



MODEL CONTEXT PROTOCOL



TRANSFORMING HOW THE WORLD DISCOVERS THE USA

November 2025



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



Change - I have the
time
Get there 15
minutes before
the service

Change
the number of
pages in the
the report

Item	Quantity	Unit Price	Total Price
Item 1	100	1.50	150.00
Item 2	200	2.00	400.00
Item 3	50	3.00	150.00
Item 4	10	10.00	100.00
Item 5	5	20.00	100.00
Item 6	2	50.00	100.00
Item 7	1	100.00	100.00
Item 8	1	100.00	100.00
Item 9	1	100.00	100.00
Item 10	1	100.00	100.00



THE CONTEXT SHIFT



91%

of consumers are excited by AI

Booking.com "The Global AI Sentiment Report"

n=37,325 across 33 global markets

Study conducted April / May 2025

62%

of travelers have used AI to plan or book a trip

Booking.com "The Global AI Sentiment Report"

n=37,325 across 33 global markets

Study conducted April / May 2025

60%

of users fully trust AI solutions

Booking.com "The Global AI Sentiment Report"

n=37,325 across 33 global markets

Study conducted April / May 2025



What happens when travel planners want to use their own ChatGPT account to plan a vacation?



Personal AI needs access to a "source of truth" for destination information; it can't rely on the underlying training data in the LLM.

THE TECHNICAL BREAKTHROUGH





MCP

(Model Context Protocol)

Model Context Protocol (MCP) allows your personal AI to plug into context without a programmer writing code to connect API endpoints.

What is Context?

Resources

Stuff your AI can look at

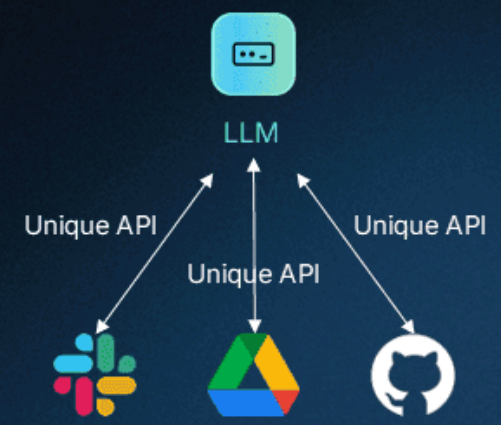
- **Structured data that the AI can read, like a venue database or event calendars**

Tools

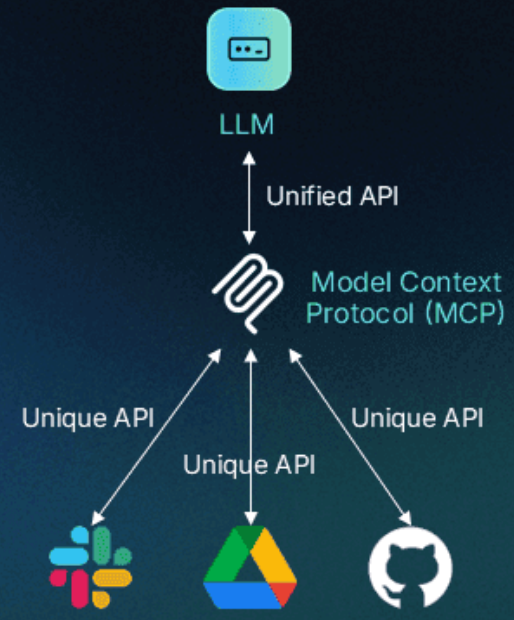
Stuff your AI can actually DO

- **Actions the AI can invoke on an external system, like checking availability, calculating distances, sending information**

