

BUSINESS OPERATIONS **2023** SUMMIT

[RE]ALIGN



10.09.23-10.11.23



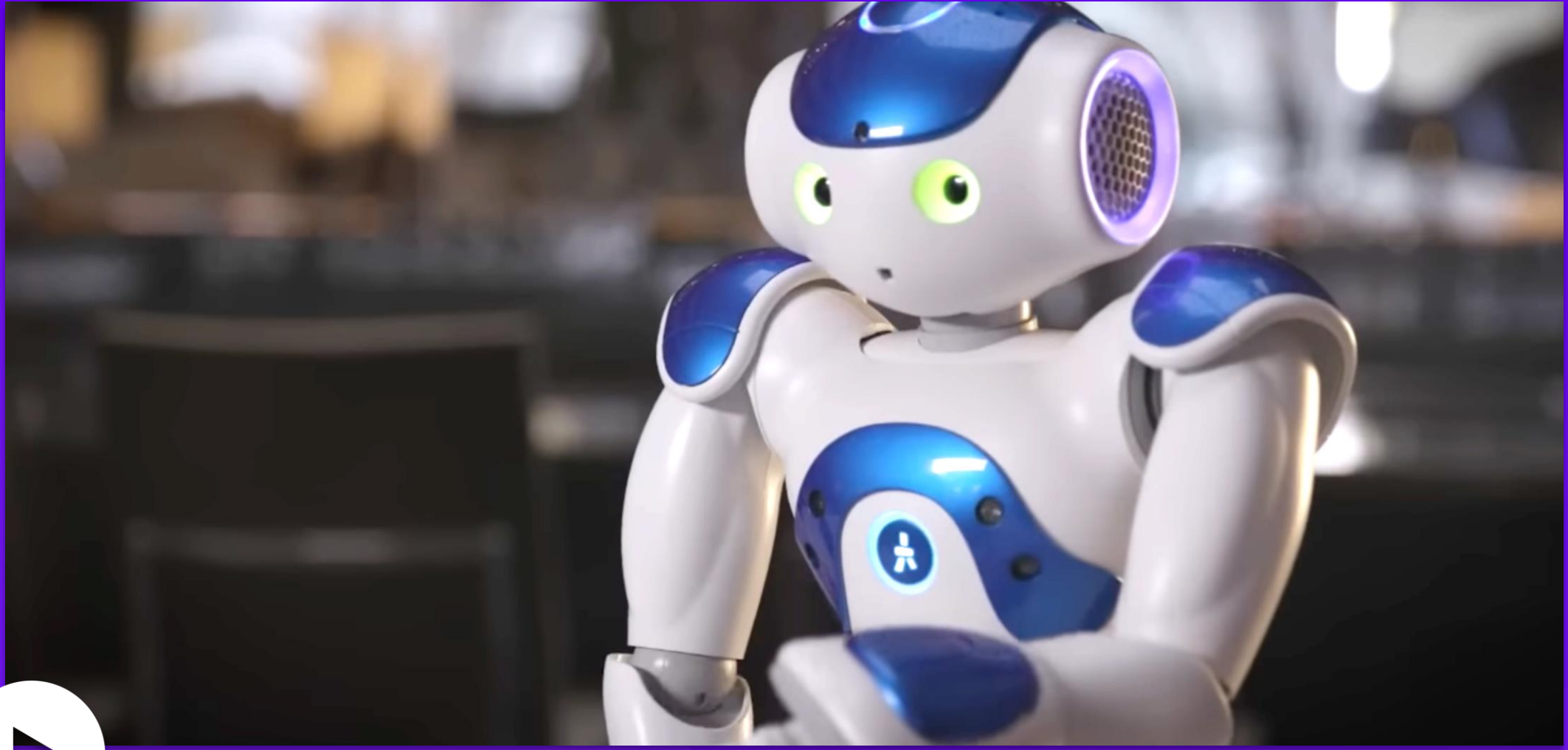
Little Rock, AR, USA



AI for Destination Marketing

Felix Laboy

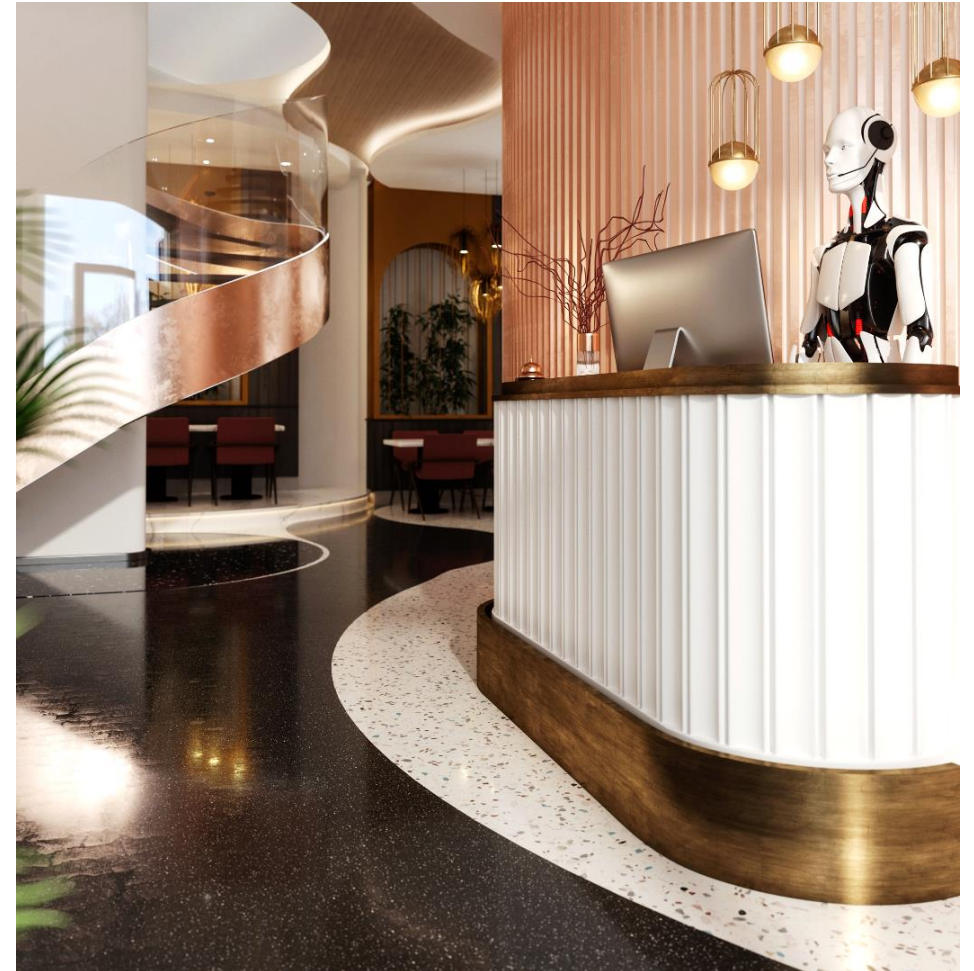
Shift Digital



WAYBLAZER, HILTON AND IBM WATSON PILOT "CONNIE," THE WORLD'S FIRST ROBOT CONCIERGE

AI-Chat GPT-LLM-ML, etc.

“I’m managing or marketing a destination, why do I need to know about all of this?”



Glossary of Terms

Artificial Intelligence (AI)

