

WELCOME



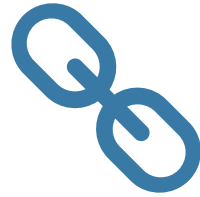
Empowering Tourism Businesses: AI for Daily Operations

December 7, 2023

HOUSEKEEPING



Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



Links and resources will be shared by email.



Webinar recording with Closed Caption available online:
<https://tourismns.ca/webinar-series>





This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

Sign up for Digiport at <https://nsdigiport.ca/>

DigiPORT

Digital Support for
Nova Scotia's Tourism Sector

Sign up

Get in touch with our network of digital marketing strategy experts.

PRESENTER

MacMillan | search

Michael MacMillan:

- An SEO expert with over two decades in digital marketing, Michael specializes in tackling technical challenges for B2B software and service organizations, and brings a problem-solving mindset and creative approach to every project.
- Michael has significantly advanced SEO strategies for major B2B SaaS companies worldwide.
- Beyond his individual contributions, Michael is committed to mentorship and has guided dynamic teams of marketers and rising SEO professionals to help shape the future of the field.



M|S

Empowering Tourism Businesses:

Leveraging AI in Day-to-
Day Operations

MacMillan | search

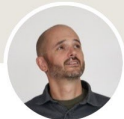
mike@macmillansearch.com

M | S

**Some Images were created using
DALL-E*



Michael MacMillan



Michael MacMillan

Principal Consultant @ MacMillan Search |
SEO Support



M|S

**AI won't take
your job.**

**Someone
using AI will.**

-Scott Galloway





Agenda

- Embracing AI
- Addressing AI Concerns
- AI Tools
- Integrating AI
- Q & A

M|S

Embracing AI



M | S

AI for Beginners





Artificial Intelligence (AI) is the use of advanced algorithms and computers to simulate human logic and perform tasks that were traditionally carried out by people.

M | S

Learning:

AI learns by analyzing lots of data. For example, by looking at many photos of animals, AI can learn to recognize different animals in new photos. This is like you learning to recognize different types of cars or birds by seeing them repeatedly.





Making Decisions:

Based on what it has learned, AI can make decisions. If you use a music app, AI decides which songs to suggest to you based on what you usually listen to.





Solving Problems:

AI can solve problems that are too complex or time-consuming for humans to solve quickly. For instance, AI is used to analyze patterns in weather data to predict the weather.



M | S

Improving Over Time:

One of the unique things about AI is that it gets better the more it is used. The more data it has, the more accurate it becomes. It's like a recipe that gets better every time you make it, as you learn what works best.



M | S

Everyday Use:

AI is part of our everyday lives. It's in smartphones, helping to take better photos; in video games, creating more challenging gameplay; and in some cars, assisting with safe driving.



M | S

Not Human:

It's important to remember that AI isn't a human. It doesn't have feelings or thoughts. It's a set of computer programs designed by people to perform specific tasks, often in ways that mimic human intelligence.



M|S

Addressing AI Concerns





AI might feel new or
intimidating – and that's okay.



AI offers smart solutions –
saving time, reducing costs,
enhancing customer
experience.



From automating customer responses to streamlining bookings, AI can be an efficient assistant.




Basic AI concepts:

- Artificial Intelligence (AI)
- Machine Learning (ML)
- Neural Network
- Deep Learning

M | S

ChatGPT = based on neural
network architecture and deep
learning

An abstract graphic consisting of several thick, white, brush-like strokes that originate from the right side of the frame and extend towards the center. The strokes are layered and have a textured, hand-painted appearance, set against a solid black background.

M|S

AI Tools



M|S

Frequently used AI Tools in our Stack:



ChatGPT



perplexity



Fireflies



How M|S is using AI in Operations

- Email communications
- Documentation
- Contract reviews
- Repurposing transcriptions
- Data clean up
- Content Analysis



How M|S is using AI in Operations

- Email communications
- Documentation
- Contract reviews
- Repurposing transcriptions
- Data clean up
- Content Analysis



How M|S is using AI in Operations

- Email communications
- **Documentation**
- Contract reviews
- Repurposing transcriptions
- Data clean up
- Content Analysis



How M|S is using AI in Operations

- Email communications
- Documentation
- Contract reviews
- Repurposing transcriptions
- Data clean up
- Content Analysis



How M|S is using AI in Operations

- Email communications
- Documentation
- Contract reviews
- Repurposing transcriptions
- Data clean up
- Content Analysis



How M|S is using AI in Operations

- Email communications
- Documentation
- Contract reviews
- Repurposing transcriptions
- Data clean up
- Content Analysis



How M|S is using AI in Operations

- Email communications
- Documentation
- Contract reviews
- Repurposing transcriptions
- Data clean up
- Content Analysis



AI Potential in Tourism:

- Chatbots and Virtual Assistants
- AI-Powered CRM Systems
- Social Media Management Tools
- Predictive Analytics
- SEO and Content Creation Tools
- Feedback and Review Analysis
- Operational Efficiency Tools
- Email Marketing Automation



M|S

Integrating AI





AI should complement
and enhance current
operations, not
complicate them



Experiment:

- Begin with accessible AI tools, like ChatGPT.
- Apply ChatGPT for simple tasks:
 - content creation, FAQ responses, feedback analysis.
- Experiment to grasp AI's practical capabilities and limits.
- Assess AI's relevance to specific business needs before advancing.





Be Cautious:

- Avoid adopting AI tools/add-ons without a clear purpose.
- Evaluate AI tools based on relevance, integration ease, and cost-effectiveness.
- Understand risks of hasty AI implementation: increased complexity, unnecessary costs, disruption.



Advanced Implementations

- Consider advanced AI implementations as familiarity grows.
- Consult AI experts for complex tasks like data analytics and automation.
- Leverage expert knowledge for smooth integration and better ROI.

M | S

Examples

Hilton embraced AI technology, implementing AI-powered virtual assistants and using data analytics to improve customer satisfaction and retention.

<https://hoteltechreport.com/news/ai-in-hospitality>



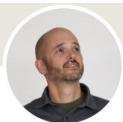


Conclusion and Q&A



M|S

THANKS!



👤 **Michael MacMillan**
Principal Consultant @ MacMillan Search |
SEO Support



MacMillan | search

mike@seobrunch.com

782-827-5091

UPCOMING WEBINARS

- **Thursday, January 4 at 10:00 am** – *User-Generated Content: Turning Customers into Advocates* – Presented by Ingrid Deon (word-craft)
- **Thursday, January 11, 18, 25 @ 10:00 am** – 3 session workshop: *Influencer Marketing on a Budget* – Presented by Ingrid Deon (word-craft)



See recordings of previous webinars and related tip sheets:

<https://tourismns.ca/webinar-series>

Digital Content Marketing Program

- Collaborate with Tourism Nova Scotia to create high-quality videos and photos to use in your marketing or to develop digital marketing campaigns to raise awareness of your business or community.

Apply today! Application deadline is December 15 at 4:00 pm.

<https://tourismns.ca/digital-content-marketing-program>

STAY CONNECTED WITH TNS

- 🌐 Contact Business Development: TNSBusiness@novascotia.ca
- 🌐 Corporate website: <https://tourismns.ca/>
- 🌐 Consumer website: <https://novascotia.com>
- 🌐 TNS News & Resources: <https://tourismns.ca/news-resources>
- 🌐 Corporate Twitter: <https://twitter.com/TourismNS>
- 🌐 Corporate LinkedIn: <https://www.linkedin.com/company/tourismnovascotia/>