



THE CRIT FRAMEWORK: ADVANCED PROMPTING TECHNIQUES FOR TOURISM MARKETING

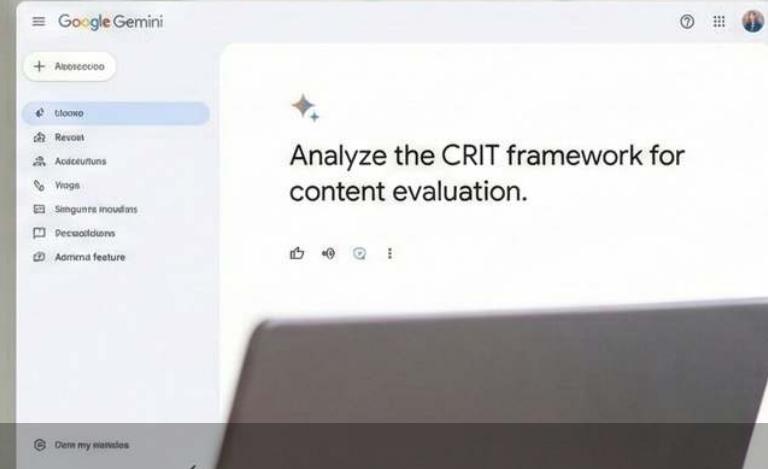
TRANSFORMING HOW THE WORLD DISCOVERS THE USA



Brand USA will lead global destination marketing into the AI era by using intelligent systems to connect the world to the stories, people, and places of the United States—making discovery personal, inspiration effortless, and travel decisions frictionless.

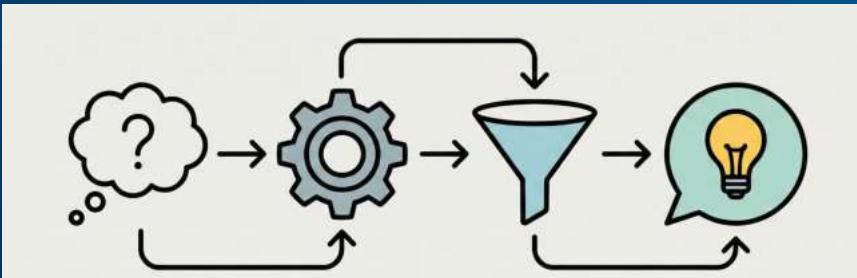
- **EMPOWER OUR PEOPLE:** Build AI fluency
- **INSPIRE OUR INDUSTRY:** Model responsible innovation
- **REIMAGINE DISCOVERY:** Make America discoverable and bookable

