

The background of the slide features a close-up profile of a woman's face, looking towards the right. Her face is partially obscured by a complex network of glowing digital lines and nodes in shades of purple and blue, suggesting a neural network or artificial intelligence. The overall lighting is cool and futuristic, with a dark blue background and out-of-focus light spots (bokeh) in the distance.

# 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One-fits-all solutions are no longer valid.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 m<sup>2</sup> 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



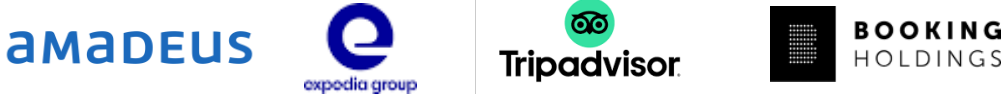
**Automation** can help the daily tasks in operations but also provides a seamless guest experience and generates valuable data for decisions

# 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



**78%** of customers have backed out of a purchase due to a poor customer experience

**35%** Potential uplift in customer lifetime value owing to higher conversions

**30%** Employee productivity gains by 2028 across front office through back office operations, driven by AI solutions

**50%** Programming speed and cost reduction through assisted programming, automated testing & documentation, automated refactoring

Unprecedented record!

# ChatGPT Sprints to One Million Users

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



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

Source: Company announcements via Business Insider/LinkedIn

# 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

- **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

The screenshot displays the 'Itinerary Builder' interface, which is divided into three main sections:

- Inspiration Agent:** A chat interface where a user asks for hotel options for a \$250 per day budget in Paris. The agent responds with recommendations for Hotel Le Mareuil, Hotel Le Relais Saint-Honoré, and Hotel Le Petit Belloy.
- Customize Your Experience:** A section titled 'Hotels' showing three hotel cards: Boutique Hôtel... (\$200.00), Hôtel Le Relais... (\$250.00), and Hôtel Le Petit ... (\$180.00). Each card includes a star rating, location, and a 'See experience details' link.
- My Trip:** A summary section showing 'Day 1' with a selected hotel, Hôtel Le Relais S... (\$250.00). It includes an 'Add a New Day' button, a 'Clear itinerary' button, and an 'Estimated Cost' of \$250.00.

# TRAVEL REVIEWS MANAGEMENT

The screenshot shows a dark-themed user interface for managing travel reviews. At the top left, there is a blue button labeled "Feedback example" with a downward-pointing chevron icon. Below this button is a large, rounded rectangular area with a dark background and a thin border. Inside this area, the text "Feedback received" is visible at the top left. At the bottom left of this area is another blue button labeled "Analyse feedback". In the bottom right corner of the main interface, there is a small white mouse cursor icon.

# GENERATIVE AI MODELS ARE ENABLING NEW USAGE PATTERNS...

## Speech

**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

The screenshot displays the Travel Angels website interface. At the top left, the logo for "Sophia Antipolis | accenture | Travel" is visible. At the top right, the name "Guillaume Gallais" is displayed next to a profile icon. The main content area features a grid of 15 role cards, each with a title and a representative image:

- Airplane Pilot:** Image of a pilot in a cockpit.
- Hotel Concierge:** Image of a woman in a hotel lobby.
- Travel agent:** Image of a woman working at a computer.
- Eat, shop, & Enjoy Agent:** Image of a smiling woman.
- Tour Guide:** Image of a woman pointing towards a building.
- Cabin Crew Agent:** Image of a man in a cabin crew uniform.
- Shuttle Drive Agent:** Image of a man driving a shuttle.
- Travel Inspire Me:** Image of a man in a suit.
- Airport Agent:** Image of a woman in a blue uniform.
- Security agent:** Image of a man in a security uniform.
- Cruise Director:** Image of a man in a white shirt and tie.
- Emergency Agent:** Image of a man in a blue shirt.
- Executive Assistant:** Image of a man in a suit.



# GENERATIVE AI MODELS ARE ENABLING NEW USAGE PATTERNS...

## Image & Video

- **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

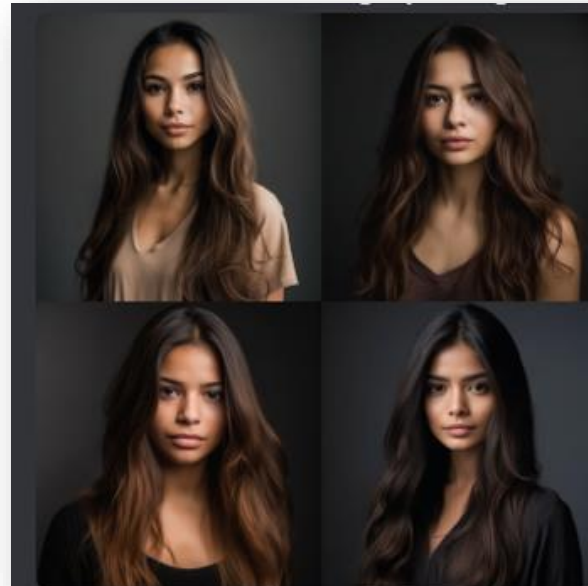
## Situations that never happened



## Asset design



## People who don't exist



Accenture - Ad Generator x +  
https://cmo.neural.cards

accenture PRESENTS

# 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

1  
IMAGE CREATOR

2  
TEXT CREATOR

3  
SHARE

# 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

## AUTOMATION



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

## PREDICTIVE ANALYTICS



- Provide more targeted and personalized experiences to individual guests based on their preferences, past behavior, and demographic

## PERSONALIZATION



- Address any issues before they become a problem for guests.

