

# VisitWest

Annual Regional Visitor  
Economy Conference 2026

## The AI Journey, mapping the future of travel & tourism

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TMI/TS/VEAC





# The Promise of Artificial Intelligence

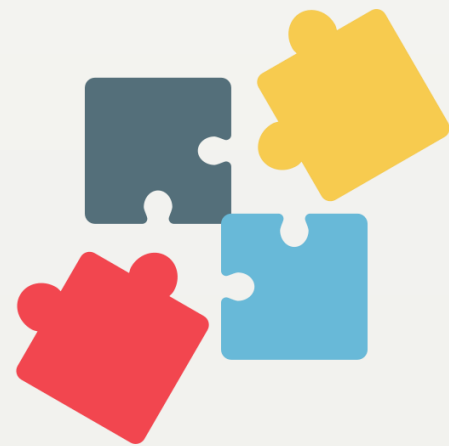




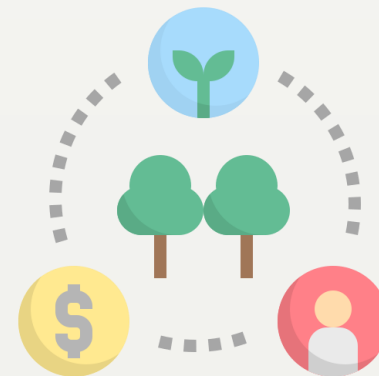
# Biggest Challenges facing The Visitor Economy?



Inadequate and  
Unpredictable  
Funding



Fragmentation:  
Isolation of Leaders  
trying to do  
similar/different  
things



Addressing  
Sustainability and  
Evolving Visitor  
Expectations



Recruitment  
Skills Shortage  
& Training

# The Perfect Storm: Why 'More with Less' is Breaking the Sector

You are being asked to act as a creative agency, a data analyst, and a crisis manager simultaneously. Manual processes can no longer keep up.

## The Funding Cliff



Shrinking public budgets meet the urgent need to secure competitive grants (e.g.. National Lottery Heritage Fund, Arts Council).

## The LVEP Mandate



The pressure to transition into 'Local Visitor Economy Partnerships' creates a massive administrative burden for strategic reporting.

## The Data Blind Spot



The inability to distinguish international day visitors from domestic ones leaves a hole in the economic picture, making ROI hard to prove.

# AI – The Magic Wand?



Seek & fill out funding applications & RFPs



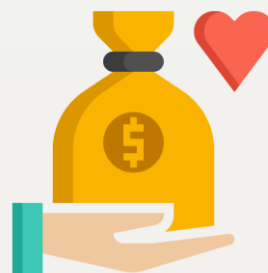
Create strategies - campaigns/SEO/ Visitor management



Analyse data & create tailored impact reports



Training assets & resources  
Crisis/Risk management



Identify commercial/partner opportunities



Support stakeholders & ancillary businesses



# The Productivity Suite: Tools You Can Use Today

Immediate “Monday Morning” applications for efficiency



## Content & Comms

- Draft press releases, summarize reports, and ideate blog posts.



## Visuals

- Instant creation of on-brand social graphics and resizing assets for different platforms.



## Customer Service

- Simple chatbots to answer “What are your opening hours?” instantly, freeing up staff.



## Task Automation

- Automate scheduling, reporting, and data entry to reclaim hours each week.



70% Automated



**Metric:** Task Automation - Save time on scheduling and routine queries to focus on high-value guest experiences



# The Pivot: The Trap of 'Generic' AI.

## THE PROBLEM



**Hallucinations:** Fake opening hours, closed attractions, unsafe advice.

**The Problem:** General models like ChatGPT don't know the West of England today. They pose **security risks** with internal data.

## THE SOLUTION







**Grounded Answers:** Verified PDFs, LVEP documents, Real-time data.

**The Solution:** RAG (Retrieval-Augmented Generation). We need an AI that doesn't just "know the internet" but **knows Visit West**.



# The Great Divergence: Generalist vs. Specialist AI

  <b>Generic Models (ChatGPT / Claude)</b>  
"Anytown, USA" generic copy.
<b>Risk:</b> Hallucinates facts; high plagiarism risk; unaware of local laws.
<b>Output:</b> Generic strategies that lack place identity.



The Divergence

DMO Compass (Specialised)
<b>RAG Technology</b> (Retrieval-Augmented Generation) ingests your' PDFs, DMPs, and websites.
<b>Safety:</b> Grounded in local reality; knows your specific stakeholders.
<b>Output: LVEP-ready</b> masterplans and funding bids scored against official criteria.

