



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?**



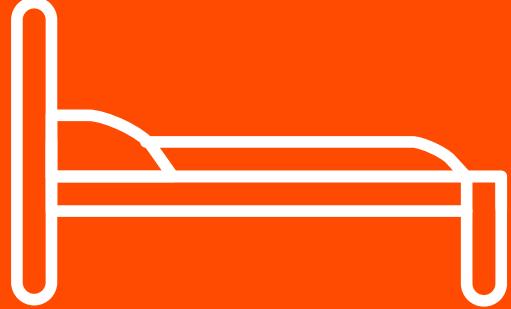
1950

Innovation is part of our DNA



2025

BENIDORM IN NUMBERS



90.000
BED PLACES



74.588 INHABITANTS
150.000 - 400.000
FLOATING POPULATION



1st Madrid
2nd Barcelona
3rd Benidorm

EUROPEAN
GREEN
PIONEER OF
SMART
TOURISM 2025



**1ST SMART
TOURIST
DESTINATION**



Benidorm



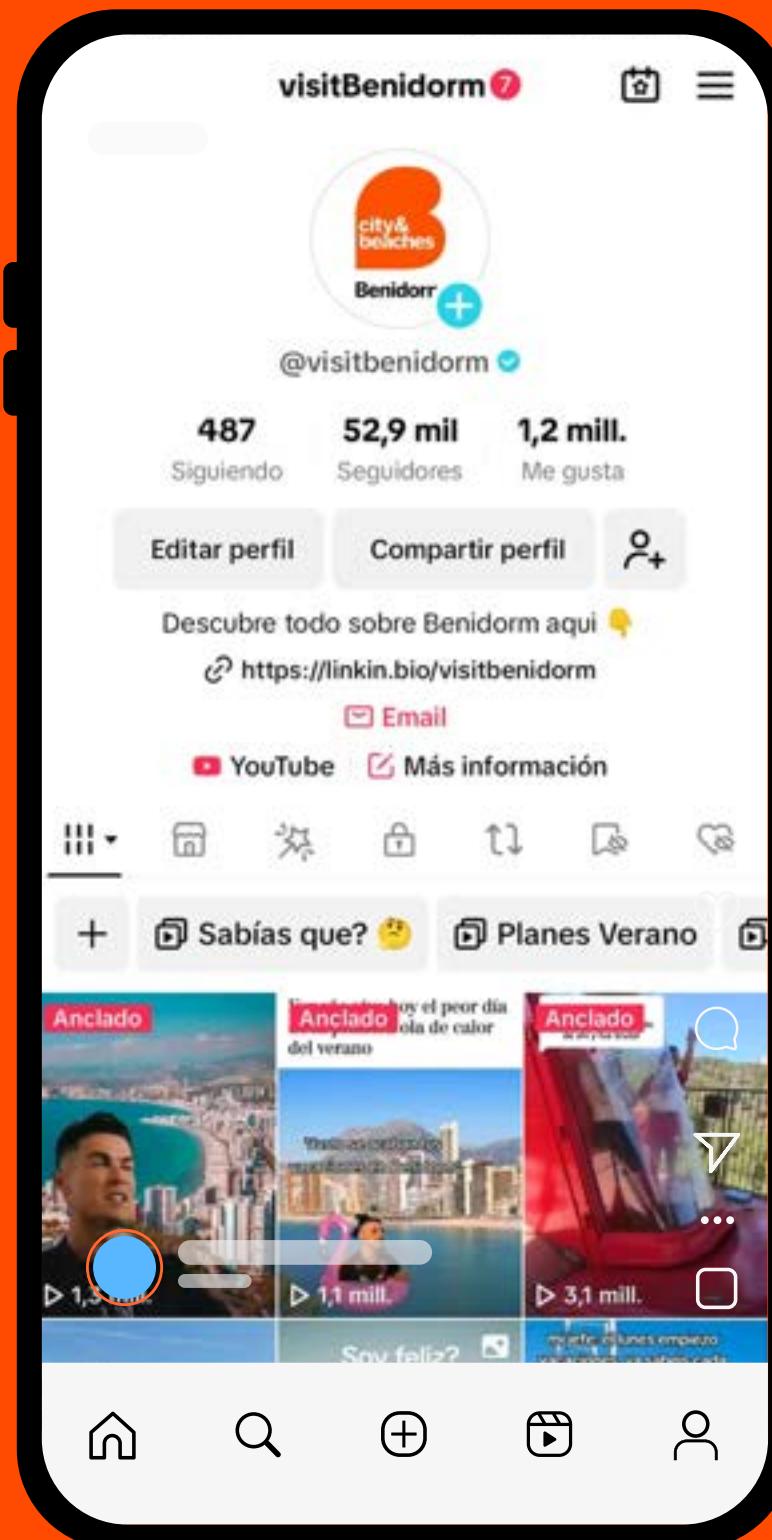
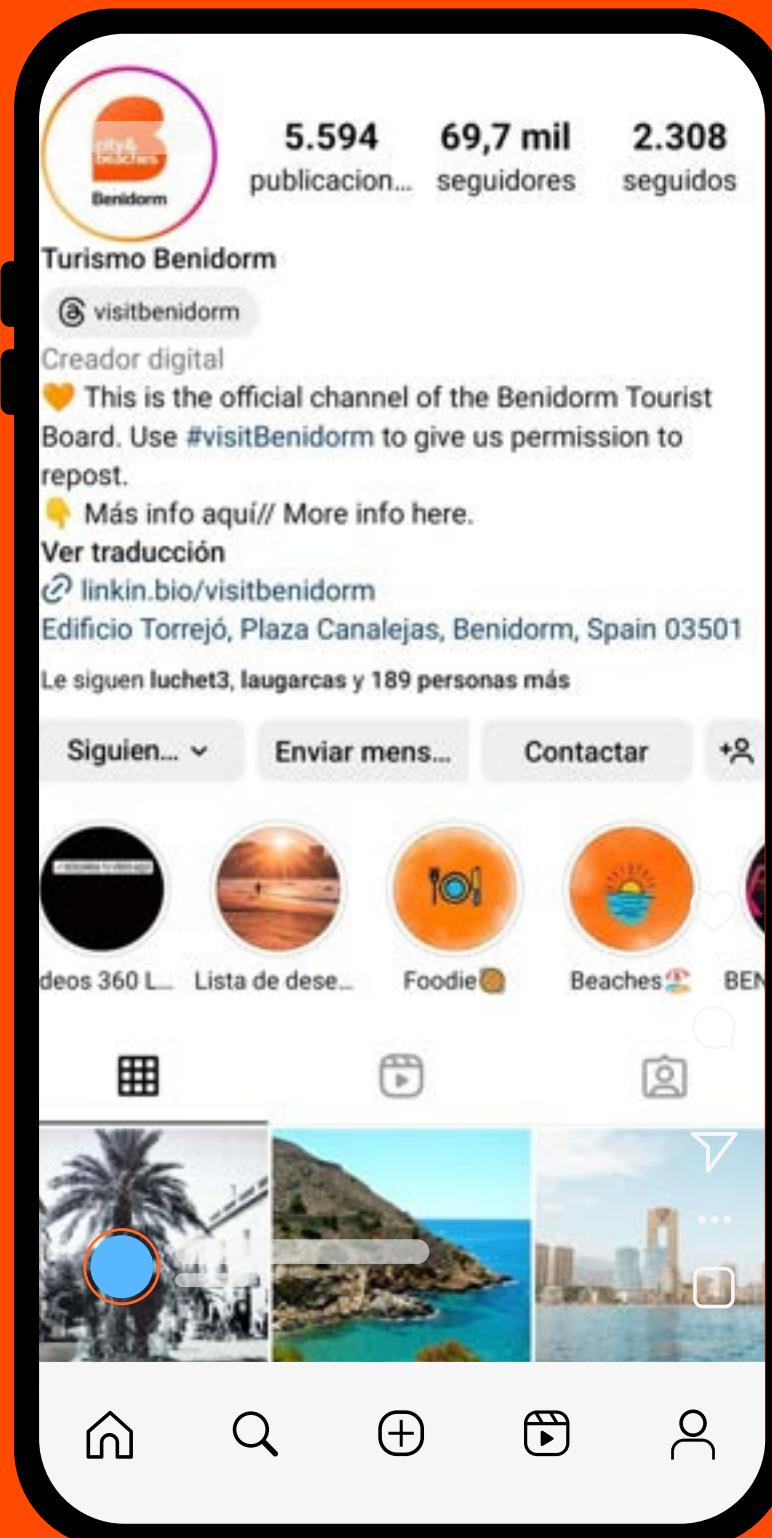
1ST SMART TOURIST DESTINATION





