



South Dakota
GREAT FACES. GREAT PLACES.

AI in Action: Practical Tools for Today's Tourism Organizations

Hi! I'm Kim Palmer

I work at **Miles Partnership**, a strategic marketing consultancy focused on travel and tourism. We have over 400 employees in six global offices representing hundreds of travel and tourism clients.

I've been at Miles working with destinations and travel brands for 30 years, currently I lead our Destination Optimization program.

kim.palmer@milespartnership.com

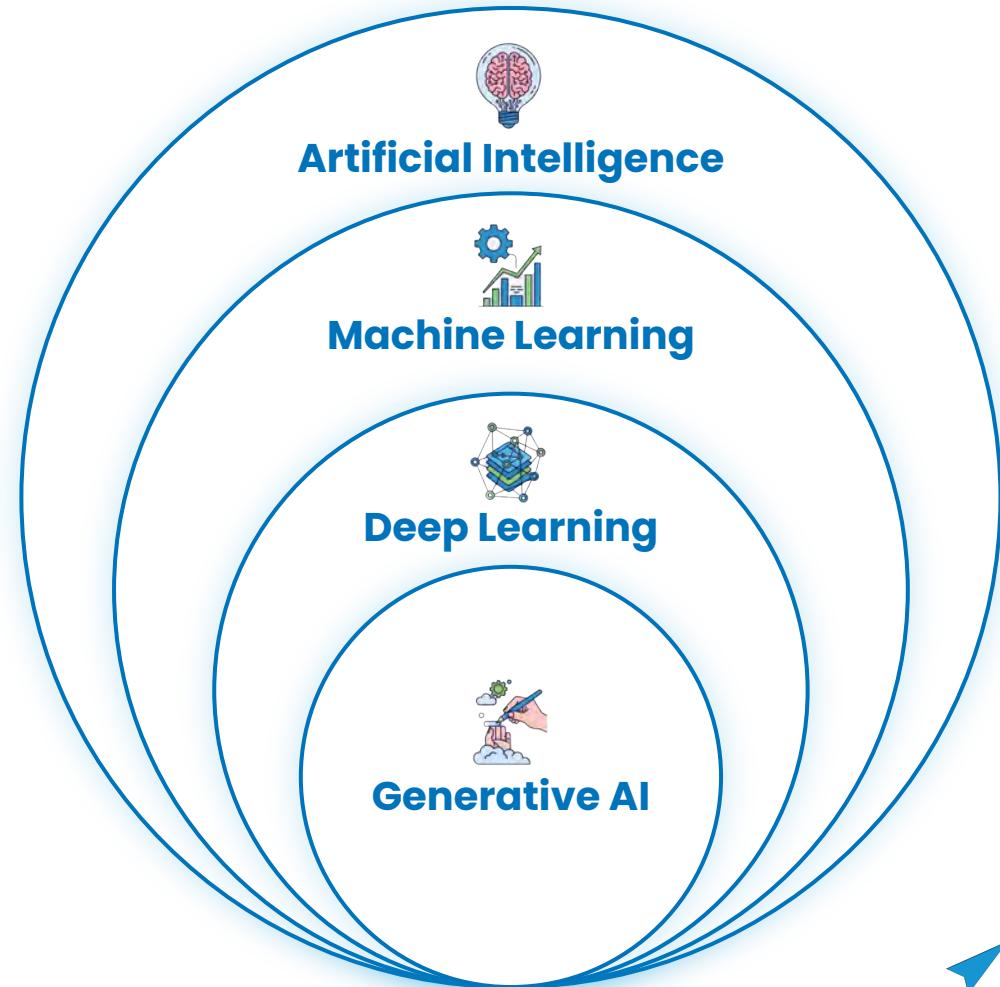


1. What should we **expect** from AI?
2. How to **think about** using AI in your **organization**
3. How to **think about** using AI in **your own work**
4. What can you do with AI **right now?**
5. What might be **next?**



What do we mean by “AI?”

We’re interested in **Generative AI**, which is a nested subset of Artificial Intelligence, unique in its **ability to create new output** from its training material.



There are
hundreds of
Generative AI
models, apps
and products.

The Top 50 Gen AI Web Products, by Unique Monthly Visits

1.  ChatGPT	11.  removebg	21.  IIIElevenLabs	31.  manus	41.  replit
2.  Gemini	12.  Doubao	22.  Hugging Face	32.  CIVITAI	42.  candy.ai
3.  deepseek				
4.  Grok				
5.  character.ai				
6.  perplexity				
7.  Claude				
8.  JanitorAI				
9.  Quark				
10.  Google AI Studio				

The Top 50 Gen AI Mobile Apps, by Monthly Active Users

1.  ChatGPT	11.  FaceApp	21.  Photoroom	31.  NOVA	41.  UpFoto
2.  Gemini	12.  YouCut	22.  Grok	32.  BeautyPlus	42.  MIVI
3.  AI Gallery	13.  Facemoji	23.  SNOW	33.  BeautyCam	43.  Peachy
4.  Doubao	14.  Cle	24.  BRAINLY	34.  Filmore	
5.  Microsoft Edge	15.  Microsoft Bing	25.  Photoshop Express	35.  Background Eraser	
6.  Remini	16.  Hypic	26.  photomath	36.  Adobe Express	
7.  Baidu AI Search	17.  Wink	27.  Translate	37.  SwiftKey	
8.  deepseek	18.  Copilot	28.  PictureThis	38.  EPIK	
9.  meitu	19.  character.ai	29.  VivaCut	39.  PolyBuzz	
10.  perplexity	20.  Polish	30.  papago	40.  Gauth	
		31.  papago	41.  Pl@ntNet	



Frontier AI Labs

These are the labs with the hardware, researchers and data to build the leading edge AI models.

Companies

OpenAI

Google

Anthropic

Meta

Xai

Products



Chat GPT



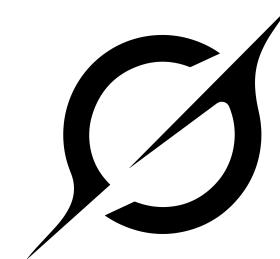
Gemini



Claude



Llama



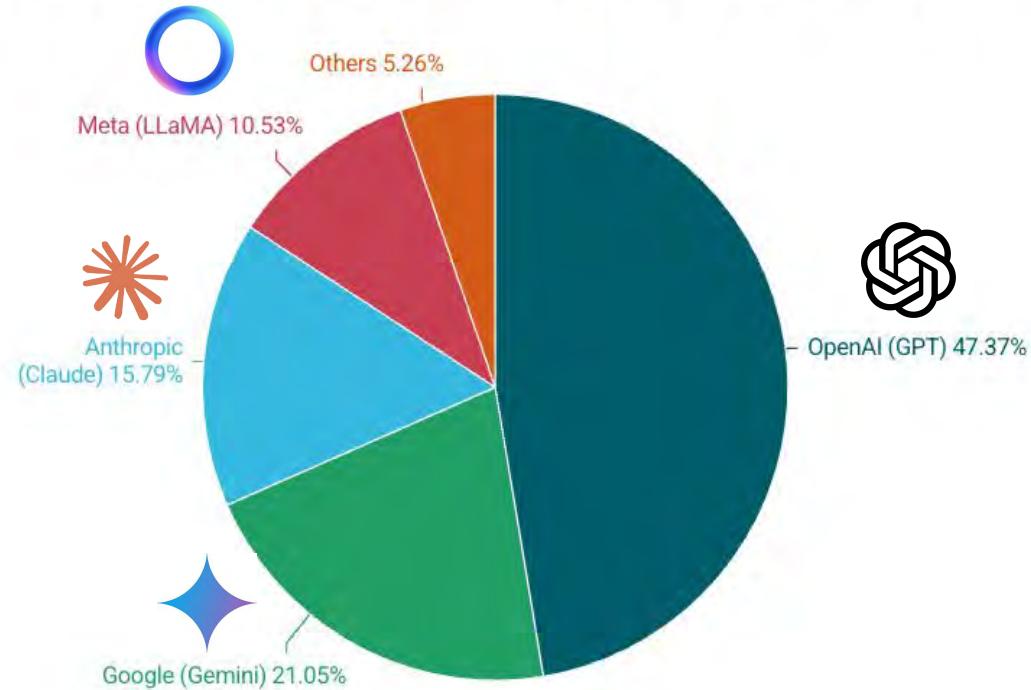
Grok

These are all Large Language Models (LLMs)



ChatGPT leads usage in the current landscape, but **Gemini, Claude** and others are rapidly gaining ground.

Top AI Models Market Share in 2025



Source: allaboutai.com

A few more AI products to know:

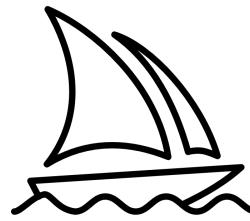
Products



Perplexity



NotebookLM



Midjourney



HeyGen



Character.ai

Research

Learning

Images

Video

Companions?
5th most used...

Plus tons of other apps with AI built in, Canva, Adobe's creative cloud, Sales Force, etc. etc. etc.



» If it seems like things are
moving really fast... that's
because they are.



1950

Alan Turing publishes *“Computing Machinery and Intelligence.”*

In 1955 the term AI is coined at a conference in part influenced by Turing's work.



1997

IBM's Deep Blue beats chess champion Garry Kasparov.



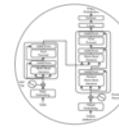
2011

IBM's Watson AI defeats champions of US game show Jeopardy!



2016

Google DeepMind's AlphaGo AI beats top player Lee Sedol 4-1



2017

Google DeepMind publishes *“Attention Is All You Need,”* kicking off the era of generative AI, and Large Language Models (LLMs)



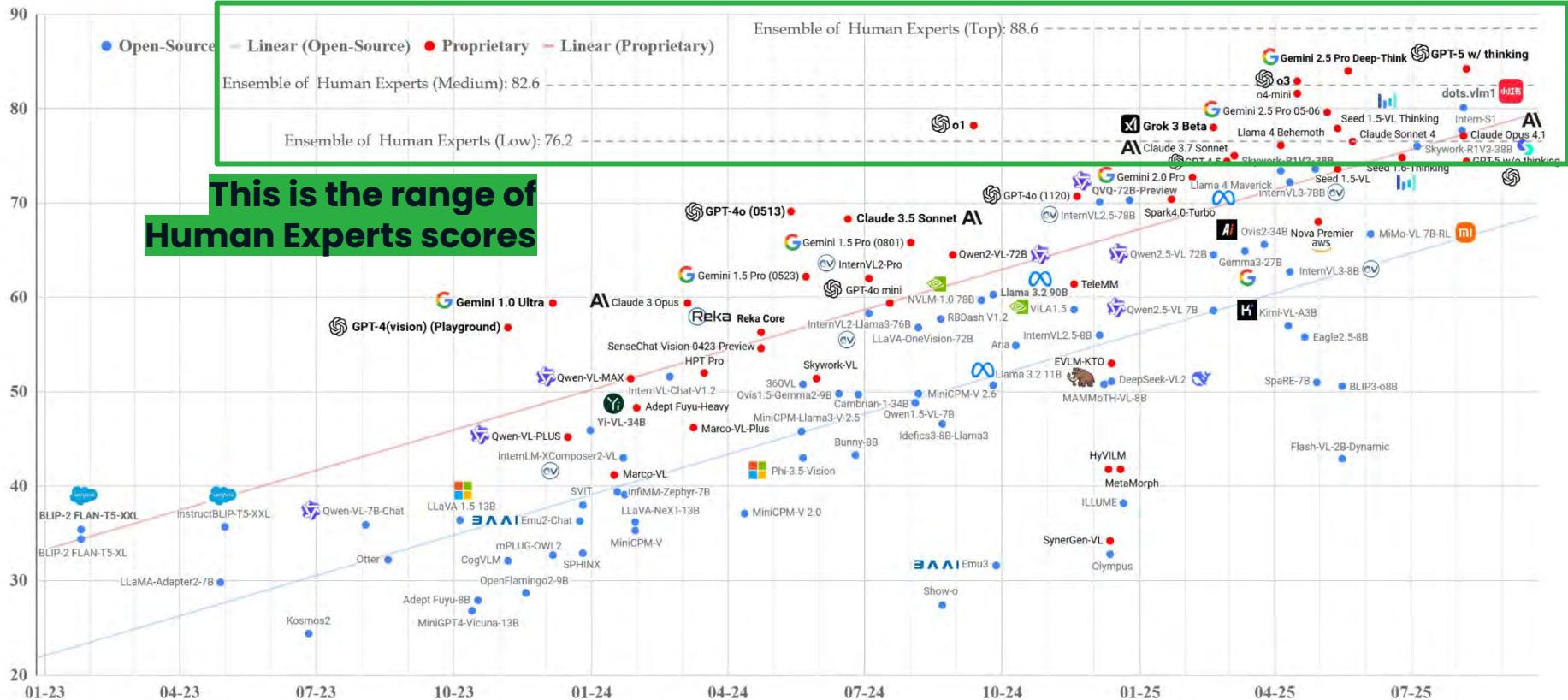
2022

(November) the first version of ChatGPT (GPT-3.5) goes live

After this point, things start to get crazy fast!



