

# Rethinking Travel: The Revolutionary Impact of AI on Tourism

Mirko Lalli, Founder & CEO The Data Appeal Company

HELLO! I'M HERE TO HELP YOU. PLEASE FEEL  
FREE TO SAY WHATEVER'S ON YOUR MIND.  
I WILL KEEP OUR CONVERSATION IN STRICT  
CONFIDENCE.

SO TELL ME ABOUT YOUR PROBLEMS.

—

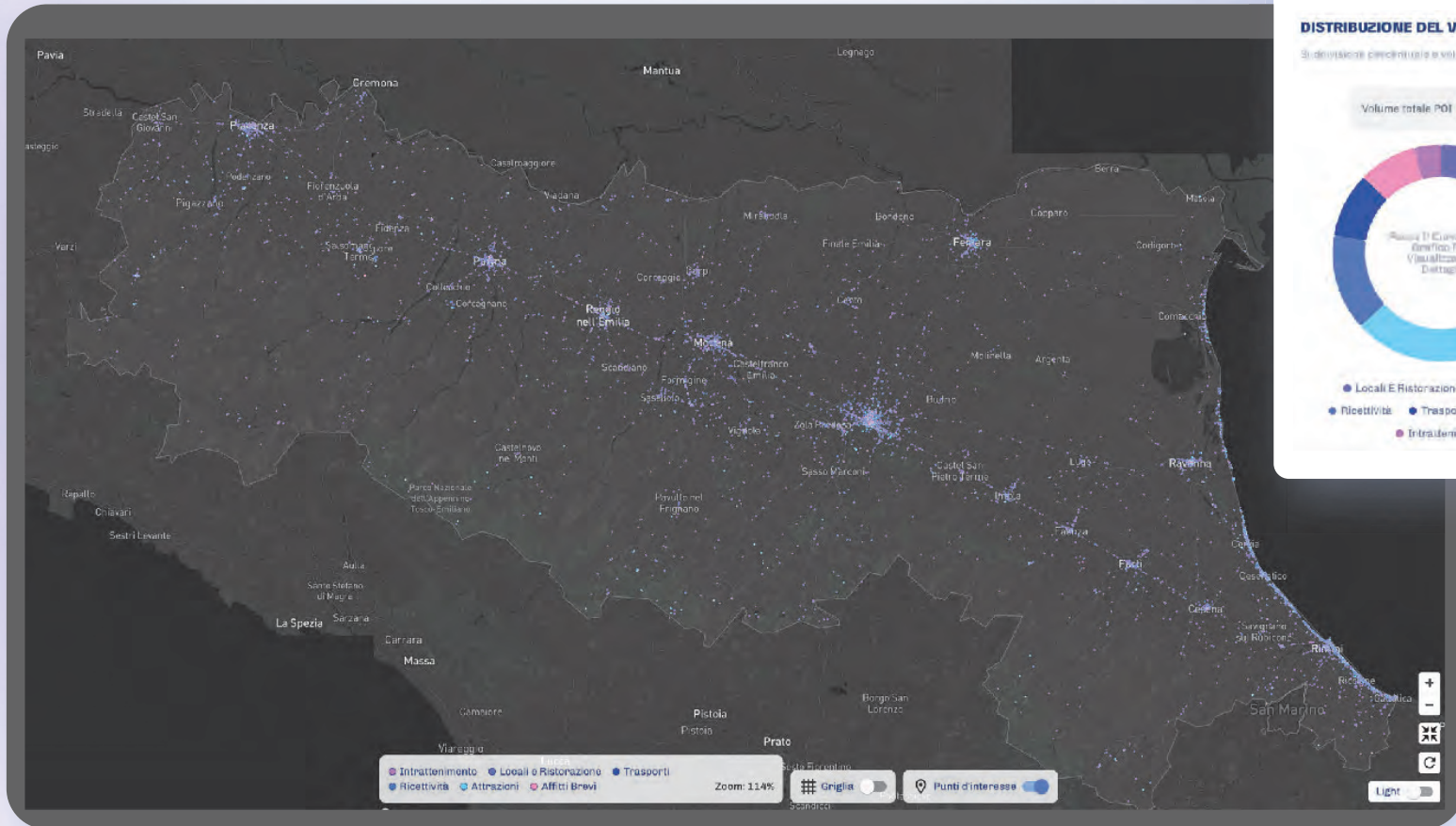


# TRAVEL APPEAL # Artificial Intelligence for the Travel Industry



# Emilia Romagna

 Gennaio 2023 - Dicembre 2023






## DISTRIBUZIONE DEL VOLUME DEI POI DA INDUSTRIE SELEZIONATE

Si evidenziano precipuamente a volume totale sui POI rispetto alle industrie selezionate

Volume totale POI **61,5k**



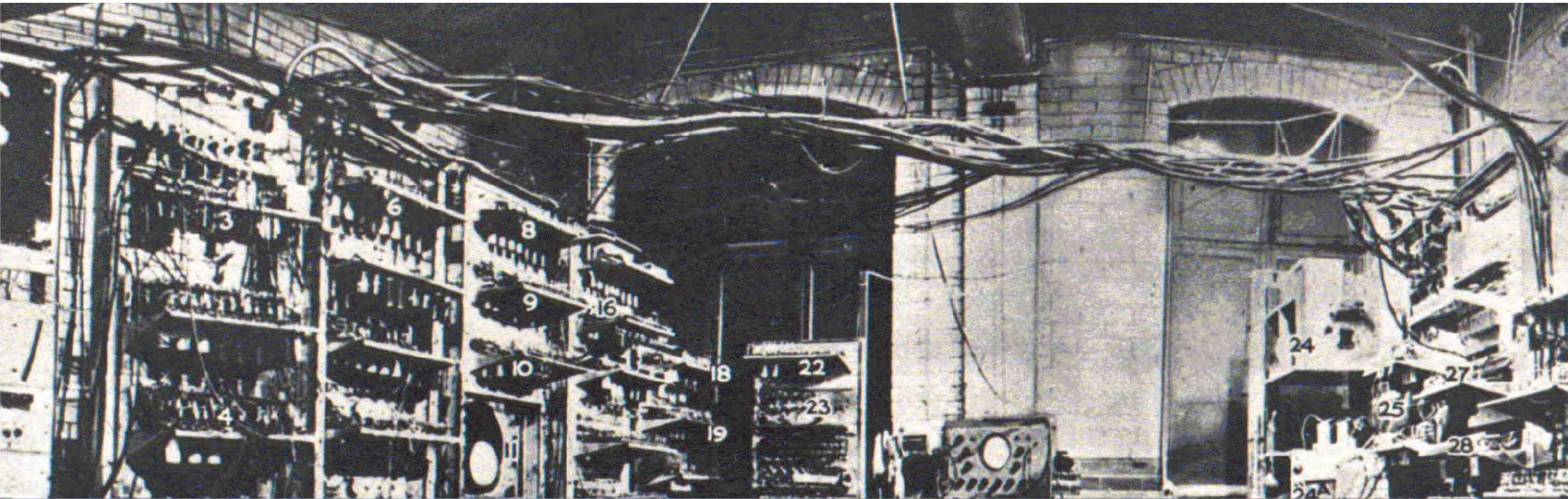
● Locali e Ristorazione ● Attrazioni  
● Ricettività ● Trasporti ● Affitti Brevi  
● Intrattenimento

	Distribuzione POI	Volume POI	Sentiment
 Locali e Ristorazione	44,1%	27,1k	86,6/100
 Attrazioni	19,2%	11,8k	90,7/100
 Ricettività	14,3%	8,8k	84,4/100
 Trasporti	9,8%	6,0k	78,4/100
 Affitti Brevi	8,7%	5,3k	89,4/100
 Intrattenimento	4,0%	2,5k	85,4/100



«Il futuro è già qui, solo che non è equamente distribuito»

