

KURATION

**AI FOR SMALL
TOURISM
BUSINESSES IN
ONTARIO**



A photograph of a winding asphalt road through a mountainous landscape. The road has a yellow center line and white edge lines. The surrounding trees are in autumn, with yellow and orange leaves. In the background, there are misty, snow-capped mountains. The text 'TODAY'S ROADMAP' is overlaid in a bold, dark red font.

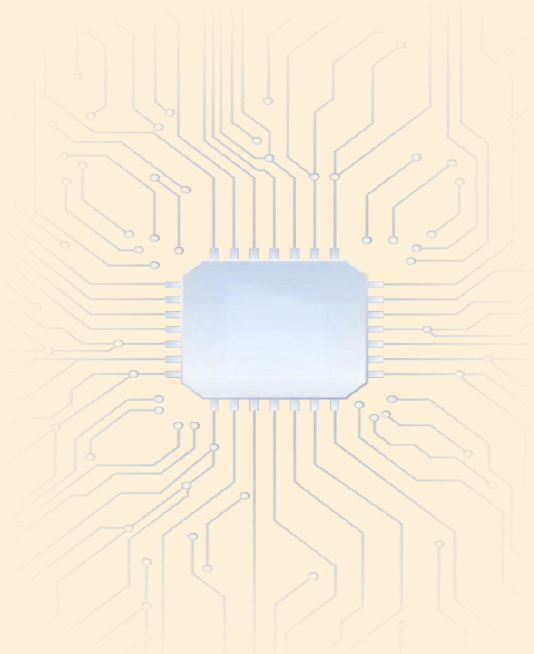
TODAY'S ROADMAP

- AI basics: what it is, brief history
- Why AI is mainstream now
- Practical applications for tourism
- How to start
- What's next: AI video

WHAT IS AI?

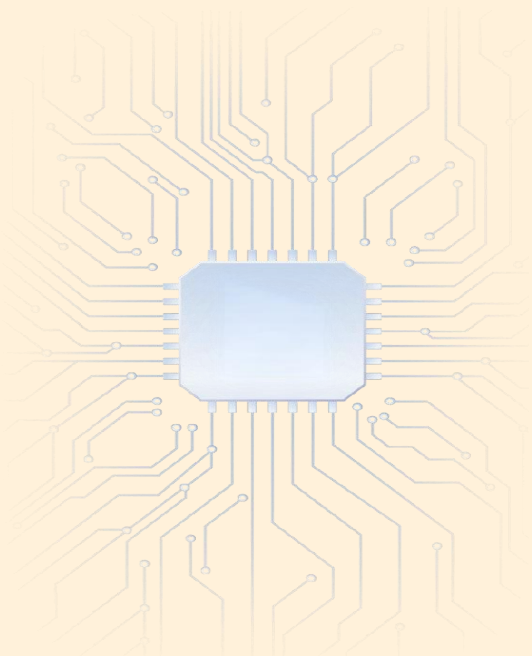
A photograph of the Aurora Borealis (Northern Lights) over a calm lake at night. The sky is dark with vibrant streaks of purple, pink, and green light. The lights are reflected in the still water below. The silhouettes of trees and hills are visible along the horizon. A thin yellow vertical line is on the left side of the image, and a yellow square is in the top right corner.

WHAT IS AI ?



- Software that learns patterns and makes helpful predictions
- Does tasks we call “smart”: understand words, sort info, suggest answers
- Think of it as fast, tireless assistant that learns from examples

