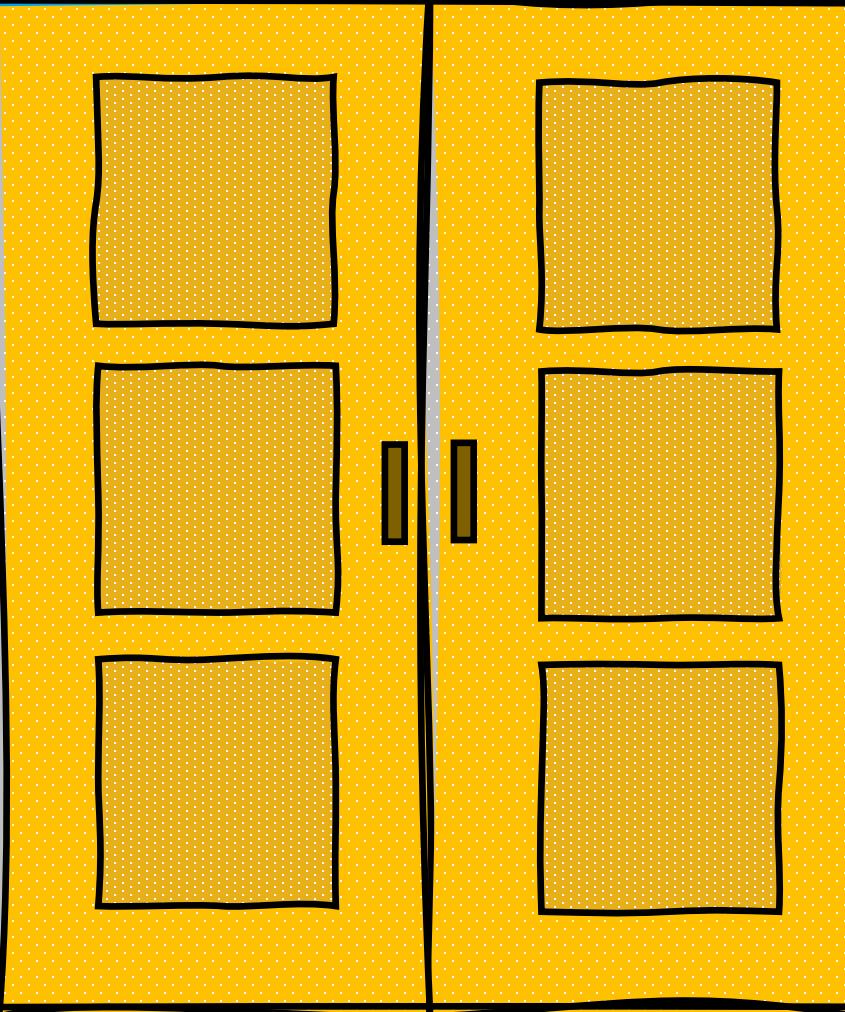


EXPLORING AI FOR TOURISM & DESTINATIONS

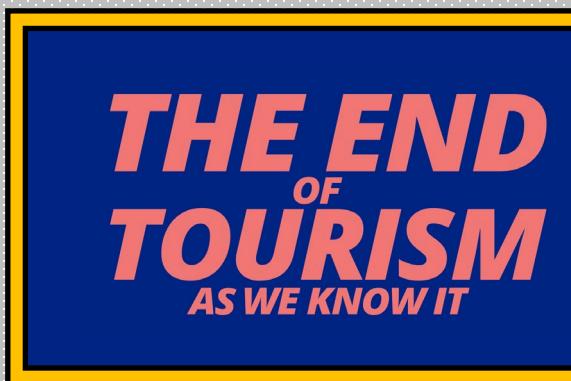
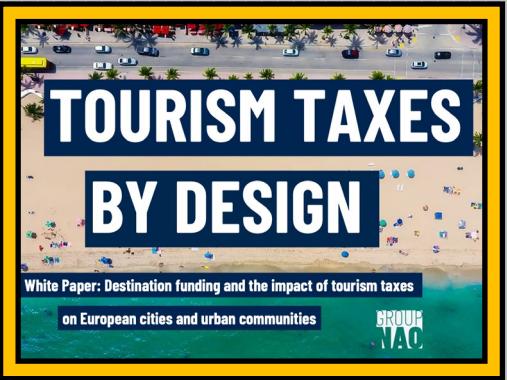
GROUP
NAO



SIGNE JUNGERSTED
GROUPNAO.COM

**LATVIA TOURISM
FORUM
DEC 5 2024**





WHY DO WE NEED TO
TALK ABOUT AI?

1

WHAT DOES AI FOR
TOURISM LOOK LIKE?

2

HOW DO WE
MOVE FORWARD?

