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# Direct Digital Holdings Launches "Practical Generative AI Use Cases & Tools for DMOs" to Help Break New Ground in Destination Marketing With AI

*New guide provides powerful AI strategies and tools for DMOs to elevate promotion, enhance visitor experiences, and streamline operational efficiency*

HOUSTON, March 20, 2025 /PRNewswire/ -- Direct Digital Holdings, Inc. (Nasdaq: DRCT) ("Direct Digital Holdings" or the "Company"), a leading advertising and marketing technology platform operating through its companies Colossus Media, LLC ("Colossus SSP") and Orange 142, LLC ("Orange 142"), today announced the release of *Practical Generative AI Use Cases & Tools for DMOs*, the latest addition to its AI education series. This comprehensive guide is designed to help Destination Marketing Organizations (DMOs) understand and implement AI-powered solutions to improve efficiency, enhance marketing efforts, and optimize visitor engagement.

DMOs operate in a fast-paced environment where they are expected to manage strategic initiatives while balancing daily business demands. As AI adoption accelerates, destination marketers are discovering new ways to leverage generative AI to streamline workloads, enhance creative outputs, and drive smarter decision-making. "AI is no longer a futuristic tool—it's a present-day necessity for DMOs looking to maximize their impact with limited resources," said Anu Pillai, Chief Technology Officer at Direct Digital Holdings. "From developing custom destination guides to optimizing marketing content and data analysis, AI empowers DMOs to work smarter while maintaining the human touch that makes their destinations unique."

## Turning AI Theory into Actionable DMO Solutions

*Practical Generative AI Use Cases & Tools for DMOs* provides a structured roadmap for integrating AI across essential DMO functions. Through real-world examples the guide demonstrates how AI can be used to enhance workflows, reduce manual tasks, and improve operational efficiency. It reinforces that AI is not a replacement for human expertise but a powerful tool for augmenting strategic planning, creative execution, and data-driven decision-making.

Key topics covered include:

- **AI-powered meeting preparation and stakeholder research**— Use AI-driven research to enhance engagement and streamline meeting readiness.
- **Custom destination guides** – Develop highly personalized itineraries for travelers

and meeting planners at scale.

- **Marketing and social media content creation** – Automate content generation for campaigns while maintaining brand voice.
- **Visual content for trade shows** – Use AI to create high-quality, customized visual assets for promotional events.
- **Social listening and crisis management** – Monitor public sentiment and develop rapid-response communication strategies.
- **Event & RFP optimization** – Streamline event planning, proposal responses, and logistical coordination with AI insights.
- **Data analysis and performance reporting** – Generate AI-powered insights to track visitor behavior and campaign effectiveness.
- **Website optimization** – Enhance website performance by leveraging AI-driven user behavior analysis and smart content recommendations." DMOs are under increasing pressure to do more with fewer resources," added Christy Nolan, VP of Delivery Solutions at Direct Digital Holdings. "This guide is designed to provide immediate, practical steps for DMOs to integrate AI effectively, helping them enhance engagement, increase efficiency, and drive economic impact for their destinations."

In addition to practical use cases, the guide includes a curated list of AI tools that DMOs can implement today and expert insights on AI's role in tourism marketing, operational efficiency, and future destination strategies.

To download *Practical Generative AI Use Cases & Tools for DMOs* please visit our [AI Council resource center](#).

## About Direct Digital Holdings

Direct Digital Holdings (Nasdaq: DRCT) combines cutting-edge sell-side and buy-side advertising solutions, providing data-driven digital media strategies that enhance reach and performance for brands, agencies, and publishers of all sizes. Our sell-side platform, Colossus SSP, offers curated access to premium, growth-oriented media properties throughout the digital ecosystem. On the buy-side, Orange 142 delivers customized, audience-focused digital marketing and advertising solutions that enable mid-market and enterprise companies to achieve measurable results across a range of platforms, including programmatic, search, social, CTV, and influencer marketing. With extensive expertise in high-growth sectors such as Travel & Tourism, Energy, Healthcare, and Financial Services, our teams deliver performance strategies that connect brands with their ideal audiences.

At Direct Digital Holdings, we prioritize personal relationships by humanizing technology, ensuring each client receives dedicated support and tailored digital marketing solutions regardless of company size. This empowers everyone to thrive by generating billions of monthly impressions across display, CTV, in-app, and emerging media channels through advanced targeting, comprehensive data insights, and cross-platform activation. DDH is "Digital advertising built for everyone."

For more information, visit [www.directdigitalholdings.com](http://www.directdigitalholdings.com).



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