

Making AI Work for Tourism
Wednesday, April 30, 2025
8:00 AM to 9:30 AM
Embassy Suites by Hilton Waikīkī Beach

The tourism industry is changing—fast. Artificial Intelligence (AI) is transforming the way we sell, market, and operate within the hospitality and travel sectors. From hotels and airlines to visitor attractions, ground transportation, and travel agencies, AI is reshaping the guest experience, workforce dynamics, and revenue strategies.

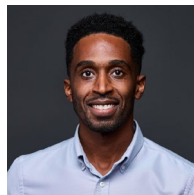
How can Hawai'i's tourism industry harness AI while maintaining its cultural values and aloha spirit that set us apart?

Join our expert panel as we explore:

- ✓ AI-Driven Personalization – Enhancing visitor experiences while preserving authentic hospitality
- ✓ Operational Efficiency – How AI is optimizing reservations, staffing, and revenue management
- ✓ Workforce Impacts – Balancing automation with local employment and union concerns
- ✓ Marketing in the AI Age – Data-driven strategies for reaching high-value visitors
- ✓ Sustainability & Cultural Sensitivity – Using AI to promote responsible tourism in Hawai'i
- ✓ The Future of Travel Tech – What innovations are shaping the next decade of Hawai'i tourism

- 🔥 Stay competitive, informed, and connected as we shape the future of tourism in Hawai'i!
- 🍳 Oh, and don't worry—unlike some AI-generated breakfast menus, the buffet WILL have eggs.
- 📍 Reserve Your Spot Today!

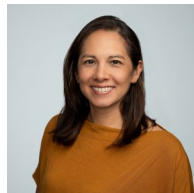
Moderator – James Wilson
Corporate Director of Business
Intelligence and Distribution
Outrigger Hospitality Group



Nicole Cacal
Executive Director
TRUE Initiative



Nicole Altman
Senior Counsel
Instacart



Yolanda Lau
Founding Board Member
Hawai'i Center for AI
(HCAI)



Validated event parking is \$8.00 for four (4) hours

Registration Information

<https://patahawaii.starchapter.com/index.php>

PATA Members	\$65
TTRA Members	\$65
Non-Members	\$75