

TAKING RISKS WITH AI

HOW VISIT BENIDORM EMBRACES AI EXPERIMENTATION
FOR AUTHENTIC STORYTELLING

Future.
Destination.
Brand.

city&
beaches

Benidorm

PROMPT/
GENERATE AN IMAGE OF BENIDORM SKYLINE

2024



2025



Same place. Same prompt. One year apart.

**Does AI kill
authenticity in
destination
marketing?**



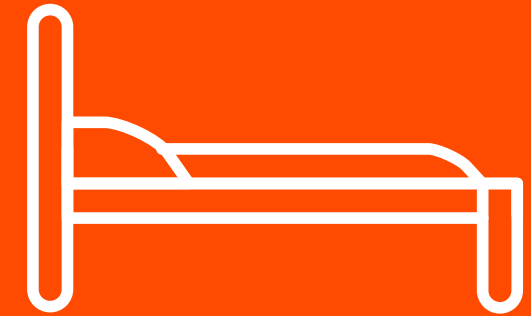
1950



2025

Innovation is part of our DNA

BENIDORM IN NUMBERS



90.000
BED PLACES



74.588 INHABITANTS
150.000 - 400.000
**FLOATING
POPULATION**



15.722.827
OVERNIGHT STAYS



1st Madrid
2nd Barcelona
3rd Benidorm



2.850.808
TOTAL TRAVELERS



**EUROPEAN
GREEN
PIONEER OF
SMART
TOURISM 2025**



**1ST SMART
TOURIST
DESTINATION**



Benidorm



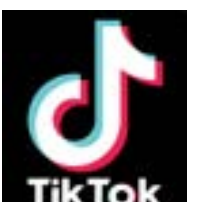
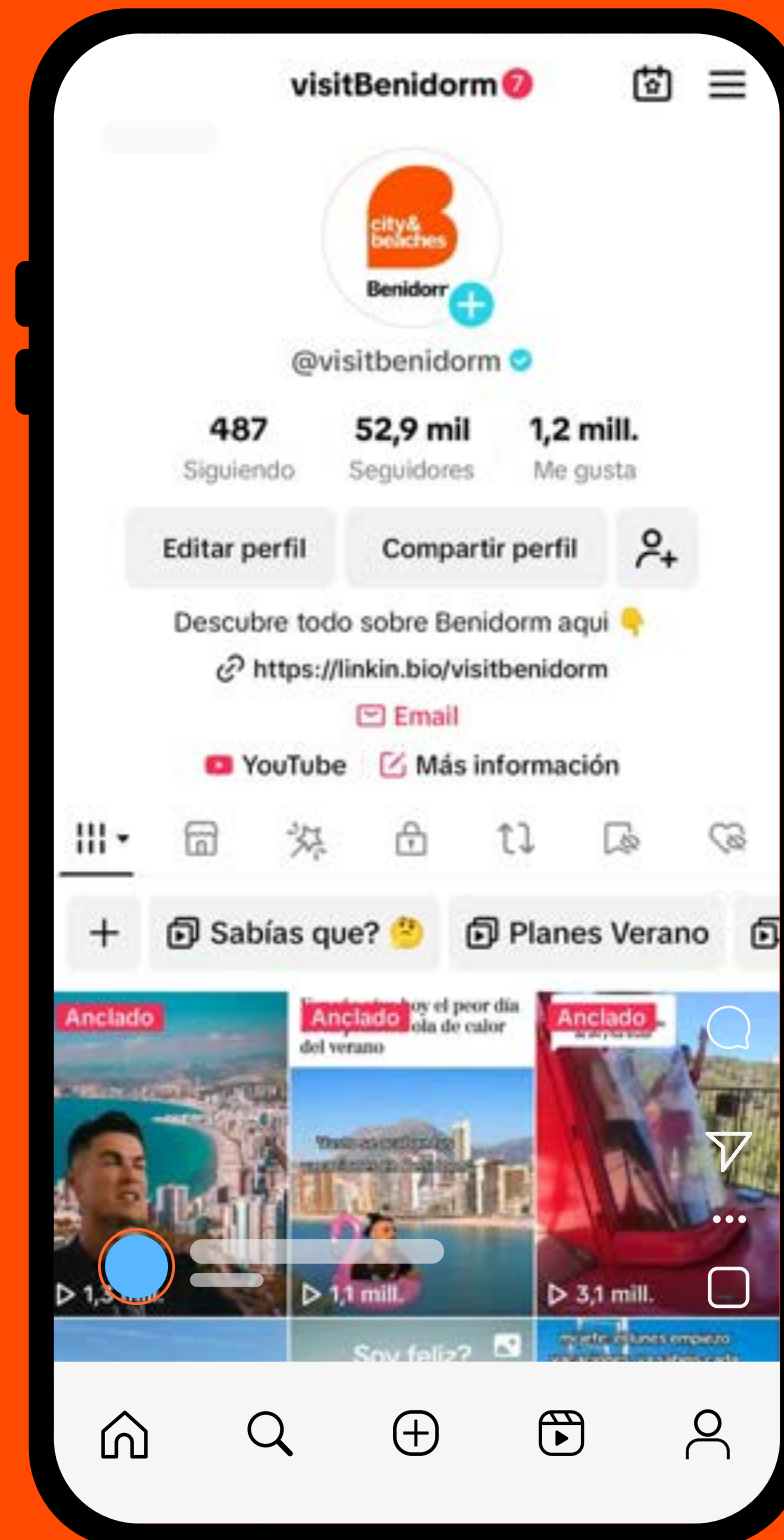
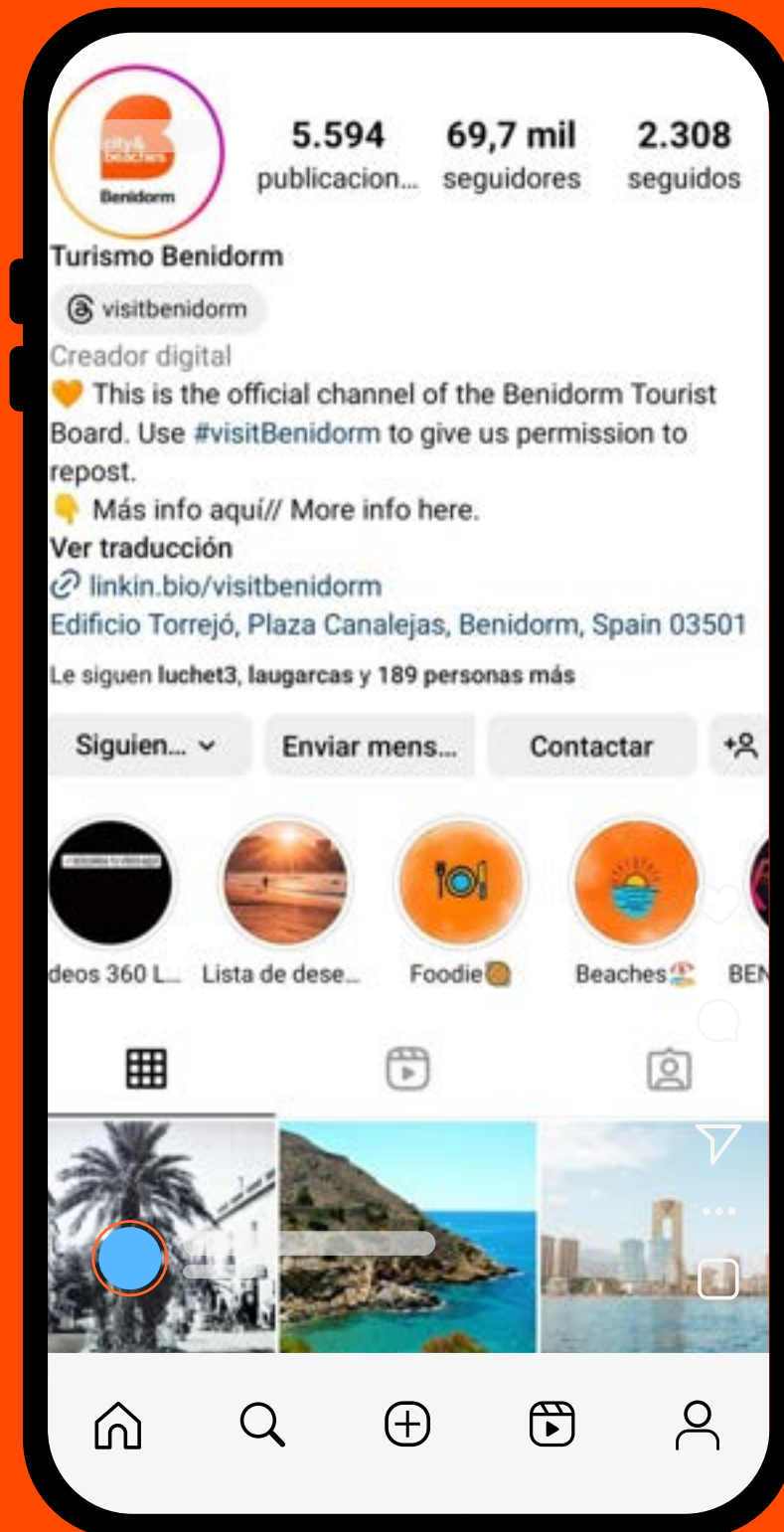
1ST SMART TOURIST DESTINATION





