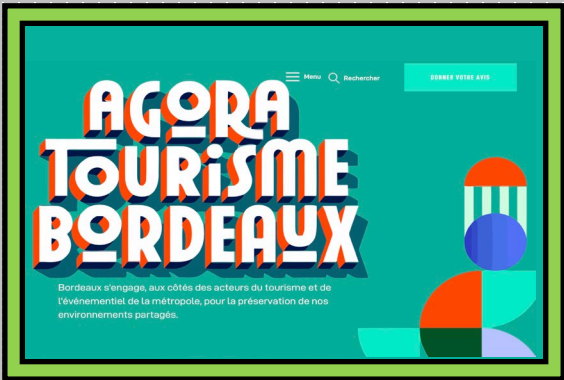


EXPLORING AI FOR **TOURISM & DESTINATIONS**

**LATVIA TOURISM
FORUM
DEC 5 2024**

GROUP
NAO

SIGNE JUNGERSTED
GROUPNAO.COM



WHY DO WE NEED TO
TALK ABOUT AI?

1

WHAT DOES AI FOR
TOURISM LOOK LIKE?

2

HOW DO WE
MOVE FORWARD?

3



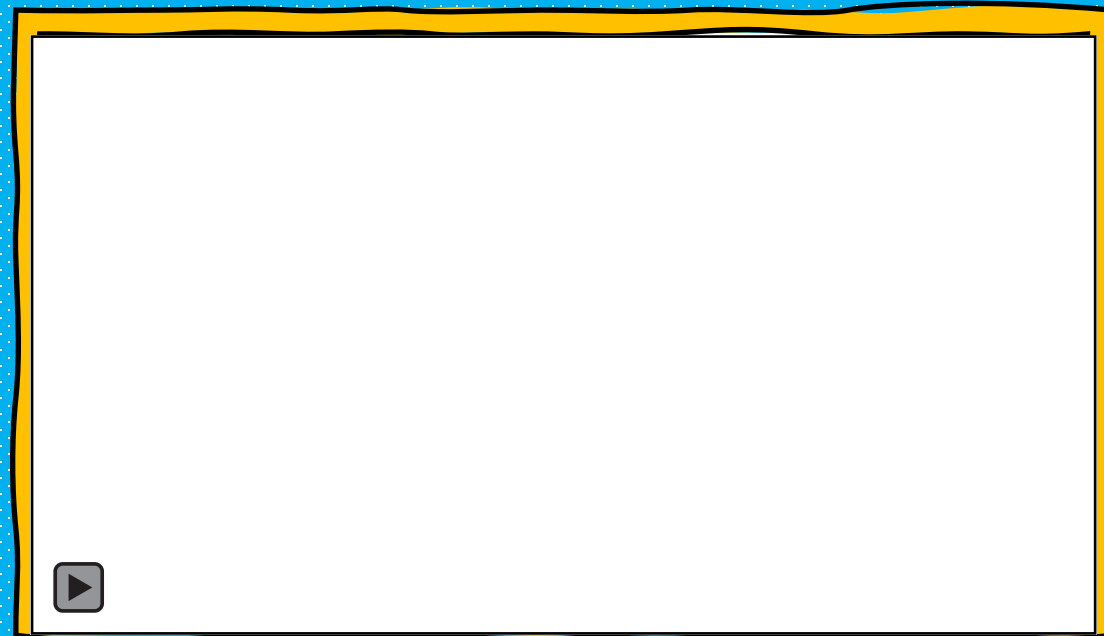
@sabrina
carpenter

**WHY? BECAUSE
OF SPEED...**





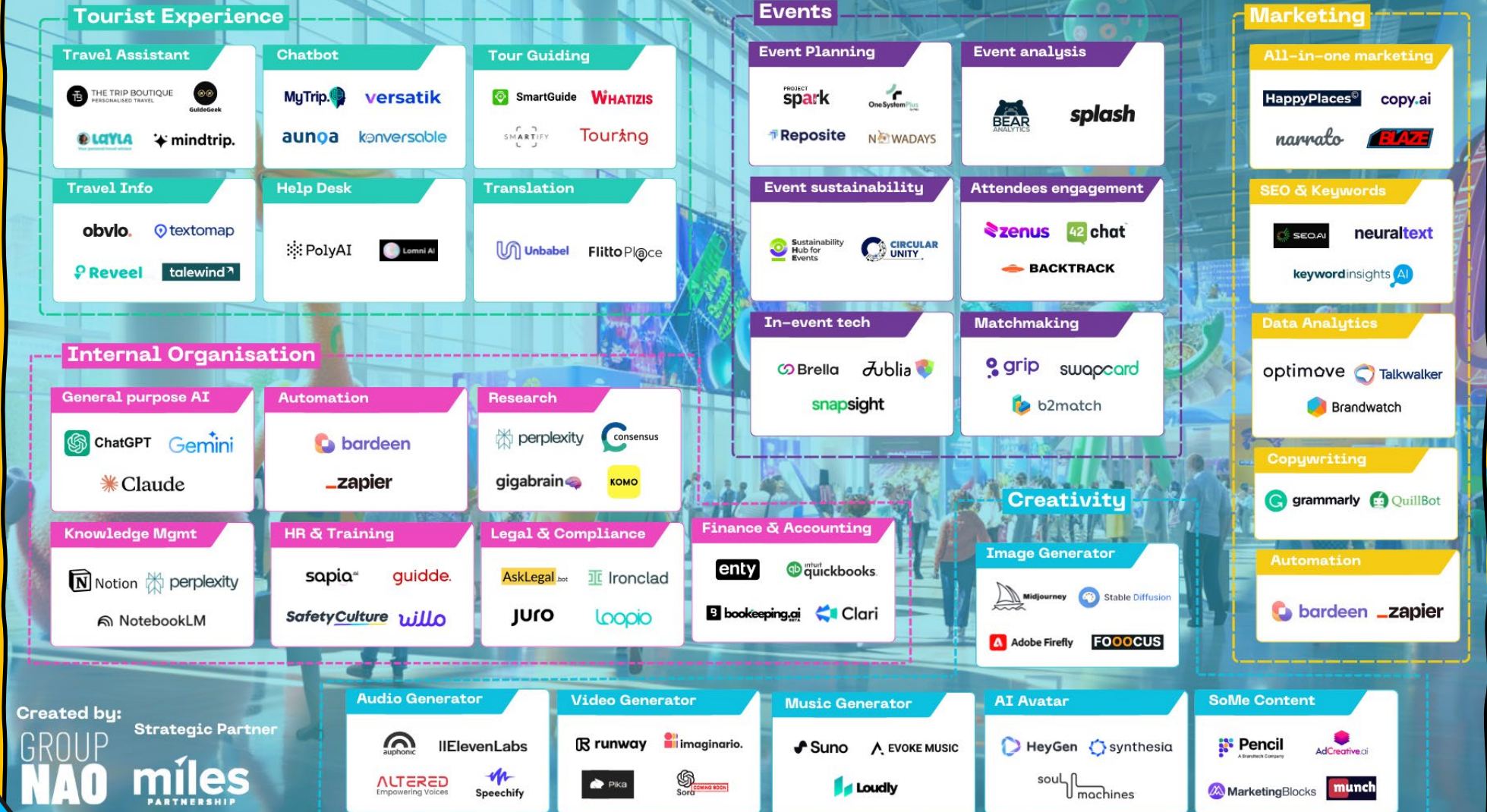
Source: @kdaij9403j3 via Tenor



Source: Sora, OpenAI

**WHY? BECAUSE
OF SPEED...**

WHY? BECAUSE
OF MAGNITUDE



