

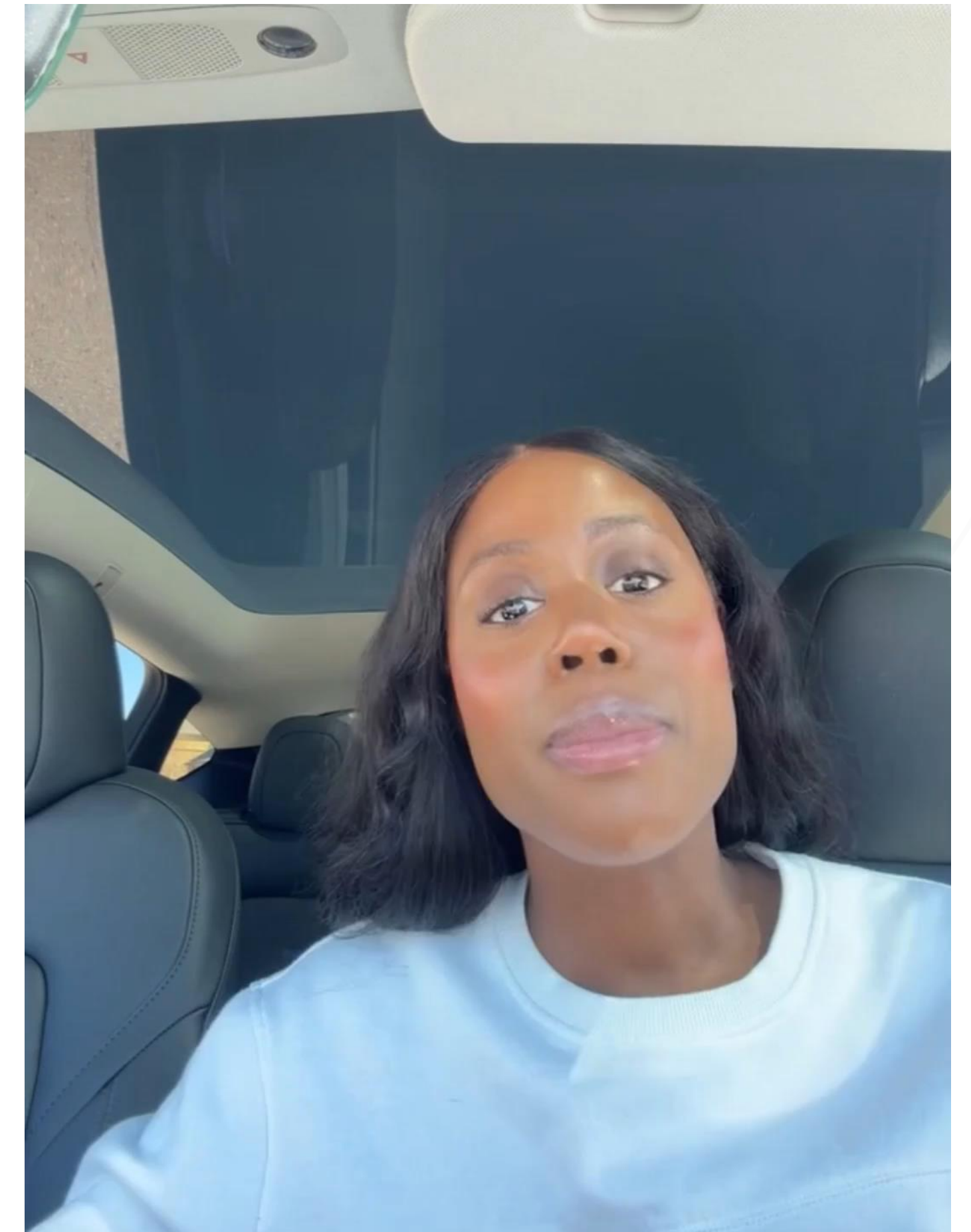


AI In Tourism

2024 – The Year of AI Video

Heygen.com

- User Generated Content AI (UGC)
- Add a URL
- Edit the script
- Post



How Could We Use Video AI?

- Personalised travel videos sent to guests
- Video-based booking confirmation
- International videos
- Learning & development
- Scaled email outreach
- Video ads



What is AI?

AI are systems can analyse vast amounts of data, identify patterns, and make predictions or decisions based on that information.

AI can't think like a human, but it can perform tasks that need some level of intelligence.

They can also learn and adapt over time, improving their performance as they process more data.

Ethics of AI

AI is revolutionising every industry at speed, but along with the benefits, there are some ethical considerations.

- AI Bias
- Privacy of Data
- New Regulations
- Copyright
- Job Displacement
- Human Oversight

Digital Innovation

- Create an AI business strategy
- Review areas for business improvement
- Develop an **AI Policy / Guidelines**
- Train anyone using AI
- Mistakes will be made!



Proceed With Care



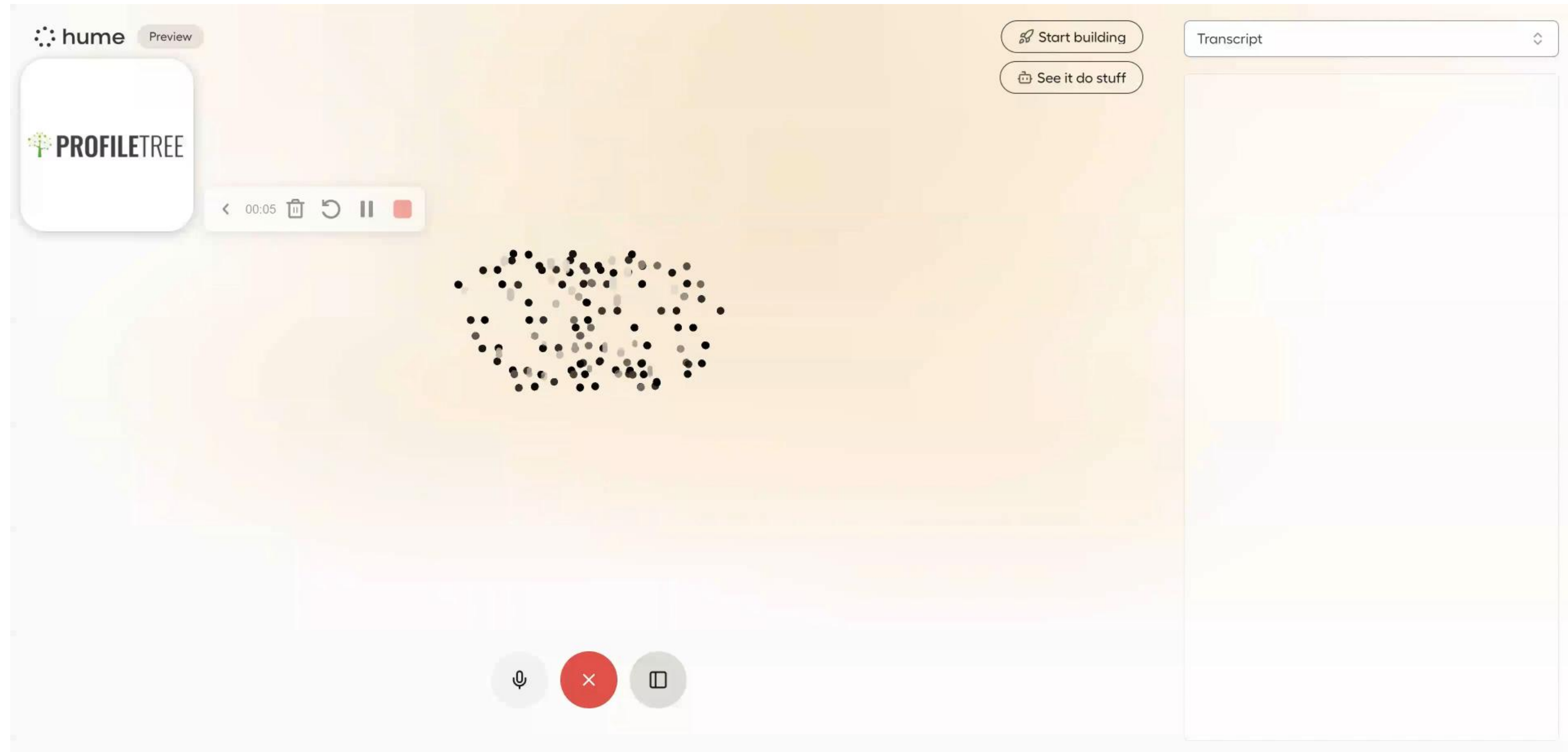
The Importance of People in Tourism

Use AI to remove mundane, low-value tasks—we do not hire a person to “check-in” a guest; we hire people to deliver an incredible experience.

- Personalised Service
- Cultural Understanding
- Building Relationships
- Problem Solving & Adaptability
- Emotional Intelligence

**Ready to look
at some AI Tools?**

Hume.ai



The Number 1 AI Tool To Use?

