New Brunswick's AI-Powered Inclusive Tourism Hub
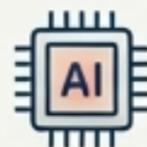
Disability–Led AI, Holograms & Tourism – Solo Pilot April–November 2026

1.8B$ Tourism Market   **670,000 Visitors in 2023**   **+7% Revenue Growth (YoY)**

Converting AI Job Risk into an Immersive Tourism Boom

555,000 Canadian jobs at risk of displacement by **AI** by 2030 (Content, Customer Service, Web Admin).

Heritage Sector Crisis: Up to **2,700** museums risk **obsolescence** as oral histories and local stories disappear due to shrinking budgets.

The Solution: Turning at-risk workers into Hologram Teachers

Tourism Growth: Canada's tourism GDP is approx. **183B$** (2025), projected to reach **233.5B$** and **2.1M jobs** by 2035.

Hologram Market: Global market on track for ~**62B$** by 2029. Immersive experiences are the new travel frontier.
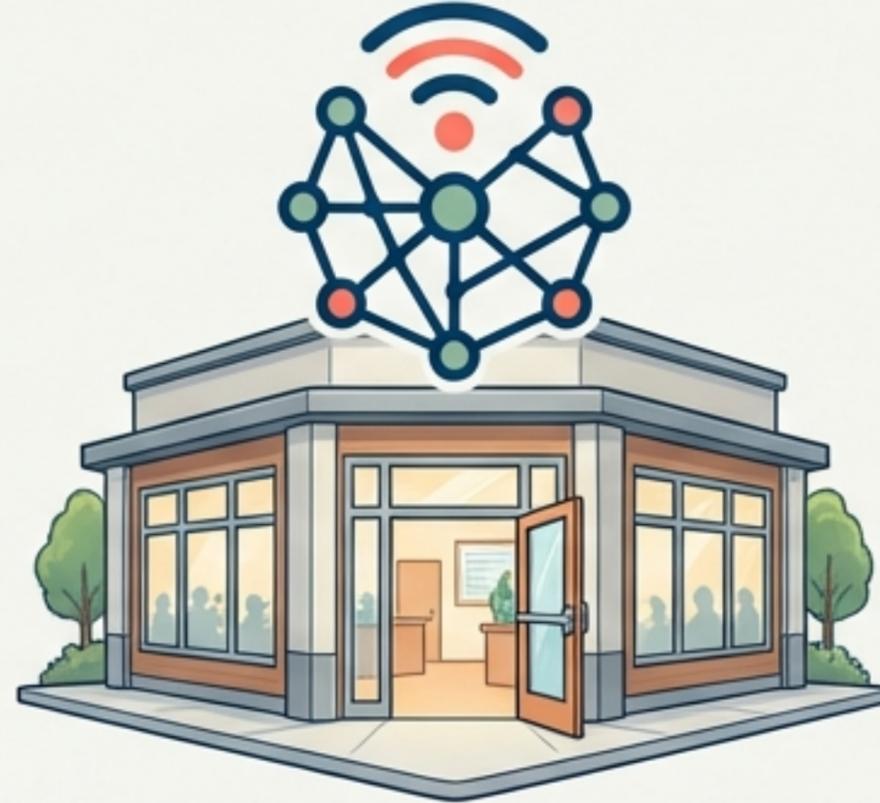
A Prototype for the Inclusive Economy

Immersive Tourism

AI-generated hologram stories featuring NB history, Indigenous legends, and nature.

Deployed via small-to-medium hologram displays in museums, visitor centres, and events.

AI Community Hub

A physical, accessible center where citizens, tourists, and people with disabilities learn Safe AI.

