Welcome to the artificial future.

Martin Nydegger

Switzerland.

AI generated Fantasia prompted by M. Nydegger

Artificial intelligence explained.

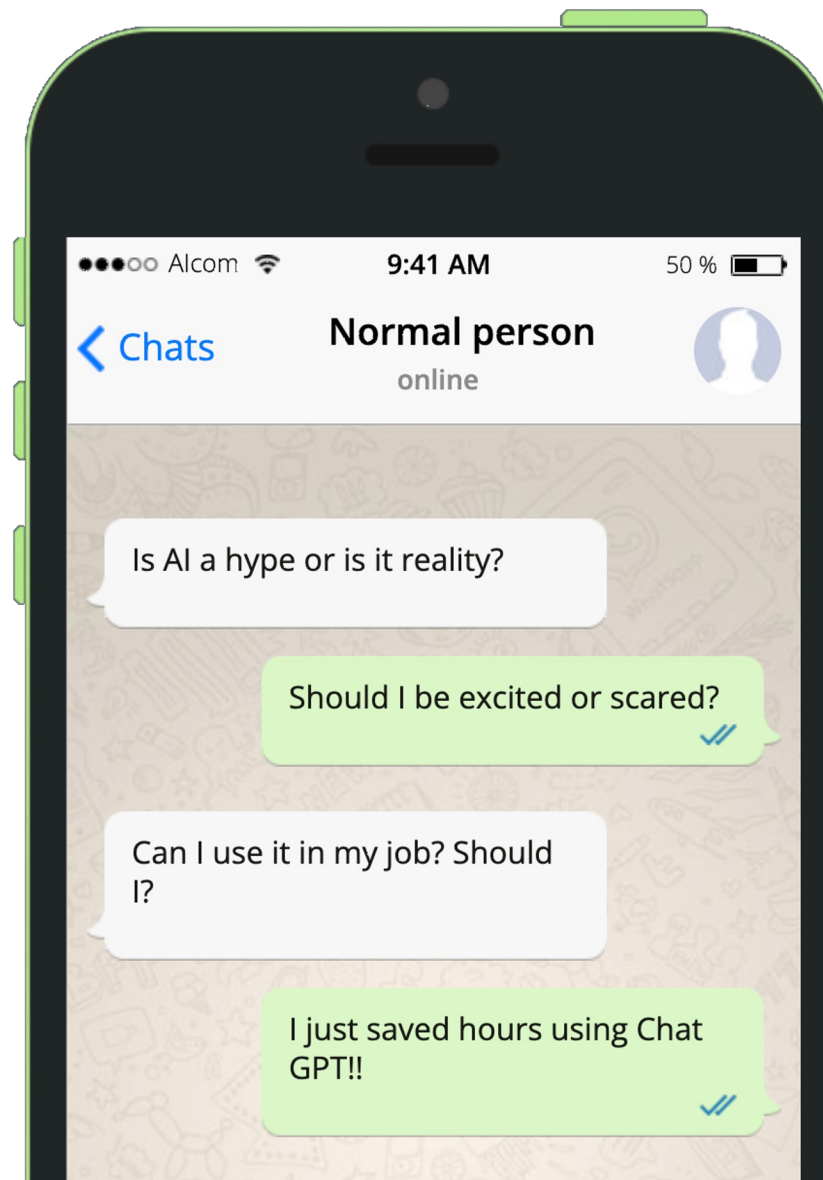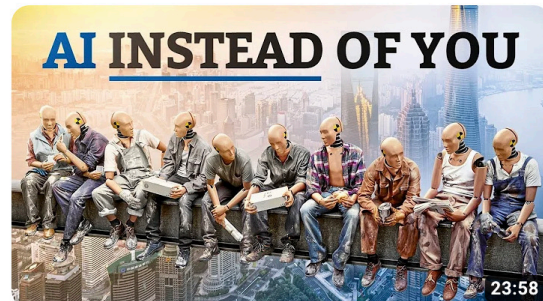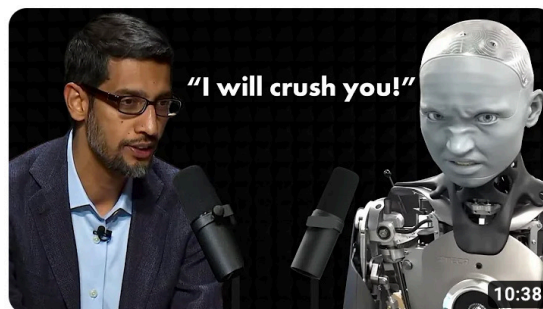Jonas Dischl

Vacation Day 2023

Artificial intelligence (AI) is all the rage today.

