



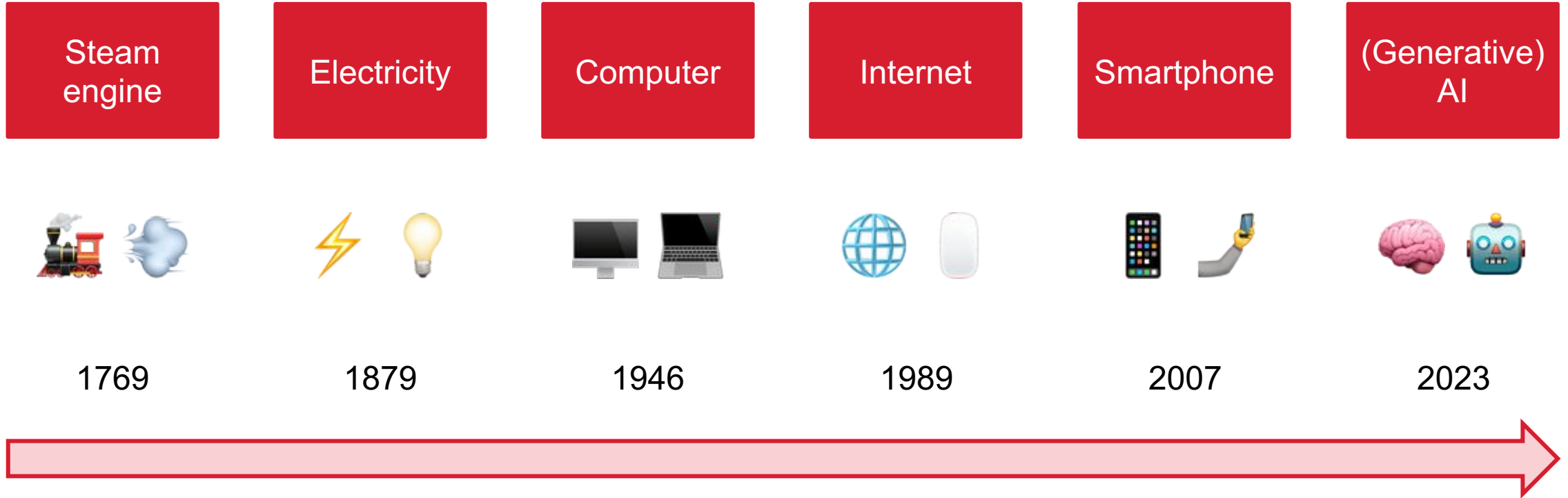
Schweiz.



Switzerland.

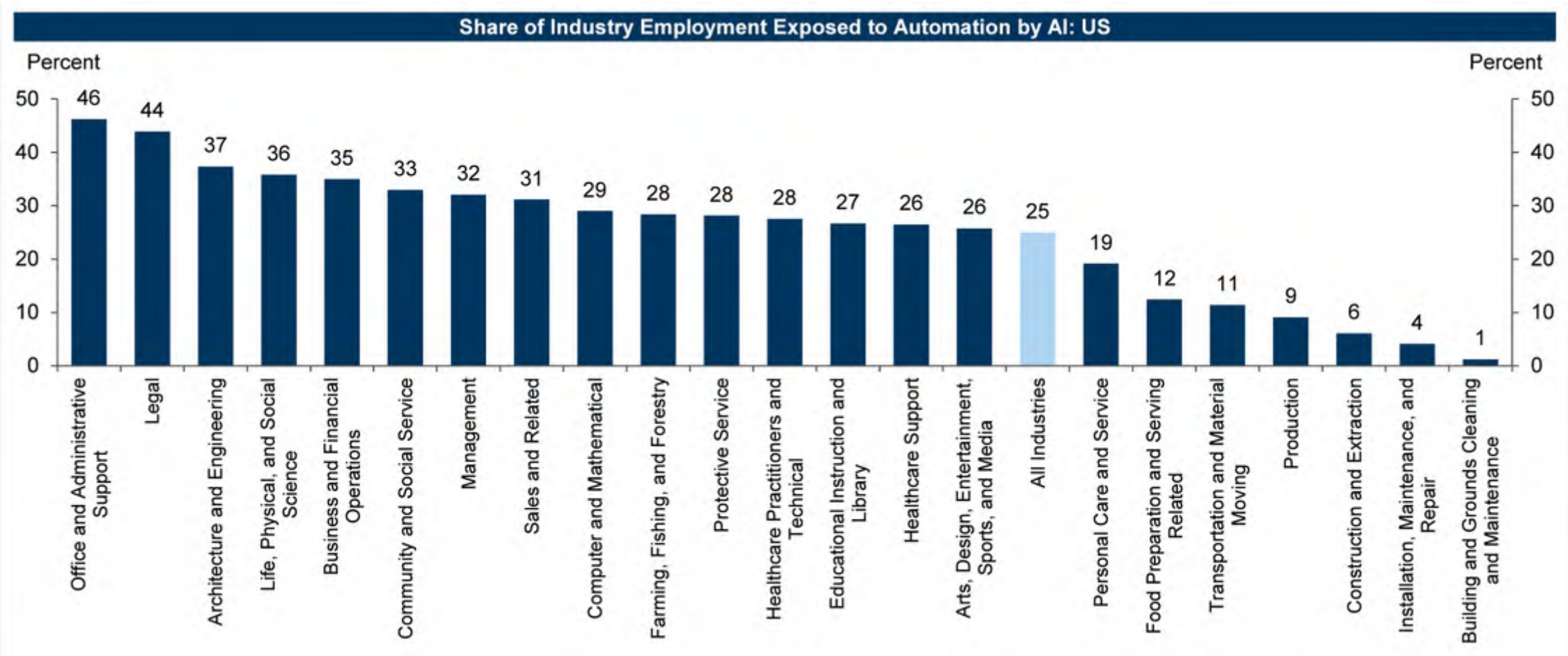
Switzerland Tourism: The Transformative Power of Artificial Intelligence (AI)