3



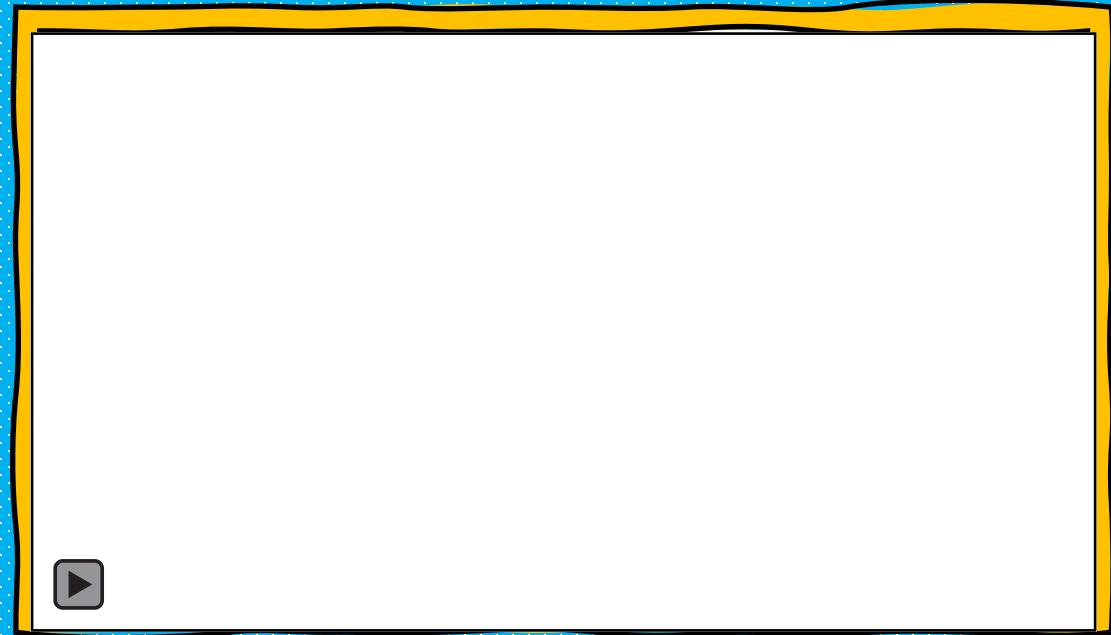
**WHY? BECAUSE
OF SPEED...**





Source: @kdaij9403j3 via Tenor

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



Source: Sora, OpenAI

**WHY? BECAUSE
OF MAGNITUDE**





perplexity

>NotebookLM



Copilot



Gemini

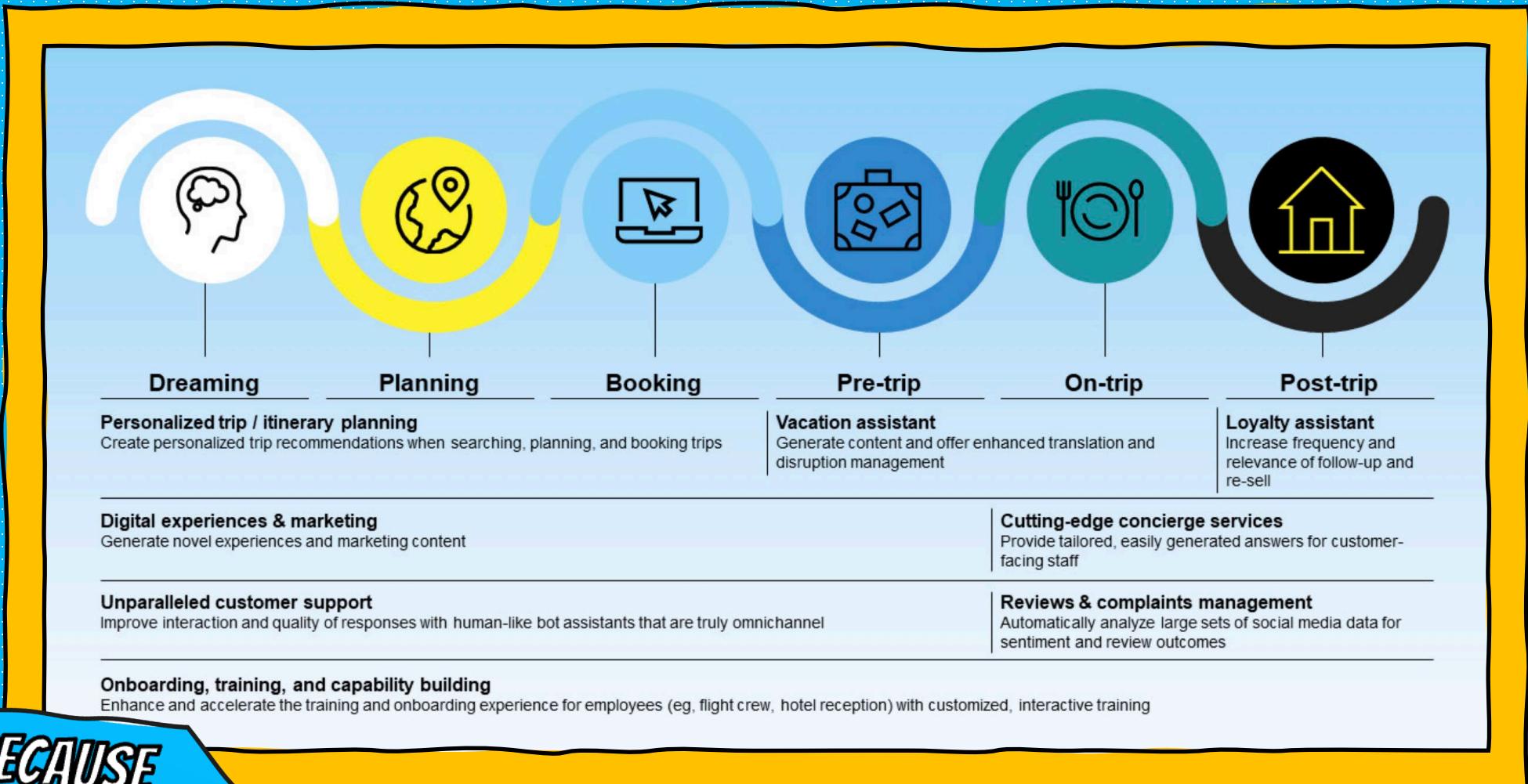
Pika



Canva

**WHY? BECAUSE OF
THE ACCESSIBILITY**





**WHY? BECAUSE
OF THE IMPACT**

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

DMO AI USAGE SURVEY

GROUP
NAO

73%
of DMOs are
AI curious

87%
think AI will
have positive
impact on
their work life

48%
rarely or
never use
gen AI

90+%
think AI will
disrupt (almost)
all tasks of the
DMO

26%
say AI
is a high
strategic
priority in their
organisation

12%
think DMOs
are prepared
and ready for
AI adoption

2023-SURVEY OF DMO'S AI USAGE WITH
CITY DESTINATIONS ALLIANCE & 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



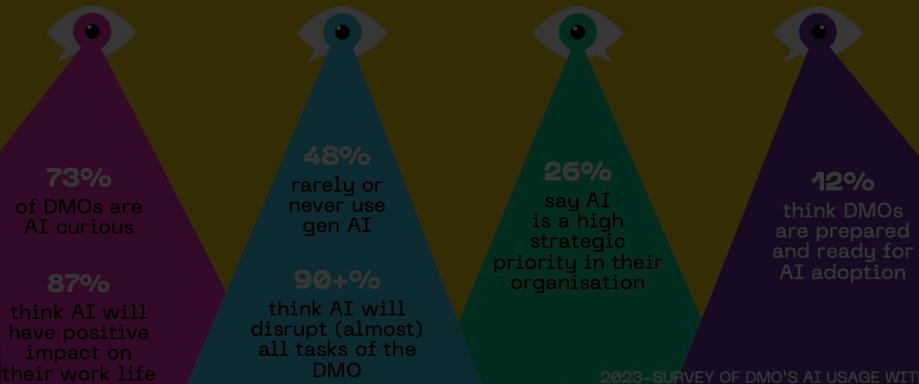
They're also
↑ 29%

more likely to feel highly
passionate about their work.

