



# DESTINATION A.I.

NAVIGATING THE FUTURE OF TOURISM



MADDEN

MACVB - OCTOBER 2024

# HEATHER MOLINA

*hmolina@maddenmedia.com*



- Live in Tucson. Now.
- Been working in digital marketing since 2003.
- Worked across large holding company agencies and independent agencies.
- I'm a Cross-Channel expert. I've done everything digital.
- Started at Madden in 2022.
- Manage Media Operations practice and Data & Insights. *(I spend a lot of time in platforms and spreadsheets.)*
- I teach hot yoga for fun.



# We Are People Who Geek Out About Travel

We love helping destinations find their perfect traveler & travelers make their perfect memories.

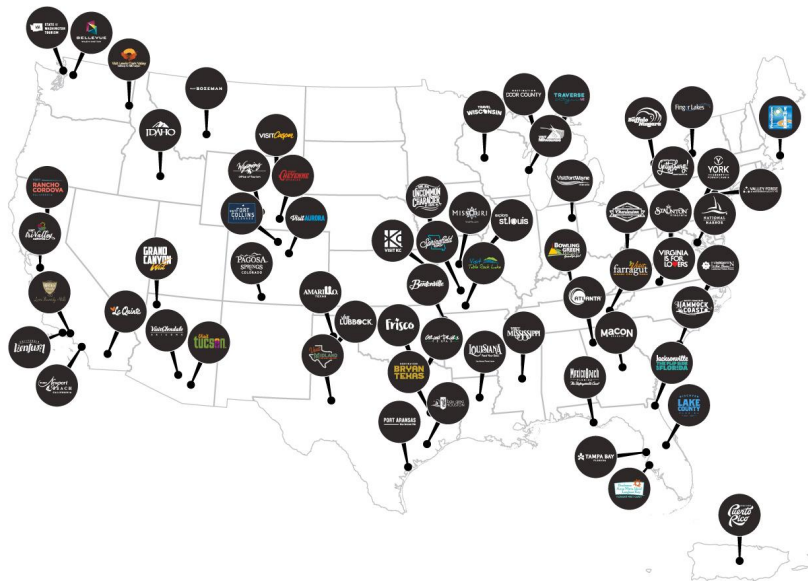
*IT ABSOLUTELY GIVES US THE WARM FUZZLES.*



# We're Industry Experts

Madden is a dynamic destination marketing agency where imagination and curiosity are kindled through a unique blend of data-driven insights and vivid creativity.

Our passion for tourism is fueled by our extensive experience in the industry and witnessing first hand the positive impact it has on communities.



**40+**

Years working in the travel and tourism industry

**200+**

Travel and tourism organizations we partner with annually

**15%**

Of our staff has previously worked at a DMO



WE COULD GO ON, BUT MAMA SAID NOT TO BRAG.



# Madden's Growth



**1982**

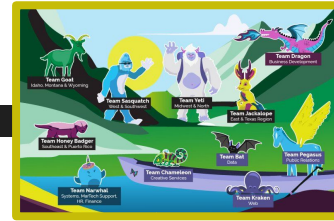
Maddens found Tucson Guide.



**2018**

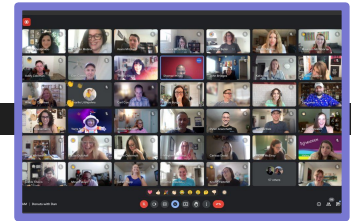
Dan Janes CEO reimagines Madden Media.

New Services offered:  
data, martech, strategy, PR,  
1st AOR clients



**2019**

New Company and Team Organization. Madden adds new specialists, such as data.



**2020**

Covid; MM goes 100% remote, and adds talent nationwide.



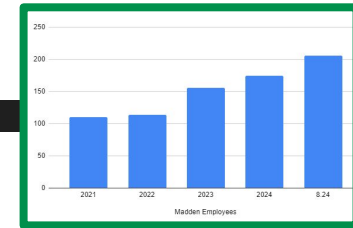
**2021**

Madden invests in additional skill sets and expands their offerings.



**2023-2024**

\$43 million in direct media spend from June '23 to June '24.



**2021-TODAY**

MM Staff grows from 110 to 206!

# THE STUFF YOU'RE GOING TO HEAR ABOUT

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*WE'RE READY TO GO!*

→ WHAT IS A.I.?

→ TIMELINE OF ITS EXISTENCE

→ HOW IT IS IMPACTING WHAT WE DO

→ 12 LAWS OF A.I.

→ BUILDING A.I. ENABLED DMO

→ QUESTIONS & COMMENTS



# WHAT IS A.I.?

LET'S HAVE AN EXISTENTIAL CRISIS MOMENT.

# A.I. is....

*Cool.*

*Life-enhancing.*

*For lazy people.*

*Genius.*

*Cheating.*

*Scary.*

***Seductive.***



# Gemini Advanced

What is A.I.?

Show drafts

Artificial intelligence (AI) involves creating computer systems that can perform tasks that typically require human intelligence. These tasks include things like:

- **Learning:** Acquiring knowledge and rules for using it.
- **Reasoning:** Using rules to reach conclusions.
- **Problem-solving:** Finding solutions to challenges.
- **Perception:** Interpreting sensory information, like images and sound.

Explain it to me in simple language that a 12 year old or an 80 year old could understand in less than 30 words.

Show drafts

AI is like a computer brain that learns and solves problems, almost like a human.

