

AI meets Tourism – A World of new Possibilities?

Digital Day of Competence DACH 2025

#ArtificialIntelligence #Tourism #Change #TheFutureIsNow

Online
07 April 2025

Alex Mirschel
Realizing Progress



Visit  Norway

May I briefly introduce myself? **Alex Mirschel**

Consultant & Partner at [Realizing Progress](#)
Based in Frankfurt, Germany

#Tourism
#WindOfChange
#Digitalization
#Innovation
#ContentStrategy
#ArtificialIntelligence
#Marketing

Gude!





Before we dive in, let's take a moment to map where we stand on AI.

"Artificial intelligence will have a significant impact on the tourism industry"

Strongly disagree

Somewhat disagree

Neutral

Somewhat agree

Totally agree

"I already make meaningful use of Artificial Intelligence in my day-to-day work."

Strongly disagree

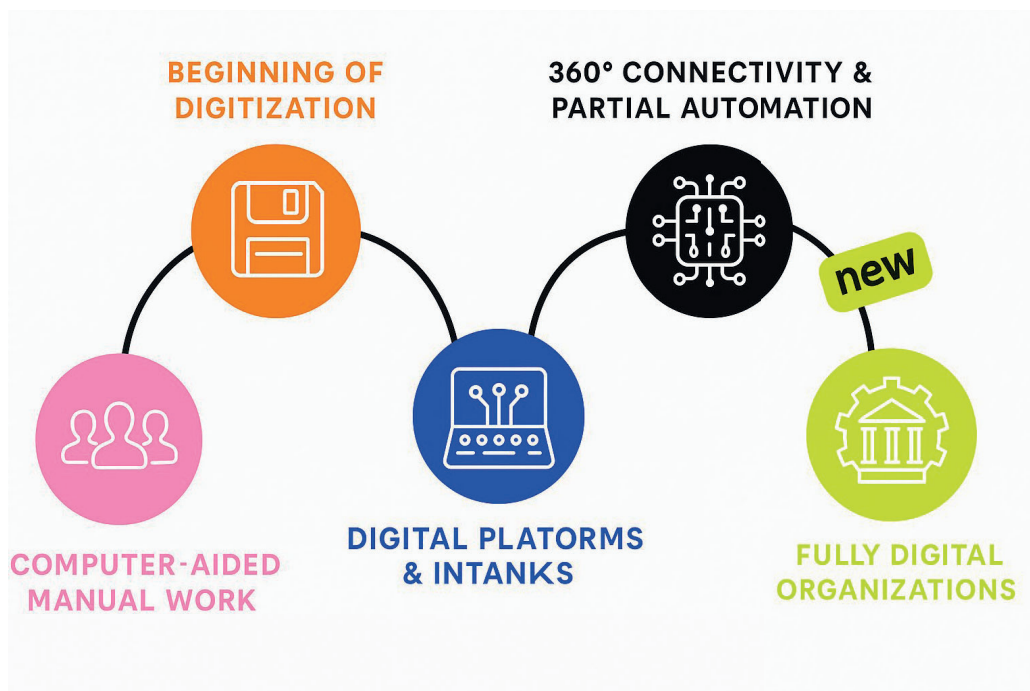
Somewhat disagree

No clear opinion

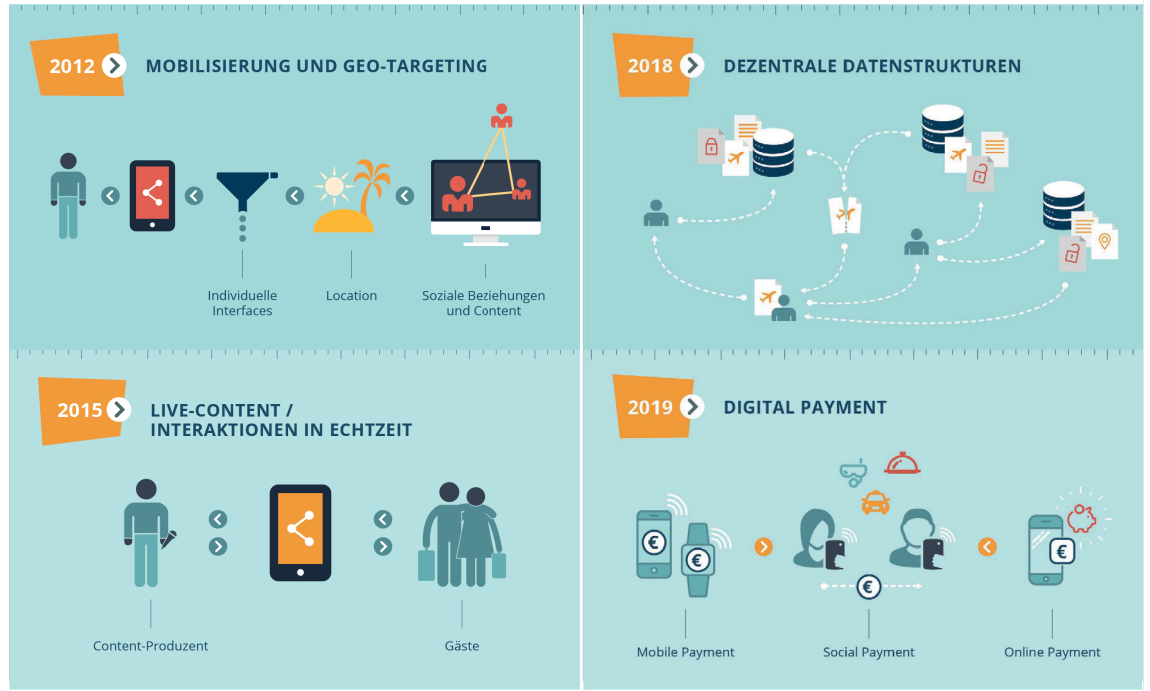
Somewhat agree

Totally agree

The digital transformation in the Tourism Industry



Digital Change 1.0 & 2.0



“I've always thought of AI as the **most profound technology** humanity is working on. More profound than **fire or electricity** or anything that we've done in the past.”

Sundar Pichai
CEO of Alphabet / Google



How does AI work?

Algorithms from the “old world” deliver identical results with same inputs – similar to a cooking recipe.

They followed a defined calculation path – “If... – then...”

In contrast, AI continuously learns from each experience (**self-learning**) and can **react flexibly to unforeseen situations**.

Without having to define each case in advance, AI recognizes **patterns and connections** in order to autonomously solve tasks and problems.





For the past 2.5 years, change has been happening at lightning speed. But are we AI-ready?

The Big Bang: How it all began...

Internet Sensation ChatGPT Crosses 1 Million Users In 5 Days

California-based OpenAI's newest prototype ChatGPT has left people wanting more

BY PAROMITA GUPTA • DEC 5, 2022

Share



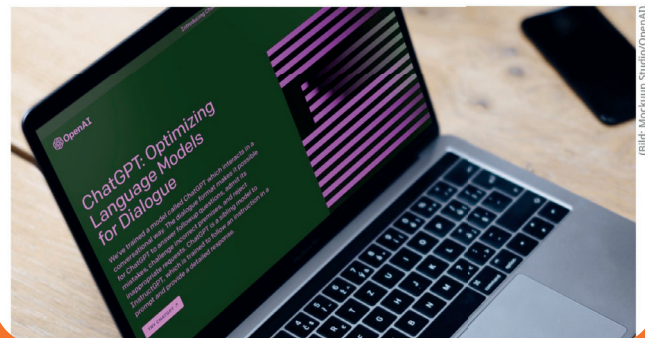
„KUNSTLICHE INTELLIGENZ

ChatGPT stellt Rekord für schnellwachsende Nutzerzahlen auf

Nur zwei Monate nach dem Start hat ChatGPT im Januar schätzungsweise 100 Millionen aktive Nutzer monatlich erreicht.

