

Practical Generative AI Use Cases & Tools for DMOs

 **Direct Digital**
Holdings

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Forward

Small Team, Big Workload

Ask any DMO professional about the biggest challenge they faced and you'll likely hear the same story: doing the work of ten people with a team of one or two. It's a familiar balancing act — managing strategic initiatives while keeping up with daily demands of business clients who depend on your success. After all, your work directly affects the myriad local hotels, businesses, and venues that form the backbone of your destination.

Enter generative AI, a powerful ally for DMOs facing these workload challenges. While AI won't replace your team's expertise, it can help you work smarter and more efficiently. Through initiatives like [AI Opener for Destinations](#), DMOs are discovering practical ways to use this technology to overcome time constraints.

The DDH AI Council and Orange 142 created this guide to help DMOs take their first steps with generative AI.

The possibilities go far beyond just managing today's workload. Forward-thinking DMOs are already using AI to:

- Develop customized destination guides at scale, tailoring itineraries for diverse traveler personas.
- Create high-quality visual content for trade shows and marketing campaigns quickly and easily.
- Analyze website data to uncover what drives bookings and optimize accordingly.
- Summarize complex reports into actionable insights, saving hours of work for the DMO team.

The DDH AI Council and Orange 142 created this guide to help DMOs take their first steps with generative AI. Our focus is practical: identifying the AI tools and applications that can immediately help DMO staff with their most time-consuming tasks. By starting with these essential use cases, DMO professionals can build confidence in AI tools while laying the groundwork for more advanced applications in the future.

About the DDH AI Council

The DDH AI Council was founded to address a growing concern: the widening divide between organizations that embrace generative AI and those that are hesitant to adopt it. Generative AI is rapidly reshaping how we work, raising the overall caliber while enabling teams to innovate faster. For many business leaders, generative AI is still an unknown technology with many risks. We aim to demystify generative AI and provide the education and insights business leaders need to build a roadmap for its adoption, with complete confidence that its use will be safe and transformative.

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Direct Digital Holdings is a fast growing, efficiency-focused solutions provider in the digital marketing and advertising sector. We are a family of brands serving direct advertisers, agencies, publishers, and marketers.

About this Guide

Today, DMOs face increasing pressure to deliver personalized experiences even though they have limited resources. While generative AI offers promising solutions, knowing where to start and how to implement it effectively can be challenging.

This guide focuses on practical applications where generative AI can immediately benefit your operations. Our approach emphasizes using AI to enhance, not replace, your team's expertise. By automating routine tasks, AI frees up valuable time for strategic thinking and relationship building — the core strengths of successful DMOs.

We've identified eight key areas where DMOs can start implementing AI tools today:

- Meeting preparation and stakeholder research
- Creating custom destination guides
- Marketing and social media content creation
- Visual content and trade show preparation
- Social listening for crisis management
- Event planning and RFP optimization
- Data analysis and performance reporting
- Website optimization



AI frees up valuable time for strategic thinking and relationship building — the core strengths of successful DMOs.

Shifting Roles

When you use generative AI, your role will begin to shift in important ways. For instance, you no longer need to write marketing copy and RFPs from scratch, as generative AI can jumpstart the process. But you must verify all of its outputs to ensure accuracy and brand voice. In a way, your role goes from creator to curator. As Cliff Ward, Director of Business Development, says, you, the generative AI user, will serve as the Editor in Chief.

Your role as Editor in Chief is essential. Generative AI can create vast amounts of text, images, audio, video and even computer code. What it can't do is serve as a source of truth, as it cannot validate facts (note that all generative AI prompt bars warn that it can make mistakes and that you must verify all necessary information).

The key is to see AI as a tool to generate a first-draft, but it needs your expertise to ensure accuracy, maintain brand voice, and add the local insights that make your destination worth a visit.

Generative AI can create vast amounts of text, images, audio, video and even computer code.



Use Cases & Generative AI Tools At-A-Glance



Use Case	Description	Example Tools
Meeting Preparation & Stakeholder Research	Gather client information, analyze questionnaire responses, prepare talking points, and summarize attendee data.	ChatGPT Microsoft Copilot, HubSpot AI Notion AI
Custom Destination Guides	Create tailored guides for visitors and meeting planners at scale.	GuideGeek Happy Places FareHarbor
Content Creation	Create marketing content and social media posts tailored to key personas; create education and training documents.	Microsoft CoPilot ChatGPT HubSpot Anyword DeepL
Visual Content for Trade Show Prep	Create mockups, customized visuals, and presentations for trade shows.	HubSpot AI Image Generator DALL-E ChatGPT
Social Listening for Crisis Management	Monitor public sentiment and develop crisis communication strategies.	Sprout Social HubSpot Brandwatch
Event & RFP Management	Streamline event planning, craft RFPs, and analyze event data.	ChatGPT Enterprise Microsoft Copilot HubSpot Content Generator
Data Analysis and Performance Reporting	Generate insights and visual reports from complex datasets.	ChatGPT Enterprise Microsoft Copilot HubSpot Content Generator
Website Optimization	Analyze visitor behavior and use insights to improve website performance.	ChatGPT Enterprise Microsoft Copilot HubSpot

Use Case 1

Meeting Prep and Research Tools

Meeting preparation shows clients you value their time and understand their business. But with limited resources and packed schedules, thorough research often gets squeezed out of your day.

