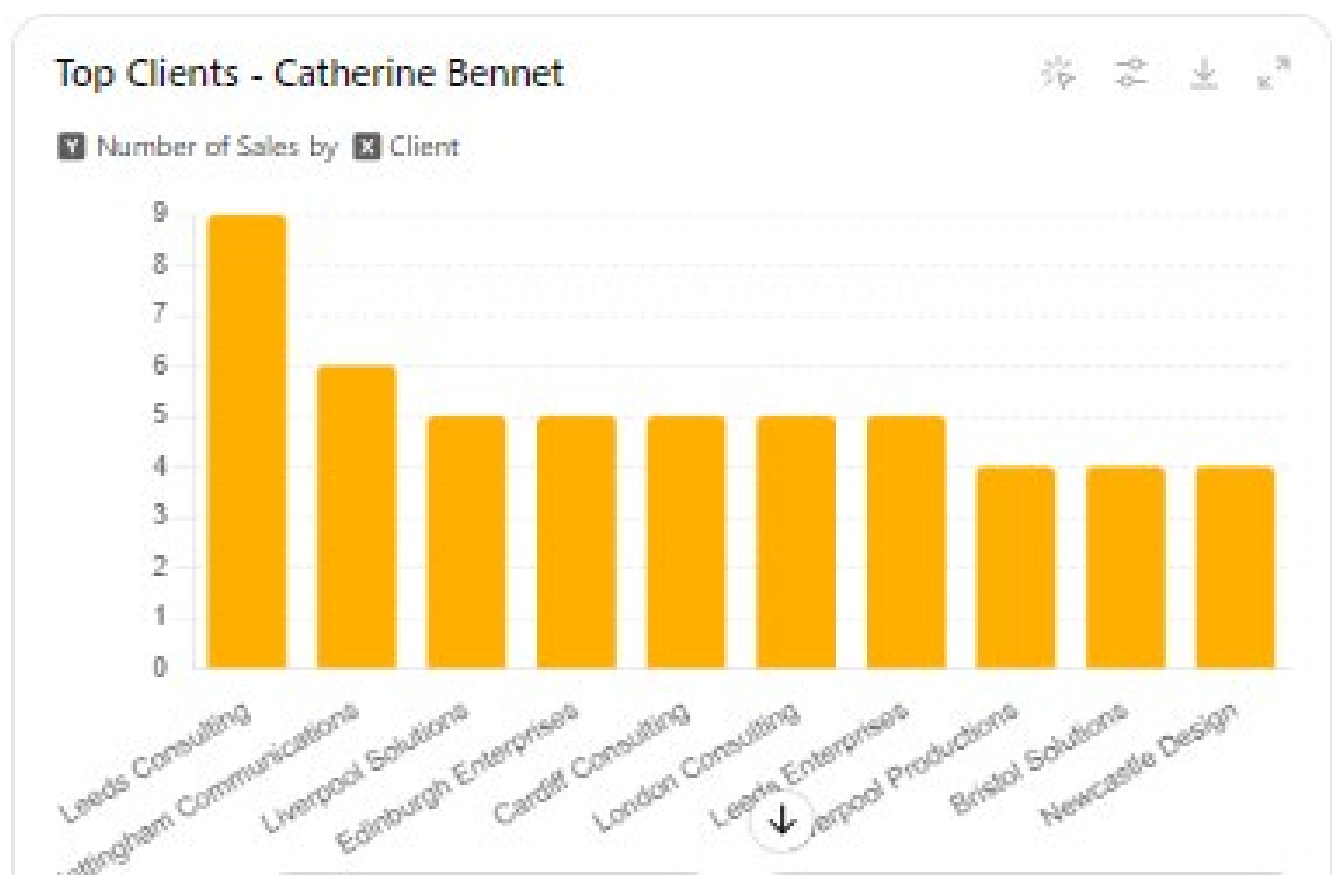
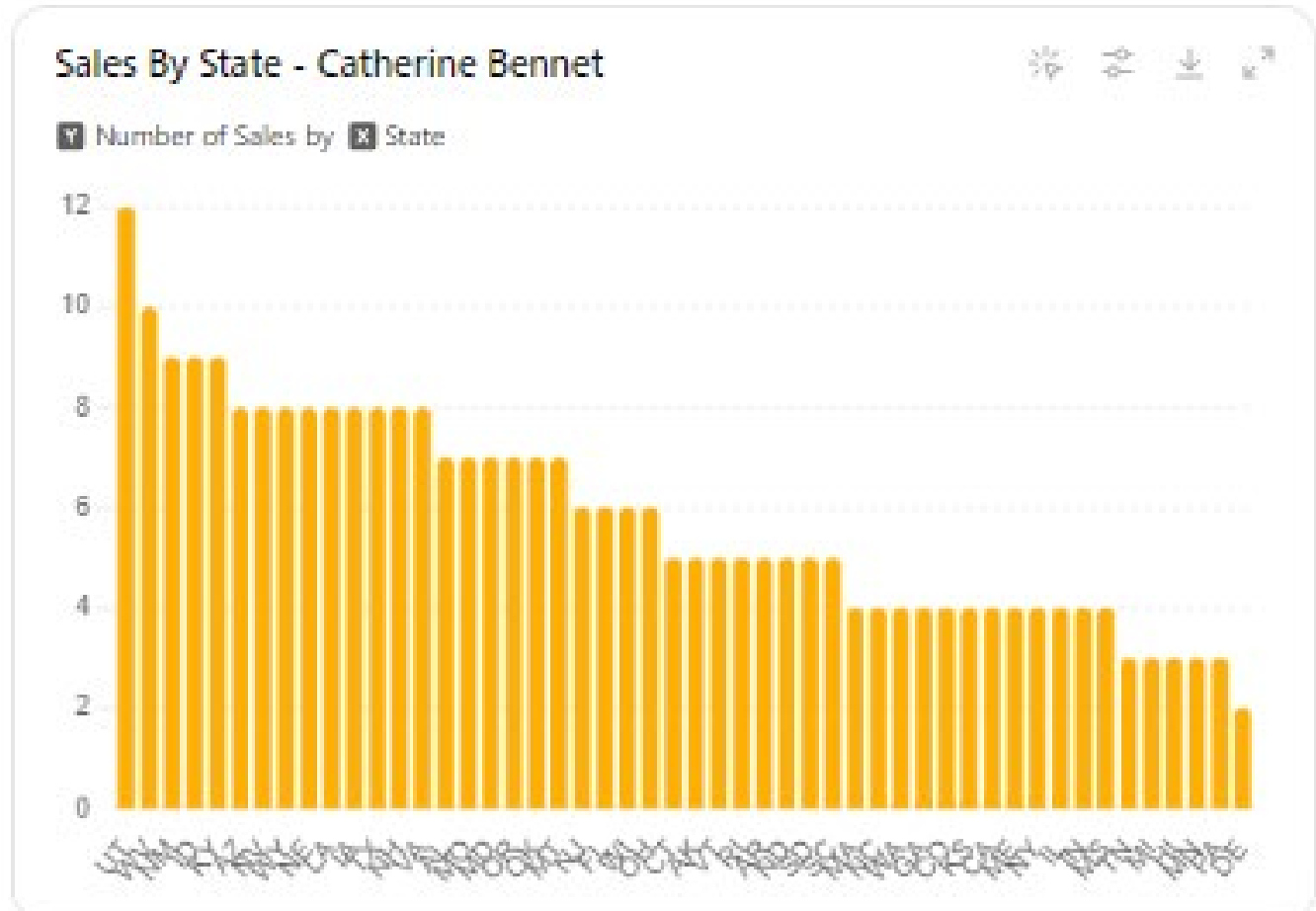
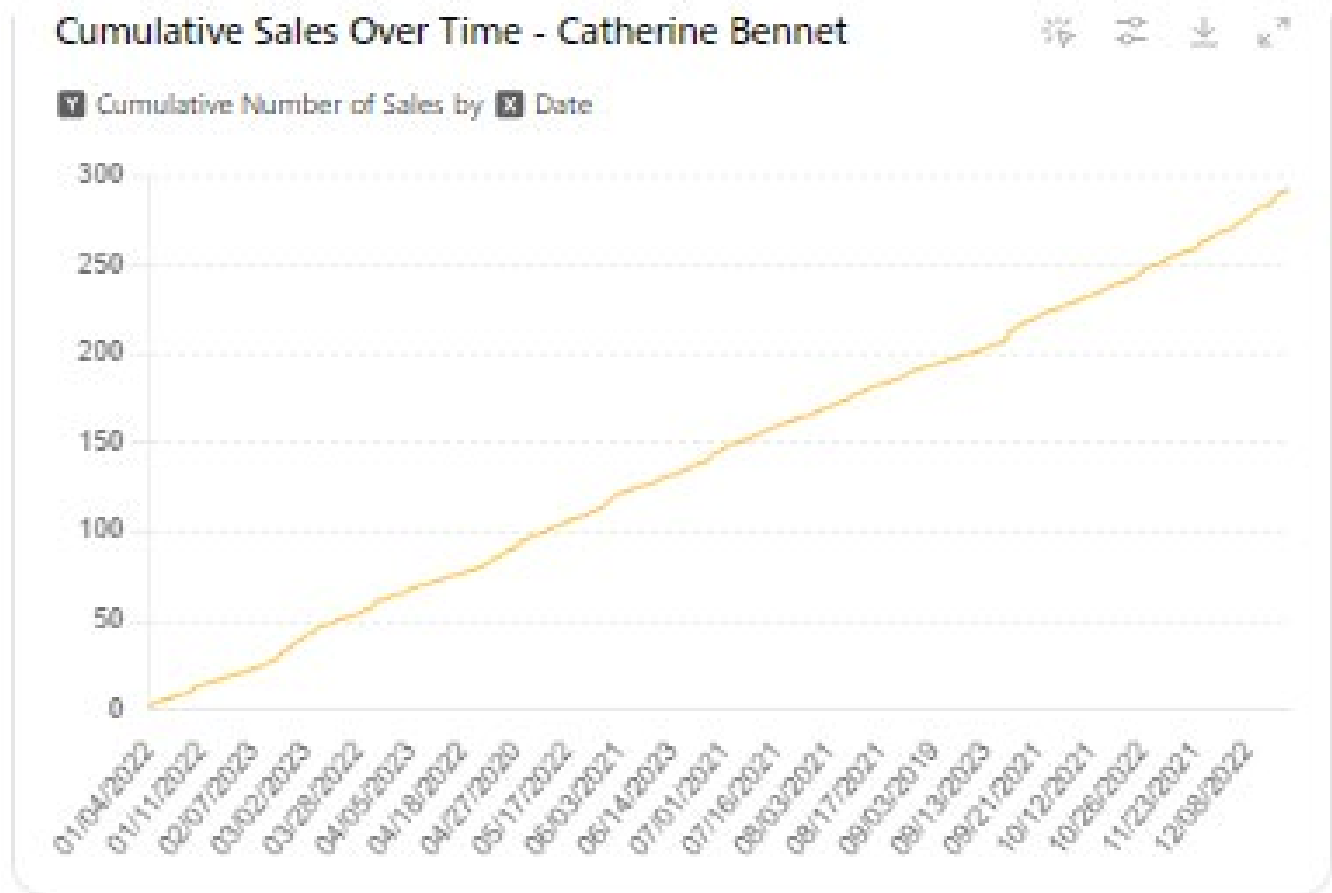
- Strengthen relationships with top clients through personalized engagement and tailored offerings.
- Seek feedback to understand client needs better and adjust offerings accordingly.