Authenticity requires an AI that knows the difference between a generic strategy and *your* strategy



# For Marketing: The Era of the "Segment of One"

**The Shift:** Moving from broad demographics ('Families') to psychographics ('Eco-conscious foodies').

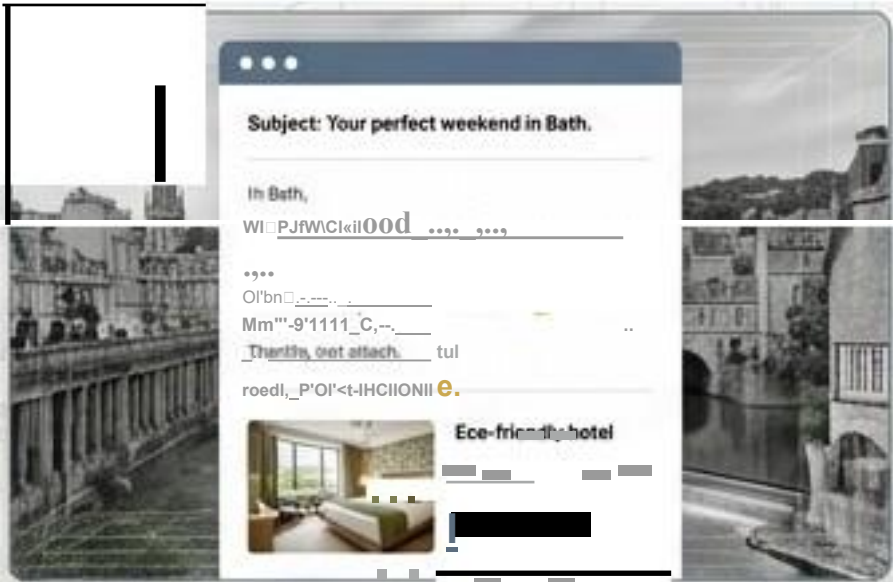
**Hyper-Personalisation:** Tools like Mindtrip, and Kayak on ChatGPT allow users to plan entire trips via conversation. DMO data must be machine-readable to be recommended.

**Content at Scale:** Generating multi-channel campaigns that automatically adapt tone and imagery.

**View-to-Visit Ratio: (Attribution)** Which campaigns that convert into visitors – AI/AR-powered Guides eg. Geotourist



Visitor Persona:  
**Eco-Conscious Foodie**





# For Events & Operations: From Reactive to Proactive

Immediate 'Monday Morning' applications for efficiency.

## Dynamic Rostering:

AI tools like Auto-Rota generate staffing schedules based on real-time ticket sales and venue capacity.

## Crowd & Flow:

Using computer vision to manage visitor density.

## Case Study:

The Dolomites & Chamonix - Using AI to suggest alternative hiking routes in real-time to avoid overcrowding, balancing visitor experience with sustainability.





# Practical Applications: Hospitality & Food and Beverage

Fewer manual processes, more time for hospitality.



## Operational Efficiency

Automating staff rostering based on demand prediction and optimising food waste management.



## Dynamic Pricing

Real-time adjustments based on competitor data and local event schedules to maximise yield.