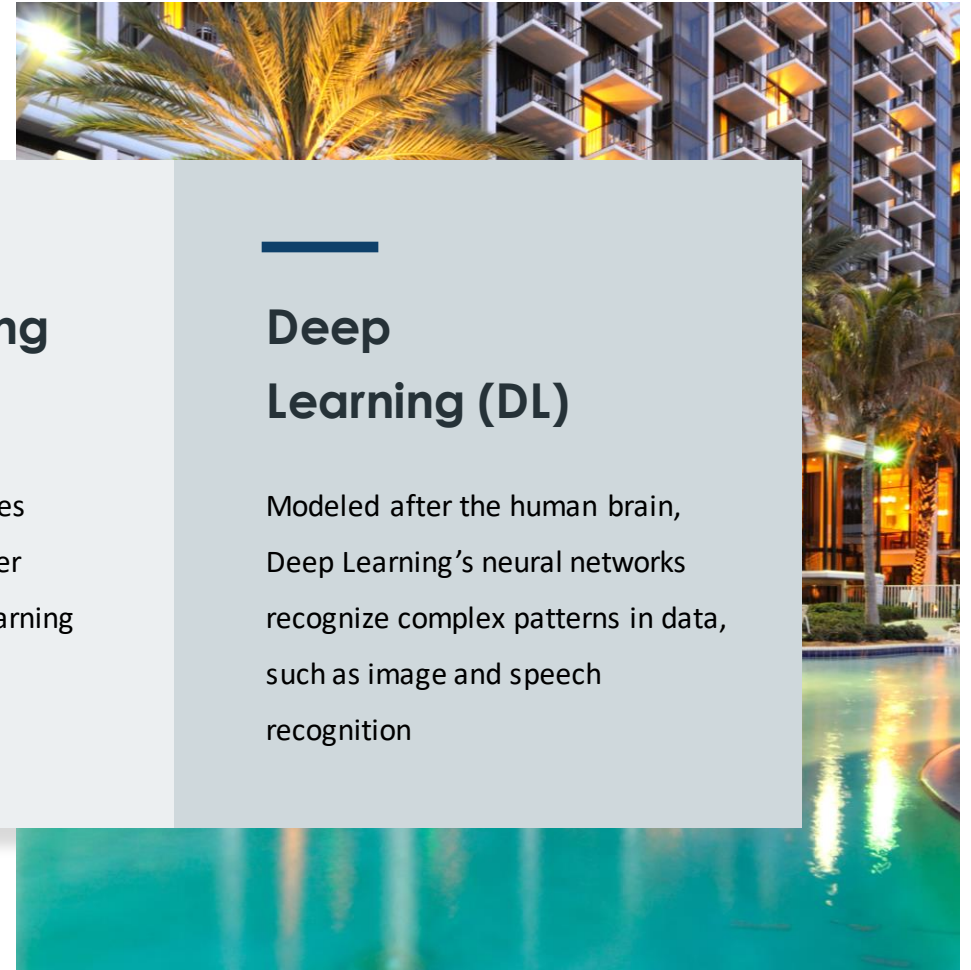
The theory and development of computer systems able to perform tasks normally requiring human intelligence

Machine Learning (ML)

ML is a subfield of AI that uses statistics to improve computer performance on a task by learning from data without explicit programming needed

Deep Learning (DL)

Modeled after the human brain, Deep Learning's neural networks recognize complex patterns in data, such as image and speech recognition



Glossary of Terms

Natural Language Processing (NLP)

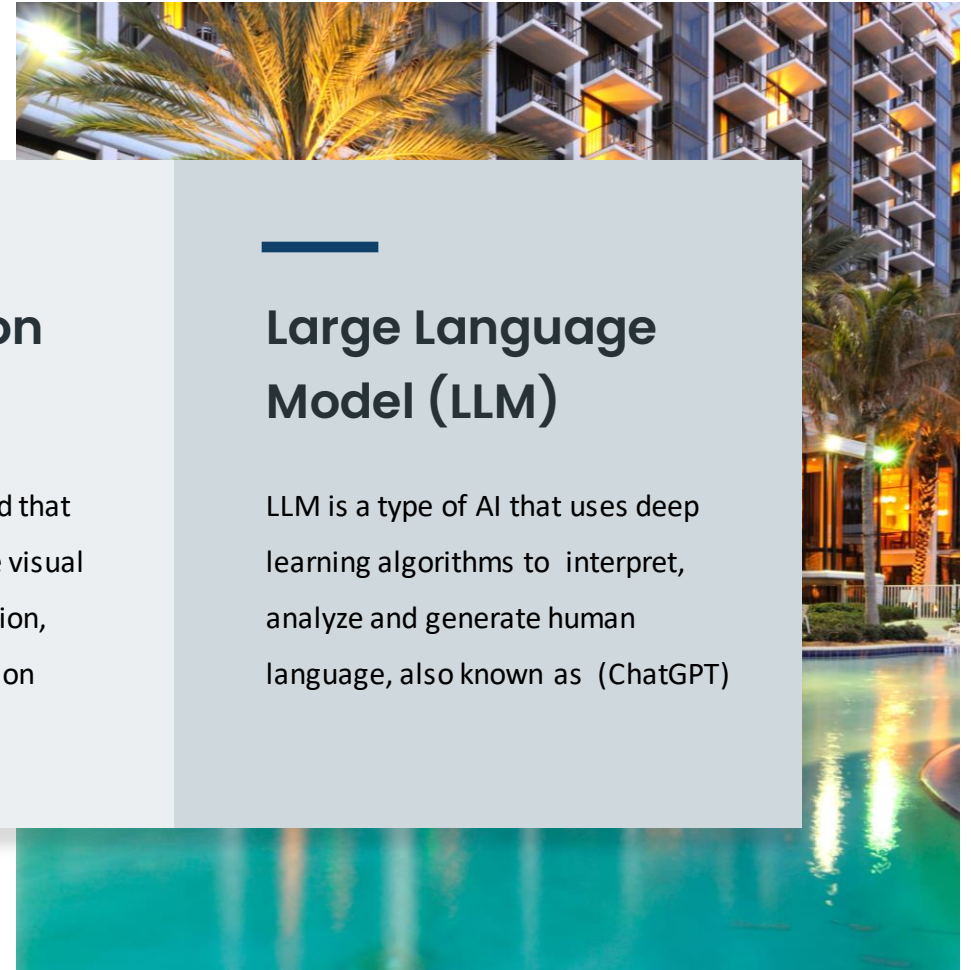
NLP involves tasks such as text classification, sentiment analysis, and machine translation, enabling computers to understand, interpret, and generate language