The CRIT Framework for Prompting

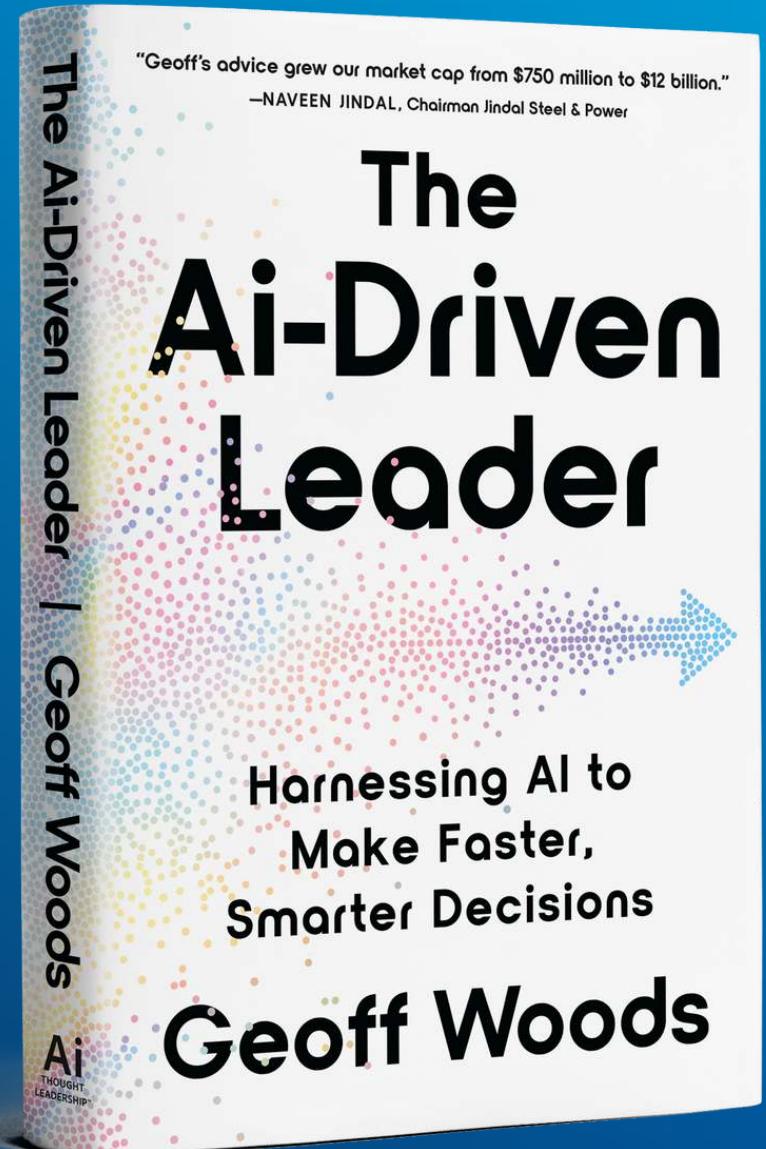


What is a Prompting Framework?

- A **framework** is a tool that can organize ideas for ease of use (SWOT analysis, the 5 Ws)
- Prompt frameworks help users of artificial intelligence tools recall components that can help them provide useful information to an LLM in the form of a prompt in order to improve the relevance of the LLMs outputs
- Prompt engineering is the process of developing and using a prompt framework tailored for a specific need