MMMU Multimodal Understanding and Reasoning Test



Humanity's Last Exam

2,500 of the hardest questions, submitted by our smartest humans, designed specifically to be difficult for AI. Require genuine understanding rather than information retrieval.

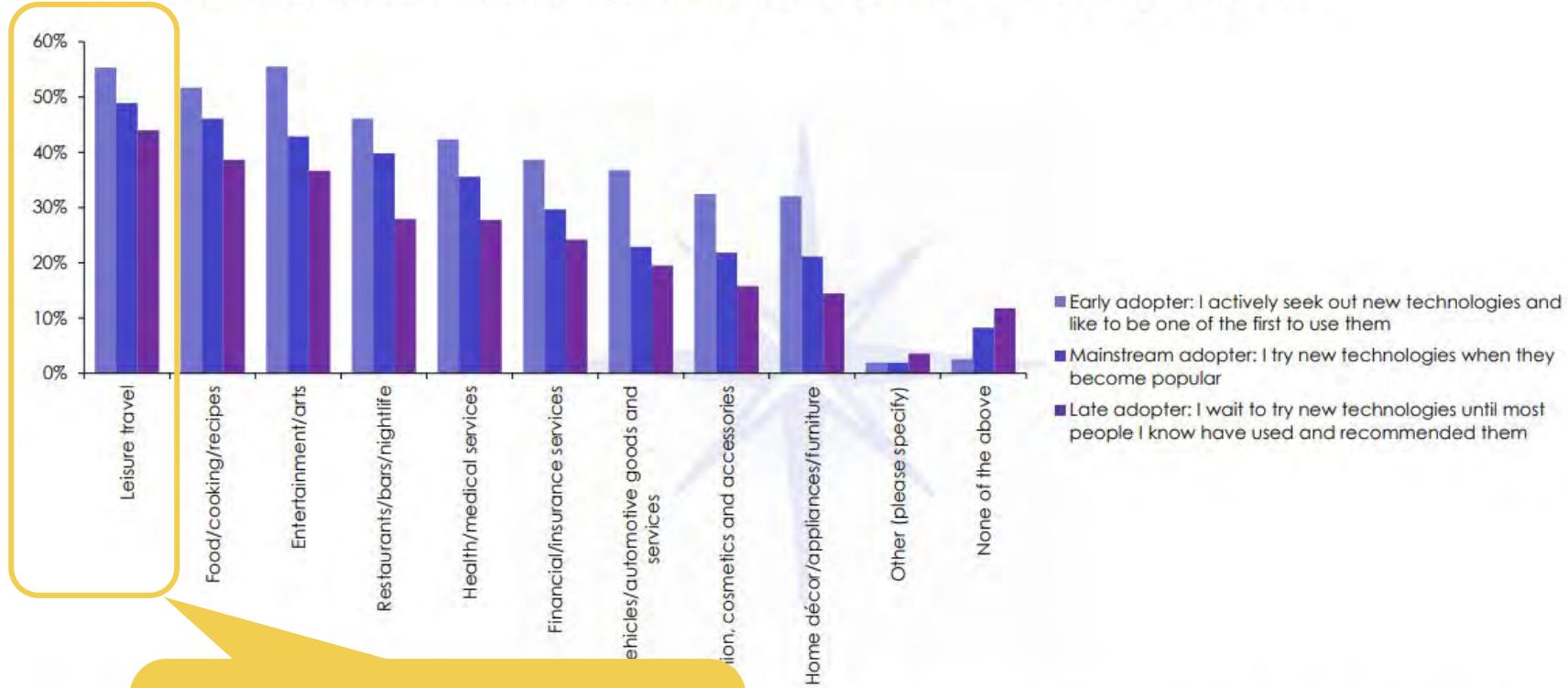
Humanity's Last Exam Benchmark Leaderboard: Results

Independently conducted by Artificial Analysis

Nov 12, 2025 – 26.5%
Dec 16, 2025 – 37.2%



Gen AI General Topics by Tech Adoption – Next 12 months



For what topics do you expect to use Gen AI in the next 12 months? Select all that apply.

Leisure travel was the number one expected use for AI in the next 12 months

Source: iolite

Forms in the next 12 months? Select all that apply. by How would you describe

Travel-related Usage on the Rise

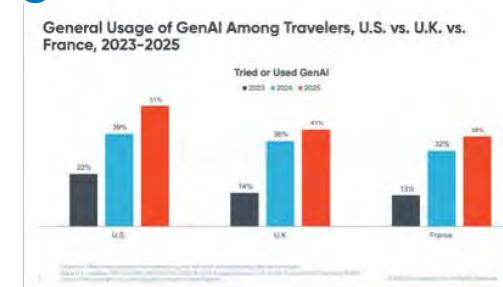
Consumers increasingly expect AI tools as part of their travel planning process

51%

Have used AI as part of their travel planning

37%

Expect travel sites to offer GenAI tools for planning



Deterministic vs Probabilistic Approaches

Up until now, most of our systems have been Deterministic.
Same input → Same output

- **Predictable & repeatable**
- To change behavior, you **edit the rules** (manual updates)
- Scaling means **more rules + more maintenance**



Deterministic vs Probabilistic Approaches



Site Search



OTA Rates & Availability



Hours / Open Now



Promo Codes



Booking Policies



Loyalty Points



Deterministic vs Probabilistic Approaches

RED

YELLOW

ORANGE

GREEN



Deterministic vs Probabilistic Approaches

Generative AI is Probabilistic.

Outputs vary – multiple valid answers

- Handles **ambiguity & nuance** well (tone, intent, context)
- Can **hallucinate** or **drift** from facts → needs guardrails + evaluation
- Scales by **learning patterns**, not by adding more rules



Deterministic vs Probabilistic Approaches



Draft an Itinerary



Summarize Reviews



Rewrite Web Copy



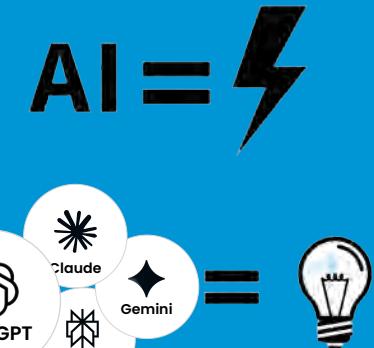
» Both play **important roles...**
knowing the difference helps us
set the right expectations.

A light blue diagonal graphic element that starts from the bottom left and extends towards the top right, creating a dynamic feel.

»How to think about using AI *in your organization*

When electricity arrived in the late 1800s, factories did the obvious thing: they **swapped gas lamps for lightbulbs. The result was brighter, safer workplaces.** But the **true revolution came later, when factories reorganized** around electric motors.

Production lines were redesigned and whole industries changed. The **lightbulb was the headline, but the re-engineered factory was the real story.**

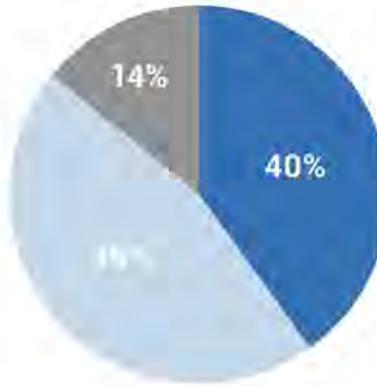


-Rob Thomas, Senior Vice President Software and Chief Commercial Officer, IBM in Fortune Magazine OCT 2025

The AI Journey: Your Organization

40% are still understanding AI, **only 14% are achieving wide-scale adoption.**

Q: "Which stage of AI transformation best describes your marketing team?"



- **Understanding:** Learning how AI works, and exploring use cases and technologies.
- **Piloting:** Prioritizing—and starting to run—a limited number of pilot projects with narrowly defined use cases.
- **Scaling:** Achieving wide-scale adoption of AI, while consistently increasing efficiency and performance.

n = 1,865



May 2025

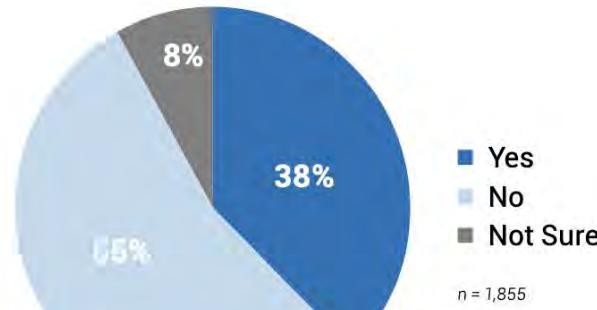
1,882 respondents, primarily in marketing, professional services or software businesses.



The AI Journey: Your Organization

Q: "Does your organization have generative AI policies that guide the use of AI-generated text, images, video, audio, and/or code?"

62% **do not have an AI policy or governance.**



May 2025

1,882 respondents, primarily in marketing, professional services or software businesses.



Privacy

The AI Journey: Your Organization

Does everything I upload become part of the AI model's knowledge?

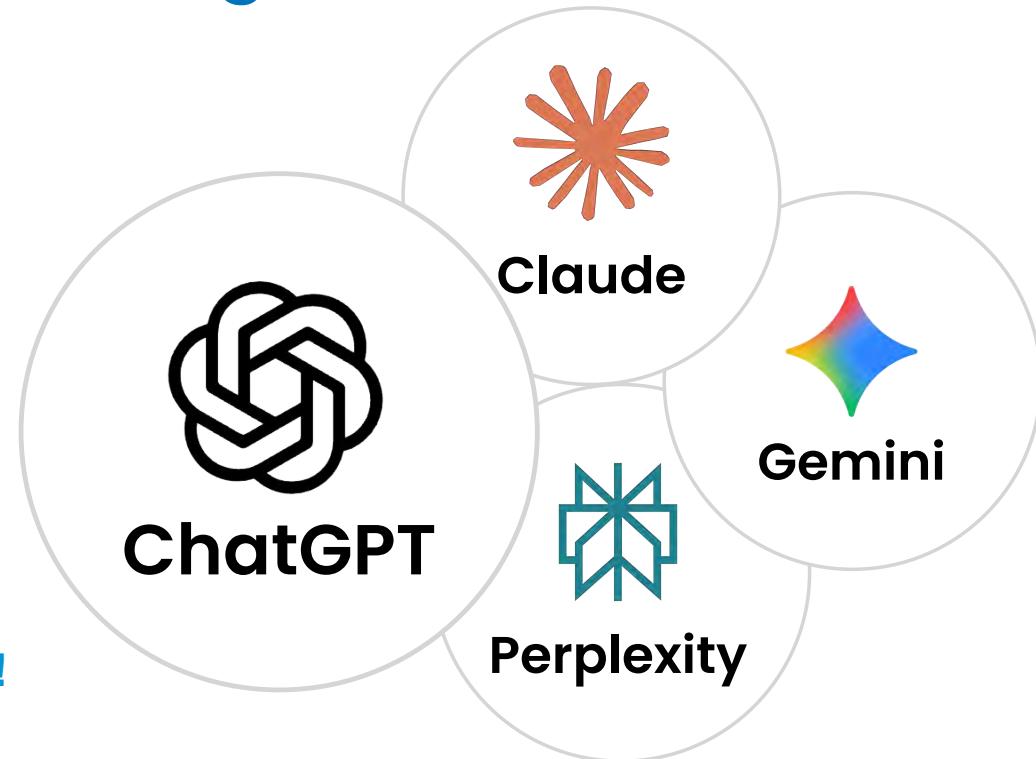
- **No – as long as you're using a paid account.** Nothing you upload will become training material for a future model.
- If you're not directly interacting with one of the paid AI models, **then definitely be cautious.**



The AI Journey: Your Organization

You should always be using paid tools. You'll get access to more **features**, better **privacy** and **security** and **higher usage** limits.

+ Turn on Extended Thinking!



Security

The AI Journey: Your Organization

**What kinds of
things **can't** be
uploaded to an AI
model?**

- Don't put in any **PII** (Personally Identifiable Information collected about your employees, customers, contractors or users)
- If you don't have the **rights** to something (say, an image) - don't upload it.



Ethics

The AI Journey: Your Organization

Isn't it cheating?

