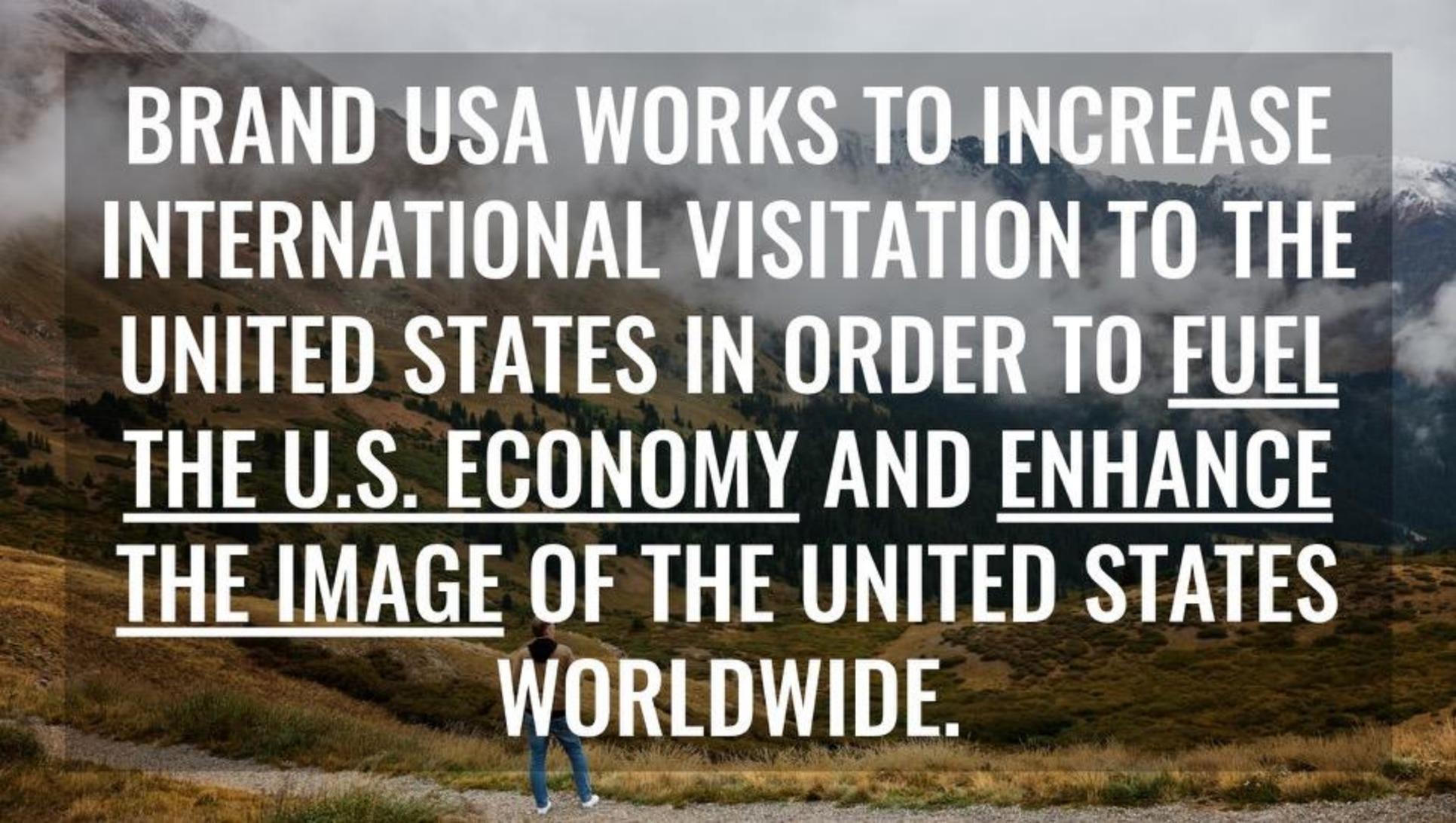




GENERATIVE AI AND TOURISM

PRACTICAL APPLICATIONS FOR VIRGINIA'S GLOBAL FUTURE

NOVEMBER 2025

A person is seen from behind, standing on a gravel path in a mountainous landscape. The background features rolling hills and mountains under a cloudy sky. A large, semi-transparent grey box is overlaid on the image, containing white text. The text is in all caps and includes underlines for emphasis on certain words.

**BRAND USA WORKS TO INCREASE
INTERNATIONAL VISITATION TO THE
UNITED STATES IN ORDER TO FUEL
THE U.S. ECONOMY AND ENHANCE
THE IMAGE OF THE UNITED STATES
WORLDWIDE.**



Brand USA will lead global destination marketing into the AI era by using intelligent systems to connect the world to the stories, people, and places of the United States—making discovery personal, inspiration effortless, and travel decisions frictionless.



Janette's AI Agenda

- 1 Operational excellence
- 2 Industry empowerment
- 3 Traveler experience enhancement

AI'S IMPACT ON TRAVEL PLANNING

An aerial photograph of a hot air balloon festival. The sky is filled with dozens of colorful hot air balloons in various patterns and colors, including stripes, checks, and solid colors. The balloons are scattered across the frame, some high in the sky and others just starting to rise. Below the balloons, a landscape of green fields and a small town is visible under a clear blue sky. The overall scene is vibrant and celebratory.



visit Washington DC

<https://washington.org> › things-do-washington-dc

Discover the Best Things to Do in Washington, DC

Visit free museums, explore history on a tour, find the best attractions, browse local shops and so much more. You can find all of the best things to see and do right here in DC.

This Weekend

Attractions

Free Attractions

All Things to Do



Tripadvisor

<https://www.tripadvisor.com> › ... › Washington DC

THE 15 BEST Things to Do in Washington DC (2025)

Stroll or bike through the National Mall, stopping at the Washington Monument, Lincoln Memorial, and Smithsonian museums.

Gardens in Washington DC

Washington Monument

DC Monuments and...

