

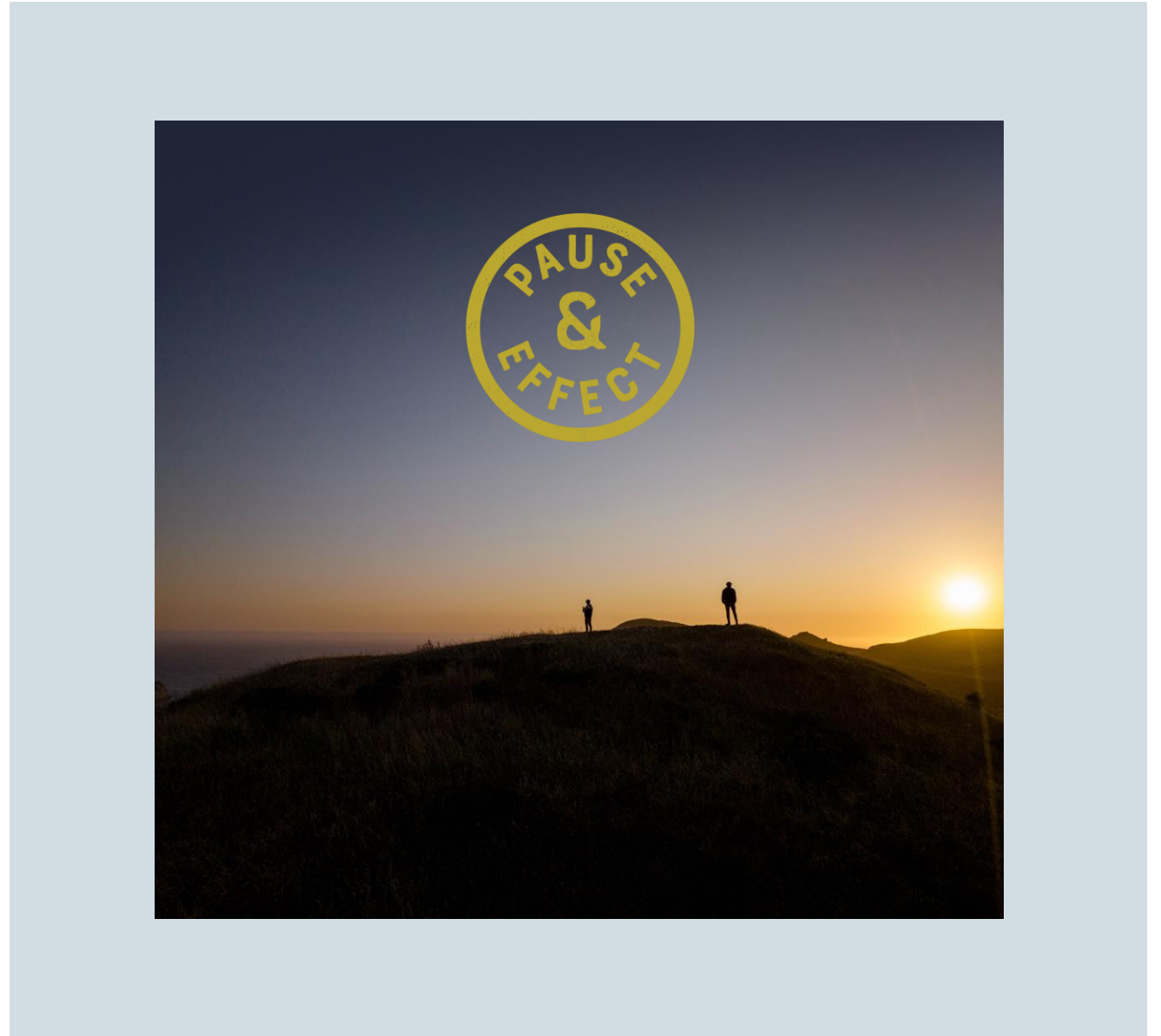
PR Partner Workshop

Trending Topics in the Travel & Tourism Industry

Biggi Vaughan

Chris Vomvolakis

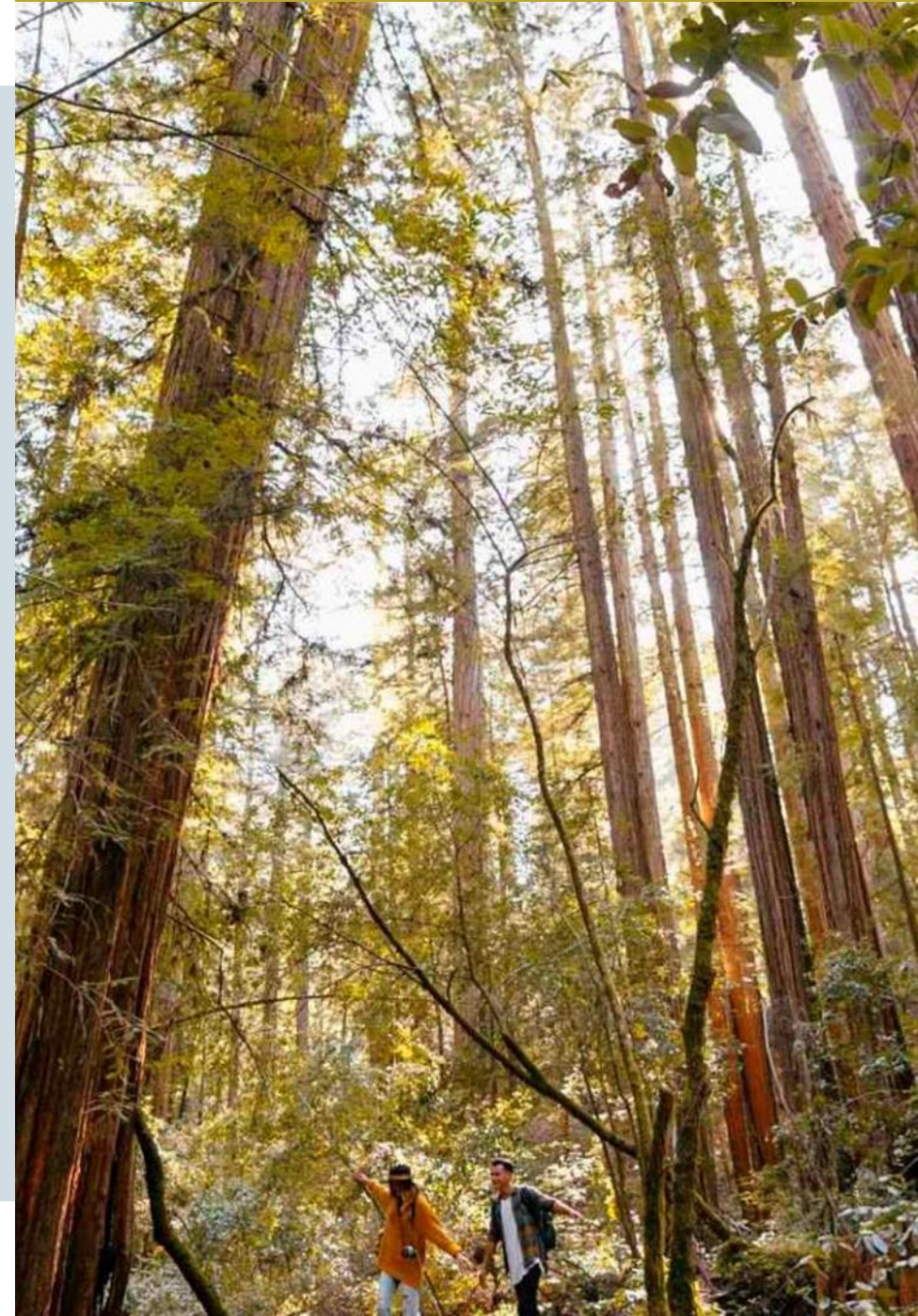
SONOMA COUNTY
• CALIFORNIA •
LIFE OPENS UP®





Trending Topics

- The emergence of AI and ChatGPT technology in the tourism space.
- Why sustainability has become a public relations necessity.
- Getting noticed: what stories journalists are looking for in our destination.