Chat GPT Plus



- Your own personal assistant
- Can write, draw, analyse data, finance, innovation, training, code, video, strategy and more!

Lazy Prompts



You

give me a detailed water colour of the giants causeway



ChatGPT



Here is a detailed watercolour depiction of the Giant's Causeway, capturing the unique rock formation in Northern Ireland. The painting showcases the hexagonal columns descending into the vibrant blue sea, set against a dramatic sunset of orange, pink, and purple.

We Are All Artists



You



Selection

please add more sunshine



ChatGPT



Here is the updated watercolour painting of the Giant's Causeway scene now features a brighter, sunlit atmosphere, enhancing



You



Selection

can we add some birds in the distance



ChatGPT



Here is the revised watercolour painting of the Giant's Causeway scene. The scene captures a lively and dynamic atmosphere

Perfect Prompt = PROFIT

- **Profile** – Target Audience, demographics and behaviours
- **Results** – Desired outcome, KPI's
- **Objectives** – Specific, measurable goal
- **Focus** – Key campaign theme and unique selling points
- **Insights** – Data-driven decisions and customer understanding
- **Timeline & Tone** – Project schedule, brand voice and messaging



The “Perfect Prompt”

Profile: Eco-conscious young adults, 22-35, adventure seekers.

Results: Increase web traffic 20%, social followers 15%, bookings 10%.

Objectives: Engaging eco-adventure social media campaign and targeted ads.

Focus: Premier destination for sustainable adventure experiences.

Insights: Rising eco-travel trend, Instagram/TikTok influence, unique hotel features.

Timeline & Tone: 3-month campaign, energetic and informative, £3,000/month budget.

Elevenlabs.io

Test out our new Multilingual Speech to Speech Model →

ElevenLabs Products ▾ Research ▾ Pricing Resources ▾ Enterprise ▾ Sign in




Generative Voice AI

Convert text to speech online for free with our AI voice generator. Create natural AI voices instantly in any language - perfect for video creators, developers, and businesses.

Click on a language to convert text to speech: English Chinese Spanish Hindi Portuguese French German Japanese Arabic Russian Korean Indonesian Italian Dutch Turkish Polish Swedish Filipino Malay Romanian Ukrainian Greek Czech Danish Finnish Bulgarian Croatian Slovak Tamil

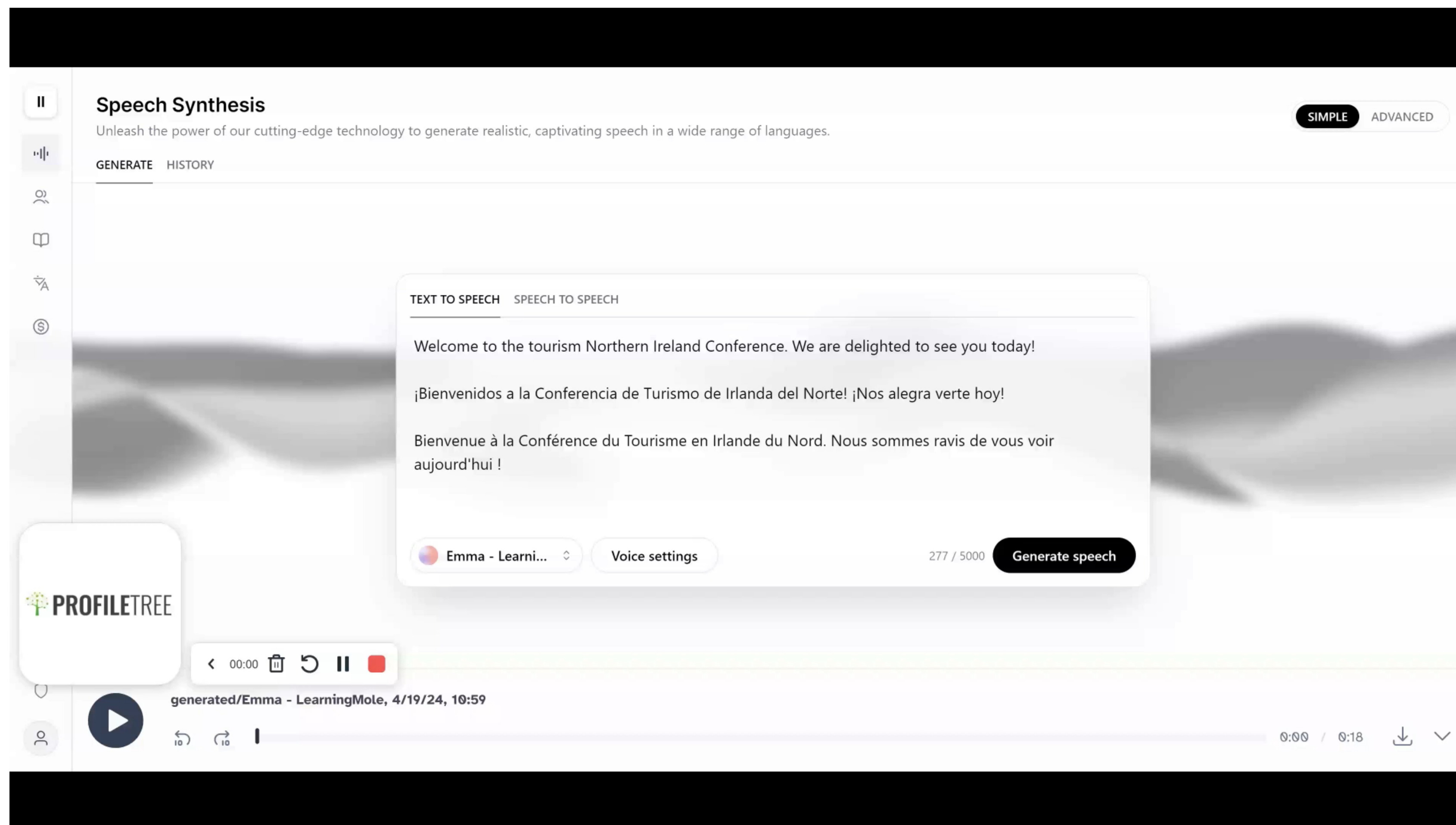
Eleven lets you voice any length of text in top quality, all while automatically matching what is being said with how it's being said. The model works best on longer texts, so type in at least a few sentences.

— Daniel ▾ 0 / 333

[Get Started Free →](#)

Elevenlabs.io



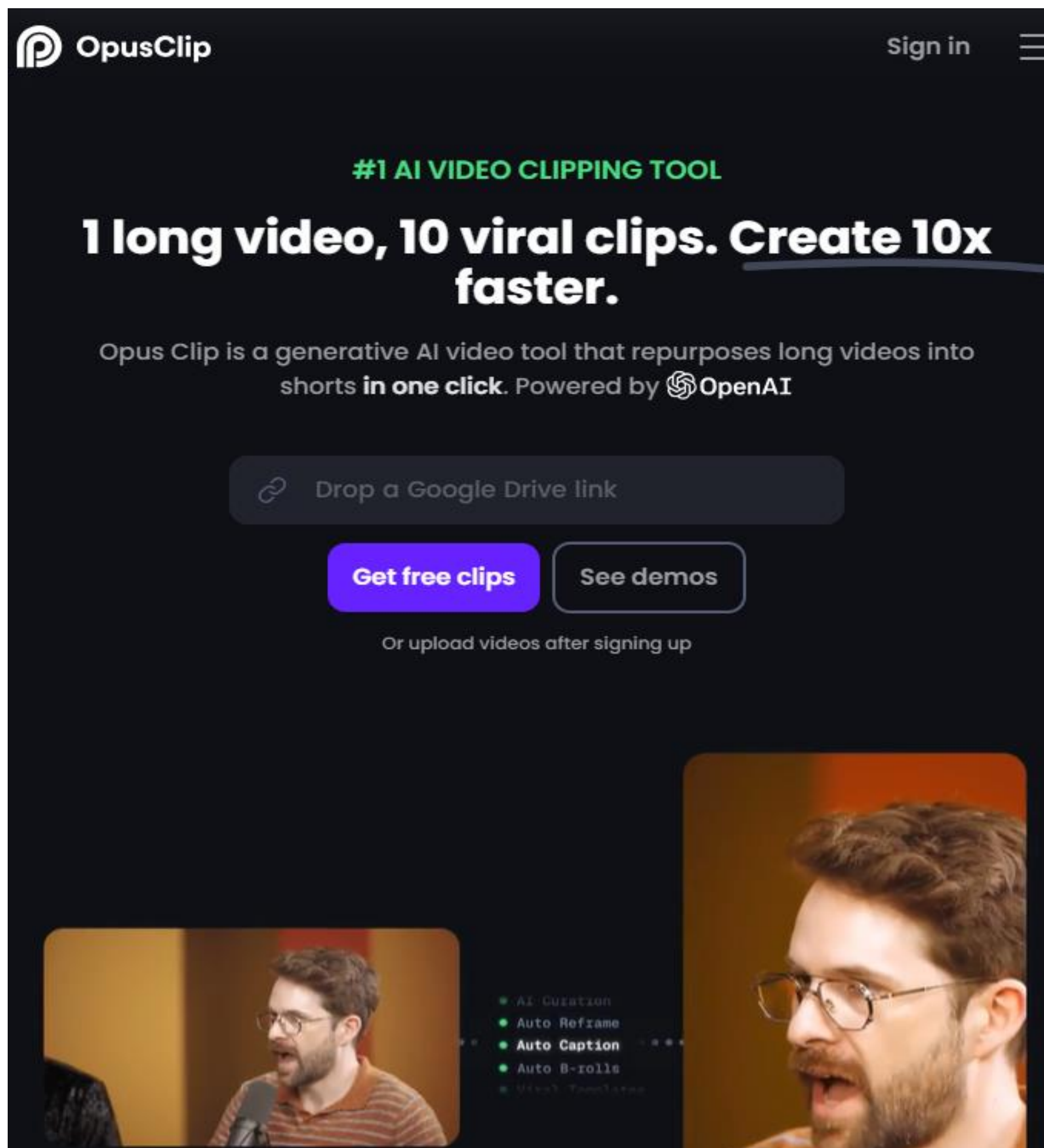
The screenshot shows the Elevenlabs.io web interface for speech synthesis. At the top, the title "Speech Synthesis" is displayed, followed by a subtitle: "Unleash the power of our cutting-edge technology to generate realistic, captivating speech in a wide range of languages." To the right of the subtitle are two tabs: "SIMPLE" (selected) and "ADVANCED". Below the subtitle are two tabs: "GENERATE" (selected) and "HISTORY".

