

Unlocking Tourism Data with AI

November 13, 2025

TODAY'S OBJECTIVES

- The current state
- What AI does
- How to think about it
- Proven use cases
- Getting started
- Q&A



**With you
today.**



**C.A.
Clark**

Vice President, AI
Miles Partnership

**Andria
Godfrey**
Vice President,
Data Science
Miles Partnership



AI OPENER FOR DESTINATIONS

A global collaborative exploration of generative AI technologies and the implications for destination organizations with over 100 participating organizations so far.

Each month we explore a different question at the intersection of travel and AI.

aiopenerfordestinations.com



Over 100 Participating Destinations!

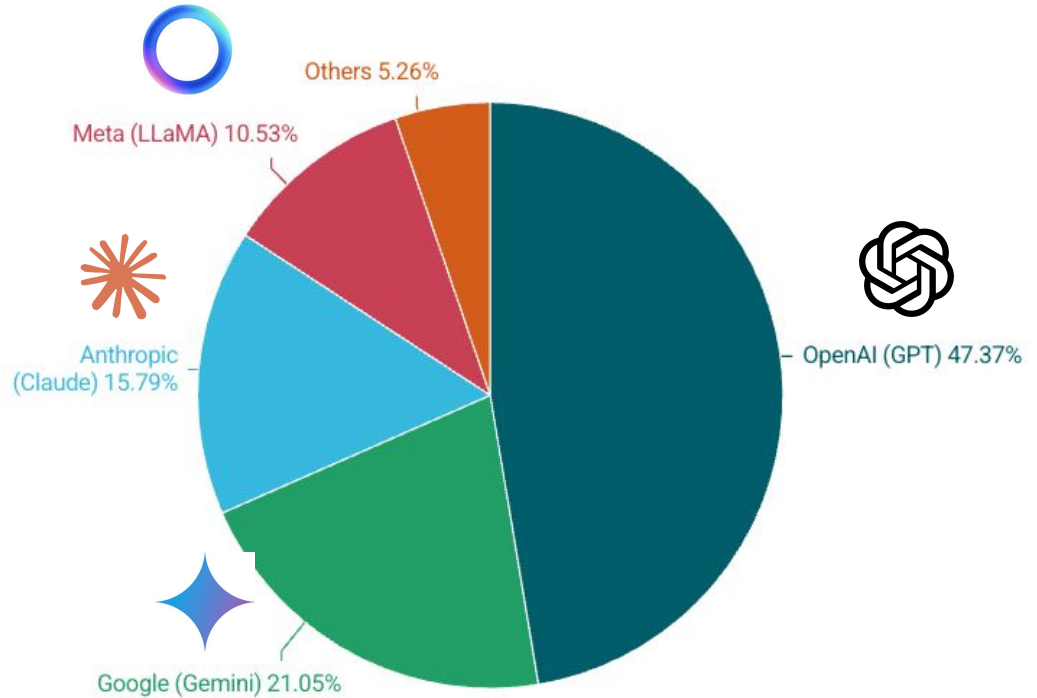


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for announcements on
AI Opener 2026!

» THE CURRENT STATE

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



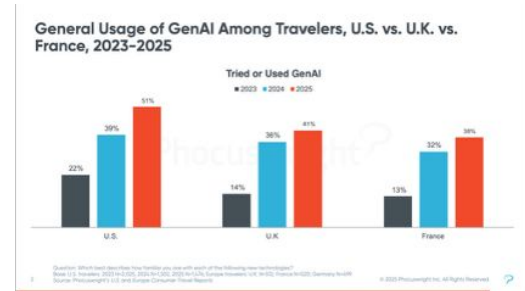
Consumers increasingly expect AI tools as part of their travel planning process.

51%

Have used AI as part of their travel planning

37%

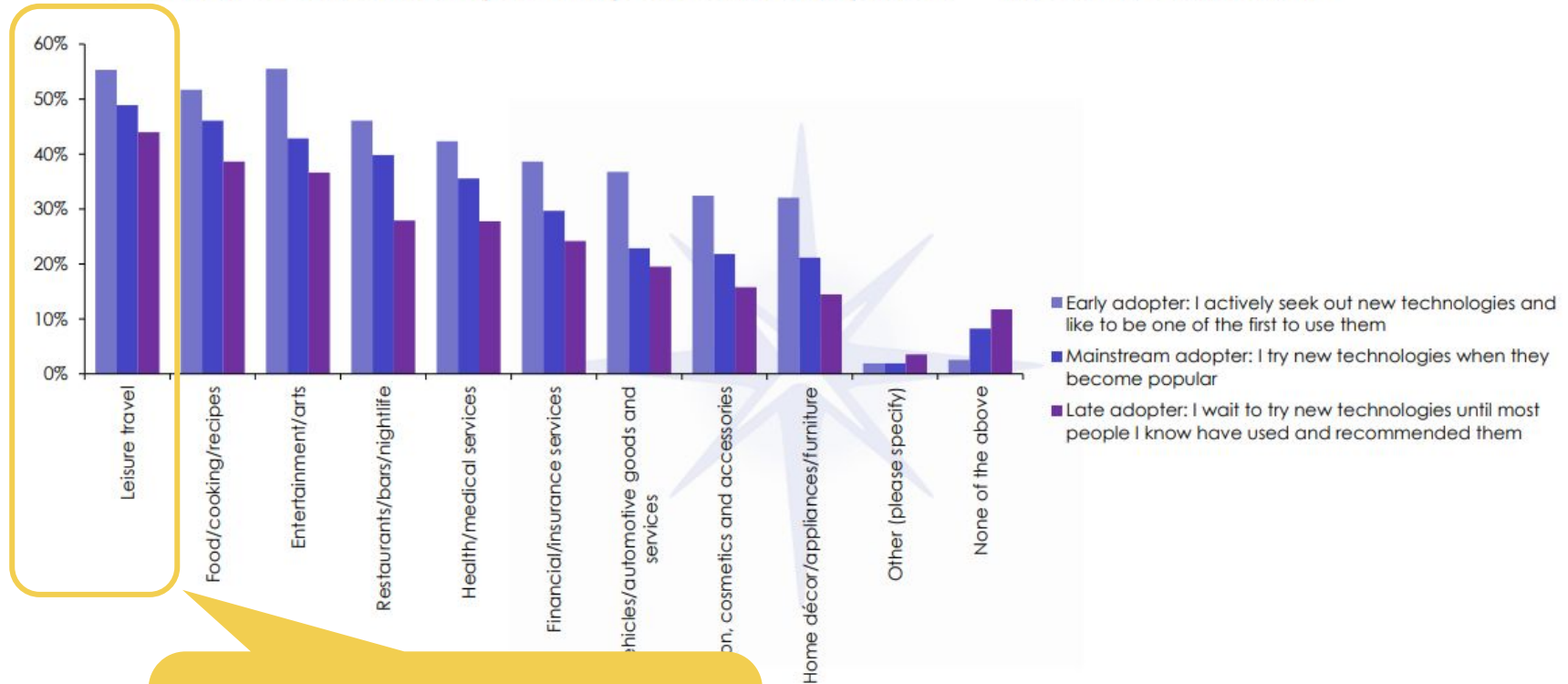
Expect travel sites to offer GenAI tools for planning



Source: Phocuswright's *U.S. and Europe Consumer Travel Reports 2025*



Gen AI General Topics by Tech Adoption – Next 12 months



Leisure travel was the #1 expected use for AI in the next 12 months

For what top
your general

Source: iolite gr

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

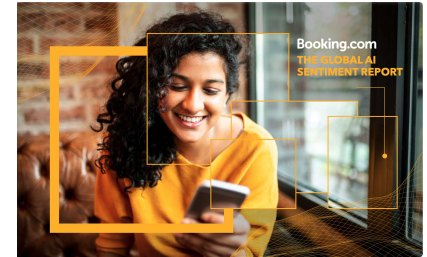


Majority of Travelers Have Used AI



¹Yolanda Gil and Raymond Perrault, "The 2025 AI Report Index", Stanford University. <https://hai.stanford.edu/ai-index/2025-ai-index-report>

Booking.com's Global AI Sentiment Report 2025:
62% have used AI to book a trip
61% have used AI on a trip



<https://news.booking.com/bookingcom-releases-the-global-ai-sentiment-report/>



And for organizations...

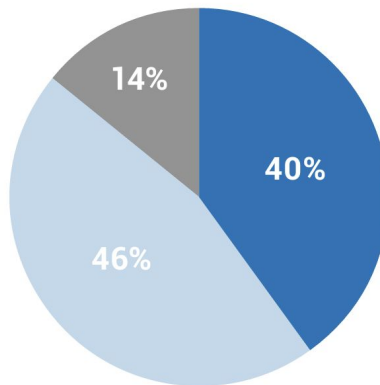
40% are still understanding AI, and **only 14% are achieving wide-scale adoption.**

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

May 2025



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



Exploring AI Usage



Anthropic Economic Index

Understanding AI's effects on the economy

Last updated: Sep 16, 2025

Explore by job

People use AI to automate certain parts of their jobs, like data entry. When exploring problems or ideas, Claude becomes a collaborative partner instead. Other tasks remain firmly in human hands.

 We've grouped task data into job titles based on a standard called O*NET classification. Hover over the squares for a detailed breakdown.

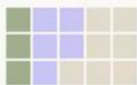
- Mostly automated tasks
- Mostly augmented tasks
- Tasks that don't appear in our data

Sort By Usage Rank

974 occupations

Software Developers, Applications

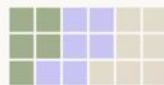
Computer and Mathematical



5.20% usage

Data Warehousing Specialists

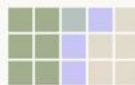
Computer and Mathematical



5.06% usage

Computer Programmers

Computer and Mathematical



4.82% usage

Web Developers

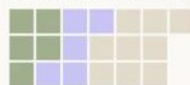
Computer and Mathematical



3.23% usage

Software Developers, Systems Software

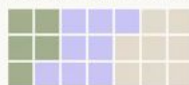
Computer and Mathematical



3.05% usage

Computer Systems Analysts

Computer and Mathematical



2.66% usage

Bioinformatics Technicians

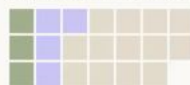
Office and Administrative Support



2.65% usage

Network and Computer Systems Administrators

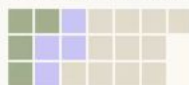
Computer and Mathematical



2.53% usage

Tutors

Educational Instruction and Library



1.67% usage

Software Quality Assurance Engineers and Testers

Computer and Mathematical



Technical Writers

Arts, Design, Entertainment, Sports, and Media



Editors

Arts, Design, Entertainment, Sports, and Media



Usage by Country

Israel	1
Singapore	2
Australia	3
New Zealand	4
South Korea	5
United States	6
Estonia	7
Canada	8
Malta	9
Switzerland	10

New Zealand



Most frequent Most distinctive

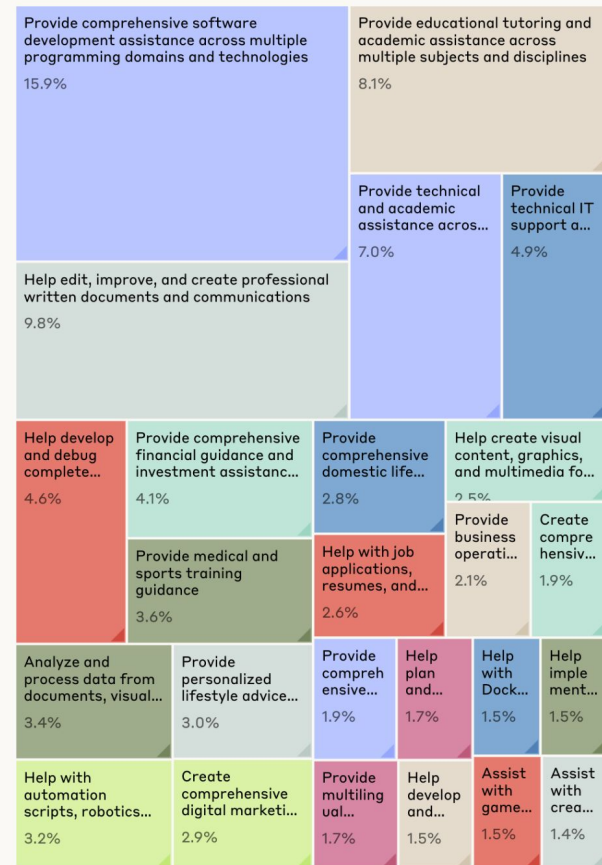
The most common topics in New Zealand.