William Gibson

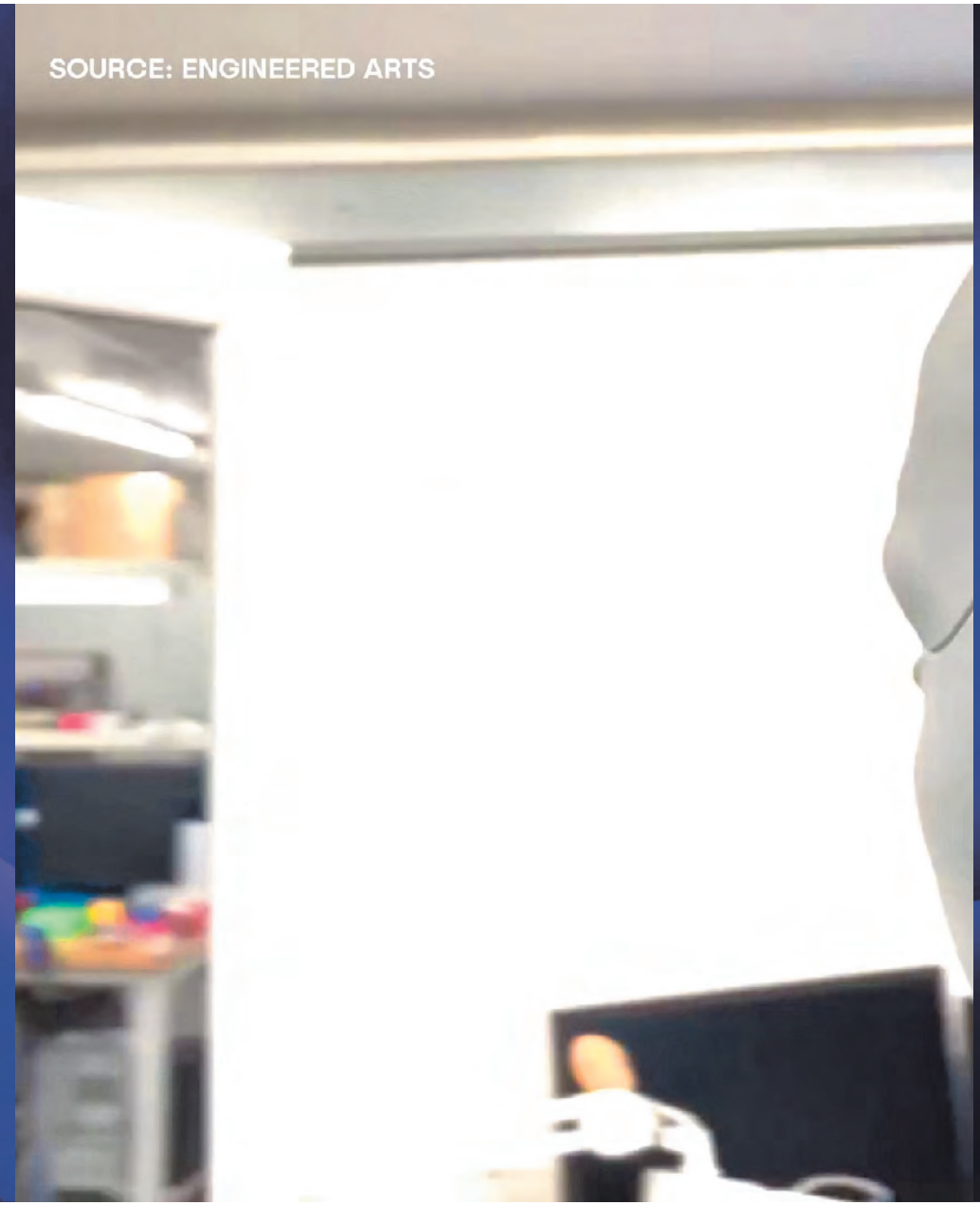


«I propose to consider the question, 'Can machines think?'»



**AI ROBOT  
SEES ITSELF IN  
THE MIRROR FOR  
THE FIRST TIME**

SOURCE: ENGINEERED ARTS





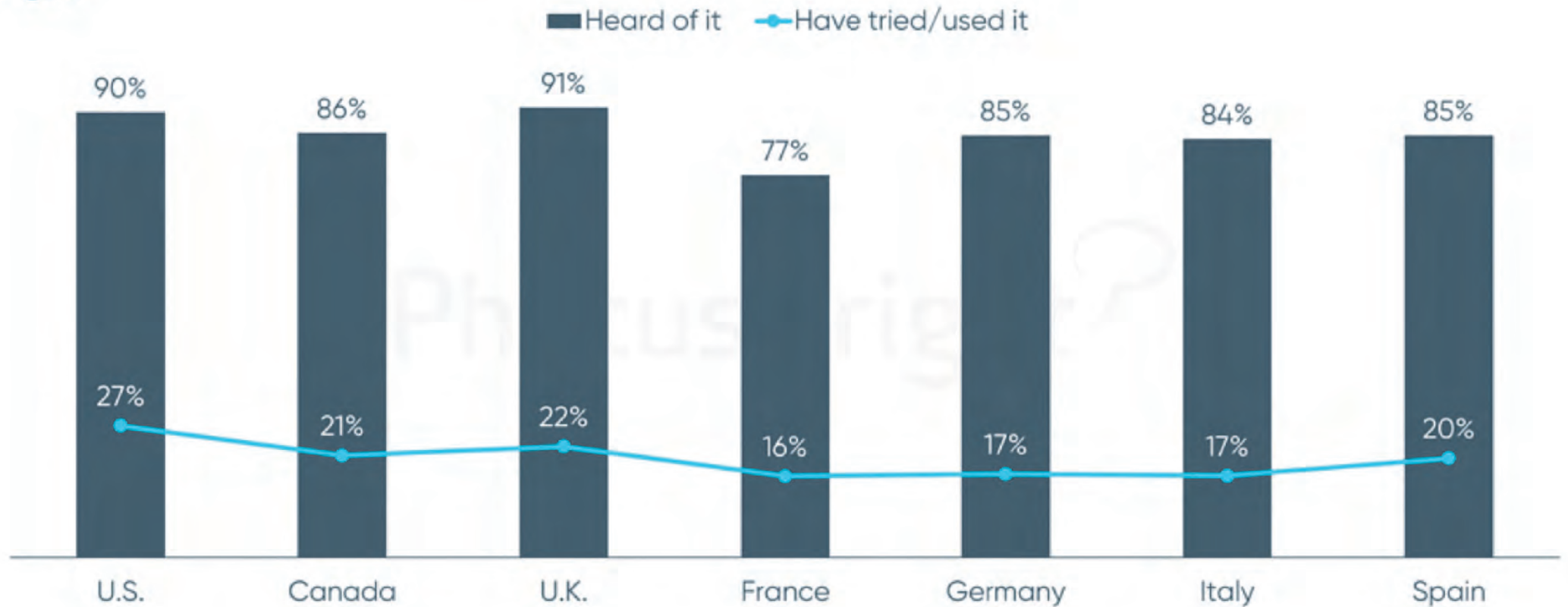
# AI is fundamentally changing the travel industry

2024/03/05 · According to Charuta Fadnis of Phocuswright on Tuesday at ITB Berlin, the use of AI by agents and personalised travel apps is an important future trend.



# Awareness/Usage: Virtual Reality (VR)

Figure 1



Question: Which best describes how familiar you are with each of the following new technologies? Virtual reality (VR) applications where you can play games, view content or communicate with others in an immersive way, either via a head-mounted device or through smartphones and laptops (e.g., Meta/Oculus Quest VR, YouTube VR videos).

Base: Travelers (U.S. N=2,025; Canada N=1,012; U.K. N=1,017; France N=1,012; Germany N=1,028; Italy N=1,035; Spain N=1,042)