The Emergence of AI and ChatGPT in the Tourism Space

- The travel and tourism industry is experiencing a revolution – one driven by personalization.
- With the emergence of powerful new artificial intelligence (AI) technologies such as Microsoft-funded ChatGPT and Google's Bard, the industry has entered a new era of visitor experience.
- ChatGPT is a powerful conversational AI platform that can generate human-like text, making it ideal for providing travelers with helpful information such as hotel and flight details, as well as recommendations for local attractions and activities.
- Simply put, it's a revolutionary technology because it's trained to learn what humans mean when they ask a question.



The Emergence of AI and ChatGPT in the Tourism Space

- March 2023 Pew Research Center Survey: about six-in-ten U.S. adults (58%) are familiar with ChatGPT, though relatively few have tried it themselves.
- 14% of all U.S. adults say they have used it for entertainment, to learn something new, or for their work.
- Younger adults (Gen Z > born 1996) tend to find ChatGPT more useful than older adults. Four-in-ten adults under 50 who have used it (38%) say it was extremely or very useful, whereas only about a quarter of users 50 and older (24%) say the same.
- Translation: high awareness, low adoption rate.



The Emergence of AI and ChatGPT in the Tourism Space

- ChatGPT-based chatbots are already being used by some of the world's leading travel companies, including Expedia, Trip.com and KAYAK.
- Serving as a virtual travel assistant, ChatGPT provides travelers with up-to-date information about flights, hotels, and local attractions, allowing them to make more informed decisions and have a more pleasant and efficient travel experience.
- AI's ability to understand and analyze natural language allows for more personalized recommendations. "If someone asks, 'I'm looking for a hotel in Sonoma County that's close to Petaluma', ChatGPT can understand the traveler's specific needs and preferences and ask Kayak to provide tailored recommendations based on that information."



The Emergence of AI and ChatGPT in the Tourism Space

A partial list of use cases include:

- Enhanced chatbot
- Real-time updates on flight status
- Weather conditions
- Personalized recommendations and itinerary building
- Local events
- Marketing and website copywriting



The Emergence of AI and ChatGPT in the Tourism Space

- AI is no longer a trend; it is now a part of the travel and tourism industry. By providing personalized service, accurate and immediate information, and tailored recommendations.
- Instead of viewing this new technology in revolutionary terms, we suggest thinking of AI simply as an advanced information tool.
- Using AI as an information tool simply shortcuts the digital experience and almost immediately transport travelers from the planning to the booking phase of the customer journey.



Why Sustainability Has Become a Public Relations Necessity

- In its annual survey on sustainability, hotel platform Booking.com recently found 71% of respondents planned to travel greener, up 10 % over 2022 results. More than half say they are more determined to make environmentally responsible travel choices this year.





Sample Businesses Proactively Promoting Sustainability

- [The Stavrand](#)
- [Medlock Ames Winery](#)
- [Sonoma Raceway](#)
- [Wise Acre Farm](#)
- [Griffo Distillery](#)
- [Black Pig Meat Co.](#)
- [Handline](#)
- [Seismic Brewing Company](#)
- [Ethic Ciders](#)
- [Laura's Apple's](#)
- [Gold Ridge Organic Farms](#)
- [The Lodge at Bodega Bay](#)

Getting noticed: What Stories Journalists are Looking For

- [Cision Global State of Media Report 2023](#)



What We Need to Amplify Your Message

- Send updates, milestones, anniversaries, promotions, new programs, new initiatives, new developments to publicrelations@sonomacounty.com
- Chances are increased when you host journalists or influencers. Add your offer to our [Media Handbook](#).
- The assets found in our [Partner Communication Toolkit](#) are a great resource for leveraging the power and spirit of our "Pause & Effect" campaign.
- Interested in participating in sweepstakes like for the TODAY Show? Please submit your offer.