1. Help with academic research, writing, and educational content across multiple disciplines	4.9%
2. Edit and improve existing written content and documents	4.7%
3. Debug and fix software code errors across multiple programming languages	3.8%
4. Provide educational assistance and tutoring across multiple academic subjects and disciplines	3.5%
5. Provide comprehensive multi-technology programming development assistance and technical guidance	3.3%
6. Provide comprehensive medical and healthcare guidance across multiple specialties	2.7%
7. Draft professional business communications and formal documents	2.2%
8. Provide comprehensive financial advice and assistance across multiple domains	2.2%
9. Help optimize business workflows and project management systems	2.0%
10. Provide comprehensive business consulting and strategic	2.0%

How people are using Claude

Click a tile to drill into more granular data

Group by job ☐ Group by category ☒ Categorized using request hierarchy



Percentages represent the share of claude.ai conversations associated with each task or group of tasks. Graphic shows what people do with Claude, not their job titles. Percentages don't sum to 100% because we impose privacy filters.

Usage by State

Usage Index

Understand if a state uses Claude more (>1) or less (<1) than expected, based on its population.

- Leading (top 25%)
- Upper middle (50-75%)
- Lower middle (25-50%)
- Emerging (bottom 25%)

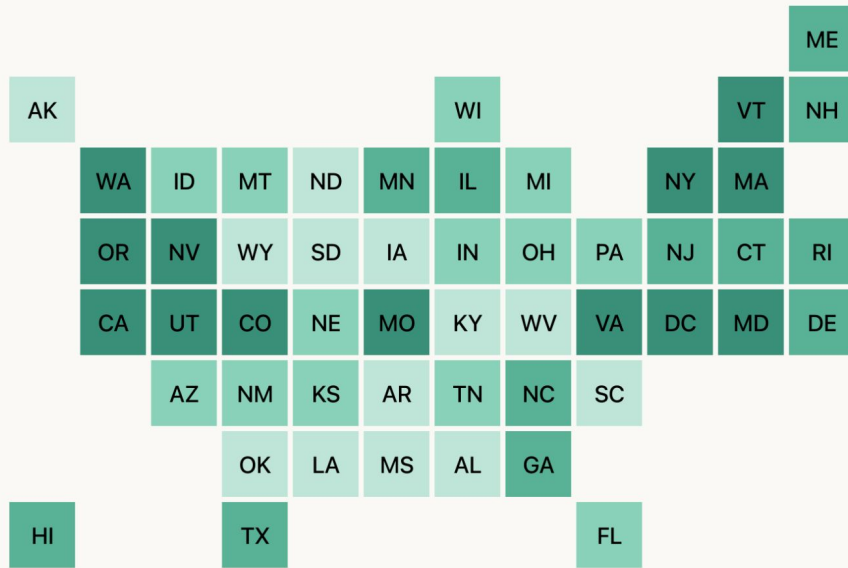
Augmentation vs. automation

See how people prefer to work with Claude—collaborating together or fully delegating tasks.

Top industries

Track which jobs are using Claude the most

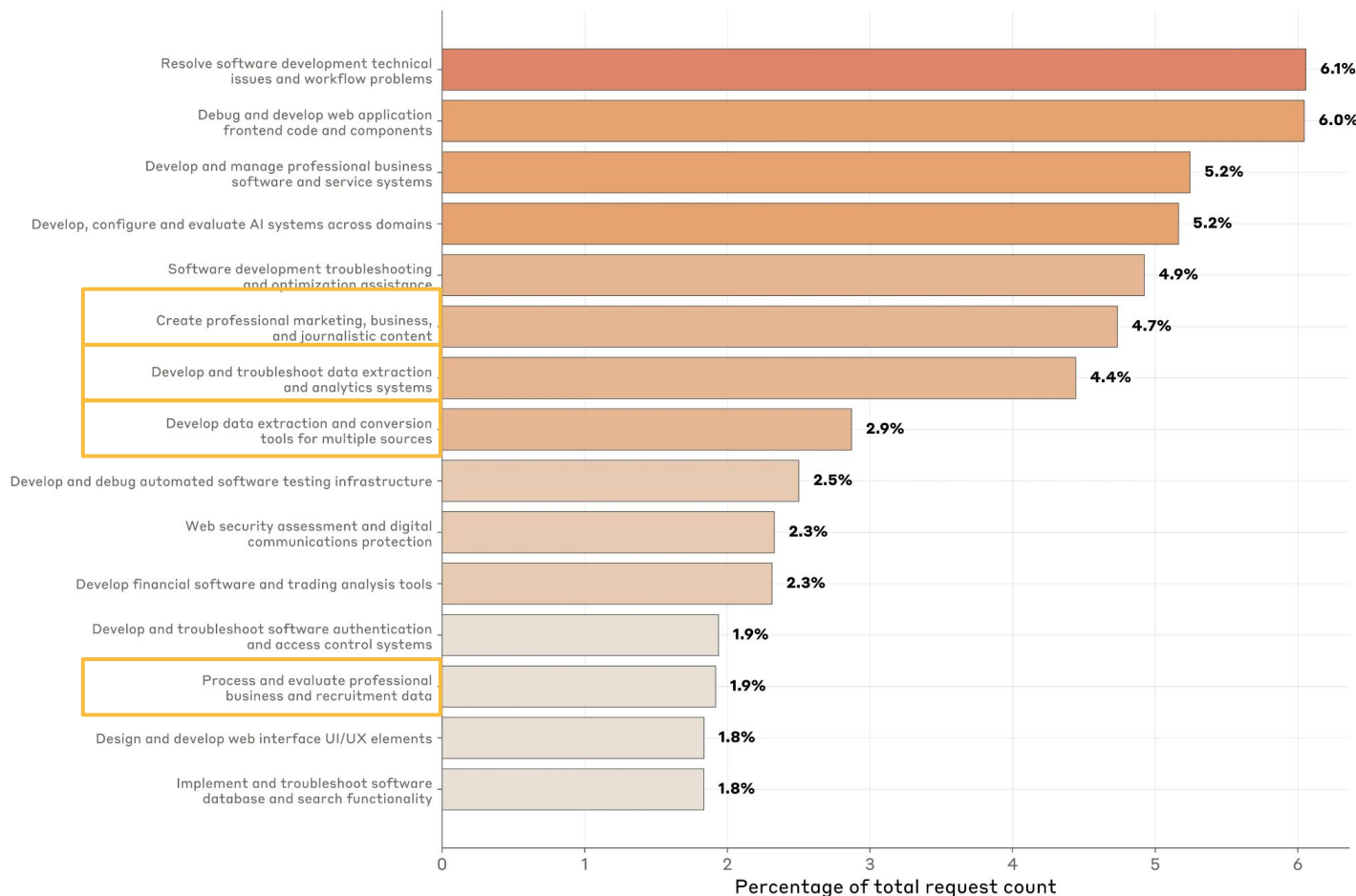
1. Washington, D.C.	3.82
2. Utah	3.78
3. California	2.13
4. New York	1.58
5. Virginia	1.57



6. Washington	1.51
7. Massachusetts	1.42
8. Colorado	1.30
9. Vermont	1.10
10. Nevada	1.08

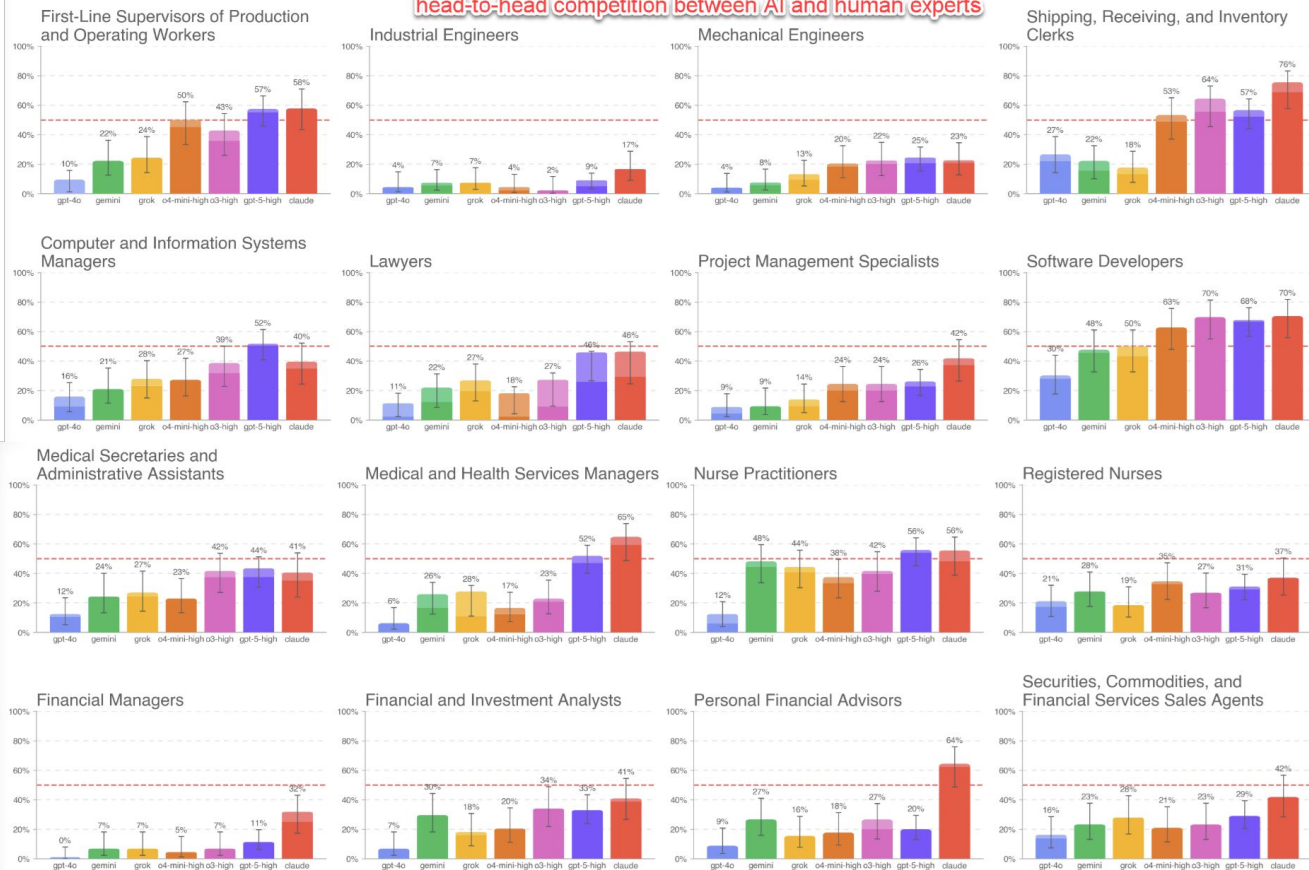
**Data analysis
and
manipulation,
report and
research
creation
among the
top uses.**

**Top use cases among 1P API transcripts by usage share
(broad grouping, bottom-up classification)**

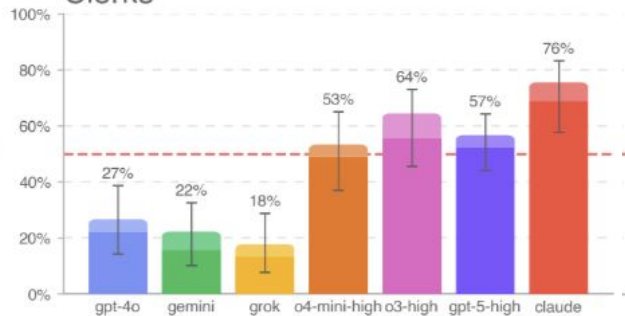


In this recent study from OpenAI, **humans narrowly beat AI outputs** in a head-to-head comparison.