Content Creation in Tourism

Presence in multiple social networks



EXAMPLES



Analyse trends
and be there on
time

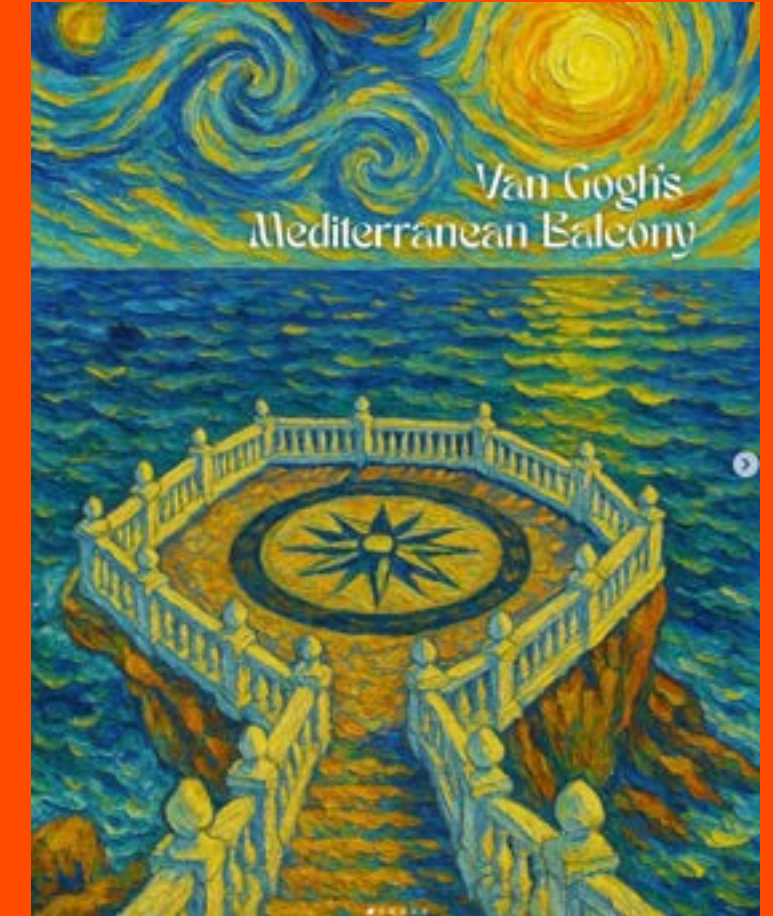
#tiktokfood

**Humanise
your brand**

Offer educational,
entertaining or
inspirational content



Sense of
humor,
memes (AND CATS)



Use AI to
create
innovative
content

AI
FOR INNOVATIVE
CONTENT CREATION
IN TOURISM

**TALENT
SKILLS
+ RESOURCES**

CREATIVITY

TALENT

~~SKILLS~~

+

~~RESOURCES~~

AI

CREATIVITY

1

CHAT

BOTS

USING CHATBOTS FOR
24/7 CUSTOMER SUPPORT

CHATBASE



Chatbase

Dashboard

Chat Logs

Chat Logs

Chatbot

Settings

Dashboard

Sources

Integrations

Embed on site

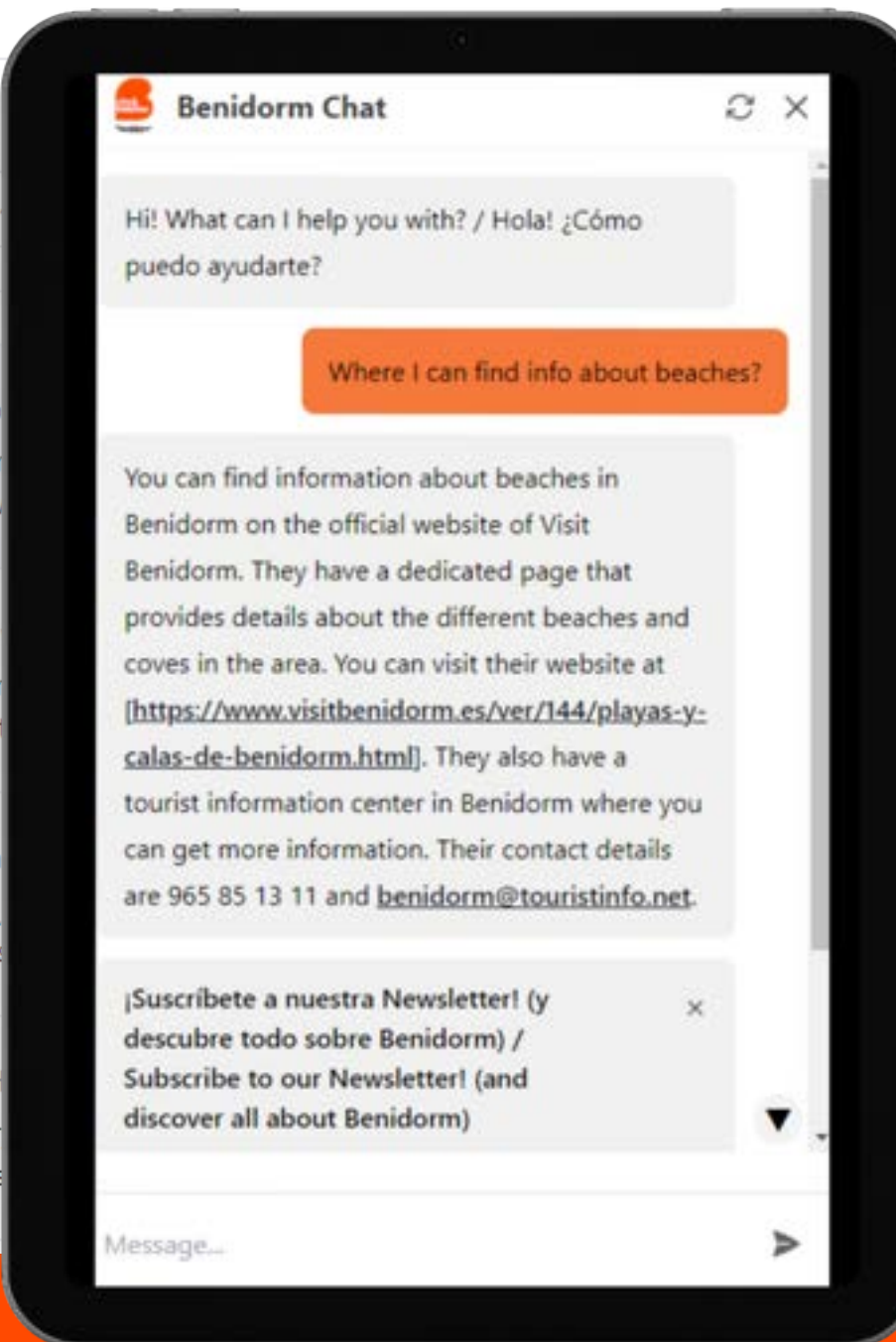
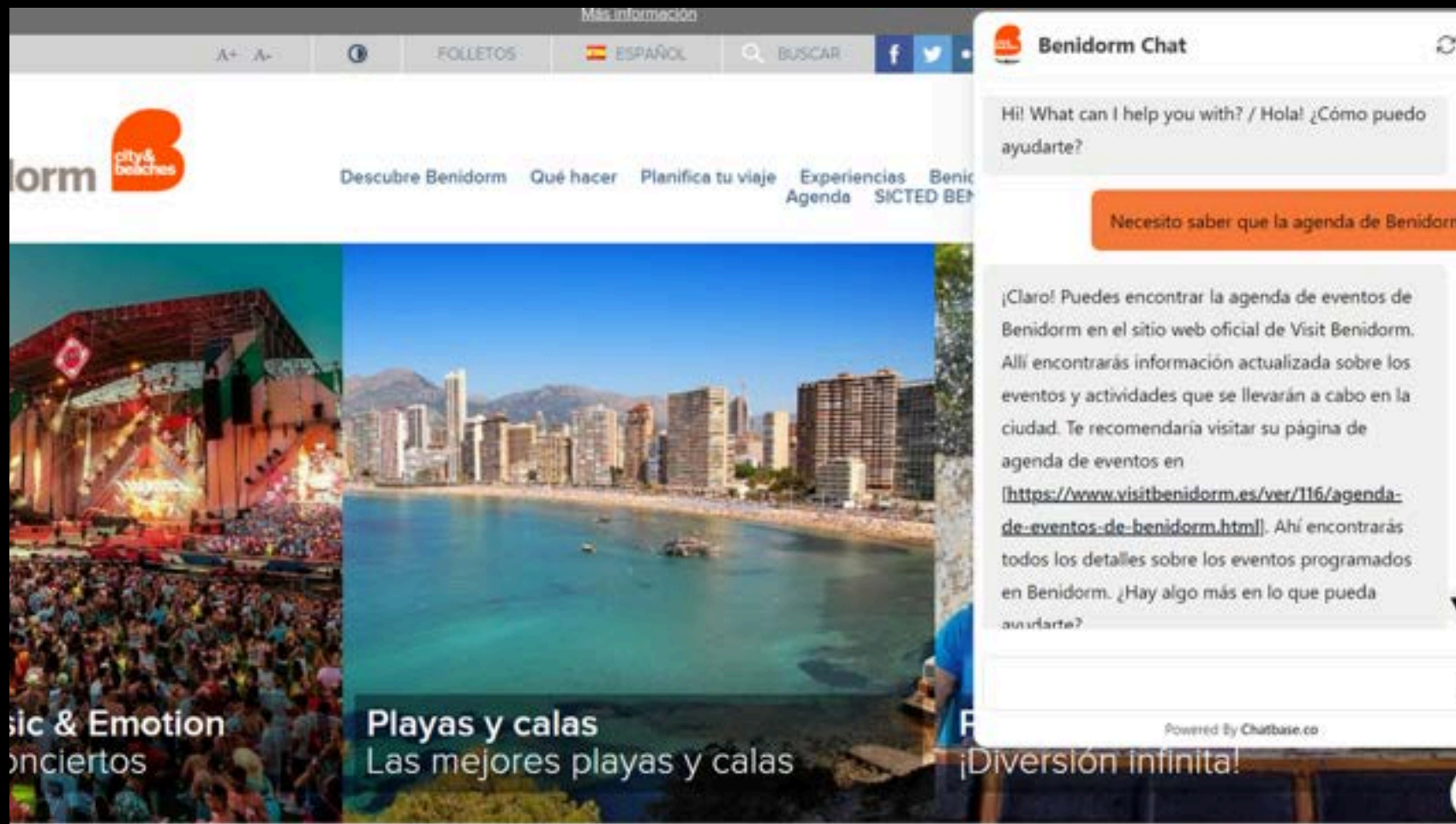
Share

