

Tourism's AI Future. Are we bold enough?

Curiosity.

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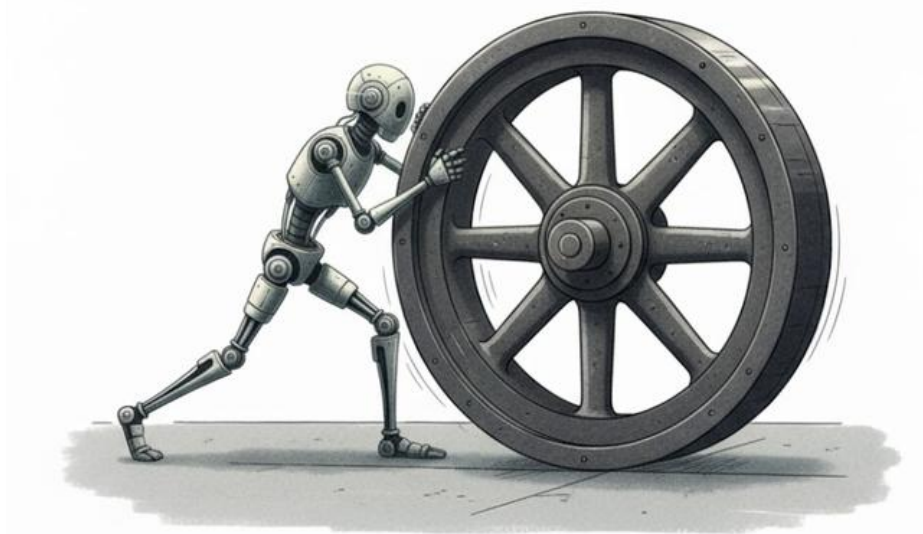


Let's Get Real...



100× faster. 100× cheaper.
Effort & Time $\neq$ Value.

When we liberate our teams from machine work, we create space for human connection



'Oh boy, a 10% productivity gain.'



[Alpha Go](#) Move 37: The moment AI surprised the world and the champion.

Are we bold enough?

Anyone can use AI to save money & time.

The innovators will free their people to reimagine the guest experience.

Personal AI *(helps 1-on-1)*

Onboarding

Job Description

Clear Brief

Clarification

Feedback

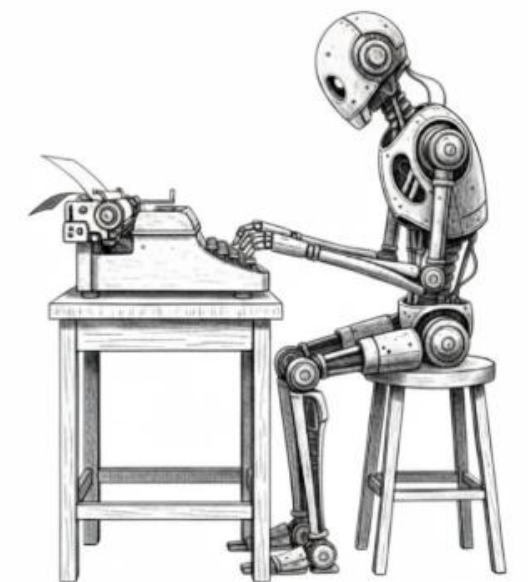
Context

Role

Instructions

Questions

Iterate



Process AI (end-to-end workflows)

FIRST unpack the process. THEN delegate to AI.

If you point AI at chaos... you just get faster chaos.



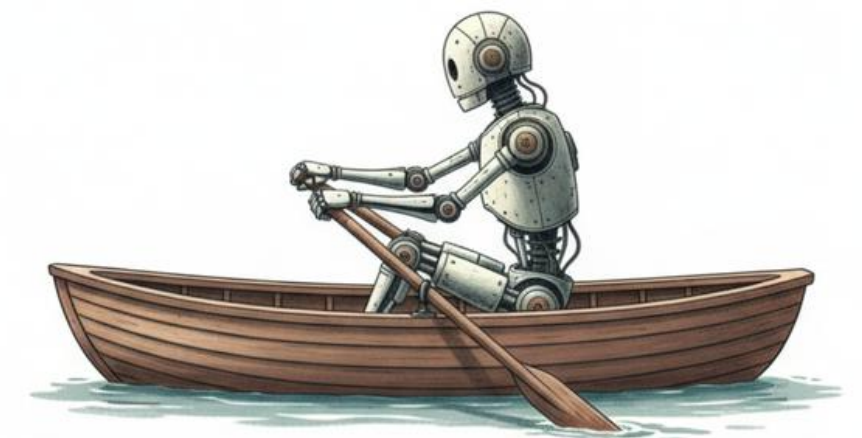
*Stop dabbling. Start leading.
You can't outsource understanding.*

Top down. Bottom up. Everyone Rows.

Start small, move fast.

Make it safe (for real).

Show and tell, always.



Let curiosity be your compass.
Start with one prompt, one team, or one process.
Invest your time.