2. Geographic Focus:

- Analyze states with fewer sales to identify potential for growth.
- Develop targeted marketing strategies for underperforming regions.

3. Sales Strategy Enhancement:

- Review and refine sales pitches and presentations to align with client expectations.
- Leverage successful sales techniques and apply them to new prospects.



“Are there any learnings from sales managers with more success that Catherine could take on?”

Recommendations for Catherine Bennet

1. Increase Sales Frequency:

- **Leverage Periods of High Activity:** Analyze periods when William Collins had sharp sales increases and try to emulate similar strategies.
- **Focus on Smaller Bookings:** While Catherine excels in large bookings, diversifying with more frequent, smaller bookings could boost overall sales.

2. Expand Geographic Reach:

- **Target New States:** Look at the states where William has had success and consider targeting these regions with focused marketing campaigns.

3. Strengthen Client Relationships:

- **Engage Top Clients:** Develop a strategy to build stronger relationships with existing top clients and seek opportunities to attract some of William's key clients.
- **Repeat Business:** Focus on providing exceptional service to encourage repeat bookings.

4. Diversify Booking Types:

- **Balance Large and Small Bookings:** While large bookings are beneficial, increasing the number of smaller bookings can create a steady stream of sales and reduce dependency on a few large deals.

By adopting these strategies, Catherine Bennet can potentially enhance her sales performance and achieve a more balanced and robust sales portfolio in the next six months. [↗]

WATCHOUTS

Hallucinations



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.