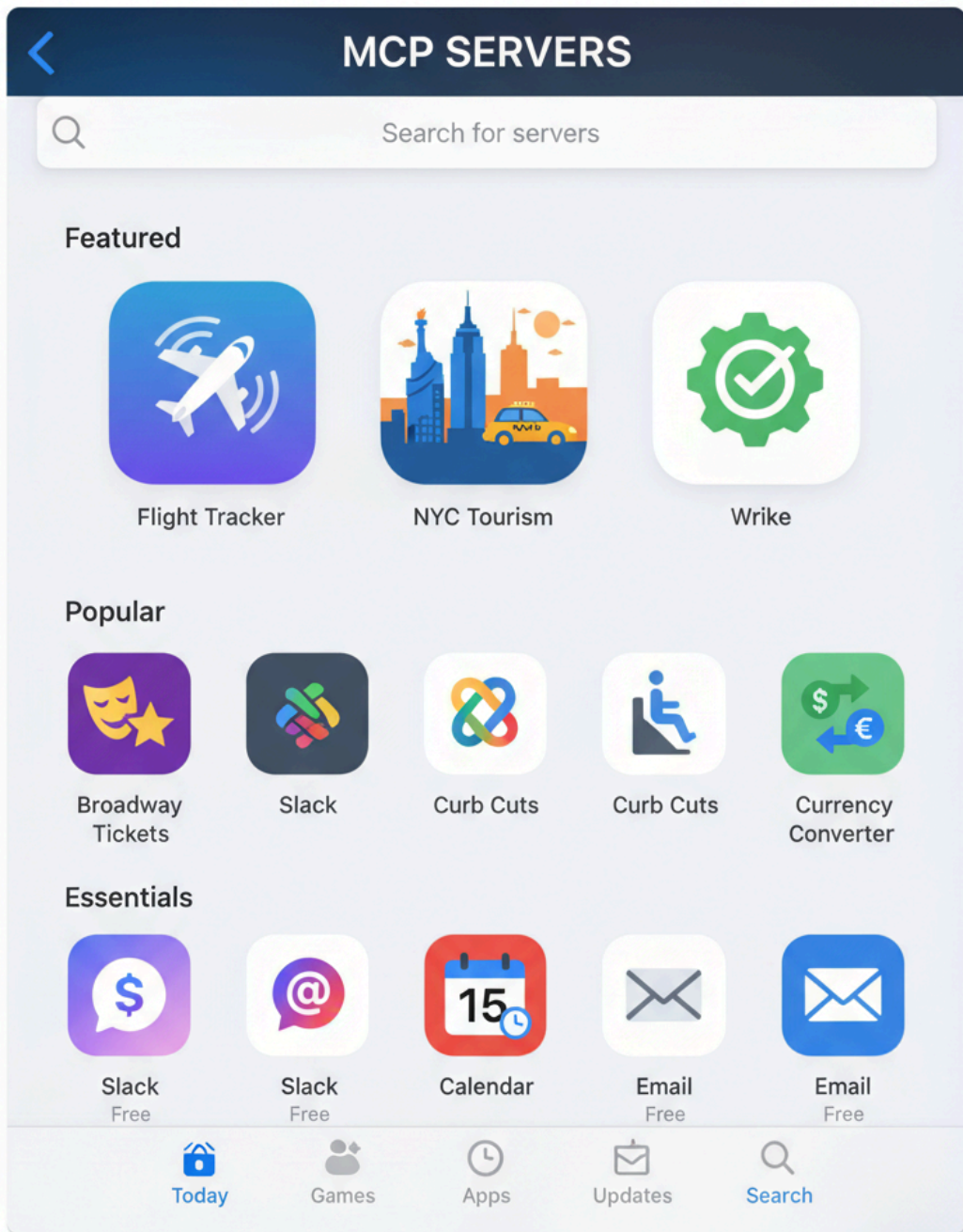
Before MCP



After MCP



MCP coordinates the flow of data and instructions between AI models and tools, just like USB-C simplifies how you connect different devices to your computer.