AI IS ALREADY AROUND YOU



Spam filters, maps with traffic, voice assistants



Streaming recommendations and smart photo features



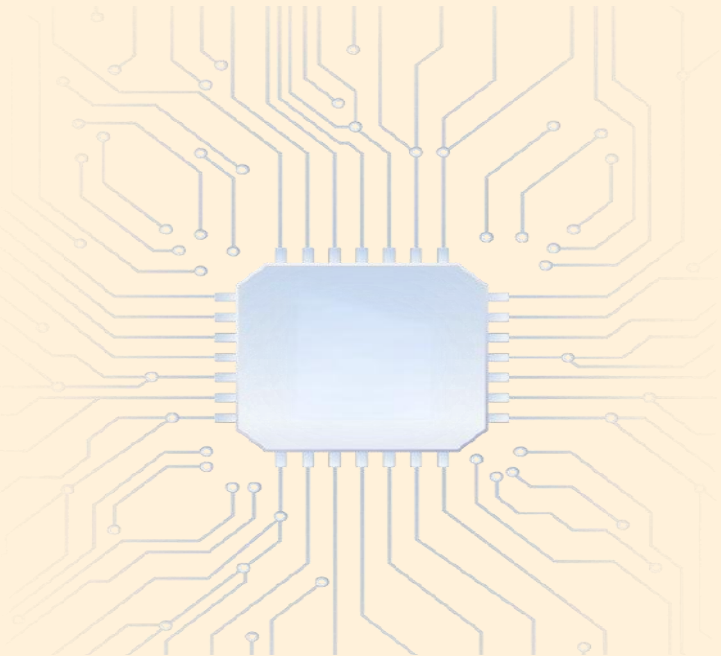
Chat tools that draft emails and posts

A SHORT HISTORY



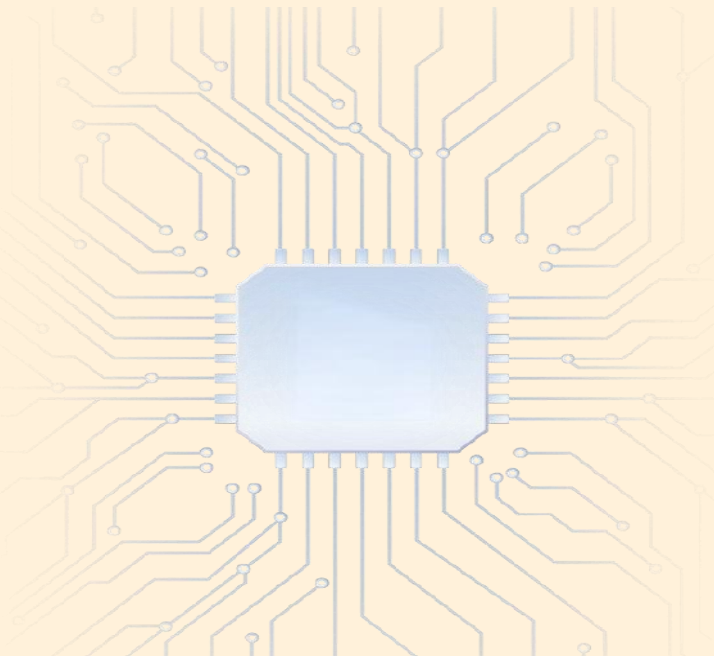
- **1950s:** term “AI” coined; rule-based systems
- **Ups & downs:** early wins, then “AI winters”
- **1997:** Deep Blue beats Kasparov (narrow but notable)
- **2010s:** machine learning & deep learning boom
- **2020s:** chat-style, generative AI for text, images, video
- **Mainstream access:** anyone can try powerful AI in a browser

WHY AI IS EVERYWHERE NOW



- Cheap cloud computing + lots of data
- Better algorithms that actually work in practice
- User-friendly apps that use natural language for inputs

AI MYTHS VS. REALITY



- **Myth:** for big companies only
Reality: tools for anyone
- **Myth:** too costly
Reality: Many free/low-cost options
- **Myth:** kills personal touch
Reality: It frees you to do more
- **Myth:** need to know code to use it
Reality: natural language input

WHY AI MATTERS FOR TOURISM OPERATORS



Travelers expect quick, personalized answers



Small teams wear many hats—time is tight



Better service → better reviews → more bookings

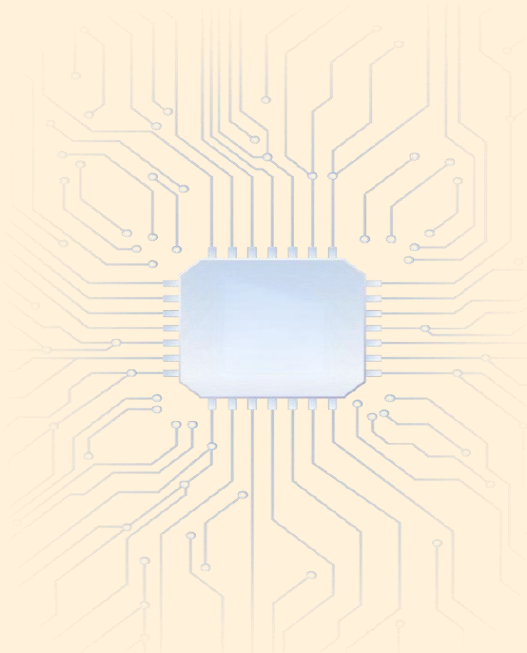


Compete with larger players' tech advantages

A photograph of a forest setting. In the foreground, several blue sleeping bags are laid out on the ground. Above them, a large, dark, textured tarp is stretched out, supported by trees, creating a sheltered area. The background shows a dense forest of tall, thin trees with green foliage. The lighting is soft, suggesting a calm, natural environment.

