



AGENTS OF CHANGE: DMO WEBSITE MINDTRIP INTEGRATION

Chatbot to Traveler Intelligence System

AGENDA

01

WELCOME

02

MINDTRIP CHATBOT
INTEGRATION

03

ENHANCED WEBSITE
ANALYTICS

04

CHAT TRANSCRIPT
ANALYSIS

05

WHAT'S NEXT

06

WRAP UP

BRAND
USA

AMERICATHEBEAUTIFUL.COM

WHAT WE WANT TO KNOW

- What are people talking about with the bot?
- Trip logistics (party size, trip length, seasonality)
- Bot performance
- Special topics, key events (ie, World Cup)
- Marketing channel / overall website experience

HOW THEY TRAVEL

The shape of an AI-planned international trip

TRIP LENGTH

15.2% 1–3 days

45% 4–7 days

26% 8–14 days

14% 15+ days

PARTY TYPE

20.2% Family

4.0% Couples

1.6% Solo

1.5% Group / trade

HIDDEN SIGNAL

1.5%

of all chats come from **GROUP TRAVEL** planners

Travel advisors and trade buyers are using a consumer chatbot to plan client trips. They didn't tell us — the AI heard it.

Average planned trip: 9.6 days · Average party size: 2.7 travelers · Average chat: 5.9 messages back and forth

MARKETS WEB ANALYTICS MISS

The chatbot reveals demand that traffic data hides

WHAT WEB ANALYTICS SEES

Arrivals

Page views	<i>How many landed</i>
Bounce rate	<i>How fast they left</i>
Time on site	<i>How long they stayed</i>
Sessions by country	<i>Where they came from</i>
Top landing pages	<i>Which URL they hit</i>
Top traffic source	<i>How they got there</i>

WHAT THE CHATBOT REVEALS

Intent — by market, by chat volume

1. India	4,001	<i>26.7% of all chats</i>
2. Brazil	2,022	<i>outside traffic top 10</i>
3. Mexico	1,795	
4. Japan	1,432	
5. Canada	1,088	
6. Argentina	1,039	

Brazil ranks outside our top 10 in traffic. The chatbot put it at #2.

EACH MARKET PLANS DIFFERENTLY

One AI, eight national identities — same chatbot, completely different conversations

INDIA

4,001 chats · 8.7d

27%

of wine & Napa chats

BRAZIL

2,022 chats · 9.0d

35%

of movie-filming chats

MEXICO

1,795 chats · 6.2d

32%

of winter-sports chats

CANADA

1,088 chats · 7.4d

#1

cross-border road trips

UK

957 chats · 13.4d

23%

of Route 66 chats

ARGENTINA

1,039 chats · 9.3d

17.2%

budget-conscious — highest

JAPAN

1,432 chats · 6.3d

33%

of Northern Lights chats

AUSTRALIA

604 chats · 15.5d

#1

longest planned trips

DEEP DIVE · THE SURPRISE

INDIA

4,001 chats · 26.7% of all conversations · 8.7-day avg trip

27%

of all wine & Napa Valley chats come from India

WHAT ELSE WE HEARD

- 29% of all luxury-resort chats
- #1 market for national-parks engagement
- High family-travel rate — 19.2%
- Multi-destination itineraries common

Indian travelers are using our AI to plan premium American experiences — wine country, luxury, national parks.

BRAND
USA

DEEP DIVE · THE HIDDEN GEM

BRAZIL

2,022 chats · outside top 10 in traffic · #2 in chatbot engagement

35%

of all movie-filming-location chats come from Brazil

WHAT ELSE WE HEARD

- 17% of all gastronomy & food chats
- 17% of all Las Vegas chats
- Urban-cultural focus, not beach
- 9.0-day average trip duration

Web analytics had Brazil outside our top 10. The chatbot put it at #2. Web data would have told us to deprioritize.

UNITED KINGDOM

957 chats · 13.4-day avg trip · second-longest planned trips of any market

23% **16%**

of all Route 66 chats

of all Nashville & music chats

THE ITINERARY PATTERN

- Multi-destination journeys, not single stops
- Route 66 → Memphis → Nashville pattern recurs
- Higher engagement with historic sites
- 13.4-day avg — these are real journeys

British travelers don't plan a single US destination. They plan an itinerary that tells the story of Americana.