Content Creation in Tourism

Presence in multiple social networks



EXAMPLES



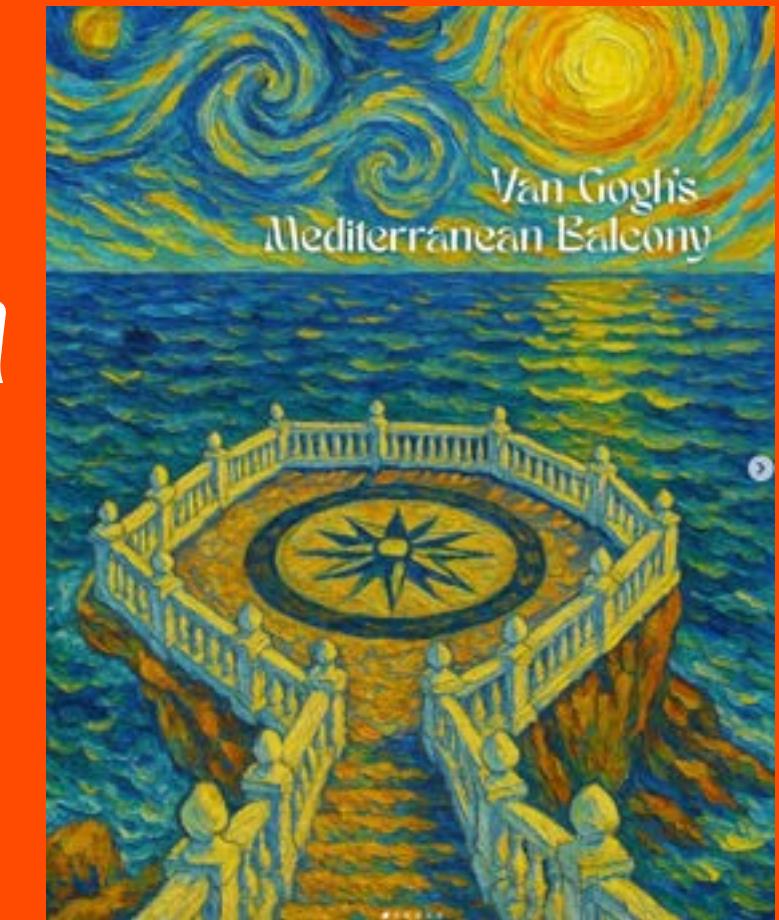
**Analyse trends
and be there on
time**

#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~~

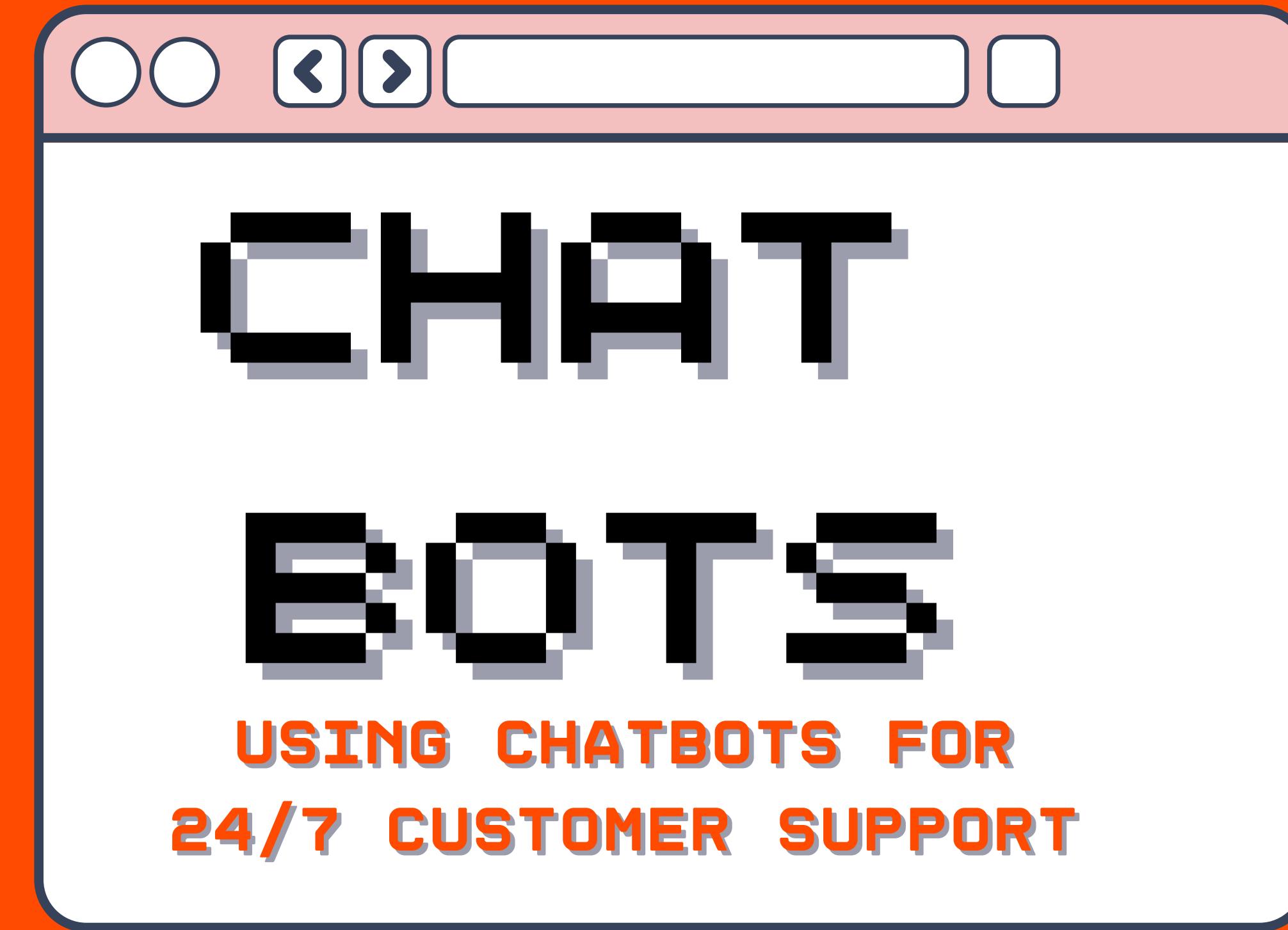
+

~~RESOURCES~~

AI

CREATIVITY

1



CHATBASE

Chatbot Settings Dashboard Sources Integrations Embed on site Share Delete

Chatbase

Dashboard

Chat Logs

Chat Logs

Benidorm Chat

Hi! What can I help you with? / Hola! ¿Cómo puedo ayudarte?

Necesito saber que la agenda de Benidorm

Claro! Puedes encontrar la agenda de eventos de Benidorm en el sitio web oficial de Visit Benidorm. Allí encontrarás información actualizada sobre los eventos y actividades que se llevarán a cabo en la ciudad. Te recomendaría visitar su página de agenda de eventos en [\[https://www.visitbenidorm.es/ver/116/agenda-de-eventos-de-benidorm.html\]](https://www.visitbenidorm.es/ver/116/agenda-de-eventos-de-benidorm.html). Allí encontrarás todos los detalles sobre los eventos programados en Benidorm. ¿Hay algo más en lo que pueda ayudarte?

Where I can find info about beaches?

You can find information about beaches in Benidorm on the official website of Visit Benidorm. They have a dedicated page that provides details about the different beaches and coves in the area. You can visit their website at [\[https://www.visitbenidorm.es/ver/144/playas-y-calas-de-benidorm.html\]](https://www.visitbenidorm.es/ver/144/playas-y-calas-de-benidorm.html). They also have a tourist information center in Benidorm where you can get more information. Their contact details are 965 85 13 11 and benidorm@touristinfo.net.

Suscríbete a nuestra Newsletter! (y descubre todo sobre Benidorm) / Subscribe to our Newsletter! (and discover all about Benidorm)

beaches in benidorm

0.880

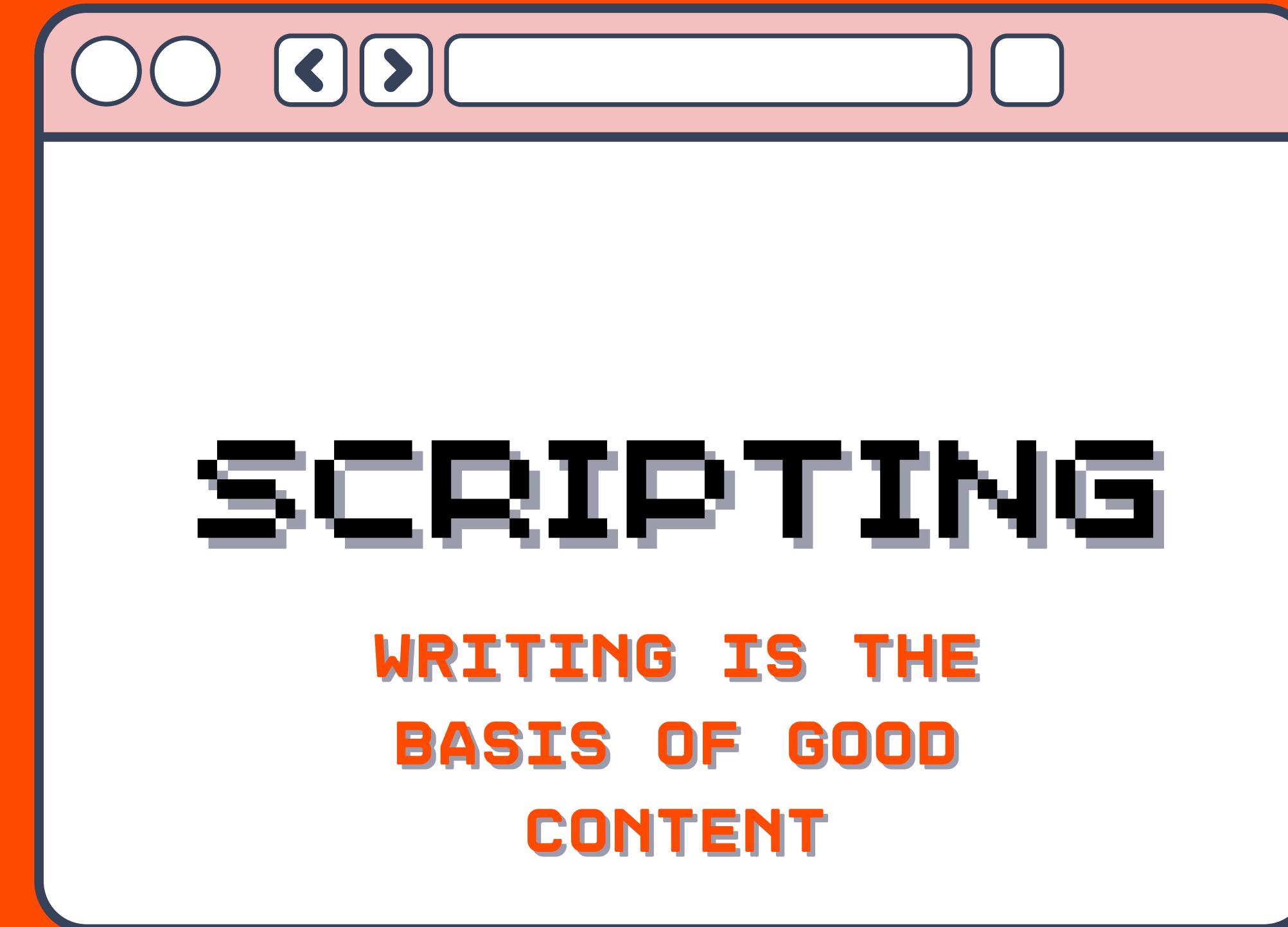
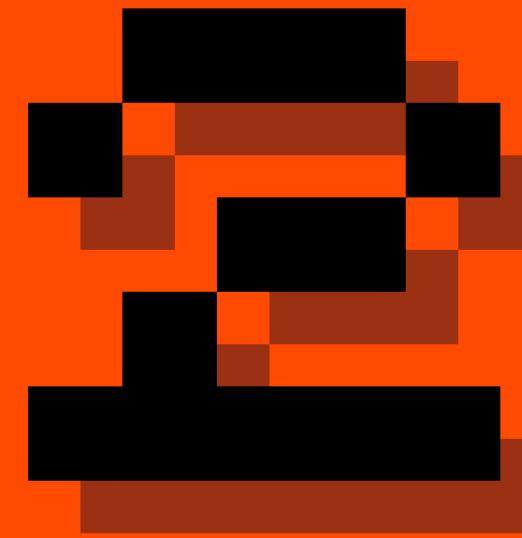
known for its beautiful beaches. There are two main Benidorm: Levante Beach and Poniente Beach. Levante is the most popular and lively beach, with a wide stretch of sand and plenty of amenities such as beach bars, restaurants, and sports activities. Poniente Beach is slightly quieter and more perfect for those seeking a more peaceful beach. Both beaches have Blue Flag status, indicating their high quality. Additionally, there are smaller beaches and



