

ETOA WEBINAR

# AI & THE FUTURE OF TRAVEL

**Traveltech**



THE UNIVERSITY of EDINBURGH  
Edinburgh Futures Institute





# Who am I?

AI, Data-Driven Innovation and Tourism

Data Skills Lead for Scotland

BBC Horizon

Bosnia & Herzegovina

Civil Servant - London Olympics



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Edinburgh Futures Institute

**Traveltech**  
for Scotland

# Europe's Leading Traveltech Hub

**Over 200 Traveltech businesses...**

Scotland is one of Europe's leading traveltech hubs, alongside Amsterdam, Berlin and Barcelona.





# Why Edinburgh?

**It's where  
Skyscanner calls  
home**



**Growing tech sector  
/ academic hub for  
data and AI**



**Unrivalled  
tourism  
destination**





**‘World leader  
in 21st century  
tourism’**





# The last 3 months...

Worked with 120 over destinations

Europe, the US and Canada with my friends at:

GROUP  
NAC

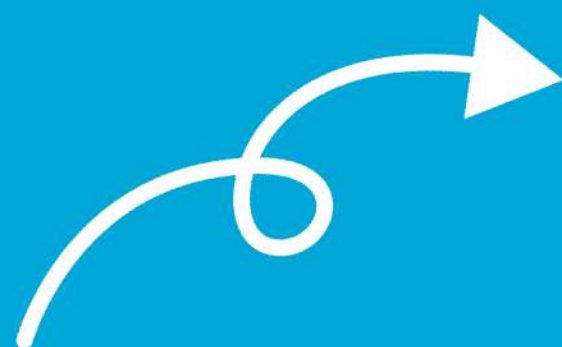




**The last  
3 months...**

**Worked with...**

Open AI, Anthropic et al



**ANTHROPIC**



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“We tend to overestimate the effect of a technology in the short run and underestimate the effect in the long run”

**AMARA'S LAW**

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# \$100bn

## 2024: Total Investment in AI Companies





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**\$9T**

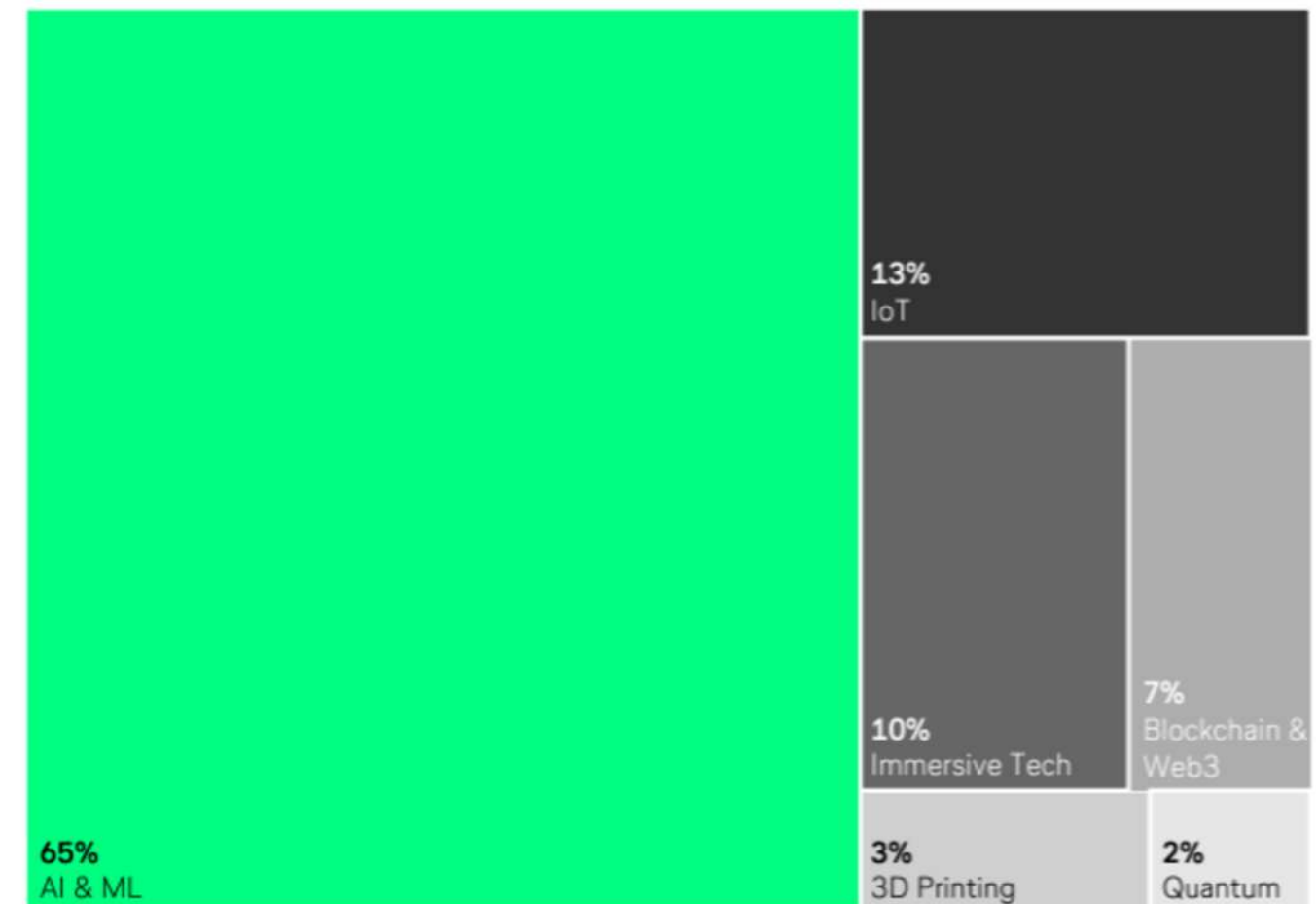
AI companies in value

# Traveltech Investing Patterns

Source: Luthansa

## AI: The Most Pivotal Technology Area Across Travel and Mobility Sectors

 TECHNOLOGY-FOCUSED DEAL ACTIVITY (#) OF TRAVEL AND MOBILITY  
CORPORATIONS, BY TECHNOLOGY AREA, SINCE 2018





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## QUESTION 1:

**What AI tools have you tried?**

**How often do you use them?**

Answers in the  
chat!

A person is shown from the chest up, looking into a large, glowing crystal ball. The scene is dimly lit, with a strong blue color overlay. The person's face is partially visible, and they appear to be in a state of concentration or wonder. The crystal ball is the central focus, reflecting light and showing some internal details. The background is dark and indistinct.

**NOT A CRYSTAL BALL**

Future as a verb, not a noun



# What can be generated?

The 'outputs'

## Text:





## Insights and Code:



## Images and Video:







## Music:



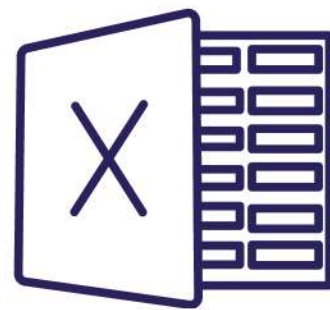
# What can be interpreted?

'The 'inputs'

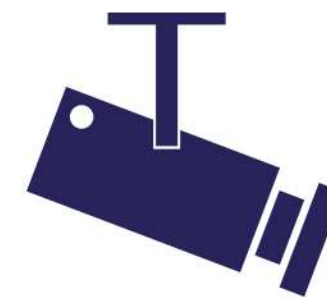
**Text**



**Data, Code and  
Software**



**Images, Audio and  
Video**



**Web Content  
(RAG)**



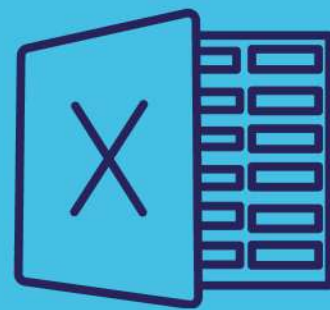


# MULTI-MODAL AI

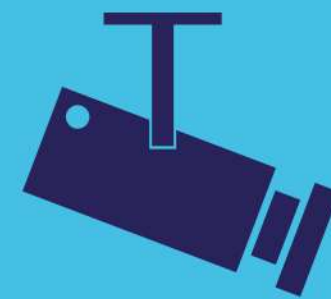
TEXT



DATA AND SOFTWARE



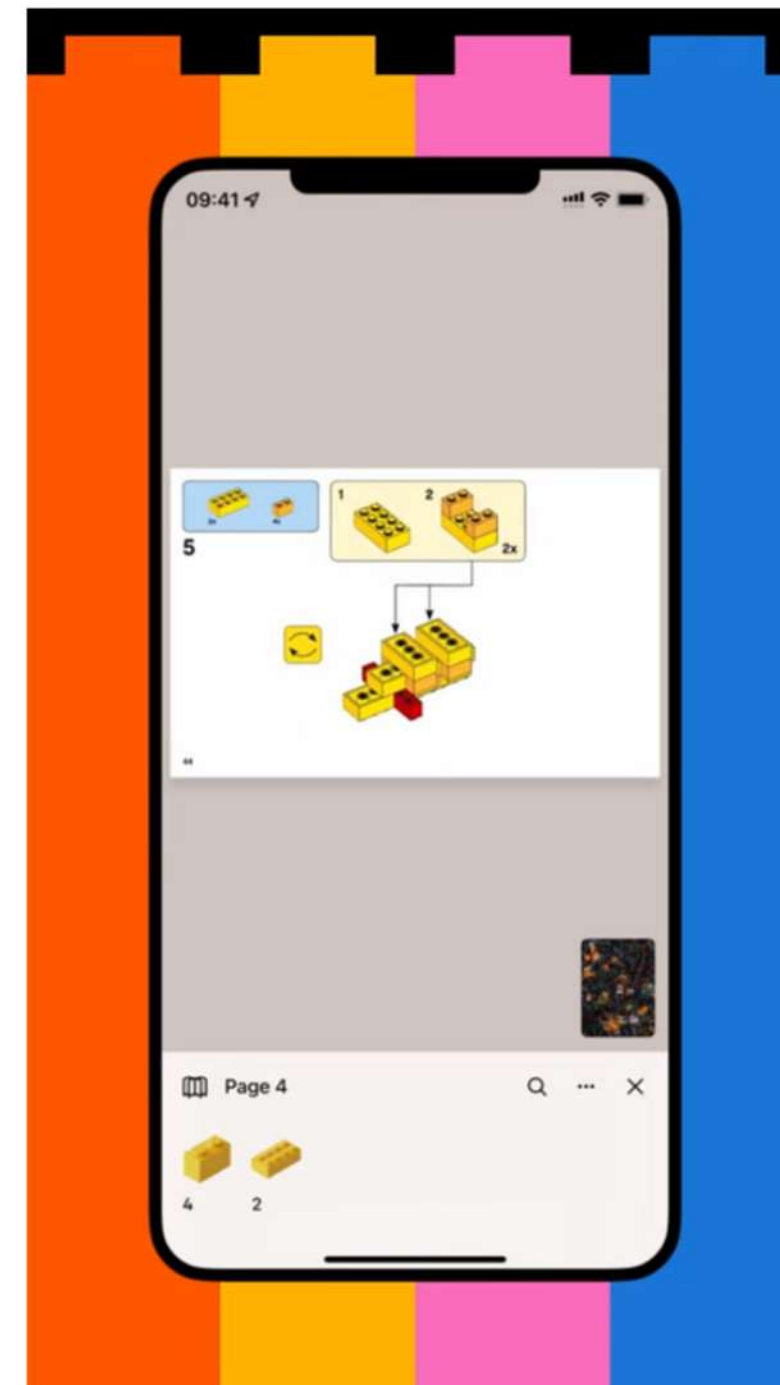
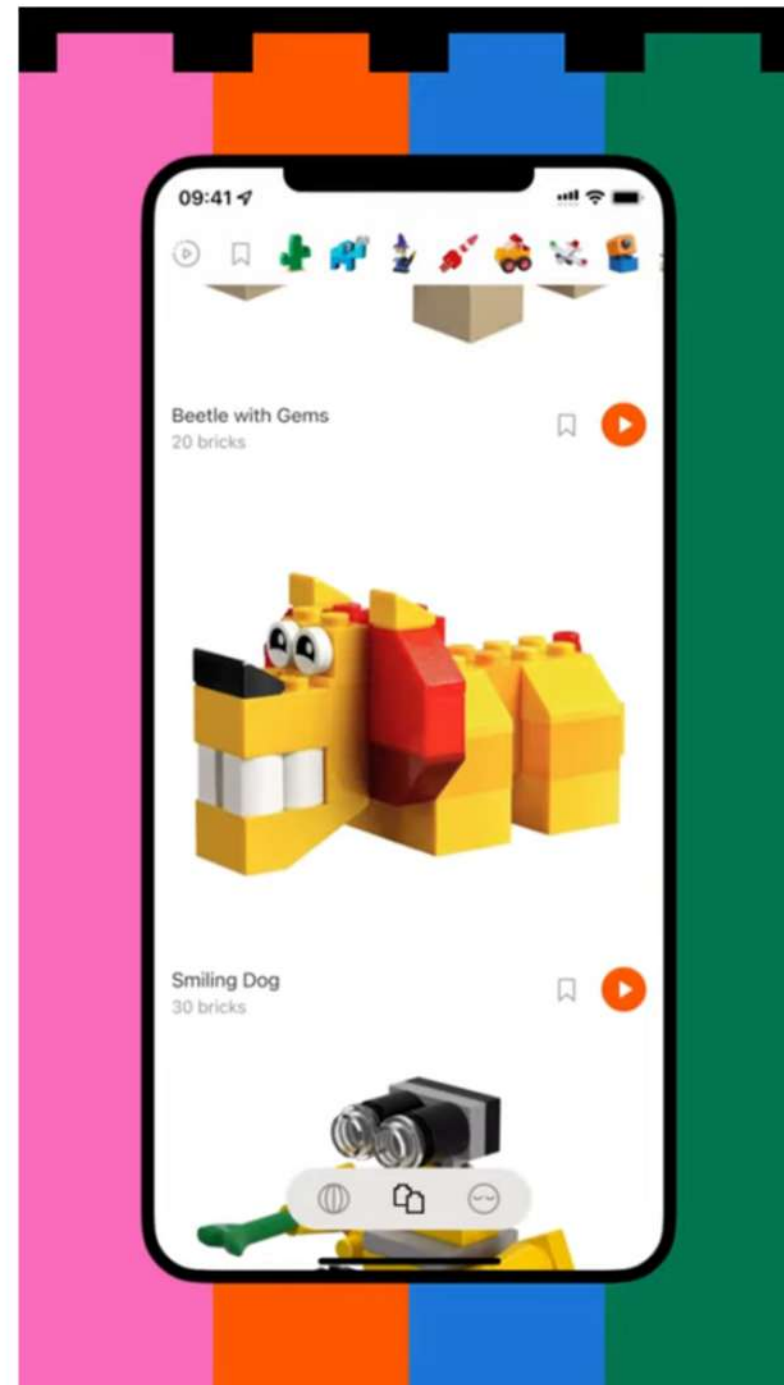
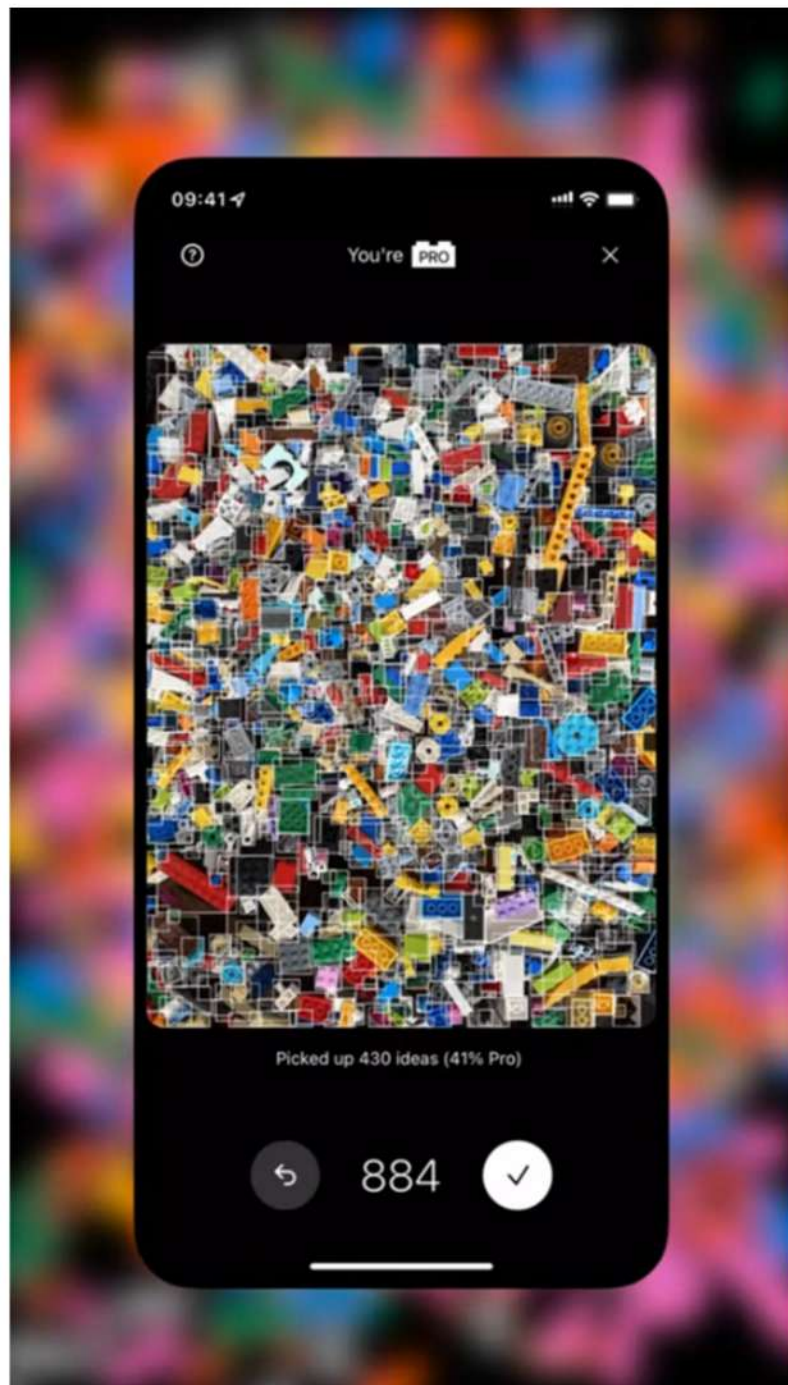
IMAGES, AUDIO AND VIDEO



WEB CONTENT



# Lego Companion





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## QUESTION 2:

**Have you used AI in any part of your recent travels?**

**How did you use it?**

Answers in the  
chat!

# Using GenAI in Tourism



**Marketing  
Images & Video**



**Customer  
Service**



**Review and  
Complaint Handling**



**Itineraries  
'Things to do'**



# Using GenAI in Tourism



**Marketing  
Images & Video**



**Customer  
Service**



**Internal processes  
and innovation**



**Itineraries  
'Things to do'**

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# Customer Service / Engagement

**Handling customer enquiries**



# Automated Enquiry Handling

In just two days work (April 2023)...



**Receive 100's of  
bespoke, non-  
standard emails**



**Used AI to 'read',  
'understand' and  
identify the next  
action**



**Initiates the next  
action and email  
response for +80% of  
inquiries**



**Over 1 million  
email responses  
sent**



# Whatsapp dialogue



bookline Industries Technology Use cases Resources About us Request Your Demo ES

The best conversational intelligence for exceptional service

Increase customer satisfaction and save time and WhatsApp interactions.

REQUEST YOUR DEMO

Runnr.ai Benefits Features Integrations Pricing Testimonials Login Start for free

## Enhance guest engagement and boost revenue

Your virtual hotel concierge, elevating guest experiences through proactive WhatsApp communications and automated upselling

- Delight your guests
- Reduce operational workload

Hi Steven, thank you for booking a stay in Beach Front Hotel. I am your virtual hotel employee for anything related to your stay. Is there anything I can do for you right now?

Enrich your stay Things to do

Nothing to do for now

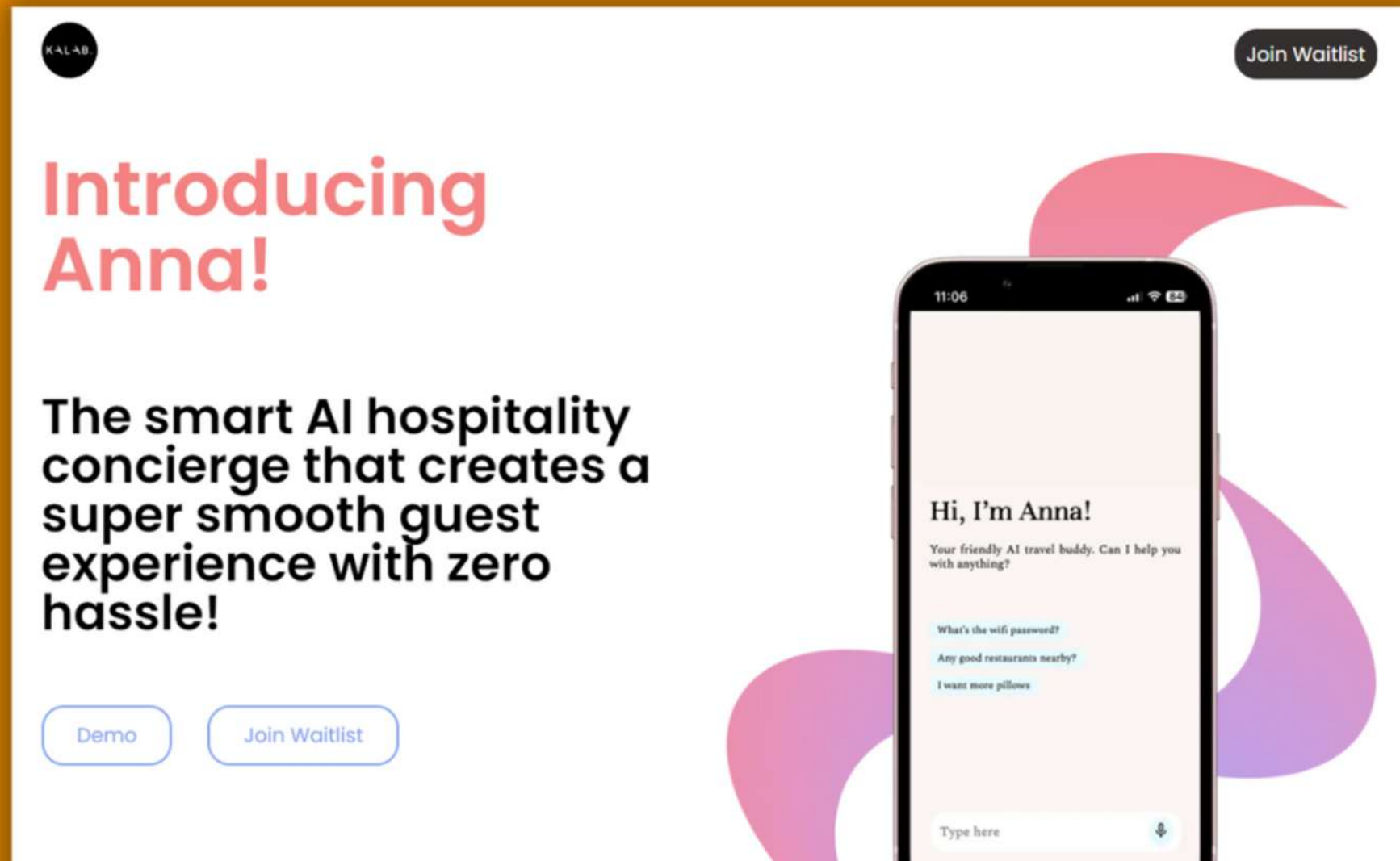
+65% guest engagement

Can I book breakfast?

Where can I park my car?



# Replacing the guest book



K-LAB

Join Waitlist

## Introducing Anna!

The smart AI hospitality concierge that creates a super smooth guest experience with zero hassle!