Computer Vision

Computer Vision is an AI field that enables machines to analyze visual data using scene reconstruction, recognition, and segmentation techniques

Large Language Model (LLM)

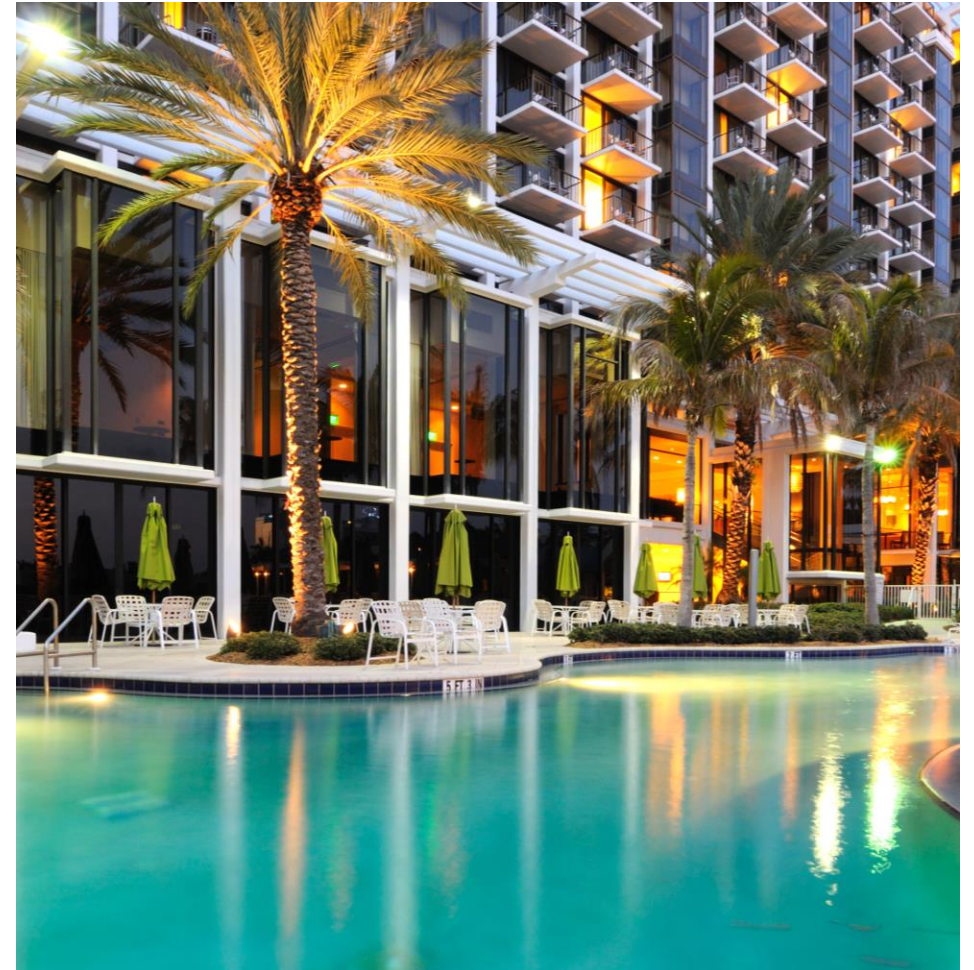
LLM is a type of AI that uses deep learning algorithms to interpret, analyze and generate human language, also known as (ChatGPT)