Source: Phocuswright's U.S., Canada and Europe Consumer Travel Reports 2023

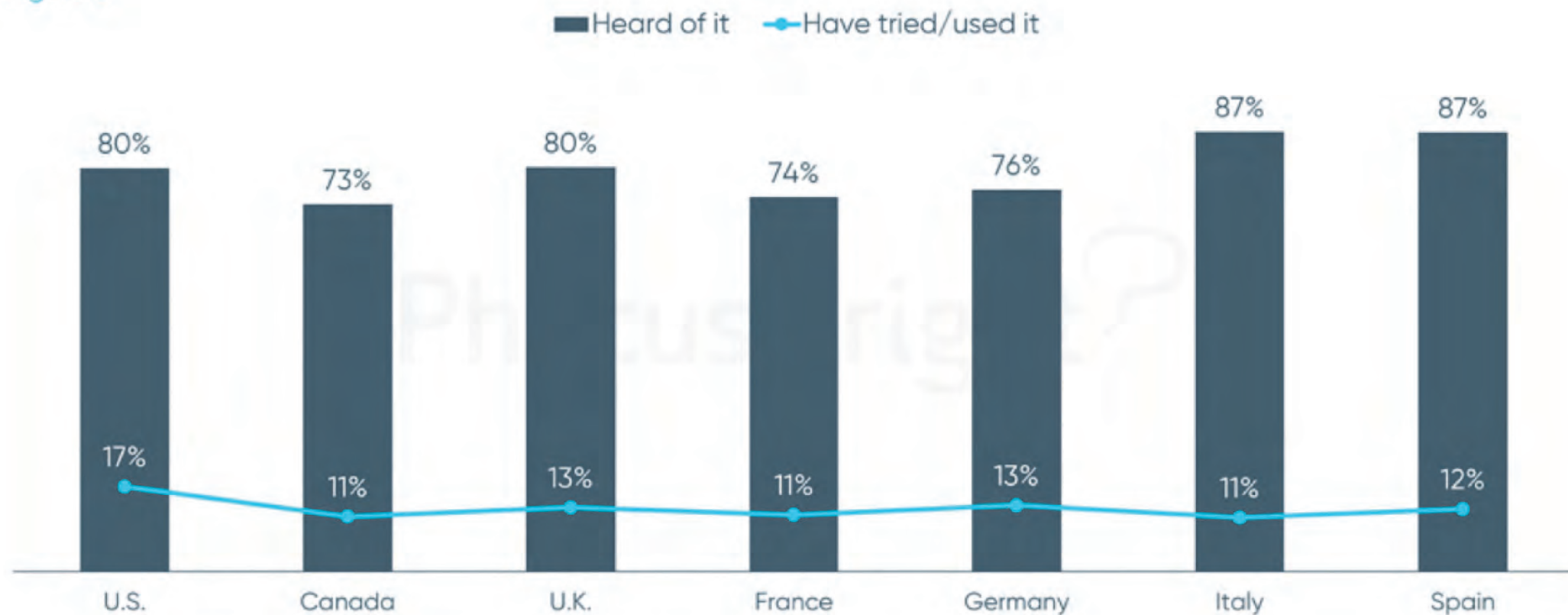
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Figure 1

# Awareness/Usage: The Metaverse

Figure 2



Question: Which best describes how familiar you are with each of the following new technologies? The Metaverse: A persistent, shared virtual world where users can communicate, move about, and transact with each other in a 3D environment via their personal avatars.  
Base: Travelers (U.S. N=2,025; Canada N=1,012; U.K. N=1,017; France N=1,012; Germany N=1,028; Italy N=1,035; Spain N=1,042)  
Source: Phocuswright's U.S., Canada and Europe Consumer Travel Reports 2023

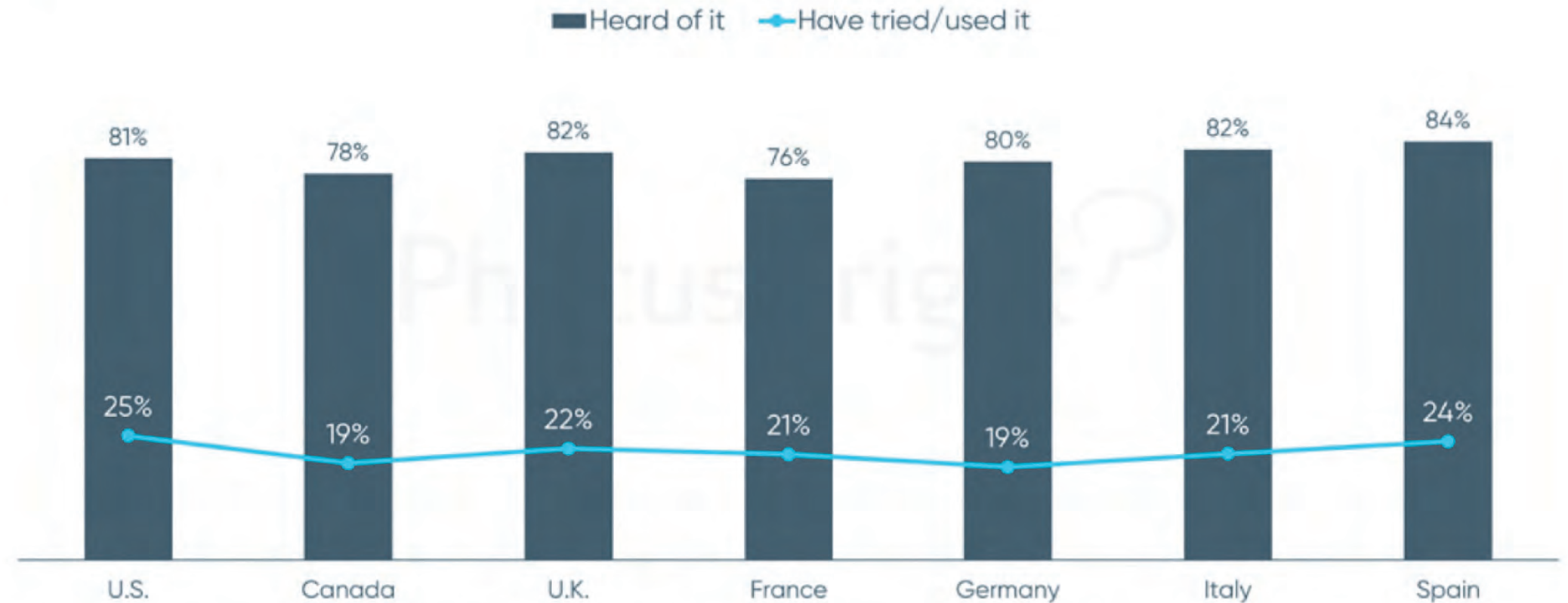
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Figure 2

# Awareness/Usage: Augmented Reality (AR)

Figure 3



Question: Which best describes how familiar you are with each of the following new technologies? Augmented reality (AR) applications that superimpose computer-generated images on a user's view of the real world (e.g., Pokemon Go game, Snapchat Lens, Live View in Google Maps).  
Base: Travelers (U.S. N=2,025; Canada N=1,012; U.K. N=1,017; France N=1,012; Germany N=1,028; Italy N=1,035; Spain N=1,042)  
Source: Phocuswright's U.S., Canada and Europe Consumer Travel Reports 2023

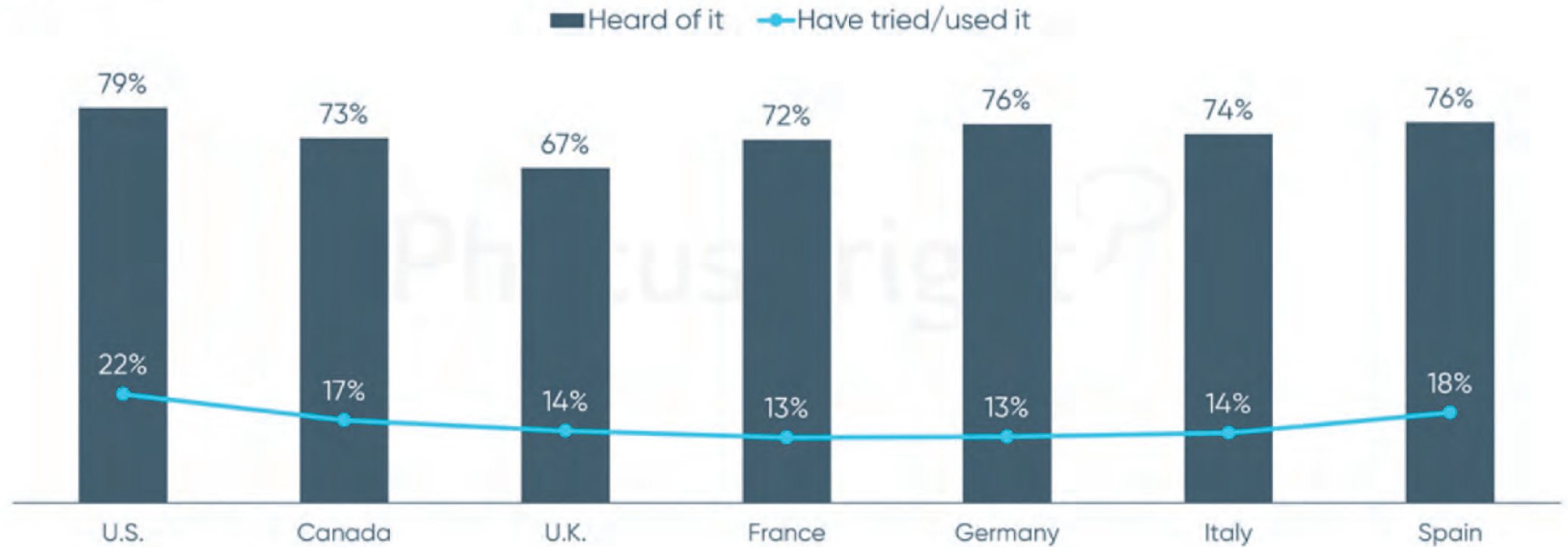
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Figure 3

# Awareness/Usage: Generative AI (e.g., ChatGPT or DALL-E)

Figure 4



Question: Which best describes how familiar you are with each of the following new technologies? Generative artificial intelligence (AI) platforms such as ChatGPT or DALL-E, which allow users to harness the knowledge of the internet to automatically create content, images and recommendations.