Delete

Export

Source

beaches in benidorm

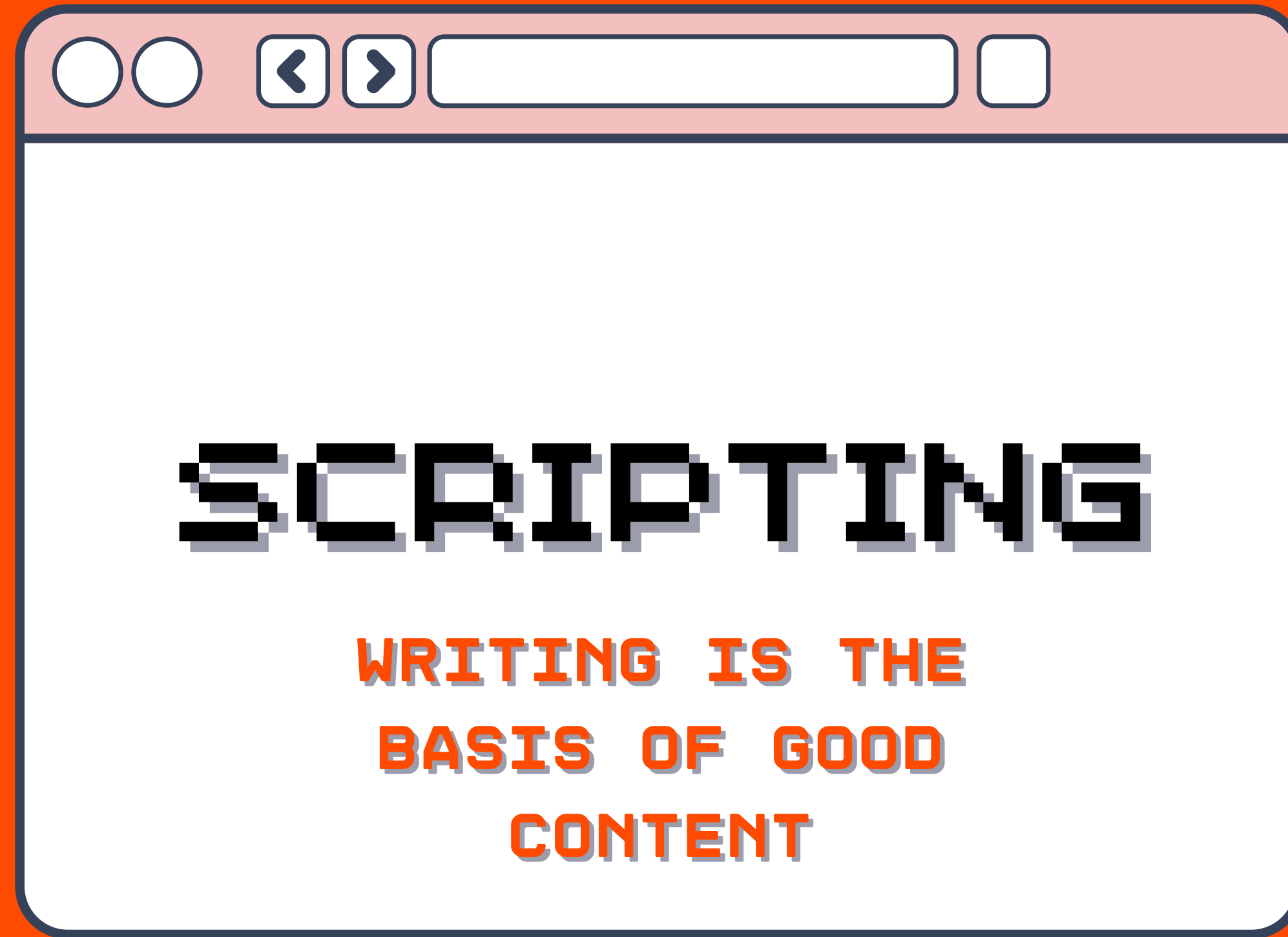




Beni, tu asistente sobre Benidorm

● Available

Start a call



SCRIPTING

WRITING IS THE
BASIS OF GOOD
CONTENT

PERPLEXITY



Nuevo Hilo Ctrl I

Inicio

Descubrir

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Iniciar sesión

Regístrate

Prueba Pro
Actualiza para subir
imágenes, inteligencia
artificial más avanzada y
más Pro Search.

Aprender Más

Write a script for a tiktok about the history of the church San Jaime of Benidorm

Respuesta

Certainly! Here's a script for a TikTok video about the history of the Church of San Jaime in Benidorm:

Introduction:

[Background music starts]
[Text overlay: "Did you know? 🏰"]
[Camera zooms in on the Church of San Jaime in Benidorm]

Scene 1:

[Smiling face on camera]
Hey TikTokers! Today, we're diving into the fascinating history of the Church of San Jaime in Benidorm. Let's explore!

Scene 2:

[Text overlay: "Established in 1740"]
[Show historical images of the church being built]
Built in 1740, the Church of San Jaime has stood as a symbol of faith and history in Benidorm for centuries.