MORE MARKETS, MORE SIGNALS

Five more markets — what the AI is hearing

MEXICO

32%

of winter sports chats

- Shortest planned trips at 6.2 days
- Proximity drives short escapes
- Mardi Gras seasonality shows up

CANADA

#1

for cross-border road trips

- Land-crossing RV culture
- Largest US-bound driver base
- 7.4-day avg trip — quick getaways

JAPAN

33%

of Northern Lights chats

- Cherry blossoms drive spring chats
- Urban cities top interest
- 6.3-day avg — shortest of any market other than MX

AUSTRALIA

15.5d

longest planned trips

- 23% family travel — highest rate
- Multi-destination national parks
- Pacific-crossing trip economics

ARGENTINA

17.2%

budget-conscious — highest

- High family-travel rate at 22.6%
- 9.3-day trip average
- Cultural-tourism conversations

Same chatbot. Five very different conversations. Same dataset, five marketing strategies.

WHAT THEY PLAN TOGETHER

National Parks is the gateway theme — connecting to everything else

1.	NATIONAL PARKS × ROAD TRIPS	2,345	15.7% of chats
2.	NATIONAL PARKS × SCENIC DRIVES & OVERLOOKS	2,328	15.6% of chats
3.	URBAN EXPLORATION × NATIONAL PARKS	1,765	11.8% of chats
4.	HIKING × NATIONAL PARKS	1,649	11.0% of chats
5.	NATIONAL PARKS × FAMILY TRAVEL	1,374	9.2% of chats

8

of the top 10
co-occurrence
pairs
include

**NATIONAL
PARKS**

National Parks isn't just popular — it's the connector. It's how travelers stitch a US trip together: parks PLUS scenic drives, parks PLUS family, parks PLUS hiking, parks PLUS multi-destination itineraries.

REAL TRAVELERS, REAL WORDS

In their own words — unedited, anonymous, verified

“

Is there a more scenic alternative to the direct drive from the Redwoods to Sequoia?

— international traveler, MEXICO

“

What should families with kids know about visiting scenic overlooks in U.S. national parks?

— international traveler, BANGLADESH

“

I want to visit national parks like Yellowstone and Yosemite... Utah and Arizona.

— international traveler, AUSTRALIA

“

Best time of year to see the Northern Lights in Alaska — and which cities can we combine?

— international traveler, JAPAN

This is not a sample of testimonials. This is how international travelers talk when they're really planning.

THE AI-ENGAGED VISITOR

Site visitors who chat are a fundamentally different audience

2×

MORE PAGES
BROWSED

17×

LONGER ON
SITE

36%

LESS LIKELY
TO BOUNCE

+49%

WEB ACTION
RATE JUMP

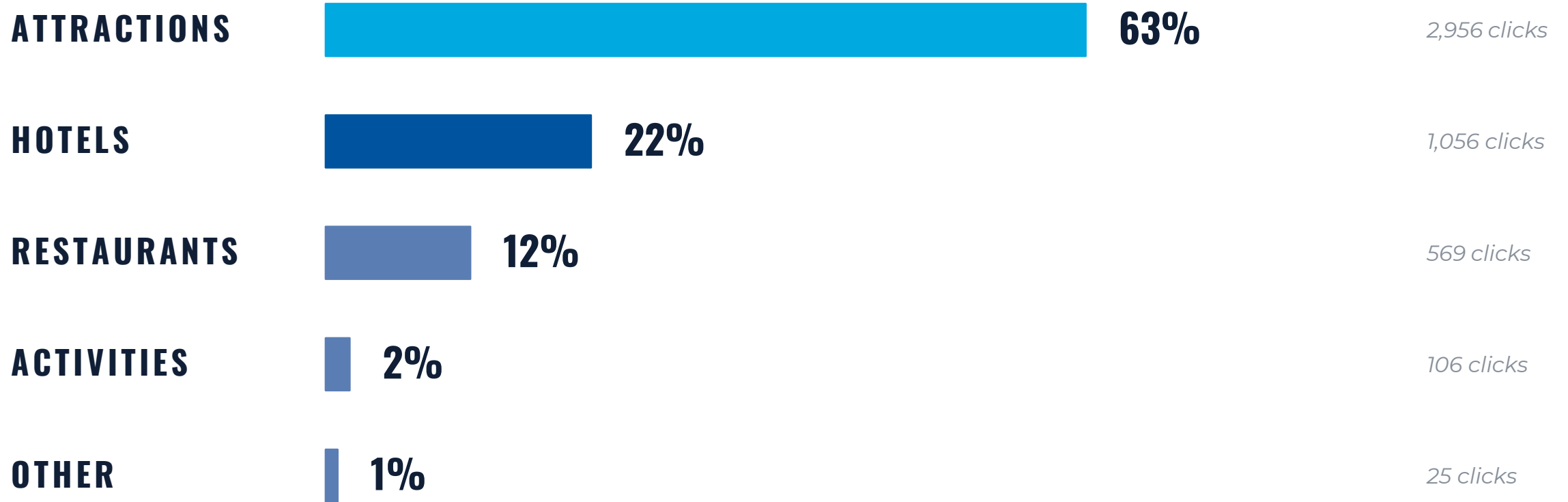
Sources: AmericaTheBeautiful.com analytics, 4 months · +49% Web Action Rate jump measured after January 2026 paid media optimization