Beni, tu asistente sobre Benidorm

- Available

[Start a call](#)



PERPLEXITY



perplexity Anonymous

Nuevo Hilo Ctrl I

Inicio Descubrir Biblioteca 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

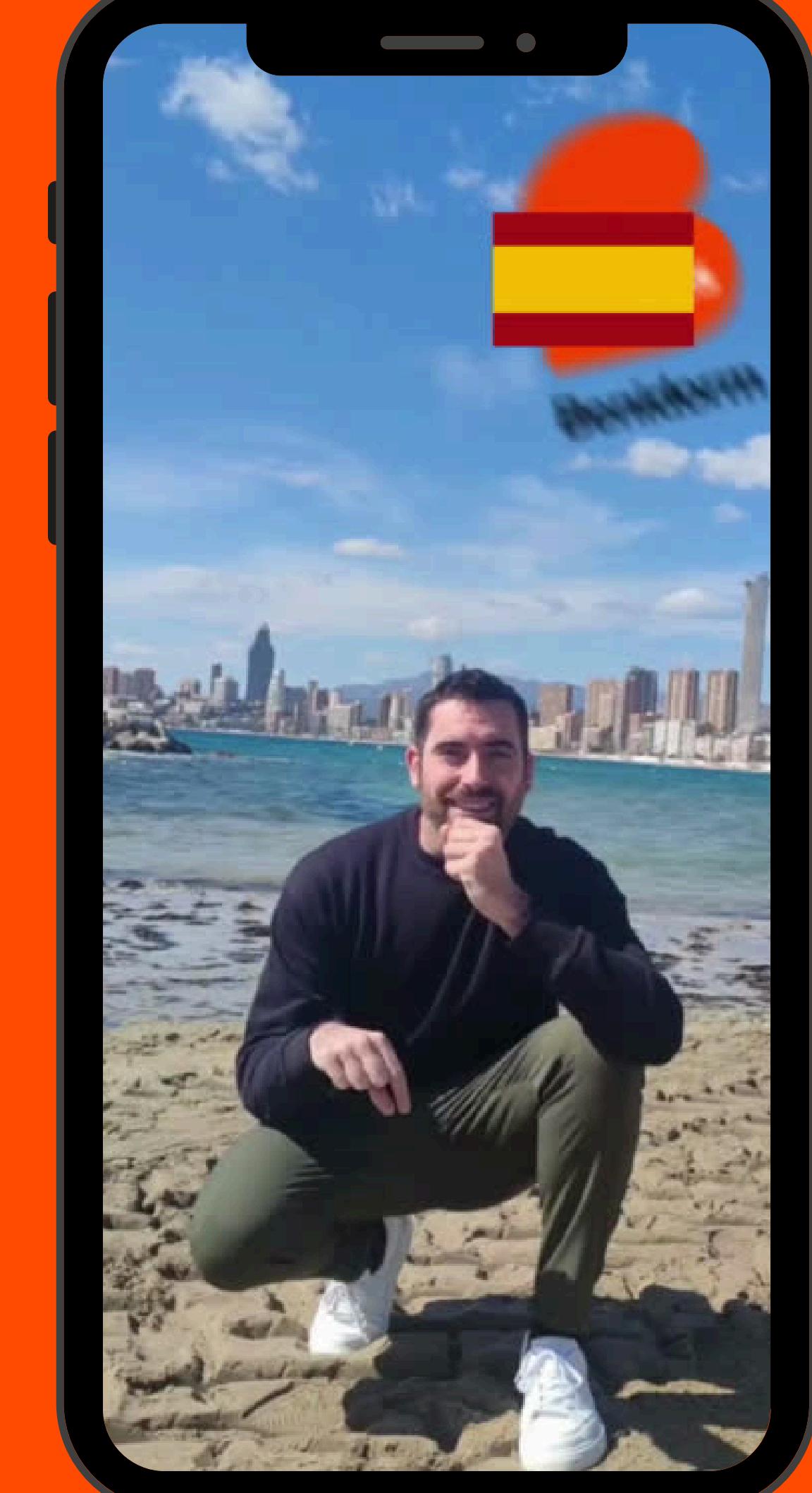
Pro



HEY GEN
(TRANSLATE)



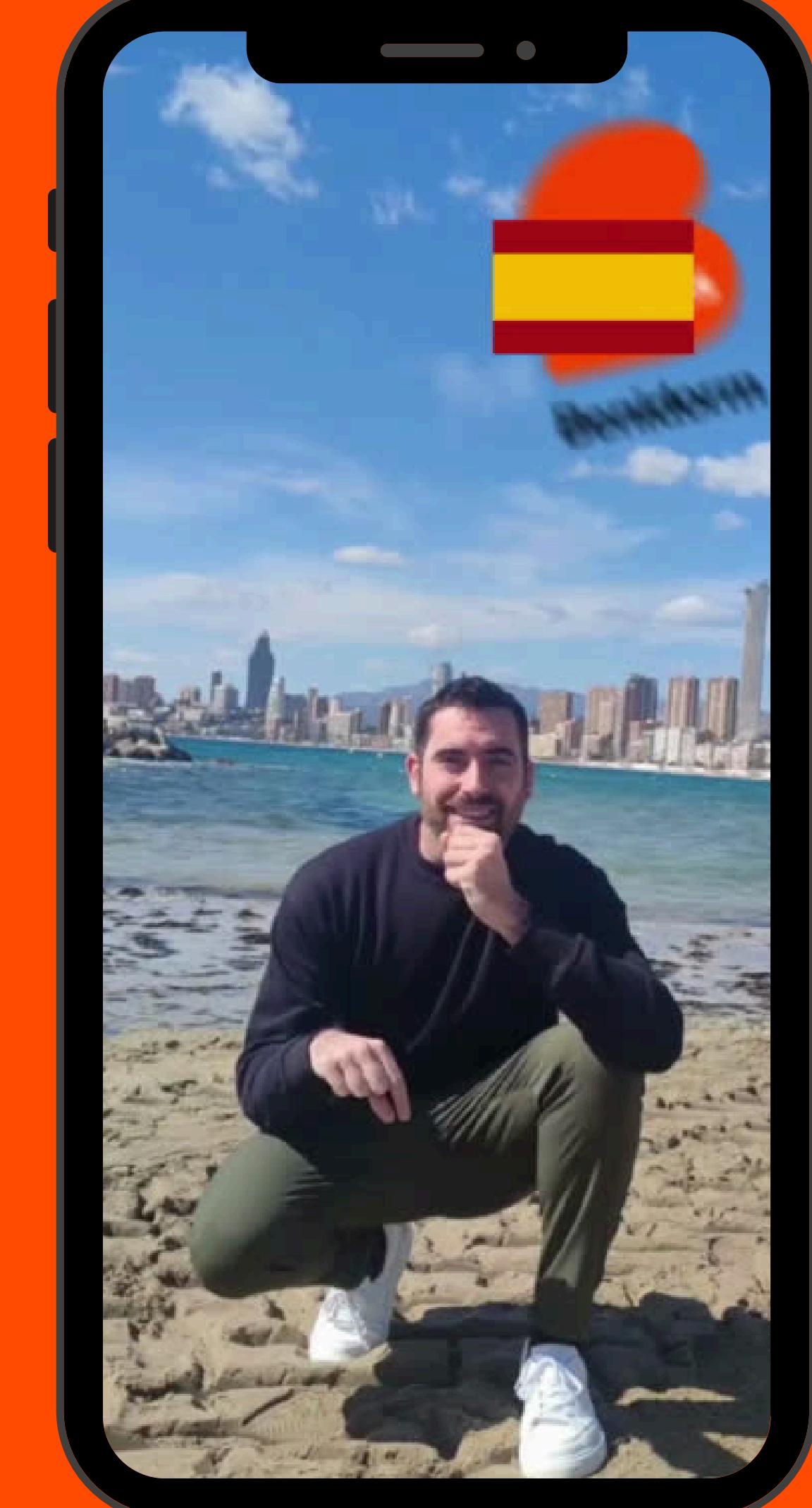
THE HISTORY
OF THE WATER
IN BENIDORM

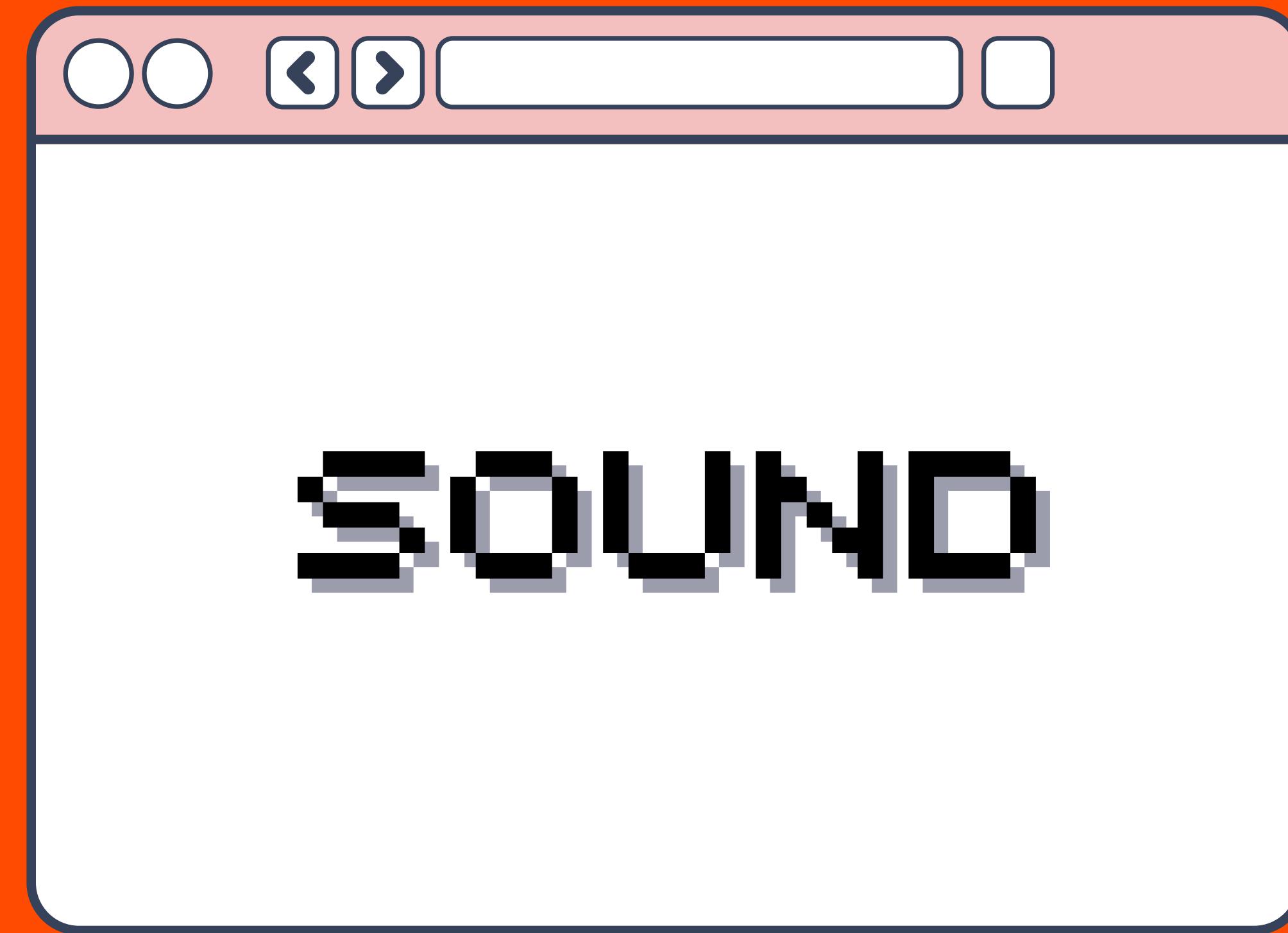


HEY GEN
(TRANSLATE)



