



The Arival Guide to AI in Experiences

How tours, activities and attractions can enhance the guest experience, reduce costs and grow their business



Produced by Arival in partnership with



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Fáilte Ireland, the National Tourism Development Authority for Ireland, supports the sustainable growth of tourism in Ireland, fostering economic, social, and cultural benefits while supporting regional development and employment. Through partnerships and initiatives, they enhance destination appeal, invest in infrastructure, offer business support and training, and manage bids for major events, alongside spearheading domestic holiday marketing through four distinct regional experience brands.

Fáilte Ireland partnered with Arival to develop an overview of Generative AI and emerging technologies with direct applications and guidance for visitor experience businesses, including day tours, activities, attractions, events and other in-destination experiences.



Part 1. An Overview

The release of ChatGPT in November 2022 and subsequent flowering of AI startups, software and tools have made artificial intelligence accessible and actionable as never before. It is clear that this wave of technological innovation is poised to transform all industries – not least of which will be travel and tourism.

This new wave of technological innovation also presents tremendous opportunities for the visitor experiences sector of travel, which consists largely of small and medium-sized enterprises that operate tours, activities, attractions and various experiences for tourists. Innovation and tools in content generation, guest messaging and support and other AI-powered applications offer numerous opportunities for smaller businesses to harness the benefits of technology once only accessible to the largest organizations.

Purpose of This Paper

Arival, the global research authority for in-destination experiences, has conducted an expansive study of AI and emerging technologies and their applications in the visitor experiences sector. This paper seeks to:

1. provide an overview of the major trends in AI and emerging technology applications;
2. assess the potential impact and opportunities for visitor experience businesses to leverage this technology;
3. explain how travel businesses can strategically integrate AI and emerging technologies;
4. offer accessible use cases in practice today by experience operators and technology providers.

Introduction to Generative AI

AI has been around for a while, but the extraordinary interest in and excitement around AI has emerged over the past year because of a new technology known as Generative AI, or GenAI. There have been numerous efforts and applications going back several years, however the release of ChatGPT 3.0 by OpenAI in November 2022 unleashed a flood of interest and excitement.

Why? This was the first generally accessible version of GenAI. Anyone could set up an account and instantly access a powerful new tool to generate content. AI for the non-technical person suddenly went from theoretical to practical almost overnight. Today, the broad industry discussions



around AI all use or refer to a version of this technology. The last year has also seen the use of generative AI in many other mainstream applications, many of which you probably already use.

How GenAI Works

It is important to understand the basics of how the tech works. This will help any user to make the best use of the application.

In brief, the software has been trained to understand and speak our language (English, or choose another language). That may not seem like a major advancement, but the ability for anybody to fully interact with the power of a computer with almost unlimited knowledge, is truly revolutionary.

GPT stands for Generative Pretrained Transformer; that is the specific model or technology used here.

Generative: *the model's capability to create new content.*

This just means that it creates content. So, based on your input (prompts), it will respond with content generated on the fly. It speaks by guessing the next word, one word at a time.

Pretrained: *the model's initial training on large-scale data.*

It has read or consumed pretty much all of the world's data: most books, most websites, all of wikipedia, many professional papers, and much more – perhaps 10 trillion words.

Grizzly _____

Grizzly bears _____

Grizzly bears like __

Grizzly bears like to ___

Grizzly bears like to eat _____

Grizzly bears like to eat salmon

Transformer: *the underlying neural network, the technology architecture that allows effective processing and generation of natural language text.* This sounds complicated, and it is, but the important thing to know here is that it isn't a database in the way that Google is.

Training:

The way it trains is interesting, and some of its creators say it might operate in a similar way to the human brain. It trains by playing a game with itself; it guesses the next word in a sentence based on the previous few words. At first it gets them all wrong, but as it reads more words, it learns the probability of words following other words.

So in the example below, after seeing the word "Grizzly" maybe 100 times, it learns that "Bear" is most likely to follow. It turns out (which nobody really knew would happen) that after training like this over a few trillion words, it learns how to speak perfect English.

It stores these relationships between words in a complex vector (number) database.

This is exactly how it learns other human languages, and things like computer code – just by reading (training on) huge volumes of data.

Large Language Models (LLMs)

Once a model like GPT is trained, you end up with an LLM, a collective term for models like ChatGPT, Google Gemini, and Anthropic.

The truth is that nobody really knows how they work inside. Not even the developers who wrote the code, and they openly talk about this. We just know that these models are capable of generating new content.



Talking to the LLM

There are three key ways to use GenAI and interact with LLMs

Prompts

Most people interact with these models with prompts, which is usually through a chatbot type screen. The user types a question 'prompt,' and the LLM answers with a 'response'. This is how GenAI tools such as ChatGPT, Google Gemini and Anthropic work.