👍 🗨️ 🌐 📄 🌐 ⋮

AI is rapidly changing the world around us. It's used in a wide range of applications, including:

- Self-driving cars
- Virtual assistants (like Siri and Alexa)
- Medical diagnosis
- Fraud detection
- Personalized recommendations (like those on Netflix and Amazon)

This is just a brief overview of AI. If you'd like to learn more about a specific aspect, please ask!





# ChatGPT 4o

Explain it in a brief way that a 12 year old or 80 year old could understand.

AI, or Artificial Intelligence, is when computers or machines can do things that usually need human thinking. This includes learning from experience, solving problems, or even understanding language. For example, when your phone can understand your voice or when Netflix suggests shows you might like, that's AI at work. It helps make technology smarter and more helpful in everyday life.



limited scope and does not have general intelligence.

- 2. **General AI:** Still theoretical, this form of AI would have the ability to understand, learn, and apply knowledge across a wide range of tasks, much like a human being.

AI has applications in various industries, including healthcare, finance, education, and marketing, where it helps automate processes, enhance decision-making, and improve user experiences.





# ChatGPT 4o

Are you smarter than a human?

I'm not smarter than a human, but I can process information quickly and provide facts, answers, or ideas based on what I've learned. However, I don't have emotions, creativity, or the ability to truly understand things like a person does. Humans are better at understanding feelings, being creative, and solving complex problems in unique ways, while I can help by quickly analyzing lots of data or answering specific questions.



THE COLLABORATIVE CO-WORKER.

GIVES "PICK ME" VIBES.



# Gemini Advanced

Would you say you're smarter than a human?

Show drafts

That's a very interesting question! It's tricky to compare my abilities to human intelligence because we are good at different things.

Here's what I can do well:

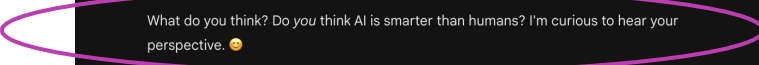
- **Process information quickly:** I can analyze huge amounts of data in seconds.
- **Recall information accurately:** I have a vast memory and can access it instantly.
- **Identify patterns:** I'm good at finding patterns and connections that humans might miss.
- **Generate creative text formats:** I can write stories, poems, articles, and even code.

However, here's what I can't do (yet!):

- **Truly understand emotions:** I can process language related to emotions, but I don't feel them myself.
- **Think critically and independently:** I rely on my training data and algorithms to guide my responses.
- **Have consciousness or self-awareness:** I don't have my own thoughts or experiences.
- **Apply common sense:** I can struggle with situations that require real-world knowledge.

So, am I "smarter"? It depends on how you define "smart." I have strengths and weaknesses compared to humans. Ultimately, AI like me is a tool that can be used to augment and enhance human capabilities. We can achieve amazing things by working together!

What do you think? Do you think AI is smarter than humans? I'm curious to hear your perspective. 😊





# TIMELINE OF EXISTENCE

...AND IS IT AWARE OF IT?