THE HISTORY
OF THE WATER
IN BENIDORM





IIElevenLabs

(HUMAN LIKE
AI VOICES)



BENIDORM 2025



Welcome to Benidorm a sustainable destination

IIIElevenLabs

(HUMAN LIKE
AI VOICES)



BENIDORM 2025

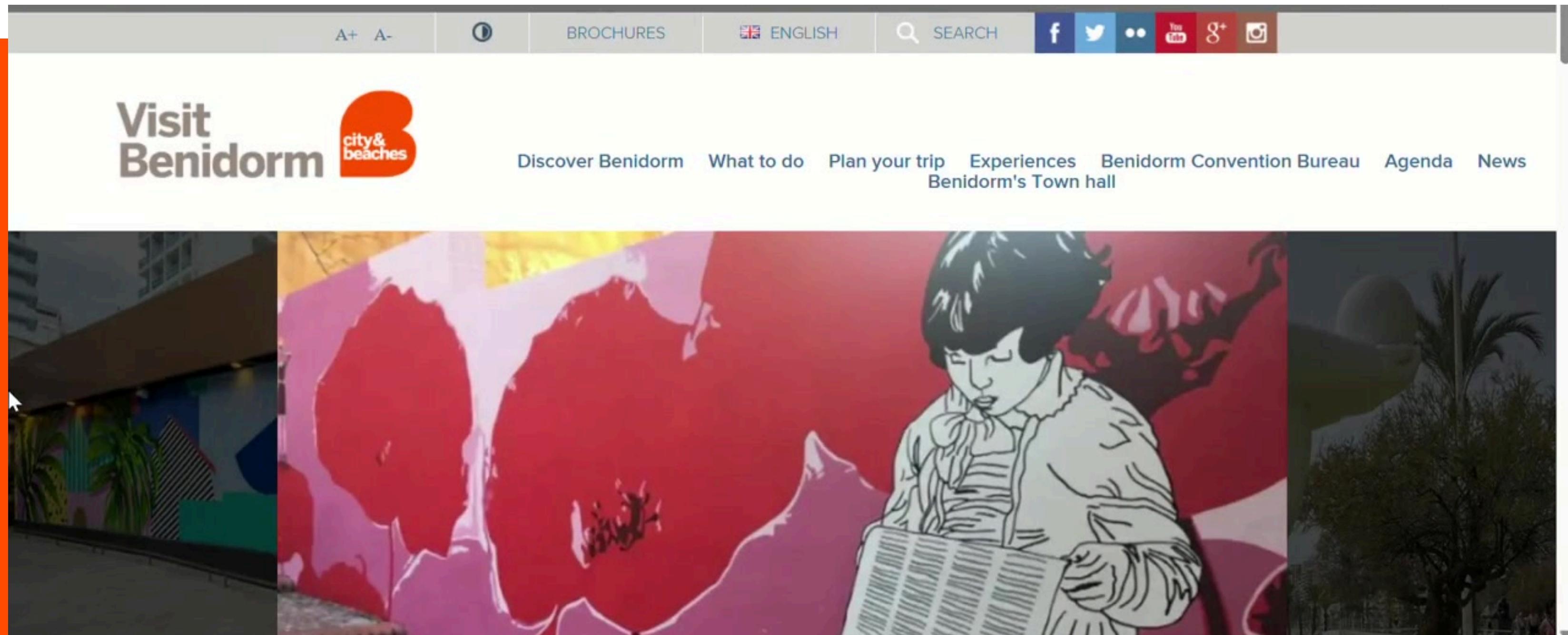


Welcome to Benidorm a sustainable destination

ElevenLabs

(HUMAN LIKE
AI VOICES)

AUDIO GUIDES



A screenshot of the Visit Benidorm website. The header features a navigation bar with links for 'A+', 'A-', a magnifying glass icon for 'SEARCH', and social media icons for Facebook, Twitter, YouTube, Google+, and Instagram. The main menu includes 'BROCHURES', 'ENGLISH', and language selection. Below the menu, the 'Visit Benidorm' logo is displayed, featuring the text 'Visit Benidorm' next to a red circular icon with the words 'city&beaches'. The main content area shows a large, colorful illustration of a person reading a newspaper, set against a background of palm trees and a city skyline. The navigation menu below the illustration includes links for 'Discover Benidorm', 'What to do', 'Plan your trip', 'Experiences', 'Benidorm Convention Bureau', 'Agenda', and 'News'.

A+ A- SEARCH BROCHURES ENGLISH

Discover Benidorm What to do Plan your trip Experiences Benidorm Convention Bureau Agenda News

Benidorm's Town hall

Visit Benidorm city&beaches



ElevenLabs

(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**:

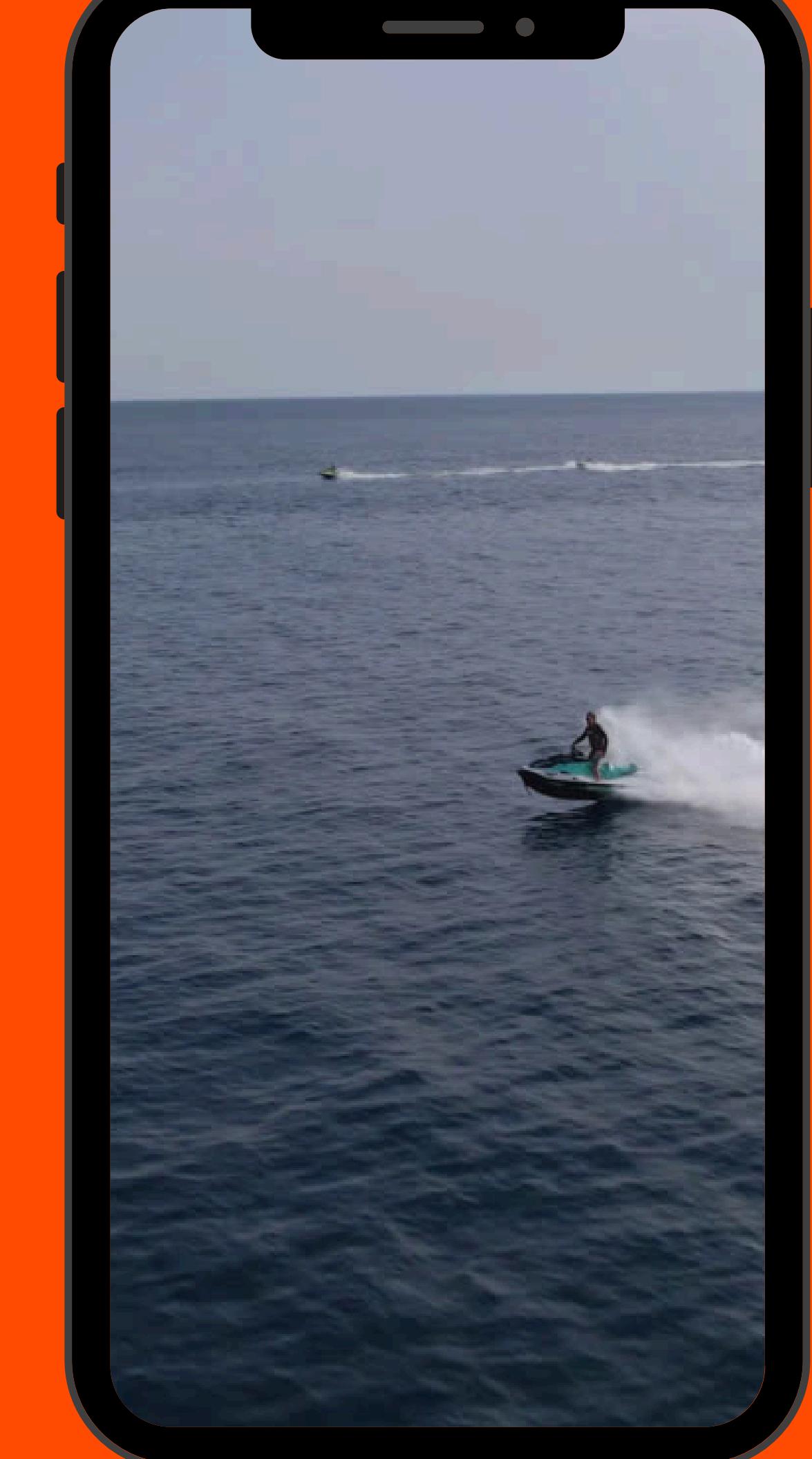
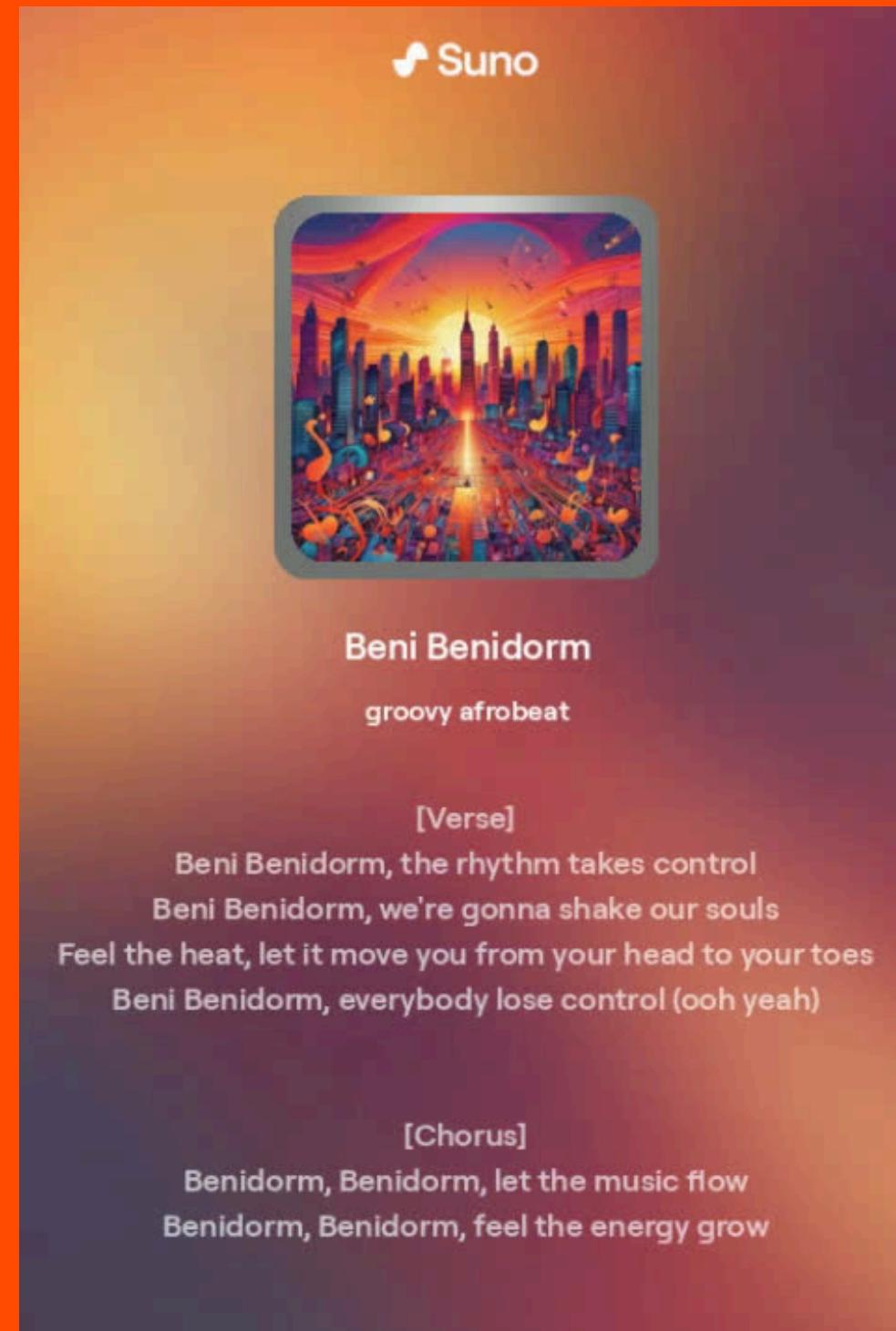
- **Espai d'Art Urbà Ponent** – Poniente Promenade
- **Espai d'Art Urbà El Carrasco** – Glorieta del Carrascos
- **Espai d'Art Urbà Els Tolls** – Els Tolls neighbourhood, in front of the Plaza de Toros