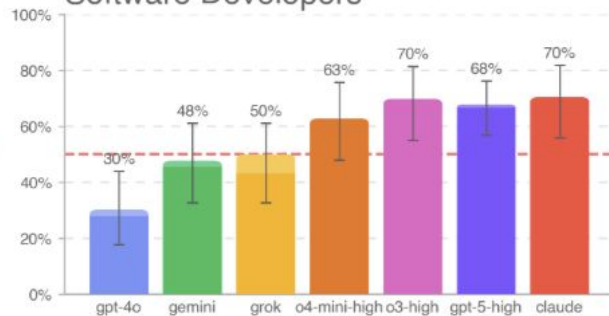
How often the AI answer is preferred by experienced judges in a head-to-head competition between AI and human experts



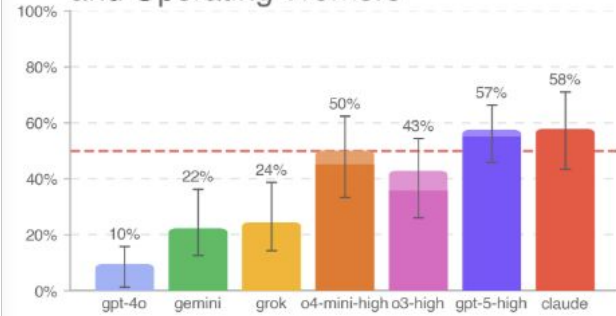
Shipping, Receiving, and Inventory Clerks



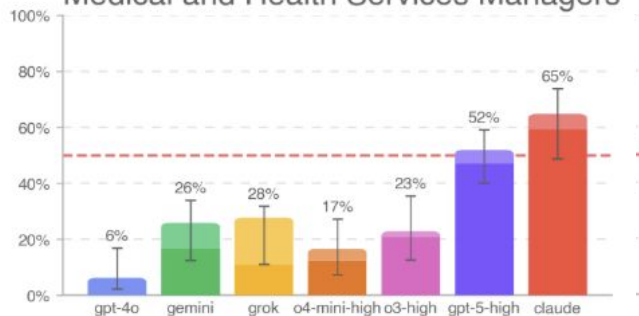
Software Developers



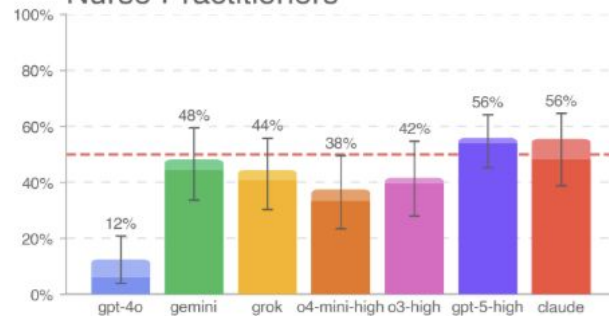
First-Line Supervisors of Production and Operating Workers



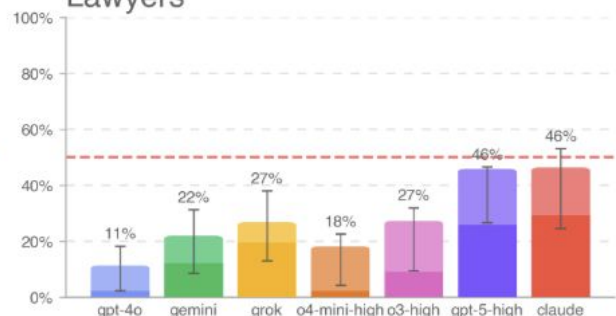
Medical and Health Services Managers



Nurse Practitioners



Lawyers



» WHAT AI DOES

WRITE

- Document outlines
- Summaries
- Email responses
- Blog posts
- Articles
- ...

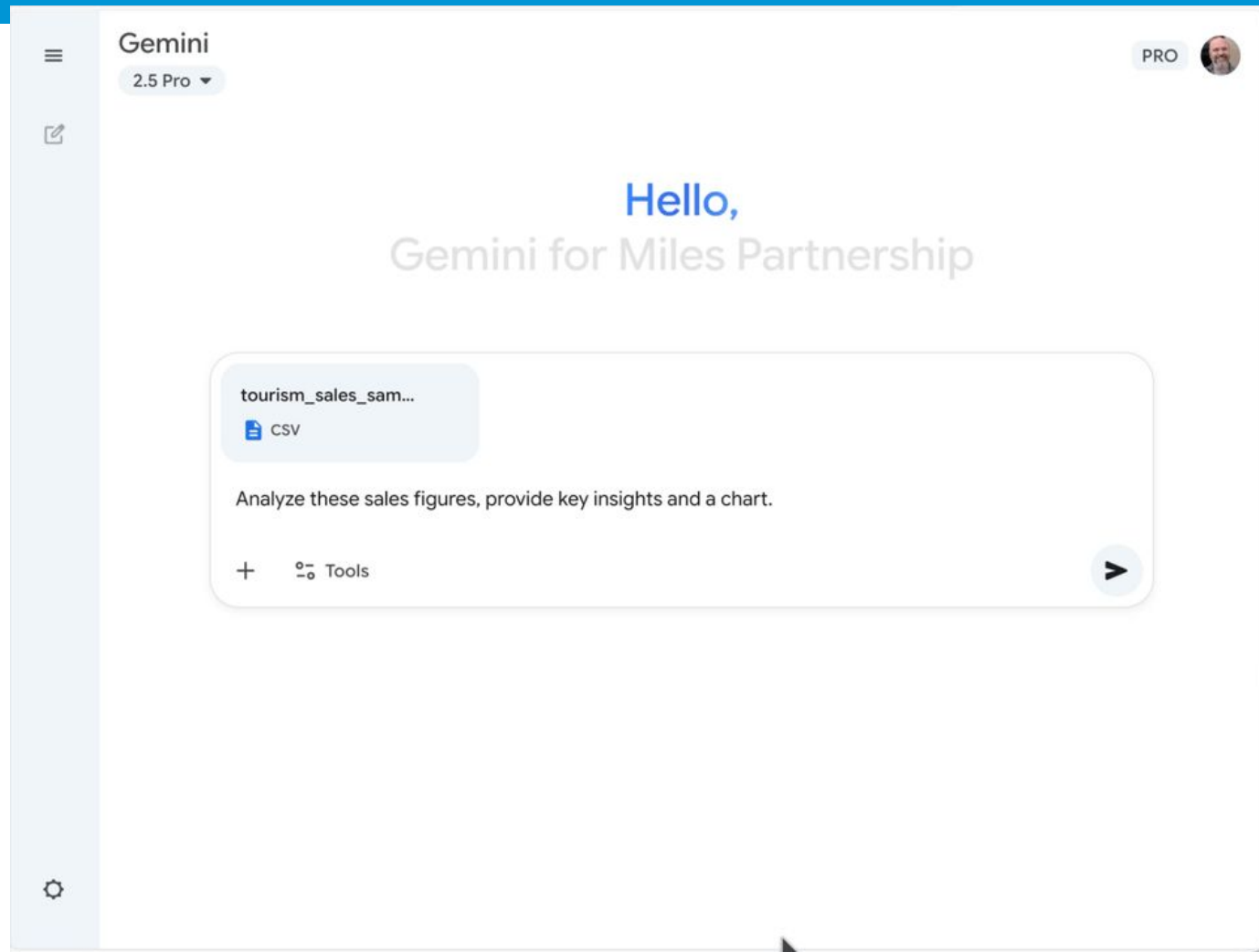
What can I help with?

what's a good two day itinerary for Anchorage alaska in mid october for a small corporate group?



ANALYZE

Chart your visitor data, identify trends and opportunities, ask follow-up questions of your data.



RESEARCH

Uncover
insights,
summarize
available
information or
make
comparisons.



Home



Discover



Spaces



Account



Upgrade



Install

perplexity **pro**

Research a list of types of popular activities and experiences in northern climate destinations. Compare those to the experiences available specifically in Alaska and highlight what the development opportunities would be for creating new experiences in Alaska.



RESEARCH

Completely
synthetic user
groups
(Nsighta Focus
Groups)

What would you like to explore with AI-simulated focus groups?

Get instant insights through AI-powered focus group simulations

Enter your research question for AI focus group simulation...



CODE

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



LEARN

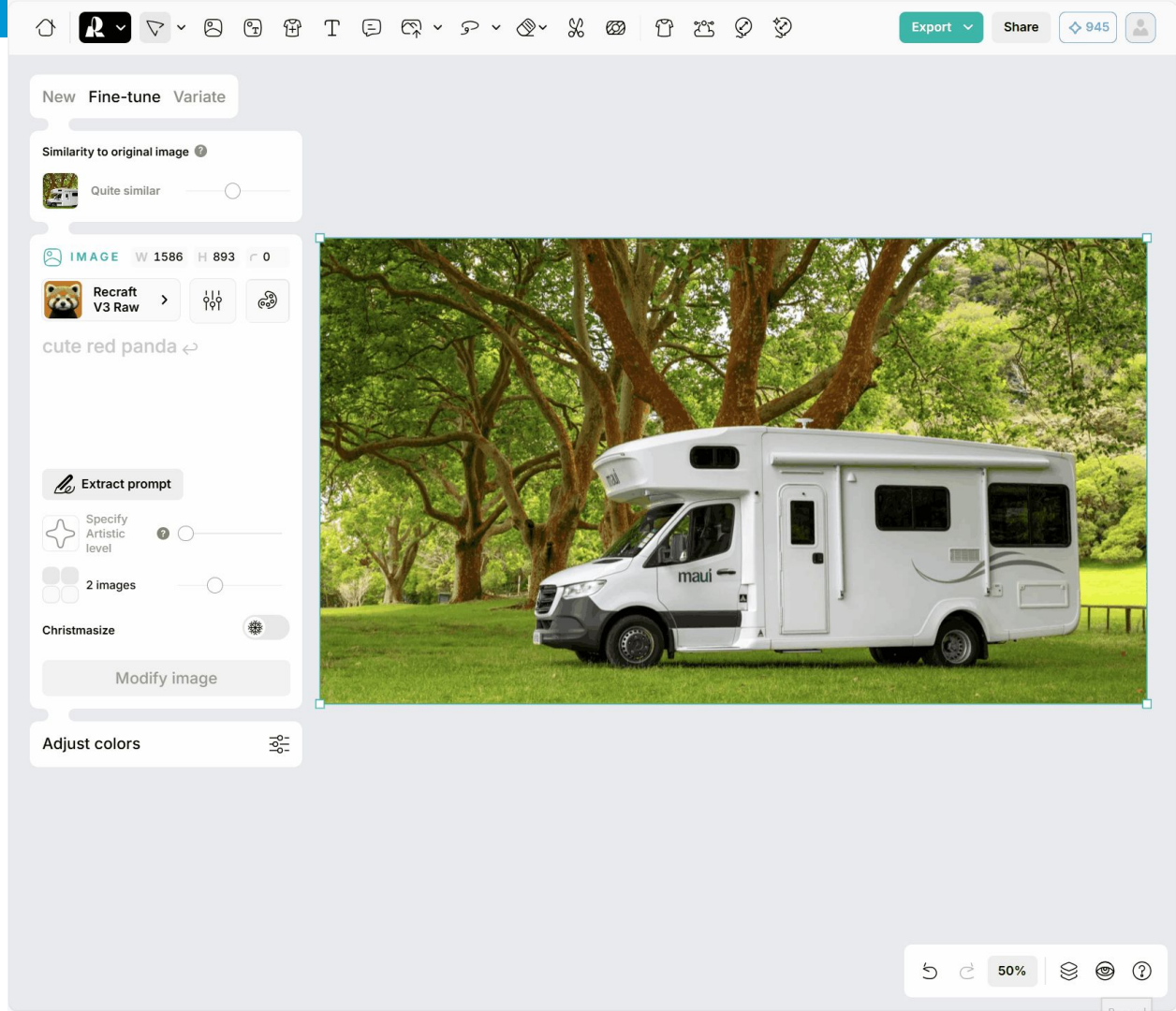
Understand complex topics and diverse data using AI synthesis and personalized learning approaches.

The screenshot displays the NotebookLM web application interface. At the top, the title bar includes the NotebookLM logo, the document title "Preserving Strategy While Nav", and navigation buttons for "Analytics", "Share", "Settings", and a "PRO" status indicator. Below the title bar, three tabs are visible: "Sources" (active), "Chat", and "Studio". The "Sources" tab contains a "+ Add" button and a "Discover" button. Below these buttons, there are icons for PDF and video sources. A list of sources is shown, each with a checkbox for selection. The sources include:

- Select all sources (checkbox checked)
- Don't Let Growth Muddle Your Company's Strategy.pdf (checkbox checked)
- The Infinite Game: How to Lead in the 21st Century (checkbox checked)
- Your Revenue Strategy Depends on Your Starting Point _ BCG.pdf (checkbox checked)
- achieving-growth-putting-leadership-mindsets-and-behaviors-into-action.pdf (checkbox checked)
- six-problem-solving-mindsets-for-very-uncertain-times-fv.pdf (checkbox checked)

IMAGES

Generative AI
enables all
kinds of image
edits, lighting
changes,
upscaling
(enhance,
enhance!)













TRANSLATION



TRANSLATION



C.A. Clark

Agents with full OS Access

Newest agents with the ability to access multiple apps within their own operating environments.

I'm a family of four, ages 52, 53, 20 and 17. We'd like to do a family vacation somewhere the united states in October of 2025. We live in Chicago, so would want to see something different, maybe not urban (but not too rustic!) and something that's family friendly and good for our various ages. Research three possible destinations we could visit

lose them, include flight costs ago ohare (ORD) airport. with validated pricing, triple A per night. Format the result ictures, pricing and reference

Image Viewer

Comparison & Recommendation

Destination	Highlights	Cost summary
Sedona, AZ	Red rocks, adventure tours, cultural sites	Flight ~\$1,800, hotel ~\$242/night
Asheville, NC	Blue Ridge vistas, hikes, festivals	Flight ~\$1,200, hotel ~\$203/night
Santa Fe, NM	Adobe architecture, museums, historic plaza	

Recommendation
All three destinations provide memorable autumn escapes.
Sedona - perfect for dramatic landscapes and active adventure
Asheville - offers stunning foliage, numerous free hikes and vib
Santa Fe - blends art, history and family-friendly museums with



Sign in

Sign up

Hello

What can I do for you?