We can now identify which campaigns produce the visitors who actually plan trips — and optimize ad spend toward intent, not just clicks.

BRAND
USA

WHERE AI PLANNING LEADS

What travelers click through to after chatting with our AI



4,712 click-throughs to partner sites since launch.

When AI plans the trip, partners get the click.

THE SYSTEM BEHIND IT

We connected our AI chatbot to our marketing data



TAG-BASED CLASSIFICATION

Production system. 170 sub-categories, 16 themes.
Daily runs.

SEMANTIC EMBEDDING

Validation experiment. 30 clusters surfaced. Confirmed
the same patterns.

We've moved from having a chatbot to having an intelligence system.

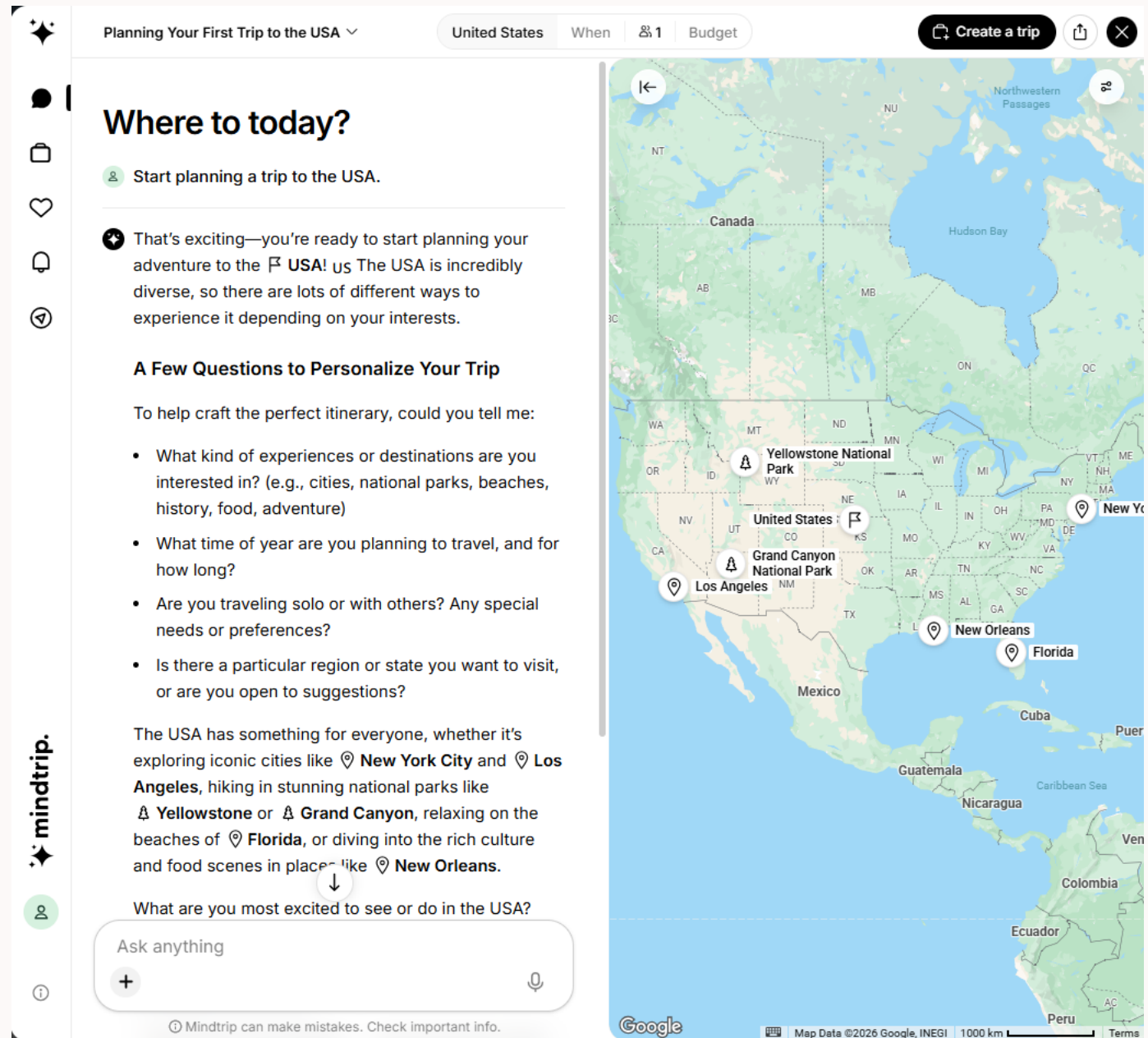
METHODOLOGY

Chat transcripts with at least 2 user-generated messages

- Pre-process Chat Transcripts: combine raw transcripts with GA4 session data, format conversations for LLM processing
- Extract metadata (ie, travel party size, trip duration), tag conversation topics, and summarize chat conversations using Gemini LLM
- Post-process chat transcript extractions to normalize extracted metadata and tagging structure
- Aggregate topic tags into categories and themes, identify category-pairs (co-occurrences) for each conversation, flag topics that are emerging or fading in popularity.
- Extract specific examples of chat conversations that illustrate specific topics of conversation, bot performance, and sensitive topics