AI is becoming the next enabling technology.





Is a job revolution coming with AI?



Quelle: Goldman Sachs (2023)



Switzerland.

Is a job revolution coming with AI?

1964



1978



2016



2023

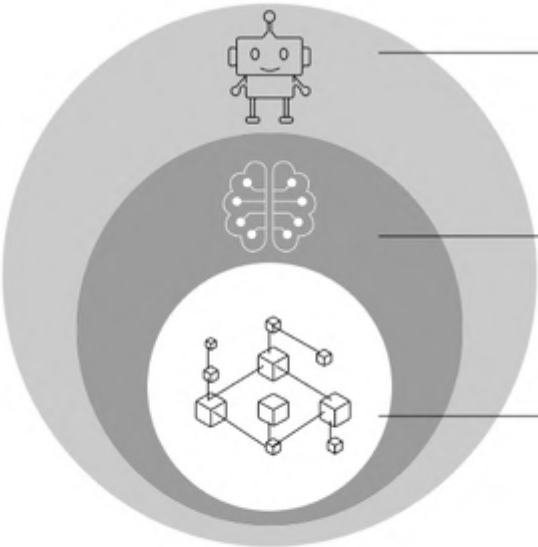




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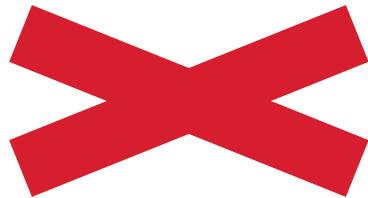
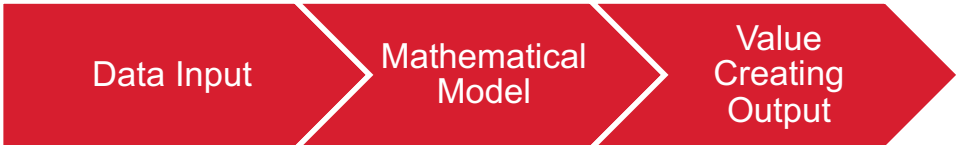
Important note 1: Artificial intelligence isn't human intelligence.

DEFINITIONS AND DIFFERENCES



- Artificial Intelligence**
Computers that can imitate human intellect and behavior.
- Machine Learning**
Statistical algorithms that enable AI implementation through data.
- Deep Learning**
Subset of machine learning which follows neural networking.

MENTALSTACK





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Important note 2: AI isn't a Swiss army knife.

“AI is the **automation of forecasting**. The final decision is still largely made by humans (human in the loop, not fully automated).”

Marc Holitscher, NTO, Microsoft

“Artificial intelligence is a **tool**, not a threat.”

Rodney Brooks, PhD

From 0 to average in 1 second.

Question:
How does ST make use of
this potential?

Response:
Clear vision.
Cross-departmental.
Inside-out approach.
Long-term.