Base: Travelers (U.S. N=2,025; Canada N=1,012; U.K. N=1,017; France N=1,012; Germany N=1,028; Italy N=1,035; Spain N=1,042)

Source: Phocuswright's U.S., Canada and Europe Consumer Travel Reports 2023

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Figure 4

# Familiarity With GenAI, by Age



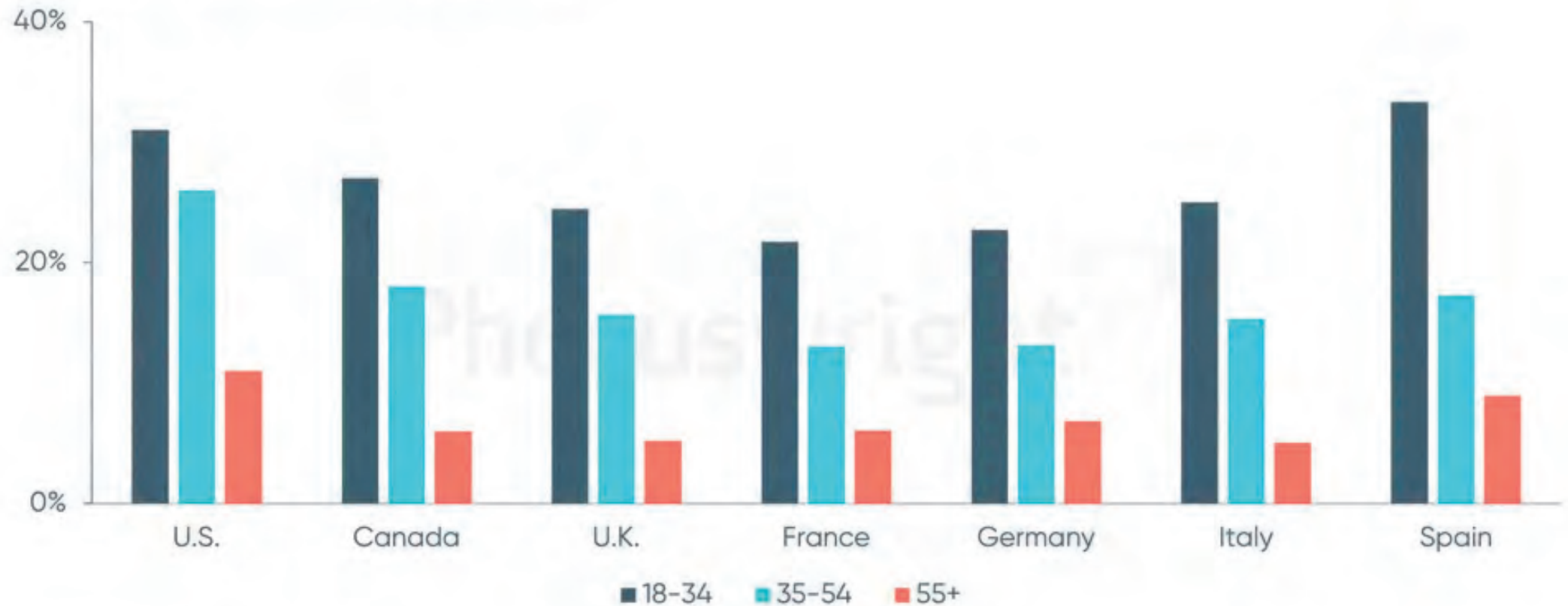
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Base: Travelers (U.S. N=2,025; Canada N=1,012; U.K. N=1,017; France N=1,012; Germany N=1,028; Italy N=1,035; Spain N=1,042)

Source: Phocuswright's *U.S., Canada and Europe Consumer Travel Reports 2023*

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## Usage of GenAI, by Age



Question: Which best describes how familiar you are with each of the following new technologies? Generative artificial intelligence (AI) platforms such as ChatGPT or DALL-E, which allow users to harness the knowledge of the internet to automatically create content, images and recommendations

Base: Travelers (U.S. N=2,025; Canada N=1,012; U.K. N=1,017; France N=1,012; Germany N=1,028; Italy N=1,035; Spain N=1,042)

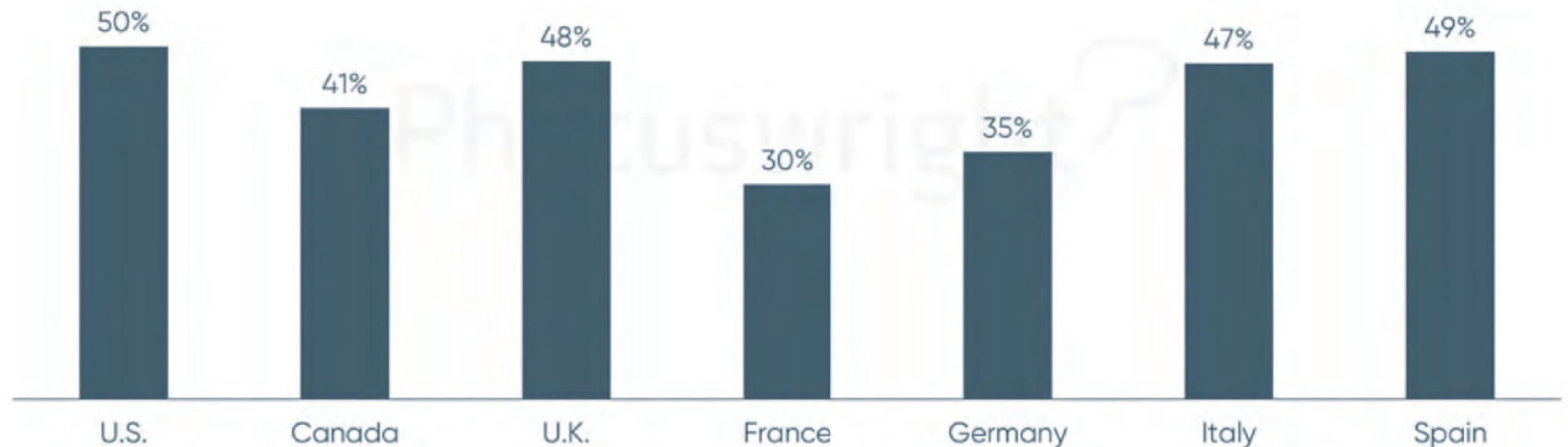
Source: Phocuswright's U.S., Canada and Europe Consumer Travel Reports 2023

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# Comfortable Using a GenAI Platform Such as ChatGPT to Help Plan a Trip

Figure 5

Percent Extremely/Somewhat Comfortable  
(Among Those Aware)



Question: How comfortable would you be using a generative AI platform such as ChatGPT to help you plan a trip? For example, you provide input about your likes and dislikes on various aspects (e.g., destination type, accommodation preferences, types of activities) and the platform presents you with recommendations.

Base: Travelers aware of Generative AI/ChatGPT (U.S. N=891; Canada N=397; U.K. N=311; France N=371; Germany N=379; Italy N=352; Spain N=400)