Think of MCP servers as an app store - you add the servers to ChatGPT or Claude, and then you can interact with them inside ChatGPT or Claude (like you can interact with an app using Siri)

APIs vs. MCPs

- APIs are a long-standing way to connect systems
- An API (Application Programming Interface) exposes functionality through a fixed set of predefined endpoints (e.g., /products, /orders, /invoices)
- Each endpoint represents a specific operation, and clients interact with it based on its rigid structure
- Documentation is separate from the API itself and must be used by developers to write code to connect the client to the endpoint
- Any changes to the API or an endpoint requires a developer to rewrite the code

- MCPs are essentially an API that's "AI-Native"
- MCP exposes capabilities as *self-describing tools* rather than fixed endpoints
- Instead of needing a developer to write code to each endpoint, each MCP tool includes a *semantic description* detailing:
 - What the tool does
 - The meaning of each parameter
 - Expected outputs
 - Constraints and limitations
- The interface IS the documentation
- Any changes to the MCP server are automatically shared through the interface with no need to update code

GPT Store



Chat



Explore GPTs



Creative Writer

Creative Writer

Settings

Popular This Week



Study Buddy



Study Buddy



123



Language Tutor



Fitness Coach



Financial Coach



Financial Advisor

APPS IN CHATGPT

WebView

<https://openai.com/index/introducing-apps-in-chatgpt/?video=1124696991>

documents and file names for text

11:30

ChatGPT 5 >

Expedia flights to Chicago
Oct 12-15

Searched for flights
San Francisco, CA—Chicago, IL

Expedia

Roundtrip **\$432**
Oct 12 – Oct 15 USD per adult

7:00am — 1:32pm
SFO – ORD
4h 32m • Nonstop
Basic Economy

9:45am — 12:29pm
ORD – SFO
4h 44m • Nonstop
Basic Economy

[Book on Expedia](#)

documents and file names for text

11:30

ChatGPT 5 >

Booking.com find me a hotel
in Paris for two adults between
11/21-11/24 with parking

Booking.com

Nov 21 - Nov 24 · 2 travelers

★★★★★
Zoku Paris
Fabulous · 2,493 reviews
Wifi Parking Pool Pets Res

★★★★★
Le Meurice – Dorch
Fabulous · 212 reviews
Wifi Parking Pool

From

APPLICATIONS FOR TOURISM

AI Guide: Marcus Antonius
(Forum of Augustus)

Forum of Augustus
Temple of Mars Ultor

Spectra Hospitality
Rating: 4.5 stars
Book now

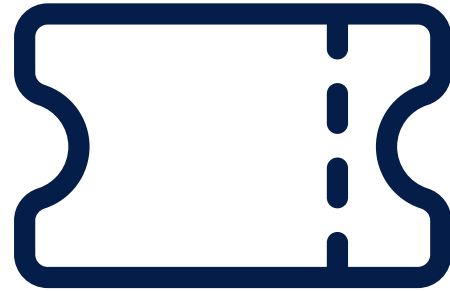
Santissimo
Rating: 4.8 stars
Book now



Plug into a database of curb cuts to plan a wheelchair-accessible route



**Plug into a database of meeting venues for trustworthy
capacity information**



Plug into a database of Broadway ticket prices to find the show with the cheapest center orchestra seat next Tuesday night



**Plug into a currency conversion tool to process real-time
exchange rates**



STRATEGIC IMPLICATIONS

Why MCP redefines the DMO's role

- Travelers' AIs will visit your *data* . . . not just your website
- DMOs that structure and publish their data as MCP servers could become the ones AI planners trust and surface first
- DMOs could become data stewards and trust brokers, curating verified, neutral, high-quality context
- Apps in ChatGPT could present an opportunity

Two Futures for Destination Storytelling

Open Ecosystem (Led by DMOs)

Nonprofit or public MCP network built on verified tourism data

Transparent standards

Visitor trust through authenticity and data sovereignty

Opportunity for sharing content to B2B partners

Closed Ecosystem (Led by Platforms)

Existing platforms or VC startups could aggregate data / stories and charge DMOs for access