Generative AI tools can act as your research assistant. AI can quickly analyze LinkedIn profiles and company updates, review industry reports and news, and spot trends across multiple data sources. It can also synthesize all of this input into relevant discussion points and questions for you to raise when you meet.

The result? Your guests appreciate the time you put in to understand their priorities.



Pro Tip

AI handles the heavy lifting, but your expertise adds the human touch. Use AI-generated insights as a starting point, then enhance them with your knowledge of local businesses, destination trends, and stakeholder history to ensure every meeting is both personalized and productive.

Tools	<ul style="list-style-type: none"> • ResearchRabbit, Waldo.ai • Max.ai • ChatGPT/Claude • Microsoft Copilot • Notion AI • HubSpot AI tools
Research Support	<ul style="list-style-type: none"> • Gather information from multiple sources • Analyze stakeholder LinkedIn profiles and updates • Track destination mentions and reviews • Monitor competitor destinations • Follow industry trends and news
Content Analysis	<ul style="list-style-type: none"> • Summarize event planner requirements • Spot trending destination features • Track local business developments • Analyze visitor feedback patterns
Smart Preparation Features	<ul style="list-style-type: none"> • Generate meeting-specific talking points • Create customized presentation decks • Compile relevant questions for different stakeholders (event planners, hotel partners, local businesses) • Draft follow-up action items

Spotlight: “Speed Dating with AI”

Here’s a real example: the Orange 142 team was invited to participate in a “speed-dating networking event” with 30 potential clients. They fed the attendee list into Max-AI, which:

- Analyzed each attendee’s background
- Created detailed personas
- Identified common themes across profiles
- Generated six targeted conversation topics for each person

The result? The team knew which topics would resonate with each person. Instead of generic small talk, they could have meaningful conversations immediately.

