

CANADIAN TOURISM DATA COLLECTIVE

BUILDING TRUST AND SCALE WITH AI

NOVEMBER 26, 2025

CONSORTIUM DE DONNÉES TOURISTIQUES CANADIENNES

BÂTIR LA CONFIANCE ET DÉPLOYER L'IA À GRANDE ÉCHELLE

26 NOVEMBRE 2025

Toronto Ontario

Peter de Rama
Sr. Executive Director
Technology and Digital Transformation
Destination Canada



DESTINATION
CANADA



CANADIAN TOURISM DATA
collective



consortium
DE DONNÉES TOURISTIQUES CANADIENNES

Land acknowledgement

“I would like to begin by acknowledging the Indigenous Peoples of all the lands that we are on today.”

Reconnaissance territoriale

« Je veux d'abord reconnaître les peuples autochtones de toutes les terres sur lesquelles nous nous trouvons aujourd'hui. »



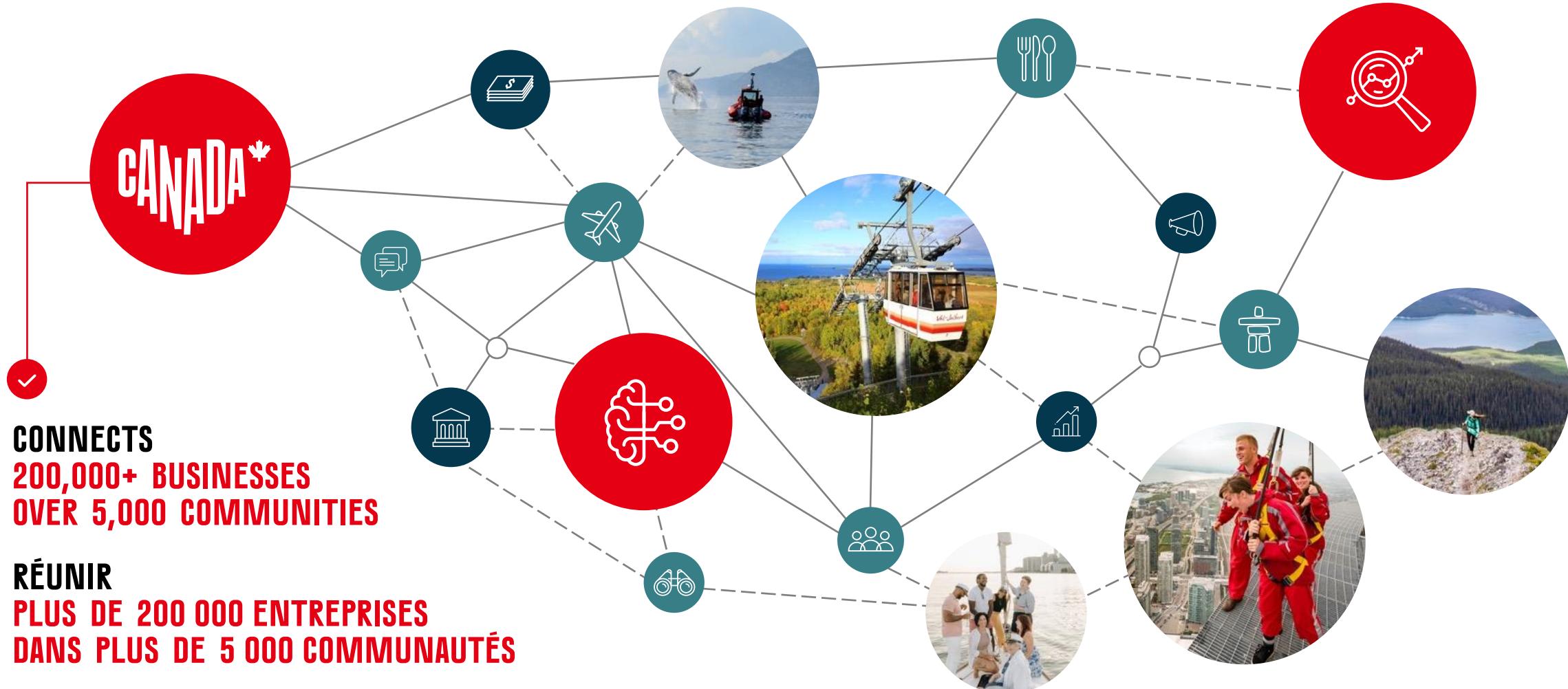
DESTINATION CANADA

Mississauga

Ontario

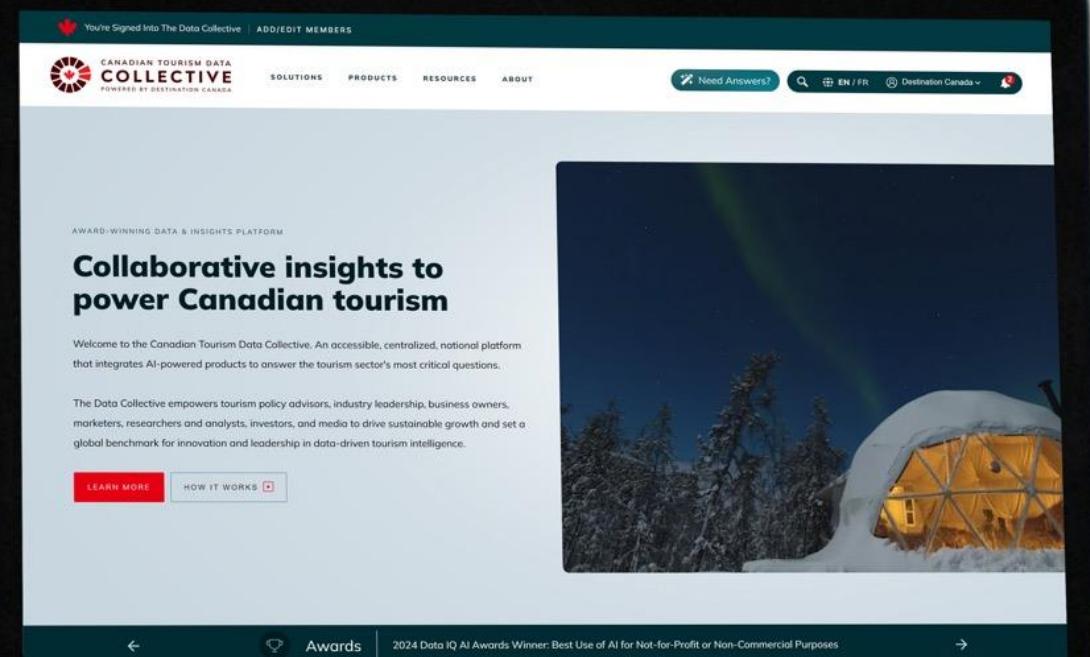
POWERING COLLECTIVE INTELLIGENCE

PROPULSER LES RENSEIGNEMENTS COLLECTIFS



ONE PLATFORM. MULTIPLE PRODUCTS

UNE PLATEFORME. PLUSIEURS PRODUITS.



INDUSTRY INTELLIGENCE
RENSEIGNEMENTS SUR
L'INDUSTRIE



DESTINATION INTELLIGENCE
RENSEIGNEMENTS SUR LES
DESTINATIONS



TRAVELLER INTELLIGENCE
RENSEIGNEMENTS SUR
LES VOYAGEURS

EXPERIENCE IS JUST THE TIP OF THE ICEBERG

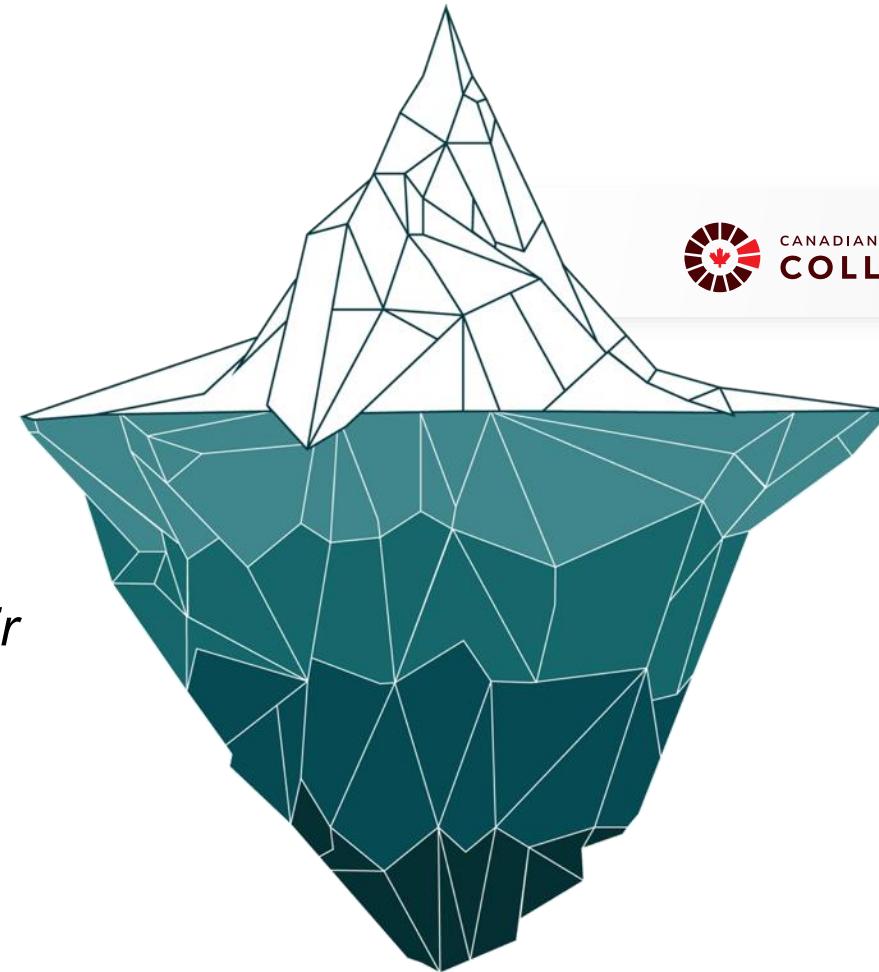
L'EXPÉRIENCE N'EST QUE LA POINTE VISIBLE



