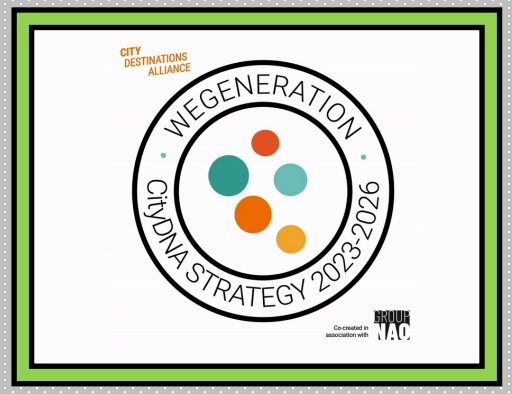
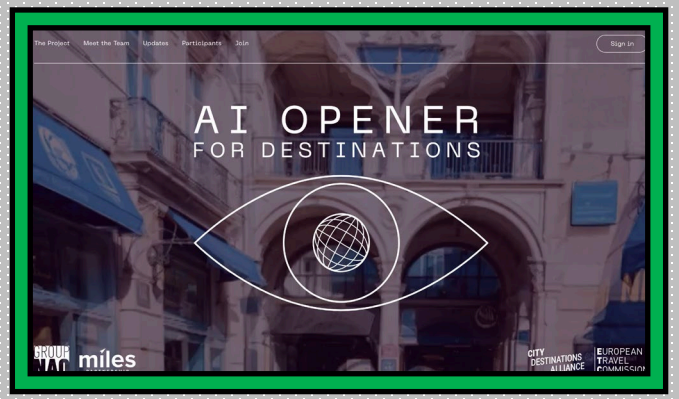
EXPLORING AI FOR TOURISM & DESTINATIONS

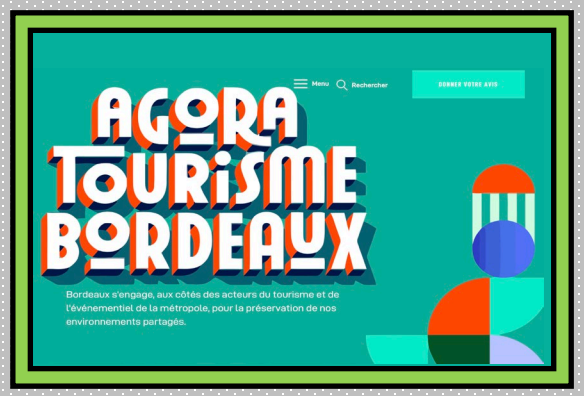
LATVIA TOURISM FORUM
DEC 5 2024

GROUP NAO

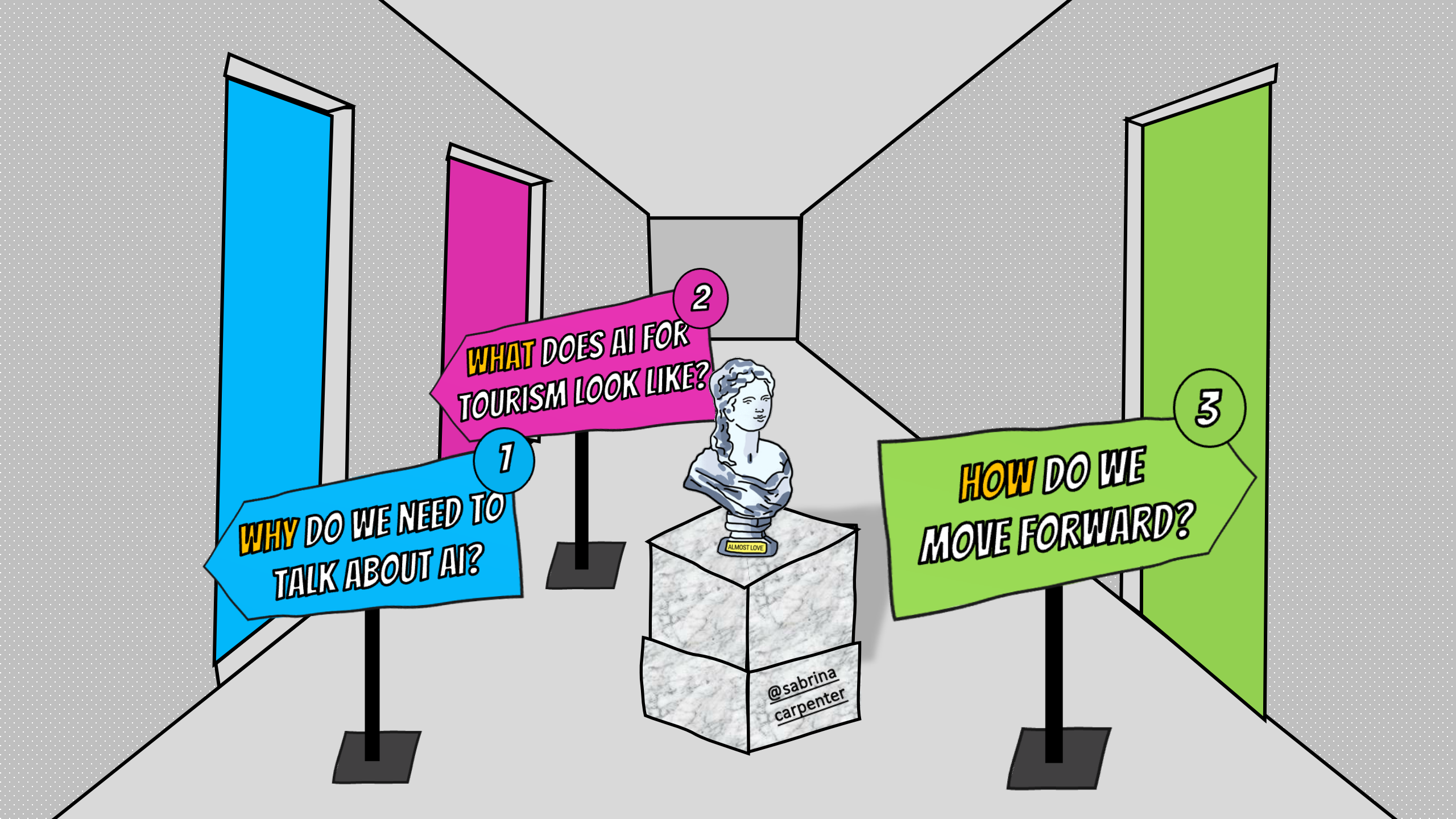
SIGNE JUNGERSTED
GROUPNAO.COM





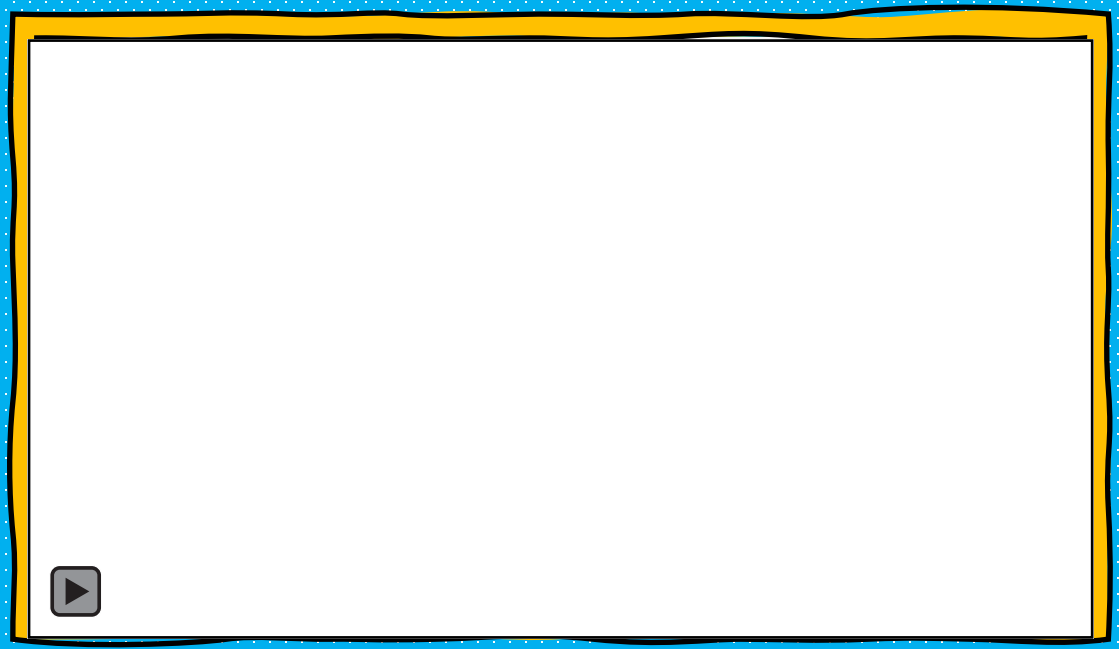


ABOUT GROUP NAO


1
WHY DO WE NEED TO TALK ABOUT AI?
2
WHAT DOES AI FOR TOURISM LOOK LIKE?
3
HOW DO WE MOVE FORWARD?
ALMOST LOVE
@sabrina carpenter

WHY? BECAUSE OF SPEED...

Source: @kdaij9403j3 via Tenor



Source: Sora, OpenAI

WHY? BECAUSE OF SPEED...