Focus on co-creating stories and exploring how AI & NLP support wellbeing.
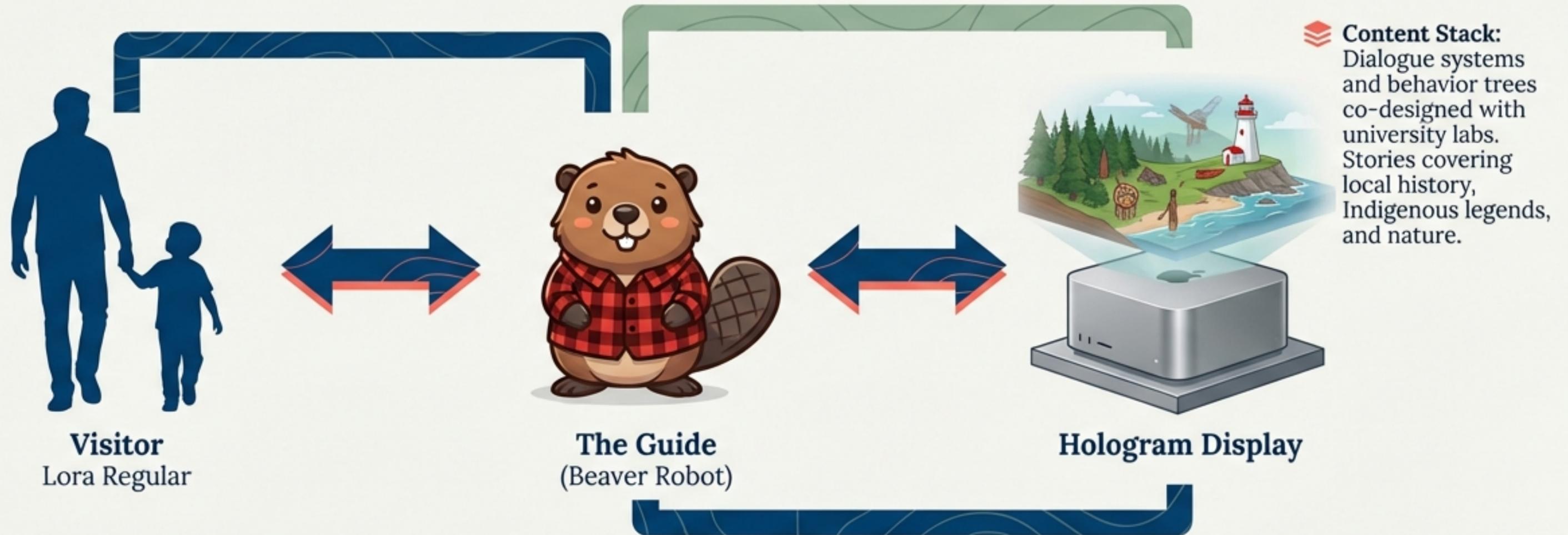
Disability-Led Workforce

Designed by a disabled founder to train a new workforce.

Goal: Move creators from support to earning an average of 25,000$/year.

Vision: Build toward a 5,000-creator Canadian network.

The Visitor Experience & Tech Stack

Visitor
Lora Regular

The Guide
(Beaver Robot)

Hologram Display

Content Stack:
Dialogue systems and behavior trees co-designed with university labs. Stories covering local history, Indigenous legends, and nature.

Hardware:
Computation: Mac Studio / High-end PC Tower for real-time processing.
The Guide: Robot greets visitors, introduces stories, teaches Safe AI messages.
The Display: Hologram S/M devices, microphones, lighting.

2026 Solo Pilot Roadmap

One disability-led founder, one province, one season.

Inter Tight Bold
Setup (April–May)

- Install equipment (PC, 5G, Hologram devices).
- Capture initial stories (Historical/Indigenous/Nature).
- Co-design Beaver robot personality and interaction flow with university partners.

Inter Tight Bold
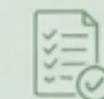### Field (June–September)

- Deploy: Hologram demos at tourism sites, festivals, and schools.
- Educate: Short AI & NLP workshops on Safe AI.
- Test: Robot interactions with diverse groups; data collection.