Tours



Reddit · r/TravelHacks

80+ comments · 10 months ago

Favorite things to do in Washington, DC? : r/TravelHacks

National Art Gallery has the only Da Vinci in the states, Native American museum incredible and has unique cafeteria, US History museum has cool artifacts.

88 answers · Top answer: I could spend an entire day at the natural history museum.

Hidden gems/niche **things to do** in DC : r ... 90 answers Jun 17, 2024

Fun **things to do** with wife that ISNT museums ... 87 answers Jun 8, 2024

Online
search is
changing

best things to do in washington dc



AI Mode **All** Images Forums Short videos Videos Maps More - Tools -

Results for **Washington, DC** · Choose area

AI Overview

The best things to do in Washington D.C. include exploring the **National Mall's iconic monuments**, visiting the **Smithsonian Museums** like Natural History and Air and Space, seeing **The White House** and **U.S. Capitol Building**, and paying respects at **Arlington National Cemetery**. Don't miss the **Library of Congress**, a free activity, and consider a guided tour to understand the symbolism of the memorials.

Iconic Monuments & Memorials

The National Mall

This central area is the perfect place to start, home to many of the city's most famous landmarks.

Show more

Must Do First Time Visitors Guide to Washington DC

* Explore the National Mall. ... * See The White House. ... * Explore the Smithsonian Museums...

Old Town Trolley Tours



THE 15 BEST Things to Do in Washington DC (2025) - Tripadvisor

Sep 16, 2025 — Top Attractions in Washington DC * Smithsonian National Museum of Natural



Sponsored · Tickets & tours



Half Day Upper Antelope



Half Day Lower Antelope



Washington DC Night Tour w/



Private Half-Day Acadia



Acadia National Park Private



Washington, D.C.

Capital of the United States of America

Washington, DC, the U.S. capital, is a compact city on the Potomac River, bordering the states of Maryland and Virginia. It's defined by imposing neoclassical monuments and buildings – including the iconic ones that house the federal government's 3 branches: the Capitol, White House and Supreme Court. It's also home to iconic museums and performing-arts venues such as the Kennedy Center. — Google

Google's AI Overviews

Thought for 16s



Here's the short list—high-impact, minimal fluff:

Essentials (first-timer musts)

- **National Mall walk:** Lincoln → Vietnam/Veterans → WWII → Washington Monument → Capitol. Sunset is best.
- **Smithsonian museums:** Air & Space's new galleries are excellent; reserve a timed entry on busy days. The African American History & Culture Museum **requires** free timed passes. [The Washington ... +2](#)
- **U.S. Capitol tour:** Free, book via the Capitol Visitor Center; same-day passes sometimes available. [Visit The Capitol +1](#)
- **Library of Congress:** Stunning architecture; pop across the street from the Capitol.



Only-in-DC experiences

Search
inside
ChatGPT

What does this mean for your site traffic?

YESTERDAY

You create
helpful content

Google rewards
content with
site traffic

You create more
content

What does this mean for your site traffic?

TODAY

You create
helpful content

Google scrapes
that content
and uses it in an
"AI Overview"

You stop
creating
content
because it
doesn't receive
traffic

What does this mean for your site traffic?

TOMORROW

You create
helpful content

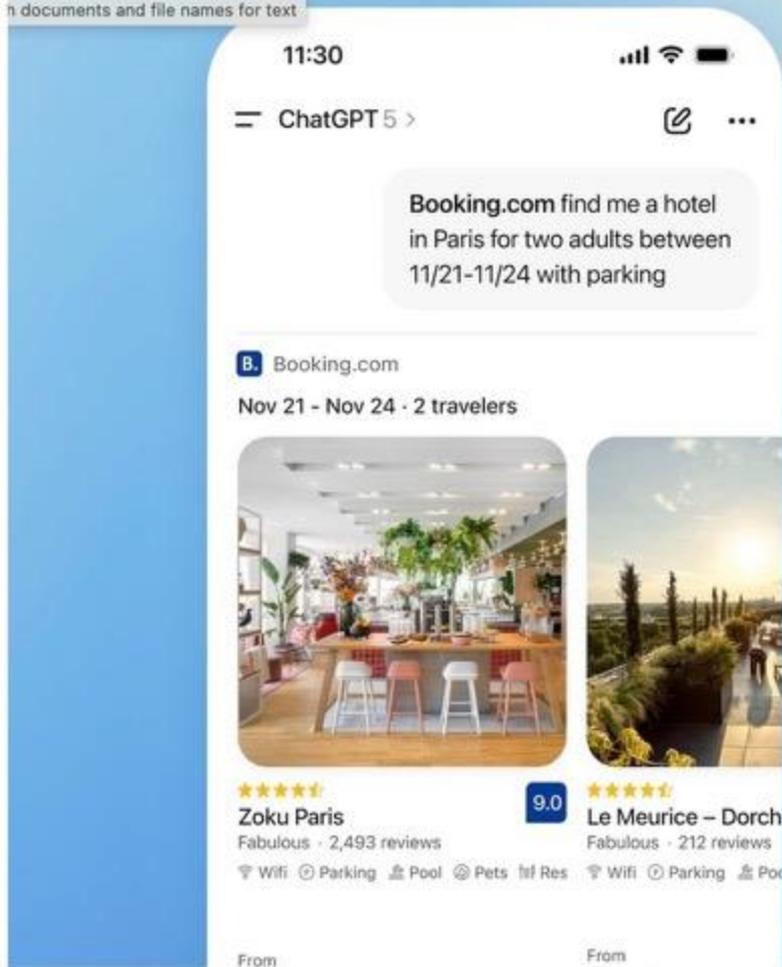
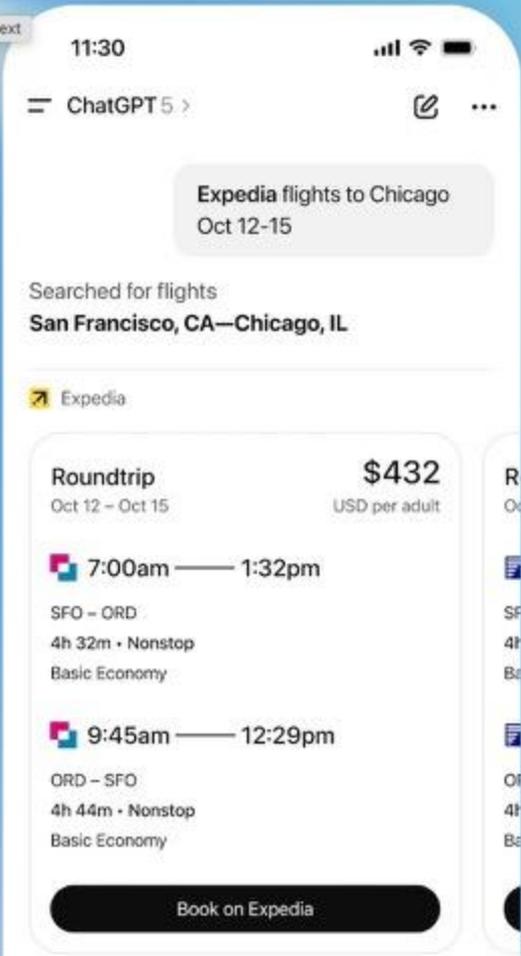
That content is
accessed by
humans, AI
agents / crawlers
and search
engine crawlers