- The **first users of Microsoft Excel** (or more accurately VisiCalc or Lotus 1-2-3) **probably felt the same way!**



Accuracy

The AI Journey: Your Organization

How can I be accountable for AI generated content?

You **shouldn't feel like you need to edit AI output just for the sake of editing it**. You just need to be comfortable being accountable for it.

Verifiable

Prioritize use cases where you can easily verify the output in some way.

YOU KNOW IT

You can verify the output because you know enough to identify when the output is good.

YOU CAN TEST IT

You can verify the output because it either works or it doesn't work when you test it.

YOU CAN SOURCE IT

You can verify the output by locating external sources that confirm the output is good.



The AI Journey: Your Organization

AI Governance – Your Organization's plan for using AI ethically, strategically & safely.



Example: AI + Your Social Media

Set Guidelines & Best Practices

Authenticity of place and experience



Example: AI + Your Social Media

Set Guidelines & Best Practices

Authenticity of place and experience

Accurate representation of visitors & community members



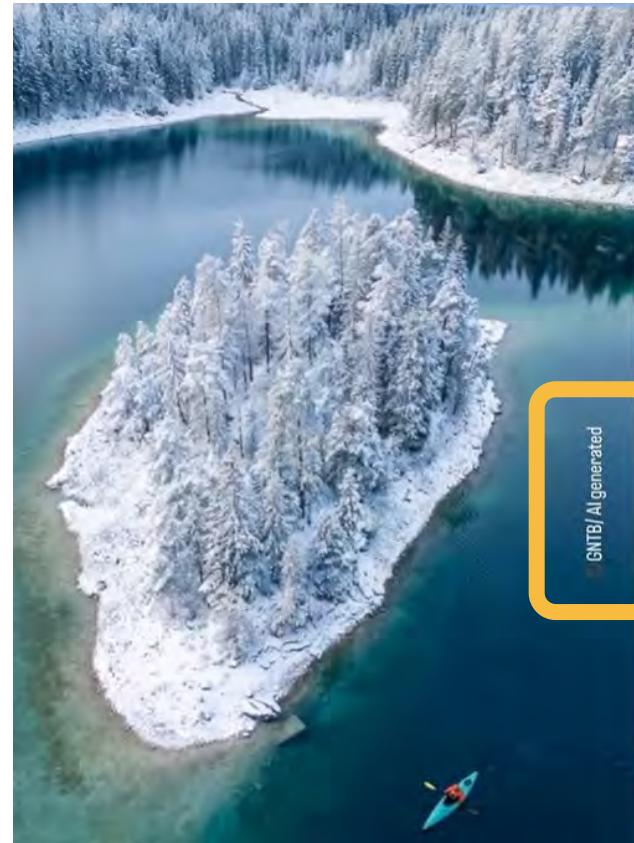
Example: AI + Your Social Media

Set Guidelines & Best Practices

Authenticity of place and experience

Accurate representation of visitors & community members

Transparency about usage



Example: AI + Your Social Media

Set Guidelines & Best Practices

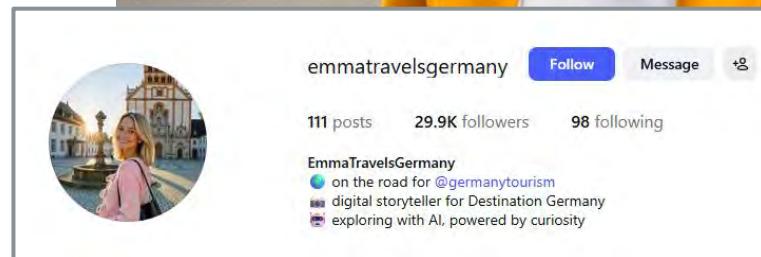
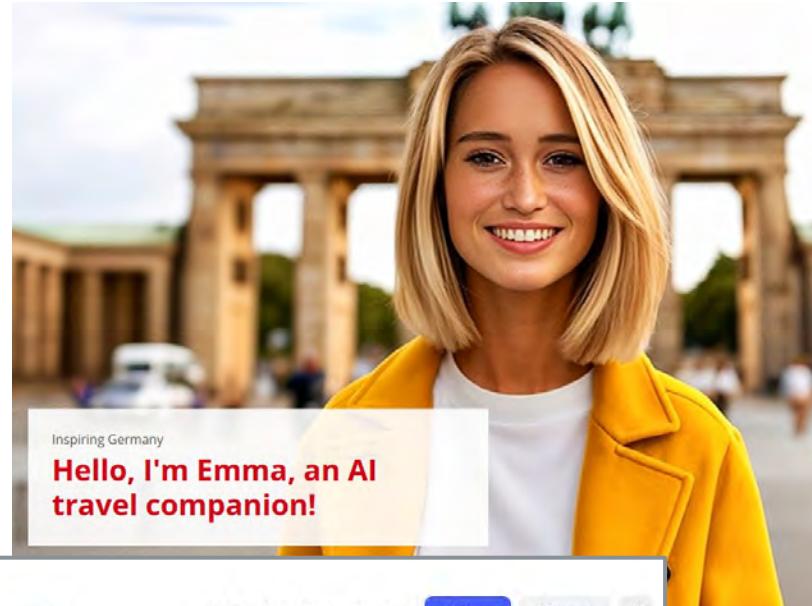
Authenticity of place and experience

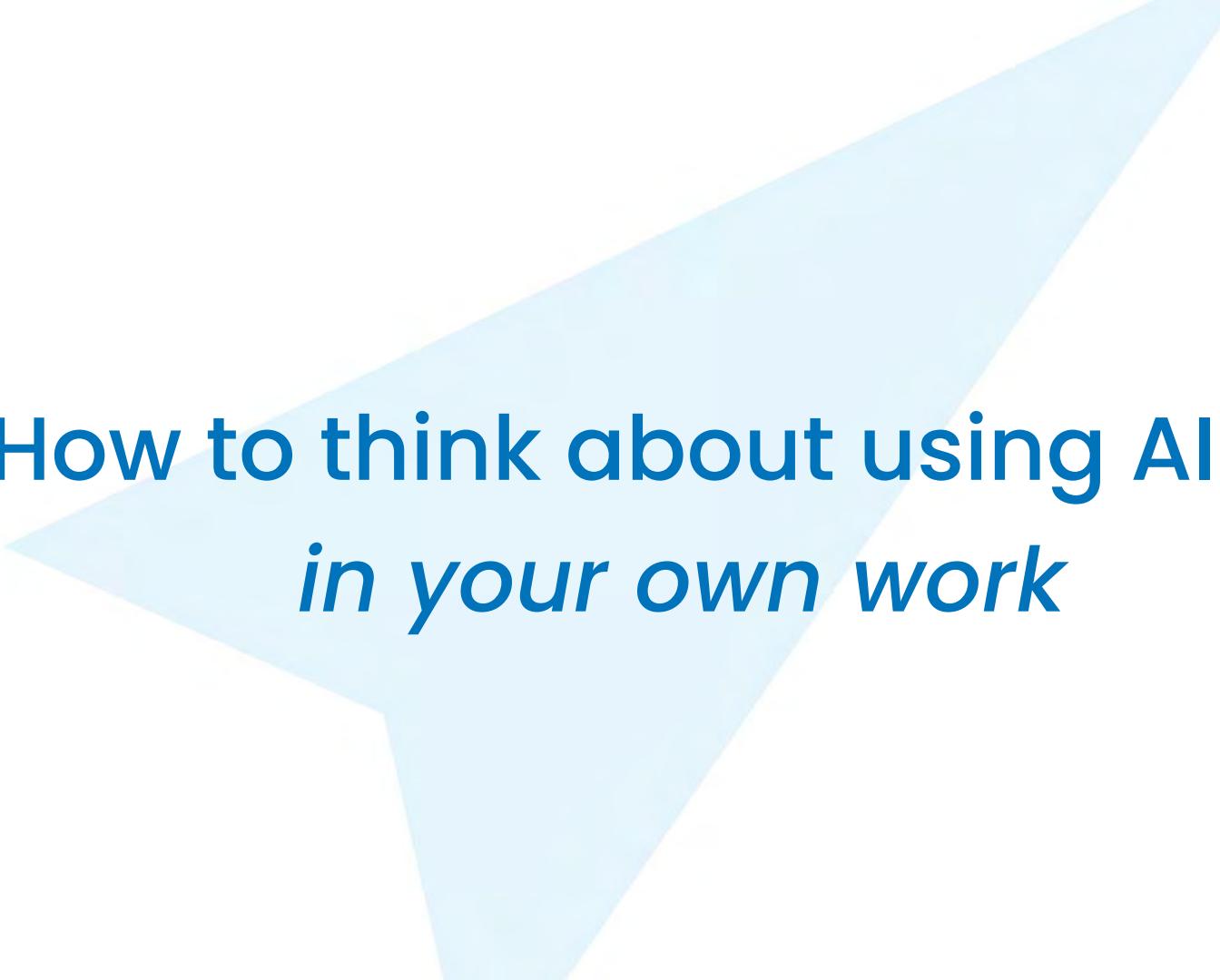
Accurate representation of visitors & community members

Transparency about usage

Keep AI experimentation separate from the primary brand feed

Disclose AI generated hosts or profiles





»How to think about using AI *in your own work*



»Today's AI is the **worst** you
will ever use. Use *it* anyway.

Using AI in Your Work

AI Literacy is the Critical First Step

Simplistic, one-shot prompting

- "Make this shorter"
- "Turn these bullet points into paragraphs"
- "Summarize this 10-page report"

Google-like search behavior

- "What are the top attractions in Miami?"
- "Give me statistics about adventure travel trends"

Uncritical application of output

- "Create an agenda for a client kickoff meeting"
- "Write a task description for this project"



Trying GenAI

AI Literacy

AI Literacy is the **first step**.

There's nothing wrong with this level of use!



Using AI in Your Work

Moving Toward AI Fluency is Harder

Fluency is shifting our thinking to **why** we're using AI: **as a problem-solving tool**, not a technology looking for a use case.



AI Literacy:
getting comfortable

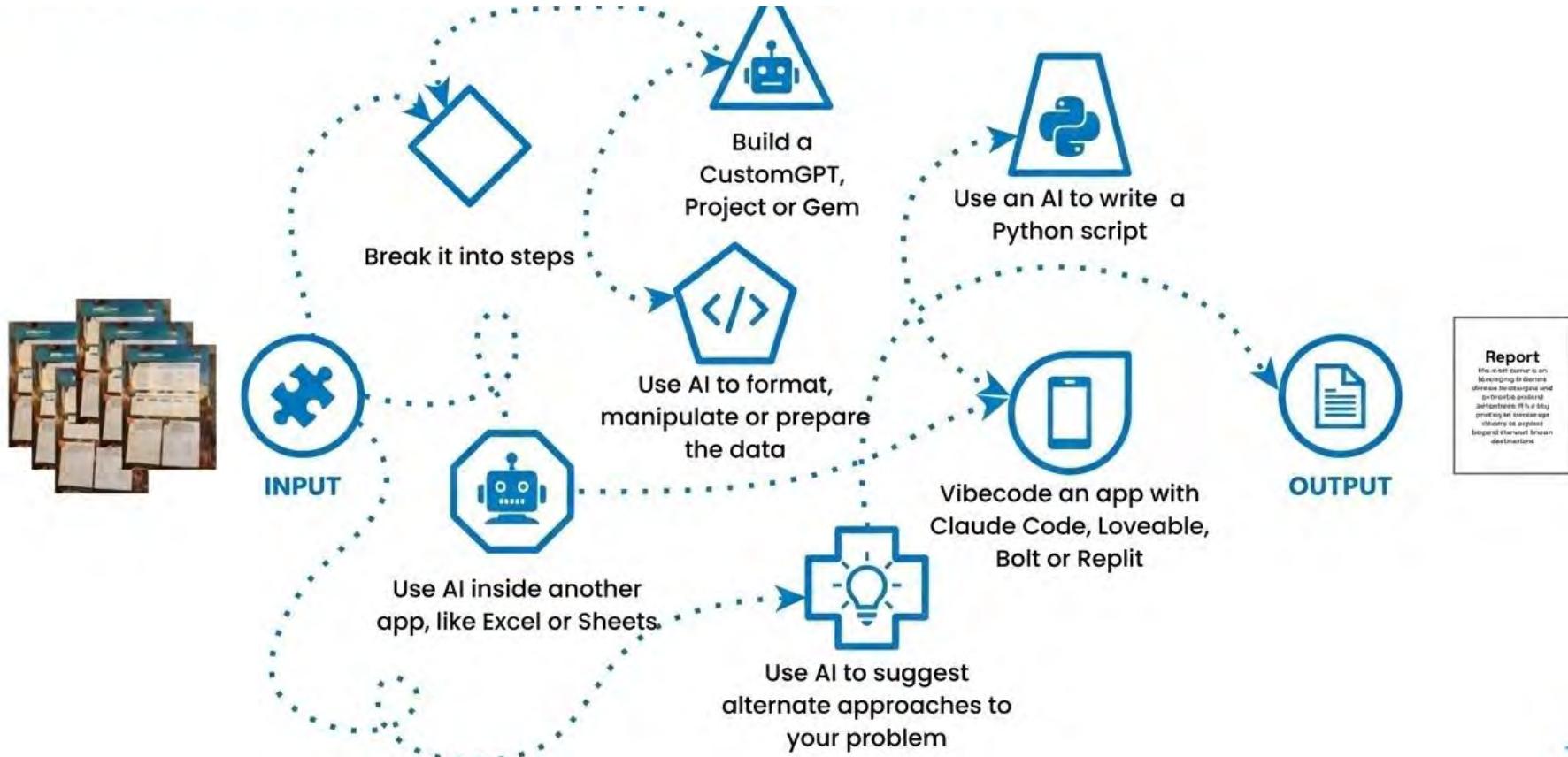
AI Fluency:
solving real problems with intent

Using AI in Your Work

Problem Solving is Rarely Linear



Using AI in Your Work



AI Problem Solving Framework

D

First, **DEFINE** the problem you're trying to solve.

