



A MATCH MADE IN MARKETING

HOW AI SPARKS
DESTINATION
EXPERIENCES

HEY, I'M RANDA

- From Tuscaloosa, living in the Shoals
- 10 years in tourism & hospitality marketing
- Worked with CVBs, hotels & destinations nationwide
- Creative, designer, colorful dresser
- Chronically online (#ootd, #grwm, lifestyle content)
- Mom to Tripp (2) + Luna, Lennie & Sonny
- Married to Willie (8 years)





THE REALITY CHECK

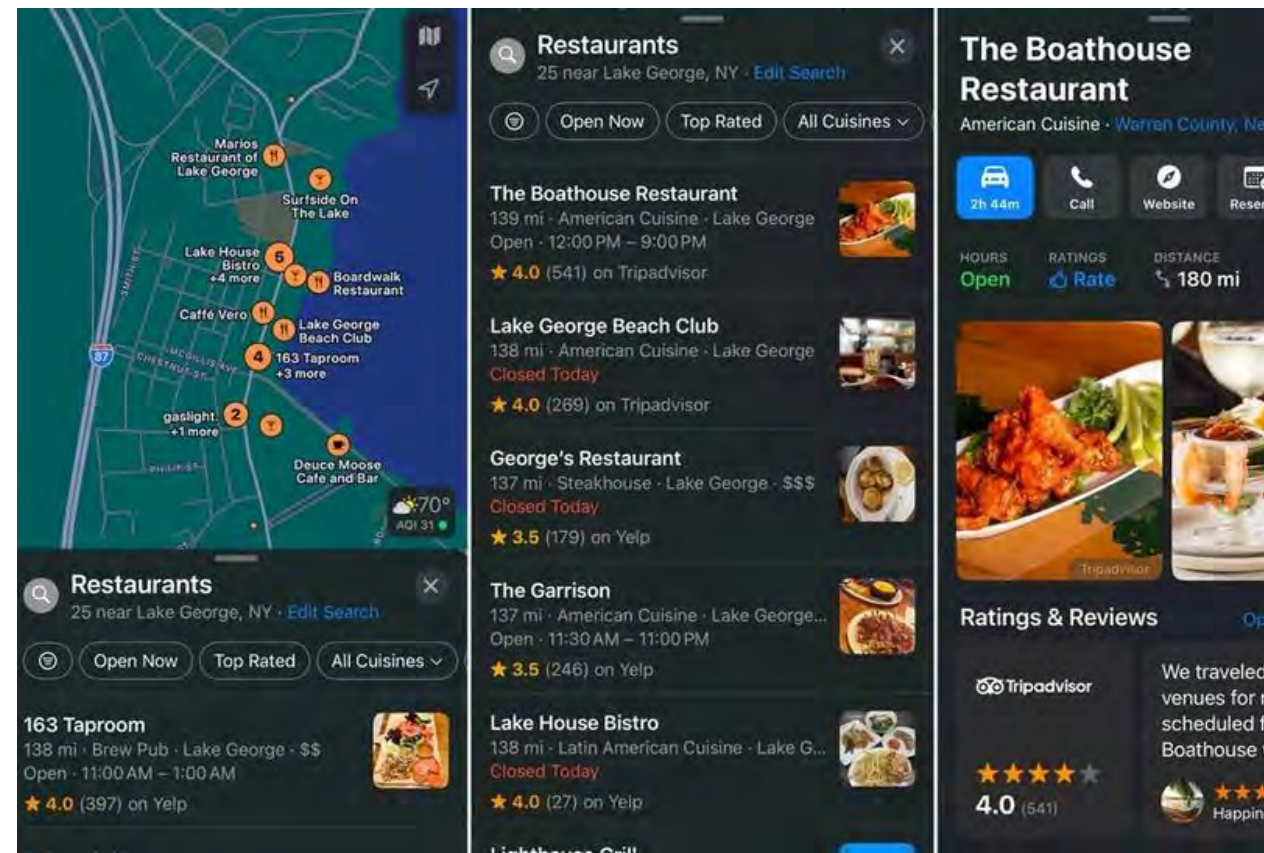
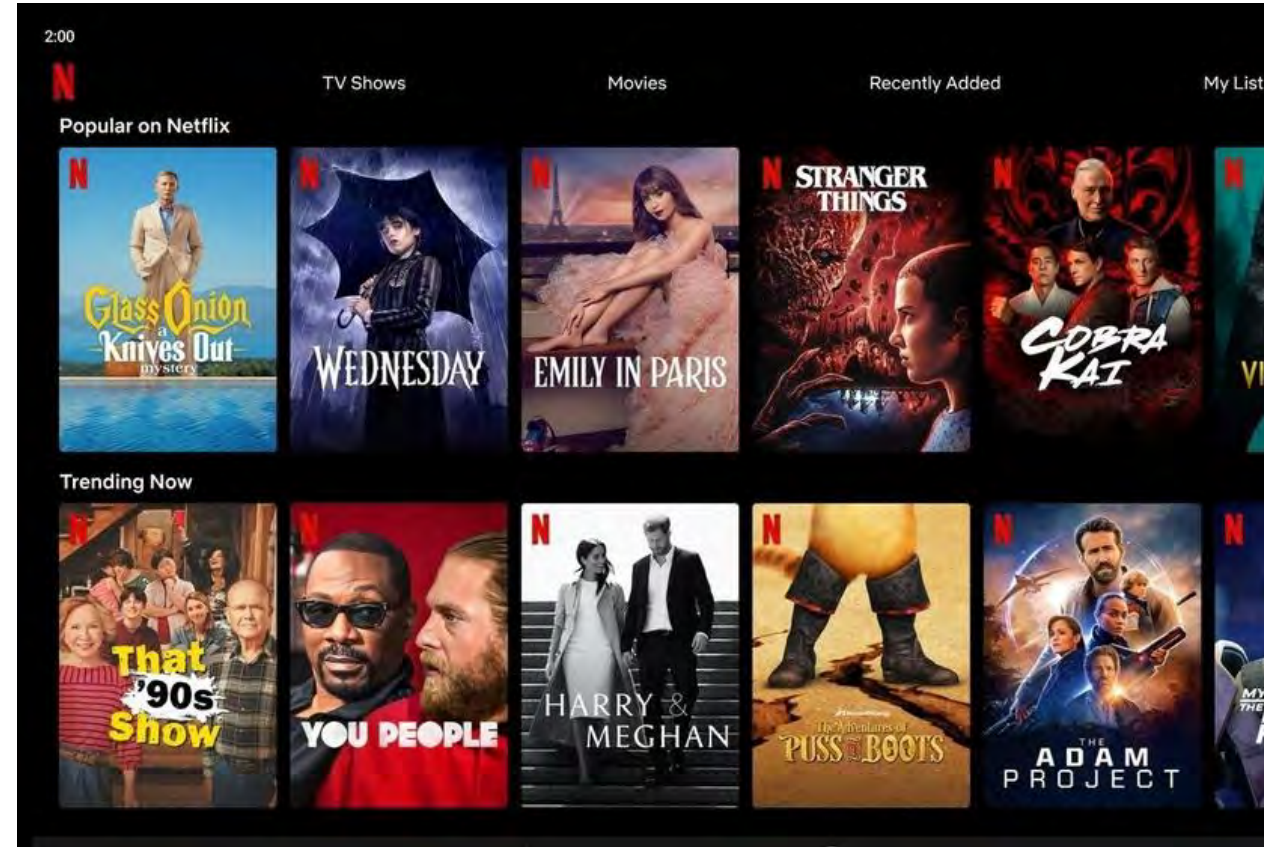
AI IS DISRUPTING