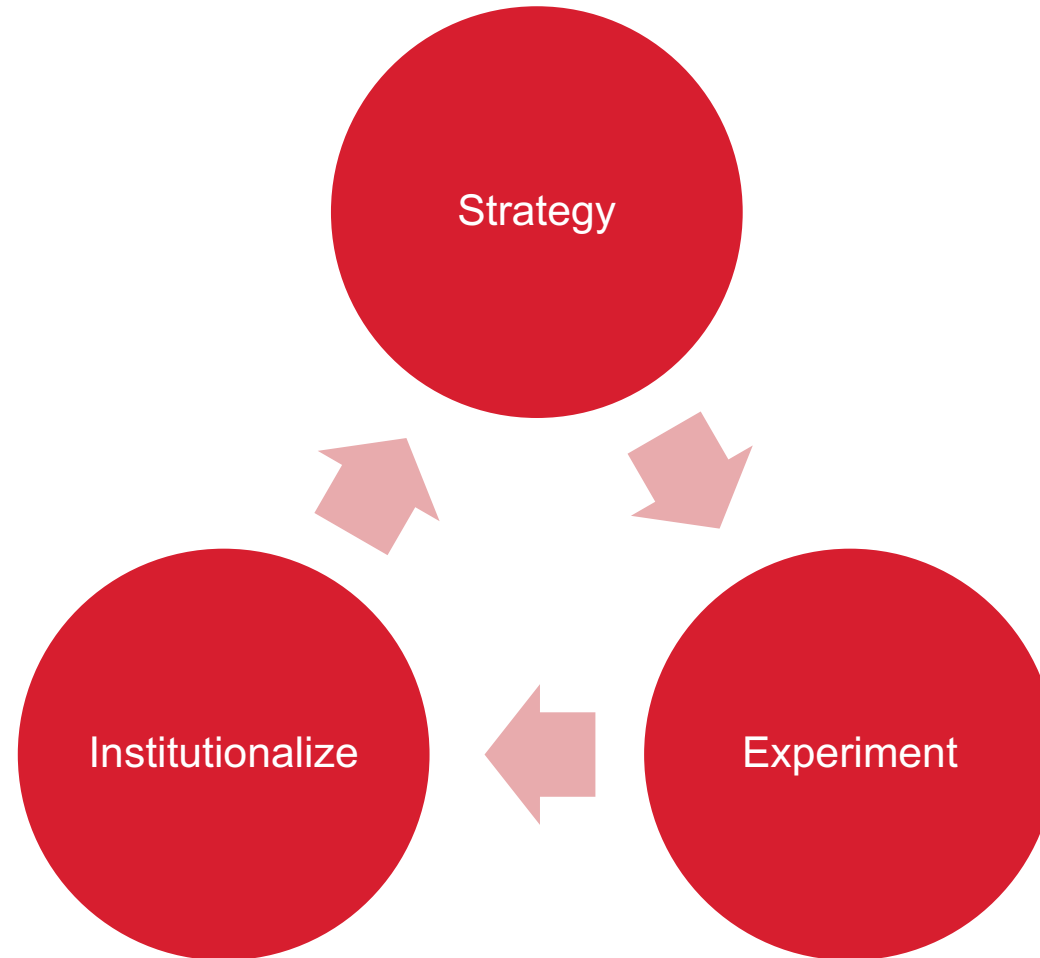
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Our plan.



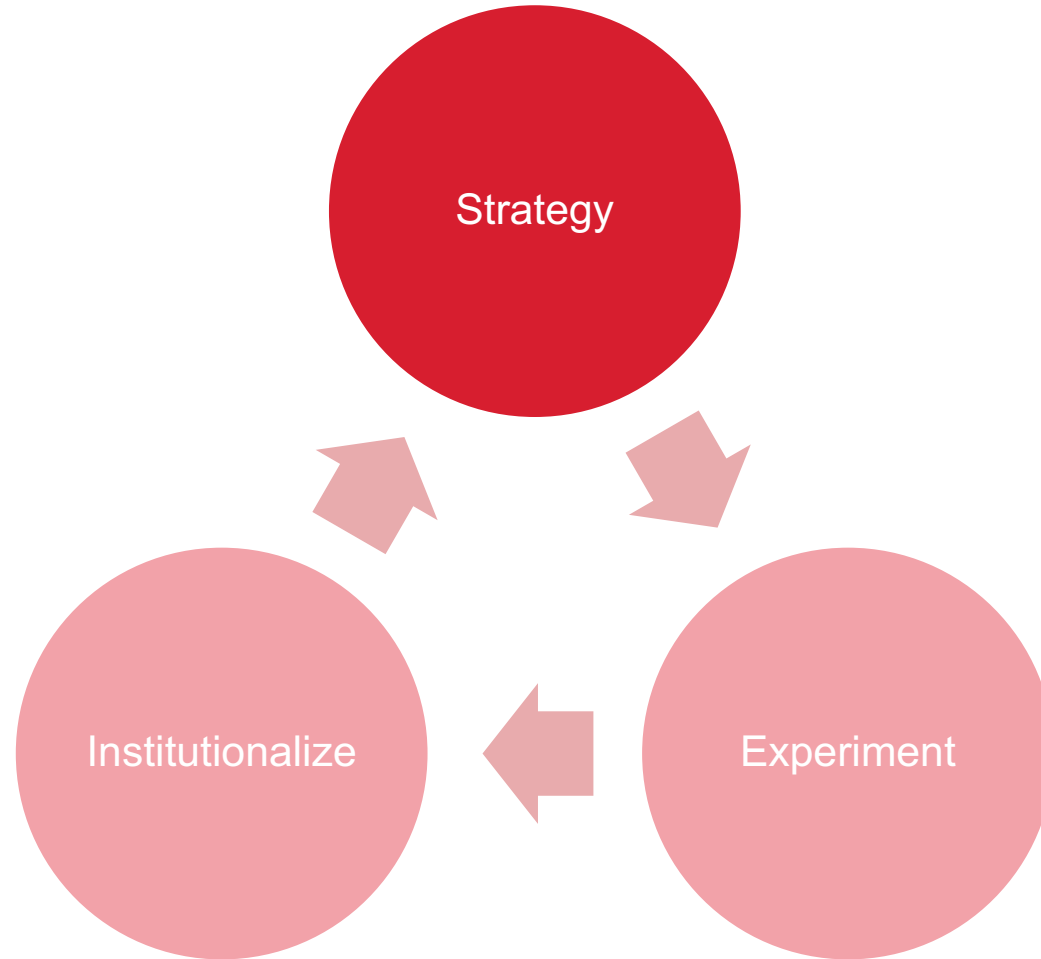
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Our plan: Strategy.



