

PRESS RELEASE

ACAVE promotes the incorporation of AI in the daily activity of travel agencies

- The 36 participants of the first edition of the *ACAVE Artificial Intelligence Training Plan for Travel Agencies* have just completed their individual projects that they will now implement in their respective agencies.



Image designed by Freepik

Tuesday, May 30, 2024.- AI tools to automate the creation of SEO texts, dynamic databases with the ability to be composed mechanically, generation of customer acquisition and loyalty campaigns, personalized customer travel programs that are updated and then distributed automatically... These are just some of the examples of the programs developed by the 36 travel agencies associated with **ACAVE** that have participated in the first edition of the ***Artificial Intelligence Training Plan for Travel Agencies*** promoted by the partnership with the innovation agency **Growtur**.

Jordi Martí, **president of ACAVE**, explains that "*Since the emergence of the AI phenomenon and its progressive implementation in the activity of companies, at ACAVE we have been convinced that it offers great opportunities for the activity of travel agencies and we consider it essential to create a program that would help our associates to develop their own projects at the scale of their agencies*". Over 3 weeks, participants had the opportunity to train with Growtur experts with a program that explored, among other topics, the change in searches in the travel business, the generation of relevant and personalized content with AI, keys to planning communication campaigns or the optimization of internal processes.

For his part, Josep Sala, **vice-president of the Innovation and Sustainability Committee of ACAVE** considers that this training *"represents an important advance in the convergence between technology and tourism. Artificial intelligence offers unprecedented opportunities to personalize travel experiences, optimize workflows, and improve sustainability. This course has not only trained agencies in the effective use of AI tools, but also helps to encourage the adoption of more sustainable practices in the sector. At the Innovation and Sustainability Committee, we celebrate this initiative as a significant step towards smarter and more responsible tourism."*

Rafael de Jorge, **founder of Growtur**, has valued the result of this first edition of the program very positively and comments that *"I have been very surprised by the high quality of the projects developed, many of them already fully operational, and that solve specific problems of the day-to-day of their companies. Several projects have focused on aggregating customer data and attributes for the creation of databases with the ability to generate intelligent marketing campaigns that personalize shipments. Another project focused on the automatic generation of SEO texts with all the programming elements. There are many interesting examples. Most remarkably, everyone has understood that the size of their company doesn't matter: Artificial Intelligence offers possibilities for both large companies and micro-SMEs."*

About ACAVe

The Corporate Association of Specialised Travel Agencies (ACAVe) is the employers' association of travel agencies at the national level based in Catalonia. ACAVe is the most representative Association in Spain and includes 400 members and around 1,000 points of sale throughout Spain. The Association is made up of agencies of different types: holiday and corporate broadcasters, tour operators, coastal and city receptives, online agencies and cruise companies.

For more information:

Oriol García - 608 51 29 09

oriolgarcia@mahala.es