Visit Corpus Christi Launches 'AI Ready' to Prepare Local Tourism Businesses for AI-Powered Shift in Travel Discovery

Visit Corpus Christi prepares local tourism businesses for the age of AI through education, technology and ongoing guidance, in partnership with Intentful.

NEW YORK, NY, UNITED STATES, September 15, 2026 /EINPresswire.com/ -- Visit Corpus Christi is launching AI Ready, a destination-wide program to help its tourism community respond to how artificial intelligence is changing travel discovery and visitor experiences. Beginning September 30, 2026, the initiative combines practical education, technology that makes existing website information readable to AI, and ongoing guidance to help businesses adapt as AI evolves.

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>
> *Brook Kaufman, CEO of Visit Corpus Christi*

AI draws on multiple sources when answering travelers’ questions. Through AI Ready, Visit Corpus Christi is helping accommodations, attractions, restaurants, tour operators and retailers understand how AI encounters their businesses and what they can do to make reliable information available.

“AI is changing how travelers discover and choose destinations, and we want Corpus Christi businesses to be ready,” said Brook Kaufman, CEO of Visit Corpus Christi. “Through the AI Ready Initiative, we’re equipping our partners with practical education, tools and ongoing support to help them adapt and compete. By preparing our tourism industry today, we’re helping ensure Corpus Christi and the businesses that make our destination unique are accurately represented and easily discovered for today's digital landscape.”

The program opens with a workshop at the Ortiz Center, where businesses will test what AI can read about them and identify practical priorities. Live demonstrations and interactive agent simulations developed by Intentful will show how AI researches travel options and what becomes possible when AI agents work together.

Visit Corpus Christi’s commitment extends beyond education to practical tools, including AI-Readable Pages that help local businesses make their website information accessible to AI. Developed by Intentful, the technology turns existing website content into structured, machine-

readable information without requiring businesses to rebuild their websites.

Participating businesses receive dashboards showing which AI crawlers access their AI-Readable Pages. Consolidated reporting helps Visit Corpus Christi understand how AI systems are accessing information about local businesses as travel discovery evolves.

About Visit Corpus Christi https://www.visitcorpuschristi.com/
Visit Corpus Christi is the destination management organization for Corpus Christi, Texas. Through destination promotion, tourism development, marketing opportunities, industry insights and workforce training, it helps local businesses reach visitors and benefit from tourism.

About Intentful https://intentful.ai/
Intentful is a technology company shaping how brands and destinations engage with people through AI. Its offerings span ads that respond in real time, technology that makes existing websites readable to AI, and hands-on advisory, giving businesses practical ways to prepare for and participate in the AI-powered economy.

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