



AI FOR TOURISM

Attract and Engage Visitors
Using AI Tools

**SMART
SOCIAL** *Secrets*

ZOETICA MEDIA, LLC

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KlingAI 2.0

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SEEN ON



PRNews



SPINSUCKS
Professional Development for PR and Marketing Pros

VISIBILITY

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Where Should you Show Up?



Google
Search



Google
Business
Profile
(including FAOs)



Social Media



TripAdvisor/
Yelp
(if applicable)

AIO is Key

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Human + AI

VS



Human only



The “Real” Search Method

- *Write content that answers real visitor questions*
- *Make your content easy for AI (and search engines) to find, understand, and share*
- *Use AI to help create content quickly*





ACTIVITY #1

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Activity #1

Topic Discovery Exercise (Live Demo + Try It)

- Prompt: “Search Google or TikTok for your business type + Galveston. What comes up?”
- Pick 1 question you see customers asking

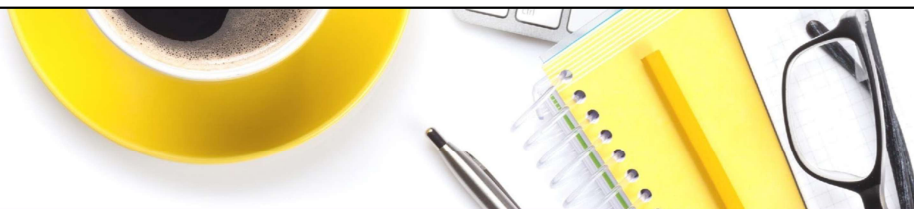


Pro Tip:

“The more specific the keyword or question, the better. Instead of just ‘Galveston restaurants,’ notice if people are asking: ‘best seafood in Galveston for kids’ or ‘restaurants near Pleasure Pier.’ That’s content you can create today.”

OVERVIEW

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Activity #2 Meet the Content Generator



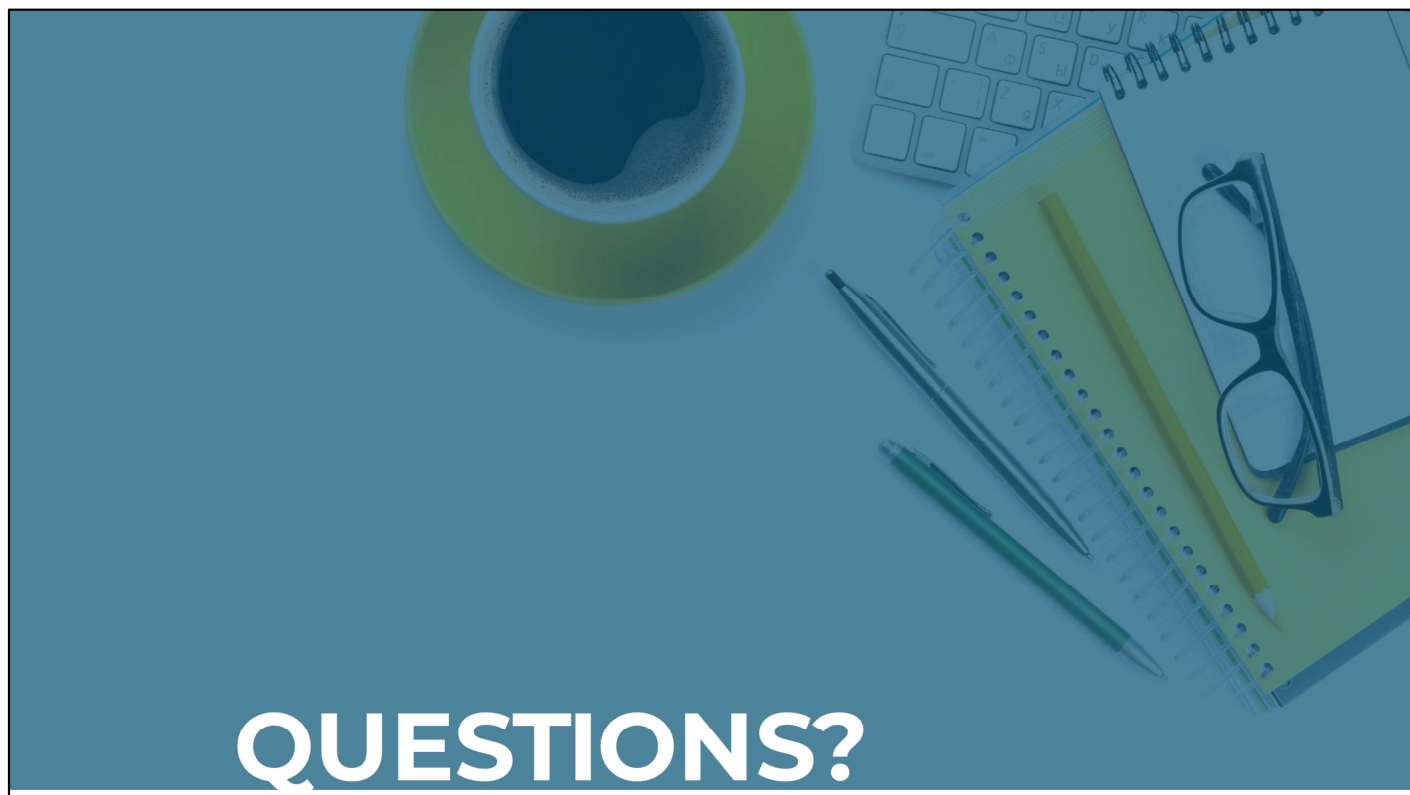
ACTIVITY # 2

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What you can create

- Social posts
- FAQs for your website
- Google Business Profile
- Email newsletter blurbs
- Responses to reviews
- And much more...





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COMING UP

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Upcoming Sessions

- May 14 – Social Media Success for Small Businesses
Results-driven tips to grow your online presence without wasting time.
- June 11 – How to Create an Effective Digital Marketing Plan
Strategies to boost visibility and attract more summer visitors.