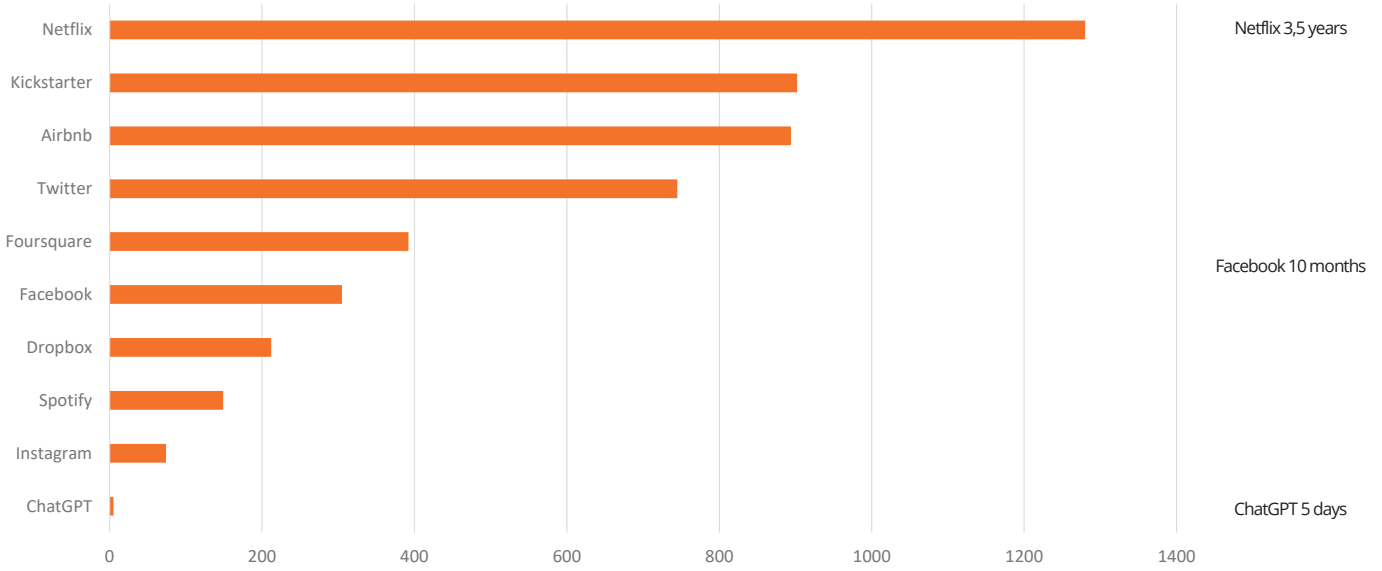
In Pocket speichern merken

3. Februar 2023, 7:17 Uhr, Michael Linden



(Bild: Mockup Studio/OpenAI)

1 million users: How long did it take?



Version Mark (@firstmarkcp) Blog post: matturck.com/MAD2024 Interactive version: MAD.firstmarkcp.com Comments? Email MAD2024@firstmarkcp.com

"FutureTools Collects & Organizes All The Best AI Tools So YOU Too Can Become Superhuman!"

Search - Try things like "YouTube" or "SEO" to find specific tools for your needs...

- AI Detection
 - Aggregators
 - Avatar
 - Chat
 - Copywriting
 - Finance
 - For Fun
 - Gaming
 - Generative Art
 - Generative Code
 - Generative Video
 - Image Improvement
 - Image Scanning
 - Inspiration
 - Marketing
 - Motion Capture
 - Music
 - Podcasting
 - Productivity
 - Prompt Guides
 - Research
 - Self-Improvement
 - Social Media
 - Speech-To-Text
 - Text-To-Speech
 - Text-To-Video
 - Translation
 - Video Editing
 - Voice Modulation
- Freemium
 GitHub
 Google Colab
 Open Source
 Paid
- Matt's Picks
 Special Offer



Web tip: daily news and more than 3,400 AI tools at a glance on <https://futuretools.io>



„ Artificial intelligence will **rapidly transform the labour market**. By 2035, there won't be a single job left that is not impacted by AI.



Hubertus Heil
Former Federal Minister of Labour and Social Affairs



AI has long been changing (often subconsciously) our everyday work

Whether OpenAI, Microsoft, Google or Apple: Artificial intelligence is currently being integrated into the tools and hardware of all major providers.

Standard processes are being replaced by chatbots, co-pilots and assistants supported by voice input. In the short term, this affects almost every process of our practical work – in all sectors including tourism.

And of course, this also applies to our customers, partners and guests!



Google Pixel, Galaxy AI, Apple Intelligence:
AI is moving into our pockets!

Microsoft | Microsoft 365 | Produkte | Pläne und Preise | Ressourcen | Support | Suchen | [Kostenlos testen](#) | [Anmelden](#)

Produktivität neu definiert mit Copilot für Microsoft 365

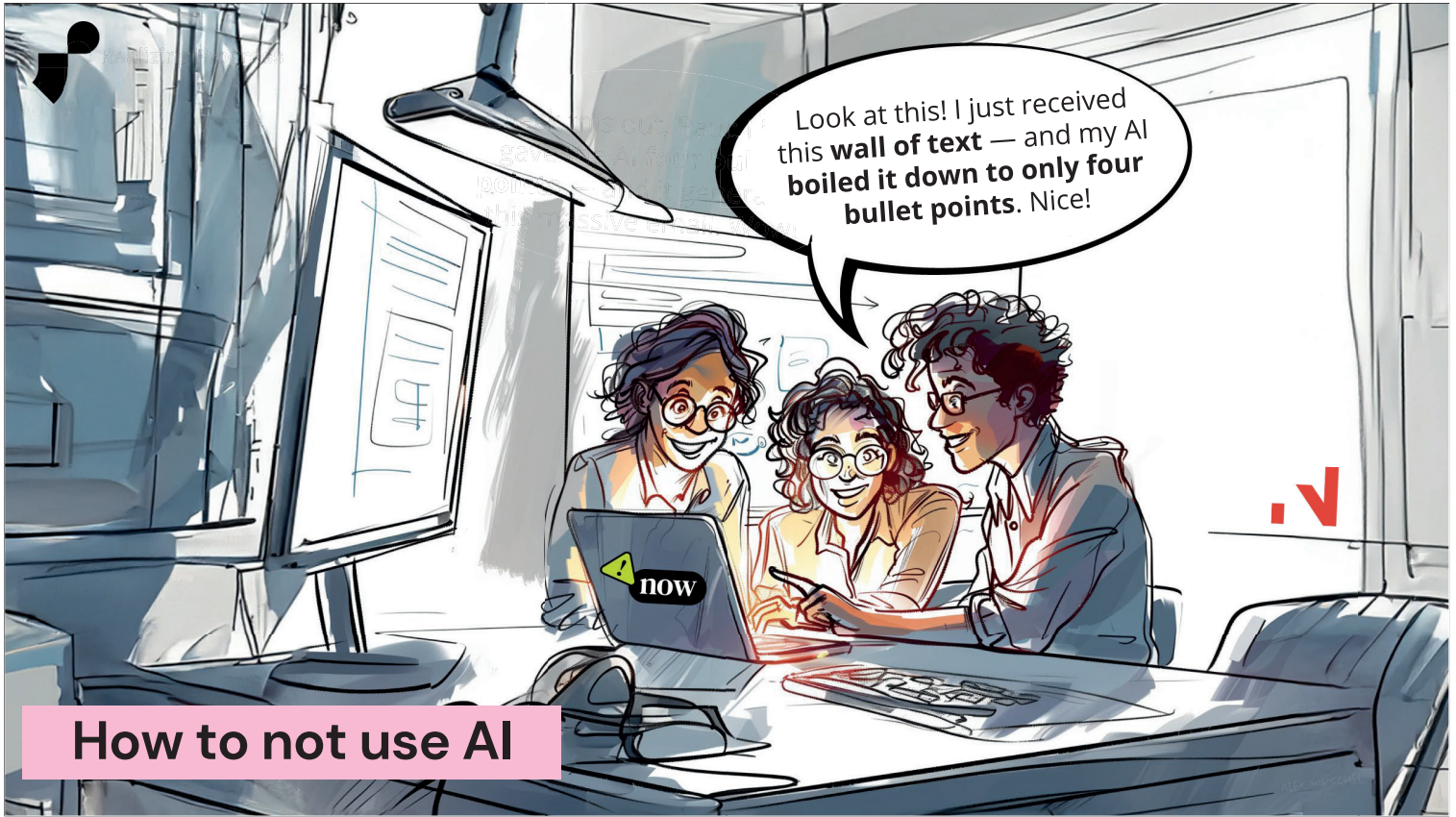
KI-Assistenz für Ihre Apps, Dokumente und Meetings in Microsoft 365 sorgt dafür, dass Sie in kürzerer Zeit mehr erledigen können.

So funktioniert's | Wichtige Funktionen | Pläne | Häufig gestellte Fragen | Erste Schritte

SO FUNKTIONIERT'S

Copilot AI features: Now part of the MS Office subscription package

Prioritäten setzen und fokussiert bleiben



Use of AI in tourism, e.g.



