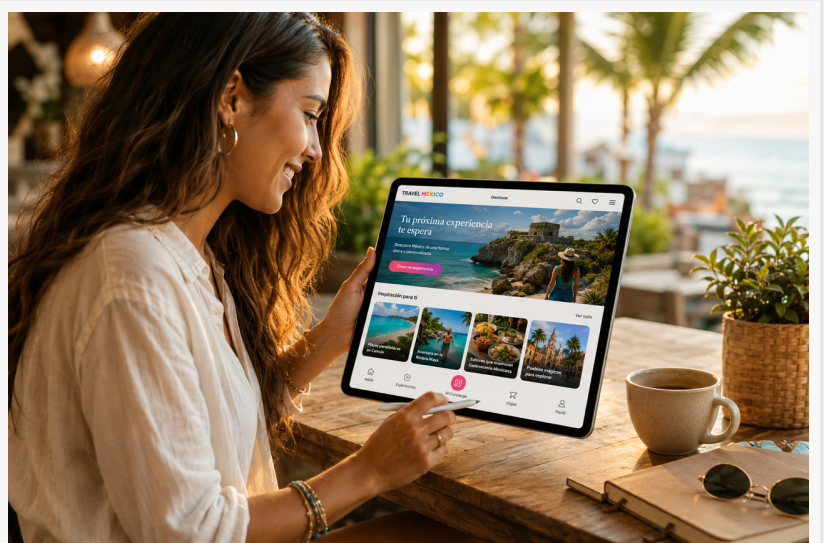


# Smart Strategic Marketing Introduces “AI-Powered Experiential Travel Infrastructure”

*The Evolution of Travel Marketing Through Emotional Intelligence, Personalization, and Real-Time Commerce*

SPRING, TEXAS, TX, UNITED STATES, May 29, 2026 /EINPresswire.com/ -- The global travel industry is entering a new era. Travelers are no longer simply looking for hotels, flights, or vacation packages; they are seeking authentic, personalized, and emotionally meaningful experiences.



Travelers Interact with AI

In response to this transformation, Smart Strategic Marketing (SSM) announces the integration of a new strategic model called:

AI-Powered Experiential Travel Infrastructure Intelligence

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Tourism focused on promoting destinations. Today, the challenge is understanding people, anticipating their interests, and building personalized experiences that create genuine emotional connections”

*Jorge Cadena, CEO of Smart Strategic Marketing, LLC*

A digital ecosystem that combines Artificial Intelligence, storytelling, interactive content, live commerce, networking, reservation engines, and behavioral analytics to guide travelers from inspiration to reservation—and beyond.

“For decades, tourism focused on promoting destinations. Today, the challenge is understanding people, anticipating their interests, and building personalized experiences that create genuine emotional connections, said Jorge Cadena, Founder of Smart Strategic Marketing.

The End of Traditional Travel Marketing

Multiple international studies indicate that traveler behavior has fundamentally changed.

According to McKinsey & Company, travelers increasingly plan trips around experiences rather than destinations alone. Consumers seek memorable activities, authenticity, and experiences that reflect their personal values and interests.

Skift Research also highlights that tourism is evolving toward an experience-driven, personalization-focused, AI-enabled model where content, recommendations, and purchasing decisions are increasingly influenced by intelligent technologies.

Recent industry data further reveals that more than 55% of U.S. travelers have already used AI tools at some point during the travel planning process, with nearly one-third using them regularly.

### From Inspiration to Reservation: A Fully Integrated Ecosystem

The Smart Strategic Marketing vision is built around one simple principle:

“Travel is not booked logically. Travel is inspired emotionally.”

Under this philosophy, the company has developed a fully integrated technology ecosystem that supports travelers throughout every stage of their journey.

