

AI in Tourism:

How to future-proof your brand

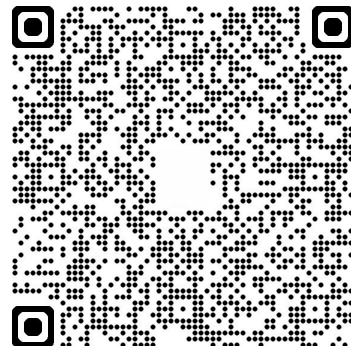
A roadmap for buyer-side leaders & marketers



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& Independent Consultant

02 July 2026

Suivre la présentation
en français 



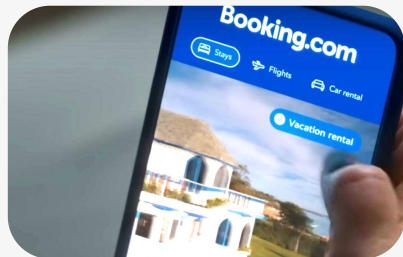
V 2.5



ABOUT ME

MY EXPERIENCE

- **20 years Marketing + Travel Industry Experience:**
Supply - Distribution - Advertising
- Advised leaders, managed teams, driven 7-figure commercial actions



MY FOCUS AREAS

- **Independent consultancy:** Advice on setting up solid marketing fundamentals: Marketing strategy, International partnerships, presence at trade shows...
- **Project management:** Scope, drive complex marketing/brand initiatives end-to-end
- **Innovation:** Help discover & connect with 'invisible' market opportunities



[MORE about my journey](#) →

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BACK TO THE FUTURE



Your Roadmap to ~~follow~~ lead AI innovation

01

REALITY CHECK:

Not just one AI future

Slide 6

02

TODAY:

3 Focus Areas to keep driving demand

Slide 9

03

TOMORROW:

A framework for strategic risk-taking

Slide 16

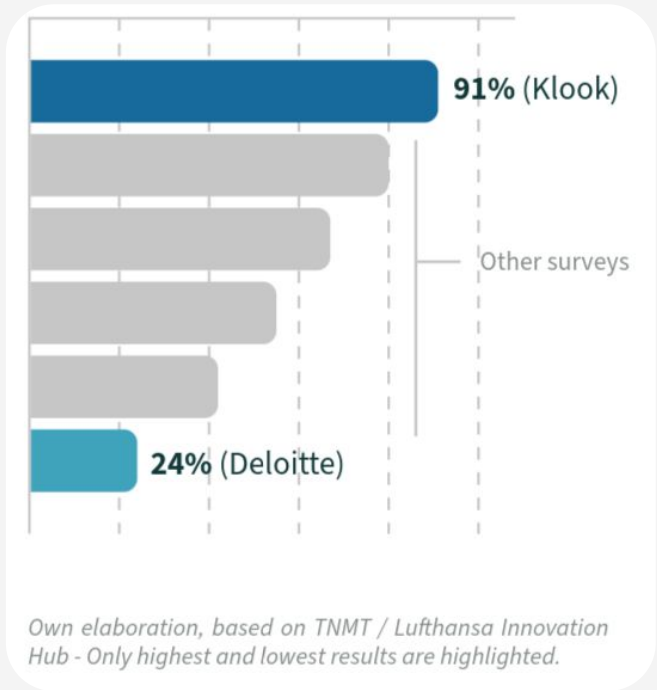
04

BONUS:

5 questions every leader can ask to sound smarter about AI

How many
travelers actually
use AI to plan
their trip, today?