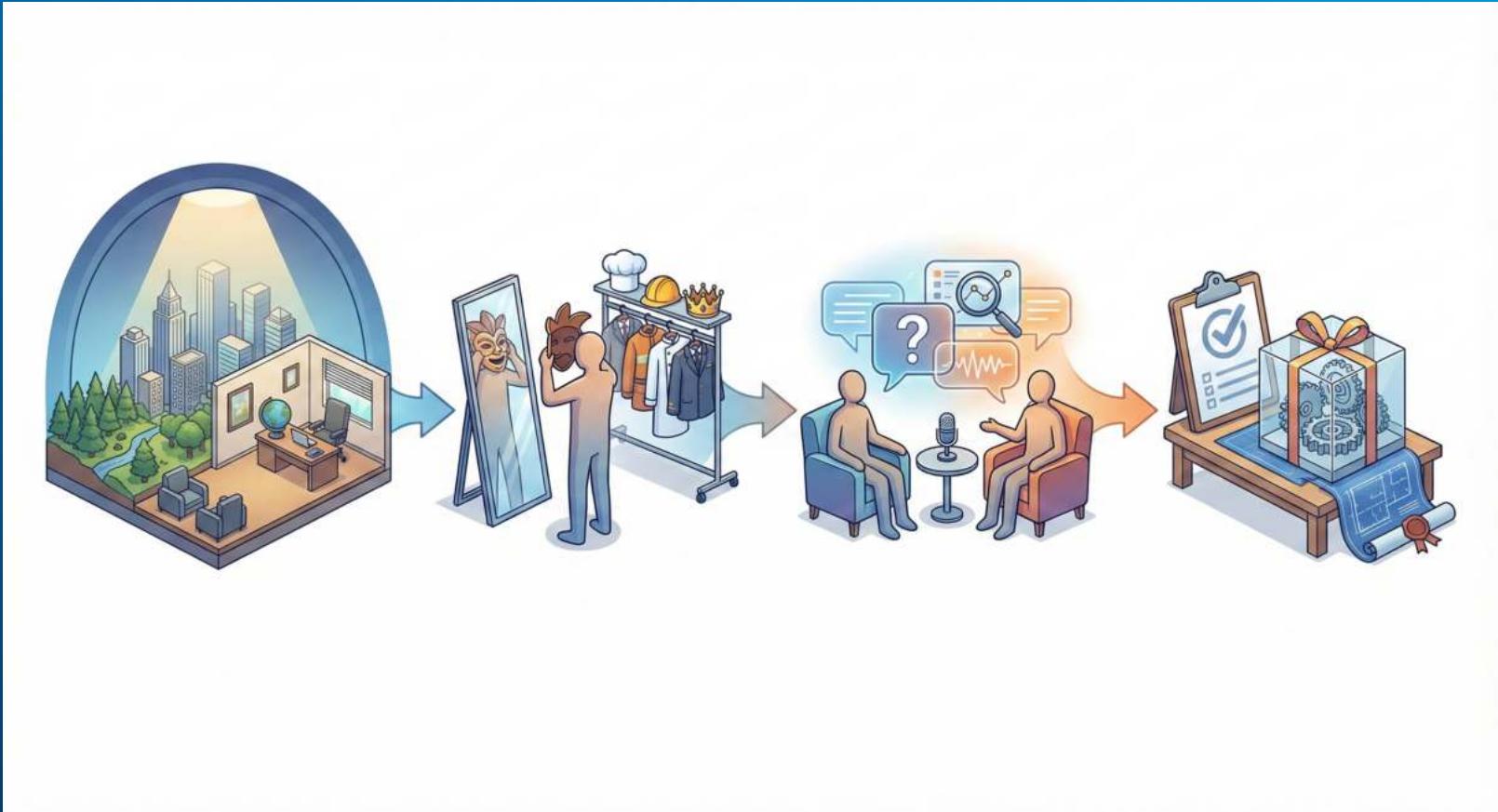


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The CRIT Framework

- Context
- Role
- Interview
- Task

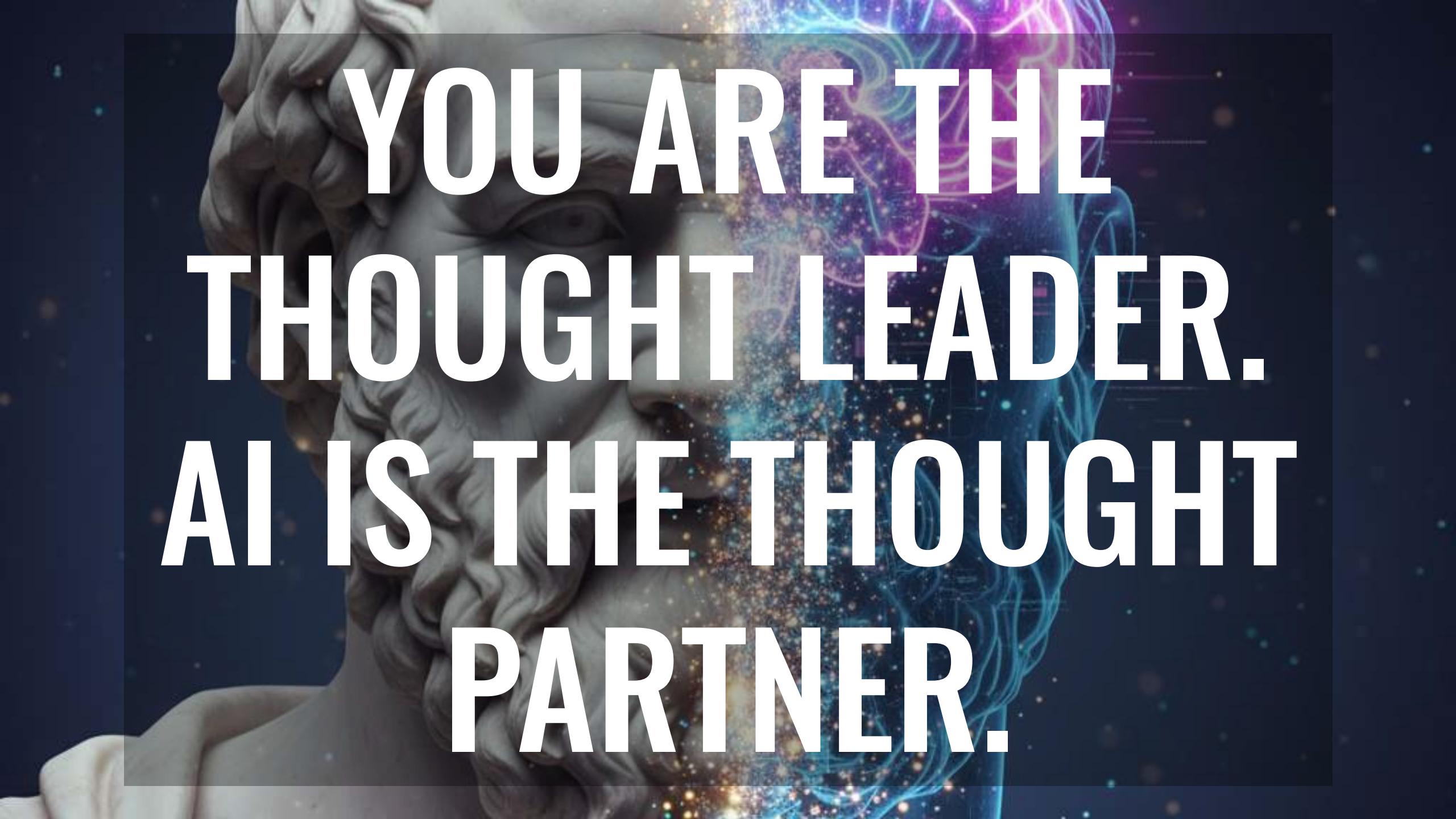


The CRIT Framework

- **Context:** Provide background so the AI understands what it's working with.
- **Role:** Guide AI's tone, expertise and output by telling it what perspective to take.
- **Interview:** Tell the AI to ask three follow up questions of you, one at a time, to guide its response.
- **Task:** End with a specific output request to shape the response you receive.