You make
UNIQUE content
that shares
stories with
AUTHENTIC
PERSPECTIVE



What happens when travel planners want to use their own ChatGPT account to plan a vacation?

How will they know the info they get from AI is accurate?



VIRGINIA

📌 Get travel ideas

📌 Visit historical sites

📌 Taste local flavors

📌 Cruise scenic roads

📌 Enjoy the outdoors

Tell me about dining in Danville

Dining in Danville

Danville offers a diverse and exciting dining scene, perfect for food lovers seeking everything from Southern comfort food to international flavors. Here are some standout options you might enjoy:

Me's Burgers & Brews

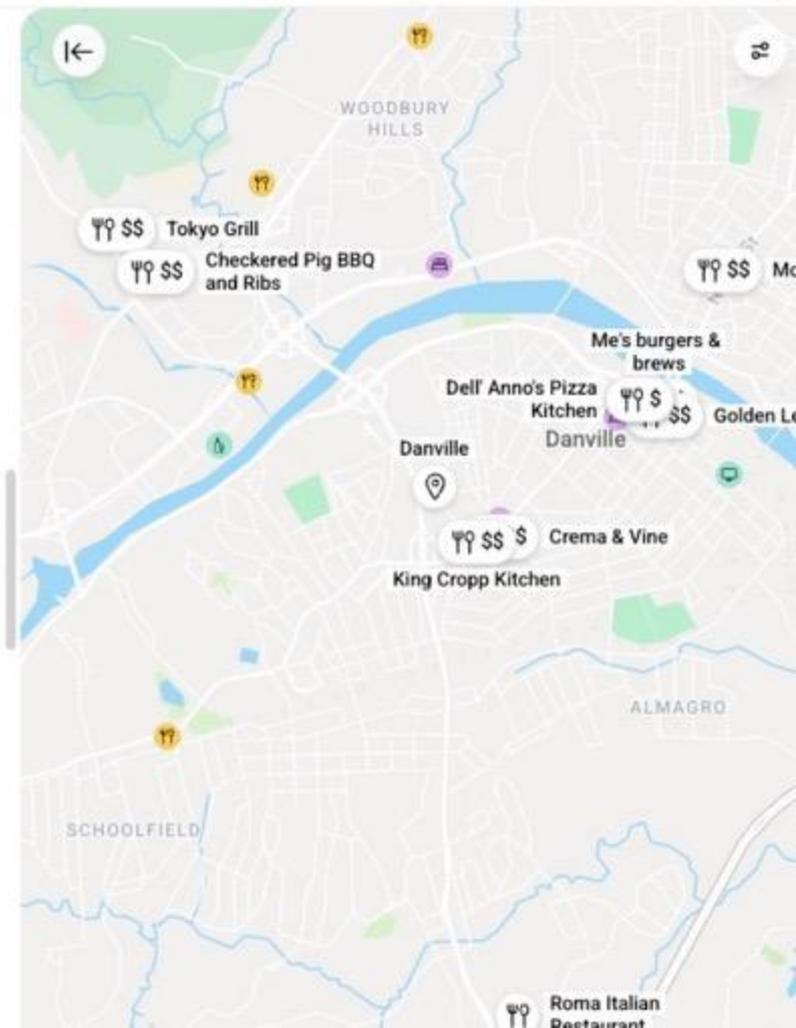
A local favorite with gourmet burgers (beef, bison, chicken, lamb, and veggie options) and a fun literary theme. Pair your burger with hand-cut fries or the signature sweet potato salad, and don't miss their selection of craft beers.

Crema & Vine

A unique café and wine bar in a historic setting, offering locally roasted coffee, a diverse wine selection, craft beers, and artisanal food. It's a relaxing spot for breakfast, lunch, or evening drinks.