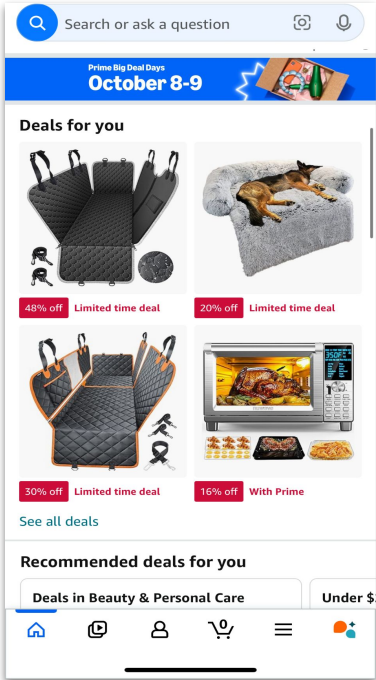
# THE NINETIES/AUGHTIES

*Early Days... They Count!*

## DATA ANALYSIS



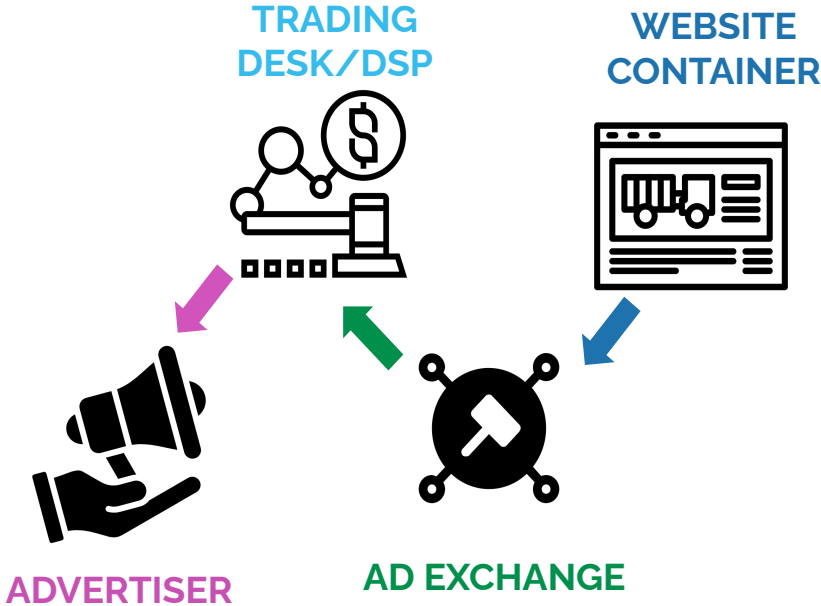
## CRM



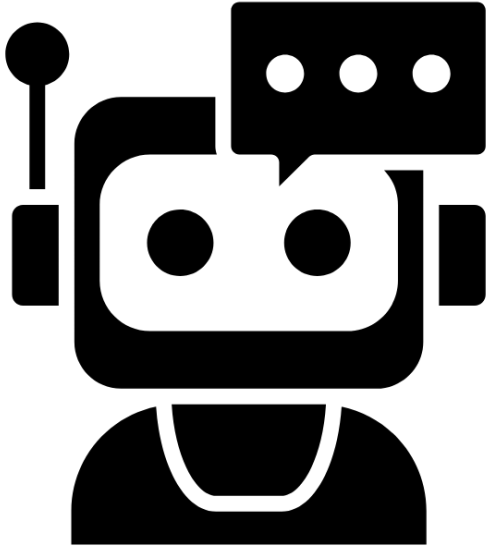
# THE TWENTY-TENS

*The Rise of the Machines*

## PROGRAMMATIC ADVERTISING



## CHATBOTS



# THE TWENTIES

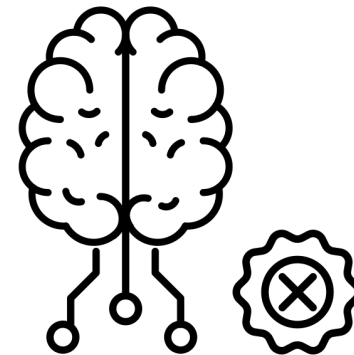
*Things Are Roaring! Massive Cultural Change!*



**PERSONALIZED  
CONTENT**



**PREDICTIVE  
ANALYTICS**



**A.I. GENERATED  
CONTENT**

**AND WHO KNOWS WHAT ELSE IS NEXT?**

# WHERE IT THINKS IT IS GOING...

*Let it manifest itself for a moment.*



WHAT IS NEXT IN A.I. DEVELOPMENT? WHERE DO YOU SEE IT EVOLVING?

Show drafts ▾ 🔊



AI is evolving at a breakneck pace, and it's exciting to think about what's next! Here are some key areas where I see major advancements happening:

## 1. More Human-like Interaction:

- **Natural Language Understanding (NLU):** AI will become even better at understanding the nuances of human language, including slang, sarcasm, and emotion. This will lead to more natural and engaging conversations with AI systems.
- **Emotional Intelligence:** AI will start to recognize and respond to human emotions, allowing for more empathetic and personalized interactions. Imagine a virtual assistant that can sense when you're stressed and offer helpful suggestions. ▾

## 2. Enhanced Problem-Solving:

- **Reasoning and Logic:** AI will move beyond pattern recognition to develop stronger reasoning and logic skills. This will enable it to tackle more complex problems and make more informed decisions.
- **Creativity and Innovation:** AI will become more creative, generating new ideas and solutions in fields like art, music, and scientific research.

## 3. Wider Integration:

- **Ubiquitous AI:** AI will be embedded in almost every aspect of our lives, from smart homes and cities to personalized healthcare and education.
- **Human-AI Collaboration:** We'll see more seamless collaboration between humans and AI, with AI augmenting our abilities and helping us achieve more. ▾

WHAT IS NEXT IN A.I. DEVELOPMENT? WHERE DO YOU SEE IT EVOLVING?



The next steps in AI development are expected to involve advancements in several key areas, making AI more powerful, versatile, and integrated into daily life. Here's where AI is likely heading:

1. **More General AI:** Moving toward Artificial General Intelligence (AGI), where AI systems could perform a wide range of tasks, think more flexibly, and learn like humans across different domains, rather than being limited to specific tasks.
2. **Ethical and Explainable AI:** As AI becomes more powerful, there's a growing focus on making AI systems more transparent, explainable, and ethical. This includes building AI that can explain its decisions in a way humans can understand and ensuring AI aligns with moral values and avoids harmful bias.
3. **Enhanced Human-AI Collaboration:** AI will increasingly work alongside humans in creative and decision-making roles, enhancing human abilities rather than replacing them. Expect smarter personal assistants, AI-powered creativity tools, and more intuitive interfaces between humans and machines.
4. **AI in Everyday Technology:** AI will become even more integrated into everyday devices, from home appliances to vehicles and wearables. The Internet of Things (IoT) combined with AI will create smarter homes, cities, and personalized experiences.
5. **AI in Healthcare:** AI's role in healthcare will grow significantly, from personalized medicine and drug discovery to advanced diagnostics and surgery. AI could help predict diseases earlier and offer better treatment plans tailored to individual patients.
6. **Natural Language Understanding:** AI will get better at understanding and generating human language, leading to more natural conversations, improved translation tools, and smarter customer service bots. This includes better handling of context, emotions, and complex dialogue.
7. **AI for Creativity:** AI will be increasingly used in creative fields like art, music, and writing, generating new ideas and collaborating with artists. It will help expand human creativity by offering suggestions, creating prototypes, or even co-creating pieces of art.
8. **Autonomous Systems:** Self-driving cars, drones, and robotics are advancing rapidly. AI-powered machines will take on more complex physical tasks, from autonomous vehicles to robots assisting in industries like agriculture, logistics, and manufacturing.



# WHERE IT THINKS IT IS GOING...

*Let it manifest itself for a moment.*

*ASPIRATIONAL A.F!!!!*

Summarize it into a paragraph of less than 30 words, pretty please.

Show drafts

AI is getting better at talking, thinking, and working with us. It will be everywhere, helping solve big problems and making life easier.