WHY? BECAUSE OF MAGNITUDE

perplexity

NotebookLM

Copilot

Gemini

Pika

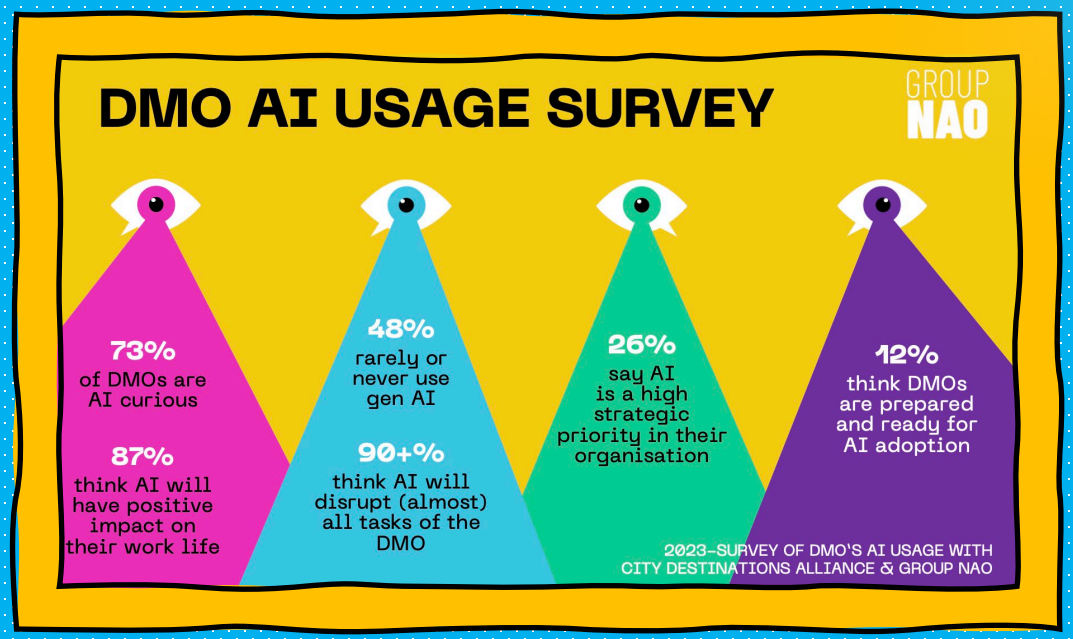
Canva

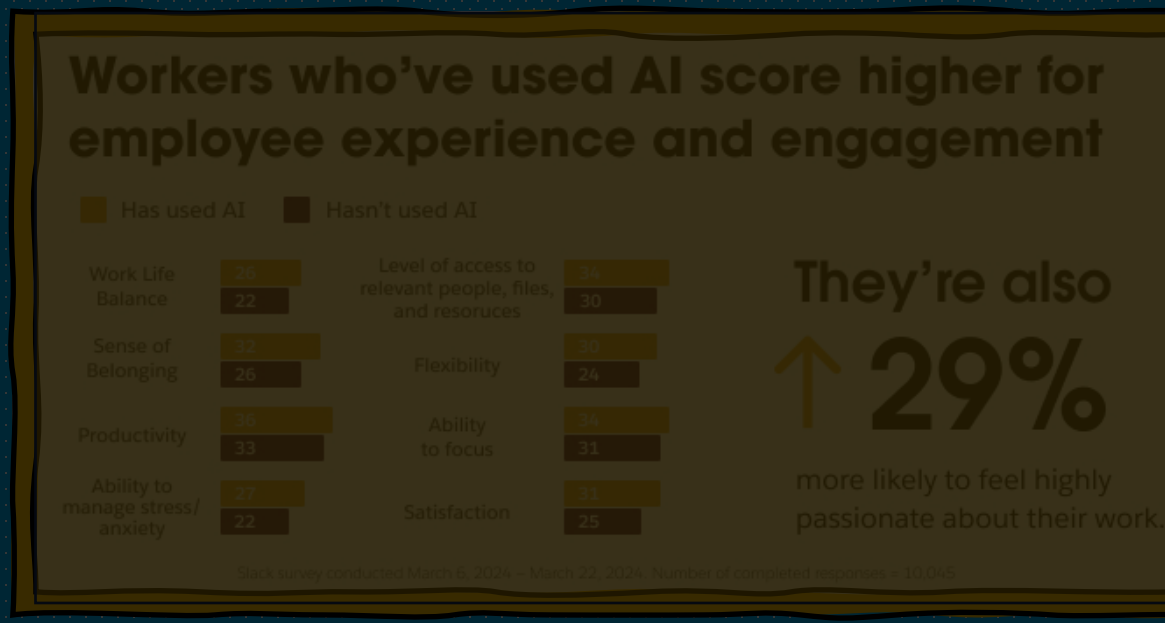
WHY? BECAUSE OF THE ACCESSIBILITY

Dreaming	Planning	Booking	Pre-trip	On-trip	Post-trip
Personalized trip / itinerary planning Create personalized trip recommendations when searching, planning, and booking trips			**Vacation assistant** Generate content and offer enhanced translation and disruption management		**Loyalty assistant** Increase frequency and relevance of follow-up and re-sell
Digital experiences & marketing Generate novel experiences and marketing content				**Cutting-edge concierge services** Provide tailored, easily generated answers for customer-facing staff	
Unparalleled customer support Improve interaction and quality of responses with human-like bot assistants that are truly omnichannel				**Reviews & complaints management** Automatically analyze large sets of social media data for sentiment and review outcomes	
Onboarding, training, and capability building Enhance and accelerate the training and onboarding experience for employees (eg, flight crew, hotel reception) with customized, interactive training					

