# The Advent of AI and Its Uses in Business

*Sponsored by*



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**Steve Smith**

Vice-President of Marketing & Sales

Tyler Treasures

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# The Advent of AI and Its Uses in Business

A journey through AI's transformation from theoretical concept to revolutionary technology. Exploring milestones, current capabilities, and future possibilities and its use in Attractions and Entertainment.
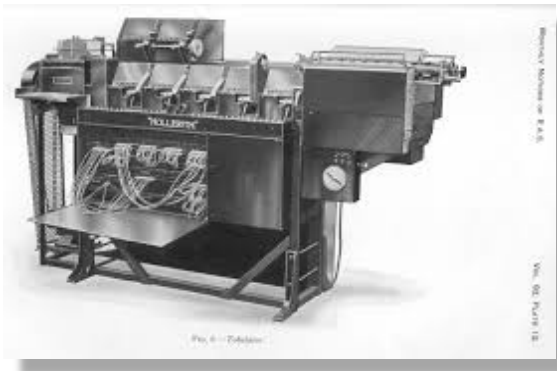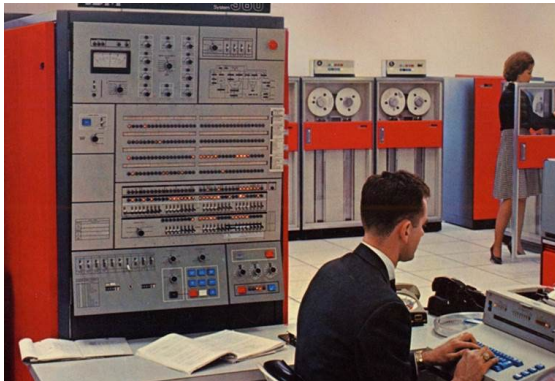
**Stephen Smith**

