

Beyond Brochures & Brainstorming: How Small-Town Tourism Organizations Can Actually Use AI

(Without sounding like a robot or selling your soul to the algorithm)



Is This You???

- Creating social captions at midnight
- 9 (or 20) tabs open trying to write a blog post
- Forgetting to send the newsletter... again



If This is Also Your Reality...

- Tiny team, big expectations
- Constant content demands
- The pressure to drive results on a budget

**Strategic use of AI can
make life a lot better**

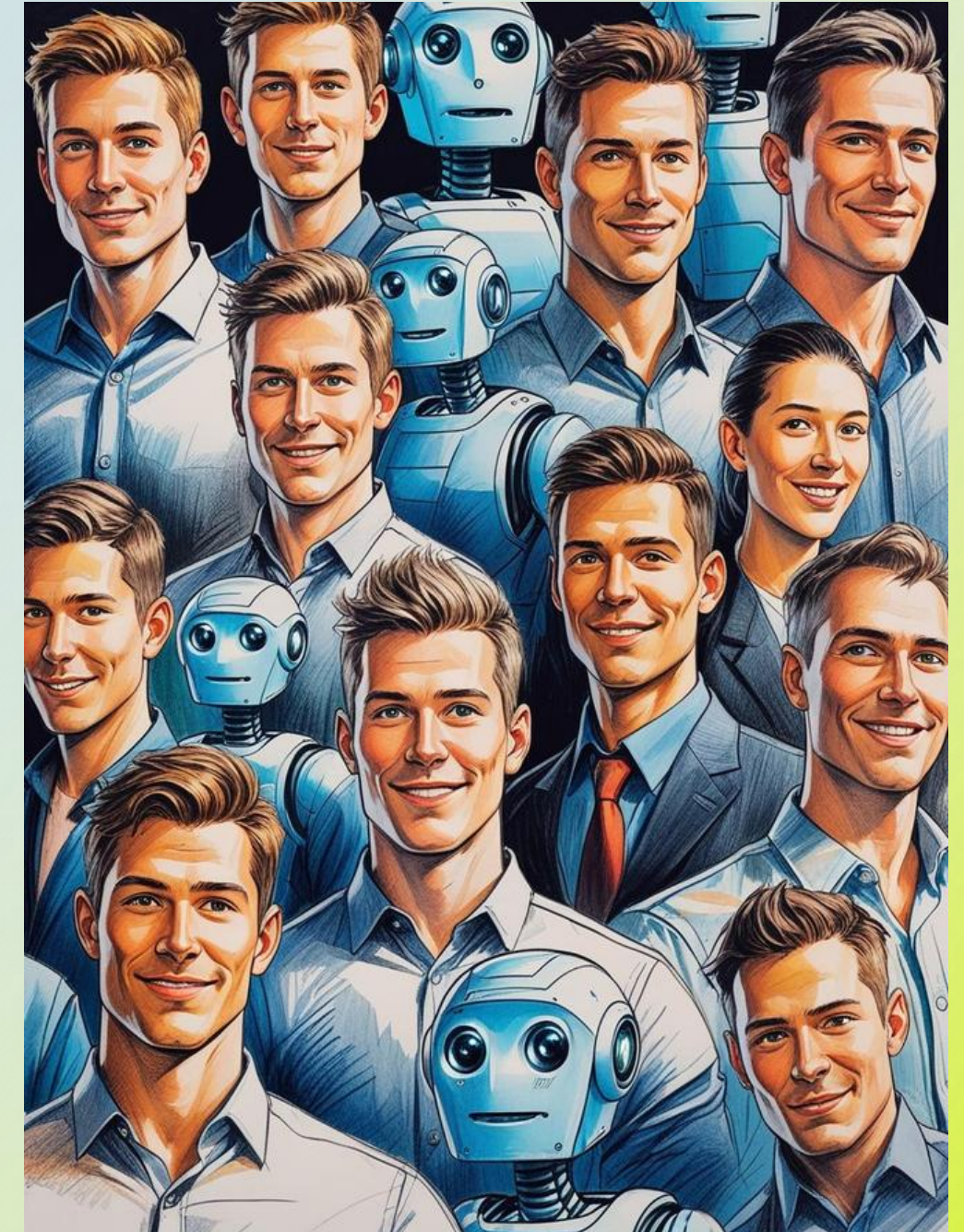
What This Is (and Isn't)

This is NOT becoming a tech bro.

This is NOT about replacing you with robots.

This IS about:

- Getting your time back
- Creating real engagement with less burnout
- Sounding like a human instead of a brochure
- More reach, more voice, more time
- Bonus: **a return of inspiration**



Our Three BIG AI Problems

- Don't want to sound generic or robotic
- Need authentic content- not fake news
- Not having a strategy to maximize effectiveness



We don't have time for “messy”

The Strategy That Changed Everything

Start with one blog post.

Then...

- Turn it into a newsletter



Next:

- Break it into social posts
- Adapt it into short videos
- Schedule it all in one sitting
- Repurpose, reuse



The Tools You Need

- ChatGPT: Writes it all—blogs, emails, captions, scripts
- Canva: Fast visuals that look polished
- Buffer or Later: Schedules your sanity
- Descript/CapCut: Simple video for socials
- Google Sheets: Keeps you organized (ish)
- Zapier: For creating automations

But Terry...
How do we make it
sound
real?



How to Create an Authentic voice

Remember - Your AI has the emotional intelligence of a potato

Customize

In settings, go to personalization and turn on “custom instructions” Then go to “Customize Chatgpt” - Fill out the sections with your brand view and tone.

Align with your brand

Add you brand guide into each conversation and ask ChatGPT to align with it.

Protect your data

Go to Data Control in profile and turn off “improve the model for everyone”. And NEVER put personal data into any AI model.

EDIT!

Do not assume that all the results you get are good, great or even accurate- treat it as a draft. If you feel the “ick”, don’t use it.



Prompting that works

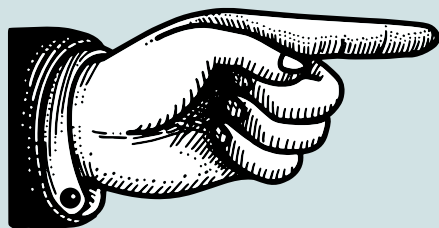
Role + Context + Command + Format

Tell ChatGPT who it is.
This sets expectations
and instantly improves
tone, accuracy, and
output quality

Describe the situation or
purpose.
AI needs a frame to
understand what you're trying
to achieve.

Tell it what to do clearly.
Be direct. Don't waffle.

Define the output structure.
AI will always guess unless
you give it a shape.



"You are a tourism marketing expert. We're promoting our holiday market to parents. Write an Instagram caption in a friendly and festive tone. Use two short paragraphs."



Add tone, banned phrases, and audience details to dial it in.

Q&A