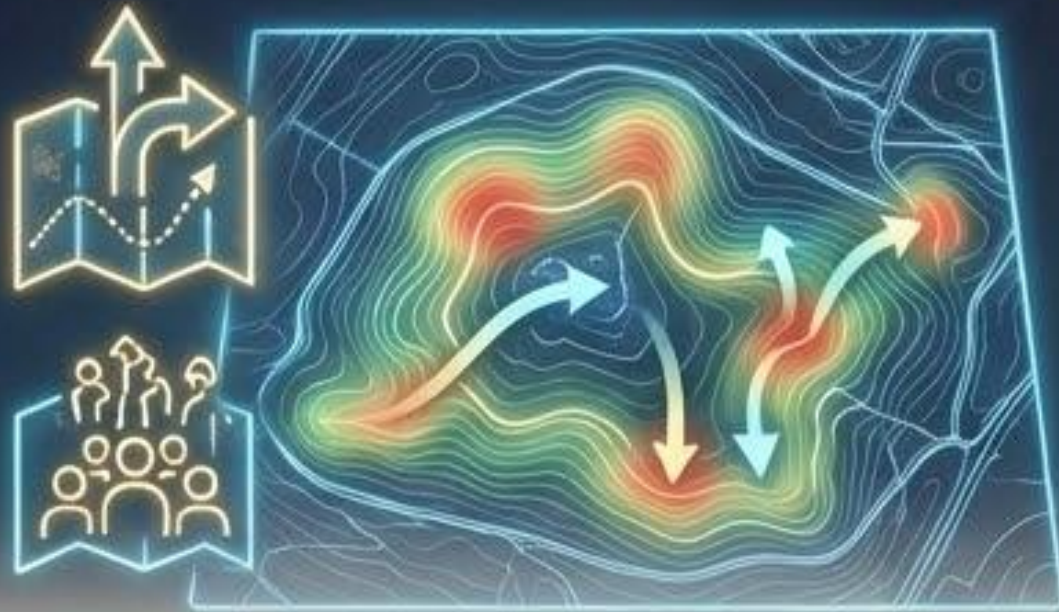
## Guest Experience

Hyper-personalisation of guest needs (dietary, room preferences) handled before arrival.



# Practical Applications: Attractions, Heritage & Events

Protecting the past while managing the present.



## Visitor Flow & Stewardship

Using predictive analytics to manage overcrowding.

**Example:** The Dolomites use AI to provide real-time crowd updates and suggest alternative hiking routes.



## Interpretation

AI-enhanced virtual assistants and audio guides that adapt to the visitor's language and



## Interpretation

AI-enhanced virtual assistants and audio guides that adapt to the visitor's language and interest level instantly.

## Event Orchestration

AI-driven timeline planning, vendor compliance auditing (auto-checking insurance docs), and staffing schedules.



# The Future: Digital Twins & Sustainability.



## Concept: Destination Earth

Building a highly accurate digital model to simulate natural phenomena and human activity.

## Application:

- **Simulation:** Modelling traffic flow for festivals before they happen.
- **Sustainability:** Modelling carbon footprints and optimising energy consumption.
- **GeoAI:** Using geospatial data to optimise land use and resource allocation.



# Responsible AI Adoption



## Human-in-the-Loop

AI drafts, humans decide. The 'Human Touch' remains essential for fostering emotional connections in tourism.



## Data Privacy

Utilising 'Organisation Vaults' for secure storage of legal details and brand assets.



## Sustainability

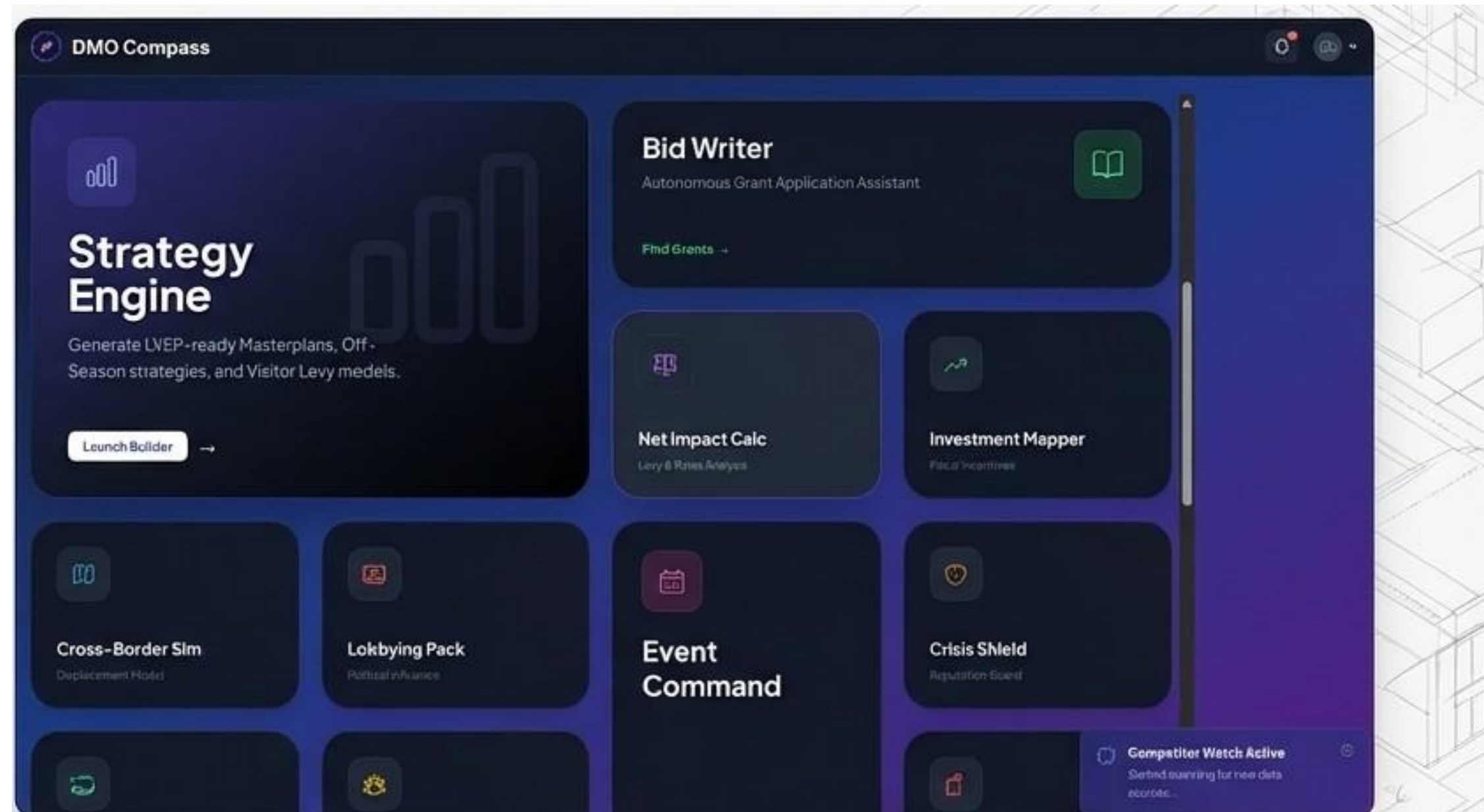
Optimising resource usage (Small Language Models) to align with ESG goals and reduce energy cost per query.