# The Exponential Growth of Computing

Computer Intelligence
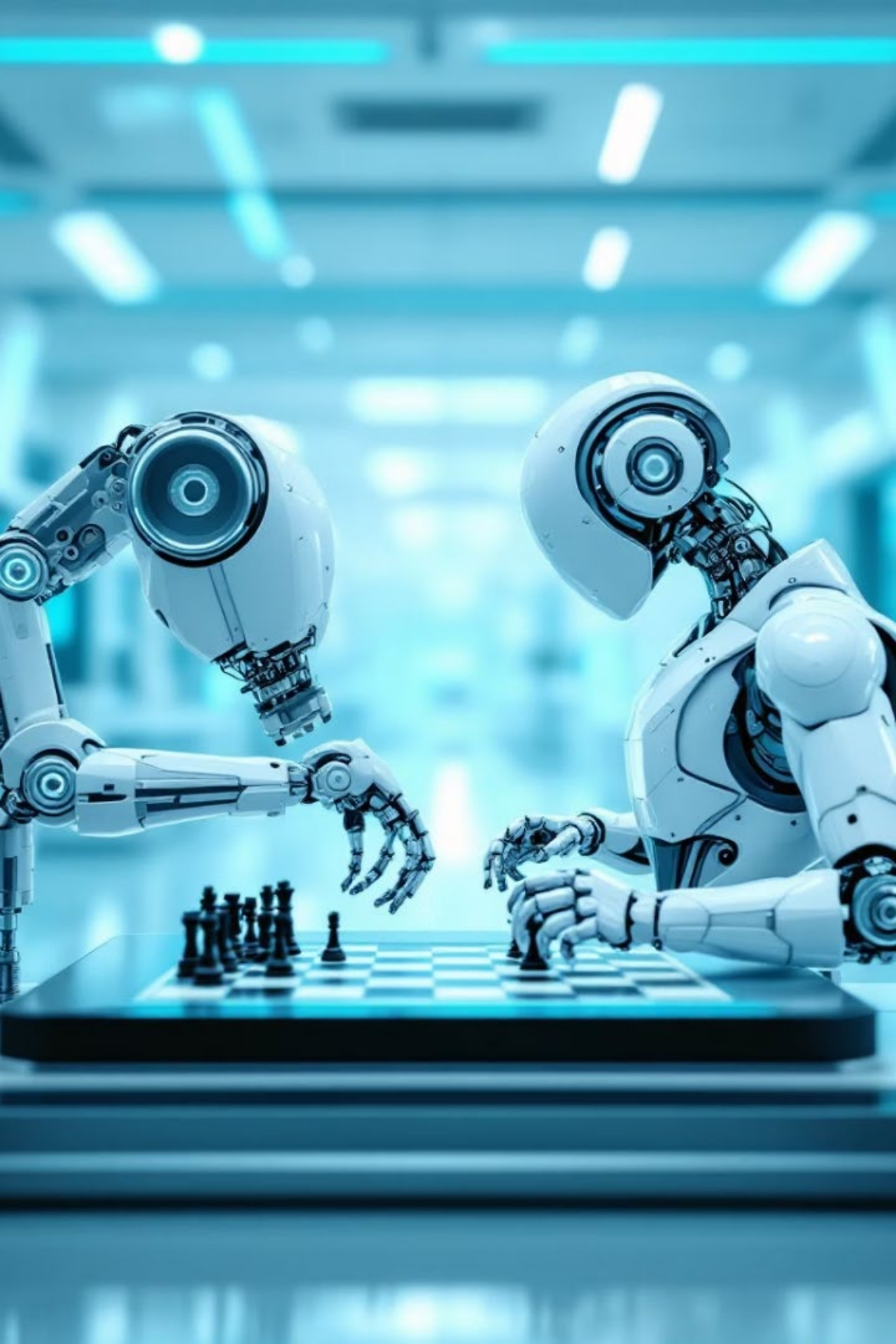
Time

Tabulating

Programmable

AI - Cognitive

Synthetic

We are here

All of this leading to transcendence…

# Intelligence Levels: Current AI

### Narrow AI

Systems designed for specific tasks like chess, image recognition, language translation. Current state of AI technology.

### Machine Learning Focus

Modern AI uses statistical learning rather than symbolic reasoning for problem-solving.

### Domain-Specific Excellence

Can surpass human performance in limited areas but lacks general understanding.

# Future Intelligence Levels

**1** **Artificial General Intelligence**

Human-level intelligence across all domains with transfer learning capabilities.

**2** **Superintelligence**

Exceeds human cognitive ability with recursive self-improvement potential.

**3** **Transcendence**

Post-human intelligence enabling cosmic-scale impact and reality manipulation.
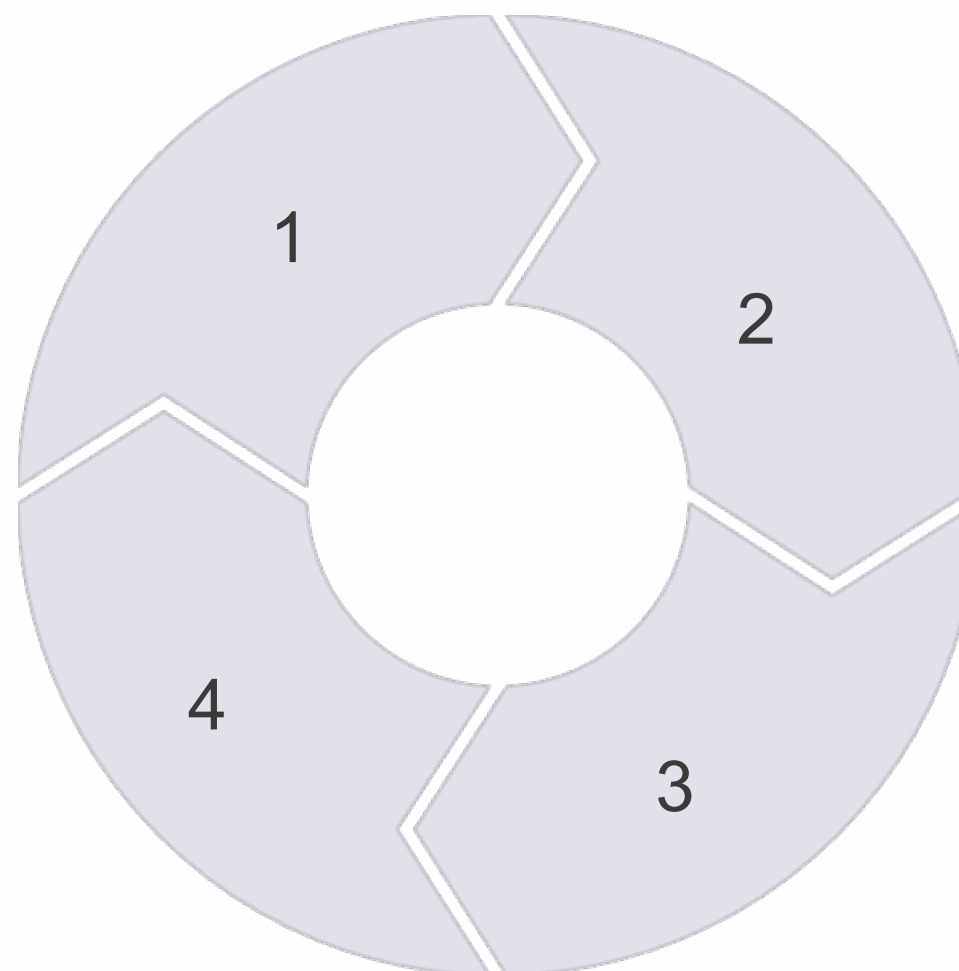
# Current Trajectory and Future Outlook



## Near-Term (2025-2030)

Multimodal AI integration, specialized applications in healthcare and education, regulatory development.