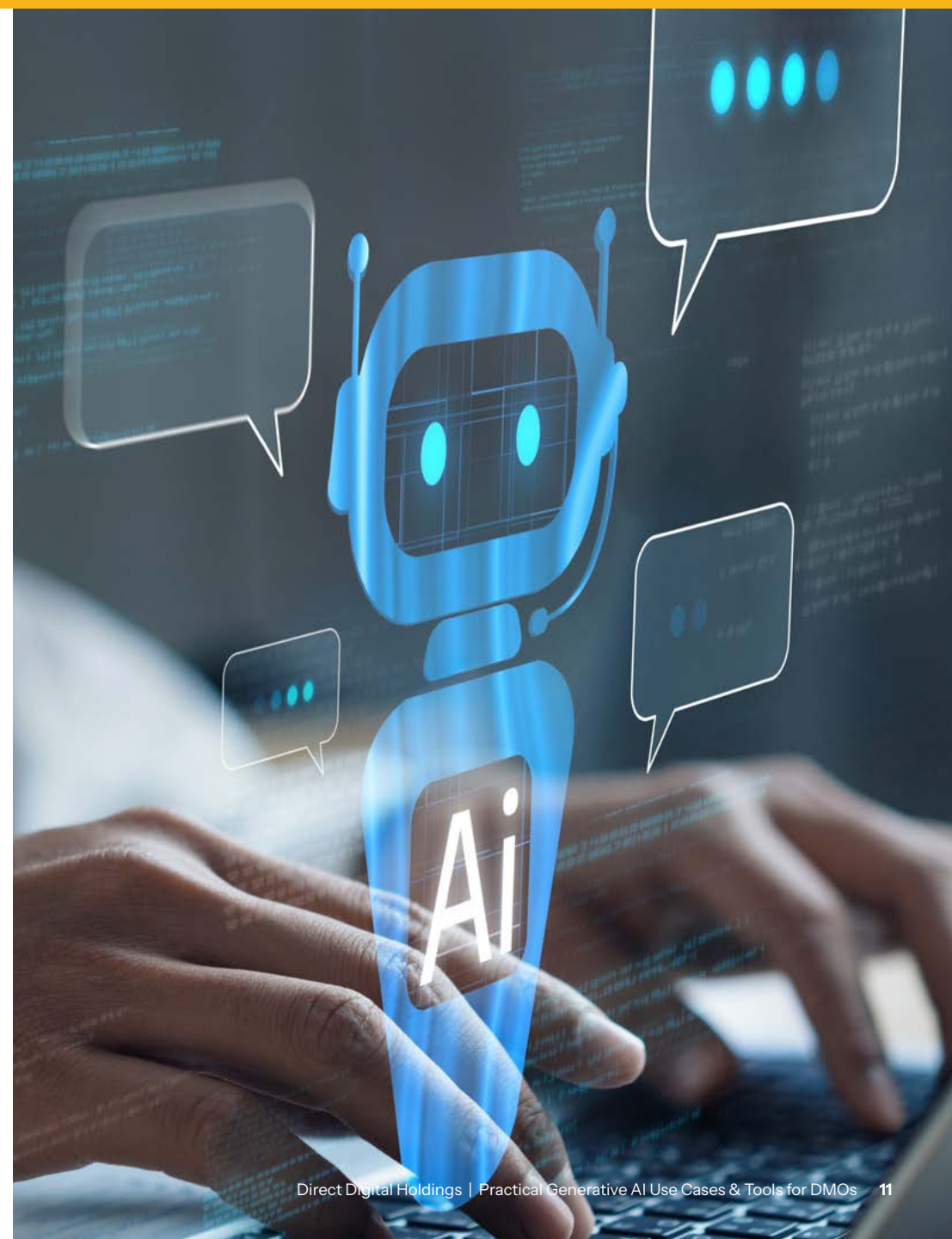


Use Case 2

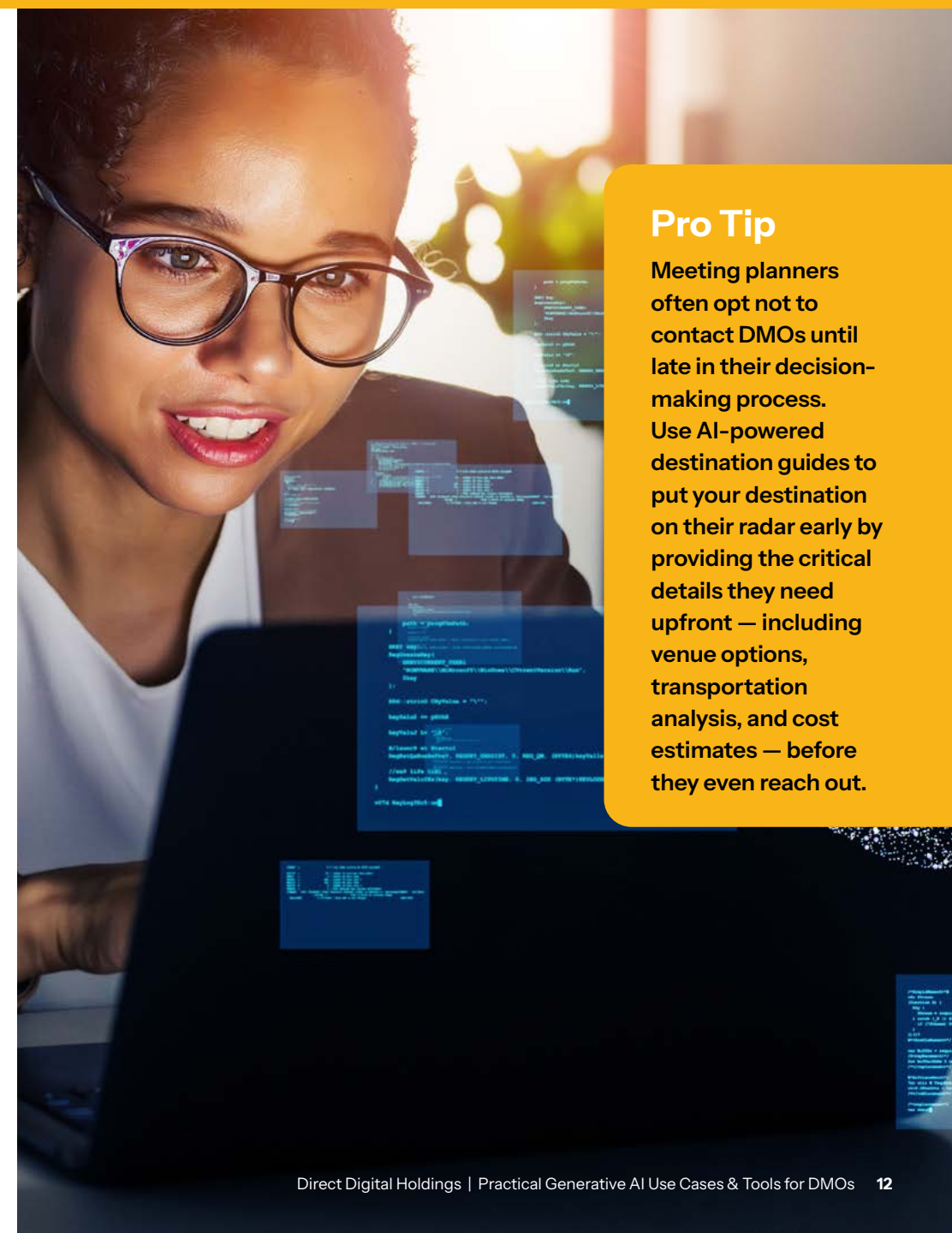
Custom Destination Guides

Custom destination guides are game-changers for DMOs. Whether catering to leisure travelers or corporate meeting planners, these guides leverage AI to create highly personalized itineraries that address unique needs and priorities.