### Inspiration

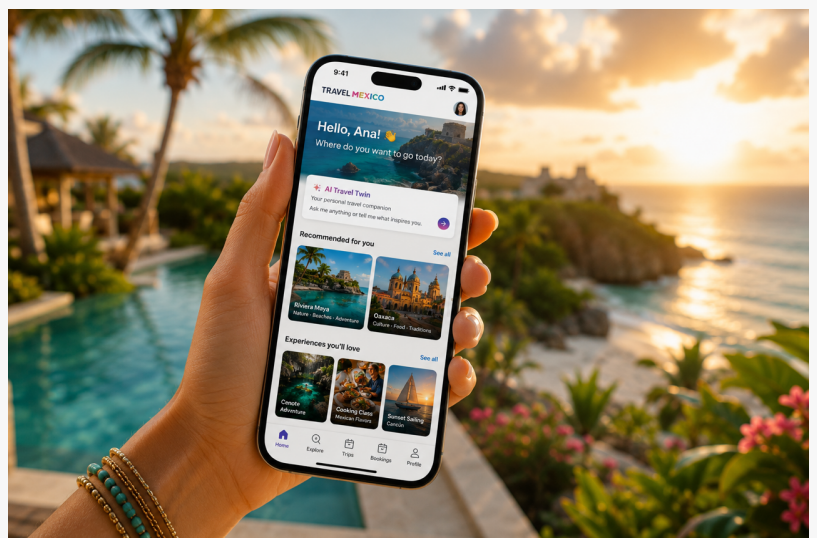
Through visual storytelling, interactive magazines, videos, traveler stories, creator-generated content, and immersive experiences.



Living their personalized travel experience



We Love to Share Experiences



With our AI Travel Twin you never travel alone

## Discovery

Using artificial intelligence to identify traveler interests, motivations, lifestyles, and preferences.

## Planning

Powered by the [AI Travel Twin](#), an evolution of the traditional virtual assistant that learns from traveler behavior and delivers highly personalized recommendations.



We share and sell

## Conversion

Through integrated booking engines, live commerce experiences, and intelligent commerce solutions.

## Loyalty

Via personalized content, continuous recommendations, and long-term traveler relationships.

TravelMexico.travel: The Innovation Laboratory

The first flagship implementation of this strategy will be:

TravelMexico.travel

The platform will evolve from a traditional tourism website into an intelligent experiential ecosystem.

New capabilities include:

- AI Travel Twin personalization
- Interactive magazines enhanced with video, chat, and booking functionality
- Dynamic storytelling based on traveler interests
- AI-generated itineraries
- [Live travel commerce](#)
- Real-time recommendations
- Creator-powered travel experiences
- Behavioral intelligence and market insights

The platform will allow every visitor to experience a unique version of Mexico based on their personal interests, motivations, and aspirations.

## Live Commerce: The Future of Travel Distribution

One of the most innovative components of the ecosystem is:

Tripify.live

The live commerce platform developed by Smart Strategic Marketing.

Through live broadcasts, destinations, hotels, tour operators, and content creators can showcase authentic experiences while travelers interact, ask questions, and book in real time.

This approach reflects the growing convergence of content, entertainment, and commerce that has already transformed retail and is now beginning to reshape the travel industry.

## Traveler Intelligence as the New Competitive Advantage

Beyond generating reservations, the ecosystem creates a powerful intelligence layer that helps destinations better understand traveler behavior and preferences.

The platform analyzes:

- Emotional motivations
- Wellness and longevity interests
- Culinary tourism preferences
- Multi-generational travel patterns
- Sports tourism demand
- Retirement and relocation interests
- Consumer behavior trends
- Content engagement preferences

This data can provide valuable strategic intelligence for destinations, tourism boards, hotels, developers, airlines, and travel brands.

## The Birth of a New Category

Smart Strategic Marketing believes the industry is witnessing the emergence of a new discipline:

Experiential Travel Intelligence

A category that combines:

- Artificial Intelligence
- Experiential Marketing
- Emotional Intelligence
- Storytelling
- Creator Commerce
- Live Commerce
- Tourism Intelligence
- Interactive Media
- Personalization
- Advanced Analytics

to build deeper, more meaningful, and more profitable relationships between travelers and destinations.

### About Smart Strategic Marketing

Smart Strategic Marketing is an international consulting and technology firm specializing in tourism innovation, strategic marketing, artificial intelligence, digital ecosystems, live commerce, creator partnerships, and tourism intelligence.

Through platforms such as TravelMexico.travel, TheMarketplace.travel, PRTravelMatch.com, TravelCreatorsX.com, Tripify.live, HospitalityCancun.com, and The Golden Life, the company is building the next generation of travel technology designed to transform how travelers discover, plan, experience, and book their journeys.

Learn More

<https://smartsmarketing.com>

<https://www.travelmexico.travel>

<https://tripify.live>

<https://themarketplace.travel>

<https://www.travelcreatorsx.com>

Smart Strategic Marketing  
Travel. Marketing. With Purpose.  
From Inspiration to Reservation.

JORGE CADENA

Smart Strategic Marketing, LLC

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