- Runs daily for new chat transcripts. Supports monthly/quarterly reporting and weekly topic trends

AI TRIP PLANNER CHATBOT

- Powered by Mindtrip.ai
- Deeply integrated into the AmericaTheBeautiful website
- Pushes events to Google Analytics (GA4) data layer
- Full chat transcripts provided
- Places mentioned by the bot provided



Planning Your First Trip to the USA

United States When 1 Budget Create a trip

Where to today?

Start planning a trip to the USA.

That's exciting—you're ready to start planning your adventure to the USA! The USA is incredibly diverse, so there are lots of different ways to experience it depending on your interests.

A Few Questions to Personalize Your Trip

To help craft the perfect itinerary, could you tell me:

- What kind of experiences or destinations are you interested in? (e.g., cities, national parks, beaches, history, food, adventure)
- What time of year are you planning to travel, and for how long?
- Are you traveling solo or with others? Any special needs or preferences?
- Is there a particular region or state you want to visit, or are you open to suggestions?

The USA has something for everyone, whether it's exploring iconic cities like **New York City** and **Los Angeles**, hiking in stunning national parks like **Yellowstone** or **Grand Canyon**, relaxing on the beaches of **Florida**, or diving into the rich culture and food scenes in places like **New Orleans**.

What are you most excited to see or do in the USA?