A

Second, **ASSESS** which steps are best suited for which AI tools.

I

Third, **INSTRUCT** the AI on how to accomplish your goal.

R

Finally, **REVIEW** the output before using it.

D

First, **DEFINE** the problem you're trying to solve.

- What specific **outcome** do you need?
- What does **success** look like?
- Break the problem into **discrete steps** or **subtasks**.
- Identify where **human judgment** is essential versus where AI can assist.



A

Second,
ASSESS which
steps are best
suited for
which AI tools.

- Match each subtask to the **right tool**—not every task is ideal for AI.
- Consider **AI capabilities**: Is this a writing task? Analysis? Image generation? Research?
- **Critical! Experience** with AI tools is fundamental to assessment - *you can't know what platform, tool or feature to use unless you have experience with them.*



I

Third, **INSTRUCT** the AI on how to accomplish your goal.

- Design prompts with clarity. Consider **role, audience, format, and constraints.**
- Consider what **documents, materials** and **information** you can provide as context.
- **Examples are powerful**, particularly when it comes to formatting. More examples (multi-shot prompting) are often better.
- Structure **complex tasks** as **iterative** or **multi-step** workflows rather than single prompts.



R

Finally, **REVIEW**
the output
before using it.

- Verify **facts, citations, and calculations**—AI confidently gets things wrong.
- Check that the **output meets** your original **objective**.
- If it doesn't work, **refine** your **instructions** or **revisit** your problem **definition**.



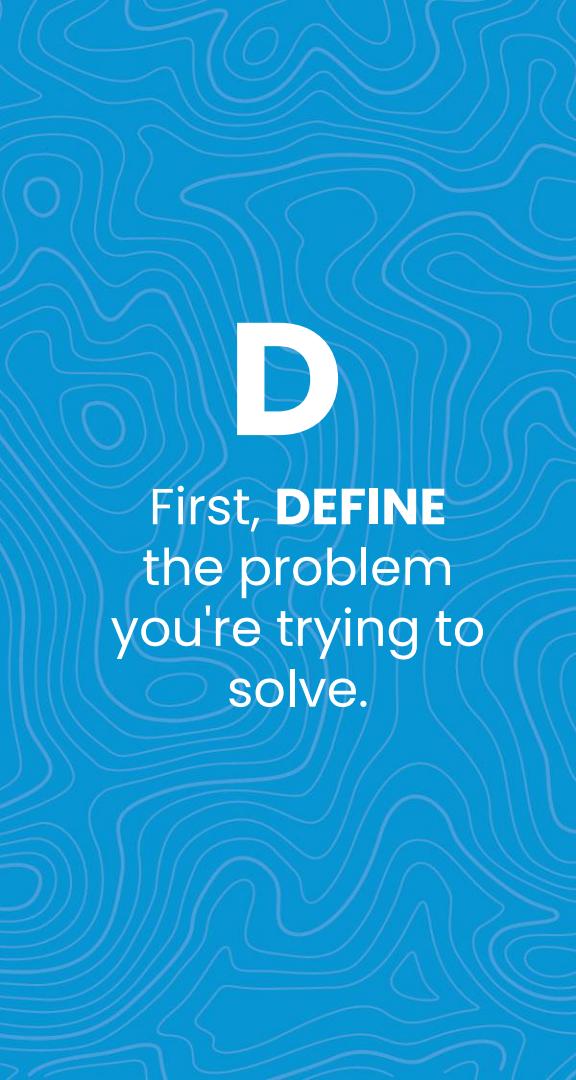
D.A.I.R in Action

D First, **DEFINE** the problem you're trying to solve.

What specific **outcome** do you need?

Understand webinar attendee feedback across seven topics in order to determine which topics to keep for next year's program.

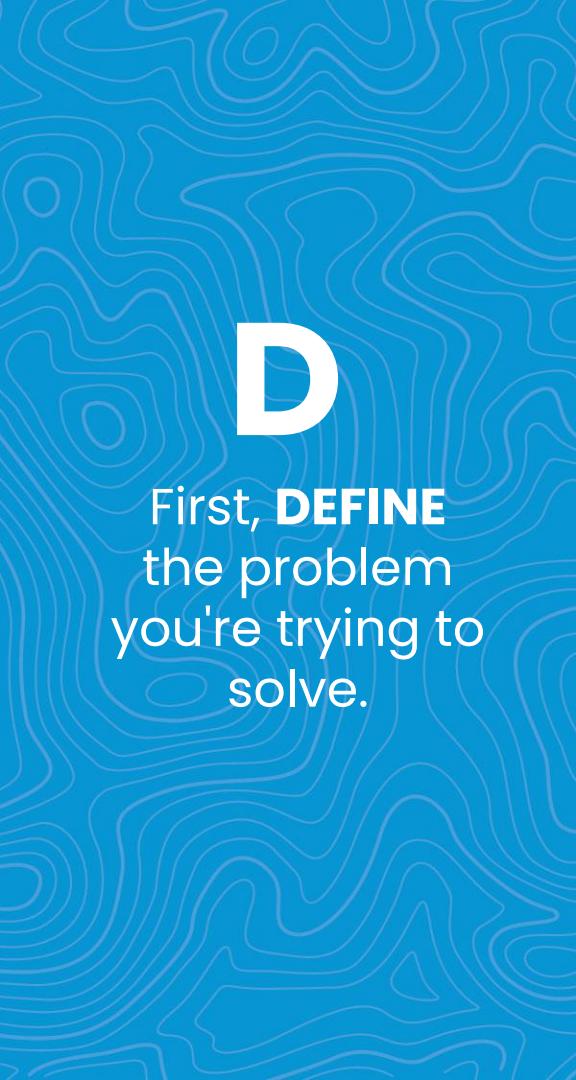




D
First, **DEFINE**
the problem
you're trying to
solve.

- What does **success** look like?
 - Which content received the most positive and negative ratings
 - What does the anecdotal feedback tell us about satisfaction/dissatisfaction factors
 - How does the speaker rating layer into feedback





D
First, **DEFINE**
the problem
you're trying to
solve.

- Break the problem into **discrete steps** or **subtasks**.
 - Data set is 2,670 rows and 114 columns. Consolidate down to just those that contain webinar feedback.
 - Tally the total feedback responses per session
 - Define which sessions had the most negative feedback and why
- Identify where **human judgment** is essential versus where AI can assist.
 - Is the quantity of feedback from a session adequate to make judgment from
 - Are the concern points valid reasons a session should not be offered the coming year



A

Second, **ASSESS** which steps are best suited for which AI tools.

- Match each subtask to the **right tool**—not every task is ideal for AI.
 - Started with ChatGPT to consolidate data
 - First prompt - remove rows that did not contain webinar attendance & feedback
 - Second prompt - consolidated columns down to four that were needed - session, speaker rating, session rating & anecdotal feedback

What I did

- Detected all 12 attendance-tracking columns.
- Identified any row where *at least* one of those columns contained real data.
- Removed rows where all attendance fields were empty or "(blank)".
- Produced a consolidated spreadsheet containing 438 valid attendee feedback records.

Download your cleaned file

Here's the filtered version:

MP_Data_2025_Attended_Only.xlsx

A	B	C	D	E	F	G		
1	Form Name	ID	Status (Form ID)	Request Form	Did you attend	Which session	Please rate 1-9	What was that
2	Neon Grant	-	Denied	None	Recording	3. Inspire with	Neutral	This was great. It's a good idea.
3	Thrive Grant	-	Accepted	None	Recording	3. Storytelling	Excellent	It's a good idea.
4	Elviro Grant	-	Accepted	None	Recording	1. Today's Trav	Excellent	It's a good idea.
5	Thrive Grant	-	Accepted	None	Recording	3. Inspire with	Excellent	Seeing the dev.
6	Thrive Grant	-	Accepted	None	Recording	4. Virtue & Sl. Good	Good	Best practices.
7	Heritage Prize	-	Accepted	None	Use Online Se	2. Inspire with	Excellent	Maximizing vlr.
8	Austin Live Mr.	Accepted	Accepted	Accepted	Use Online Se	4. Virtue & Sl. Good	Good	I learned that.
9	Austin Live Mr.	Accepted	Accepted	Accepted	Recording	1. Today's Trav	Excellent	It's a good idea.
10	Austin Live Mr.	Accepted	Accepted	Accepted	Recording	1. Today's Trav	Good	It's a good idea.
11	Heritage Prize	Accepted	Accepted	Accepted	Recording	3. Inspire with	Excellent	I learned how.
12	Austin Live Mr.	Accepted	Accepted	Accepted	Recording	3. Storytelling	Excellent	New ways to l.
13	Austin Live Mr.	Accepted	Accepted	Accepted	Use Online Se	8. Learning/	Excellent	Using AI tools.
14	Austin Live Mr.	Accepted	Accepted	Accepted	Use Online Se	9. Small Busin	Excellent	The endpoint.

Result

The output file now contains a clean table with columns:

- session
- quality
- best
- satisfaction

And includes only **real attendee feedback**, consolidated across all blocks.

Download your consolidated file

MP_Data_2025_Long_Consolidated.xlsx

A	B	C	D
1	session	quality	best
2	3. Inspire with	Neutral	The best thing.
3	1. Today's Trav	Neutral	It's the best thing.
4	3. Storytelling	Excellent	It's a good idea.
5	1. Today's Trav	Excellent	It's a good idea.
6	2. Inspire with	Excellent	Seeing the dev.
7	1. Today's Trav	Good	How much inc.
8	4. Virtue & Sl	Good	Very Satisfied
9	2. Inspire with	Excellent	Maximizing vlr.
10	4. Virtue & Sl	Good	Satisfied.
11	3. Storytelling	Good	I learned that.
12	1. Today's Trav	Excellent	New ways to l.
13	1. Today's Trav	Good	Using AI tools.
14	2. Inspire with	Excellent	The endpoint.

Third,
INSTRUCT the
AI on how to
accomplish
your goal.



- Design prompts with clarity. Consider **role**, **audience**, **format**, and **constraints**.
- Structure **complex tasks** as **iterative** or **multi-step** workflows rather than single prompts.

Prompt is too vague

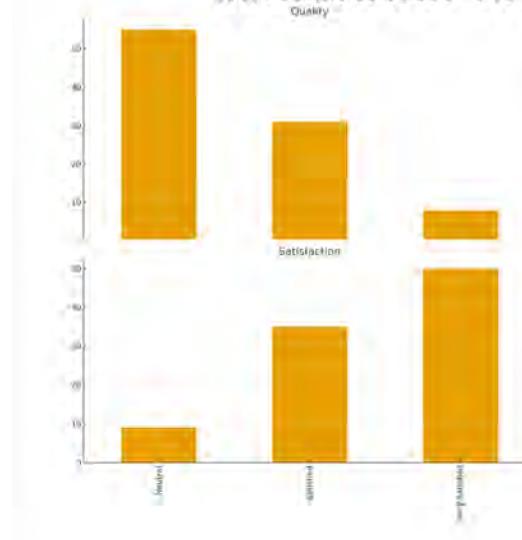
Not broken into steps



Third,
INSTRUCT the
AI on how to
accomplish
your goal.

I ultimately need to create a report for each of the seven sessions that includes charts for Quality and Satisfaction. It also need to provide a summary of the anecdotal feedback's pros and cons.