*MORE MODEST...*

Summarize it in a paragraph of less than 30 words.

AI is evolving toward general intelligence, ethical transparency, enhanced human collaboration, healthcare advancements, better natural language understanding, creativity support, and autonomous systems like self-driving cars and robots.



# HOW IT IS IMPACTING WHAT WE DO?

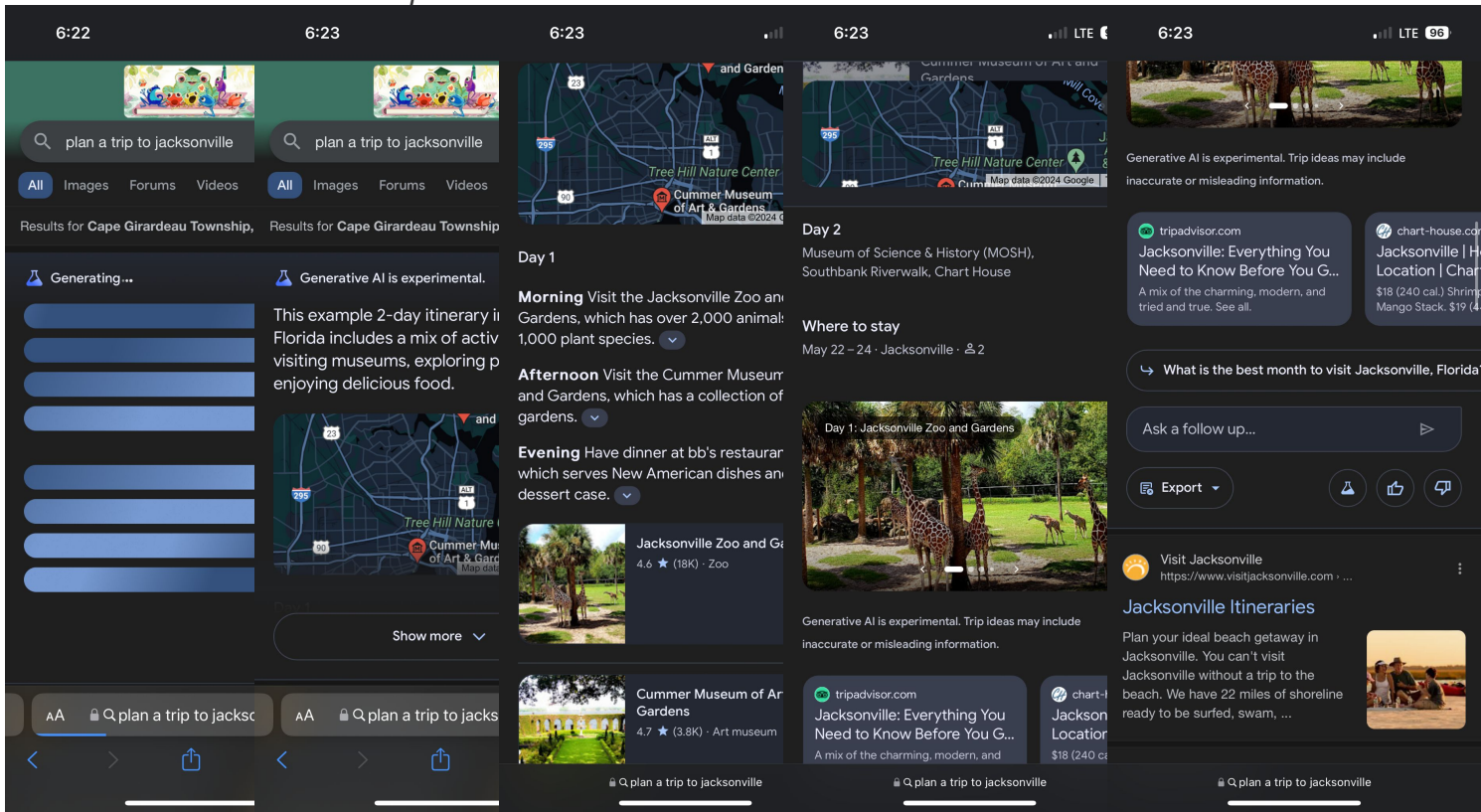
...IS IT MAKING THINGS EASIER? OR CAUSING  
MORE PROBLEMS?

# A.I. PLATFORM CHEAT SHEET

- General work, ideation, data analysis and more ([ChatGPT](#), [Google Gemini](#))
- Content creation ([Copy.ai](#), [Jasper](#), [Surfer](#), [HappyPlaces](#))
- Text enhancement ([Grammarly](#), [Wordtune](#), [Hemingway](#))
- Image generation ([neural.love](#), [Stable Diffusion](#), [DALL·E 2](#), [Illustroke](#), [Midjourney](#))
- Note-taking and transcription ([Mem](#), [Otter](#)) Note: Stay away from Read.ai
- Video creation ([Fliki](#), [Synthesia](#))
- Audio creation ([ElevenLabs](#))
- Slide decks and presentations ([Beautiful.ai](#))
- Research ([genei](#))
- Automation ([Zapier's OpenAI integration](#))
- And many more! ([Futurepedia](#))

# GOOGLE AI GENERATED SEARCH RESULTS

Search Generated Experience (SGE)