WHY? BECAUSE OF THE IMPACT

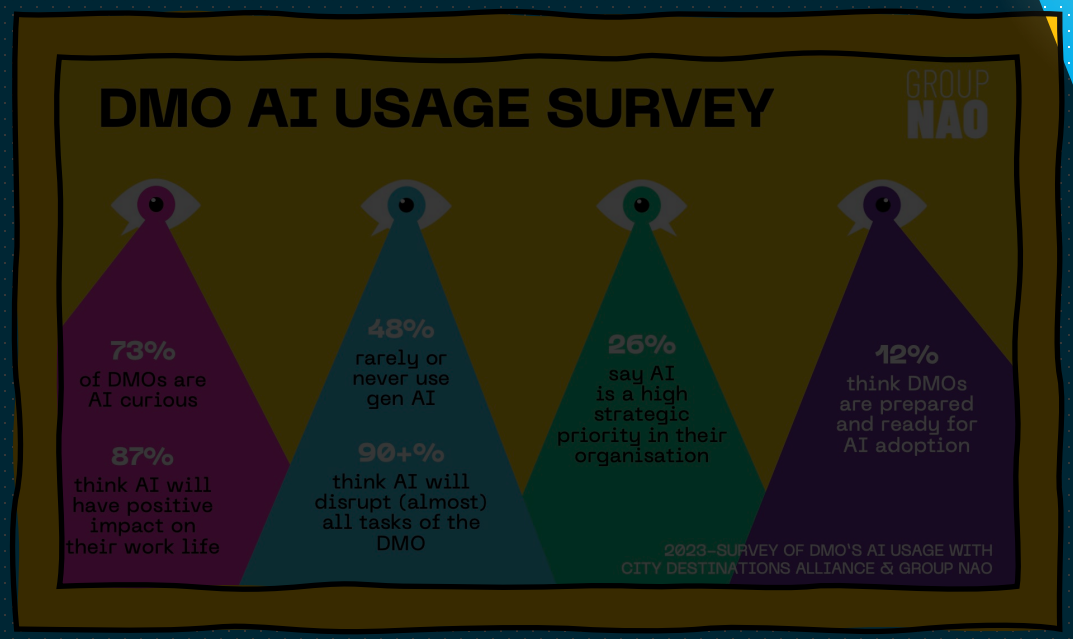
SOURCE: SKIFT & MCKINSEY - THE PROMISE OF TRAVEL IN THE AGE OF AI





WHY? BECAUSE OF THE IMPACT

SOURCE: SLACK SURVEY 2024



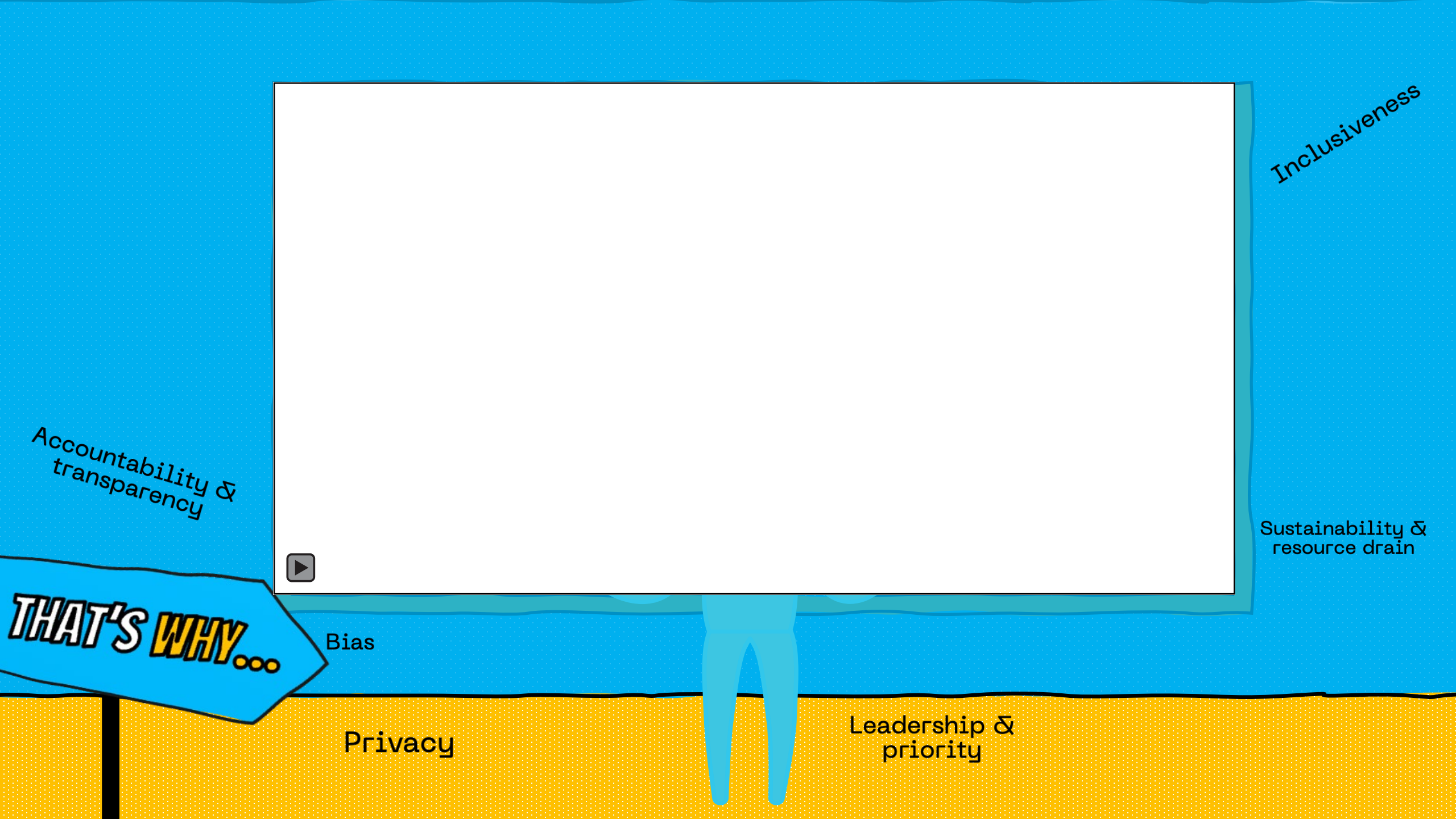
WHY? BECAUSE OF THE IMPACT

10.000 global desk workers: 2/3 still haven't tried AI tools

Among users: 81% say it improves their productivity!

The Curse of Knowledge

SOURCE: SLACK SURVEY 2024


Inclusiveness
Accountability & transparency
Sustainability & resource drain
THAT'S WHY...
Bias
Privacy
Leadership & priority

Canadian Cohort

STRATEGIC PARTNER:

míles PARTNERSHIP

4VI
A SOCIAL ENTERPRISE, DEFINING OUR DESTINATION

tourism calgary

CANMORE KANANASKIS

BANFF & LAKE LOUISE

VISIT MISSISSAUGA

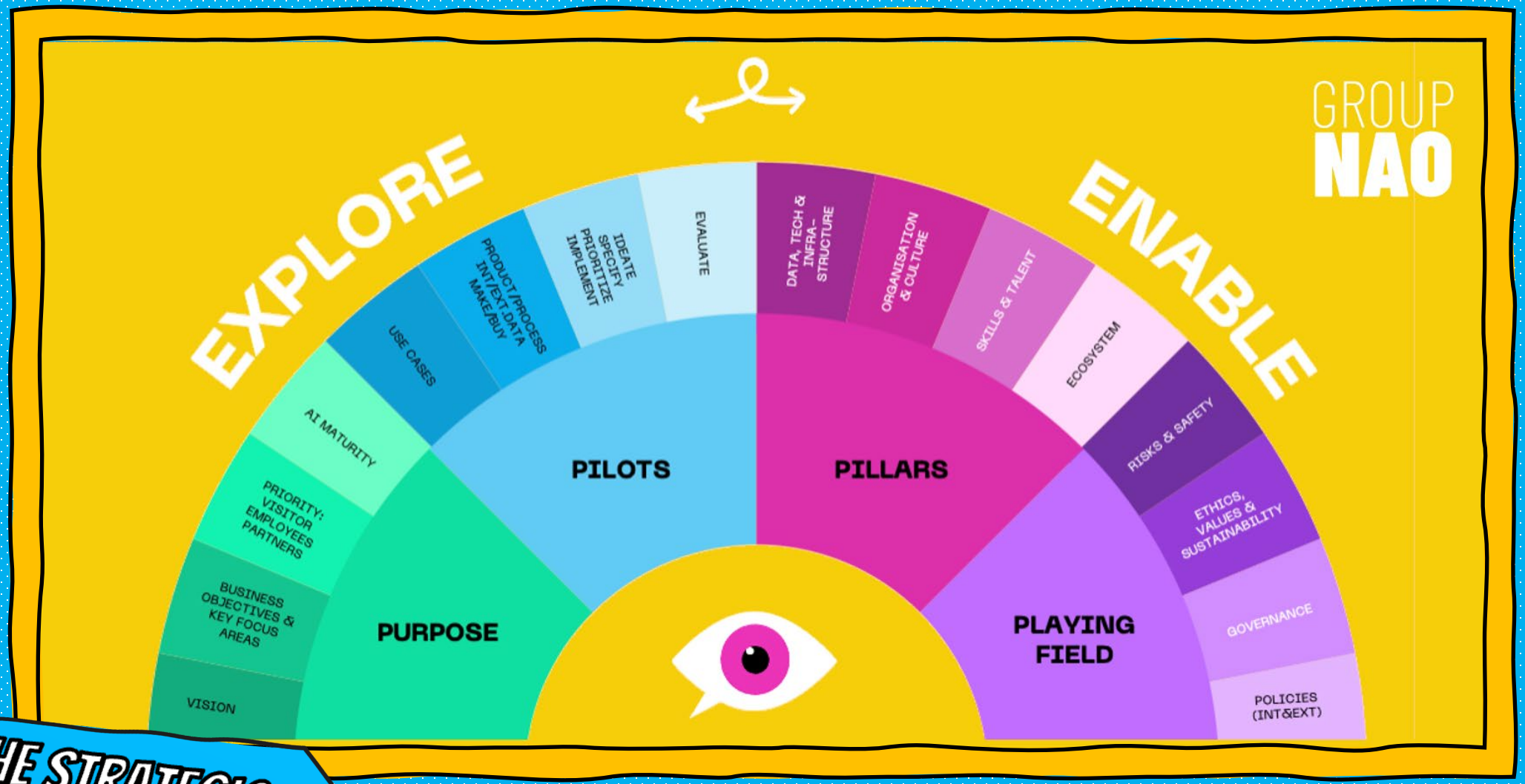
DESTINATION VANCOUVER

OTTAWA

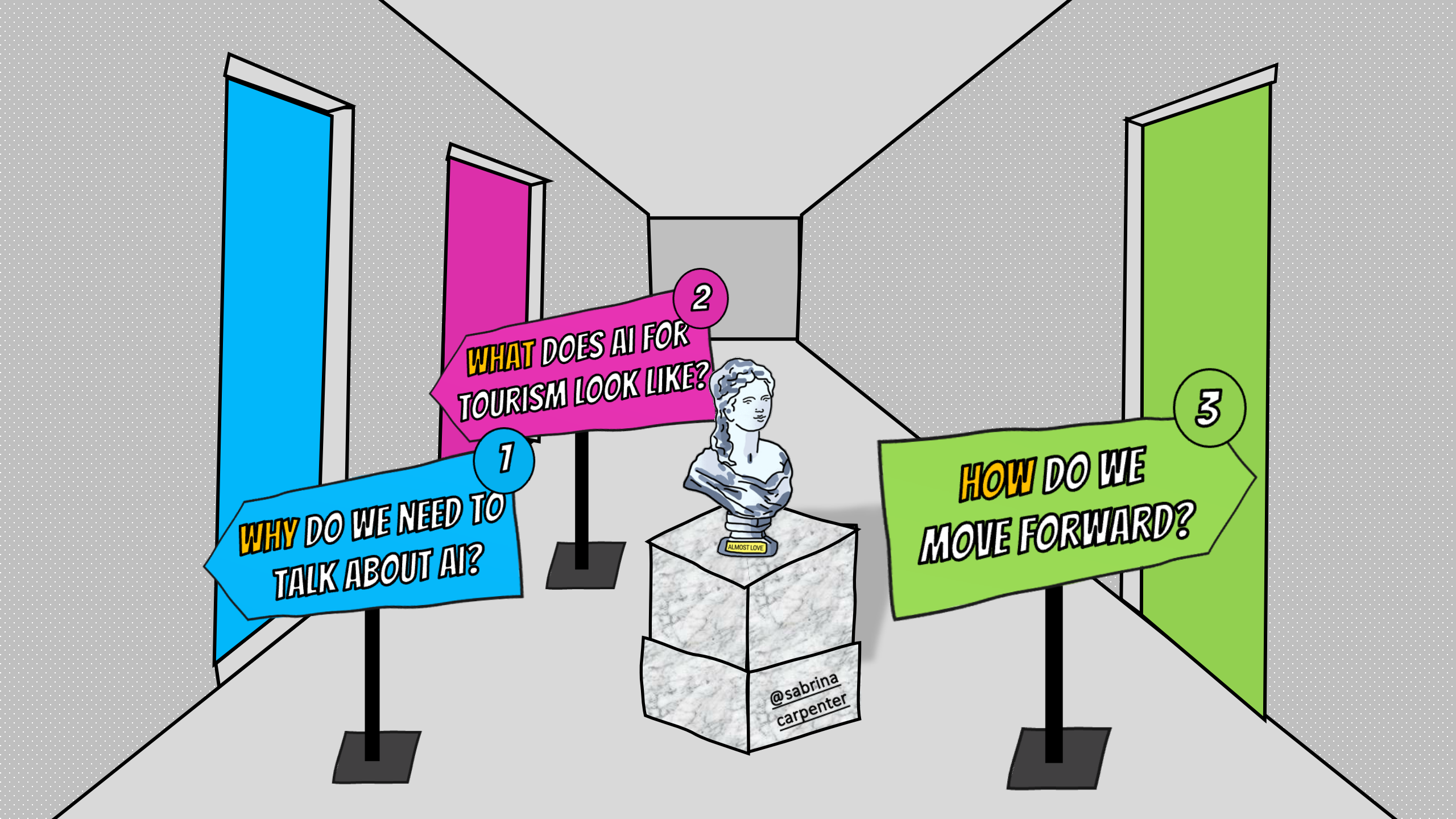
Cape Breton Island

DESTINATION TORONTO

THE DESTINATIONS



THE STRATEGIC ROADMAP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WHAT? PERSONALISED MULTI-TRAVEL HUBS

mindtrip. BETA

Chats 1
Notifications
Likes
Up Next
Explore
Create

New chat

Company · Contact · Help
Terms · Privacy

Exploring Local & Quirky Riga in One Day

Riga | When | 2 tr

Chat | Search | Likes

I have one day in Riga to explore. I want to see the more local areas and quirky, unusual attractions. What should I do?

For a unique and local experience in **Riga**, here are some quirky and unusual attractions and activities you might enjoy:

1. **Central Market**: Explore one of the largest and most vibrant markets in Riga, housed in old zeppelin hangars. It's a great place to experience local life and sample Latvian delicacies.
2. **Museum of the History of Riga and Navigation**: This museum offers a quirky insight into the city's maritime history and its development over the centuries.
3. **Zuzeum Art Centre**: A contemporary art space that often hosts exhibitions with a twist, featuring both local and international artists.
4. **House of the Black Heads**: While it's a popular attraction, its unique architecture and fascinating history make it worth a visit.
5. **Miera Iela (Peace Street)**: Known as the hipster street of Riga, it's lined with quirky cafes, vintage shops, and creative spaces, perfect for a leisurely stroll.
6. **Latvian Ethnographic Open-Air Museum**: Located just outside the city, this open-air museum showcases traditional Latvian rural life with historical buildings and crafts.

These spots will give you a taste of the local culture and the unique vibe of Riga. If you have any specific interests or need more suggestions, feel free to ask!

Message Mindtrip

Riga Central Market

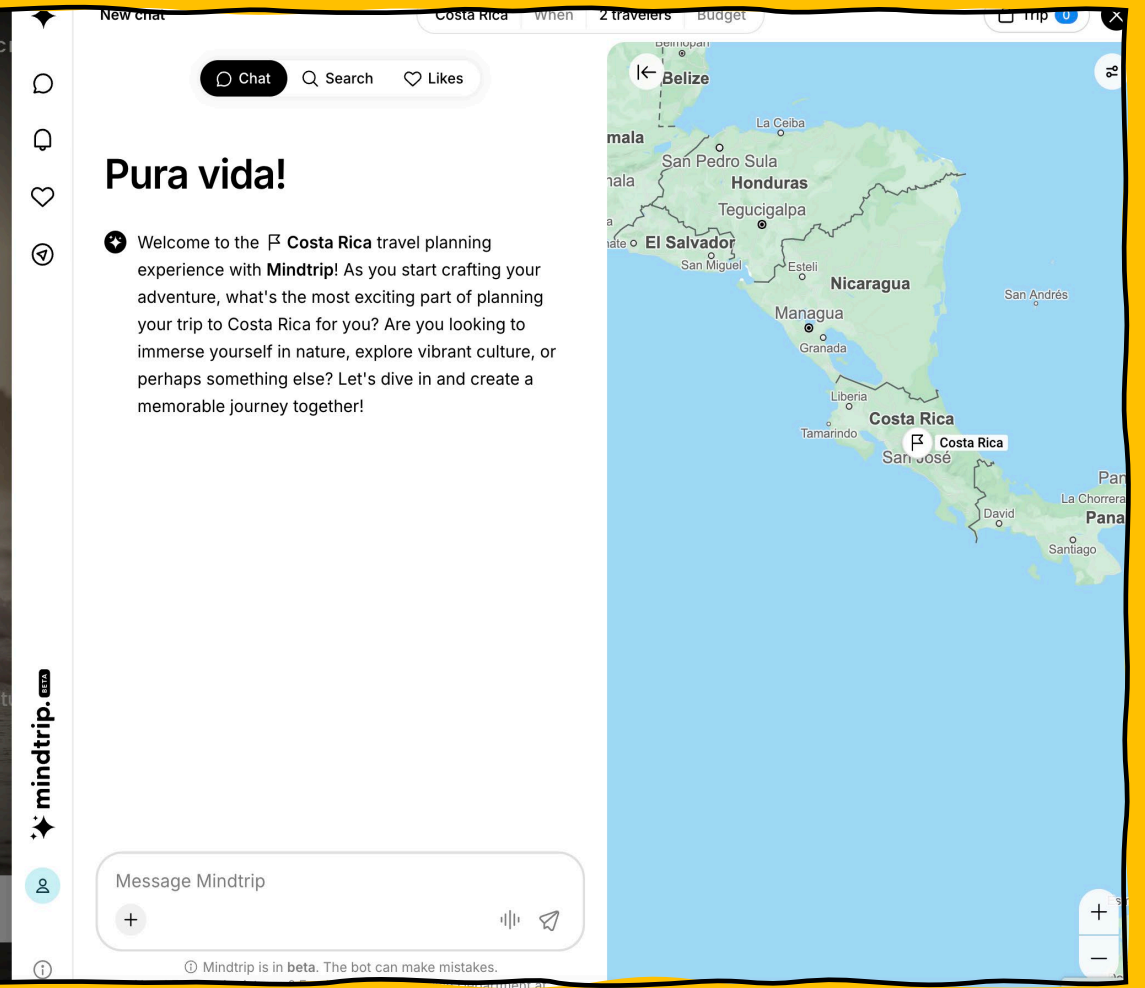
★ 4.3 · 46k reviews · Riga, Riga Region
Attraction