Give Manus a task to work on...



Image

Slides

Webpage

Spreadsheet

New

Visualization

More

» HOW TO THINK ABOUT IT

A Simple Use Case

Pet Ownership Analysis

I asked 20 people if they own pets.

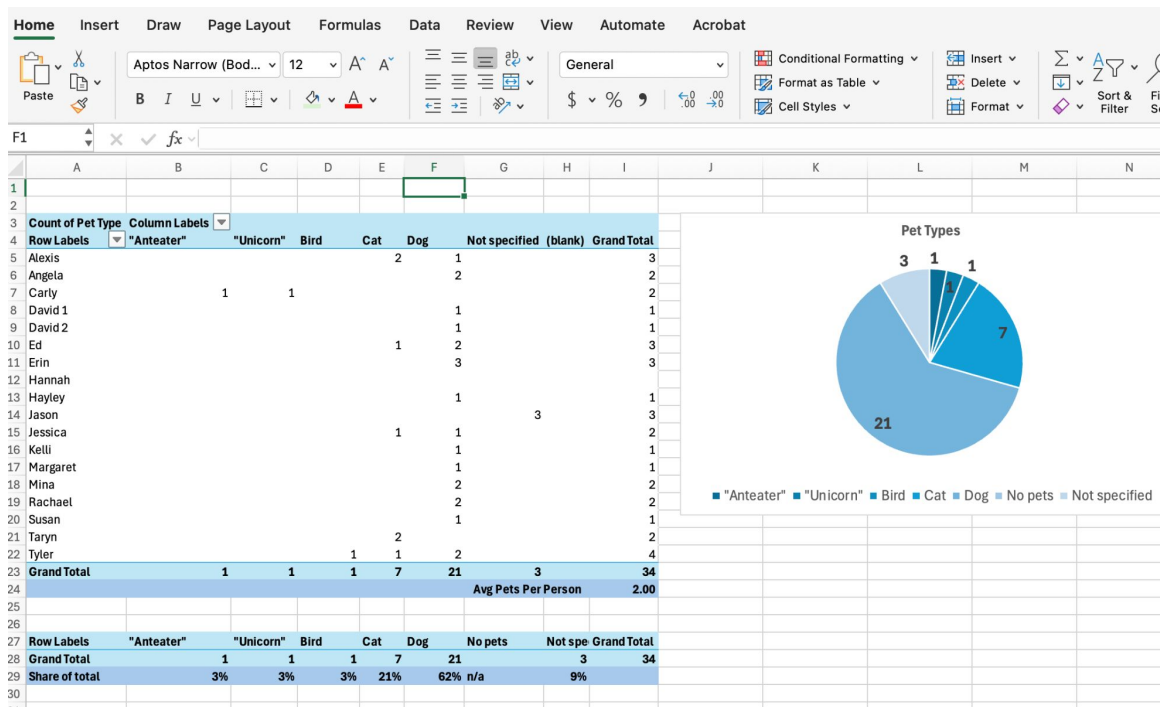
Take the following responses and put the information into an excel spreadsheet and tell me two things you noticed about the information.

Home						Insert	Draw	Page Layout	Formulas	Data	Review	View	Automate	Acrobat	
 Paste				Aptos Narrow (Bod... 12 A [^] A _v								General \$ % , € £			
															
H28															
	A	B	C	D		E									
1	Name	Pet Type	Pet Name	Breed		Notes									
11	Ed	Dog	Bailey	Not specified		-									
12	Ed	Cat	Dot	Not specified		-									
13	Ed	Dog	Benji	Not specified		Listed as "1/2 Time Step Dog"									
14	Erin	Dog	Georgia	Not specified		-									
15	Erin	Dog	Kaiser	Not specified		Listed as "partial owner"									
16	Erin	Dog	Duke	Not specified		Listed as "partial owner"									
17	Hannah		-	-		Does not own pets									
18	Hayley	Dog	Khalessi	Not specified		-									
19	Jason	Not specified	Scoops	Not specified		Pet type not mentioned									
20	Jason	Not specified	Theodore	Not specified		Pet type not mentioned									
21	Jason	Not specified	Hamlet	Not specified		Pet type not mentioned									
22	Jessica	Dog	Hamilton	Goldendoodle		-									
23	Jessica	Cat	Watson	Black		-									
24	Kelli	Dog	Achilles	"Grandpa mutt"		13 years old									
25	Margaret	Dog	Barney	Not specified		-									
26	Mina	Dog	Penny	French Bulldog		-									
27	Mina	Dog	Prince	French Bulldog		-									
28	Rachael	Dog	Charlie	Pitbull		-									
29	Rachael	Dog	Mable	Mini Schnauzer		-									
30	Susan	Dog	LuLu	Boston Terrier		-									
31	Taryn	Cat	Ava	Not specified		-									
32	Taryn	Cat	Spuds	Not specified		-									
33	Tyler	Dog	Milo	Toy Fox Terrier		-									
34	Tyler	Dog	Oliver	Dachshund		-									
35	Tyler	Cat	Garfield	Orange Tabby		-									
36	Tyler	Bird	Sam	Orange Tailed Amazon Parrot		-									
37															
38															

A Simple Use Case

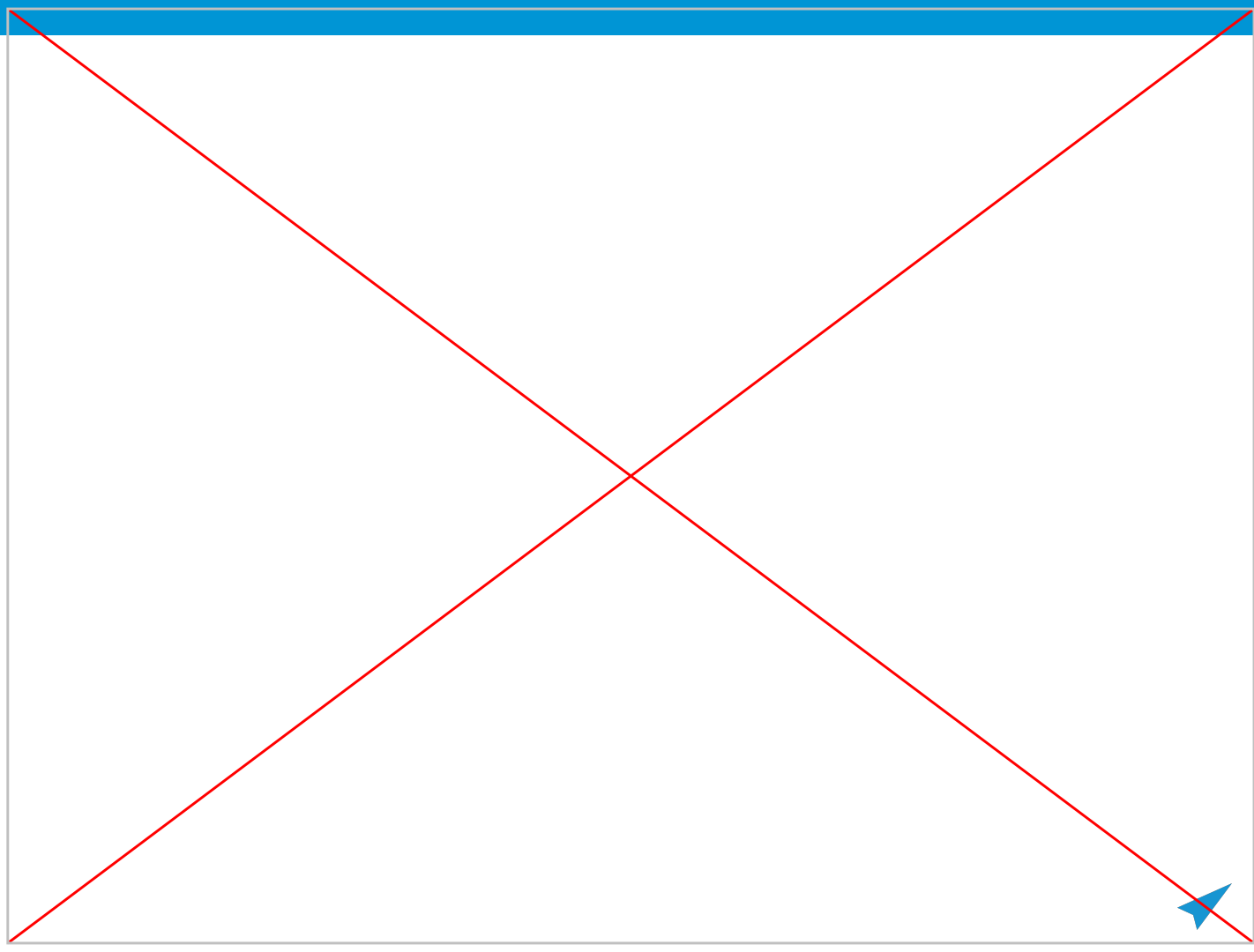
Pet Ownership Analysis

- Of the 18 respondents who own pets (note Hanna has no pets), 62% of those pets are dogs (21), and 21% are cats (7).
- There is an average of two pets per owner:
 - Single pet owners: 6 people (35%)
 - Two-pet owners: 6 people (35%)
 - Three-pet owners: 4 people (24%)
 - Four or more pets: 1 person (6%) – Tyler with 4 pets



A Simple Use Case

Pet Ownership Analysis



Interconnected benefits for the research process

- Augments the human perspective uncovering connections in data
- Challenges inherent biases and assumptions
- Accelerates the paces of discovery
- Generates insights neither AI or human could have done alone



Purposeful Use of Generative AI in the Research Process

**The goal is to AUGMENT
– not replace – steps in
the research process,
which stands to
augment the depth
and quality of insights.**

**“AI frees humans for strategy,
storytelling and creativity.”**

Deborah Sherman, LinkedIn

**“AI is not going to replace
humans, but humans with AI
are going to replace humans
without AI.”**

**Karim R. Lakhani, Harvard
Business School**



Purposeful Use of Generative AI in the Research Process

Content and Literature Review

- Semantic search: Identification of new sources both academic and industry in nature
- Automated systematic review: deeper understanding of previous work conducted in the industry trend or phenomenon
- Gap identification: validate a lack of research on a given topic, reducing likelihood of duplicate research

Augment Data Analysis

- Pattern recognition in high dimension data: expand scope of data analysis
- Multi-modal data integration: synthesize large data sets

Validate Data Analysis

- Bias detection: validate data analysis conducted, which is prone to unconscious bias
- Reproducibility verification: ensures there is reliability in the analysis conducted
- Statistical assumption checking: provide alternatives when anomalies are found



Do's and Don'ts for success in using AI to augment research

Do

- Verify and cross-reference
- Maintain transparency about AI usage
- Think of ways to augment your perspective on data analysis or scope of insights collected

Don't

- Copy AI-generated content into your materials
- Input sensitive or proprietary data without permission
- Miss the opportunity to grow the field of knowledge around AI use in tourism research



Best practices for impactful use of AI to augment the human process

Goal solution alignment

- Identify the goals for the project
- Don't start with the AI you want to use or simply "to use AI"

Outline steps that need augmentation

- Where can the process be enhanced (efficiency, depth of knowledge collection, etc.)

Create content explaining AI in use

- Why was AI used?
- What was it used for?
- How has the research process been improved or augmented?
- Did this benefit the insights and analysis?



» PROVEN USE CASES

Does a relationship exist?

Challenge: How does lodging demand relate to the generation of sales tax?