Slack survey conducted March 6, 2024 – March 22, 2024. Number of completed responses = 10,045

SOURCE: SLACK SURVEY 2024

DMO AI USAGE SURVEY



**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



THAT'S WHY...

Bias

Privacy

Leadership & priority

Sustainability & resource drain

Inclusiveness

Accountability & transparency

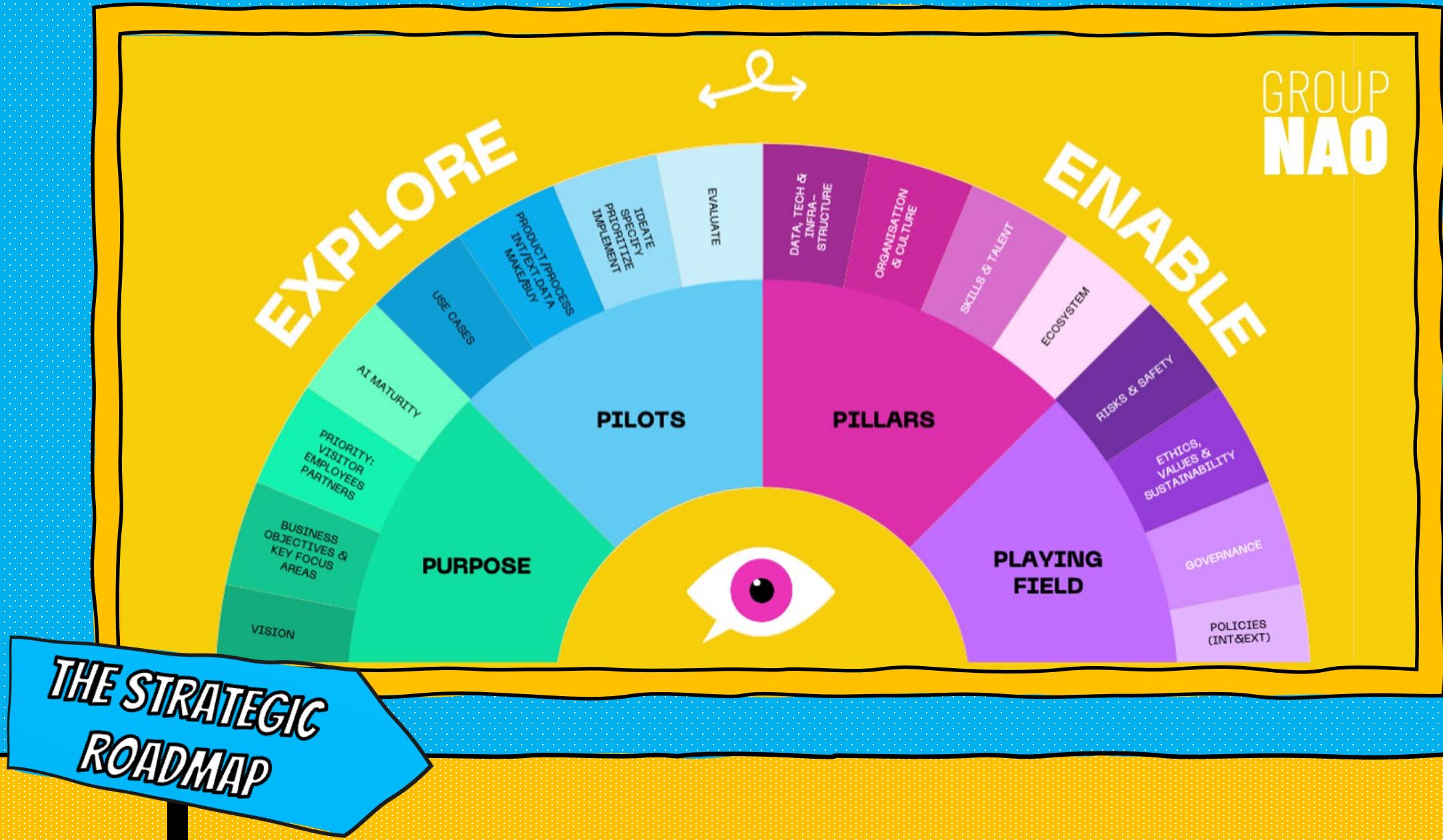


Canadian Cohort

STRATEGIC PARTNER:



THE DESTINATIONS



WHY DO WE NEED TO
TALK ABOUT AI?

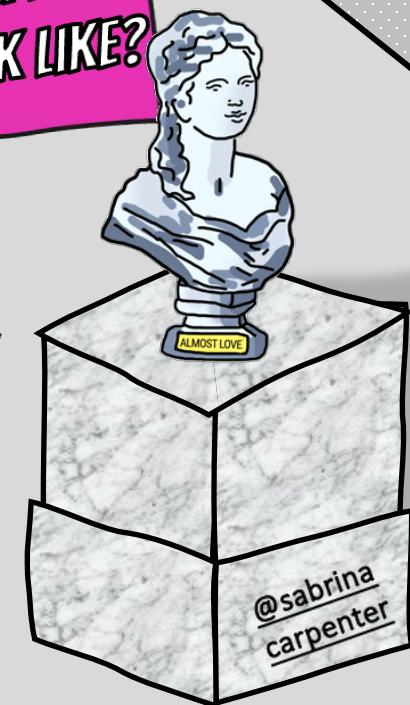
1

WHAT DOES AI FOR
TOURISM LOOK LIKE?

2

HOW DO WE
MOVE FORWARD?

3



WHAT? PERSONALISED MULTI-TRAVEL HUBS

mindtrip. BETA

- Chats
- Notifications
- Likes
- Up Next
- Explore
- Create

New chat

Exploring Local & Quirky Riga in One Day

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:

- 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.
- 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.
- Zuzeum Art Centre: A contemporary art space that often hosts exhibitions with a twist, featuring both local and international artists.
- House of the Black Heads: While it's a popular attraction, its unique architecture and fascinating history make it worth a visit.
- 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.
- 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

pura

bienvenido a costa rica

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

plan your trip?