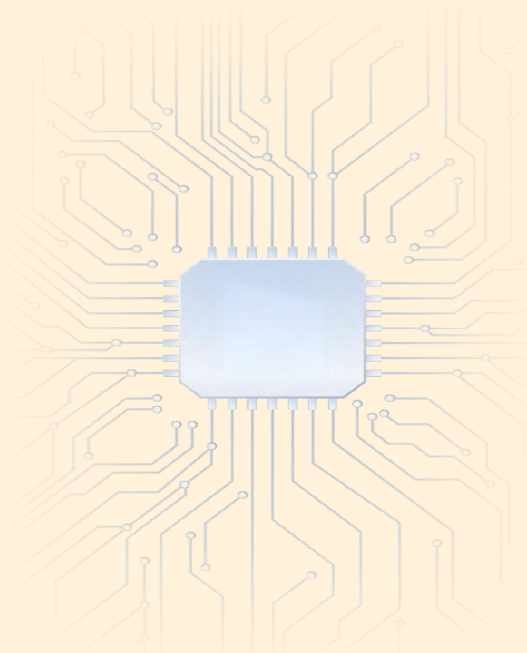
PRACTICAL APPLICATIONS FOR TOURISM OPERATORS

APPLICATION 1: CHATBOTS FOR 24/7 ANSWERS



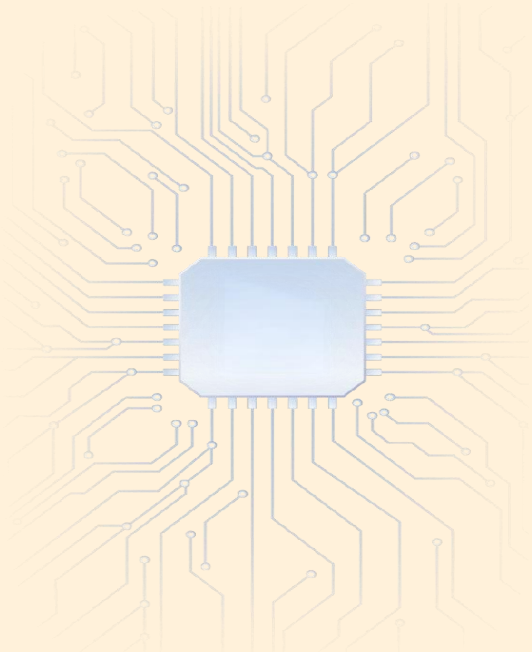
- **Challenge:** inquiries arrive after hours; FAQs repeat
- Website/social chat apps answers common questions instantly
- **Tools:** Zendesk, Chatfuel, Manychat, Tidio, Intercom, Wix chat
- **Tip:** start with your top 10 FAQs

CHATBOTS: SIMPLE SETUP STEPS



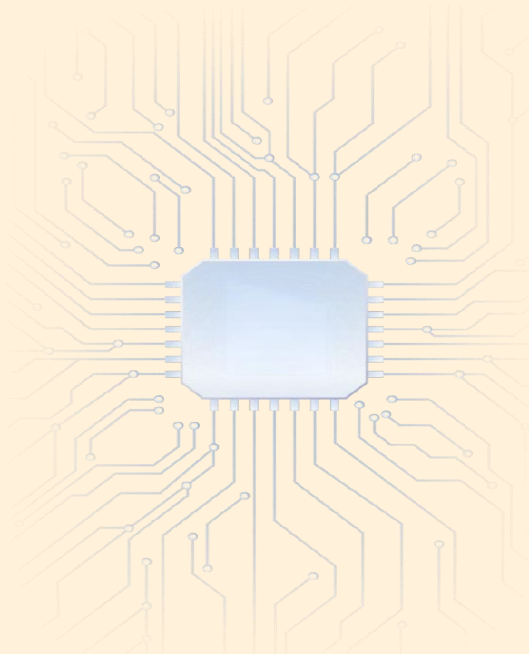
- **Create your FAQs** (hours, parking, policies, availability) with ChatGPT's help
- **Pick a no-code bot** that fits your site or socials
- **Add welcome** and contact-us flows
- **Test with friends;** monitor and refine replies

APPLICATION 2: FASTER CONTENT (TEXT)