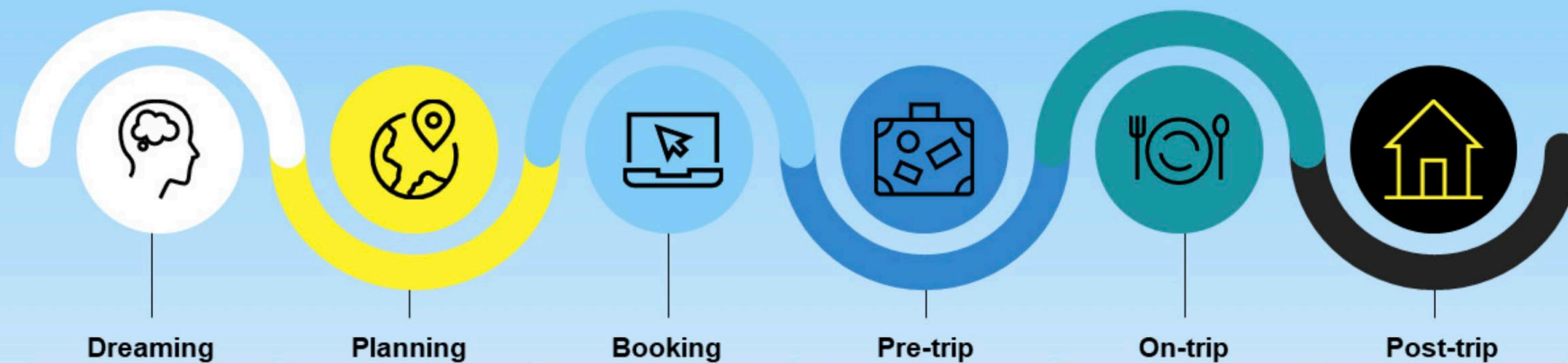
 perplexity  NotebookLM

 Copilot  Gemini

Pika   Canva

**WHY? BECAUSE OF
THE ACCESSIBILITY**





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

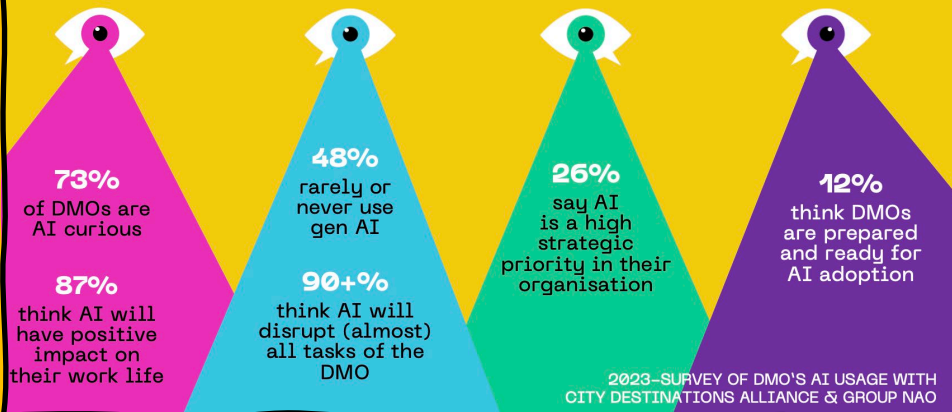
Enhance and accelerate the training and onboarding experience for employees (eg, flight crew, hotel reception) with customized, interactive training

**WHY? BECAUSE
OF THE IMPACT**

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

DMO AI USAGE SURVEY

GROUP
NAO



**WHY? BECAUSE
OF THE IMPACT**