Analytical AI: Find patterns/trends and act on it.

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What AI models can do (real life examples)

Reduce food waste by improving cookie production processes.

Decrease ticket processing time in customer service by 30%.

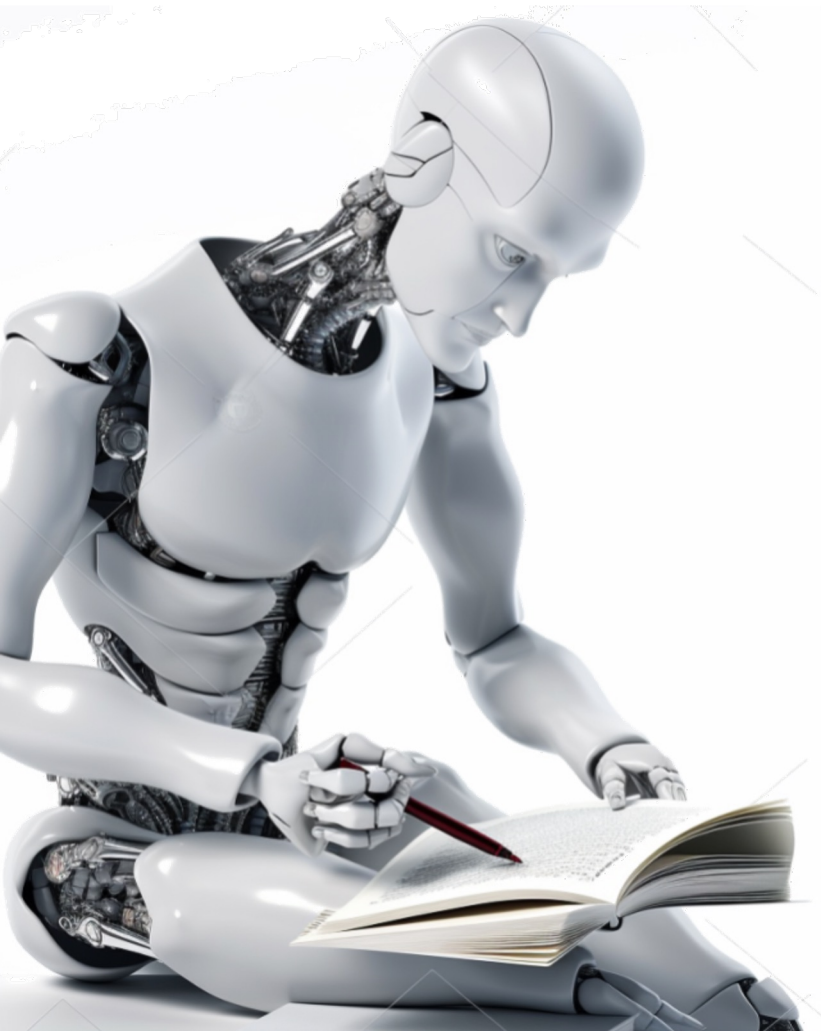**Increase turnover** in a fashion shop by 15% with ai-based pricing strategy.

Automate tax declaration processing to **increase fairness.**

Generative AI: Synthesize new content from learned patterns (models).

What AI tools can do (real life examples)

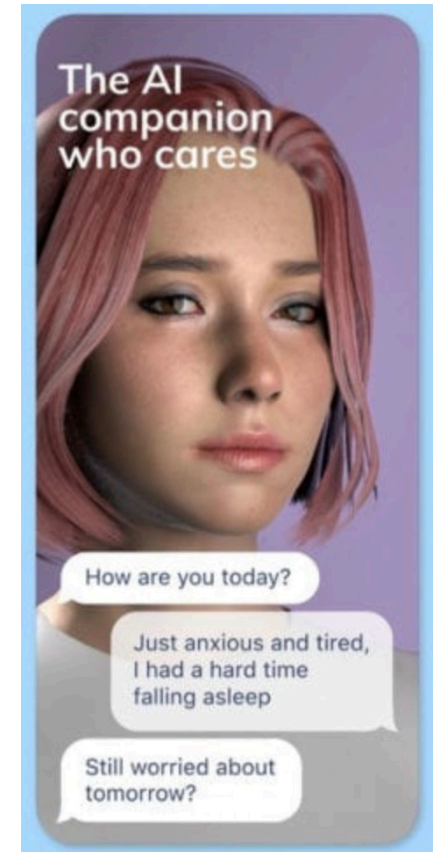**Create illustrations:** Midjourney, Dall-E etc.

