

DEMYSTIFYING AI: *PRACTICAL USES FOR TOURISM BUSINESSES*



Sarah Benoit

DIY TOURISM

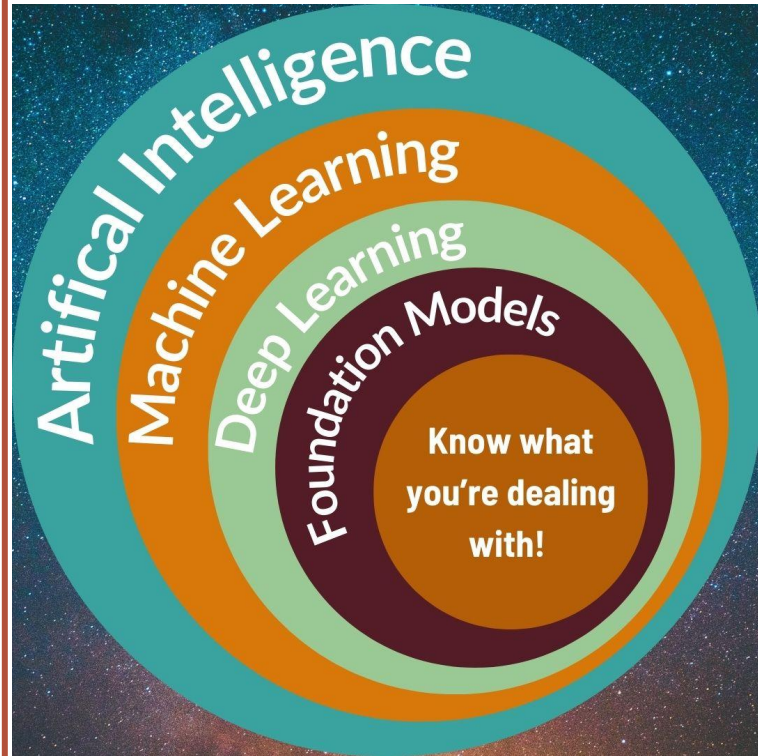
MARKETING CONFERENCE



MARCH 17-18, 2025
ASHEVILLE, NC

**View and Download my slide deck:
www.diytourismmarketing.com/explore-york/**

Our Goal for Today



AI is more rapidly changing our world than ever. We must explore what's possible and make educated decisions when it comes to AI.

This work demands that you learn as you go.

Be flexible and curious.

Our Agenda for This Session

1. Discuss practical ways organizations and businesses can use AI to enhance customer experiences and engage local residents.
2. Share resources and tools that can achieve a variety of goals internally and externally.
3. Learn how to audit your own internal and external needs and wants to create an AI strategic plan.

Search Engines and Social Media are AI

How we engage with the world and each other has been changing rapidly for 20+ years.

AI has been present and active in our devices and tools, we just haven't seen it on the "front end," but it's been getting to know us on the "back end."

Now that we can "see" it we need to increase our awareness and understanding.



**Artificial intelligence seems new
and the ways we are using it are
new, but it's been in your pockets,
purses and bags for years!**



Search Engines Become Answer Engines

Let's Play!

Free Search GPT <https://chatgpt.com/search> log in or choose to stay logged out. Logging in will provide a better experience.

Free Meta AI <https://www.meta.ai/> log in or choose to stay logged out. Logging in will provide a better experience.

Free Gemini <https://gemini.google.com> must log in to your Google or Gmail account.

Free Copilot <https://copilot.microsoft.com/> Log in or choose to stay logged out. Logging in will provide a better experience.

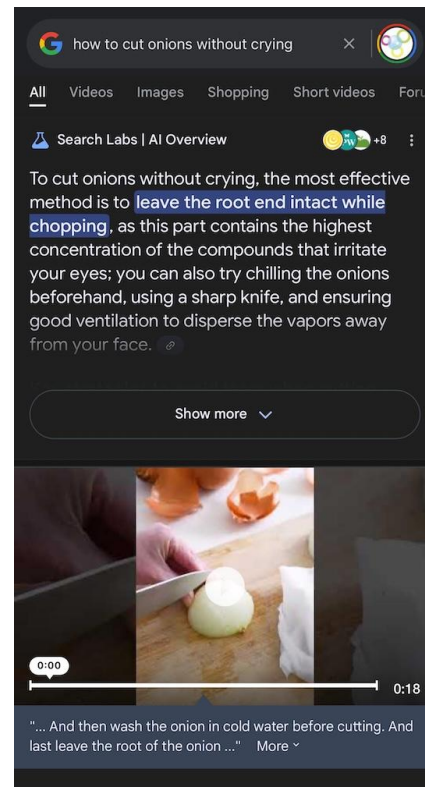
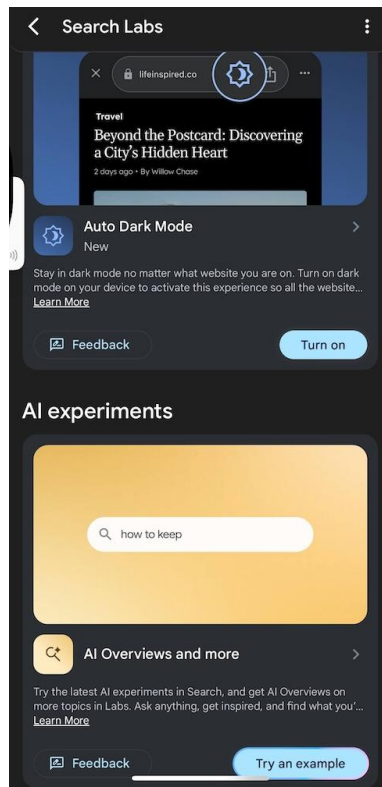
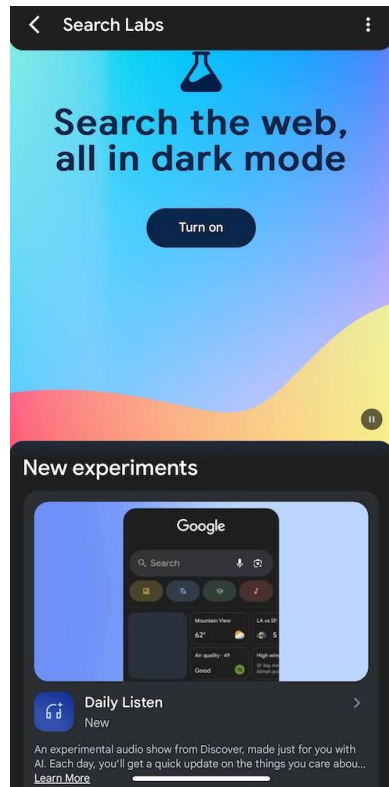
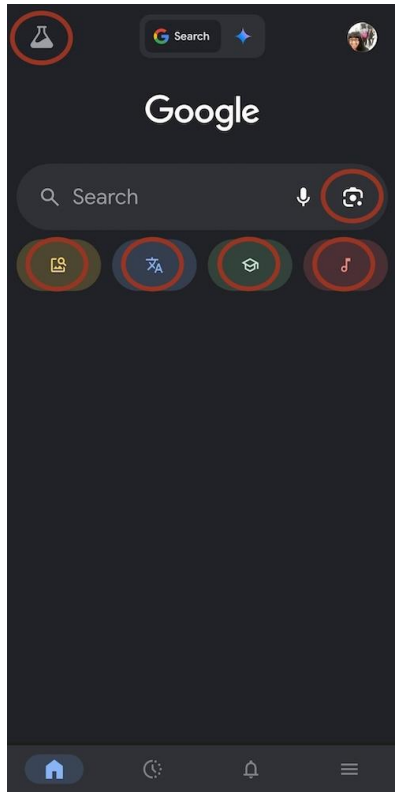
Google's Gemini

Let Google Do The Googling!