Golden Leaf Bistro

Located in the historic Tobacco Warehouse District,



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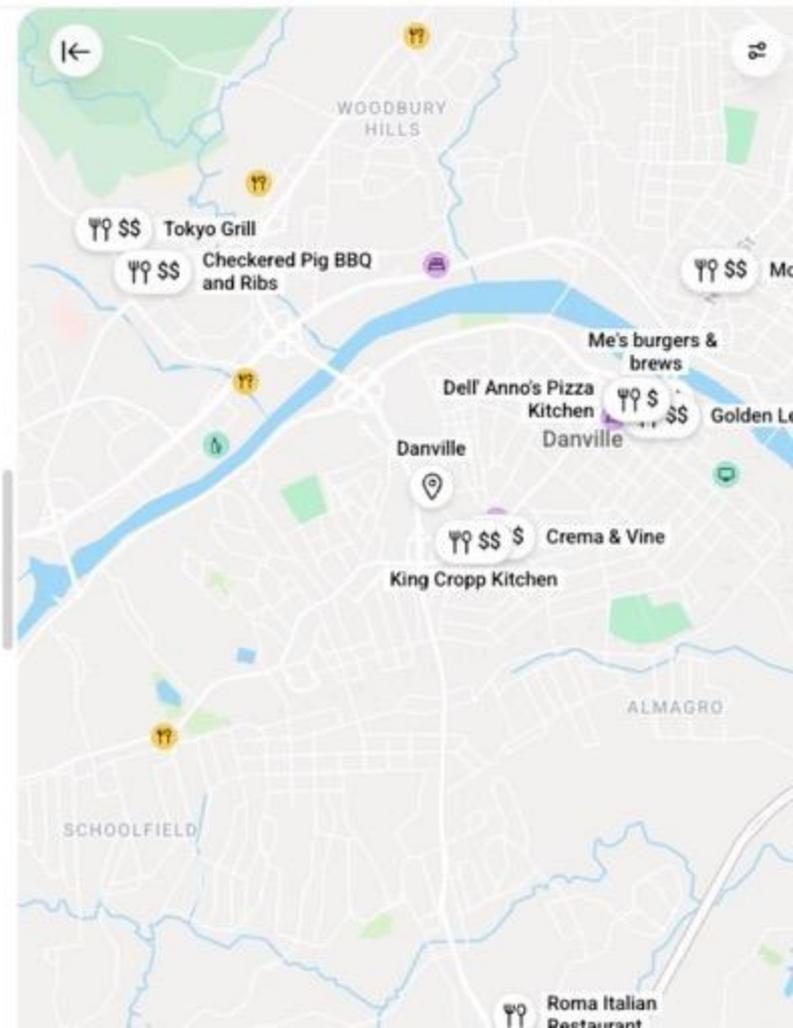
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Located in the historic Tobacco Warehouse District,



AI'S IMPACT ON TOURISM WORK

LOVELAND PASS
ELEVATION 11,990 FT.
CONTINENTAL
DIVIDE

AI BREAK

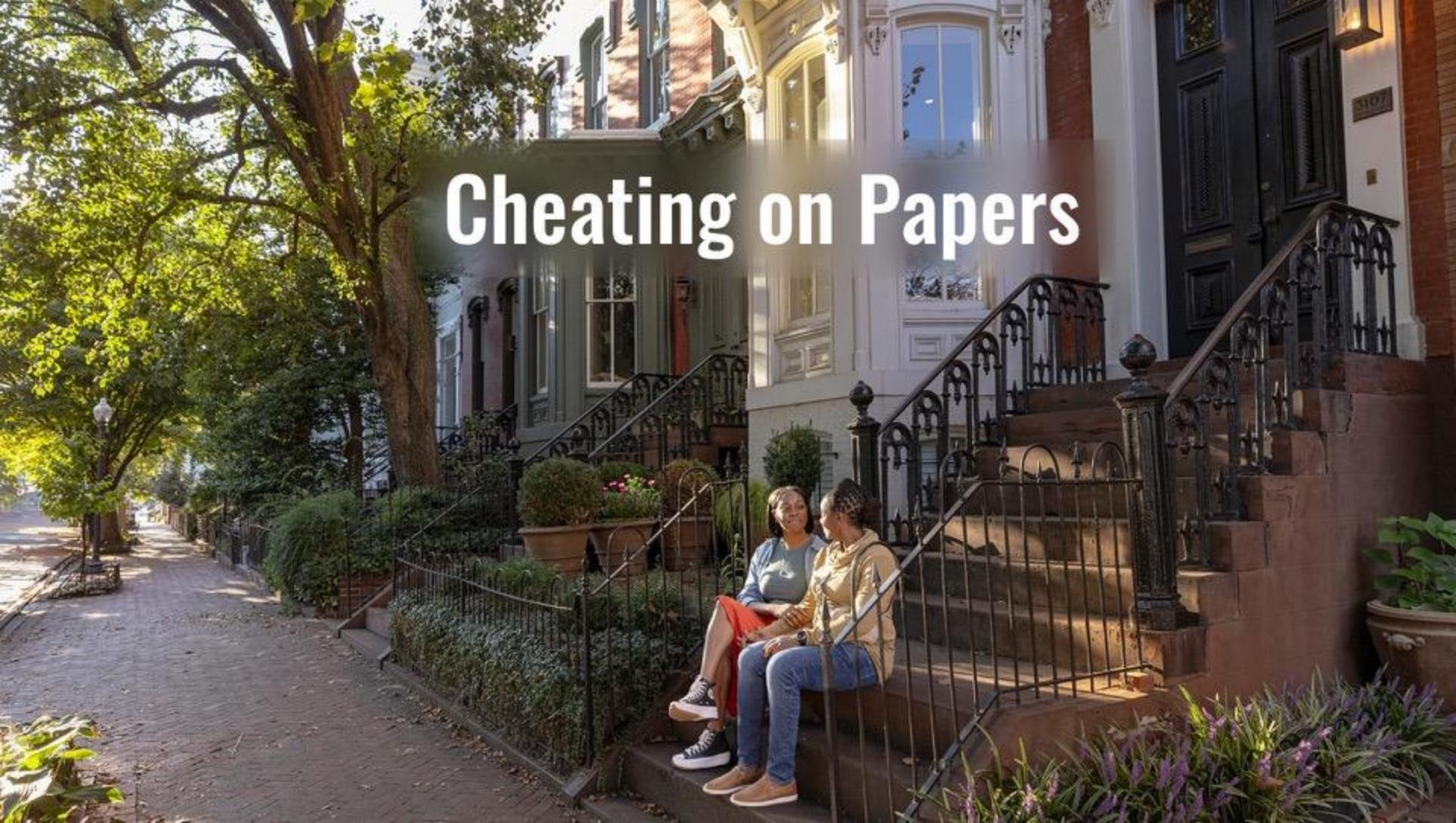
**Take Out Your
Phones!**
CHAT.COM



We know America250 is important to Virginia. What's an unexpected way for the tourism industry to commemorate this anniversary? Include a press stunt that would receive international attention.