Examples of Prompting Frameworks

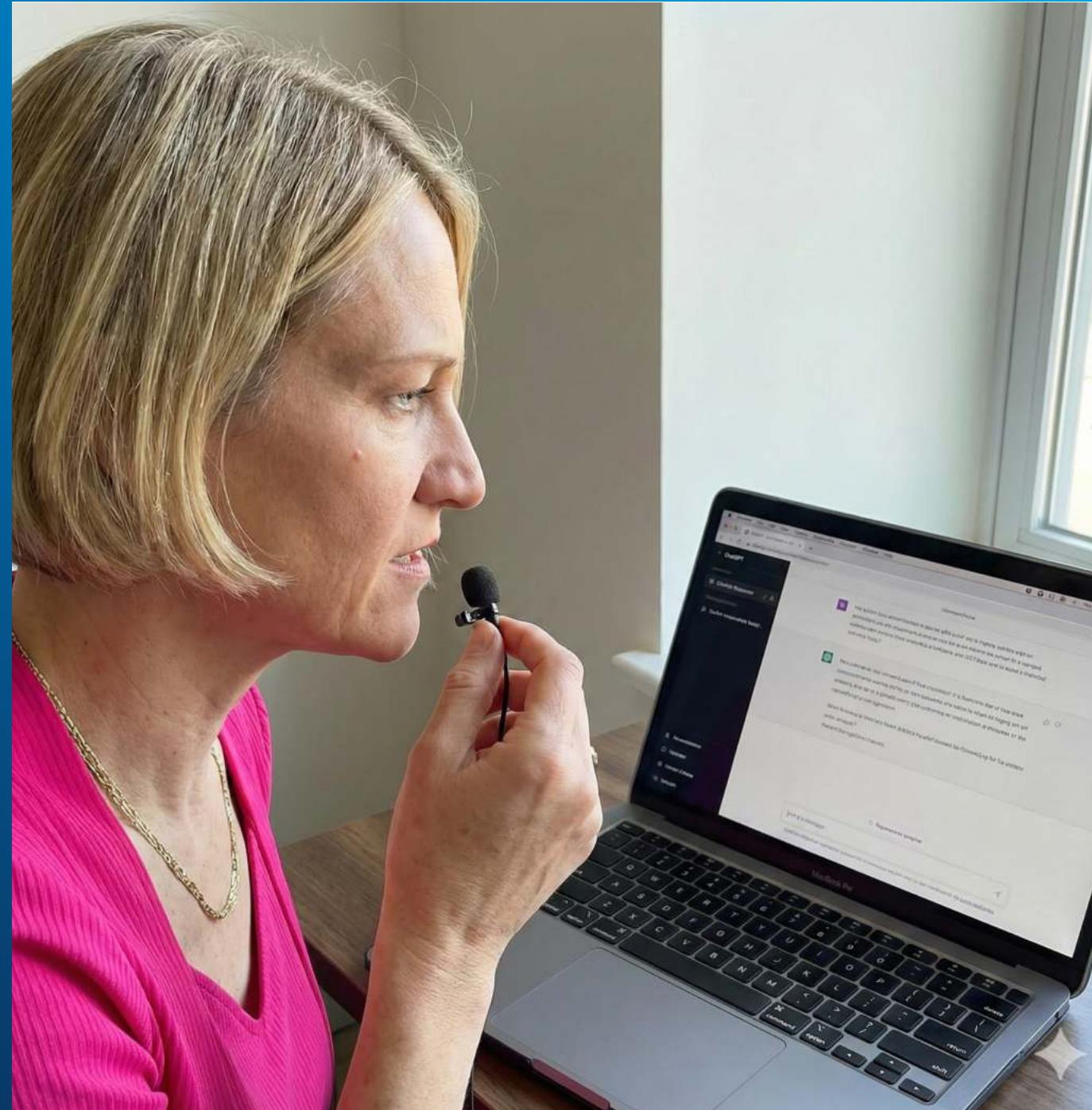
- **RACE (Role, Action, Context, Execute)**
- **CREATE (Character, Request, Examples, Adjustments, Type of Output, Extras)**
- **CARE (Context, Action, Result, Example)**
- **CRISPE (Capacity, Role, Insight, Statement, Personality, Experiment)**
- **CLEAR (Concise, Logical, Explicit, Adaptive, Reflective)**



YOU ARE THE
THOUGHT LEADER.
AI IS THE THOUGHT
PARTNER.