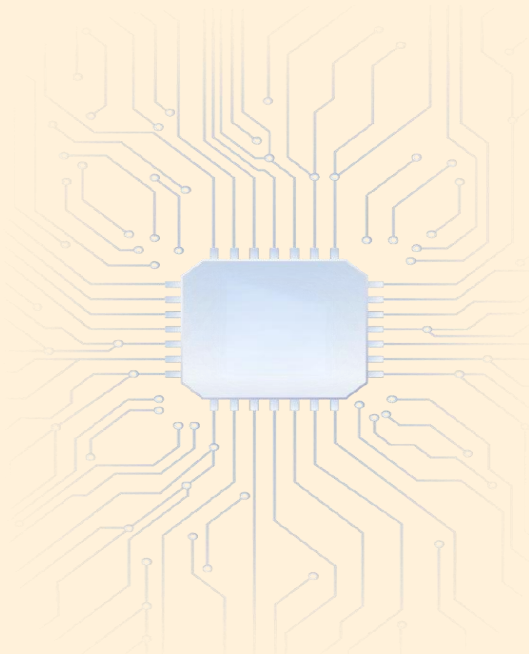
- **Challenge:** who has time to write marketing content?
- AI drafts social posts, promo emails, blog posts, all from prompts
- **Tools:** ChatGPT, Jasper, Copy.ai
- **Tip:** save a reusable brand-voice prompt

CONTENT: SAMPLE SETUP STEPS



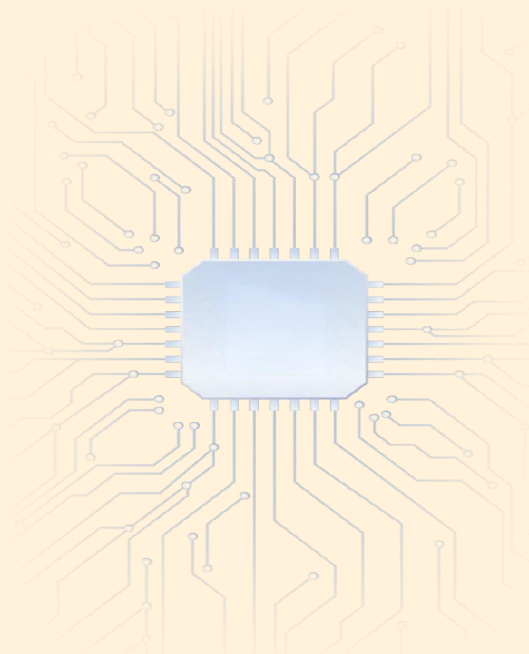
- **Set your goals:** choose who you want to attract and pick 3–4 themes to write about
- **Plan and pick topics with AI:** tell AI about your business and customers in plain language, then ask for 10 simple blog ideas and working titles
- **Get a search-friendly prompt from AI:** ask AI to write the exact prompt you'll use to create your blog post (topic, length, tone of voice, sections, local keywords, etc.)
- **Edit and correct:** file off the rough edges, polish
- **Publish and share:** post on your site, email your list, share on Facebook/Instagram

APPLICATION 3: SOCIAL POSTS



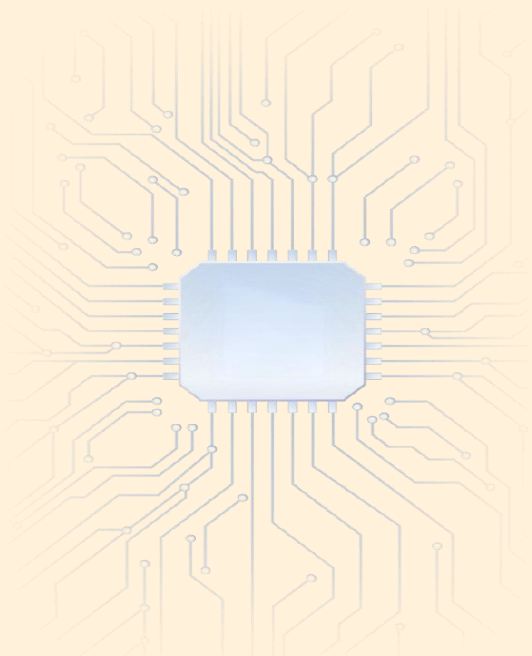
- **Challenge:** consistently developing social visuals & captions is hard
- **AI suggests** captions, layouts, images/video
- **Tools:** ChatGPT, Canva, Hootsuite
- **Tip:** Use one “content seed,” then ask ChatGPT to create all the platform-specific posts you need from it