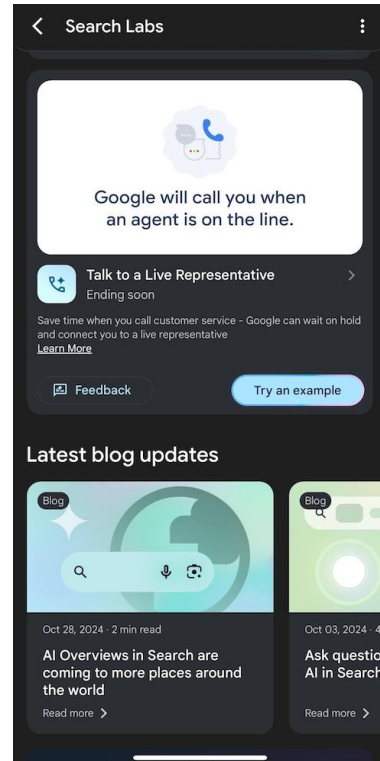
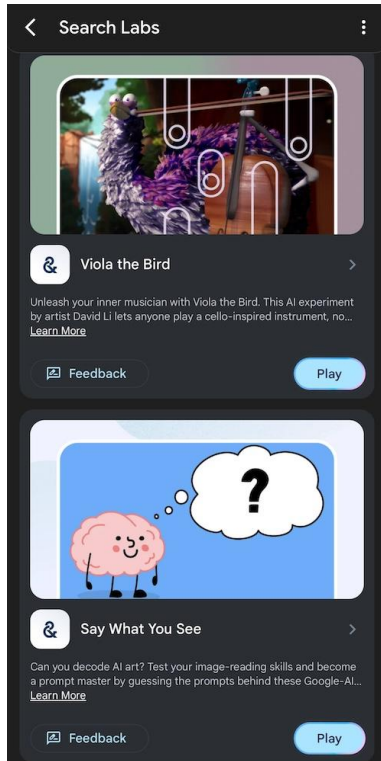
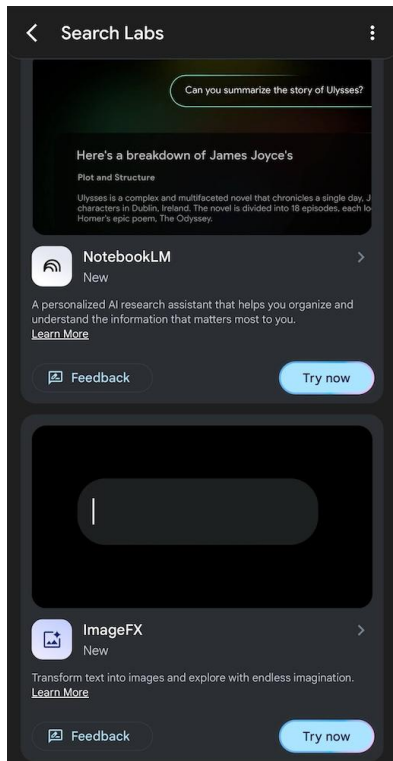
"Imagine a world where every online search feels like you're conversing with a savvy friend who knows your tastes and interests. That's the vision behind [Google's Search Generative Experience](#).

Think of Google's Search Generative Experience as a personal digital librarian, one that doesn't just find books but also suggests which chapters to read." [Gemini.Google.com](#)

Google AI Overviews



Google AI - Search Labs





I am planning a trip to York Pennsylvania can you give me some ideas of what to do while I am there? I'm a foodie and I love movies. I also like history and the arts.

◆ York, Pennsylvania, offers a delightful blend of history, art, and culinary delights. Here's a possible itinerary for your foodie, movie-loving, history-buff self:

Foodie Adventures:

- **Central Market:** This vibrant market is a must-visit! Explore local vendors selling fresh produce, meats, cheeses, baked goods, and more. Grab some delicious street food to enjoy while you wander.
- **York City's Restaurant Scene:**
 - **Fine Dining:** Indulge in a sophisticated meal at Valencia Tapas Bar & Restaurant or The Codorus.
 - **Casual Fare:** Enjoy craft beers and pub fare at The Brewery at York, or savor authentic Italian cuisine at Roma's.
 - **Sweet Treats:** Don't miss the charming York Candy Company for a taste of local confectionery.

Movie Magic:

- **The Strand Capitol Performing Arts Center:** Catch a live performance, movie screening, or enjoy a concert in this beautifully restored historic theater.

History & Art:

- **York County History Center:** Explore the region's past through interactive exhibits and fascinating artifacts.
- **Colonial Complex:** Step back in time at this living history museum, featuring restored 18th-century buildings and costumed interpreters.
- **The York Art Association:** Discover local and regional art at this respected gallery.

Bonus Activities:

- **Railroad Museum of Pennsylvania:** A fascinating collection of locomotives and railroad memorabilia.
- **Codorus State Park:** Enjoy hiking, biking, or simply relaxing by the lake.



Tips for Planning:

- **Check for seasonal events:** York hosts various festivals and events throughout the year.
- **Make reservations:** For popular restaurants and performances, book in advance.
- **Consider a walking food tour:** A guided tour is a great way to sample local cuisine and learn about the city's history.

Remember to:

- **Wear comfortable shoes:** You'll be doing a lot of walking, especially in the historic downtown area.
- **Bring a camera:** Capture the beautiful architecture, art, and scenery.
- **Most importantly, relax and enjoy your time in York!**

I hope this gives you a good starting point for planning your trip. Have a wonderful time in York!

Awesome where did you get all this information?

◆ The information I provided is based on a combination of:

- **General knowledge:** I have access to a vast amount of information about various places and topics.
- **Online resources:** I can access and process information from reputable travel websites, local tourism boards (like Explore York), and online reviews.

Essentially, I use my knowledge base and the ability to access and process information from the real world to create a helpful response for you.

Can you provide addresses and hours for each place? Also are these places open in January?

Google Maps

Here are the addresses, hours, and January opening information for the places I mentioned earlier:

Foodie Adventures:

- **Central Market House:**
 - Address: 34 W Philadelphia St, York, PA 17401, USA
 - Hours: Tuesday, Thursday, Saturday: 9:00 AM - 2:00 PM
 - Open in January: Yes, but with reduced hours. Check their website for the most up-to-date information: <https://www.centralmarketork.com/>
- **Valencia Tapas Bar & Restaurant:**
 - Address: 31 Fossagate, York YO1 9TA, UK
 - Hours: Monday-Sunday: 11:30 AM - 10:00 PM
 - Open in January: Yes
- **The Codorus:**
 - Address: Township of Codorus, PA 17327, USA
 - Hours: Not available
 - Open in January: Unknown. It's a park, so it might be open, but it's best to call ahead to confirm: <https://www.pa.gov/agencies/dcnr/recreation/where-to-go/state-parks/find-a-park/codorus-state-park.html>
- **The Brewerie at York:**
 - Address: 251 N George St, York, PA 17401, USA
 - Hours: Monday-Thursday: 4:00-10:00 PM, Friday: 4:00-11:00 PM, Saturday: 12:00-11:00 PM, Sunday: 12:00-8:00 PM
 - Open in January: Yes
- **Roma's Italian Restaurant:**
 - Address: 10515 York Rd, Cockeysville, MD 21030, USA
 - Hours: Monday-Saturday: 10:30 AM-10:00 PM, Sunday: 10:30 AM-9:30 PM
 - Open in January: Yes
- **York Candy Company:**
 - Address: 122 North St, York, PA 17403, USA
 - Hours: Monday-Thursday: 8:00 AM-4:00 PM, Friday: 8:00 AM-4:00 PM, Saturday: 10:00 AM-2:00 PM
 - Open in January: Yes

Movie Magic:

- **The Strand Capitol Performing Arts Center:**
 - Address: 50 N George St, York, PA 17401, USA
 - Hours: Monday-Friday: 10:00 AM-4:30 PM
 - Open in January: Yes, but check their website for specific events: <https://appellcenter.org/>

History & Art:

- **York County History Center:**
 - Address: 121 N Pershing Ave, York, PA 17401, USA
 - Hours: Tuesday-Saturday: 10:00 AM-4:00 PM, Sunday: 12:00-4:00 PM
 - Open in January: Yes
- **Colonial Complex:**
 - Address: 157 W Market St, York, PA 17401, USA
 - Hours: Tuesday-Saturday: 11:00 AM-4:00 PM
 - Open in January: Yes
- **The York Art Association:**
 - Address: 220 S Marshall St, York, PA 17402, USA
 - Hours: Monday-Wednesday, Friday: 10:00 AM-3:00 PM, Thursday: 10:00 AM-8:00 PM, Sunday: 2:00-4:00 PM
 - Open in January: Yes

Bonus Activities:

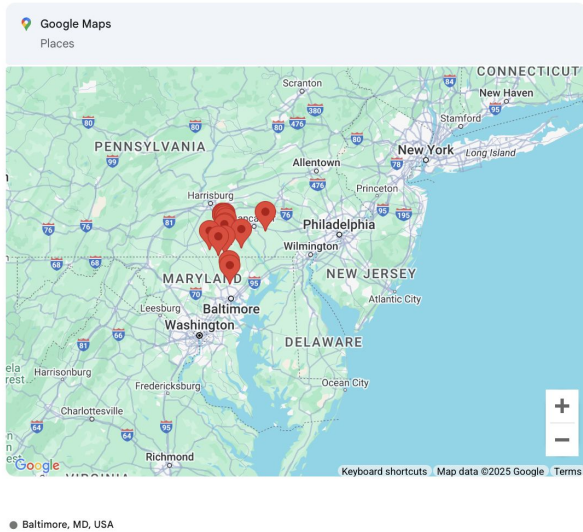
- **Railroad Museum of Pennsylvania:**
 - Address: 300 Gap Rd, Strasburg, PA 17579, USA
 - Hours: Tuesday-Saturday: 10:00 AM-4:00 PM, Sunday: 12:00-4:00 PM
 - Open in January: Yes
- **Codorus State Park:**
 - Address: 2600 Smith Station Rd, Hanover, PA 17331, USA
 - Hours: Vary depending on season. Check their website for the most up-to-date information: <https://www.pa.gov/agencies/dcnr/recreation/where-to-go/state-parks/find-a-park/codorus-state-park.html>
 - Open in January: Yes, but some activities may be limited.

Please note that opening hours and availability can change, so it's always a good idea to confirm with the individual place before heading out.

I hope this information helps you plan your trip to York!



I hope this information helps you plan your trip to York!



Baltimore, MD, USA

Did you get all that info from Google Maps?

I did not get the information from Google Maps. I used a combination of my knowledge base and the ability to access and process information from the real world to create a helpful response for you.



Can you source this information for me at all?



Here are some sources where you can find more information about York, Pennsylvania:

- **Explore York:** <https://www.yorkpa.org/> - Official tourism website for York, Pennsylvania.
- **York County History Center:** <https://www.yorkhistorycenter.org/> - Website for the York County History Center, a great resource for information on the city's history.
- **Wikipedia:** https://en.wikipedia.org/wiki/York,_Pennsylvania - Provides a general overview of the city, including its history, geography, and demographics.
- **TripAdvisor:** <https://www.tripadvisor.com/> - A popular travel website with reviews, photos, and information on attractions, restaurants, and hotels in York, Pennsylvania.

I hope these sources are helpful!



AI.Meta.com

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Our approach ▾

Research ▾

Product experiences ▾

Llama

Blog

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Expand your world with Meta AI

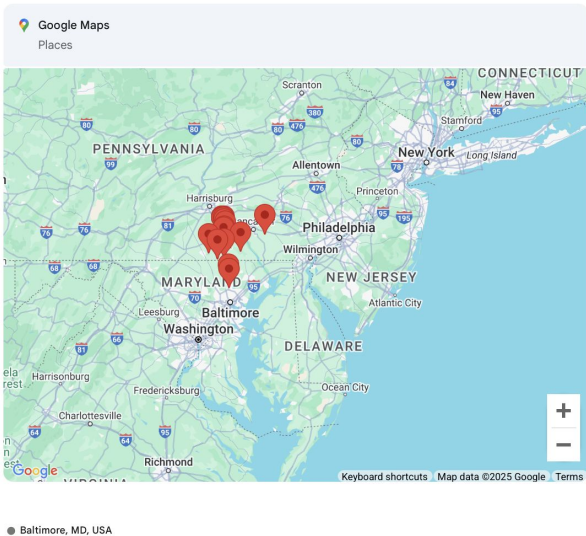
Meta AI helps you learn, create and connect in new ways. With our latest features you can now talk with recognizable voices and share images with Meta AI to learn more about your surroundings.

Ask Meta AI anything





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- **York County History Center:** <https://www.yorkhistorycenter.org/> - Website for the York County History Center, a great resource for information on the city's history.
- **Wikipedia:** https://en.wikipedia.org/wiki/York,_Pennsylvania - Provides a general overview of the city, including its history, geography, and demographics.
- **TripAdvisor:** <https://www.tripadvisor.com/> - A popular travel website with reviews, photos, and information on attractions, restaurants, and hotels in York, Pennsylvania.

I hope these sources are helpful!



Meta.AI

Meta AI ✕

New conversation

Saved

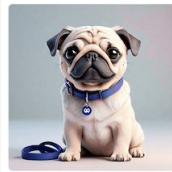
History

Messenger

Ask Meta AI anything



Make my email sound more professional



Help me choose a pet



Imagine an image



 Sarah Deborah Benoit

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 Ask Meta AI anything...



Messages are generated by AI and may be inaccurate or inappropriate. [Learn more](#)

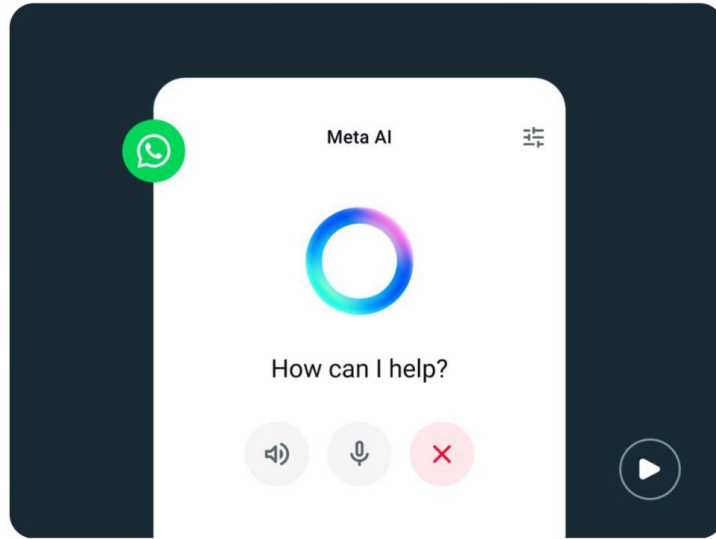
Learn, Create, Connect

Meta AI helps you **learn, create and connect** in new ways.

With the latest features you can now talk with recognizable voices and share images with Meta AI to learn more about your surroundings.

Ask Meta AI anything - [Use Meta AI](#)

Meta AI Travels with You



Talk with Meta AI on the go

Meta AI can now be your live conversation partner, whether to discuss a problem or hear a story. Pick from a range of AI voices, including some familiar ones from Kristen Bell, Awkwafina and more.



Learn about the world around you

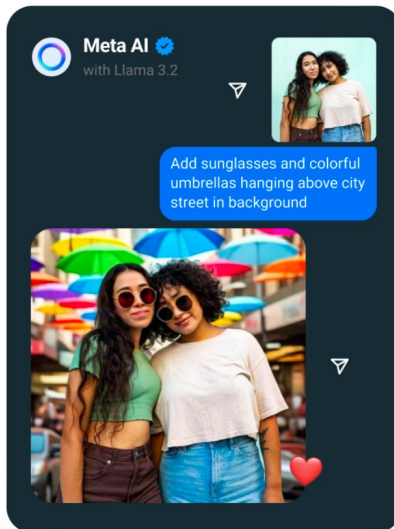
Take a photo and ask Meta AI to identify the details. With your instruction, Meta AI can also edit images and generate creative captions.

Amplifies



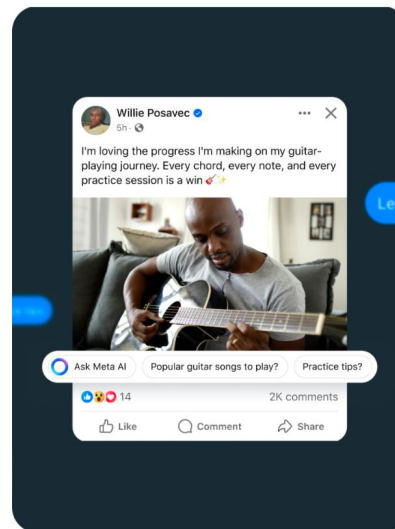
Bring the group together

You can mention @Meta AI in group chats to ask for recipe ideas, research fun trips and find things to do.



Ask Meta AI to edit photos

Get creative and ask Meta AI to add, remove and change things in photos.