Dictation Tools

- Mac: System Settings → Keyboard → Dictation → On; F5 activates dictation.
- Windows: Win + H
- Monologue (Every.to)
- Wispr Flow



Examples

- 1 **New to using AI**
- 2 **How can I plan an educational strategy for Brand USA and the US tourism industry to get us excited to use AI?**
- 3 **Managing a board member angry that their referral traffic is declining**
- 4 **Generate a partnership pitch with an airline from the partner POV**
- 5 **What's the business that will put DMOs out of business? How can we build it first?**

I am going to use the Crip framework to set up a prompt for you. I'm going to start with context for my query which is that I'm brand new to using AI and I want to get started with using it for something that would actually help me with the work that I do every day something small something not overwhelming. Just something that's going to get me in the flow of using it the role that I would like you to play is of a patient teacher who knows everything about AI but isn't trying to overwhelm me with how smart you are you just you're very educated and how executives use AI to help them with small tasks at work for things that are different than just using AI like it's fancy Google or like it's a machine to write an email f now I would like you to ask me three questions to clarify your understanding of what I need from you. I want you to ask me those questions one at a time.

Question 1 of 3

Pick one "tiny but real" task you do at least 3–5 times a week that feels slightly tedious or mentally draining.

Examples (choose one category, or name your own):

- turning messy notes into clear next steps



× preparing for a meeting (agenda, risks, questions)

| Ask anything

I'd like to use the CRIT framework for prompting to help me plan an educational strategy for Brand USA and the U.S. tourism industry to get all of us excited about using AI.

...

Show thinking ▾

Hello. I am ready to engage. I fully accept this role.

Thinking as a McKinsey partner, I view this not just as a training initiative, but as a **sector-wide digital transformation**. The tourism industry is uniquely positioned for AI disruption because it

🛡 Enter a prompt for Gemini



Tools

Pro ▾



tourism space, has been going down. And our website traffic has been going down, and we have a board member who equates the value of the DMO to the amount of referral traffic that our website sends to his website, and he is upset that we are sending less referral traffic.

We believe we've done research into the analytics. We believe that this is connected to the broader overall industry trend of organic traffic decreasing.

Show more

10:03 AM



Good morning, Janette. This is a smart situation to prepare for strategically—a board member conflating referral traffic with organizational value is a common but dangerous category error, and you're right to think about how to reframe rather than just defend.

Let me ask you the first question:

What specific business outcomes does this board member actually care about?

I'm asking because "referral traffic" is a proxy metric, not a terminal goal. Is he a hotel operator worried about occupancy? A destination attraction concerned about ticket sales? An airline partner tracking route demand? Understanding his actual business stake will let



Hi, I want to use the DMO framework to solve a business opportunity that we have. I'm with Brand USA, the destination marketing organization for the United States, and we know that British Airways has recently launched a direct route into St. Louis. And we want to create a partnership with BA that in part will promote and celebrate this new route. But we need to understand what BA might get out of this partnership. We want to center them in the conversation, not center our own needs as Brand USA.



Collapse text

So the role I want you to play is as the founder of a sponsorship agency, you know absolutely everything

🛡 Enter a prompt for Gemini



Tools

Pro ▾



work with you on a project. DMO is the future of destination marketing organizations. What's the business that is going to put the DMO out of business, and how can we build it first?

The context for this request is that I am the Chief AI Officer for Brand USA, the destination marketing organization for the United States. When it's thinking about the role of the DMO, which sits at the center of government, visitors, residents, and businesses that benefit from tourism. So I want to make sure that we are a step ahead, that we are anticipating the changes that are coming, and that we are equipping ourselves and our partners to benefit from this and not just hide scared in a corner.

You can put together an action plan for helping us see around the corners, like what's coming for us that we haven't even thought of yet, and how can we build in order to get ahead of that? So you are—you could be the startup of a new company that wants to be, you know, like a ten-billion-dollar business. Like you are really at the bleeding edge of innovation when you are helping us think about what is coming for us.

The ultimate task is I want you to write an outline for a business plan of how DMOs pivot to embrace this new reality. And I want you to interrogate me by asking me three questions, one at a time, to help bring this to life, to get additional context to help you answer this question.



Thought for 16s >

C | Context

You are Brand USA's Chief AI Officer. You want to anticipate what intermediates the DMO and pivot Brand USA plus partners to



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THANK YOU

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