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AI-Strategy.

8x Pillars.

Opportunities

Innovative Partnerships | AI-Driven Marketing |
Efficiency, Effectiveness, Engagement

Threats

Rapid change |
Dependency on external vendors | Disruptive competition

Strengths

Digital Expertise
First Leanings
Interdisciplinary & Agile
Tourism network

Partnerships: Develop and implement solutions with leading technology partners and innovative start-ups. Establish long-term "innovation partnerships". Involve ST partners.

Flagships: Developing and successfully launching flagships. Establish technological and practical standards for ST, partners, guests and the industry.

Security: Ensure that the latest data protection standards are implemented. Focus on state-of-the-art security measures and technologies. Establish clear policy and no-goes.

Agility: Mastering development through speed and adaptability. Establish a Test & Learn culture. Put organizational needs & added value at the center.



Weaknesses

Global/Decentralised
Isolated Initiatives
Data silos
Old databases
No data strategy
Limited resources

Synergies & efficiency: Ensure lean tool landscape and central information/communication platforms across all offices and departments.

Data & Systems: Break down data silos (data lake). Renew database. Develop new external data sources. Harmonize internal data collection globally.

Knowledge & Skills: Invest in internal expertise for long-term success. Identify/train AI experts/super users. Institutionalize training & empower stakeholders.

Leadership: Drive AI initiative through interdisciplinary core team. Allocation of strategic financial reserves to AI initiative (overall company and departments/markets).



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In an interdisciplinary project, ST aims to unlock the potential of Artificial Intelligence (AI).