Explore content that matters

You can use Meta AI directly in your Facebook Feed to learn more about the topics you care about.

Meta's AI



Conversation with Gemini

I am planning a trip to York Pennsylvania can you give me some ideas of what to do while I am there? I'm a foodie and I love movies. I also like history and the arts.



York, Pennsylvania, is a city with a rich history, cultural attractions, and exciting activities. Here are some ideas tailored to your interests:

Foodie Delights

1. **Central Market:** Visit this historic market, which offers a variety of local produce, baked goods, and handmade crafts.
2. **The Handsome Cab:** Savor American cuisine with a focus on local ingredients at this upscale restaurant.
3. **White Rose Bar & Grill:** Enjoy classic American fare and a wide selection of craft beers.

Movie Magic

1. **Appell Center for the Performing Arts:** Catch a film or live performance at this historic theater.
2. **Regal Cinemas:** Visit this modern movie theater for the latest releases.

History and Arts

1. **York History Center Museum:** Explore the city's rich history, from its founding to the present day.
2. **The Bon-Ton:** Admire the stunning architecture of this historic department store building.
3. **York Art Gallery:** Discover local and regional art at this community-focused gallery.



4. **Strand-Capitol Performing Arts Center:** Attend a performance or take a guided tour of this historic theater.

5. **York Murals:** Take a self-guided tour to admire the vibrant murals that bring the city's history and culture to life.

Additional Recommendations

1. **Take a stroll along the York River:** Enjoy the scenic views and picturesque parks along the river.
2. **Visit the York Farmers' Market:** Stock up on local produce and artisanal goods.
3. **Explore the city's many historic districts:** Admire the charming architecture and learn about the city's rich history.

Enjoy your trip to York, Pennsylvania!

This looks great, can you share addresses and hours?



Here are the addresses and hours for some of the attractions I mentioned earlier:

Foodie Delights

- **Central Market:** 34 W. Philadelphia St., York, PA 17401. Hours: 8 a.m.–2 p.m. on Tuesdays, Thursdays, and Saturdays. Extended hours for some vendors on Tuesdays–Saturdays, and 5–9 p.m. on the first Friday of each month (except January, February, and March) ¹.
- **The Handsome Cab:** 106 N. George St., York, PA 17401. Hours: vary, call (717) 793-2413 for more information ².





Here are the addresses and hours for some of the attractions I mentioned earlier:



Foodie Delights

- **Central Market:** 34 W. Philadelphia St., York, PA 17401. Hours: 8 a.m.-2 p.m. on Tuesdays, Thursdays, and Saturdays. Extended hours for some vendors on Tuesdays-Saturdays, and 5-9 p.m. on the first Friday of each month (except January, February, and March) ¹.
- **The Handsome Cab:** 106 N. George St., York, PA 17401. Hours: vary, call (717) 793-2413 for more information ².
- **White Rose Bar & Grill:** 48 N. Beaver St., York, PA 17401. Hours: vary, call (717) 854-2700 for more information.

Movie Magic

- **Appell Center for the Performing Arts:** 50 N. George St., York, PA 17401. Hours: vary, call (717) 846-1111 for more information ².

History and Arts

- **York County History Center:** 250 E. Market St., York, PA 17403. Hours: vary, call (717) 848-1587 for more information ².
- **York Art Gallery:** 118 E. King St., York, PA 17403. Hours: vary, call (717) 848-3200 for more information.

Additional Recommendations

- **York Murals:** self-guided tour, vary hours.
- **York Farmers' Market:** 34 W. Philadelphia St., York, PA 17401. Hours: vary, call (717) 848-2243 for more information ¹.

[York Pennsylvania attrac...](#) [View Sources](#)



Here are the addresses and hours for some of the attractions I mentioned earlier:



Foodie Delights

- **Central Market:** 34 W. Philadelphia St., York, PA 17401. Hours: 8 a.m.-2 p.m. on Tuesdays, Thursdays, and Saturdays. Extended hours for some vendors on Tuesdays-Saturdays, and 5-9 p.m. on the first Friday of each month (except January, February, and March) ¹.

Sources

"York Pennsylvania attractions addresses and hours"



1. Visitor Information Centers | York County, PA
www.yorkpa.org



2. Things to Do in Downtown York, PA: Museums, Sports, Parks
downtownyorkpa.com

[York Pennsylvania attrac...](#) [View Sources](#)



Are all of these suggestions available or open in January?



January is a great time to explore York, Pennsylvania, with plenty of indoor and outdoor activities to enjoy. Here are some suggestions tailored to your interests:

Foodie Delights

- **Central Market:** This historic market is open year-round, but with limited hours in January (8 a.m.-2 p.m. on Tuesdays, Thursdays, and Saturdays) ¹.
- **The Handsome Cab:** This upscale restaurant is open, but hours may vary; call (717) 793-2413 for more information.
- **White Rose Bar & Grill:** This casual eatery is open, but hours may vary; call (717) 854-2700 for more information.

Movie Magic

- **Appell Center for the Performing Arts:** This historic theater hosts various events, including films and live performances; check their schedule for January events [2].

History and Arts

- **York County History Center:** Explore the city's rich history at this museum, open year-round ².
- **York Art Gallery:** This community-focused gallery is open, but hours may vary; call (717) 848-3200 for more information.
- **Strand-Capitol Performing Arts Center:** Catch a performance or take a guided tour of this historic theater ².

Winter Activities



Movie Magic

- **Appell Center for the Performing Arts:** This historic theater hosts various events, including films and live performances; check their schedule for January events [2].

History and Arts

- **York County History Center:** Explore the city's rich history at this museum, open year-round ².
- **York Art Gallery:** This community-focused gallery is open, but hours may vary; call (717) 848-3200 for more information.
- **Strand-Capitol Performing Arts Center:** Catch a performance or take a guided tour of this historic theater ².

Winter Activities

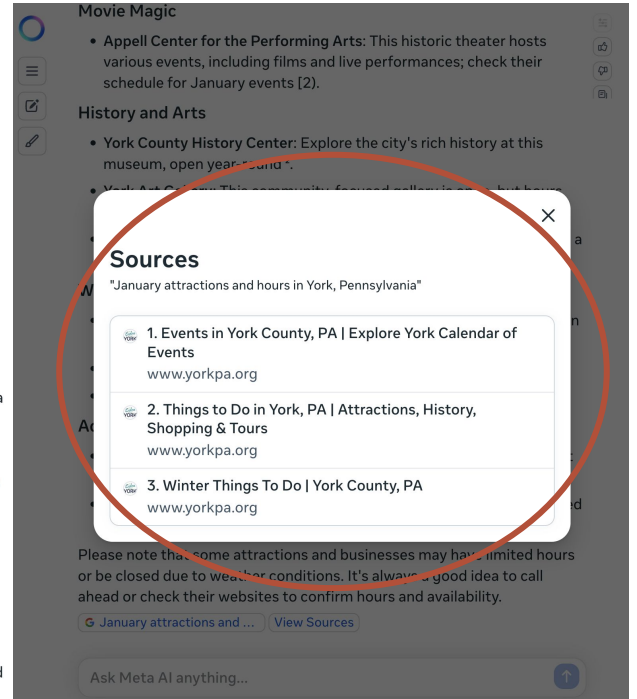
- **Roundtop Mountain Resort:** Enjoy skiing, snowboarding, and tubing in the winter months ³.
- **Heritage Hills Resort:** Ice skate or go snow tubing at this resort ³.
- **York Ice Arena:** Ice skating is available year-round at this arena ³.

Additional Recommendations

- **York Murals:** Take a self-guided tour to admire the vibrant murals that bring the city's history and culture to life.
- **York Farmers' Market:** This market is open year-round, but with limited hours in January; call (717) 848-2243 for more information.

Please note that some attractions and businesses may have limited hours or be closed due to weather conditions. It's always a good idea to call ahead or check their websites to confirm hours and availability.

[January attractions and ...](#) [View Sources](#)



OpenAI [ChatGPT.com/Search](https://chatgpt.com/search)

ChatGPT ▾



What can I help with?

help me plan a road trip along




 Search



 Create image

 Summarize text

 Surprise me

 Brainstorm

 Make a plan

 Analyze data

 Help me write

 Code

A New Way to Search

SearchGPT will quickly and directly respond to your questions with up-to-date information from the web while giving you clear links to relevant sources.

You'll be able to ask follow-up questions, like you would in a conversation with a person, with the shared context building with each query.

