



Intelligent destination management

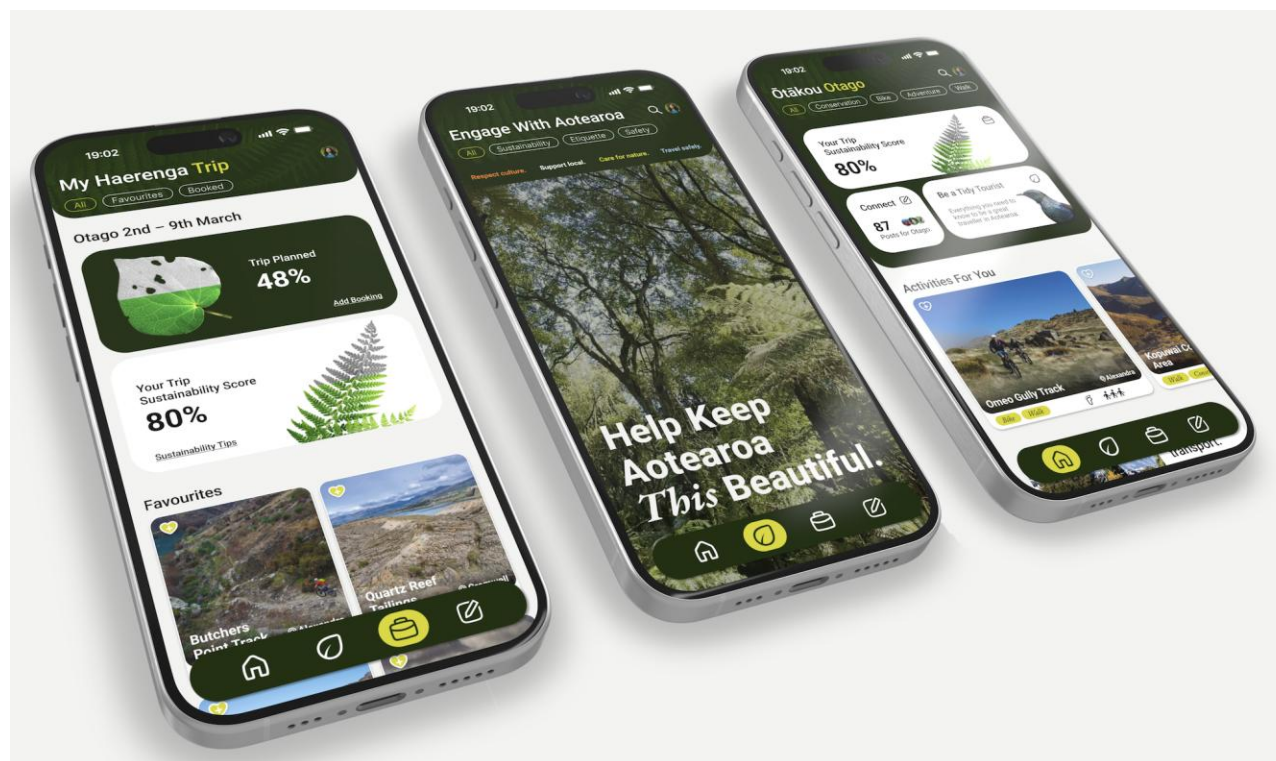
Kiri Goulter

Otago Tourism Policy School 2026

Tourism is being reshaped beneath our feet



AI is becoming the operating system of global tourism