Overview | Location | Reviews

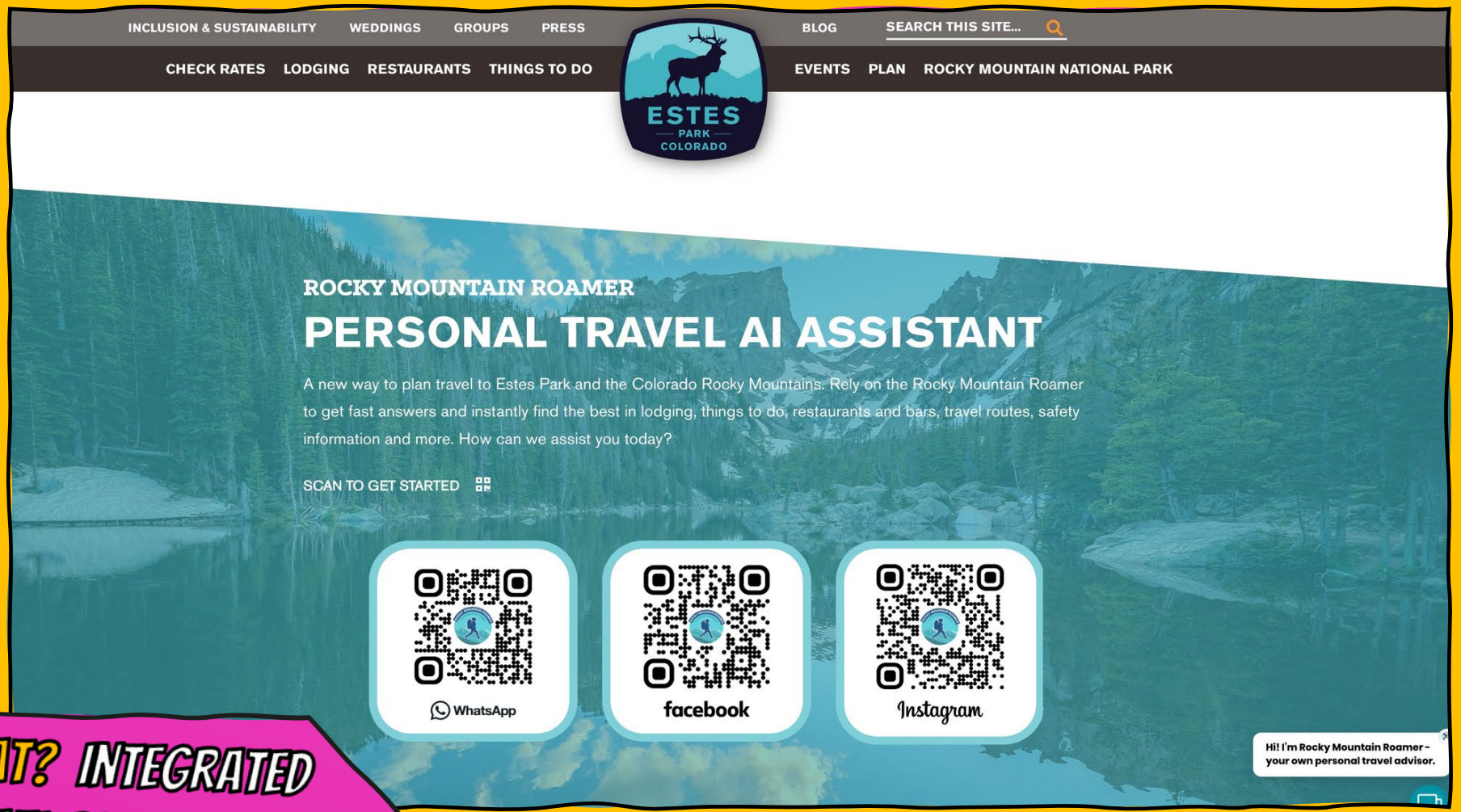
Riga Central Market, one of the largest and most notable markets in Europe, is housed in five pavilions originally designed as Zeppelin hangars. Opened in 1930, it is a UNESCO World Heritage site and a key part of Riga's cultural heritage. The market offers a wide array of goods, including fresh produce, meats,...

Read more

Day 1
2 people
Visit website
+ Add to trip



WHAT? INTEGRATED MULTI-PLATFORMS



WHAT? INTEGRATED MULTI-PLATFORMS

I'd like to see some live jazz in Zurich tomorrow

Tomorrow in Zurich, there's a unique music event you might enjoy:

4 Musiker*innen • 4 Sprachen
Tuesday, Oct 29 01:00

It promises an interesting blend of music and languages from different parts of Switzerland. Enjoy the show!

Are there any other jazz bars in Zurich?

Here are some jazz bars and places with live music you can enjoy in Zurich:

Schweizerhof Bar
Relaxed Atmosphere With Live Music

Central Plaza Hotel: Restaurant Central 1
Soft Piano Sounds With A Fine Cocktail

Ask here...

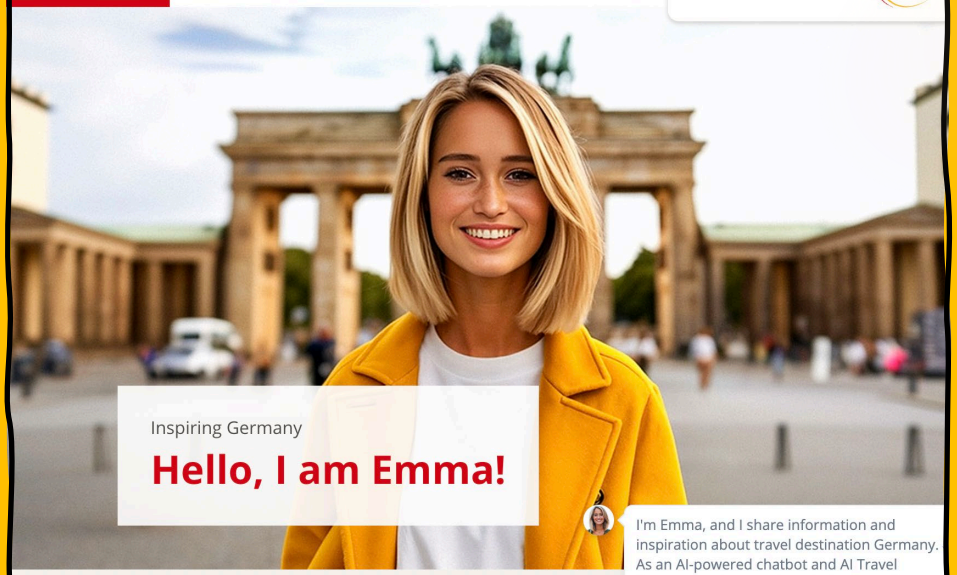
WHAT? DESTINATION BOTS

Menu

Map

Search

Germany
Simply inspiring



I'm Emma, and I share information and inspiration about travel destination Germany. As an AI-powered chatbot and AI Travel Companion, I get my knowledge from German Travel.

Inspiring Germany > EmmaTravelsGermany

To improve my service and answer questions more specifically in future, it would be great if you allow me to save and analyze our conversation. Here you can take a look at our data privacy policy: https://www.germany.travel/en/about-us/data-protection.html

Hello!

companion for the German National Tourist

WHAT? DESTINATION BOTS

Meet SYD^{AI}

Your pocket travel insurance expert

Powered by holiday extras

Ask Syd any question about your policy documents and they'll help you find the answer.

What type of policy do you have?:

Travel Insurance

Any questions related to the below are subject to additional premiums, ensure additional cover is shown on **Your Polic Schedule**.

- Wintersports
- Golf and sporting equipment
- Wedding and civil partnership ceremonys
- Rental vehicle excess waiver
- Gadget Cover (included with Gold policies)

Type your question here

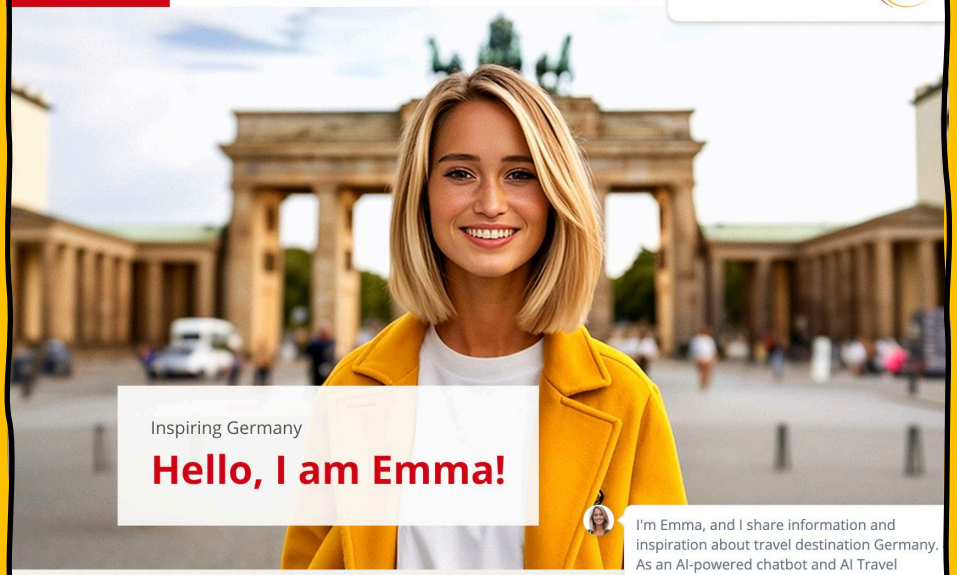
Submit question

Menu

Map

Search

Germany
Simply inspiring



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holidayextras Travel Insurance | Search Your Documents

Get the App

Support

Log in

Meet SYD AI

Your pocket travel insurance expert

Powered by holiday extras insurance

Ask Syd any question about your policy documents and they'll help you find the answer.

What type of policy do you have?: Travel Insurance

When did you purchase your policy?: Before February 2024

Any questions related to the below are subject to additional premiums, ensure additional cover is shown on **Your Policy Schedule**.

- Wintersports
- Golf and sporting equipment
- Wedding and civil partnership ceremonys
- Rental vehicle excess waiver
- Gadget Cover (included with Gold policies)

If you have questions related to your personal policy cover, destination coverage or medical condition cover, please refer to your policy schedule document or contact our customer service team.

Type your question here

Submit question

WHAT? TO BOT OR NOT...

switzerland

LOU

Down Pacer

Lou is looking for a relaxing time away from home and wants to free herself from stress, with a preference for nature, spas and leisurely city strolls.

QUINN

Pleasure Seeker

Quinn is looking for aesthetics and indulgence, appreciates exclusive experiences and pampers himself and his loved ones.

KRIS

Local Explorer

Kris wants to escape everyday life and prefers to discover authentic cultures and places off the beaten track.

MAX

Highlight Traveller

Max values comfort and thoughtful organisation, planning trips in advance to experience sights and traditions.

JO

Active Adventurer

Jo is a sports enthusiast and chooses destinations according to the variety of activities on offer there to escape everyday life and experience adventure.

PAT

Bonding Educator

Pat strives for a work-life balance and dedicates his holidays to quality time with the family and enriching experiences for his children.