EVERYTHING

**AI DOES NOT REPLACE A
REAL HUMAN
WITH A
REAL BRAIN**

CHANGE ISN'T NEW

Technology Has Always Changed Marketing



WHY AI MATTERS TO THE TOURISM INDUSTRY

- **Speed & Scale:** Competing with modern expectations
- **Margin Pressure:** Smaller teams, bigger demands
- **Customer Experience:** AI removes friction, not hospitality

WHERE AI SHOWS UP

- AI as a Back-of-House Tool
- Marketing
- HR
- Sales
- Processes
- Service

AI IS A TOOL. ALWAYS CHECK IT.

LET'S TALK STRATEGY & AI

Let's transition an idea into a
real-world application.

CASE STUDY

Muscle Shoals Sound Studio

- Legendary history
- Deep emotional storytelling
- Opportunity to expand audience



THE LOVE STORY



THE OPPORTUNITY

Families Love the History... Kids Need Engagement

- Parents already value it
- Kids need connection
- Huge opportunity for families, homeschool & field trips
- Tours can skew adult-focused
- **Goal: Make history interactive, not intimidating/boring.**

THE CAMPAIGN GOAL

What Are We Trying to Do?

Clear goal bullets:

- Increase attendance (duh)
- Create shared parent-child or teacher-child learning moments
- Make music history approachable for kids
- Extend the experience beyond the tour

This is where AI helps think, not decide.

IT JUST NEEDS A LITTLE SHAPING...

Did you know you needed to groom your AI?

AI is only as good as the context you give it.

Hey Chatricia! I am Randa! I am a senior destination marketing strategist with experience in tourism, museums, and heritage attractions. In my job, I understand family travel, educational tourism, and experiential marketing. My job is to help brainstorm and support marketing ideas, and I would like to have you assist me!

Nice to meet you, Randa — and that sounds like a fantastic field to be in. Destination marketing that blends family travel, education, and immersive experiences is exactly the kind of space where creative strategy can make a huge impact.

I'm ready to be your brainstorming partner, thought challenger, and idea expander whenever you need

HOW TO USE AI WITHOUT LOSING YOUR VOICE

- 1. Assign a Role-** Tell AI who it's pretending to be.
- 2. Provide Context-** Your destination, audience, and tone matter.
- 3. Be Specific-** Clear goals beat big requests.
- 4. Set Guardrails-** Protect your brand, history, and values.
- 5. Ask for Ideas. Not Answers-** You decide what moves forward.
- 6. Edit Everything-** AI assists. Humans approve.

LET'S SET THE FOUNDATION

- **Prompt 1 – Set the Role**

You are a destination marketing strategist with experience in tourism and family travel.

- **Prompt 2 – Share the Context**

Muscle Shoals Sound Studio is a historic recording studio in Sheffield, Alabama with deep cultural significance.

- **Prompt 3 – Define the Goal**

Create ideas that help kids ages 6–16 connect with music history during a visit.

- **Prompt 4 – Add Guardrails**

Respect history. Avoid gimmicks. Keep ideas realistic.

SET THE FOUNDATION:

Ask for ideas, not answers:

- Brainstorm engagement ideas for ages 6–10 visiting Muscle Shoals Sound Studio.
- The goal is to help kids stay curious and engaged during the tour without disrupting the experience.
- Focus on observation-based activities.
- Maybe name it something like The Sound Detective Program.

Sound Detective

Purpose: Keep kids engaged without interrupting the tour flow.

How It Works

- **Given at check-in**
- **5-7 simple prompts**
- **Visual + short text**
- **Parents/Teachers naturally assist**

Sample Prompts

- “Circle an instrument you recognize”
- “Draw the room where music was made”
- “Who do you think worked here?”
- “What sound surprised you?”

Why It Works

- Observation-based
- No wrong answers
- Builds curiosity
- Keeps hands busy and eyes up
- This stays playful. Low pressure. High win.

SET THE FOUNDATION:

Ask for ideas, not answers:

- Now brainstorm an elevated experience for ages 11–16.
- **The experience should:**
- Treat teens like young creatives
- Introduce the role of a music producer
- Encourage critical listening and reflection
- Respect the history of Muscle Shoals Sound Studio
- Avoid childish language.

Junior Producer

Purpose: Critical thinking, creativity, ownership

Sample Prompts

- Listen Like a Producer
- During the tour, think about:
- How does this room affect sound?
- What kind of music fits this space?
- What creative choices were made here?

Build Your Session

- You are producing a recording session at Muscle Shoals Sound Studio.
- Artist or Band Name:
- Genre:
- Mood or Message:
- Instruments Used:
- Where would you record in the studio?

THE BRAND MOMENT

YOU'RE OFFICIALLY A SOUND DETECTIVE OR JUNIOR PRODUCER

- Badge or memorabilia at tour end
- Recognition from staff and family
- Memory moment > merch moment

WHY DOES THIS MATTER?

TIME IS MONEY



- Save 3-10 hours/month
- Increase admissions
- Create better experiences without bigger budgets

SO, LET'S ASK CHATRICIA!



Now we have somewhere to START. This is not complete.

SO, LET'S ASK CHATRICIA!

New Message —  






To

Subject **A hands-on music history experience for students at Muscle Shoals Sound Studio**

Hello!
My name is Randa, and I work closely with the team at Muscle Shoals Sound Studio to help develop meaningful, hands-on experiences for families and students.
We're excited to offer an educational tour experience designed specifically for school groups and homeschool organizations. This program introduces students to the history of Muscle Shoals music through active listening, creative thinking, and age-appropriate engagement.
We currently offer two experience levels:

- Sound Detective (ages 6–10) – a guided listening activity that encourages observation, curiosity, and discussion
- Junior Producer (ages 11–16) – a deeper dive into how music is made, how studios function, and how sound shapes culture

Both programs are designed to complement history, music, and arts education while giving students a memorable, interactive experience inside a legendary recording studio.
If you're interested, I'd love to share more details or discuss how this could fit into your curriculum or group schedule.

