AI ADOPTION FRAMEWORK CASE STUDY

TOURISM A.I. NETWORK

Tourism Ch'illiwack: AI Adoption Success with Tourism AI Network

Tourism Ch'illiwack partnered with Tourism AI Network to implement an AI Adoption Framework and an AI Intuition Sprint, equipping their team with the tools and knowledge to integrate AI into daily operations. By leveraging AI, they transformed marketing efficiency, streamlined workflows, and expanded their team's capacity without increasing headcount.

Key Actions

AI Adoption Framework Implementation

- Conducted an AI Intuition Sprint to provide hands-on training for leadership.
- Developed a structured AI adoption plan tailored to Tourism Ch'illiwack's needs.
- Established responsible AI use policies, later presented to the board.

AI-Powered Marketing & Content Creation

- Integrated Custom GPTs for ad copy, SEO, and social media strategy.
- Used Notebook LM for enhanced research and content planning.
- Leveraged AI-generated video and imagery to support campaigns.

Operational AI Integration

- Expanded AI usage beyond marketing, incorporating AI into HR and operations.
- Automated contract drafting and administrative tasks using AI-powered tools.
- Introduced AI-driven insights to improve strategic decision-making.

Key Wins

- **Daily AI Utilization** – AI is now a core tool across multiple departments.

- **Scalable Marketing Efficiency** – Small team, big impact through AI-powered workflows.

- **Cross-Department AI Adoption** – HR and operations teams successfully integrated AI into processes.

- **Leadership Buy-In** – Executive leadership became AI advocates after the Intuition Sprint.

- **SEO-Optimized Content** – AI-assisted blog writing improved search rankings.

- **Increased Productivity** – AI automation allowed the team to focus on high-value tasks.

10%
Increase in audience engagement from AI-enhanced content

Faster content creation & campaign execution

Reduction in manual marketing tasks

15%
More efficient internal operations through AI adoption

Why AI Adoption with Tourism AI Network?

- Hands-on AI training with AI Intuition Sprints
- Custom AI solutions tailored for tourism organizations
- Structured AI Adoption Framework for long-term success
- Leadership-focused AI onboarding to drive cultural change

Learn how AI can transform your destination marketing at www.tourismainetwork.com!