Cheating on Papers

A photograph of a row of brick townhouses with ornate iron railings. Two women are sitting on the steps of one of the houses. The scene is bright and sunny, with trees and a sidewalk visible on the left. A large, semi-transparent dark rectangle is overlaid on the center of the image, containing the text 'Cheating on Papers' in white.

How you *think* it happens . . .

SE

Write a 6-page close reading of The Iliad.



Close Reading of The Iliad

Page 1: Introduction and Scope

Homer's 'The Iliad' is a monumental epic poem that provides a deeply nuanced portrayal of heroism, honor, and the human condition amid the brutal reality of the Trojan War. This close reading will focus on several key themes and elements, including the concept of 'kleos' or glory, the role of the gods, the

How it *actually* happens

SE

I have to write a 6-page close reading of the Iliad. Give me some options for very specific thesis statements.



Close reading essays require a deep and thorough understanding of the specific details within a text. They often analyze style, themes, patterns, symbols, and other literary elements. Here are some very specific thesis statement options for a close reading of the Iliad:

1. **The Concept of Honor in the Iliad:** This essay would analyze how the concept of honor influences the actions and decisions of key characters in the Iliad. The thesis statement might be: "Through the perspectives of Achilles, Hector, and Agamemnon, the Iliad explores complex facets of honor, revealing it to be a multifaceted concept that serves as both the

Continue to iterate

SE

Thank you! I love the fifth idea about the role of women in The Iliad. Can you outline this paper for me, using a five-paragraph structure with instructions on how to write each one? It should be appropriate for a college student to present and defend.



Absolutely, here is a detailed outline for a five-paragraph essay:

Paragraph 1: Introduction

- Begin with a brief introduction to the Iliad, Homer, and the historical and cultural context of the epic. This could involve a concise explanation of the Trojan War and the role of women in ancient Greek society.
- Transition into a clear, concise thesis statement that encapsulates your argument. Example: "Despite their limited presence, women in the Iliad, such as Helen, Andromache, and Briseis, play crucial roles, often influencing

Don't take the LLM at face value

SE

I would like to question your assertion that Helen's beauty was the cause of the Trojan War. Is it possible that the issue here was men feeling like they had ownership of her beauty, and that she was merely their possession? Can you rewrite your suggestions for paragraph two to go more into detail on this theory?



Absolutely, that's a valid interpretation and offers a deeper analysis of Helen's role in the Iliad. Here's a revision for the second paragraph:

Paragraph 2: Helen

- Introduce Helen as a character, her significance in the narrative

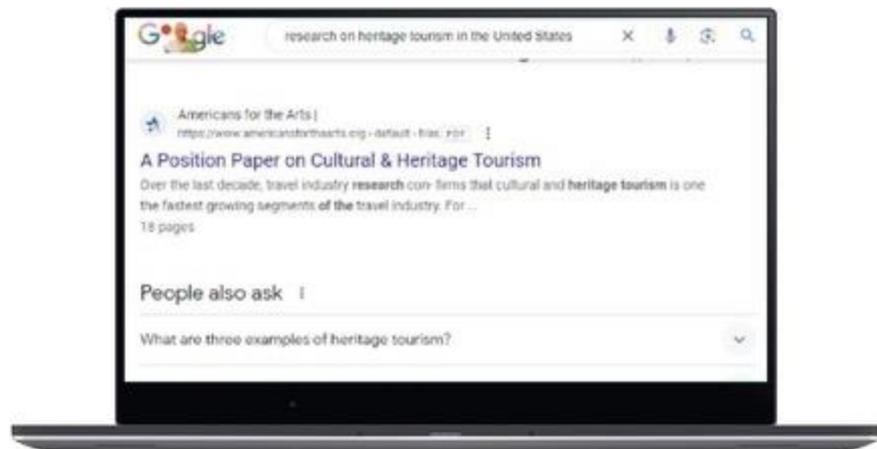
**At work . . . it's not
cheating to use AI!**



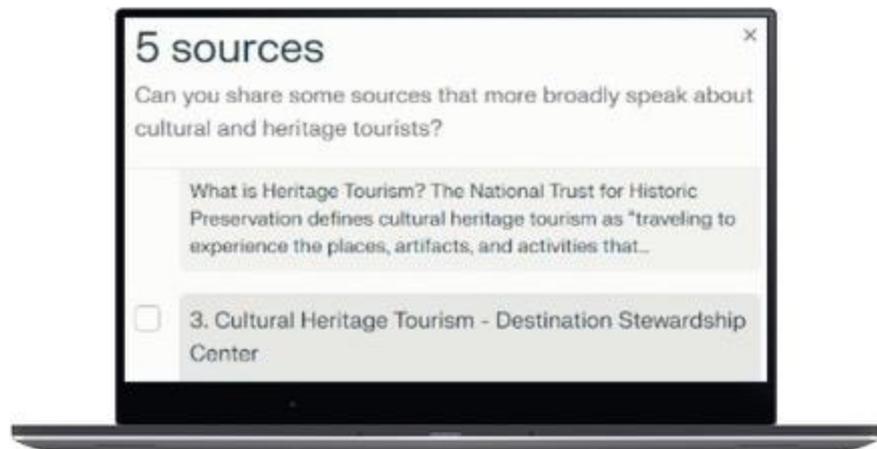
A photograph of two hikers walking away from the camera on a dirt path through a desert canyon. The hiker on the left is wearing a black long-sleeved shirt, dark leggings, and a teal backpack. The hiker on the right is wearing a grey long-sleeved shirt, green leggings, and a black backpack. The landscape is filled with large, reddish-brown rock formations and sparse green and yellow vegetation. The sky is blue with light, wispy clouds. A semi-transparent white rectangular box is overlaid in the center of the image, containing the title text.