Content creation and editing

Sentiment analysis, Market monitoring

Sales forecasts
Predictive analytics

Workforce-/ Duty scheduling

Smart customer profiling

Repetitive tasks and processes

Onboarding and knowledge transfer

Fraud detection, authenticity checks

Dynamic Pricing / Demand management

Hyper-Personalized Offers, Upselling

Live translations, multi-language ops

Smart customer service, better responsiveness

Sustainability & Waste Management

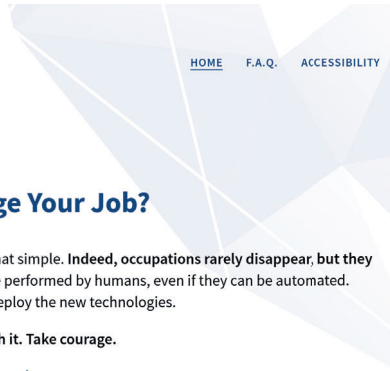
Social Media Management

Inclusion, accessibility

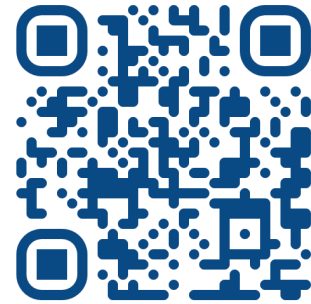
...and so much more!

How automatable are my tasks?

Job
Futuromat



<https://job-futuromat.iab.de/>



Will Digital Technologies Change Your Job?

Robots will take on your job and you are out? It is not quite that simple. **Indeed, occupations rarely disappear, but they do change.** Some tasks are automated; others continue to be performed by humans, even if they can be automated. New tasks are being added, most importantly to be able to deploy the new technologies.

Take advantage of the opportunities this change brings with it. Take courage.

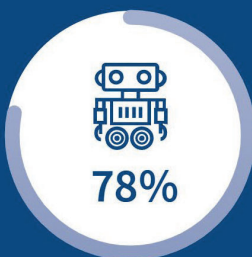
Test now how digital technologies could change the world of work.



"This does not mean that your (desired) occupation will be automated actually. Human work can, for example, be more flexible, more economical or of better quality."

Examples from the industry

Automatability in the occupation Travel agent - tourism



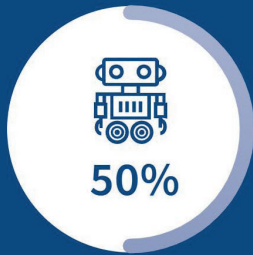
As things stand today, 7 of the 9 core tasks in this occupation can be automated.

This can be an advantage, for example when robots do heavy or monotonous work for you.

This does not mean that your (desired) occupation will be automated actually. Human work can, for example, be more flexible, more economical or of better quality.

<https://job-futuromat.iab.de/>

Automatability in the occupation Tourism manager



As things stand today, 4 of the 8 core tasks in this occupation can be automated.

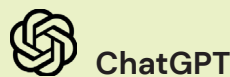
This can be an advantage, for example when robots do heavy or monotonous work for you.

This does not mean that your (desired) occupation will be automated actually. Human work can, for example, be more flexible, more economical or of better quality.

www.job-futuromat.iab.de

Top AI Chatbots Compared

- Chatbot is free
- Chatbot has a paid subscription
- Chatbot can be used without registration
- Chatbot can be used with registration
- Chatbot researches the web



chat.openai.com

The best and most universal solution! Available to free users on a limited basis. ChatGPT Plus (\$20) remains the way to go. New features turned out to be superb!



perplexity.ai

Mixture of AI bot and interactive answer engine with references, justifications and in-depth research; Increasingly extensive cooperation with Deutsche Telekom



gemini.google.com

Powerful solution. Strong in copywriting and structuring. Web browsing for everyone. New Gemini 2.5 jumps on top of most benchmarks.



claude.ai

Developed by Anthropic. Focuses on responsible AI, security, and ease of use. Claude 3.7 has strong abilities in coding, deep research and analytics.



chat.mistral.ai

European AI chatbot developed by Mistral AI (GDPR!). Text quality still medium. Currently no browsing, therefore sometimes incorrect or old information.





What are my best options to go whale watching in Tromsø

Perplexity Places Images Sources · 19 Tasks

whalewatchingtromso - Whale Watching Tromsø - Eco-Friendly & Ethical... The Smooth Escape - Guide to whale watching in Tromsø (& the most ethical... getyourguide - The BEST Tromsø Dolphin & whale watching 2025 -... Best Arctic - Arctic Activities: Whale Watching in Norway

Tromsø is one of the premier whale watching destinations in Norway, especially during winter when orcas and humpback whales gather to feed in the nearby fjords. Whether you prefer a comfortable cruise on a spacious catamaran or an adventurous ride on a RIB boat, there are excellent options to suit every traveler's style. Here are the best whale watching experiences in Tromsø, each offering unique features and approaches to responsible wildlife tourism.

Brim Explorer Tromsø - Meeting Point Tours
 ★ 4.6 (647) · Open · Website · Directions · Call

- ✓ Eco-friendly
- ✓ Beautiful scenery
- ✗ Limited wildlife sightings

Brim Explorer stands out for its eco-friendly approach, operating hybrid-electric catamarans that minimize noise and disturbance to whales. The boats are spacious, offer panoramic lounges, heated indoor areas, and are wheelchair accessible. Guides provide engaging commentary on local wildlife and ecology, and the tour is praised for its comfort and ethical practices. This is an ideal

Ask anything...

AI in web search: Will we still "google" in the near future?

Realizing Progress

ChatGPT, Perplexity & Co.

German Internet Users

Google

A photograph of three people walking on a city street. A woman in a red dress is in the foreground, smiling. A man in a blue plaid shirt is in the middle ground, looking back over his shoulder. A woman in a light blue top is in the background, looking towards the man. The image is overlaid with text boxes and icons.



Realizing Progress

“By 2026, **traditional search engine volume will drop 25%**, with search marketing losing market share to AI chatbots and other virtual agents”

Gartner

Is Norway a good destination for families?

Alle Kurze Videos Bilder Videos News Web Bücher Mehr ▾ Suchfilter ▾

◆ Übersicht mit KI Weitere Informationen ⋮

Yes, Norway is generally considered a great destination for families, offering a mix of outdoor adventure, cultural experiences, and kid-friendly attractions. The country's natural beauty, safety, and emphasis on family values make it an attractive option for family vacations. ⓘ

Here's why Norway is a good choice for families:

Nature and Outdoor Activities:
Norway boasts stunning fjords, mountains, and coastline, providing ample opportunities for hiking, biking, kayaking, and other outdoor adventures suitable for all ages. ⓘ

Mehr anzeigen ▾

The best things to do in Norway with kids - Lonely Planet
21.03.2024 — Norway is a model for how other countries might make themselves more family...
Lonely Planet ⓘ

Norway's top destinations for kids | Family-friendly holiday
You will find kid-friendly activities and attractions all over Norway. Here are our top tips in six...
Visit Norway ⓘ

Norway is a very safe and child-friendly place. In fact, the whole country is a natural playground, and we don't mind if our kids get a bit dirty ... we even encourage it! And don't worry, if it's raining, there is plenty of indoor fun as well.

Feedback

Google sees its core business under attack –
Generative AI answers now rolled out globally

OpenAI follows right after: the new **ChatGPT search function**

A grid of six hotel listings, each featuring a photo, name, rating, and a 'See Prices' button. The listings are:

- Sheraton Maui Resort & Spa**: 4.0 rating, Location, Management Issues.
- Ko'a Kea Resort On Poipu Beach**: 4.7 rating, Location, High Prices.
- Hanalei Bay Resort**: 4.2 rating, Stunning Views, Cart Service Delays.
- Napili Kai Beach Resort**: 4.5 rating, Location, Pricing.
- Shell Vacations Club Holua...**: 4.5 rating, Directions, Phone: +1 808-324-1550.
- Wailea Beach Villas**: 4.8 rating, Spacious Accommodations, Warm Furniture.

Meanwhile, Perplexity adds options to **make actual hotel bookings** through their AI chatbot!

A screenshot of a hotel booking interface. It shows a list of available rooms with photos, names, prices, and 'Reserve' buttons. The interface also includes a 'Plan your stay' section with date selection and traveler information.

Available rooms
Powered by Sellbook

- Deluxe Room**: \$1,128 per night, 800 1 King Bed(s). Reserve button: You won't be charged yet.
- Accessible Standard Room with Lanai**: \$1,470 per night, 100 1 King Bed(s). Reserve button: You won't be charged yet.