ST



Unlock AI potentials for activities and processes within ST

Partners



Unlock AI potentials in the collaboration with partners

Guests



Unlock AI potentials in touch-points with guests

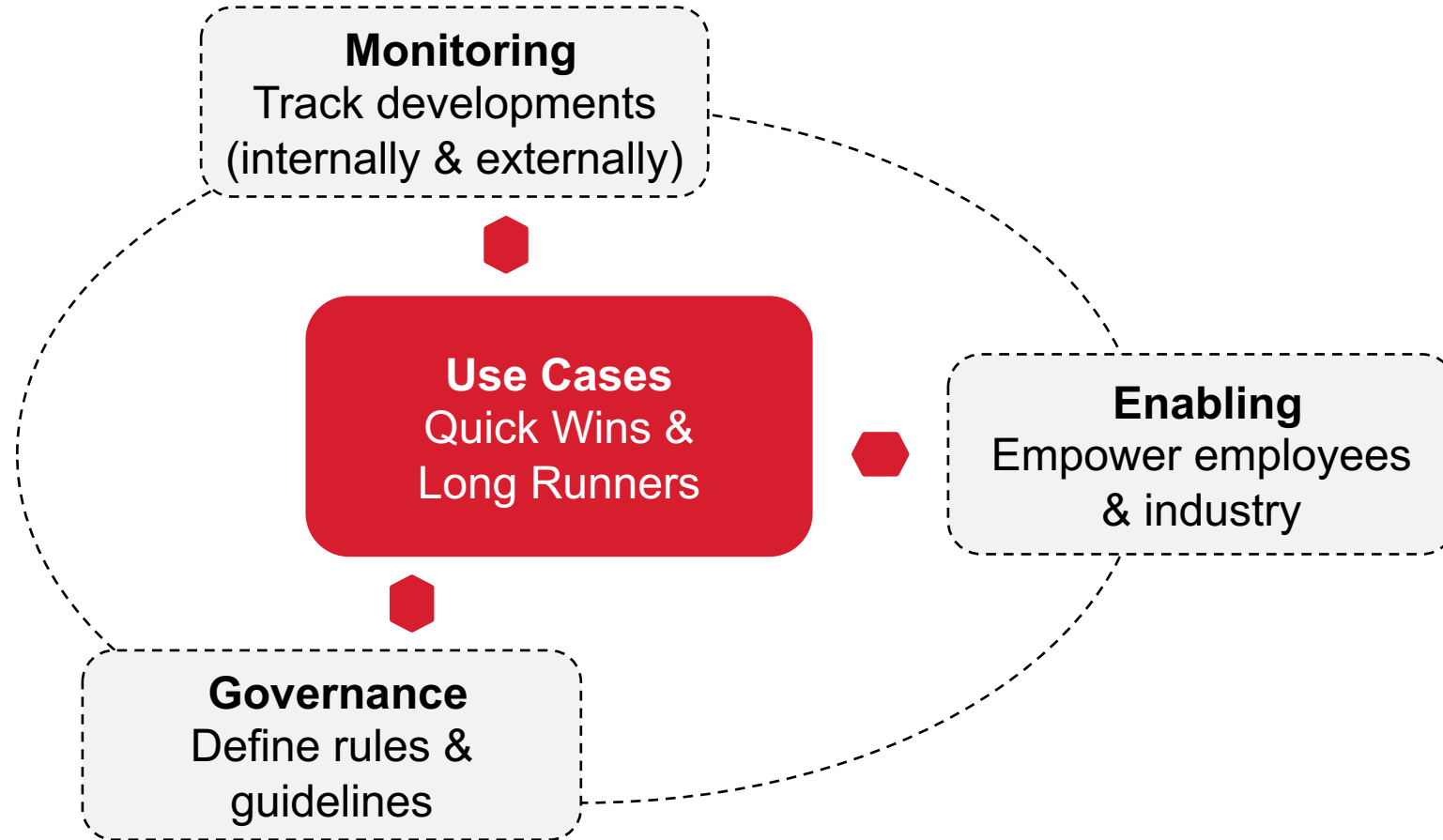
Industry



Help the industry to unlock AI potentials by providing information and guidance



The AI adoption follows four workstreams,...





... and is led by an interdisciplinary organisation.

Sounding Board: Viviane Grobet, Jörg Krebs, Dominic Stöcklin, Stefan Künzle
(Function: Provide feedback, offer perspective, ask critical questions)

Project team: Andreas Freimann, Charlotte Salewski, Natalie Schönbächler, Estefan Justo, Daniel Zuber
(Function: Steering and coordinating of workstreams)