Demo

Join Waitlist

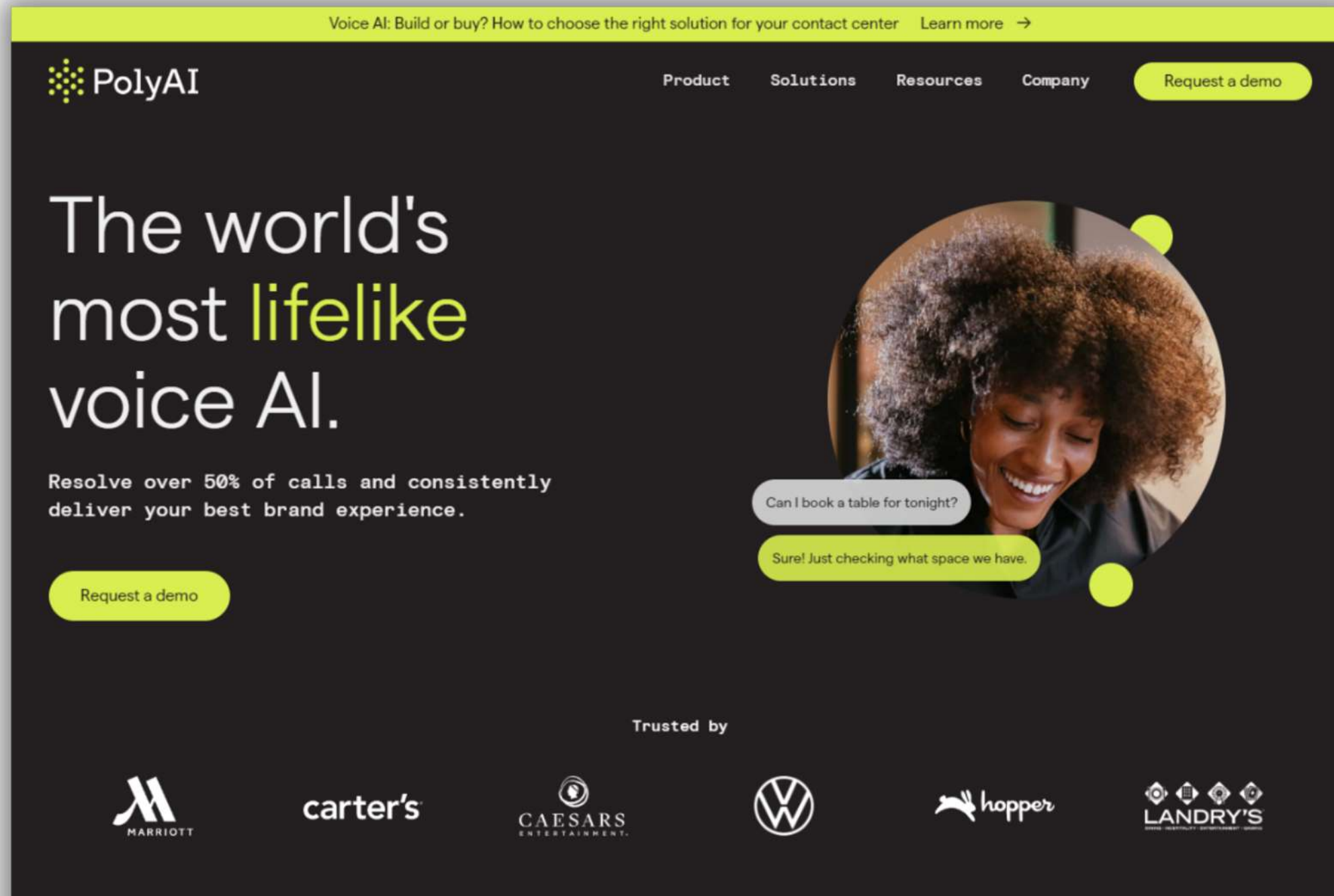
Hi, I'm Anna!  
Your friendly AI travel buddy. Can I help you with anything?

What's the wifi password?  
Any good restaurants nearby?  
I want more pillows

Type here

# Contact Centre as a Service

Text to voice, in conversational, natural language



Voice AI: Build or buy? How to choose the right solution for your contact center [Learn more](#) →

**PolyAI** Product Solutions Resources Company [Request a demo](#)

## The world's most **lifelike** voice AI.







Resolve over 50% of calls and consistently deliver your best brand experience.

[Request a demo](#)

Can I book a table for tonight?

Sure! Just checking what space we have.

Trusted by

PolyAI - Used in Hotel customer service



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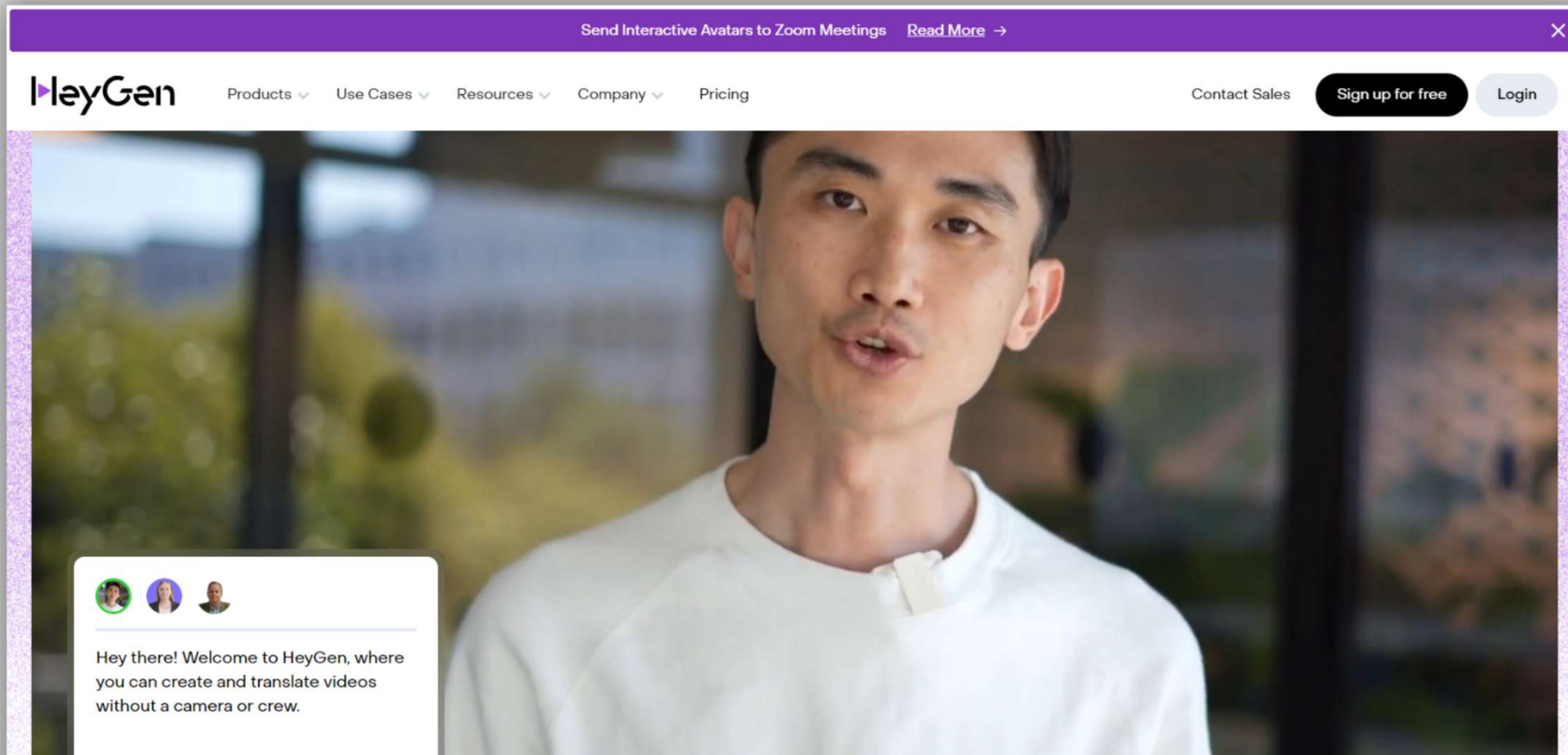
# Accurate Translation





# HeyGen

Commercially available avatars





# 3D Models and Content

Much faster to create interactive VR and AR experiences...

3D AI Studio

Bezi

## Recent Creations

See what our Users have been generating. Get inspired and start creating your 3D Models today!



ABSTRACT

Prompt: An sculpture in the form of convolutions

11.03.2024

View in 3D



STONE

Prompt: A golem made of stone

29.03.2023

View in 3D



ANIMAL

Prompt: A 3D Model of a T-Rex

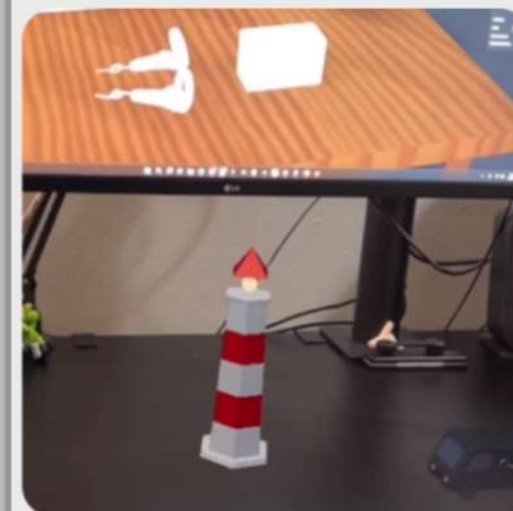
25.03.2024

View in 3D

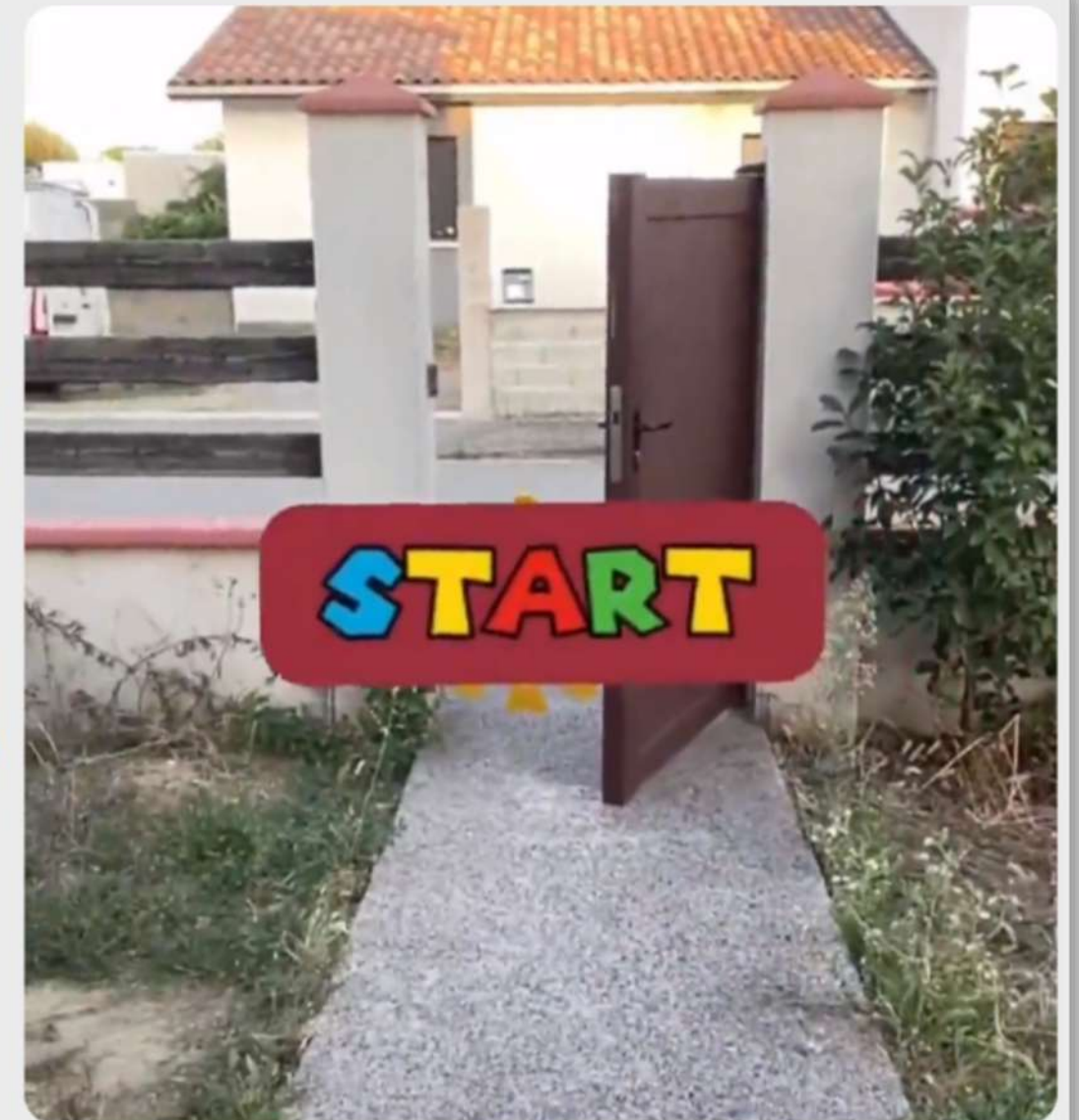


Lunaris

Scott Martins Barreto



AR Notification Lighthouse



Super Mario Outdoor



# Characters?

Produce better ideas?





# Winter Break

December vs May





# Avatars and Holograms..?

AI capable of....



**Accurate complex  
dialogue (with  
character)**



**Multi-lingual, real-  
time translation**



**Creating detailed  
3D models**

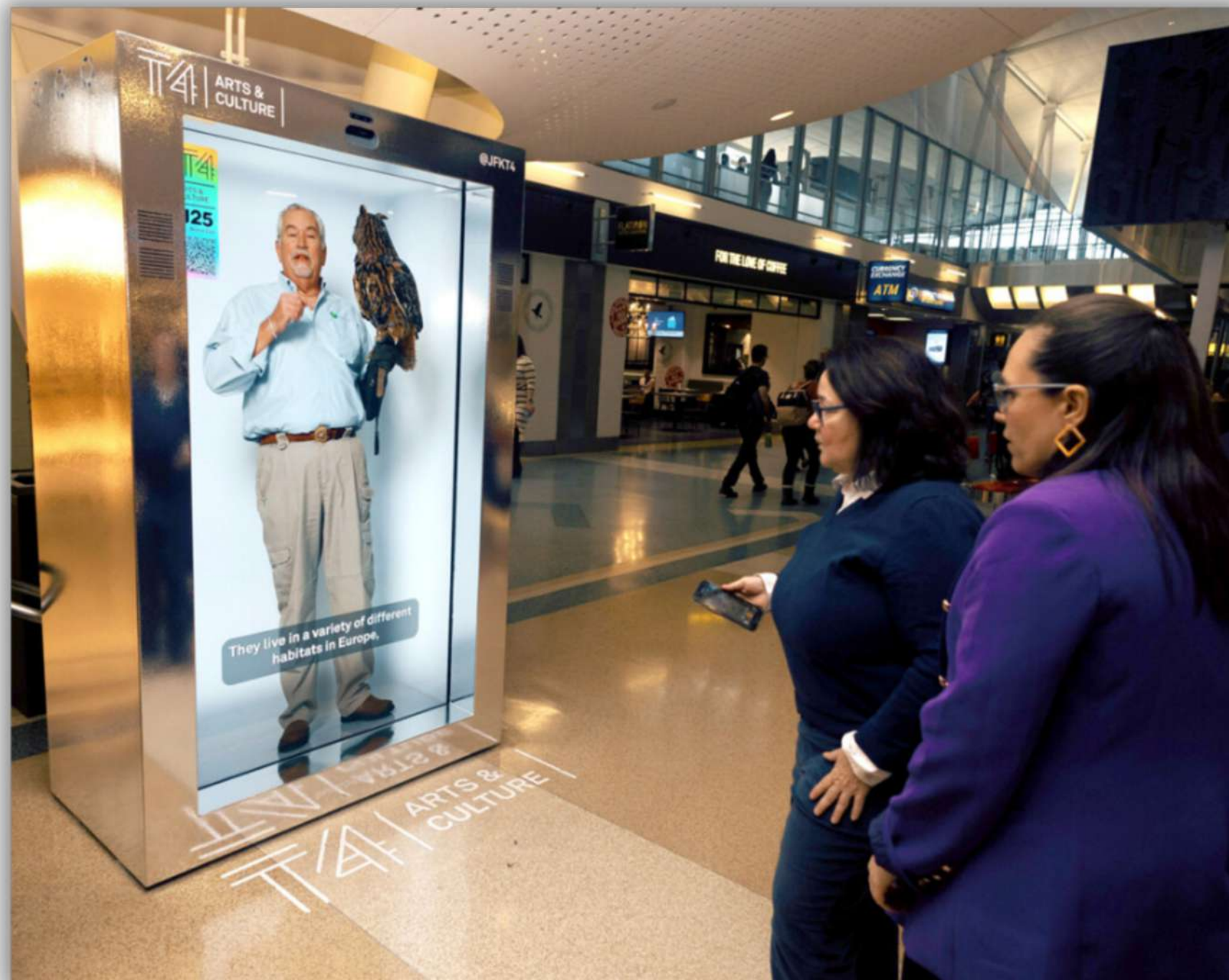


**Avatar / holographic  
Assistants?**

(Your digital twin?)



# Robots and holograms..?



Proto Hologram JFK Terminal 4



# Dial Dali

Ask Dali anything you want...





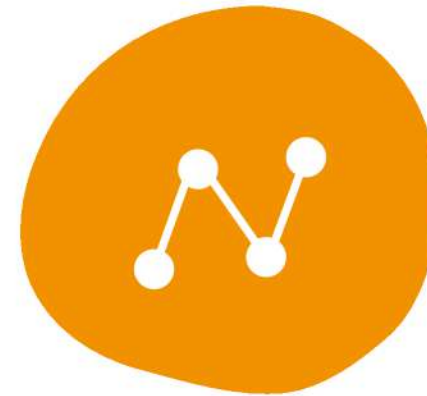
# Slide from one year ago



**Your Assets,  
Collections or Points  
of Interest**



**"I'm interested in  
Lighthouses"**



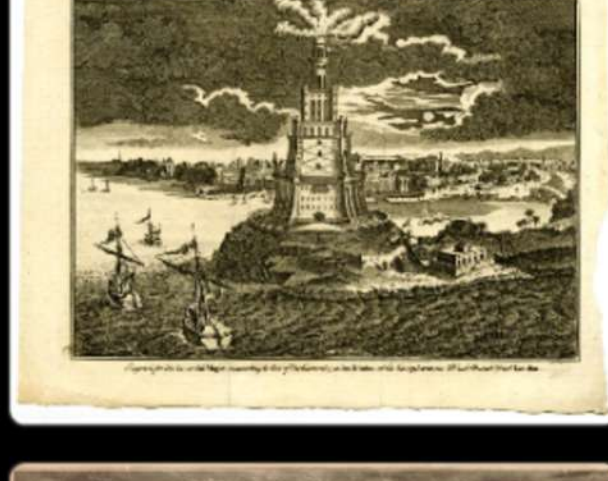
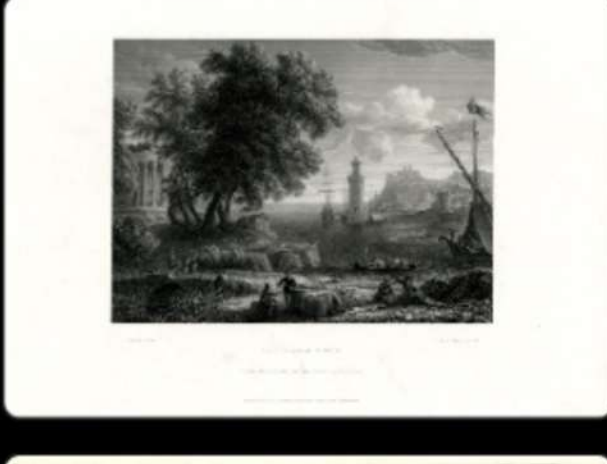
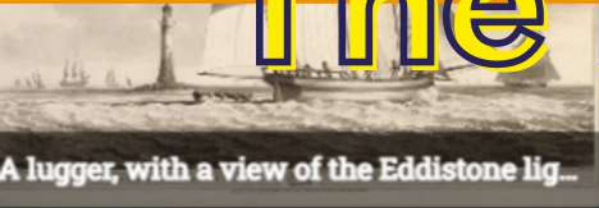
**Using your data,  
create bespoke,  
niche itineraries**



**Dialogue with  
artefacts?**



# The Living Museum





Department ▾ Object ▾ lighthouse ✕ Culture ▾ Origin ▾

# The Bell Rock Lighthouse



Chat Metadata

Hello there! I'm an etching depicting the legendary Bell Rock Lighthouse, a marvel of maritime engineering standing proud off the coast of Scotland. Created around 1830-1860, I capture the dramatic moment of waves crashing against my sturdy stone walls, with the moon casting a soft light on the scene. Would you like to hear about my fascinating history and the incredible lighthouse I portray?

Yes please

I'm a testament to human ingenuity and perseverance! The Bell Rock Lighthouse, which I portray, was built on a treacherous reef off the Scottish coast that was once known as the "ship graveyard" due to countless maritime disasters. Designed by the brilliant engineer Robert Stevenson, I was etched to commemorate this incredible structure that has saved countless lives by guiding ships safely through dangerous waters. Would you like to know more about how this lighthouse was constructed in such a challenging location?

Is that Robert Louis Stevenson?

No, actually I'm depicting the work of Robert Stevenson, who was Robert Louis Stevenson's grandfather - a remarkable engineer rather than a writer. Robert Stevenson was a pioneering lighthouse designer who built me to mark the Bell Rock Lighthouse, which was constructed between

What challenges did Robert Stevenson face during construction? Can you describe the lighthouse's design features?

Tell me about the significance of lighthouses.