# Introducing the "DMO Brain"

A centralised intelligence platform designed specifically for the visitor economy.

- **Generic AI:** "Write a marketing plan for a city."
- **DMO Compass:** "Read the Visit West LVEP Investment Plan and write a grant bid for the XYZ project that aligns with the Green Tourism pillar."
- **Core Capability:**  
**Context-Aware Chat** - A strategic director that ingests your trusted documents to ground answers in local reality.





# Your Institutional Brain, Digitised.

A suite of autonomous agents, each trained on a specific job-to-be-done within the tourism sector.

## Strategy & Intelligence

Context-Aware Chat,  
Crisis Shield,  
Lobbying Power Broker

## Funding & Finance

Bid Writer,  
Grant Assessor,  
Net-Impact Calculator

## Operations

Event Orchestrator,  
Vendor Compliance

## Marketing

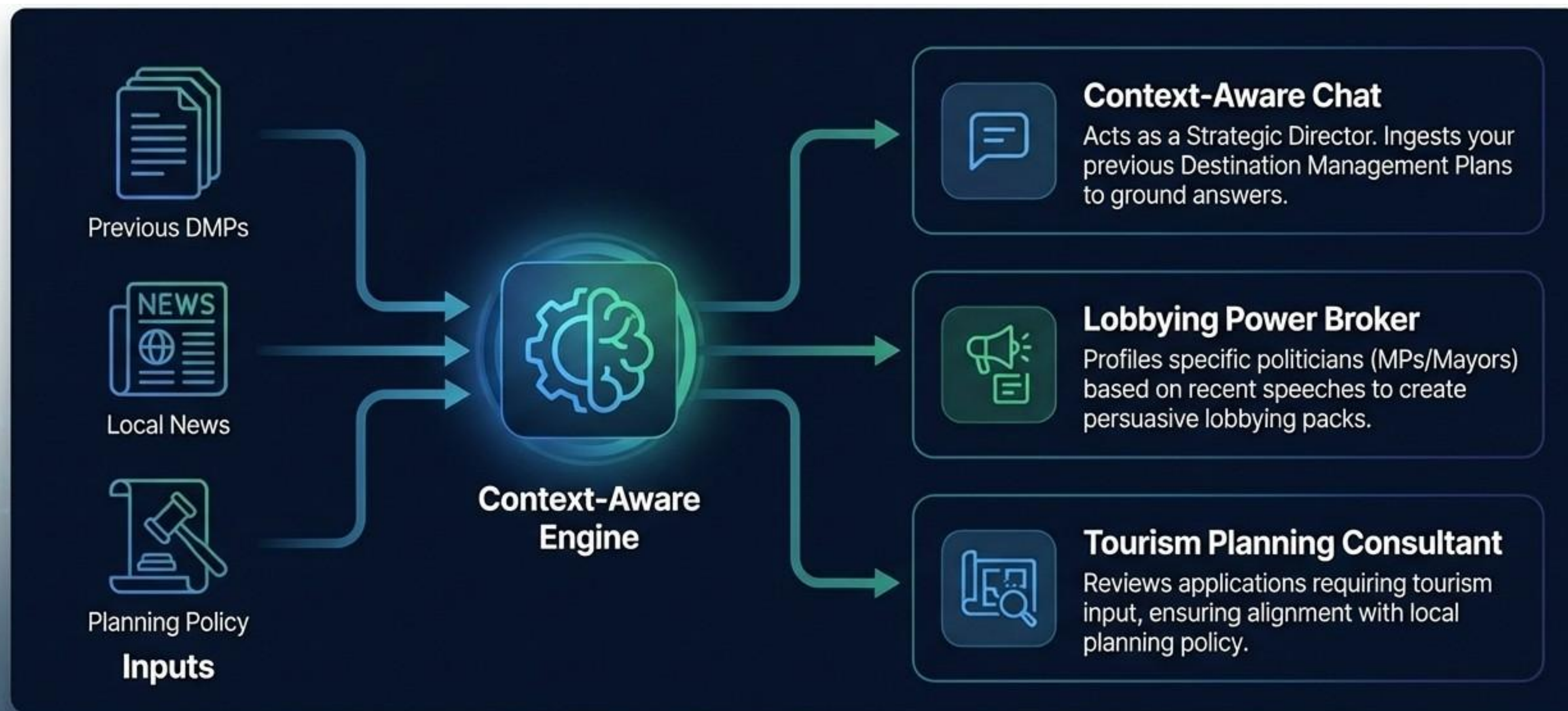
CMO Agent,  
Visual Engine,  
Visitor Pulse





