The future is now
How technology and AI are changing the Tourism industry
What are the main trends / opportunities happening in the market for Tourism?

01. **Total Guest Experience**
   - 48.5% of people traveling “to open my mind to new cultures and experiences”. Hospitality is becoming a 360° experience rather than only bed and breakfast.

02. **Personalization**
   - One-fits-all solutions are no longer valid. Guests are expecting a next level of personalization during the complete journey.
   - This also enables a next level of cross-selling

03. **Guest Facing Technologies**
   - GenAI, mobility and the metaverse technologies provide a new experience to guests beyond the physical presence

04. **Attract and Retain Talent**
   - Attracting, developing and keeping the right talent into and within the hospitality industry remains a core challenge

05. **Sustainability**
   - Sustainability is more appreciated by the new traveler and is affecting more than expected to the hotel value chain

06. **Blended of Everything**
   - 16% of companies worldwide are today fully remote. Extracting more from the m² and non-room products sale is seeing as an important opportunity

07. **Artificial Intelligence**
   - Generative AI likely represents the next major disruption to the business of travel, following the digital evolution, affecting experience, revenue, cost and governance

08. **Automation**
   - Automation can help the daily tasks in operations but also provides a seamless guest experience and generates valuable data for decisions

Source: Accenture Travel
Generative AI likely represents the next major disruption to the business of travel, following the digital evolution, affecting experience, revenue, cost and governance.

- Travel Experience
  - Experience Transformation
  - Distribution Disruption
  - Marketing Metamorphosis

- Enterprise Operations
  - Productivity Co-Pilots
  - 360 Value Realization
  - Talent Takes Center Stage

- Of customers have backed out of a purchase due to a poor customer experience. 78%
- Potential uplift in customer lifetime value owing to higher conversions. 35%
- Employee productivity gains by 2028 across front office through back office operations, driven by AI solutions. 30%
- Programming speed and cost reduction through assisted programming, automated testing & documentation, automated refactoring. 50%
Unprecedented record!

ChatGPT Sprints to One Million Users

Time it took for selected online services to reach one million users

- Netflix: 1999, 3.5 years
- Kickstarter*: 2009, 2.5 years
- Airbnb**: 2008, 2.5 years
- Twitter: 2006, 2 years
- Foursquare***: 2009, 13 months
- Facebook: 2004, 10 months
- Dropbox: 2008, 7 months
- Spotify: 2008, 5 months
- Instagram***: 2010, 2.5 months
- ChatGPT: 2022, 5 days

* one million backers  ** one million nights booked  *** one million downloads

Source: Company announcements via Business Insider/Linkedin

https://www.statista.com/chart/amp/29174/time-to-one-million-users/
ChatGPT is the “iPhone moment” in the history of AI

OpenAI’s ChatGPT® powered by Large Language Model (LLM) has captured the world’s attention and sparked a wave of individual creativity like never before.

However, the true behind-the-scenes power is LLM also known as Foundation Models.

100 million users in 60 days

For the first time, the tech ‘makes sense’ to everyone, everywhere with its ability to mimic human dialogue and decision-making.
GENERATIVE AI MODELS ARE ENABLING NEW USAGE PATTERNS...

- **Text Generation**: Generate human-like text in various styles and formats (incl. articles, stories)
- **Question Answering & Chatbots**: Answer questions posed in natural language, converse with humans and perform tasks
- **Sentiment Analysis**: Analyze text data to determine the sentiment of the content
- **Content Moderation**: Detect and remove inappropriate content (such as hate speech and spam)
- **Personalization**: Personalize content and recommendations for users based on interests and behavior

**Accenture Itinerary Builder**
TRAVEL REVIEWS MANAGEMENT
GENERATIVE AI MODELS ARE ENABLING NEW USAGE PATTERNS...

**Automatic Speech Recognition**: Transcribe spoken language into written text, example: such as dictation or voice-enabled assistants

**Speech Synthesis**: Generate synthetic speech from written text, useful in text-to-speech automated voice response systems

**Natural Language Understanding**: Understand the intent and meaning behind spoken words, useful in chatbots or voice assistants

**Speech Translation**: Translate spoken language from one language to another

Travel Angels
GENERATIVE AI MODELS ARE ENABLING NEW USAGE PATTERNS...