What do you want to ask? →

Show details



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## QUESTION 3:

**What AI use case have impressed you the most?**

**Answers in the chat!**





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# Promotion, marketing & discoverability

Encouraging and influencing responsible tourism

# The 'Brown Play-Doh' Problem

“



*When all of the  
colours get mixed  
together...*

You get a generic brown sludge and everything looks the same

”



# The 'Brown Play-Doh' Problem

“

*“fosters...”*

”



# Why AI-images & video?

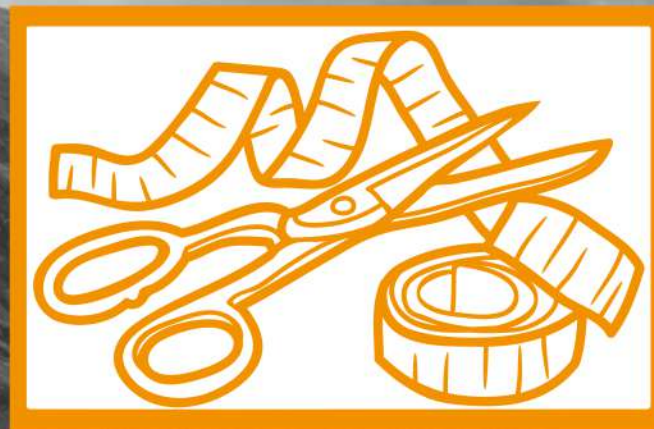




# Why AI-images & video?



Storyboarding



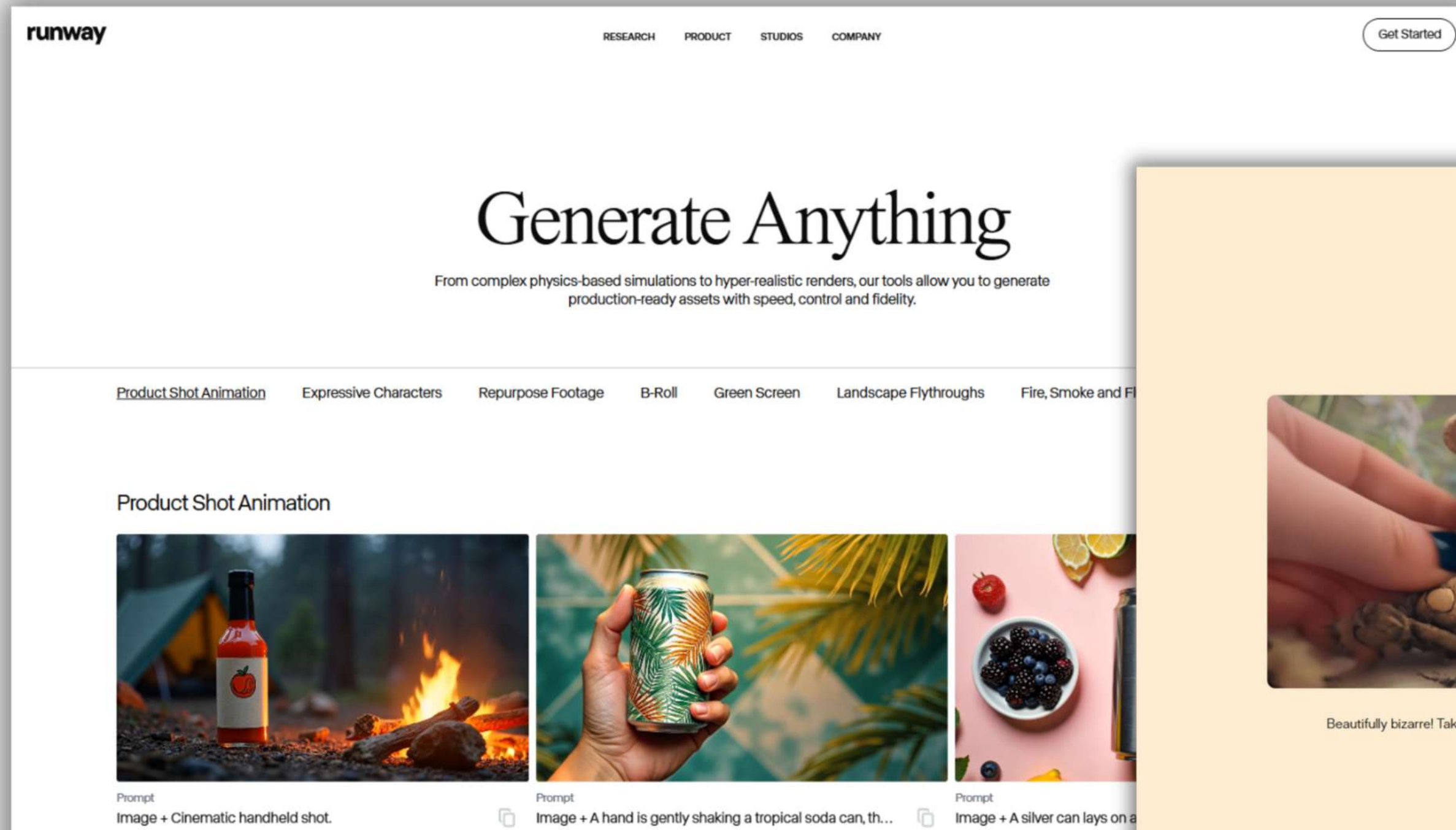
Editing & Adapting



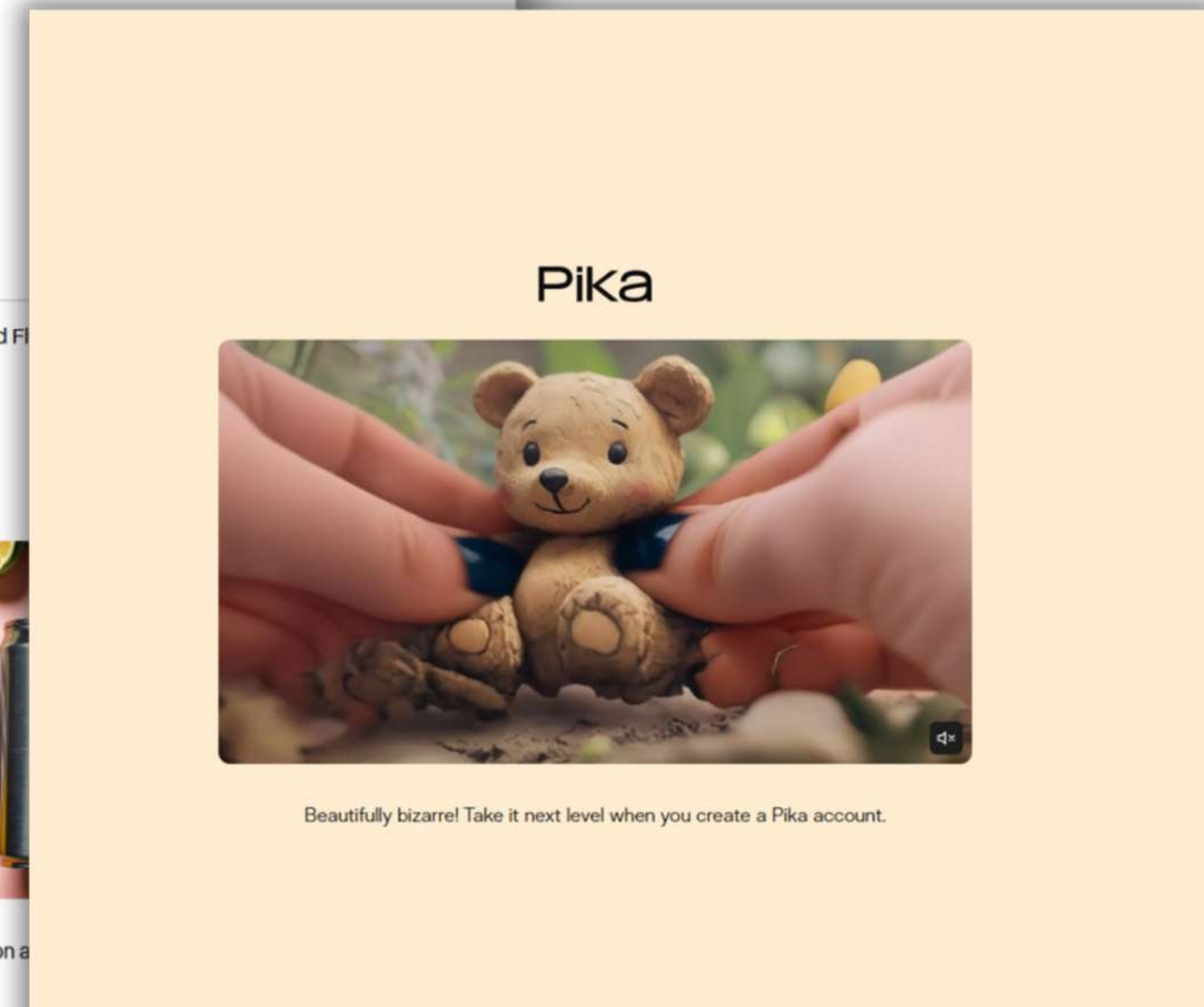
Low-cost /  
Good Enough



# Video and Animation



The screenshot shows the Runway ML website interface. At the top left is the 'runway' logo. To its right are navigation links: 'RESEARCH', 'PRODUCT', 'STUDIOS', and 'COMPANY'. Further right is a 'Get Started' button. The main heading is 'Generate Anything', followed by a sub-headline: 'From complex physics-based simulations to hyper-realistic renders, our tools allow you to generate production-ready assets with speed, control and fidelity.' Below this is a horizontal menu with categories: 'Product Shot Animation', 'Expressive Characters', 'Repurpose Footage', 'B-Roll', 'Green Screen', 'Landscape Flythroughs', and 'Fire, Smoke and Fl...'. Under the 'Product Shot Animation' category, three video thumbnails are displayed. Each thumbnail has a 'Prompt' label below it. The first prompt is 'Image + Cinematic handheld shot.' The second is 'Image + A hand is gently shaking a tropical soda can, th...'. The third is 'Image + A silver can lays on a...'. The thumbnails show a bottle of hot sauce, a hand holding a tropical soda can, and a silver can on a pink surface with fruit.

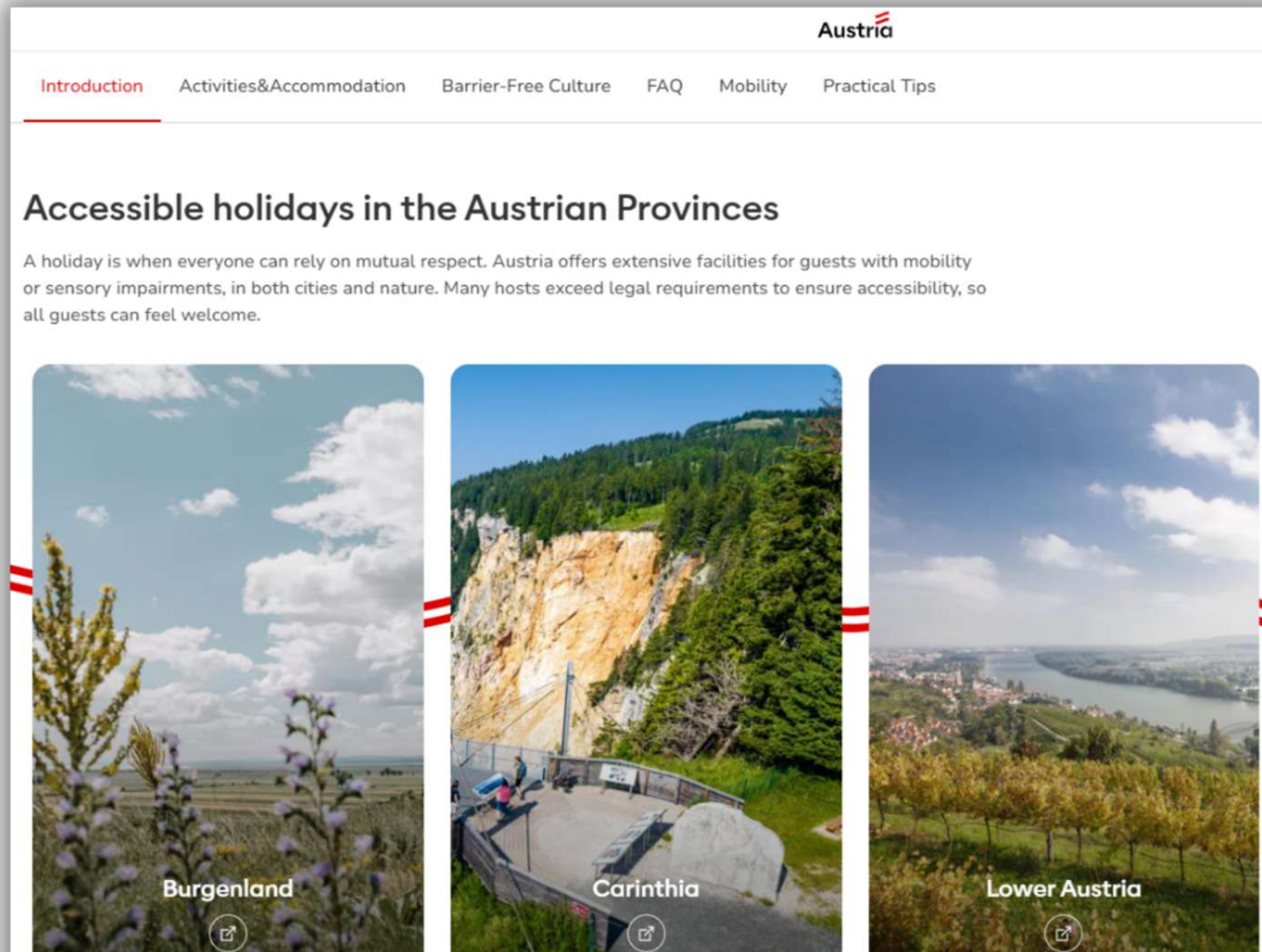


The screenshot shows the Pika website interface. The word 'Pika' is centered at the top. Below it is a video thumbnail showing a pair of hands holding a small, brown teddy bear. Below the thumbnail is the text: 'Beautifully bizarre! Take it next level when you create a Pika account.'



# Mundane tasks...

Image descriptions and labeling...

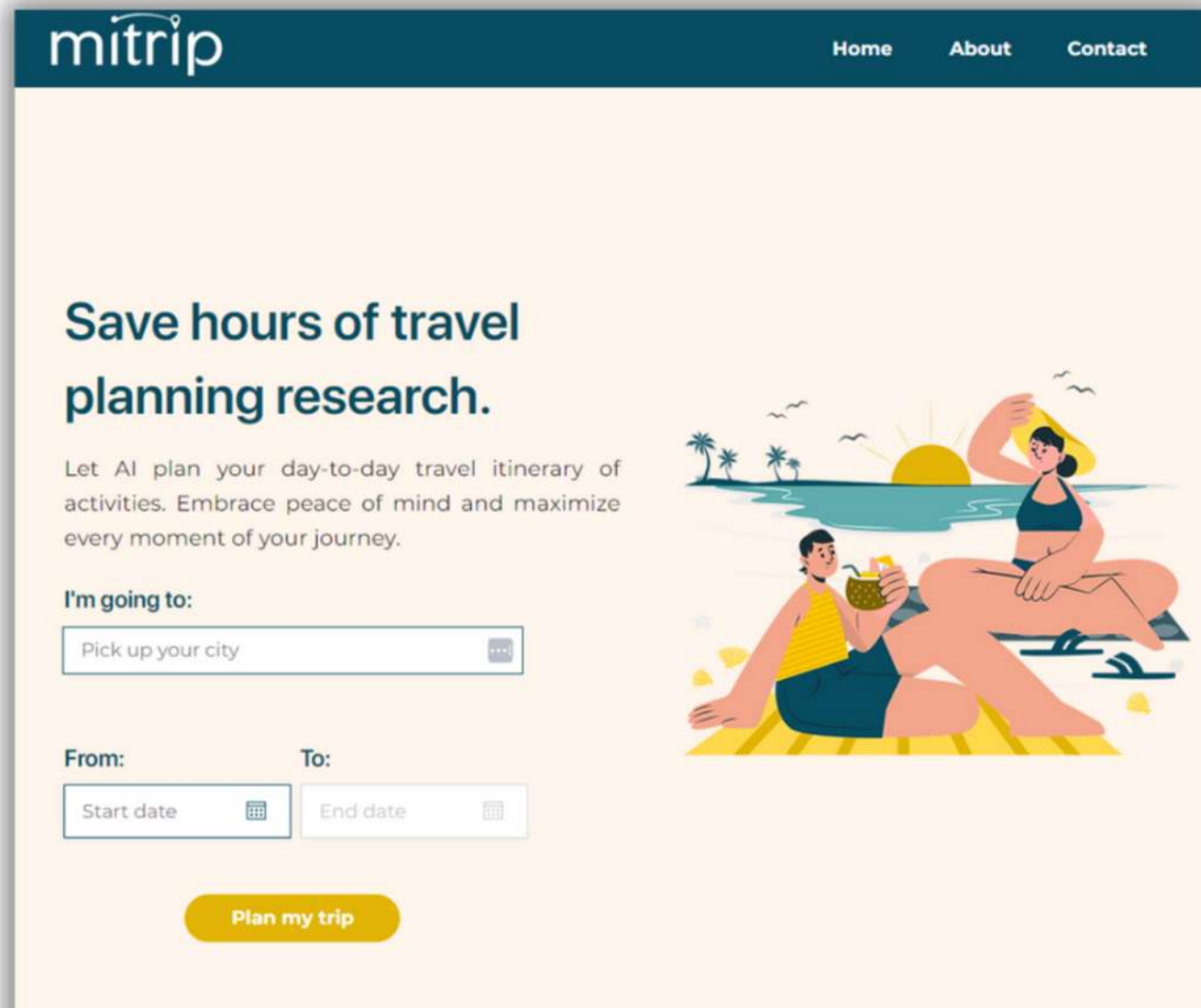


The screenshot shows a website page for Austria, titled "Accessible holidays in the Austrian Provinces". The page has a navigation menu with links for "Introduction", "Activities&Accommodation", "Barrier-Free Culture", "FAQ", "Mobility", and "Practical Tips". The main heading is "Accessible holidays in the Austrian Provinces". Below the heading is a paragraph: "A holiday is when everyone can rely on mutual respect. Austria offers extensive facilities for guests with mobility or sensory impairments, in both cities and nature. Many hosts exceed legal requirements to ensure accessibility, so all guests can feel welcome." The page features three image cards, each with a red and white striped ribbon on the left side. The first card shows a landscape with purple flowers and is labeled "Burgenland". The second card shows a rocky cliffside with a viewing platform and is labeled "Carinthia". The third card shows a river valley with a town and is labeled "Lower Austria". Each card has a small share icon at the bottom.

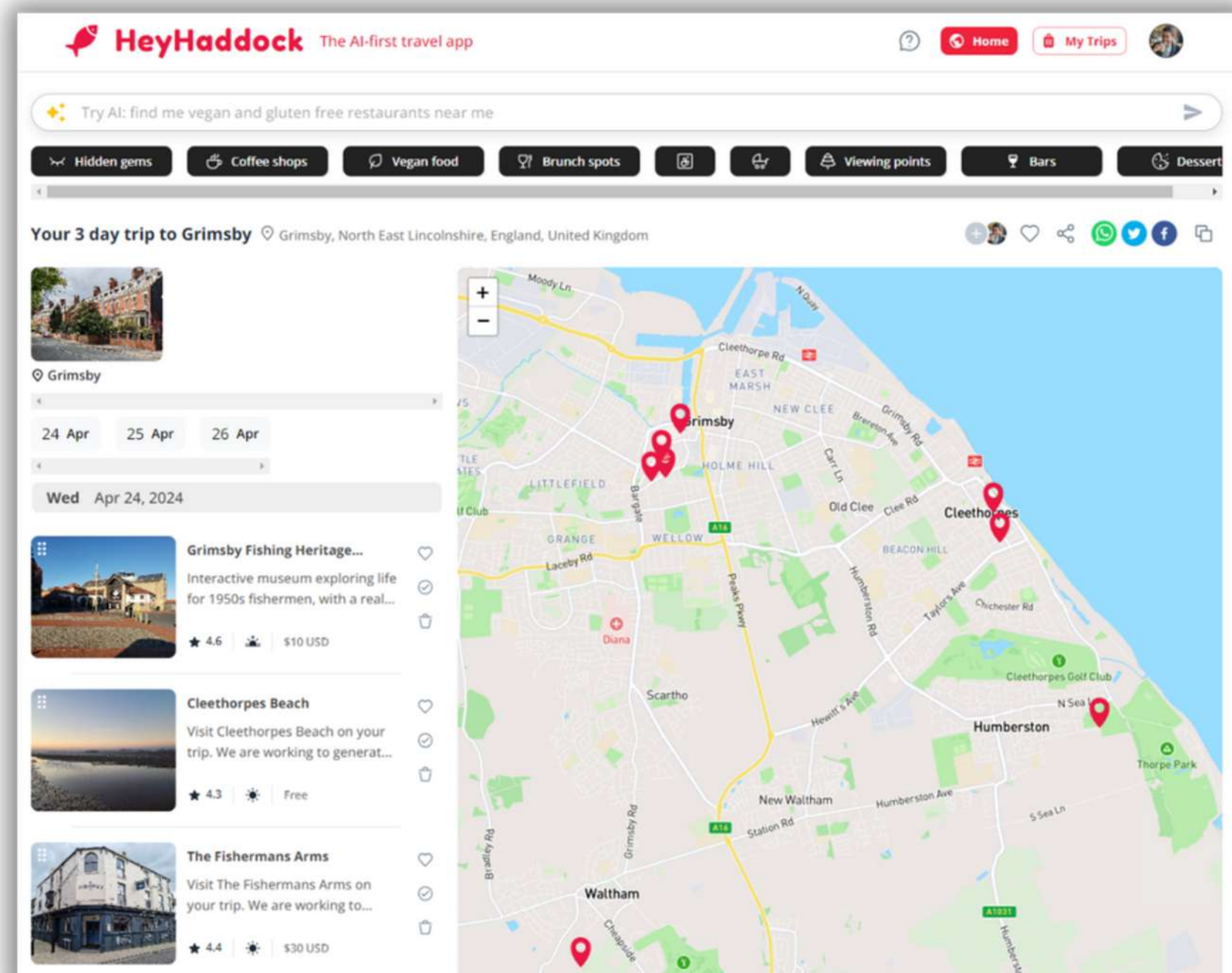


# AI Itineraries and planning

1000s of startups...



The screenshot shows the Mitrip website interface. At the top, there is a dark green navigation bar with the 'mitrip' logo on the left and 'Home', 'About', and 'Contact' links on the right. Below the navigation bar, the main content area features a large heading 'Save hours of travel planning research.' followed by a sub-heading 'Let AI plan your day-to-day travel itinerary of activities. Embrace peace of mind and maximize every moment of your journey.' To the right of this text is an illustration of a man and a woman relaxing on a beach. Below the text, there is a form with the label 'I'm going to:' and a text input field containing 'Pick up your city'. Below this, there are two date selection fields labeled 'From:' and 'To:', each with a calendar icon. A yellow 'Plan my trip' button is positioned below the form. At the bottom of the page, there is another heading 'Save hours of trip planning research with Mitrip' and a short paragraph of text.

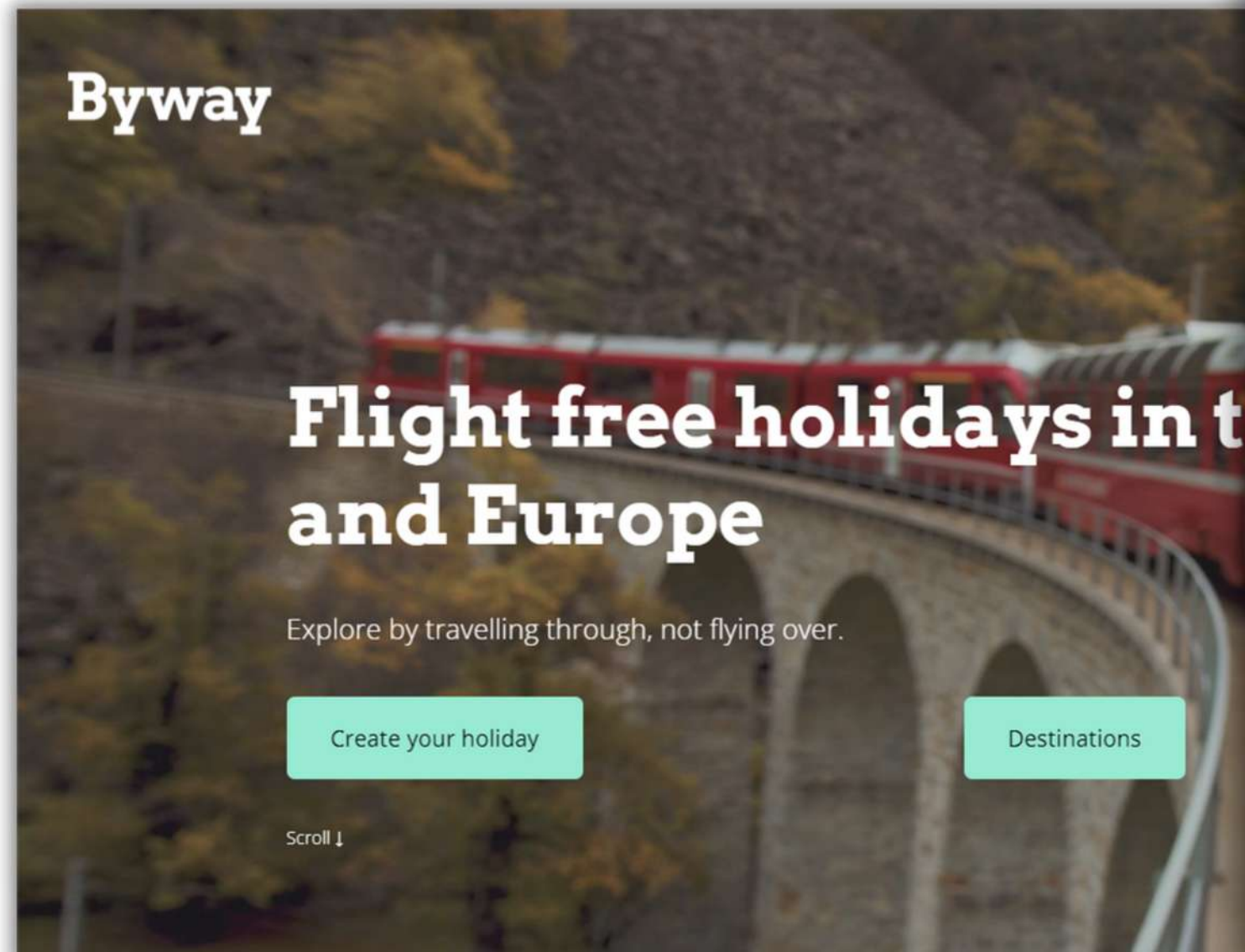


The screenshot shows the HeyHaddock travel app interface. At the top, there is a red navigation bar with the 'HeyHaddock' logo and the tagline 'The AI-first travel app'. To the right of the logo are 'Home' and 'My Trips' buttons. Below the navigation bar, there is a search bar with the text 'Try AI: find me vegan and gluten free restaurants near me'. Below the search bar, there is a horizontal menu with various filters: 'Hidden gems', 'Coffee shops', 'Vegan food', 'Brunch spots', 'Viewing points', 'Bars', and 'Dessert'. Below the menu, there is a section titled 'Your 3 day trip to Grimsby' with a location pin icon and the text 'Grimsby, North East Lincolnshire, England, United Kingdom'. To the right of this title are social media sharing icons. Below the title, there is a calendar view showing the dates '24 Apr', '25 Apr', and '26 Apr', with 'Wed Apr 24, 2024' selected. Below the calendar, there is a list of recommended activities for the trip. Each activity includes a thumbnail image, a title, a description, a star rating, and a price. The activities listed are: 'Grimsby Fishing Heritage...' (4.6 stars, \$10 USD), 'Cleethorpes Beach' (4.3 stars, Free), and 'The Fishermans Arms' (4.4 stars, \$30 USD). To the right of the list is a map of Grimsby with red location pins marking the activities. The map shows the coastline and surrounding areas like Waltham and Humberston.



