



Welcome to the Santa Clarita Tourism Bureau Meeting

August 4, 2026

AI 101

A Practical Introduction to AI for Tourism

What it is • How to use it safely • Free tools you can start with today

Santa Clarita Tourism Bureau | August 4, 2026

What Is AI, Really?

Three tools, in plain English



Writing & Chat

Drafts emails, social captions and web copy from a short instruction (ChatGPT, Claude, Gemini)



Images & Design

Generates or edits photos, graphics, and video from text or a starting image (Canva AI and Adobe Firefly)



Automation & Insight

Summarizes reviews, answers customer questions, and spots patterns in your data automatically.

The takeaway: AI doesn't replace your judgment — it gives you a fast first draft.

Using AI Safely & Responsibly

Four ground rules before you start typing



Never paste private data

No guest names, payment info or confidential business numbers into public AI tools.



Always fact-check output

AI can sound confident and still be wrong — verify prices, dates and claims before publishing.



Keep a human in the loop

Use AI for the first draft; your voice and local knowledge make the final edit.



Disclose when it matters

For reviews, official notices or legal text, be transparent that AI assisted.

Why It Matters — By Sector

High-level ways local businesses are already leveraging AI

Hotels & Lodging

Auto-draft guest replies, summarize reviews and personalize local recommendations

Restaurants & Wineries

Generate menu descriptions, social posts and seasonal promo copy in minutes

Attractions & Tour Operators

Answer FAQs 24/7 with a simple chatbot, translate signage and listings

Retail

Write product descriptions, plan email promos, analyze what customers are asking for

Avenues of AI — Which Tool for Which Job

Task	Best Free Platform(s)	Good For
Marketing copy & captions	ChatGPT, Claude, Gemini	Emails, social posts, ad copy
Graphics & flyers	Canva (AI features)	Event flyers, social graphics
Photo touch-ups	Adobe Firefly, Canva	Backgrounds, quick edits
Website chat / FAQs	Google Business Profile messages	Answering visitor questions
Review analysis	Claude, Gemini	Spotting trends in feedback
Scheduling & reminders	Google Calendar + AI add-ons	Posting calendars, follow-ups

Guest Spotlight

A Word From Joe Redmond, City of Santa Clarita Communication Specialist

How are you using AI for marketing?

Custom GPTs

- Create custom GPTs depending on needs of the audience
- Social captions, articles, speaking notes, organize communications plans, proofread
- Keeps consistent voice across all media

Misc.

- Always give it your own unique voice. I see too many instances of a straight ChatGPT response that you know wasn't written by the person who sent it.
- Authenticity is key – needs to sound like a real person

When Creating a Custom GPT

- Be specific – give it one clear purpose and define exactly what it needs to do
- Set the voice and rules (tone, audience, preferred format)
- Give it strong examples – past writing samples, guides, reference materials
- Test it – give it some sample prompts to see how it does and then refine your instructions accordingly
- Keep improving it – reassess it and update as needed.



Live Q&A: What's one AI tool that's saved you time? What would you tell a business just starting out?

How to Write a Marketing Prompt

A simple framework: Role → Audience → Goal → Details → Format

1	Role	<i>"You're a marketing assistant for a Santa Clarita gift shop."</i>
2	Audience	<i>"Writing for weekend visitors browsing Instagram."</i>
3	Goal	<i>"Promote our new candle collection."</i>
4	Details	<i>"Handmade locally, \$18-24, in stock now."</i>
5	Format	<i>"Give me 3 short captions with emojis, under 150 characters."</i>

Full prompt example: "You're a marketing assistant for a Santa Clarita gift shop, writing for weekend visitors on Instagram. Promote our new handmade candle collection (\$18-24, in stock now). Give me 3 short captions with emojis, under 150 characters each."

Grow with Google – Free Webinar/ In-person Seminar

Free live and on-demand training at grow.google



Content Creation

AI-assisted social posts, graphics, and marketing copy — no design experience needed.



Virtual Assistance

Automate routine tasks like scheduling, FAQs, and follow-up emails.



Analyze Customer Reviews

Spot trends across reviews to see what guests love — and what to fix.

Free in person seminar September 22nd at the Canyon Country Community Center starting at 10 a.m.

Keep Your Free Listings Sharp

Your listing is often the first thing a visitor sees — and it's free to manage

Google Business Profile

- Verify hours, address & photos are current
- Post weekly updates & events (free)
- Respond to every review — AI can draft the reply
- Use Q&A section to pre-answer common questions

Yelp Listing

- Claim & verify your business page
- Update your events calendar regularly
- Add fresh photos each season
- Reply promptly to reviews, good or bad

SizeUp — Free Business Intelligence

A free market research and business intelligence tool to benchmark your business

- **See your competitors:** Map nearby businesses in your category and industry
- **Find your customers:** Visualize where your best customers likely live
- **Compare performance:** Benchmark revenue & spending against similar businesses

Visit ThinkSantaClarita.com/Sizeup OR scan the QR Code to see how SizeUp Santa Clarita Works!



Your Next Steps



Try one free AI tool this week (ChatGPT, Claude, or Canva)



Update your Google Business Profile & Yelp listing today



Write one marketing prompt using the Role → Audience → Goal framework



Sign up for a free Grow with Google Seminar on September 22, 2026 at 10 a.m.



Check your business on SizeUp Santa Clarita



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