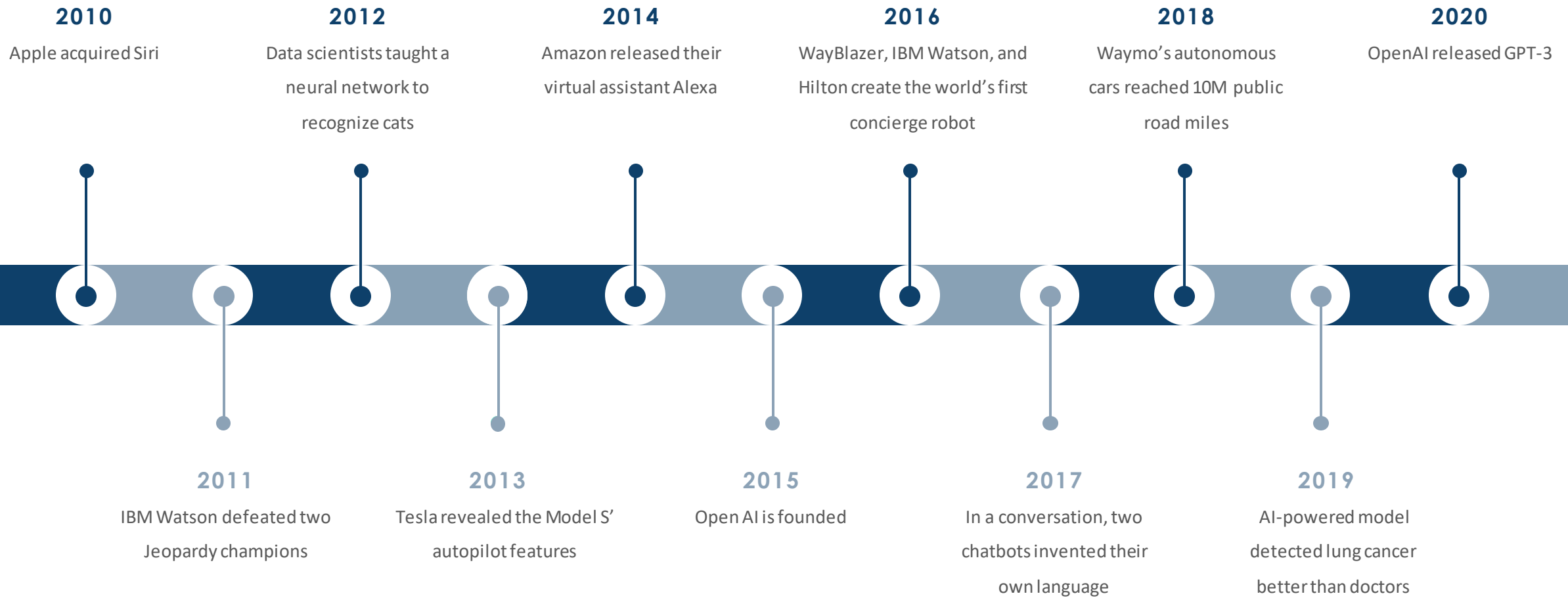
Glossary of Terms

ChatGPT

Chat Generative Pre-trained Transformer (GPT), is an artificial intelligence chatbot developed by Open AI and released in November 2022



AI Timeline



AI Marketing Uses

Analytics-

Data Collection and Analysis

Predictive Analytics

Recommendation Engines

Personalization-

Personalization and Targeting

Chatbots and Virtual Assistants

Social Media Analysis

AI Marketing Uses

Other Considerations-

Content Creation and Management

Automation of Marketing Tasks

User Experience (UX) Enhancement

Ethical and Privacy Considerations

About 79,900,000 results Any time

- best places to visit in september
- september travel deals
- anniversary trip ideas
- best anniversary destinations
- romantic weekend breaks uk
- september holiday deals
- top 10 romantic destinations
- 3 hour flight from london heathrow

Travel destinations in September near London



Paris
Eiffel Tower, Arc de Triomphe, Palace of Versai...