ChatGPT 3.5

You

I'm launching a new walking tour of Dublin that is going to feature some of the key local neighborhoods around the university along with some stops at some local pubs. Could you suggest some titles and short descriptions - not more than two paragraphs - for the tour?

Chat GPT

1. "Trinity Tales & Pub Prowl"

Immerse yourself in the rich history and vibrant culture of Dublin with our "Trinity Tales & Pub Prowl" walking tour. Begin your journey at the iconic Trinity College, where cobbled paths whisper tales of literary legends like Oscar Wilde and Samuel Beckett. Stroll through the charming neighborhoods surrounding the university, unlocking the secrets of Dublin's past and present. As you wander, our expert guides will regale you with stories of rebellions, scholars, and the city's artistic soul. The adventure doesn't end with history - experience the warmth of Irish hospitality as we make pit stops at handpicked local pubs. Savor a pint of the finest stout, engage in lively conversations with locals, and let the spirit of Dublin come alive in each carefully chosen watering hole. From the scholarly halls of Trinity to the cozy corners of authentic Irish pubs, this tour promises a delightful blend of intellect and conviviality.

2. "Dublin's Campus & Crafted Cheers"

3. Embark on a journey through the heart of Dublin with our "Dublin's Campus &

Message ChatGPT...



Chat GPT can make mistakes. Consider checking important information.



API

You can build a tool to use these models by using an API offered directly by companies like OpenAI, Google and Anthropic. This is relatively easy to set up, but you do need some basic tech knowledge.

An example of a simple API application could be a simple Q&A bot on a web page using ChatGPT. A form inserted to that page could ask the user to "Ask a question" in a text field. Once submitted, the API connected behind the scenes would send that question to ChatGPT along with the contents of the relevant web page from a business' website. ChatGPT would then respond back through the API, leveraging the specific information from the business website. It's really the exact same process as using ChatGPT directly, but you control the user experience, submit prompts and receive responses behind the scenes.



OpenAI is 49% owned by Microsoft. OpenAI operates ChatGPT for text, Dall-E for images, and Whisper for Audio. The current model GPT4-Turbo is widely recognised as the best currently available.

Microsoft, in partnership with OpenAI, uses GPT4 in many of its tools, including within Bing and many Office products (known as Co-Pilot with Microsoft Office 365). Microsoft also owns GitHub, which has a version of GPT4 to help engineers write code. Assisting the writing of computer code might be the most common daily use of GenAI today.

Anthropic is generally recognised to be the next best model after GPT4. Amazon recently invested \$4 billion in the company, so it's possible that this may end up being Amazon's primary LLM.

GenAI Applications

There are thousands of companies offering GenAI tools and solutions. Most of these companies are building upon one of the APIs from the more popular models, particularly the OpenAI GPT4 model. They are leveraging the power of the LLM and embedding that power into one of their own tools. There are many new trip-planning and itinerary-building applications doing just this. These tools:

1. take some brief inputs from the user, such as destination, length of stay and some custom preferences;
2. submit that behind the scenes with a lengthy prompt describing the format, type of information required, length of each section, and probably some examples of well-created itineraries;
3. display the results back to the user so it looks like the trip-planning tool is creating the information itself.

Google's entry into GenAI is Gemini, and its latest release is called Gemini. Google is trailing OpenAI, but claims the next version of Gemini is comparable. Gemini is available within Google.com and also as part of Google Workspace (Google Docs)

Meta's GenAI service is Llama, an open-source model available to the public largely through its Facebook Messenger characters, where you can interact with various characters in a chatbot format. They have also recently launched image and audio tools.



GenAI: The Good, the Bad...

The Good

Here are some of the key strengths of today's GenAI models.

They generate original content

The value of this cannot be overstated. These tools are remarkably – in fact shockingly – versatile and capable of generating original, well-written content with the right direction (prompts) from the user.

They use plain – and perfect – language

Today's GenAI tools, led by ChatGPT, speak English perfectly. They understand English perfectly. The proficiency level of the tools' language skills directly correlates to the data it has read during training. (The less common the language, the worse it will perform.) The quality of the responses also depends largely on the quality and detail of the requests, also referred to as "prompts." Prompts are covered in detail later in this report.

They know (almost) everything. Sort of. They have read, consumed, and trained on pretty much everything that's ever been printed. They do not, however, have access to some content or data that is private or behind paywalls or protected online databases.

They match your tone. Most people have seen examples where GenAI can write in the style of a particular author or voice, such as Ernest Hemmingway, Shakespeare or Jay-Z. ChatGPT is very good at this. Aside from the gimmicky celebrity examples, it is very good at matching your company voice or tone. The key is to give it some guidance. For example, "use a more [pleasant, serious, technical, educational, light-hearted, salesy, jovial] style." Be careful with jovial or funny. Comedic quality is variable and taste is very subjective, especially when it comes to AI comedy.

They have infinite patience. ChatGPT never complains (unless you ask it to), it does not need a lunch break. (However, the platforms do frequently experience downtime given the challenges the platform owners face in scaling up the computing capacity to meet the surging demand for services.)