Ask anything

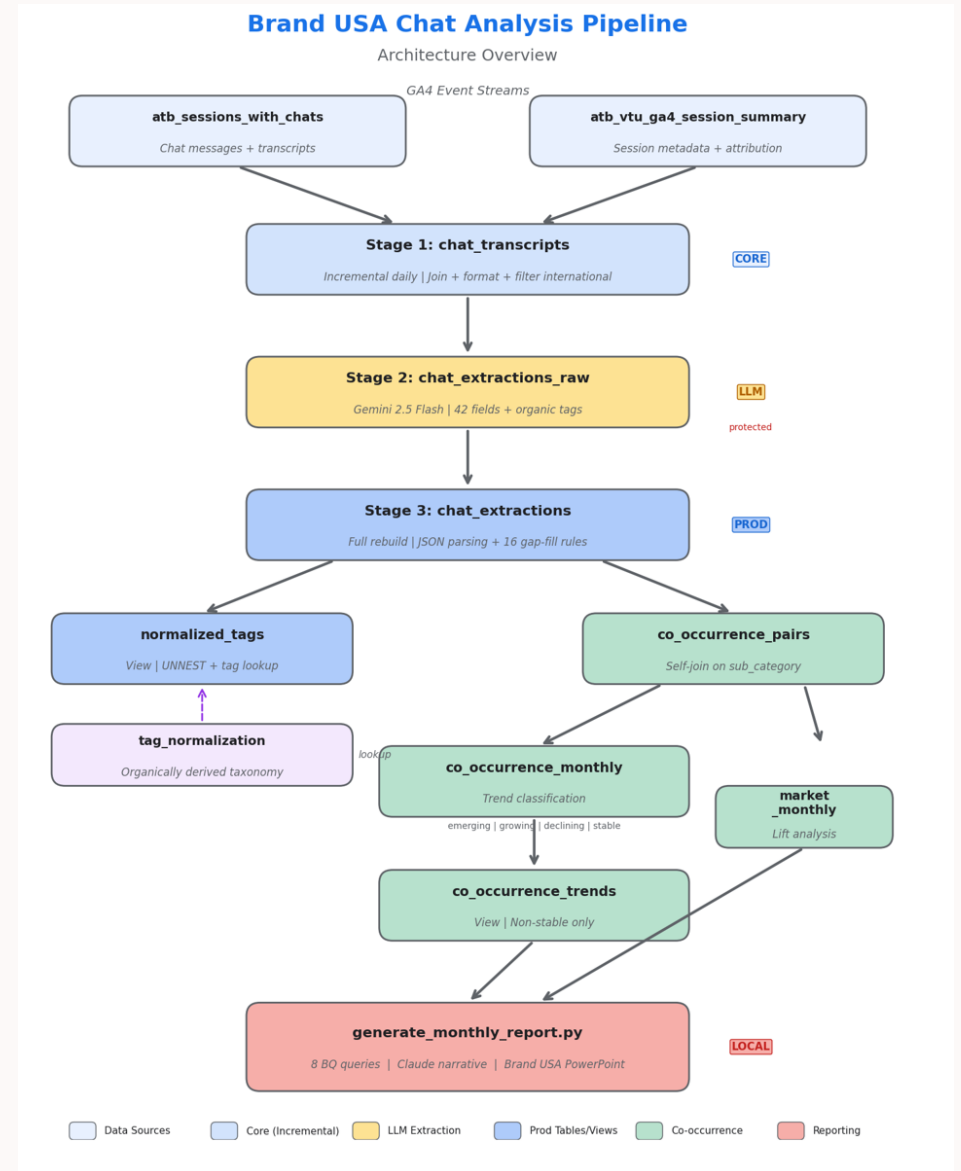
Mindtrip can make mistakes. Check important info.