Source: Phocuswright's U.S., Canada and Europe Consumer Travel Reports 2023

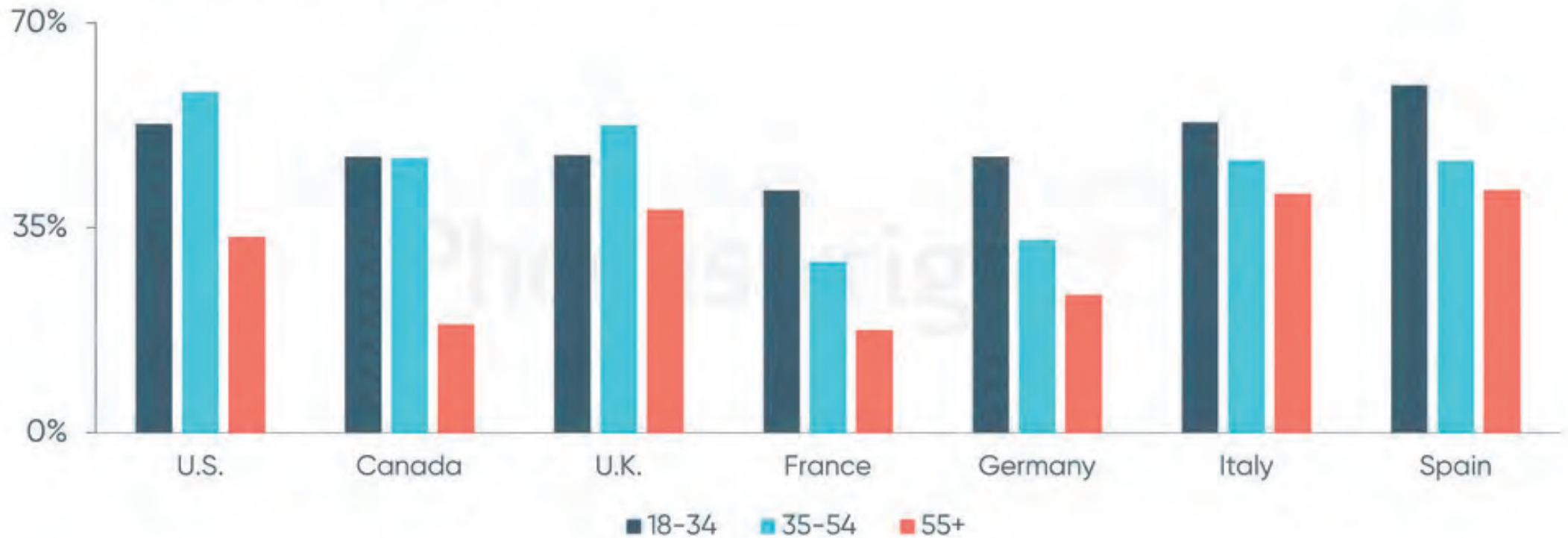
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Figure 5



# Comfortable Using GenAI to Plan a Trip (Among Those Aware), by Age



Question: How comfortable would you be using a generative AI platform such as ChatGPT to help you plan a trip? For example, you provide input about your likes and dislikes on various aspects (e.g., destination type, accommodation preferences, types of activities) and the platform presents you with recommendations.

Base: Travelers aware of Generative AI/ChatGPT (U.S. N=891; Canada N=397; U.K. N=311; France N=371; Germany N=379; Italy N=352; Spain N=400)

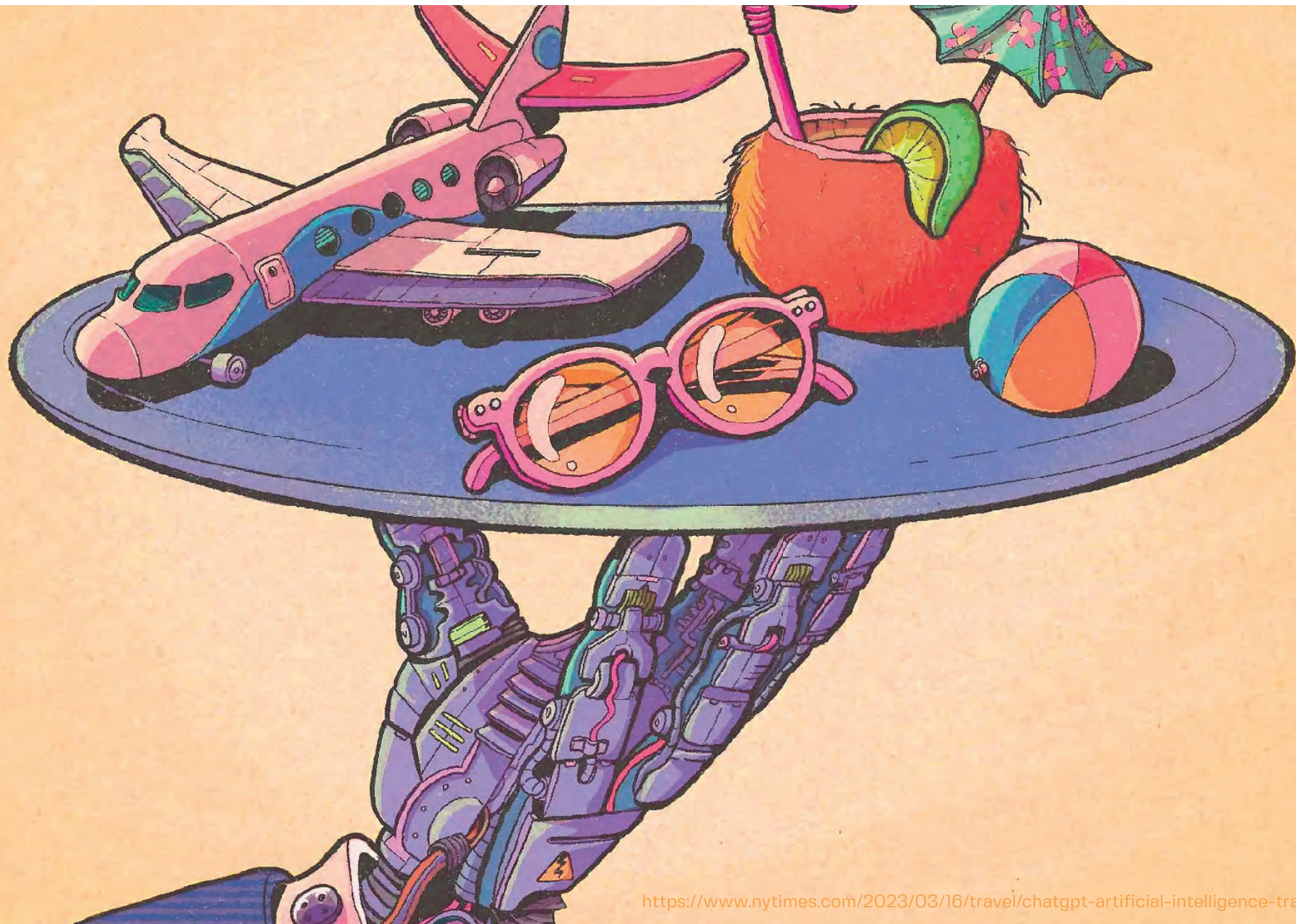
Source: Phocuswright's *U.S., Canada and Europe Consumer Travel Reports 2023*

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**+7%**

7% (or almost \$7 trillion) increase in global GDP and lift productivity growth by 1.5 percentage points over a 10-year period.  
-- **Goldman Sachs Research**





McKinsey & Company

The promise of travel in the age of AI


source

<https://www.mckinsey.com/industries/travel-logistics-and-infrastructure/our-insights/the-promise-of-travel-in-the-age-of-ai>



PhocusWire?

# TIMESAVING CURATOR

 THE DATA APPEAL COMPANY

 ALMAWAVE  
GROUP









A litter of golden retriever puppies playing in the snow.  
their heads pop out of the snow



PhocusWire<sup>?</sup>

# A WAY TO STREAMLINE

 THE DATA APPEAL COMPANY

 ALMAWAVE GROUP


Room Assignments		Reegquent asginidments			Guest Mngement		
					<b>Guest Management</b> Room  Rerry  Rtoery al  Cuitsorploy 		





Skift:

# ULTIMATE FORM OF PERSONALIZATION

 THE DATA APPEAL COMPANY

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Topics > Travel > Technology

## ITB Berlin: Google unveils AI-powered future of travel

In the future, travel will evolve into a fusion of interactive adventures and diverse search methods, diverging significantly from the traditional approaches we're familiar with

Mar 7, 2024

At the ITB Berlin Convention, Dr. Stefan Ebener from Google Germany captivated every attendee with a groundbreaking presentation on "Generative AI", signaling a seismic shift in travel planning.

