

AI-Focused Tourism Industry Network

WSI Biggs Digital built the digital foundation for a North American AI tourism network, generating 3,600+ users and 19,000+ page views in under 18 months.

BACKGROUND

A collaborative network of destination organizations and tourism businesses across North America dedicated to integrating artificial intelligence into the tourism industry.

The organization engages tourism professionals, destination marketers, and technology innovators who are working to adopt AI-driven solutions that improve operations, marketing, and guest experience.

When they engaged WSI Biggs Digital, the organization had a clear mission and a growing audience — but no digital presence to support either.

Check out: [\[client website URL\]](#)

CHALLENGES

The organization faced a foundational challenge at the start of the engagement.

- No Digital Presence**
The organization had no website and no central hub to communicate its mission, engage its audience, or support future digital marketing. Without a web presence, credibility and reach were limited from the start.
- Needed to Reach Multiple Audiences**
The platform had to work for tourism professionals, destination marketers, and technology innovators simultaneously — with messaging that connected across all three without losing focus.
- Required a Scalable Foundation**
Any solution had to do more than launch a site. It needed to serve as the long-term digital infrastructure for content, lead generation, SEO, and future campaign activity.

"The team translated the vision of our organization into a digital platform that's both intuitive and future-focused. The strategic approach and deep understanding of our audience helped us create more than just a website — it's a powerful tool that supports AI adoption across the tourism industry."



Founder
Tourism AI Network

Solution

WSI Biggs Digital delivered a complete digital foundation built to support the organization's mission, audience, and long-term growth. The solution covered three areas:

1. Website Design & Development.

A responsive, professional website built around the organization's brand, mission, and multi-audience messaging. Navigation and user experience were designed for clarity across tourism professionals and technology innovators.

2. SEO Strategy.

Search optimization was built into the site from launch, establishing organic visibility and driving qualified traffic without paid support. Over 2,500 sessions came from organic search alone.

3. Digital Marketing Integration.

Key tools for lead capture, analytics, and future campaign activation were integrated at launch, so the site could grow and convert from day one.

RESULTS

In under 18 months, the site established global reach and meaningful lead activity across North America, Asia, and Europe.

UNIQUE USERS



Unique users reached in under 18 months with no prior digital presence and no paid traffic at launch.

PAGE VIEWS



Total page views delivered, with an average session time of 1 minute and 34 seconds — strong engagement for a B2B launch.

ORGANIC SESSIONS



Sessions delivered through organic search alone, reflecting the strength of the SEO strategy built into the site from day one.

FORM STARTS



Form starts recorded, signaling real lead generation activity and conversion intent from the target audience.