**WHAT? INTEGRATED
MULTI-PLATFORMS**

New chat Costa Rica When 2 travelers Budget

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

① Mindtrip is in beta. The bot can make mistakes.



INCLUSION & SUSTAINABILITY

WEDDINGS

GROUPS

PRESS



BLOG

SEARCH THIS SITE...



EVENTS

PLAN

ROCKY MOUNTAIN NATIONAL PARK

CHECK RATES

LODGING

RESTAURANTS

THINGS TO DO

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

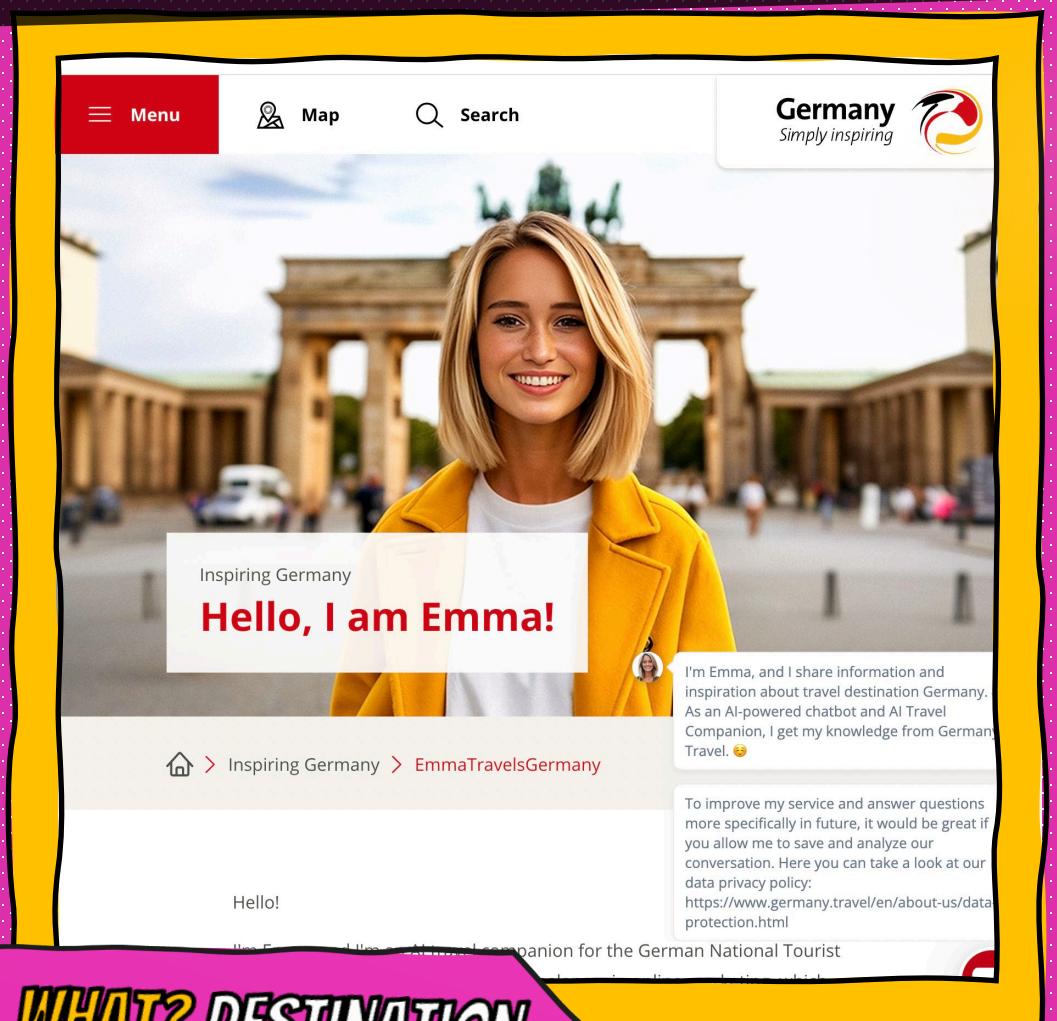
Hello, I am E



Home > Inspiring Germany > E

Hello!

I'm Emma and I'm an AI travel bot. I live in Berlin and I'm here to help you plan your trip to Germany. I can answer questions about destinations, attractions, and more. Just type in what you're looking for and I'll provide you with the best information available. I'm always here to help, so don't hesitate to ask!



Germany
Simply inspiring 

Menu Map Search

Inspiring Germany

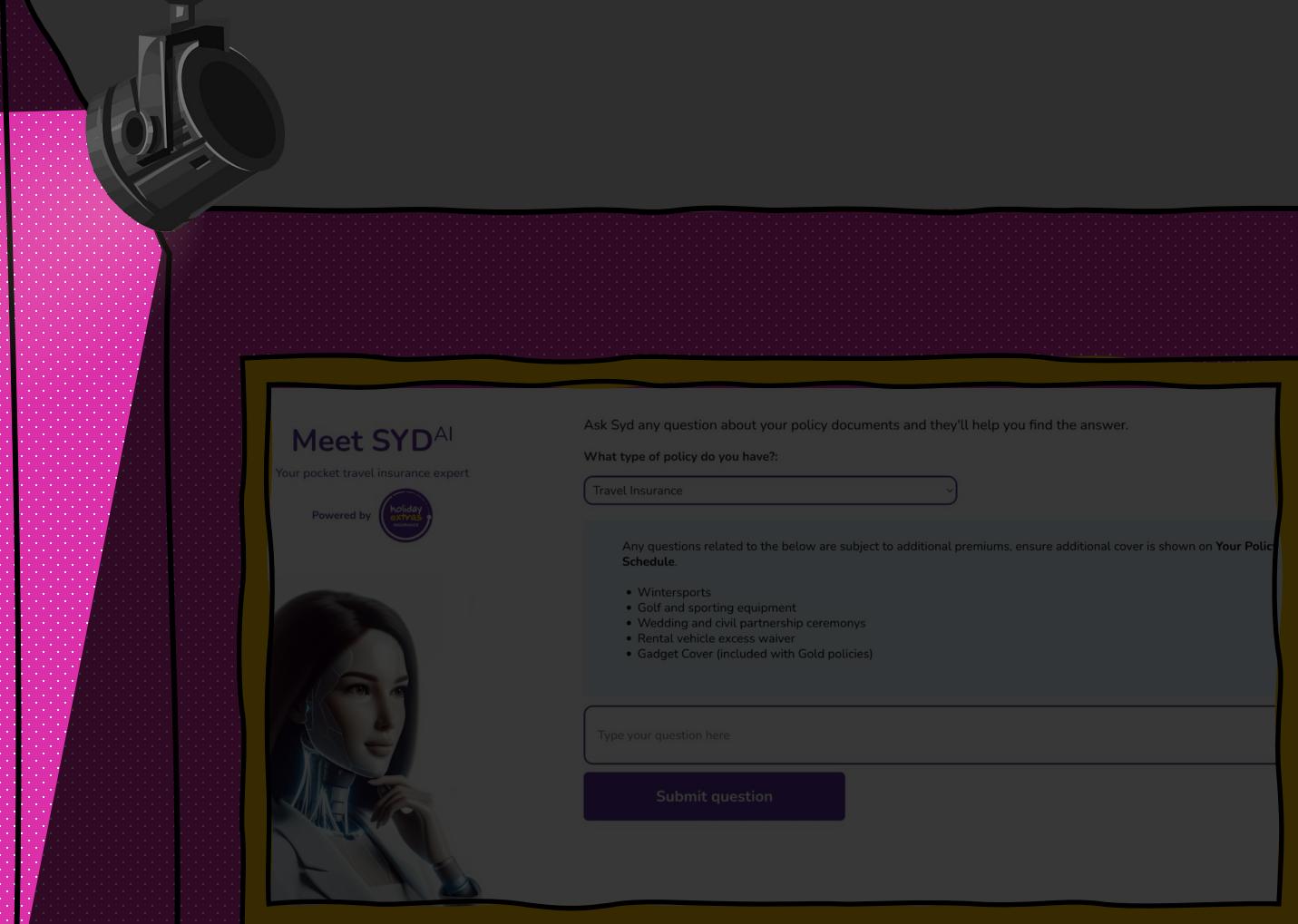
Hello, I am Emma!