**Use
Cases**

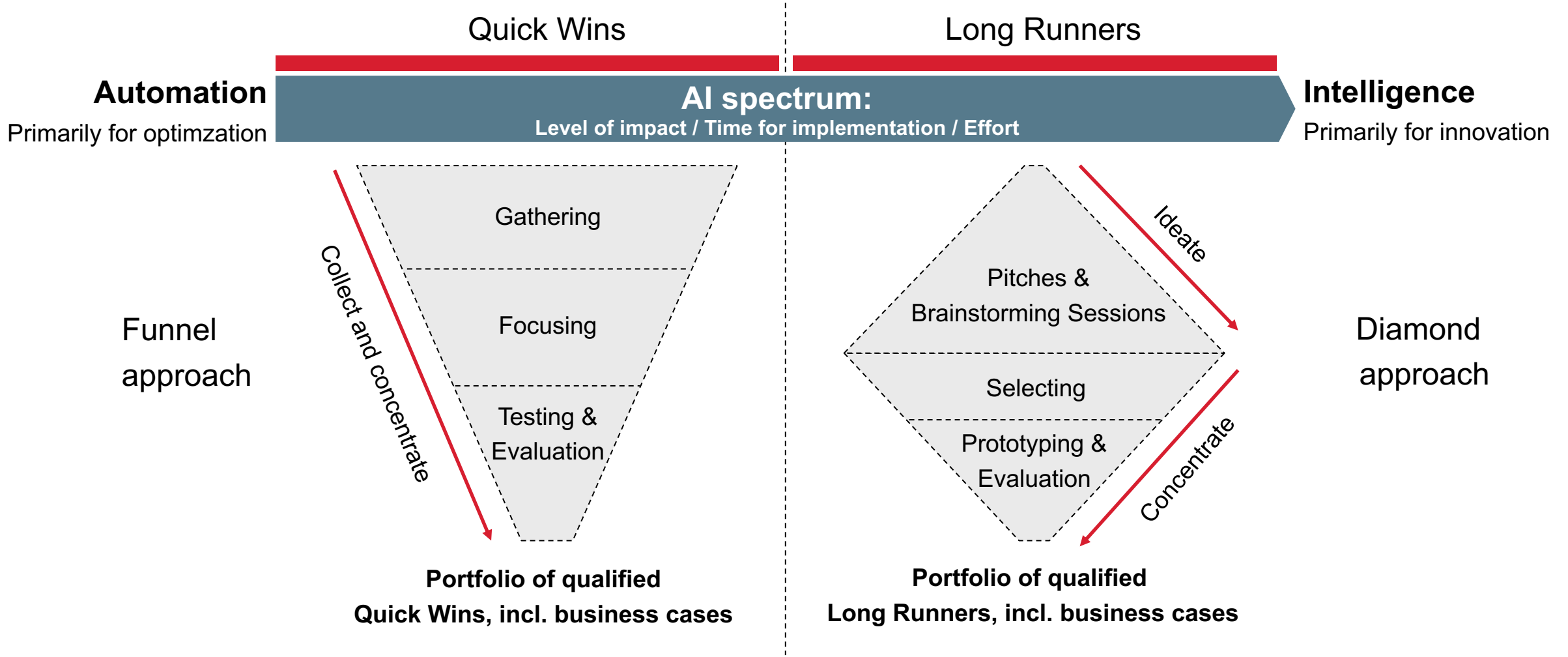
Monitoring, Enabling & Governance

ST employees, external experts & providers
with the guidance of the project team

Project team



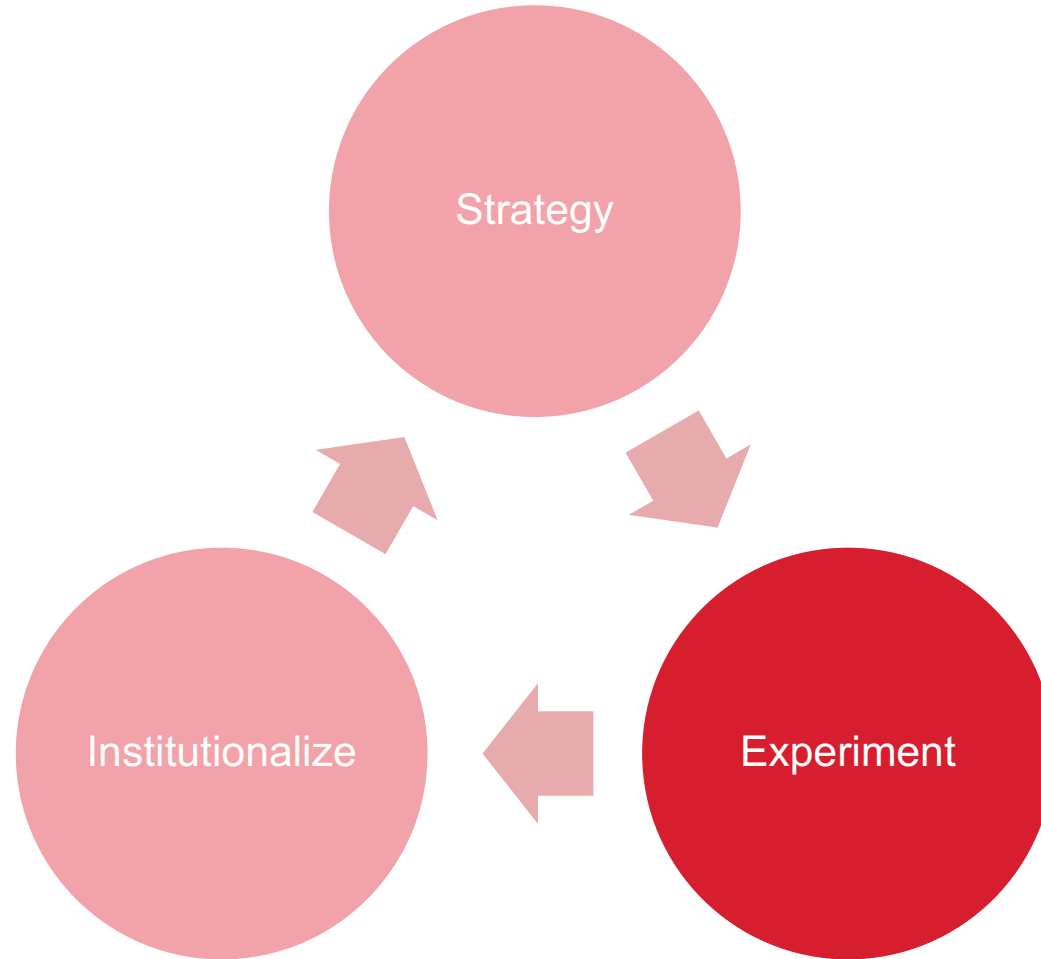
Different use case approaches are applied along the AI spectrum.



Our plan: Experiment.



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Our Goals.