CHAT TRANSCRIPT

	Google Session ID	Chat ID	Messag...	Timestamp ▲	Type	hint	English Text
1.	1320289152.177672775117 76730159	5941512	19201030	Apr 21, 2026, 12:10:39AM	customer		going to Mount Sacha, California
2.	1320289152.177672775117 76730159	5941512	19201034	Apr 21, 2026, 12:10:47AM	bot		It seems you're interested in visiting a place called "Mount Sacha" or "Mount Sascha" in California. However, there isn't a known place by that name in California. It's possible there's a typo, or you might be referring to a specific mountain or park. Some famous mountains and parks in California include: - Yosemite National Park: Famous for its dramatic cliffs, waterfalls, and mountain trails. - Mount Shasta: A stunning volcano and a popular destination for hiking and climbing in Northern California. - Mount Tamalpais State Park: Near San Francisco, ideal for hiking with spectacular views. - Sequoia National Park: Home to giant sequoia trees and towering mountain peaks. My question for you: Could you confirm if you're referring to Mount Shasta or another specific mountain? Or do you have another destination in mind within California? If you give me a little more information, I can help you plan your visit or recommend routes and activities in that area!
3.	1320289152.177672775117 76730159	5941512	19201048	Apr 21, 2026, 12:11:11AM	bot		Would you like me to prepare an itinerary for exploring Mount Shasta and its surroundings, or would you prefer recommendations for hiking and other activities in the California mountains? I can also suggest nearby accommodations.
4.	1320289152.177672775117 76730159	5941512	19201077	Apr 21, 2026, 12:11:56AM	customer		What is the best time of year to visit Mount Shasta and enjoy its outdoor activities?
5.	1320289152.177672775117 76730159	5941512	19201079	Apr 21, 2026, 12:12:03AM	bot		Excellent question! Mount Shasta is an amazing year-round outdoor destination, but the best time to visit depends on the type of experience you're looking for: --- 🌞 Summer (June to September) - Ideal for hiking, camping, kayaking, and exploring waterfalls. - Temperatures are pleasant (15-28°C), trails are snow-free, and many alpine routes are accessible. - Perfect for exploring places like Lake Siskiyou or making ascents to the peak for experienced mountaineers. 🍁 Autumn (September to November) - Fewer tourists, colorful foliage, and cool weather. - Excellent for peaceful walks and photography. ❄️ Winter (December to March) - Ski and snowshoeing season at Mount Shasta Ski Park. - The area is covered in snow, ideal for winter sports, but some hiking trails may be closed or require special equipment. 🌸 Spring (April to June) - The fields are filled with wildflowers and the waterfalls are at their most spectacular. - Good weather for easy to moderate hiking. --- 🏁 Conclusion 🏁 The best time depends on your interests: - If you're looking for hiking, clear landscapes, and access to high-altitude routes, choose summer. - For snow sports and a winter atmosphere, winter is perfect. - If you prefer tranquility, autumnal landscapes, or the explosion of flowers in spring, those seasons are also excellent. Would you like recommendations for specific activities or places to stay near Mount Shasta depending on the season that interests you most?
6.	1320289152.177672775117 76730159	5941512	19201120	Apr 21, 2026, 12:12:52AM	customer		Are there guided tour options to climb to the peak of Mount Shasta, and what level of experience do they require?
7.	1320289152.177672775117 76730159	5941512	19201134	Apr 21, 2026, 12:13:10AM	bot		Yes, there are guided tour options for climbing Mount Shasta, one of California's most iconic mountaineering experiences. These climbs should always be done with certified guides for safety reasons, as the weather and terrain can be demanding and changeable. 🏔️ Required Experience Level - For the most popular route (Avalanche Gulch), prior high-altitude hiking experience and excellent physical condition are recommended. - It is essential to know how to use technical equipment such as crampons, ice axes, and sometimes harnesses and ropes. - If you are a beginner, many companies offer introductory courses before the climb where they teach you basic mountaineering techniques and glacier safety. - Most guided tours organize 2- to 3-day climbs, allowing for acclimatization and practice before attempting the summit. 🗺️ What to Expect from a Guided Tour? - They include a certified guide, safety instruction, and often some of the technical equipment (always check with the agency). - Groups are usually small to provide personalized attention. - Recommended season: late May to July, when conditions are more stable. Important: climbing Mount Shasta is a challenging activity, so proper preparation and following the guide's instructions at all times are essential. Would you like me to recommend some certified agencies that offer these guided tours, or are you interested in learning more about costs and available dates?
8.	1320289152.177672775117 76730159	5941512	19201166	Apr 21, 2026, 12:13:54AM	customer		What are the typical price ranges for guided tours to Mount Shasta, including possible additional charges for equipment or permits?

CHAT ANALYSIS ARCHITECTURE

- New chats processed daily
- LLM extraction is processed once. LLM response failures are re-tried on the next run
- Topic Tagging is normalized post-LLM extraction and can be re-run at any time for minimal cost as new topic tags are discovered
- Co-occurrence trends are calculated post-normalization and applied for each of the major markets. Rule-based methods are used to identify emerging and fading topics



LLM PROMPT

Analyze this chatbot conversation and extract structured data into JSON.

=== JSON FORMAT RULES ===

1. Return ONLY valid JSON - no markdown, no ```json``` blocks, no explanation
2. Start with { and end with }
3. Use null for unknown values, true/false for booleans

=== CRITICAL INSTRUCTION ===

Extract structured fields FIRST by carefully reading the transcript.

ANY specific information mentioned (dates, durations, party sizes, etc.) MUST be captured in the appropriate field.

If the bot provides a "5-day itinerary", set trip_duration_days to 5.

If customer mentions "family of 4", set party_size to 4 AND is_family_trip to true.

If customer asks about "spring" or "March", set trip_months and/or trip_seasons accordingly.

