

Janette's Tech Stack

AI Tools

Frontier Models

ChatGPT Team

Claude.ai Team

Google One AI Premium

Google Deep Research

Google NotebookLM

Google Labs

Image / Voice

ChatGPT (endemic image generator)

Midjourney

Descript (podcast editing, sharable content from podcasts)

Eleven Labs (podcast generation)

Video

Runway

Sora

HeyGen (multilingual avatars)

Synthesia (avatars for training videos)

Everything Else

Beautiful.ai (presentations)

Napkin.ai (data visualization)

Fathom Notetaker (meeting transcript)

Perplexity.ai (search)

Resources

Podcasts

The Marketing AI
Institute: The Artificial
Intelligence Show

The New York Times:
Hard Fork

Travel Tech Insider

The Travel Marketing
Podcast

Travel Trends with Dan
Christian

The Tourism AI
Podcast

Newsletters

Every.to

One Useful Thing:
Ethan Mollick

Luiza Jarovsky

The Neuron

The Rundown AI

Bens Bites

Cassie Kozyrkov

Travel Tech Essentialist

The Information
Platformer

LinkedIn

Me! (Janette Roush)

Conor Grennan

Allie K. Miller

Ethan Mollick

Timnit Gebru

Jessica Hreha

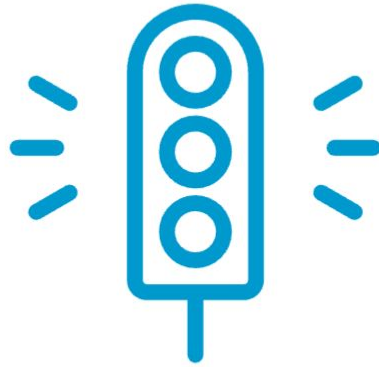
Mike Kaput

Kyle David, Ph.D.

Next Steps for Management



**Create an AI
Committee**



**Adopt guidelines
for Gen AI use**

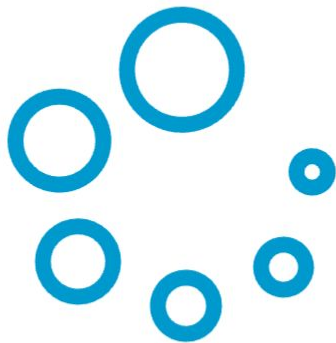


**Invest in secure
chat accounts**

Next Steps for You!



**Open ChatGPT on
your second screen**



**Don't wait for a
perfect use case**



Share your ideas

Thank you.



Janette Roush

Unlocking the potential of
generative AI for US tourism gro...