SUNO AI

(AI MUSIC)



PROMPT/
AFROBEAT STYLE SONG
ABOUT BENIDORM

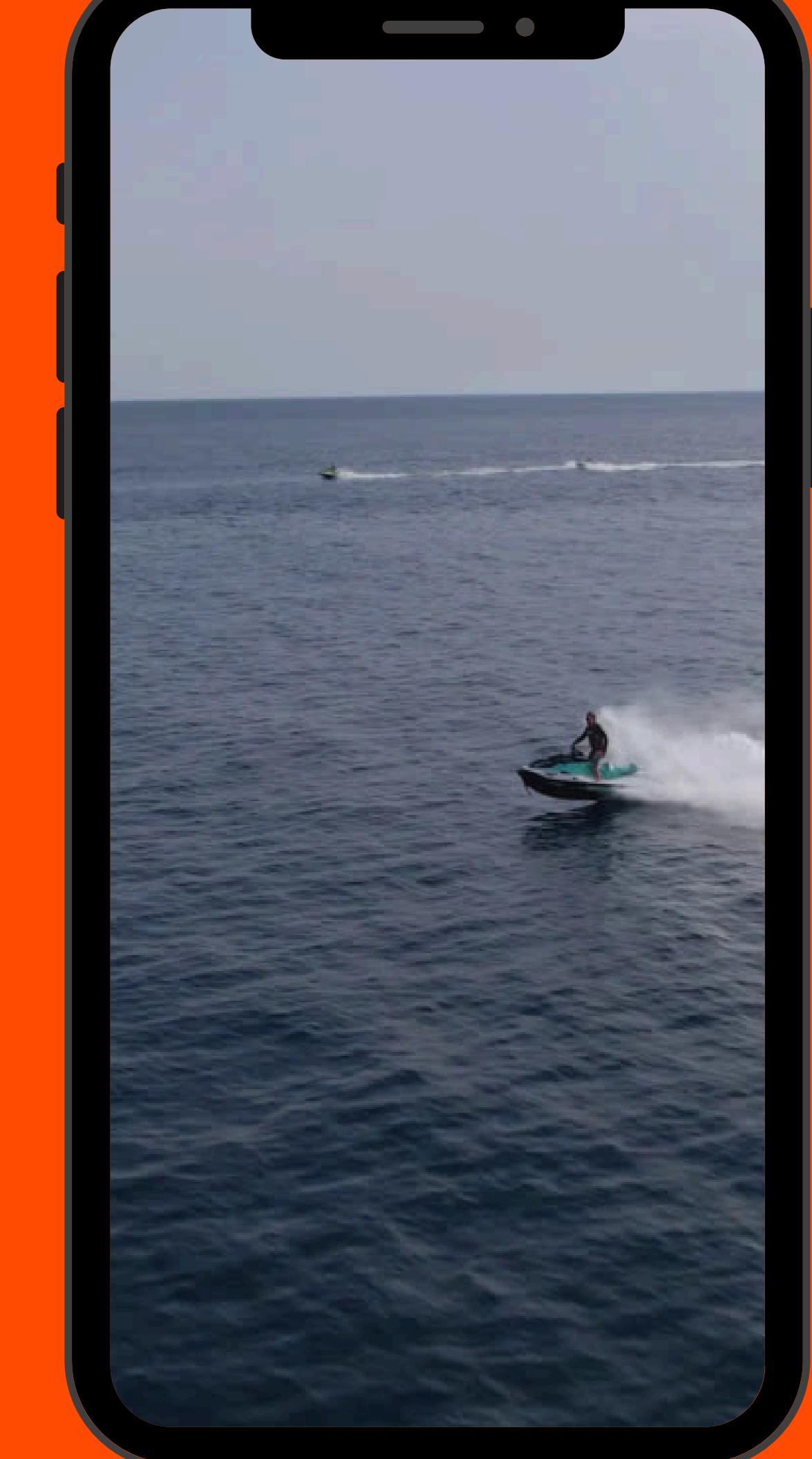
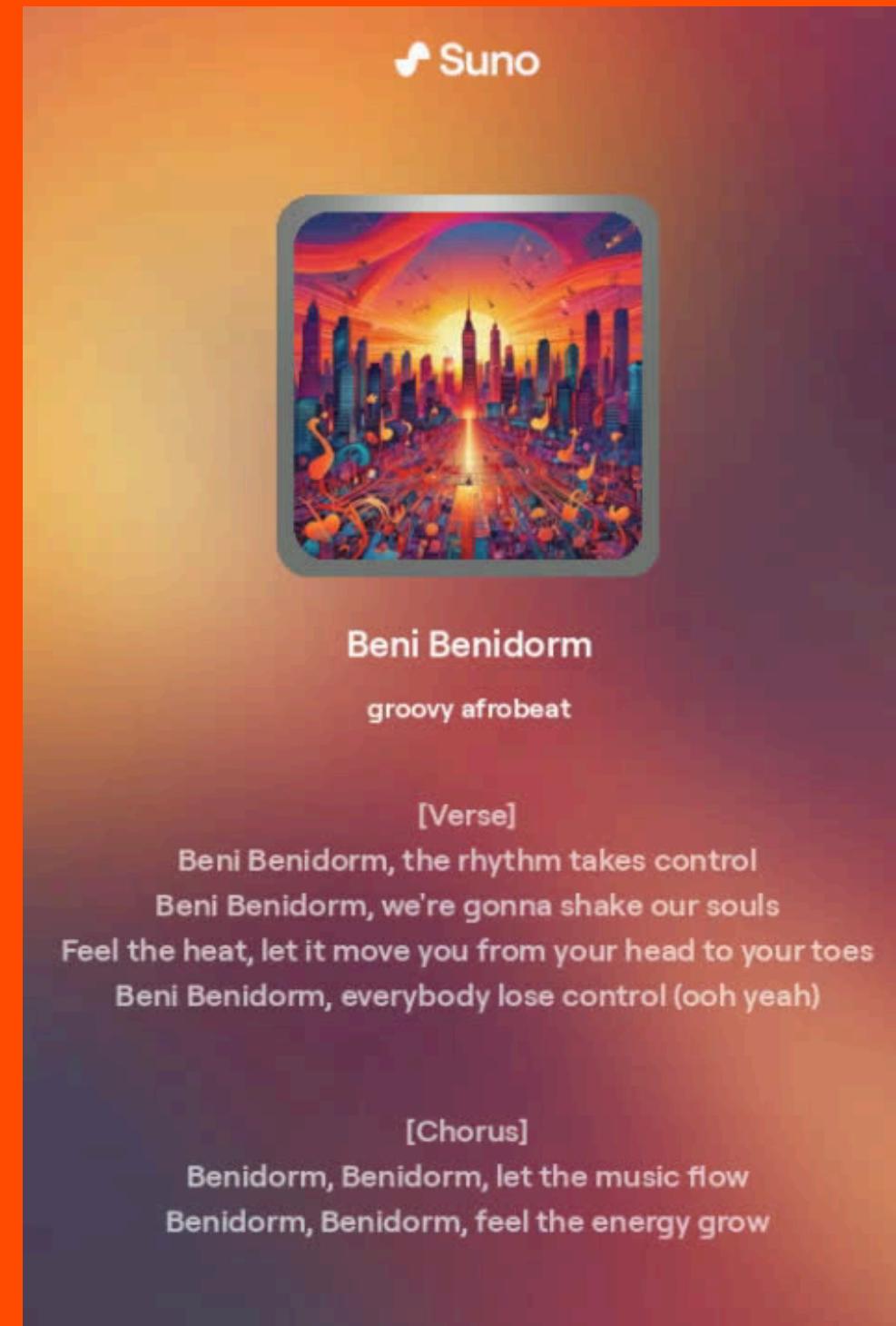


SUNO AI

(AI MUSIC)