# Strategy That Actually Understands Your Place.

From "What should a DMO do?" to "What should *we* do, given our assets and constraints?"





# Feature Spotlight: The Bid Writer Agent

Solving the funding puzzle.

**Bid Writer Agent**  
UK Shared Prosperity Fund (USPF)

**Guidance Verified**

The UK Shared Prosperity Fund (USPF) is a central pillar of the government's growth, productivity and skills plan. It is designed to support local authorities in delivering a range of services to their communities, including housing, transport, and social care. The fund is managed by the Department for Levelling Up, Housing and Communities, and is available to local authorities across England.

**Strategic Context**

Describe the specific project for this application...

**Application Questions**

1. Local Context  
Limit words: 1000. Generate a draft response...

2. Investment Priorities and Interventions  
Limit words: 1000. Generate a draft response...

3. Delivery Plan  
Limit words: 1000. Generate a draft response...

4. Expenditure Profile  
Limit words: 1000. Generate a draft response...

5. Approvals

Cancel Write Bid

**Problem:** Grant applications are time-consuming and complex.

**Solution:** An autonomous assistant that ingests grant guidance documents (e.g., UK Shared Prosperity Fund), extracts scoring criteria, and drafts full funding applications based on your organisation's profile.

“Drastically reduces the time and complexity of securing vital funding.”



# The Revenue Engine: Turning Bureaucracy into Bankable Assets.

"One successful bid drafted here pays for the platform for a decade."

**Bid Writer Agent**  
UK Shared Prosperity Fund (UKSPF)

✓ **Guidance Verified**

The UK Shared Prosperity Fund (UKSPF) is a central pillar of the Levelling up agenda, providing £2.8 billion of funding for local investment by March 2025. It is allocated to Lead Local Authorities (LLAs) rather than via competitive national bidding. LLAs must submit an 'Investment Plan' detailing how they will use the funding.

**Application Questions** 5 detected

**Q1**  
**Local Context**  
Limit: words Demonstrate a clear understand...

**Q2**  
**Investment Priorities and Interventions**  
Limit: words Select investment priorities (...)

**Q3**  
**Delivery Plan**  
Limit: words Set out the governance structure...

**Q4**

**Strategic Context**  
Describe the specific project for THIS application...

- **Bid Writer Agent:** Ingests guidance docs (e.g., UK Shared Prosperity Fund), extracts scoring criteria, and auto-drafts applications based on your organization's profile.
- **Grant Assessor:** Grades draft bids out of 10 against official guidance, highlighting fatal flaws before submission.
- **Net-Impact Calculator:** Models the financial viability of **Visitor Levies** and **BIDs** (Business Improvement Districts), calculating ROI against business rates relief.



# An In-House Creative Agency on Demand.

High-fidelity campaigns without the agency retainer.



**Video Studio:** Creates cinematic video previews and B-roll using the "Veo" model.



**Visual Engine:** Generates 4K photorealistic concept art using the "Nano Banana" model.



**Visitor Pulse:** Simulates "Digital Twin" visitor responses to predict feedback before a campaign launches.



# Feature Spotlight: Crisis Shield & Lobbying

## Crisis Shield



Crisis Shield



Scrapes real-time local emergency contacts (police, water boards)



Generates operational checklists



Drafts Press Statement

Turning reactive panic into proactive management.