4. Vertical & Short Format Video Leveraging AI for Tourism Marketing 101 N 28, 2025



I learned that I need to start paying more attention to the thumbnails on my reels and that I can make them via Canva. I would have liked to know more specifics about collaborating like ghost ads, darks ads, etc. That video and social media can boost the visual of my business. We have a Sorority house and once it is renovated, this will help with promoting visits. Great to learn about keywords and how to search for new ones, considering key frames and successful editing. The best thing I learned was how the use of short-form videos can help

I
Third,
INSTRUCT the
AI on how to
accomplish
your goal.

- Moved the consolidated spreadsheet to Notebook LM – great tool for learning from a set source or sources.
- Broke the evaluation into several prompts:
 - Overall count of feedback per session
 - Which sessions had the best and worst & speaker and session ratings
 - What was in the anecdotal feedback to support any poor ratings
 - Summary of the anecdotal feedback for each session including Key Takeaways & Requests for More Information
 - An executive summary for the report



R

Finally, **REVIEW**
the output
before using it.

- Spot checked the analysis data.
- Moved content into a templated document, proofed/edited.
- Drew my own 2026 recommendations.
 - Speaker with poor ratings no longer involved
 - Most negative feedback about platform
 - Greatest concern was with AI content

2025 Session Feedback

This summary was generated by Notebook LM using the [data collected from participants](#) in each session. It has been reviewed for accuracy by Miles Partnership.

Report Summary

Based on the evaluation surveys from the digital marketing training sessions, overall participant feedback regarding both speaker quality and session satisfaction was overwhelmingly positive.





**KiM
POSSIBLE**

Anthropic AI Fluency Course

a framework of “4Ds”:
**Delegation, Description,
Discernment, and
Diligence.**



The AI Fluency Framework

ANTHROPIC

Four interconnected competencies necessary to ensure our interactions with AI are effective, efficient, ethical and safe.

The 4D Framework



Key Concepts

Three Modes of AI interaction:

- **Automation:** AI executes specific tasks based on human instructions
- **Augmentation:** Humans and AI collaborate as thinking partners
- **Agency:** Humans configure AI to independently perform future tasks on their behalf

AI Fluency means interacting with AI systems in ways that are effective, efficient, ethical and safe.

The Delegation, Description, Discernment, and Diligence Competencies are interconnected collections of skills, knowledge, insights, values



» What can you do with AI
right now?

WRITE

Create templates or drafts of:

- Road trips
- Itineraries
- Email responses
- Blog posts
- Articles
- ...



Ideate: Ask for more versions, different styles & perspectives



ChatGPT 5.2 Thinking



What can I help with?

what's a good two day intinerary for Martin County Florida?

+ Thinking

0



Company knowledge

RESEARCH

Think of these tools as **research assistants**, they're capable of **designing and executing research for you** on their own.



Chat GPT



Gemini



Perplexity



Claude

Gemini for Miles Partnership

ⓘ Enter a prompt for Gemini



Deep Research

Canvas



ANALYZE

- Chart your data
- Identify trends & opportunities
- Ask follow up questions of your data



Leverage the insight: Add to the knowledge base of a GPT, Project or Gem

Gemini
2.5 Pro

Hello,
Gemini for Miles Partnership

tourism_sales_sam...
CSV

Analyze these sales figures, provide key insights and a chart.

+

Tools

►

CUSTOM GPTs

(or *Gems* or *Projects*)

These are
specialized chats
that you can **build**
your own directions
and knowledge into.



Chat GPT
CustomGPT



Gemini
Gem



Claude
Project

What can I help with?

Ask anything

+

Search

Deep research

...

0



Business Listing Quality Checker GPT

1. **First create a template for your prompt.** We decided to research a business using a template then provide the GPT with photos and information we gathered websites and reviews.
2. **Next we create the rules.** We shared our document that outlines the four content pillars and what to avoid when writing copy (our copy flags.)
3. **We provided examples again.** The examples included the type of content we wanted to see and the right tone.
4. **Finally, test and tweak.** Adjustments were made to improve output.

 When the chat gets too long, it's time to start a new one. Create a new chat as soon as you notice the quality start to deteriorate.



Business Listing Quality Check

Here's what the end result looks like when we ask the GPT to evaluate listings based on our four content pillars.

This listing had a **strong score** across the board.

Preview Model 5.2

Sweeties Downeast

Missing information check: Pass

Identity — Strong: Clearly identified as a candy and confectionery shop with a distinct brand and theme.

Experience — Strong: Describes the visitor experience of browsing, mixing and matching candies by the pound, fresh popcorn made daily, and a whimsical "Willy Wonka"-style atmosphere.

Offerings — Strong: Specific, helpful details including homemade fudge, hand-dipped chocolates, salt water taffy, Jelly Bellies, licorice specialties, retro sweets, gourmet popcorn, Harry Potter confections, and Gifford's ice cream.

Location/Context — Strong: Clearly situated in historic downtown Eastport, Maine, giving clear sense of setting.

★

Ask anything

0

Borderline Example

Here's where human review is needed.

In contrast to Sweeties, this RV Park scored “borderline” in the “experience” category.

Preview Model 5.2 ▾

Missing information check: Pass

Identity — Strong: Clearly identified as an RV park and outdoor lodging stopover.

Experience — Borderline: Mentions “relax in the sun” and “enjoy the outdoors,” which are generic; fishing proximity noted but not described.

Offerings — Strong: Specific amenities listed including laundromat, bath house, RV dump station, Wi-Fi, cable TV, propane filling, arcade, and playground.

Location/Context — Strong: Clearly situated just outside Bangor on wooded acreage, near a salmon fishing river, with driving access to Downeast Maine, Acadia National Park, and Canada.

⚠ (generic terms used)

Ask anything 0

Example of a Copy Fail

This listing failed in three categories and the GBP gives clear examples to explain why.

This copy likely needs heavy editing.

Preview Model 5.2 ▾

Exhibits that have been donated or are on loan to the museum.

Nylander Museum—Natural History

Missing information check: Fail — too vague; broad category, no details

Identity — Strong: Clearly identified as a natural history museum with historical background and named founder.

Experience — Fails: No description of what visitors can do or see; "houses collections" gives no visitor-facing detail.

Offerings — Fails: References "specimens and exhibits" only, which is a broad category with no specific examples.

Location/Context — Fails: No location or surrounding context provided.

✗

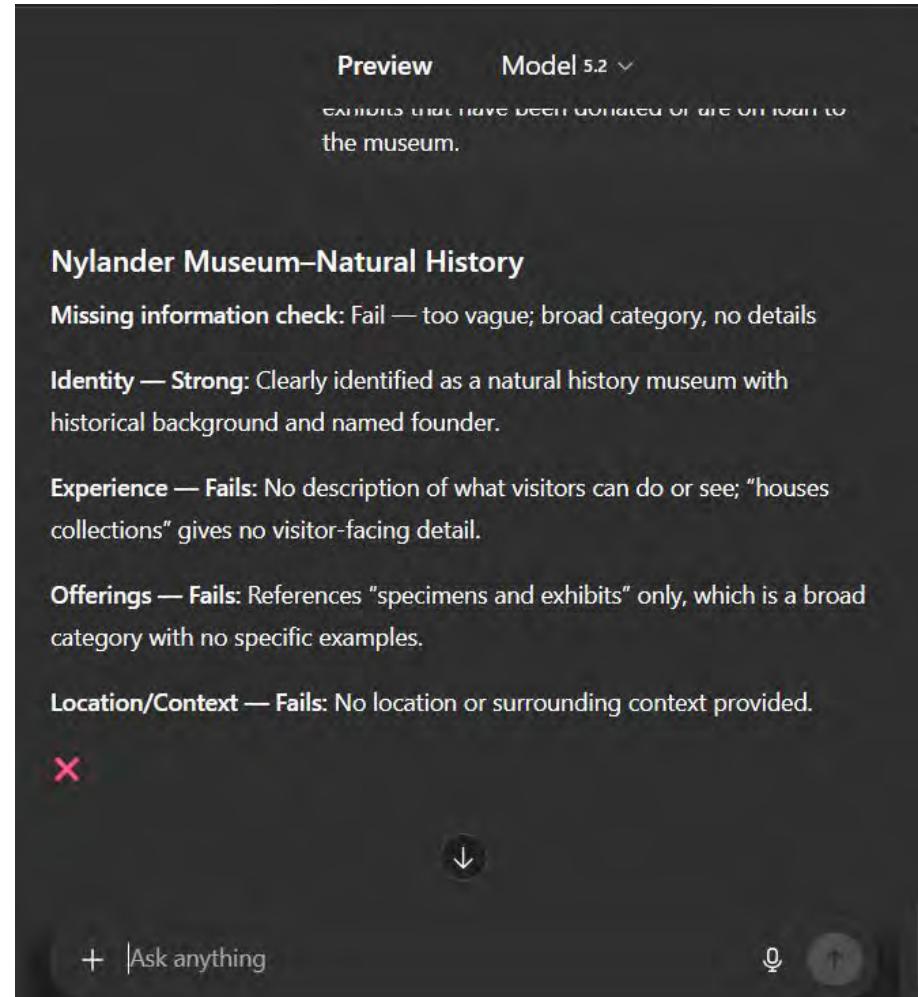
↓

+

Ask anything

0

↑



Having a process is key to success.

This GPT didn't replace a process—it **was a helpful step in our process.**

We also used formulas to help us flag issues to fully evaluate web listings.

What does “Good” look like Description Style Examples:

Descriptions should lead with the **unique experience** (what a visitor does/sees/feels), plus **concrete specifics** (products/services) and ideally information about **amenities/access** (parking, accessibility, pet policy, family-friendly). Big claims should be objective, not subjective.

Objective vs. subjective

- Not good: “Find the best lobster rolls in the state.”
- Good: “Chef Kate’s lobster roll earned a James Beard Award semifinalist nod (2024).”

Evergreen Content

- Not good: “Live music every Friday at 8 p.m.—see Facebook for a schedule.”
- Good: “Summer brings a weekly bluegrass series on the lawn. Visit their Facebook page for more details and a schedule.”
- Not Accepted: “Open Monday-Friday 10 a.m.-6 p.m; Saturday 9a.m.-9 p.m.”
- Accepted: “Open seasonally (April–October).”

POV



Case Study – VisitMaine.com Listings

Creating a Copywriting Assistant

1. **First define what makes a strong listing.** We identified four pillars—Identity, Experience, Offerings, Amenities/Location/Context.
2. **Next we set the bar.** How many pillars must a listing description meet to pass a quality check? We came up with a rule and documented any nuances. For example, lodging listings need to mention amenities.
3. **Then we provided examples.** We included real examples of listings that do and do not pass a quality check with reasons why.
4. **We also provided content red flags.** We used formulas to identify language that weakened the quality of a listing like overly sales terms such as “best” or content that isn’t evergreen. This documentation was used in the next step.
5. We provided documentation used to flag listings and evaluate them. We used formulas to identify listings that had



Business Listing Writing Assistance

Here is what the output looked like.

Visit Maine Listing Assistant 5.2  

- Let's mention both the orchard and the ski center. The orchard is quite stunning especially during picking season in the fall.

Five Fields Farm Apple Orchard & X-C Ski Center in Bridgton blends working farmland with four-season recreation on a hillside known for wide views and open skies. In fall, rows of apple trees come alive during picking season, when visitors wander the orchard selecting fruit or choose from ready-picked varieties. The landscape is especially striking then, with color rolling across the fields and surrounding woodlands.

When winter settles in, the farm shifts gears as a cross-country ski center, offering groomed and backcountry trails for skiing and snowshoeing across orchard land and neighboring forests. With deep agricultural roots dating back to the 1700s, Five Fields Farm remains a place where history, scenery and outdoor experience come together naturally.

   ...

 Ask anything  

 New version of GPT available - Continue chatting to use the old version, or start a [new chat](#) for the latest version.

CODE

Current Generative AI models are great at creating all kinds of code.