No developers – or development – required.

You don't need to be a developer to jump in and start using these models today. The main way to interact with these models is directly on an interface like ChatGPT directly, and it works best with plain English.

If you can code, or you have access to developers, there are lots of things that you can build with GenAI, and you'll need to be more technical to integrate with the APIs to build tools within your website or app. But unless you're actually building an AI tool, you don't need developers at all to start using GenAI today.

The Not So Good

Here are some weaknesses of the models that all users should be mindful of.

Content is not so current (and can be incorrect).

The models are pre-trained up to a certain moment in time, and not with live data. This weakness is less apparent today as many of the tools (like ChatGPT) will enhance responses with data that they can browse in real-time. There is a natural tendency to treat an LLM like you would do a search on Google. Answering simple, factual questions is just not what they are very good at. An example of this that comes up frequently with trip-planning tools leveraging these services. These tools can recommend attractions that are closed, or restaurants that have changed names.



Hallucinations. This is probably the biggest problem with these LLMs today, and it is a phenomenon that is not very easy to fix. These models are built on predicting the next best word or combination of words based on probability. When they do not have a lot of information, they will still use the best next-word by probability, but the best word might be the best of a poor set of choices, and it results in filling in the gaps and just making things up. Furthermore, when they do make things up, they don't tell you, so it gives you the wrong answer with high confidence, and it can be very difficult to tell what's real and what's not. This is a really important thing to learn when you're working out how to use these models. And knowing that this happens is going to get you much better results.

Numbers. The other thing they're not good at, weirdly, is numbers. Because they're only trained on text data, they're not as good as a calculator at working with numbers. Calculators and computers have been programmed to do math. LLMs only know what they're trained on (remember, one word at a time). So for a 2+2 or a 5x5, it will do fine. It has read those combinations before. For 576 x 7845, it's never seen it before, so it might fail. Weird, but true. (These models are being trained separately now with huge volumes of things like equations, so they will fill the gaps on shortcomings like this.)

GEO-data. The models are not good at spatial geography tasks. This is important in particular for tours and itineraries. Generating a travel itinerary in a location between various Points-of-Interest (POIs) in a location will likely end up with excellent POIs, but poor planning when it comes to proximity and travel times.

GenAI Goes Multimedia and Multimodal

Until now, we have only addressed the LLMs that generate text. However, there are a range of platforms that also generate imagery, audio and

even video. They are less intuitive and require more careful planning and prompting by the user. Here is an overview of the various modalities of GenAI today.

Text-to-Text. Input a text prompt and the LLM generates text. This was the original ChatGPT.

Text-to-Image. Enter a prompt to create images, such as photos, artwork, charts, logos, etc. These models – and various tools built on these models – have come a long way in 2023. Creating artwork is easier, in part because quality is subjective. Creating photo-quality images is more difficult, and probably only became an option in October 2023 with the models from OpenAI (Dall-E) and Midjourney.

Here is an example of an image created using Bing Image Creator.

Prompt: "Modern red hop on hop off open-top double decker sightseeing bus in Dublin. Bus is full of happy tourists sitting down. Blue sky with white fluffy clouds. Brand is Dublin Tours."



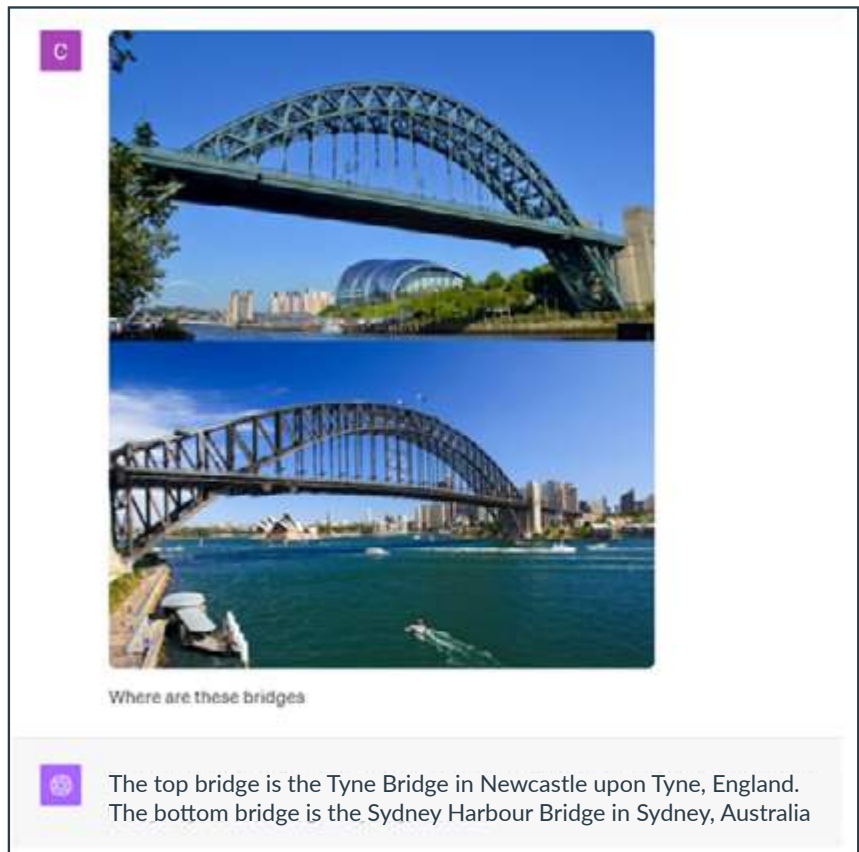
Image-to-Text. Upload an image and ask the model to describe it. This first appeared in October 2023 with OpenAI Vision, where you can take a photo, or upload an image, and the model will return a detailed description of the visuals in the image.