## Lobbying Power Broker



Lobbying Power Broker



Profiles Politicians (MPs/Mayors)



Analyses recent speeches



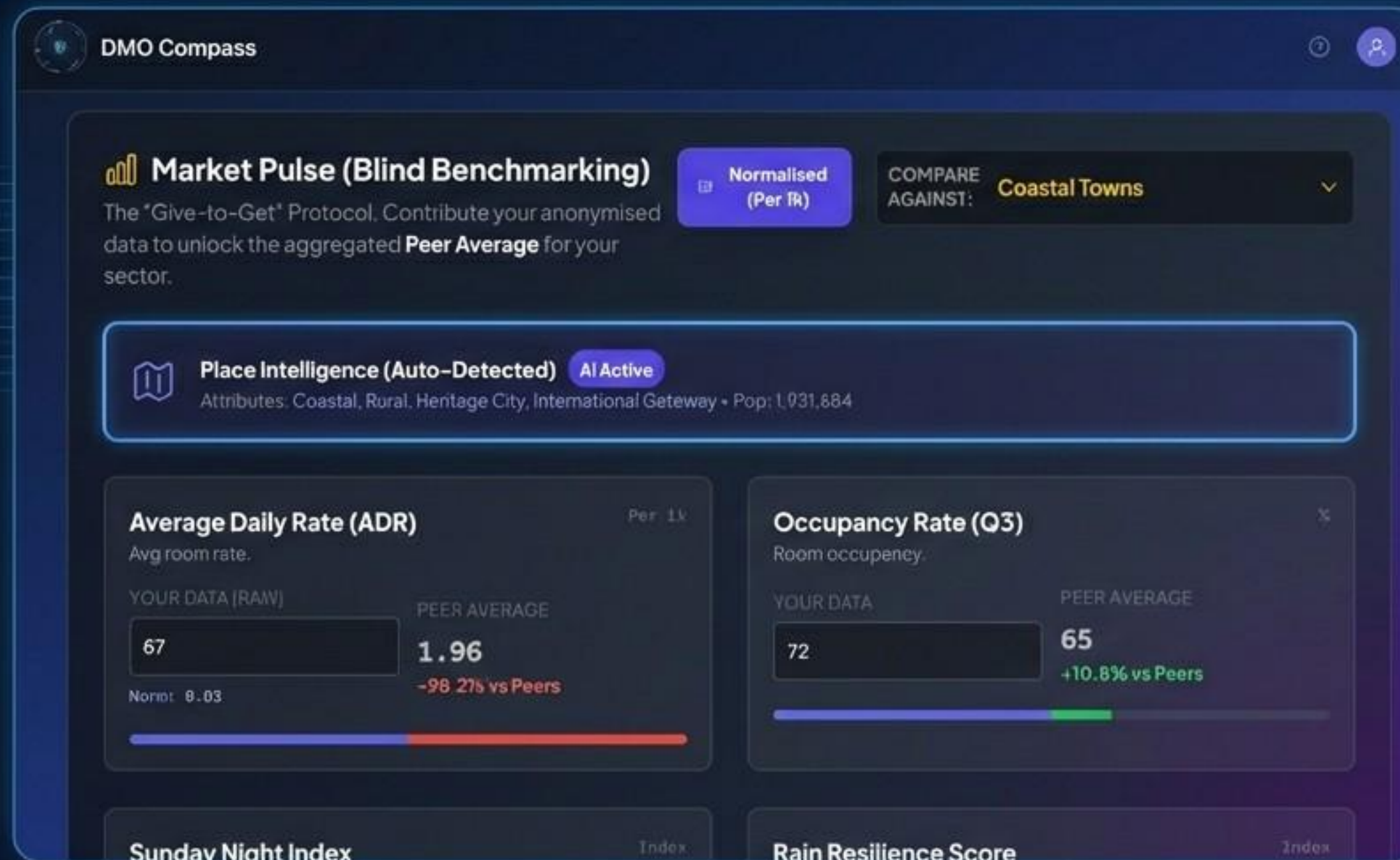
Drafts persuasive lobbying pack

Drafts arguments tailored to specific political interests.



# Closing the Data Gap: Insight & Reporting.

DMOs often lack data on international day visitors versus domestic ones (IPS data gaps). We fix the blind spot.



## Impact Dashboard:

Real-time tracking of "Time Returned to Strategy" and "Revenue Won."



## Automated Monthly Reporting:

Generates stakeholder reports, integrating Google Analytics and social data.