Creating Campaign Strategy

**START BY "PRIMING" THE
PROMPT WITH YOUR
SOURCES OF TRUTH**

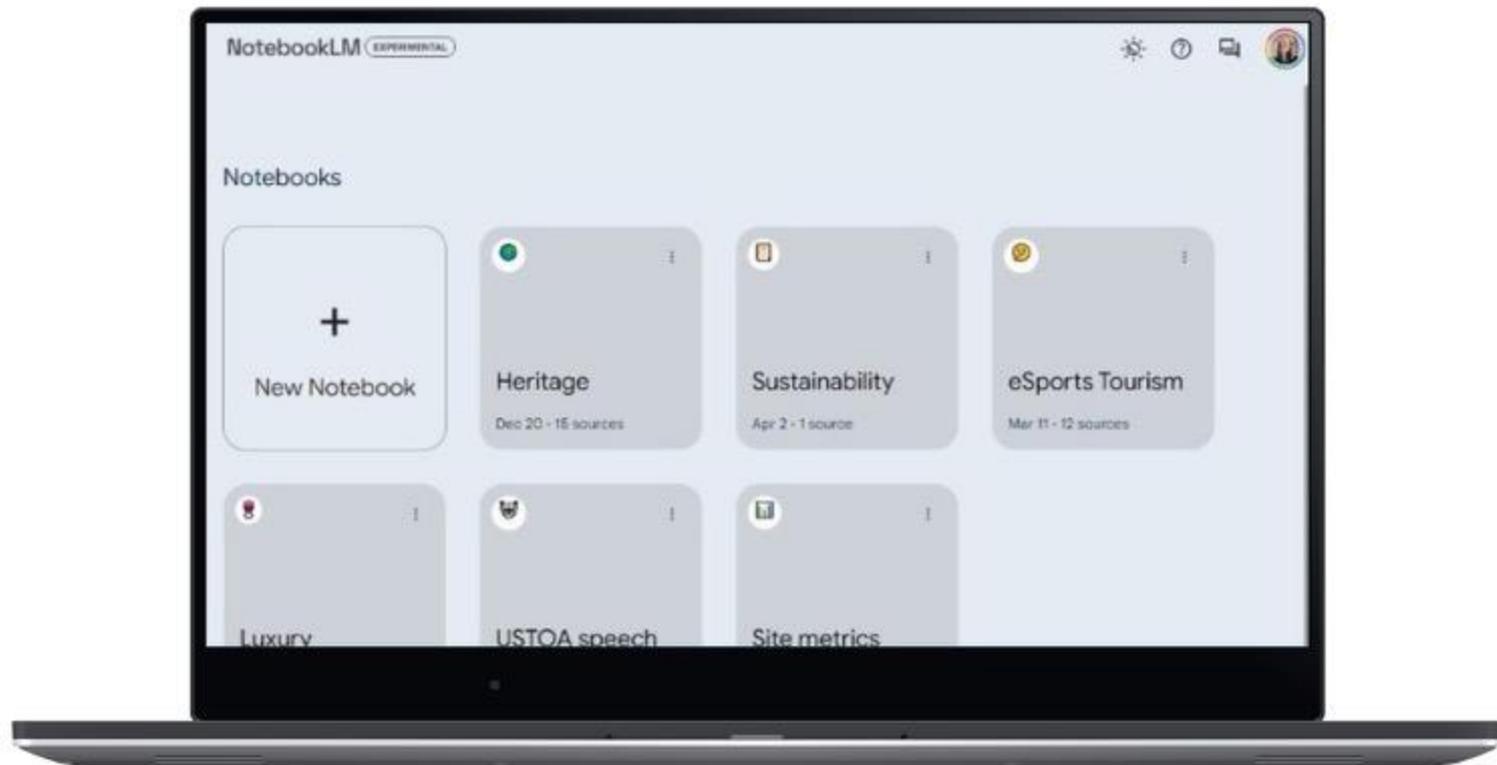


Find research using:
Google

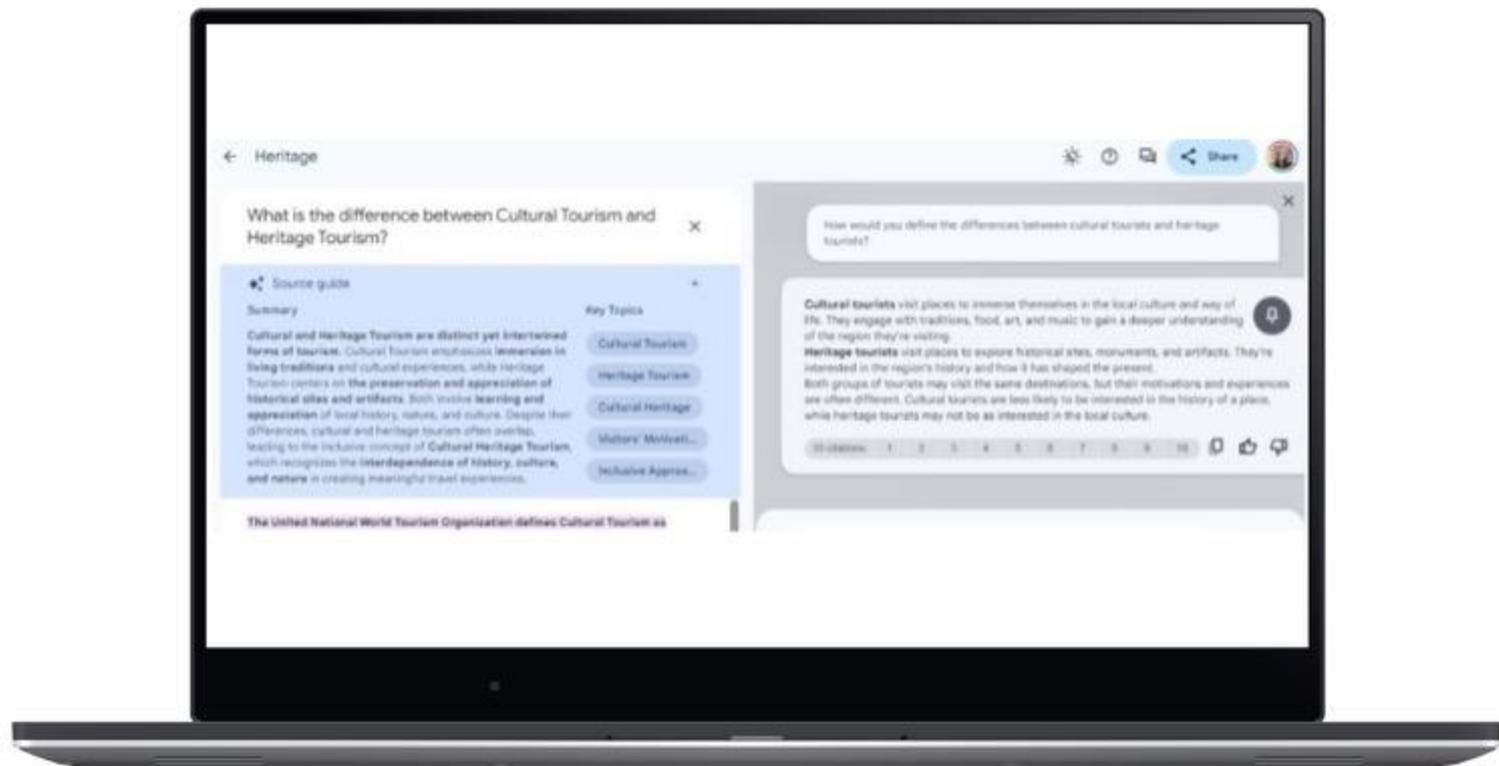


**Find research using:
Perplexity**

Upload research to Google NotebookLM



Use NotebookLM to ask questions



**USE THE "PRIMED PROMPT"
TO BUILD THE CAMPAIGN**

Competitive Landscape

You

NYC Tourism is preparing a campaign to promote the destination as part of America250 in 2006 to international visitors as well as domestic cultural and heritage visitors. The campaign will start in January 2005 to promote NY400 and will extend to the end of 2006, peaking on July 4, 2006 when Sail250 brings tall ships to New York Harbor. The campaign will feature a calendar on our website showcasing all of the activations and exhibitions that our 1800 members will create during this two-year period to celebrate the sesquicentennial. Our primary competition domestically will be Boston, Philadelphia and Washington, DC. Can you share the strengths, weaknesses and market positioning with regards to tourism promotion for America250 for each of these destinations along with NYC in a table?

City	Strengths	Weaknesses	Market Positioning
New York City	Iconic global landmark Diverse range of family friendly activities Strong cultural and historic attractions Highly visible and well-maintained infrastructure	High cost of doing business Overcrowding Competition from other major cities	Domestic and international tourism Cultural and heritage tourism Urban tourism Family-friendly tourism
Boston	Historic and iconic landmarks Strong cultural and historic attractions Highly visible and well-maintained infrastructure	High cost of doing business Overcrowding Competition from other major cities	Domestic and international tourism Cultural and heritage tourism Urban tourism Family-friendly tourism
Philadelphia	Historic and iconic landmarks Strong cultural and historic attractions Highly visible and well-maintained infrastructure	High cost of doing business Overcrowding Competition from other major cities	Domestic and international tourism Cultural and heritage tourism Urban tourism Family-friendly tourism
Washington DC	Historic and iconic landmarks Strong cultural and historic attractions Highly visible and well-maintained infrastructure	High cost of doing business Overcrowding Competition from other major cities	Domestic and international tourism Cultural and heritage tourism Urban tourism Family-friendly tourism