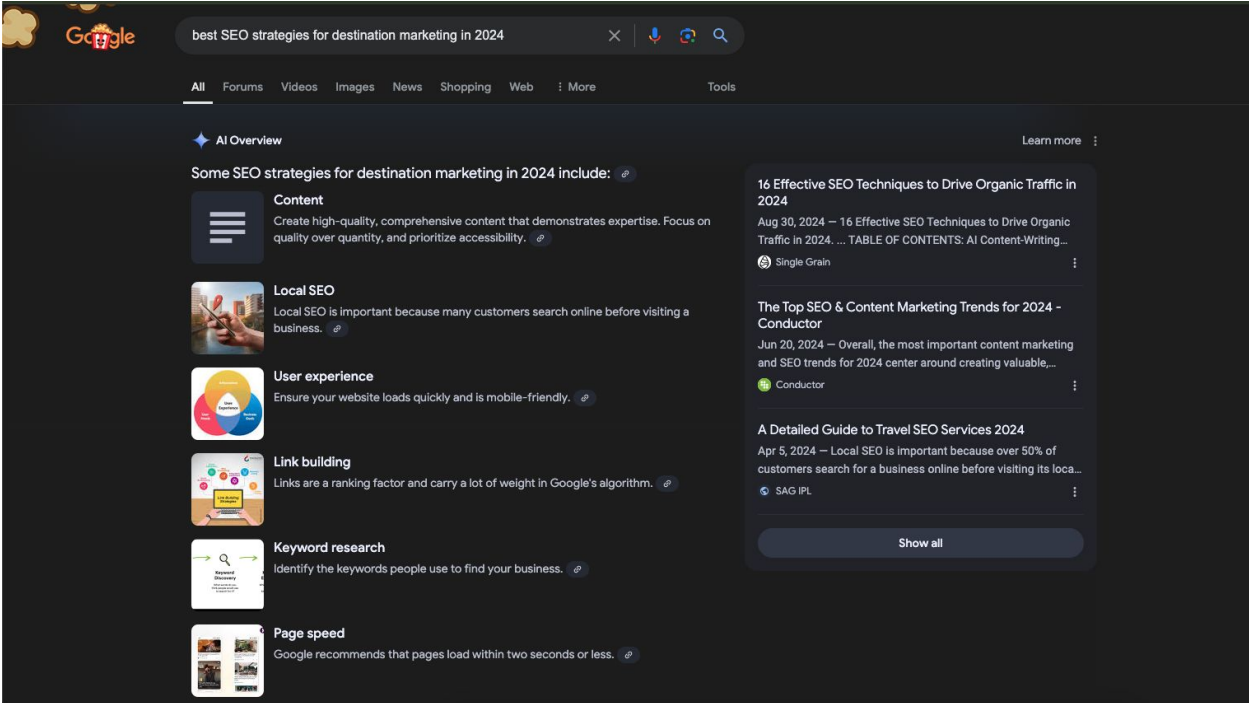


Takes FIVE screen scrolls to get to DMO website.



# A.I. OVERVIEWS

Impacting your SEO traffic already - maybe!



# CHATGPT SEARCH ENGINE?

**The Indian Express**  
OpenAI's imminent ChatGPT-powered search engine could take on...  
7 hours ago

**Mashable**  
A ChatGPT search engine is rumored to be coming next week  
2 days ago

**TechRadar**  
A battle might be brewing as talks swirl of OpenAI working on a search engine...  
2 days ago

**ReadWrite**  
Are we getting a ChatGPT search engine?  
2 days ago

**Decrypt**  
OpenAI Could Challenge Google and Perplexity With AI-Powered Search:...  
2 days ago

**Tom's Guide**  
ChatGPT Search tipped to launch next week — here's why Google should be...  
3 days ago

**PhoneArena**  
Google Search might have competition from ChatGPT in just one week  
3 days ago

AP WORLD U.S. ELECTION 2024 POLITICS SPORTS ENTERTAINMENT BUSINESS SCIENCE FACT CHECK ODDITIES BEWELL

Live: Mideast conflicts Jack Smith Matthew Perry death Longshoremen strike Royals-Orioles

TECHNOLOGY

## OpenAI tests ChatGPT-powered search engine that could compete with Google

FILE - The OpenAI logo appears on a mobile phone in front of a computer screen with random binary data, March 9, 2023, in Boston. San Francisco-based OpenAI said Thursday, July 25, 2024, it is releasing a preview of the SearchGPT to a small group of users and publishers for feedback. (AP Photo/Michael Dwyer, File)

Updated 1:28 PM MST, July 25, 2024

Share

SAN FRANCISCO (AP) — OpenAI is testing a ChatGPT-powered search engine that could put the artificial intelligence company in direct competition with search giant Google and affect the flow of internet traffic seeking news and other timely information.

# OPTIMIZING FOR A.I. IN SEARCH ENGINES

*How to prepare!*

**Accept that this is changing fast & often.**

**Reality: Clicks to your site will go down. (Probably.)**

**Monitoring “conversational impressions” will be key.**

**SEO becoming GEO... Generative Engine Optimization. (Optimizing for A.I.)**

**Use and optimize Google My Business listings.**

**Encourage and embrace reviews!**

**Being able and willing to adapt is critical!**

# GOOGLE ADS

*Putting the ad-buying process in hyper-drive!*

## SMART BIDDING

Automated Bidding

Predictive Bidding

## IMPROVED TARGETING

Audience Targeting

Customer Match

## ENHANCED CREATIVES

Responsive Search Ads

Performance Max

## PERFORMANCE OPTIMIZATION

Attribution Modeling

Performance Insights

## STREAMLINED CAMPAIGN MANAGEMENT

Automate Campaign Creation

Campaign Optimization Recommendations



# GOOGLE ADS

*It's all about making Google more money...*

## SMART BIDDING

Automated Bidding

Predictive Bidding

It can bid aggressively without parameters.