Text-to-Audio. These tools allow you to enter text and convert it to a digital voice. These voices have come a long way in the last 12 months, and today some of the voices are barely detectable as synthetic. Some of the best tools are ElevenLabs, Google Cloud and Amazon AWS.

A regular synthetic voice is a ‘fully trained’ voice, so you can upload text and convert it to an audio file. This has potential for operators to create things like self-guided audio tours without having to go through a production process of recording human voices. These voices are available in various languages, accents and tones.

A cloned voice is one where you use a tool to upload a sample of a voice you’d like to create. Once created (most tools take only a few minutes), you can use that voice to read the text you submit and convert that text to an audio file. So now you can make a Roy Keane food tour of Cork (with permission, of course). Most tools will only allow you to clone your own voice, because of copyright issues.

For experience operators and attractions, these tools could be very powerful for creating audio guide content for self-guided tours or audio content on city bus or boat tours. With a digital voice, an operator could make updates or changes to the tour without having to re-record with a human voice. See the tool below from Autoura as an example.



Audio-to-Text. Convert audio to text (transcribe). These transcribing tools have been around for a long time but, using GenAI, they have advanced rapidly. There are many tools available, and most people come across them frequently on video calls, where the tools record the call, create summaries and offer other productivity features.

Text-to-Video. These tools work by creating a series of very similar images and are just starting to show signs of usefulness. Today, they are mainly used for demo use-cases – showing the GenAI capabilities – more than as a practical, useful tool.

Video-to-Text. Upload a video and ask the model to describe the visuals. At this point, this has only been shown in a demo from Google, showing the latest capabilities from its Gemini model... which it turns out was faked!



How to Interact Effectively with AI Models

There are three key principles to working effectively with GenAI tools.

1. **Prompt Engineering:** The art of crafting effective prompts is crucial. Prompts are directions you give to the models to generate the content. You should be direct, specific, and use examples to guide the AI.
2. **Trial and Error:** Experimentation is key to understanding the capabilities and limitations of AI models. Results can be inconsistent, even for the exact same prompt.
3. **Understanding Limitations:** Recognize that AI models can “hallucinate,” or struggle with current information and numerical data.

Prompt Engineering Tips

Here are some guidelines for creating effective prompts.

Treat it as your assistant. First of all, speak to the LLM like it is your human assistant. There’s a tendency to treat an LLM like it’s Google and just ask questions, and wait for a response. That’s not how they are best used. They are not a question-answering tool.

What they’re really good at is creating content for you as your assistant. Imagine you have a new intern who just started. Prompt the LLM in the same way as you would describe a task to a human intern. Just like in the previous world, sometimes you’ll think you could have done it quicker if you had just done the job yourself. However, in this case, you are training yourself how to better manage the LLM rather than training the intern.

Be clear and specific. This is a model which has read the world’s information. It knows (almost) everything, but it can’t read your mind (yet). You should be very clear and very specific and drill down on exactly what you want. Again, think of it as your intern, but in this case you don’t need to worry about human feelings with your instructions.

Provide context. Remember, the LLM has no short-term memory. When you stay within a single chat thread, tools like ChatGPT will submit earlier messages in the chat so that you can stay within a theme or context. Aside from this, each time you interact with an LLM, it will have forgotten all previous chats. Also, it won’t learn from your chats. You can’t feed it information to remember.

Use examples. If you are looking for output in a certain tone, or format, it really helps to send examples. For example, if you are trying to generate a list of restaurants to recommend to guests, each with a name, category and brief description, then create 4-5 examples of how you would like the listings to look. It will learn from your formats, tone and type of information you expect.





You

You are a professional Tour Operator based in Dublin, Ireland, and you are creating a list of restaurants to recommend to your guests

Generate a list of 50 restaurants in Dublin to recommend to visitors and tourists, visiting for 2-3 days. Include

Restaurant Name

Type of Food

Brief Description

Example 1

Vinny's Pizza

Italian - Pasta & Pizza

Vinny's has a great selection of pizza and pasta - popular with families.