SOCIAL POSTS FOR BLOG: SAMPLE STEPS



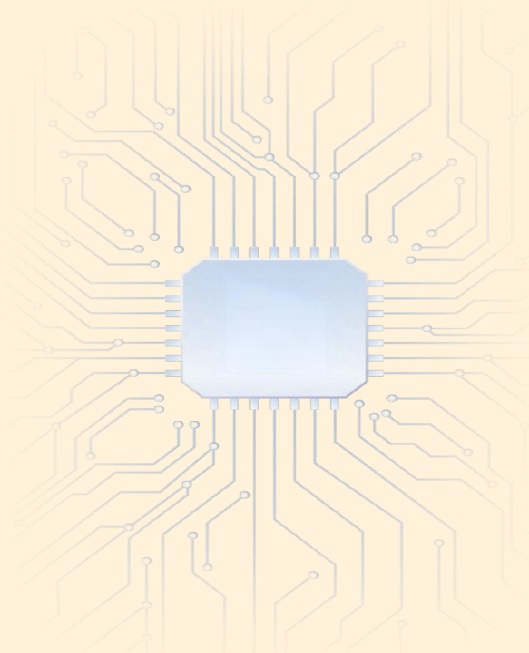
- Feed the blog post to ChatGPT and ask for 10 post headlines and captions
- Have ChatGPT tailor versions for each channel: Instagram caption, Facebook post and a Story/Reel script
- Ask ChatGPT to propose image ideas or short video scripts for the selected posts
- Ask ChatGPT to generate a mini plan for promotion: posting dates/times, hashtags,
- After posting, paste performance metrics to ChatGPT and ask it to do an analysis of what's working and what can be improved.

APPLICATION 4: REVIEWS & REPUTATION



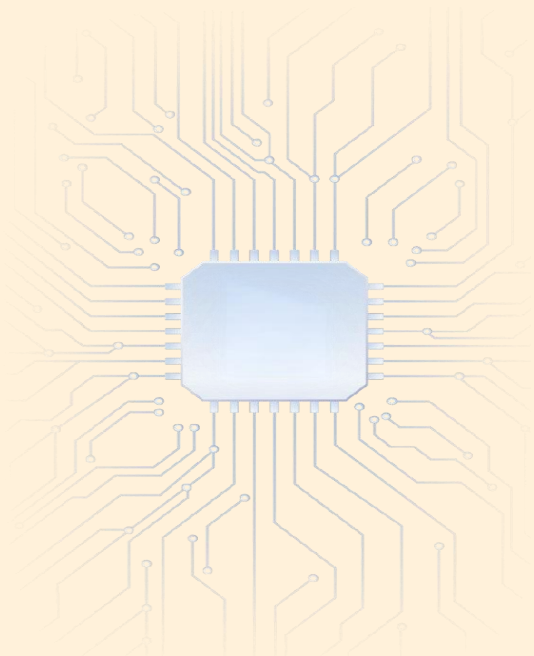
- **Challenge:** hard to track themes; responding is time-consuming, hard to keep emotions out of it
- TripAdvisor is already doing it for consumers
- **AI summarizes** positives/negatives across platforms
- Drafts **polite**, specific responses you can edit
- **Tip:** set a daily review routine

REVIEWS: RESPONSE PLAYBOOK



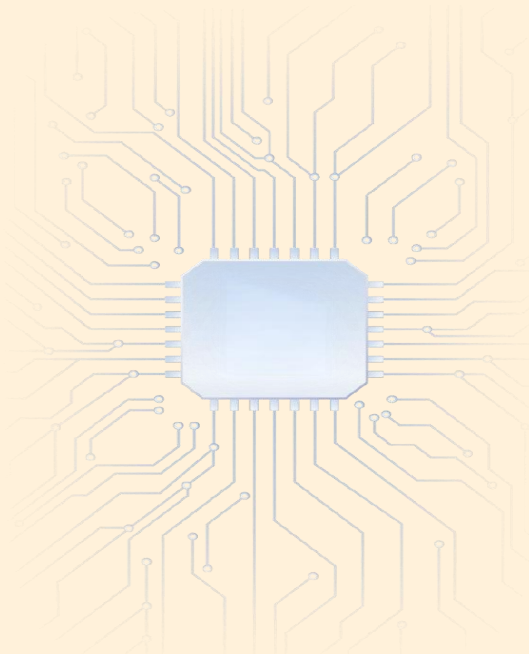
- Paste a review to ChatGPT to get a polite, on-brand reply fast
- For complaints, generate calm apologies plus next steps
- Build a few reusable templated responses for common scenarios (feed these to your service chatbot too)
- Create a spreadsheet of all your reviews for the year. Feed to ChatGPT and ask for analysis and recommended courses of action