## Live Activity Map:

Visual geo-map showing real-time system activity across the network.



# Common Questions (and Honest Answers).



## Q1: Will this replace my staff?

No. It frees them from administrative drudgery to focus on high-value strategy and destination management.



## Q2: Is the content generic?

No. By using RAG technology, the AI is trained on *your* specific brand voice, DMPs, and assets.



## Q3: Is my data safe?

Yes. We use enterprise-grade encryption. Your proprietary data is never used to train the public models.



# Am I doing myself out of a job?

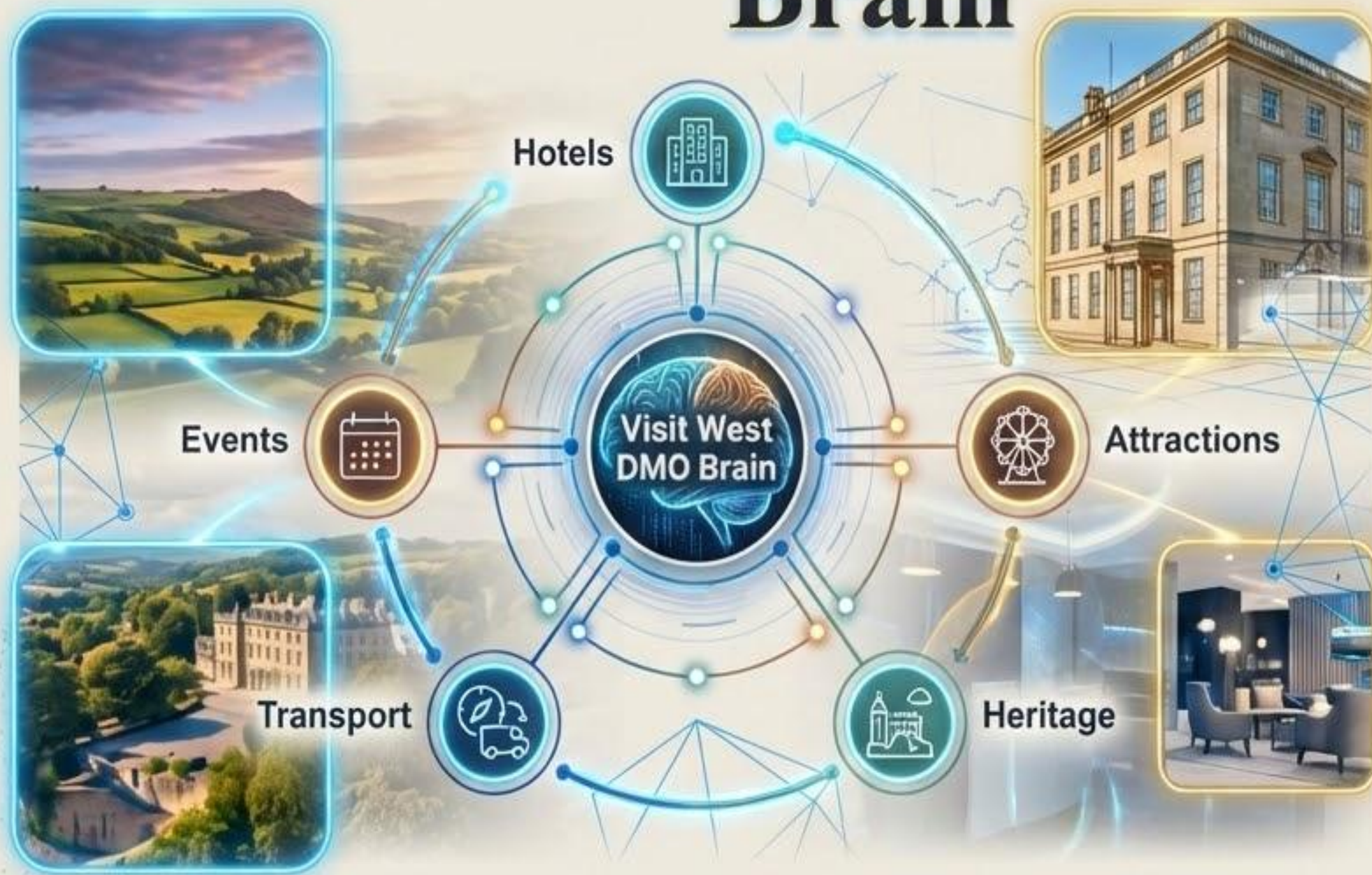
Look around you - the jobs have already gone\*  
You are what's left!