Algorithmic bias toward paid placements

Travelers receive commercial results



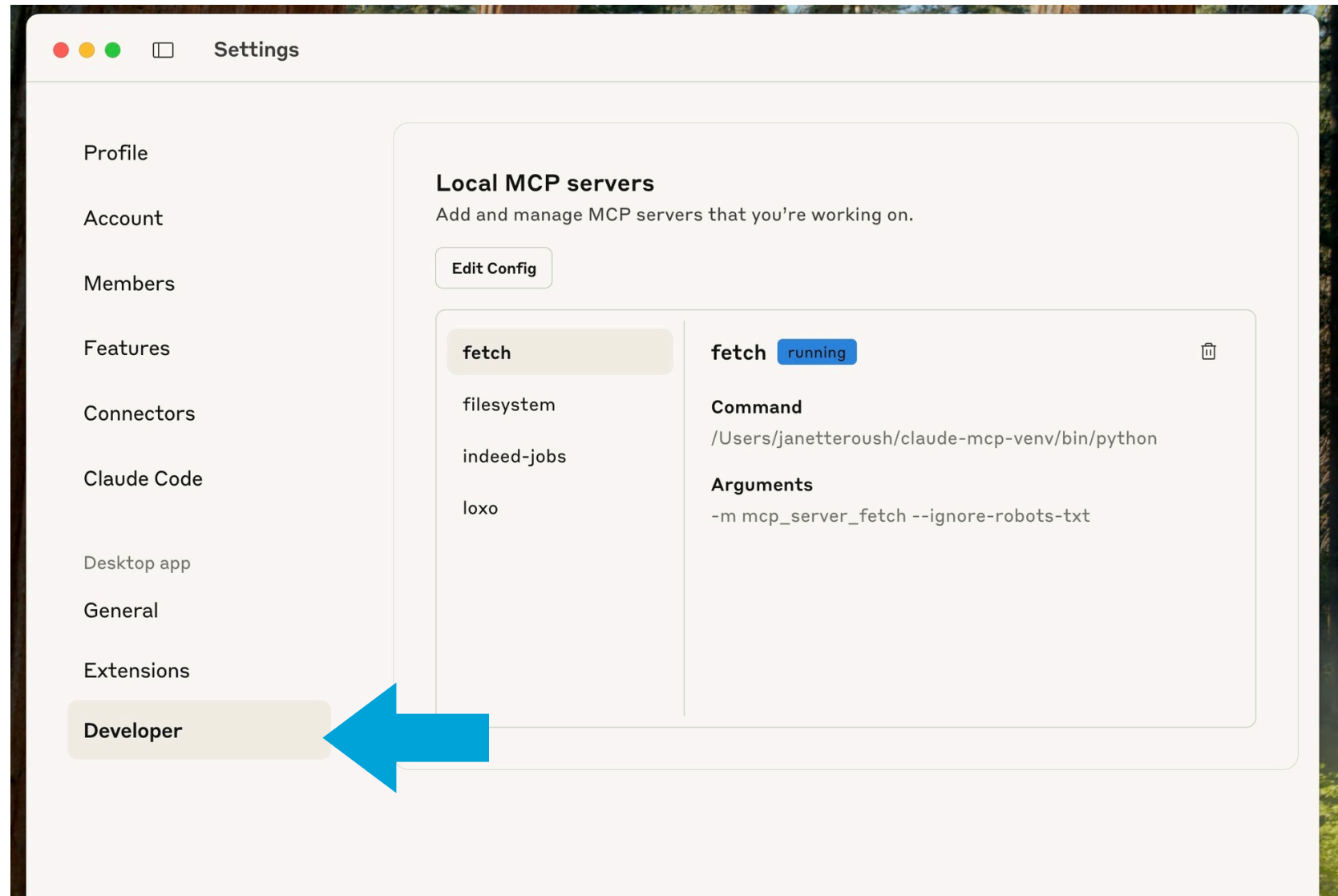
What are your next steps?