The main content area features a text input field with the following text:
Welcome to the tourism Northern Ireland Conference. We are delighted to see you today!
¡Bienvenidos a la Conferencia de Turismo de Irlanda del Norte! ¡Nos alegra verte hoy!
Bienvenue à la Conférence du Tourisme en Irlande du Nord. Nous sommes ravis de vous voir aujourd'hui !

Below the text input field, there is a dropdown menu showing "Emma - Learni...", a "Voice settings" button, a character count "277 / 5000", and a "Generate speech" button.

At the bottom of the interface, there is a playback control bar. It includes a play button, a progress bar, and a timestamp "0:00 / 0:18". The text "generated/Emma - LearningMole, 4/19/24, 10:59" is displayed above the playback controls.

Opus.pro



OpusClip Sign in

#1 AI VIDEO CLIPPING TOOL

1 long video, 10 viral clips. Create 10x faster.

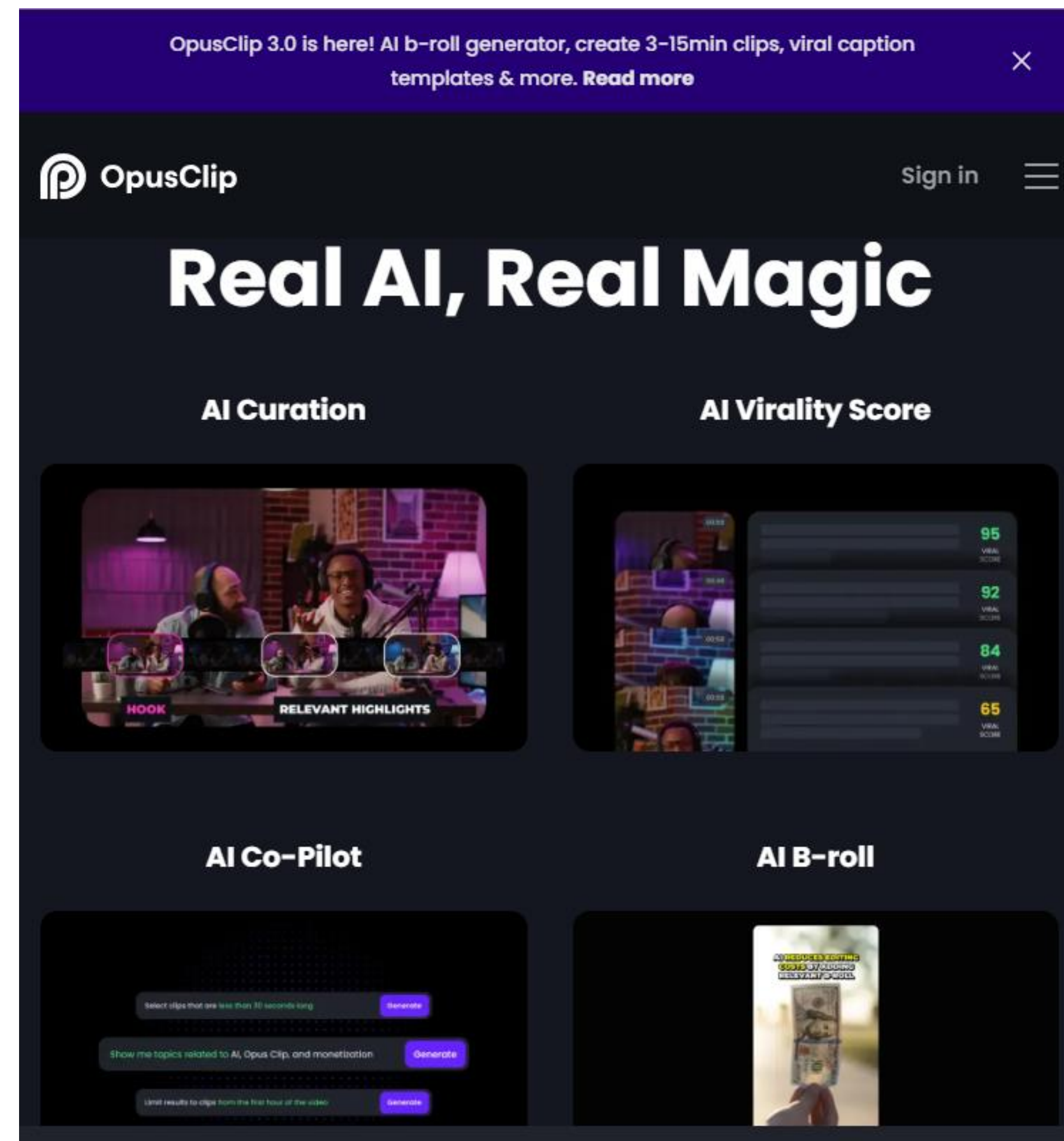
Opus Clip is a generative AI video tool that repurposes long videos into shorts **in one click**. Powered by OpenAI

Drop a Google Drive link

Get free clips See demos

Or upload videos after signing up

AI Curation
Auto Reframe
Auto Caption
Auto B-rolls



OpusClip 3.0 is here! AI b-roll generator, create 3-15min clips, viral caption templates & more. Read more