Target Audience



ChatGPT

TARGET AUDIENCE/PROFILE:

1. NYC Cultural Travelers:

- **Who:** Visitors interested in history who have previously traveled to NYC, with a significant proportion being Millennials and Gen Z. They are diverse, often traveling with family, and indulge in cultural activities.
- **Current Behavior:** These travelers stay longer, spend more, and engage in a wider array of activities than other tourists. They're particularly interested in museums, performing arts, and local shops.
- **Desired Change:** Increase their engagement with lesser-known historical sites and stories, especially those highlighting the contributions of underrepresented communities.
- **Barriers:** Overwhelming choices in a city as diverse as NYC. They might prioritize popular spots, overlooking the lesser-known, yet equally significant, historic sites.

Write the Brief: What problem are we solving?



ChatGPT

BACKGROUND: How can we illuminate New York City's foundational role in America's heritage, making it the premier destination for those eager to relive the nation's pivotal moments?

Write the brief: What is the objective of the campaign?



ChatGPT

PRIMARY OBJECTIVE:

We want them to prioritize New York City as their ultimate heritage destination, diving deep into its rich tapestry of history. This entails not only visiting but engaging holistically: participating in guided tours, attending events, sharing their experiences on social media, and exploring the lesser-known narratives, particularly those of underrepresented communities. The campaign seeks to both engage and educate, turning every visit into a profound journey of discovery, ensuring visitors leave with a deeper appreciation of NYC's unparalleled significance in the nation's story.

Human-Generated Positioning Statement

Unlike cities that only commemorate the past, New York City has an ongoing tradition of making history.

From the first US Congress and the Stonewall Uprising, to the birth of hip-hop and tomorrow's electric air taxis, NYC's pivotal role in catalyzing groundbreaking practices, cultural movements and innovation is unmatched by any other US city.

For America's 250th anniversary, we will celebrate NYC's past, present and future as a foundry of innovation and influence, inviting locals and visitors to explore enduring contributions that shaped our nation and affirmed this country's place in the world.

"Vibe Coding"





Idea to app in seconds.

Lovable is your superhuman full stack engineer.