## Medium-Term (2030-2040)

AGI emergence claims, robotics integration, significant economic transformation across industries.

## Key Uncertainties

Timeline variability, technical bottlenecks, safety control, global coordination requirements.

## Long-Term (2040+)

Superintelligence questions, alignment challenges, fundamental societal transformation possibilities.

# Key Companies and Organizations

## Historical Pioneers

IBM created Deep Blue and Watson. Stanford Research Institute developed Shakey robot. MIT AI Lab established theoretical foundations.
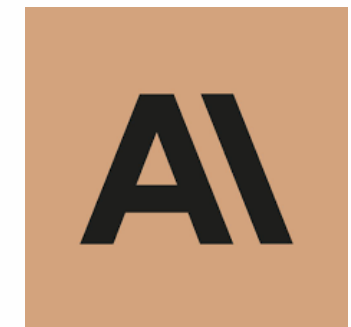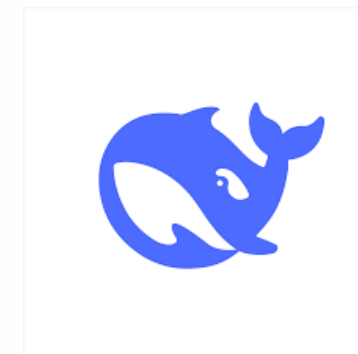
## Current AI Leaders

OpenAI develops GPT models. Google/DeepMind advances AlphaGo and protein folding. Microsoft partners with OpenAI for Azure AI services, Anthropic and Dozens of others.

## Emerging Players

Meta creates LLaMA models. Anthropic focuses on Constitutional AI safety. Tesla applies AI to autonomous vehicles and robotics.

# The Pivotal Moment

### Unprecedented Capabilities

AI systems achieving remarkable performance across diverse domains and applications.
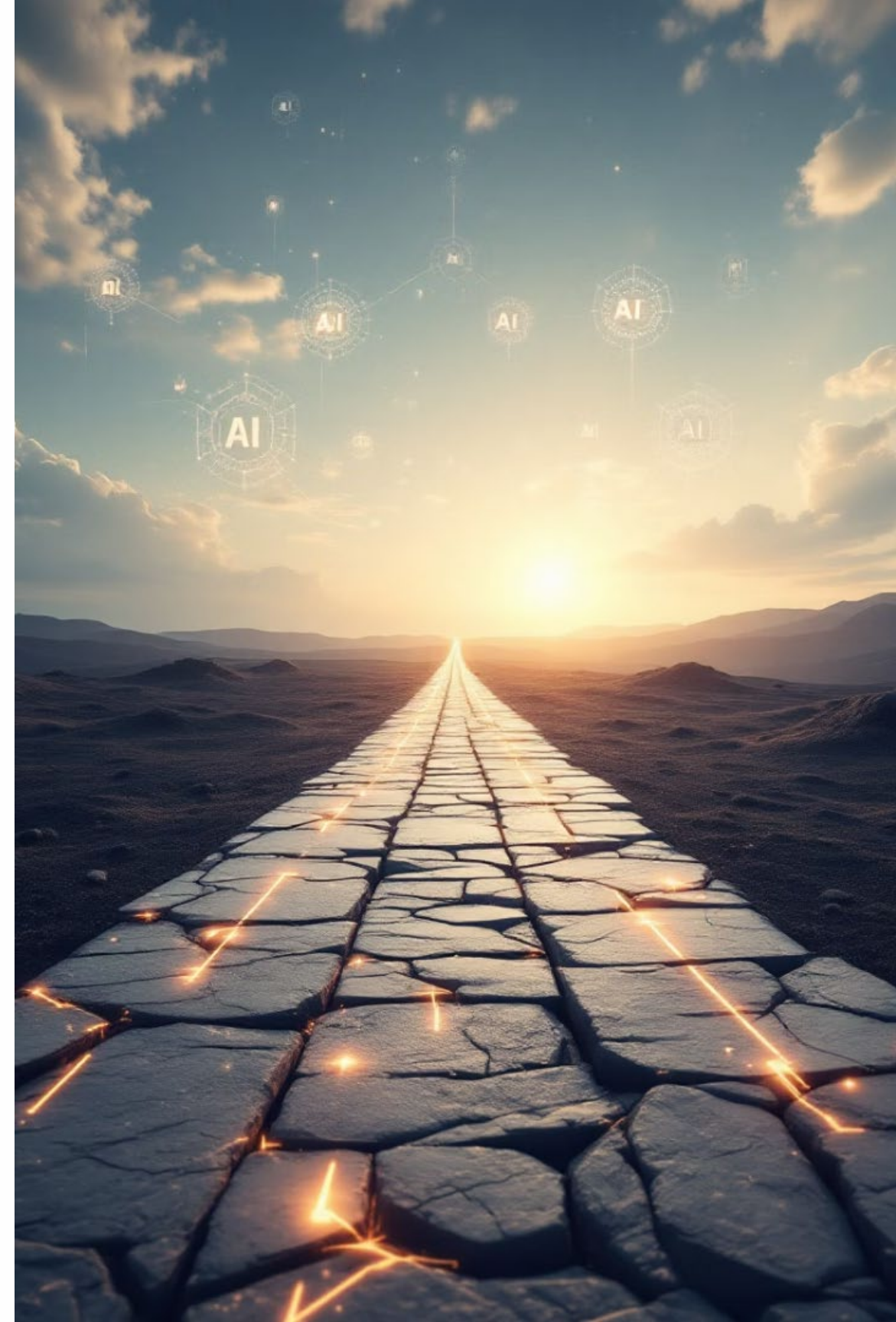
### Fundamental Questions