OpusClip Sign in

Real AI, Real Magic

AI Curation

HOOK RELEVANT HIGHLIGHTS

AI Virality Score

95	95
92	92
84	84
65	65

AI Co-Pilot

Select clips that are less than 30 seconds long Generate

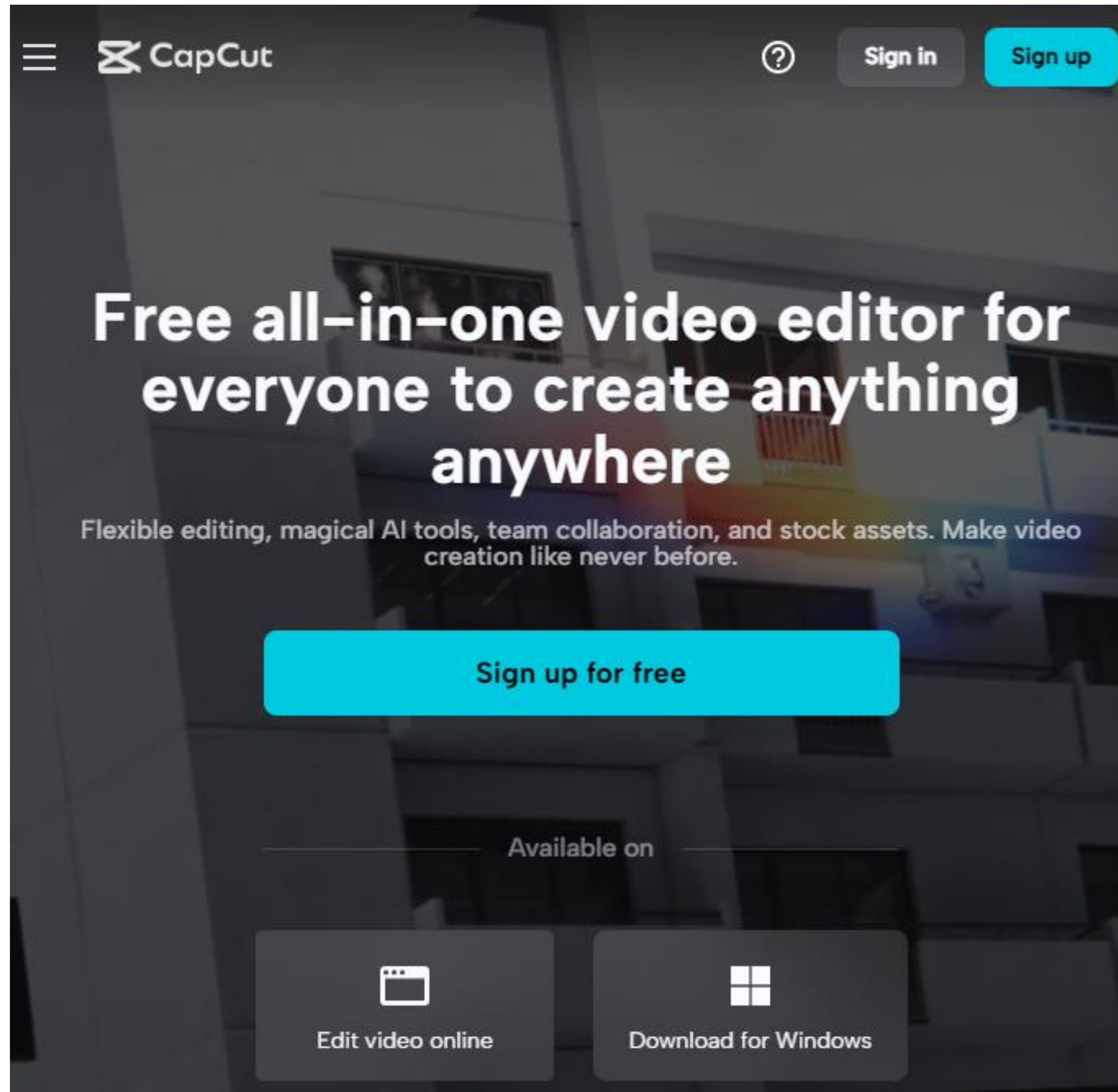
Show me topics related to AI, Opus Clip, and monetization Generate

