

# New Report Reveals Key Insights on AI's Adoption Among Small and Medium Sized Businesses

*New SMB research highlights 72% optimism for AI's impact on business objectives with a year, despite 62% lacking in-house expertise*

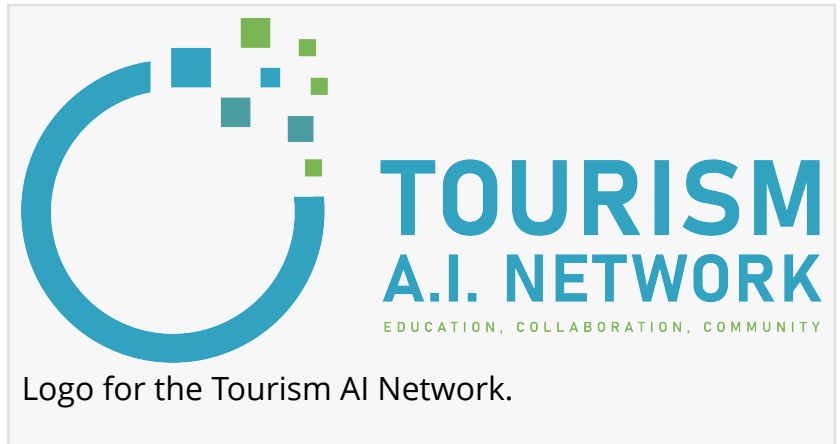
CALGARY, AB, CANADA, June 12, 2024 /EINPresswire.com/ -- The [Tourism AI Network](#) is thrilled to share a groundbreaking report that sheds light on AI adoption and usage in businesses around the world from WSI,

a global digital marketing agency and a Trailblazing Partner of the Tourism AI Network. The report, "Navigating the AI Landscape: Strategic Insights for Small and Medium-Sized Businesses," offers crucial insights into how businesses, especially small and medium-sized businesses (SMBs), are leveraging artificial intelligence to enhance growth, boost efficiency, and gain a competitive edge.

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*Peter Pilarski, Founder*



The survey, conducted with over 500 decision-makers at SMBs, reveals significant optimism towards AI, with 72% of participants confident that AI can help achieve their business objectives within the next year. The report also highlights a critical need for increased AI education and strategic planning, as 62% of business owners admitted to a lack of in-house AI expertise.

Peter Pilarski, Founder of the Tourism AI Network, emphasized the importance of this report for the tourism industry: "This report is a vital resource for tourism

businesses looking to stay ahead in the quickly changing business environment. By understanding and integrating AI, these businesses can unlock new opportunities for growth and innovation. Our support in promoting these findings underscores the Network's commitment to providing the tools and knowledge necessary for our community to thrive in the age of AI."

Key findings from the report include:

- Strong enthusiasm for AI, with 72% of respondents believing it can meet business objectives within the next year.
- A significant gap in AI training, with 69% of respondents lacking AI-related education in 2023 or early 2024.
- Strategic planning gaps, with 55% of businesses not discussing AI formally.
- Sales and Marketing functions leading in AI adoption, with 70% using AI for improved customer targeting and campaign optimization.
- Lower AI adoption rates in Human Resources and Recruitment, IT and Cybersecurity, and Operations and Logistics.

Valerie Brown-Dufour, President of WSI, commented on the survey's findings: "This survey underscores what we've been discussing with our clients—AI offers a significant competitive advantage for SMEs ready to embrace it. By providing the right tools and guidance, we're helping these businesses not only understand but fully leverage AI to accelerate growth and outmaneuver competitors."

The Tourism AI Network is committed to addressing these challenges by promoting AI education and providing expert consultation services to enable effective AI integration. This initiative aligns with the core values of education, collaboration, and community support that are central to the mission of the Tourism AI Network.

For a comprehensive understanding of how AI can revolutionize business operations, visit the Tourism AI Network's website. To access the detailed survey results WSI's [Business Resources page](#).

#### About the Tourism AI Network

The Tourism AI Network is a leading organization dedicated to harnessing the power of artificial intelligence to transform the tourism industry. By bringing together experts from diverse fields, the network aims to create innovative solutions that improve efficiency, sustainability, and the overall travel experience. With a focus on collaboration and innovation, the Tourism AI Network is at the forefront of driving technological advancements in tourism.

Peter Pilarski, Founder

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