NO ONE KNOWS

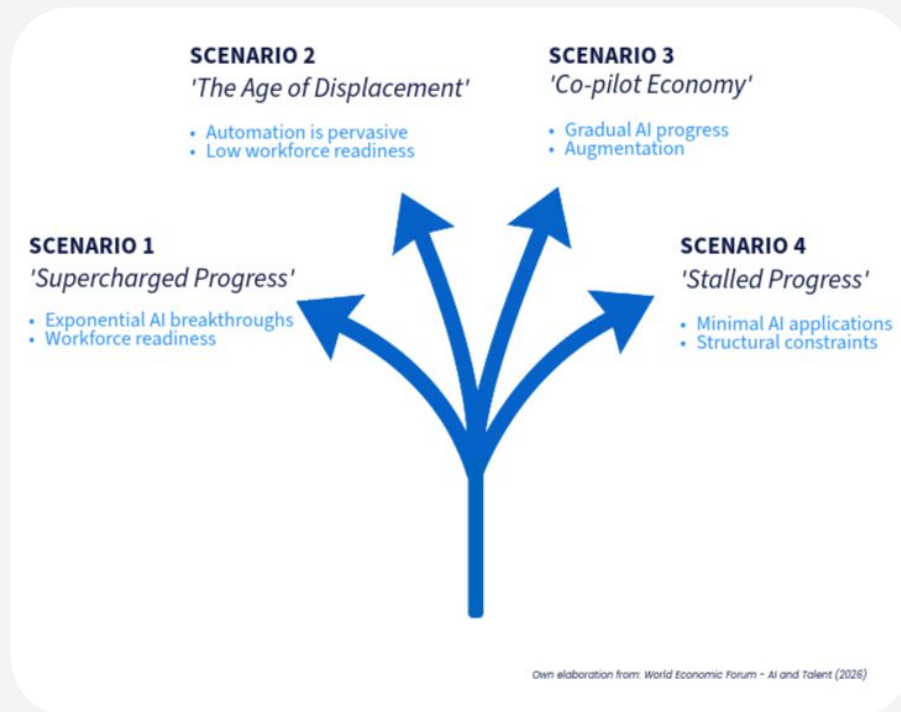


REALITY CHECK:

There's not just one AI future

Assuming that there's just one possible future with AI is simply wrong. The impact of AI depends on a variety of factors and can go from mild to strong.

One SECRET TRUTH
nobody is telling you →



A word cloud centered around the phrase "CO-CREATE THE AI FUTURE". The words are arranged in a circular pattern around the central text. The words include:

- YOU
- GEO
- MCP
- CO-CREATE
- THE AI FUTURE
- Personalization
- genAI
- UCP
- Agentic
- AEO
- Conversational
- One-click-bookings

“

Some companies have put a lot of money in experimenting with AI. But I don't think that those who did not, have missed the wave.

Oliver Parker, VP of Global Generative AI GTM, Google Cloud - June 2026



TODAY:

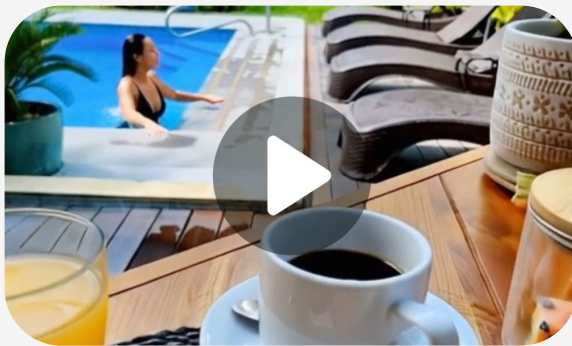
3 FOCUS AREAS
to keep driving demand with AI

01. GENERATIVE CONTENT CREATION

GenAI tools to create texts, images, videos at scale are powerful - **but beware the *time saving trap***

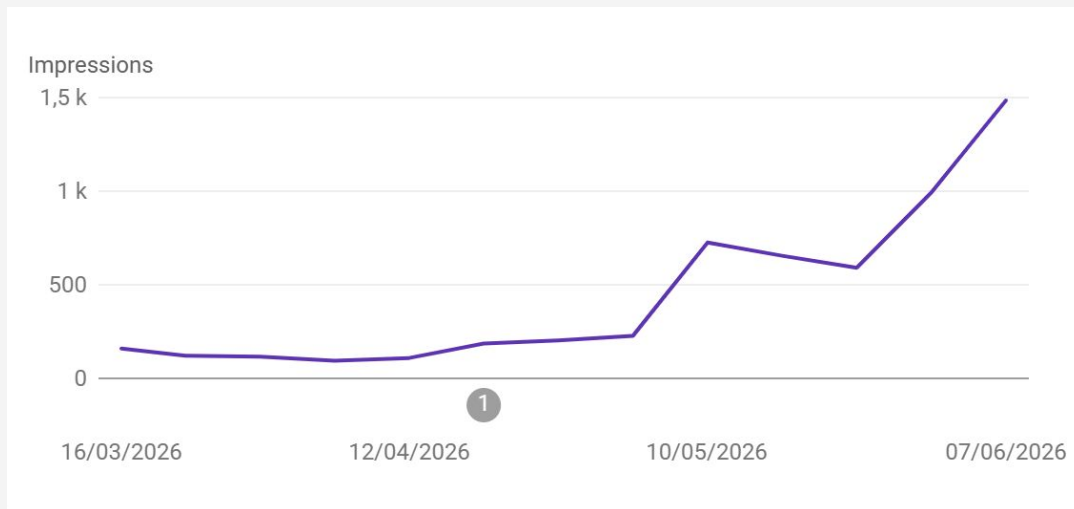


[Watch Use Case](#) 



