



AI in Tourism & Hospitality



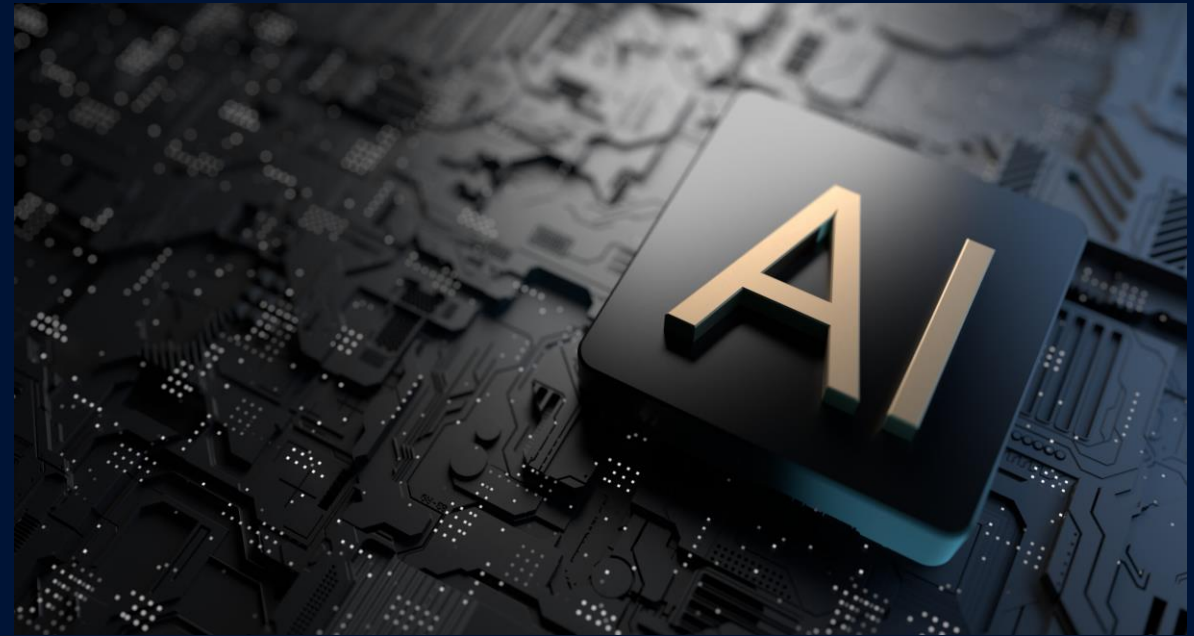
Ian Millar

08.11.23

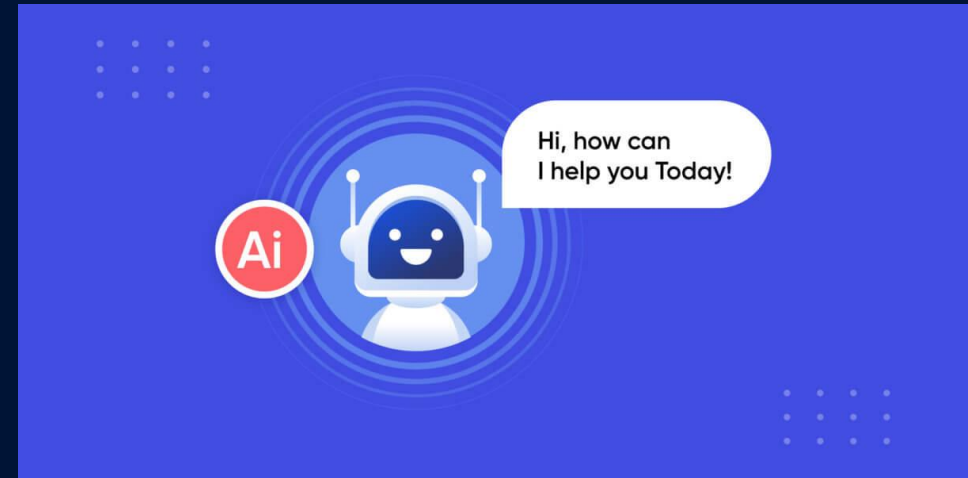
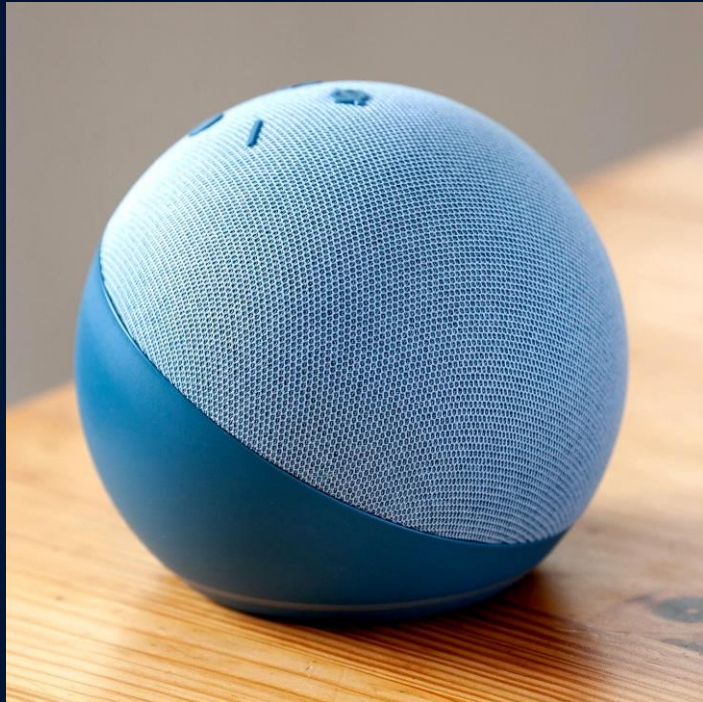
AI could be massive

- PwC reported that AI could contribute a staggering \$15.7 trillion to the global economy by 2030
- more than the estimated output of Japan, Germany, the UK, and India combined.