Several generative AI tools on the market allow DMOs to provide tailored recommendations quickly and at scale — offering itineraries, venue options, and logistical support that set your destination apart. By using input fields and preferences, AI ensures every guide is as unique as the traveler or planner who receives it.



Tools	<ul style="list-style-type: none"> • GuideGeek by Matador Networks • HappyPlaces • Satisfi Labs' Destination AI Agent • Great Visitor Experiences' AI Travel Itinerary
Custom Visitor Guides	<ul style="list-style-type: none"> • Collect traveler details such as group composition (kids, pets), budget, and travel dates. • Create day-by-day itineraries, factoring in parameters. (e.g., pet-friendly hotels, family-friendly restaurants) • Suggest local events, best attraction times, and rest breaks for young children. • Generate maps with daily routes and direct booking links. • Include estimated costs, budgeting tips, and alternative options for flexibility.
Custom Guides for Meeting Planners	<ul style="list-style-type: none"> • Gather meeting planner inputs, such as attendee count, space requirements, and budget. • Provide venue recommendations, including convention centers, hotels, and unique venues. • Include airlift analysis with direct flight info and price comparisons. • Offer venue floor plans, relevant photos, and distance charts to key locations. • Suggest local vendors, off-site venues, and team-building activities.
Enhanced Features	<ul style="list-style-type: none"> • Incorporate corporate social responsibility activity options, spouse programs, and unique local experiences. • Provide logistical details like local ordinances or special requirements (e.g., union labor). • Generate detailed reports for planners, including weather patterns, pricing, and previous similar events.



Pro Tip

Meeting planners often opt not to contact DMOs until late in their decision-making process. Use AI-powered destination guides to put your destination on their radar early by providing the critical details they need upfront — including venue options, transportation analysis, and cost estimates — before they even reach out.

Big Lincoln, the AI-powered chatbot from the Illinois Office of Tourism, offers visitors real-time assistance and personalized recommendations 24/7. Powered by [GuideGeek](#), an OpenAI-driven trip planner created by Matador Network, Big Lincoln simplifies travel planning directly through the EnjoyIllinois website.

Whether visitors need dining suggestions, attraction details, or itinerary ideas, Big Lincoln delivers tailored responses that enhance the travel experience.

BIG Lincoln AI Travel Assistant ×
powered by GuideGeek AI | [Privacy](#)

- **General tourist information**

The more I know about what you like, the more I can help. So tell me a little about yourself and what type of trip you're planning...

Can you handle a convention of 5000 dentists?

While I can't personally handle a convention, Illinois has plenty of venues that can accommodate large gatherings like a convention of 5,000 dentists. Chicago, for instance, is home to the McCormick Place, the largest convention center in North America, which would be perfect for such an event. Are you considering any specific city in Illinois for this convention?

Type your question here...