„Generative AI“ signaliert eine seismische Verschiebung in der Reiseplanung  
captivated every attendee with a groundbreaking presentation on

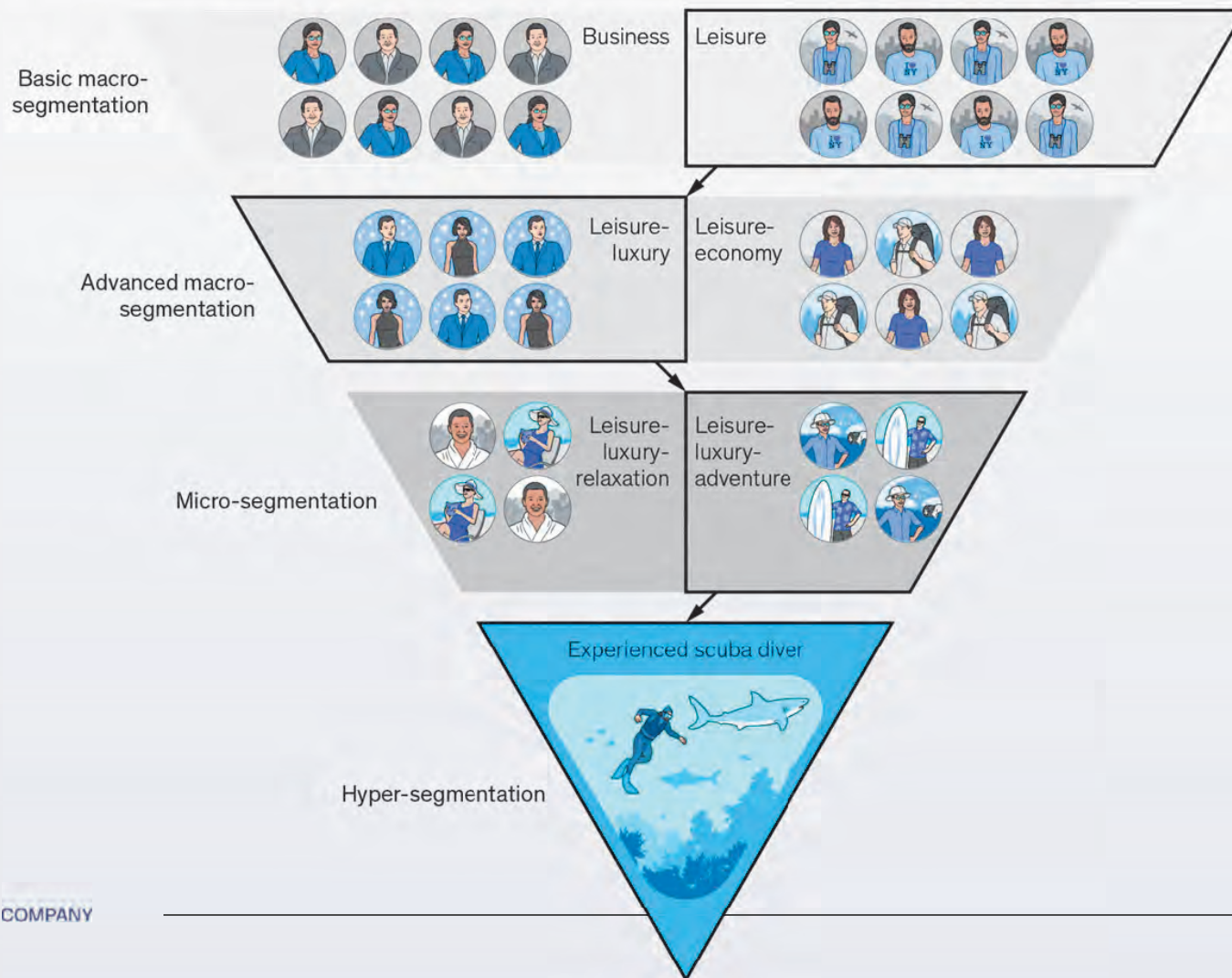


## Qatar Airways Showcases Generative AI and Digital Innovation at the Biggest Tech Conference in the Middle East

Qatar Airways, recognised for the World's Best Airline Website, introduces a transformative AI-driven experience at the world's biggest tech show, held for the first time in Qatar

# Hyper-segmentation drills down to a 'segment of one.'

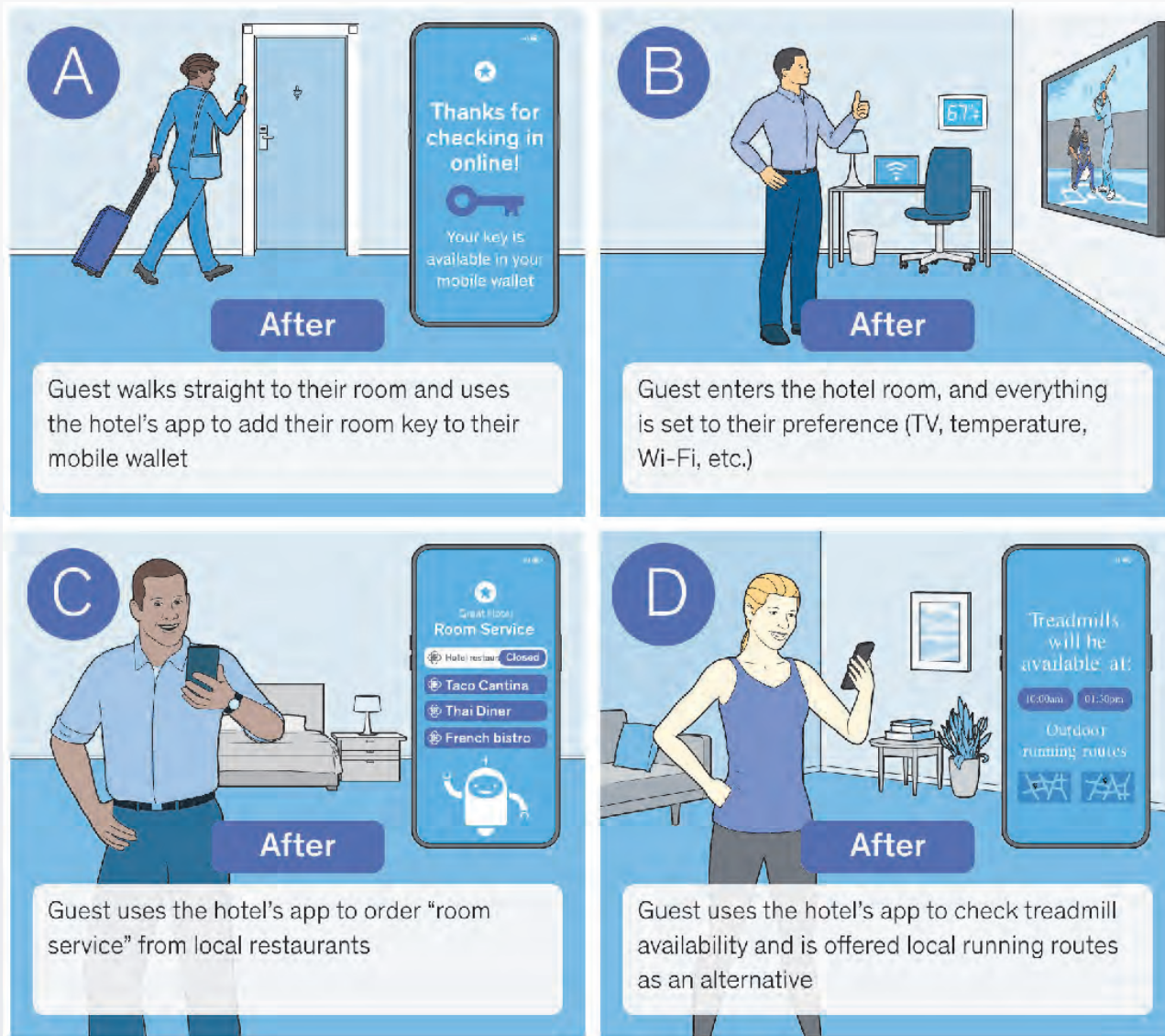
## Example hyper-segmentation





# ENHANCING CUSTOMER EXPERIENCES AND CUSTOMER SUPPORT







ARTIFICIAL INTELLIGENCE

## ChatGPT Answers Patients' Online Questions Better Than Real Doctors, Study Finds

When Doctors and ChatGPT answered real patients' online queries, the AI was rated better 79% of the time. You may be hearing from your AI soon.