Plan your stay
Select dates: Check-in 4/18/2025, Check-out 4/21/2025
Travelers: 2 adults
Check availability button

About, Amenities, Available rooms, Location, Traveler insights, Related hotels

LLMs: Increasingly smarter than we (want to) believe

IQ Test Results

Mensa Norway IQ Scores (Average of last 7 tests)

Reset

Show Offline Test

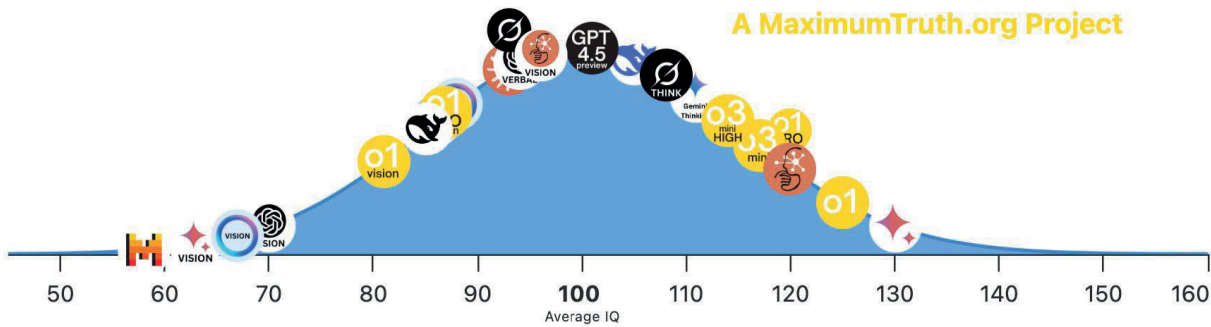
Show Mensa Norway



TrackingAI.org

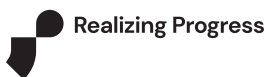
Mensa Norway quiz

A MaximumTruth.org Project



Google jumps to the top of AI models with Gemini 2.5 Pro

- GPT-4o
- Gemini 2.5 Pro Exp.
- Claude-3 Opus
- Gemini Advanced (Vision)
- GPT-4o (Vision)
- Llama-3.2 (Vision)
- Mistral
- Llama-3.3
- Ring Copilot
- Gemini 2.0 Flash Thinking Exp.
- GPT-4o
- Grok-3

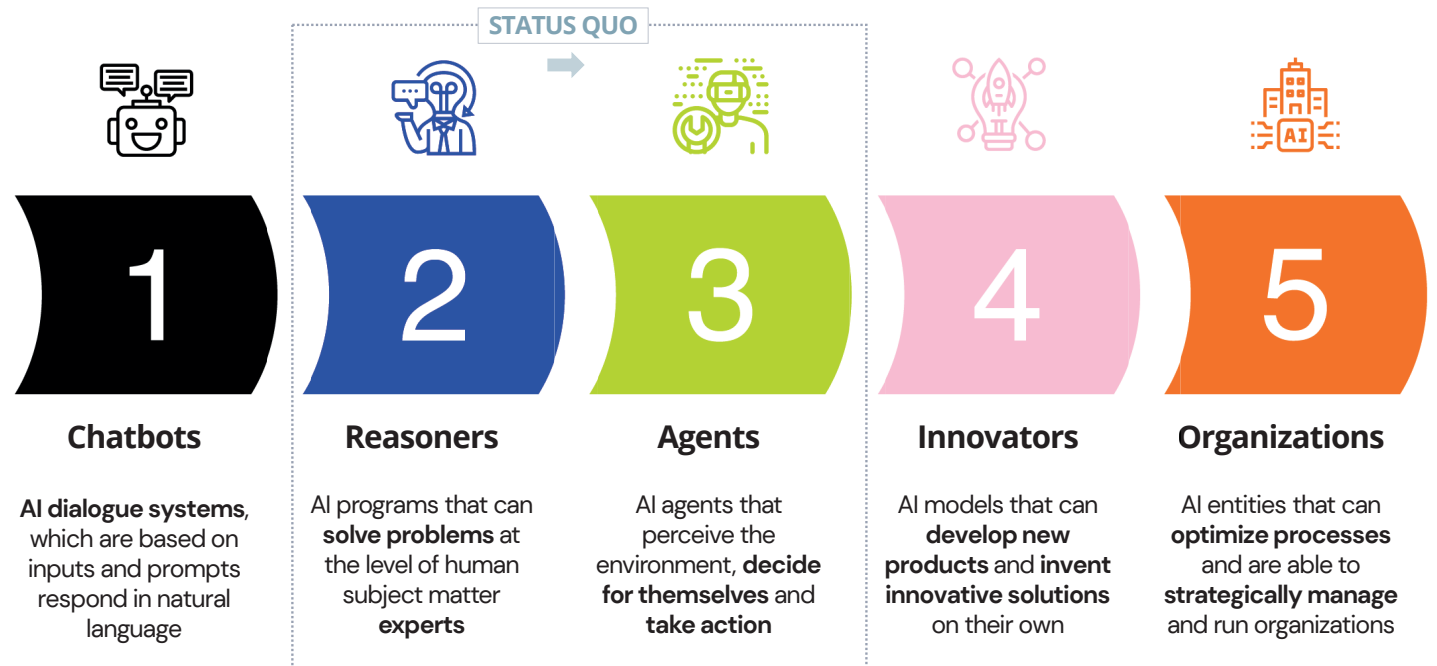


„We are living through this **once in human history moment** when humans stop being **the smartest thing on planet earth.**“

Sam Altman
CEO von OpenAI

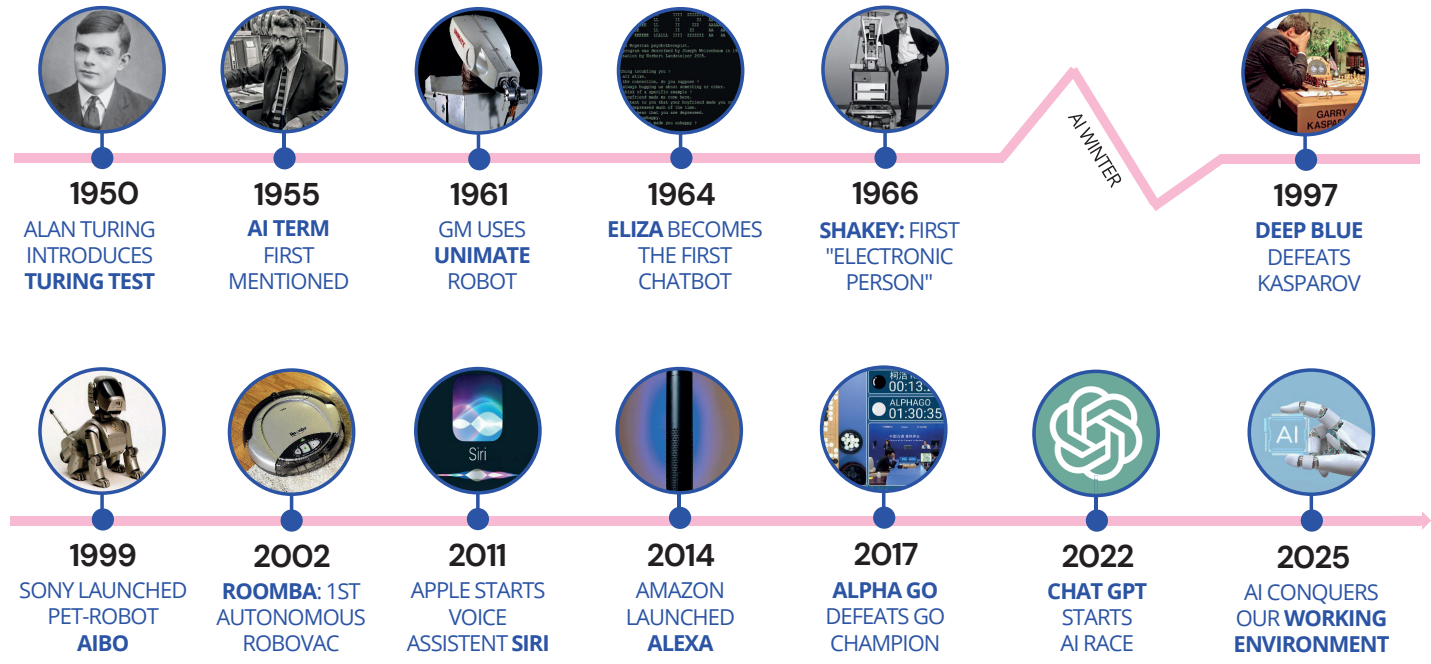


OpenAI: Roadmap to machine superintelligence



"Nobody could have expected that..."

Milestones in the history of AI



Deep Blue: The Beginning of the End?