Inter Tight Bold
Reflect (October–November)

- Analyze impact: Visitor numbers, accessibility metrics, technical stability.
- Prepare research reports and investor briefs.
- Map expansion to future hubs (Fredericton, Tobique, Montréal).

NotebookLM

A Zero-Salary, In-Kind Operating Model

The founder takes no salary.

To prove the model without overhead bloat, the pilot runs entirely on in-kind contributions. Zero personal cost ensures all value generated goes into proving the concept.

Mobility
Vehicle and travel

Connectivity
5G data and AI licenses

Life Support
Food and lodging

Services
Legal, accounting, and tech support

In-Kind Sponsorships: High Visibility, Real Impact

You Give (In-Kind Only)

- **Mobility:** Vehicle (Cybertruck-style or utility) + Wrap + Gas/EV charging.

- **Tech:** High-end PC/Mac Studio, Hologram devices, 5G unlimited plan, AI Pro licenses.

- **Hospitality:** Grocery gift cards, hotel nights for regional travel.

- **Support:** "Geek Squad-style" tech support, pro-bono legal/accounting.

You Get

- **Official Titles:** "Official Mobility / AI/ Hospitality Partner".

- **Branding:** Logo on vehicle wrap, robot, hologram displays, website, and reports.
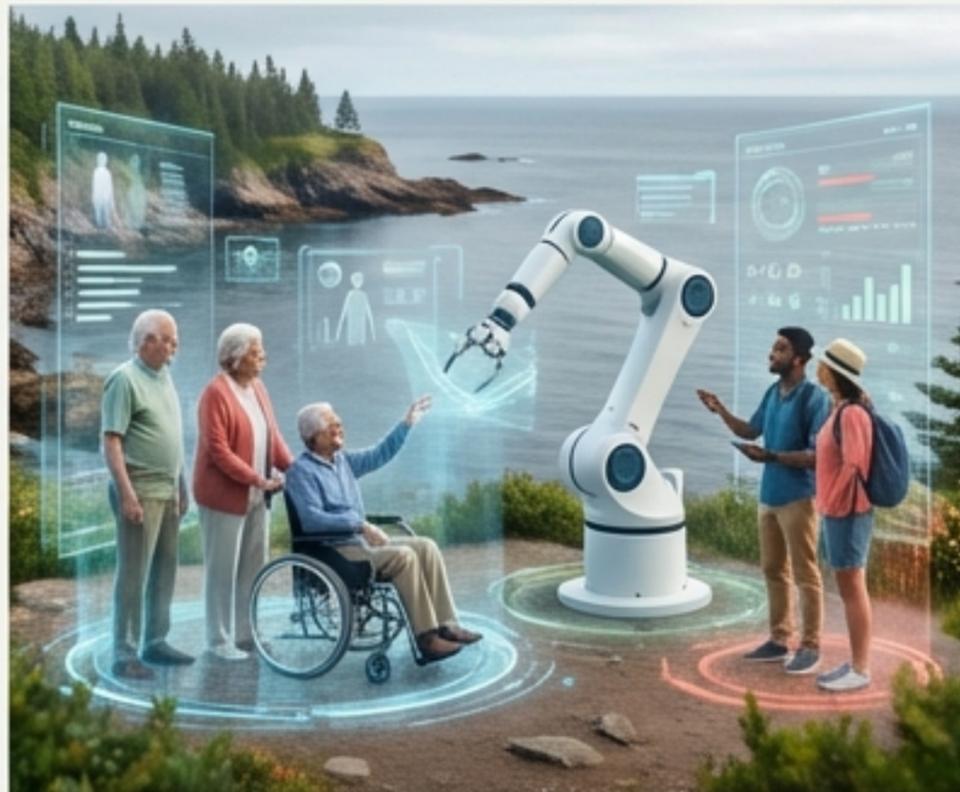
- **Impact Metrics:** Data on disability-led creators supported, Safe AI literacy training, and visitor engagement numbers.