APPLICATION 5: SMARTER BOOKING & SCHEDULING



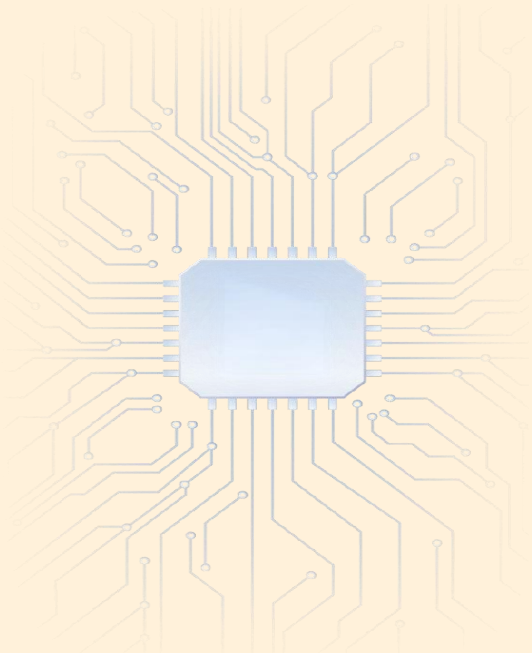
- **Challenge:** peaks/lulls in your business is a painful fact of life
- AI can you help spot demand patterns and propose solutions
- **Tools:** FareHarbor, Checkfront, ChaptGPT
- **Tip:** review insights monthly

SMARTER BOOKING: SAMPLE



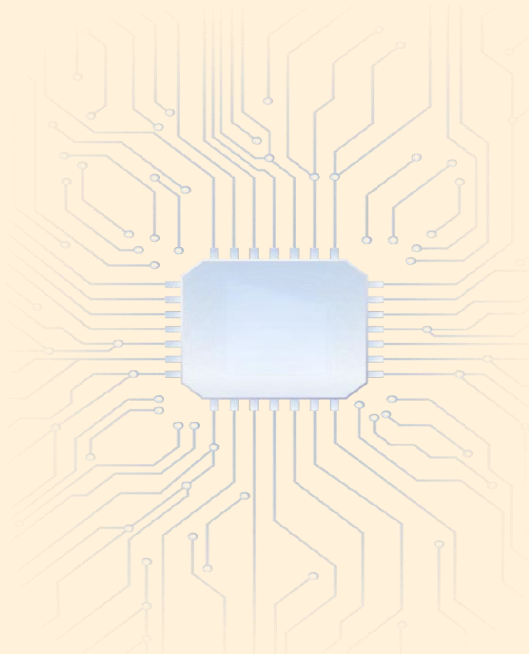
- You run 10-person hikes on a fixed timetable. You like to better match supply to demand
- Feed a spreadsheet with your booking history into ChatGPT and ask it to make recos for revenue management. Tell it to consider external factors like weather and events in region
- Results:
 - “The weekend of *Huntsville Festival of the Arts* brings 2x more tourists to town. Consider adding an extra tour slot”
 - Or conversely, “Late June bookings are historically low; maybe offer a special or consolidate tours to save costs”

APPLICATION 6: ADMIN & OFFICE ASSISTANT



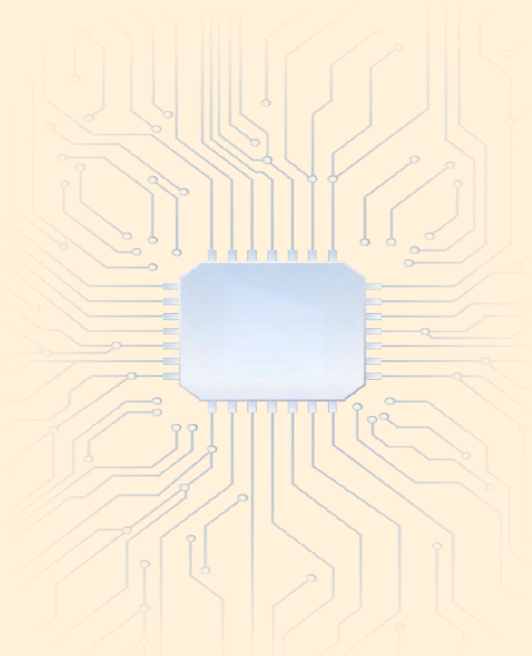
- **Challenge:** emails, SOPs, grants, checklists eat hours
- **AI drafts,** summarizes, and structures documents
- **Tools:** ChatGPT; Google Docs/Sheets; Outlook/Gmail
- **Tip:** create a welcome-letter template today