# The Niche path

Plan my roadtrip, my green trip...



**Byway**

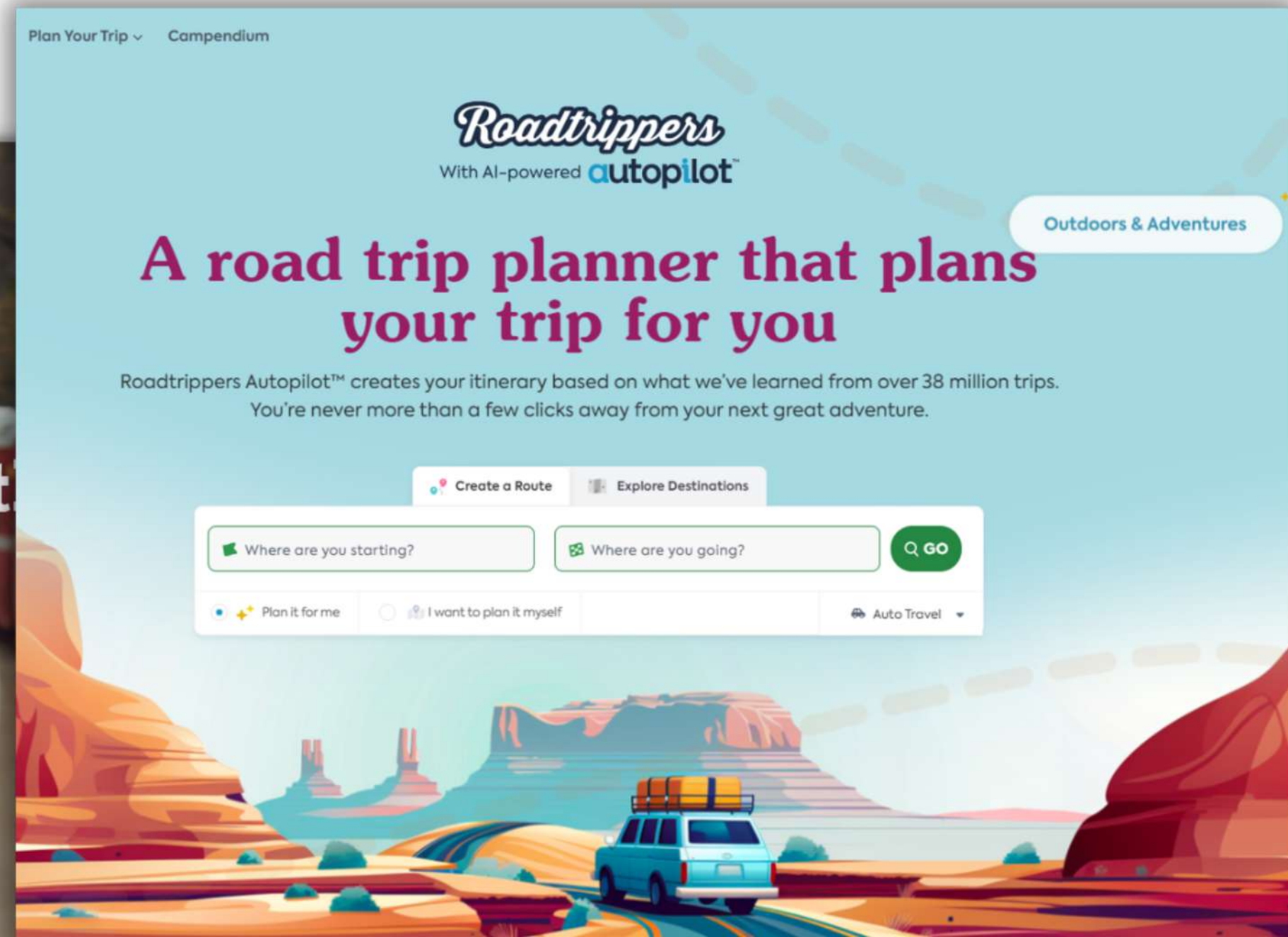
## Flight free holidays in t and Europe

Explore by travelling through, not flying over.

Create your holiday

Destinations

Scroll ↓



Plan Your Trip ▾ Cappendium

**Roadtrippers**  
With AI-powered **autopilot™**

Outdoors & Adventures

## A road trip planner that plans your trip for you

Roadtrippers Autopilot™ creates your itinerary based on what we've learned from over 38 million trips.  
You're never more than a few clicks away from your next great adventure.

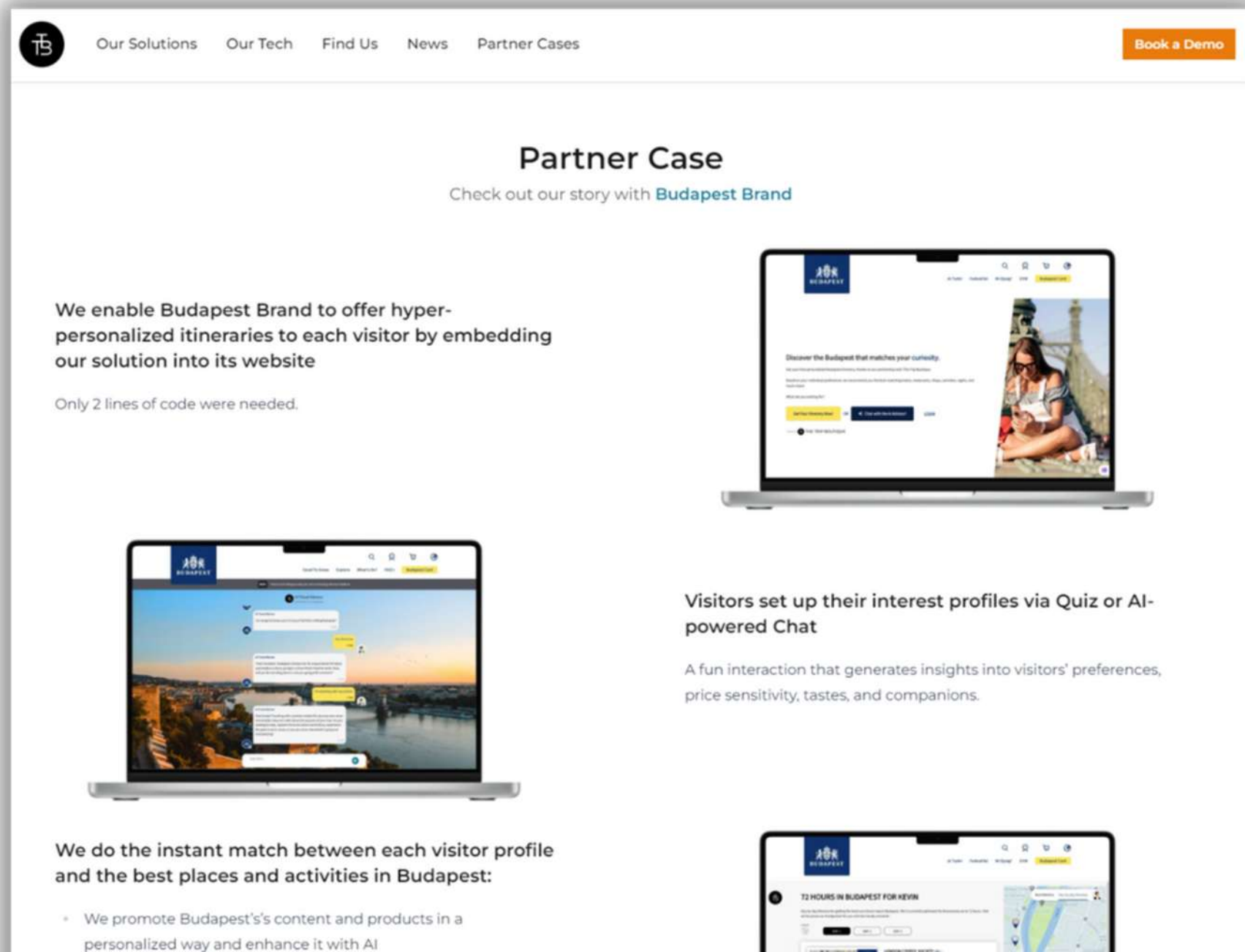
Create a Route Explore Destinations

Where are you starting? Where are you going? **GO**

Plan it for me I want to plan it myself Auto Travel ▾

# For Destinations

Business to Business



**Partner Case**  
Check out our story with [Budapest Brand](#)

We enable Budapest Brand to offer hyper-personalized itineraries to each visitor by embedding our solution into its website

Only 2 lines of code were needed.

Visitors set up their interest profiles via Quiz or AI-powered Chat

A fun interaction that generates insights into visitors' preferences, price sensitivity, tastes, and companions.

We do the instant match between each visitor profile and the best places and activities in Budapest:

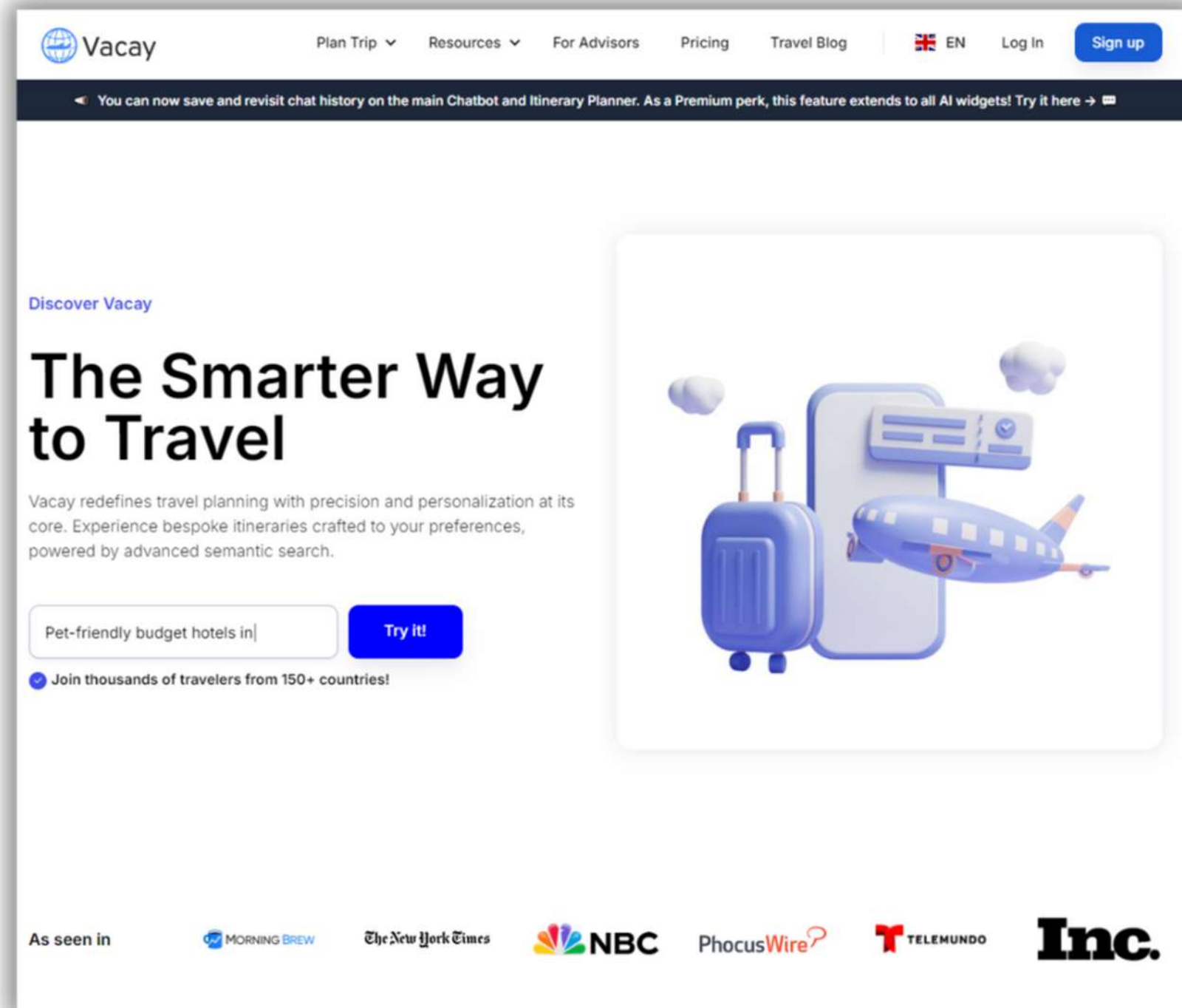
- We promote Budapest's content and products in a personalized way and enhance it with AI

Trip Boutique



# For Travel Agents

Productivity tooling for established agents...

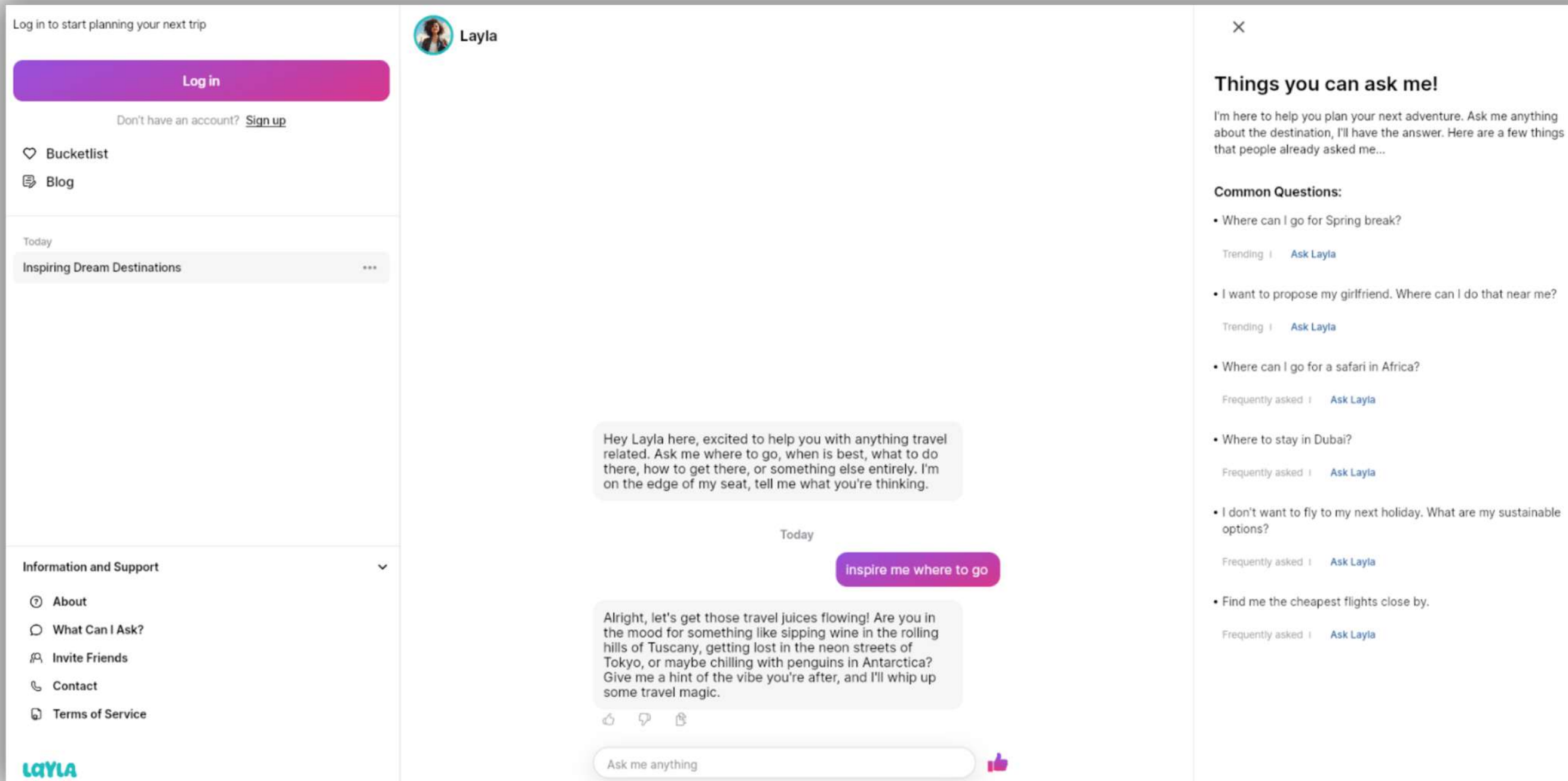


The screenshot shows the Vacay website homepage. At the top, there is a navigation bar with the Vacay logo, menu items for Plan Trip, Resources, For Advisors, Pricing, and Travel Blog, a language selector for EN, and buttons for Log In and Sign up. A dark banner below the navigation bar contains a message: "You can now save and revisit chat history on the main Chatbot and Itinerary Planner. As a Premium perk, this feature extends to all AI widgets! Try it here →". The main content area features a "Discover Vacay" link, a large heading "The Smarter Way to Travel", and a sub-headline: "Vacay redefines travel planning with precision and personalization at its core. Experience bespoke itineraries crafted to your preferences, powered by advanced semantic search." Below this is a search input field containing "Pet-friendly budget hotels in" and a blue "Try it!" button. A small badge below the search field says "Join thousands of travelers from 150+ countries!". To the right of the text is a 3D illustration of a blue suitcase, a smartphone displaying a travel app interface, and a blue airplane. At the bottom of the page, there is a section titled "As seen in" followed by logos for MORNING BREW, The New York Times, NBC, PhocusWire, TELEMUNDO, and Inc.

Vacay

# Travel Assistants

Backed by the biggest names in Traveltech



The screenshot shows a chat interface for 'Layla', a travel assistant. On the left is a navigation sidebar with options like 'Log in', 'Bucketlist', 'Blog', and 'Information and Support'. The main chat area shows a conversation where Layla has responded to a user's message with travel suggestions. A 'Log in' button is visible at the top left of the chat area. On the right, a 'Things you can ask me!' section lists common travel questions with 'Ask Layla' buttons for each.

Log in to start planning your next trip

[Log in](#)

Don't have an account? [Sign up](#)

♥ Bucketlist

📄 Blog

Today

Inspiring Dream Destinations

Information and Support

- About
- What Can I Ask?
- Invite Friends
- Contact
- Terms of Service

**Layla**

Hey Layla here, excited to help you with anything travel related. Ask me where to go, when is best, what to do there, how to get there, or something else entirely. I'm on the edge of my seat, tell me what you're thinking.

Today

[Inspire me where to go](#)

Alright, let's get those travel juices flowing! Are you in the mood for something like sipping wine in the rolling hills of Tuscany, getting lost in the neon streets of Tokyo, or maybe chilling with penguins in Antarctica? Give me a hint of the vibe you're after, and I'll whip up some travel magic.

Ask me anything

**Things you can ask me!**

I'm here to help you plan your next adventure. Ask me anything about the destination, I'll have the answer. Here are a few things that people already asked me...

**Common Questions:**

- Where can I go for Spring break?  
Trending | [Ask Layla](#)
- I want to propose my girlfriend. Where can I do that near me?  
Trending | [Ask Layla](#)
- Where can I go for a safari in Africa?  
Frequently asked | [Ask Layla](#)
- Where to stay in Dubai?  
Frequently asked | [Ask Layla](#)
- I don't want to fly to my next holiday. What are my sustainable options?  
Frequently asked | [Ask Layla](#)
- Find me the cheapest flights close by.  
Frequently asked | [Ask Layla](#)



# The OTAs

Expedia, Booking et al



## Meet Romie, your AI assistant

Romie is an AI-powered personal assistant that learns your preferences to help you with every step of your travel journey.

• Live

iOS

USA

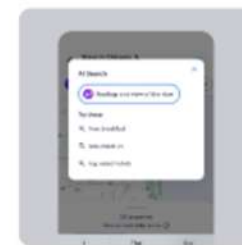
Try now

How to access



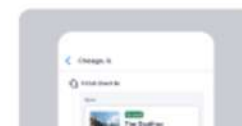
# Romie

Infinite travel. One assistant.



### Personalized search

Romie learns your preferences & plans to help you find the best hotels.