Create videos & avatars: Synthesia, Elai.io etc.

Create music & speech: Soundraw, Murf.ai etc.

Create text: Chat GPT, Replika etc.

But also: Answer complex questions, interpret jokes, create floorplans, designs etc.

The AI companion who cares

How are you today?

Just anxious and tired, I had a hard time falling asleep

Still worried about tomorrow?

Why should I care?

Data is one of the most important and valuable assets to **stay competitive**.

Turning your data into insights and value is the **basis for innovation and optimization.**

Generative AI is just getting started and will **disrupt** many industries, jobs and markets.

AI is not human intelligence! Using it naively can lead to huge risks.

AI does not reason like a human, its intelligence is mainly based on co-occurrence.

This makes AI extremely powerful but also potentially very stupid and dangerous when used in the wrong way.

Examples:

- AI passport checker rejects Asian man's application because "eyes are closed"
- Microsoft's twitter chatbot turns anti-feminist and pro-Hitler
- Amazon Alexa starts a party -- and the neighbours call the cops

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What now? Follow these rules and get risk-free superpowers with AI!

Analytical AI
- Work with experienced professionals to get started. Otherwise, you risk investing time and money without getting the value you intended.

Generative AI - You can get started today if you:
- Use it as a creativity and efficiency booster for things you can easily check the quality and sanity of the results yourself.
- Don't use it to search the web or generate texts you cannot cannot fact-check.

Generative AI: How I use it in my daily work.

Generate texts I could also write myself (but slower)
"Write an abstract on the impact of ai on art and architecture"

Generate images to illustrate my presentations
"A photorealistc humanoid AI writing a book"

Research information I can check the quality of
"Provide me with AI Use Cases in Tourism and formulate the added value"

Analytical AI in tourism – Needs.

How can we stay **competitive**?

Foster **guest focus** internally

How do we match **demand and supply**?

Increase marketing **efficiency and effectivity**

At what price do we get the **maximum profit**?

Make better informed **decisions**
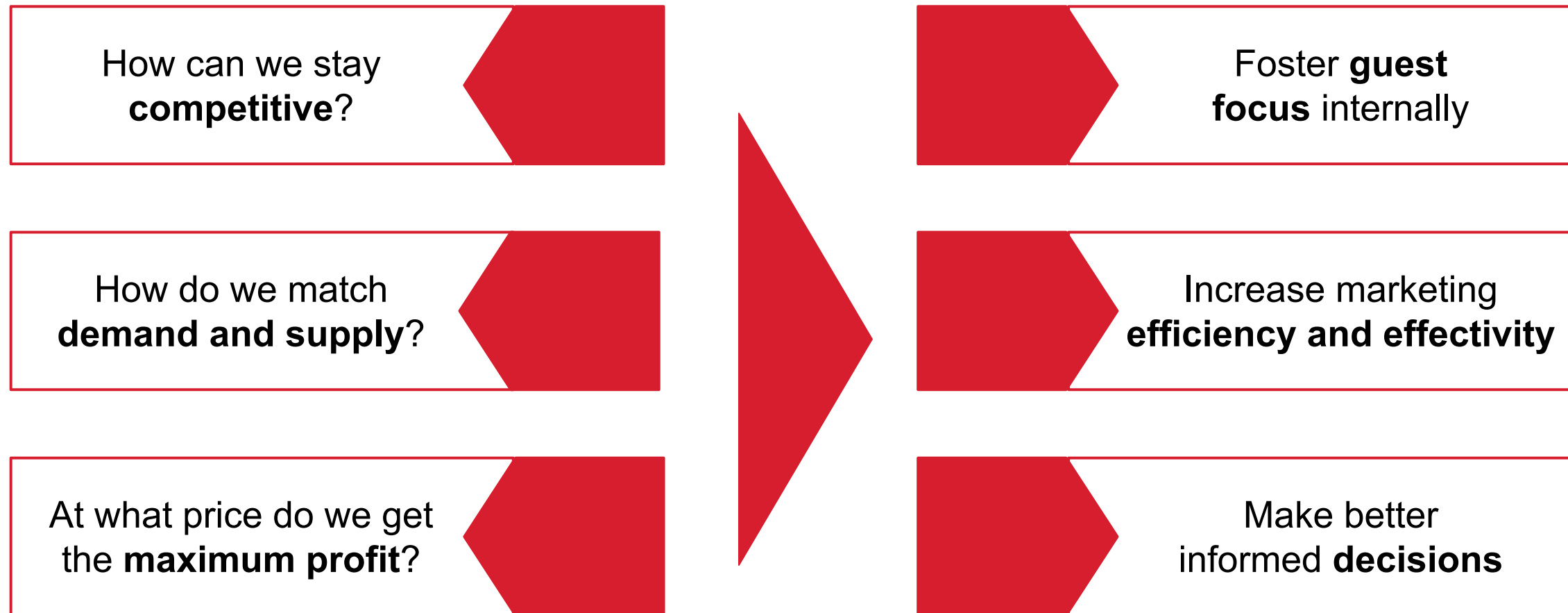
Analytical AI in tourism – Example.