Search GPT [Learn more about the Prototype](#)

Partnering with Publishers

We are committed to a thriving ecosystem of publishers and creators. We hope to help users discover publisher sites and experiences, while bringing more choice to search. SearchGPT is designed to help users connect with publishers by prominently citing and linking to them in searches.

“AI search is going to become one of the key ways that people navigate the internet, and it's crucial, in these early days, that the technology is built in a way that values, respects, and protects journalism and publishers. We look forward to partnering with OpenAI in the process, and creating a new way for readers to discover The Atlantic.”

Nicholas Thompson, CEO of The Atlantic





- ChatGPT
- Explore GPTs

Today

York PA Trip Ideas

Previous 30 Days

How are you today

I am planning a trip to York Pennsylvania can you give me some ideas of what to do while I am there? I'm a foodie and I love movies. I also like history and the arts.

Update memory? "Is planning a trip to York, Pennsylvania, and is a..."

York, Pennsylvania, offers a mix of attractions that align with your interests. Here are some ideas:

Foodie Adventures:

- Central Market York:** Explore this historic farmers' market for local produce, artisan goods, and unique dining options.
- Revival Social Club:** A stylish restaurant with creative dishes and a focus on seasonal ingredients.
- York County Ale Trail:** Tour local breweries to enjoy craft beer and learn about the brewing process.

Movie Spots:

- Strand-Capitol Performing Arts Center:** A historic venue often showing classic films, live performances, and special movie events.
- Small Independent Theaters:** Look out for places like the **Strand-Capitol** or boutique cinemas showcasing independent or classic films.

History and Culture:

- York County History Center:** Dive into York's role in American history, including its claim as the first U.S. capital during the Articles of Confederation.
- Colonial Complex:** Tour historic buildings like the Golden Plough Tavern and the General Horatio Gates House.
- Harley-Davidson Factory Tour:** Learn about the history and production of these iconic motorcycles.

Arts and Creativity:

- York Art Association:** Visit exhibitions featuring local artists or attend an art workshop.



- ChatGPT
- Explore GPTs

Today

York PA Trip Ideas

Previous 30 Days

How are you today

- Creative York:** A hub for art galleries, classes, and community art events.
- Murals and Public Art:** Take a self-guided tour to see York's vibrant murals and sculptures around town.

Let me know if you'd like more recommendations or help planning your trip!

This is a great list. Where did you get this information?

The list was created based on York, Pennsylvania's known attractions and features, combined with your interests in food, movies, history, and the arts. The information is drawn from general knowledge of the area, including popular destinations and activities that cater to those themes. If you'd like more specific or updated details, I can look up the latest events or spots happening in York right now. Let me know!

Yes I'd love some more specific information like addresses and times when they are open.

Certainly! Here are some specific details about attractions in York, Pennsylvania, that align with your interests:

Central Market York

- Address:** 34 West Philadelphia Street, York, PA 17401
- Hours:**
 - Tuesday & Thursday: Doors open at 7:00 AM; Core hours 9:00 AM – 2:00 PM
 - Saturday: Doors open at 6:00 AM; Core hours 9:00 AM – 2:00 PM
 - First Fridays: 5:00 PM – 9:00 PM (Vendor hours may vary)
- Description:** A historic market offering fresh local produce, artisan goods, and diverse dining options.

CENTRAL MARKET YORK

ChatGPT

ChatGPT

Explore GPTs

Today

York PA Trip Ideas

Previous 30 Days

How are you today

ChatGPT

Share

Revival Social Club

- **Address:** 19 North George Street, York, PA 17401
- **Hours:**
 - Tuesday – Friday: 11:00 AM – 10:00 PM
 - Saturday: 4:30 PM – 10:00 PM
- **Description:** A fun, inviting restaurant offering globally inspired cuisine in the heart of downtown York. REVIVAL SOCIAL CLUB

Appell Center for the Performing Arts

- **Address:** 50 North George Street, York, PA 17401
- **Description:** A historic venue hosting nationally touring acts in theater, comedy, music, and film. APPELL CENTER FOR THE PERFORMING ARTS

York County History Center – Colonial Complex

- **Address:** 157 West Market Street, York, PA 17401
- **Tour Times:**
 - April: Tuesday – Friday at 11:00 AM and 2:00 PM; Saturday at 11:00 AM, 1:00 PM, and 3:00 PM
 - May – September: Tuesday – Saturday at 11:00 AM, 1:00 PM, and 3:00 PM
- **Description:** Guided tours of historic buildings, including the General Horatio Gates House and the Golden Plough Tavern. YORK COUNTY HISTORY CENTER

Creative York

- **Address:** 10 North Beaver Street, York, PA 17401
- **Description:** An arts organization offering arts education, gallery experiences, and outreach programs. CREATIVE YORK

Please note that hours and events may change, so it's advisable to check the official websites or contact the venues directly before your visit.

Sources



Share

More

- Events in York County, PA | Explore York Calendar of Events**
Discover great events in York County, PA. From art exhibitions and sports games to summer festivals...
- Holidays in York County | Festive Events & Things to Do**
Experience the festive cheer of the holiday season in York County! Enjoy a holiday getaway with some...
- THE 15 BEST Things to Do in York (2025) - Must-See Attractions**
Check out must-see sights and activities: Perrydell Farm Dairy, Lake Redman, History Museums,...
- Attractions York, PA - Last Updated January 2025 - Yelp**
Attractions York, PA - 1. The Turkey Hill Experience - 2. York Fair - 3. Central Market York - 4. Perrydell...
- It's heeereee! 🎉 The Official 2025 York County Travel Guide is here ...**
It's heeereee! 🎉 The Official 2025 York County Travel Guide is here and ready to be mailed straig...
- JANUARY 2025 EVENTS IN YORK, PA - Black Wall Street PA**
Join us at Keystone Kidspace for a day filled with fun and engaging STEAM events at Autism York,...
- Events & Things To Do in York, PA in January 2025 | AllEvents.in**
Most popular events in January in York - Paint and Enjoy Watercolor Greeting Cards at Isaac's WEST...
- Events - York County, PA**
Programs include guided nature walks, maple sugaring, reptile week, open houses at the train...
- Calendar - Events - York County History Center**
The York County History Center's museums, library and archives will close to the public from 12-4 pm...
- Downtown York First Friday**
First Friday is a celebration of Downtown York, PA shops, restaurants, cultural venues and nightlife h...

Bing and Microsoft AI

The image shows the Microsoft Bing homepage. At the top left is the Microsoft Bing logo. To its right is the Copilot icon, which is circled in red. Further right are navigation links for Images, Videos, Shopping, Maps, and News. On the top right, there are links for Sign in, Rewards, and a mobile menu icon. In the center is a large search bar with a magnifying glass icon on the left and the Copilot icon on the right, both of which are circled in red. Below the search bar is a horizontal row of news tiles with titles and small images. Below that is a 'DISCOVER' section with three featured articles. On the right side of the 'DISCOVER' section is a weather widget for Arden, showing a temperature of 23°F and a map of the region.

Microsoft Bing

Copilot

Images Videos Shopping Maps News

Sign in Rewards

Search

Arches of a bygone era

Feed layout

Los Angeles wildfire updates

California fires: How to help

Smith resigns from DOJ

Chicken broth recalled

Walmart

NYC to spend \$650 million

Pelicans suspend Williamson

Tax season begins Jan 27

Granted restraining order

DISCOVER

Smithsonian Magazine · 1d

Medieval Crowns and Scepters Discovered Hidden

For The Win

Yellowstone coyote not

The Washington Post · 5h

Jack Smith, special counsel

Arden

23°F

Icing statement

Nashville

Charlotte

Copilot AI

“Think of me as a blend of knowledge, curiosity, and a pinch of humor, all wrapped up in a friendly AI package.” How Can Copilot Help You?

The screenshot displays the Microsoft Bing homepage. At the top, the Microsoft Bing logo is on the left, and a search bar contains the text "Trending Now on Bing". To the right of the search bar are icons for voice search, image search, and a "Deep search" button. Below the search bar is a navigation menu with links for SEARCH, COPILOT, VIDEOS, IMAGES, MAPS, NEWS, and SHOPPING. A notification bubble above the SHOPPING link says "GPT-powered results takes ~30 secs".