Safety, control, and human-AI interaction remain unresolved critical challenges.

### Future Uncertainty

Expert AGI predictions range from 2030 to 2100+, highlighting timeline variability.

### Global Coordination

International cooperation on AI development and governance standards essential.

# We live in a different era….

Human Led – AI plays Supporting Role: Marketing and sales propensity tools.  AI identifies best prospects, content, data, Sales closes them.

AI Led – No human Interaction:  Algorithm driven financial investing and trading, customer interaction and support.

AI / Human Hybrid – Partnering between AI and Human process and interaction:  Medical research, legal and deep research activities that need analysis and collaboration.

*Autonomous AI tools will become fully integrated in the workplace and be working side by side with employees*

# Why Leverage AI in Attractions and Entertainment?

♡ **Improve Customer Satisfaction**

Tailor experiences to individual preferences and remove common friction points for visitors

⚙ **Increase Operational Efficiency**

Streamline ticketing, crowd management, and behind-the-scenes logistics

⟲ **Drive Repeat Visits**

Build loyalty through hyper-personalized recommendations and marketing strategies

☆ **Enhance Engagement**

Create interactive, immersive experiences that captivate visitors

AI takes customer interaction to the next level by anticipating customer needs, enhancing engagement, and offering personalized experiences. Whether you're a theme park, museum, theater, or sports venue, AI tools can redefine how you interact with and delight your visitors.

# AI in Entertainment Venues

### Personalized Experiences

Tailored recommendations based on visitor preferences and behavior patterns.

### 24/7 Support

AI chatbots handle FAQs and assist with multilingual customer service.

### Smart Ticketing

Dynamic pricing and facial recognition for seamless venue entry.

### Predictive Analytics

Forecast attendance and optimize resource allocation for events.

# Personalized Recommendations for Visitors

## Theme Parks

Offer personalized ride or activity itineraries based on visitor age, interests, and wait times to maximize enjoyment and minimize waiting.

## Shows

Suggest topics, films, or seating options based on the customer's previous purchases or ratings for enhanced satisfaction.

## Museums and Art Exhibits

Provide curated tour paths based on visitor interests, such as modern art versus historical exhibits.

AI can analyze customer preferences and behavior to provide tailored recommendations that enhance the visitor experience. This personalization creates more meaningful connections between guests and your venue, leading to higher satisfaction and increased likelihood of return visits.

# AI-Powered Customer Support Solutions

## 24/7 Availability

AI chatbots provide instant assistance around the clock, handling FAQs, ticket purchases, and visitor guidance through natural language recognition.

## Multilingual Support

Advanced chatbots can communicate across multiple languages, making them perfect for venues with international visitors.

## Instant Query Resolution

Address common questions like "What time is the next show?" or "Where's the nearest family restroom?" without human intervention.