Why? Neural networks make it possible to create and recognize patterns and process information that incorporates random components.

How? Autonomous and dynamic pricing is only possible if vast quantities of data as well as data expertise is available.

What? AI based profit maximization models are better than conventional models.

Smart Pricing

When you turn on Smart Pricing, your nightly prices automatically change based on demand. This is a helpful tool if you want to optimize pricing without constantly monitoring it. You're still the boss, though—so you can set fluctuation limits and customize specific nightly prices in your calendar at any time.

Generative AI in tourism – Needs.

How can **optimize** creation processes?

How do we **surprise** our guests?

How can we become more **efficient**?

Reduce production **costs**

Differentiate from the competition

Be **more productive** as a team

Generative AI in tourism – Example.

Why? AI-powered generative tools can help us automate mundane tasks, freeing up more time for us to focus on more creative tasks. Also, AI can help us find new ways to solve problems.

How? Be curious. Apply "Trial and Error. Share with your peers.

What? Dall-E, ChatGPT, Deepl, D-ID, etc. and their use for tourism topics.

[your brand]

THERE'S AN AI FOR THAT

2,829 AIs for **649** tasks. Updated daily. Sponsored by ChatGPT Website Builder

New

Find AIs using AI

🎉 Used by over 500,000 humans 🎉

Found this useful? Bookmark and share! Have an idea for an AI? We'll build it and launch it for you.

🔍 ⚙️ New 〰️ Timeline ⭐ Get featured ✉️ Subscribe ⬇️

✦ Vacation planning   🕐 01 Jan 2023

AI Trip Planner

Generated travel itineraries.

Use case
Vacation planning

vacation   trip   plan   *Free + paid*

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Companies – including those in the tourism industry – need to have both analytical AI and generative AI on their radar.

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You need to start developing a strategy today to take advantage of AI's current capabilities and its future potential.

Above all: Applied AI helps to increase customer centricity within a company.

Artificial intelligence at ST – Step 1: Leverage data to understand guests.

Brands today are confronted with an **omnichannel reality**.

Customer journeys are becoming increasingly **complex**.

Use data **to learn more about your guests**.

Guests are in the centre of all company activities.

Houlind, Rasmus (2019): Make It All About Me: Leveraging Omnichannel and AI for Marketing Success.

Artificial intelligence at ST – Step 2:
Talk about data and harmonise if possible.

- Foster **data transparency** – everyone should understand, where data is collected and stored.
- Talk about data (storage) **infrastructure**. Respect GDPR.
- Build (internal or external) **resources and processes.**

Management summary
How does tourism perform from a top-level perspective?

Overnights monthly
How do the monthly overnights in Switzerland develop?

Overnights distribution
How are the hotel overnights distributed in Switzerland?

Overnights e-domizil
How do the overnights in holiday homes in Switzerland develop?

Swisstainable
How does the Swisstainable programme develop?

Flights
How do flight bookings to Switzerland develop?