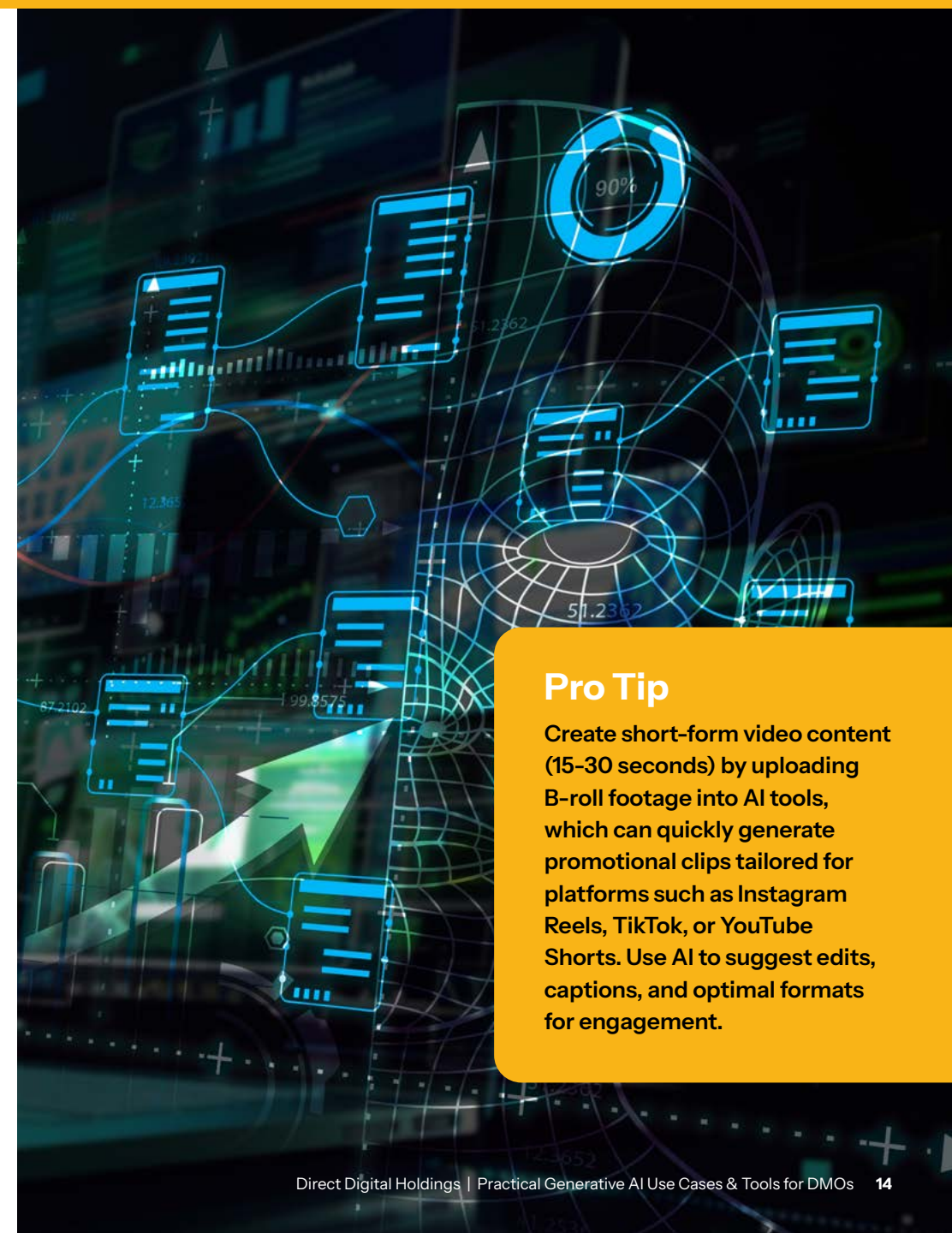
Pro Tip

Ensure that any text generated by your chatbot is based on vetted information from your DMO and trusted partners. Avoid pulling content from unverified sources on the open web to maintain accuracy, brand safety, and trust with your audience.

Content Development

Every destination has countless stories to tell, from hidden local gems to world-class convention facilities. However, creating fresh, targeted content for leisure travelers, meeting planners, and everyone in between can overwhelm even the most efficient DMO team. Generative AI helps solve this challenge, letting you produce personalized content at scale while maintaining your destination's authentic voice.

Think of generative as your content multiplier. Once you've established your core messaging strategy, ChatGPT, Microsoft Copilot and many other tools can quickly create variations tailored to different audiences and personas. Your team can focus on strategy and oversight while AI handles the heavy lifting of content creation.



Pro Tip

Create short-form video content (15-30 seconds) by uploading B-roll footage into AI tools, which can quickly generate promotional clips tailored for platforms such as Instagram Reels, TikTok, or YouTube Shorts. Use AI to suggest edits, captions, and optimal formats for engagement.

Additionally, for many DMOs with big workloads and small teams, creating essential resources like training guides and crisis management plans often falls by the wayside. And yet, they are critical for maintaining a destination’s reputation and enhancing visitor experiences. Generative AI tools offer an efficient way to create these materials, allowing DMOs to produce high-quality content that supports their teams and stakeholders quickly.

Tools	<ul style="list-style-type: none"> • ChatGPT, Claude • Anyword • Writer.com • Canva AI • DeepL (for translating content into the visitor’s native language)
Content Marketing	<ul style="list-style-type: none"> • Write tailored destination descriptions for audience segments (e.g., families, business travelers, corporate meeting planners). • Generate fresh blog posts about local attractions, events, and seasonal highlights. • Draft email newsletters featuring updates and recommendations for visitors. • Translate content quickly into multiple languages to reach international audiences. • Adapt messaging to unique personas using AI for personalization.
Social Media	<ul style="list-style-type: none"> • Develop engaging posts rooted in your core messaging tailored to specific traveler personas, such as families, meeting planners, or adventure seekers. • Use AI to generate multiple variations of posts to match audience interests and demographics and the platform on which they will appear (Instagram, LinkedIn). • Create social media content calendars with platform-specific suggestions. • Generate captions, hashtags, and tone-specific messaging that align with your destination’s brand. • Produce ideas for short-form video scripts, such as TikTok or Instagram Reels, to boost engagement.
Training & Education	<ul style="list-style-type: none"> • Develop guides for hospitality staff to enhance service and visitor satisfaction. • Generate scripts for tour guides that highlight local history, culture, and unique attractions. • Build crisis management templates, such as communication plans for natural disasters or public safety events. • Produce training materials for local businesses to improve collaboration and service consistency.