## PREDICTIVE MAINTENANCE



## SUSTAINABILITY



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

## OPTIMIZE PRICING



- Forecasting demand and adjusting room availability accordingly
- More efficient use of hotel resources

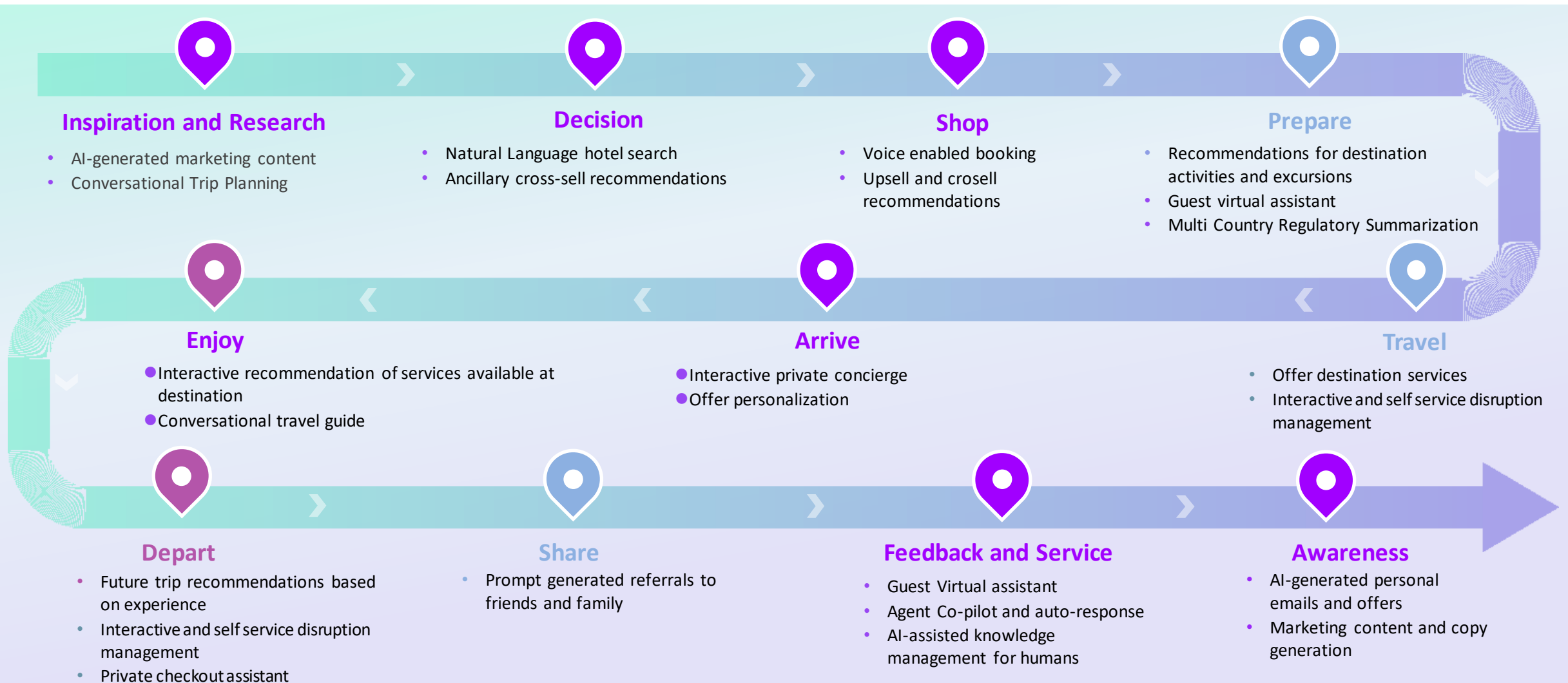
## CENTRALIZATION



- Will allow hotel companies to centralize operations, being able to manage multiple properties and locations
- Improve guest experiences across the entire chain.