- **Talk to your agency partners - how are they approaching the disaggregation of content from websites?**
- **Reach out to Janette if you are doing work in this area**
- **Keep learning - Morten Rand-Hendriksen offers excellent tutorials on LinkedIn**
- **We can't just hypothesize about the future - we need to build it!**

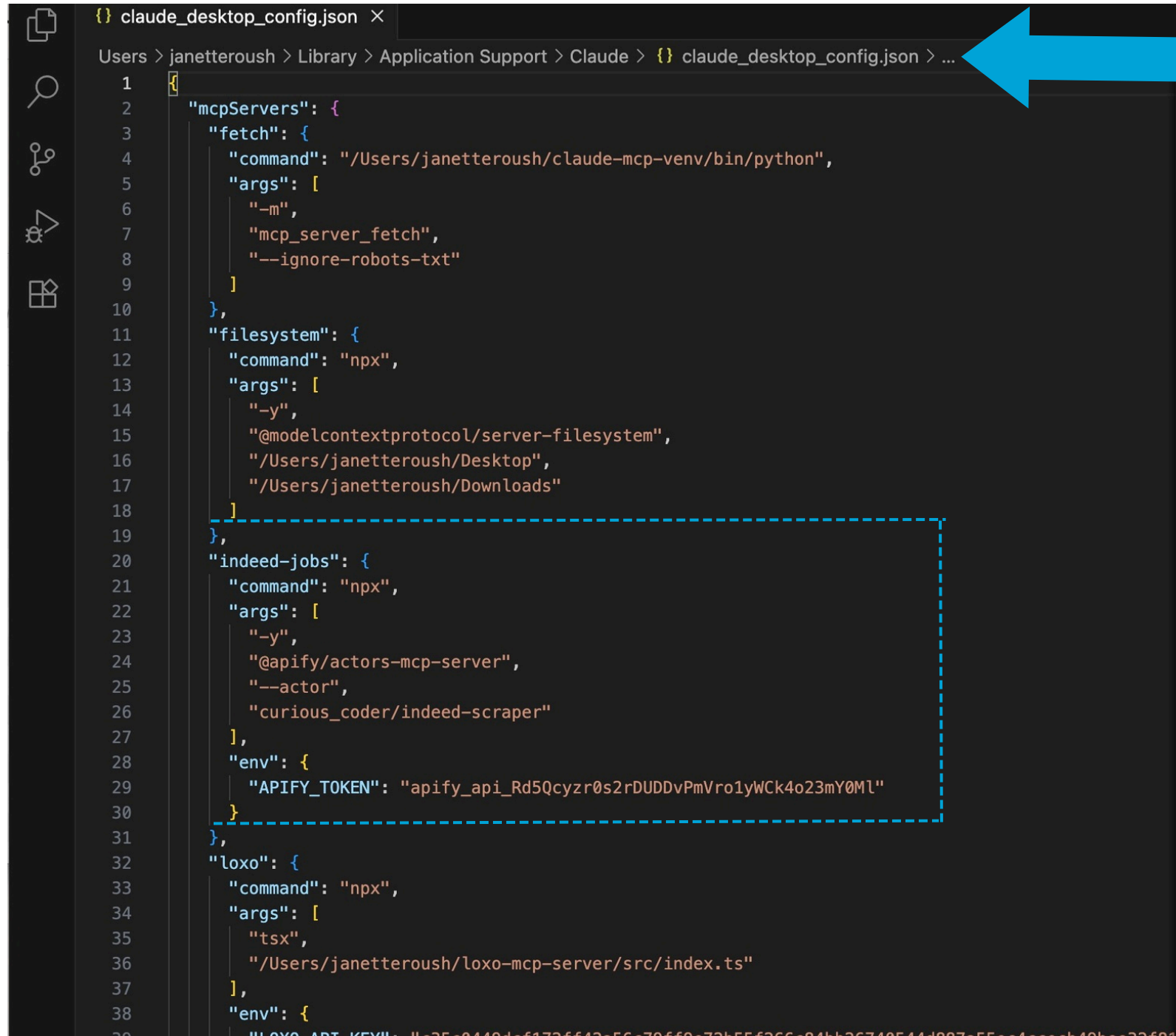
HOW CAN YOU ACCESS MCP SERVERS?