Limit results to clips from the first hour of the video Generate

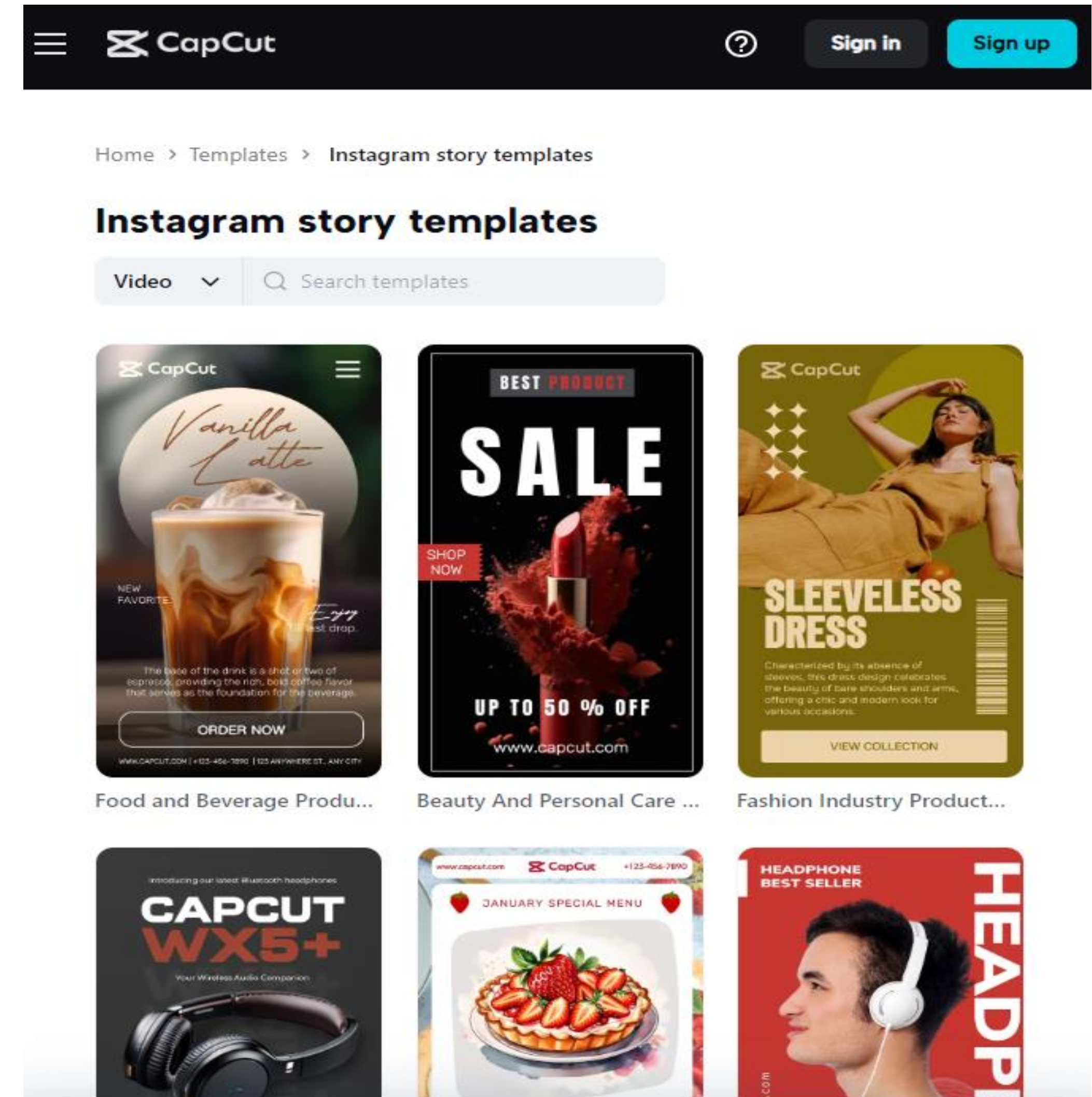
AI B-roll

AI MEDICAL EDITING
CODES BY MEDICAL
RELEVANT POPULAR

CapCut.com

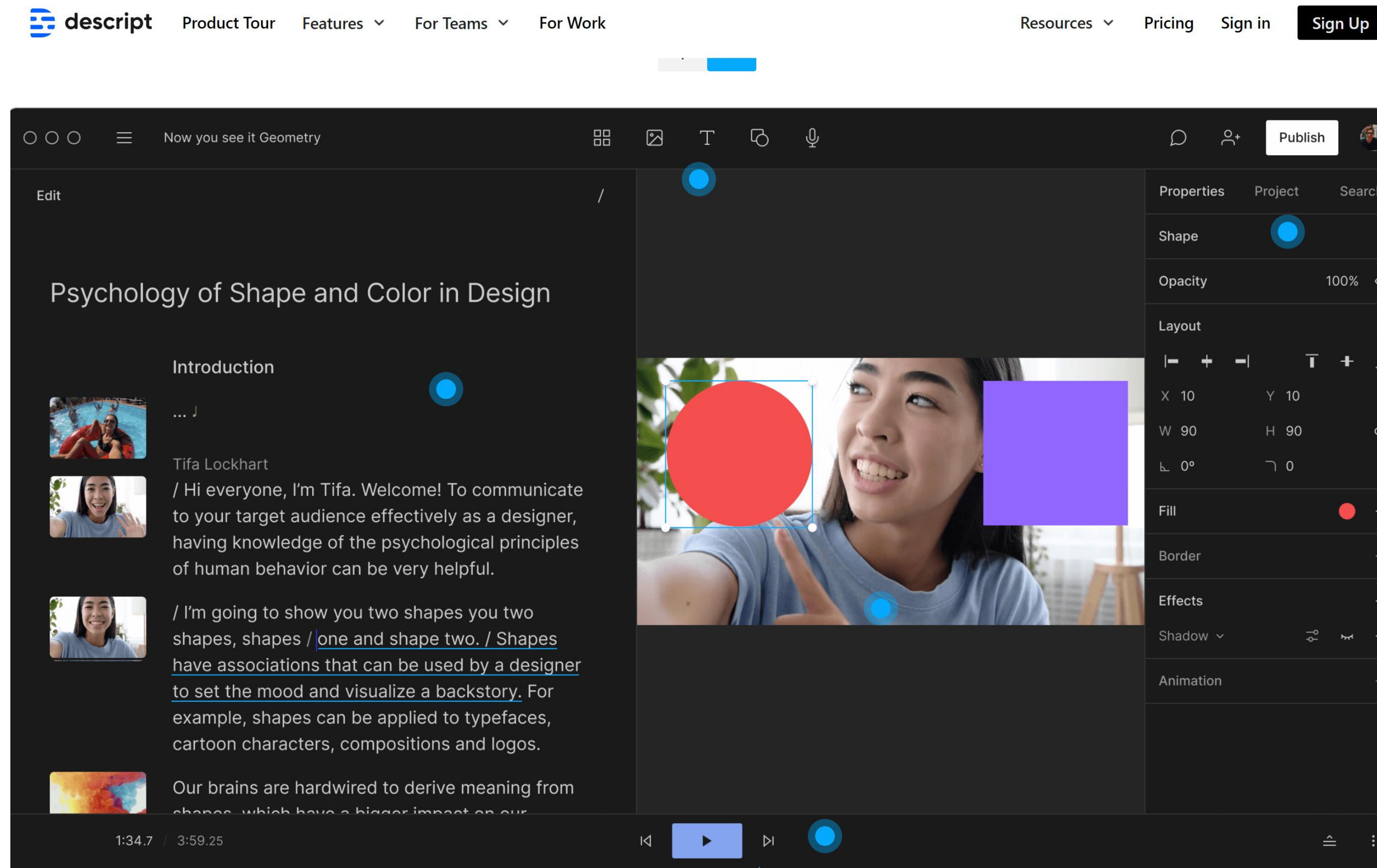


The homepage features a dark background with a building facade. At the top left is the CapCut logo and a menu icon. To the right are a help icon, 'Sign in', and a blue 'Sign up' button. The main headline reads 'Free all-in-one video editor for everyone to create anything anywhere'. Below it, a sub-headline says 'Flexible editing, magical AI tools, team collaboration, and stock assets. Make video creation like never before.' A large blue 'Sign up for free' button is centered. At the bottom, it says 'Available on' with two buttons: 'Edit video online' (with a browser icon) and 'Download for Windows' (with a Windows logo icon).



The page has a dark header with the CapCut logo, menu icon, help icon, 'Sign in', and a blue 'Sign up' button. Below the header is a breadcrumb trail: 'Home > Templates > Instagram story templates'. The main title is 'Instagram story templates'. There is a filter dropdown set to 'Video' and a search bar with the text 'Search templates'. The content area displays a grid of six Instagram story templates. Each template is a vertical rectangle with a preview image and text. The first template shows a 'Vanilla Latte' with 'NEW FAVORITE' and 'ORDER NOW' buttons. The second is a 'SALE' for 'BEST PRODUCT' with 'SHOP NOW' and 'UP TO 50% OFF' text. The third is a 'SLEEVELESS DRESS' with 'VIEW COLLECTION' button. The fourth is for 'CAPCUT WX5+' headphones with 'Your Wireless Audio Companion' text. The fifth is a 'JANUARY SPECIAL MENU' featuring a strawberry tart. The sixth is a 'HEADPHONE BEST SELLER' featuring a man wearing headphones. Below each template is a category label: 'Food and Beverage Produ...', 'Beauty And Personal Care ...', 'Fashion Industry Product...', 'Food and Beverage Product...', 'Food and Beverage Product...', and 'Fashion Industry Product...'.

Descript.com



The screenshot displays the Descript.com interface, which is a video editing and transcription tool. The interface is divided into several sections:

- Header:** Includes the Descript logo, navigation links for "Product Tour", "Features", "For Teams", and "For Work", and utility links for "Resources", "Pricing", "Sign in", and "Sign Up".
- Video Player:** Shows a video of a woman speaking. A red circle and a purple square are overlaid on the video, indicating they are selected for editing. A blue dot is visible on the video frame.
- Text Editor:** On the left, there is a text editor with the title "Psychology of Shape and Color in Design". The text includes an introduction by Tifa Lockhart, discussing the psychological principles of human behavior and the use of shapes in design. The text is partially transcribed and includes underlined phrases like "one and shape two" and "Shapes have associations that can be used by a designer to set the mood and visualize a backstory".
- Properties Panel:** On the right, there is a properties panel for the selected shapes. It includes sections for "Shape", "Opacity" (set to 100%), "Layout" (with zoom and pan controls), "Fill" (set to red), "Border", "Effects" (including a shadow), and "Animation".
- Timeline:** At the bottom, there is a video player control bar showing a progress bar at 1:34.7 / 3:59.25, along with play, stop, and volume controls.

Publer.io

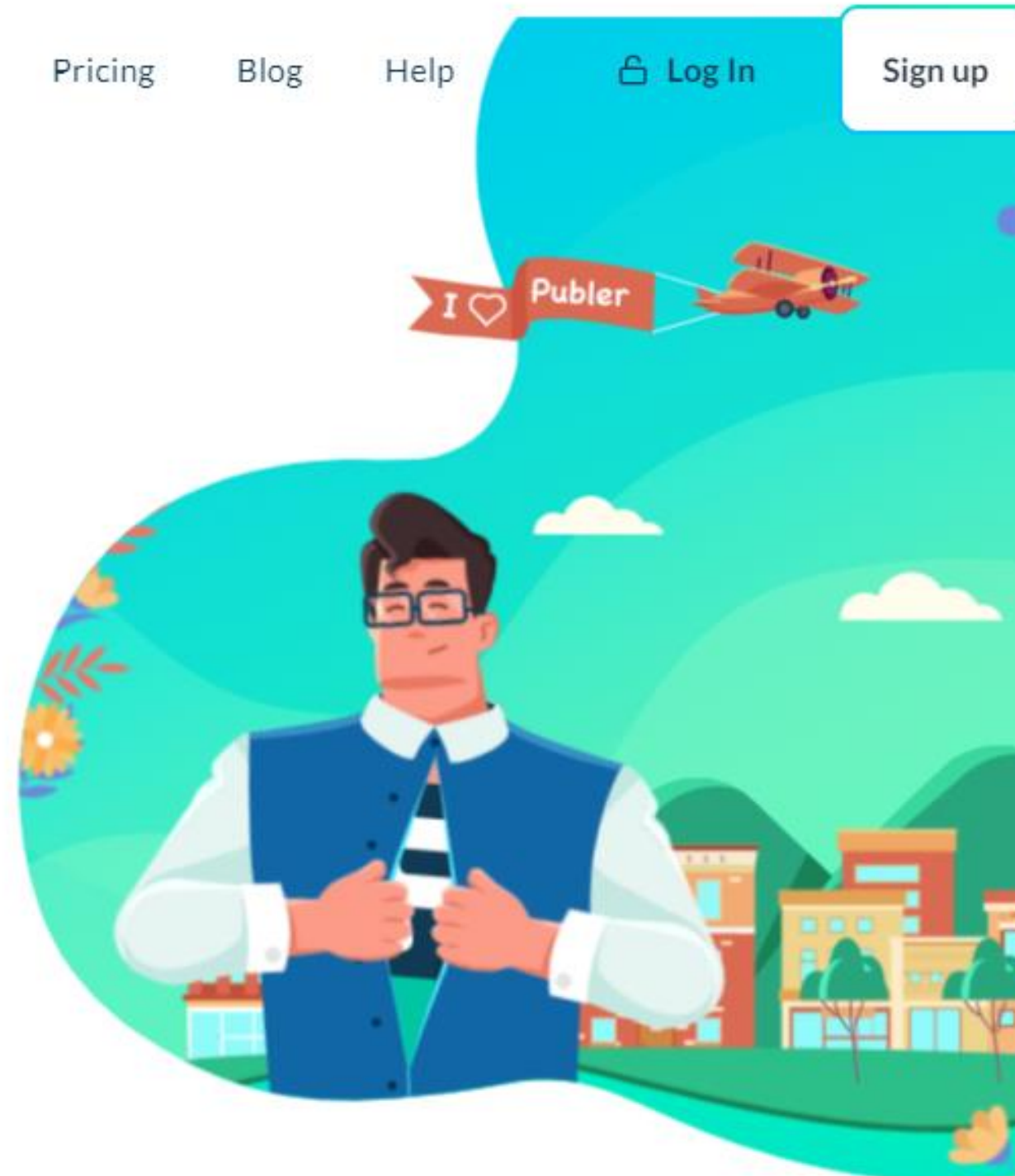
Keep Scheduling Facebook Group Posts via Reminders!