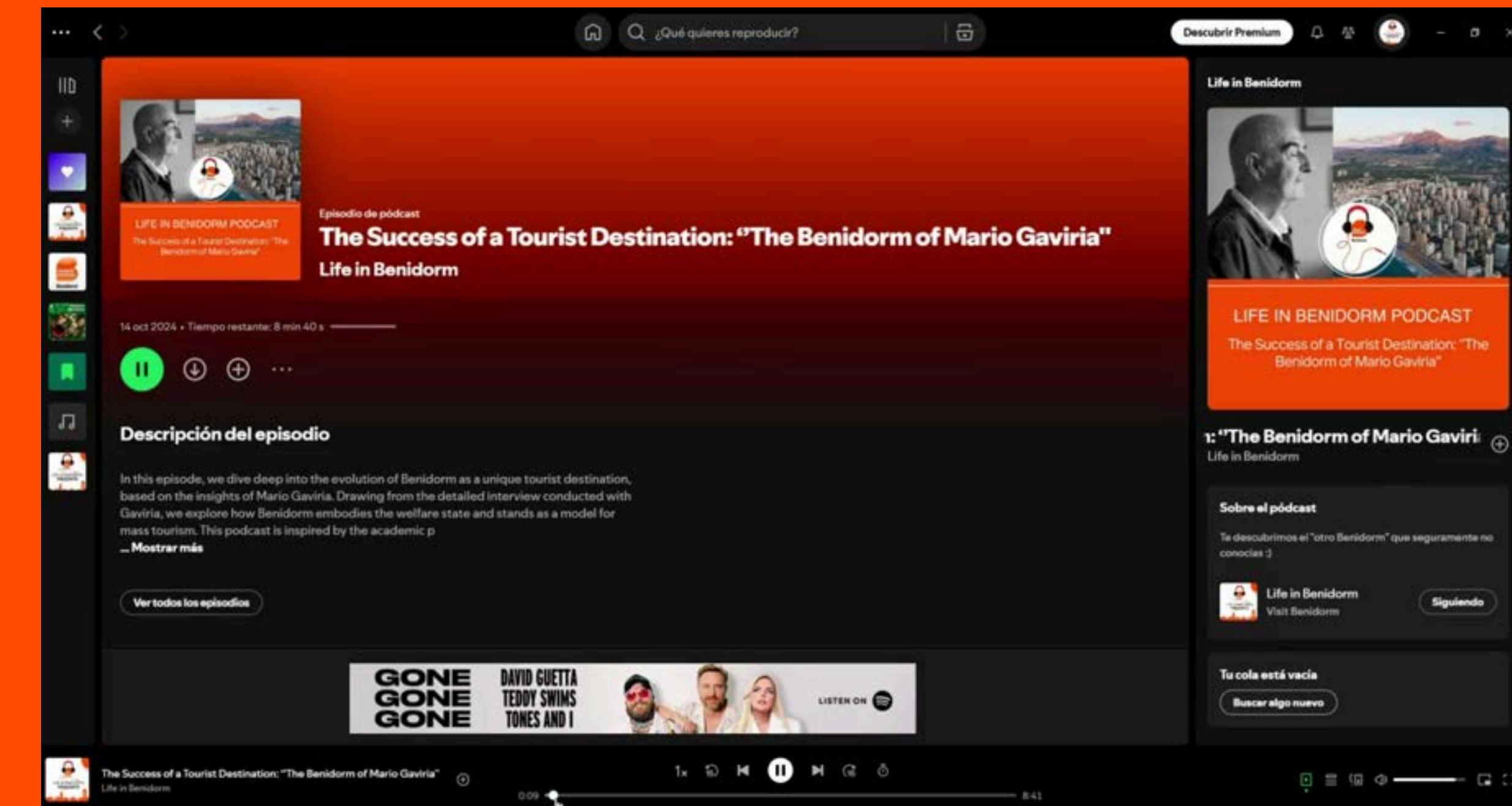


PROMPT/
AFROBEAT STYLE SONG
ABOUT BENIDORM



NOTEBOOKLM (PODCASTS)

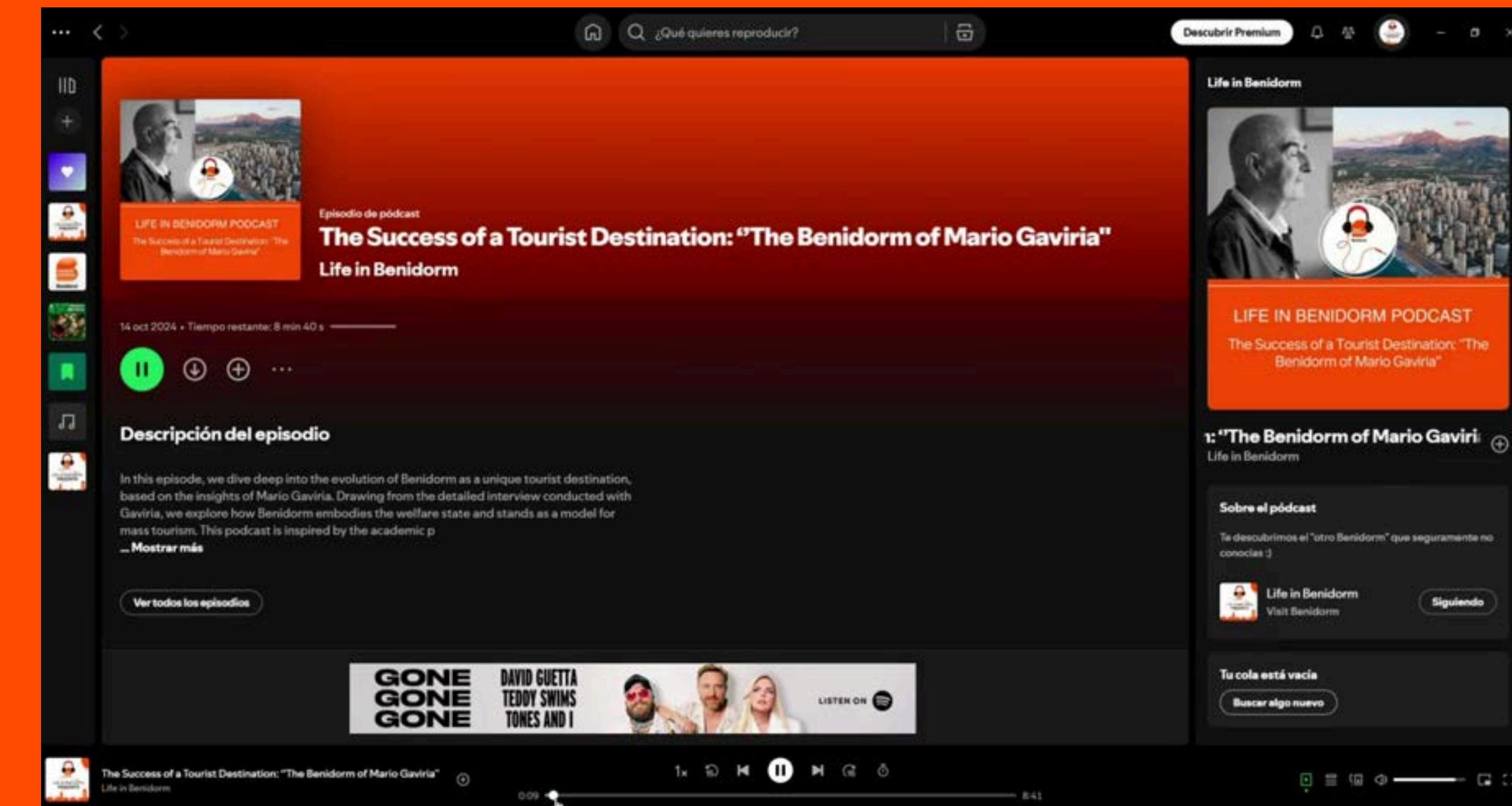
📻 NotebookLM



The screenshot shows a podcast player interface with a dark theme. At the top, there is a search bar with the placeholder text "¿Quéquieres reproducir?". On the right side of the header, there are buttons for "Descubrir Premium", a notification bell, and a user profile icon. The main content area features a large thumbnail image of a man with glasses looking out over a city skyline. Below the thumbnail, the text "LIFE IN BENIDORM PODCAST" and "The Success of a Tourist Destination: 'The Benidorm of Mario Gaviria'" is displayed, along with the name "Life in Benidorm". To the left of the main content, there is a sidebar with various icons and a list of episodes. The central part of the screen shows episode details: "14 oct 2024 • Tiempo restante: 8 min 40 s", playback controls (play/pause, download, add to library, etc.), and a "Descripción del episodio" section. The description text is partially visible, mentioning the evolution of Benidorm as a tourist destination based on insights from Mario Gaviria. At the bottom of the screen, there is a "GONE GONE GONE" advertisement for David Guetta, Teddy Swims, and Tones and I, with a "LISTEN ON" button for Spotify. The bottom right corner shows a progress bar for the episode, indicating it is 09 seconds into a 841-second track.

NOTEBOOKLM (PODCASTS)

📻 NotebookLM

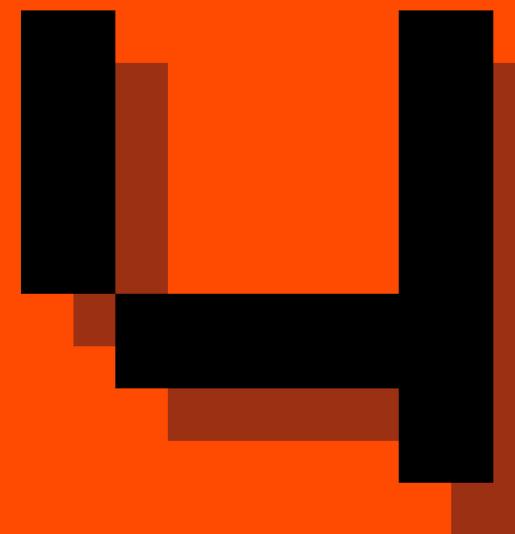


The screenshot shows a podcast player interface with the following details:

- Search Bar:** "¿Quéquieres reproducir?"
- Header:** "Descubrir Premium" and other icons.
- Podcast Information:**
 - Title:** "LIFE IN BENIDORM PODCAST" (highlighted in orange)
 - Subtitle:** "The Success of a Tourist Destination: 'The Benidorm of Mario Gaviria'"
 - Author:** "Life in Benidorm"
 - Date:** "14 oct 2024" and "Tiempo restante: 8 min 40 s"
 - Control Buttons:** Play/Pause (green), Download, Add to Queue, and More.
- Episode Description:**

In this episode, we dive deep into the evolution of Benidorm as a unique tourist destination, based on the insights of Mario Gaviria. Drawing from the detailed interview conducted with Gaviria, we explore how Benidorm embodies the welfare state and stands as a model for mass tourism. This podcast is inspired by the academic p
... Mostrar más

[Ver todos los episodios](#)
- Advertisement:** "GONE GONE GONE" by DAVID GUETTA, TEDDY SWIMS, TONES AND I. "LISTEN ON SPOTIFY".
- Player Controls:** Volume, 1x, 10, Previous, Play/Pause, Next, 841.
- Right Sidebar:**
 - Profile:** "Life in Benidorm" with a photo of a man.
 - Section:** "LIFE IN BENIDORM PODCAST" (highlighted in orange).
 - Text:** "The Success of a Tourist Destination: 'The Benidorm of Mario Gaviria'".
 - List:** "1: 'The Benidorm of Mario Gaviria'" by Life in Benidorm.
 - Section:** "Sobre el podcast".
 - Text:** "Te descubrimos el 'otro Benidorm' que seguramente no conocías :)".
 - Buttons:** "Siguiendo" and "Sigue".
 - Text:** "Tu cola está vacía".
 - Text:** "Buscar algo nuevo".