Workers who've used AI score higher for employee experience and engagement

Has used AI Hasn't used AI



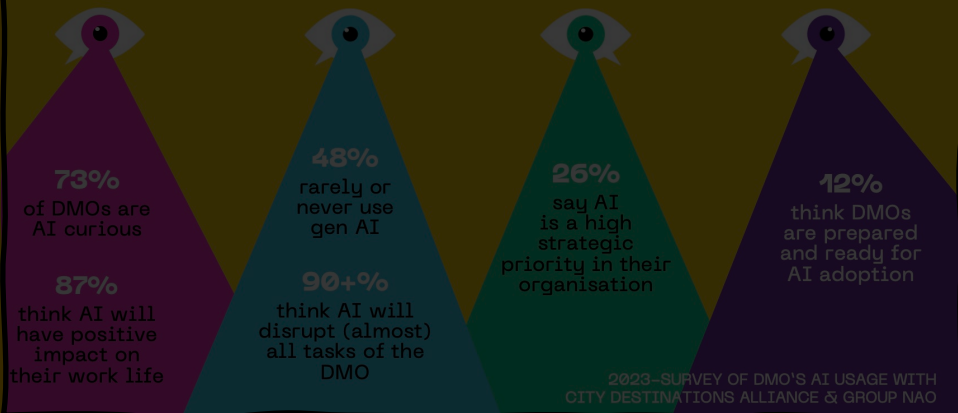
They're also
↑ 29%
more likely to feel highly passionate about their work.

Slack survey conducted March 6, 2024 – March 22, 2024. Number of completed responses = 10,065

SOURCE: SLACK SURVEY 2024

DMO AI USAGE SURVEY

GROUP
NAO



**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

Sustainability &
resource drain

Accountability &
transparency



Bias

Privacy

Leadership &
priority

THAT'S WHY...