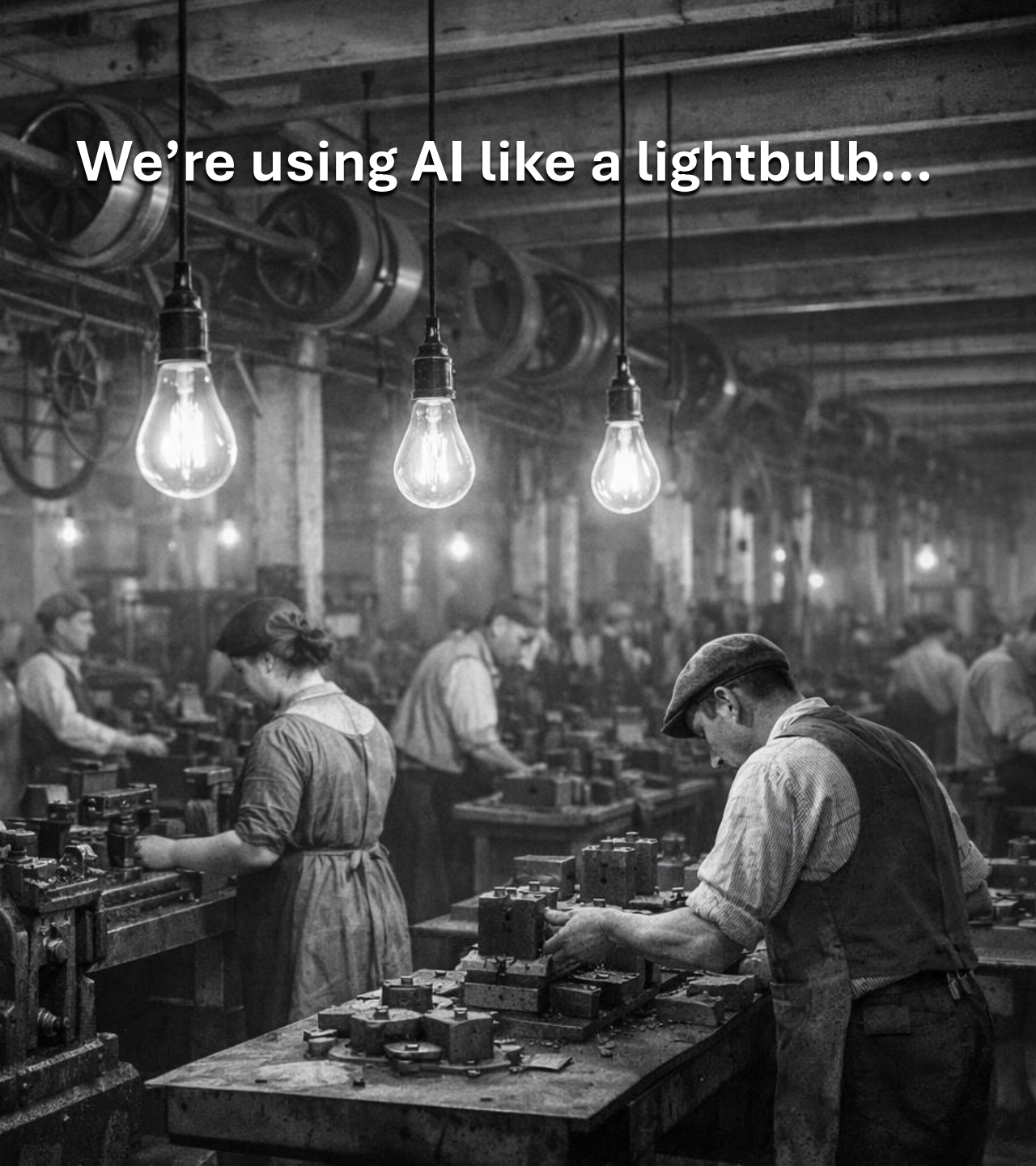


Immerse

Engaging, slow travel in Aotearoa.

Maya Hobman
Massey University 2025
Bachelor of Design
Honours project

We're using AI like a lightbulb...