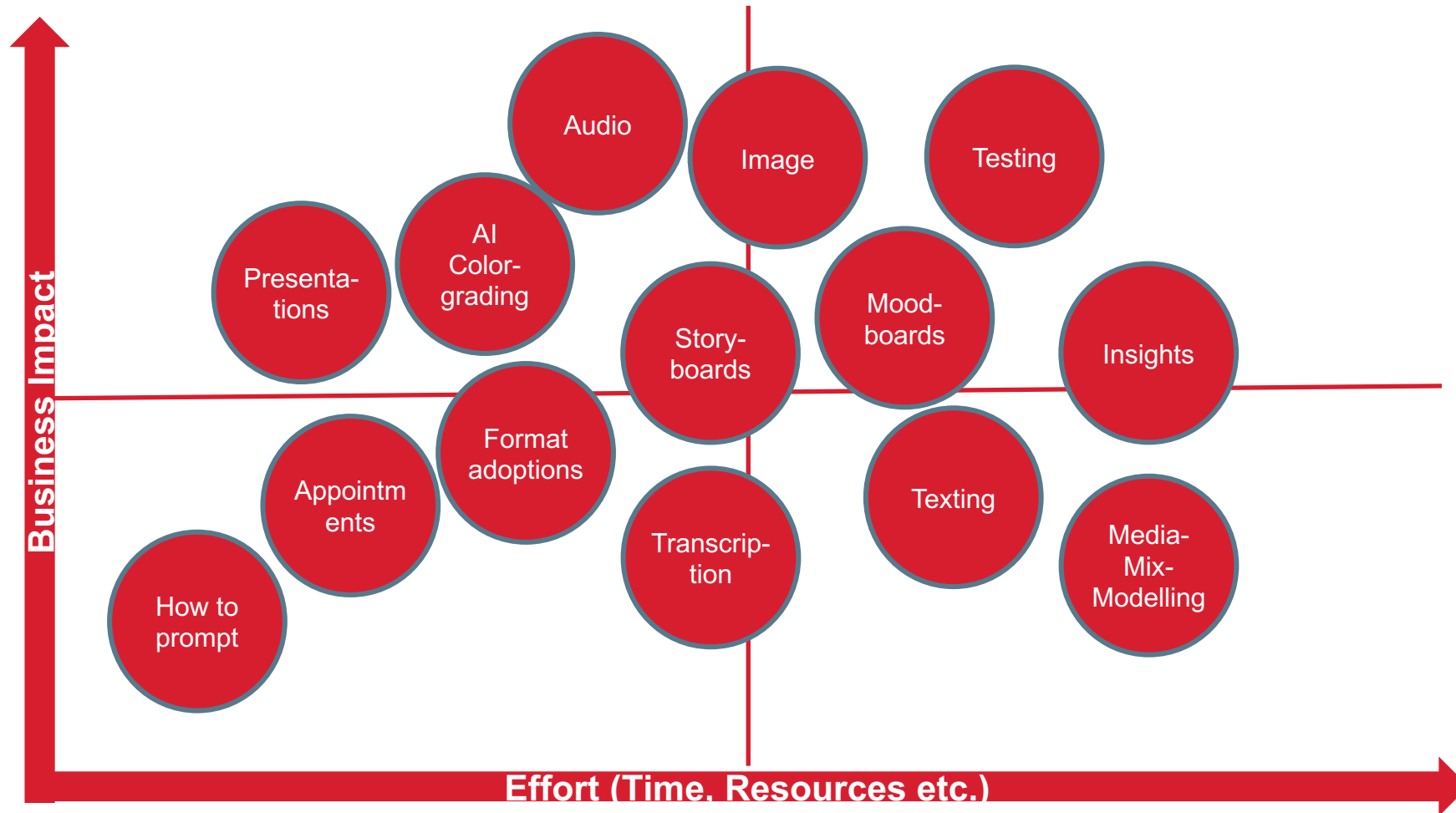
- We want to optimize our processes through technology.
- We want to drive "upskilling" internally.
- We want to test.



- Have more time for creative ideas.
- More time for our partners.
- Picking up our guests better and at all touchpoints.



ST Marketing Use Cases.



Persona-Bot.

- **Goal**

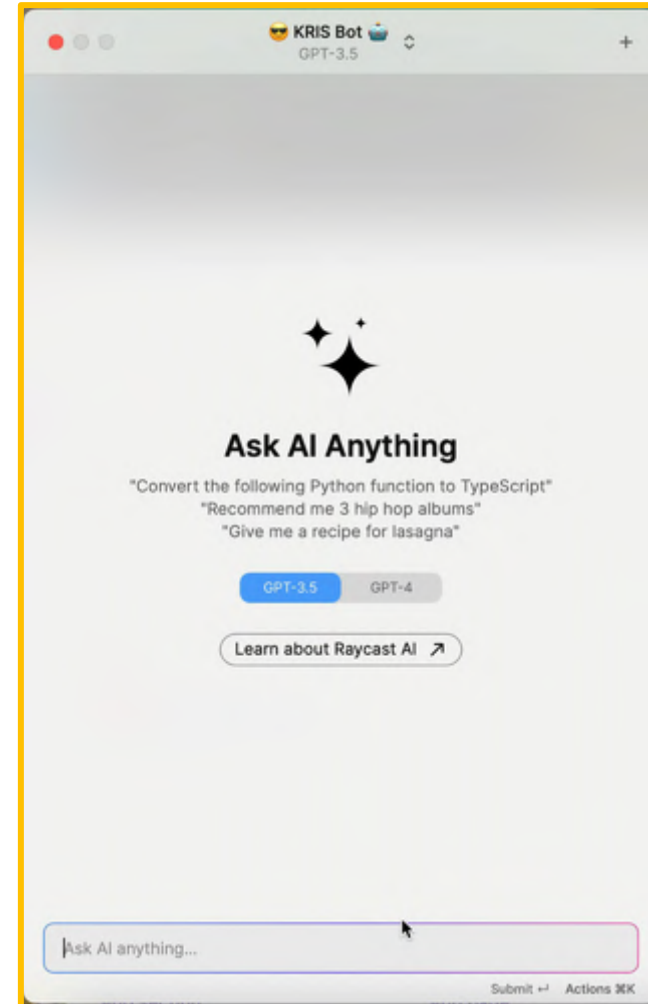
Based on the ST Persona market research data, there is a bot which makes comparisons easier and gives creative inputs.

