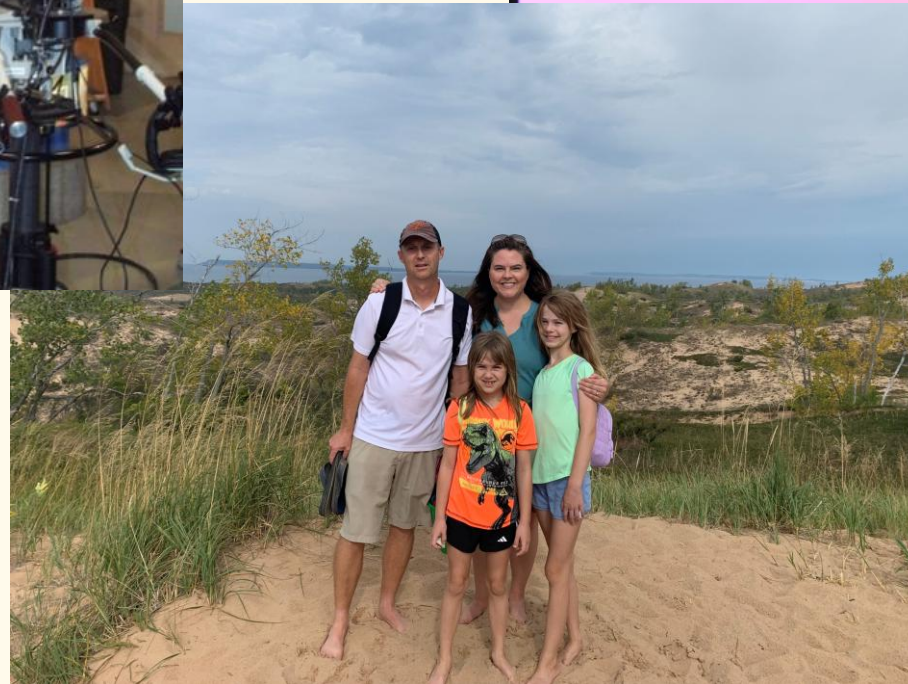


# AI to Drive Discoverability: Creating Tourism Content



# Hi, I'm Michelle Stark!





## **Vice President, Sales & Marketing Red Sage Communications**

- Destination, attraction, place, and experience marketing
- Full-service integrated agency
- DMOS, CVBS, destination marketing agencies, tour operators, airports, gardens, museums, etc.



# The Big Shift



Search is no longer just about  
ranking.

It's about being *referenced*.



# The New Consumer Journey

## Traditional:

Search → Website → Decision

## Today:

Prompt → AI Summary → Validation → Decision

Many travelers may **never click** those blue links again!



# The Rise of AI-Assisted Travel Planning

- Nearly 40% of U.S. travelers used generative AI tools to plan trips in 2025, up 11 points year-over-year.
- Adobe reported a 3,500% increase YOY in AI-driven travel planning traffic to U.S. travel sites.
- AI Overviews now appear in roughly 55%+ of Google searches.



# How AI Search Works





# Search Answer Engines

AI systems synthesize content instead of listing pages or results.

Google



Claude



perplexity

TikTok



# Search Answer Engines

Your content now competes to become...

- ✓ Quoted
- ✓ Summarized
- ✓ Cited
- ✓ Recommended



# Tourism is Especially Vulnerable

In our industry, searches are:

- Inspiration-based
- Conversational
- Experience-driven
- (Often) local
- Trust-heavy



**Huntsville, AL 35811** · Choose area

AI Overview

For food lovers, the best weekend trips near Atlanta include Savannah for refined coastal cuisine, Greenville for a trendy downtown culinary scene, and Asheville for farm-to-table mountain fare. These destinations offer distinct, high-quality culinary experiences within a short drive of Atlanta.

**Top Foodie Weekend Trips**

- **Savannah, GA (approx. 4-hour drive):** Famous for Lowcountry staples. Dine at The Olde Pink House, a classic in a colonial mansion, or The Grey for globally influenced regional food.
- **Greenville, SC (approx. 2.5-hour drive):** A thriving, walkable downtown scene with over 20+ breweries and spots like Gather GVL, a collection of eateries built from shipping containers.
- **Asheville, NC (approx. 3.5-hour drive):** Renowned for farm-to-table Appalachian cuisine, with fresh ingredients and vibrant chef-driven restaurants in the mountain region.
- **St. Simons Island, GA (approx. 4-hour drive):** Features high-end coastal cuisine. Key

Show more

**Atlanta Magazine**

**Four easy weekend trips just across the Georgia state line**


Mar 28, 2022 — Greenville boasts more than two dozen breweries or specialty beer bars either walkable to ea...