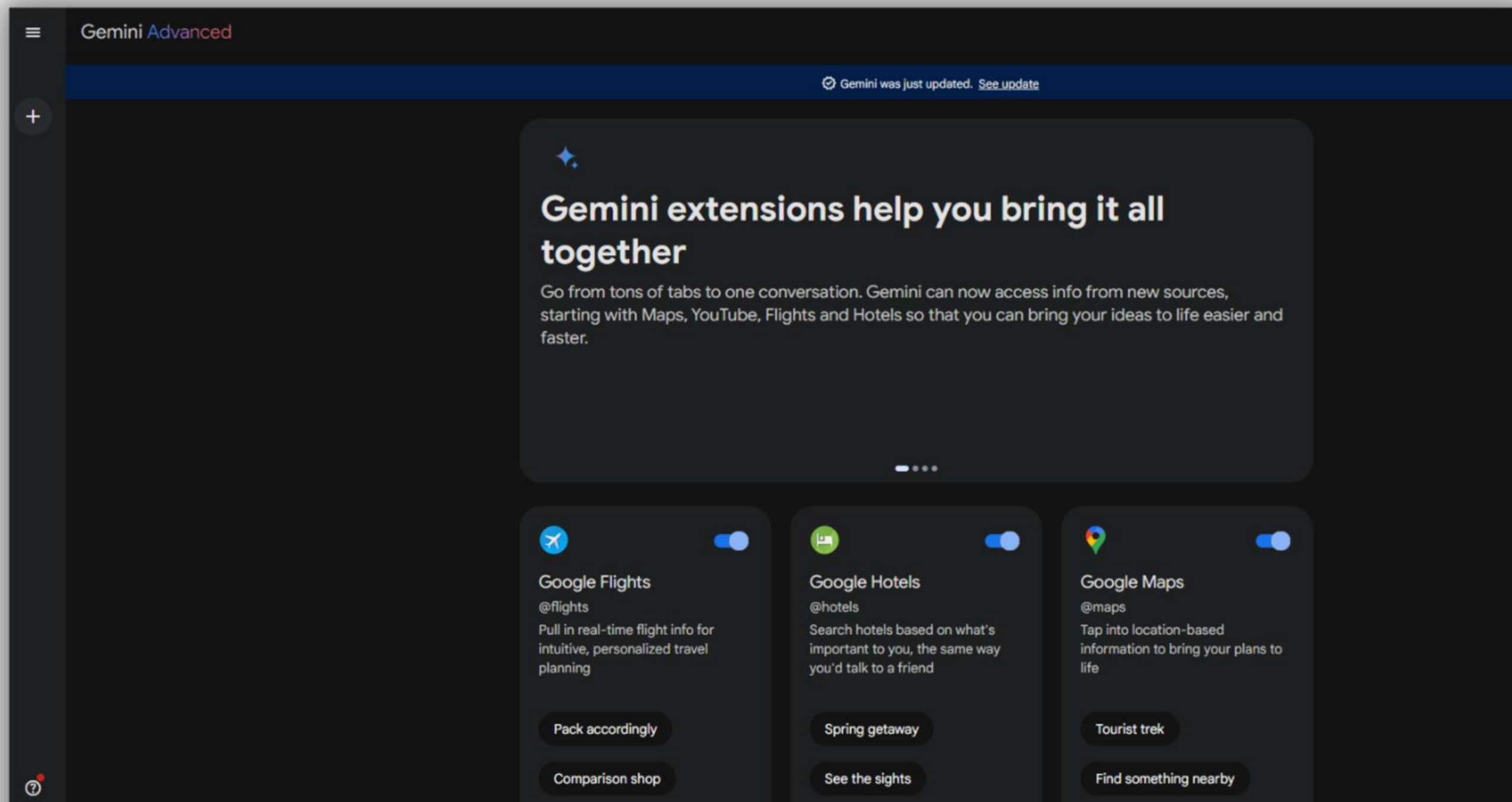
### Discover gems

Don't miss the best restaurants



# Google Gemini

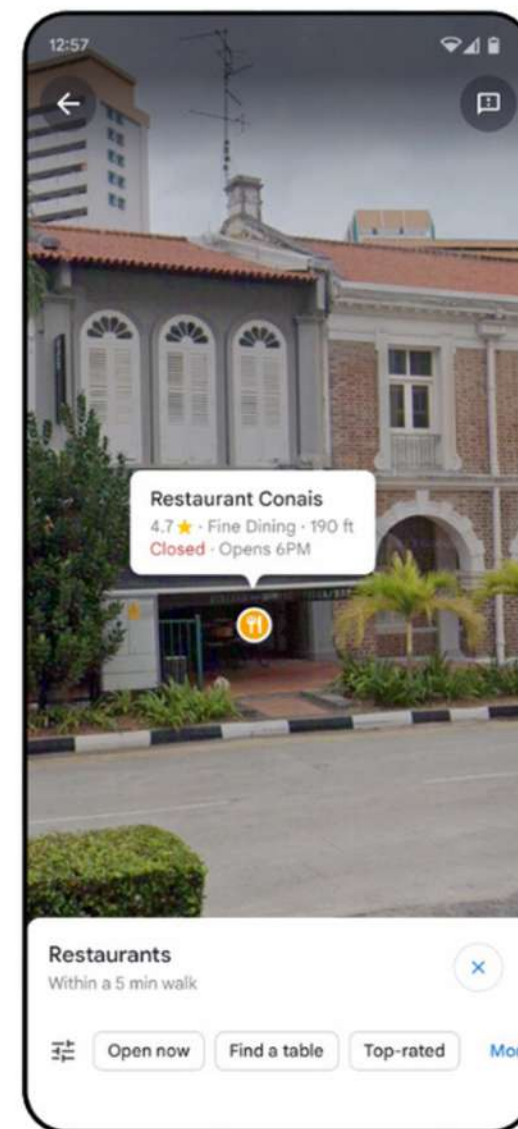
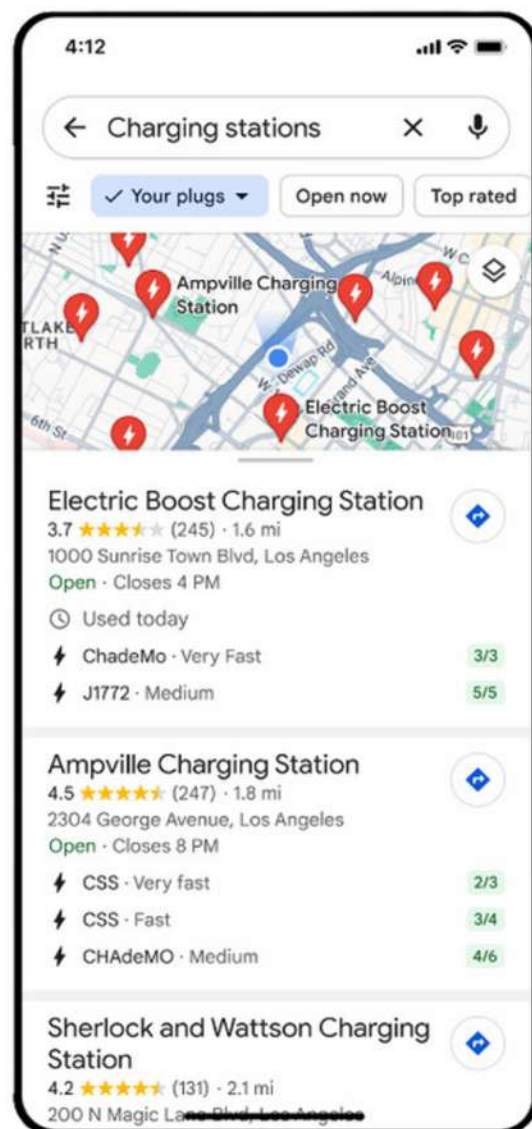
The world's most powerful travel app(s)?





# Google Maps

The world's most powerful travel app(s)?



# Obvlo

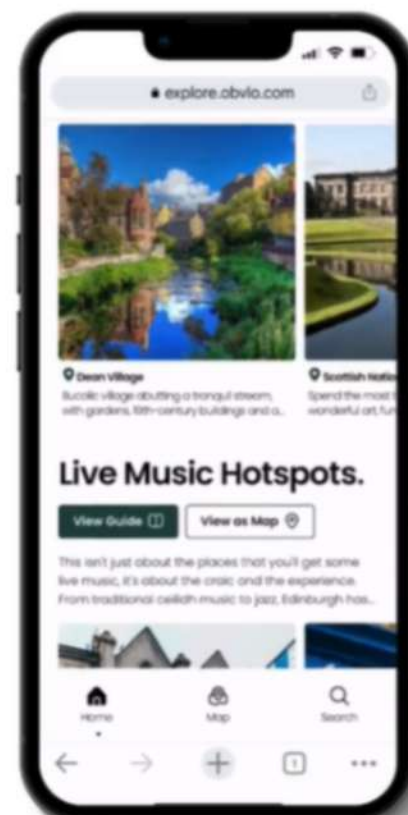
Curation is having a comeback....

## Dynamic Destination Content.

Increase your engagement with zero manual effort.

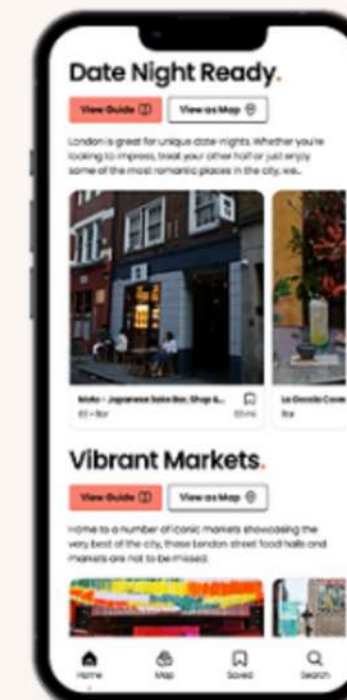
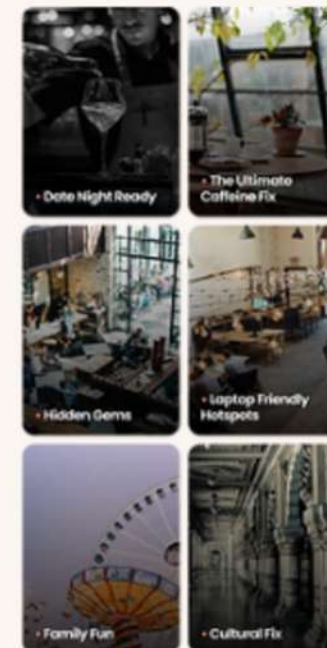


*\*Powered by Obvlo AI*



## Curated Local Guides.

Content that is curated using AI into local guides, delivering the most relevant recommendations to drive engagement.



*\*guides for families with young kids*  
*\*guides for couples on a romantic break*  
*\*guides for culture lovers or foodies*

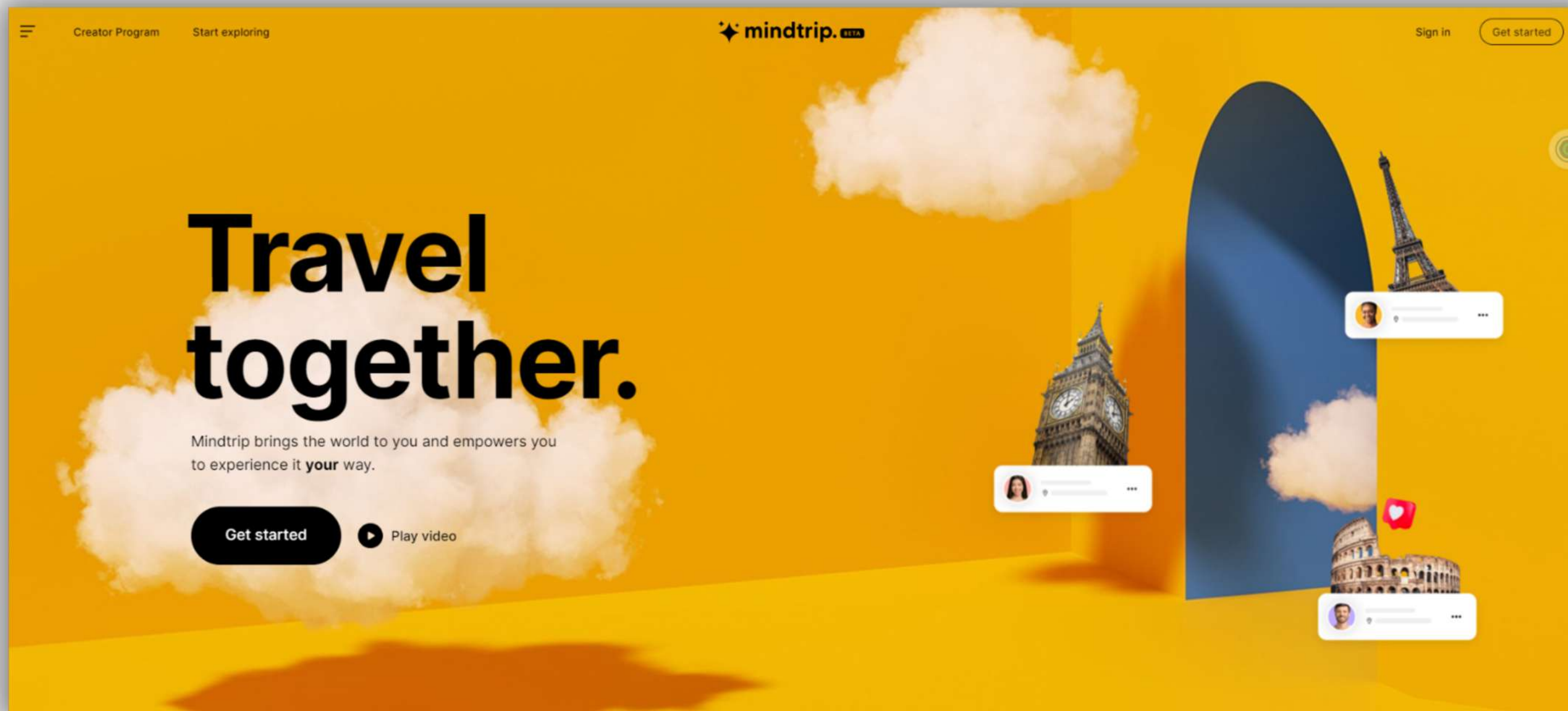






# Beyond personalisation

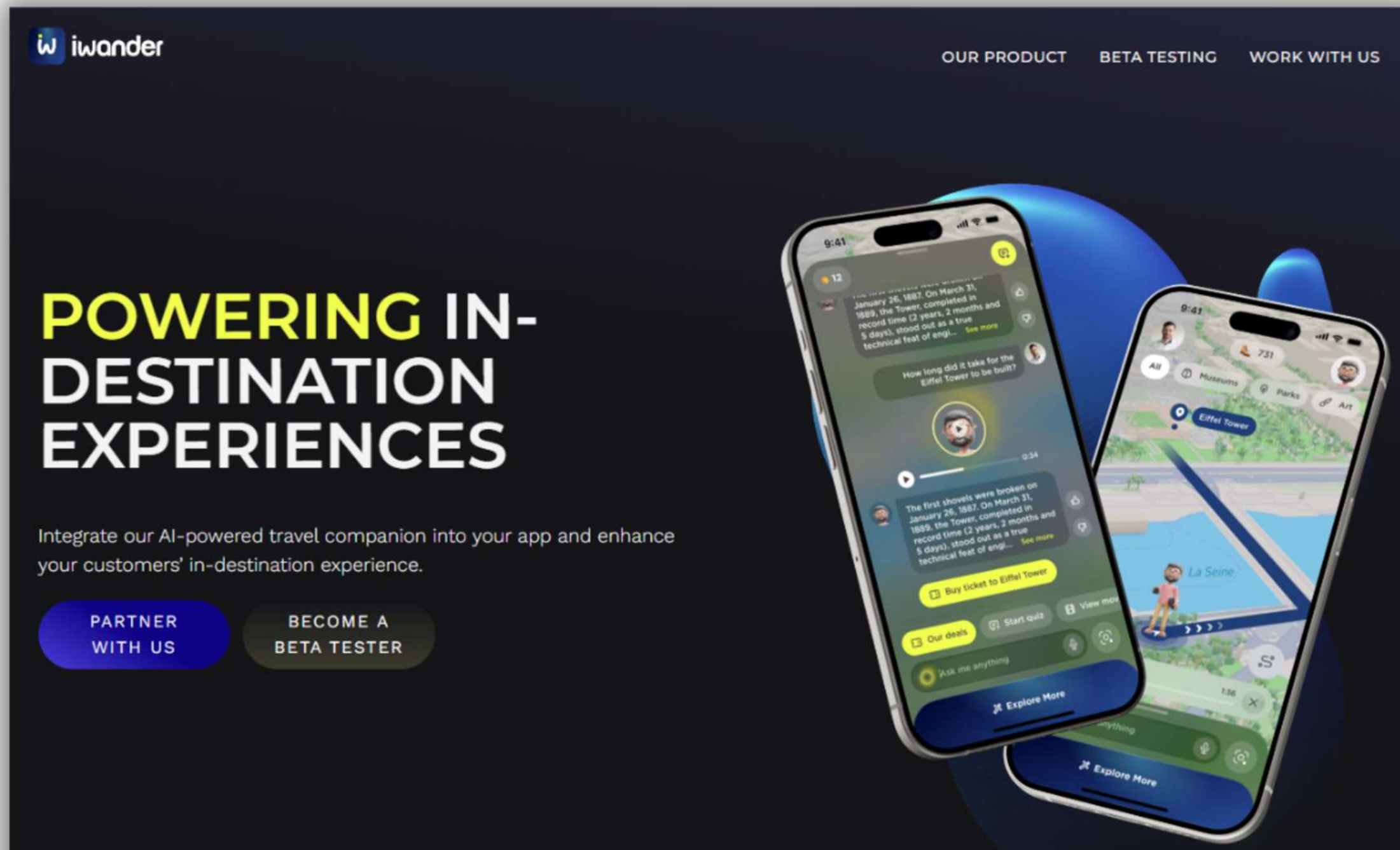
Negotiating and planning with more than one person





# Your personal guide

Utilising characters



**iwander**

OUR PRODUCT   BETA TESTING   WORK WITH US

## POWERING IN-DESTINATION EXPERIENCES

Integrate our AI-powered travel companion into your app and enhance your customers' in-destination experience.

[PARTNER WITH US](#)   [BECOME A BETA TESTER](#)

9:41

12

January 26, 1887. On March 31, 1889, the Tower, completed in record time (2 years, 2 months and 5 days), stood out as a true technical feat of eng... [See more](#)

How long did it take for the Eiffel Tower to be built?

0:34

The first shovels were broken on January 26, 1887. On March 31, 1889, the Tower, completed in record time (2 years, 2 months and 5 days), stood out as a true technical feat of eng... [See more](#)

[Buy ticket to Eiffel Tower](#)

[Our deals](#)   [Start quiz](#)   [View more](#)

[Ask me anything](#)

[Explore More](#)

9:41

731

All   Museums   Parks   Art

Eiffel Tower

La Seine

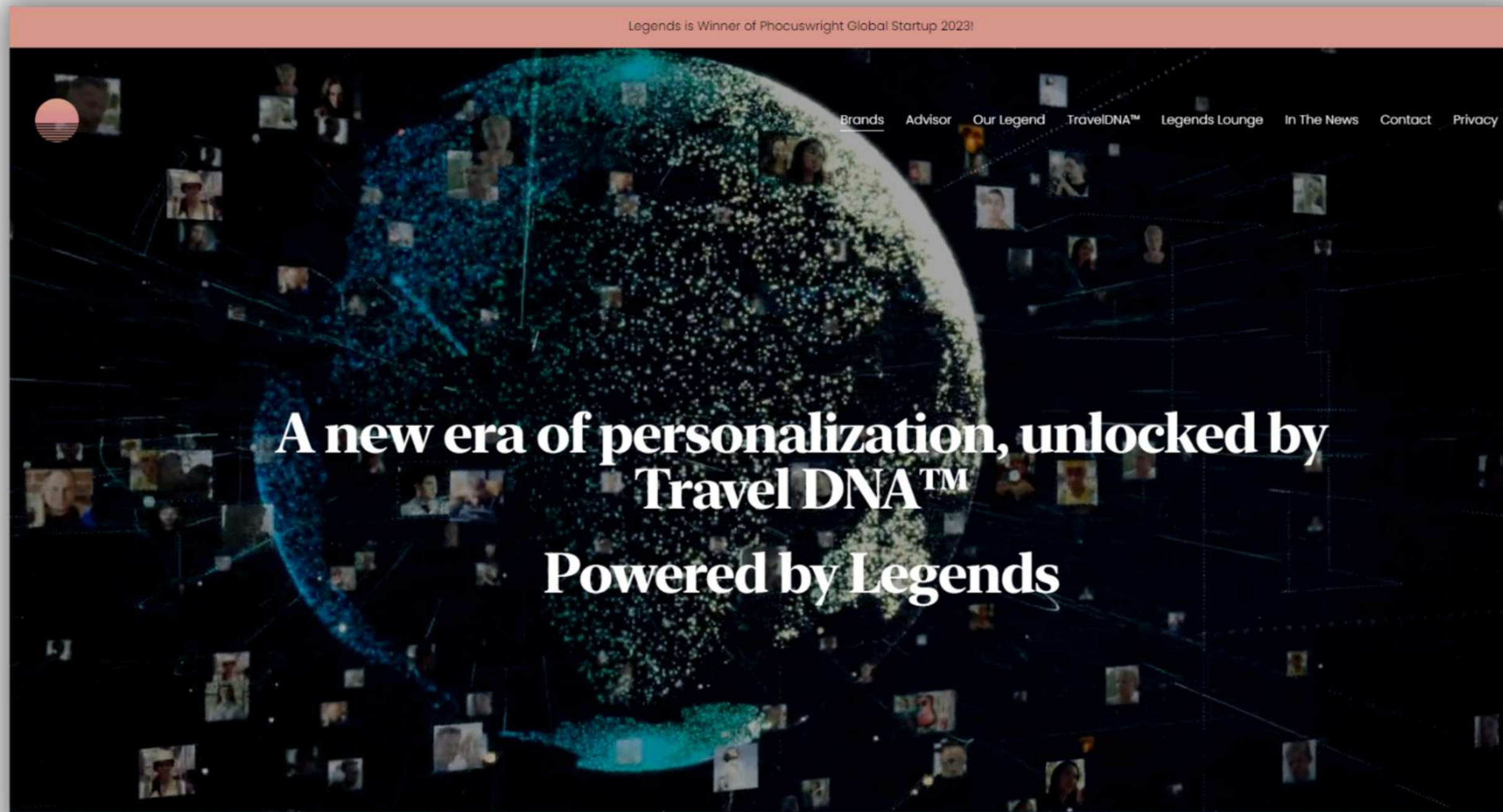
1:36

[Explore More](#)



# User Consent for User Content

Acquiring user-generated data for personalisation - Legends





# Weather Prediction

Google DeepMind

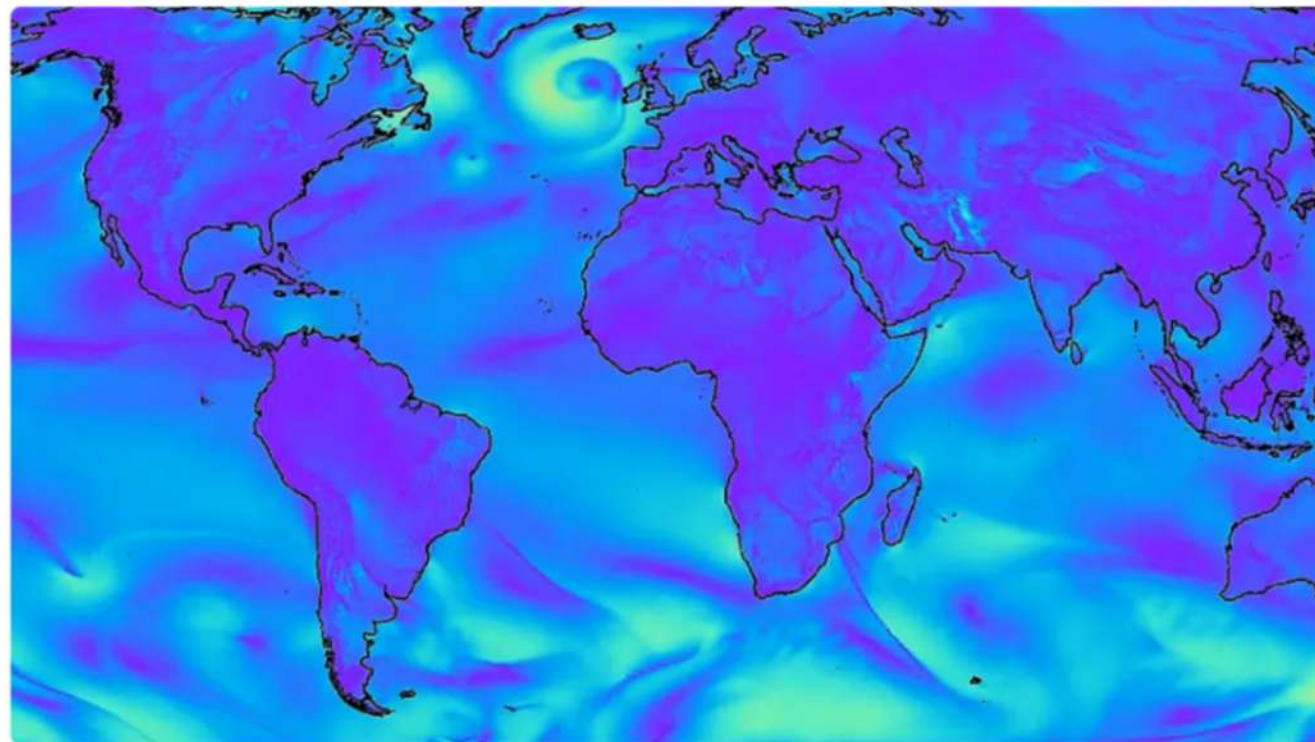
RESEARCH

## GraphCast: AI model for faster and more accurate global weather forecasting

14 NOVEMBER 2023

Remi Lam on behalf of the GraphCast team

[← Share](#)



Our state-of-the-art model delivers 10-day weather predictions at unprecedented accuracy in under one minute





# Be My Eyes

Making the inaccessible, accessible

Build in detailed info for accessibility

Faster descriptions and labeling

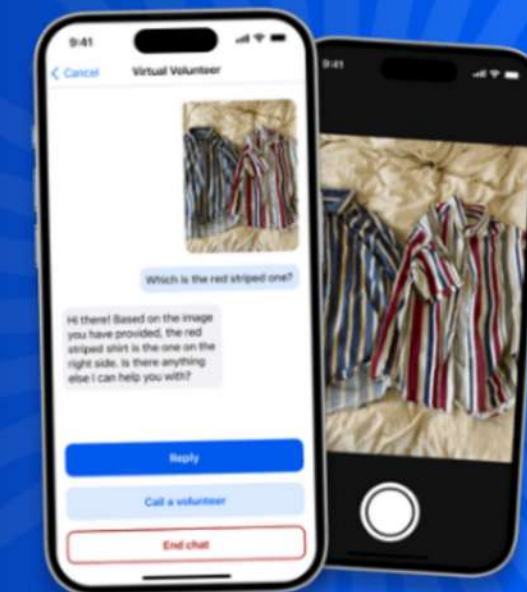
Multi-modal AI for multi-sensory communication



## Introducing Be My AI (formerly Virtual Volunteer) for People who are Blind or Have Low Vision, Powered by OpenAI's GPT-4

We are thrilled to announce Be My Eyes Virtual Volunteer™, the first-ever digital visual assistant powered by OpenAI's new GPT-4 language model.