     SEND

SO, LET'S ASK CHATRICIA!

Now, I would like a flyer. Let's see if she can assist me!

Student Programs at Muscle Shoals Sound Studio

Interactive music history experiences designed for school groups and homeschool organizations.

Sound Detective | Ages 6–10

Young visitors become official Sound Detectives as they explore the studio through listening, observation, and curiosity. This experience encourages kids to identify sounds, instruments, and emotions connected to music while participating alongside parents or teachers. **Includes:** Guided listening prompts and a Sound Detective keepsake badge.

Junior Producer | Ages 11–14

Designed for older students, Junior Producer introduces the creative music production and studio recording process. Students are encouraged to identify critical recording techniques, create original sound, and consider how creative decisions shape music history. **Includes:** Producer-focused prompts and a backstage-style Junior Producer credential.

Ideal For

- Music & arts education
- History and cultural studies
- Homeschool enrichment days
- Field trips and student group outings

Scheduling & Group Information

Programs are available for small and large groups. Scheduling options and pricing vary based on group size. We're happy to collaborate with educators to support learning goals and age ranges.

Muscle Shoals Sound Studio
Sheffield, Alabama

Educational Group Visits
Contact us to schedule

SO, LET'S ASK CHATRICIA!

Let's brainstorm on next steps?

- **Obviously, the flyer needs to actually be designed because it's boring.**
- **What else are you going to ask to expand on this campaign?**
 - **Grant application/funding wording**
 - **Social Media Content for the program**
 - **Teacher guides for field trips**
 - **Field Trip Kits for teachers and parents to prepare**
 - **What are some other ideas?**



HOW DOES THIS WORK FOR YOU?

How This Works Anywhere
(Not Just Sheffield)



THE REMINDER

AI Sparks the Idea.
Humans Create the Experience.

THE MODEL:

LISTEN → CHOOSE → CREATE → EXTEND

1. LISTEN- (START WITH THE PLACE)

WHAT YOU'RE DOING:

- Identifying what makes the place special
- Respecting the story, history, or environment

QUESTIONS TO ASK (HUMAN-LED):

- What do people already love here?
- Where do kids or families disengage?
- What questions do visitors ask the most?

AI helps by:

- Brainstorming ways to explain complex ideas simply
- Helping you see blind spots

2. CHOOSE (DESIGN BY AUDIENCE)

WHAT YOU'RE DOING:

- INSTEAD OF ASKING FOR "FAMILY-FRIENDLY"
- YOU CAN ASK:
 - WHAT DOES A 7-YEAR-OLD NEED?
 - WHAT DOES A 14-YEAR-OLD NEED?
 - WHAT DO PARENTS NEED AT THE SAME TIME?
- **AI HELPS BY:**
 - SUGGESTING AGE-APPROPRIATE PROMPTS
 - HELPING SPLIT EXPERIENCES WITHOUT DUPLICATING TOURS

3. CREATE (BUILD A MEANINGFUL MOMENT)

Key rule: You only need one well-designed interaction.

NOT:

- More signage
- More tech
- More staff

BUT:

- One moment of participation
- One choice the visitor makes
- One reflection point

AI HELPS BY:

- Drafting prompt ideas
- Pressure-testing clarity
- Offering variations quickly

4. EXTEND (LET THE EXPERIENCE LIVE LONGER)

This is where marketing and experience meet.

Ask:

- How does this continue after the visit?
- How do parents talk about it?
- How does it show up on social?

AI helps by:

- Caption starters
- Follow-up email drafts
- Social prompt ideas

Humans decide: Tone, Timing, What's appropriate for the brand.

THE NON-NEGOTIABLE RULE

AI Never Owns: Story, Accuracy, Tone, Final output

AI Always Supports: Ideation, Drafting, Refinement, Scale

AI ASSISTS. HUMANS APPROVE.

WHERE YOU CAN START TOMORROW

- Pick one attraction/place/business
- Pick one audience
- Pick one moment
- Use AI to support the thinking, NOT replace it



THE FINAL REMINDER



**AI DOES NOT REPLACE A
REAL HUMAN
WITH A
REAL BRAIN**



**QUESTIONS?
LET'S CONNECT!**

