

TOURISM, HOSPITALITY AND DESTINATIONS

From Visitor Questions to Visitor Spending

More useful answers. More personal experiences. More local impact.

Aidan Crawford helps destinations and hospitality organizations use AI to provide timely local answers, personalize visitor experiences and connect travellers with lodging, attractions and local businesses.



AUTHOR / AI BUILDER / COMMUNITY FOUNDER / VIRTUAL SPEAKERS HALL OF FAME

CANADA / UK / IRELAND

IDEAL AUDIENCES

- Tourism boards and destination organizations
- Hotel groups and hospitality associations
- Attractions, venues and visitor services

AUDIENCE OUTCOMES

- Improve the visitor journey before and during a trip.
- Turn local knowledge into faster, personalized answers.
- Connect visitor service to lodging and local spending.
- Select a focused pilot with clear human ownership.

RELEVANT WORKFLOW EXAMPLES

- Visitor questions around the clock
- Lodging and attraction discovery
- Personalized itineraries
- Destination knowledge and service

FLEXIBLE DELIVERY

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| 45-60 MIN | KEYNOTE
Strategic framework, examples and next steps. |
| 60-90 MIN | BREAKOUT
Interactive workflow and human-AI boundary exercise. |
| 90 MIN | WORKFLOW LAB
A mapped process, safeguards and pilot plan. |

20-30 SECOND EMCEE INTRODUCTION

Our next speaker helps tourism and hospitality leaders turn AI into a better visitor experience. Aidan Crawford is an author, practical AI strategist and creator of AI Concierge, a visitor-facing system for local answers and personalized itineraries. Today, he will show us how to move from visitor questions to visitor spending while keeping hospitality personal. Please welcome Aidan Crawford.