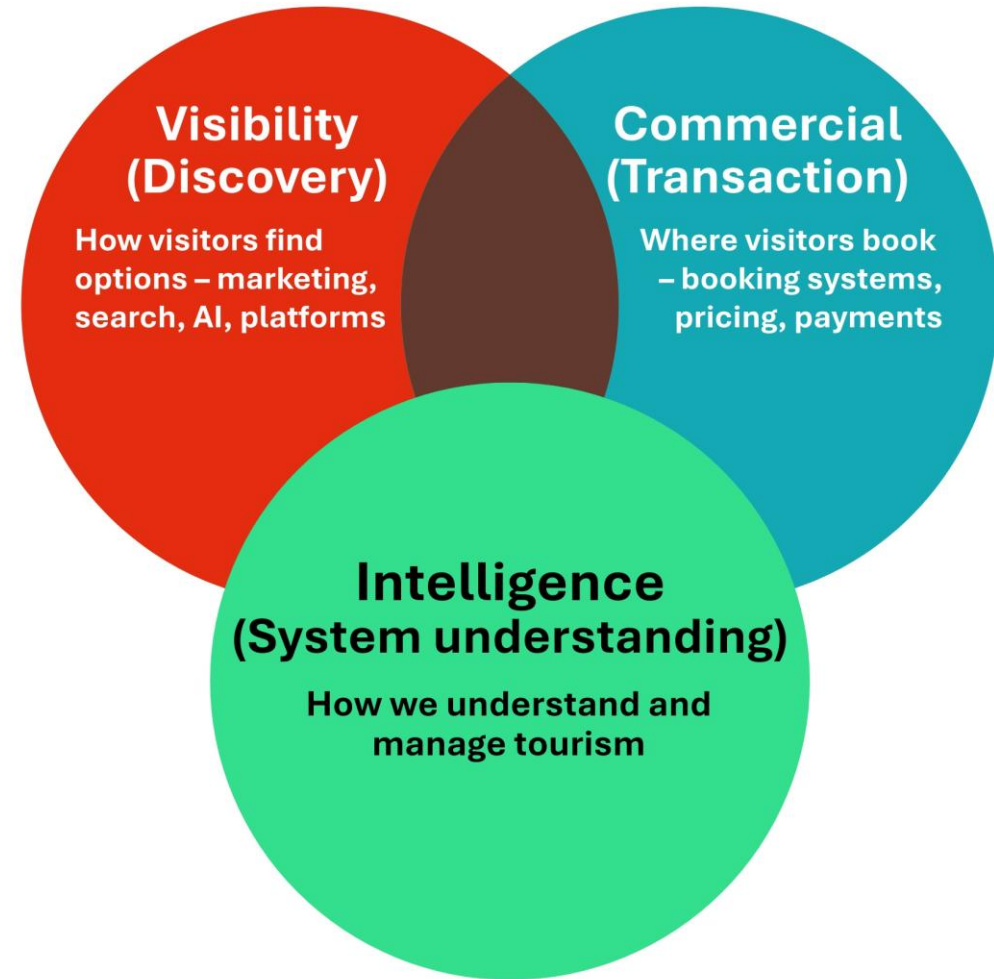
... when we should be
redesigning the factory



