Visitors are already asking AI. Calgary isn't answering.

Convention attendees, weekend travellers, family visitors — they ask ChatGPT and Gemini "what should I do in Calgary?" before they check visitcalgary.com. Right now, AI gives them a 2019 TripAdvisor summary. No current events. No restaurant specials. No local expertise.

THE GAP

"I'm visiting Calgary this weekend — what should I do?"

WHAT AI SAYS TODAY

Calgary Tower, Heritage Park, Stephen Avenue Walk

"Vibrant food scene and outdoor activities"

No specific restaurants. No current events.

Generic. Undated. Could be any year, any season.

WITH CITYBOOK

Lilac Festival this Saturday on 4th St SW — live music, 500+ vendors, free

Dinner: Ten Foot Henry — vegetable-forward sharing plates, reserve by 5pm

Sunday: Inglewood Night Market 5–10pm

Calgary Folk Fest at Prince's Island — single-day passes available

HOW IT WORKS

01
We structure your destination data
Member restaurants, attractions, events, seasonal campaigns — all in one structured layer.

02
Every AI assistant gets it
ChatGPT, Claude, Gemini, Siri, and every custom agent. One integration, every platform.

03
Visitors get real answers
Current, specific, actionable — what's actually worth doing in Calgary right now.

WHAT CHANGES FOR VISITORS

"What should I do tonight?"
Specific, current recommendations — not a generic top-10 list from 2019.

"Where should I eat?"
Real menus, daily specials, patio availability, reservation details.

"Any events this weekend?"
Live events with times, venues, tickets — not a link to visitcalgary.com.

"Is Calgary worth visiting?"
A city that actually shows up in AI with a compelling, current story.

90 days. Calgary's visitor experience. $0.

A pilot to make Calgary the first Canadian city where AI assistants give accurate, detailed visitor recommendations.

TIMELINE

SETUP
Week 1–2

- Ingest Tourism Calgary member data
- Structure top 50 restaurants + 20 attractions
- Integrate existing event feeds

LIVE
Week 3–10

- Members discoverable by every AI assistant
- Events auto-updated from feeds
- Weekly coverage reports to your team

EVALUATION
Week 11–12

- Visitor query volume analysis
- AI recommendation report
- Expand or wind down — your call

WHO DOES WHAT

What Tourism Calgary does

- Share member directory + event calendar
- Introduce 20 flagship members for enrichment
- Co-brand the pilot ("Tourism Calgary x Citybook")

What Pawlo does

- Structure all member profiles for AI discovery
- Integrate event feeds — festivals, shows, markets
- Distribute to every AI platform (ChatGPT, Claude, Gemini)
- Deliver weekly coverage reports

WHAT TOURISM CALGARY GETS

First in Canada
Calgary becomes the first city where AI assistants give real, current local answers. A story worth telling.

A new metric
"AI mentions" joins impressions, clicks, and bookings. Measure how often Calgary shows up in AI recommendations.

Member value
A tangible new benefit for Tourism Calgary membership — AI visibility for every member business.

Cost to Tourism Calgary during pilot

$0

Pawlo covers all infrastructure. No procurement. No IT integration. Walk away after 90 days if it doesn't work.

Eric Yeung
eric@pawlo.ai

citybook.pawlo.ai/yyc