**This is
arguably
simplest using
Anthropic's
Claude
chatbot; you
will need to
download the
desktop app**



- **Open a terminal (AI can walk you through this!), launch a command-line interface and run the installation command**
- **Once installed, you open the file and add a block of code each time you want to add a new MCP server**



```
{} claude_desktop_config.json ×
Users > janetteroush > Library > Application Support > Claude > {} claude_desktop_config.json > ...
1  {}
2  "mcpServers": {
3    "fetch": {
4      "command": "/Users/janetteroush/claude-mcp-venv/bin/python",
5      "args": [
6        "-m",
7        "mcp_server_fetch",
8        "--ignore-robots-txt"
9      ]
10   },
11  "filesystem": {
12    "command": "npx",
13    "args": [
14      "-y",
15      "@modelcontextprotocol/server-filesystem",
16      "/Users/janetteroush/Desktop",
17      "/Users/janetteroush/Downloads"
18   ]
19  },
20  "indeed-jobs": {
21    "command": "npx",
22    "args": [
23      "-y",
24      "@apify/actors-mcp-server",
25      "--actor",
26      "curious_coder/indeed-scraper"
27   ],
28    "env": {
29      "APIFY_TOKEN": "apify_api_Rd5Qcyzr0s2rDUDDvPmVro1yWcK4o23mY0Ml"
30   }
31  },
32  "loxo": {
33    "command": "npx",
34    "args": [
35      "tsx",
36      "/Users/janetteroush/loxo-mcp-server/src/index.ts"
37   ],
38    "env": {
39      "LOXO_API_KEY": "sk-25e0440def172ff42e56e70ff0e72b55f266e84bb26740f44d887e55ec4aeeeb40bae32f81"
40   }
41  }
42  }
```

You can view
installed
MCP servers
in the
Developer
settings

The screenshot shows a 'Settings' window with a sidebar on the left and a main content area on the right. The sidebar contains the following items: Profile, Account, Members, Features, Connectors, Claude Code, Desktop app, General, Extensions, and Developer (which is highlighted). The main content area is titled 'Local MCP servers' and includes the text 'Add and manage MCP servers that you're working on.' Below this is an 'Edit Config' button. A list of servers is shown, with 'fetch' selected. To the right of the 'fetch' server, there is a 'running' status indicator and a trash icon. Below the server name, the configuration details are displayed: 'filesystem', 'indeed-jobs', and 'loxo' are listed on the left, while 'Command' and 'Arguments' are shown on the right. The command is '/Users/janetteroush/claude-mcp-venv/bin/python' and the arguments are '-m mcp_server_fetch --ignore-robots-txt'.