- **Tool / Partner**

Own bot for research purposes and inspiration, connection to ChatGPT.

- **Result**

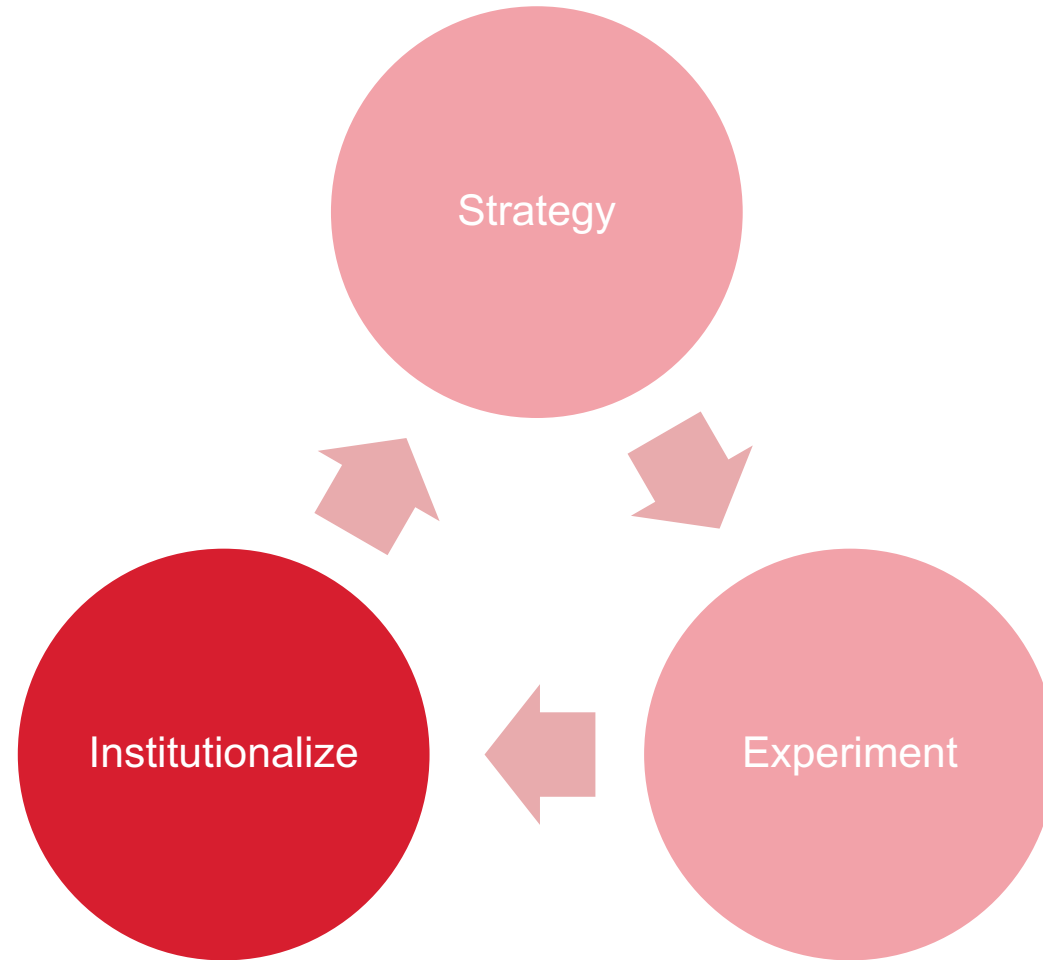
Pilot project which has met with great interest internally.



Our plan.



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Timeline.



Schweiz.





What have we learned so far?

- **Intrinsic motivation**

Bottom-up development, in 16 hours teammates bring top results.

- **Trust**

Dilemma "potential of technology (95% recognize this)" vs. "Take action yourself (55% feel ready)".

- **Budgeting**

Wild Wild West in tool landscape - it needs some test months and license trials.

- **Information**

Invest 30 minutes daily to read AI updates.

- **Learn from each other**

Share and gather information inside and outside the company.



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Stay curious.

Danke. Merci. Grazie. Grazia.