Pro Tip

Generative AI can occasionally “hallucinate,” producing incorrect or misleading information that seems legitimate. Always instruct the AI to pull from vetted sources like your DMO’s content or trusted partner materials. As the Editor in Chief, verify all outputs to ensure accuracy before sharing with tour operators, partners, or stakeholders.



Visual Content & Trade Show Prep

Trade shows and events offer DMOs an excellent opportunity to showcase your destinations to potential associations and corporate meeting planners. However, creating compelling visuals and customized materials can be time-consuming, especially for small teams.

Generative AI tools simplify the process, letting you develop visual content and tailored presentations that resonate with audiences. From mockups of trade show displays to bespoke slide decks, AI helps you bring ideas to life efficiently and professionally.

Tools	<ul style="list-style-type: none"> • HubSpot AI Image Generator • DALL-E • ChatGPT (for text-based content in visuals)
Visual Content Creation	<ul style="list-style-type: none"> • Generate trade show display concepts using AI to visualize marketing ideas. • Create mockups of booth layouts, including branding, imagery, and signage. • Develop tailored graphics and visuals for target audiences, such as event planners or leisure travelers
Presentation Decks	<ul style="list-style-type: none"> • Use AI to generate customized slide decks based on trade show goals or attendee profiles. • Incorporate visual storytelling elements like infographics, maps, and destination highlights.
Customization for Events	<ul style="list-style-type: none"> • Generate quick design iterations to test different approaches before finalizing.

Social Listening Tools for Crisis Management

If a natural disaster or another crisis affects your destination, timely and thoughtful communication is essential. AI-powered social listening tools can help you gauge public sentiment, identify concerns, and shape your messaging to allay fears and communicate pertinent information.

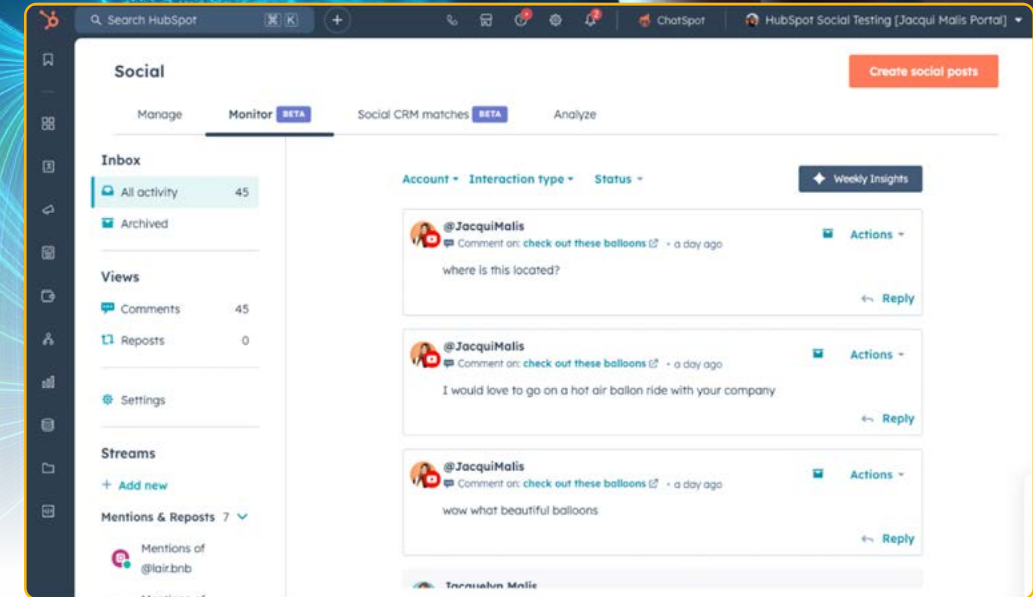
For many DMOs, creating crisis management plans or templates often feels out of reach due to limited time and resources. Generative AI can streamline this process, enabling teams to develop actionable communication guides while maintaining sensitivity during high-stakes situations.

Pro Tip

Act before a crisis hits. Collaborate with key partners — such as local police, fire departments, and hospitals — to create templates and gather accurate information in advance. This proactive approach ensures you're prepared with the right messaging and resources, eliminating the need to scramble for details during high-pressure situations.