\*UK only



# Build the Brain



The 'DMO Brain' only gets smarter if we feed it the right data.



**Participate:** Join the pilot program for DMO Compass.



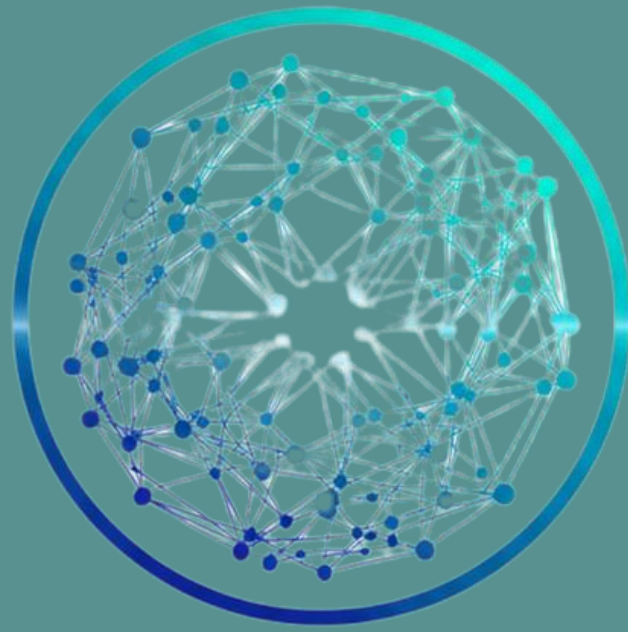
**Contribute:** Share non-sensitive data (events, capacity, FAQs) to ground the AI in local truth.



**Collaborate:** Help us define

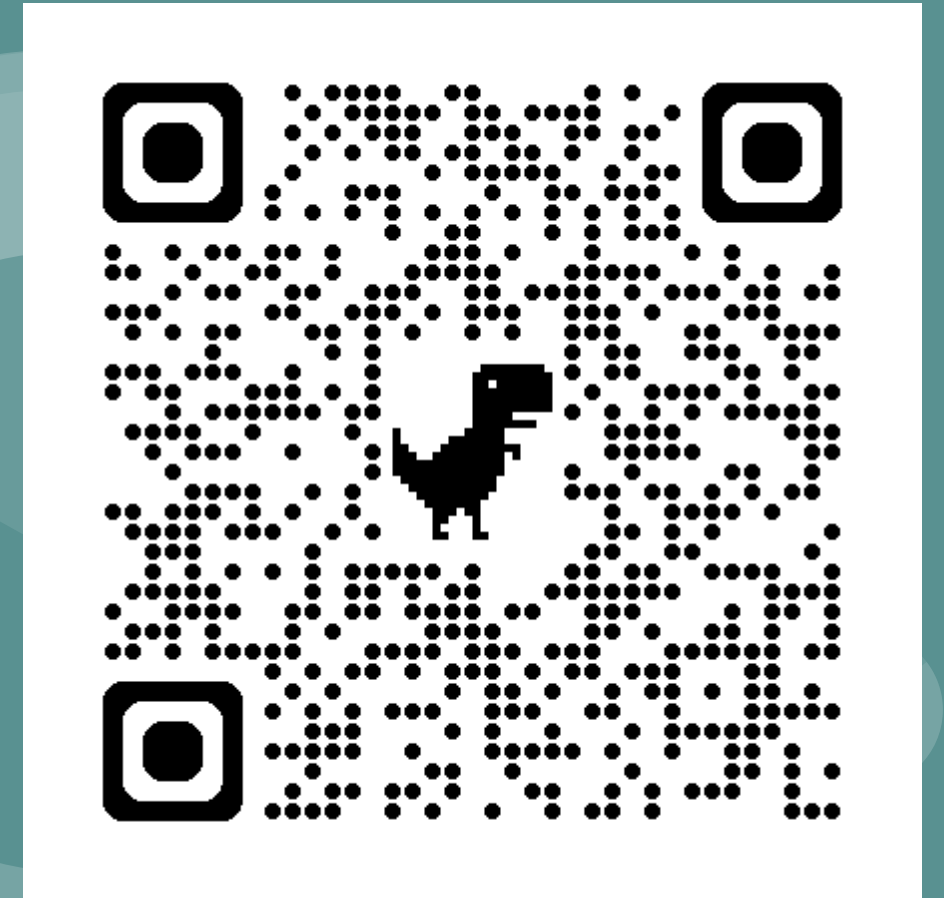
- the "West of England" narrative in the age of AI.





**DMO**  
Compass

Navigating stormy weather with the collective  
expertise of the tourism sector



**Thank you**