ADMIN ASSISTANT: SAMPLE



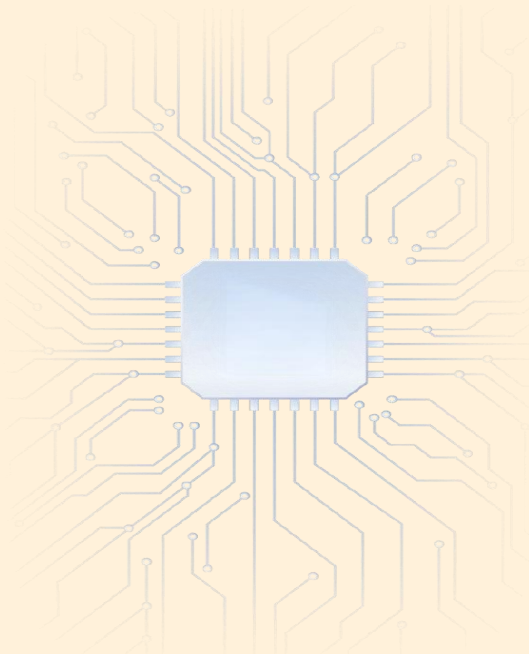
- Connect Gmail to ChatGPT to auto-summarize emails, draft replies, route and log details, and trigger reminders so admin work moves faster with less manual effort
- Create templates for guest communications
- Transcribe and summarize meetings, turn notes into a task list

APPLICATION 8: DATA ANALYTICS



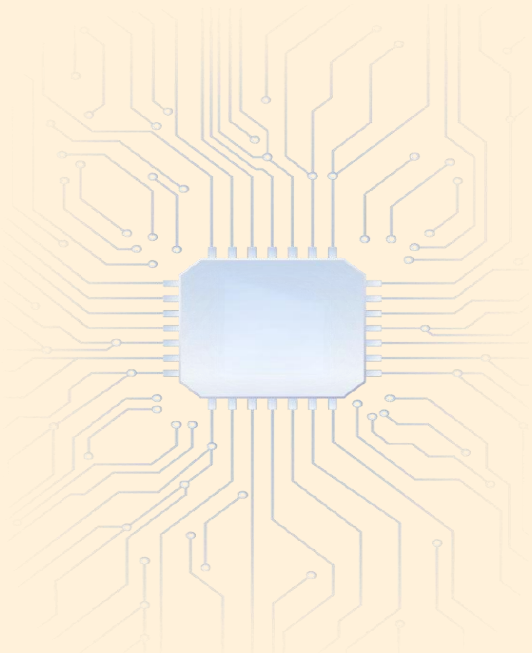
- **Challenge:** scattered bookings, customer reviews, and seasonality data make decisions guesswork
- Use low cost AI driven-software to collect, clean-up and analyze your data
- **Tools:** Mailchimp (surveys), ChatGPT/Deep Research (cleanup, stats, clustering), Looker Studio (dashboards)
- **Tip:** always human-review AI tables and commentary before sharing

DATA ANALYTICS: LUXURY RESORT NPS STUDY



- **Goal:** measure Net Promoter Score and segment guests for sharper ads
- **Tools we used:** Mailchimp to send the survey, ChatGPT to do the math and first report draft, Looker Studio to make easy data table, and Google Docs for the final reports.
- AI analyzed the 545 surveys received, compared key groups (golfers versus non-golfers), grouped similar guests into segments and wrote a report draft; we checked the numbers and edited for clarity and tone
- **Outputs:** deep analysis decks complete with cross-tab summaries, exec summaries and four guest personas with media habits. We then loaded those personas into Meta to better target ads
- **Results:** insight in 10 business days; hard cost < \$800; avoided a \$20k-\$30k third-party study and gained ongoing, in-house capability