Conversational AI chatbots revolutionize customer support by providing immediate, accurate assistance. These systems can handle multiple conversations simultaneously, reducing wait times and freeing up staff to focus on more complex customer needs and face-to-face interactions.
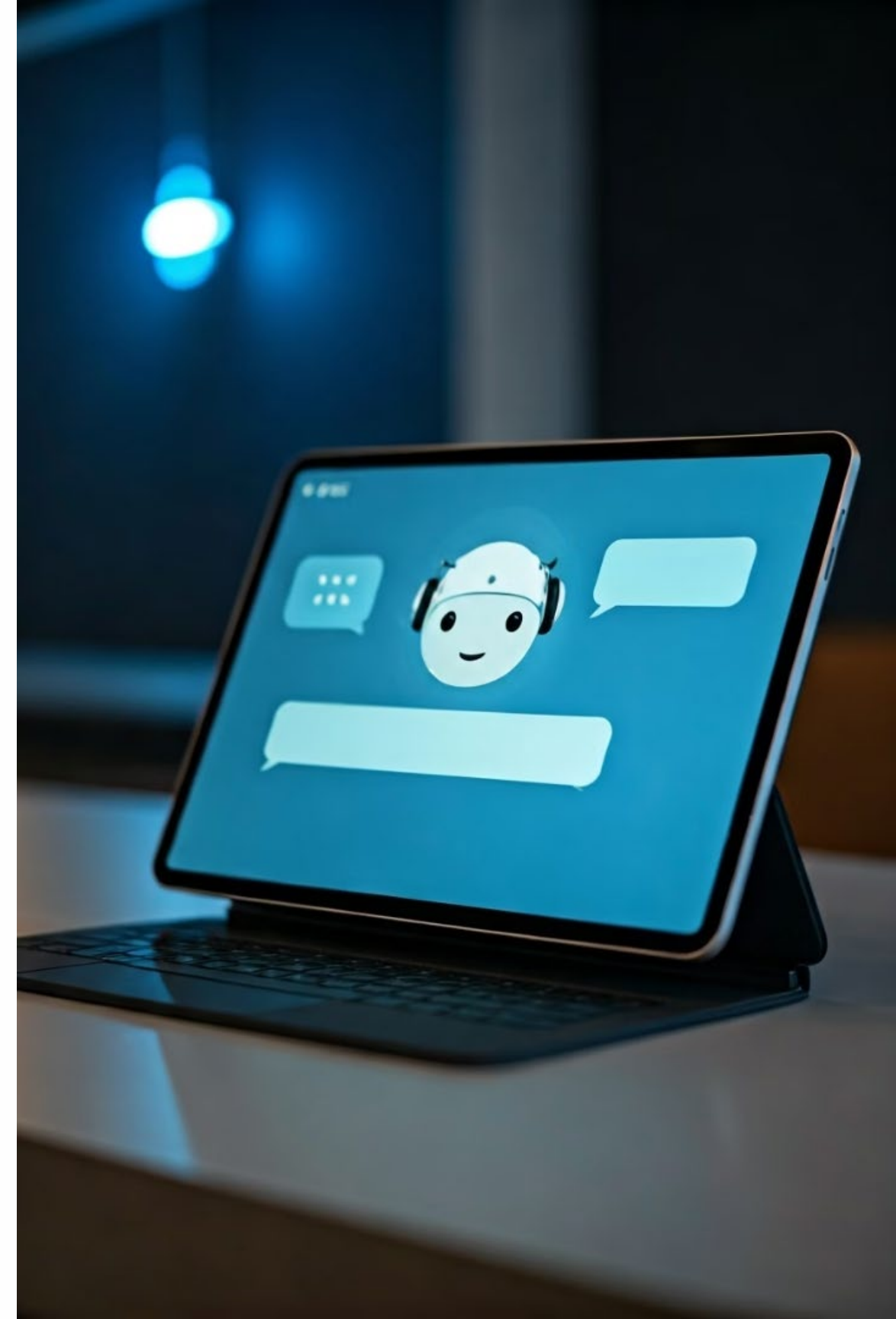
# Immersive and Interactive Experiences

### Augmented Reality Experiences

AR guides powered by AI bring exhibits to life, showing how historical artifacts looked when new through mobile apps

### Interactive Storytelling

AI-generated narratives or characters that evolve in real-time based on guest input during tours or immersive events

### Live Performance Integration

Real-time customization of live performances, responding dynamically to audience reactions by changing visuals or music

AI enables venues to craft unforgettable experiences through innovative technologies that blur the line between reality and digital enhancement. These immersive experiences create lasting memories and encourage social sharing, extending your venue's reach through word-of-mouth marketing.

# Smart Pricing and Entry Systems

**1** ── Dynamic Pricing

AI adjusts ticket prices based on demand and trends, predicting high-traffic days to optimize sales