**Reddit · r/alpharetta**

**vacation place (3-5 days trip) suggestions within 3-6 hrs drive ...**


Jun 25, 2025 — johnbr. • 1y ago. Chattanooga , Nashville are both good options. Lots of kid-friendly st...



**Butler Lexus of South Atlanta**

**The 5 Best Weekend Getaways - Butler Lexus of South Atlanta**

Feb 28, 2020 — \* We partnered with Atlanta Eats to highlight the best vacation and foodie spots all within



View more in Google Ads →

AI Overview



Family-friendly hidden gems in Alabama include exploring the underground wonders of [Cathedral Caverns State Park](#), shopping at the unique [Unclaimed Baggage Center](#) in Scottsboro, and walking the scenic trails at Dismals Canyon. These spots offer unique experiences, ranging from natural, glowing canyon hikes to treasure hunting, perfect for all ages. Instagram · Ganza Media +3

North Alabama Gems

- **Dismals Canyon (Phil Campbell):** A privately owned nature conservatory with hiking trails, waterfalls, and "dismalites"—tiny glow-worms visible at night.

Show more ▾

Facebook · Visit All 50 States!

What are some hidden gems to do in Alabama with a 12-year ...

Apr 7, 2026 — If you do north Alabama, you'd probably like Monte Sano state park, the Space and Rocket...



Facebook · This is Alabama

What Alabama spots do you recommend visiting with kids this ...

Apr 29, 2025 — I've seen quite a few posts about people looking for recommendations for things to do...



Instagram · Ganza Media

People think I'm joking when I say Alabama is the most ...

Jul 2, 2025 — People think I'm joking when I say Alabama is the most ...



## ◆ AI Overview

Destin is generally better for teens seeking activity and entertainment, while Gulf Shores is better for a more relaxed, budget-friendly trip. Destin offers clearer, emerald-green water and more attractions, whereas Gulf Shores is less crowded with a slower-paced, "old Florida" feel. Both offer great, similar white-sand beaches, but Destin has more shopping, dining, and nightlife. [Facebook · Center Grove Chatter +2](#)

**Destin, FL**

- **Best for:** Teens wanting to be in the center of the action, shopping, and water sports.
- **Vibe:** Highly active, popular, and bustling, often crowded.
- **Highlights:** HarborWalk Village, Big Kahuna's Water & Adventure Park, snorkeling, and boat excursions to Crab Island.
- **Water:** More consistent emerald-green, clear water due to its location. [Reddit · r/GulfShores +4](#)

**Gulf Shores & Orange Beach, AL**

- **Best for:** Families looking for a lower-key, more affordable, and less congested vacation.
- **Vibe:** Laid-back, family-friendly, and more spread out.
- **Highlights:** Gulf State Park (great for biking/hiking), Waterville USA Waterpark, The Hangout, and Alabama Gulf Coast Zoo.



Facebook · Center Grove Chatter

**What's better for families, Gulf Shores or Destin? - Facebook**

Mar 21, 2025 — 1y. Jordan Mendoza. Most will recommend gulf shores due to it being less busy...



Reddit · r/GulfShores

**Can anyone tell me pros vs cons of staying in Destin or Gulf Shores?**

May 27, 2023 — Gulf Shores hands down. Destin is so overpacked. Probably 3-4x what Gulf Shores is. Each is family friendly. ... Man that...



Reddit · r/GulfShores

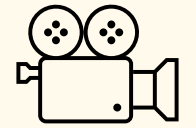
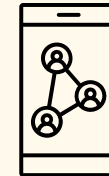
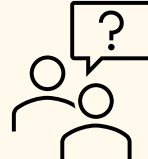
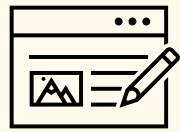
**Is it better to go to Gulf Shores, Alabama or Destin FL for a ...**

Mar 16, 2026 — It's also right on the ocean so you can easily go back and forth between the ocean and...

Show all

# The Discoverability Equation

**Visibility** = Structured Content + Authority + Experience + Distribution



# The Content Explosion





# AI = MORE of EVERYTHING!

The internet is being inundated with:

- Repetitive content
- Shallow content
- Generic summaries
- SEO sludge



# What REALLY Matters

## Google's EEAT Framework

- +Experience
- +Expertise
- +Authority
- +Trust

## Google Loves

- +Original Insight
- +Firsthand experience
- +Human perspective
- +Authenticity

## AI Systems Pull

- +Reddit
- +Forums
- +Real traveler experiences
- +Creator content

## Destination Marketers Offer

- +Local knowledge
- +Real experience
- +Insider access
- +Community stories



Generic is the enemy.