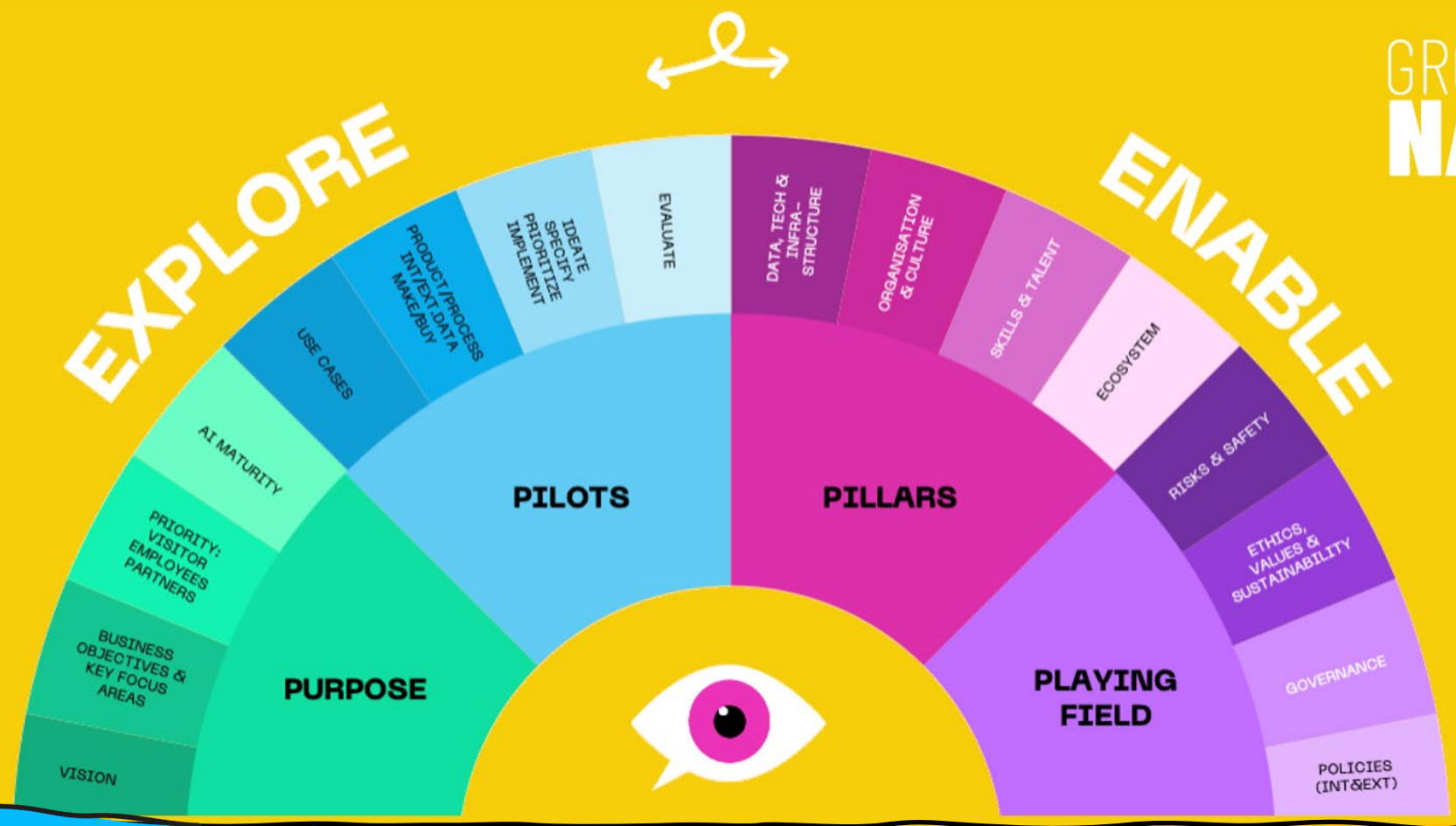
Canadian Cohort

STRATEGIC PARTNER:

miles
PARTNERSHIP



THE DESTINATIONS



**THE STRATEGIC
ROADMAP**

WHY DO WE NEED TO
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@sabrina
carpenter

WHAT? PERSONALISED MULTI-TRAVEL HUBS

 mindtrip. BETA

Chats 1

Notifications

Likes

Up Next

Explore

Create

New chat

Exploring Local & Quirky Riga in One Day ▾

Riga

When


2 t


⌵

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

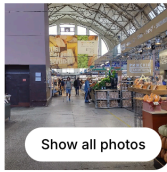




Company · Contact · Help

Terms · Privacy

Riga Central Market

★ 4.3 · 46k reviews · Riga, Riga Region

📍 Attraction



Show all photos

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

essential
COSTA
RICA

EXPERIENCE

pur

bienvenido a costa rica

Costa Rica is the land of pura vida, inspired by nature,
connections and gratitude for daily pleasures.

plan your trip?

mindtrip.