Tools	<ul style="list-style-type: none"> • Sprout Social • HubSpot • Brandwatch
Social Listening	<ul style="list-style-type: none"> • Monitor mentions of your destination across social platforms during crises. These tools can track mentions, hashtags, and keywords related to the crisis across various social media platforms and news sources. • Analyze sentiment trends to gauge public perceptions and concerns. • Identify misinformation or rumors that need to be addressed.
Crisis Communication	<ul style="list-style-type: none"> • Generate draft responses that align with current sentiment and stakeholder expectations. • Create real-time updates for social media platforms to keep audiences informed. • Identify key phrases or terms to avoid during sensitive situations.
Preparedness Tools	<ul style="list-style-type: none"> • Develop crisis management templates, such as communication checklists or pre-approved messaging. • Build lists of local partners or emergency contacts for collaboration during a crisis. • Use AI to generate FAQs or resource pages for affected visitors.



Event and RFP Optimization

Crafting winning RFPs and executing successful events are core DMO responsibilities, but they demand intensive coordination and attention to detail. With limited staff and resources, these essential tasks can quickly become overwhelming. Generative AI simplifies the process by automating repetitive work and offering predictive insights, helping you deliver polished proposals and exceptional events more efficiently.

By automating repetitive tasks and providing predictive insights, AI helps DMO professionals focus on delivering exceptional experiences for clients and visitors alike.











Pro Tip

Free generative AI tools can lead to data leakage. These tools use your inputs as part of their training data, which means that your sensitive RFI data can appear in the responses of other users.

To protect your data:

1. Use an enterprise version of generative AI tools, such as ChatGPT 4o.
2. Review privacy requirements, adjust settings to disable data sharing (e.g., “Improve the model for everyone”).
3. Never input sensitive client names or strategic information into free tools. This minimizes risks and ensures your data stays secure.

Settings ×

-  General Improve the model for everyone Off >
-  Personalization Shared links Manage
-  Speech
-  **Data controls** Export data Export
-  Builder profile Delete account Delete
-  Connected apps
-  Security
-  Subscription

Tools	<ul style="list-style-type: none">• ChatGPT Enterprise• Microsoft Copilot• HubSpot Content Assist• Claude 3.o Sonnet
RFP Customization	<ul style="list-style-type: none">• Generate tailored RFP responses by synthesizing client requirements and destination highlights.• Use AI to analyze client needs and propose creative solutions for unique event requirements.• Quickly compile data, including venue options, transportation logistics, and pricing estimates.
Event Preparation	<ul style="list-style-type: none">• Draft event planning checklists, standard operating procedures, and sustainability guidelines.• Use predictive insights to allocate resources effectively and to anticipate attendee needs.• Create internal presentations for board or stakeholder reviews summarizing event data.
Optimization Tools	<ul style="list-style-type: none">• Analyze historical event data to identify trends and improve future planning.• Generate follow-up action items and attendee satisfaction surveys to measure success.

Data Analysis and Performance Reporting

Making sense of DMO data isn't just about collecting numbers — it's about telling a story that matters to your stakeholders. While you track everything from visitor patterns to campaign results, your board members and local partners don't want to wade through spreadsheets. They want clear insights that demonstrate the real impact of your work, the overall performance of your destination, and what the immediate future holds.

Generative AI simplifies the data crunching process, helping DMOs analyze raw data, identify key patterns, and generate tailored, easy-to-understand reports.

Additionally, AI provides predictive insights, such as forecasting visitor demand or highlighting opportunities to improve campaign performance.

Tools	<ul style="list-style-type: none"> • ChatGPT Enterprise • Microsoft Copilot • HubSpot Content Generator
Data Analysis	<ul style="list-style-type: none"> • Identify visitor trends, such as peak seasons or top attractions, from large datasets. • Analyze campaign performance metrics, including click-through rates, conversions, and ROI. • Surface patterns in visitor demographics to refine targeting and messaging strategies.
Performance Reporting	<ul style="list-style-type: none"> • Generate concise summaries from detailed reports to meet stakeholder needs. • Create visuals like charts and infographics for board presentations and public updates. • Highlight actionable insights, such as underperforming campaigns or high-performing attractions.
Predictive Insights	<ul style="list-style-type: none"> • Forecast visitor demand based on historical data and external factors (e.g., weather, events). • Generate data-driven recommendations to optimize marketing strategies and budgets.

Pro Tip

Use generative AI tools like ChatGPT to simplify and enhance your reporting process. Focus on crafting insights tailored to your audience — concise overviews for boards, actionable metrics for internal teams, and visually engaging content for public updates. Always review and refine AI outputs to ensure they align with your goals and audience expectations.

Website Optimization

Your website is often the first interaction visitors, meeting planners, or event organizers have with your destination. Optimizing the website to engage users, meet their needs, and drive conversions is crucial for success.

Generative AI tools can help you boost website performance by analyzing user behavior, recommending updates, and identifying trends. This allows you to stay ahead of emerging demands and create a seamless online experience tailored to each persona.