Scene 3:

[Text overlay: "Architectural Marvel"]
[Show close-ups of the intricate architecture]
Its stunning architecture blends Baroque and Neoclassical styles, showcasing the

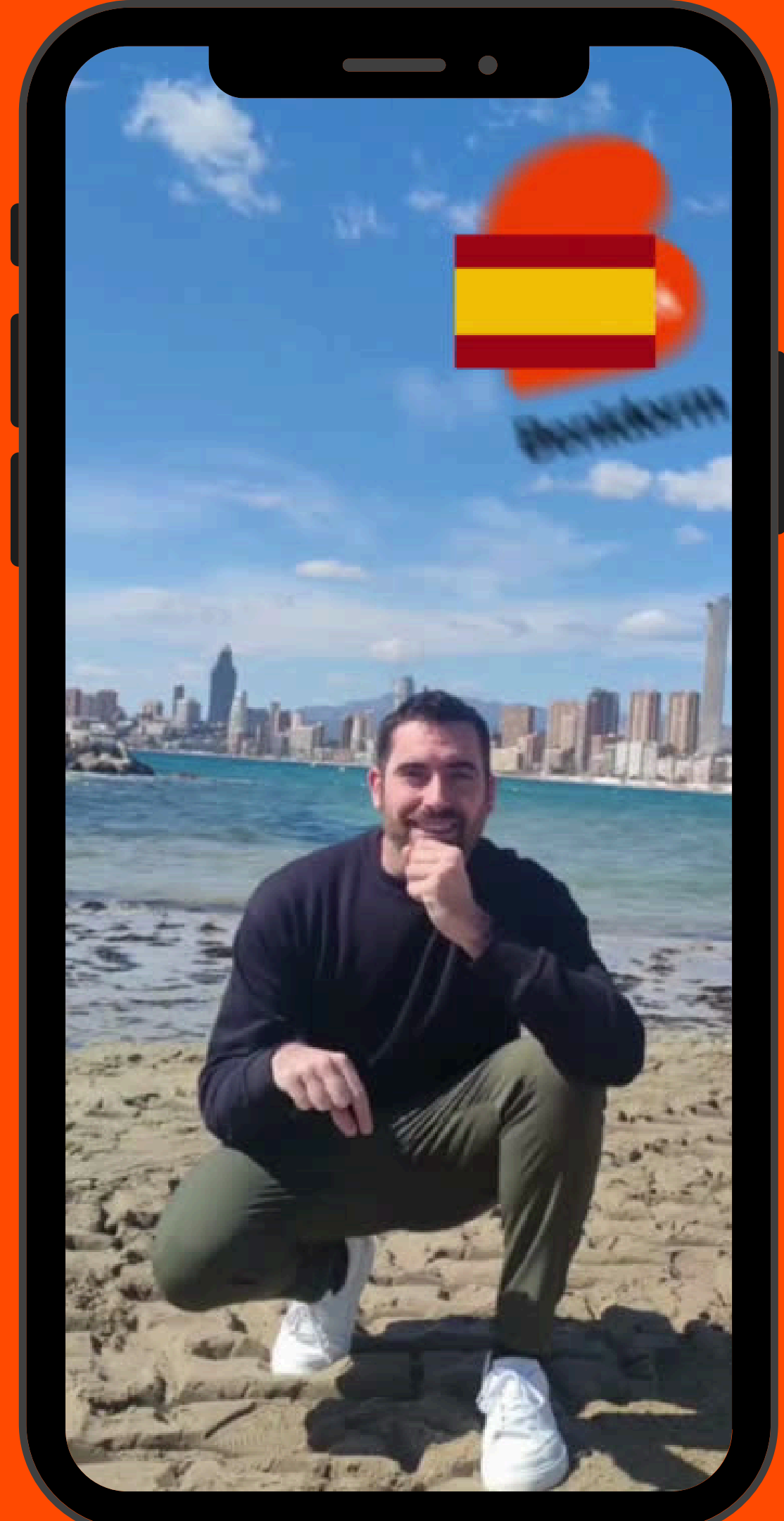
Pregunta de seguimiento Pro



HEY GEN
(TRANSLATE)