New chat

Costa Rica

When

2 travelers

Budget

Trip

Chat

Search

Likes

Pura vida!

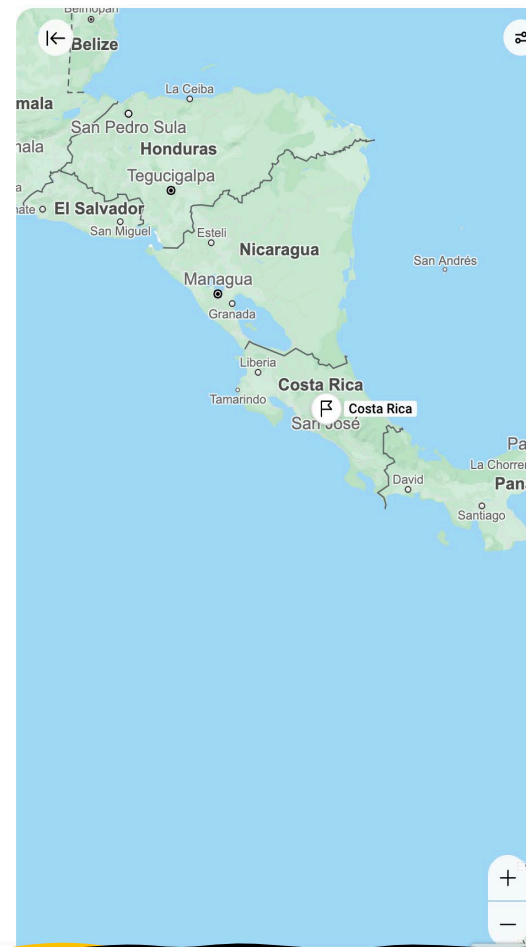
Welcome to the Costa Rica travel planning experience with **Mindtrip**! As you start crafting your adventure, what's the most exciting part of planning your trip to Costa Rica for you? Are you looking to immerse yourself in nature, explore vibrant culture, or perhaps something else? Let's dive in and create a memorable journey together!

Message Mindtrip

+

🔊 📧

Mindtrip is in beta. The bot can make mistakes.



**WHAT? INTEGRATED
MULTI-PLATFORMS**

INCLUSION & SUSTAINABILITY WEDDINGS GROUPS PRESS

BLOG

SEARCH THIS SITE... 

CHECK RATES LODGING RESTAURANTS THINGS TO DO


EVENTS PLAN ROCKY MOUNTAIN NATIONAL PARK



ROCKY MOUNTAIN ROAMER

PERSONAL TRAVEL AI ASSISTANT

A new way to plan travel to Estes Park and the Colorado Rocky Mountains. Rely on the Rocky Mountain Roamer to get fast answers and instantly find the best in lodging, things to do, restaurants and bars, travel routes, safety information and more. How can we assist you today?

SCAN TO GET STARTED 



 WhatsApp



facebook



Instagram

Hi! I'm Rocky Mountain Roamer -
your own personal travel advisor.

**WHAT? INTEGRATED
MULTI-PLATFORMS**

WHAT? DESTINATION BOTS

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...



Menu

Map



Inspiring Germany

Hello, I am Emma

> Inspiring Germany > Emma

Hello!

I'm Emma and I'm an AI

Board. I live in Berlin and

have a passion for

Menu

Map

Search

Germany

Simply inspiring




Inspiring Germany

Hello, I am Emma!



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

Hello!

Use Emma as your AI Travel Companion for the German National Tourist


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>


WHAT? DESTINATION
BOTS



Meet SYDAI

Your pocket travel insurance expert

Powered by 



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 Policy Schedule.

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

Type your question here

Submit question

Menu

Map

Search

Germany
Simply inspiring




Inspiring Germany

Hello, I am Emma!

 > Inspiring Germany > EmmaTravelsGermany

Hello!