Pro Tip

Don't just optimize for current trends — use AI insights to anticipate what your audience will need tomorrow. Combine predictive analytics with user behavior data to design proactive strategies, such as launching content around emerging travel trends or creating pages that cater to evolving market demands. A forward-looking approach ensures your website stays ahead of the curve and continually drives engagement and conversions.

Tools	<ul style="list-style-type: none"> • ChatCPT • HubSpot • Microsoft Copilot
Behavioral Analysis	<ul style="list-style-type: none"> • Track visitor paths that lead to bookings or RFP submissions. • Identify content that keeps users engaged the longest. • Analyze combinations of pages that influence conversions or inquiries. • Spot seasonal trends among different segments (e.g., leisure vs. meetings).
Smart Content Recommendations	<ul style="list-style-type: none"> • Suggest website updates based on evolving search patterns and user behavior. • Identify content gaps based on user searches and recommend new pages. • Flag outdated content that's losing engagement and suggest refresh strategies. • Recommend landing pages for emerging interests (e.g., sustainable travel, hybrid events).
Predictive Analysis	<ul style="list-style-type: none"> • Forecast busy booking periods based on historical data and browsing behavior. • Predict which types of events are likely to inquire based on browsing patterns. • Spot potential issues before they have a negative impact on conversions (e.g., broken links, slow load times). • Identify early indicators of emerging travel trends to inform future strategies.
Custom Reporting	<ul style="list-style-type: none"> • Provide actionable insights tailored to stakeholders (e.g., meeting planners who submit RFPs typically view your convention center specs page, sustainability initiatives, and direct flight info) and then create a landing page combining these elements).

Parting Thoughts



A Word About the AI Journey

The use cases described here represent an organization's initial foray into generative AI adoption — what we at DDH call the “crawl” state of AI adoption.

As AI penetrates deeper into the organization or is applied across departments, you will need to establish stronger rules of the road (aka AI governance). For more information, please see the DDH guide, [The Generative AI Roadmap](#).

Want to Learn More?

Check out our additional AI resources:

- ▶ **Demystifying Generative AI**
- ▶ **The Generative AI Playbook: Implementation & Best Practices**
- ▶ **The Generative AI Roadmap**
- ▶ **Responsible AI**

[Click Here](#)

Glossary of Terms

Artificial Intelligence (AI): A branch of computer science that focuses on creating systems capable of performing tasks that typically require human intelligence, such as problem-solving, learning, language understanding, and decision-making.

Generative AI: A subset of AI that generates new content—such as text, images, audio, or code—based on patterns it has learned from training data. Generative AI is widely used for tasks like content creation, data analysis, and creative brainstorming.

ChatGPT: A large language model developed by OpenAI designed to generate human-like text, assist with tasks like drafting documents, answering questions, and brainstorming ideas.

Microsoft Copilot: An AI assistant integrated into Microsoft 365 applications, such as Word, Excel, and Outlook, to help users with tasks like content creation, data analysis, and automating workflows.

HubSpot AI: A suite of AI tools within the HubSpot platform designed to enhance marketing, sales, and customer service through content generation, data analysis, and automation.

Notion AI: An AI-powered feature within Notion that aids in content generation, summarization, and productivity enhancements.

Claude: An AI language model developed by Anthropic, designed to assist with natural language processing tasks, such as drafting text and answering complex queries.

GuideGeek: An AI-powered travel assistant created by Matador Network, providing personalized travel recommendations and itinerary planning.

HappyPlaces: A generative AI platform that creates personalized travel itineraries and destination guides based on user preferences.

FareHarbor: A booking and management platform for tour and activity operators, enabling reservations, payments, and customer interaction management.

Anyword: An AI copywriting tool designed to generate and optimize marketing copy for ads, landing pages, and emails, improving audience engagement and conversions.

DeepL: An AI-powered translation tool known for its accuracy and ability to translate nuanced language into multiple languages effectively.

DALL-E: A generative AI system by OpenAI that creates images and artwork based on textual descriptions.

Sprout Social: A social media management platform that provides tools for scheduling posts, monitoring engagement, and analyzing performance.

Brandwatch: A consumer intelligence platform offering social media monitoring, analytics, and market research to help brands understand audience sentiment and trends.

ResearchRabbit: An AI-driven research tool that helps users discover and organize academic papers and scholarly articles relevant to their fields.

Waldo.ai: An AI research assistant that gathers and analyzes user feedback to help with decision-making and insights.

Max.ai: An AI-powered assistant that automates customer interactions and provides personalized responses through natural language conversations.

Satisfi Labs' Destination AI Agent: An AI conversational assistant that offers real-time information and personalized recommendations for destinations.

Great Visitor Experiences' AI Travel Itinerary: A tool that creates customized travel itineraries to improve visitor experiences based on individual preferences.

Canva AI: AI-powered features within Canva that assist users with design creation, including generating layouts, images, and other design elements.

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