**2** ── Off-Peak Incentives

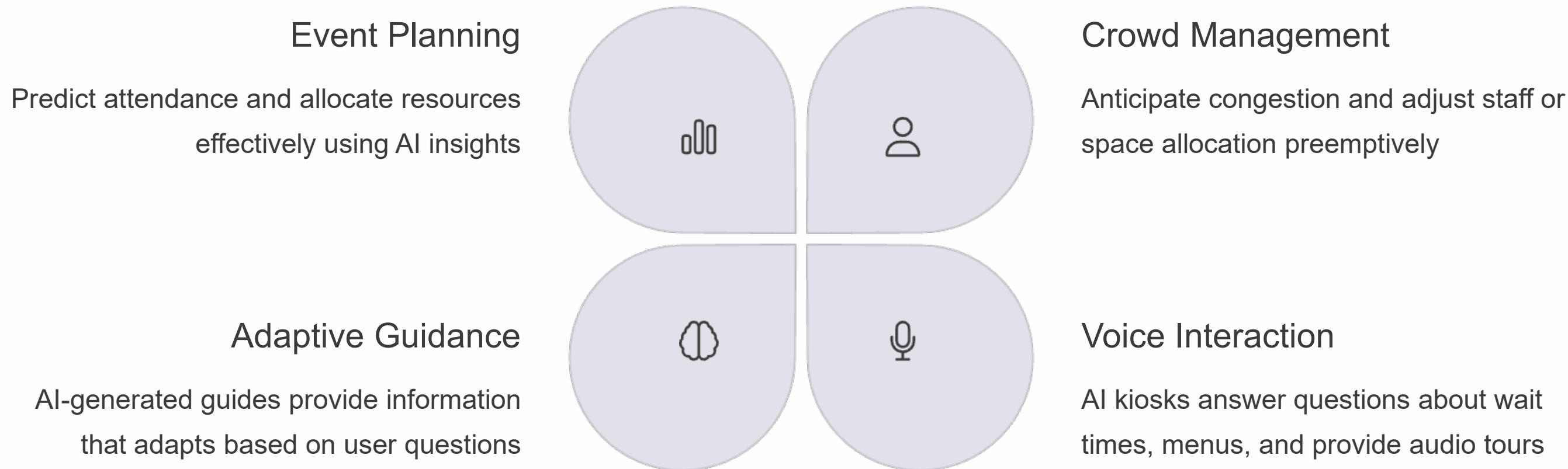Offer discounts during slower periods to improve crowd management while increasing attendance

**3** ── Streamlined Entry

Facial recognition and AI-powered gates eliminate wait times with seamless ticket verification

AI-driven pricing and entry systems optimize both revenue and customer experience. Dynamic pricing maximizes profitability during peak times while encouraging visits during slower periods. Meanwhile, streamlined entry systems reduce bottlenecks and create a positive first impression for arriving guests.

# Predictive Analytics and Voice Assistance

### Event Planning

Predict attendance and allocate resources effectively using AI insights

### Crowd Management

Anticipate congestion and adjust staff or space allocation preemptively

### Adaptive Guidance

AI-generated guides provide information that adapts based on user questions

### Voice Interaction

AI kiosks answer questions about wait times, menus, and provide audio tours

Predictive analytics help venues prepare for varying crowd levels and optimize operations. Voice assistants provide another layer of customer service, offering hands-free information access that enhances the visitor experience while reducing staff workload.

# Enhanced Loyalty and Feedback Systems

## AI-Enhanced Loyalty Programs

Identify customer behavior patterns to provide rewards and incentives that matter, offering personalized discounts and exclusive events based on past purchases and preferences.

## Real-Time Sentiment Analysis

Track customer reviews, feedback, and social media mentions to gauge public opinion and quickly identify what's resonating with visitors versus what needs improvement.

## Immediate Response Actions

Take corrective action when negative feedback trends are detected, such as adjusting event logistics or offering personalized apologies to maintain customer satisfaction.

AI transforms loyalty programs from generic offerings to highly personalized experiences. Sentiment analysis provides real-time insights into customer satisfaction, enabling immediate responses that can turn potential negative experiences into positive outcomes.
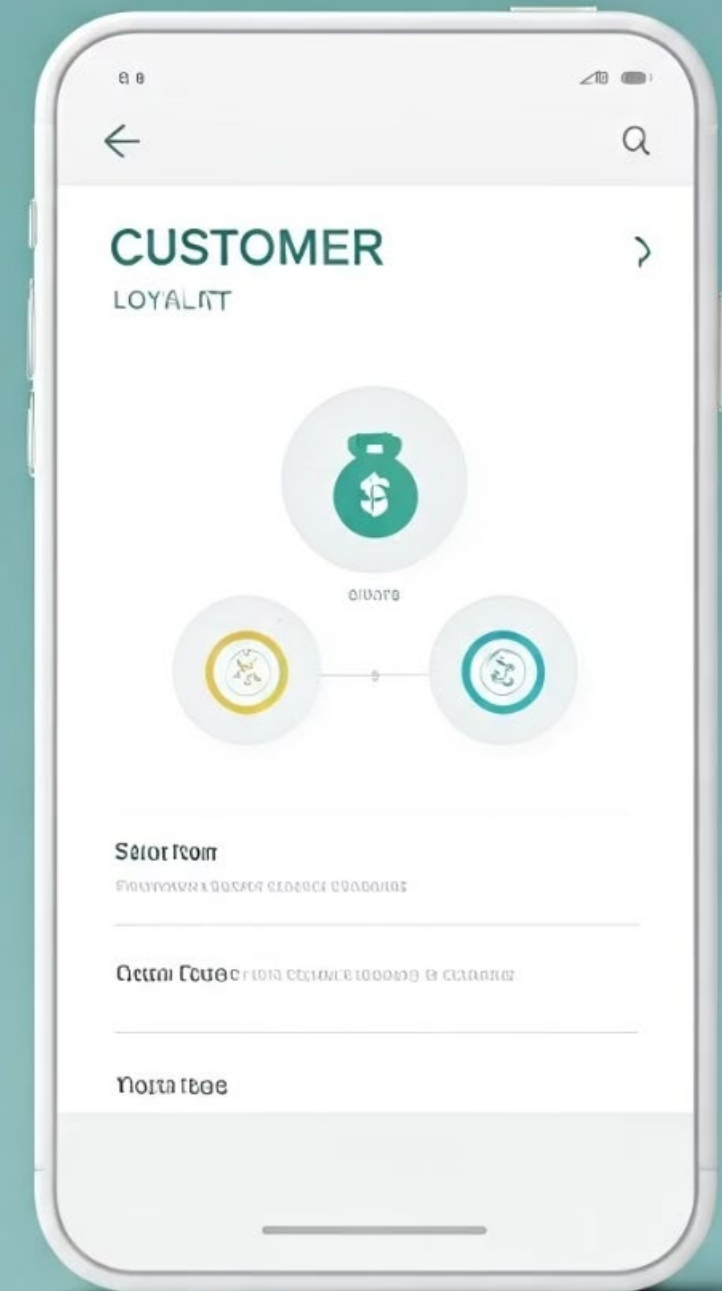
# Building Operational Efficiency with AI