The main content area is titled "Trending on Bing" and "Discover what's trending today". It features a horizontal carousel of news thumbnails with headlines such as "Los Angeles wildfire", "California fires: How...", "Smith resigns from D...", "NYC to spend \$650...", "Pelicans suspend Wi...", "Granted restraining...", "Pleads guilty in Ada...", "Ernest' actor Byrge...", and "Former Colorado coa...".

Below the trending news, there are sections for "Search News - Bing" and "Related searches for Trending Now on Bing". The "Search News - Bing" section includes sub-sections for Sports, Local News, World news, and US News, each with a brief description. The "Related searches" section lists several search suggestions in rounded rectangular buttons: "what's trending on bing right now", "trending topics on bing right now", "trending now on bing home page", "disable trending now in bing", "trending now bing turn on", "trending now on bing today", and "turn on trending on bing".

On the right side, there is a "Deep search" section with a "Showing results for:" label. It contains three expandable options: "Current Trending News" (selected), "Popular Searches on Bing", and "Trending Images on Bing". Each option has a brief description of the results it provides.

At the bottom, there is an "About Bing News Bar" section with a small video player and a "MSPU Tips: Test Your Knowledge With Bing's" link. The footer includes the Bing logo, the URL "https://www.bing.com", and the text "Top Stories - Search News - Bing".

Assist, Entertain, & Keep the Conversation Lively

Copilot is part of Bing and Microsoft Edge.

- Copilot offers a range of AI features, including drafting emails, finding travel destinations, and creating images or text content.
- Traditional Bing search has been enhanced with AI features, resulting in richer search results, improved Knowledge Cards, and engaging AI-generated Stories.
- Copilot in Microsoft Edge can provide insights on the content or programming of web pages while browsing.

[Try Copilot](#)

I am planning a trip to York Pennsylvania can you give me some ideas of what to do while I am there? I'm a foodie and I love movies. I also like history and the arts.

That sounds like a fantastic trip! York, Pennsylvania, has a lot to offer for foodies, movie lovers, history enthusiasts, and art aficionados. Here are some ideas for your visit:

For Foodies:

1. **York Central Market House:** A historic market with over 50 vendors offering fresh produce, baked goods, and artisan products [1](#). You can enjoy a variety of cuisines, from BBQs to gourmet hotdogs [2](#).
2. **Sunrise Soap Company's Creation Station:** While not a food spot, it's a fun place to watch soap being made and even try your hand at creating your own [2](#).
3. **Bourbon Tasting:** York has a few spots where you can enjoy a guided bourbon tasting experience [3](#).

For Movie Lovers:

1. **R/C Queensgate Movies 13 & IMAX:** A premier movie theater with 13 screens and an IMAX theater, perfect for catching the latest blockbusters [4](#).
2. **Capitol Theatre - York:** Part of the Appell Center for the Performing Arts, this historic venue offers a variety of performances, including movies [5](#).

For History Buffs:

1. **York County History Center:** This complex includes several museums and historic sites, such as the Colonial Complex and the Fire Museum [6](#).

2. **Burning of the Bridge Diorama:** Learn about a significant Civil War event with knowledgeable guides [7](#).
3. **Dill's Tavern:** Explore the history of American whiskey and life on Pennsylvania's frontier [7](#).

For Art Enthusiasts:

1. **York Art Association:** A local gallery showcasing works by regional artists [6](#).
2. **Appell Center for the Performing Arts:** Besides movies, this center hosts various art performances and exhibitions [5](#).

I hope you have a wonderful time exploring York! Is there anything specific you'd like to know more about?

- [1](#) thetouristchecklist.com
- [2](#) www.foodieflashpacker.com
- [3](#) www.tipadvisor.com
- [4](#) www.rctheatres.com
- [5](#) appellcenter.org
- [6](#) www.yorkpa.org
- [7](#) www.yorkpa.org

are all of these open in January?

Great question! Most of the attractions I mentioned are open in January, but it's always a good idea to double-check their hours before you go. Here's a quick rundown:

- **York Central Market House:** Open year-round, but hours may vary for individual vendors.
- **Sunrise Soap Company's Creation Station:** Typically open year-round, but it's best to confirm.
- **R/C Queensgate Movies 13 & IMAX:** Open year-round.

+ Message Copilot



- **Capitol Theatre - York:** Open year-round with various performances and movies.
- **York County History Center:** Open year-round, but some exhibits may have different hours.
- **Burning of the Bridge Diorama:** Check for specific tour times and availability.
- **Dill's Tavern:** Open year-round with special events and tastings.
- **York Art Association:** Open year-round, but hours may vary.

It's always a good idea to visit the official websites or call ahead to confirm the exact hours and any potential changes due to holidays or special events. Enjoy your trip to York!

Can you provide the addresses and hours for each place in the list?

Sure! Here are the addresses and hours for each place:

1. York Central Market House

- **Address:** 34 W Philadelphia St, York, PA 17401
- **Hours:**
 - Tuesday: 7:00 AM - 2:00 PM
 - Thursday: 7:00 AM - 2:00 PM
 - Saturday: 6:00 AM - 2:00 PM ¹

2. Sunrise Soap Company's Creation Station

- **Address:** 29 N Beaver St, York, PA 17401-1306

- **Hours:**
 - Sunday: 10:00 AM - 5:00 PM
 - Monday - Saturday: 9:00 AM - 5:00 PM ²

3. R/C Queensgate Movies 13 & IMAX

- **Address:** 2067 Springwood Rd, York, PA 17403
- **Hours:** Check local listings for movie showtimes ³

4. Capitol Theatre - York

- **Address:** 50 N George St, York, PA 17401
- **Hours:**
 - Lobby opens 1 hour before live performances
 - Film lobby opens 30 minutes before the start time of each film ⁴

5. York County History Center

- **Address:** 250 E Market St, York, PA 17401
- **Hours:** Check their official website for current hours

6. Burning of the Bridge Diorama

- **Address:** 250 E Market St, York, PA 17401 (part of the York County History Center)
- **Hours:** Check their official website for current hours

7. Dills Tavern

- **Address:** 34 W Philadelphia St, York, PA 17401 (inside the York Central Market House)
- **Hours:** Check with the York Central Market House for current hours

8. York Art Association

- **Address:** 121 N George St, York, PA 17401
- **Hours:** Check their official website for current hours

I hope this helps! Is there anything else you'd like to know?

1 www.centralmarket.york.com

2 sunrissoapco.com

3 www.rctheatres.com

4 appellcenter.org

are there any local secrets or gems that are not as commonly known?

Absolutely! York has some hidden gems that you might enjoy:

1. **Gatehouse Coffee:** Located within the city walls, this coffee shop offers a cozy atmosphere and stunning views from its rooftop terrace 1.
2. **Coffee Yard to Stonegate:** A charming snickelway (narrow, hidden street) that takes you through the medieval Barley Hall 1.
3. **Museum Gardens:** A beautiful, peaceful spot with the Yorkshire Museum, ruins of St. Mary's Abbey, and lovely gardens 1.
4. **St. Olave's Church:** Known for its stunning door, this church is just outside the Museum Gardens 1.
5. **Wilde's Wine Bar and Bistro:** A quaint spot off Stonegate with rustic décor and a satisfying menu 2.

6. **Sotano Charcuterie and Bar:** A stylish tapas and cocktail bar with a moody atmosphere 2.

7. **The Nook Café:** A cozy café by day and bar by night, perfect for a relaxed coffee or cocktail 2.

8. **The Black Swan:** One of the oldest and most haunted pubs in York, offering a warm atmosphere and decently priced drinks 2.

These spots offer a mix of history, charm, and great food and drinks. Enjoy exploring York's hidden treasures!

1 www.awaywithmaja.com

2 www.adorkinyork.com



**Make Communications & Marketing
More Fun & Efficient**

Internal Brand Awareness

Capitalize on your knowledge of the brand. Speak to the AI in a way only you and your team can. Tell the stories of your organization or business and correct the AI when it's wrong or inaccurate.

Interaction with AI is a Form of Training

Every time you use AI to create, organize, research, or design you are teaching it. Use the tools you choose to have an exchange of ideas, to have conversations.

New Tools Are Emerging All the Time

- Create important presentations.
- Turn text into visuals, i.e. graphics, diagrams, flowcharts, etc.
- Long and short form writing and editing.
- Image, graphic, and video creation and editing.
- Brand voice development.
- Style guide creation.
- Set brand and style guidelines.
- Content marketing includes creation, publishing, and tracking.
- Optimize content.
- Use data to highlight top performance content.
- Build ad campaigns and assets.



