

70th Meeting of the Regional Commission for the Americas of UN Tourism

Seminar

"Artificial Intelligence and Tourism in the Americas"

Impact and opportunities of Artificial Intelligence (AI) in the tourism sector and its capacity to transform the industry

July 31, 2025 – Westin Hotel Lima, Peru

Preliminary Agenda

High-Level Seminar

10:00 – 10:20

Welcome Remarks

Úrsula León Chempén, Minister of Foreign Trade and Tourism, Peru
Zurab Pololikashvili, Secretary-General, UN Tourism

10:20 – 10:35

Keynote Address: "Tourism Trends in Digital Innovation and Digital Skills in the Tourism Sector in Latin America and the Caribbean"

Natalia Bayona, Executive Director, UN Tourism

10:35 – 11:20

Ministerial Panel – "Regulation and the Future of Artificial Intelligence in Tourism in Latin America and the Caribbean":

AI has the potential to close gaps by democratizing access to information, personalizing experiences for travelers of various profiles, and optimizing the management of tourist destinations. A regulatory framework that is flexible yet secure will allow countries to harness these benefits without compromising user trust and safety. In this session, countries from the region will share best practices and success stories on how they are implementing AI and other technologies to transform tourism into a tool for inclusive development.

11:20 – 11:40

Pitch – Startups that work with Artificial Intelligence

11:40 – 12:00

Closing of the seminar

- Gustavo Santos, Regional Director for the Americas, UN Tourism
- Nancy Aracelly Laca Ramos, Vice Minister of Tourism, Peru

12:00

Networking

13:00 – 14:00

Lunch for the delegations (by invitation only)

Thematic Sessions

14:00 – 14:10

Opening Speech: “Tourism Enterprises in the Era of Smart Tourism Destinations: Competitiveness and Artificial Intelligence”

Antonio López de Ávila, Director of Innovation, Education, and Investments, UN Tourism

14:10 – 15:00

Thematic Session I – “Artificial Intelligence in the Transformation of Tourism Destinations and Products: Innovation, Sustainability, and Competitiveness”:

AI is revolutionizing the transformation of destinations and tourism products by enhancing planning, management, and promotion. With AI-based market intelligence, destinations can analyze traveler behavior patterns, anticipate trends, and optimize the tourism offering for a more personalized and sustainable experience.

15:00 – 15:45

Thematic Session II – “Digitalization Processes and the Role of AI in Business Management”:

AI drives the competitiveness of companies in the sector by automating processes, improving operational efficiency, and strengthening strategic decision-making.

15:45 – 16:30

Thematic Session III – “Enhancing the Tourist Experience with Artificial Intelligence”:

AI enables unprecedented insights into tourist behavior. Businesses and destinations can use AI-based tools to attract both domestic and international tourists and manage their experiences at the destination.

16:30

Closing of the Thematic Sessions