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## Smart Scheduling

Use AI to predict staffing needs based on anticipated visitor volumes, ensuring optimal coverage without overstaffing
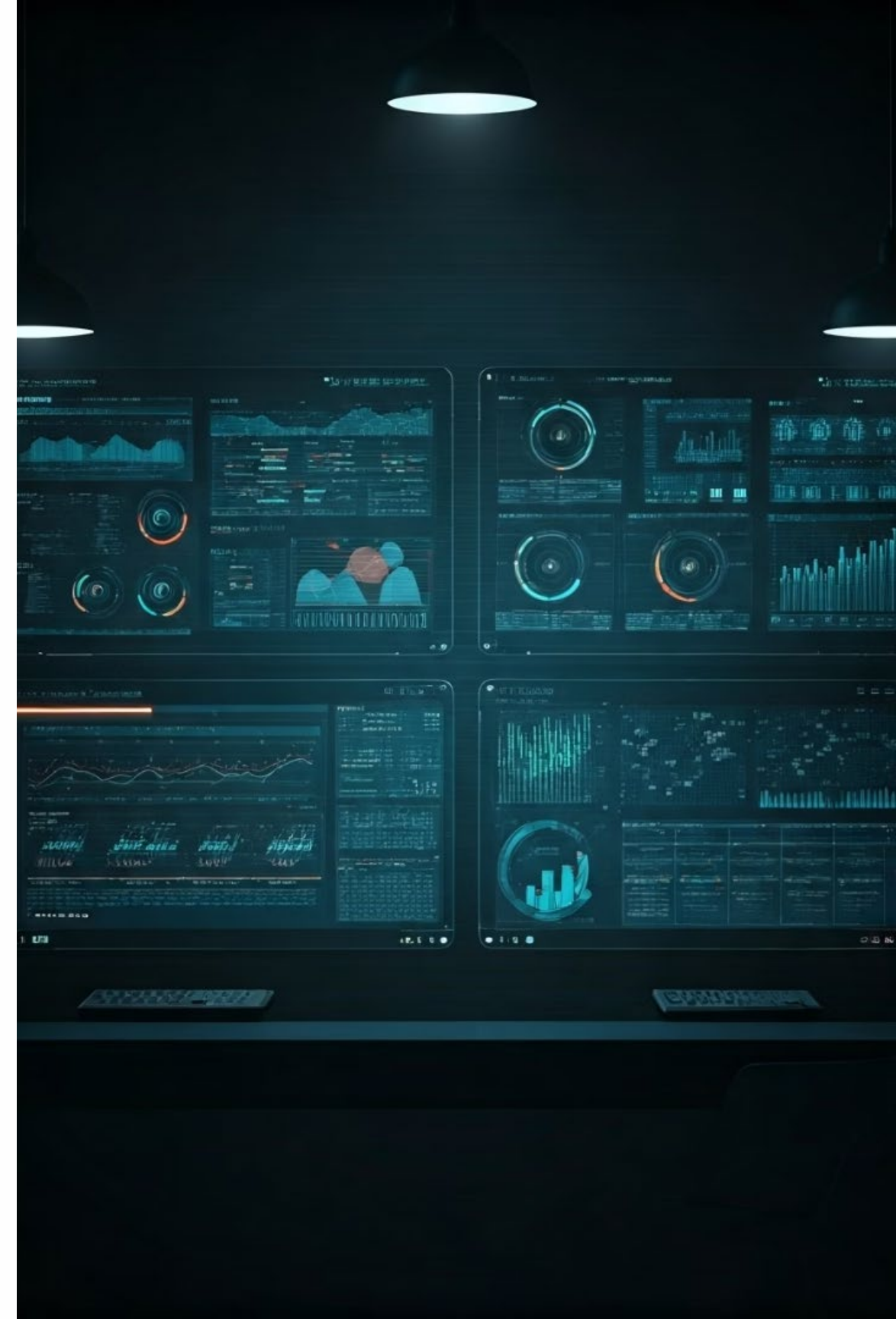
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## Inventory Management