02. AI BRAND DISCOVERY

**Product-market fit
and relevance**
continue driving
visibility in the age of
AI - not *magics*



“

*The secret recipe to appear in AI search results?
Just focus on what you can do best: Provide a great experience to your customer.”*

Wishy Arora - Group Product Manager, Travel at Google - March 2026

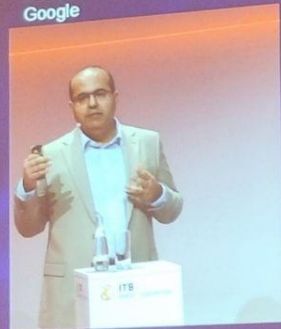
eTravel Track

Google Masterclass
Beyond the Search Bar: Winning in the AI
Travel Era



Speaker:

Wishy Arora
Group Product Manager - Travel
Google



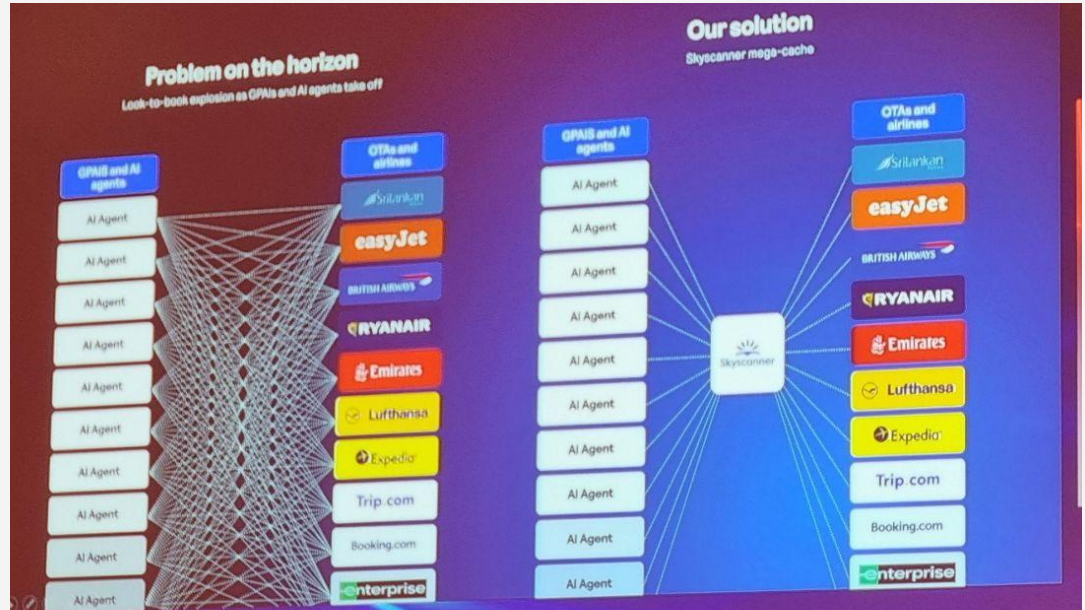
How can you
prepare for the AI Era?

Google



03. AGENTIC DISTRIBUTION

Are you willing to drive more volumes at the expense of **losing contact with your customers?**



RECAP: 3 FOCUS AREAS

TAKE ACTION /
INFLUENCE



01. Generative Content Creation

OPPORTUNITY:

Significantly reduce time
spent in creating marketing
assets (videos, pictures)

RISK: The 'time saving' trap

TAKE ACTION /
INFLUENCE



02. Brand Discovery

OPPORTUNITY:

Consistently appear in the
top results of every AI search
engine (ChatGPT, Google
Gemini...)

RISK: Focusing on the tech
behind search engine
ranking (SEO / GEO)

MONITOR



03. Distribution

OPPORTUNITY: Unlock an
additional distribution
channel

RISK: Losing control of
your brand & customer
touchpoints

[DIVE DEEPER / Use Cases:](#)