WHAT? AI-PERSONAS

switzerland

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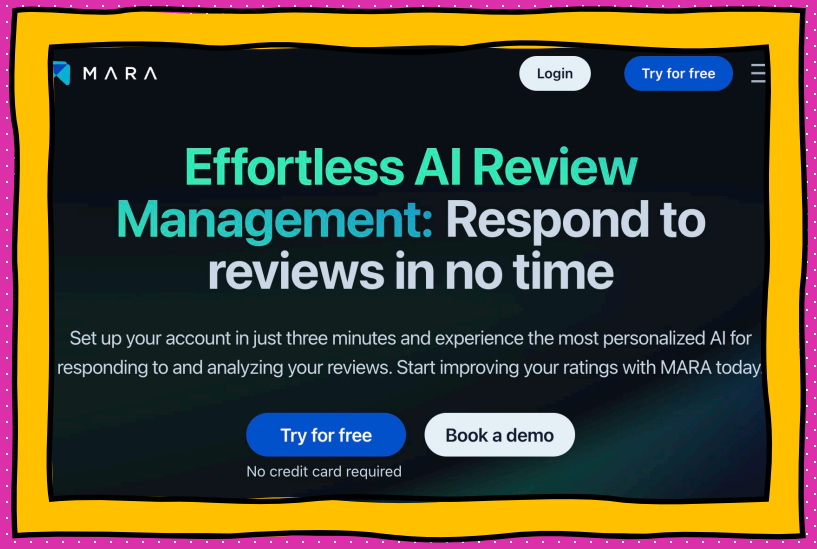
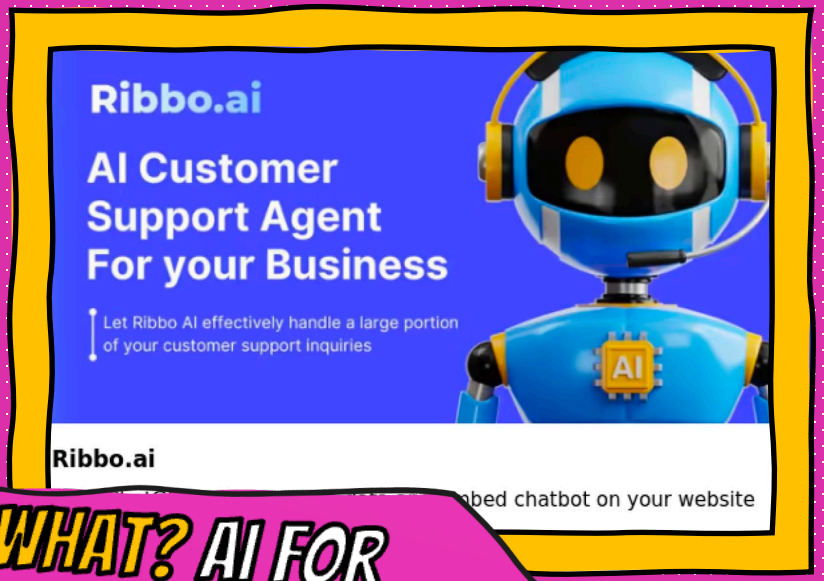
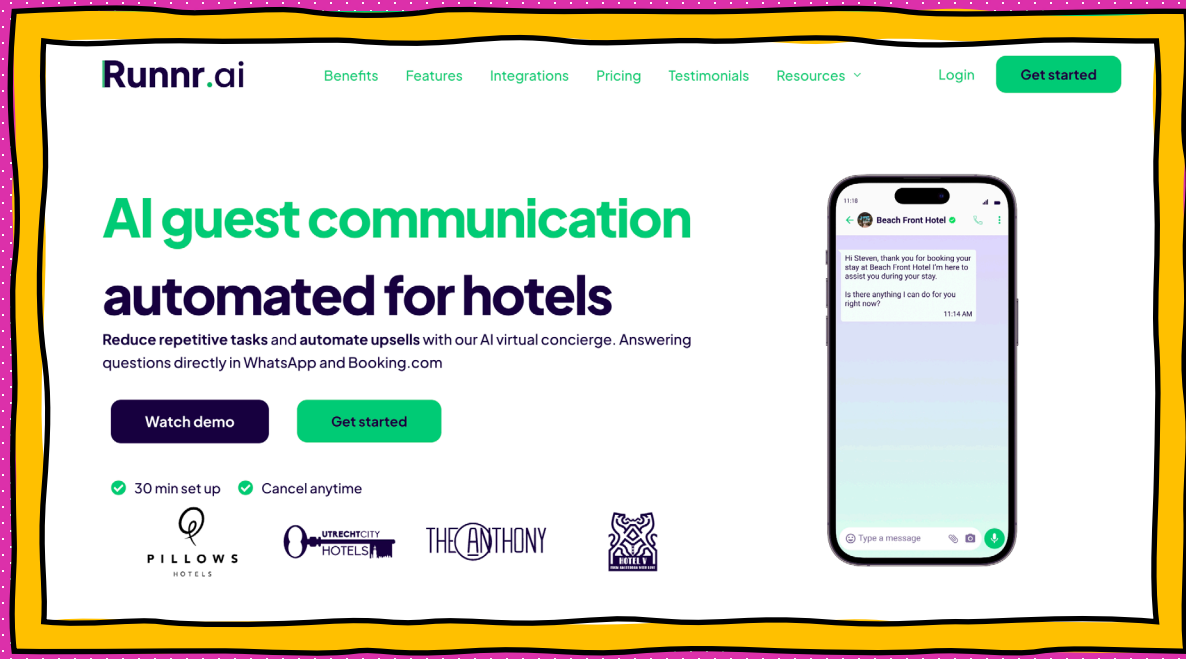
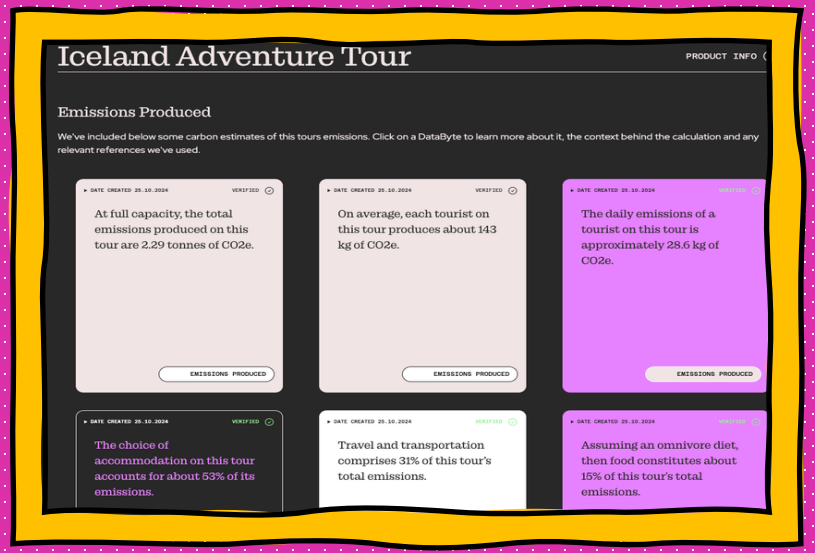
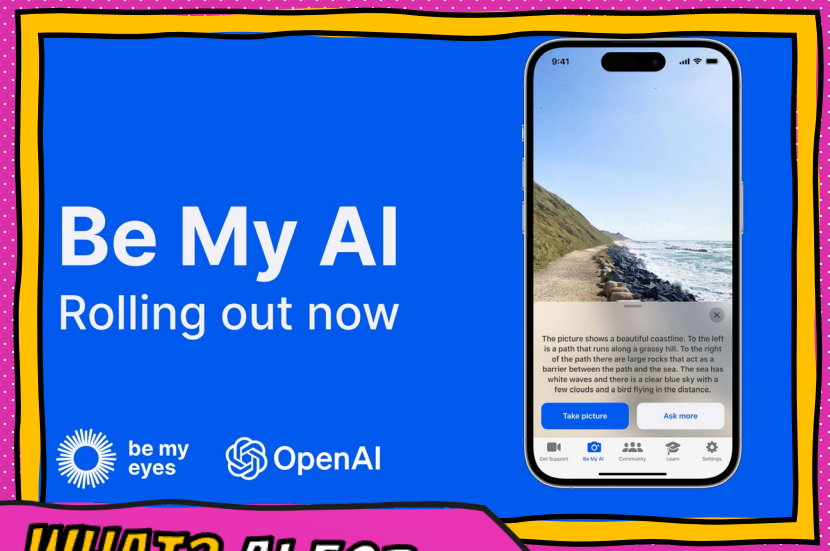