By **Thomas Germain** Published April 28, 2023 | Comments (18)



<https://gizmodo.com/chatgpt-ai-doctor-patients-reddit-questions-answer-1850384628>



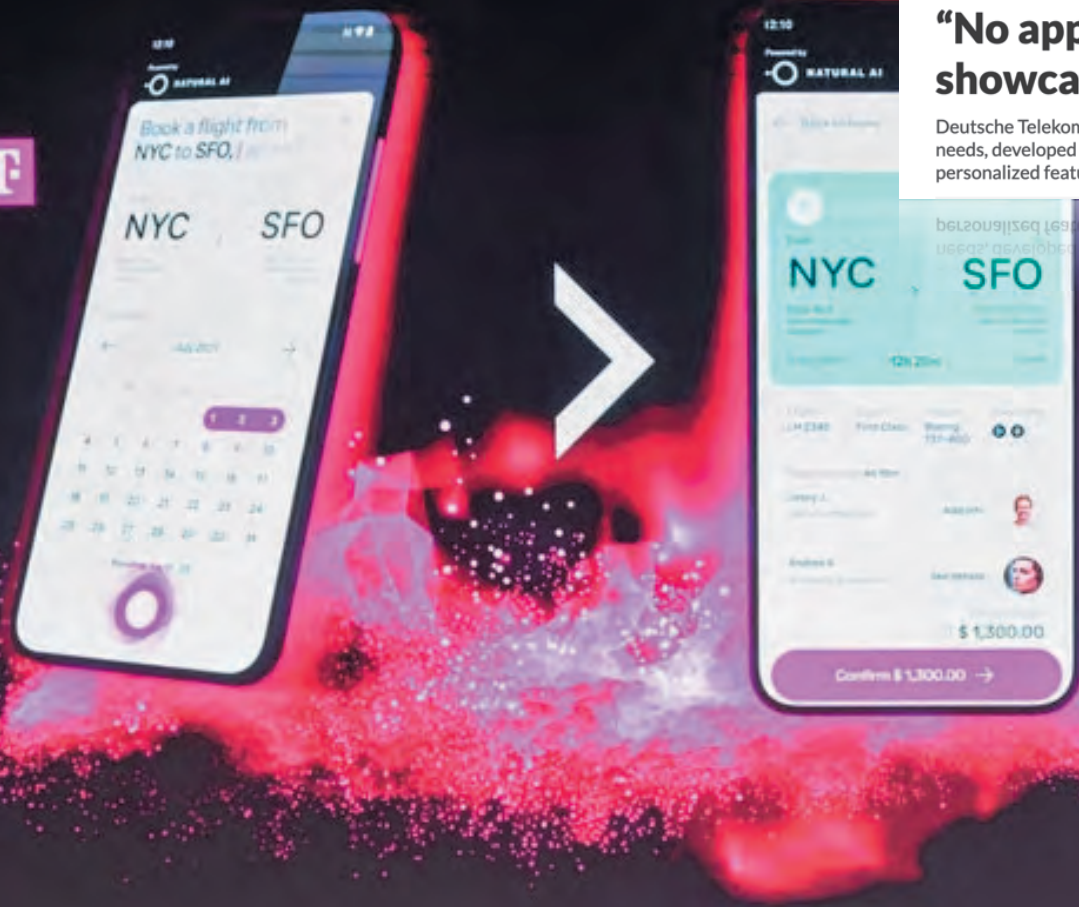
PhocusWire

# THE ALL-IMPORTANT PROMPT



# UX REVOLUTION

MWC 2024

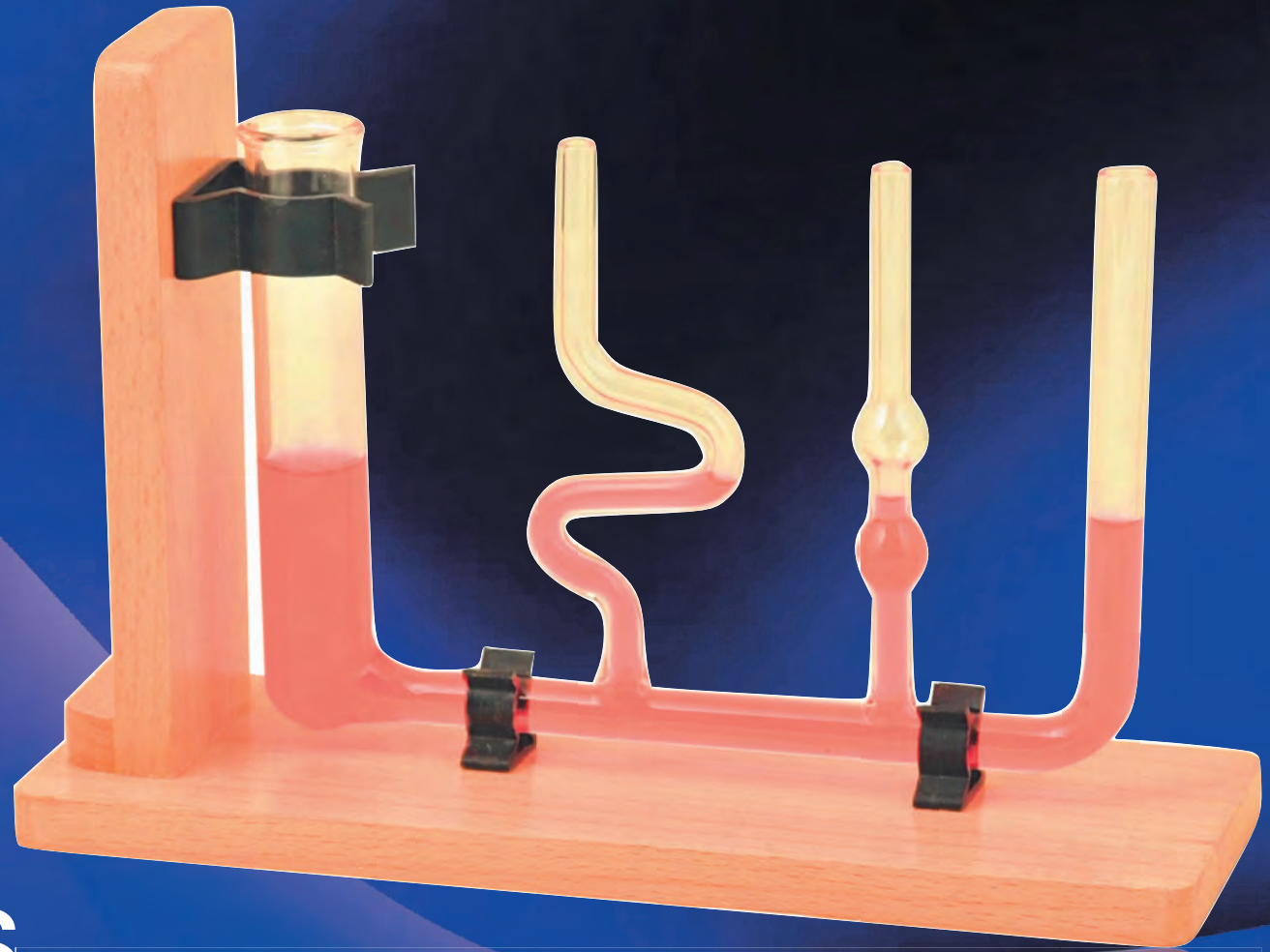


## “No apps in 10 years,” says Deutsche Telekom CEO, showcases app-less AI smartphone concept

Deutsche Telekom revealed a smartphone concept at the MWC tech conference in Barcelona that relies on AI instead of apps for user needs, developed with Qualcomm and Brain. CEO predicts apps will be obsolete in 5-10 years, showcasing an app-free user interface with personalized features.



# LIQUID EXPECTATIONS







PhocusWire

# (A.I.) "IT'S NOT GOING ANYWHERE"




November 1-3, 2023 • San Francisco

<https://www.youtube.com/watch?v=tLazkbp34o>

E tutto questo accadrà oggi?

**NEW  
YORK  
CITY**  
**Janette Roush**  
EVP Marketing and Digital  
New York City Tourism + Conventions

 THE DATA APPEAL COMPANY



*What's next?*



<https://www.youtube.com/watch?v=9INwOoMVHk>



A man with dreadlocks is shown from the chest up, wearing Ray-Ban Meta smart glasses. He is looking slightly to the right. The background is a dimly lit living room with a window showing greenery outside. The lighting is warm and focused on the man.

