



TOR WEBSTER

Speaker · OURTOR Founder & CEO · Tourism Professional

AI, tourism and the human experience

FOR EVENT ORGANISERS

Tor Webster is a speaker on AI, tourism and the human experience, and founder and CEO of OURTOR. He has run Tor's Tours for fifteen years, guided in Glastonbury for more than twenty, and is a director of the Pilgrim Reception Centre. In 2026, he spoke on AI in tourism at the Tourism Innovation Summit in Seville, where he also participated as a pitch finalist. A member of the Tourism Society and the Tourism Management Institute, Tor brings together practical tourism experience, storytelling and insights from building a travel technology business.

- 20+ years guiding in Glastonbury

- Founder of Tor's Tours — 15 years

- Director, Pilgrim Reception Centre

- TIS Seville 2026 — speaker & pitch finalist

- Tourism Society member

- Tourism Management Institute member

TALKS AND CONVERSATIONS

The Psyche of Travel AI

What happens when artificial intelligence meets our very human desire to explore? A talk about trust, curiosity, personalisation and keeping people at the heart of travel.

AI Is Here to Stay: What Do We Do?

An accessible introduction for tourism organisations considering their next steps. Where can AI help, what questions should we ask, and how do we begin?

Human Stories in a Digital World

Local voices give places their character. How can technology help those stories reach people while preserving the knowledge and individuality behind them?

Travel, Data and Personalisation

Understanding what travellers want without reducing them to a profile. Exploring how information is collected, managed and used, and what makes personalisation useful and welcome.

Connecting with the Next Generation of Travellers

Exploring how discovery, play, participation and digital experiences can help tourism connect with younger and young-minded audiences.

Glastonbury: Myths, Legends and Living Traditions

Stories of Arthur, Avalon, pilgrimage and the sacred landscape, drawing on more than twenty years of guiding in Glastonbury.

SELECTED CREDITS

Interviewed by BBC TV & Radio, Russian, Japanese & Norwegian TV
The Rainbow Serpent (2010) — feature documentary, director

Invite Tor to speak

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