Introducing  
**Virtual  
Volunteer™**  
AI powered Visual  
Assistant





# Carriage, sans horse

Autonomous vehicle fleets for hotels?





# Serendipity, Spontaneity?

Stretching Risk Appetite?





# Serendipity, Spontaneity?

Stretching Risk Appetite?

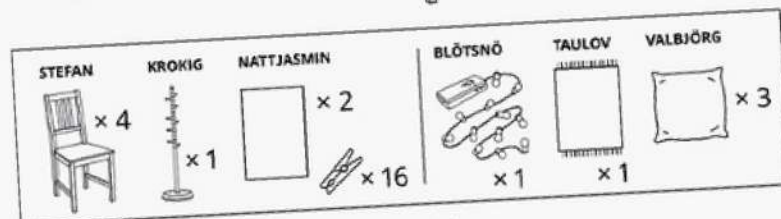
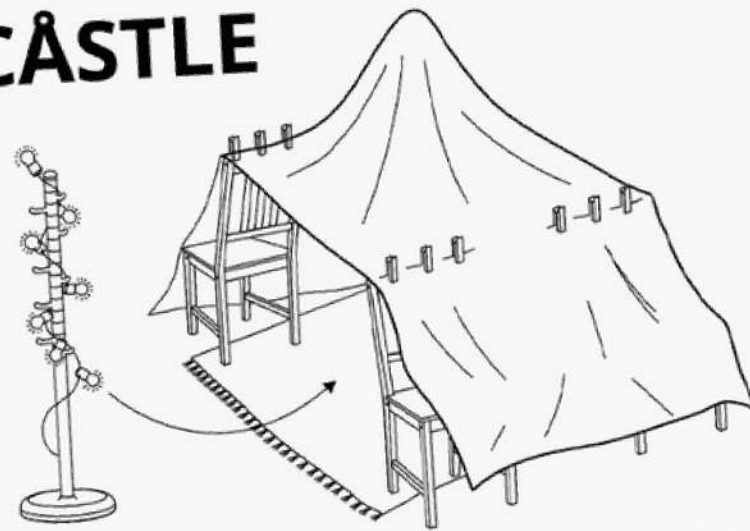




# IKEA Effect

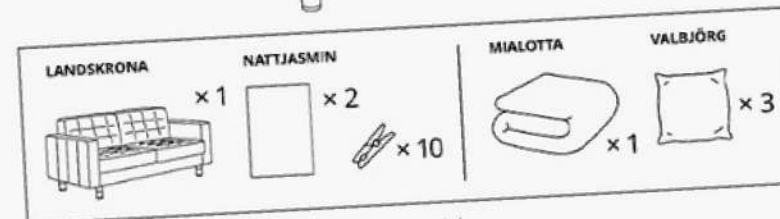
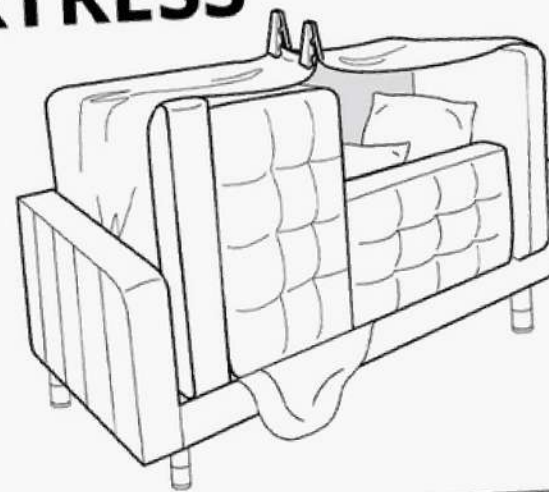
People place higher value on things they helped to build or create.

## CÅSTLE



Make sure that the structure is safe. Do not leave children unattended.  
The suggested examples are not official IKEA user guides for IKEA products.  
If you can't find the products referred to in the instructions, use similar ones.

## FÖRTRESS



Make sure that the structure is safe. Do not leave children unattended.  
The suggested examples are not official IKEA user guides for IKEA products.  
If you can't find the products referred to in the instructions, use similar ones.



# DIAL IT UP OR DOWN



AUTOMATION

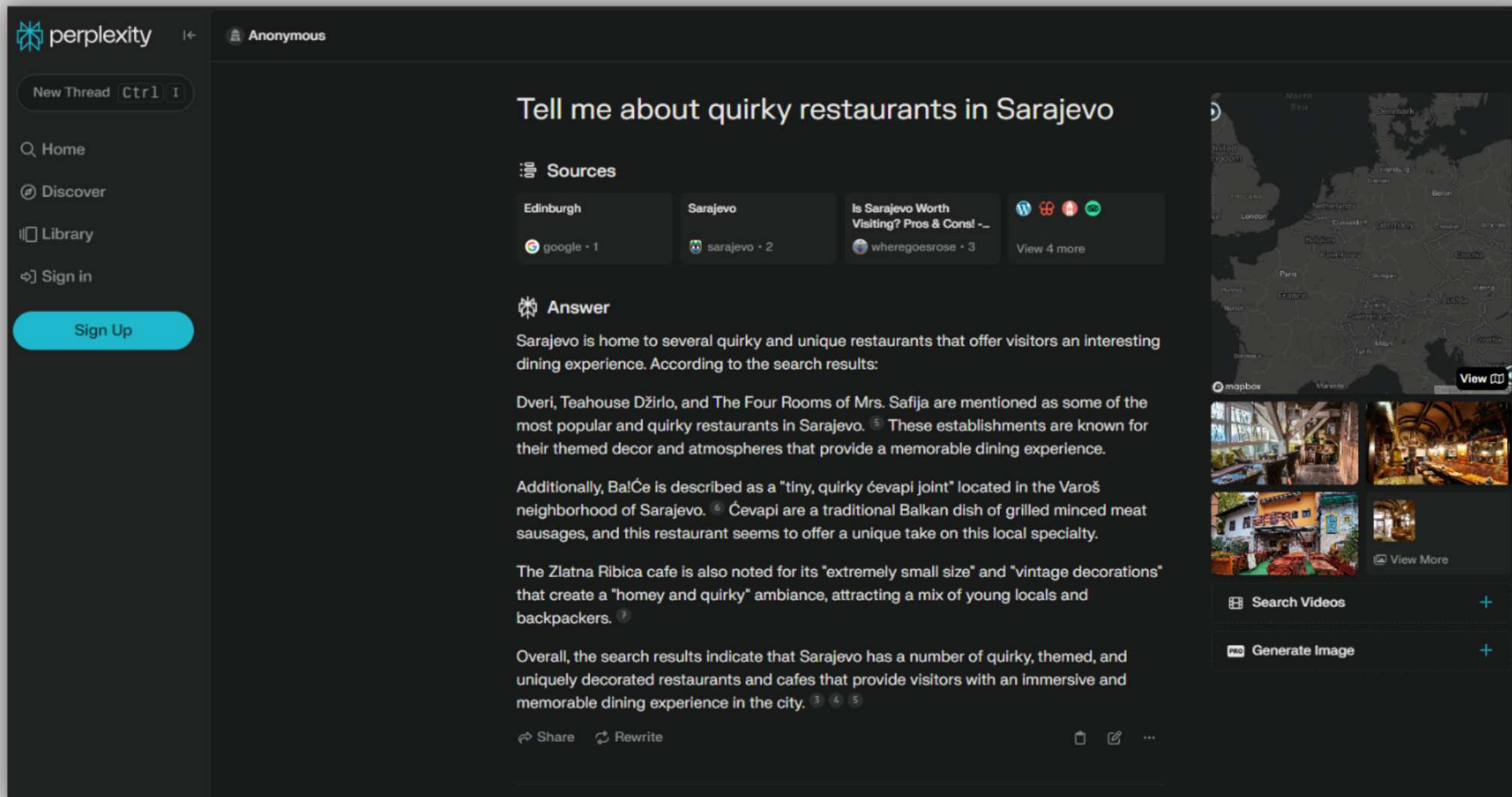


AGENCY



# Improved Search?

Finding the right thing, not just those that paid the most



The screenshot shows the Perplexity AI search interface. At the top left, the Perplexity logo and the user's name 'Anonymous' are visible. A navigation sidebar on the left includes options for 'New Thread', 'Home', 'Discover', 'Library', and 'Sign in', along with a 'Sign Up' button. The main search area displays the query 'Tell me about quirky restaurants in Sarajevo'. Below the query, there are 'Sources' from 'Edinburgh', 'Sarajevo', and 'Is Sarajevo Worth Visiting? Pros & Cons!'. The 'Answer' section provides a detailed response, mentioning restaurants like Dveri, Teahouse Džirlo, and The Four Rooms of Mrs. Safija, as well as BalĆe and Zlatna Ribica cafe. To the right of the text, there is a map of Sarajevo and a grid of restaurant photos. At the bottom right, there are buttons for 'Search Videos' and 'Generate Image'.




# Improved Search?

Finding the right thing, not just those that paid the most (for now)

ChatGPT 4o
Share
JO

What should I do on holiday in Budapest?



Budapest offers a rich tapestry of history, culture, and leisure activities. Here's a curated list of experiences to enhance your holiday:

- Explore Historic Landmarks:**
  - Buda Castle:** Perched atop Castle Hill, this UNESCO World Heritage Site houses the Hungarian National Gallery and the Budapest History Museum. The area offers panoramic views of the city.
  - Fisherman's Bastion:** Known for its fairy-tale turrets and terraces, it provides some of the best views of Budapest. LONELY PLANET
  - Matthias Church:** Adjacent to Fisherman's Bastion, this neo-Gothic church is renowned for its colorful tiled roof and intricate interior.
- Visit Iconic Structures:**
  - Hungarian Parliament Building:** An architectural masterpiece along the Danube, it's one of the largest buildings in Hungary. Guided tours are available to explore its opulent interiors. THE CRAZY TOURIST
  - St. Stephen's Basilica:** The largest church in Budapest, offering a panoramic view from its dome.

Message ChatGPT

Search

ChatGPT can make mistakes. Check important info.

**Citations**

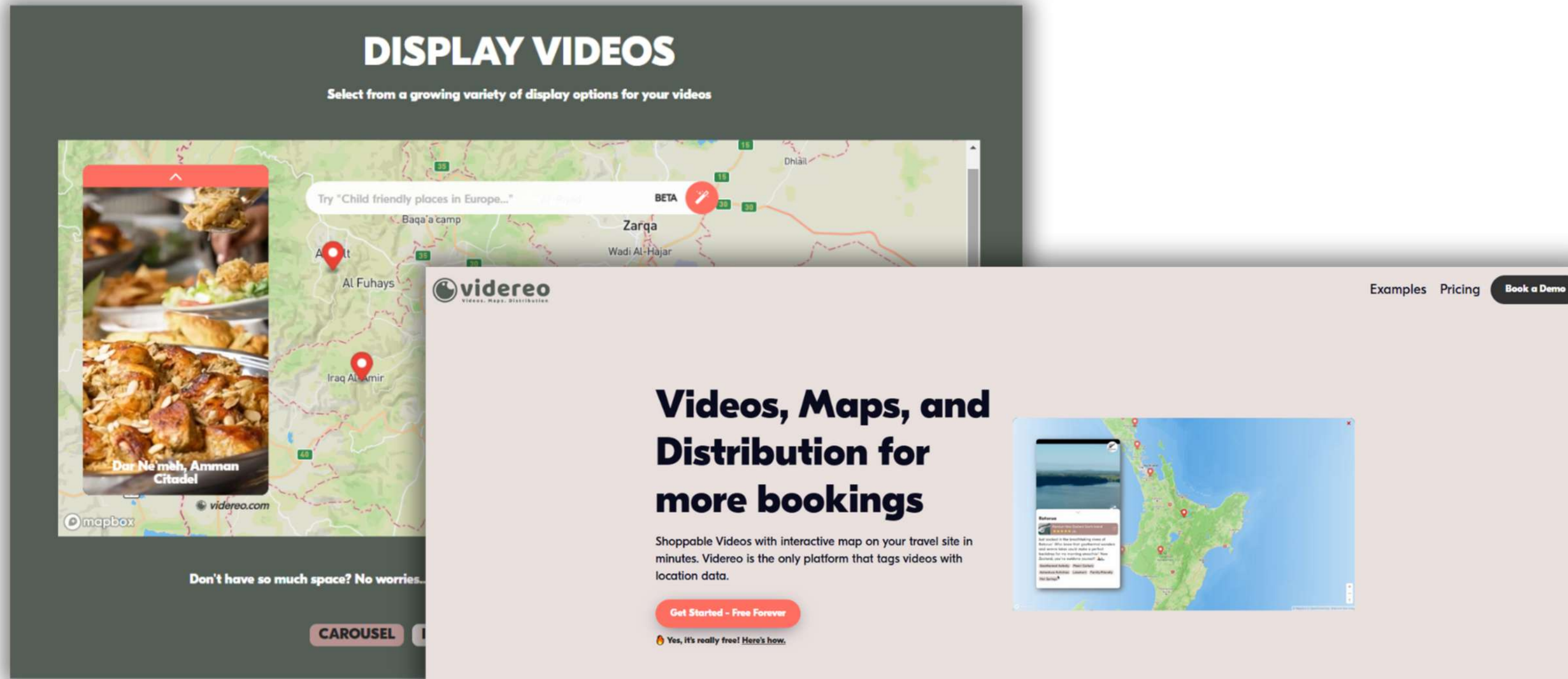
- Lonely Planet**  
**13 best things to do in Budapest - Lonely Planet**  
July 17, 2024 — Climb the 193 steps (or take the lift) to the basilica's dome for some of the best views of...
- The Crazy Tourist**  
**25 Best Things To Do In Budapest (Hungary) - The Crazy Tourist**  
June 9, 2022 — Lets explore the best things to do in Budapest: 1. Parliament Building. Source: V\_E /...
- The Times & The Sunday Times**  
**15 of the best things to do in Budapest**  
October 8, 2024 — Budapest, divided by the Danube River into Buda and Pest, offers a blend of history...
- Wikipedia**  
**Margaret Island**  
October 21, 2024
- Time Out Worldwide**  
**26 Best Things to Do in Budapest. From A Local - Time Out**  
Relaxing by day, romantic after dark when the bridges light up like pearl necklaces, the Danube plays to yo...
- Go Ask A Local**  
**17 Things to See and Do in Budapest - A Local's Guide**  
September 24, 2024 — The Ludwig Museum: Located by the Danube River in southern Pest, the Ludwig...
- Tripadvisor**  
**THE 10 BEST Things to Do in Budapest (2024) - Tripadvisor**  
10. Hospital in the Rock Nuclear Bunker Museum. 5,136. Speciality Museums. Historical hospital...
- Thrillist**  
**A Locals-Approved Guide to Budapest's Hidden History and Hip Haunts**

SearchGPT



# What about social search?

TikTok, YouTube Shorts, Instagram etc.



**DISPLAY VIDEOS**  
Select from a growing variety of display options for your videos

Try "Child friendly places in Europe..."

**videreo**  
Videos, Maps, Distribution

Examples Pricing [Book a Demo](#)

## Videos, Maps, and Distribution for more bookings

Shoppable Videos with interactive map on your travel site in minutes. Videreo is the only platform that tags videos with location data.

[Get Started - Free Forever](#)

Yes, it's really free! [Here's how.](#)

Don't have so much space? No worries... **CAROUSEL**

Dar Ne'meh, Amman Citadel

mapbox videreo.com

Al Fuhays

Iraq Al Amir

Baqa'a camp

Zarqa

Wadi Al-Hajar

Dhiail

BETA



# AI Agents

The importance of serendipity and surprise


**Artificial intelligence (AI)**

## Claude AI tool can now carry out jobs such as filling forms and booking trips, says creator

Anthropic says model is able to carry out computer tasks - as fears mount such technology will replace workers

**Dan Milmo** *Global technology editor*  
Wed 23 Oct 2024 12.32 BST

[Share](#)



**Anthropic**, a competitor to ChatGPT owner OpenAI, is making the Claude 3.5 Sonnet model available to developers but admits it can be prone to errors. Photograph: Canadian Press/Rex/Shutterstock

An artificial intelligence startup backed by Amazon and **Google** says it has created an AI agent that can carry out tasks on the computer such as moving a mouse cursor and typing text.


US company Anthropic said its AI model, called Claude, could now perform computing tasks including filling out forms, planning an outing and building

**Skift** News Events Research Advertise [Get Access](#)

[Travel Technology](#)

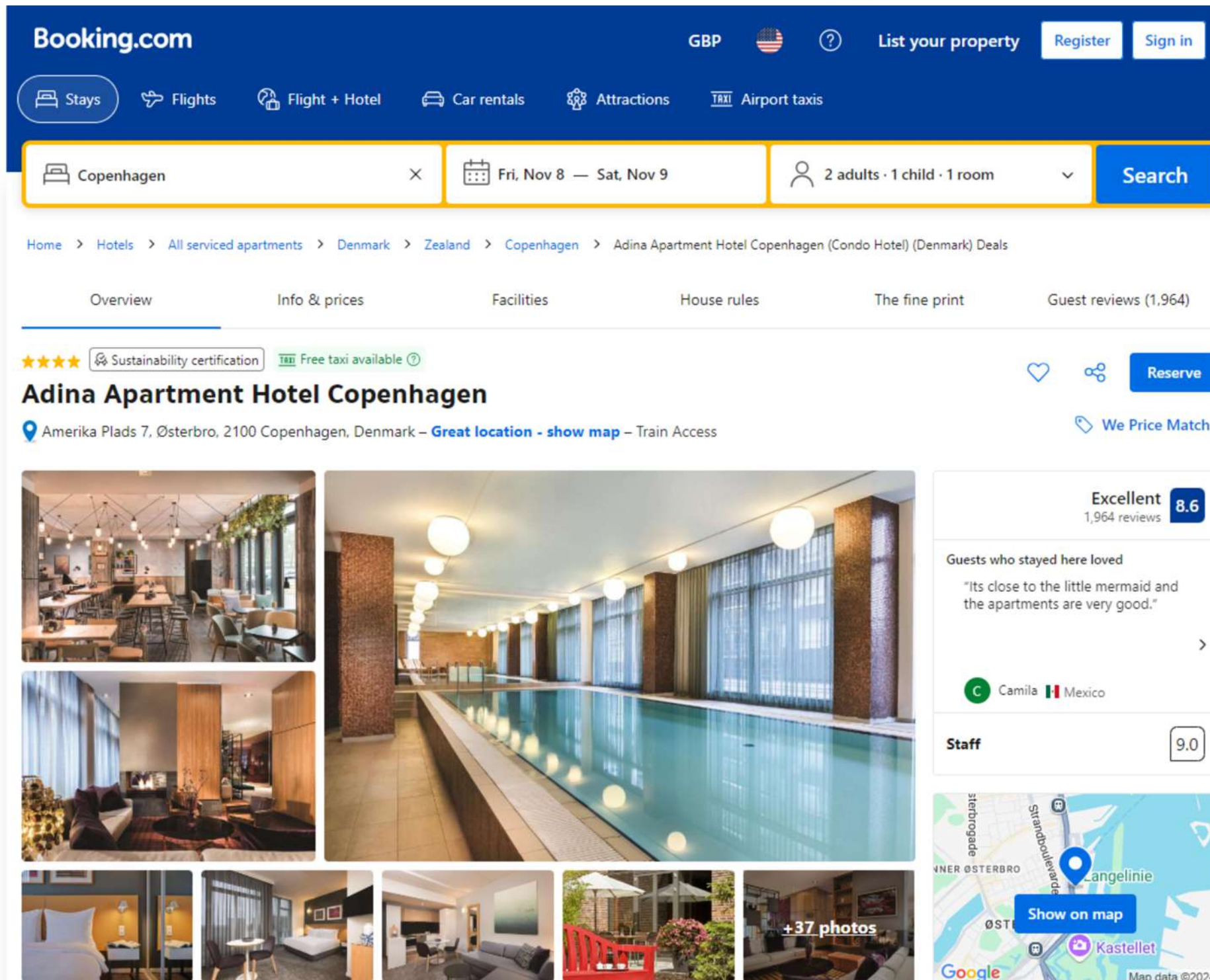
## Anthropic's New AI Feature Mimics Human Travel Agents



**Justin Deves** *Skift*  
October 23rd, 2024 at 2:34 PM EDT





# Direct Booking



**Booking.com** GBP   List your property Register Sign in

Stays Flights Flight + Hotel Car rentals Attractions Airport taxis

Copenhagen × Fri, Nov 8 — Sat, Nov 9 2 adults · 1 child · 1 room Search

Home > Hotels > All serviced apartments > Denmark > Zealand > Copenhagen > Adina Apartment Hotel Copenhagen (Condo Hotel) (Denmark) Deals

Overview Info & prices Facilities House rules The fine print Guest reviews (1,964)

★★★★ Sustainability certification Free taxi available

### Adina Apartment Hotel Copenhagen

America Plads 7, Østerbro, 2100 Copenhagen, Denmark – Great location - show map – Train Access

Reserve We Price Match

Excellent 8.6  
1,964 reviews

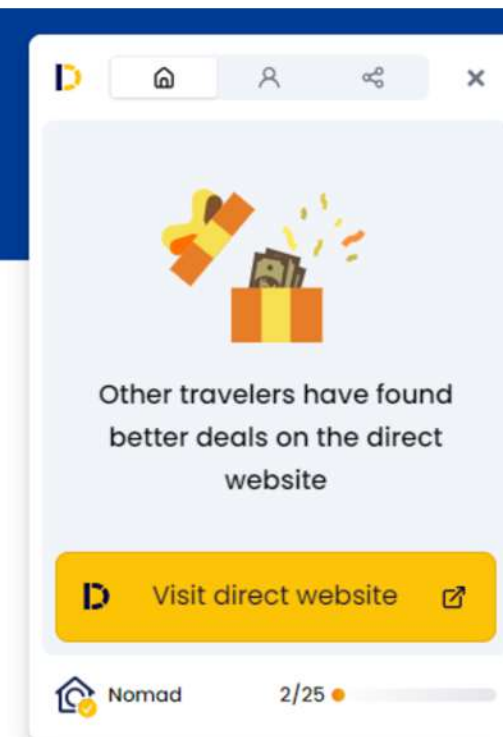
Guests who stayed here loved  
"Its close to the little mermaid and the apartments are very good."

Camila Mexico

Staff 9.0

+37 photos

Show on map



Other travelers have found better deals on the direct website

Visit direct website

Nomad 2/25



# Get detailed and specific...

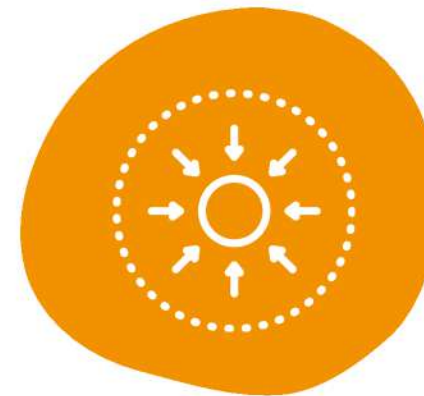
Helping visitors find their specific niche and needs



**Free form chat  
enables more nuanced  
questions...**



**Actively work  
to rank highly in  
the most popular  
models**



**Specific and detailed  
local info about your  
business**



**Refresh the data  
and use the latest  
models!**



**Traveltech**  
for Scotland



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## QUESTION 4:

**How are you using AI within your business?**

**Do you have a policy?**

Answers in the  
chat!