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. 😊

Hello!

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 SYD AI
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?:

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

The screenshot shows a travel website with a yellow header and a large image of a smiling woman (Emma) in front of the Brandenburg Gate in Berlin. The header includes a 'Menu' button, a 'Map' button, a 'Search' button, and the 'Germany Simply inspiring' logo with a sun icon. A white overlay box on the left contains the text 'Inspiring Germany' and 'Hello, I am Emma!'. A small profile picture of Emma is next to her name. Below the image, a navigation bar shows a house icon, 'Inspiring Germany', and 'EmmaTravelsGermany'. A text box at the bottom left says 'Hello!'. A text box on the right contains a message from Emma about her AI powers and privacy policy, with a link provided. The bottom of the page has a 'Data protection' section.

☰ 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. 😊

House icon > Inspiring Germany > EmmaTravelsGermany

Hello!

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

I'm Emma and I'm an AI travel companion for the German National Tourist Board. I help you plan your trip to Germany by answering your questions and providing travel information. I'm available 24/7 and can help you with anything from finding accommodation to planning a day trip. I'm here to make your trip to Germany as easy and enjoyable as possible. So, what are you waiting for? Book your trip with me and let's explore Germany together!

holidayextras Travel Insurance | Search Your Documents

Get the App

Support

Log in

Meet SYD AI

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

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

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.



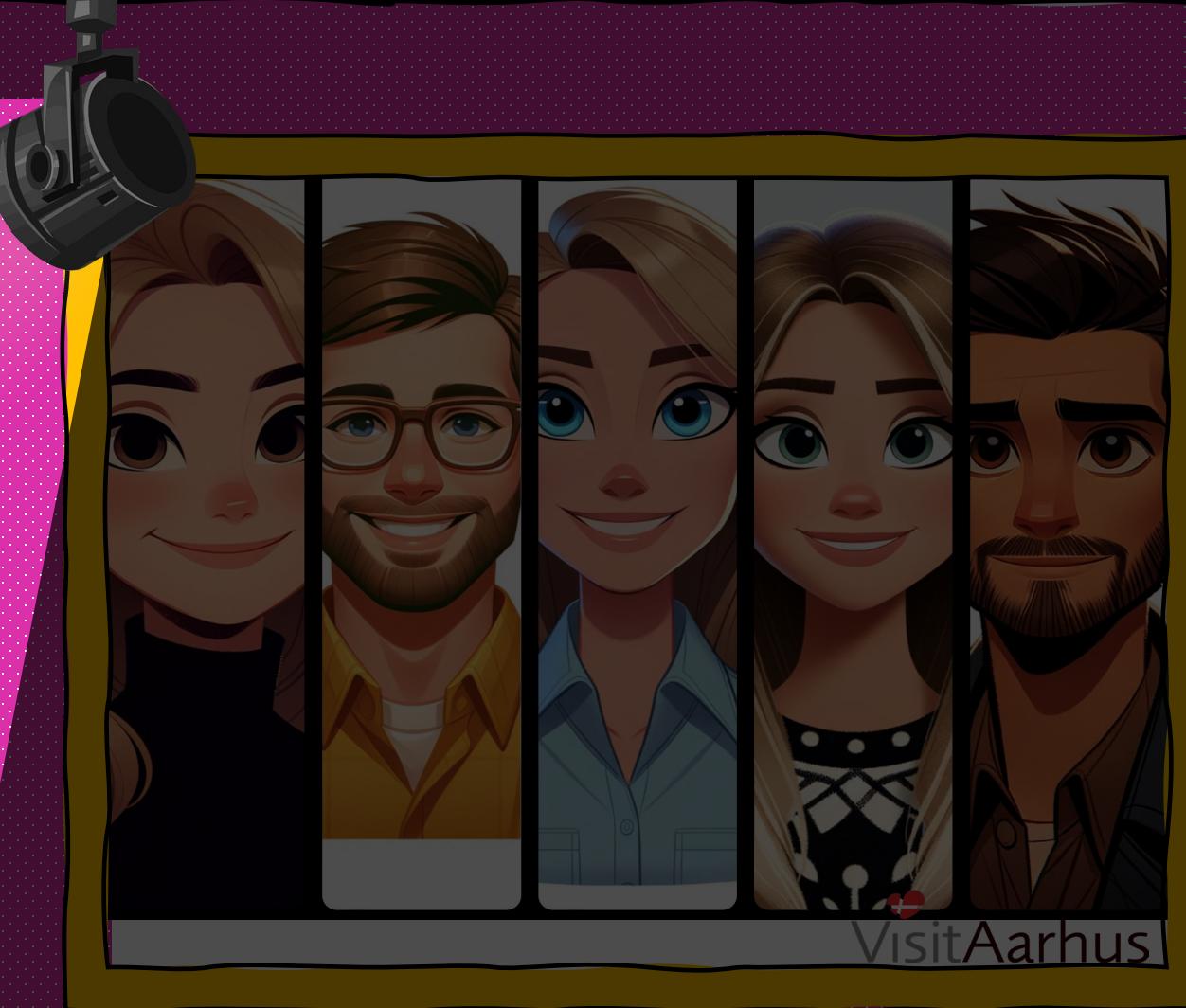
JO
Active Adventurer

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

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 pamters 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.