THE NEXT GENERATION OF SMART GLASSES

Ray-Ban

∞ Meta



**Santiago**

@svpino

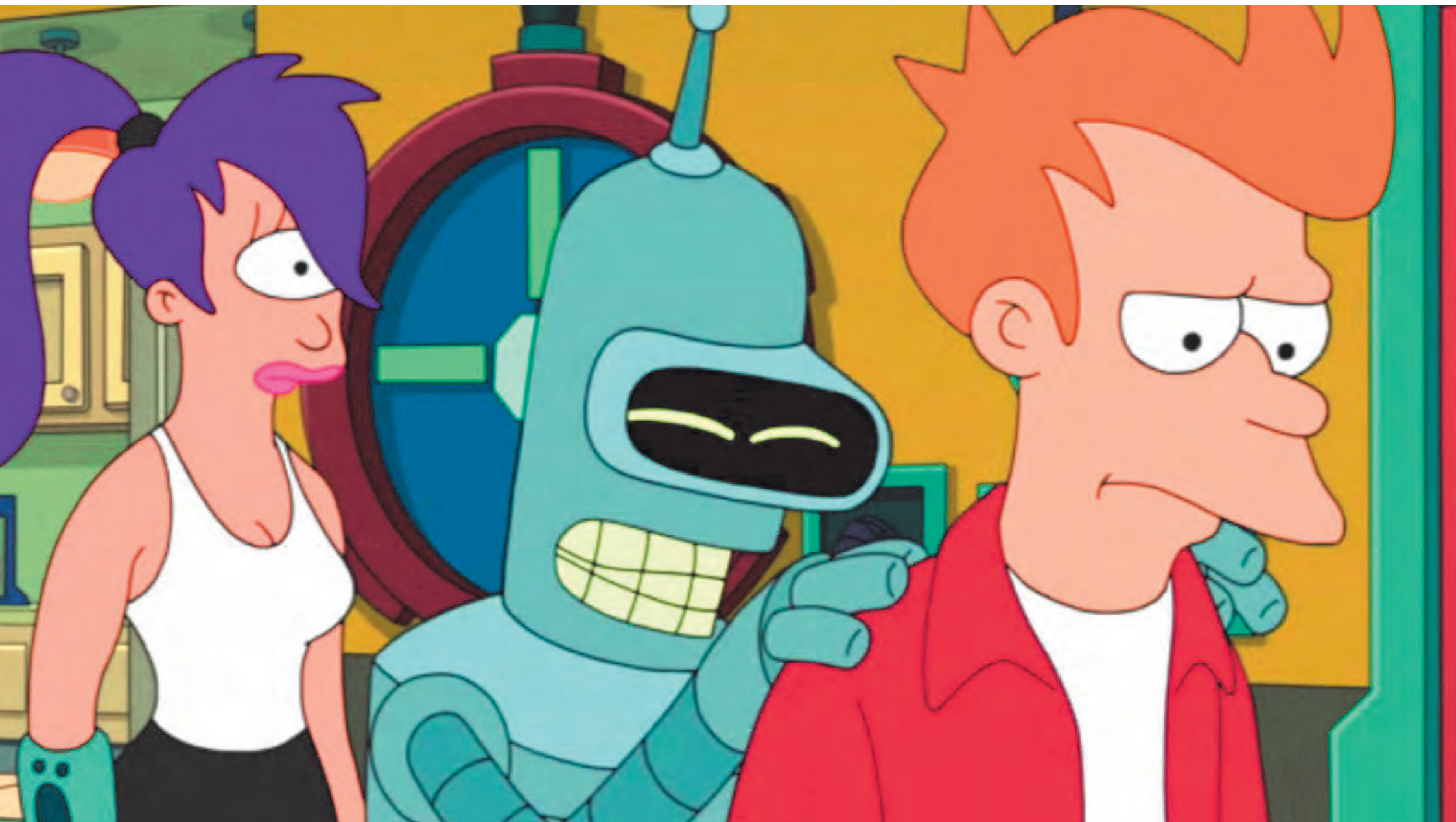


AI will not replace you. A person using AI will.

8:00 AM · 1/5/23 · [Typefully](#)

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**2,248** Retweets **274** Quote Tweets **14K** Likes



Files

- SimSwap
- data
  - input
    - source\_1.png
    - source\_2.png
    - source\_3.png
    - source\_4.png
    - source\_face\_8.jpg
  - output
  - tmp
    - frame\_align\_crop\_...
    - mask
    - restored
    - source
    - swap\_warped
    - swaped
      - frame\_00000\_...
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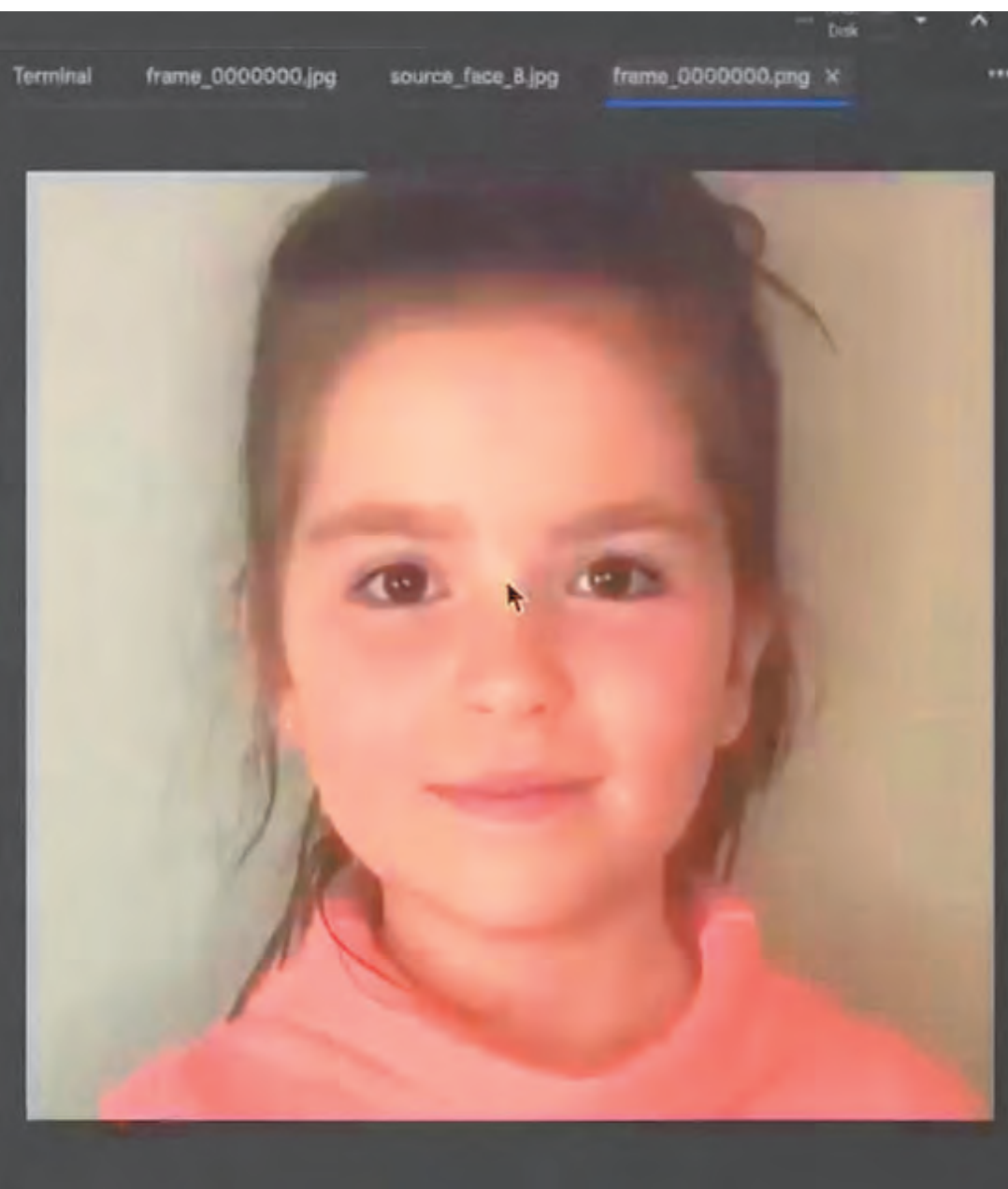
71 full_input_path = os.path.join(base_p
72 full_output_path = os.path.join(base_pat
73
74 print(f"input path: {full_input_path}")
75 print(f"output path: {full_output_path}")
76 print("using mixing value: ", mix_value)
77 print()
78
79 video_swap(full_input_path, latent_id, m
80             full_output_path, te
81             use_mask=opt.use_mas
82             no_simswaplogo=True,
83             mixing_value=mix_val

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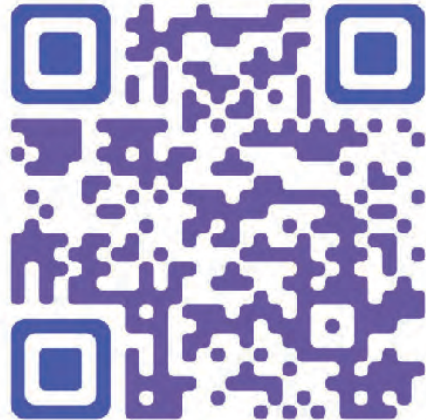
... 1/4: working on file: V1-0025_A005C004_230324_RP14.i
input path: /content/drive/MyDrive/Work/ella_faceRej
output path: /content/drive/MyDrive/Work/ella_faceR
using mixing value: 0.0
(142, 366, 4)
24% [█] | 22/93 [01:22<04:17, 3.63s/it]

```





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Harvard Business School