BONUS: AI AS BRAINSTORMING BUDDY

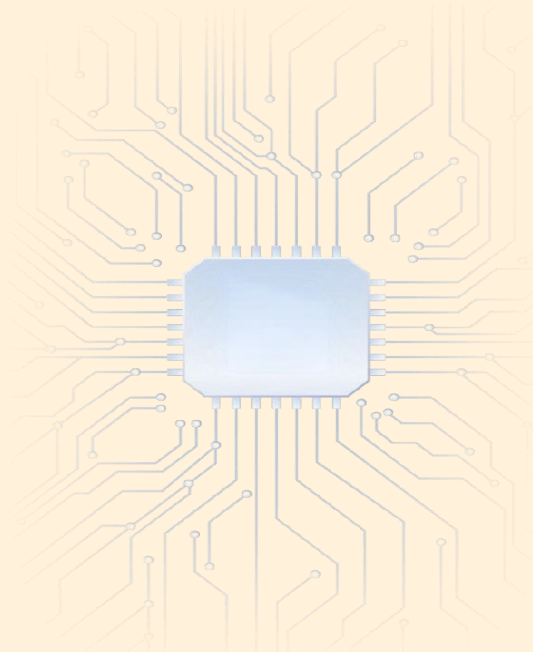


- Stuck on ideas? Ask AI for 10 options
- **Name** packages, plan promos, draft itineraries
- **Role-play** tough customer scenarios
- **Tip:** keep what fits; discard the rest

WHAT'S NEXT

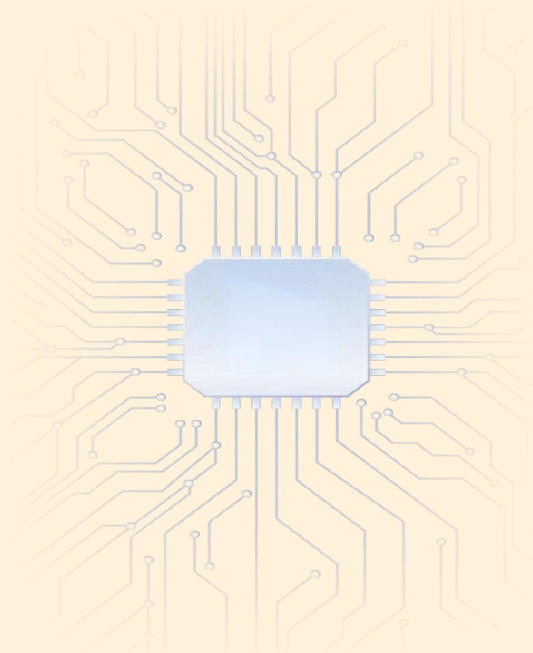


WHAT'S NEXT: AI VIDEO (OPENAI SORA 2)



- Sora 2 lets you type a description and get a short, realistic video with synced audio
- Video creation shifts from cameras and crews to prompts, lowering cost and time
- Make quick promo clips, mood pieces for sites/ads, historic reconstructions, mascot animations
- Access may be limited at first, but similar tools will likely appear in easy apps soon
- Early adopters get big-budget looks on small budgets

WHAT'S NEXT: AI VIDEO (META VIBES)

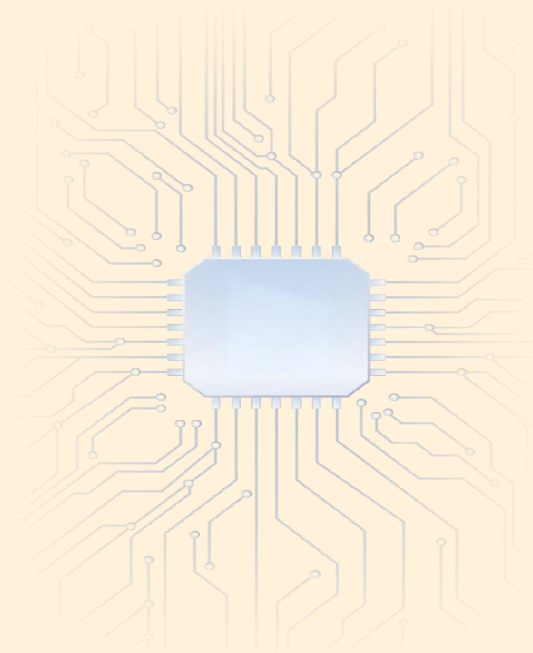


- AI-generated short videos; remix culture
- Lower barrier to create social-ready clips
- Personalized feeds can surface your niche
- Tip: test short AI clips to learn what resonates



GETTING STARTED

GETTING STARTED (LOW-RISK)



- Pick one pain point; pilot one tool
- Learn by doing, make mistakes...you can't break it!
- Check outputs as AI can still hallucinate
- Tweak, repeat, keep what works
- Have fun!

Q&A