Florence
Florence Cathedral, Uffizi, SanGimignano1300



Annecy
Lake Annecy, Notre-Dame de Liesse, Palais de l'Ile

Is this answer helpful?

Yes No

The Best September Anniversary Travel Ideas - TripSavvy
<https://www.tripsavvy.com/best-september-anniversary-travel-ideas-4173621>

Web Many state fairs run through the **September** holiday, and others (in Massachusetts, Virginia, Tennessee, Kansas, New Mexico, Utah, Oklahoma, and Texas) take place later in the ...

Fall
Consider visiting more than one island when you go. Somewhere around the ...

Overwater Bungalows
Elizabeth Brownfield is a writer, editor, and researcher with over 15 years of ...

[See results only from tripsavvy.com](#)

Most Romantic Anniversary Trip Ideas - Travel + Leisure
<https://www.travelandleisure.com/trip-ideas/amazing-anniversary-trip-ideas>

1. The French Riviera. Jetting off to the south of France to spend your days lounging on the ...

2. Steamboat Springs, Colorado. If an active vacation is more your speed, head to Colorado

ChatGPT

Click [here](#) to ask ChatGPT

Ai Tools - Become Superhuman Today!
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Must see experiences in London
<https://www.bing.com/travel>

Explore now

Stop responding

Congratulations on your anniversary! 🎉 There are many places you can go that are within a 3 hour flight from London Heathrow. Here are some suggestions based on your preferences and the best destinations in Europe in September 4 5 6 :

- If you like **beaches** and **sunshine**, you can fly to **Malaga** in Spain 1 , which has a pleasant climate, a lively culture, and a beautiful coastline. You can enjoy the sandy beaches, the historic monuments, and the delicious tapas. Malaga is also a great base to explore other nearby attractions, such as Granada, Seville, and Cordoba.
- If you like **mountains and lakes**, you can fly to **Annecy**


See more

Welcome to the new Bing, your AI-powered assistant for the week



THE LEADING HOTELS
OF THE WORLD®





THE LEADING HOTELS
OF THE WORLD®

- Dashboard
- Reservations
 - By Rate Plan
 - By Room Type
- Comparisons
 - Compare Channels
 - Compare Devices
- Booking Pace
- Booking Window
- Booking Denials

Hi Robert

Filters

Select Hotel

All Hotels

Filter By Segment:

Select Segment

Filter By Source:

Select Filter

Filter By Device:

Select Filter

Timeframe

Current Month

Dec 1, 2022 - Dec 24, 2022

Dashboard

Date

Visitors

Bookings

Leads

Revenue (\$)

Nights

Look to Book



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shiftdigitalreport.com/report_Lu/html/index.php?hotel=1&hash=ANbvz4u4JADc0fSY6vWxNkeIRNobSeceCxT0D2R+OKKh+xeA==

Hi Robert

THE LEADING HOTELS OF THE WORLD®

- Dashboard
- Reservations
 - By Rate Plan
 - By Room Type
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 - Compare Channels
 - Compare Devices
- Booking Pace
- Booking Window
- Booking Denials

Filters

Select Hotel: All Hotels

Filter By Segment: Select Segment

Filter By Source: Select Filter

Filter By Device: Select Filter

Timeframe: Current Month | Dec 1, 2022 - Dec 24, 2022

Dashboard

| Visits | Looks | Bookings | Look to Book % |
|--------|-------|----------|----------------|
| | | | |



Start with a detailed description [Surprise me](#)