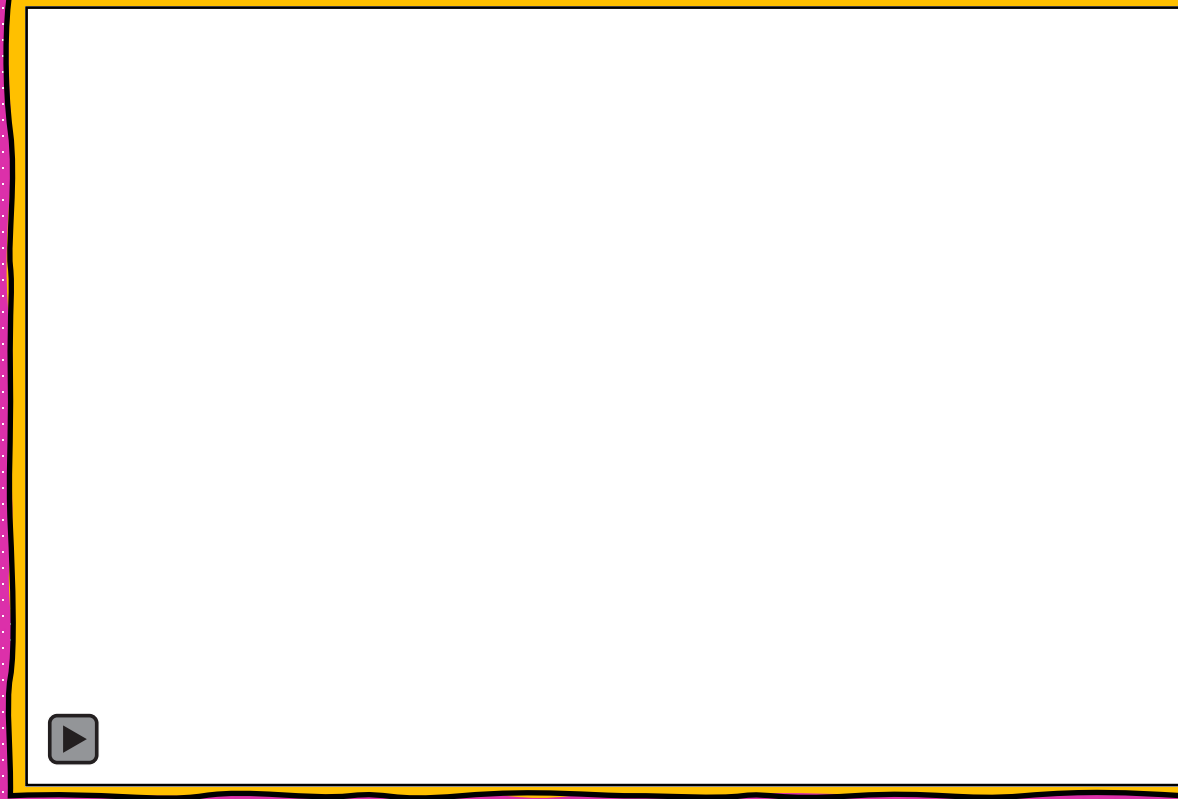




WHAT? AI FOR TOURISM BUSINESSES







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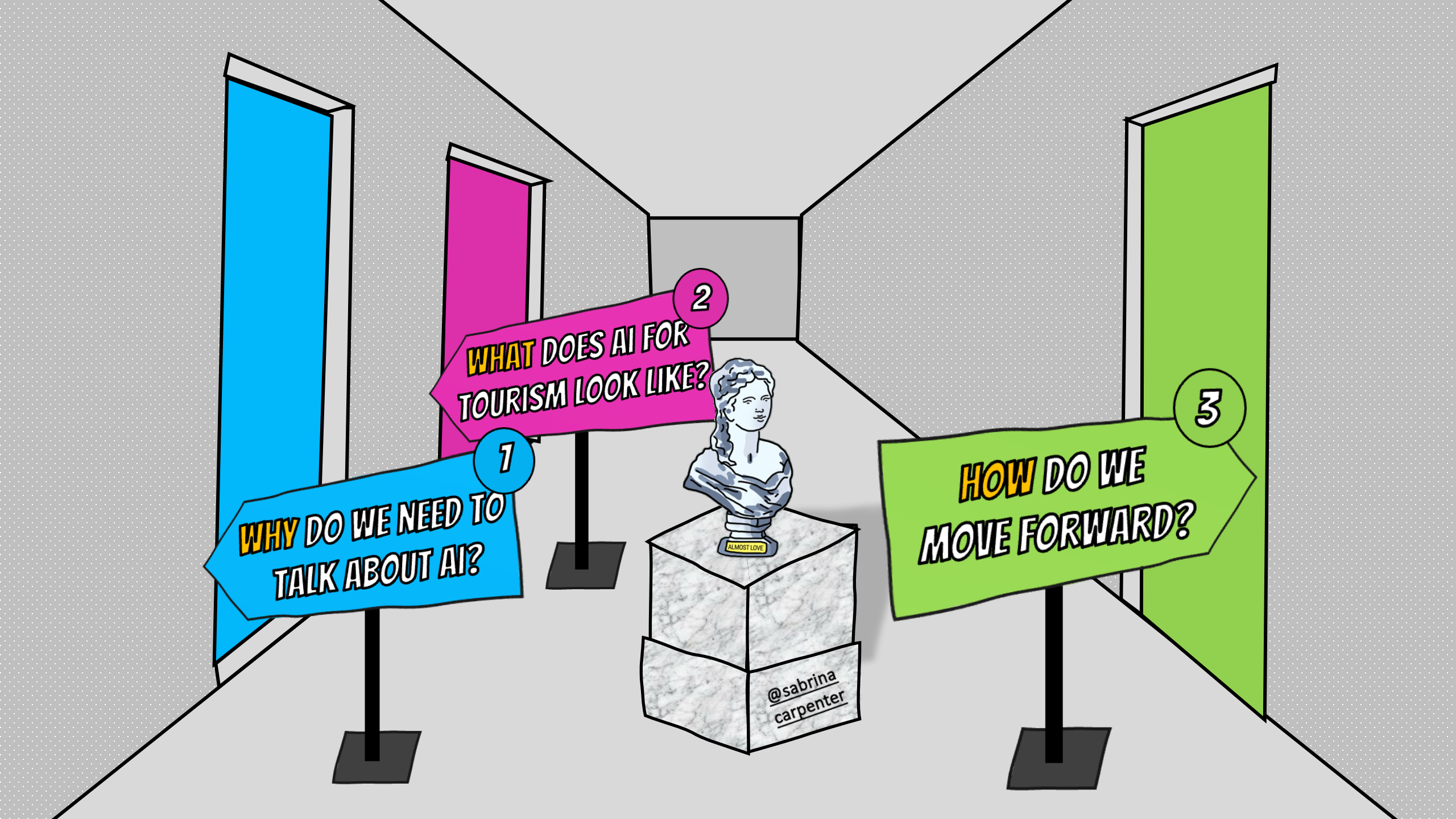
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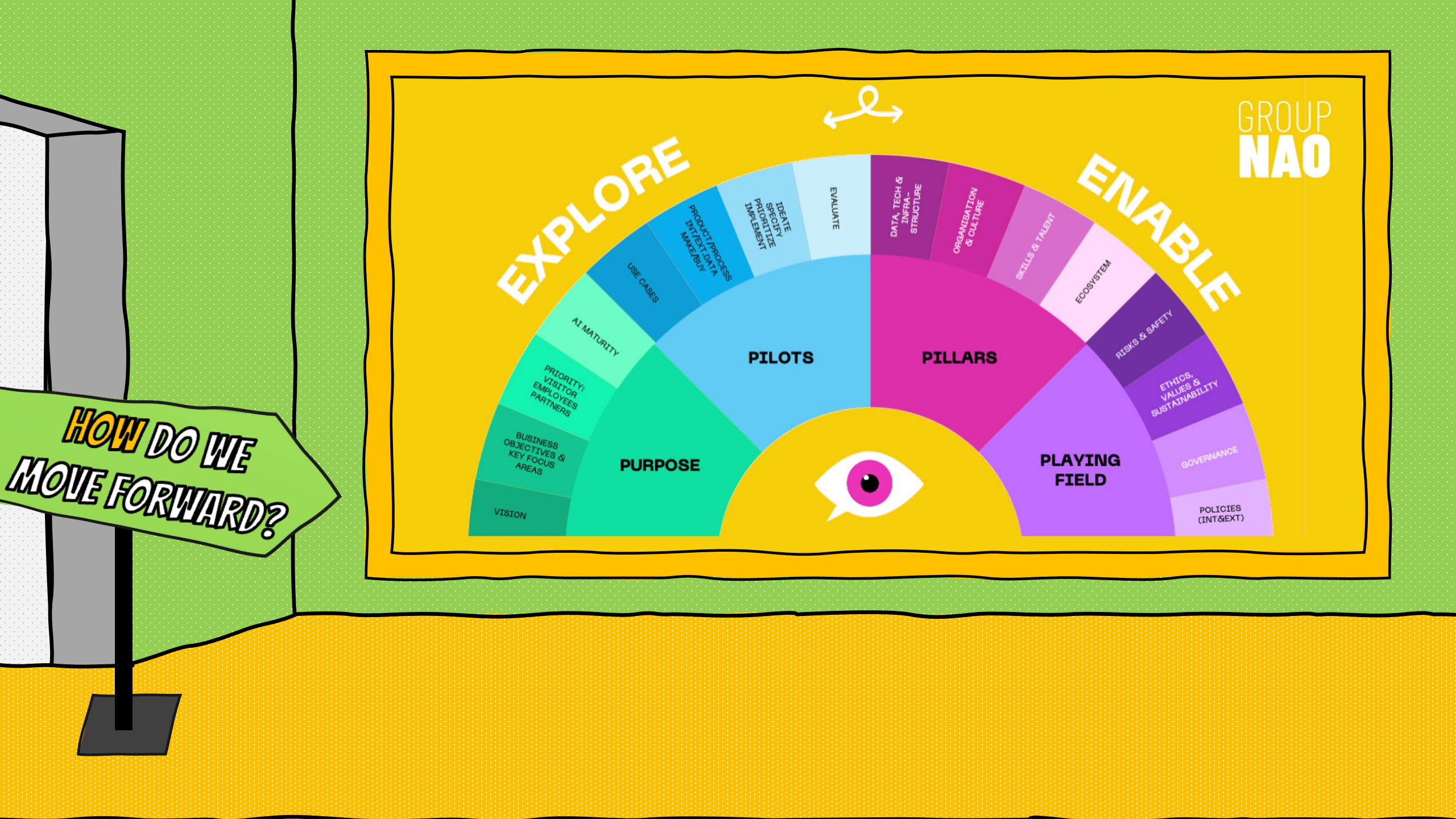
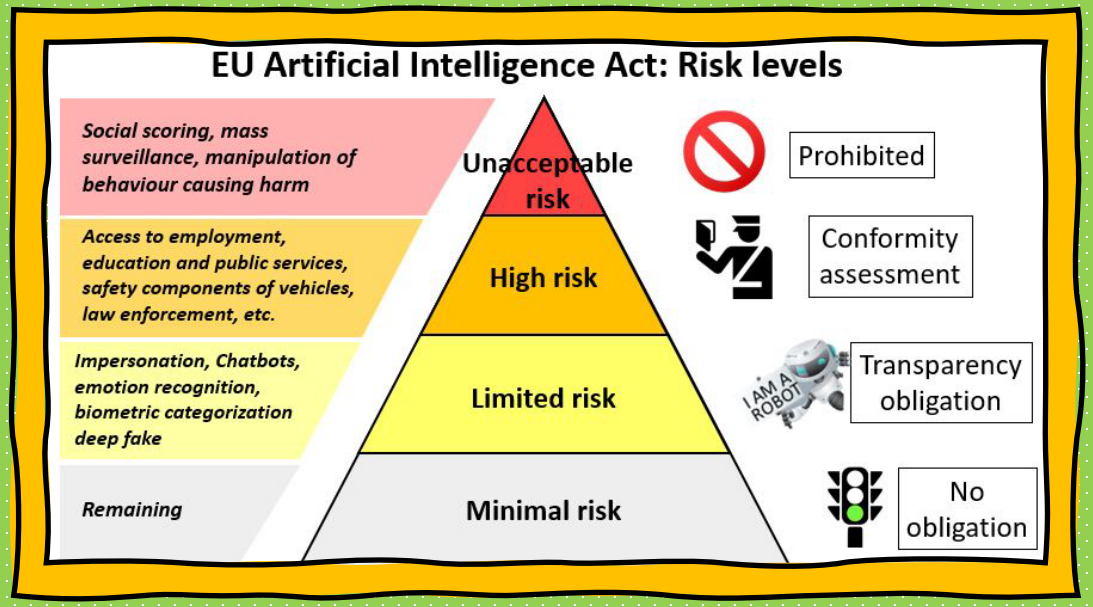
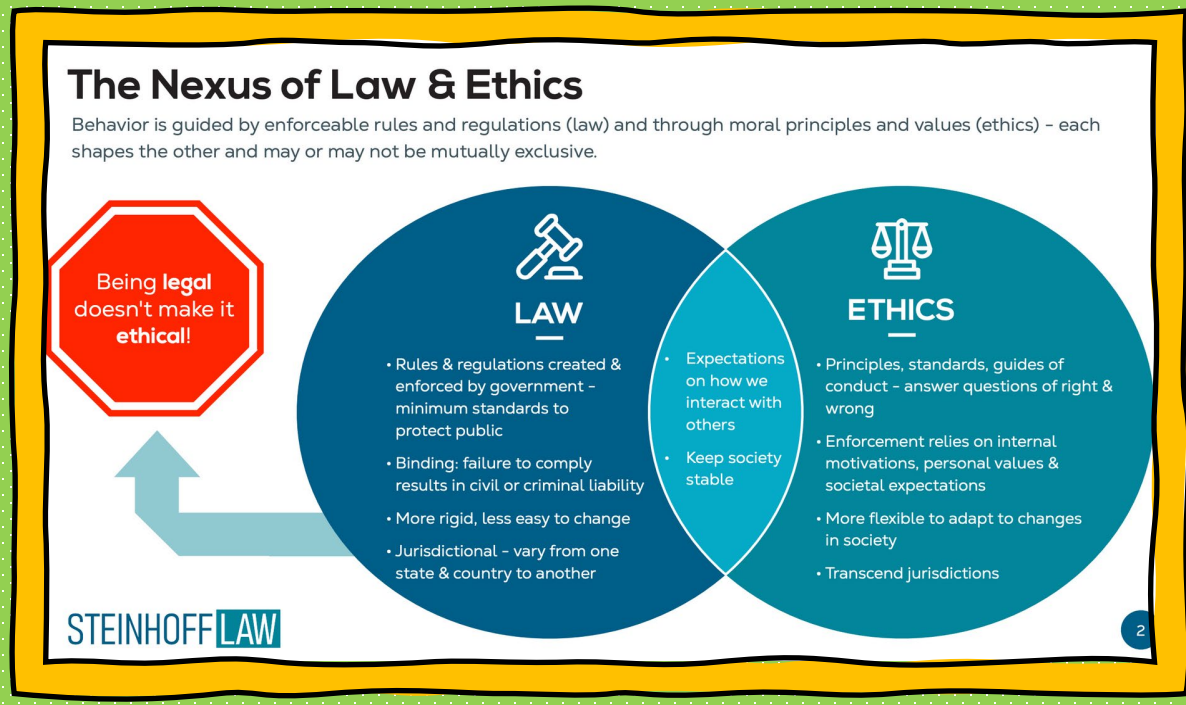