Length of stay
How long do guests stay in Switzerland?

Business meetings
How do the business events acquired by SCIB perform?

Consumption
How does the e-payment volume in Swiss hotels develop?

Infation rate

Tourism objectives

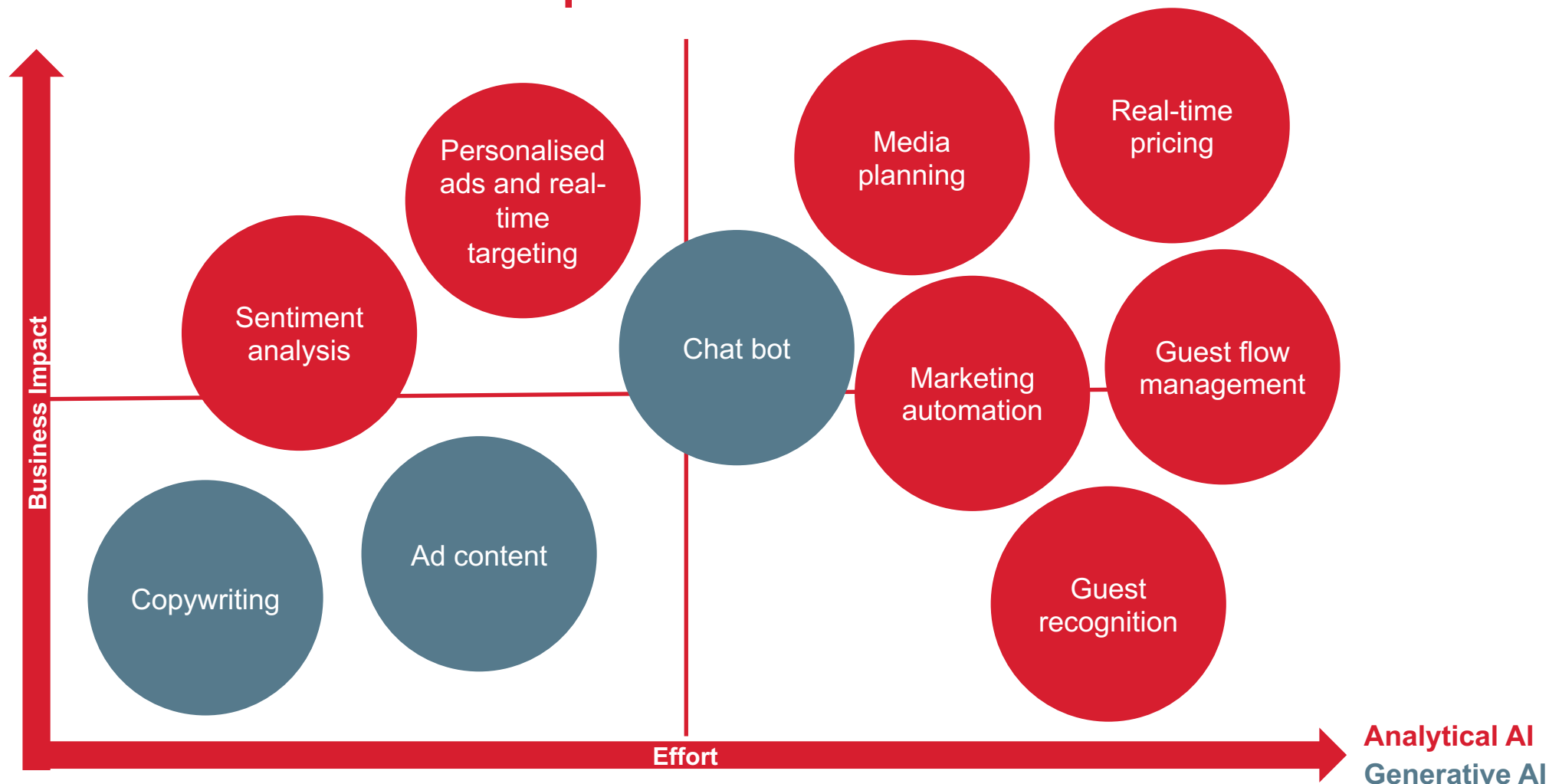**Global market conditions**

TMS
How are our guests characterized?