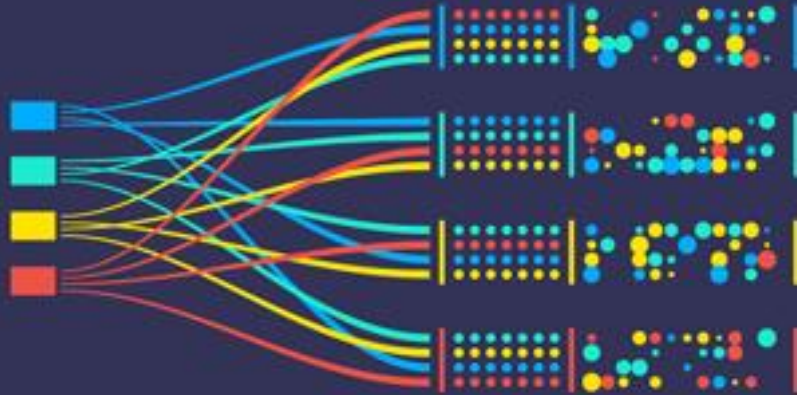
- <https://www.pwc.com/gx/en/issues/data-and-analytics/publications/artificial-intelligence-study.html>



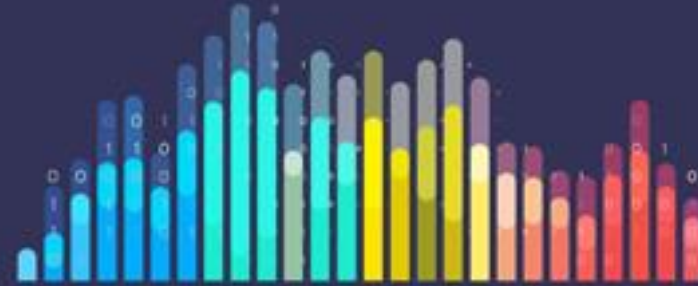
Already using AI everyday



Predictive V Generative



VS



Predictive

- Predictive AI studies historical data, identifies patterns, and predicts what is likely to happen in the future—for instance, weather models and predicting future weather.
- In a hotel setting, predictive AI can recommend add-ons, based on guest data or identify future occupancy levels.

Generative

- Generative AI uses the data it was trained on to create something original—like music or art. Think of a painter who uses other pieces to inspire their own. This approach combines deep learning neural network techniques and algorithms to generate content.

Applications



Messaging



Recommendations



Tasks



Marketing

And loads more!

Some examples - Visitor



organise me a day in montreux



Certainly! Montreux is a beautiful town on the shores of Lake Geneva in Switzerland, known for its stunning landscapes, cultural attractions, and outdoor activities. Here's a suggested itinerary for a day in Montreux:




Morning:

1. **Breakfast:** Start your day with a delicious breakfast at a local café or bakery. You can try some freshly baked Swiss pastries, coffee, and perhaps a croissant or pain au chocolat.
2. **Montreux Lakeside Promenade:** Take a leisurely walk along the lakeside promenade. Enjoy the serene beauty of Lake Geneva, the surrounding mountains, and the well-kept gardens. The promenade features sculptures and floral arrangements that make it a peaceful and scenic spot.
3. **Chillon Castle:** Visit Chillon Castle, a medieval fortress located on a small island on Lake Geneva. Explore the historical rooms, courtyards, and dungeons, while also taking in the picturesque views of the lake and the Alps.

Lunch:

1. **Lunch by the Lake:** Choose a lakeside restaurant or café for a lakeside dining experience. Enjoy Swiss cuisine, such as fondue, raclette, or a fresh salad with local ingredients.

 Regenerate

JUST

Google It!

For Operators



write a marketing slogan for swiss tourism



"Swiss Bliss: Where Adventure Meets Tranquility!"



write a marketing slogan for swiss tourism for chinese visitors



"瑞士之旅，山水交融的仙境体验！" (Translation: "Swiss Journey: An Enchanting Blend of Mountains and Waters!")



write a social media post promoting tourism in switzerland



🇨🇭 Discover the Magic of Switzerland! CH



Are you ready for an unforgettable adventure? Switzerland is calling, and it's time to answer!



📷 Picture yourself surrounded by breathtaking Alpine landscapes, with snow-capped peaks and pristine lakes that will leave you speechless.

👤 Explore charming villages, wander through historic cities like Zurich and Lucerne, and immerse yourself in the rich culture and traditions of this enchanting country.

🏠 Indulge in the finest Swiss cuisine, from creamy fondue to delectable chocolates. 🍫

🚂 Don't miss the chance to ride the world-famous Swiss mountain railways and experience the thrill of scaling some of Europe's highest peaks.

🧑‍🌿 Whether you're an adventure seeker or a relaxation enthusiast, Switzerland offers something for everyone. Hike, ski, snowboard, or simply unwind in the serene beauty of the Swiss countryside.

🌻 Plan your dream Swiss vacation today and experience the perfect blend of nature, adventure, and Swiss hospitality.

Book your trip now and let Switzerland capture your heart! ❤️ CH #SwissAdventures

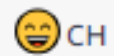
#InLoveWithSwitzerland #TravelGoals



swiss tourism slogan with humour



"Switzerland: Where the Mountains Have More Fondue and the Cows Are Happier Than You!"







Panel Discussion