AI tools predict when food, merchandise, or supplies need restocking, preventing shortages and reducing waste
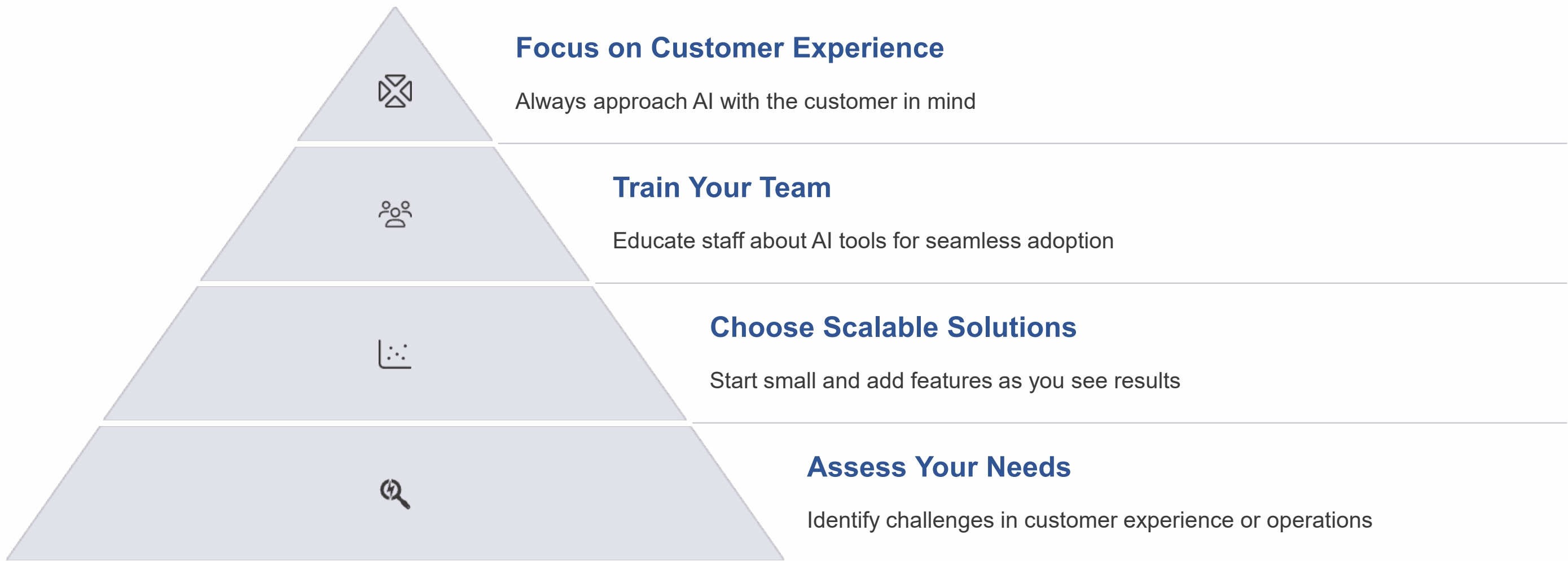
⚡

## Energy Optimization

Monitor venue energy consumption and identify cost reduction opportunities without compromising visitor comfort

AI delivers significant value in behind-the-scenes operations, optimizing resource allocation and reducing costs. Smart scheduling ensures appropriate staffing levels, while predictive inventory management prevents both shortages and excess stock. Energy optimization systems can substantially reduce operational costs while maintaining optimal visitor comfort levels.

# Getting Started with AI at Your Venue



**Focus on Customer Experience**

Always approach AI with the customer in mind

**Train Your Team**

Educate staff about AI tools for seamless adoption

**Choose Scalable Solutions**

Start small and add features as you see results

**Assess Your Needs**

Identify challenges in customer experience or operations

The future of AI in attractions and entertainment is bright and constantly evolving. Venues that adopt cutting-edge AI technology will enhance their offerings and remain competitive. Start exploring AI technologies, collaborate with innovative solution providers, or attend AI engagement sessions to gain unique insights. AI isn't just the future of entertainment—it's today's most powerful tool for delivering exceptional value to your audience.

# Discussion + Q&A

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# COMING UP NEXT!

**POWER LUNCH**    *11:45 am*

- *Surprise Arrival of the Gavel*
- *Florida Attractions Annual Meeting*
- *Featured Speaker*

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