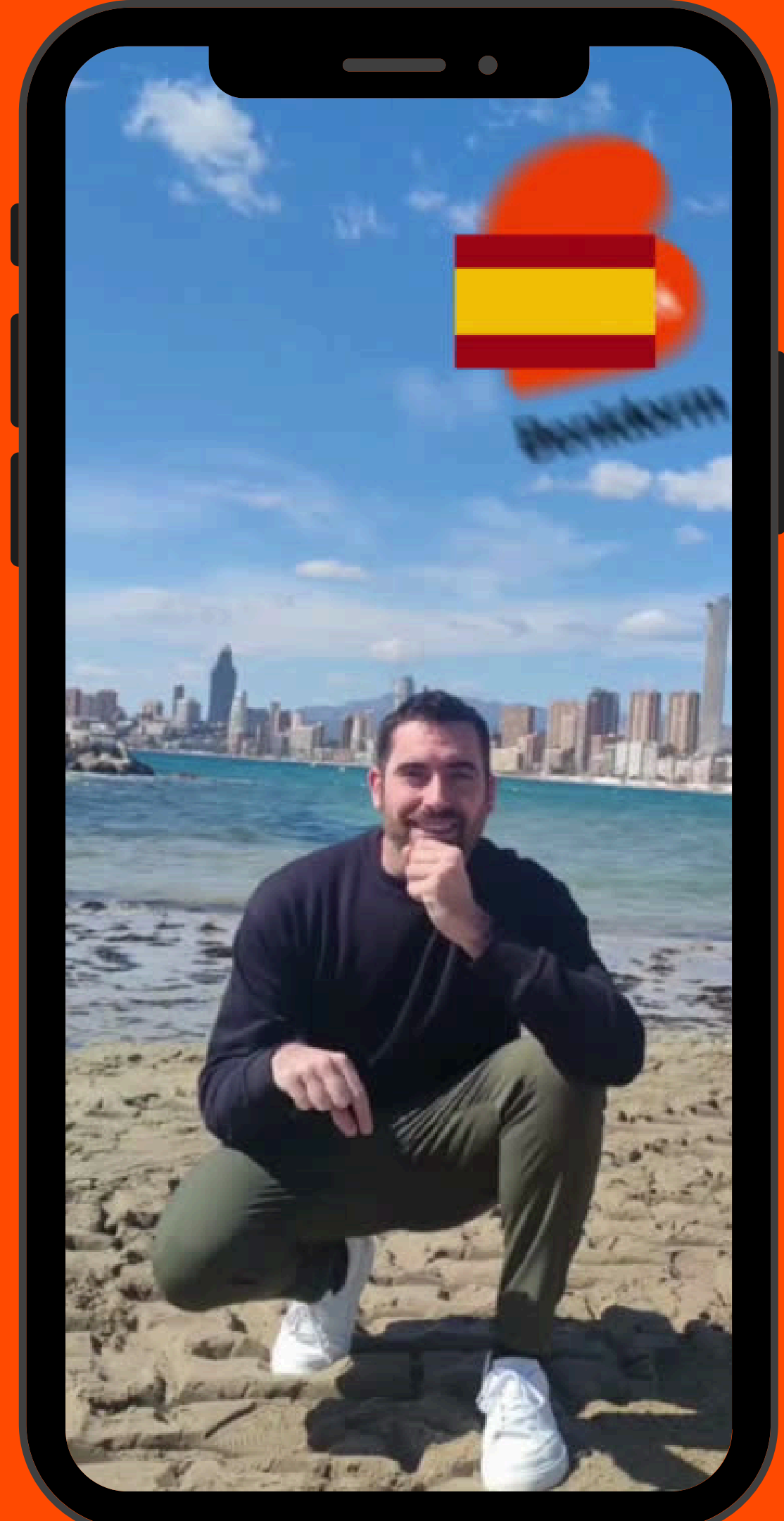
THE HISTORY
OF THE WATER
IN BENIDORM

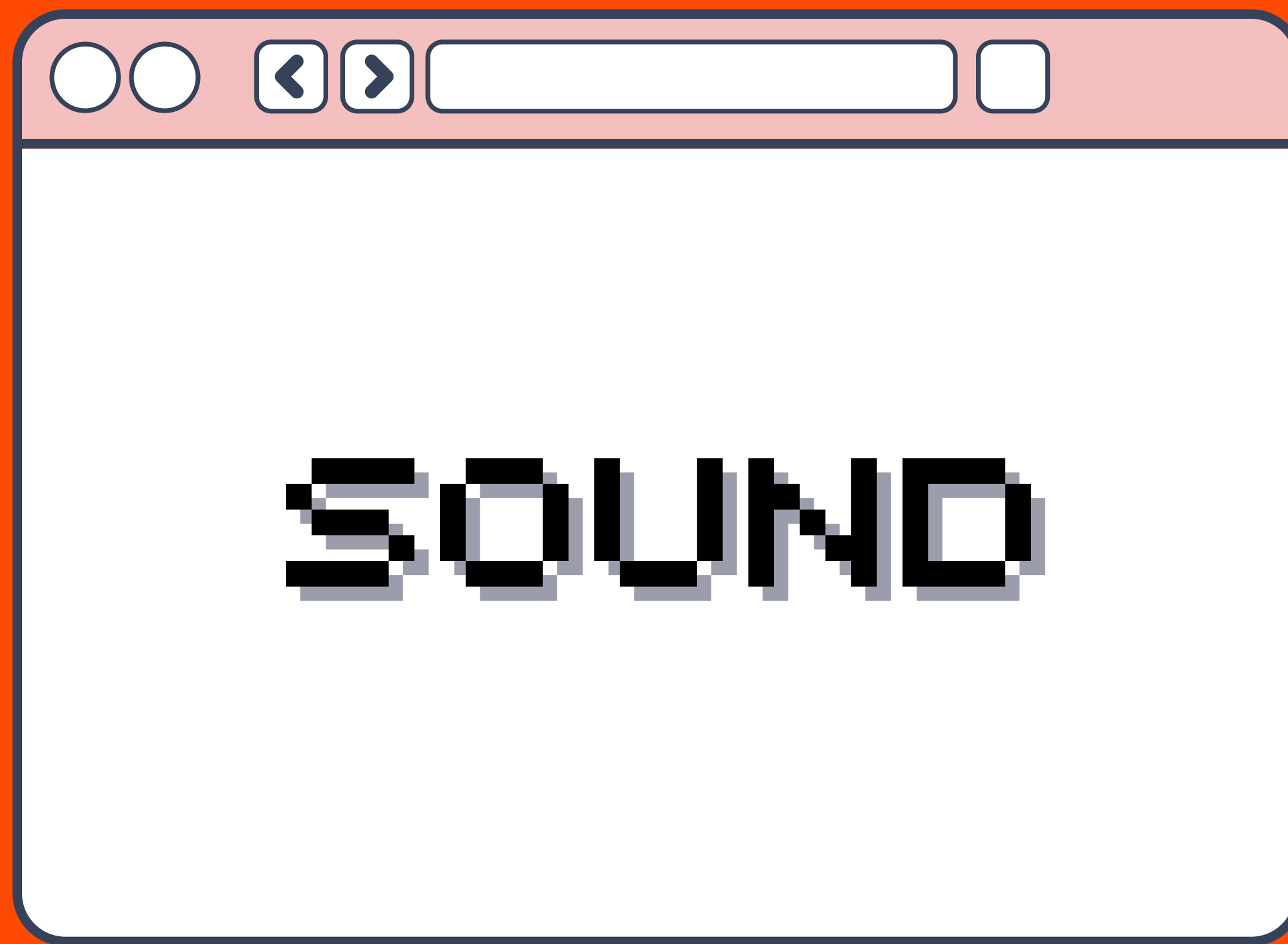


HEY GEN
(TRANSLATE)



THE HISTORY
OF THE WATER
IN BENIDORM





IIElevenLabs

(HUMAN LIKE
AI VOICES)



BENIDORM 2025

Welcome to Benidorm a sustainable destination

IIElevenLabs

(HUMAN LIKE
AI VOICES)



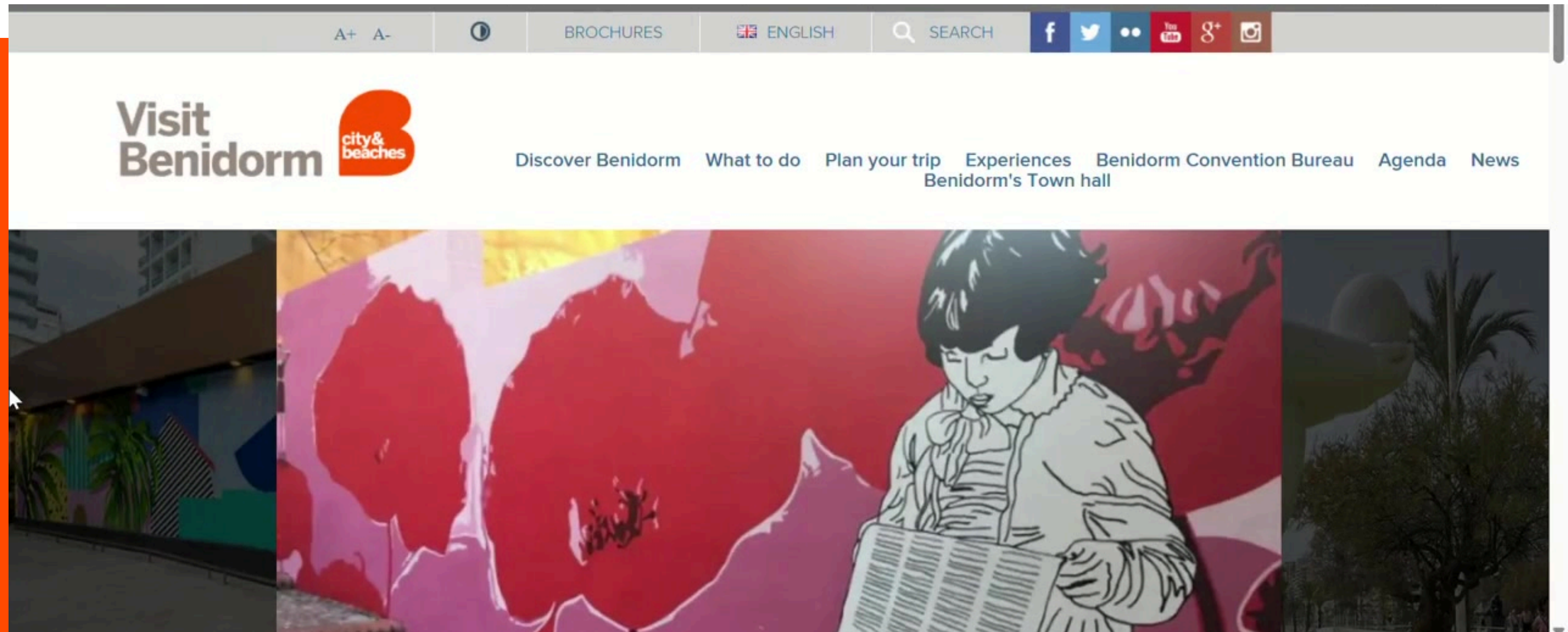
BENIDORM 2025

Welcome to Benidorm a sustainable destination

IIElevenLabs

(HUMAN LIKE
AI VOICES)

AUDIO GUIDES



IIElevenLabs

(HUMAN LIKE
AI VOICES)

AUDIO GUIDES



[Discover Benidorm](#) [What to do](#) [Plan your trip](#) [Experiences](#) [Benidorm Convention Bureau](#) [Agenda](#) [News](#)
[Benidorm's Town hall](#)

Thanks to initiatives like the **Espais d'Art Urbà** and **Espai d'Art La Casilla**, the city offers locals and visitors a unique way to experience contemporary art right in the streets.

What are the Espais d'Art Urbà?

These are outdoor exhibition areas located in various neighbourhoods of Benidorm. They serve as **open-air galleries** where national and international artists exhibit large-format works, photography, collage and conceptual art. Exhibitions are temporary and change regularly.

Available spaces

Benidorm currently has **7 Espais d'Art Urbà**:

- **Espai d'Art Urbà Ponent** – Poniente Promenade
- **Espai d'Art Urbà El Carrasco** – Glorieta del Carrascos
- **Espai d'Art Urbà Els Tolls** – Els Tolls neighbourhood, in front of the Plaza de Toros

SUNO AI

(AI MUSIC)



PROMPT/
AFROBEAT STYLE SONG
ABOUT BENIDORM



Beni Benidorm

groovy afrobeat

[Verse]

Beni Benidorm, the rhythm takes control
Beni Benidorm, we're gonna shake our souls
Feel the heat, let it move you from your head to your toes
Beni Benidorm, everybody lose control (ooh yeah)

[Chorus]

Benidorm, Benidorm, let the music flow
Benidorm, Benidorm, feel the energy grow



SUNO AI

(AI MUSIC)



PROMPT/
AFROBEAT STYLE SONG
ABOUT BENIDORM



Beni Benidorm

groovy afrobeat

[Verse]