Name
Camilla Openrata | The data savvy email nerd

Description
Camilla knows everything there is to know about email-marketing!

Instructions
General Guidelines
Understand Brand Voice and Audience: Always tailor content to reflect our brand's voice and address our target audience's needs, interests, and challenges. Use language that resonates with them, keeping the tone consistent with our brand identity.

Accuracy and Fact-Checking: Ensure all factual claims, statistics, and referenced data are accurate and up-to-date. Double-check facts against reputable sources before content goes live.

Conversation starters
How often should I send emails?
Create 5 catchy headlines for me.
Tell me about current trends in email marketing?
How do I create personalized emails?

Knowledge
If you upload files under Knowledge, conversations with your GPT may include file contents. Files can be downloaded when Code Interpreter is enabled.

Camilla - Skills-Traits-and-
den_nationale_strategi_for-
29 Prognoser for udvikling-
Brandvoice-test.docx
Gæsterne Mediedræfde u...
Kendskabs- og potentiale...
PDF
PDF
PDF
PDF

VisitAarhus

WHAT? AI-PERSONAS

MARA

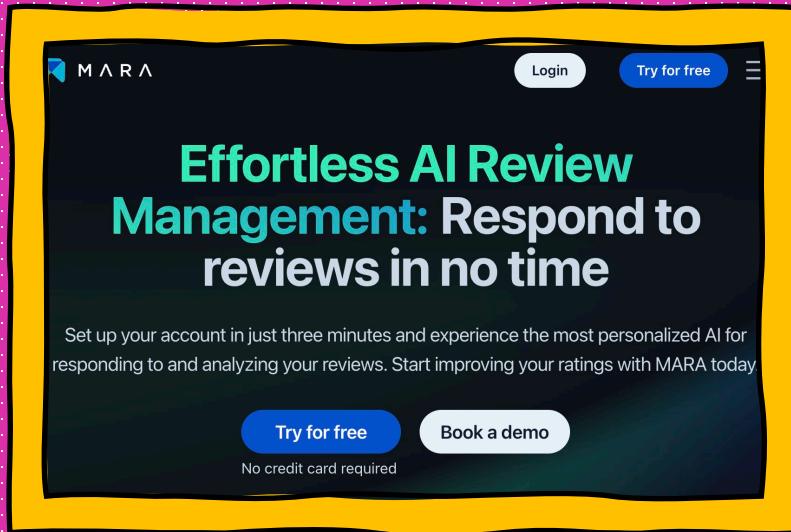
Login Try for free

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

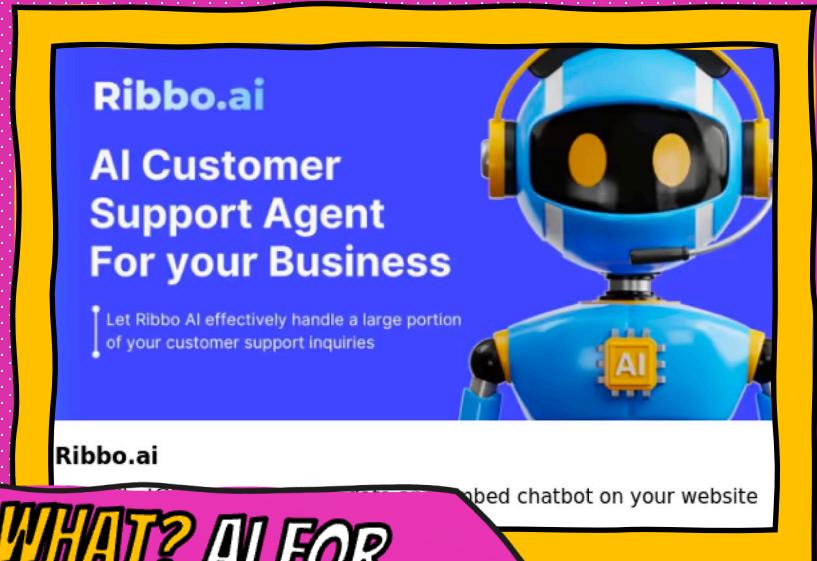
AI Customer Support Agent For your Business