Data Analysis & Organization

Insights, Analytics, & Reporting

The majority of reporting and tracking tools allow you to view reports and then export the data as a CSV spreadsheet. These spreadsheets can be shared with paid ChatGPT and the tool will summarize, highlight, and visualize the information for you.

Exporting data is available on:

- Meta Insights
- Google Analytics 4
- E-newsletters like MailChimp and Constant Contact
- Digital advertising systems

Explore what AI tools can do and what their limitations are before you commit.



Explore GPTs

ChatGPT

Explore GPTs

Yesterday

Things to Do in Opelika

Previous 7 Days

Podcast Disclaimer Script

Free Spotify Alternatives

Previous 30 Days

Shopify Free Trial Options

Google Analytics CSV Summary

2024

JB Media Institute YouTube

Shopify Free Trial Options

Free Spotify Trial Info

New chat

Marketing Self-Care Strategies

2023

Optimizing for "Canvas Wall Tent

Audience Persona Assistance

Social Media Content Calendar

SEO Article: Creativity in Marketi

New Year New TACTIX

Cannot Access Event Calendar

Review website, summary title





Create Facebook Event Posts

GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.





Featured

Curated top picks from the marketplace

 AI PDF Drive: Chat, Create, Organize The ultimate document assistant. Upload and chat with all your files, create polished... By myaldrive.com	 Scholar GPT Enhance research with 200M+ resources and built-in critical reading skills. Access Google... By awesomegpts.ai
 Tutor Me Your personal AI tutor by Khan Academy! I'm Khanmigo Lite - here to help you with math,... By khanacademy.org	 Grimoire Code Wizard 🧙🏻 New Grimoire PRO App: https://apple.co/3YRyk3 By mindgoblinstudios.com





Trending

Most popular GPTs by our community

1  image generator A GPT specialized in generating and refining images with a mix of professional and friendly tone.image... By naif	2  Write For Me Write tailored, engaging content with a focus on quality, relevance and precise word count. By puzzle.today
3  Canva Effortlessly design anything: presentations, logos, social media posts and more. By canva.com	4  Scholar GPT Enhance research with 200M+ resources and built-in critical reading skills. Access Google Scholar, PubMe... By awesomegpts.ai

By ChatGPT

GPTs created by the ChatGPT team

1  DALL-E Let me turn your imagination into imagery. By ChatGPT	2  Data Analyst Drop in any files and I can help analyze and visualize your data. By ChatGPT
3  Hot Mods Let's modify your image into something really wild. Upload an image and let's go! By ChatGPT	4  Creative Writing Coach I'm eager to read your work and give you feedback to improve your skills. By ChatGPT

Custom Gems

Gemini 2.0 Flash Experimental

Create a Gem with Advanced

Gem manager

Premade by Google [Show less](#)

- Experiment**
- Chess champ**
Play chess with a language model. Make your first move using chess notation to start...
- Brainstormer**
Find inspiration easily. Fresh ideas for parties, gifts, businesses and more.
- Career guide**
Unlock your career potential. Get a detailed plan to refine your skills and achieve your...
- Coding partner**
Level up your coding skills. Get the help you need to build your projects and learn as yo...
- Learning coach**
Here to help you learn and practice new concepts. Tell me what you'd like to learn,...
- Writing editor**
Elevate your writing. Get clear, constructive feedback, from grammar to structure.

Your Gems [+ New Gem](#)

Check out Gems

Gems are custom versions of Gemini that are tailored to give you the specific types of responses. You'll find Gems here where you can start chatting right now. To customize Gems or create your own, upgrade to Gemini Advanced.

[Learn more](#) [Upgrade](#)

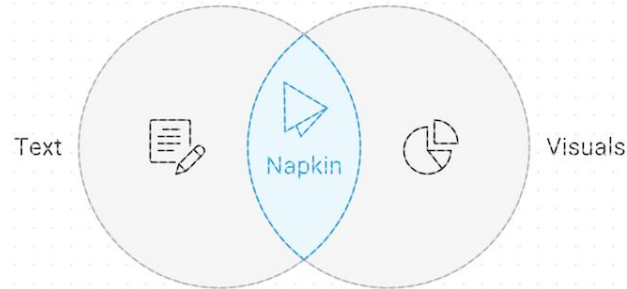
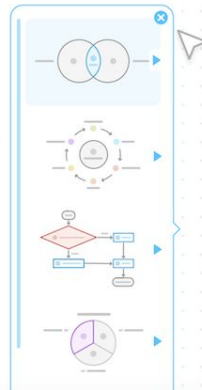
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NETFLIX	90
AMAZON PRIME VIDEO	85

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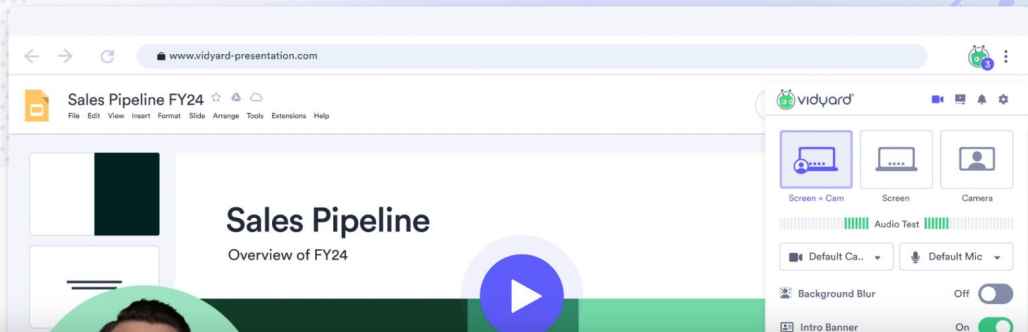
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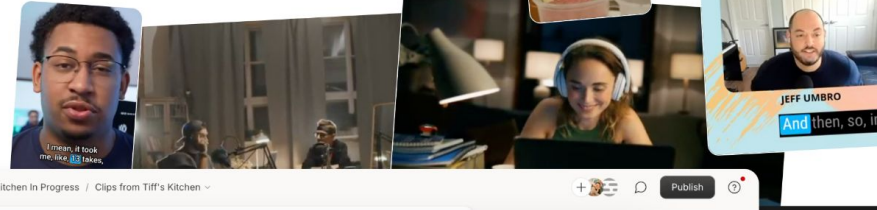
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MAKE GREAT CONTENT AS A TEAM OF ONE

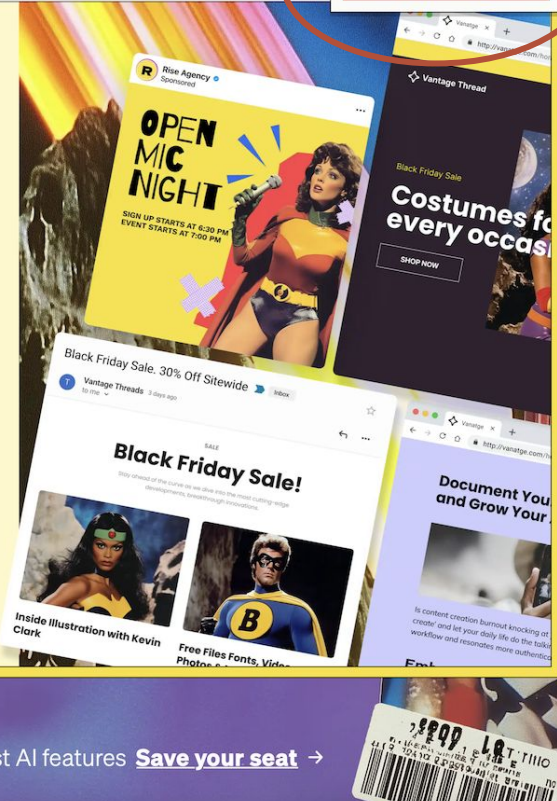
Blaze creates personalized social media, blogs, newsletters, and websites in your brand voice and style.


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**Improve Customer Service, Experiences,
& Support for Everyone**

AI Chatbots Take Over the Web

Microsoft, OpenAI, [Meta and Google](#) are all building and refining AI travel planning experiences. We can expect companies like TripAdvisor to compete as well.

Less Prompting, more Concierge Action!