# The Living Lab: A University Research Opportunity

Why It's Unique

- Real-world testbed at the intersection of AI, robotics, and disability-led design.
- Access to diverse participants (tourists, elders, disabled visitors) outside the lab.

Co-Creation Scope

- Developing the Beaver Robot's dialogue systems and behavior trees.
- Integrating robot interactions with hologram sequences.
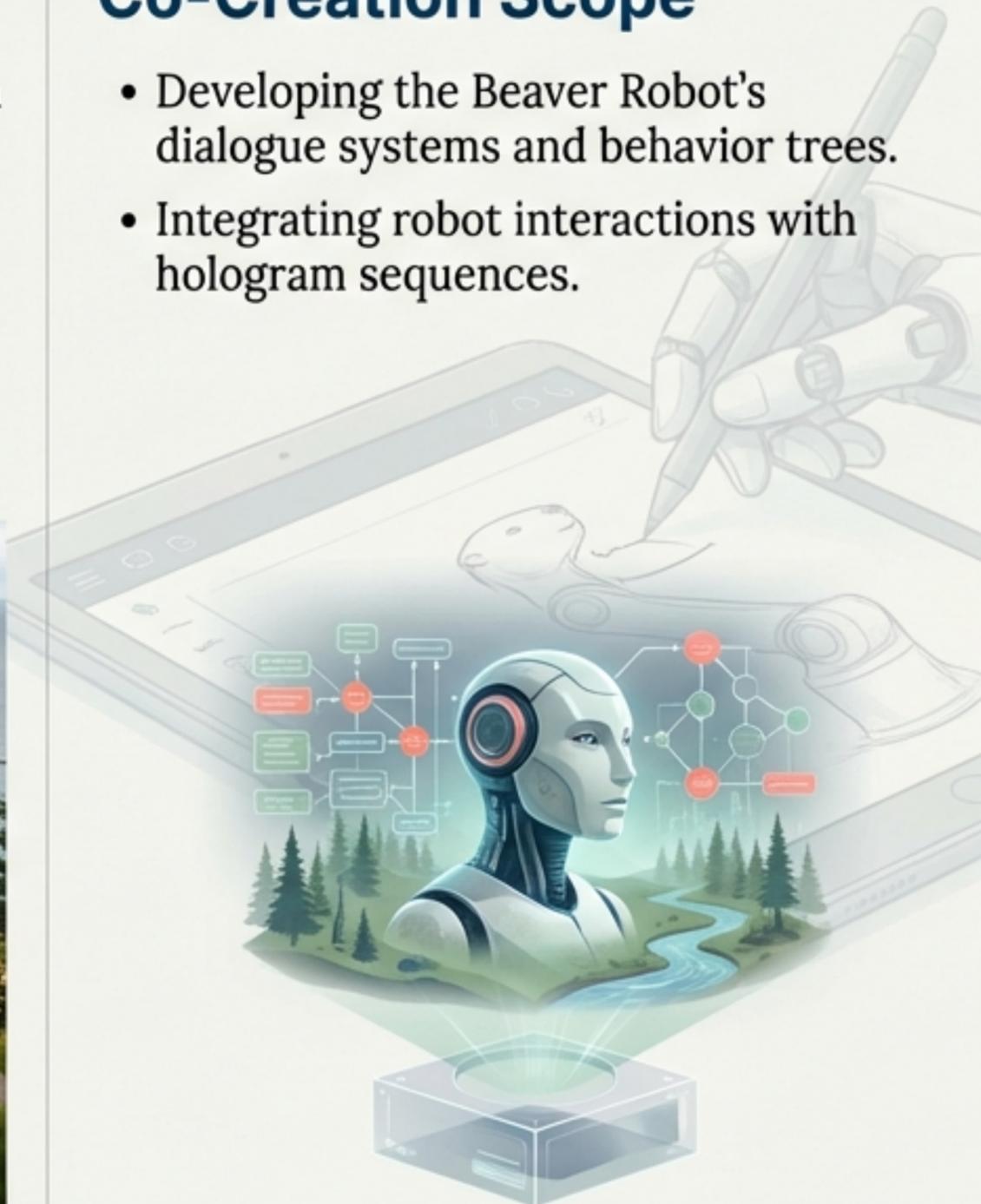
Academic Value