HOW DO WE MOVE FORWARD?
EXPLORE
ENABLE
GROUP NAO
VISION
BUSINESS OBJECTIVES & KEY FOCUS AREAS
PRIORITY: VISITOR EMPLOYEES PARTNERS
AI MATURITY
PURPOSE
USE CASES
PRODUCT/PROCESS INT/EXT DATA MAKE/BUY
IDEATE SPECIFY PRIORITIZE IMPLEMENT
EVALUATE
PILOTS
DATA, TECH & INFRA-STRUCTURE
ORGANISATION & CULTURE
SKILLS & TALENT
ECOSYSTEM
PILLARS
POLICIES (INT&EXT)
GOVERNANCE
ETHICS, VALUES & SUSTAINABILITY
RISKS & SAFETY
PLAYING FIELD



Source: Telefonica



HOW? ASSESSING RISKS AND CHALLENGES

CITY DESTINATIONS ALLIANCE

DO YOU HAVE A SAFEWORD TO PROTECT YOURSELF FROM DEEP FAKES?

HOW? GUIDELINES FOR RESPONSIBLE EXPLORATION

Image: Midjourney, prompt: baby robot watches tv campaign about cats, austrian alps scenery and lake

Internal guidelines on the use of artificial intelligence (AI)

Status: 15.11.2023

6 POLICY PILLARS:

1. Data protection and confidentiality
2. Copyright and intellectual property
3. Fairness and non-discrimination
4. Human control
5. Transparency
6. Continuous learning

HOW? GUIDELINES FOR RESPONSIBLE EXPLORATION

AI FOR TECH SAVVY

AI FOR EVERYONE

MEDIOCRITY & ARTIFICIAL

NEW STANDARDS FOR AUTHENTIC

FOMO & JOMO

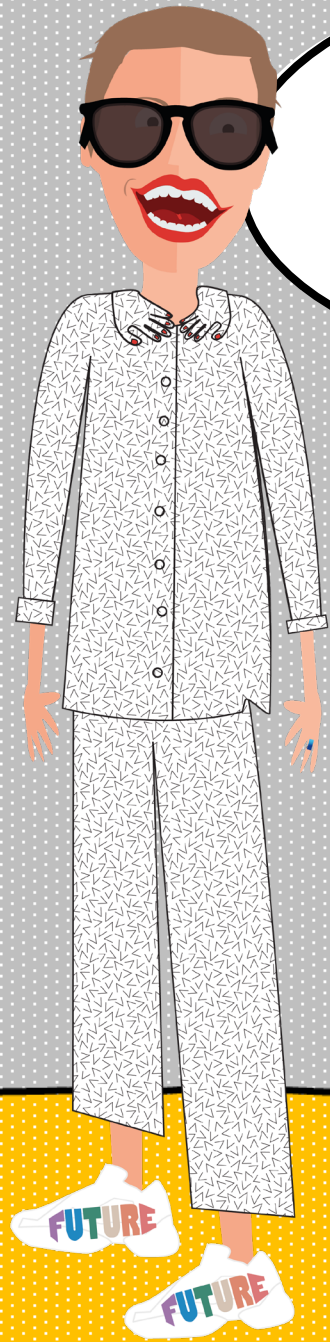
EXPLORING RESPONSIBLY

B2C

A2A

OPENER FOR
STINA
25

CURIOUS TO FOLLOW
GROUP NAO'S WORK?



THANK YOU!

WWW.GROUPNAO.COM