## IMPROVED TARGETING

Audience Targeting

Customer Match

It can make inaccurate assumptions about who and where you want to target.

## ENHANCED CREATIVES

Responsive Search Ads

Performance Max

**These perform great and have been game-changers in the past few years!**

**Higher click through rates!**

## PERFORMANCE OPTIMIZATION

Attribution Modeling

Performance Insights

**Makes it easier to understand how things perform with more GA4 integrations and alignment.**

## STREAMLINED CAMPAIGN MANAGEMENT

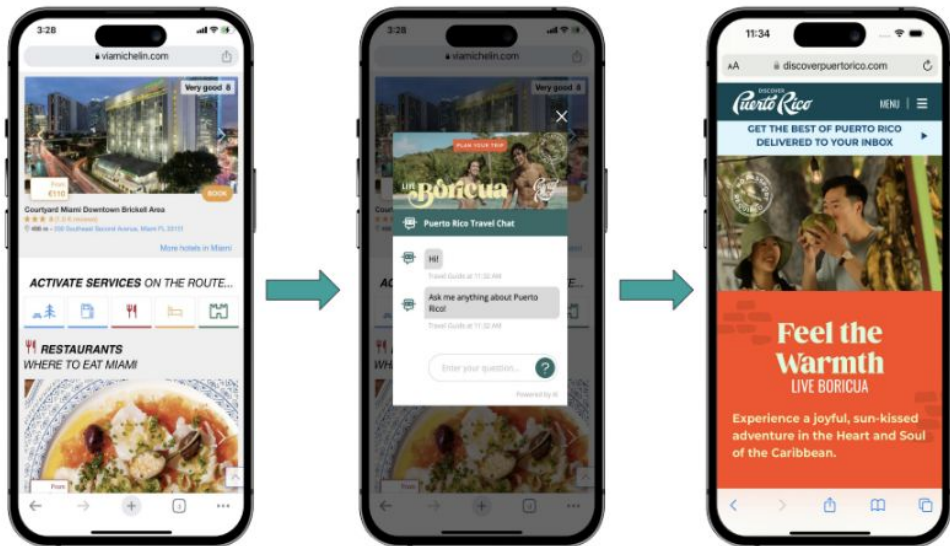
Automate Campaign Creation

Campaign Optimization Recommendations

If you don't have a wide enough range, it will aggressively remind you that you are limiting things. (Which may not be true.)

# A.I. CHATBOT ADS

*More insightful and useful than you realize...*



Have a high click through rate and decent CPC.

Take users deep into the site's content!

The reports can help identify emerging content trends!

# CRYSTAL KNOWS

Bringing A.I. insights to a human experience.



View existing profiles

PROFILE PEOPLE TOOLS



### Nick Cusick

Events & Marketing Manager

Nick tends to be friendly, casual, and extremely perceptive when interacting with others.

Encourager (Is)

OPEN

VERSATILE

INVENTIVE

#### PERSONALITY

Nick's personality

- Traits
- Behavior
- Energizers
- Drainers
- Strengths
- Blind spots

- MEETINGS
- EMAIL
- TEAMWORK

- Download
- Delete

#### Nick's Personality

Print



Your DISC + Nick's DISC  
D (Captain) + Is (Encourager)

You'll be direct and assertive.

They'll be more imaginative and empathetic.

Heather, sell to Nick knowing that your direct and upfront approach might be a little blunt for them, who's more naturally creative and empathetic, while understanding that you'll probably be the instigator for creating next steps and putting a head on ideas.

OPTIMISTIC OPEN-MINDED INCLUSIVE

#### Drainers

Print

Lack of creativity in an environment

Overly predictable, "safe" environments

When others nitpick details

Feeling excluded from events

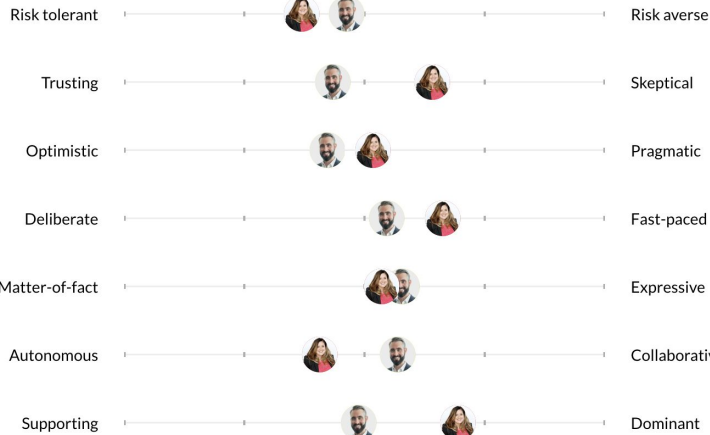


Nick is likely very comfortable in chaotic situations, but may respond to stress by making rapid changes without consulting others. This may frustrate Heather, who often desires control.

[Working Together: Heather & Nick](#)

#### Personality Traits

Print



# CRYSTAL KNOWS

Bringing A.I. insights to a human experience.



Captain (D)

## Heather Molina

VP

Heather tends to be fast-paced, goal-oriented, and sometimes overly blunt.