📍 Nashville, TN · [Choose area](#) ⋮

🌟 AI Overview ⋮



Nashville, known as Music City, offers a blend of country music history, live entertainment, and Southern cuisine, with top attractions including [the Grand Ole Opry](#), [Country Music Hall of Fame](#), and [the bustling honky-tonks on Broadway](#). Visitors can explore historic sites like the Ryman Auditorium, enjoy hot chicken, or walk in Centennial Park to see the full-scale Parthenon replica. [🎵 Visit Nashville TN +3](#)

**Top Music & History Attractions**

- [Country Music Hall of Fame and Museum](#): Explore the history of country music through interactive exhibits.
- [Ryman Auditorium](#): Tour the "Mother Church of Country Music" or see a show.
- **Grand Ole Opry**: Experience the legendary live radio show.
- [Historic RCA Studio B](#): Tour the studio where Elvis and Dolly Parton recorded hits.
- **Johnny Cash Museum**: A dedicated museum to the "Man in Black"

Ask anything

🎵 Visit Nashville TN ⋮

**Things to Do in Nashville - Visit Music City**

Wedgewood-Houston Neighborhood. North Nashville Neighborhood. Opryland & Music Valley...



👤 Blogger at Large ⋮

**My Favorite Things to do in Nashville!**

Johnny Cash Museum: This is just opened the day before we arrived the first time. Inside you'll find the...



🐱 Reddit ⋮

**Interesting, but different things to do or see in the Nashville Area? - Reddit**

Hail Dark Aesthetics for oddities. Fatherland Shops. Marathon Village. Shelby Park for a walk and grab brisket at Roy's Meat Servi...

Show all

# What Wins Now



# Content MVPs

- FAQ-style content
- Itineraries
- Comparisons
- Local expertise
- “Best of”
- Seasonal recommendations
- Niche audience guides
- Event explainers
- Structured lists
- Authentic reviews
- Conversational Q&A