2024 MONTHLY 4.5% S					
Month	RETAIL	RETAIL share of annual	LODGING	Lodging Share of annual	F&B
January	1,860,823	12%	2,901,558	16%	1,427,481
February	1,830,505	12%	3,151,431	18%	1,367,127
March	2,144,878	14%	3,215,784	18%	1,453,080
April	779,610	5%	517,664	3%	498,222
May	537,836	3%	269,126	2%	318,981
June	967,109	6%	752,950	4%	726,505
July	1,325,587	9%	1,255,821	7%	1,099,028
August	1,123,250	7%	1,103,775	6%	900,107
September	950,961	6%	804,063	5%	708,410
October	703,384	5%	521,165	3%	435,555
November	821,632	5%	593,623	3%	380,533
December	2,334,631	15%	2,653,472	15%	1,196,196
Total	15,380,206		17,740,432		10,511,225



The Approach

Gathered the following inputs for 2024:

- Monthly sales tax collections
 - Category level tax details
- Final full-year 2024 hotel demand numbers

Analysis:

- Conducted a simple share by month comparison for directional insights
- Ran a correlation analysis looking at the true R-coefficient for monthly correlations between sales tax categories and room demand



The Data and Analysis

2024 MONTHLY 4.5% SALES TAX										Lodging Demand	
Month	RETAIL	RETAIL share of annual		F&B	F&B Share of annual	OTHER	OTHER share of annual	TOTAL	Total share of annual	Roomnights Sold	Share of total roomnights sold
January	1,860,823	12%		1,427,481	14%	353,200	14%	6,543,062	14%	45,180	14%
February	1,830,505	12%		1,367,127	13%	305,390	12%	6,654,453	14%	49,041	16%
March	2,144,878	14%		1,453,080	14%	295,087	11%	7,108,829	15%	45,990	15%
April	779,610	5%		498,222	5%	225,787	9%	2,021,283	4%	16,304	5%
May	537,836	3%		318,981	3%	148,575	6%	1,274,518	3%	9,393	3%
June	967,109	6%		726,505	7%	159,489	6%	2,606,053	6%	19,302	6%
July	1,325,587	9%		1,099,028	10%	212,562	8%	3,892,998	8%	20,004	6%
August	1,123,250	7%		900,107	9%	157,794	6%	3,284,926	7%	13,112	4%
September	950,961	6%		708,410	7%	157,361	6%	2,620,795	6%	10,365	3%
October	703,384	5%		435,555	4%	149,377	6%	1,809,481	4%	22,117	7%
November	821,632	5%		380,533	4%	155,160	6%	1,950,948	4%	19,328	6%
December	2,334,631	15%		1,196,196	11%	283,691	11%	6,467,990	14%	41,586	13%
Total	15,380,206			10,511,225		2,603,473		46,235,336		311,722	100%



The Data and Analysis

Month	Total Sales Tax	Lodging Sales Tax	Sales Tax Less Lodging	Roomnights Sold	Share of non-lodging tax by month	Share of roomnights sold by month
January	6,543,062	2,901,558	3,641,504	45,180	13%	14%
February	6,654,453	3,151,431	3,503,022	49,041	12%	16%
March	7,108,829	3,215,784	3,893,045	45,990	14%	15%
April	2,021,283	517,664	1,503,619	16,304	5%	5%
May	1,274,518	269,126	1,005,392	9,393	4%	3%
June	2,606,053	752,950	1,853,103	19,302	7%	6%
July	3,892,998	1,255,821	2,637,177	20,004	9%	6%
August	3,284,926	1,103,775	2,181,151	13,112	8%	4%
September	2,620,795	804,063	1,816,732	10,365	6%	3%
October	1,809,481	521,165	1,288,316	22,117	5%	7%
November	1,950,948	593,623	1,357,325	19,328	5%	6%
December	6,467,990	2,653,472	3,814,518	41,586	13%	13%
Total	46,235,336	17,740,432	28,494,904	311,722		

Normalization of the Sales Tax Data:

- Removed lodging tax from the monthly sales tax totals to remove skews caused by rate fluctuations.

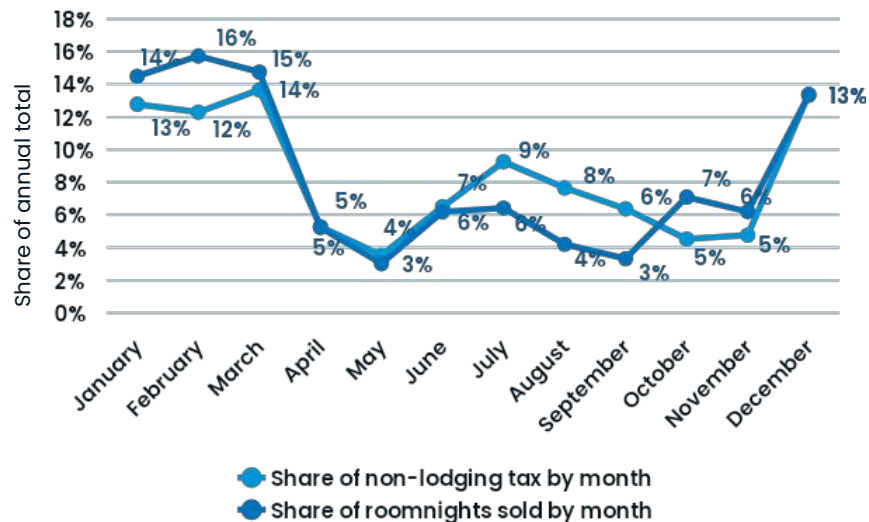
Correlation Strength:

- There is an **extremely strong positive correlation ($r = 0.8926$)** between the monthly share of non-lodging tax and the monthly share of roomnights sold.
- This indicates these two variables have an almost perfect linear relationship.

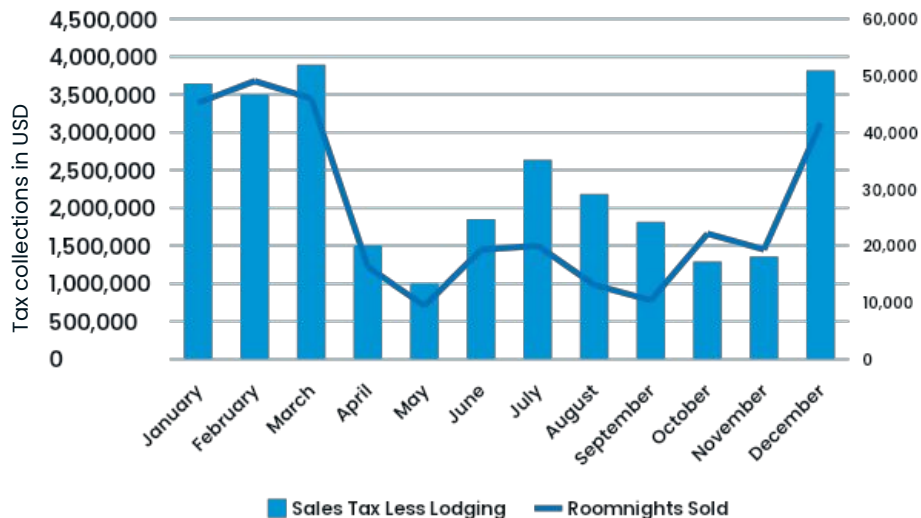


The Data and Analysis: Initial Relationship Analysis

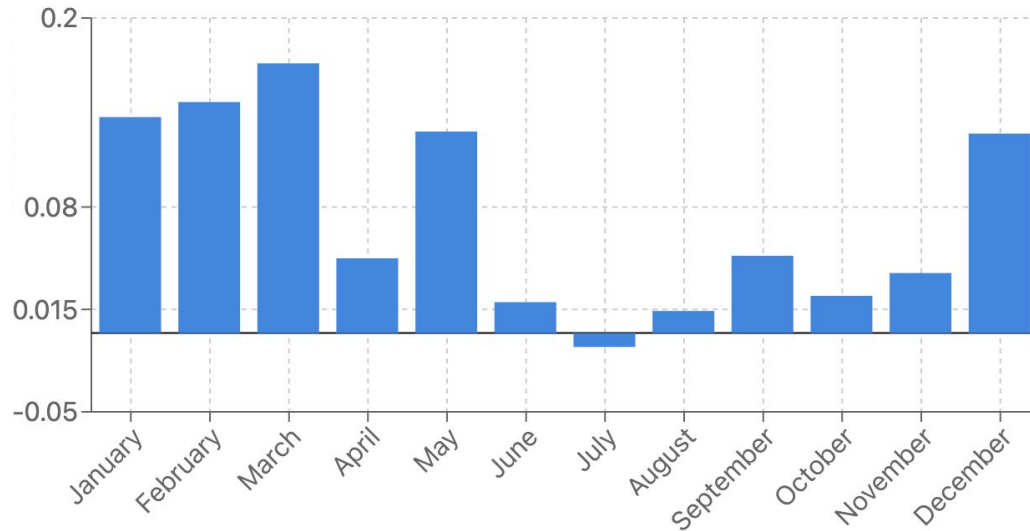
Share of Non-Lodging Tax and Roomnight Sold
by Month



Roomnights in relation to Sales Tax (less lodging)



The Data and Analysis: Correlation Analysis



Correlation Strength:

- There is an **extremely strong positive correlation ($r = 0.8926$)** between the monthly share of non-lodging tax and the monthly share of roomnights sold.
- July** is the only month where one variable is above its mean (non-lodging tax) while the other is below its mean (roomnights), resulting in a small negative contribution.
- Winter months** (December through March) show the strongest positive contributions, as both variables are well above their means during these months.



The Data and Analysis

Month	Total Sales Tax	Lodging Sales Tax	Sales Tax Less Lodging	Roomnights Sold	Share of non-lodging tax by month	Share of roomnights sold by month	Non-Lodging Sales tax per roomnight
January	6,543,062	2,901,558	3,641,504	45,180	13%	14%	80.60
February	6,654,453	3,151,431	3,503,022	49,041	12%	16%	71.43
March	7,108,829	3,215,784	3,893,045	45,990	14%	15%	84.65
April	2,021,283	517,664	1,503,619	16,304	5%	5%	92.22
May	1,274,518	269,126	1,005,392	9,393	4%	3%	107.04
June	2,606,053	752,950	1,853,103	19,302	7%	6%	96.01
July	3,892,998	1,255,821	2,637,177	20,004	9%	6%	131.83
August	3,284,926	1,103,775	2,181,151	13,112	8%	4%	166.35
September	2,620,795	804,063	1,816,732	10,365	6%	3%	175.28
October	1,809,481	521,165	1,288,316	22,117	5%	7%	58.25
November	1,950,948	593,623	1,357,325	19,328	5%	6%	70.23
December	6,467,990	2,653,472	3,814,518	41,586	13%	13%	91.73
Total	46,235,336	17,740,432	28,494,904	311,722			102.13

Estimating value of a roomnight:

- Communicating an R-coefficient is not always an effective way to communicate the value of roomnights throughout the year.
- R-coefficient tells us the degree of relationship and is NOT a measure of value.
- Non-Lodging Sales Tax per Roomnight** = the tax revenue generated per-roomnight sold each month.



The Data and Analysis

	Monthly share of Retail Tax	Monthly share of Lodging Tax	Monthly share of F&B Tax	Monthly Share of Other Tax	Monthly Share of Total Tax	Roomnights Sold
January	12%	16%	14%	14%	14%	14%
February	12%	18%	13%	12%	14%	16%
March	14%	18%	14%	11%	15%	15%
April	5%	3%	5%	9%	4%	5%
May	3%	2%	3%	6%	3%	3%
June	6%	4%	7%	6%	6%	6%
July	9%	7%	10%	8%	8%	6%
August	7%	6%	9%	6%	7%	4%
September	6%	5%	7%	6%	6%	3%
October	5%	3%	4%	6%	4%	7%
November	5%	3%	4%	6%	4%	6%
December	15%	15%	11%	11%	14%	13%
Grand Total	100%	100%	100%	100%	100%	100%

Correlation by tax category:

- With a strong correlation between room demand and sales tax generated, a similar relationship is seen across categories.
- Minor nuances do exist across months by category:
 - Retail tax collections trend above room demand in July- September, December
 - July- September F&B tax collections trend above room demand.
 - Note: these two categories are responsible for the over indexing of tax collections July-September (trend is similar or sales tax total less lodging)



How do we solve for a gap in measurement?

Challenge: A change in visitor volume tracking partner is leaving the destination with a five-month gap in reporting – what is an interim solution?