Features ▾ Free Tools ▾ Pricing Blog Help Log In Sign up

Let a superhero help you manage your social media

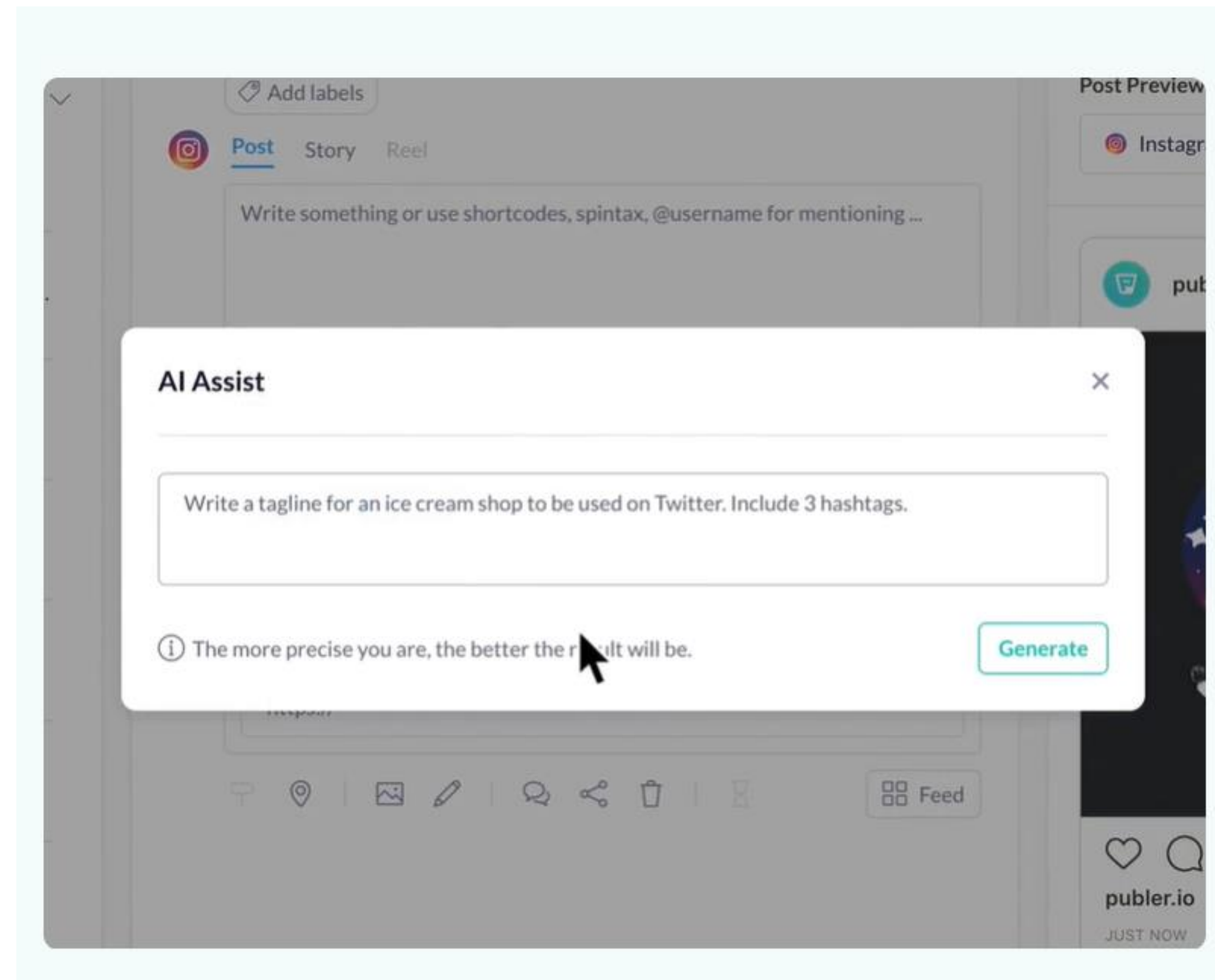
Schedule, collaborate & analyze all your social media posts from the same spot!



Sign up for free

▶ see how it works

Awards across software review sites



AdCreative.ai



#1 most used

AI tool for advertising

Generate ad creatives that outperform your competitors.

Try For Free Now

Brand



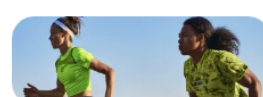
Size

Vertical Size
(1080x1350)

Text

Reach your
ideal custom..

Image



Conversion Score: 96 / 100

Conversion Score: 99 / 100

Conversion Score: 100 / 100

Conversion Score: 92 / 100

Conversion Score: 96 / 100

Generate an Ad Package

Creatives

Texts

Audiences

Conversion Score: 86 / 100



Your headline is here!
Your punchline is here!

Your call to action

Conversion Score: 92 / 100

Save time, optimize results with AdCreative.ai
Say goodbye to manual ad creative creation and welcome Artificial Intelligence.
Generate conversion-focused ad creatives and social media post creatives in seconds.
Designed for advertisers to improve campaign performance.
Don't wait! Sign up now and unlock the power of AI-driven ad creatives!

Conversion Score: 86 / 100

Interests to target:

Ad platform Ad targeting options

Marketing automation Creative ad formats

Ad performance metrics Target audience

Age range: 18-55

Gender: All

Generate Complete Ad Package

Let our AI understand your product/service, generate a strategy for it, and then deliver ad creatives, texts, and audiences - everything you need for a killer ad in one project.

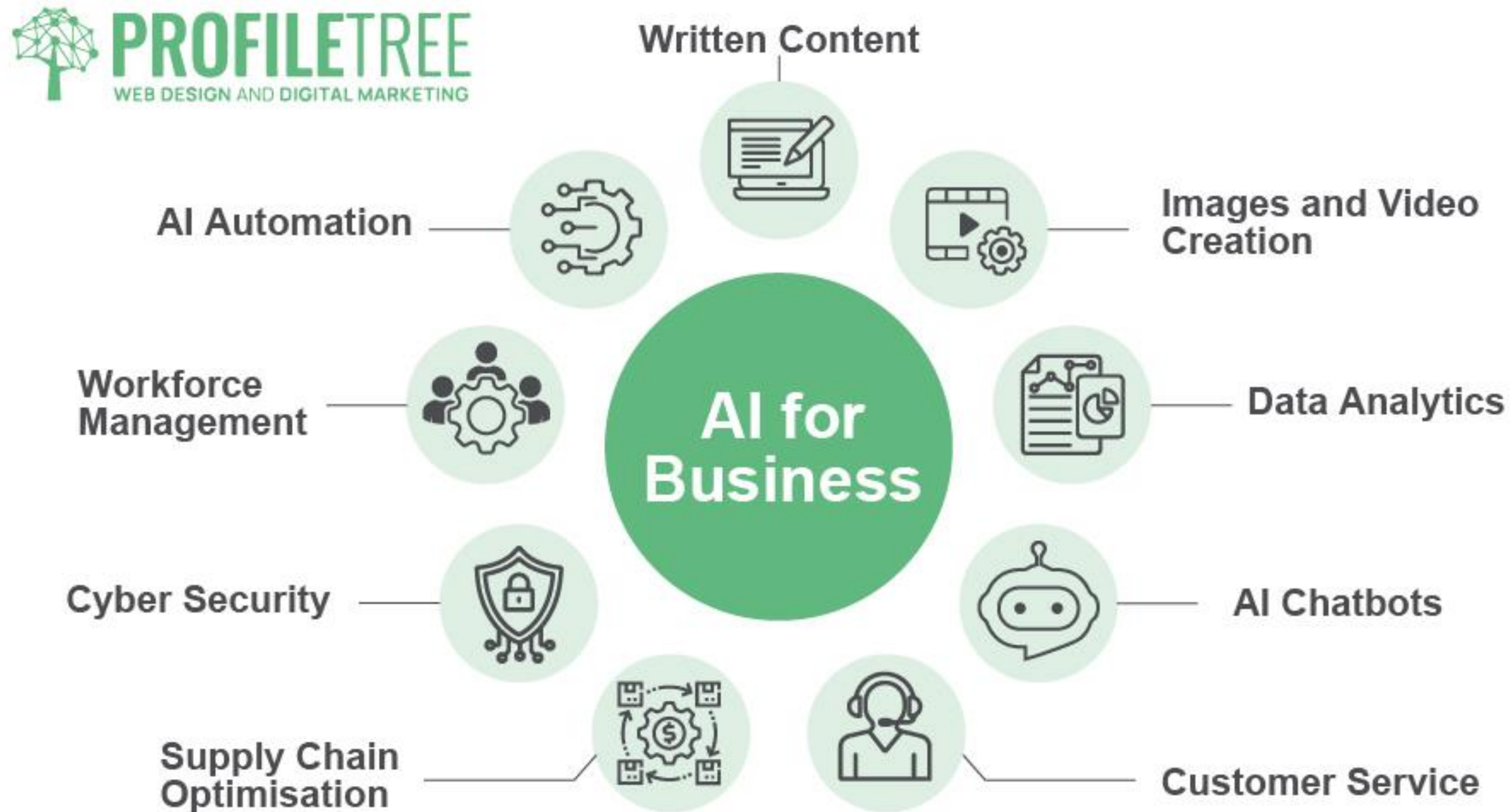
Generate Complete Ad Package >

AI + Devices = Opportunity



What Next?

Where Can AI Help?