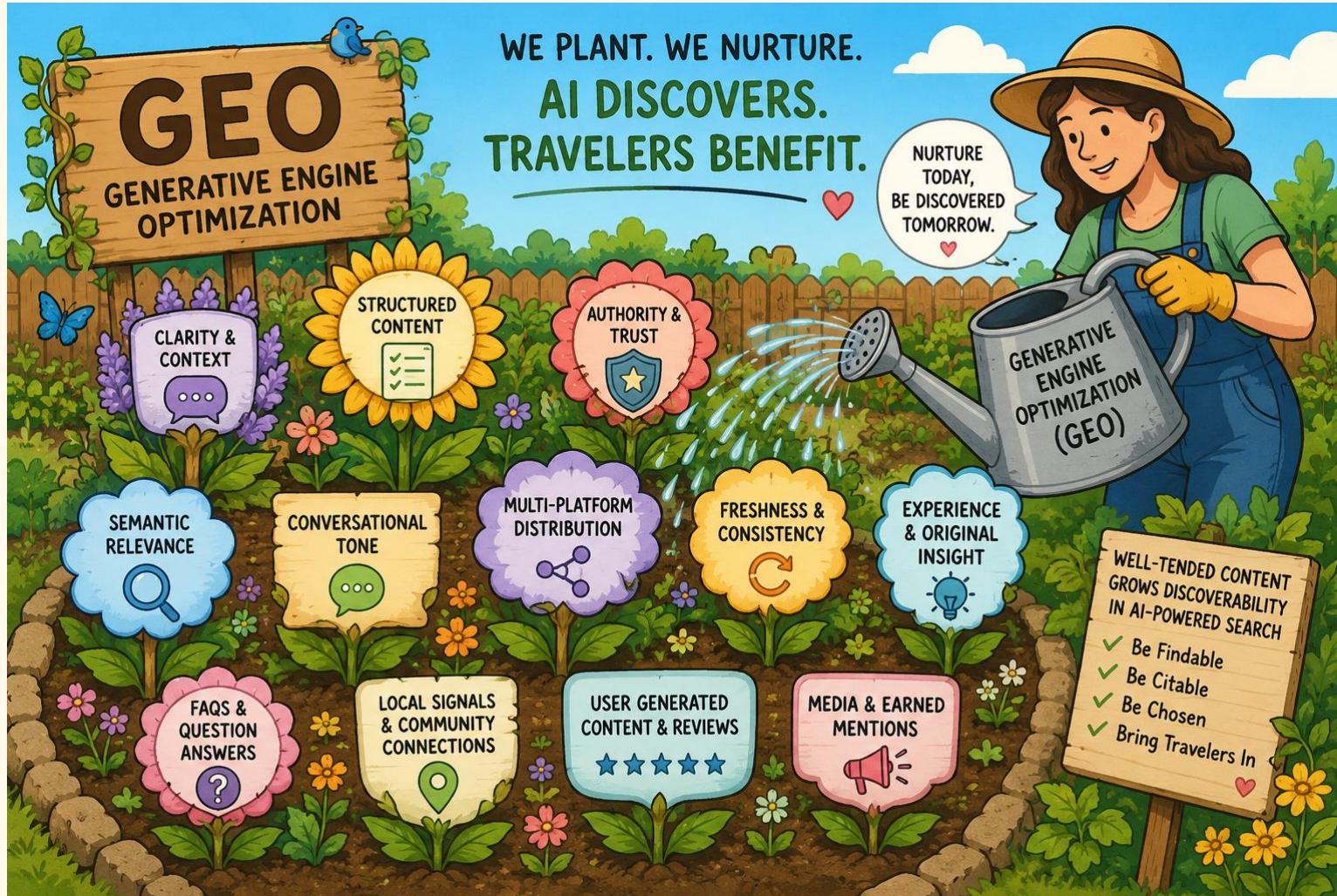


# Multi-Channel Content WINS!

**ONE STORY** becomes...

- Blog
- Reel
- Itinerary
- FAQ
- Social carousel
- Newsletter
- Landing page
- Podcast snippet
- Creator-influencer collab
- Email sequence







# The 3-Step Framework



1.) Extract 2.) Expand 3.) Humanize



# STEP 1: EXTRACT

## Mine Your Existing Assets

You already have more content than you think. Start with what you have—then uncover the gold inside.

 *Great content is already in your garden.*



 *Extract first. Everything else starts here.*



# STEP 2: EXPAND

## Turn One Asset Into Many

Use AI to quickly transform one piece of content into multiple formats and touchpoints that reach more people, in more ways, more often.

*One strong story.  
Endless opportunities.*



**CREATE ONCE. MULTIPLY SMART. REACH EVERYWHERE.**



# STEP 3: HUMANIZE

MAKE IT REAL.  
MAKE IT YOU.

Add the human touches AI can't replicate. This is what builds trust, connection and memorability.

 *AI can scale content.  
Humans create resonance.*



 **HUMAN MADE. UNFORGETTABLE. UNDENIABLY YOU.**



# Measurability



# Where to Find LLM Referrals in GA4

Reports → Acquisition → Traffic Acquisition

## Source

chatgpt.com

perplexity.ai

gemini.google.com

copilot.microsoft.com

claude.ai

edgepilot

## Meaning

Traffic from ChatGPT

Traffic from Perplexity

Google Gemini referrals

Microsoft Copilot

Claude referrals

Microsoft AI integrations



# Conversational Search Trends

Google Search Console → Performance

## Look for increases in:

Long-tail queries

Question-based searches

Conversational phrasing

## Examples:

“Best beach towns in Alabama for families”

“Where should I stay in Huntsville for a week?”

“What can I do in Gulf Shores besides the beach?”





# Today's Reality

No one has perfected GEO measurement yet.

But we DO know what AI systems reward.

- ✓ structured content
- ✓ conversational content
- ✓ specific content
- ✓ trusted content
- ✓ fresh content
- ✓ deeply useful content



# Final Thoughts



The future belongs to **content ecosystems**, not isolated campaigns.



# Q&A



**Break!**



# Workshopping



# Our Choices for Today!

**#1 | Content Audit & Extraction** → Learn how to find “hidden assets” you can turn into stronger content for discoverability

**#2 | 1-to-10 Content Engine** → Learn how to use AI to expand one asset into many

**#3 | AI Search Optimization** → Learn how to re-write your content for discoverability

**#4 | Humanizing AI Content** → Learn how to prevent AI slop in your output

**#5 | Build a Content Ecosystem Plan** → Learn how to build a repeatable system and a one-month discoverability plan



# **Workshop #1: Content Audit & Extraction**





# Content Audit & Extraction

## Goal

Identify your “hidden” assets

## Action

Pull up any primary content source: website, blog, newsletter, guide, event page, etc.