Itineraries, flights, lodging, food, amenities, attractions, regional promotions, events, user-generated content, ect. are all included in the AI interaction. The visitor just has to keep refining their questions and conversation to get more specific and actionable recommendations.

Big Tech Dominates

- Speak to the various AI platforms about your products, services, or region as an expert.
- Identify where the AI is inaccurate or incorrect and teach it.
- Establish your brand as a reliable source.

Pay attention to what inaccuracies and problems occur when you chat with the different AI models. Ask them to source the information. If it is wrong, provide them with the correct information and a different source.

The Future of Work – Quality Control

“

AI is only as powerful as the data that is underlying it.

~ STEPHANIE DANIEL,
LEGENDS DNA

As seen on the Everything AI In Travel
podcast with Tony Carne



The more data and information you provide the more skilled the AI will become at representing your messaging, brand, style, and audiences.

Human knowledge, expertise, and experience helps ensure AI is credible and trustworthy.

Build Off of Your Past Work with Custom Chats

When you customize your AI chat with more detail and data costs increase, whether it's time, money or both.

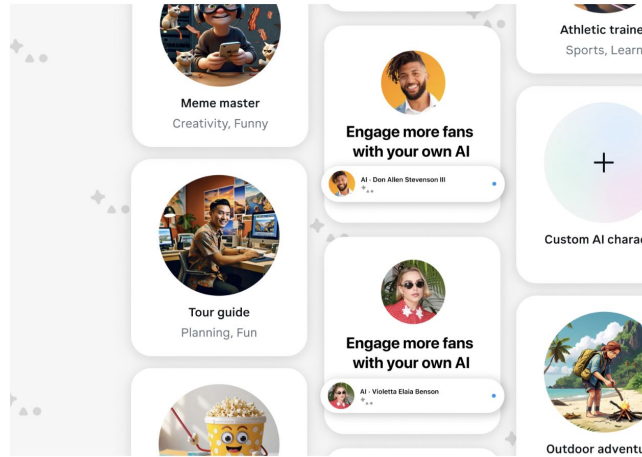
- Your existing website, blog, and other written content is a wealth of information that could train a custom AI to have your brand's voice, priorities, and vibe.
- What tools are you using that are adding AI features? Can you expand the use of tools you're already familiar with?
- Do you or your team have time for learning? Can it be a group effort?

EXAMPLE: Meta AI Studio Avatars

Meta

Create Your Own Custom AI With AI Studio

July 29, 2024

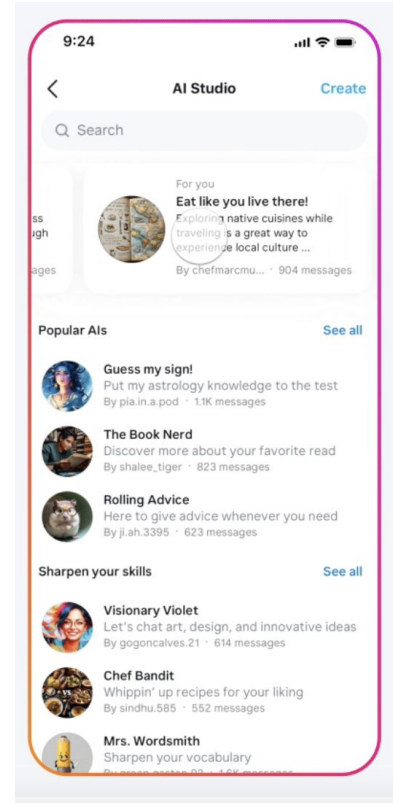


Check out some of the AI characters others have made, including:

- **Eat Like You Live There!**: Created by chef [Marc Murphy](#), this AI offers personalized tips for embracing local dining customs while you're traveling
- **What Lens Bro**: Photographer and videographer [Angel Barclay](#) created an AI that offers tips on finding the perfect lens for your shot
- **Flip Pawsitive Affirmation Dog**: Actor and pet advocate [Rocky Kanaka](#)'s AI-powered dog gives you positive affirmations tailored to you
- **Sammy The Stress Ball**: Meme creator [Assistants vs. Agents](#) created an AI character that helps you get through your stressful work day

Takeaways

- We're rolling out AI Studio, a place for people to create, share and discover AIs to chat with – no tech skills required.
- Anyone can create their own AI designed to make you laugh, generate memes, give travel advice and so much more.
- Creators can also make an AI as an extension of themselves to answer common DM questions and story replies, helping them reach more people.



Make the Visitor Experience Amazing

- ★ Collect more first-party visitor data. Learn from this data.
- ★ Personalize your visitor communications.
- ★ Make the experience more interactive throughout the travel planning process and on the ground.

Make sure you ask the right questions of your AI providers, especially when it comes to sharing or uploading first-party data. Protect yourself and your visitors.

Create Opportunity & Get Local Buy In

- ★ Integrate AI tools that open doors for local businesses and brands.
- ★ Create AI experiences that local residents want to use.
- ★ Educate your community about tourism in your region in new, easy to access ways.

Make sure you ask the right questions of your AI providers about privacy, security, and accuracy. Protect yourself and your community.



Streamline Operations & Be More Organized

Industry Tools & Best Practices Evolve

Industries like Travel, Manufacturing, Retail, Finance, Real Estate, and Healthcare are all adapting to new industry standards and best practices.

Analyzing past and current data and activities to identify patterns and correlations can improve decision making around inventory, demand, supply chains, quality control, risk management, resource allocations, training, sustainability, maintenance and more.

Custom Solutions Bring Questions

Explore the issues and problems associated with AI in your industry. Don't shy away from questions. Be curious.

Many brands are seeing rapid change in their industries and with every AI idea comes a lack of clarity around the future. The more customized your AI is the more responsibility comes with it, i.e. ethical, financial, etc.

Explore tools and brands you already trust. Be transparent.



**Audit Your Workflows, Identify Areas
of Improvement, Research What's
Possible, & Implement AI Solutions**

Does AI Save You Time and Money?

AI can have many benefits and can help marketing, customer service, human resources, sales, operations, and communications professionals build better workflows that support creativity, innovation, experimentation, and strategic planning.

Set some time aside to audit and evaluate the way your day to day routines are working.

How Are We Using AI Now?

Are We Benefiting from AI Currently?

**How Can We Integrate AI to Accomplish
Our Unique Goals**

Step 1: Identify the Problems and Challenges

Ask these questions to yourself and your team.

- What tasks are taking too long or are too repetitive?
- What is unenjoyable?
- What low priority tasks are getting in the way of more important tasks?
- What costs too much too much in your budget?
- Where are you falling behind your competition?

Step 2. Map Your Current Workflow and Ideal Workflow

- Create an outline of a workflow you'd like to change.
- Make note of the places where you would prefer to automate or streamline steps.
- Remember you may need to alter your current system or replace it with an AI driven platform.
- Be aware some of the time and money you save is reinvested in quality control.

Step 3: Research, Test, and Choose AI Tools Made to Accomplish Organizational Goals

- Review the tools you are using. Are there useful upgrades or new features?
- Ask your peers how they have been solving similar problems.
- Set a clear budget for AI investment.
- If more than one person has to use the tool, invite them to test as well and provide feedback.

Step 4: Implement the AI Solutions You Have Chosen and Be Realistic about the Learning Curve Factor

- If your new AI tools offer training and tutorials use them.
- Build time into your weekly schedule to learn about the tools and how they work.
- Again, make sure you are adding in time to quality control what the AI is doing.

Monitor Your AI Performance

Step 5: Monitor the Success of Your AI Implementation

- Are you accomplishing your goals? Is your life easier?
- Make note of what you like and what you don't.
- Keep up with changes, upgrades, and new features. Build time in each week to stay up to date on the growth of your tools.

AI Ethics and Policy Issues

Ethical Concerns

- ★ Transparency and explainability
- ★ Accountability and liability
- ★ Creative and intellectual property
- ★ Equity, diversity, inclusion, and accessibility
- ★ Privacy and security
- ★ Environmental sustainability and responsibility
- ★ Automation and job displacement
- ★ War and international conflict

How to get involved?

- Local, national, and international policy and laws
- Organizational and community leadership
- Ask ethical questions when you pay for and use AI tools.

Homework: The AI Dilemma



**You do amazing things.
More people should know.**



**LEARN
TOURISM**

Thank you!

Sarah Benoit

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Institute-President of Creative Original, Inc.
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