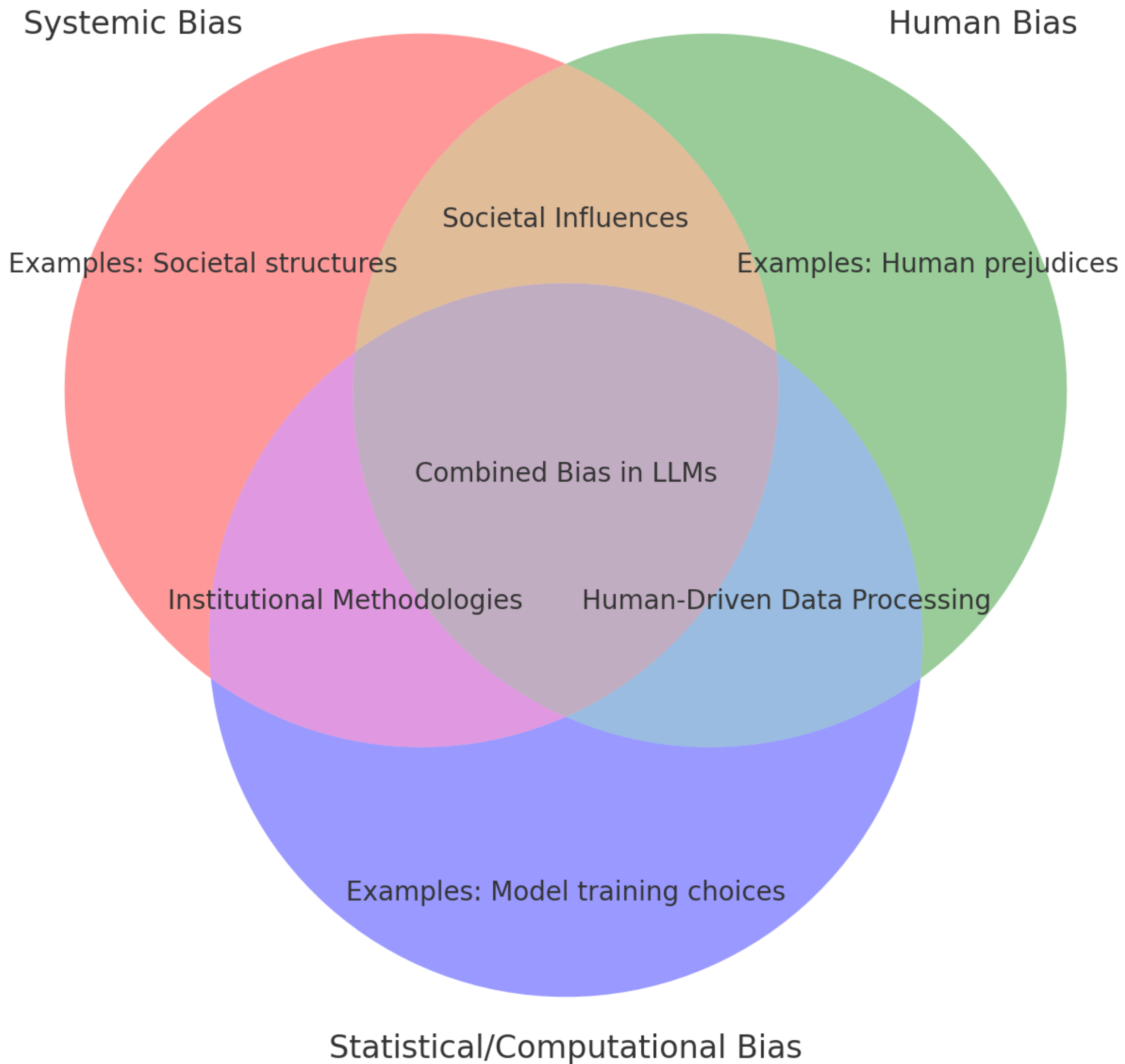
She began her journey at the prestigious Cornell University, where she was recognized for her research contributions and innovative approach to addressing challenges in the tourism sector. Following her tenure at Cornell, she joined the Amtrak team, taking on a key role in analyzing passenger travel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

