

AI Image Creation Tools

 Presented on behalf of Tourism Northern Ireland

AI is transforming how we create images for tourism marketing, social media, and branding. This guide provides an **overview of key AI tools**, categorised by skill level.

Beginner: Quick & Easy AI Image Generation

(Best for: Beginners, quick content creation, marketing teams, and social media managers.)

1. Canva AI Tools

 [Canva Apps](#) | [Canva Magic](#)

What it does:

- AI-powered design tools for **social media graphics, presentations, and marketing materials**.
- Magic Resize, Magic Write, and AI image generation.
- Ideal for **creating polished, professional visuals** quickly.

How to use for tourism:

- ✓ Create **Instagram posts, event banners, and flyers**.
 - ✓ Use Magic Resize to **convert designs into different formats instantly**.
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2. Bing Image Creator (Powered by DALL·E 3)

 [Bing Images](#)

What it does:

- Free AI-powered image generation from text prompts.
- Quick and **user-friendly** for simple image needs.

How to use for tourism:

- ✓ Generate **scenic visuals or stylised travel images**.
 - ✓ Create **poster-worthy AI-generated landscapes** for blogs and ads.
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3. Depositphotos AI Image Generator

 [Depositphotos AI](#)

What it does:

- AI-generated stock-style images for **commercial use**.
- Easier access to royalty-free AI images.

How to use for tourism:

- ✓ Create **visuals for brochures and travel ads** without licensing concerns.
 - ✓ **Mockup different tourism campaigns** before commissioning photographers.
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Intermediate: More Control & Customisation

(Best for: Marketers, graphic designers, content creators who want more customisation.)

4. Leonardo AI

 [Leonardo AI](#)

What it does:

- AI image generation with **customisable styles and advanced controls**.
- Better suited for **illustrations, branding, and stylised visuals**.

How to use for tourism:

- ✓ Create **unique digital artwork or tourism campaign graphics**.
 - ✓ **Generate custom travel-themed icons and illustrations**.
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5. Ideogram AI

 [Ideogram AI](#)

What it does:

- Specialises in **generating AI images with legible text**.
- Useful for **branding, posters, and social media marketing**.

How to use for tourism:

- ✓ Create **travel posters with AI-generated text and images combined**.
 - ✓ Generate **Instagram-ready posts with AI-enhanced typography**.
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6. Krea AI

 [Krea AI](#)

What it does:

- AI-powered **image editing and enhancement**.
- Allows users to **modify and refine AI-generated images**.

How to use for tourism:

- ✓ Improve **AI-generated images for more realism**.
 - ✓ Use AI to **blend multiple images for travel promotions**.
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7. Getty Images AI Generator

 [Getty AI](#)

What it does:

- **AI-generated images for commercial use**.
- Trained on **licensed Getty content** for higher quality.

How to use for tourism:

- ✓ Create **branded tourism campaigns** with AI-generated imagery.
 - ✓ Use **commercially secure AI images for ads and travel guides**.
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Advanced: Custom AI Model Training & Cutting-Edge Tools

(Best for: AI specialists, digital agencies, tourism brands needing high-end AI customisation.)

8. Replicate AI (Flux LoRA & Pulid)

 [Replicate AI](#)

What it does:

- **Custom AI image models & training tools** for character consistency.
- Used to **train AI on specific branding or people** for realistic AI visuals.

How to use for tourism:

- ✓ Train AI to **generate consistent AI tour guides, mascots, or brand characters**.
 - ✓ Create **custom models for recurring marketing themes**.
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9. Luma Labs Dream Machine

 [Luma Labs AI](#)

What it does:

- **Photorealistic AI-generated videos** from images and text.
- Can create **AI-enhanced cinematic tourism visuals**.

How to use for tourism:

- ✓ Generate **tourism promo videos** from AI-generated images.
 - ✓ Create **virtual experiences of travel destinations** using AI-powered motion.
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10. Google DeepMind Imagen 3

 [DeepMind Imagen 3](#)

What it does:

- **Google's latest AI image generation model**.
- **Focuses on realism and artistic creativity**.

How to use for tourism:

- ✓ Create **high-end travel campaign images** with advanced detailing.
 - ✓ Experiment with **AI-generated landscapes and attractions**.
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11. Napkin AI

 [Napkin AI](#)

What it does:

- AI-powered **brainstorming and sketching tool** for ideation.
- Can **convert rough ideas into polished AI images**.

How to use for tourism:

- ✓ Brainstorm **new tourism ad concepts and visual campaigns**.
 - ✓ **Develop AI-assisted branding elements** from simple sketches.
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12. Google AI Studio (Aistudio.live)

 [Google AI Studio](#)

What it does:

- **Google's experimental AI platform** for image and video generation.

- **Cutting-edge AI research tools** for advanced projects.

How to use for tourism:

- ✓ Experiment with **state-of-the-art AI-generated tourism visuals**.
- ✓ Test AI for **next-gen branding and immersive digital experiences**.

How to Choose the Right AI Tool for Tourism & Marketing

Use Case	Best AI Tool
Quick social media graphics	Canva AI, Bing Image Creator
Branding & marketing materials	Ideogram AI, Leonardo AI, Depositphotos AI
High-quality stock-style images	Getty AI, Stable Diffusion
Consistent AI-generated brand mascots	Replicate AI (Flux LoRA)
AI-powered video generation	Luma Labs Dream Machine
Cutting-edge AI experiments	DeepMind Imagen 3, Google AI Studio

Final Takeaways

- ✓ AI is a powerful tool for **tourism marketing and branding**, but it is not perfect.
- ✓ **Choose the right AI tool** based on your needs—**some are best for quick graphics, while others offer deeper customisation**.
- ✓ **AI-generated images save time and enhance creativity**, but **human refinement** is still needed for **high-end visuals**.
- ✓ The **future of tourism marketing** will see more **AI-powered visuals, virtual experiences, and interactive AI campaigns**.

Start experimenting with AI image generation today and elevate your tourism and hospitality marketing!