Process

Using Claude Code

- Pull, aggregate, clean and format data from available sources
- Create 5 separate models
 - Simple Linear Regression
 - SARIMA Time Series Model
 - Lagged Regression Model
 - Machine Learning Ensemble
 - Booking–Conversion Proxy
- Final “Weighted Ensemble” methodology

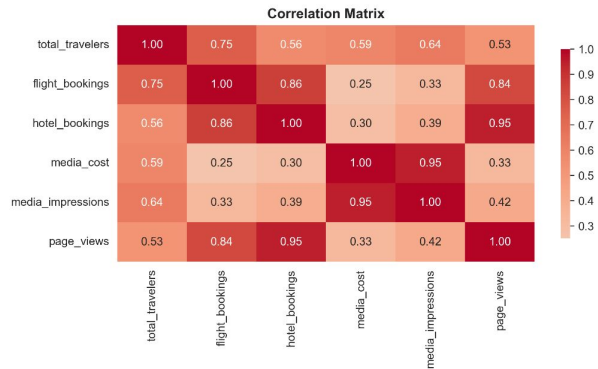
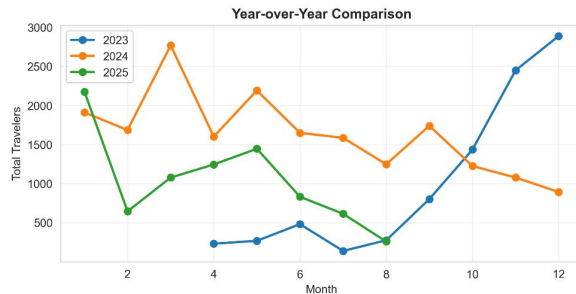
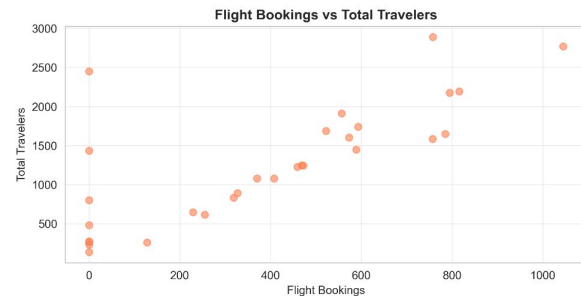
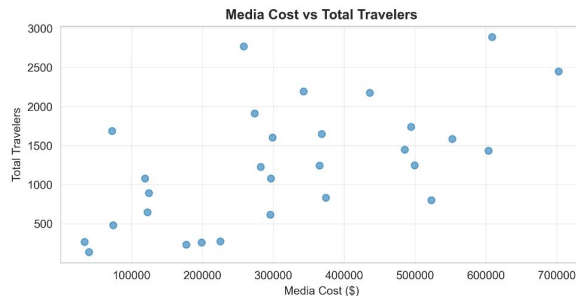
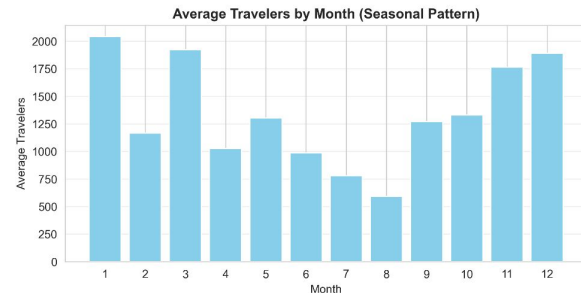
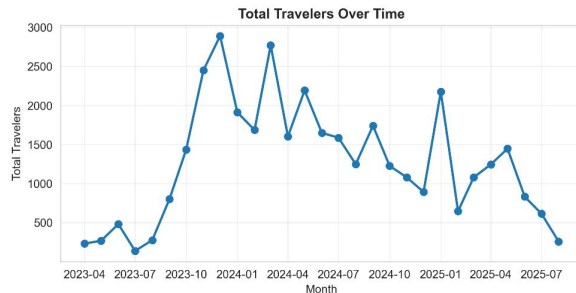


```
8
9 Author: Miles Partnership
10 Date: 2025-11-06
11 """"
12
13 import pandas as pd
14 import numpy as np
15 import matplotlib.pyplot as plt
16 import seaborn as sns
17 from datetime import datetime
18 import warnings
19 warnings.filterwarnings('ignore')
20
21 # Statistical modeling
22 from sklearn.model_selection import TimeSeriesSplit
23 from sklearn.preprocessing import StandardScaler
24 from sklearn.linear_model import LinearRegression
25 from sklearn.ensemble import RandomForestRegressor
26 from sklearn.metrics import mean_absolute_error, mean_squared_error, mean_absolute_percentage_error
27 import xgboost as xgb
28 from statsmodels.tsa.statespace.sarimax import SARIMAX
29 from statsmodels.tsa.seasonal import seasonal_decompose
30 from scipy import stats
31
32 # Set plotting style
33 sns.set_style("whitegrid")
34 plt.rcParams['figure.figsize'] = (12, 6)
35
36 # =====
37 # CONFIGURATION
38 # =====
39
40 TARGET_MONTH = '2025-09'
41 VALIDATION_MONTH = '2024-09' # Use Sept 2024 for back-testing
42
43 # File paths
44 FILES = {
45     'total_travelers': 'Total Travelers - Media & Website.csv',
```

Results

5-month statistical prediction for data gap

- Weighted ensemble of methodologies
- Each method uses established statistical techniques
- Transparent, reproducible process
- Methods validated on historical data where possible

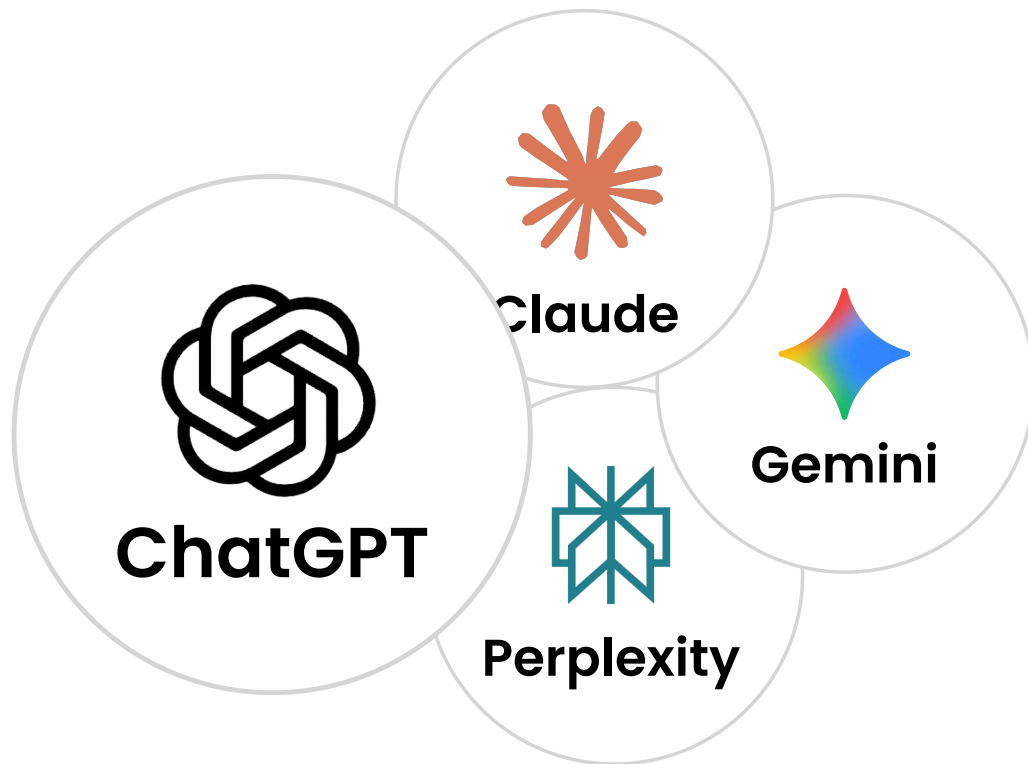


» GETTING STARTED

Paid vs. Free

I strongly encourage you to invest in a paid tool. You'll get access to more **features**, better **privacy** and **security** and **higher usage** limits and **reasoning**.

(Everyone here should ALWAYS be using reasoning or extended thinking)



Anthropic AI Fluency Course

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



The AI Fluency Framework

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

ANTHROPIC

The 4D Framework

Delegation

Setting goals and deciding whether, when and how to engage with AI.

Description

Effectively describing goals to prompt useful AI behaviors and outputs.

Discernment

Accurately assessing the usefulness of AI outputs and behaviors.

Diligence

Taking responsibility for what we do with AI and how we do it.



What am I
trying to do?

Problem Awareness

Clearly understanding your goals and the nature of the work before involving AI.



What do you
do well?

Platform Awareness

Understanding the capabilities and limitations of different AI systems.



Prioritizing Usage

Generative AI is prone to error, or so-called “hallucinations.”

It's best used where its output is easily verified.

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.



Claude

(w/ *extended thinking*)

Best suited for analyzing across document types and comparing methodologies and data sets

Strength: handling complex, nuanced academic discussion and maintaining context throughout a long conversation



Claude



Miles Partnership

☀ Afternoon, C.A.

How can I help you today?



Sonnet 4.5



Search menu

Use style

Extended thinking



Research



Web search



Drive search



Gmail search

Connect

Calendar search

Connect

Guru

4 of 6

Microsoft 365



Slack



+ Add connectors

Analyze the paradox from Drive

Probing biologic 13s al

Allow Claude to think out loud for longer for trickier questions and challenges.

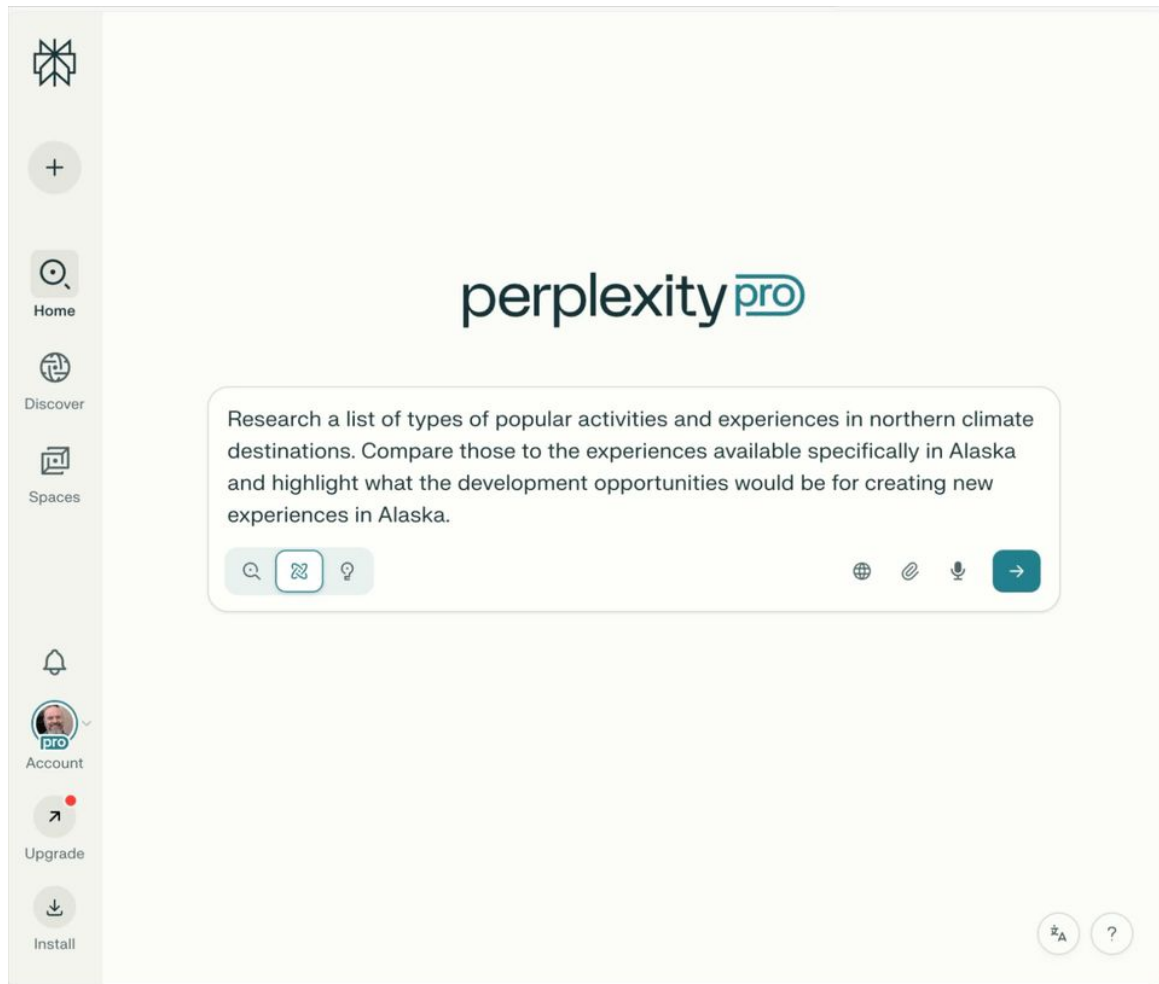
Perplexity

Provides real-time web search capabilities with citations, supporting discovery of the most current research.