=== STRUCTURED FIELDS (extract these first) ===

-- Trip Duration & Timing --

- trip_duration_days: INTEGER - Extract from phrases like "5-day itinerary", "week-long trip" (7), "3 days", etc. Look in BOTH customer requests AND bot responses.
- trip_dates_specific: STRING - Exact dates if mentioned (e.g., "June 15-20, 2024")
- trip_months: ARRAY of lowercase full month names mentioned or implied. Use ONLY these values: "january", "february", "march", "april", "may", "june", "july", "august", "september", "october", "november", "december". If a range is mentioned (e.g., "March to May"), include ALL months in the range: ["march", "april", "may"]. If only a season is mentioned, expand: spring=["march","april","may"], summer=["june","july","august"], fall=["september","october","november"], winter=["december","january","february"]. Return null if no timing mentioned.
- trip_seasons: ARRAY of seasons derived from the months. Use ONLY: "spring", "summer", "fall", "winter". Mapping: march/april/may=spring, june/july/august=summer, september/october/november=fall, december/january/february=winter. Include all seasons that apply based on the months. Return null if no timing mentioned.
- best_time_inquiry: BOOLEAN - Did customer ask about best time to visit?

-- Party Composition --

- party_size: INTEGER - Number of travelers. Extract from "4 people", "family of 5", "two of us", "traveling solo" (1), "couple" (2), etc.
- is_family_trip: BOOLEAN - Family travel mentioned?

POST-PROCESSING

4. trip_months cascade fill

Five-level cascade – each tier only fires if the prior returned nothing:

1. LLM extracted months → use as-is
2. Month names in summary → regex extract all 12 month names
3. Season keywords in summary ("spring"/"summer"/"fall"/"winter") → expand to 3 months
4. Season keywords in tags (+ "ski"/"snow"/"christmas"/"holiday season") → expand
5. Reverse-derive from LLM trip_seasons array

Example – season expansion from summary:

```
CASE
  WHEN REGEXP_CONTAINS(LOWER(summary), r'\bspring\b') AND REGEXP_CONTAINS(LOWER(summary), r'\bfall\b|\bautumn\b')
    THEN ['march', 'april', 'may', 'september', 'october', 'november']
  WHEN REGEXP_CONTAINS(LOWER(summary), r'\bspring\b') THEN ['march', 'april', 'may']
  WHEN REGEXP_CONTAINS(LOWER(summary), r'\bsummer\b') THEN ['june', 'july', 'august']
  WHEN REGEXP_CONTAINS(LOWER(summary), r'\bfall\b|\bautumn\b') THEN ['september', 'october', 'november']
  WHEN REGEXP_CONTAINS(LOWER(summary), r'\bwinter\b') THEN ['december', 'january', 'february']
END
```

“ What should families with kids know about visiting scenic overlooks in u.s. national parks? what should families pack when planning a trip to scenic overlooks in u.s. national parks with children? ”

