TOURISM NT

Tourism NT builds an AI-powered chatbot that features a celebrity as an inventive method to foster customer interaction and encourage tourism in the Northern Territory during its low season period.

Insight®

NORTHERN
TERRITORY
TOURISM NT

Some of the most famous and spectacular sights in Australia are found in the Northern Territory (NT), such as Kakadu National Park and Uluru-Kata Tjuta National Park. Tourism NT's work is to showcase these amazing and diverse places to visit. It's a vital role – tourism brought 1.6 million visitors to the NT and added up to $2.6 billion to its economy in the year to September 2023.

Tourism NT's Domestic Marketing team, along with its appointed PR Agency Edelman, came up with a creative idea to draw more tourists for its summer campaign in 2023. It appointed a celebrity to front an innovative AI-driven chatbot that would help visitors learn more about holidaying in the NT during the summer period. That celebrity was Abbie Chatfield, with the television host, radio presenter and podcaster given the title of 'Chief Sensory Officer for Summer in the NT'.

The team decided to use OpenAI's GPT generative AI features to run the chatbot. To do this, Tourism NT required a technology partner to help plan and create a chatbot that could engage in distinct conversations while keeping user data secure and making sure interactions stay suitable and ethical.

Tourism NT sought out Microsoft for help and direction on OpenAI models and AI safety and ethics. Microsoft suggested Insight as a reliable partner for the government with a demonstrated history of developing and adapting OpenAI models for Australian organisations.

> *"Tourism NT approached us with a clear vision and the imperative that ChatNT be made a reality within four weeks. As the best tool for implementing a safe and secure solution at speed, Microsoft Azure OpenAI Services was the obvious choice."*
>
> **Simon Waight,**
> Principal Consultant, Insight

ChatNT was the answer, an aptly named chatbot designed and built to have entertaining and informative chats with audiences about summer tourism experiences in the NT, using Chatfield's distinctively playful way of speaking.
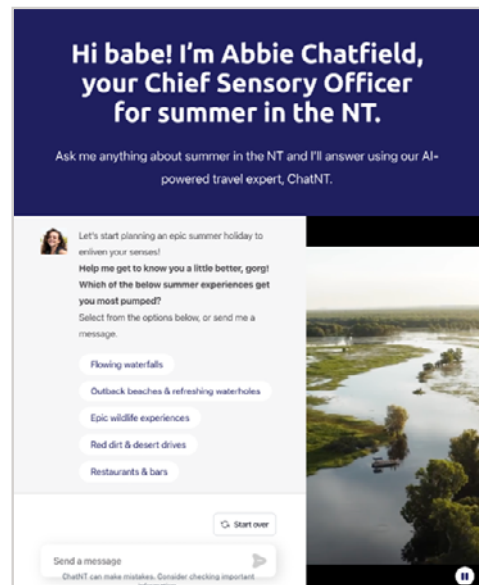
Making ChatNT

Tourism NT engaged Insight to help build the chatbot using OpenAI's GPT-3.5 model via Microsoft's Azure OpenAI Service which gave the team access to the technology behind ChatGPT. The team used Azure AI Search to ingest and index Tourism NT's data to inform ChatNT's responses.

Hi babe! I'm Abbie Chatfield, your Chief Sensory Officer for summer in the NT.

"We went with GPT-3.5 although GPT-4 and GPT-4 Turbo were available on Azure OpenAI because Insight advised us it was the best model to achieve what we needed with the fastest response time and best accuracy possible. Thanks to Insight's trustworthy advice, we were able to deliver the solution within an ambitious timeline and budget."

Jonathan Rossiter
Digital Manager, Tourism NT

"It was important to us to find the perfect balance in getting the chatbot to have a distinct personality while also giving useful, straightforward information. This involved rigorous testing and refining, in which Insight helped build the system prompt to do exactly what we needed."

Jonathan Rossiter, Digital Manager, Tourism NT

Insight helped Tourism NT transform its website articles into a knowledge base that ChatNT could use to answer user queries. It also explained jargon and common Australian terms – for example, nicknames such as 'Top End', 'Red Centre', and 'salties' and 'freshies' (crocodiles) – so that ChatNT could have natural conversations by referring to the right sources.

Insight also assisted Tourism NT in improving its system prompt to make sure the AI model had the most precise and relevant reference information for responding to visitors' questions, whilst still maintaining Chatfield's signature tone of voice and speaking style. For this purpose, the marketing team collaborated with Chatfield to create a collection of catchphrases, greetings and goodbyes that Insight used to help guide ChatNT.

To ensure audiences had a safe and appropriate experience with ChatNT, Insight configured the Content Filtering capabilities of Azure OpenAI Service to flag interactions or requests that could be identified as hate speech, self-harm or sexualised content.

Insight also made sure that ChatNT kept a chat history of user interactions in Azure Cosmos DB without identifying information, so Tourism NT could examine how visitors used the system, how long they chatted with the chatbot, and how happy they were with the answers they got.

ChatNT integrated smoothly with the authorised safe environment of northernterritory.com and used Azure Web Apps and Azure API Management to provide the front-end for the API solution. API Management applies policies based on configuration and allowed the ChatNT team to control request sizes and limits.

ChatNT made people spend 70 per cent more time on Northernterritory.com since it launched. The excitement about ChatNT also reached over 1.54 million people on social media and got more than 100 top-quality domestic media stories.

Tourism NT is eager to find new ways of using generative AI in tourism to help potential visitors plan trips, book things to do and make schedules in enjoyable and interesting ways.

"We were excited to make the first leap into working with generative AI with a short-term marketing campaign, knowing that we'd be able to take our learnings and apply them to any future AI-based travel planner tools for Tourism NT."

Kristie Beattie,
Director of Digital and Data, Tourism NT

Insight has experience helping more than half a dozen Australian organisations to deliver some of the country's first public use cases of chatbots built using Azure OpenAI Services. ChatNT was an exciting challenge for the team as infusing a celebrity's authentic and iconic tone of voice was a unique application of GPT-3.5 and was an incredible success.

"Tourism NT is moving the tourism industry forward and will undoubtedly continue to unleash creativity through technology. We are proud to partner with Tourism NT to deliver Australia's first AI-powered tourism marketing solution and further explore generative AI opportunities on Microsoft Azure."

Veli-Matti Vanamo,
Chief Technology Officer, Insight APAC

"ChatNT is a remarkable application of technology driven by people, creating something only a human could but augmenting it with the powerful capabilities of AI and large language models. Its ability to capture the playful, humorous and genuine tone of Abbie's voice will create a uniquely Australian experience for tourists in the Northern Territory."

Sarah Carney,
Chief Technology Officer,
Microsoft Australia and New Zealand

Insight

If you would like to find out more about this project, **please get in touch.**