Salty P and Buddy's partnership exemplifies the balance between Salty P is an American White Pelican education and operational excellence. who embodies education and adventure. A Holistic Approach to Education and Their combined efforts create a Known for his nerdy glasses and seamless and enjoyable experience for professor's cape, he connects with guests of all ages. snowbirds and families visiting Gulfport. Salty P and Buddy's AI-driven personas enable Salty Pelican to expand its reach Salty P: The Salty Professor His playful and knowledgeable and impact. demeanor makes marine life education Conclusion: The Unique Value of Salty P and Buddy engaging and memorable for guests. Their innovative approach to guest A Model for Future Growth engagement positions Salty Pelican as a Salty Pinteracts with children and leader in educational marine parents through stuffed animal mascots, adventures. integrated into Emily's storytelling during tours. Salty P and Buddy's interactions leave a lasting impression on guests, fostering a Buddy is a steadfast Brown Pelican who lifelong appreciation for marine life. focuses on safety and oversight during A Lasting Impact on Guests and the Their presence strengthens Salty Community Pelican's mission to educate, inspire, He remains in Gulfport year-round, and connect people with the wonders of ☐ The Roles and Personalities of providing reliability and structure to Salty Pelican's operations. the ocean. Salty P and Buddy **Buddy: The Safety Expert** Dressed in a safety vest, Buddy ensures all safety protocols are followed Salty P and Buddy's lifelike interactions meticulously. onboard make learning about marine life fun and engaging. His strict personality is balanced with moments of playful charm, making him Their complementary roles ensure that beloved by guests and staff alike. every aspect of the tour, from education Creating Memorable and Educational to safety, is covered. Adventures Salty P and Buddy's friendship mirrors a well-coordinated team, combining Guests leave with a greater appreciation education and safety seamlessly. for marine life and a memorable experience. Salty P brings enthusiasm and knowledge, while Buddy provides Salty P and Buddy's storytelling and structure and oversight. The Complementary Partnership interactions create a strong emotional connection with guests. Salty Pand Together, they create a harmonious blend of fun, learning, and security for Families and children develop a deeper Enhancing the Guest understanding and appreciation for all guests. Fostering a Deeper Connection to **Buddy: The** Experience marine ecosystems. Marine Life Dynamic Duo This connection aligns with Salty Salty P and Buddy are represented as stuffed animals that Emily uses to Pelican's mission to educate and inspire future generations about marine **Driving Salty** engage guests during tours. conservation. Pelican's @ Their interactions mimic Disney By leveraging AI-driven personas, Salty characters, creating a life-like and Pelican enhances the guest experience immersive experience. while scaling its operations. Educational Families enjoy watching Emily interact **Onboard Interactions with Guests** Salty P and Buddy's presence across with the mascots, making marine life and multiple platforms ensures consistent education fun and relatable. engagement with audiences. Driving Brand Growth and Loyalty Operational After the tour, personalized follow-up Their thoughtful integration into both messages include video and voice clips onboard and digital experiences sets Excellence from the mascots, along with digital gifts Salty Pelican apart from competitors. tied to each child's favorite sea animal. Salty P and Buddy have distinct social media profiles that reflect their unique Salty P and Buddy serve as "ghost personalities. brands," attracting followers passionate about marine life and education. Salty P shares educational content, fun marine facts, and interactive posts for Their social media interactions balance families and children. educational content with promotional Onboard and Digital Engagement material, ensuring natural and **Expanding Salty Pelican's Reach** engaging messaging. Buddy focuses on safety tips, behind-the-Social Media Presence scenes looks at tour preparations, and This strategy enhances brand visibility regulatory updates. and fosters a loyal community around Salty Pelican's mission. Both mascots promote Salty Pelican tours through engaging calls to action, encouraging followers to book Salty P and Buddy's presence at the Gulfport marina and parking lots adventures. includes interactive displays and photo opportunities. Personalized follow-ups reinforce the educational experience and keep Salty Pelican top-of-mind for future These attractions draw in passersby, Salty P and Buddy as Brand adventures. converting them into customers, ■ Ambassadors especially during peak snowbird season On-Site Engagement at Gulfport Marina Salty P and Buddy's digital personas Extending the Experience Beyond the On-site engagement creates additional maintain engagement with guests even touchpoints for potential customers to after the tours. connect with Salty Pelican's educational mission. Their continued interaction builds a loyal community passionate about marine life and education. AI-driven personas like Salty P and Buddy allow Salty Pelican to scale its educational offerings. These digital personas interact with guests during and after tours, providing personalized educational content. Building Salty Pelican's "Second Brain" The data collected contributes to Salty

Pelican's "second brain," a centralized hub of knowledge powering future AI-

driven initiatives.