I'm Emma and I'm an AI travel companion for the German National Tourist



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. 🤖

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/privacy-protection.html>

holidayextras Travel Insurance | Search Your Documents

Get the App

Support

Log in

Meet SYDAI

Your pocket travel insurance expert

Powered by holidayextras



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 ceremonies
- 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...

swi⁺zerland



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.



VisitAarhus

WHAT? AI-PERSONAS

swi⁺zerland



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



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Effortless AI Review Management: Respond to reviews in no time

Set up your account in just three minutes and experience the most personalized AI for responding to and analyzing your reviews. Start improving your ratings with MARA today

[Try for free](#)[Book a demo](#)

No credit card required

Ribbo.ai

AI Customer Support Agent For your Business

Let Ribbo AI effectively handle a large portion of your customer support inquiries



Ribbo.ai

Embedded chatbot on your website

**WHAT? AI FOR
TOURISM BUSINESSES**

Runnr.ai

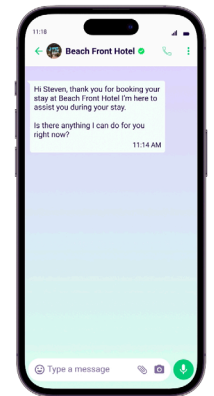
[Benefits](#)[Features](#)[Integrations](#)[Pricing](#)[Testimonials](#)[Resources](#)[Login](#)[Get started](#)

AI guest communication automated for hotels

Reduce repetitive tasks and automate upsells with our AI virtual concierge. Answering questions directly in WhatsApp and Booking.com

[Watch demo](#)[Get started](#)

✓ 30 min set up ✓ Cancel anytime



Iceland Adventure Tour

PRODUCT INFO

Emissions Produced

We've included below some carbon estimates of this tours emissions. Click on a DataByte to learn more about it, the context behind the calculation and any relevant references we've used.

DATE CREATED: 20.10.2024 VERIFIED

At full capacity, the total emissions produced on this tour are 2.29 tonnes of CO₂e.

EMISSIONS PRODUCED

DATE CREATED: 20.10.2024 VERIFIED

On average, each tourist on this tour produces about 143 kg of CO₂e.

EMISSIONS PRODUCED

DATE CREATED: 20.10.2024 VERIFIED

The daily emissions of a tourist on this tour is approximately 28.6 kg of CO₂e.

EMISSIONS PRODUCED

DATE CREATED: 20.10.2024 VERIFIED

The choice of accommodation on this tour accounts for about 53% of its emissions.

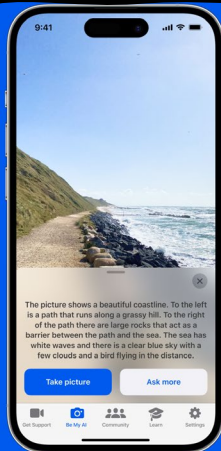
DATE CREATED: 20.10.2024 VERIFIED

Travel and transportation comprises 31% of this tour's total emissions.

DATE CREATED: 20.10.2024 VERIFIED

Assuming an omnivore diet, then food constitutes about 15% of this tour's total emissions.

Be My AI
Rolling out now



WHAT? AI FOR
TOURISM BUSINESSES

WHY DO WE NEED TO
TALK ABOUT AI?

1

WHAT DOES AI FOR
TOURISM LOOK LIKE?