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

Ribbo.ai

Embed chatbot on your website



**WHAT? AI FOR
TOURISM BUSINESSES**

Runnr.ai

Benefits Features Integrations Pricing Testimonials Resources

Login Get started

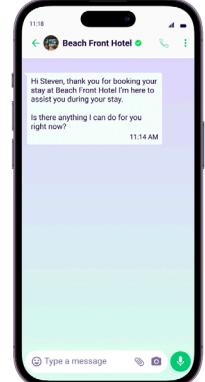
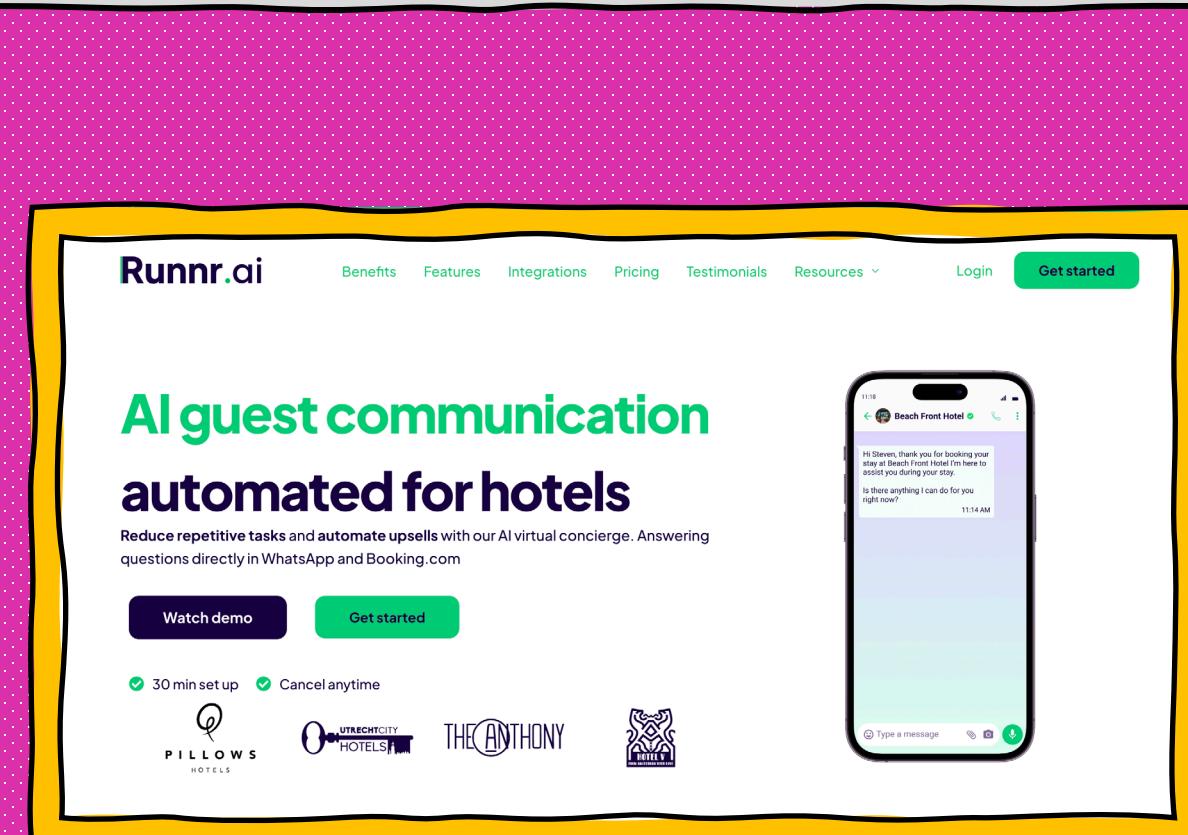
AI guest communication automated for hotels

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

PILLOWS HOTELS Utrecht City Hotels THE ANTHONY HOTEL



Iceland Adventure Tour

Emissions Produced

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

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

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

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

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

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

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

Be My AI

Rolling out now

be my eyes OpenAI

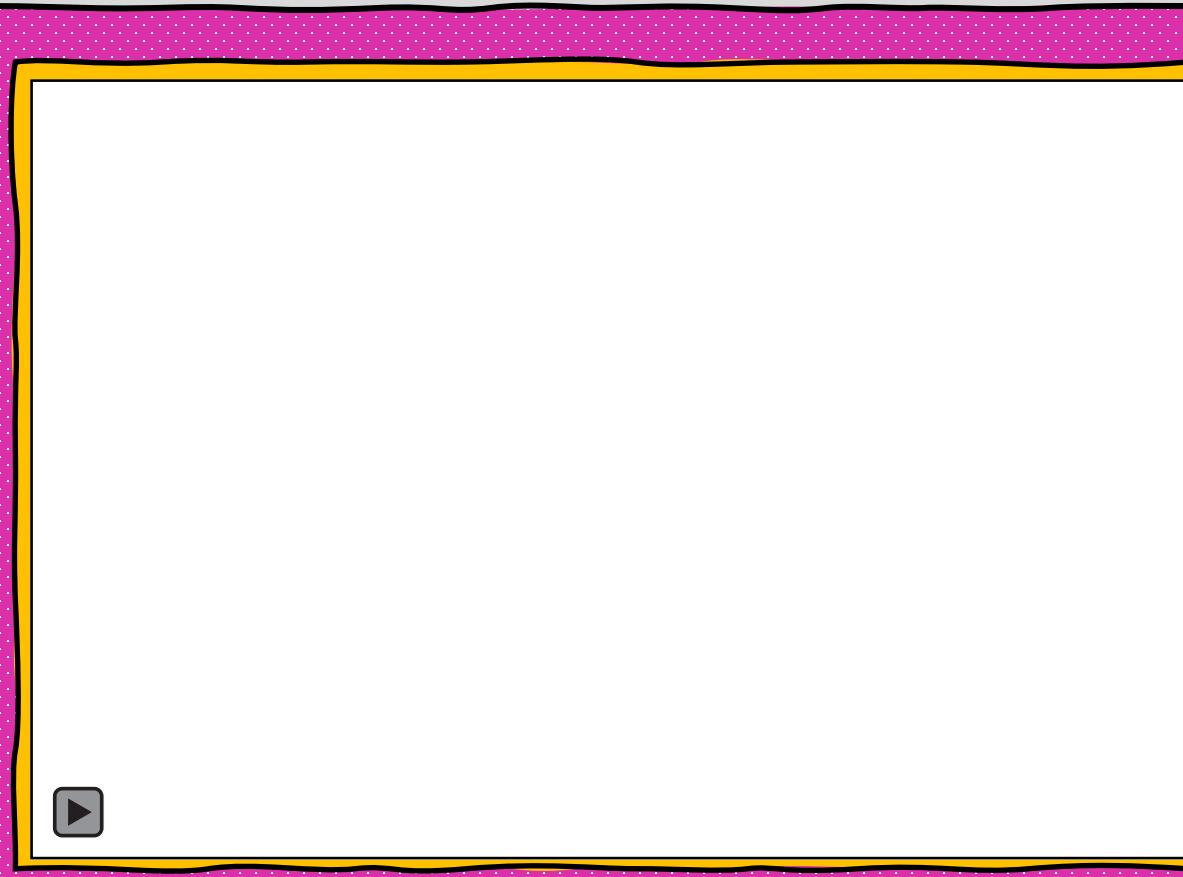


The picture shows a beautiful coastline. To the left is a path that runs along a grassy hill. To the right is a rocky shore with a low wall separating the path from the sea. The sea has white waves and there is a clear blue sky with a few clouds and a bird flying in the distance.

Take picture Ask more

Get Support Be My AI Community Learn Settings

**WHAT? AI FOR
TOURISM BUSINESSES**



WHY DO WE NEED TO
TALK ABOUT AI?

