

# From data to decisions: how AI and analytics shape tourism's future

VA1 Governor's Tourism Summit panel discussion

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# Setting the stage: Why AI matters for Virginia's destination marketing



## Organizational adoption

How would you describe where your organization is today on the AI adoption curve?



## Virginia's competitive edge

Where does Virginia have an edge (or a risk) when it comes to using AI in tourism?





# Harnessing data for deeper traveler insights

## Section 1



### Understanding your visitors

What 'aha' moments have you experienced where data or AI shifted how you understood your visitor?



### From insights to action

What behavior shift have you noticed in your travelers that's shaping your plans for 2025/2026?



# Personalization at scale

## Section 2



### AI tools and platforms

What AI tools have you adopted that have been successful or unsuccessful?



### Balancing technology and authenticity

How do you balance automation with authentic, human storytelling in your marketing?



### Results and ROI

How has AI impacted your expectations of team members and vendors?

# AI-powered content creation and engagement

## Section 3

### Transforming workflows

How is generative AI changing your content creation workflows?

### Integration challenges

What success or challenges have you encountered integrating AI-generated content?



# Real-time visitor support and experience

## Section 4



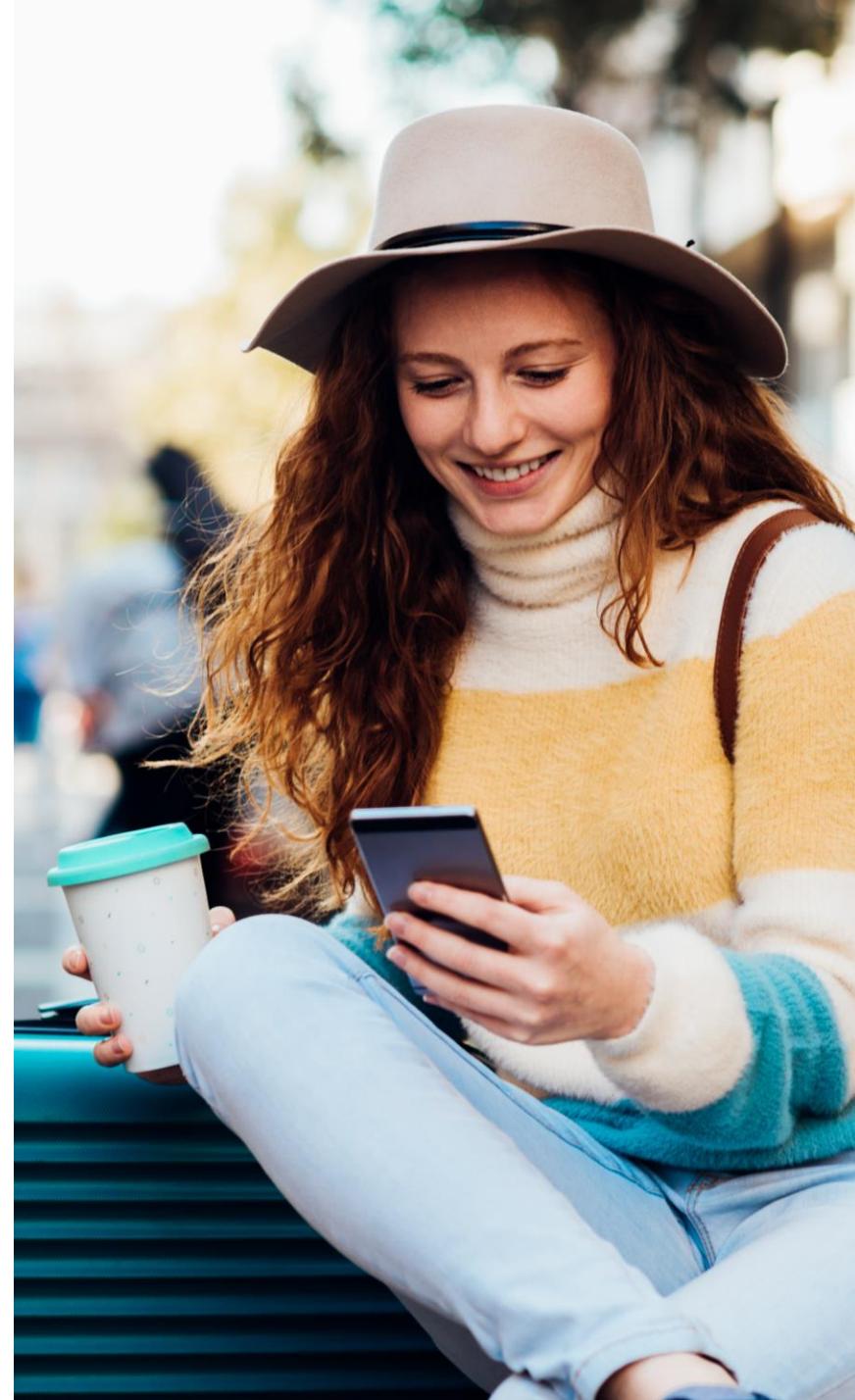
### AI-powered engagement

How are you currently using AI to improve visitor engagement?



### Impact on experience

How does AI, especially Google AI, impact the role of a DMO website?



# Ethical considerations and data privacy

## Section 5



### Responsible AI use

What steps are your organizations taking to ensure responsible AI use?



### Building trust

How do you address skepticism or concerns from stakeholders, board members or the community about AI adoption?



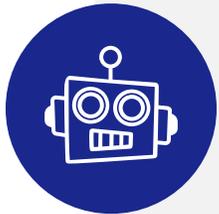
### AI ethics risks

What ethical question around AI keeps *you* up at night?



# Preparing for the future: AI trends and Virginia's tourism vision

## Section 6



### Emerging technologies

What emerging AI technologies or analytics trends excite you most for the next 3-5 years in tourism marketing?



### Collaborative innovation

How can Virginia DMOs collaborate to lead innovation, share best practices and collectively elevate our state's tourism industry?

# Closing: from insight to action

## Your bold initiative

What is one bold AI-driven initiative your DMO plans to implement in the coming year that could serve as a model for others?



## Final thoughts

What guidance would you offer other marketing leaders when it comes to AI?



**Thank you to our distinguished panelists for sharing their insights and experiences. Let's continue this conversation beyond today's session.**



**E** | **Thank you**