2

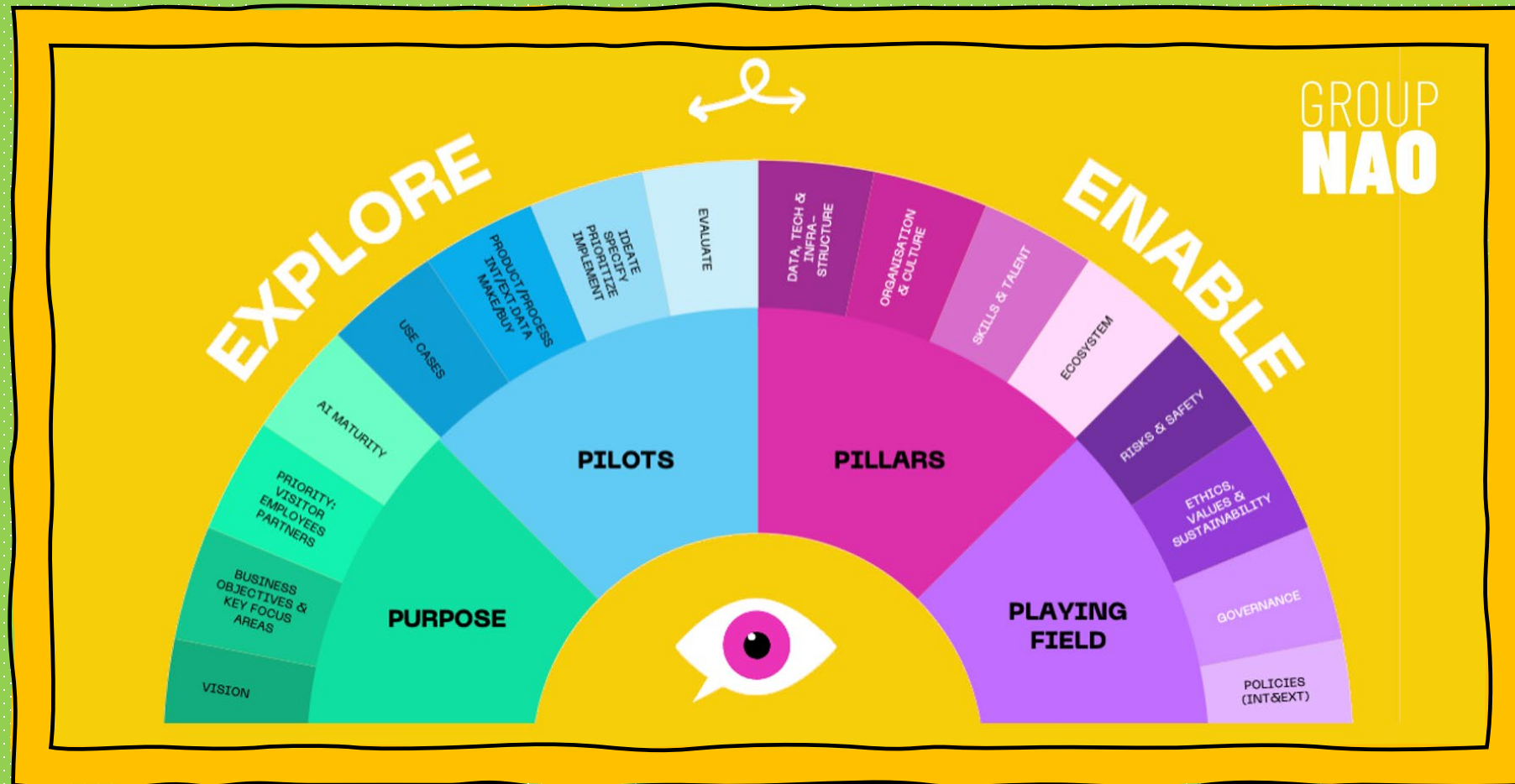
HOW DO WE
MOVE FORWARD?

3



@sabrina
carpenter

**HOW DO WE
MOVE FORWARD?**



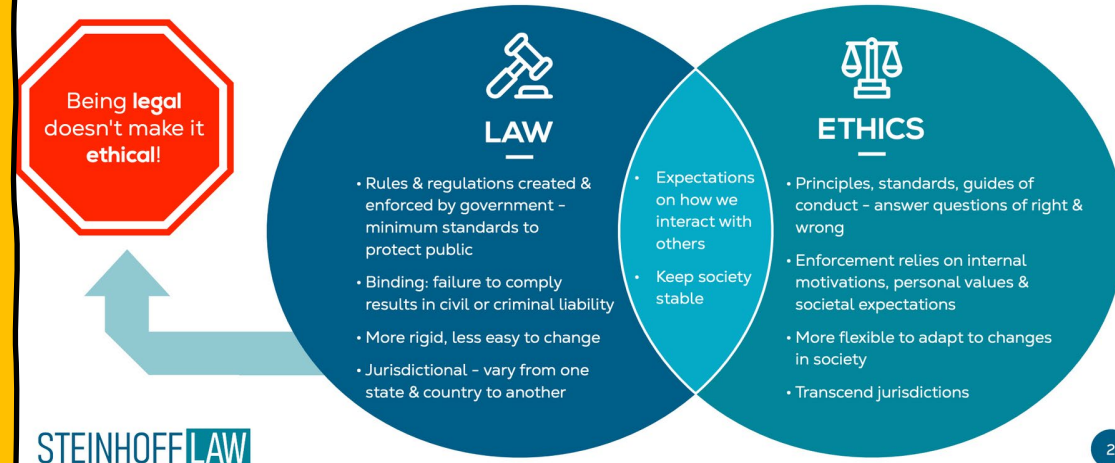
EU Artificial Intelligence Act: Risk levels



Source: Telefonica

The Nexus of Law & Ethics

Behavior is guided by enforceable rules and regulations (law) and through moral principles and values (ethics) – each shapes the other and may or may not be mutually exclusive.