Example 2

Lucy's Indian

Indian - Vegetarian

Lucy's offers many dishes from southern India - and is great for couples and large groups

Specify the exact format. It can return tables, lists, bullets, paragraphs, text, computer code, JSON, and many other formats. Just ask.

Be concise. You don't need to ask to add extra flavor and extra information or additional words. Just speak to it very directly.

One question at a time. It's going to do better when you split tasks out. Don't ask it to create a marketing plan and an accounting plan and 14 Instagram posts in one prompt. It'll do much better if you just ask it a single focus prompt one at a time. Just like in human-to-human meetings, when you're tackling a problem, deal with one at a time, and iterate until you have your solution. Then move on to the next problem.

Level of detail. Are you looking for a list? Are you looking for an essay? Just say exactly what you want. Due to its limitations with math, these models are not very good at creating exact lengths of text, but you can tell them approximately how much text you expect for each section of content.

Often people ask a question like:

"How could I get ChatGPT to create a target list of source countries for visitors that might be interested in my tour company? How would I divide those target markets into different segments?"

The answer to that question is simple: just type that exact question into ChatGPT.



Part 2. AI Applications & Tools for Tourism Businesses

There are now hundreds if not thousands of apps and software offering AI. These are companies who have either built their own AI or have integrated a third-party LLM or other service via API into their application.

Since the release of ChatGPT 3.0 in late 2022 and all of the subsequent excitement, there has been a remarkable influx of startups and applications offering AI. This is a significant challenge to businesses trying to figure out which services they should use. Most are brand new, and they all speak the same marketing language and claim to offer the same benefits. This makes it very difficult to tell them apart and know which one you should be using.

It's also very difficult to tell which of them have built a really useful tool, rather than just selling a nice-looking service that really just adds a custom user interface on top of another platform such as ChatGPT. These solutions with minimal additional value are often referred to as thin-layers or GPT-wrappers. They are not necessarily bad, but for many tasks you'll be better off working directly in the LLM.

Practical Applications

Here is an overview of potential business applications, examples and tools for GenAI in visitor experience businesses. We have organized them into five overarching categories:

1. Written Content Generation
2. Business Planning & Marketing
3. Customer Service & Communication
4. Multi-Modal Applications
5. Travel & Experiences Applications & Tools



Written Content Generation

This is the most obvious and common use case for immediate use in business. Examples include blog posts, product descriptions, marketing copy for websites, emails, social media posts, press releases, employee manuals and other internal company documentation.

Examples

1. **Product Description:** Maybe you have a vague collection of words for a description. Here's an example of a prompt to improve it:



You

You are an expert content writer and a professional in marketing and SEO in the travel industry.

You operate high quality walking tours in Cork Ireland, with an objective in increasing conversions on a travel website, and particularly trying to target American travelers who were visiting Ireland for two or more weeks.

Rewrite the following product description in these sections:

Product Name

2-4 Highlights of 5-6 words each

100 word description summary

400-500 word full description

Current Product:

Walking Tour of Cork

2 hour tour, local history and culture. local guide. See St. Patrick Street, the Huguenot Cemetery, and Coal Quay Market, stories about the maritime and merchant history of Cork City. see the English market, Nano Nagle Bridge



ChatGPT

Revised Product Description

Product Name:

Cork City Discovery: Guided Walking Adventure

Highlights:

- **Explore Cork's Historic Heart**
- **Immersive Local Culture Experience**
- **Stroll Iconic St. Patrick Street**
- **Discover Hidden Gems & Markets...**



2. Blog Post

You have an old blog post, “top 10 things to do with kids in Cork” and you want to jazz it up. Take the old one and use a prompt like:

“You are an expert content writer and a professional in marketing and SEO in the travel industry. You operate high quality walking tours in Cork, Ireland, with an objective of increasing traffic to a travel website, and particularly trying to target American travelers who were visiting Ireland for two or more weeks.

Rewrite this blog post. Create 750-1000 words. Include the top 10 highlights of a visit to Cork. Make sure you include some references to the cathedral and to local restaurants and to local attractions. All things to do should be suitable for kids of different ages.

[insert previous blog post here]”

Available Tools

ChatGPT - [Chat.openai.com](https://chat.openai.com)

This is the go-to tool for most AI tasks using text-to-text.

Price: Free Version. \$20 / month for Enterprise using the latest models including image generation and image-to-text.

Anthropic (Claude) - [Claude.ai](https://claude.ai)

Good for jobs with a large volume of text in a single prompt (around 75,000 words maximum per prompt).

Price: Free.

Bing Chat (Copilot) - [Bing.com](https://bing.com)

Microsoft’s application using ChatGPT as the underlying LLM.

Price: Free.

Google Gemini - [Google](https://google.com)

Price: Free. Login with Gmail account.