The Last Battle of Human Brain

"Kasparov – Defender of Humanity"

Artificial intelligence not black and white

FORGET ABOUT THE Garden or the Meadowslands. The real action was outside the Equitable Center on Seventh Ave., where Garry Kasparov, with a name like a hockey player, did battle with Deep Blue, an IBM supercomputer whose name suggests some starlet who did her best work on 42d St. in those halcyon days before Disney.

The scalpers were asking as much as \$600 for a \$25 seat. "Actually, I'd settle for a couple of hamburgers," said Ze Ayalia. "I am extra."

In the history of New York, there's never been a dispute so hopelessly well-mannered as Ze Ayalia, Ph.D. Instead of the usual hawker's cry —

"Who got tickets?" — Ayalia was content to let the business come to him as he burnished his new tattoo with a cotton ball doused in lemon juice. "The tattoo juice helps the absorption of the dye," he said. The tattoo bore the name of his band, "Flashpop," for when the tall, long-haired Ayalia plays guitar, it should be noted that in lieu of a

Mark Kriegel

He couldn't help but root for Kasparov. The sentimental part of him was taken with the charms of obsolescence. But he knew better than to bet against technology.

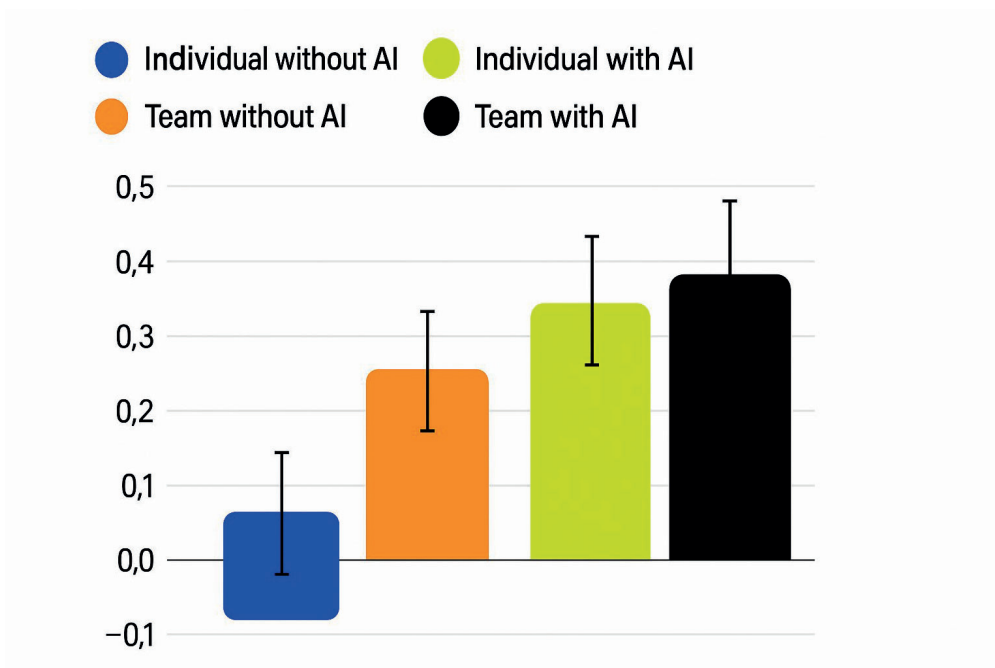
Kasparov is the best chess player in the world, but unlike Deep Blue, he can also be vain, angry, neurotic, picky, fearful, in all, human. "Chess is fundamentally psychological," Ayalia said. "And that's precisely what Kasparov was working against him."

I asked him how long before Deep Blue is playing lead guitar in his band. That day will come, he said, and it won't be too long. "You know the band Nine Inch Nails?" he said. "That's all computers. But what you've really asking is: Will a computer be able to write

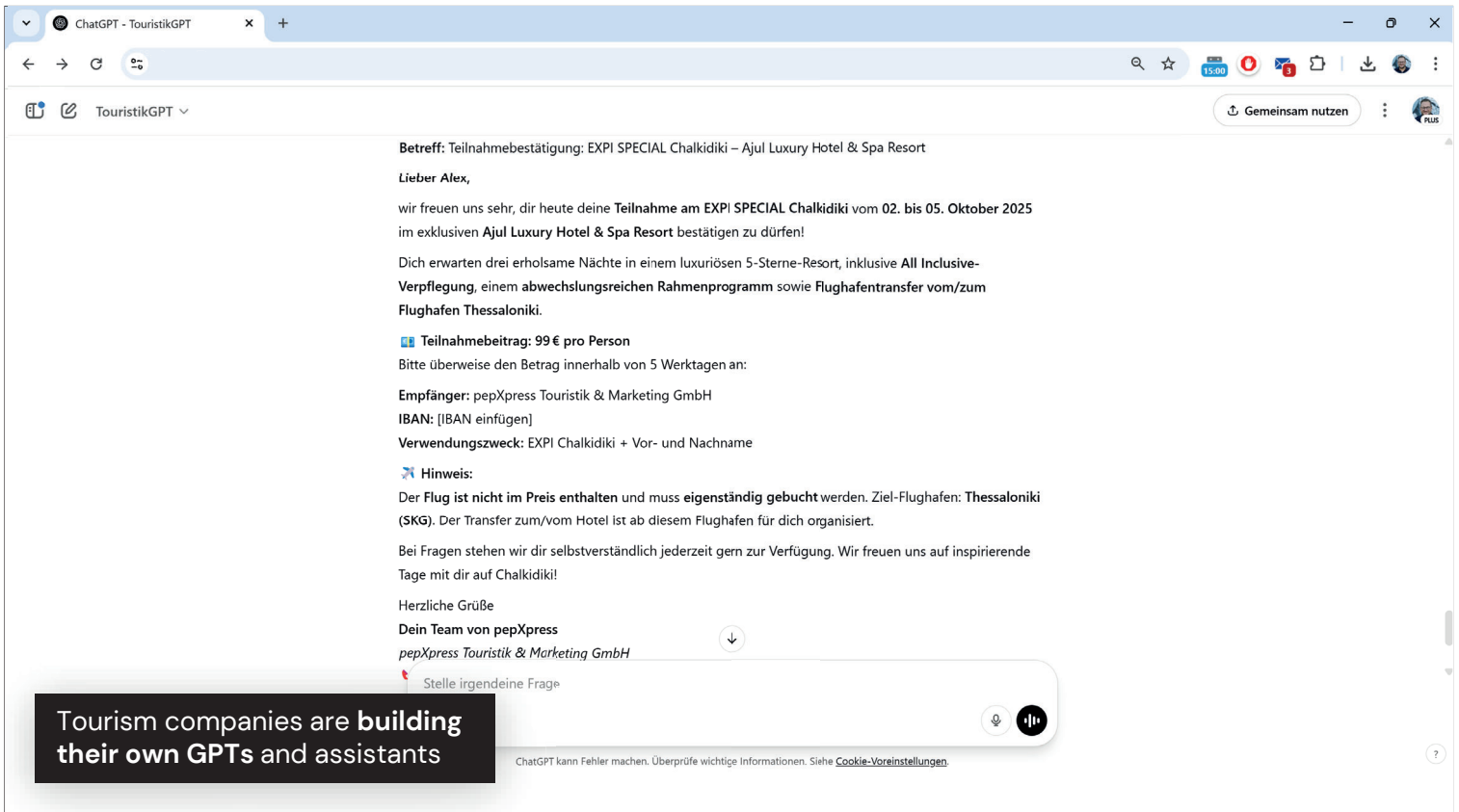
11. Mai 1997

Engaging with AI **isn't just a technical issue** —
it's also a **social** and **cultural** one. We can only harness its full
potential if we embrace working alongside machines.

And if we embrace —
it will become powerful!



What is already possible today?



Betreff: Teilnahmebestätigung: EXPI SPECIAL Chalkidiki – Ajul Luxury Hotel & Spa Resort

Lieber Alex,

wir freuen uns sehr, dir heute deine Teilnahme am EXPI SPECIAL Chalkidiki vom 02. bis 05. Oktober 2025 im exklusiven Ajul Luxury Hotel & Spa Resort bestätigen zu dürfen!

Dich erwarten drei erholsame Nächte in einem luxuriösen 5-Sterne-Resort, inklusive All Inclusive-Verpflegung, einem abwechslungsreichen Rahmenprogramm sowie Flughafentransfer vom/zum Flughafen Thessaloniki.

Teilnahmebeitrag: 99 € pro Person
Bitte überweise den Betrag innerhalb von 5 Werktagen an:

Empfänger: pepXpress Touristik & Marketing GmbH
IBAN: [IBAN einfügen]
Verwendungszweck: EXPI Chalkidiki + Vor- und Nachname

Hinweis:
Der Flug ist nicht im Preis enthalten und muss eigenständig gebucht werden. Ziel-Flughafen: Thessaloniki (SKG). Der Transfer zum/Vom Hotel ist ab diesem Flughafen für dich organisiert.

