TOURISM AI NETWORK

CIPR COMMUNICATIONS

PETER PILARSKI

Speaker, Entrepreneur, Visionary, Strategist

BIOGRAPHY

Peter believes that while AI will cause disruption, organizations and individuals who take a systematic, fact-based, hypothesis-driven approach, coupled with strong change management practices, will succeed in using AI to streamline operations, enrich customer experiences, and achieve success.

With 20 years of experience in digital marketing, communications, and government relations across diverse industries, Peter excels as a versatile strategist. His standout quality lies in an unwavering dedication to simplifying technology while embracing innovation. His mission is to demystify the AI landscape, enabling individuals and businesses to navigate it with confidence.

SIGNATURE TOPICS

- ✔ AI Made Simple: Unlocking Tourism's Next Fronter
- ✔ From Chatbots to Agents: Evolving AI Systems and Their Impact on Tourism
- ✔ Unlocking ChatGPT's Potential
- ✔ The Evolution of Search: AI's Impact on Internet Visibility
- ✔ Authenticity and Authority in Today's Digital World

CLIENT FEEDBACK

"Peter spoke at the BC Tourism Industry conference on artificial intelligence and his presentation generated a lot of buzz at our event. Not only did Peter's presentation provide great insights on the current and future state of AI in tourism, but his engaging presentation style and real life examples got participants excited about the topic for their own tourism operations. If you are looking to motivate an audience around the topic of AI, I recommend Peter as a speaker."

Walt Judas
CEO, TIABC

Peter Pilarski has that rare brilliance of making complex ideas about AI feel not only clear, but exciting and you leave the room smarter, hungrier, and oddly entertained.

Sadi Al Rahman
Attendee at Tourism Saskatchewan Summit

BOOK PETER FOR YOUR NEXT EVENT

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Peter Pilarski

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RECENT ENGAGEMENTS

- Keynote Speaker and Workshop Facilitator, Tourism Saskatchewan Summit | Saskatoon, SK | 2025
- Workshop Facilitator, Women Entrepreneurs of Saskatchewan Summit | Regina, SK | 2025
- Keynote Speaker and Workshop Facilitator, Kootenay Rockies Tourism Industry Conference | Nelson, BC | 2025
- Keynote Speaker and Workshop Facilitator, NWT Tourism Industry Association Conference l Yellowknife, NWT | 2024
- Keynote Speaker and Workshop Facilitator, Tourism Industry Association of PEI | Charlottetown, PEI | 2024
- Keynote Speaker and Workshop Facilitator, Thompson Okanagan Tourism Association Summit | Vernon, BC | 2024
- AI Panelist, WSI Convention l Mexico l 2024
- Keynote Speaker and Workshop Facilitator, Alberta Communications Forum | Edmonton, AB | 2024
- Keynote Speaker and Workshop Facilitator, Tourism HR Canada | Ottawa, Ontario | 2024
- Keynote Speaker, TIA Yukon's Spring Conference | Whitehorse, Yukon | 2024
- Keynote Speaker and Workshop Facilitator, Canada West Ski Areas Association | Jasper, AB | 2024
- Breakout Session Speaker, BC Tourism Industry Conference | Victoria, BC | 2024

AWARDS AND RECOGNITION

- Best International Tourism Marketing & Communications Agency 2023 | Canadian Business Awards
- 10 x Web Award Winner between 2021-2025 | Web Marketing Association
- WSI Top Contributor Award | WSI Global Digital Marketing Network