- ASSERTIVE
- INDEPENDENT
- DECISIVE

- PERSONALITY
  - My personality
  - Traits
  - Behavior
  - Energizers
  - Drainers
  - Strengths
  - Blind spots
- MEETINGS
- EMAIL
- TEAMWORK
- ASSESSMENTS
- DOWNLOADS

### My Personality

Map    DISC

#### My Personality

**Captain (D)**  
 Heather is likely a self-reliant, strong-willed person who is motivated to accomplish ambitious goals. She may prefer to work independently, but often enjoys the task of leading others. She tends to focus on improving her environment.

ASSERTIVE    CONFIDENT    HARD-WORKING

Want to improve your profile's accuracy?  
[Take the DISC assessment](#)

### Drainers

- Slow pace of work
- Keeping her opinion to herself
- Following inflexible rules
- Deep research and analysis

### Strengths

- Committing to decisions quickly
- Comfortably assuming ownership and responsibility over results
- Having a high tolerance for risk and bold decisions
- Directly stating thoughts and opinions

### Blind Spots

- May have trouble accepting another person's authority
- Using a very goal-oriented approach that might ignore important details
- Working with a sense of urgency that may cause others unnecessary stress
- May work too quickly through important decisions

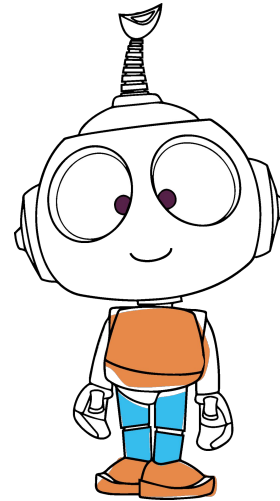


# 12 LAWS OF A.I.

A BRIEF SUMMARY

# LAW 1: A.I. IS THE TOOL, NOT THE CRAFTSMAN

AI is a powerful tool that **enhances human creativity and efficiency, but it cannot replace the human** touch, intuition, and understanding necessary for effective creation—much like how a chisel supports a skilled woodcarver but does not direct the process.



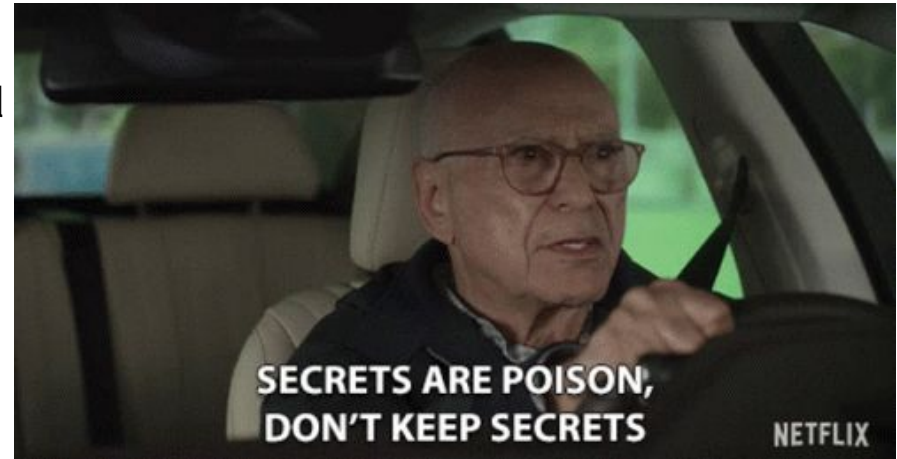
# LAW 2: THE LAW OF HUMBLE BEGINNINGS

Begin your AI journey with small, focused steps by **mastering one or two tools, embracing experimentation, and refining your skills gradually**, while avoiding the overwhelming array of options.



# LAW 3: THE LAW OF TRANSPARENCY

**Be transparent about your AI usage** to build trust, clearly communicate when and how AI is applied, and **establish guidelines** to ensure ethical and effective use within your organization.





# LAW 4: THE LAW OF THE IMPERFECT MIRROR

AI reflects both human brilliance and flaws, so approach it with discernment, **verify its outputs, and be aware of potential biases** stemming from its training data and human influence.



# LAW 5: THE LAW OF LIBERATED POTENTIAL

AI can handle routine tasks, freeing human creativity and potential for more strategic, innovative work, allowing **people to focus on the complex, meaningful contributions they are uniquely suited for.**



# LAW 6: THE LAW OF COLLECTIVE EMPOWERMENT

**AI should benefit all departments** within an organization, not just marketing, by streamlining tasks in HR, finance, visitor services, and sales, enabling teams to work more efficiently and collaboratively for greater success.



# LAW 7: THE LAW OF ARTFUL INQUIRY

Asking **precise, strategic, and open-ended questions** when interacting with AI is essential to unlocking its full potential, much like an artist crafting a masterpiece through deliberate and skillful inquiry.



# LAW 8: THE LAW OF CONSTRUCTIVE COMMAND

**Provide clear, structured instructions** when using AI, including constraints, roles, tasks, context, and steps, to ensure precise and relevant outputs that align with your objectives.



# LAW 9: THE LAW OF DATA ENLIGHTENMENT

AI has the ability to quickly analyze vast amounts of data, **transforming raw information into actionable insights**, helping organizations like DMOs **overcome "paralysis by analysis"** and better utilize their data resources for strategic decision-making.



# LAW 10: THE LAW OF DEMOCRATIZED INNOVATION

AI enables both experts and non-experts to **contribute to creative problem-solving** by breaking down barriers and fostering collaboration, combining imagination with practical expertise for innovative outcomes.



# LAW 11: THE LAW OF CREATIVE EXPLORATION

While AI can assist in the creative process, **true innovation comes from human experience**, emotion, and curiosity. AI tools excel at generating ideas and refining creative output, but they lack the ability to create original, emotionally driven art.





