

# AI Pilot Project Brief: AI-Enhanced Event and Itinerary Management for Boyne Valley Tourism

## *Project Overview:*

Boyne Valley Tourism aims to streamline the collection and dissemination of information regarding events and special offers from over 150 member businesses. Currently, this information is gathered via email and circulated via email newsletter and through the Boyne Valley Tourism website. The process is labour-intensive and time-consuming and leads to formatting challenges with inconsistent information supplied. Implementing an AI-powered solution aims to simplify and automate this workflow, ultimately improving efficiency and enhancing the user experience for both businesses and consumers.

## *Objectives:*

- 1. Automate Data Collection:** Develop a programme that scans member businesses' websites and social media platforms for event details and special offers. This will reduce manual gathering and allow for uniformity in data formatting, adhering to specified guidelines.
- 2. Standardisation and Upload:** Automatically standardise the extracted information into a user-friendly format for the Boyne Valley Tourism "What's On?" page. Events that have concluded will automatically drop off the list, maintaining up-to-date offerings for visitors.
- 3. AI-Powered Itinerary Generator:** Create an intuitive itinerary generation tool for prospective visitors. Users can input preferences such as interests, travel duration, and method of transport to receive customised itineraries. The tool will adapt recommendations based on proximity to travel dates, integrating real-time event listings and special offers where available.

## *Expected Outcomes:*

1. Reduction in labour hours related to event data collection and formatting.
2. Increased visibility of member events and special offers through the centralised "What's On?" page.
3. Enhanced visitor engagement through personalised itinerary options, increasing tourism in the Boyne Valley region.

## *Conclusion:*

The proposed AI pilot project represents an innovative step forward for Boyne Valley Tourism, ultimately aiming to foster a more dynamic and responsive tourism ecosystem. By embracing technology to streamline operations, Boyne Valley can enhance its service delivery, which benefits member businesses and enriches the visitor experience.