Jasper - [Jasper.ai](https://jasper.ai)

Writes copy for social media, ads, articles, blog posts, etc. in 26 languages. It includes a chatbot you can use to prompt for ideas and refine content. There is also an effective extension for the Chrome browser.

Price: Free Trial. \$49 - \$125 per month.

Writer - [Writer.com](https://writer.com)

Focused on business writing. Fine-tune your own private model

Integrations with Figma, Contentful, Google Docs, Word

Price: from \$18 / user per month.

Notion - [Notion.so](https://notion.so)

Notion is a project management tool and personal organizer that also includes an AI chat service for content generation.

The first four applications listed above are the actual LLMs. Writer, Jasper, Notion and many other similar tools add value by building a layer on top of other LLMs. These platforms will not necessarily deliver better content than the main LLM services.

However, if your organization creates dozens or hundreds of blog posts and you want to keep them very well organized and reuse content from one to the other, and you want to keep them in folders and also maybe assign tasks to others within your team for project management, some of the value-added applications may be worth the additional fees.



Business Planning and Marketing

This may not be as obvious as many of the applications in general content generation, but LLMs excel at creative thinking. Don't forget, it's trained on every marketing book, business article and strategy document that's publicly available. Applications include creating business and marketing plans, designing products, crafting itineraries, producing operational documents and manuals, and more.

Examples:

An excellent strategy here is to start with a very broad goal, and drill down to get more specific. Start broad to help it think outside the box (longer example below in industry use-case).

'You are an expert content writer and a professional in marketing and SEO in the travel industry. You operate high quality food and culinary tours in Galway, Ireland, with an objective of becoming the best tour operator in Europe. Create a 10-part business plan for this business. Each section should have a title and 2-3 sentence description.'

Now take one of those sections and drill down. If you continue in the same thread, you can omit the intro "you are an expert content..."

'Drill down on the marketing section. Create a 10-part marketing plan for this business. Each section should have a title and 2-3 sentence description.'

Drill down again.

'Drill down on the social marketing section. Create a 10-part social marketing plan for this business. Create a timetable for posts and include which platforms to post to.'

And drill down further.

'Write the first 10 posts for Instagram. Include hashtags which will get maximum exposure for my types of products. Create three different versions for each post. Respond in a table so I can import to Excel.'

Tools

ChatGPT - [Chat.openai.com](https://chat.openai.com)

Anthropic - [Claude.ai](https://claude.ai)



Customer Service & Communication

Applications

AI can enhance customer interaction through automated review responses, email communication, and live chat, the most common application today.

Chat provides operators with the ability to converse directly with guests in real time and manage customer communications efficiently. Chat platforms have long provided the ability for tour and activity operators to pre-program and train bots to respond to common customer service questions both pre- and post-booking.

Several chat platforms both leveraging their own AI as well as third-party services such as ChatGPT already do the following:

- Generate responses to frequently asked questions about tour prices, itineraries, and availability, as well as common customer service questions (where is the meeting point? what happens if it rains?)

- Provide engaging, human-like personalized responses to customer queries in the voice and style of the operator
- Deliver booking confirmations, tickets and reminders
- Offer upsells and cross-promotional opportunities
- Send links to post reviews, tip guides and other post-tour engagement with the guest

Other ChatBot Tools for Travel Experiences

CM.com - www.cm.com

Curated Planet - www.curatedplanet.com

Satisfi Labs - www.satisfilabs.com

Tomis.tech - tomis.tech

TourOpp Go! - www.go.touropp.com



Multimodal Applications

As discussed in Part 1, multimodal is the GenAI for images, audio and video.

Image Generation

You create images much the same way as you create text. You enter a prompt describing what you'd like to create. The easiest way to start with this is in Bing Image Creator, or OpenAI if you have an enterprise account.

Midjourney has been widely regarded as the leading AI image generator. The application works through the social group messaging platform Discord. You enter your prompts into

a Discord channel and Midjourney generates the results there. You can also watch other people generate images in that same Discord channel. It's a great way to learn how to build some of these prompts and to see what others are doing.

Adobe, which makes Photoshop and Illustrator, is developing an array of AI tools. Within Adobe you can now create and modify images.

Below is a list of leading multi-modal applications. These tools are changing very quickly, and some tasks work really well, but some don't. The best way you can test these is just to go in and try them.

Midjourney

[Midjourney.com](https://midjourney.com)

Price: From \$8 per month.

ChatGPT

[Chat.openai.com](https://chat.openai.com)

Price: Enterprise account (includes other tools) \$20 per month.

Bing Creator

[Bing.com/create](https://bing.com/create)

Price: Free with limitations.