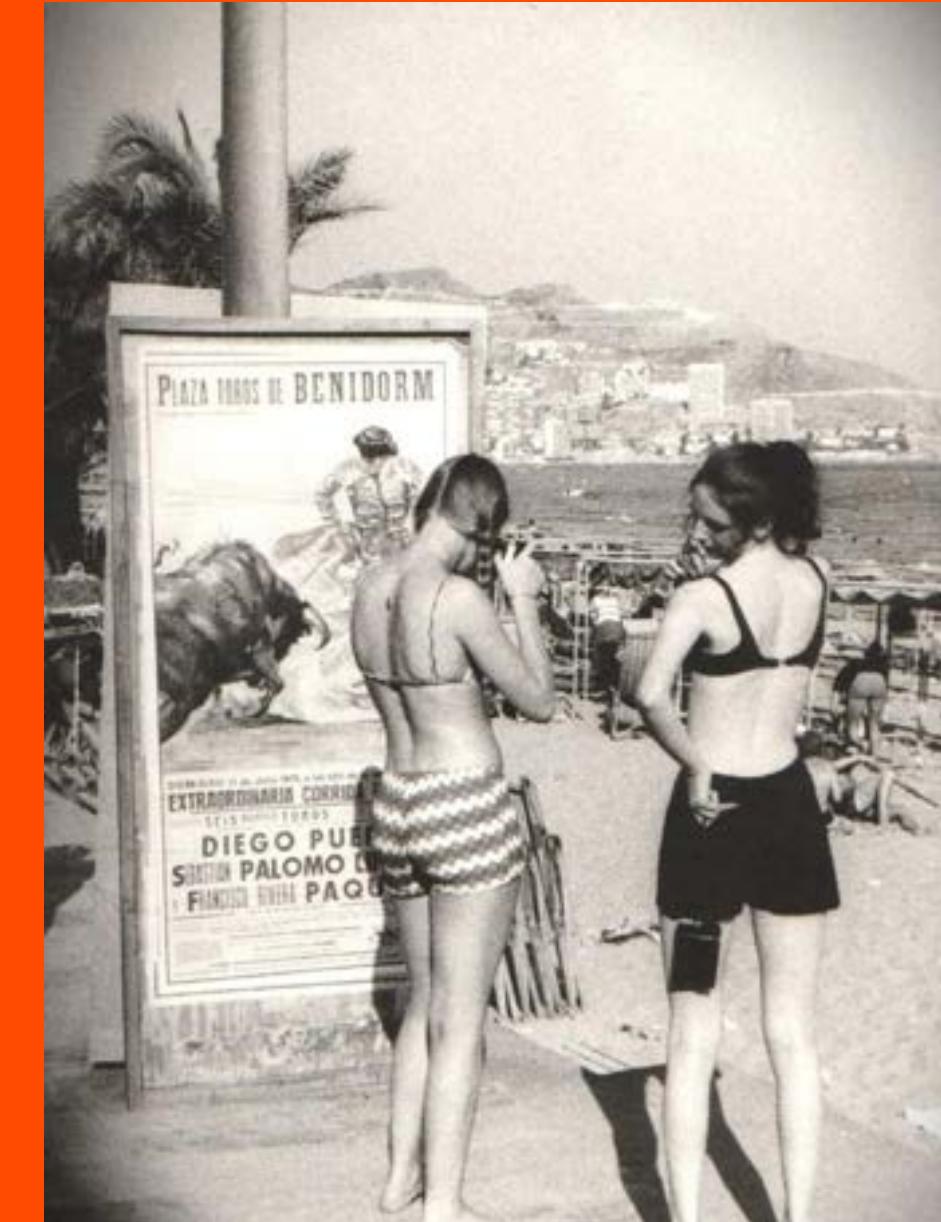
Benidorm

META AI

(ANIMATE PICTURES)