Strength: real-time connectivity to web search provides the most up-to-date and accurate search for topics



Perplexity



CUSTOM GPTs

(or Gems or Projects)

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



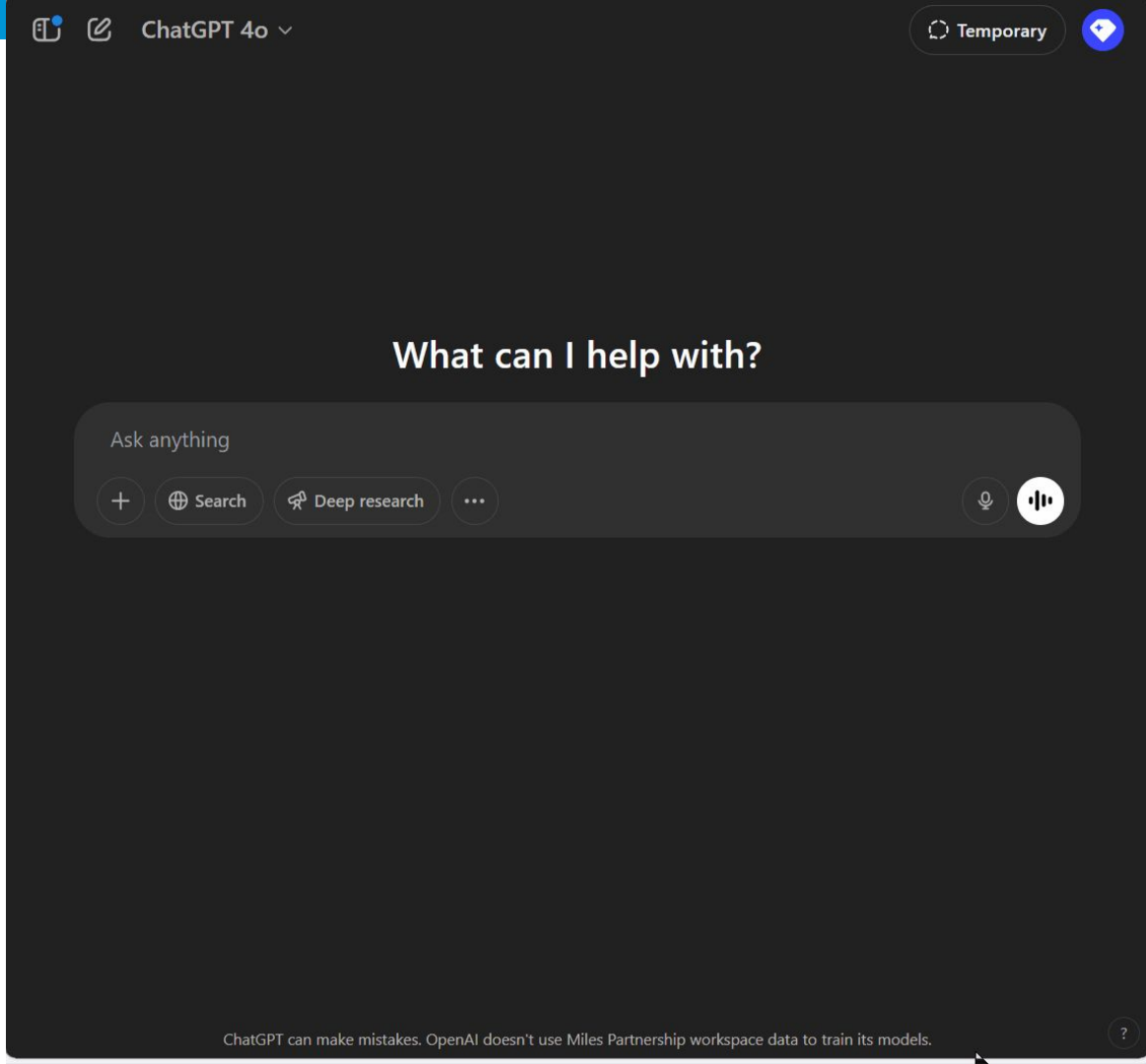
Chat GPT
CustomGPT



Gemini
Gem



Claude
Project



Data Visualization

Current models have gotten very good at data visualization. This example from Claude plots visitor and revenue trends over time.



Chat GPT



Gemini



Claude

Visitor & Revenue Trends



Marketing Channel Performance



Deep Research

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



Chat GPT



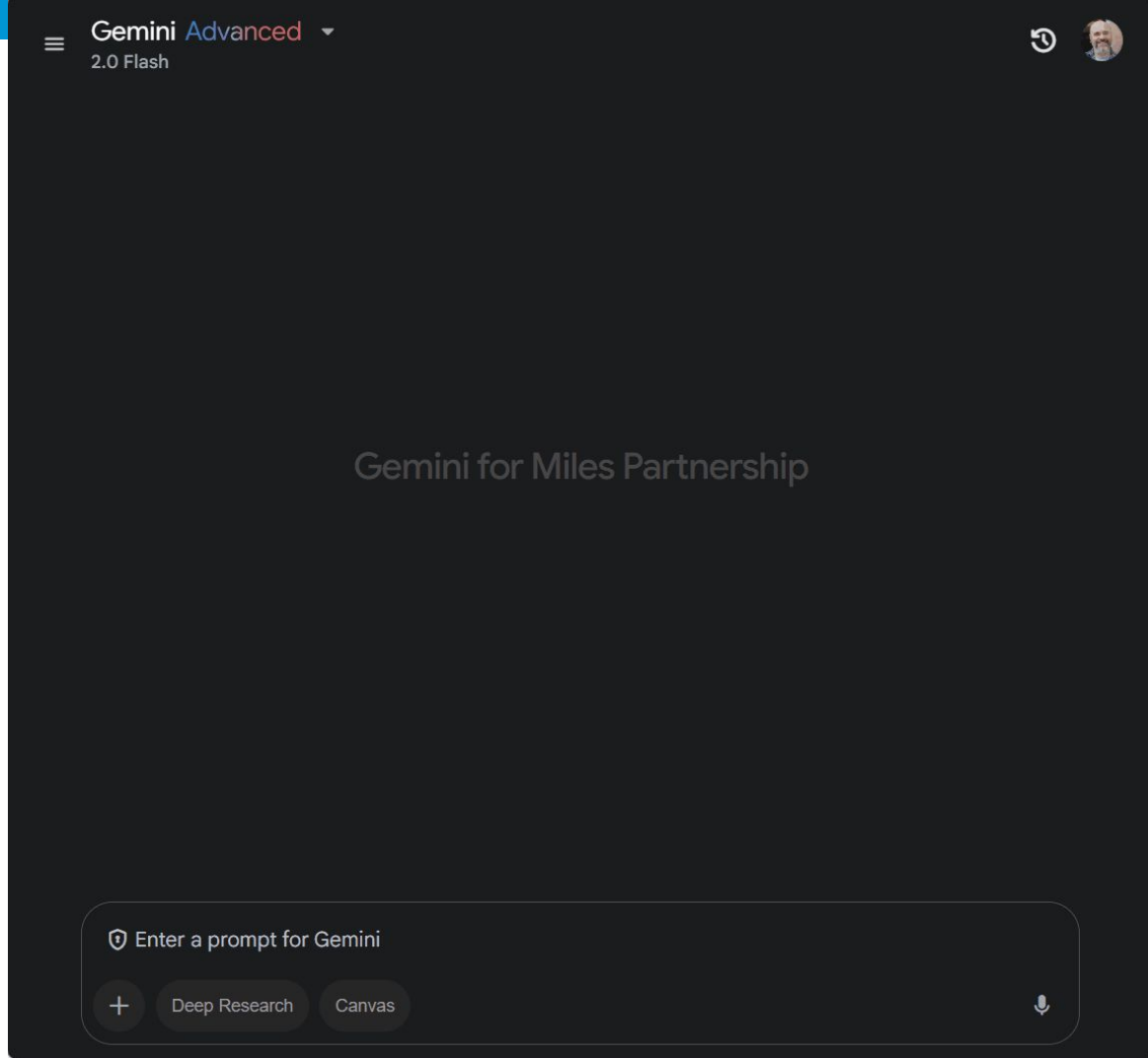
Gemini



Perplexity



Claude



Deep Research

40+hours of
desktop research
down to less than 8
hours of validation.

Strategic & Stewardship Plans

Seattle, WA	Denver, CO	Nashville, TN	Detroit, MI	Copenhagen, Denmark	Amsterdam, Netherlands
Port of Seattle Responsible	Denver Tourism Roadmap 2025	The Music City Strategic Plan 2023	Integrated Sustainabilities	Copenhagen All Inclusive Strategic Plan 2024	Vision on Tourism in Amsterdam 2035
Travel Handbook Seattle Land Stewardship Plan	Destination Denver Tourism Roadmap Master Plan.pdf			Copenhagen's Action Plan for the Sustainable Development Goals	
DRAFT Final 2023 Seattle Plan 2023					
Denver, Colorado					
DMO		Stewardship Definition & Philosophy			
•Visit Denver •More than 65 Professionals •\$47.3M Operating Budget (2023) (Source: About Visit Denver)		•Denver Tourism Roadmap master plan (building visitor economy growth priorities). •Vision 2025: Thought growth with coordination and transportation plan •Shift: Tourism success alignment among DM community, and stakeholder marketing. •Axiom: Sustainable intentionally designed left to chance. •Guiding principle: C development is destination —resident quality of life			
Seattle, Washington					
DMO		Stewardship Definition & Philosophy		Strategic Goals	
•Visit Seattle •65 employees •\$31.8M Revenue (2023) (Source: Visit Seattle Revenue 2023)		•Visit Seattle's mission is to responsibly grow tourism for community benefit, guided by values of Inclusion, Impact, Commitment, and Excellence. •Destination Stewardship, as defined in the Responsible Travel Handbook, is a regenerative, holistic approach to tourism that balances people, planet, and profit. It emphasizes collaboration among residents, industry, and other sectors to restore, protect, and revitalize local communities and environments.		•Seattle 2025 Plan: Grow tourism sustainably while enhancing livability, inclusivity, and community impact. •Stewardship Goals: Strengthen reputation, support economic development, improve communications, track sustainability/accessibility, and develop wayfinding systems. •Port of Seattle: Pursue tourism promotion, environmental leadership, and DEI excellence.	



Chat GPT



Gemini



Perplexity



Claude

Notebook LM

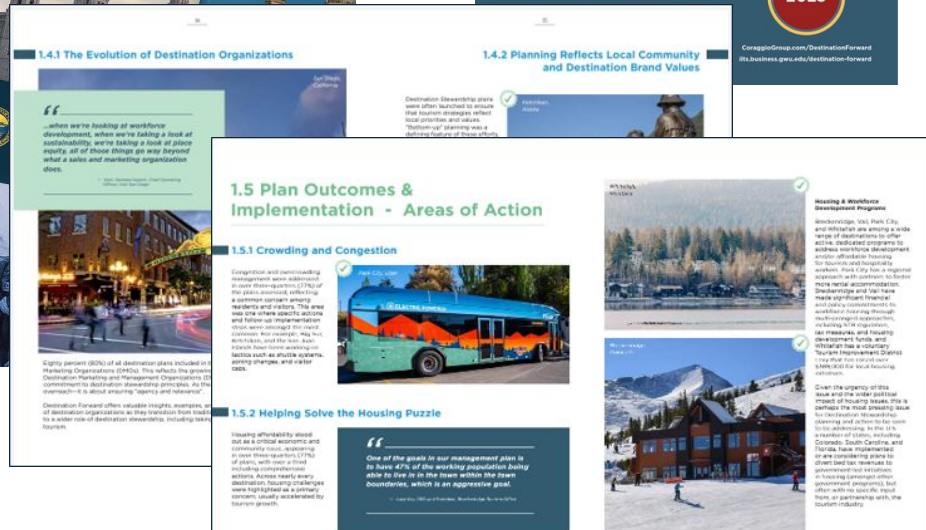
The best way to learn anything!

The best, least used AI product*
**according to me*



Notebook LM







Destination Stewardship Plans Analysis

Sources

+ Add

Discover

Select all sources

✓

PDF Aspen_Final_Without-Case...

✓

PDF Big Sur.pdf

✓

Chat

Refresh

Save to note

Please compare all the 34 strategies and plans (not just the summaries) and assess how effective they are likely to be in turning goals and general strategies into practical action and results. Please compare each plan based on the quality of their S.M.A.R.T components that ensure plans are

Please compare all the 34 strategies and plans (not just the summaries) and assess how effective they are likely to be in turning goals and general strategies into practical action and results. Please compare each plan based on the quality of their S.M.A.R.T components that ensure plans are focused on practical outcomes; Specific, Measurable, Achievable, Relevant and Timebound.





Destination Stewardship Plans Analysis

Sources



+ Add

Discover

Select all sources



Chat

Refresh



Save to note



Please compare all the 34 strategies and plans (not just the summaries)

These plans excel at strategic context and community engagement but rely on future work (studies, formation of new groups) to translate strategic goals into measurable, time-bound tactics.

Destination (Plan)	Key S.M.A.R.T. Strengths	Assessment of Effectiveness
Big Sur (DSP)	High R. The plan focuses on pragmatic, action-oriented visitation management strategies consistent with existing land use plans (BSLUP) 69 ... , making the actions highly <i>Relevant</i> (R) and <i>Achievable</i> (A) within	Effective as a Roadmap. While the plan provides a framework for generating revenue (Sustainability Fund) and implementing specific solutions (e.g., shuttle services, Day Pass), the source excerpts position it as a <i>map</i> 70 . Without the full action tables (containing S, M, and T details), the specific S.M.A.R.T. quality of the

Coding

If you can write (or even read) HTML, JavaScript, Python, PHP or any programming language, you should definitely check out Claude Code. (or Codex or Gemini CLI)



Claude Code



Codex



Gemini CLI

Ready to code?