Strong Foundations
Enables AI at Scale



*Des bases solides
permettent à l'IA de grandir*

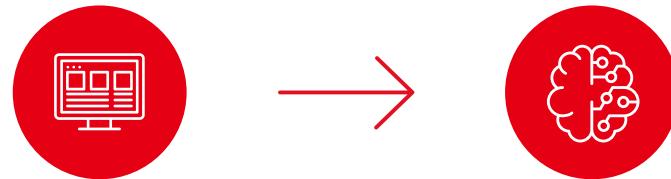


AI IS USED AT ALL LEVELS OF THE ARCHITECTURE

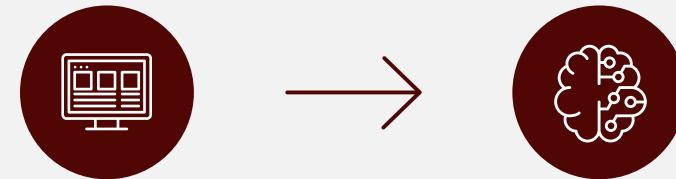


L'IA EST UTILISÉE À TOUS LES NIVEAUX DE L'ARCHITECTURE





**FROM INTERFACE
TO AN
INTELLIGENT
COLLABORATOR**



**D'UNE SIMPLE
INTERFACE À UN
COLLABORATEUR
INTELLIGENT**

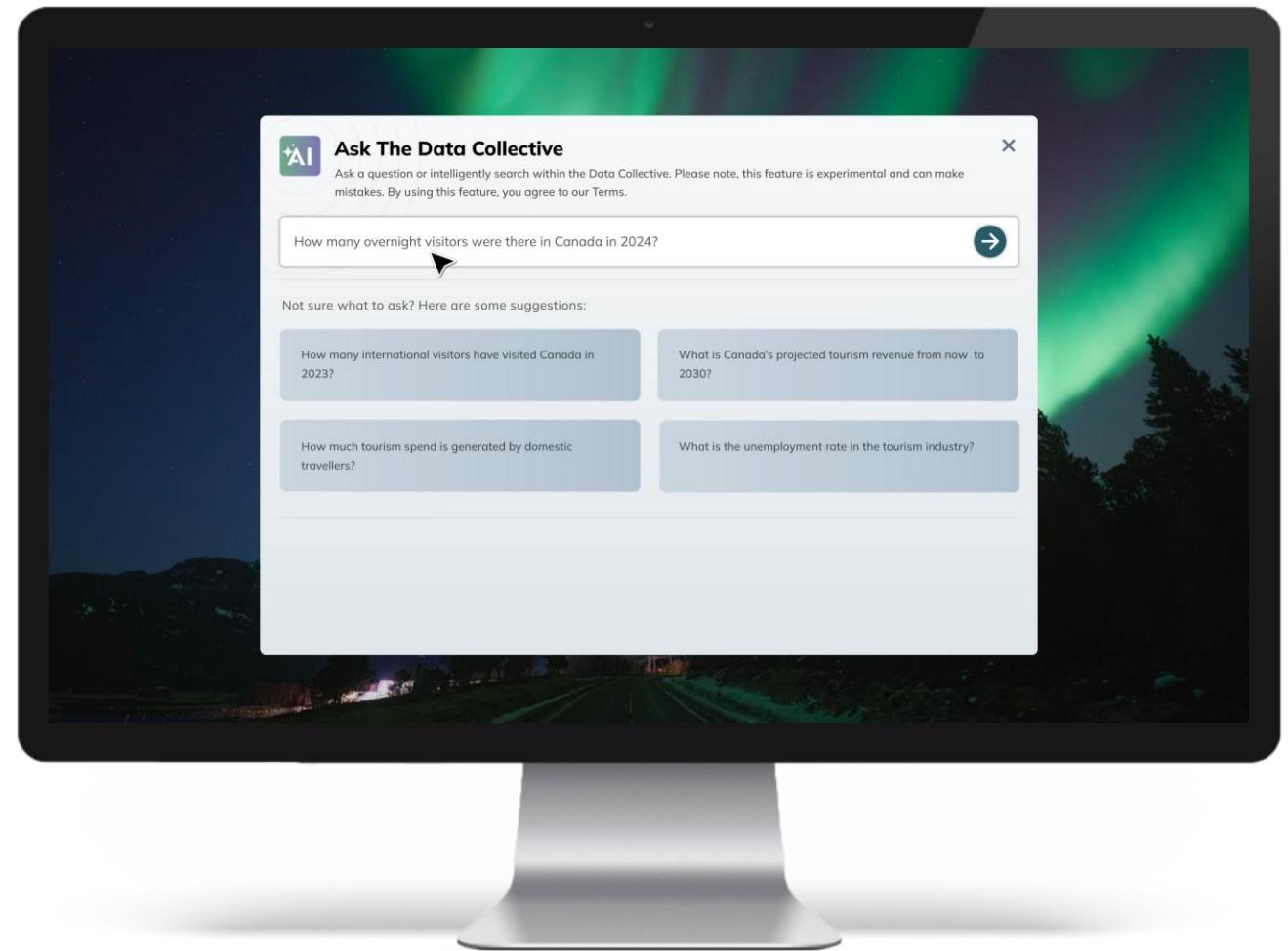
A photograph of the night sky, showing a vibrant green and yellow aurora borealis (Northern Lights) in the lower left. The word 'AURORA' is overlaid in a white, sans-serif font, enclosed within a rounded rectangular shape that has a green-to-purple gradient. The letter 'A' features a small, stylized starburst icon to its left.

AURORA



INTRODUCING AURORA SEARCH

VOICI AURORA RECHERCHE