Meta AI



city&
beaches

Benidorm

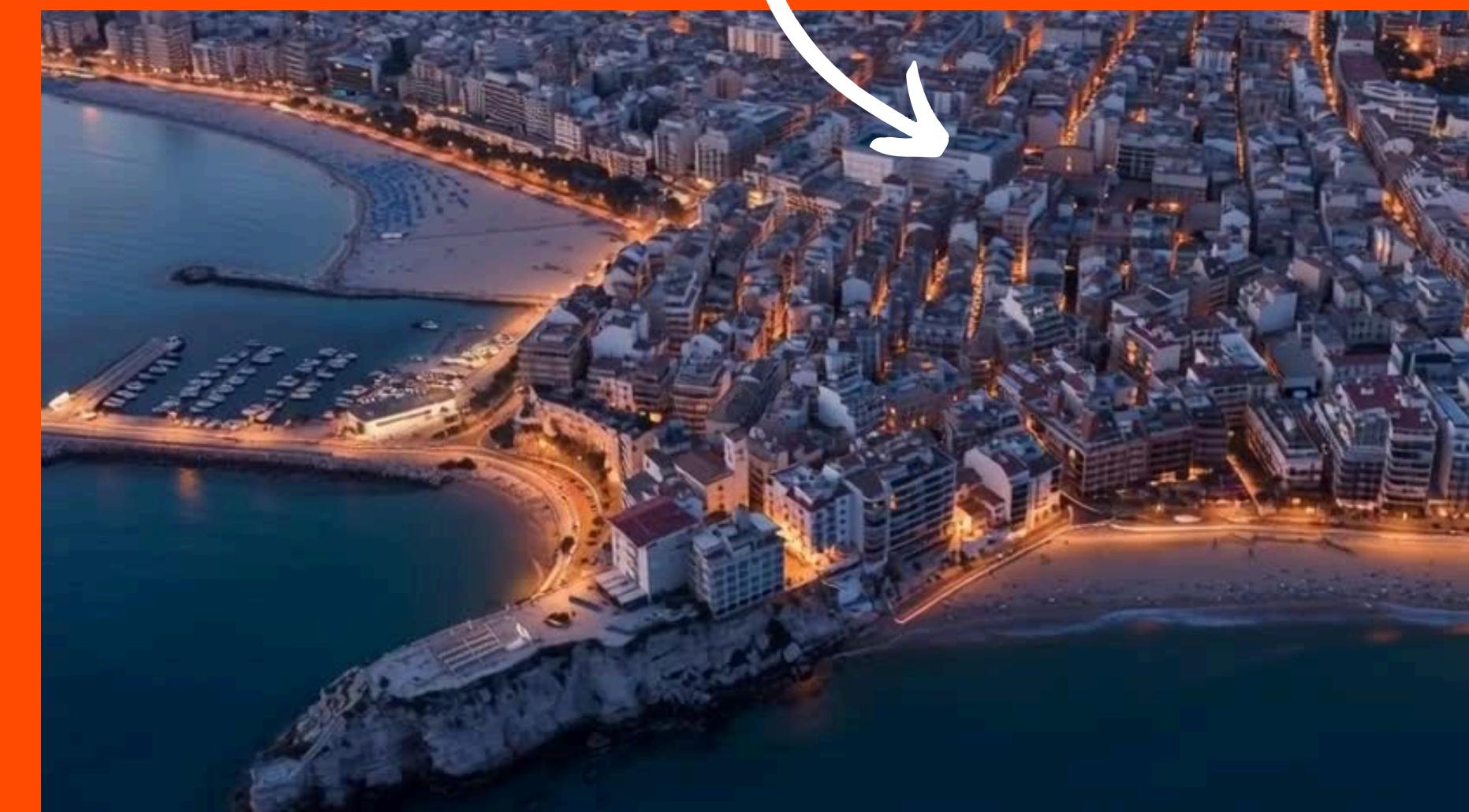
GOOGLE EARTH



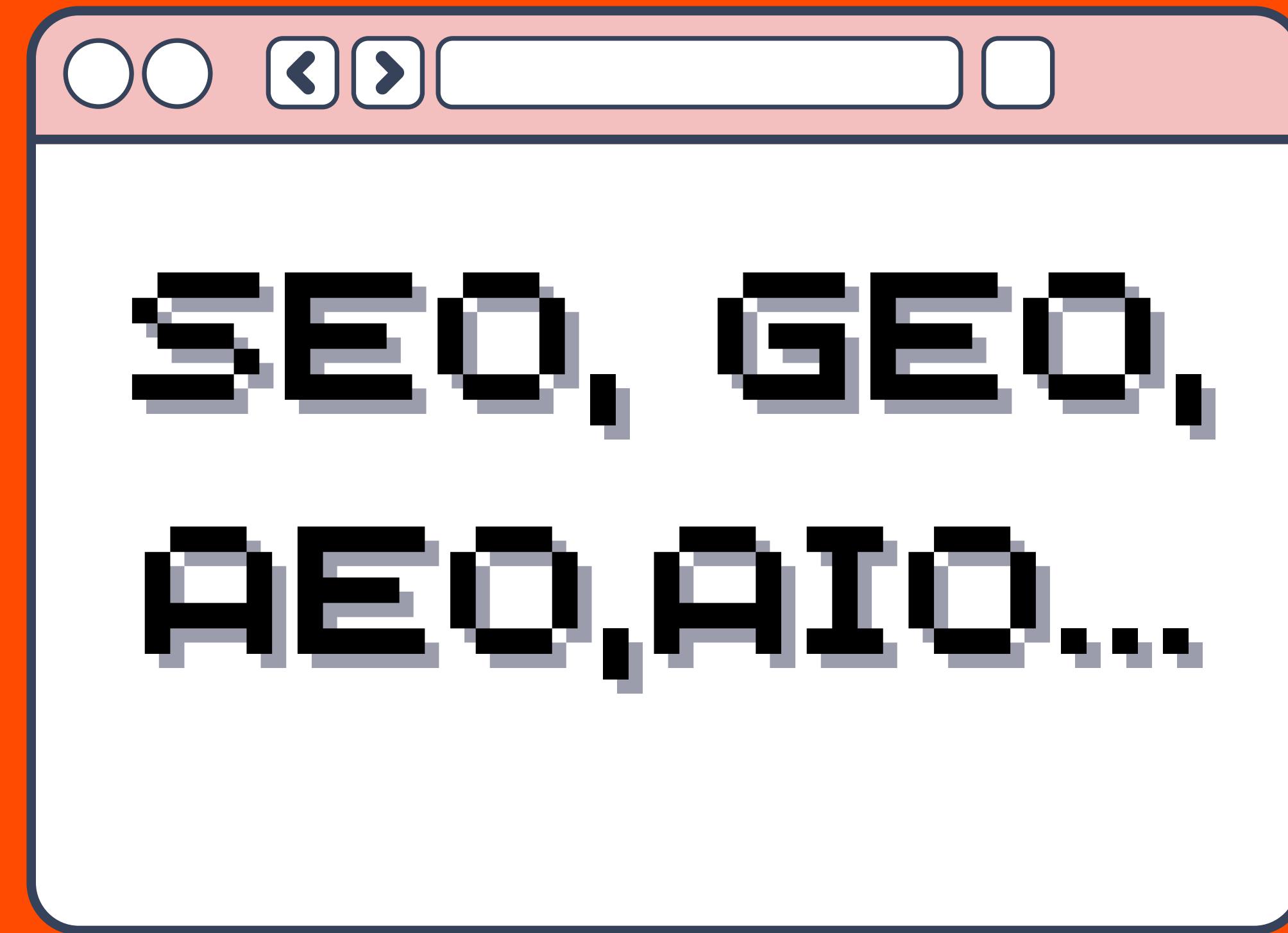
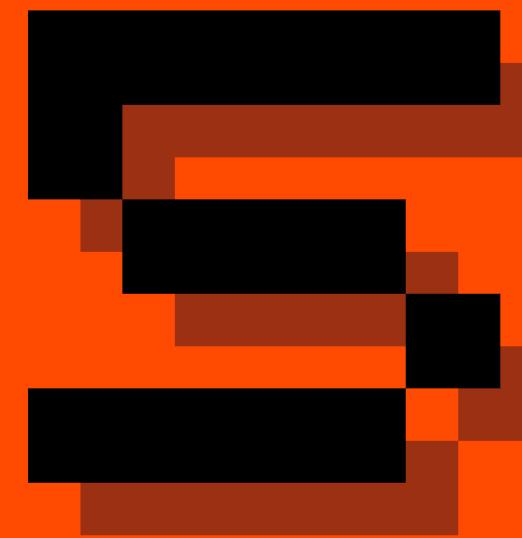
CHAT GPT



META AI



Benidorm



city &
beaches

Benidorm



when are the benidorm fiestas



Login

All Images News Videos Short videos Web Further ▾ 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...

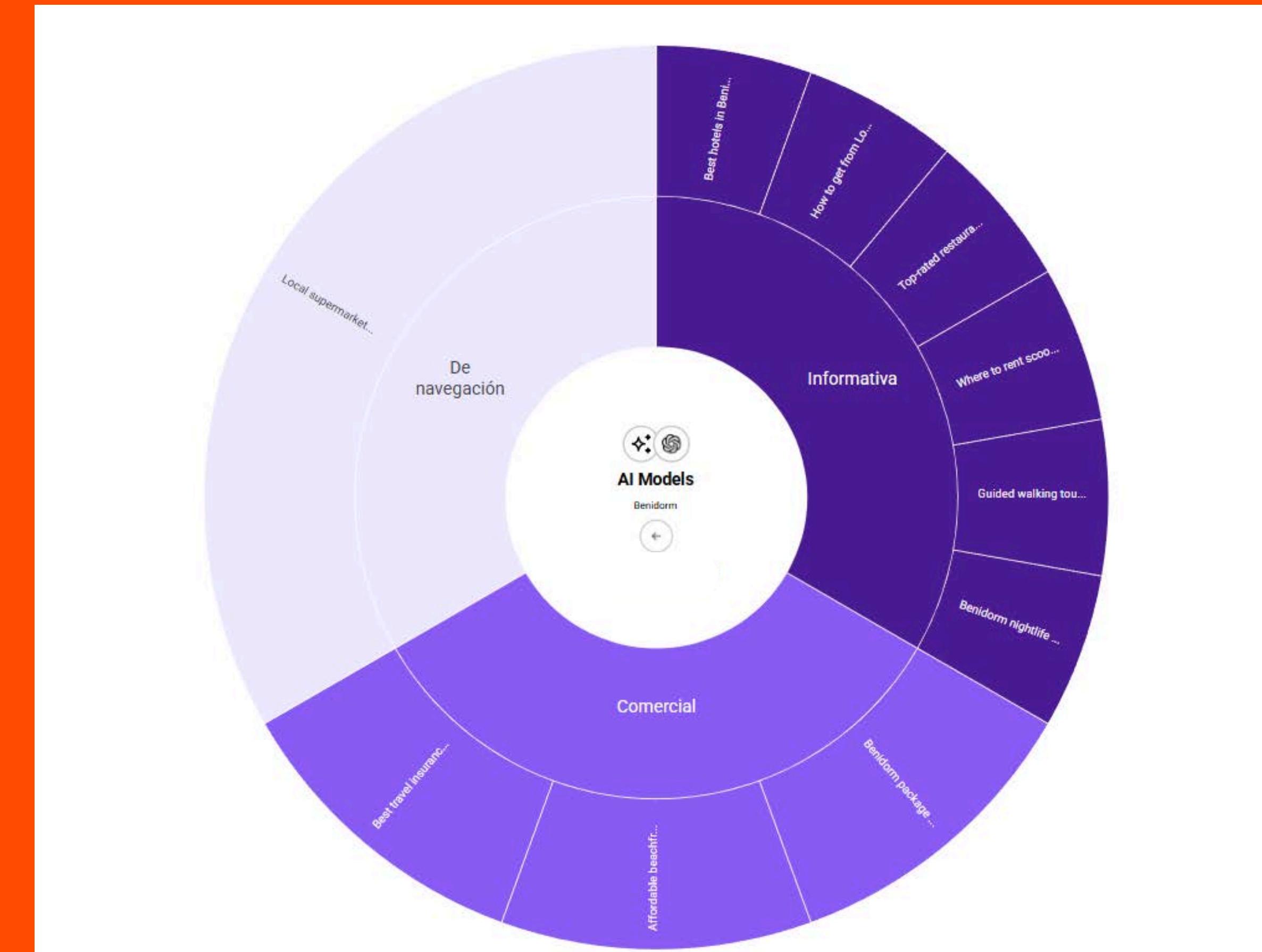
www.visitbenidorm.es

Las Hogueras de San Juan en Benidorm - Hoteles RH



Las Hogueras de San Juan (en valenciano Les

Brigades de Sant Joan) son una festividad





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
CAMPAING

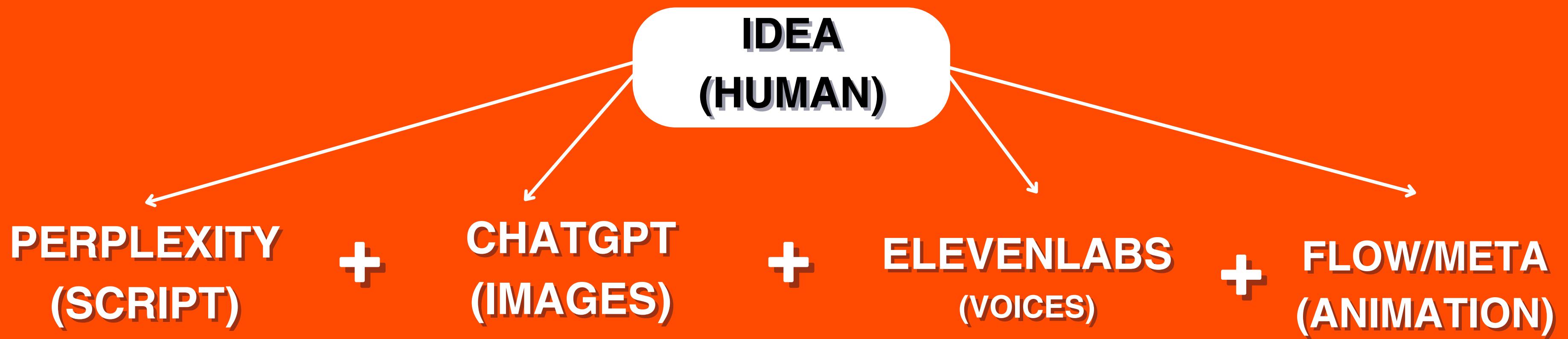
99% AI

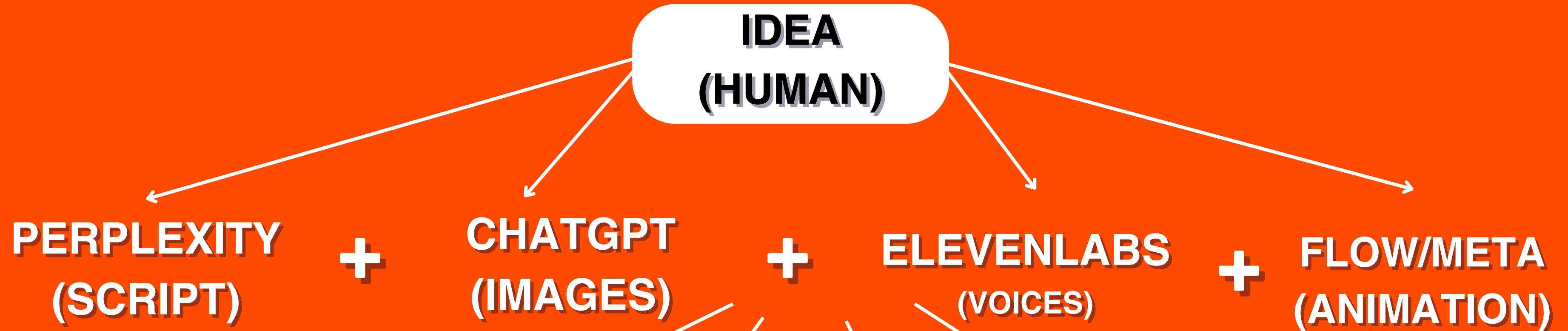
MARKETING
CAMPAING

CASE STUDY: SANTA CLAUS IN BENIDORM



**IDEA
(HUMAN)**





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



Te muestro cómo se celebra la
Navidad en Benidorm

What the videos highlight



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!

ANTONIO SÁNCHEZ
CONTENT CREATOR MANAGER VISIT BENIDORM
digital@visitbenidorm.es



Benidorm