Here is Claude's plan:

Acquia Entitlements Report: Sequential to Parallel Processing Transformation

Performance Challenge

The original script processed disk usage sequentially – checking each application's environments one by one, causing significant delays for large hosting accounts with many applications.

Solution: Multi-Phase Parallel Processing Architecture

Phase 1: Job Collection & Preparation

- Before: Process each application immediately as discovered
- After: Collect all disk usage jobs upfront into `$aDiskUsageJobs` array
- Key Changes:
 - Added `$aApplication`
 - Created `create_disk`
 - Separated data coll
- Before: Mixed data collection and processing
- After: Clean separation with `$aDiskUsageResults` lookup
- Benefits: Maintains data integrity while gaining speed

Phase 2: Parallel Execu

- Implementation: `get_d`
- Smart Process Managem
 - Dynamic process cou
 - Environment variabl
 - Automatic fallback
- Process Coordination:
 - Parent process mana
 - Child processes exe
 - Temporary files for
 - Process reaping and

Phase 3: Result Integra

- Before: Mixed data co
- After: Clean separati
- Benefits: Maintains d

Key Performance Optim

1. Intelligent Process

```
$nMaxProcesses = min(  
  getenv('ACQUIA_MAX_  
  max(2, min(25, $nJob)
```

2. Concurrent SSH Opera

- Multiple SSH connecti
- Each child process ha
- Eliminates sequential

3. Resource Management

Key Performance Optimizations

1. Intelligent Process Scaling

```
$nMaxProcesses = min(  
  getenv('ACQUIA_MAX_PROCESSES') ? 25,  
  max(2, min(25, $nJobCount))  
);
```

2. Concurrent SSH Operations

- Multiple SSH connections to Acquia servers simultaneously
- Each child process handles one environment's disk usage
- Eliminates sequential SSH connection overhead

3. Resource Management

- Temporary files for inter-process communication
- Proper process cleanup with `pcntl_wait()`
- Error handling for failed forks

Expected Performance Gains

- Sequential: ~30 seconds per application environment
- Parallel: Process 15-25 environments simultaneously
- Result: 10-15x speed improvement for large accounts

Implementation Highlights

- Backwards Compatible: Falls back to sequential processing
- Configurable: Environment variable controls max processes
- Robust: Comprehensive error handling and logging
- Clean Architecture: Clear separation of concerns

Visual Impact for Presentation

This transformation showcases:

- Modern PHP Practices: Process forking and parallel execution
- Performance Engineering: From minutes to seconds
- Enterprise Scalability: Handles large hosting accounts efficiently
- Smart Resource Management: Dynamic process scaling

— Generated with [GPT-4o](#)

The parallel processing implementation transforms a slow, sequential reporting script into a high-performance, concurrent data collection system – perfect for demonstrating advanced PHP optimization techniques!

Would you like to proceed?

- > 1. Yes, and auto-accept edits
- > 2. Yes, and manually approve edits
- > 3. No, keep planning

» MORE TOOLS TO TRY



Smart Diagrams

Designed to turn notes, outlines and sketches into diagrams and infographics.

Library

+ New Napkin

Undo

Styles

Share

Email campaign

StepTimingAudience TriggerEmail PurposeRepeats/Branches

1. WelcomeDay 0Form submission or signupWelcome and set expectationsN/A
2. Problem AwarenessDay 2All recipientsEducate on the problemN/A
3. Solution IntroDay 4Opened Step 2Introduce your solutionSkip to Step 4 if not opened
4. Case Study / Social ProofDay 6Engaged with Step 3Highlight success storiesRepeat w/ different case study if not opened
5. Offer/CTADay 8Highly engaged (opened ≥ 2 emails or clicked)Present offer, trial, or booking CTABranch to "Low-engagement path" if not engaged
- 6A. Reminder EmailDay 11Didn't convertRemind of offer, urgency-basedRepeats if unopened after 2 days
- 6B. Re-engagement EmailDay 11Low engagement overallAsk for feedback or interest levelEnds if ignored
7. Final CallDay 14No action after 6A or 6BFinal nudge + incentiveN/A
8. Post-ConversionRollingCompleted conversionOnboarding or thank-you messageMoves to onboarding sequence

Engaging Customers Through a Strategic Email Sequence

Welcome Email

Day 0

Solution Intro Email

Day 4

Offer/CTA Email

Day 8

Final Call Email

Day 14

Day 2

Day 6

Day 11

Rolling

Problem Awareness Email

Case Study Email

Reminder/Re-engagement Email

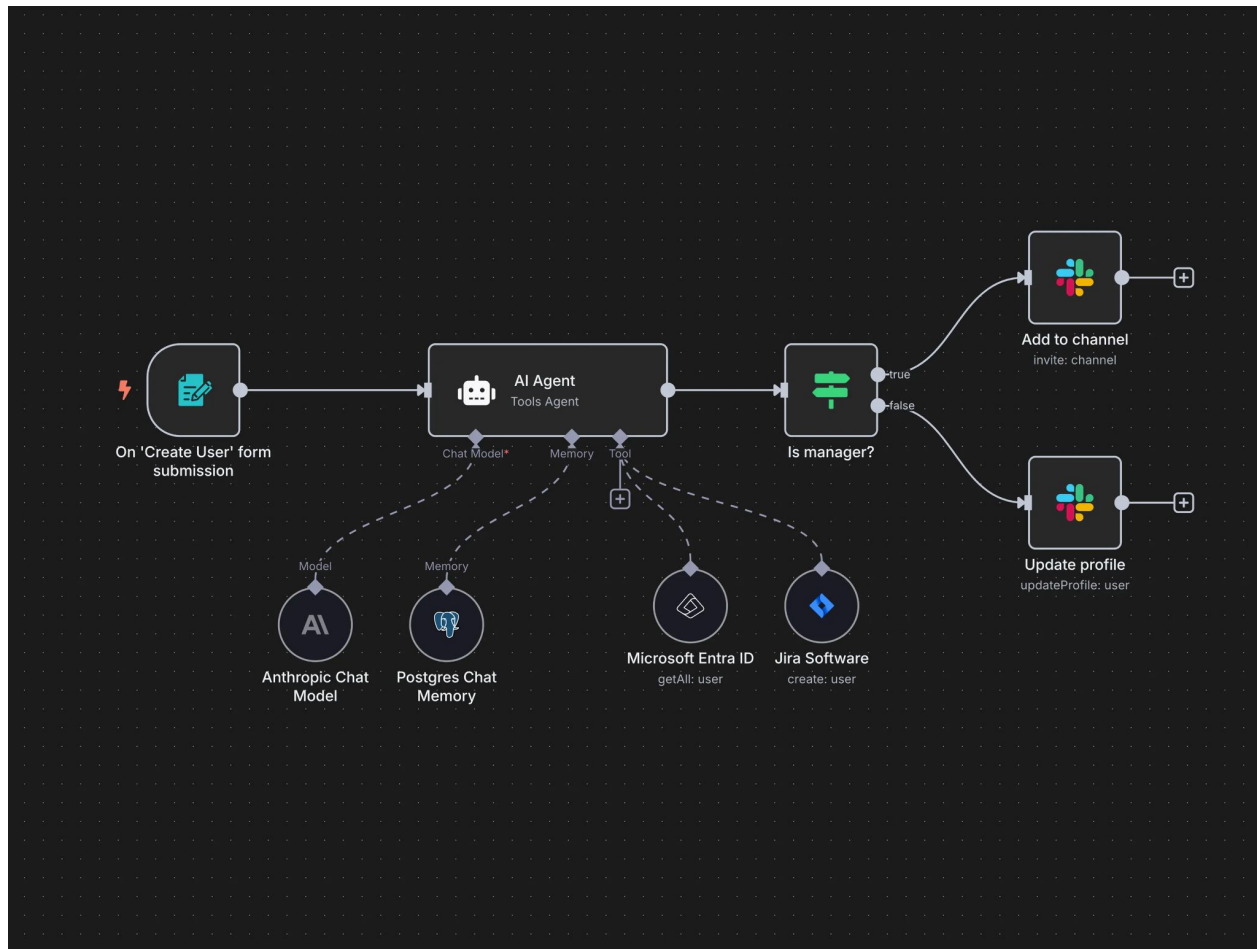
Post-Conversion Email

Saved



Automations

Create no-code automations using conditional steps, external connectors and multiple AI models.



Google Opal

Build hosted AI apps with multiple models and steps with no code.

← Blog Post Writer EXPERIMENT Published

App Editor

Share app Remix

Preview Console Step Theme

```
graph LR; A[Get topic] --> B[Do Research]; A --> C[Write Outline]; B --> C; C --> D[Create Banner Image]; C --> E[Write Post]; D --> F[Display Blog Post]; E --> F;
```

Opal can make mistakes, so double-check it

The Great Digital Compass: Navigating GEO vs. SEO for Your Travel Business
I. Introduction: Lost in the Digital Wilderness?

Share output

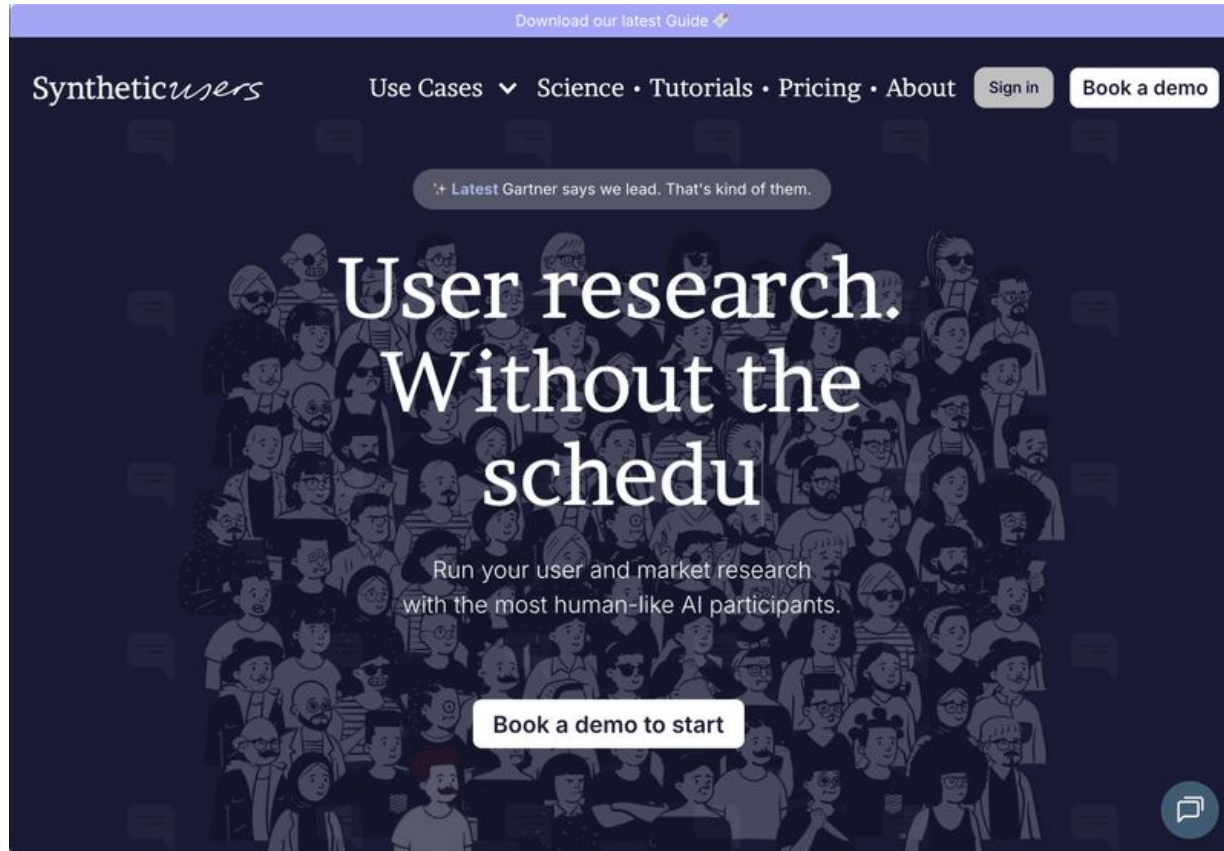
This content was created by another person. It may be inaccurate or unsafe.
[Report unsafe content](#) · [Privacy & Terms](#)

Dismiss

Syntheticusers

Research without users?

Scientific and methodical approach to user group planning – less a replacement and more a way to pre-run expensive research.





Q&A

The background of the image is a solid blue color with a white topographic map pattern. The pattern consists of numerous concentric, wavy lines of varying thicknesses that create a sense of depth and movement, resembling a contour map of a rugged landscape.

miles
PARTNERSHIP