- Outputs: Theses, papers, and workshops on inclusive robotics and AI literacy.
- Funding Alignment: Strong positioning for CIFAR AI Catalyst, Accessible Technology Program, and Enabling Accessibility Fund projects.
- Experience: Internships and student projects embedded in the community.
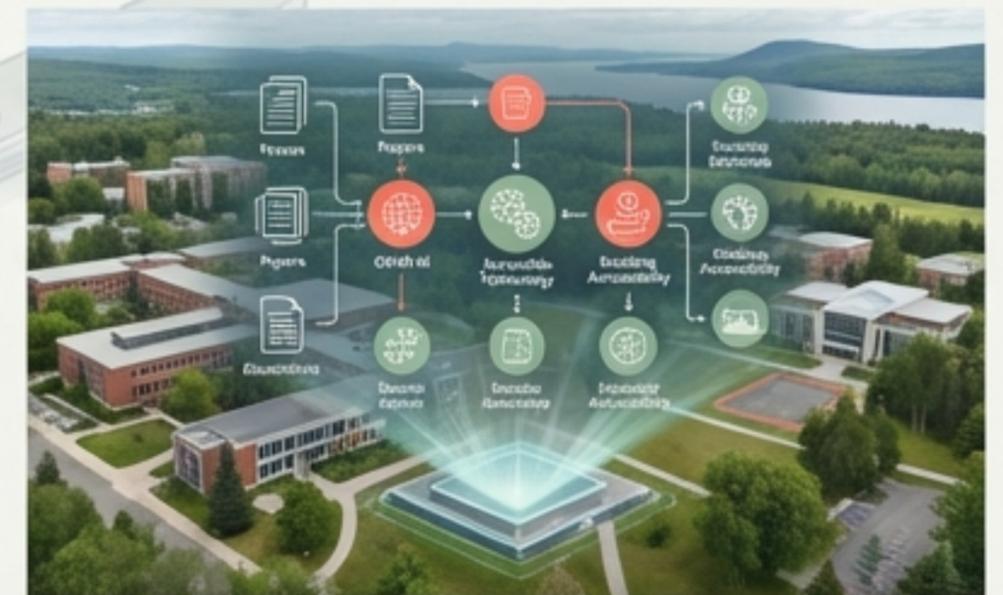
Aligned with Canada's Strategic Priorities

AI & Innovation

Demonstrates practical AI adoption in tourism and culture. Aligns with Regional Artificial Intelligence Initiative (RAII).

Accessibility

Accessible Technology Program & Enabling Accessibility Fund

Goal: Moving people from disability support to creator income.

Tourism & Economic Growth

Contributes to the projected 242B$ Tourism GDP (2031). Adds resilience and new revenue streams through high-tech attractions.

From Bedbound to Builder

A disabled, self-taught Canadian creator who spent years mostly in bed. AI tools reopened access to learning, creation, and contribution.

Now building this Hub to turn lived pain into shared value for New Brunswick.

The Commitment: A strictly no-salary, in-kind pilot to prove the model for others.