Adobe Firefly

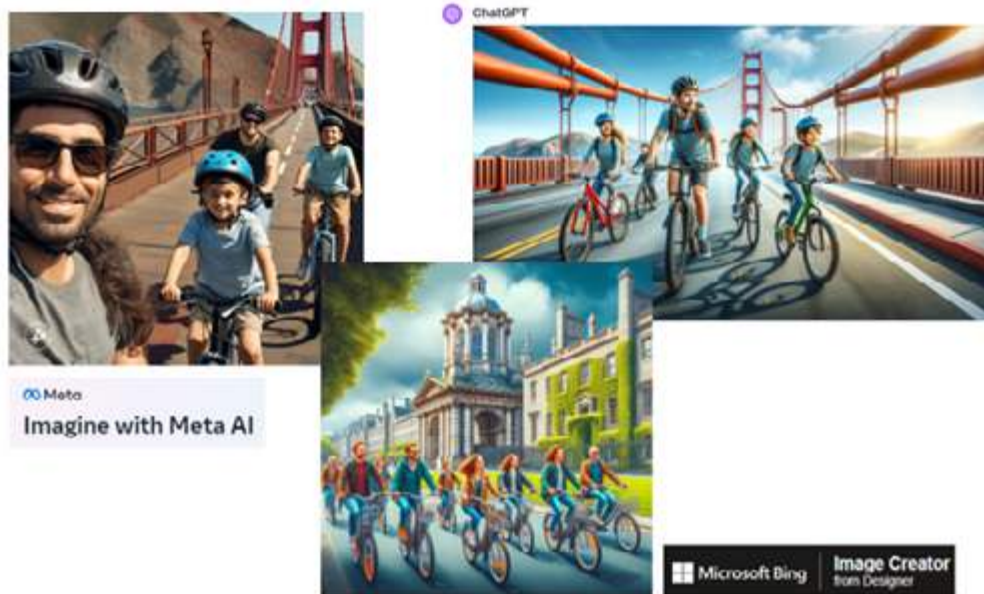
[Adobe.com](https://adobe.com)

Price: Free with limitations.

Meta Creator

[Imagine.meta.com](https://imagine.meta.com)

Price: Free.



Video

Text to video is still very early. You can make videos a few seconds long with quite a few tools. However, the capabilities and quality are still limited and actual uses for businesses today are limited.

Runway - [Runwayml.com](https://runwayml.com)

Price: Free options and various enterprise levels.

Pika - [Pika.art](https://pika.art)

Price: Early access only. Pricing not announced.

Audio

Audio GenAI applications enable the creation of voices from text and transcribing audio voice to text. Creating audio files is really easy. One of the most popular tools is ElevenLabs. There's a free and a paid version.

You can choose from a wide range of voices and also clone a voice if you have a tour guide in your company whose voice you would like to use. You just upload a few minutes of that voice and it will then create a voice based on that audio file that you can use for all of your material. This is a really good tool for things like training or background voiceovers for videos.

ElevenLabs - elevenlabs.io

Price: Free plan to \$22 per month.

Google Cloud - cloud.google.com

Price: Free to start - charged by usage.

Amazon Polly - [AWS](https://aws.amazon.com/polly)

Price: Free to start - charged by usage.



There are many other potential uses for GenAI (and many more which have not been released or even imagined yet). Here are a few platforms and applications which are specific to travel and visitor experiences.

Gondola – Website & marketing services - [Gondola.travel](https://www.gondola.travel)

Gondola provides custom website and marketing services to tour and activity operators. They embraced GenAI with the GPT version before ChatGPT 3.0 to generate tour descriptions for tour operator websites.

In 2023 Gondola built integrations with Google Places (Google Business Profiles), ChatGPT and Anthropic. With the Gondola platform, you can connect your Google Reviews and run a full analysis to get summarized insights on various parts of your business. Their Echo Social AI service turns reviews into unique and creative social posts. This is potentially a huge benefit for many in the industry, who struggle to come up with enough ideas to post on social channels.

TourConnect: Booking automation tool - [TourConnect](https://www.tourconnect.com)

TourConnect's Booking Automation Tool uses AI to read booking confirmation emails, such as those from reseller extranets, extract key booking information, then send it to a booking system with the click of a button. For many operators, this is still a manual process, so here the AI powered tool can both save staff time and also enable a more immediate view of availability on departures to avoid overbookings.

TourConnect is currently integrated with FareHarbor, Zau, Xola, Ventrata, PeekPro & RMS. The service is available with tiered pricing (from \$0.47 to \$0.95 per booking). There are no setup fees, no commissions, no contract and an operator can cancel anytime.

Autoura: A platform to create experiences with AI-powered tour guides - www.autoura.com

Autoura is a platform to create customer experiences hosted and guided by AI tour guides. The experiences can be run in 17 languages and are available for testing in 60 cities across 18 countries. The experiences can be walking or vehicle-based.

The AI guides can deliver information, answer questions from the customers and personalize the content based on customer preferences. Example use cases include self-guided audio tours, translation guides for tour guests who prefer a different language, or very niche tour experiences which may not be economical to run with a human guide, among other examples.