Hallucinations

Bias



5 Trust Services Criteria (TSC)

Hallucinations

Bias

Data Security



Hallucinations

Bias

Data Security

Data Privacy



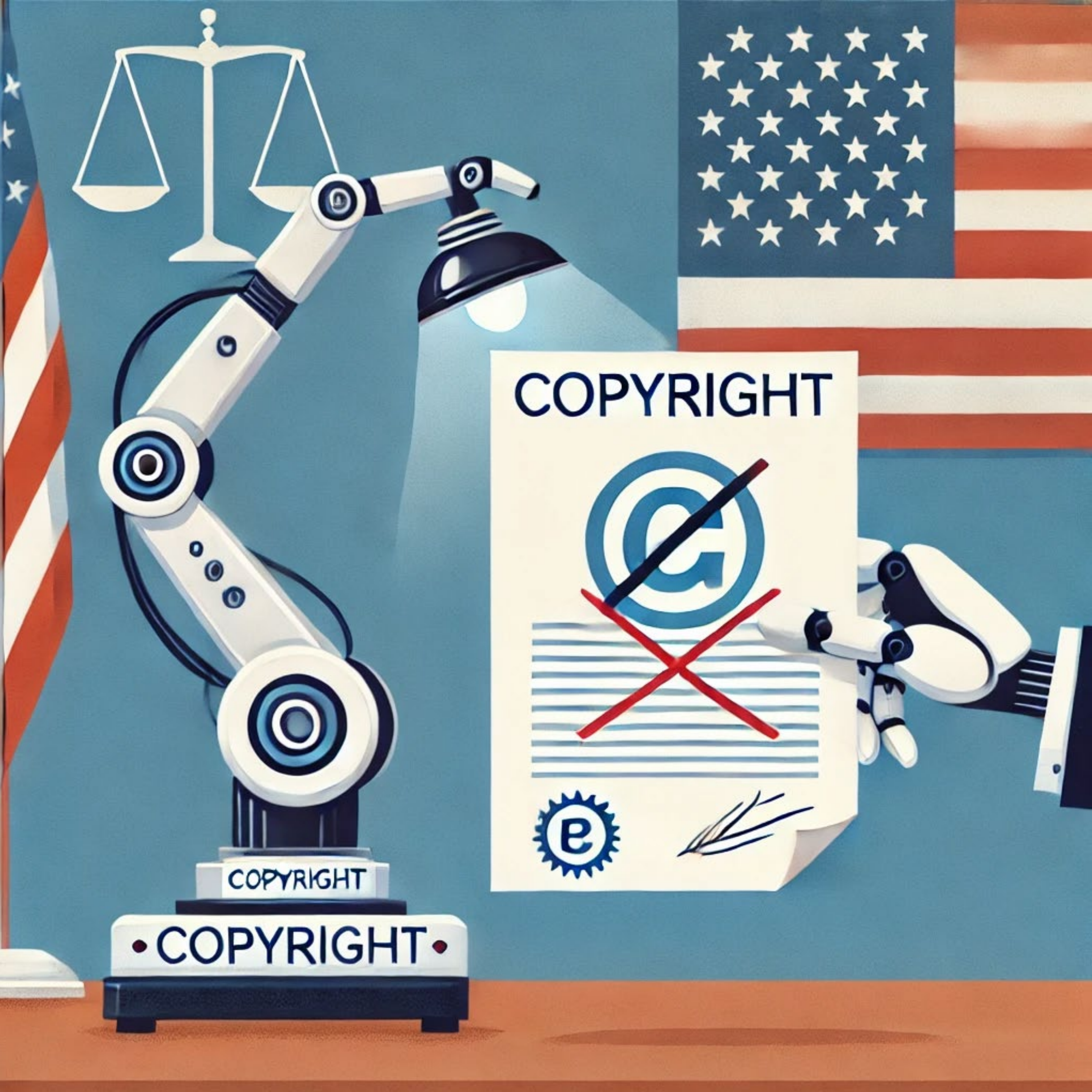
Hallucinations

Bias

Data Security

Data Privacy

Copyright



Hallucinations

Bias

Data Privacy

Data Security

Copyright

Sustainability



AI GAMEPLAN

For Companies

- Create an AI Council
- Review tasks and processes by department
- Adopt company guidelines for using ChatGPT, Gemini and similar tools
- Reward experimentation

For non-profits: What is your mission? How can AI help you achieve it?

For commercial companies: Disrupt or be disrupted!

For You!

- Keep ChatGPT open on your desktop and test something new every day
- Outline the steps in your process
- Share your use cases
- Start today!

THANK YOU



Janette Roush

EVP Marketing and Digital | New
York City Tourism + Conventions