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# How is AI practically helping SMEs?

The organisational models to innovate with AI



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# Custom GPTs

Activating Turin Castle's internal knowledge bank





# Supporting Employees

Tailored AIs embedded across Holiday Extras

**CUSTOM  
GPTS**

Anything (Conversational)

360 feedback summary

HX tone of voice

Help to give feedback

Objective writer

Write me an email

Merchandising

Contract or T&Cs review

Report writer

German/English translator

Jargon buster

Query chat scoring

Booking opportunity scoring

Email scoring

Growth Strategy

Image Creator



# Supporting Employees

Tailored AIs embedded across Holiday Extras

95% of employees used ChatGPT pw  
92% saving over two hours pw

**Over 500 hours saved pw**

Anything (Conversational)

360 feedback summary

HX tone of voice

**Help to give feedback**

Objective writer

Write me an email

Merchandising

**Contract or T&Cs review**

Report writer

German/English translator

Jargon buster

Query chat scoring

Booking opportunity scoring

Email scoring

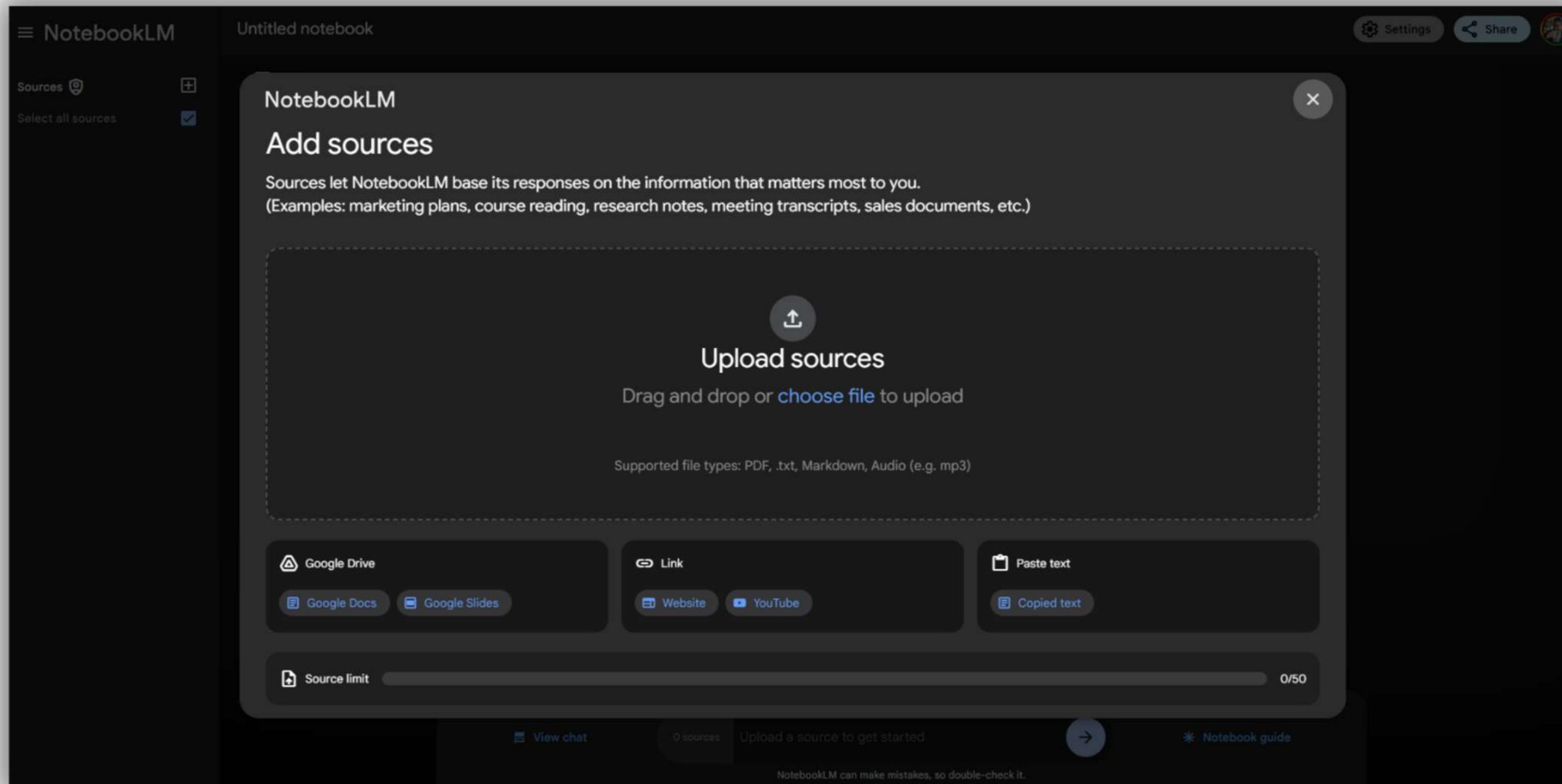
**Growth Strategy**

Image Creator



# Knowledge Bases

Your own podcast...



NotebookLM

Untitled notebook

Sources

Select all sources

NotebookLM

Add sources

Sources let NotebookLM base its responses on the information that matters most to you.  
(Examples: marketing plans, course reading, research notes, meeting transcripts, sales documents, etc.)

Upload sources

Drag and drop or [choose file](#) to upload

Supported file types: PDF, .txt, Markdown, Audio (e.g. mp3)

Google Drive

Google Docs

Google Slides

Link

Website

YouTube

Paste text

Copied text

Source limit 0/50

View chat

0 sources

Upload a source to get started

Notebook guide

NotebookLM can make mistakes, so double-check it.

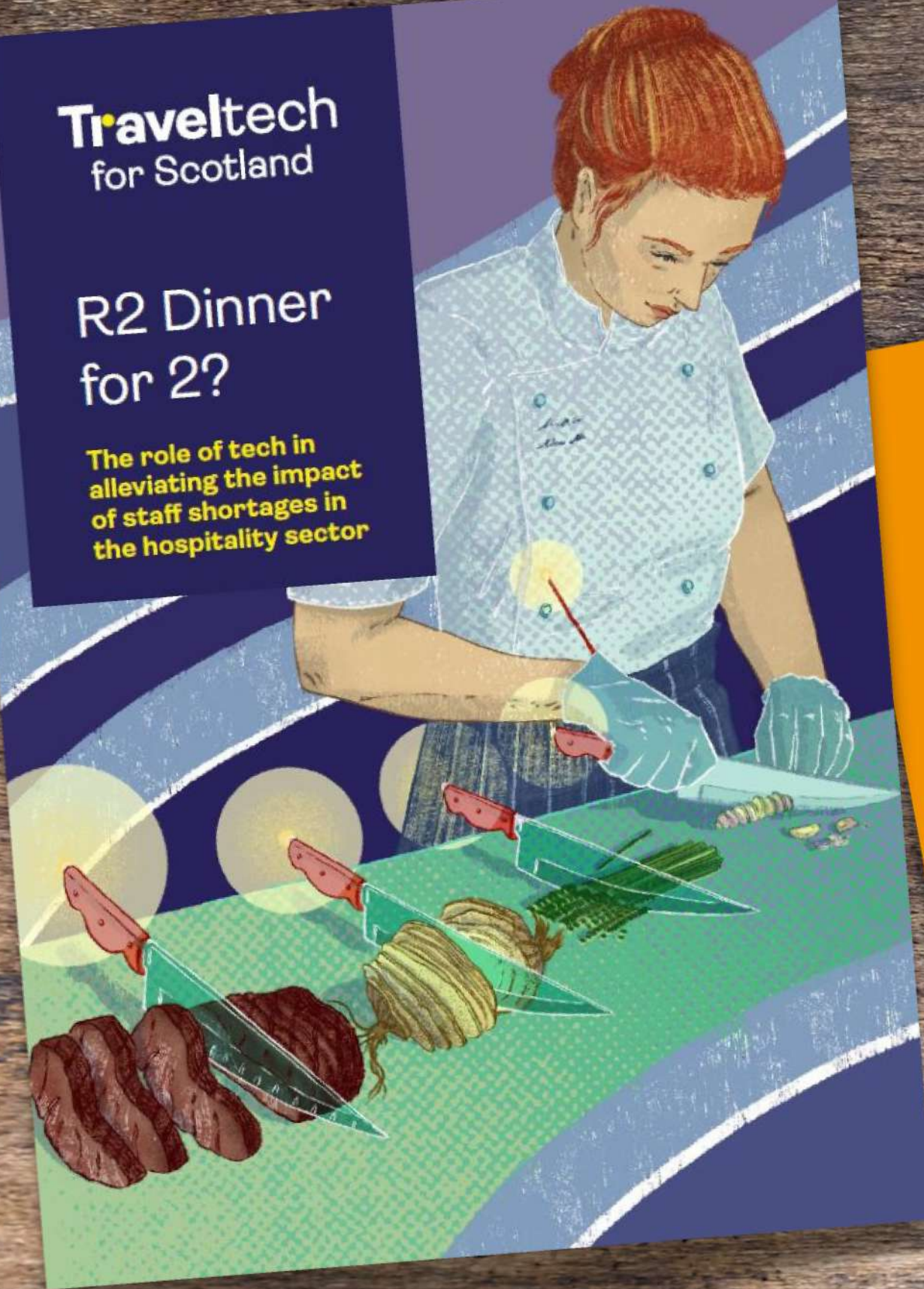
GoogleLM Notebook



**Traveltech**  
for Scotland

## R2 Dinner for 2?

The role of tech in  
alleviating the impact  
of staff shortages in  
the hospitality sector



# PART 2

## PART 2: The opportunities offered by existing and emerging digital solutions and technology

Technology is likely to be one of many important instruments the tourism and hospitality sector wielded to address labour shortages. The critical success factor for using new tech is enhancing the customer experience and promoting fair work.

This part looks at existing and emerging digital solutions and technology opportunities. We delve into the current state of the art, identifying traveltech companies offering products and services that meet labour challenges. We also explore future possibilities for tech.

We hope that this part will help the tourism and hospitality sector familiarise themselves with existing solutions and help tech and traveltech businesses identify problem areas that are ripe for new tech solutions.

### Digital and tech solutions for hospitality

The history of digital solutions and technologies in hospitality and travel is rich and diverse. From the implementation of the first automated electronic registration system by Sheraton in 1959, or the first hotel website launched by the Hyatt and Promus Hotel Corporation in 1994, all the way to the opening of the first robot hotel, Henn-na-Hotel in Japan in 2016, the sector has often tried to stay on top of the latest technological and digital developments and offer guests a high quality and engaging experience.

Similar to other sectors, digital and tech innovation in hospitality and travel has often been spurred by global

world events such as the world wars, the 9/11 terrorist attack and the global financial crisis. These events have challenged the status quo and carved new ways of engaging, working and coordinating in response. The Covid-19 pandemic and Brexit have had a similar impact. They have challenged the sector to rethink its services, explore alternative ways of working and accelerate the development and adoption of digital and tech solutions to address challenges around engaging with and serving customers. Adapting to a low-touch economy has included adopting solutions such as automated check-in/out kiosks, guest apps,

*"With the lockdown, many businesses realised that the bridge to the market was cut off. They had to develop different kinds of packages, different products to connect with the customers, as well as with employees."*

**Prof. Iis Tussyadiah, Head of School of Hospitality and Tourism Management, Professor of Intelligent Systems in Service at the University of Surrey**

Nevertheless, despite these changes, the hospitality and travel sector is often seen as being slower than most when it comes to digitising and implementing new technologies and automation. This is especially true for smaller businesses, where constraints around time, staffing, existing

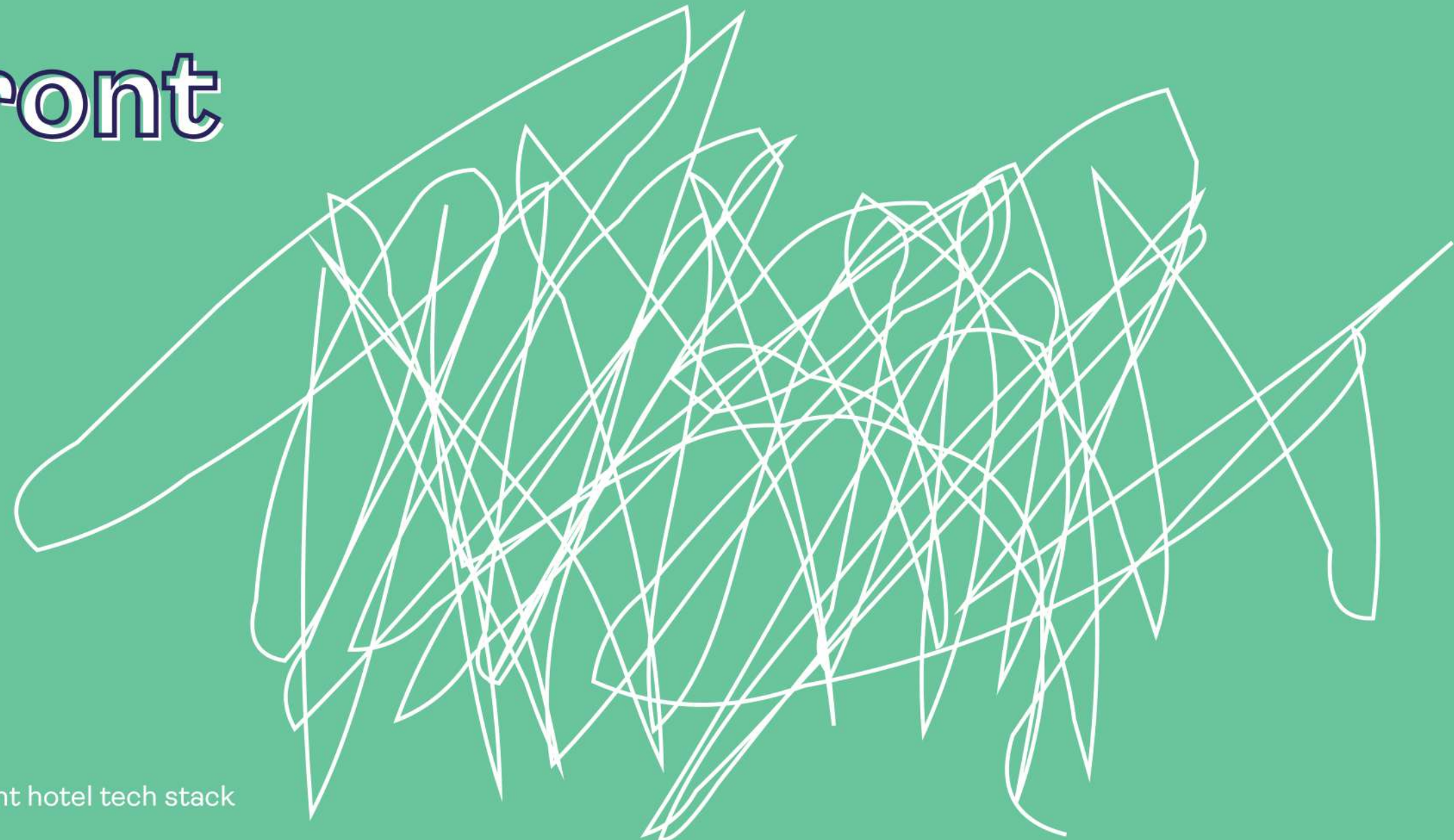


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# Back to Front



Source: An accurate diagram of an independent hotel tech stack



# Process Automation



Collecting financial  
data from various  
systems



Compiles data into  
a standard  
format



Automatically  
generating a  
financial report



Rapid insights,  
trends, and  
forecasts



Business  
Decision-  
Making

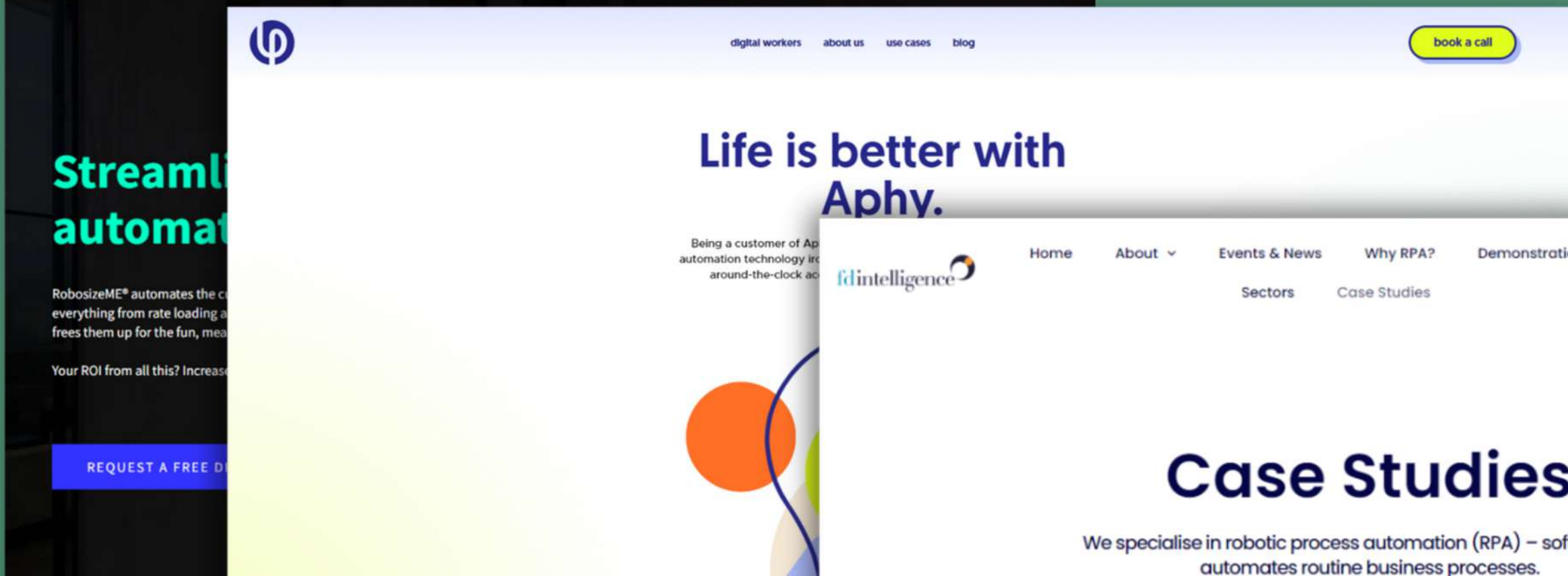
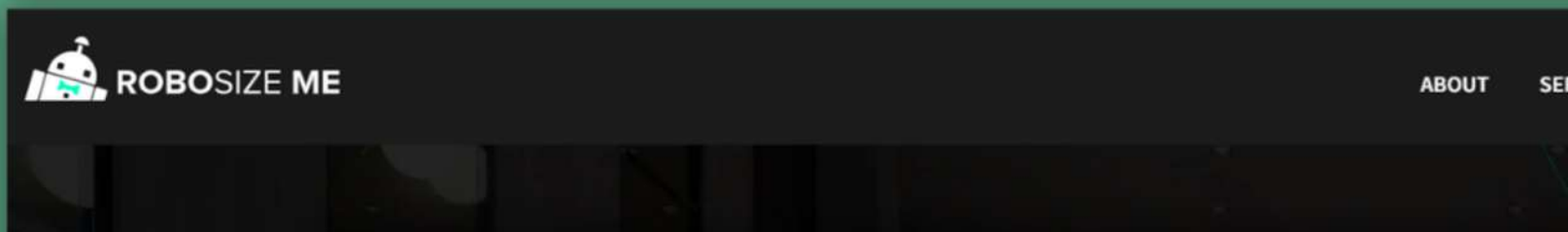


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# Process Automation (RPA) + AI





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Edinburgh Futures Institute

# Procurement



ONE CATALOG, EVERY SUPPLIER

Get a custom store for your property  
with all of your favorite suppliers –  
national distributors to local shops

The screenshot shows a web application interface for a procurement system. At the top, there is a navigation bar with a search bar and a shopping cart icon showing a total of \$1,201.10. Below the navigation bar is a sidebar menu with options: Home, Catalog, Orders, Bills, and Settings. The main content area features a greeting "Good morning Frank!" and two large buttons: "Browse Catalog" and "Track Orders". Below these buttons, there are four product cards displayed in a grid. Each card shows a product image, a plus sign for adding to the cart, the product name, quantity, and price.

| Product                                      | Quantity       | Price   |
|--|----------------|---------|
| Costa Fruit & Produce Green Peppers Jalapeno | 1x10 LB Case   | \$29.77 |
| Chef's Warehouse Green Jalapeno Peppers      | 1x5 LB Case    | \$23.71 |
| Costa Fruit & Produce Milk Whole Half Gallon | 9/CS           | \$23.40 |
| Chef's Warehouse Whole Milk                  | 9x.5 Gallon BC | \$26.72 |



# Using GenAI to clean data



# How many campervans?

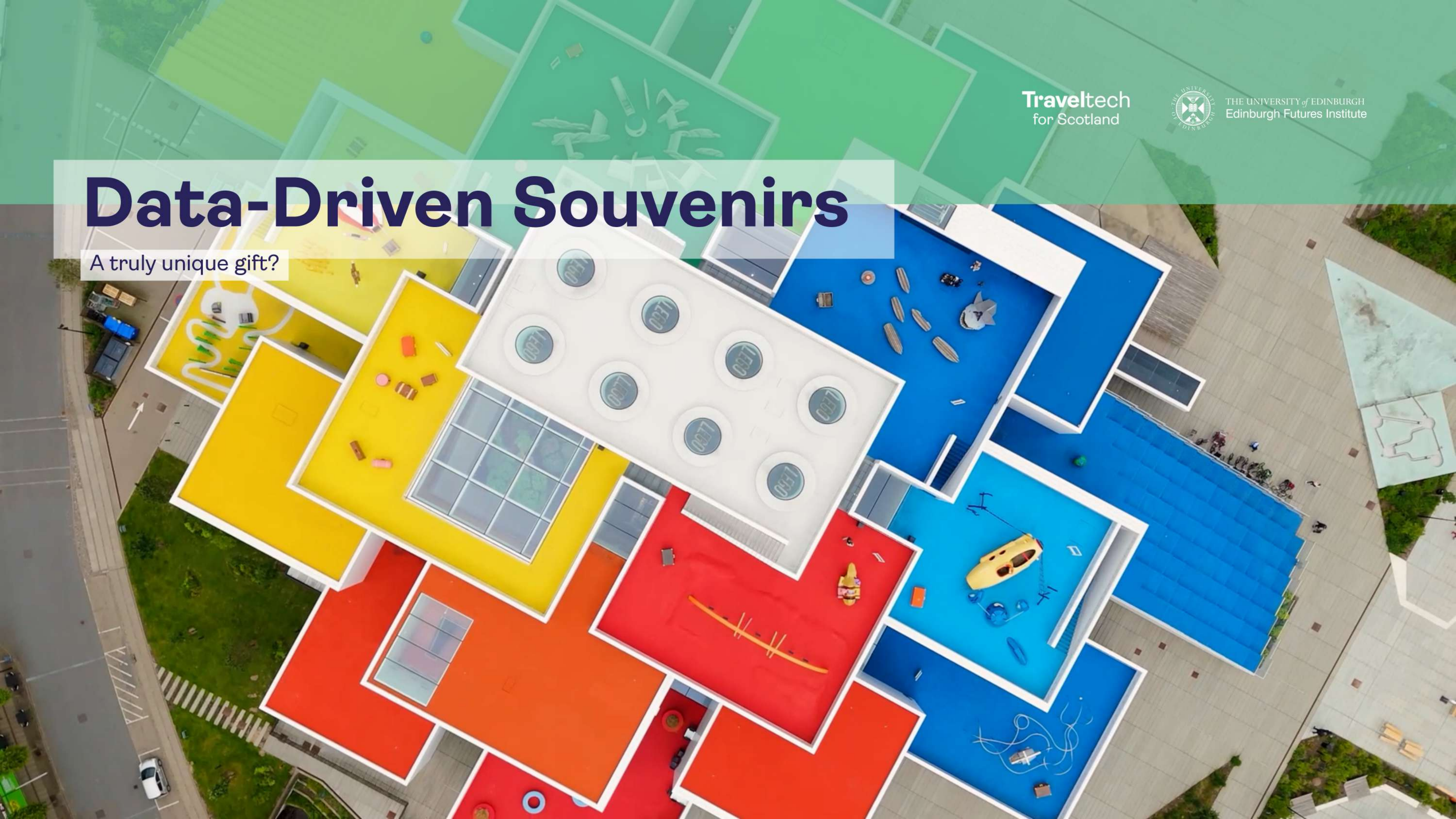
Satellites, drones and cameras?