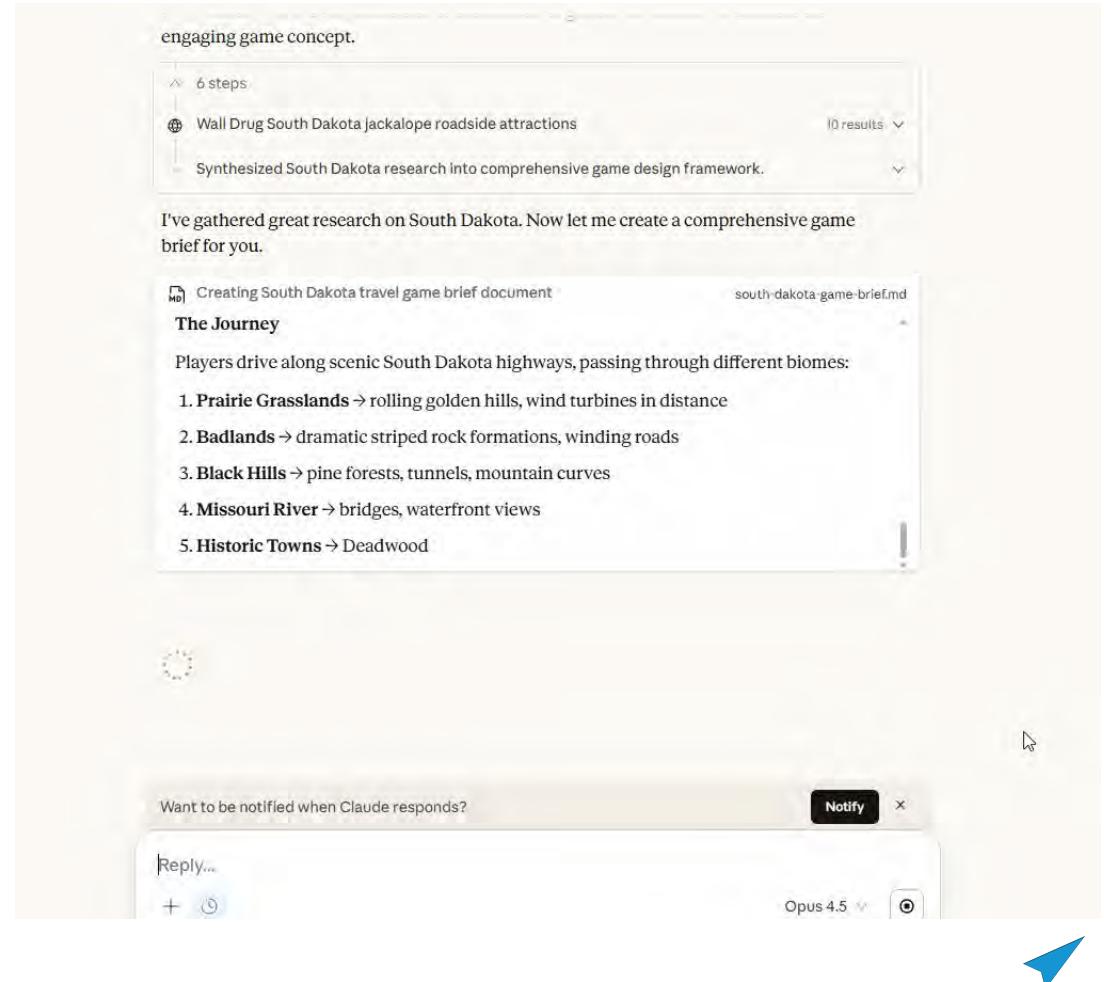


Miles Partnership

Good afternoon, Kim

Let's make a fun, simple video game themed around travel in South Dakota. First, research the destination and then make a brief for the game that includes the colors, design, game play, scoring etc. I'll review and let you know when to proceed with the coding

Opus 4.5



engaging game concept.

6 steps

Wall Drug South Dakota Jackalope roadside attractions 10 results

Synthesized South Dakota research into comprehensive game design framework.

I've gathered great research on South Dakota. Now let me create a comprehensive game brief for you.

Creating South Dakota travel game brief document south-dakota-game-brief.md

The Journey

Players drive along scenic South Dakota highways, passing through different biomes:

1. **Prairie Grasslands** → rolling golden hills, wind turbines in distance
2. **Badlands** → dramatic striped rock formations, winding roads
3. **Black Hills** → pine forests, tunnels, mountain curves
4. **Missouri River** → bridges, waterfront views
5. **Historic Towns** → Deadwood

Want to be notified when Claude responds? Notify

Reply...

Opus 4.5

Here's the game brief for "Great 8 Road Rally: A South Dakota Adventure"!

The concept is an endless runner-style road trip game where players drive across South Dakota's diverse landscapes, collecting the state's iconic Great 8 landmarks while spotting wildlife and grabbing quirky roadside treasures.

Key design highlights:

Gameplay — Lane-switching driving game through five biomes (prairie, Badlands, Black Hills, Missouri River, and historic towns). Players collect landmarks, spot wildlife without hitting them, and grab bonuses like Wall Drug's free ice water and jackalopes.

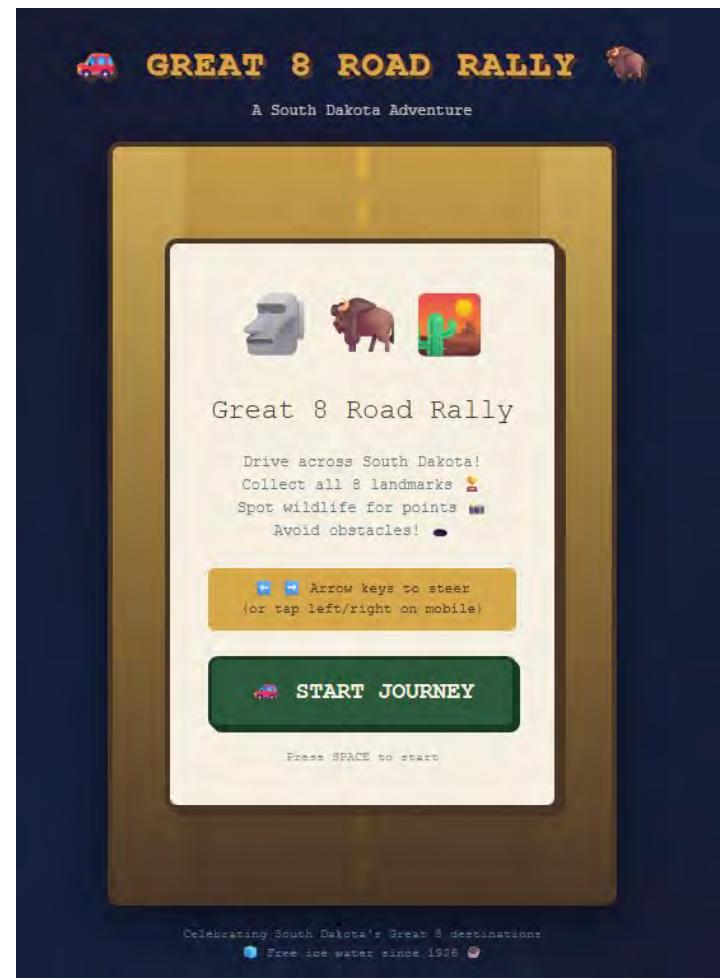
Color palette — Inspired by the Badlands' orange and pink rock striations, prairie golds, Black Hills pine greens, and that iconic Dakota sky blue. Warm, inviting, retro-travel-poster aesthetic.

Wildlife system — Bison (complete with traffic jams!), prairie dogs popping from burrows, fast pronghorn, rare elk, soaring eagles, and those famous begging burros from Custer State Park.

Scoring — Collect all Great 8 landmarks for a 2,000-point bonus, spot wildlife for points, and use special items like the Corn Palace corn for double points or pheasant feathers for shields.

Tone — Educational but fun, nostalgic Americana, zero violence (spot animals, don't harm them), and celebrates the genuine road trip culture that makes South Dakota special.

Take a look and let me know what you'd like to adjust — the vibe, the mechanics, the landmarks featured, the difficulty, or anything else. Once you're happy with the direction, I'll build it out!



South dakota game brief
Document - MD

Download



LEARN

Understand complex topics and diverse data using AI synthesis and personalised learning approaches.



ChatGPT 5



What can I help with?

+ Ask anything



ChatGPT can make mistakes. OpenAI doesn't use Miles Partnership workspace data to train its models.

LEARN

Understand complex topics and diverse data using AI synthesis and personalised learning approaches.

WiFi Plus NotebookLM

Settings

Welcome to NotebookLM Plus

My Notebooks

+ Create new

✓ Grid List Most recent ▾



Simplified Guide for Model Context Protocol

Mar 28, 2025 · 1 source



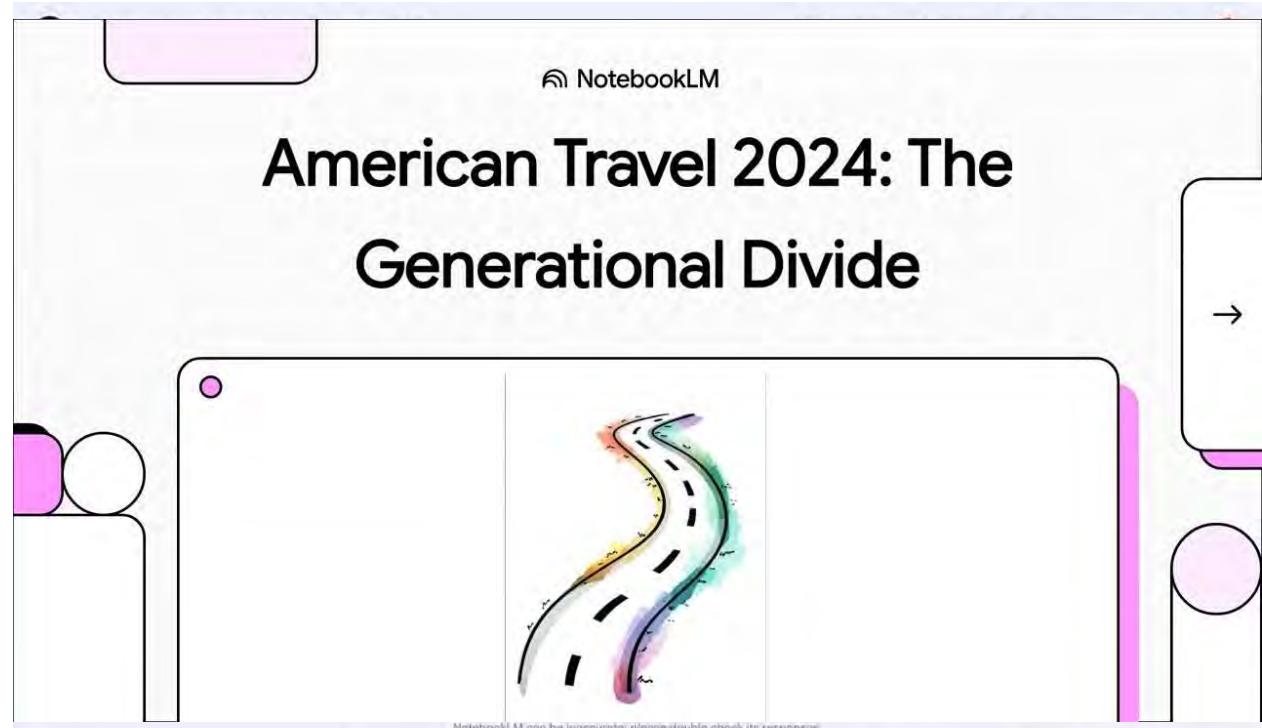
State of the American Traveler 2024

Sep 26, 2024 · 3 sources



Video Overview

In addition to the learning tools and audio overviews, NotebookLM now has a video overview option



IMAGES & VIDEO

Generative AI
enables all kinds
of image edits,
lighting changes,
upscaling, even
complex edits.



ChatGPT



Gemini



Midjourney

What can I help with?