Bei Fragen stehen wir dir selbstverständlich jederzeit gern zur Verfügung. Wir freuen uns auf inspirierende Tage mit dir auf Chalkidiki!

Herzliche Grüße
Dein Team von pepXpress
pepXpress Touristik & Marketing GmbH

Stelle irgendeine Frage

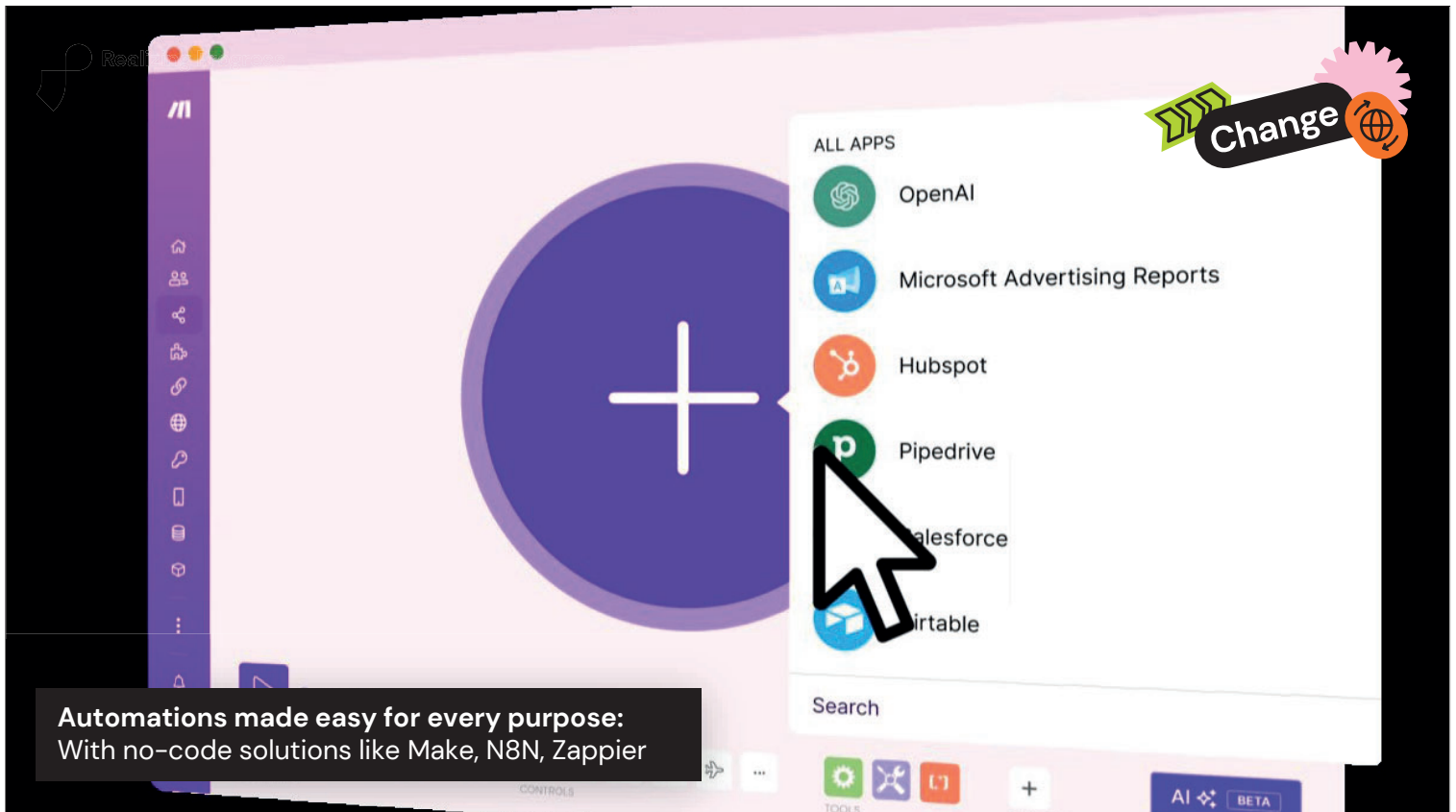
ChatGPT kann Fehler machen. Überprüfe wichtige Informationen. Siehe [Cookie-Voreinstellungen](#).

Tourism companies are building their own GPTs and assistants

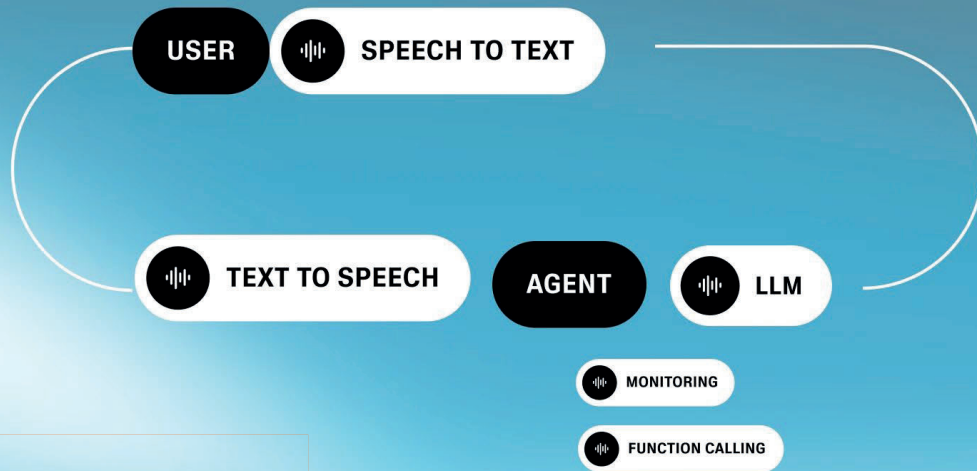
ElevenLabs Conversational AI:

OpenAI Operator: The agents are coming – in a hurry!

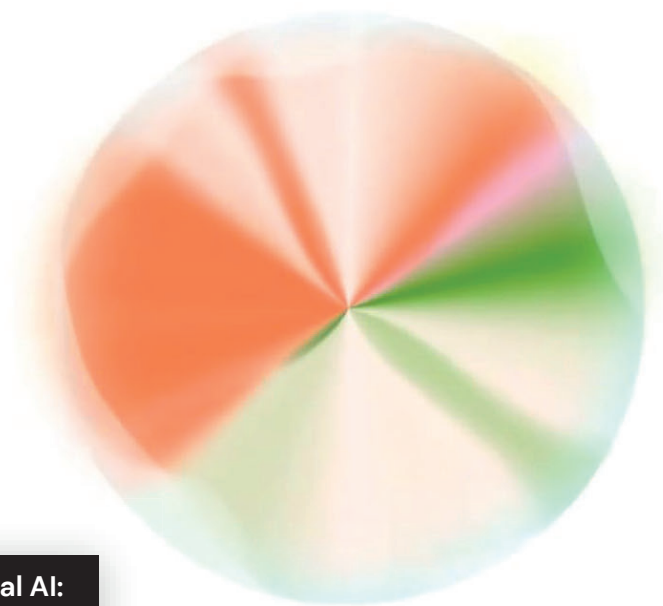
<https://youtu.be/v-EYzZCLF48?si=dtmVY8QRnicc2hbs>



Automations made easy for every purpose:
With no-code solutions like Make, N8N, Zappier



ElevenLabs Conversational AI:
Platform for Building Your Own
Interactive Voice Chatbots



ElevenLabs Conversational AI:
Platform for Building Your Own
Interactive Voice Chatbots

TOOL-SPOTLIGHT: Voice

Eleven
Labs

<https://elevenlabs.io/>

- **Text-to-Speech Generation**
Just type, choose a voice, and you're done
- **Custom voices** can be easily trained
- **Sound effects, translations** and much more
- Create **live agent** with corporate knowledge
- **Very affordable** – the free version includes generous credits (I use the \$10 pro plan)

