

## C2-OPP1 – SMART\_TOURISM: DESIGNING TOMORROW’S VISITOR EXPERIENCE

### THE OPPORTUNITY

There is a clear possibility of increasing the profitability of tourism businesses by extending visitor stays and increasing per-visitor spending.

Tourism demand is increasingly shaped by personalized, data-driven experiences. However, many small and medium-sized operators lack access to the tools and capabilities needed to meet these expectations. AI-enabled itinerary planning, real-time translation, accessibility supports, and immersive AR/VR experiences can help smaller operators compete, differentiate their offerings, and capture greater value from each visit.

### EXAMPLE OF PROVEN PRACTICE

#### *Destination Canada’s Traveller Twin AI Tool*

This AI-powered conversational tool enables tourism professionals to explore traveller insights through natural-language queries. It demonstrates how data and AI can transform destination planning, visitor targeting, and experience design.

### POTENTIAL COLLABORATIVE ECONOMIC DEVELOPMENT VENTURE SERVICES AND PROGRAMS

#### *Smart\_Tourism Experience Hub*

- A bilingual digital platform providing SMEs with shared access to AI-enabled itinerary planning, translation, accessibility, and AR/VR tools

#### *Smart\_Tourism Experience Accelerator*

- An applied support hub that helps operators integrate AI visitor tools to directly increase revenues and visitor satisfaction

#### *Smart\_Tourism Indigenous Cultural Experience Network*

- A collaborative initiative that integrates Indigenous-owned tourism enterprises into AI-enabled platforms, creating new revenue streams and showcasing authentic cultural experiences

### KEY ENABLERS

- Public, private, and civil-society investment
- A host organization to lead development and operations
- Bilingual digital service delivery
- Partnerships with AI tourism technology providers
- Professional support for grants, low-interest loans, and co-investment

### KEY PERFORMANCE INDICATORS

- Per-visitor spending
- Average length of stay
- Visitor satisfaction and repeat visits
- Number of SMEs adopting AI visitor tools
- Tourism operator profitability

### CATEGORIES OF KEY PPCS STAKEHOLDERS

- Tourism operators
- Tourism associations
- AI tourism firms
- Governments
- Educational institutions
- Funders
- Economic development organizations
- English-speaking community organizations

### WHY INVEST MY TIME / WHY INVEST ORGANIZATIONAL RESOURCES / HOW TO ATTRACT INVESTORS

This opportunity increases tourism revenues, strengthens SME competitiveness, and supports inclusive regional growth. It enables partners to co-create a higher-value per-visitor experience while sharing costs, data, and technology.

## C2-OPP2 – SMART\_TOURISM: NEXT-GEN SALES & MARKETING FOR TOURISM SMES

### THE OPPORTUNITY

There is a real possibility of boosting the profitability of small tourism operators through increasing attraction visits, improving occupancy, and enhancing off-season revenues.

Many small operators lack the marketing reach and analytical capabilities of large competitors, which limits their visibility in competitive markets. AI-powered sales and marketing tools can level the playing field in tourism sales and marketing by predicting visitor trends, optimizing pricing, and targeting advertising more effectively.

### EXAMPLE OF PROVEN PRACTICE

Great Visitor Experiences AI itinerary platform enables small tourism operators to tailor marketing to visitor profiles. It is an app that helps visitors discover local experiences they might otherwise overlook, providing recommendations for area dining, activities, and cultural sites.

Quebec's MT Lab Tourism Innovation Program, supported by the Ministry of Tourism, trained SMEs to adopt AI for visitor management and marketing. Participating operators reported stronger booking rates and steadier revenues, underscoring how training builds competitiveness and profitability.

### POTENTIAL COLLABORATIVE ECONOMIC DEVELOPMENT VENTURE SERVICES AND PROGRAMS

#### *Smart\_Tourism Marketing and Sales Platform*

- A bilingual, AI-powered platform that pools resources to build a collective marketing and sales capacity, helping English-speaking operators increase bookings and revenues

#### *Smart\_Tourism SME Consultancy*

- Tailored SME consulting services to enhance the adoption and ongoing operation of AI-powered advertising, pricing optimization, and visitor trend prediction

#### *Smart\_Tourism Data Cooperative*

- A shared database that pools operators' visitor data (with privacy protections) to gain collective insights into demand and visitor behaviours

### KEY ENABLERS

- Public, private, and civil society investors willing to back the development and operation of the Smart\_Tourism sales and marketing platform and consultancy described above, specifically digital adoption by small operators
- A host organization willing to act as the lead and administrative hub for developing and operating the Smart\_Tourism programs and services described above
- Online bilingual programming and services
- Accessible and affordable training for SMEs to support the effective adoption and integration of AI tools
- Provincial, regional, and local policies that support English-language marketing and sales, especially in larger tourism campaigns

### KEY PERFORMANCE INDICATORS

- Number of visitors to attractions
- Occupancy at SME accommodations
- Advance booking volumes
- Off-season and off-high-rate (i.e. weekday) visits and revenues
- Marketing costs relative to revenue increases
- Tourism operator profitability

### CATEGORIES OF KEY PPCS STAKEHOLDERS

- Tourism operators
- Tourism associations
- Tourism AI and tech support firms and networks
- Government (all levels)
- Public service agencies
- Educational institutions
- Funders (public, private and civil society)
- English-speaking community organizations
- Economic development organizations
- Regional boards

### WHY INVEST MY TIME / WHY INVEST ORGANIZATIONAL RESOURCES / HOW TO ATTRACT INVESTORS

Smart\_Tourism deploys AI-powered marketing and data platforms to help small and medium-sized tourism operators increase occupancy, improve pricing strategies, and expand off-season demand. By pooling resources and analytics, the initiative strengthens SME competitiveness while generating measurable revenue growth across regional tourism economies.