Pricing starts from \$62.50 per month on a software-as-a-service basis and \$375 to plan a route.

Tripian - Itinerary planning as an extra revenue stream - [tripian.com](https://www.tripian.com)

One of the most common applications for AI in travel is trip planning. There has been a flurry of new itinerary builders that offer detailed travel itineraries for transportation, accommodation, tours and experiences, dining and more.

Tripian is a B2B itinerary planning platform which provides travelers with a tool to identify and plan their trip. Travel businesses, such as hotels, tour and activity operators and attractions could provide this service to their customers and potentially earn additional revenue through cross-selling. By adding Tripian as part of their offering, a hotel, tour operator, conference organizer or attraction gives the traveler a tool they can use to plan other elements in their trip.



TripAdmit – TipDirect for easier guest reviews - www.tripadmit.com

TripAdmit has introduced a service called TipDirect, which leverages ChatGPT to make it easier for guests to leave reviews. Each TipDirect enabled tour guide is provided with an NFC Tipping Card, a personal QR code, or a direct link to the TipDirect application. The guest starts by providing a tip, which goes directly into the guide's personal bank account.

Once the tip is sent, TipDirect then immediately provides the traveler with the opportunity to write a customized tour review in the TipDirect app. Guests can choose to write their review themselves, or generate a unique and fully editable review of their experience using TripAdmit's app, which leverages ChatGPT. TipDirect automatically includes the tour and guide name in each review along with a series of customizable prompts the traveler can choose from. The traveler can then customize the review produced by ChatGPT or use it as written.

iWander.io - AI-Generated Personalized Self-Guided Audio Tours - www.iwander.io

iWander is an early-stage company that leverages AI to enable the guest to request a personalized self-guided tour. iWander leverages several of the applications discussed in this paper, including generative written content and multi-model text to audio to general personalized self-guided tours on the fly for guests.

Magpie Travel - about.magpie.travel

Magpie Travel provides content management and distribution services for tour and activity operators. The company's AI applications provide a layer on top of existing LLMs to provide tour content, respond to online reviews, and other services. (Disclaimer: Magpie CEO Christian Watts is a contributing author to this report.)



About Arival and the Report Authors

About Arival

Arival produces conferences, insights and community for tours, activities and attractions and is the global research authority for in-destination experiences. Since 2017 we have produced exclusive, primary quantitative and qualitative research to help tour, activity, and attraction industry professionals understand key market trends, identify new opportunities, set their strategies, track their competitors and understand their customers. Arival research places special emphasis on technology, innovation, and their application to help visitor experience operations grow their business.

Learn more at www.arival.travel

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Tony Carne is the founder of the Everything AI in Travel Newsletter & Consultancy. Tony is a 25-year veteran of the travel industry with a product management background. Tony has had notable stints at Intrepid Travel, running and growing the Urban Adventures business for 10 years and writing for publications such as Skift. He now keeps the industry informed about all the happenings in AI and travel as well as helping travel businesses work out AI strategies and solutions. He also has his own AI startup, HandbookFM for automating effective staff training & onboarding.



Christian Watts

Christian Watts is a near three-decade veteran of the tours and activities industry and is currently founder and CEO of Magpie Travel, a SaaS company focused on content management and distribution and AI tools and services for the tours and activities sector. He also brought the first Hop-On Hop-Off sightseeing service to San Francisco. Christian is a widely regarded industry expert and influencer on technology, distribution and AI for tour and activity operations, and is a frequent speaker at travel industry conferences.



Project Director



Douglas Quinby

Douglas Quinby co-founded Arival to provide insights, community and conferences for travel's third-largest sector: Tours, Activities & Attractions. Since its founding in 2016, Arival has become the defining platform for the sector, with worldwide conferences, industry-leading research, and the Arival.travel media site and newsletter. Prior to co-founding Arival he served as senior vice president, research at Phocuswright.

Report Editor



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Arival's editor Janelle is a writer and tour guide with a passion for adventure. She has an academic background in communications, international studies and tourism management, and comes to Arival from the world of tour guiding. Janelle has spent the last 5+ years leading day trips and multi-day sightseeing and adventure tours throughout Canada, primarily as a driver guide, as well as guide trainer. Based in Vancouver, she loves exploring by motorcycle, kayak, paddleboard, snowboard, and more!



Fáilte Ireland, the National Tourism Development Authority for Ireland, supports the sustainable growth of tourism in Ireland, fostering economic, social, and cultural benefits while supporting regional development and employment. Through partnerships and initiatives, they enhance destination appeal, invest in infrastructure, offer business support and training, and manage bids for major events, alongside spearheading domestic holiday marketing through four distinct regional experience brands.

Fáilte Ireland partnered with Arival to develop an overview of Generative AI and emerging technologies with direct applications and guidance for visitor experience businesses, including day tours, activities, attractions, events and other in-destination experiences.