Speech Synthesis

GENERATE HISTORY

TEXT TO SPEECH SPEECH TO SPEECH

Type in anything to
bring your script to life
with your preferred voice

341 / 5000

Quota remaining: 8,108

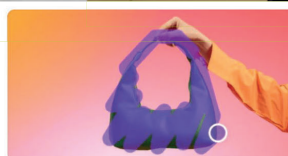
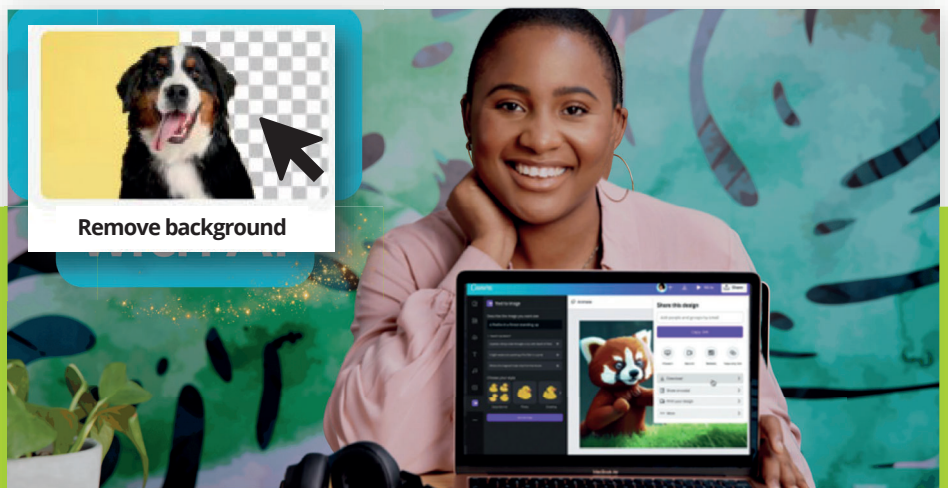
Apollo - Documentary & TV Voice

Settings

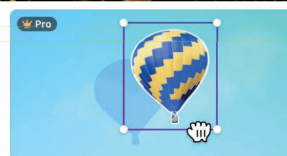
Generate speech

New AI features natively in almost every creative tools

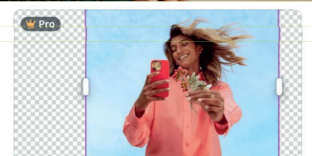
- AI features for content creation and editing
- Now also with countless functions, e.g. in Canva and Adobe Express, just like:
- 1-Click Crops
- Generative Fill
- Text-to-image
- Text-to-Font
- Text-to-animation



Magic Edit
Bilder mit einer kurzen schriftlichen Eingabe hinzufügen, ersetzen oder bearbeiten



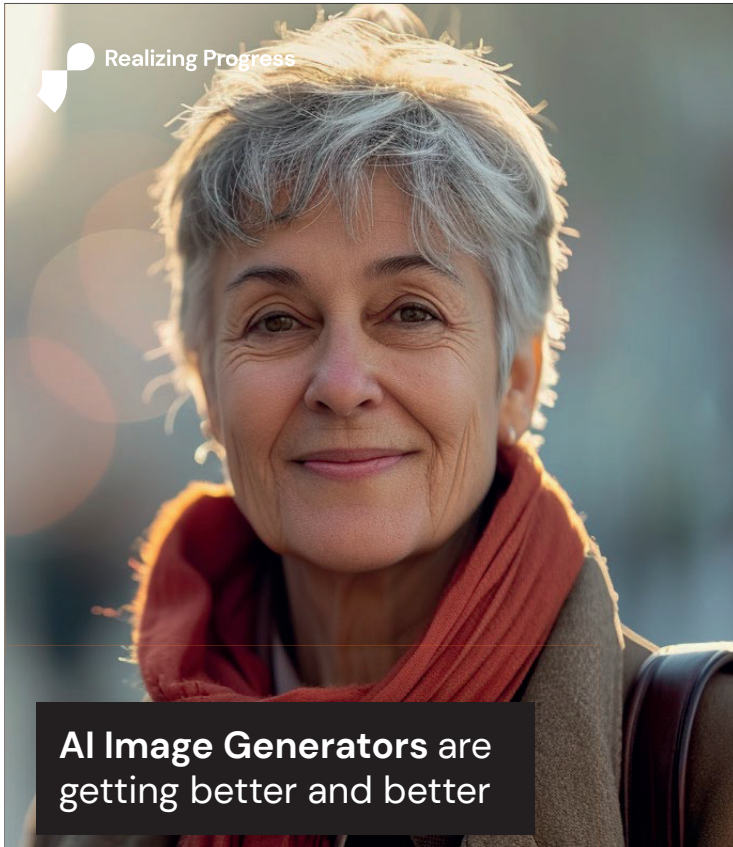
Magic Grab
Mach jedes Bild bearbeitbar wie eine Canva-Vorlage



Magic Expand
Verwende KI, um die Szenerie zu generieren und zu erweitern

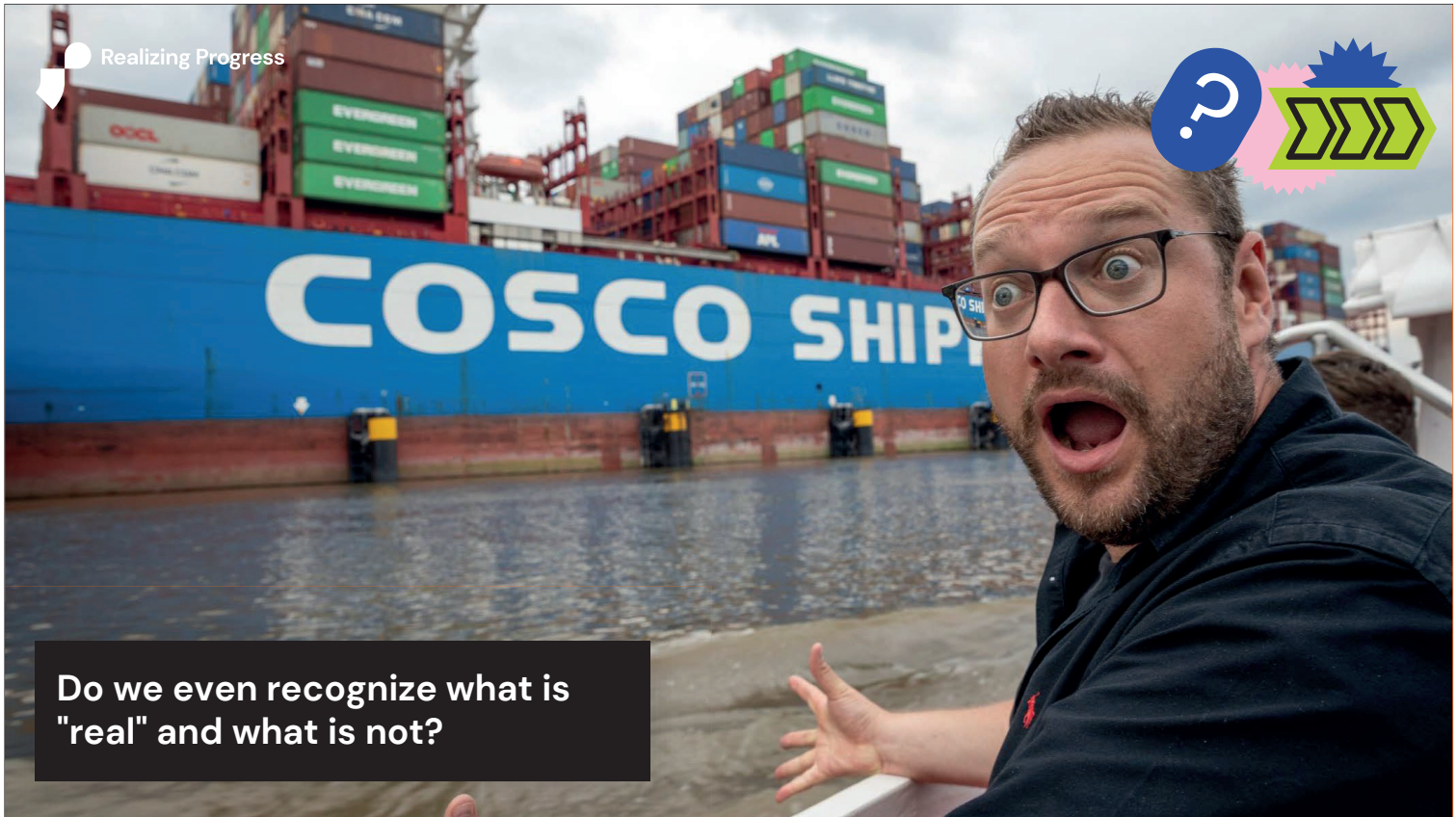
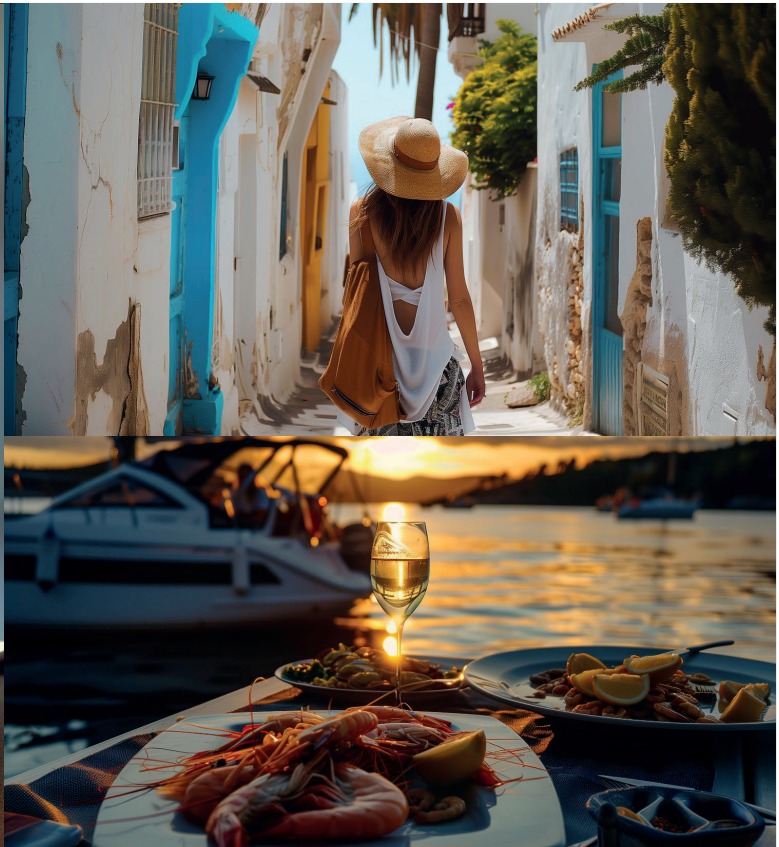