Scale Marketing & Sales

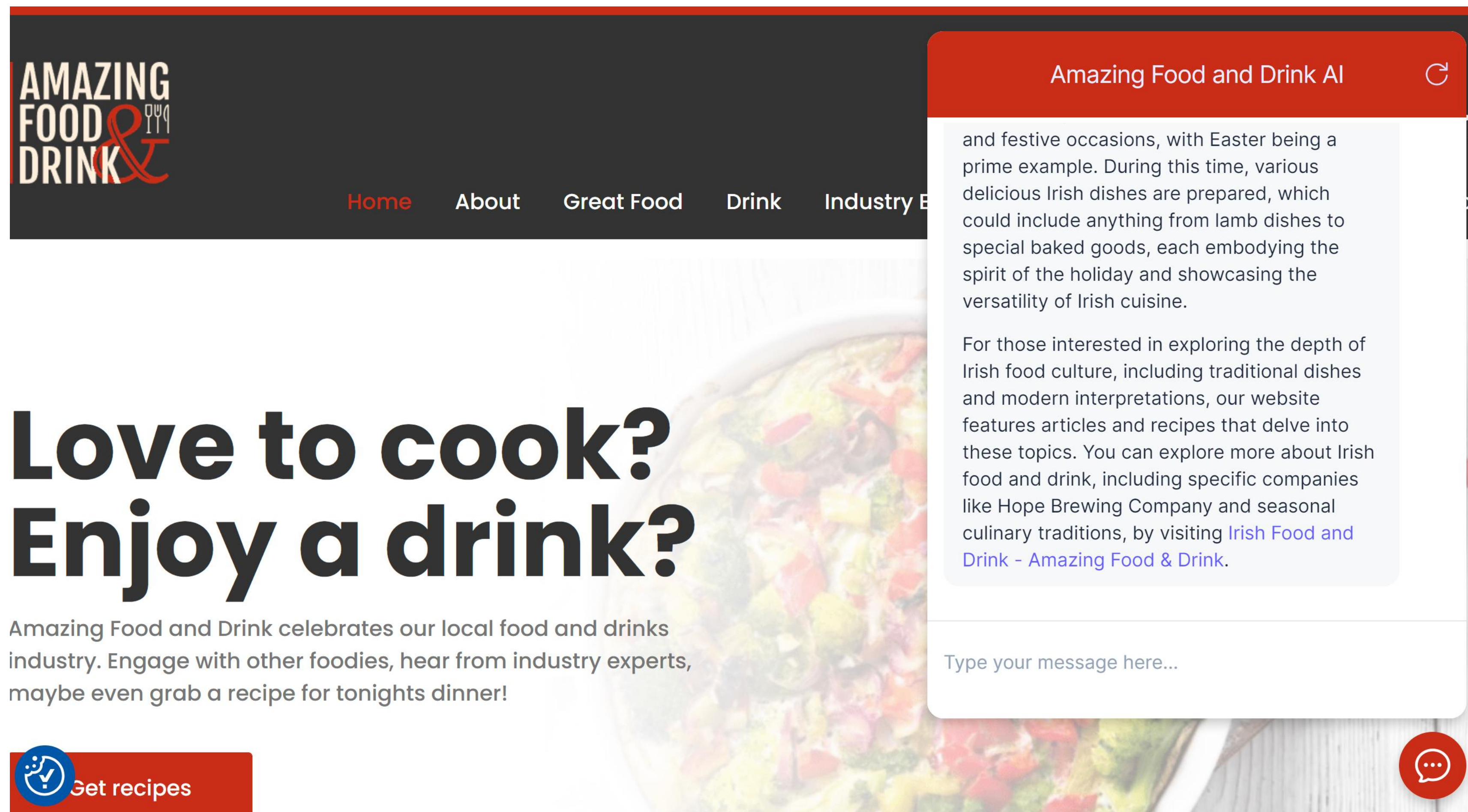
- Analysis your analytics/metrics and ask Chat GPT what to do next
- Write a draft of your content
- Create unique images
- AI Chatbots on your website – Chat GPT has over 100 languages – better experience & conversion
- How can you introduce more personalisation into your organisation?

A Concierge Service

With AI, we can now offer hyper-personalisation to our guests – which was very expensive until now.

- **24/7 Availability:** Guests can access concierge services anytime, anywhere.
- **Personalised Recommendations:** AI can learn guest preferences and recommend services, restaurants, or activities that they are likely to enjoy.
- **Increased Efficiency:** AI can automate tasks such as making reservations or booking tickets, freeing up concierge staff to focus on more complex requests.

AI Chatbot




AMAZING FOOD & DRINK

Home About Great Food Drink Industry E

Love to cook? Enjoy a drink?

Amazing Food and Drink celebrates our local food and drinks industry. Engage with other foodies, hear from industry experts, maybe even grab a recipe for tonights dinner!


 Get recipes

Amazing Food and Drink AI

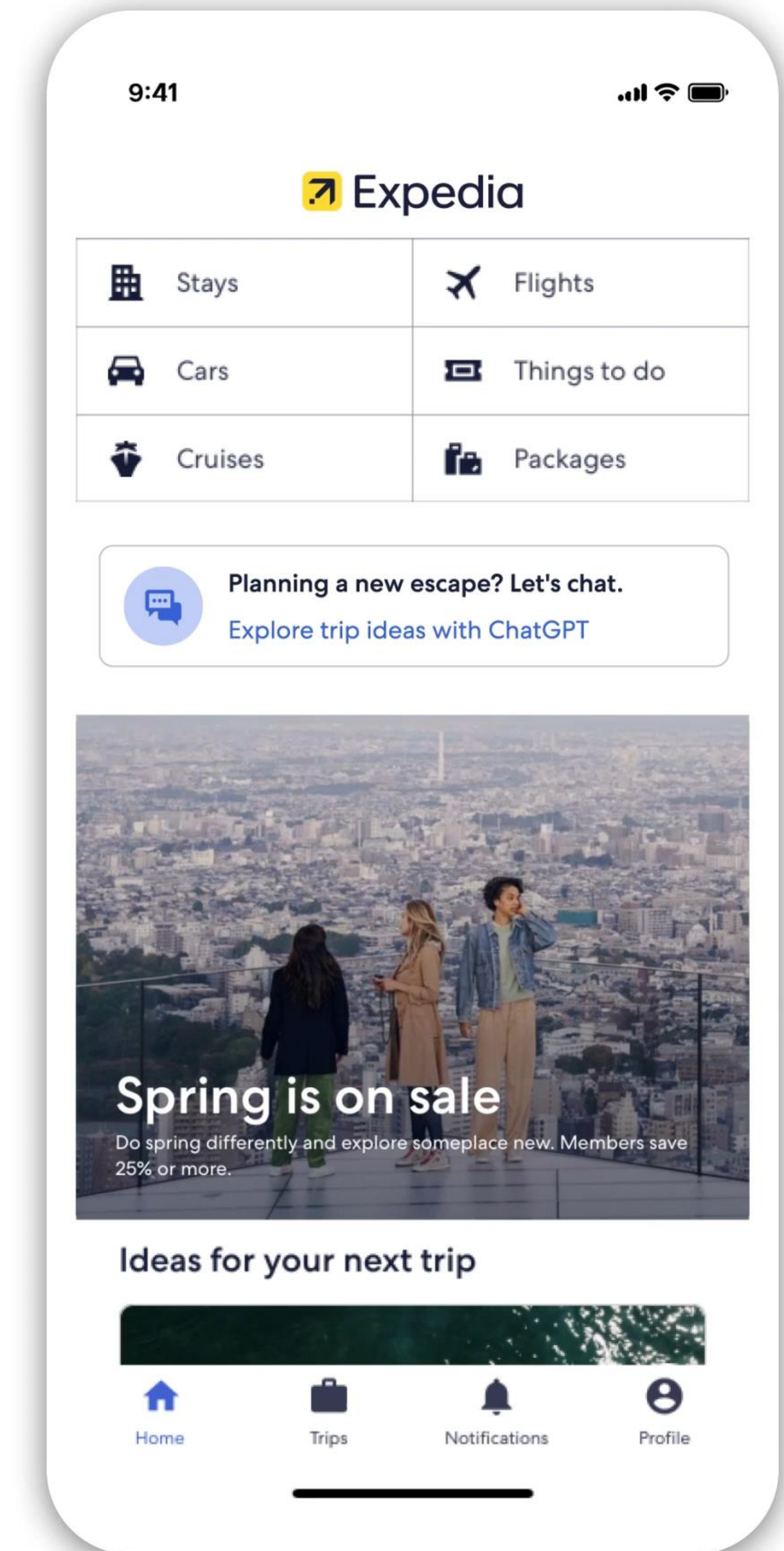
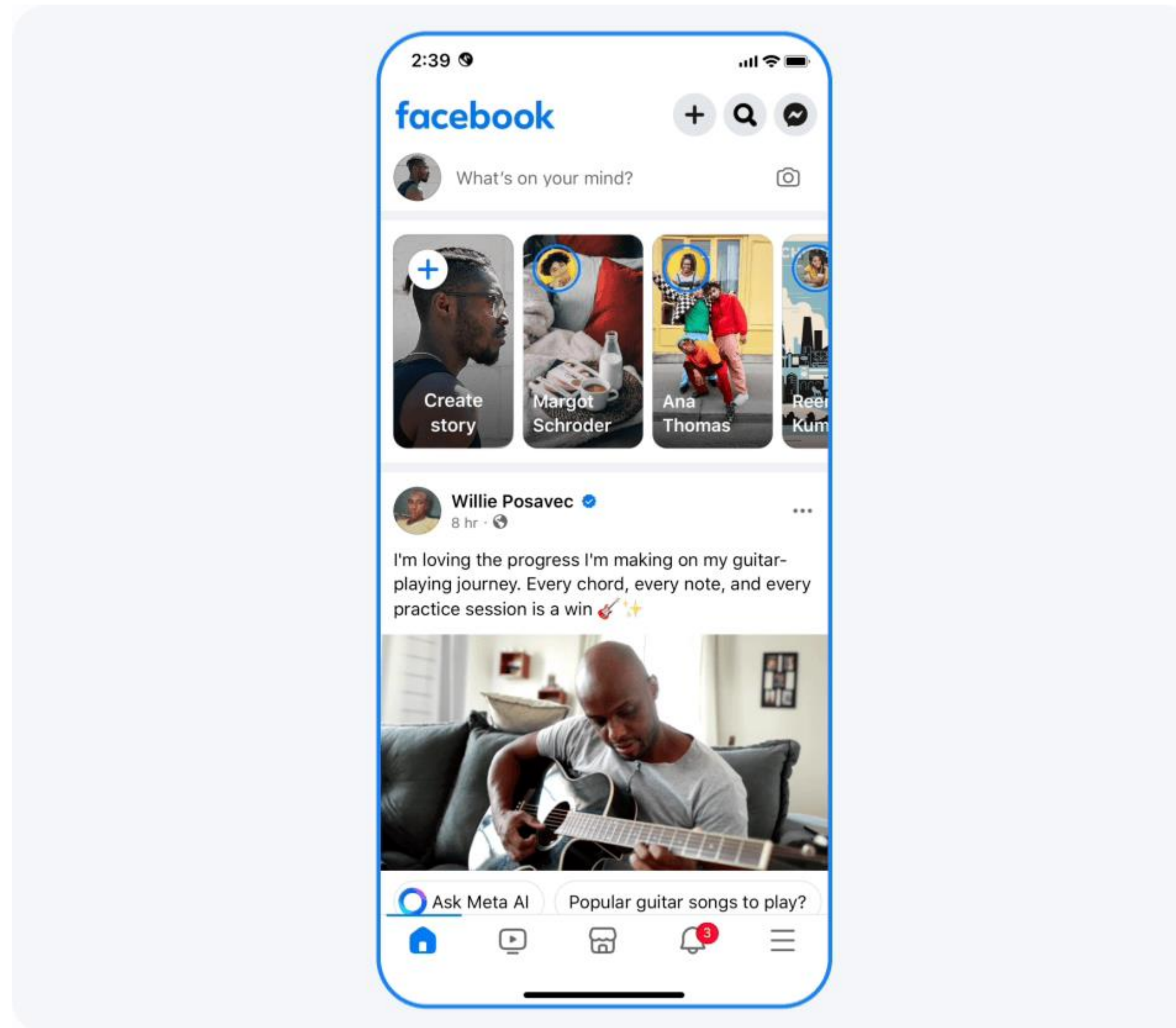
and festive occasions, with Easter being a prime example. During this time, various delicious Irish dishes are prepared, which could include anything from lamb dishes to special baked goods, each embodying the spirit of the holiday and showcasing the versatility of Irish cuisine.