Ask anything



Search



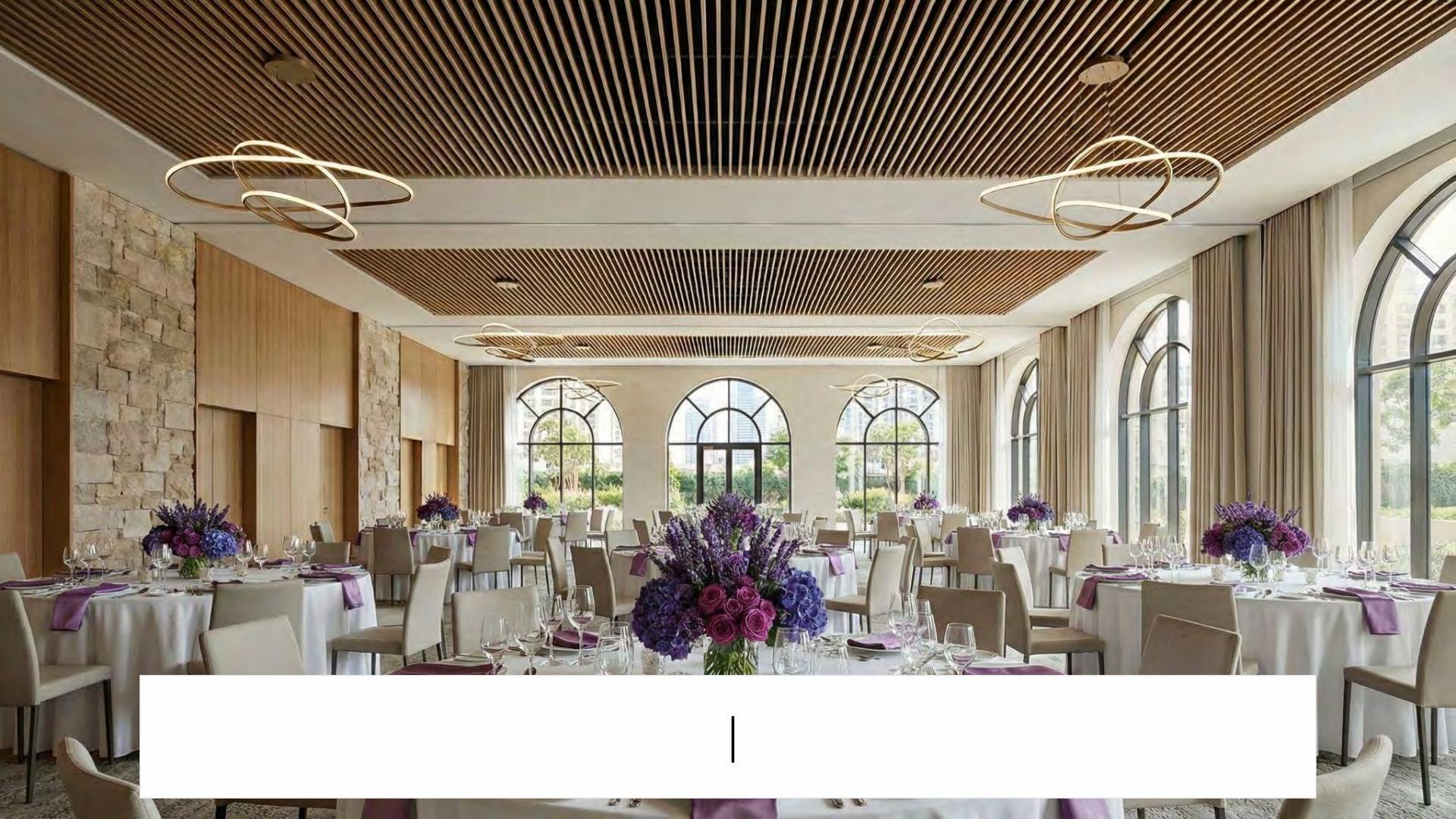
Deep research













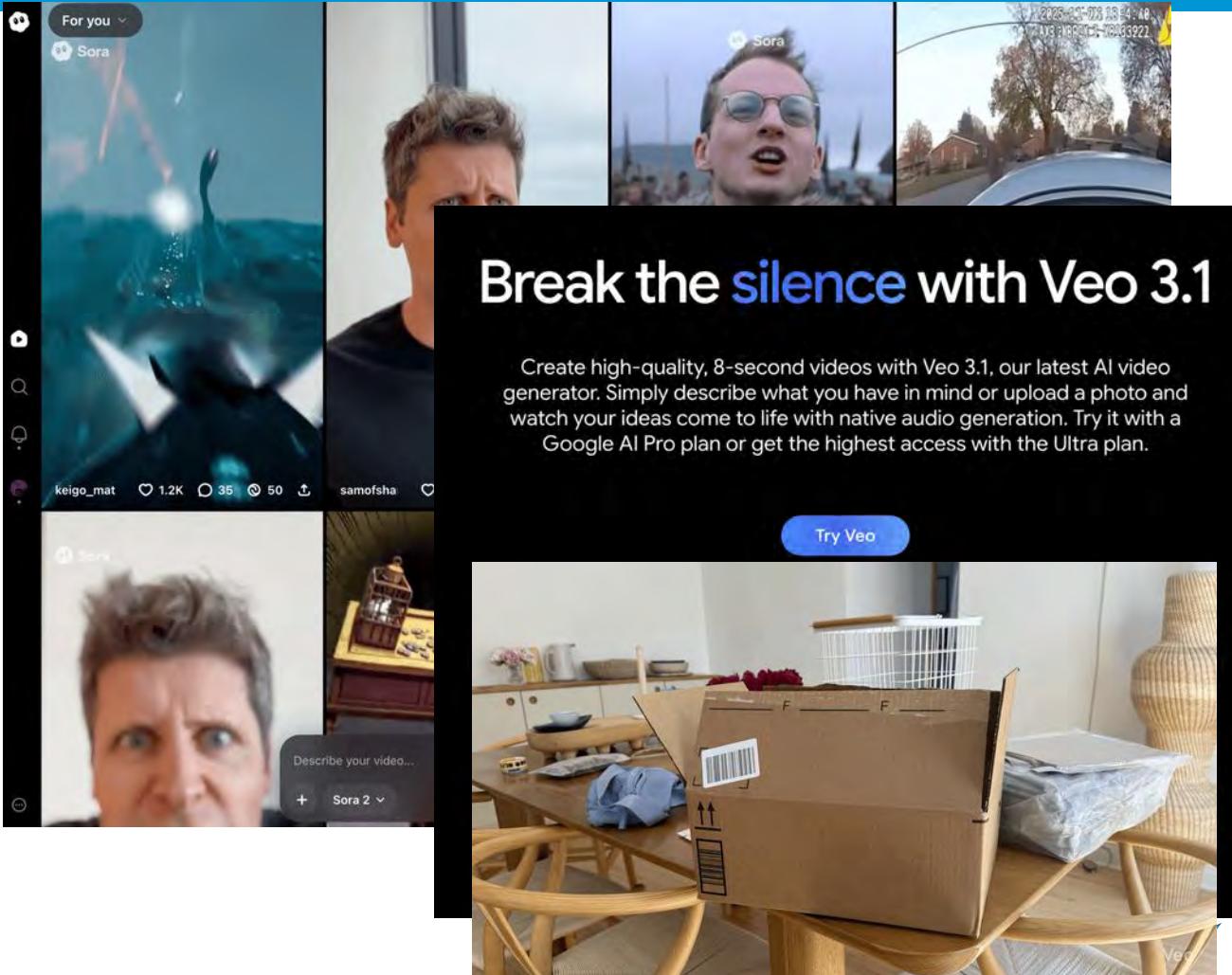




Veo

SORA 2 & VEO 3.1

AI video generation is advancing fast, Sora2 and Veo3.1 have much better character and setting continuity, longer generation times and full audio.



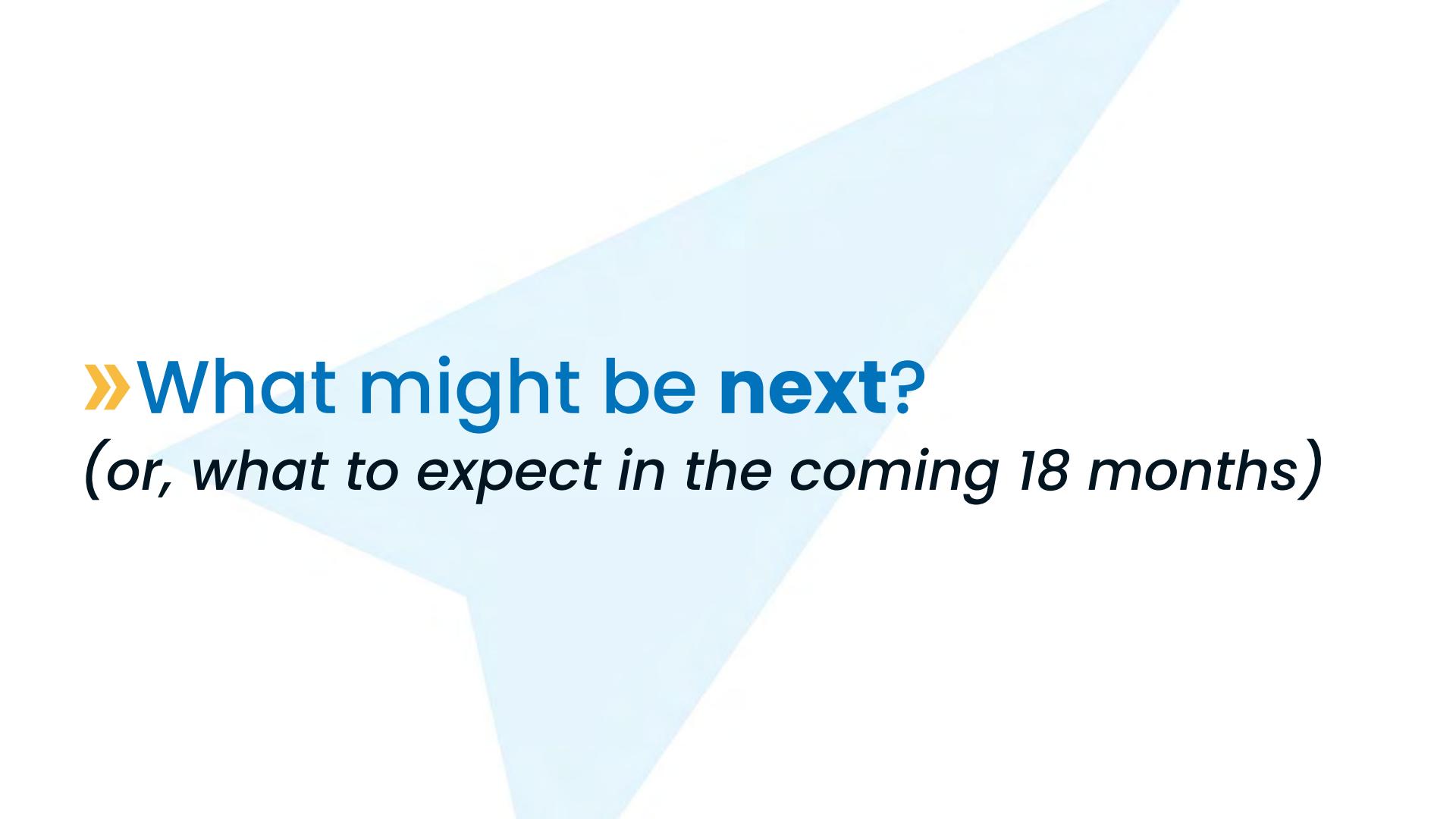


TRANSLATION





AI AVATAR



»What might be next? (or, *what to expect in the coming 18 months*)

Agentic Browsers

AI models can immediately access and action anything you could do with a browser.

← Find weekend stay in Brickell

Check my Google Calendar for a free weekend. For that weekend, book the best rated hotel in Brickell, Miami, that has a hot tub, is pet friendly, and is fully refundable on Expedia.

A new browser by Perplexity

your personal AI assistant with free Perplexity Pro included

Download Comet

Mail - ca.clark@milespar...

outlook.office.com

Ask ChatGPT

Outlook

Search

Home View Help

New mail

Favorites

- Inbox 164
- Sent Items
- Drafts 148
- TRAVEL
- STORAGE
- RECEIPTS
- AI OPENER
- Deleted Items 6547
- TEMP
- ca.clark@milespartner...
- Snoozed
- AI OPENER
- Orders
- PSDI
- RTNZ - TUM

Focused Other

Other Emails (7)

The Neuron; AlphaSignal; Phoçuswright...

Today

ian.keith@milespartnershi... November AI Executive... 8:09 AM

Agenda: * Updates from the diffe...

Wed 5/11/2025... RSVP

susan.richardson@milespar... Exploring AI's Impact: 7:57 AM

Let's gather for a focused conver...

Thu 4/12/2025... RSVP

No conflicts

Marketing AI Institute

Stop losing time in tra... 7:49 AM

[EXTERNAL EMAIL] Register for li...

quarantine@messaging.microso... Microsoft 365 security... 7:37 AM

[EXTERNAL EMAIL] Review These...

Christine Palmason

AI Comms Content ... - @katie.rose@milespartnership.com do y...