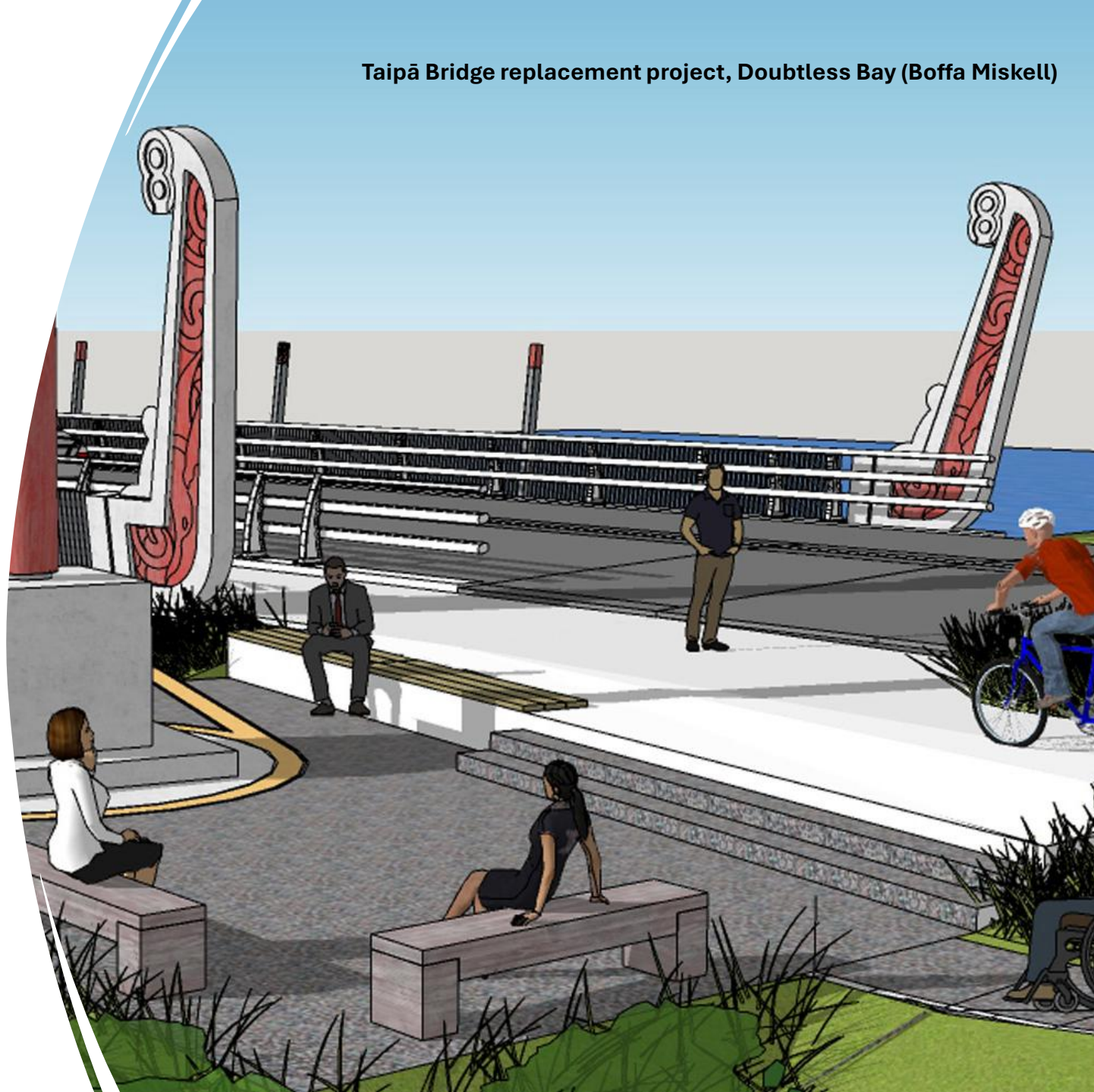
The pace of change is extraordinary



What does redesigning the factory look like?



How infrastructure counters platform power?



**Fragmented data
is a significant
risk**



**This is about sovereignty –
whoever controls the journey controls the value**

Photo: Graeme Murray

Leading destinations are building intelligence systems

CANADIAN TOURISM DATA COLLECTIVE
POWERED BY DESTINATION CANADA

PRODUCTS RESOURCES ABOUT AURORA AI

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AWARD-WINNING DATA & INSIGHTS PLATFORM

Collaborative insights to power Canadian tourism

Welcome to the Canadian Tourism Data Collective. An accessible, centralized, national platform that integrates AI-powered products to answer the tourism sector's most critical questions.

The Data Collective empowers tourism policy advisors, industry leadership, business owners, marketers, researchers and analysts, investors, and media to drive sustainable growth and set a global benchmark for innovation and leadership in data-driven tourism intelligence.

LEARN MORE HOW IT WORKS

Capability determines where value stays



Photo: International Travel
College, Whangārei

Tourism system leadership is vital



The choice is ours – shape the system or be shaped by it

- Invest in data infrastructure as seriously as we invest in roads and airports
- Build capability across our workers and businesses
- Integrate intelligence systems so we make decisions based on complete information
- Evolve our destination organisations to lead this transformation
- Protect our sovereignty, data, story and destiny



Photo: Lee Slater

THANK YOU!

and thanks also to