+ Real-time collection & harmonization of marketing platform data
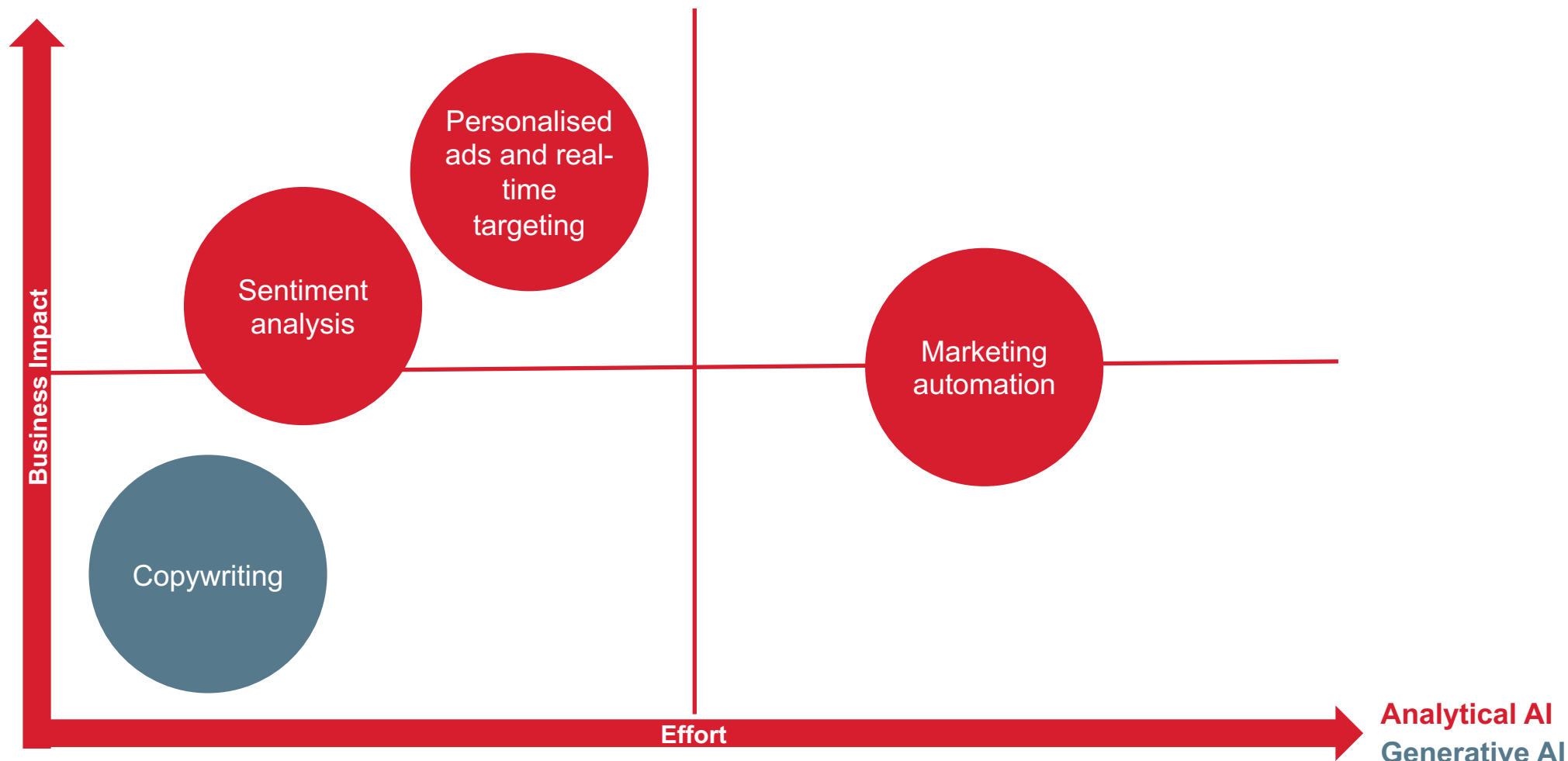
+ Frequent know-how exchange across teams

Artificial intelligence at ST – Step 3: Create a roadmap for use cases.

One last thing.

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Use the know-how of our ST experts (workshops, syncs etc.) and don't hesitate to contact Natalie or Dominic.

Buy-in to our ST yearly campaigns and profit from our marketing know-how.

Share proactively your experience with us and the whole industry.

Stay curious.

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Dall-E prompted by D. Stöcklin