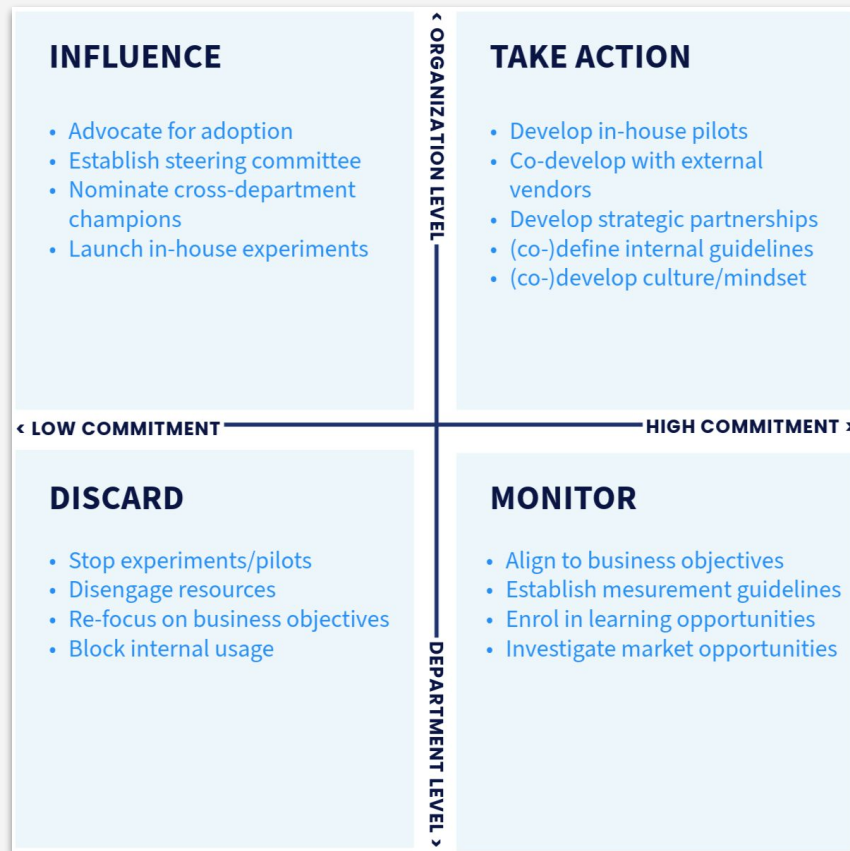
And tomorrow?

Think like an investor

TOMORROW:

A Framework for strategic risk-taking

Before taking any action on the next tool or platform, evaluate risk / opportunities first. Then, use this matrix to define your strategic course.



NEXT STEPS for (travel industry) leaders

STEP 1 (Re-)align business priorities

Business Leader

STEP 2 Prioritize the (3) focus areas that drive demand today

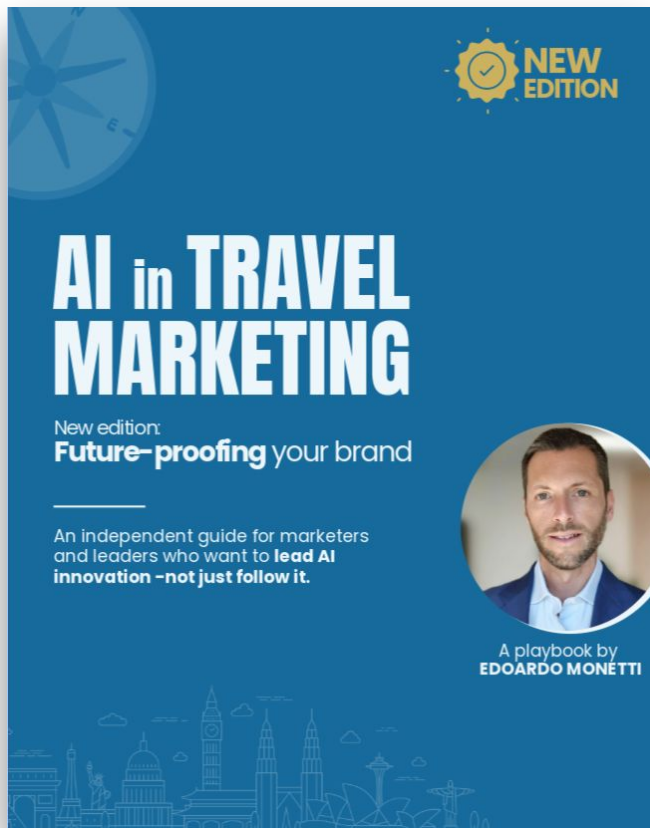
Business Leader +
Marketing Lead

STEP 3 Critically assess new AI opportunities vs. business priorities

Business Leader +
Marketing Lead +
Business Development

STEP 4 Discard / Monitor / Influence / Take Action

Business Leader
Marketing Lead
Department Lead
Vendor(s)



PREVIEW NEW EBOOK



+ Bonus Content

*5 QUESTIONS every leader can
ask to sound smarter about AI*

THANK YOU!

Questions?