National Parks + Scenic Drives & Overlooks



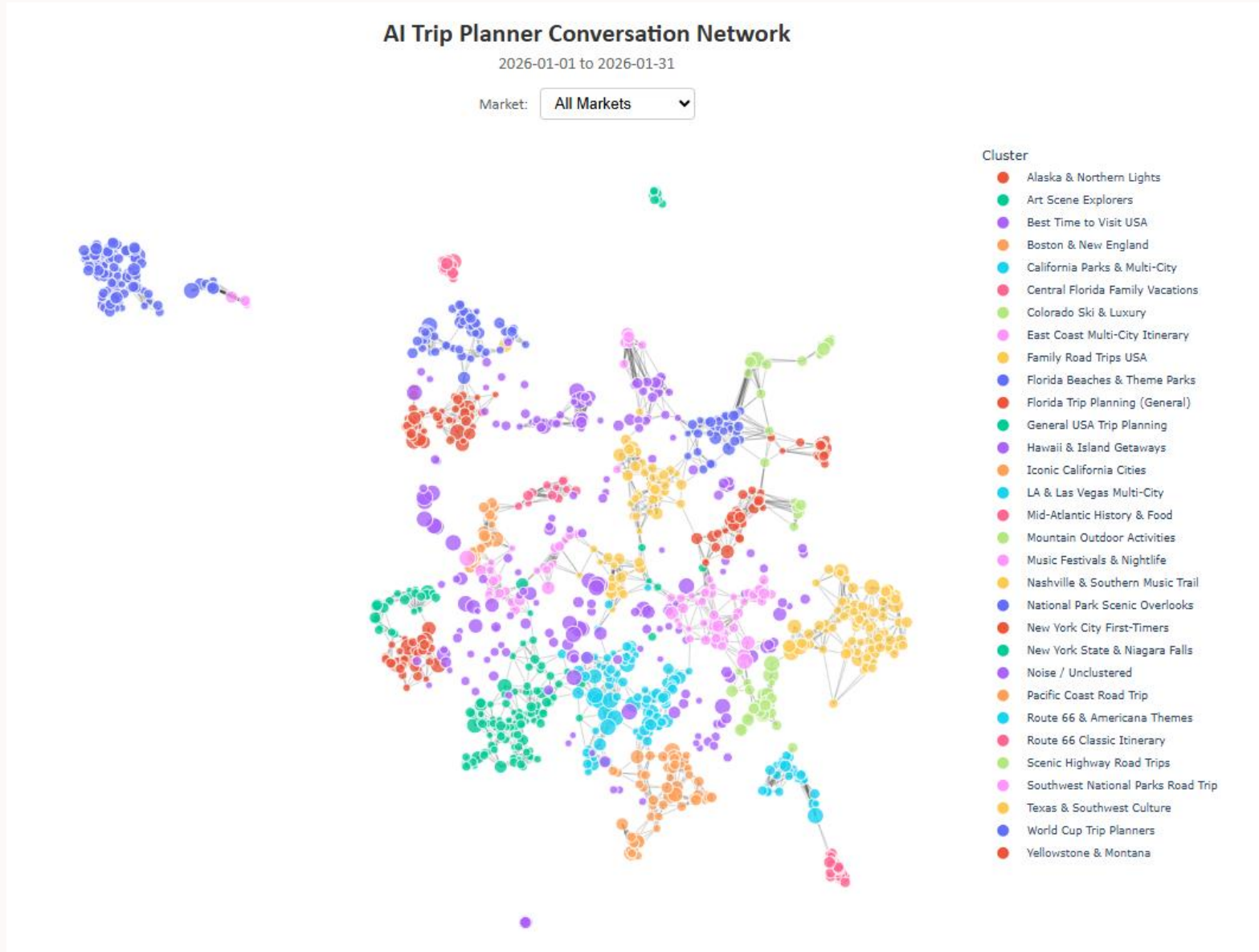
TOPIC MODELING

Each point represents one of 1,404 trip planner conversations, colored by cluster.

Larger points indicate longer conversations.

Lines connect each conversation to its nearest neighbors, showing the connectivity structure within and between topic clusters.

The 30 clusters were derived from the data using HDBSCAN clustering and K-nearest-neighbor analysis on text embeddings.



CHAT CONVERSATION THEMES

Themes are not mutually-exclusive: each conversation can belong to multiple categories

Theme Group	Sub-Categories	Chats
Trip Planning	9	3,721
Destinations	12	3,234
Nature & Outdoors	11	3,085
Activities & Attractions	11	2,850
Travel Style	14	2,317
Timing & Seasons	10	1,336
Culture & History	9	1,309
Traveler Profile	12	1,272
Concerns & Safety	10	982
Accommodation	11	693
Food & Dining	8	603
Budget & Cost	10	465
Transportation	10	430
Sporting Events	10	413
Shopping & Markets	8	102
Nightlife & Entertainment	5	13

CHAT CONVERSATION TOPICS

Each theme has sub-categories. This co-occurrence table shows the number of chat conversations tagged with each pair of sub-categories. These are conversation topics.

Sub-Category A	Sub-Category B	Shared Chats	% of All
National Parks	Scenic Drives & Overlooks	964	12.15%
National Parks	Road Trips	882	11.12%
National Parks	Natural Wonders & Diverse Landscapes	733	9.24%
Road Trips	Itinerary Creation	590	7.44%
General USA Destinations	National Parks	558	7.03%
Hiking & Outdoor Activities	National Parks	523	6.59%
Road Trips	Multi-Destination Itineraries	487	6.14%
General USA Destinations	Road Trips	487	6.14%
National Parks	Itinerary Creation	396	4.99%
City & Urban Exploration	General	366	4.61%
Scenic Drives & Overlooks	Road Trips	360	4.54%
General USA Destinations	Multi-Destination Itineraries	339	4.27%
National Parks	Best Time to Visit	334	4.21%
General USA Destinations	Itinerary Creation	328	4.13%
National Parks	Multi-Destination Itineraries	325	4.10%
General	General USA Destinations	322	4.06%
National Parks	Destination Recommendations	292	3.68%
Hiking & Outdoor Activities	Natural Wonders & Diverse Landscapes	283	3.57%
General	National Parks	280	3.53%
General	Itinerary Creation	269	3.39%



BRAND
USA

THANK YOU

Matt Nicoletta

mnicoletta@TheBrandUSA

April 22, 2026