HOW? ASSESSING RISKS AND CHALLENGES

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

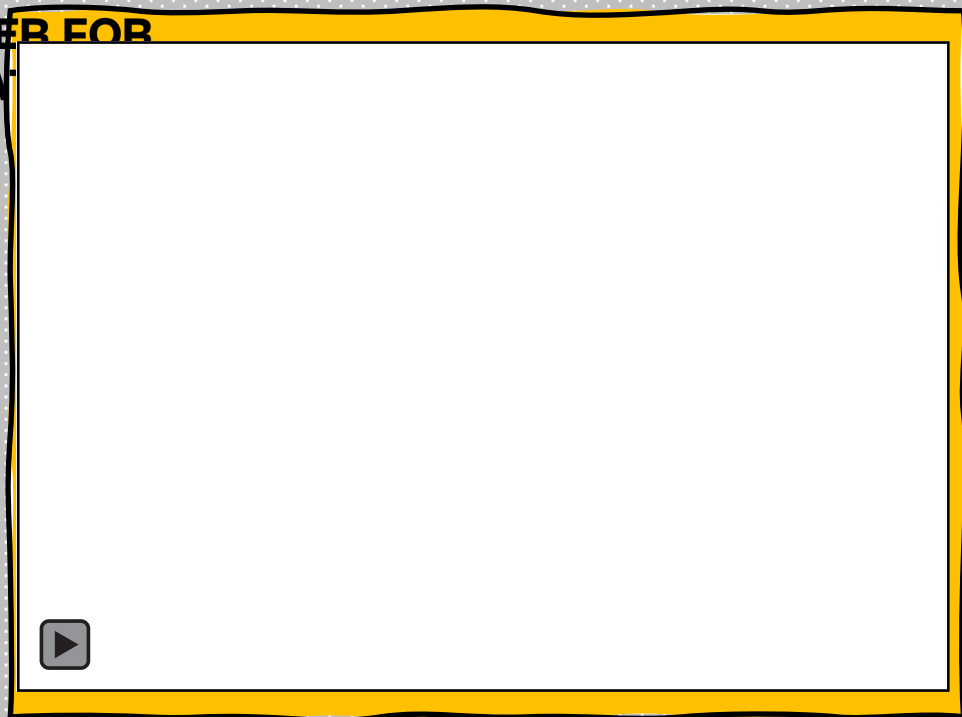
B2C

A2A



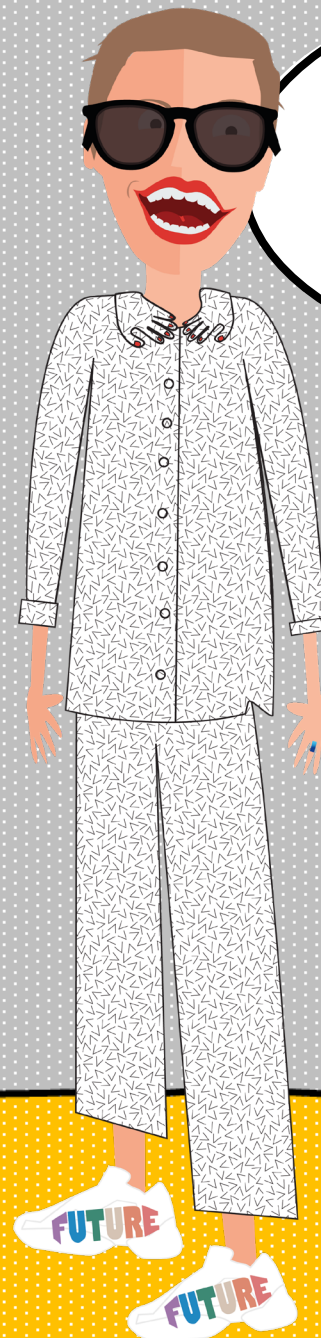
@gettymuseum

OPENER FOR
STINA
25



***CURIOUS TO FOLLOW
GROUP NAO'S WORK?***

**GROUP
NAO**



THANK YOU!

WWW.GROUPNAO.COM