Andy Gonzalez (Google Sheets) AG

To: +1 other

Wed 22/10/2025 5:41 AM

[EXTERNAL EMAIL]

Andy Gonzalez replied to a comment in the following document

AI Comms Content Calendar

1 comment

A few reflections on MAICON 2025 - THE AI conference. My highlights included insightful sessions on transformational leadership from @Jessica Frehe and leading with wonder from @Janette Roush. Paul's keynote on knowledge work's 'move 37' moment painted

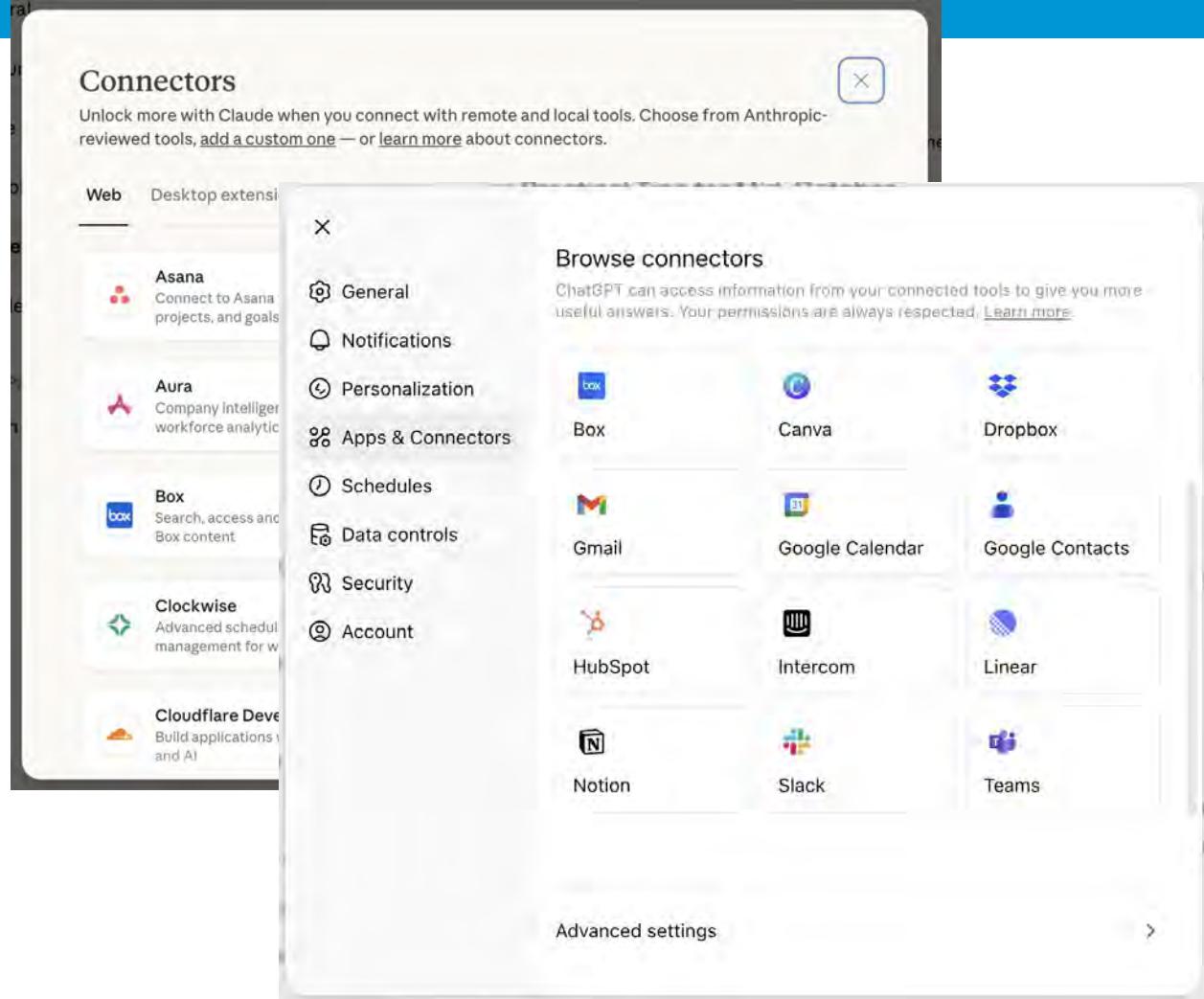
Mail - ca.clark@milespar...

Follow Up

Ask ChatGPT

“Tool” Use

As AI models get access to more tools, including connectors and OpenAI’s new “apps” ecosystem, their utility and integration will grow significantly.



The image shows a screenshot of the Claude AI interface. At the top, there is a header with the title "Connectors" and a sub-instruction: "Unlock more with Claude when you connect with remote and local tools. Choose from Anthropic-reviewed tools, [add a custom one](#) — or [learn more](#) about connectors." Below this, there are two tabs: "Web" and "Desktop extensions". The "Web" tab is selected. On the left, there is a list of available connectors with their icons and names: Asana, Aura, Box, Clockwise, and Cloudflare DevTools. On the right, there is a "Browse connectors" section with a grid of icons for various tools, each with a small description: General, Notifications, Personalization, Apps & Connectors, Schedules, Data controls, Security, Account, Box, Canva, Dropbox, Gmail, Google Calendar, Google Contacts, HubSpot, Intercom, Linear, Notion, Slack, and Teams. At the bottom of the connector list, there is a link to "Advanced settings".

Accuracy

“Hallucinations” and non-deterministic results are likely to be eliminated or significantly reduced.

This will unlock a huge number of use cases that are hindered by current error rates.

Defeating Nondeterminism in LLM Inference

September 5, 2025 Research Publication

Why language models hallucinate

[Read the paper ↗](#)

ABRIDGE

A ANNOUNCEMENTS
Posted August 19, 2025
by Abridge

BREAKTHROUGH IN AI SCIENCE: TOWARD HALLUCINATION-FREE AI NOTES WHITEPAPER

Generative Interface

All kinds of **user interfaces will be built in real time**, as they're needed.

Imagine with Claude's research preview and (allegedly) Gemini 3



source: <https://x.com/chetaslua/status/1977866953705316571>

Devices

Meta, Google and Samsung all have **AR smart glasses** on the menu.

Jony Ive and Open AI are building a **“palm-sized, screenless AI device** that responds to audio and visual cues from your environment”



≡ WIRED

REECE ROGERS BOONE ASHWORTH BUSINESS

OCT 6, 2025 9:19 PM

Jony Ive Says He Wants His OpenAI Devices to ‘Make Us Happy’

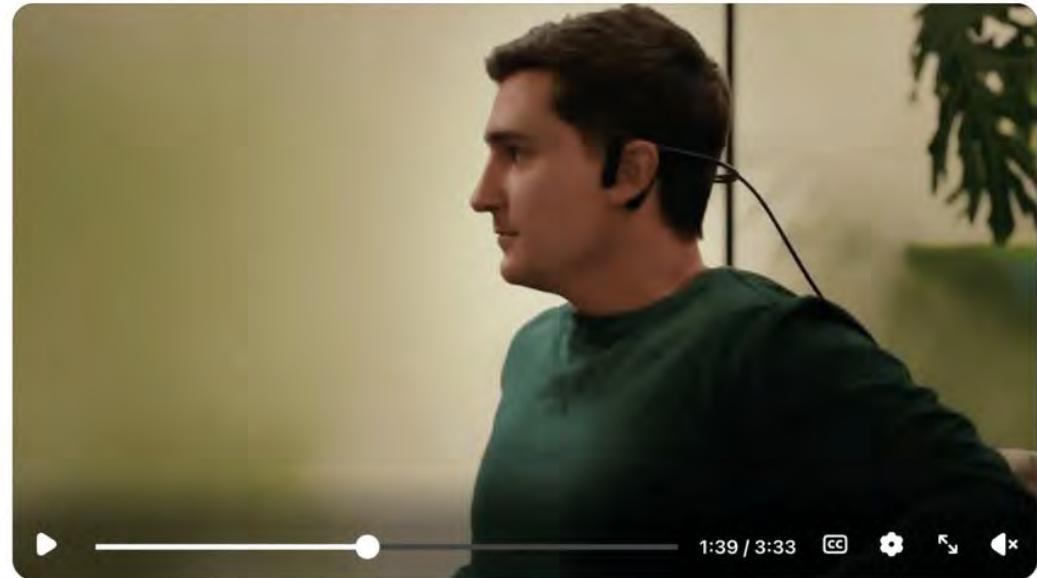
“I don’t think we have an easy relationship with our technology at the moment,” the former Apple designer said at OpenAI’s developer conference in San Francisco on Monday.



“Telepathy?”

Ok, AlterEgo is a non-invasive, wearable, peripheral **neural interface** that **allows humans to converse without opening their mouth**, simply by articulating words internally.

Introducing AlterEgo: the world's first near-telepathic wearable that enables silent communication at the speed of thought





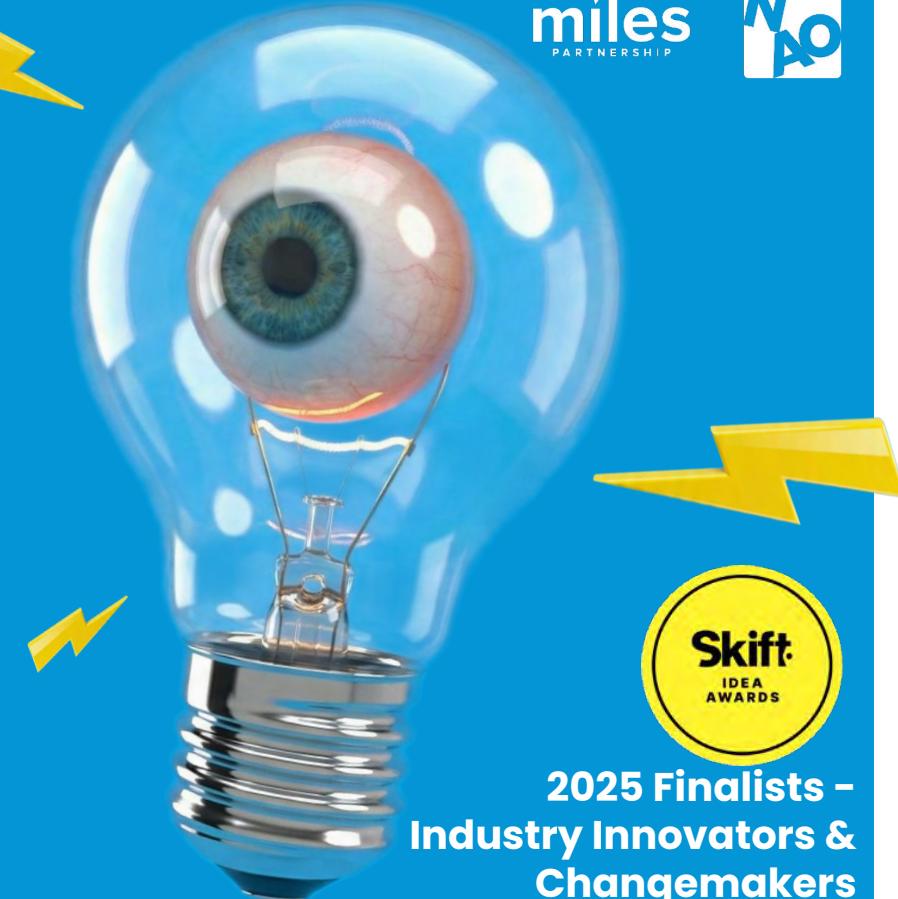
» Stay curious.
Keep experimenting & learning.
(and join AI Opener for Travel)

What AI Opener Is



AI Opener is a global **collaborative learning community** designed specifically for travel and tourism professionals navigating the rapidly evolving AI landscape. AI Opener **explores the intersection of AI and travel** through case studies, expert presenters, peer discussion and practical application.

Now entering its third season, the program has already brought together **more than 300 industry professionals from more than 100 organizations** across North America and Europe since launching in 2024.



Why AI Opener Exists:

- The technology moves **too fast to figure out alone**. New tools emerge weekly.
- Best practices are still being written. Online courses created just a few months ago are out of date and **conference sessions often favor buzz over practice**.
- AI Opener is a space where **travel and tourism professionals can learn together**, share what's working (and what isn't), get hands-on with tools, and **build the practical skills** that translate to organizational impact.



What Participants Receive

- **Five focused sessions** over six months (3 Super Sessions + 2 Builders Club)
- **Claude Team subscription** for the duration of the program
- **Expert advisors** including Janette Roush (Chief AI Officer, Brand USA) and Josh Ryan-Saha (Edinburgh Futures Institute)
- **Peer network** across the travel and tourism industry
- Access to **all 2024 and 2025 content** in the Resource Center
- **Practical skills and workflows** you can apply immediately—not just ideas you'll “get to eventually”



Join AI Opener 2026!

Individual membership:
\$1,650

Team license (3 people):
\$3,450

milespartnership.com/ai-opener

AI Opener is the right fit if you:

- Want dedicated time for **AI learning, testing and exploration**
- Need to **stay current on fast-moving AI developments** and **peer use cases**
- Prefer **hands-on problem solving**
- Want **access to experts** who understand travel and tourism
- Are ready to move from experimentation to **intentional AI adoption**

Q&A





miles
PARTNERSHIP