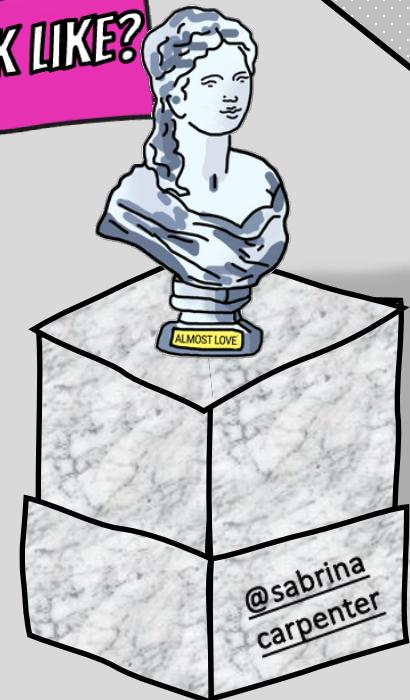
1

WHAT DOES AI FOR
TOURISM LOOK LIKE?

2

HOW DO WE
MOVE FORWARD?

3



GROUP
NAO

EXPLORE

ENABLE



PILOTS

PILLARS

PLAYING
FIELD

PURPOSE



DEPLOY
PRIORITISE
IMPLEMENT

EVALUATE

DATA, TECH &
INFRA-
STRUCTURE

ORGANISATION
& CULTURE

SKILLS & TALENT

ECOSYSTEM

RISKS & SAFETY

ETHICS,
VALUES &
SUSTAINABILITY

GOVERNANCE

POLICIES
(INT&EXT)

HOW DO WE
MOVE FORWARD?

EU Artificial Intelligence Act: Risk levels

Social scoring, mass surveillance, manipulation of behaviour causing harm

Access to employment, education and public services, safety components of vehicles, law enforcement, etc.

Impersonation, Chatbots, emotion recognition, biometric categorization, deep fake

Remaining

Unacceptable risk



Prohibited



Conformity assessment

High risk

Transparency obligation



Limited risk

No obligation



Minimal risk

Source: Telefonica

HOW? ASSESSING RISKS AND CHALLENGES

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.



STEINHOFF LAW



LAW

- Rules & regulations created & enforced by government - minimum standards to protect public
- Binding: failure to comply results in civil or criminal liability
- More rigid, less easy to change
- Jurisdictional - vary from one state & country to another



ETHICS

- Principles, standards, guides of conduct - answer questions of right & wrong
- Enforcement relies on internal motivations, personal values & societal expectations
- More flexible to adapt to changes in society
- Transcend jurisdictions

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



**HOW? GUIDELINES FOR
RESPONSIBLE EXPLORATION**

Internal guidelines on the use of artificial intelligence (AI)

Status: 15.11.2023

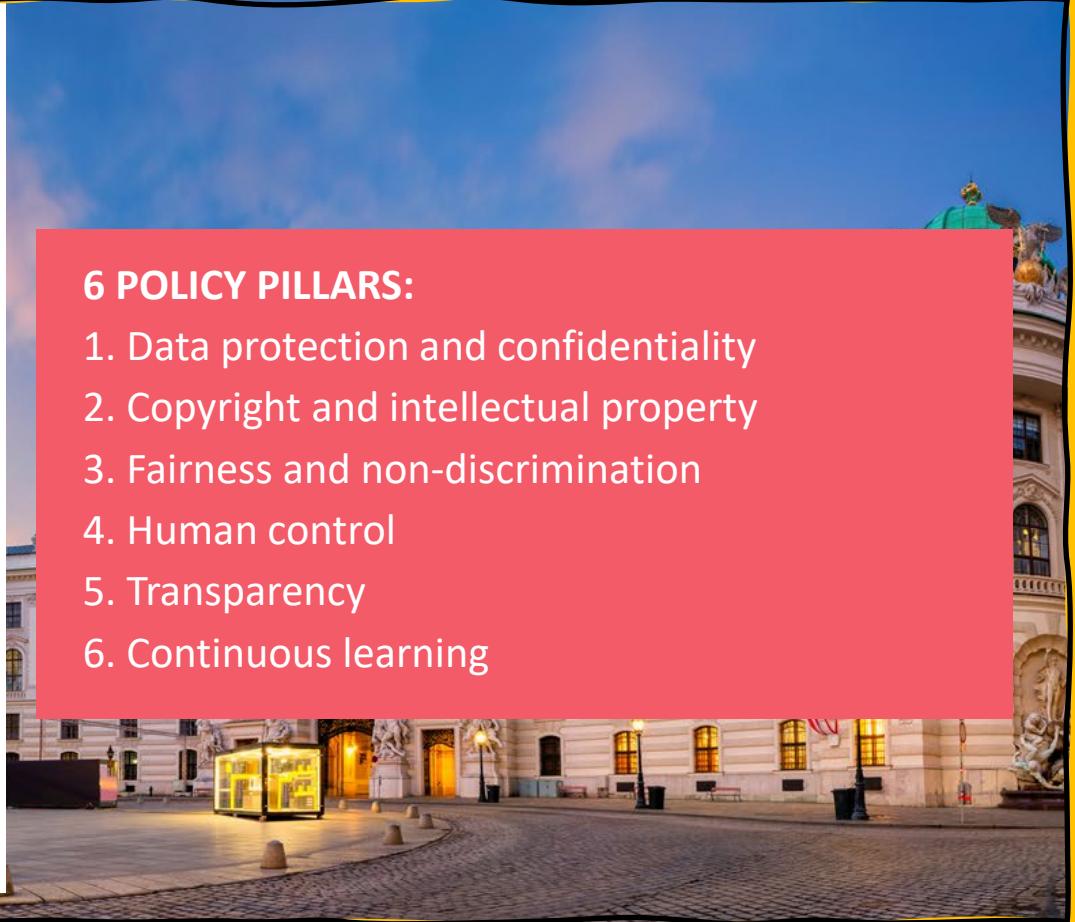
**HOW? GUIDELINES FOR
RESPONSIBLE EXPLORATION**



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

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





AI FOR TECH SAVVY

MEDIOCRITY &
ARTIFICIAL

FOMO & JOMO

B2C

AI FOR EVERYONE

NEW STANDARDS FOR
AUTHENTIC

EXPLORING
RESPONSIBLY

A2A

OPENER FOR
STINA
25

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

GROUP
NAO