Ask Lovable to create a prototype...

Attach Import

Public

Fitness tracker ↕

Personal website ↕

Bit spinner ↕

File uploader ↕

My Projects

Latest

Featured



Become an AI Agent of Change

Join Brand USA's exclusive AI learning platform designed for tourism professionals ready to lead the future of tourism.

Watch Webinars ▶



3+

Hours of Content



4

Expert-Led Sessions



Coming Soon

Certificate



Webinar Series

Deep-dive sessions from industry experts on AI implementation for tourism marketing.

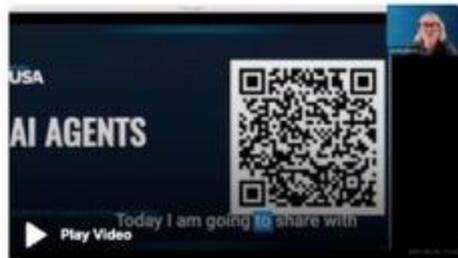


Strategic

43 min

AI 101

Foundation concepts of AI for tourism professionals. Start here to build your AI knowledge base.



Tactical

28 min

Introduction to AI Agents

Learn how AI agents can transform your DMO operations with practical examples and implementation strategies.



Tactical

44 min

AI Tool Playground

Hands-on exploration of AI tools specifically curated for destination marketing teams.



Strategic

41 min

AI for DMO Leadership

Strategic guidance for tourism leaders on AI adoption, governance, and organizational transformation.



← Back USA



AI 101

Foundation concepts of AI for tourism professionals. Start here to build your AI knowledge base.

43 min 12 chapters



Janette Roush
Chief AI Officer, Brand USA

Chapters

- 0:00 Introduction: Generative AI 101
- 0:24 Today's Agenda
- 1:34 What is ChatGPT?
- 3:38 Prompting Basics
- 5:45 Interactive AI Break
- 7:37 How to Cheat with AI: A Practical Example
- 10:00 Prompting in Action: Creating a Campaign Strategy
- 17:41 Watch-outs and Governance
- 29:14 Practical Account Setup for ChatGPT

Resources

- [AI Fundamentals Guide](#) Coming Soon
- [Glossary of AI Terms](#) Coming Soon
- [Further Reading List](#) Coming Soon

Watch-outs and Governance

A photograph of an ancient amphitheater with two women running on the wooden bleachers. The amphitheater is built into a large, layered rock cliff face. The sky is blue with scattered white clouds. The text "Watch-outs and Governance" is overlaid on the left side of the image.

**Your staff
wants to
use AI
ethically!**

THE TACTICAL

65%

**of employees are anxious
about not knowing how
to use AI ethically**

**AI GOVERNANCE IS YOUR
ORGANIZATION'S PLAN FOR
USING AI ETHICALLY,
STRATEGICALLY, AND
SAFELY.**

Focusing on AI safety

Data security

Protecting
systems

Data privacy

Protecting
people

Content integrity

Protecting
brand and
community

**Provide secure (paid)
tools for your staff.**

Provide secure (paid) tools for your staff.

ChatGPT Team

Claude Team

Gemini for Google Workspace

Microsoft Copilot

**Data
security**

Protecting
systems

**Data
privacy**

Protecting
people

**Content
integrity**

Protecting
brand and
community

Do not put PII into a LLM.

Do not put PII into a LLM.

You don't own someone's data - they own it (GDPR, CCPA).

People have the right to revoke your permission to use their data. But information that becomes part of the LLM's underlying training data can never be extracted. That is a violation of GDPR and CCPA.

Even with training data turned off, GDPR requires informed consent to be given for someone's PII to be entered into a LLM.

**Data
security**

Protecting
systems

**Data
privacy**

Protecting
people

**Content
integrity**

Protecting
brand and
community

Two Types of IP Risk in AI Use

Input risk: Use of protected materials

- Many content licenses prohibit processing by third parties
- Prompts or uploads may violate copyright or license terms

Output risk: Ownership and accountability

- All outputs could incorporate third-party IP without attribution
- If used externally, your organization could be liable

**The question is less "What is
okay to put in a LLM?" and
more "WHY are you doing it?"
or "HOW are you using it?"**

Risks of "BYOAI" or "Shadow AI"

Security

- Data breaches with no centralized control to protect sensitive information
- Malware and phishing threats (through third-party AI browser plug-ins or fake AI apps)
- Privacy risks regarding GDPR and CCPA
- Employees retain company data after they separate from the company through their personal AI tool stack

Operational

- Fragmented tools
- Accuracy issues - hallucinations, uptime or usage limits, lack of guarantees of performance for free or personal tools
- Lack of oversight - no visibility into how decisions or content are being generated, no support from IT if the tool malfunctions or produces problematic results

Reputational

- Visitor trust - data breaches, offensive/incorrect responses to customers
- Legal fallout - Regulators could discover that employees were funneling client data into an unauthorized AI app. Lawyers in an IP dispute could discover that content that infringes on existing copyright was created in an unauthorized AI app.

Organizational Guidelines



Vision

What do you want AI to achieve for your organization?

Is your approach low-risk or high-risk?

Ethical Principles

How transparent will you be about AI use?

In what ways will your organization use AI?

Responsibility

How will you keep the human in the loop?

Confidentiality / Safety

How will your organization protect PII, confidential records and information you license but do not own?

Governance / Accountability

How will your organization ensure compliance with your AI policy?

Who is the internal lead for AI oversight?

How will you train staff?

Practical Tips

What tools are allowed?

What are examples of permissible use cases?

How We Can Capitalize on AI



Stay focused on your mission

What problems do we solve for our stakeholders?

How can generative AI help us do this better or faster?

AI is a tool - not a solution!



**Open ChatGPT on
your second
screen**



**Don't wait for a
perfect use case**



Share your ideas

BRAND
USA

THANK YOU

JROUSH@THEBRANDUSA.COM



Janette Roush

"The Taylor Swift of Destination
AI" - Group NAO