For those interested in exploring the depth of Irish food culture, including traditional dishes and modern interpretations, our website features articles and recipes that delve into these topics. You can explore more about Irish food and drink, including specific companies like Hope Brewing Company and seasonal culinary traditions, by visiting [Irish Food and Drink - Amazing Food & Drink](#).

Type your message here...

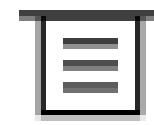


Major Platforms



Source:Expedia.com and Meta.com

AI + People = Massive Win



**Harvard
Business
Review**

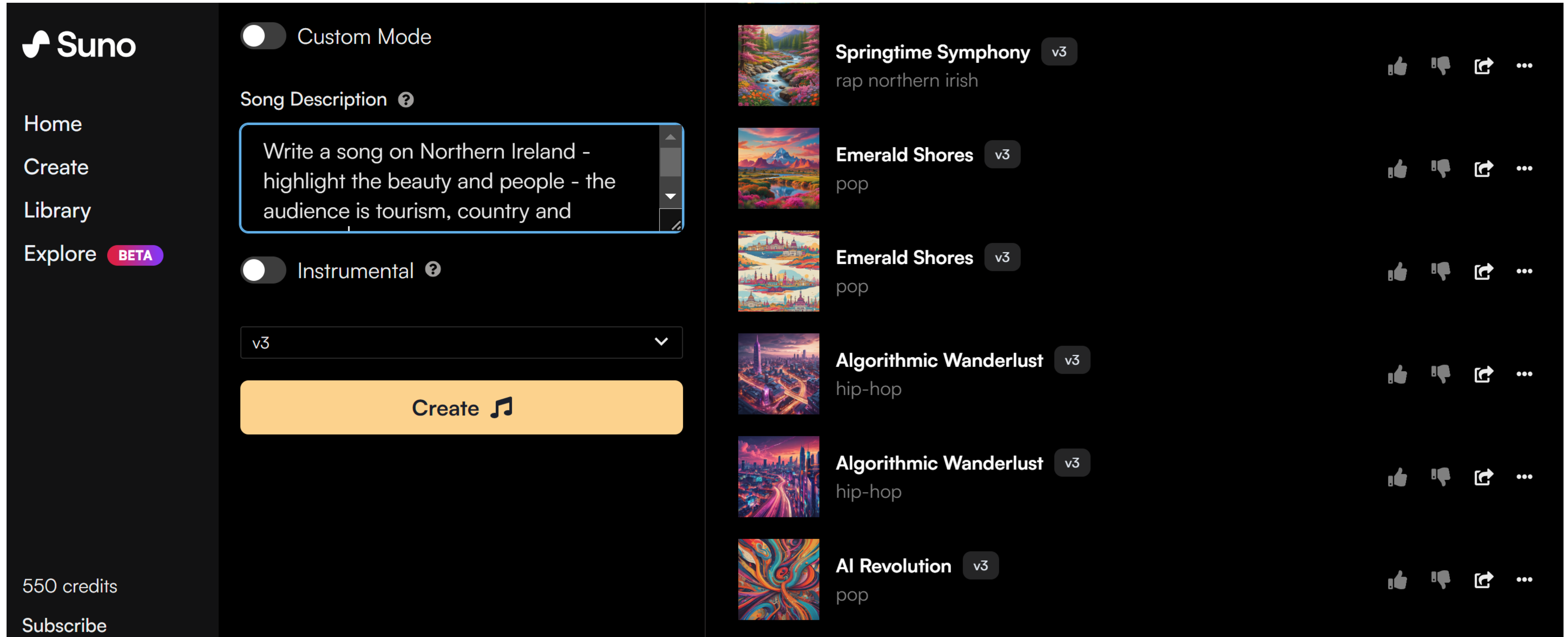
Business And Society | [AI Won't Replace Hu..](#)

Business And Society

AI Won't Replace Humans — But Humans With AI Will Replace Humans Without AI

August 04, 2023

Suno.com



The screenshot displays the Suno.com AI music generation interface. On the left is a dark sidebar with the Suno logo and navigation links: Home, Create, Library, and Explore (marked as BETA). At the bottom of the sidebar, it shows '550 credits' and a 'Subscribe' button. The main content area is divided into two columns. The left column contains a 'Custom Mode' toggle (which is turned on), a 'Song Description' field with a question mark icon, a text input box containing the prompt 'Write a song on Northern Ireland - highlight the beauty and people - the audience is tourism, country and', an 'Instrumental' toggle (which is turned off), a version selector dropdown set to 'v3', and a large yellow 'Create' button with a music note icon. The right column displays a list of generated songs, each with a colorful thumbnail, the song title, genre, version number (v3), and social interaction icons (like, dislike, share, and more options). The songs listed are: 'Springtime Symphony' (rap northern irish), 'Emerald Shores' (pop), 'Emerald Shores' (pop), 'Algorithmic Wanderlust' (hip-hop), 'Algorithmic Wanderlust' (hip-hop), and 'AI Revolution' (pop).

Thank You