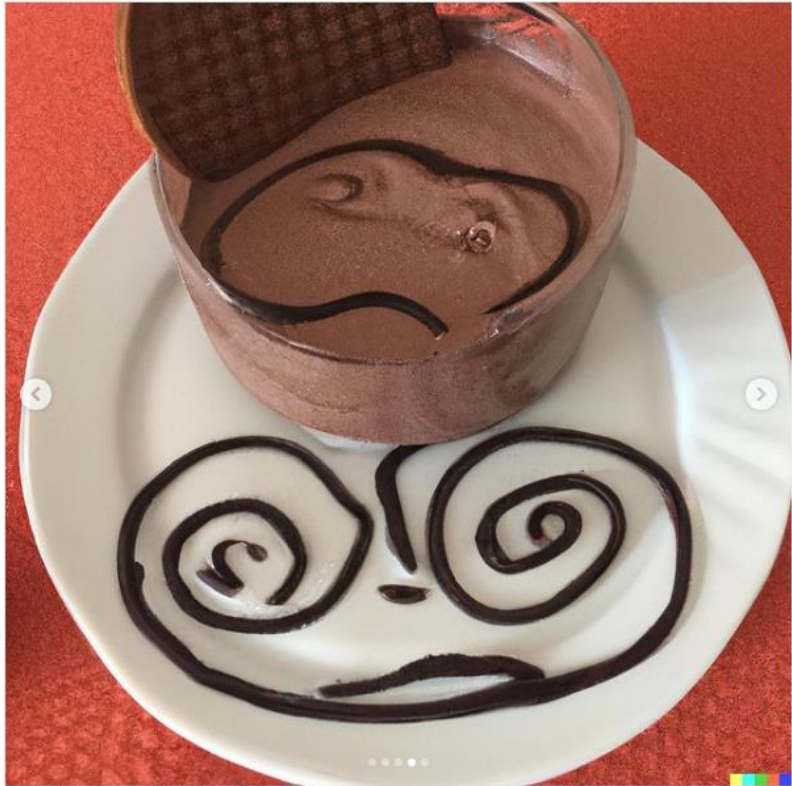
# The opportunity for AI across the guest's journey is immense, and expanding with Generative AI

● Now ● On the horizon ● Future



## AI WILL ALSO TRANSFORM THE EXPERIENCE IN THE FOOD AND DRINKS INDUSTRY IN HOSPITALITY

Instagram



Gen AI picture of a coffee Picasso-style

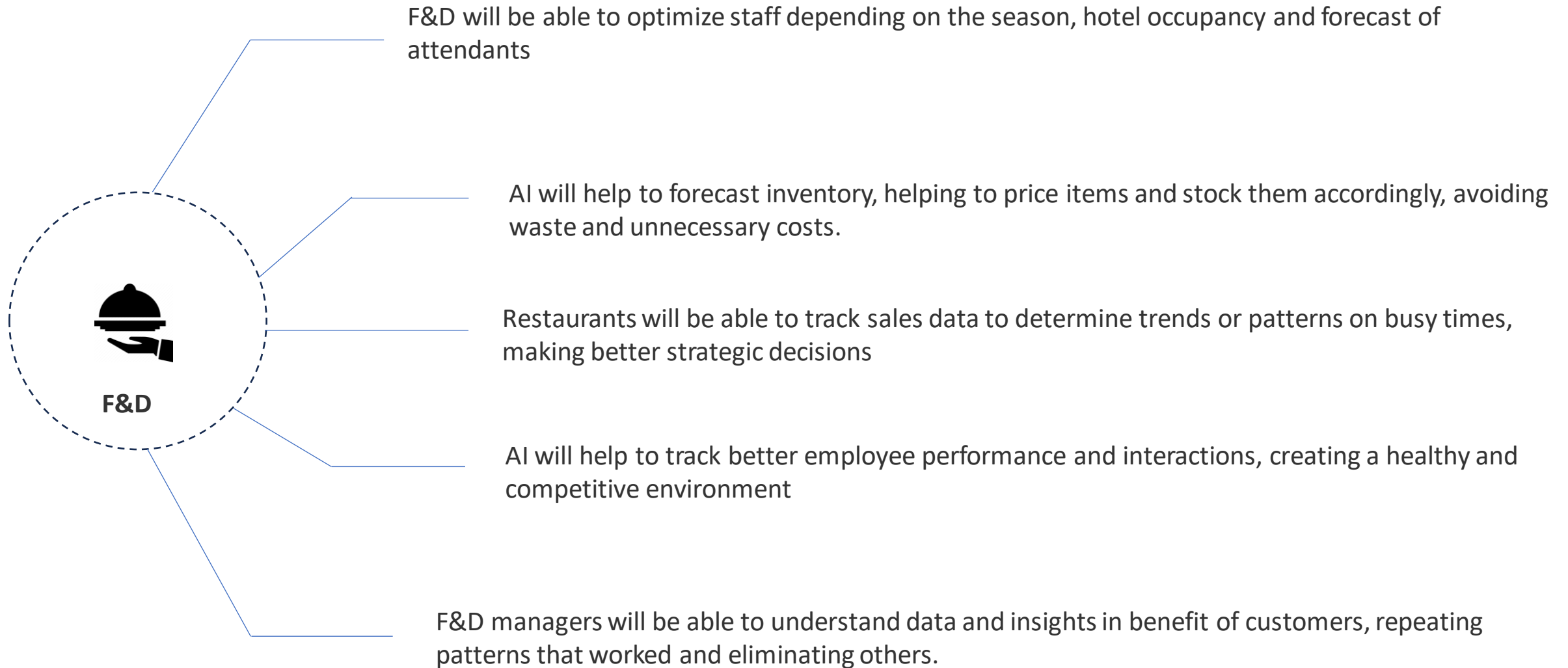
Gen AI can help to define new menus, items and new concepts that were traditionally defined by humans

### 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



V

Thank you