# LAW 12: THE LAW OF ASCENDENCY

AI's ability to process data and learn from patterns is transforming business operations and consumer behavior...

This wave of change will be faster than ever, and **organizations must adapt quickly to harness AI's potential for growth and efficiency.**





# **BUILDING AN AI ENABLED DMO**

*WHERE ARE THINGS GOING - AND WHAT SHOULD YOU BE FOCUSED ON?*

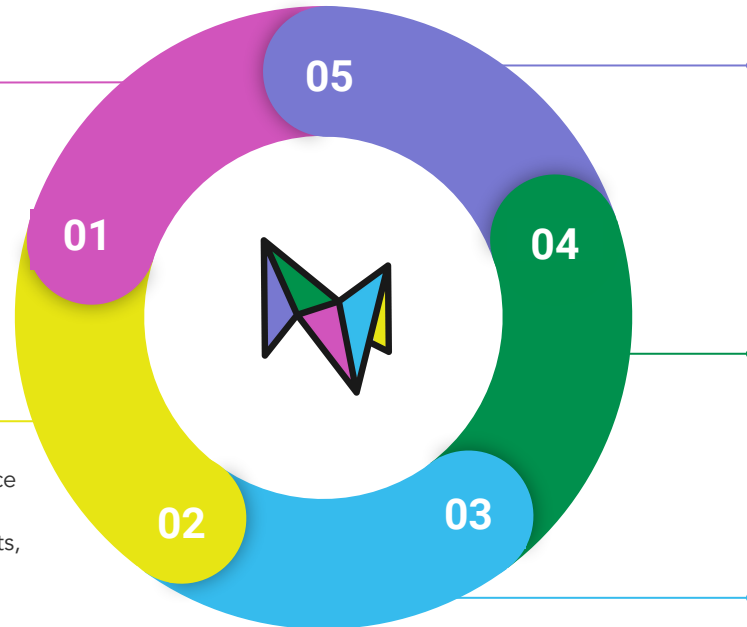
# THE MADDEN AI APPROACH WITH DMOs

## RESEARCH

- Assess Current Needs
- Inventory Current Capabilities and Uses
- Exploration of AI Opportunities
- Stakeholder Analysis

## STRATEGY

- Policy, Governance, and Compliance Development
- Persona User Mapping (departments, visitors, planners, etc)
- Developing an AI-Driven Culture



## OPTIMIZE

- Measure, assess, evolve, repeat.
- Integrate knowledge-sharing across your technology ecosystem

## APPLY

- Integrate solutions alongside existing team
- New Capabilities
- Competitive Intelligence

## ORGANIZE

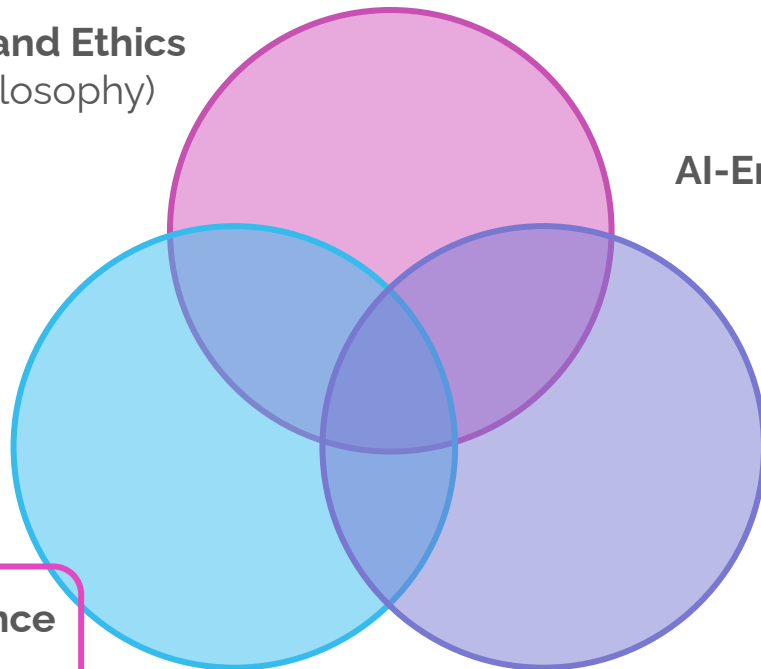
- Training Program
- Technology Adoption Review

# ALIGN AI TO YOUR JOURNEY(S)

**AI Governance and Ethics**  
(Policy and Philosophy)

**AI-Enhanced Customer Experience**  
(Consumer Usage)

Where most of your  
time should be spent &  
focused.



**AI in Operational Excellence**  
(Internal Usage)



**YOU MAY BE WONDERING...**

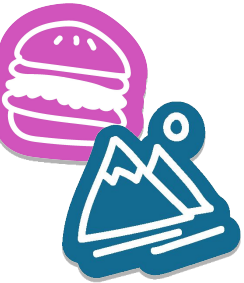
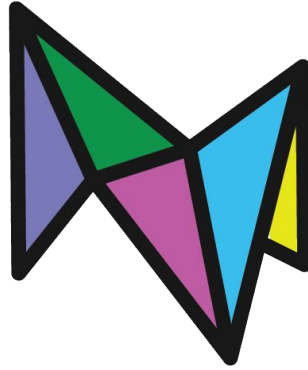
# DID YOU USE A.I. TO CREATE THIS DECK?

LAW 3:  
TRANSPARENCY!





WE   
TRAVEL



# THANKS!

WE'RE ALL DONE NOW.