## Questions

What could become social?

What could become an FAQ?

What could become an itinerary?

What could become a short video?

What could become an AI, answer-friendly content sheet?



# Content Audit & Extraction

## Take-home Deliverable

Create a content multiplication map!

- List of five assets
- For each “core” asset, list five “secondary” assets you intend to create (e.g. website landing page → Facebook post, Instagram post, e-newsletter content section, standalone e-mail blast, text-on-screen simple video)
- How you intend to convert each “core asset” (e.g. Where can you use AI or NOT depending on your skill-level or resources?)



# Workshop #2: I-to-IO Content Engine



# 1-to-10 Content Engine

## Goal

Use AI to expand one asset into many.

## Action

Take one blog, or one newsletter, or one event page

## Use Prompts to Generate

- Copy for three social media posts, with guidance on images
- An FAQ section
- Short-form video hooks/storyboards
- Itinerary
- Google Business post content
- Email teaser
- AI search-friendly Q&A



# Content Audit & Extraction

## Take-home Deliverable

### Prompt Best Practices

- *Example:* “Turn this website homepage into post copy for **three Facebook social media posts**, spotlighting what might appeal to **drive-market overnight visitors**. Ensure the content is **specific, relevant, and timely**. Provide **recommendations for imagery or graphics** that will support **maximum engagement, based on current platform user trends.**”
- Prompts should be as **specific as possible** and **incorporate context!** Include your desired deliverable, audience information, the platform through which the new asset(s) will be distributed, notes re: intent and impact, and a call for incorporation of third-party data where possible.



# Workshop #3: AI Search Optimization



# AI Search Optimization

## **Goal**

Rewrite your content for greater discoverability.

## **Action**

Pull up a homepage, attraction page, or itinerary from your website. Any content-rich page will work just fine.

## **Rewrite for Discoverability**

Answer-oriented

Conversational

AI-readable



# Content Audit & Extraction

## Take-home Deliverable

Golden rules for modern GEO

- Headers
- Questions
- Conversational Planning
- Semantic Keywords
- Structured Answers
- Scannability





## Traditional SEO

**Header:** “Best Restaurants in Asheville”

- Keyword repetition: “Asheville restaurants Asheville dining Asheville food”
- Short paragraph stuffed with keywords
- Generic content
- One target keyword
- Dense text blocks

## GEO / AI-Discoverable Content

**Header:** “Where Should You Eat in Asheville? 7 Local Favorites for Every Type of Traveler”

- Conversational phrasing + natural language travelers actually ask
- Structured answers with bullets, summaries, and FAQs
- Specific, experience-rich recommendations
- Semantic relationships: food halls, rooftop dining, breweries, date night, brunch, farm-to-table
- Scannable sections, subheads, lists, highlights



# Workshop #4: Humanizing AI Content



# Humanizing AI Content

## Goal

Prevent AI sludge and GENERIC output.

## Action

Ask your favorite AI to create you a page of website content, focused on an upcoming season or event in your community.

## Edit Your Copy and Improve

- Local insight
- Sensory language
- Anecdotes
- Specificity
- Audience targeting



# Content Audit & Extraction

## Take-home Deliverable

Copywriting rules for human-led content

Example: “Start your morning at Blue Plate Café before the Saturday farmers market crowds arrive.”

vs.

“Visit the Blue Plate Café for a truly Southern meat n’ three experience.”

YOU CANNOT GET TOO SPECIFIC OR “REAL” ENOUGH! Think how your audience thinks.



# **Workshop #5: Build a Content Ecosystem Plan**



# Humanizing AI Content

## Goal

Build a repeatable system to scale and measure impact.

## Action

Use AI to create a **one-month discoverability plan**, including a core framework.

## Build, Edit Your Framework to Include

- Core content creation (once per week minimum)
- Secondary “expanded” content creation
- A distribution schedule across 3–5 owned, earned or paid channels



# Content Audit & Extraction

## Take-home Deliverable

Plan Finalization with Visuals!

Expand your plan to include:

- Incorporation of existing visuals (photos, video) with use rights
- How will you create core content with visual assets?
- How will you create secondary content?
- Do you have in-house capabilities or AI tools readily available?
- Do you need a third-party to develop bulk video at scale?



# Workshop Wraps





**What surprised you?**



**What felt scalable?**



**What still feels hard?**



**Where do you feel more confident?**



It's about *them*.

Not you.



# Thank You!