Scaling the Model

Tobique

Primary Hub Marker

New Brunswick

Quebec

Montréal

Fredericton
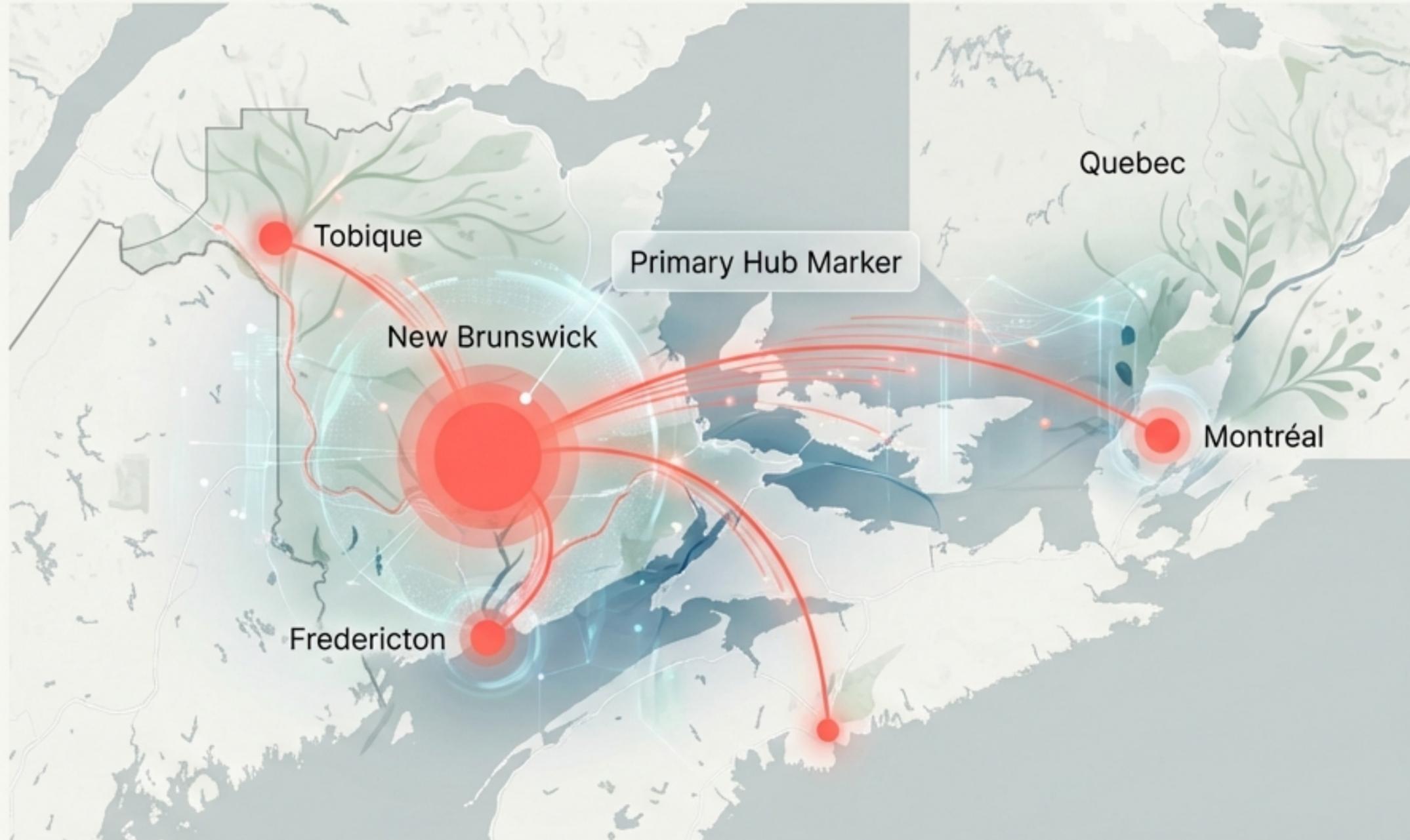
The 2026 pilot creates the blueprint. The long-term vision is a network of 5,000 disability-led "hologram teachers" and creators across Canada.

The Choice is Ours

"We can either watch AI dismantle our workforce, or train our workforce to build the AI hologram economy together."

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