- **Captioning**: Generate captions for images by analyzing the contents of the image/video and describing it in natural language
- **Image Generation**: Generate new images based on a given prompt or description
- **Manipulation**: Manipulate images/videos in various ways such as changing size, orientation, color, or even the background
- **Object Recognition**: Recognize specific objects or features within an image/video

Image & Video

**Asset design**

**People who don’t exist**

**Situations that never happened**
AI-POWERED AD GENERATOR

Let your imagination go wild and describe your image

Brand & Product: watch, car, device...
Industry: luxury, sport, tech...
Environment: forest, road, office...
Mood & Emotion: dramatic, colorful, serious...

FILL RANDOMLY

GENERATE AD IMAGES
AI is expected to have a significant impact in Tourism Companies in several ways

- **Automate repetitive tasks such as data entry, inventory management, and customer service.**
- **Free up hotel staff to focus on more strategic activities such as building relationships with key clients.**

- **Predictive Analytics**
  - Analyze large amounts of data and forecast customer behavior and market trends.
  - Develop more effective marketing strategies and make data-driven decisions.

- **Personalization**
  - Provide more targeted and personalized experiences to individual guests based on their preferences, past behavior, and demographic data.
  - Address any issues before they become a problem for guests.

- **Predictive Maintenance**
  - Optimize pricing
    - Forecasting demand and adjusting room availability accordingly.
    - More efficient use of hotel resources.

- **Sustainability**
  - Help to manage lighting, heating and cooling systems, reducing consumption and costs.

- **Centralization**
  - Will allow hotel companies to centralize operations, being able to manage multiple properties and locations.
  - Improve guest experiences across the entire chain.
The opportunity for **AI across the guest’s journey** is immense, and expanding with Generative AI.

- **Inspiration and Research**
  - AI-generated marketing content
  - Conversational Trip Planning

- **Decision**
  - Natural Language hotel search
  - Ancillary cross-sell recommendations

- **Shop**
  - Voice enabled booking
  - Upsell and crosssell recommendations

- **Prepare**
  - Recommendations for destination activities and excursions
  - Guest virtual assistant
  - Multi Country Regulatory Summarization

- **Enjoy**
  - Interactive recommendation of services available at destination
  - Conversational travel guide

- **Arrive**
  - Interactive private concierge
  - Offer personalization

- **Travel**
  - Offer destination services
  - Interactive and self service disruption management

- **Depart**
  - Future trip recommendations based on experience
  - Interactive and self service disruption management
  - Private checkout assistant

- **Share**
  - Prompt generated referrals to friends and family

- **Feedback and Service**
  - Guest Virtual assistant
  - Agent Co-pilot and auto-response
  - AI-assisted knowledge management for humans

- **Awareness**
  - AI-generated personal emails and offers
  - Marketing content and copy generation
Gen AI can help to define new menus, items and new concepts that were traditionally defined by humans.

**Personalized and Immersive Brand Experiences**
Generative AI can also help food and beverage brands create personalized and immersive brand experiences. By training AI models on user data, such as browsing behavior, preferences, and demographics, brands can generate personalized content that resonates with individual consumers.
AROUND 50% OF RESTAURANTS IN THE US ARE PLANNING TO USE AUTOMATION AND AI FOR THEIR VALUE CHAIN

F&D will be able to optimize staff depending on the season, hotel occupancy and forecast of attendants.

AI will help to forecast inventory, helping to price items and stock them accordingly, avoiding waste and unnecessary costs.

Restaurants will be able to track sales data to determine trends or patterns on busy times, making better strategic decisions.

AI will help to track better employee performance and interactions, creating a healthy and competitive environment.

F&D managers will be able to understand data and insights in benefit of customers, repeating patterns that worked and eliminating others.

Source: Forbes and Accenture
Thank you