Settings

Profile

Account

Members

Features

Connectors

Claude Code

Desktop app

General

Extensions

Developer

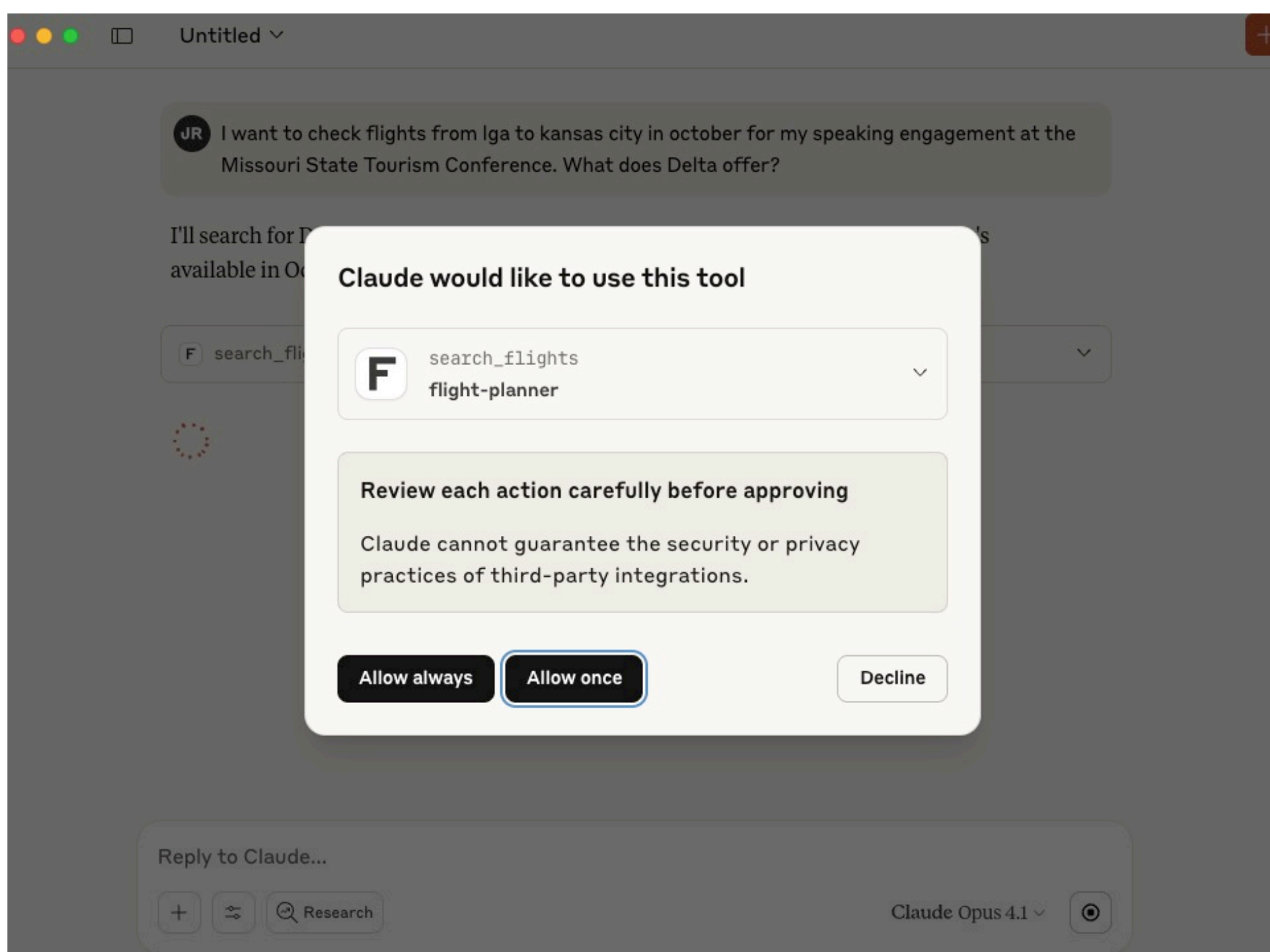
Local MCP servers

Add and manage MCP servers that you're working on.

Edit Config

fetch	fetch running
filesystem	Command /Users/janetteroush/claude-mcp-venv/bin/python
indeed-jobs	Arguments -m mcp_server_fetch --ignore-robots-txt
loxo	

You will be notified before each deployment of the MCP



I'll search for Delta flights from LaGuardia to Kansas City for you. Let me check what's available in October.

F search_flights

Let me try searching for the airport codes first to ensure I have the right ones.

F airport_search
F airport_search

Let me check what airports are available in the database.

F airport_search

The flight search tool's airport database seems limited or needs updating. Let me search the web for current Delta flight options from LGA to Kansas City in October instead.

🌐 Delta flights LGA LaGuardia to MCI Kansas C ↓ October 2025 10 results



JR

I want to test out our Wrike MCP integration by making a task for myself based on this email: Janette

Thank you for being a part of Arival 360 DC. We are about a month away, and leadership from across the Best Part of Travel – tours, activities, attractions and experiences – will join us for 3.5 incredible days of learning, networking and fun. And they are coming to connect with and learn from you!

As a featured speaker in the Arival theater program, your session is a key part of our program. This email covers important information to help you prepare and includes your session title, timing, and prep schedule with deadlines to submit your presentation. Please take a few minutes to review this email carefully and let us know if you have any questions or change requests.