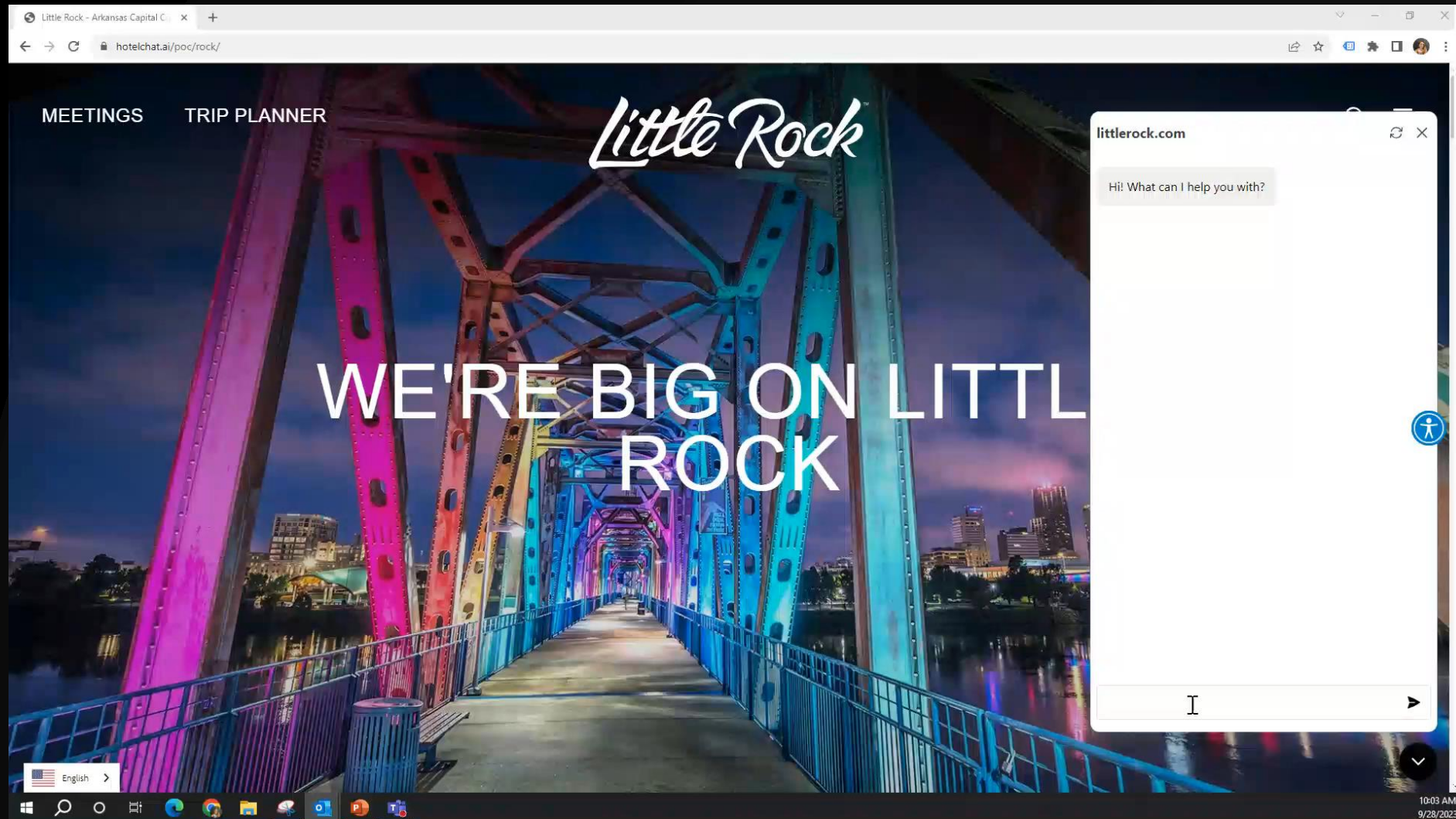
high res picture of ocean front hotel room on the beach

Generate

Or, upload an image to edit



LITTLE ROCK AI CHAT



NEWS FROM CHATGPT

ChatGPT CAN NOW HEAR AND SEE

Listen to voice samples

Select text **Story** ▾

Once in a tranquil woodland, there was a fluffy mama cat named Lila. One sunny day, she cuddled with her playful kitten, Milo, under the shade of an old oak tree.

“Milo,” Lila began, her voice soft and gentle, “you’re going to have a new playmate soon.”

Milo’s ears perked up, curious. “A new playmate?”

Lila purred, “Yes, a baby sister.”

Milo’s eyes widened with excitement. “A sister? Will she chase tails like I do?”

Lila chuckled. “Oh, she’ll have her own quirks. You’ll teach her, won’t you?”

Milo nodded eagerly, already dreaming of the adventures they’d share.

Select voice **Sky** ▾

▶ 0:00 / 0:34



Message