NEW, IN-DEPTH VISITOR INSIGHTS

Traveller

INTRODUCING TRAVELLER TWIN VOICI JUMEAU VOYAGEUR

[Home](#) > [Traveller Segmentation Program](#)



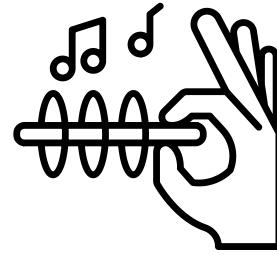
Unlock the Power
of Visitor
Insights



TRAVELLER TWIN: A MULTI-EXPERT SYSTEM

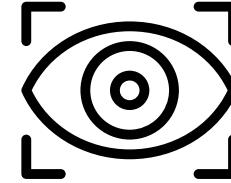


JUMEAU VOYAGEUR : UN SYSTÈME MULTI-EXPERTS



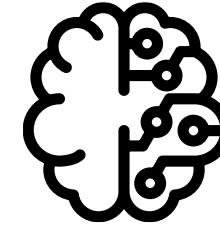
Conductor

Conducteur



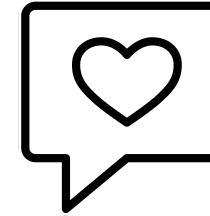
Sentinel

Sentinelle



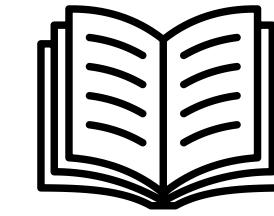
Research Assistant

Assistant de recherche



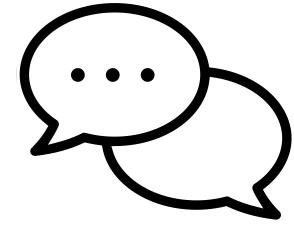
Role Player

Interprète de rôles



Educator

Formateur



Linguist

Linguiste



AURORA

BY DESTINATION CANADA

Yellowknife

Northwest Territories / *Territoires du Nord-Ouest*

Q&A

PÉRIODE DE QUESTIONS