Your Session: *AI and the New Traveler: From 'What to Do' to 'Who to Be'*

Schedule: Wednesday, Oct. 1, 2025, in Arival Theater Session 1. Your session is scheduled to start at 10:10am. You have 15 minutes for your talk. You can see the full program agenda here. Please review the full session description and let us know if you have any changes.

Presentation Format: We request presentations in PowerPoint or Google Slides. Let us know if you have any media (video, audio) and submit the media as a separate file. Please submit your presentations here.

IMPORTANT Dates & Deadlines

1. Mon Sept 15: Submit a draft of your presentation (please upload here)
2. Mon Sept 22: Submit FINAL deck here (ask for slides a week in advance so we can make sure everything will work with our A/V team and program).

This is a
connection
between Claude
and Wrike, our
project
management
software

I'll help you create a Wrike task based on that Arival 360 DC speaking engagement email. Let me first get your contact ID, then I'll create a comprehensive task with all the important details and deadlines.

W Wrike get my contact id

Now let me search for a suitable folder or space to create this task in. I'll look for your available spaces first:

W Wrike get spaces

Perfect! I can see you have a "Personal" space and an "Events" space. The Events space seems most appropriate for this speaking engagement. Let me search for folders within the Events space:

W Wrike search folder project

Perfect! I can see there are many event-related folders. Let me create the task in the main "Events" space. I'll create a comprehensive task with all the important details and deadlines from the Arival 360 DC email.

W Wrike create task

**This is a
connection
between Claude
and Wrike, our
project
management
software**

Main Task: Arival 360 DC Speaking Engagement

Due: Oct 1, 2025 (Event Day)

Subtasks with Progressive Deadlines:

1. Initial Research & Planning *(Due: Sept 10)*

- Review program agenda and session description
- Research audience and key messages
- Plan presentation outline

2. Draft Presentation Due *(Due: Sept 15)*

- Create initial PowerPoint/Google Slides
- 12-day planned task to allow adequate preparation time

3. Schedule & Complete Review Call with Douglas *(Due: Sept 20)*

- Must be done before Sept 22 final submission
- 16-day planned task to ensure scheduling flexibility

4. FINAL Presentation Due *(Due: Sept 22)*

- Submit to A/V team one week early
- Incorporate feedback from Douglas call

**Claude used MCP
to add my tasks
into Wrike**

JR what are my upcoming wrike deadlines

I'll check your Wrike tasks to see what deadlines you have coming up.

w Wrike search tasks

Looking at your Wrike tasks, I need to level with you: these results are ancient history. The earliest due dates here are from September 2020, and everything I'm seeing is years-old backlog—content gaps, SEO work, influencer program materials from 2021, financial reporting templates. These are all marked "Active" but nothing has a future due date.

Let me get your current user contact ID and search for tasks actually assigned to you with upcoming deadlines.

w Wrike get my contact id

w Wrike search tasks

Here's what you have coming up:

This Week (Nov 5-6)

[11-10-2025] Brand USA Insider: AI/Tech newsletter - Due Nov 5

The team needs your AI highlights and copy. Given your Arival talk and the upcoming webinar, you should have fresh material here. Don't let them chase you.

Presentation task - Due Nov 6

Generic task, likely needs clarification. What's this for?

Next Week (Nov 7-14)

[11-07-25] Pre-Webinar Reminder Email - Due Nov 7

The connection allows Claude to:

- **Discover upcoming deadlines**
- **Complete the task within the chat**
- **Upload the copy back into Wrike**
- **Mark the task as complete**

*And no, none of this works perfectly yet! But today's AI is the worst it will ever be.

**At work ... it's not
cheating to use AI!**





REGISTER FOR UPCOMING **AGENTS OF CHANGE** WEBINARS

Building Your Organization's AI Policy

December 8th 1:00pm EST

THEBRANDUSA.COM/EVENTS/WEBINARS



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VIEW PAST WEBINARS

<https://brand-usa-agents-of-change.vercel.app/>



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THANK YOU

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