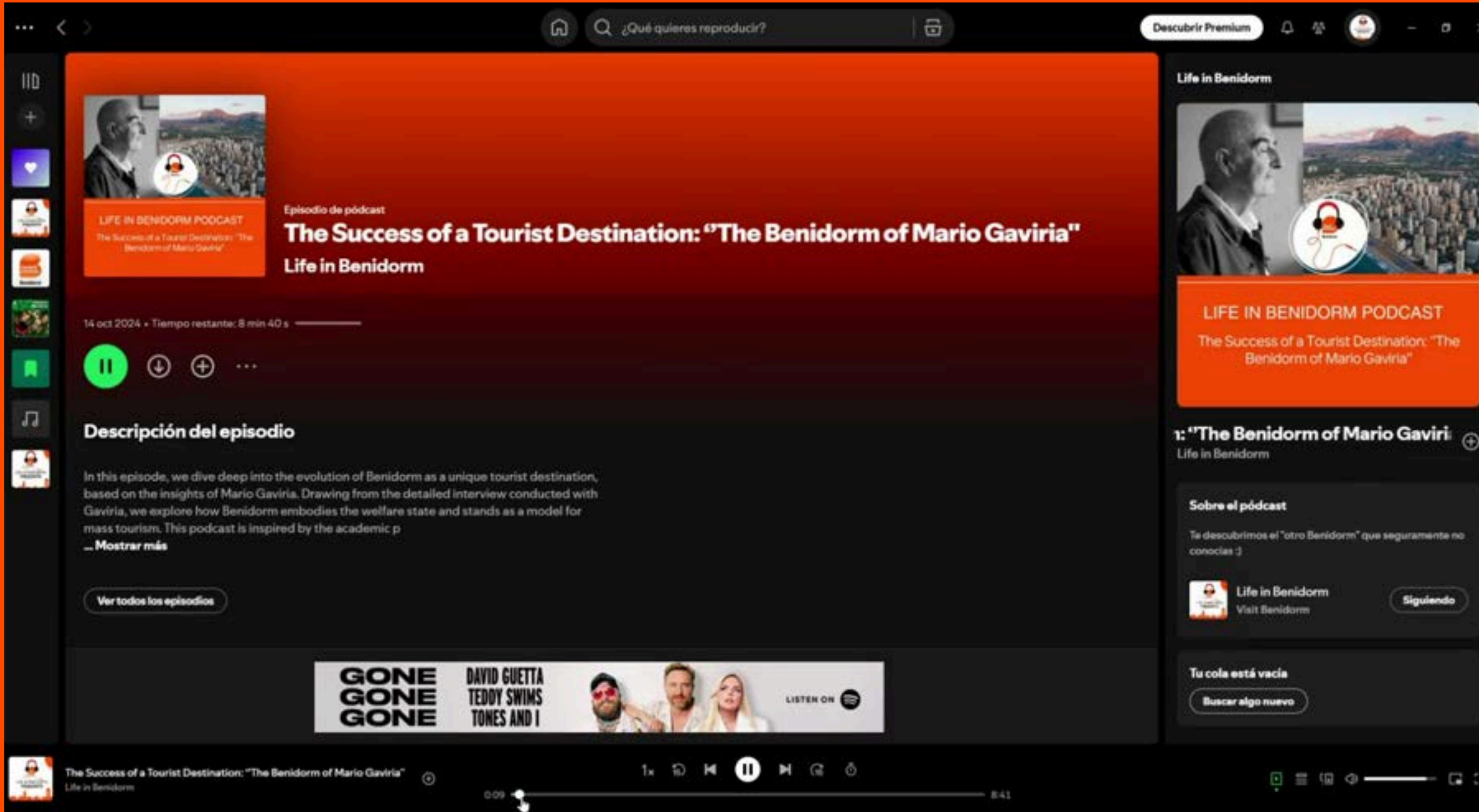
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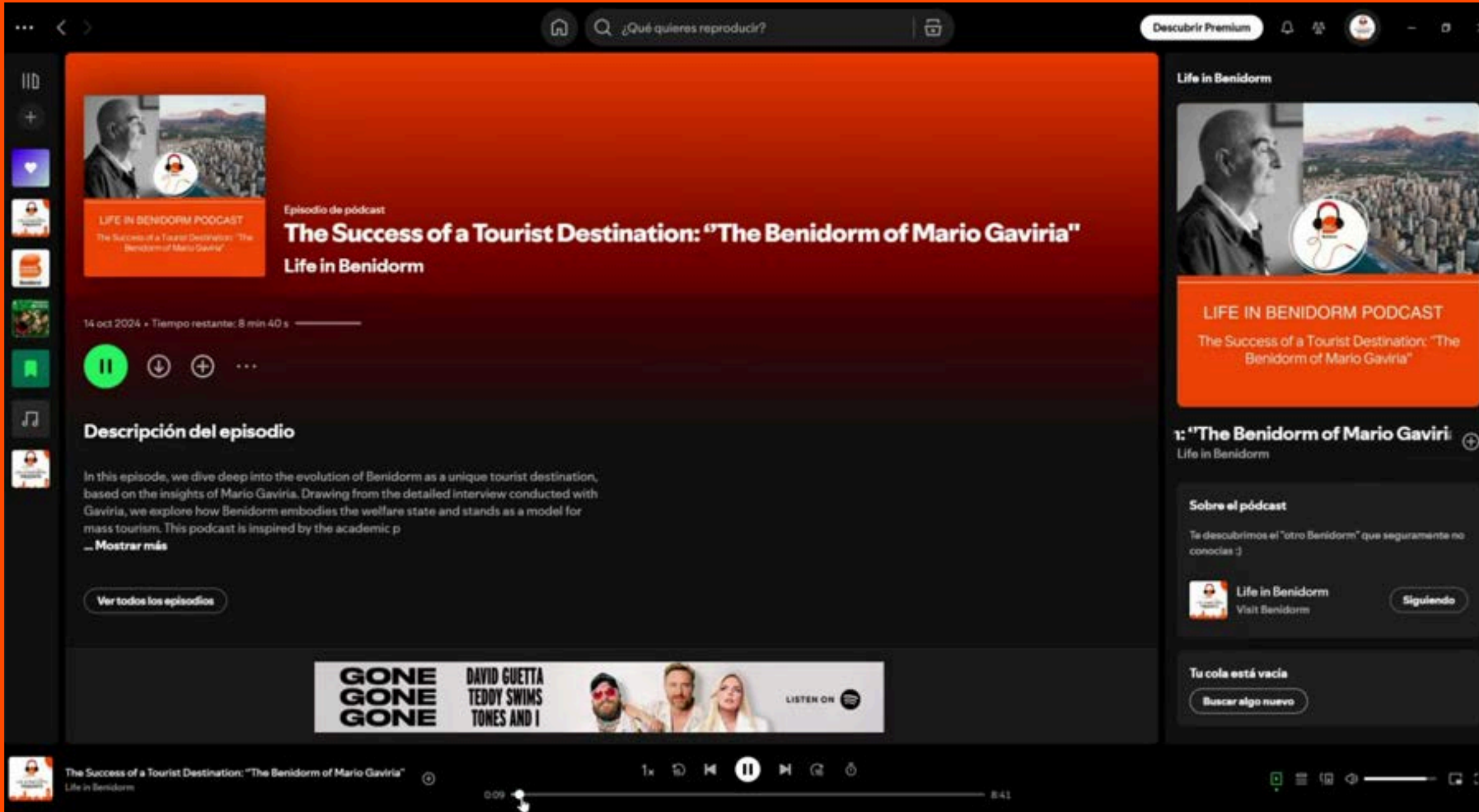
Benidorm, Benidorm, let the music flow
Benidorm, Benidorm, feel the energy grow



NOTEBOOKLM (PODCASTS)



NOTEBOOKLM (PODCASTS)





META AI

(ANIMATE
PICTURES)