# Data-Driven Souvenirs

A truly unique gift?





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# Being responsible

Considering the ethical and environmental dimensions  
when using AI...



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## QUESTION 5:

**What is your biggest concern or fear regarding the use of AI in tourism?**

**Answers in the chat!**



# Hallucinations

Failure to implement sufficient AI guardrails

## Air Canada ordered to pay customer who was misled by airline's chatbot

Company claimed its chatbot 'was responsible for its own actions' when giving wrong information about bereavement fare



The judge wrote that Air Canada's customers had no way of knowing which part of its website - including its chatbot - relayed the correct information. Photograph: NurPhoto/Getty Images

OUT-LAW NEWS

3 min. read

## Air Canada chatbot case highlights AI liability risks



Photo by Gary Hershorn/Getty Images

27 Feb 2024, 10:43 am



Follow Artificial Intelligence

Air Canada has been held liable for a negligent misrepresentation made to a customer by one of its chatbots in a case that one expert said highlights broader risks businesses must consider when adopting AI tools.



# Test, Test, Test

Mitigating the Air Canada mishap!



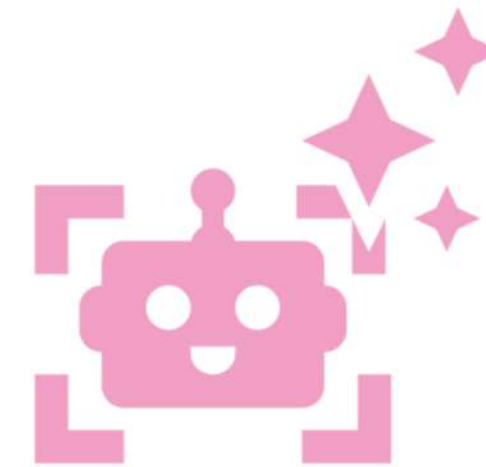
**Dial down model  
autonomy**



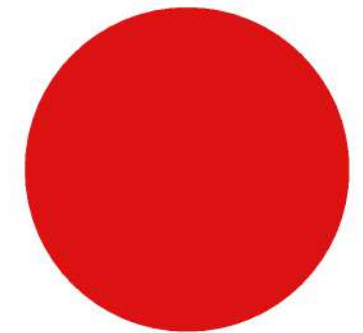
**Only using  
your data**



**Quality  
Assurance AI**



**AI Agents checking  
AI Agents**



**Red Team -  
test and refine**



# The Ethical Questions

How can we use this ethically?

REUTERS® World Business Markets Sustainability

Technology

## Getty asks London court of Stability AI system

By Sam Tobin

June 1, 2023 7:14 PM GMT+1 · Updated 18 days ago



## The Times Sues OpenAI and Microsoft Over A.I. Use of Copyrighted Work

Millions of articles from The New York Times were used to train chatbots that now compete with it, the lawsuit said.

Share free access 1.3K



Analysis May 18, 2023

## Why Harry Potter is the copyright timebomb under generative AI models

Court cases roll in and regulators are beginning to act

Kai Nicol-Schwarz and Tim Smith 5 min read





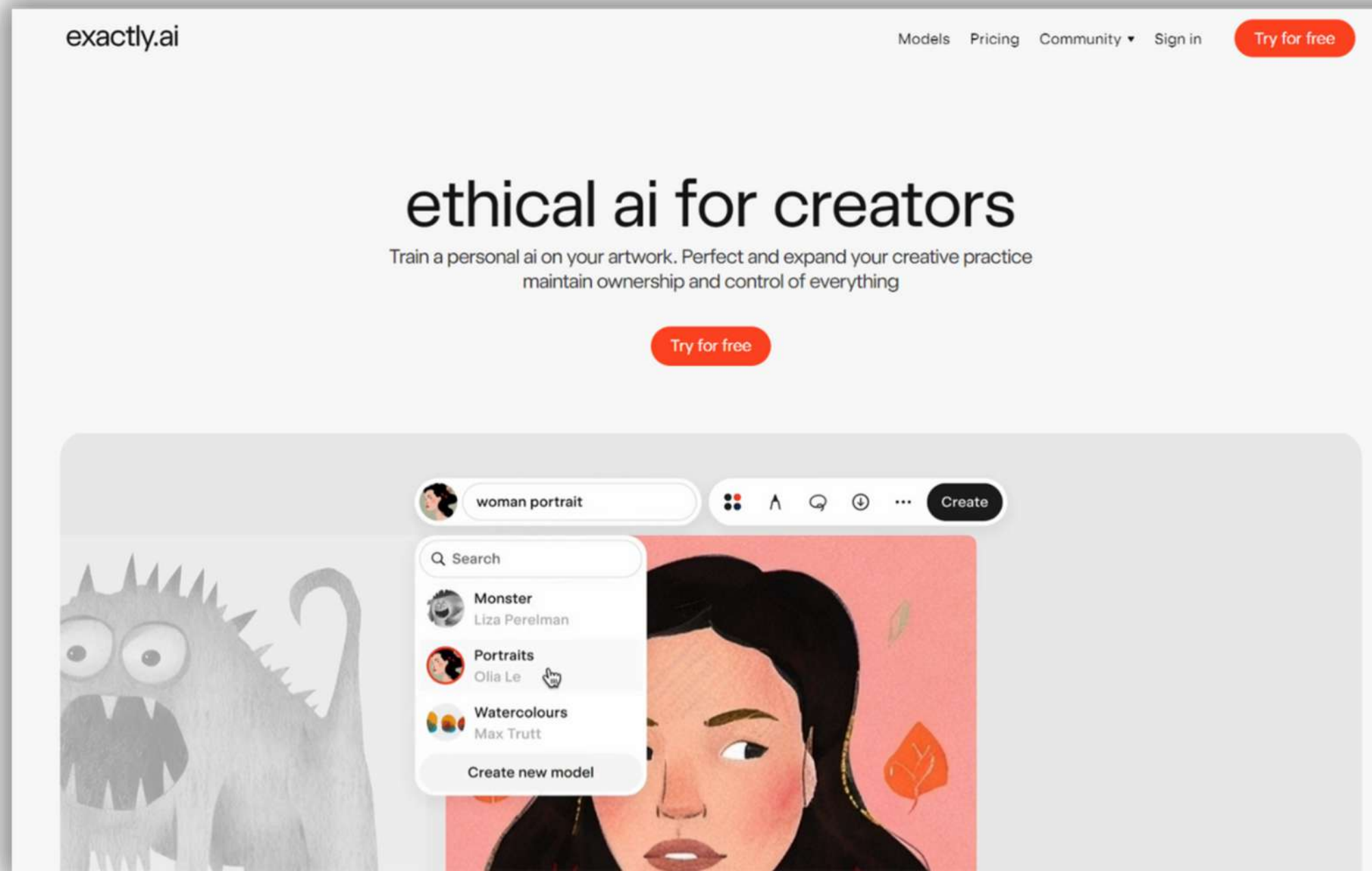
# Data Poisoning





# In my style...

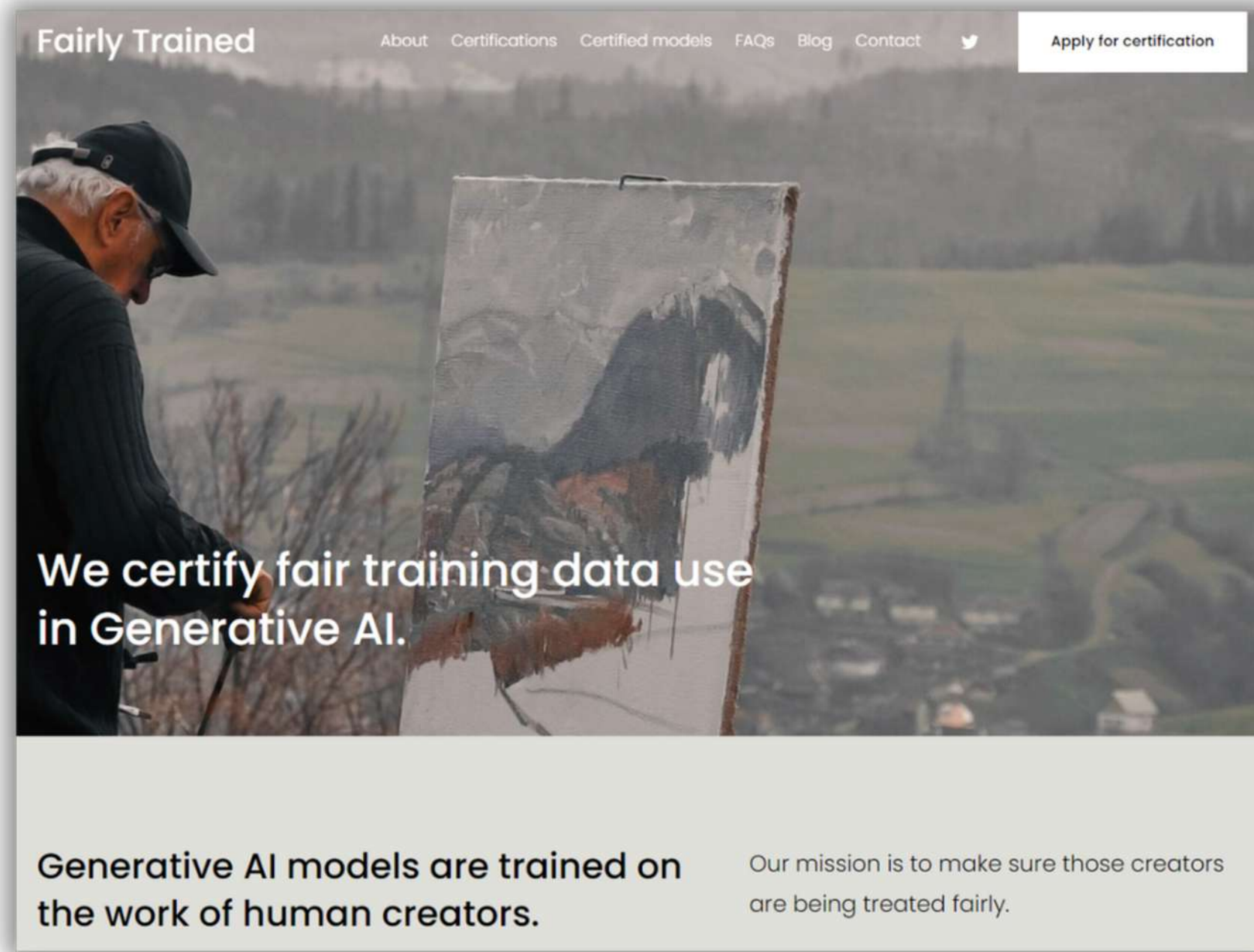
AI image generation in the style of unique creators






# Consent needed

Only trained on images where consent is explicitly granted



The screenshot shows the homepage of 'Fairly Trained'. At the top left is the brand name 'Fairly Trained'. To its right is a navigation menu with links for 'About', 'Certifications', 'Certified models', 'FAQs', 'Blog', and 'Contact', followed by a Twitter icon. On the far right of the navigation bar is a white button with the text 'Apply for certification'. The main visual is a photograph of an elderly man in a dark jacket and cap, seen from the side, painting a landscape on a canvas. The background of the photo is a blurred view of a valley with rolling hills and a small town. Overlaid on the bottom left of the photo is the text 'We certify fair training data use in Generative AI.' Below the photo, there is a light grey section with two columns of text. The left column contains the text 'Generative AI models are trained on the work of human creators.' and the right column contains 'Our mission is to make sure those creators are being treated fairly.'

Fairly Trained

About Certifications Certified models FAQs Blog Contact  [Apply for certification](#)

We certify fair training data use in Generative AI.

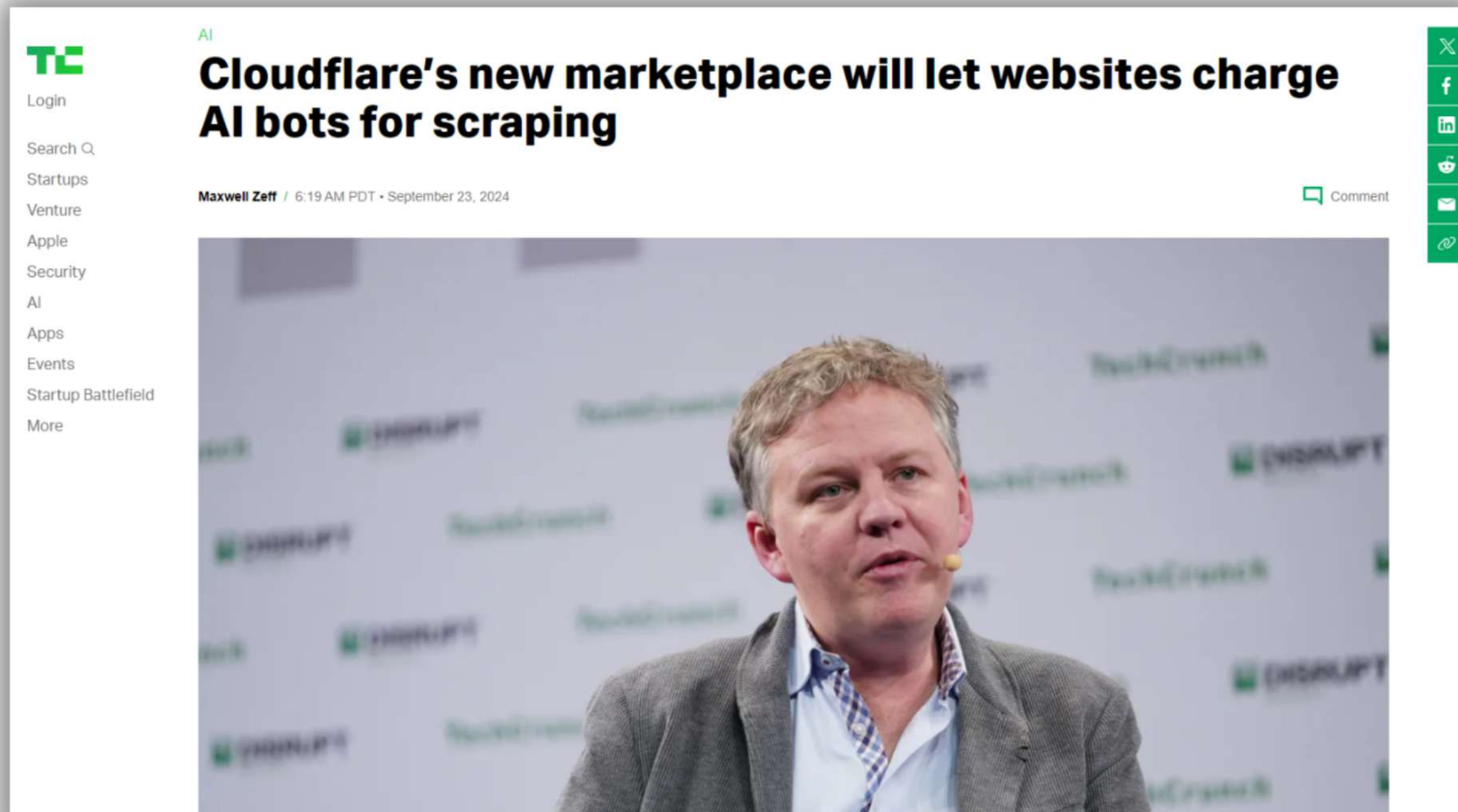
Generative AI models are trained on the work of human creators.

Our mission is to make sure those creators are being treated fairly.



# Scrapping the barrel?

New economics of AI?



The screenshot shows a TechCrunch article page. On the left is a navigation menu with items: Login, Search Q, Startups, Venture, Apple, Security, AI, Apps, Events, Startup Battlefield, and More. The article title is "Cloudflare's new marketplace will let websites charge AI bots for scraping" with a sub-headline "AI". The author is Maxwell Zeff, dated 6:19 AM PDT • September 23, 2024. A "Comment" button is visible. On the right is a vertical social media sharing bar with icons for X, Facebook, Email, Print, and a link icon. The main image shows a man speaking at a podium with a "DISRUPT" backdrop.



# Huge Climate Impact





“We generally trust others until given a reason to do otherwise. However, as the output from large language models and generative AI becomes increasingly indistinguishable from that produced by humans, it’s time to consider a new paradigm: “default to distrust””

SHELLY PALMER



**We should  
aim to be  
trusted  
Sources**



# The Ethical Questions

How can we use this ethically?

**Data  
Privacy**

**False or  
Misinformation**

**Biased  
Responses**

**Black Box  
Problem**

**Legal and  
Copyright**

**Climate  
Impact**



# Collective Intelligence

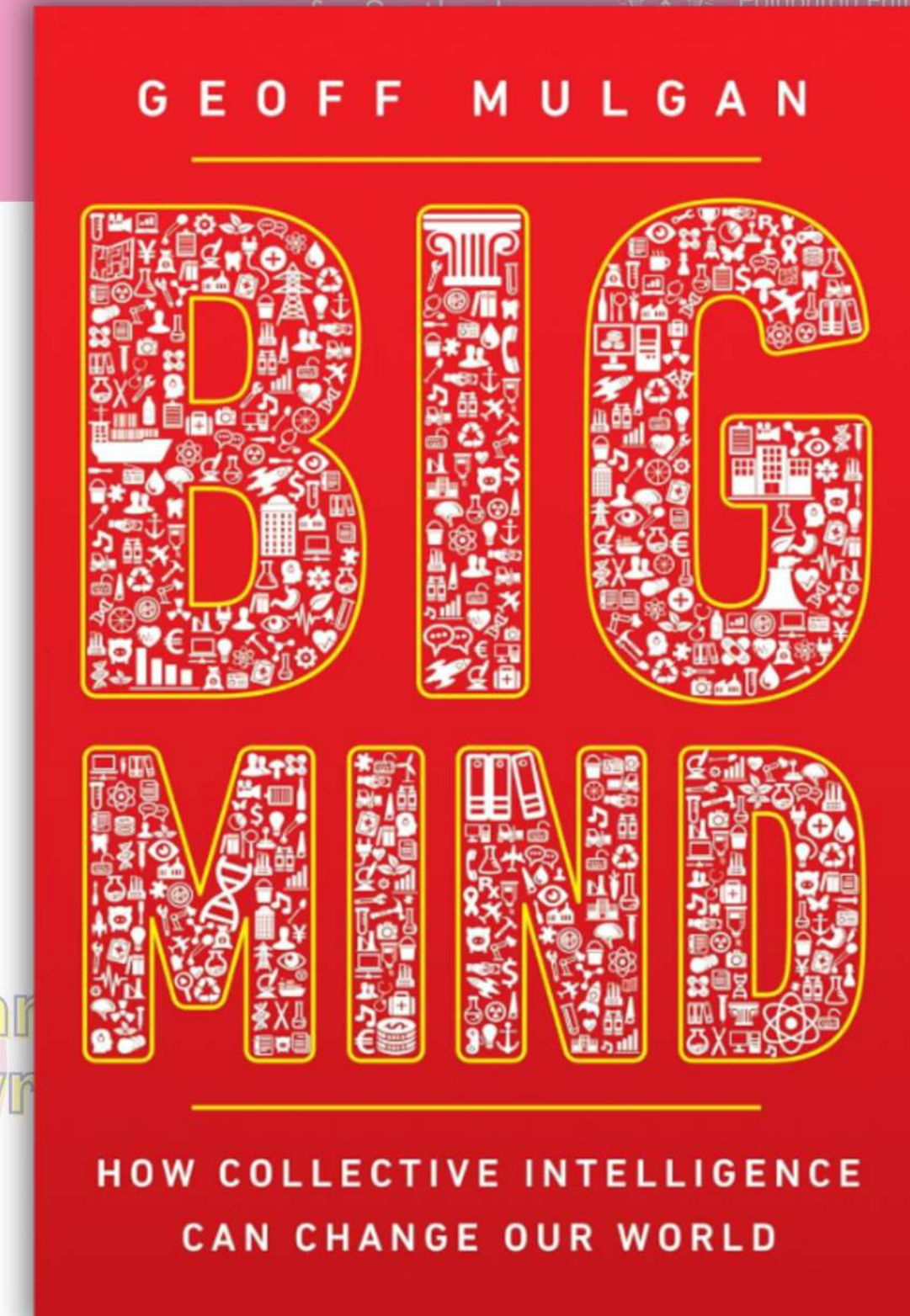
Working with AI

Data  
Privacy

False or  
Misinformation

Black Box  
Problem

Legal and  
Copywr



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# **“FOMO is not a Strategy”**

Rachel Coldicutt, Careful Industries



# When to use AI?



Need a second  
opinion?



Perfect accuracy  
is not expected



Better than  
available human



# Skills for AI Adoption



## Using the 'Tools'

Like Google Gemini, Claude, ChatGPT



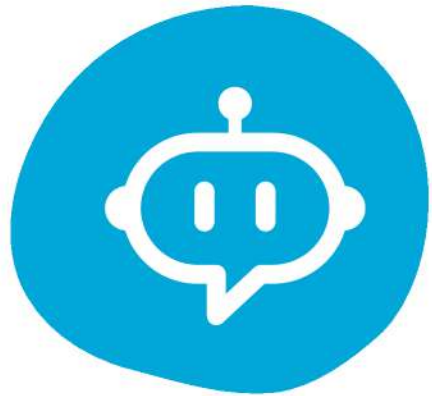
## Buyer & Builder

'Productionise - often using open source models or enterprise AI



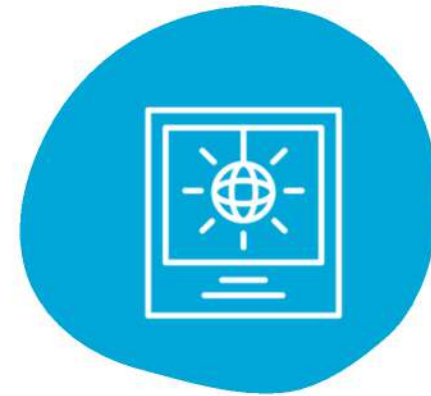
# Easy Starting Points

How to get started?

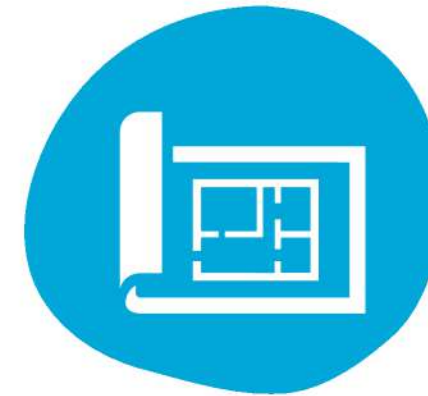


## Internal FAQ Bots

[GPT (OpenAI) or LM  
Notebook or Claude Project]



## Labeling photos for website accessibility



## Give curators and designers access to the tools



## Collaborate with students, startups, academics and with each other!



**“FOMO is not a Strategy”**

**But it's still fun to play!**



# AI Adoption Journey

How should attractions do this?

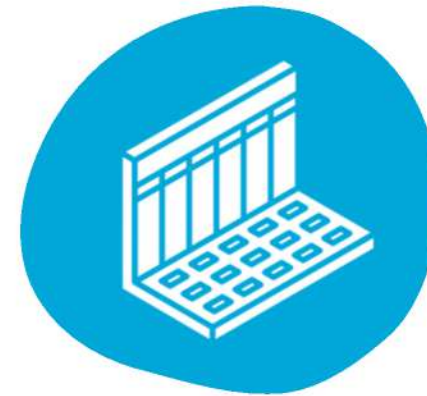


**Consider staff  
dedicated  
to AI**

(If you're big enough to have  
your own IT team)



**Where can you:  
add the most value,  
or save the most time**



**It's all  
about the data that  
underpins it**



**Practical  
Prototyping**





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