Meta AI



Benidorm through
the years



GOOGLE
EARTH

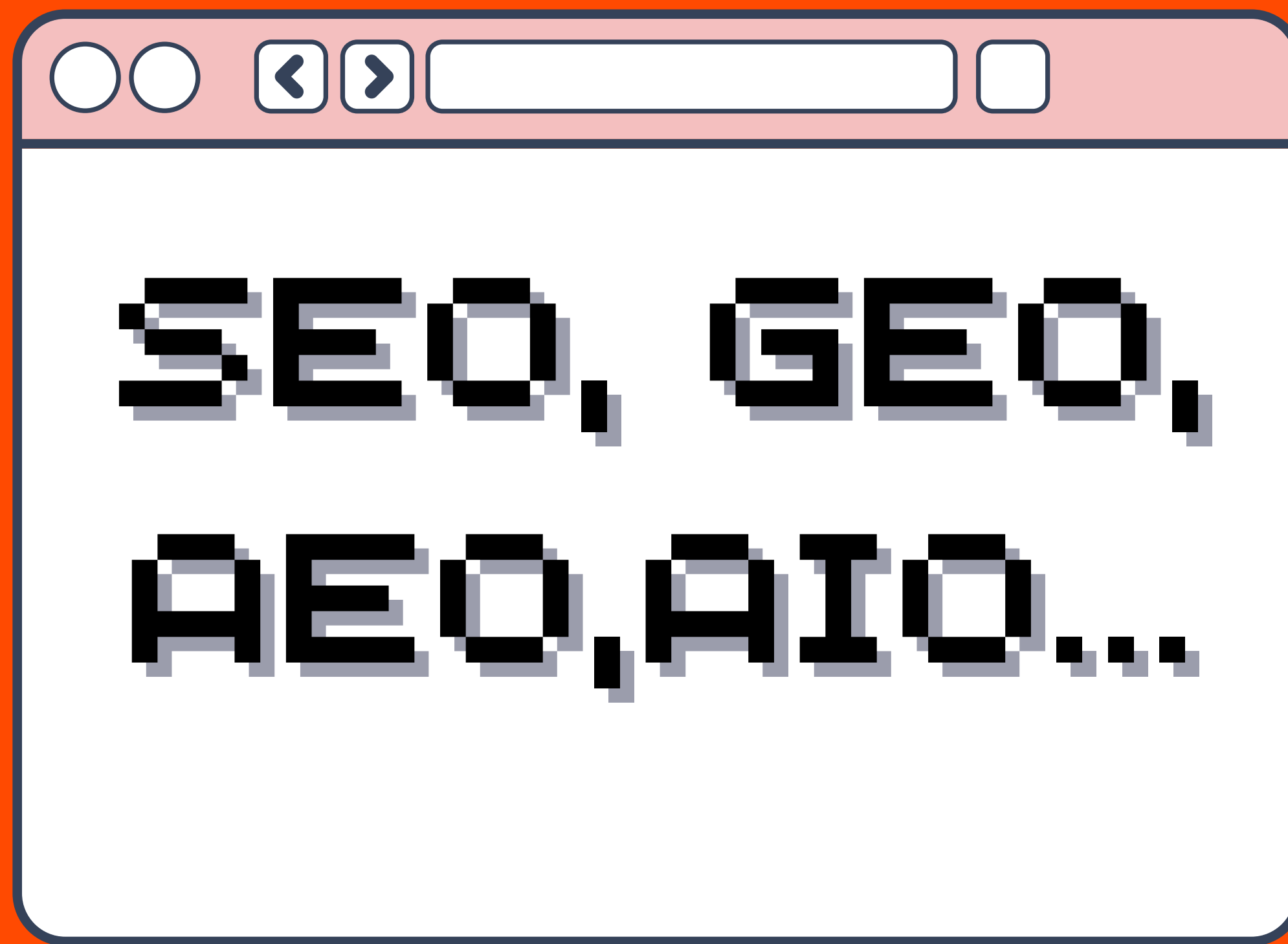
+

CHAT GPT

+

META
AI







when are the benidorm fiestas



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Tools ▾



AI-powered view

The main festivities of Benidorm, the Patron Saint Festivities, They are held every year in November, from the second Saturday of the month until the following Wednesday..

By 2025, these festivities will take place from November 7th to 12th .

Other notable festivals include:

- **Fallas:** From March 15th to 19th.
- **Moors and Christians:** From October 2nd to 5th.
- **Bonfires of Saint John:** From June 20th to 24th.

Show more ▾

Fiestas de Moros y Cristianos - Visit Benidorm

Del 2 al 5 de octubre, Benidorm celebra sus tradicionales Fiestas de Moros y Cristianos, un...

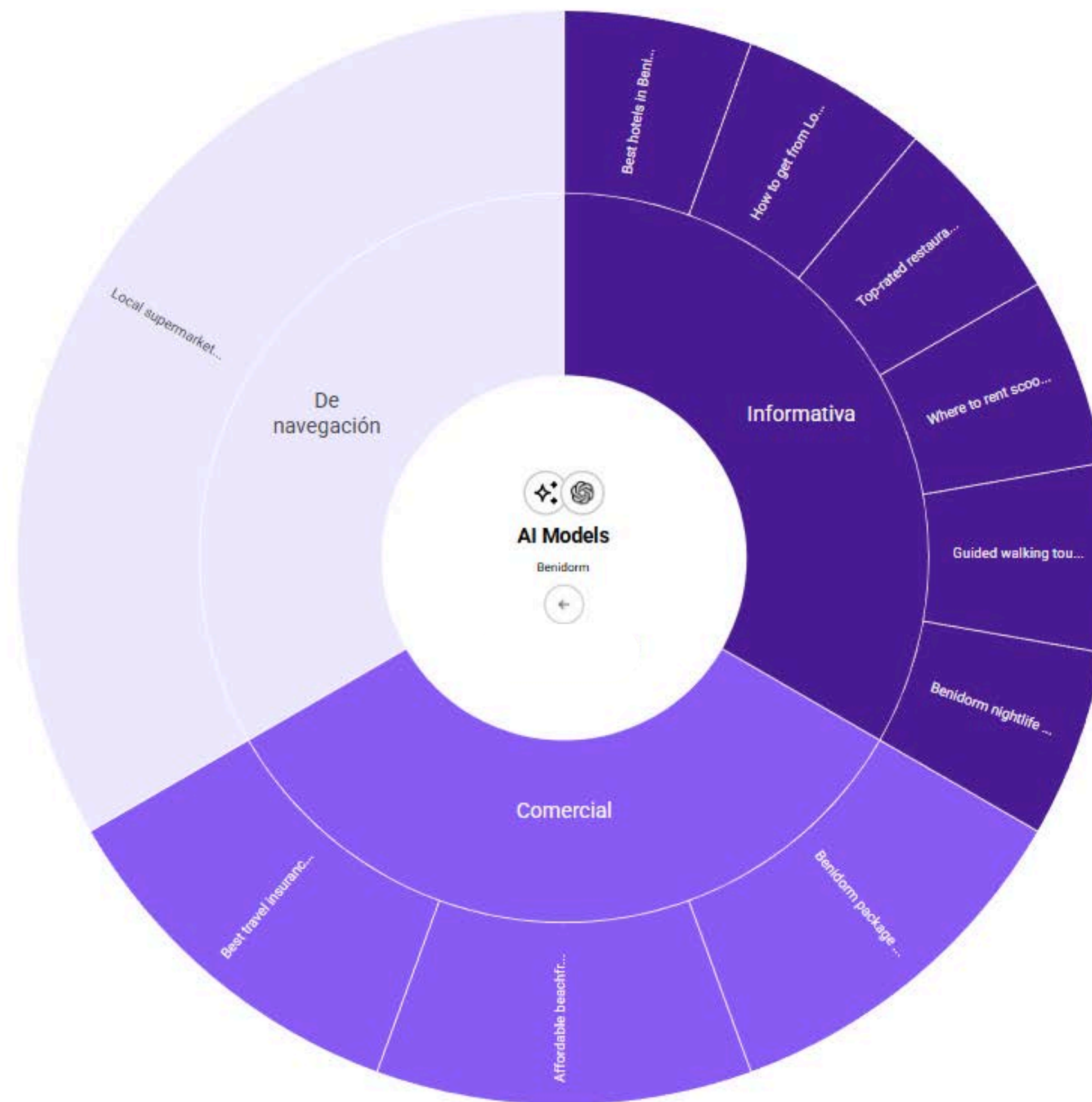
 www.visitbenidorm.es



Las Hogueras de San Juan en Benidorm - Hoteles RH

Las Hogueras de San Juan (en valenciano Les Fogueres de Sant Joan) con una fiesta que...







SEO–AEO–AIO CONTENT GENERATOR

This GPT acts as an advanced SEO content generator and advisor, optimized for AEO (Answer Engine Optimization), Search Generative Experience, Query Fan-Out, and modern content creation standards for LLMs and AI-driven search engines.

+ Pregunta lo que quieras



**The Visitor doesn't see the tools.
They see the story.**

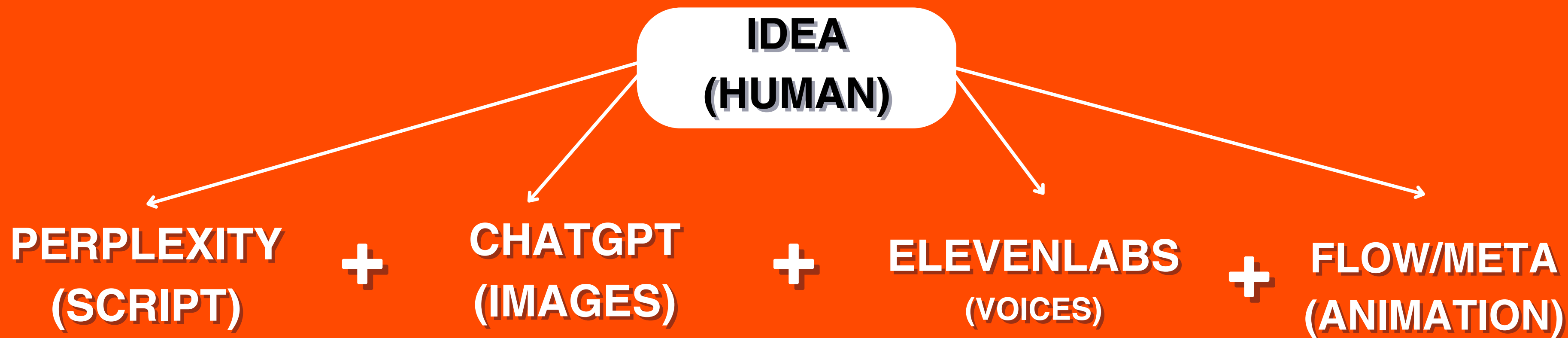
100% AI MARKETING CAMPAIN

**99% AI
MARKETING
CAMPAIN**

CASE STUDY: SANTA CLAUS IN BENIDORM



IDEA
(HUMAN)



**IDEA
(HUMAN)**

**PERPLEXITY
(SCRIPT)**

+

**CHATGPT
(IMAGES)**

+

**ELEVENLABS
(VOICES)**

+

**FLOW/META
(ANIMATION)**



From UGC to AI-UGC

- UGC = people documenting real experiences
- AI-UGC = people crafting enhanced experiences with AI
- Same principle: authentic human intention at the centre
- New opportunity: scale, creativity, and storytelling amplified





en realidad estoy en Benidorm



75,353
VIEWS

1,480
LIKES

1D 23h 13min
PLAY TIME

What the videos highlight

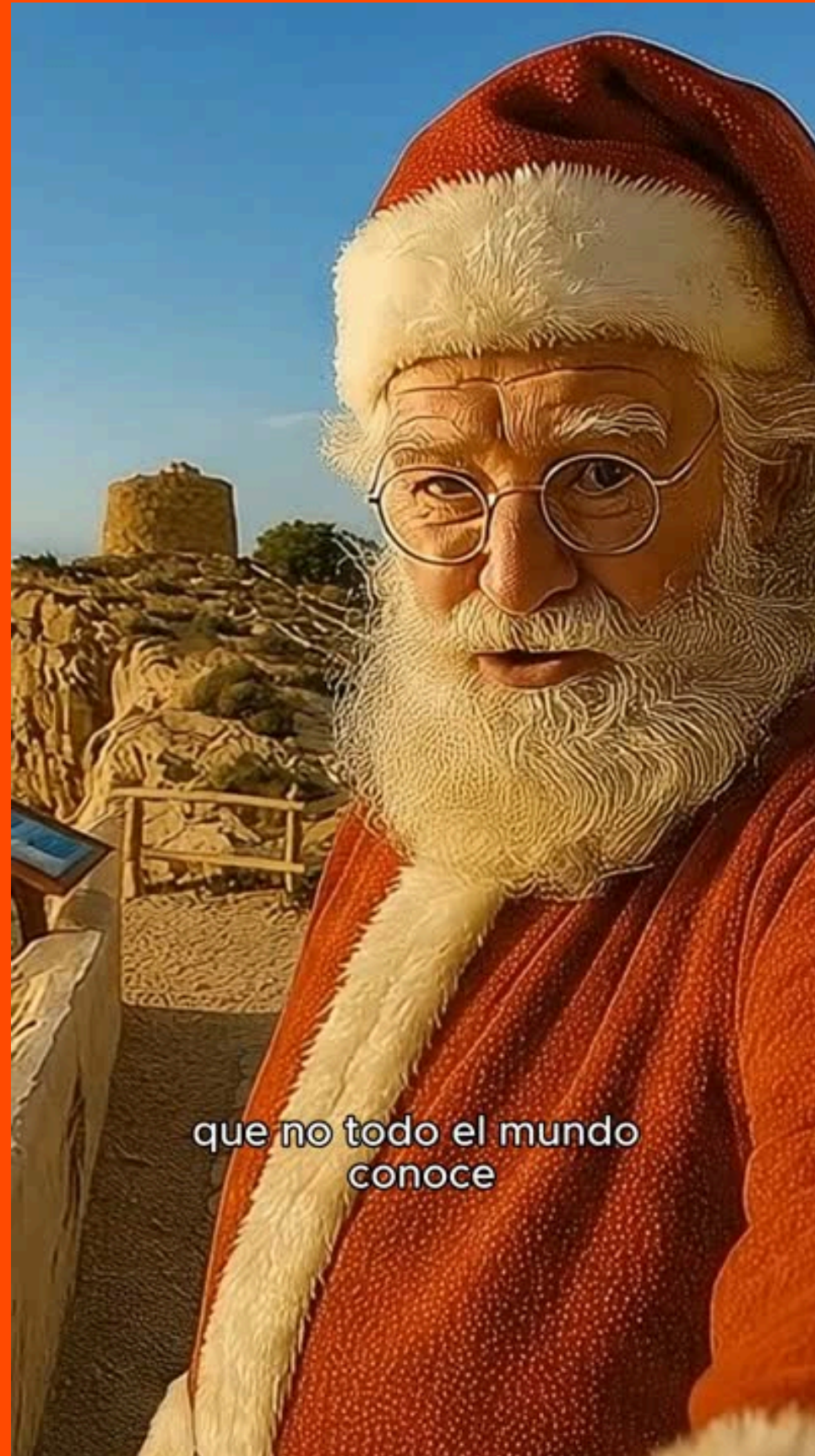
Vlog 1

Natural Park

- Nature & sustainability
- Viewpoints and scenic trails
- Benidorm beyond the skyline



What the videos highlight



What the videos highlight

Vlog 2

Christmas Season

- Festive atmosphere
- Christmas & family activities
- A lively, winter destination



What the videos highlight

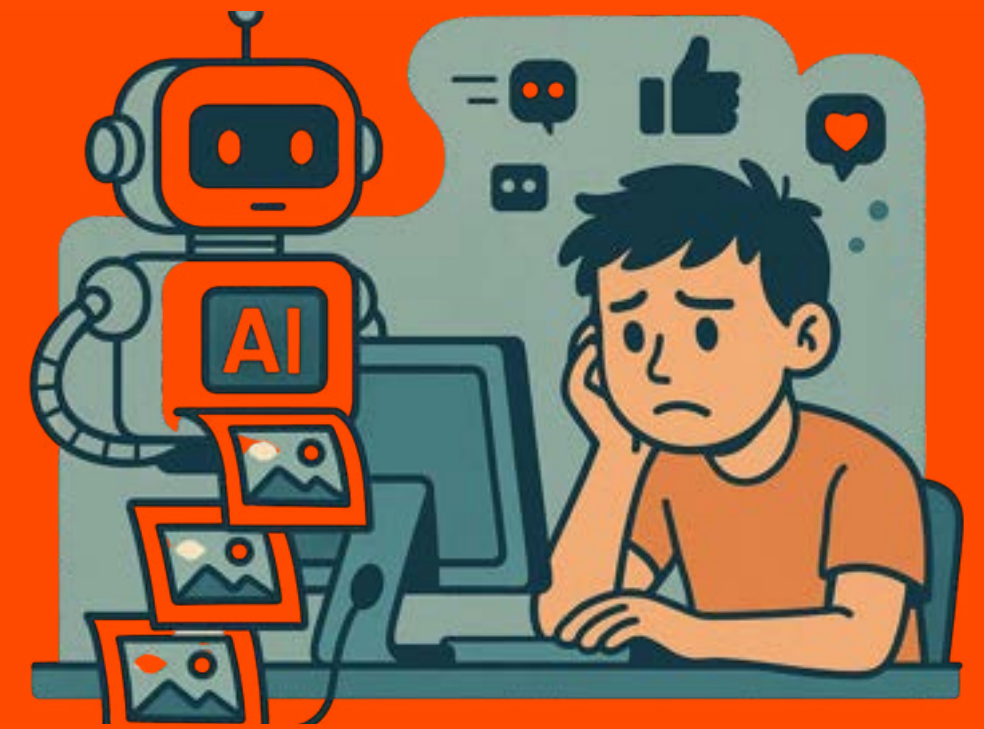


Te muestro cómo se celebra la
Navidad en Benidorm

The Risks of AI

Homogenisation

- Same tools → same prompts → similar outputs
- AI should support creativity, not replace it



The Rise of “AI Slop”

- Explosion of low-quality AI content
- Brands must prioritise quality and distinction, not scale

The Human–AI Blend

Experiment

The Human–AI Blend

Experiment

Adapt

The Human–AI Blend

Experiment

Humanise

Adapt

The Human–AI Blend

Experiment



Humanise

Adapt



**THANK
YOU!**

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Benidorm