AI opens up completely new doors of creativity even for beginners (Adobe Photoshop)



Realizing Progress

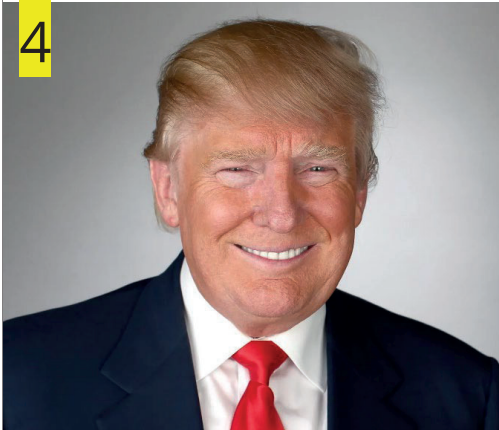
AI Image Generators are getting better and better



Realizing Progress

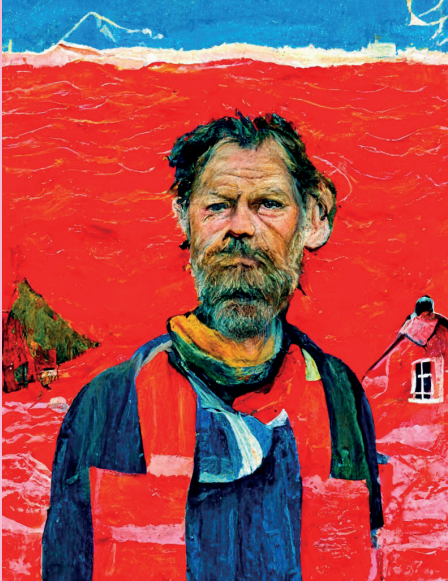


Do we even recognize what is "real" and what is not?



A glimpse into AI speed

An old Norwegian fisherman standing in front of his red rorbu



Midjourney V1



Midjourney V3



Midjourney V5.2

One Leap After Another

Woman explaining her new travel products at the ITB tourism fair



April 2022



October 2022



March 2023



Hakon eventyr i Norge

chatgpt.com/c/683db8d3-9308-8011-b44c-8a4a7571a5ee

ChatGPT 4o

Gemeinsam nutzen

Now place Hakon on a large out of home screen in the city center of norway during a snowy night in winter.

Bild erstellt

Stelle irgendeine Frage

OpenAI launched new 4o Image Generation: A Game Changer?

man Fehler machen. Überprüfe wichtige Informationen. Siehe [Cookie-Voreinstellungen](#)

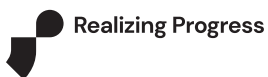


Generate an image of a black female model wearing these items of clothing. She is sitting on steps in an urban environment.

Image created



... and the internet community is going crazy!



TOOL-SPOTLIGHT: Images

FREEPIK

<https://www.freepik.com/>

- AI generation and editing of images, videos, icons, mockups, and music
- Access to all relevant newest AI models
- Access to **Premium stock content: 250M+** high-quality photos, vectors, graphic design templates and more
- Train advanced **custom AI models** for on-brand visuals: styles, objects, colors, and characters
- Paid plans starting from 5 EUR / month

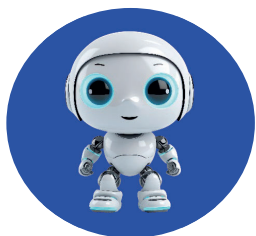
The screenshot shows the Freepik AI interface. At the top, there's a search bar and navigation icons. Below that, a section titled "What can I help you create?" lists various tools: For you, Images, Vectors, Videos, Designs, Mockups, Icons, and Others. There are four featured AI tools: "AI Assistant" (with a lightbulb icon), "Mockup Generator" (with a can icon), "Create an AI image" (with a woman's face icon), and "Upscale an image" (with a leaf icon). Below these are buttons for "Edit an image with AI", "Find a photo", "Create an AI video", "Use a custom AI character", and "View more". At the bottom, there's a section "Here's where you left off" showing a grid of generated images, including "Hands holding a wild nature mag...", "Hands holding business newspa...", "undefined", and "Hands holding busi...".

„Artificial intelligence is **not a substitute for human intelligence.** It is a **tool** to amplify human creativity and ingenuity.“

Fei-Fei Li
Co-Director of the Stanford Institute for Human-Centered AI



Strengthen brand power, ensure quality
"Human-in-the-loop" approach



Query of interim feedback
"How satisfied are you so far?"

**ARTIFICIAL INTELLIGENCE
AS A (SUPPORTING) TOOL**



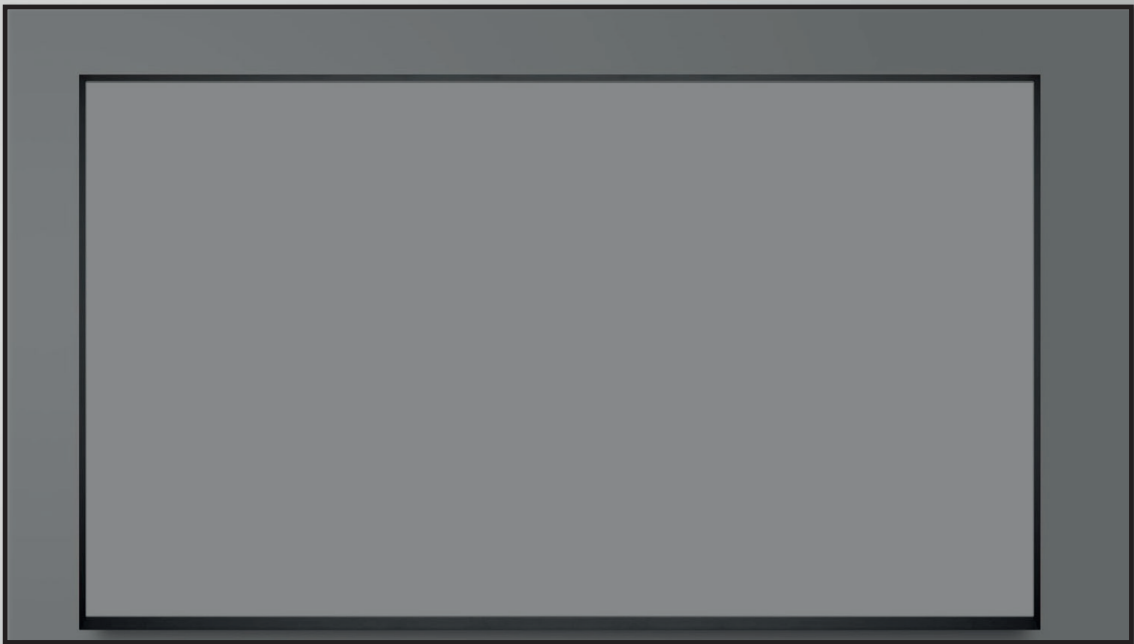
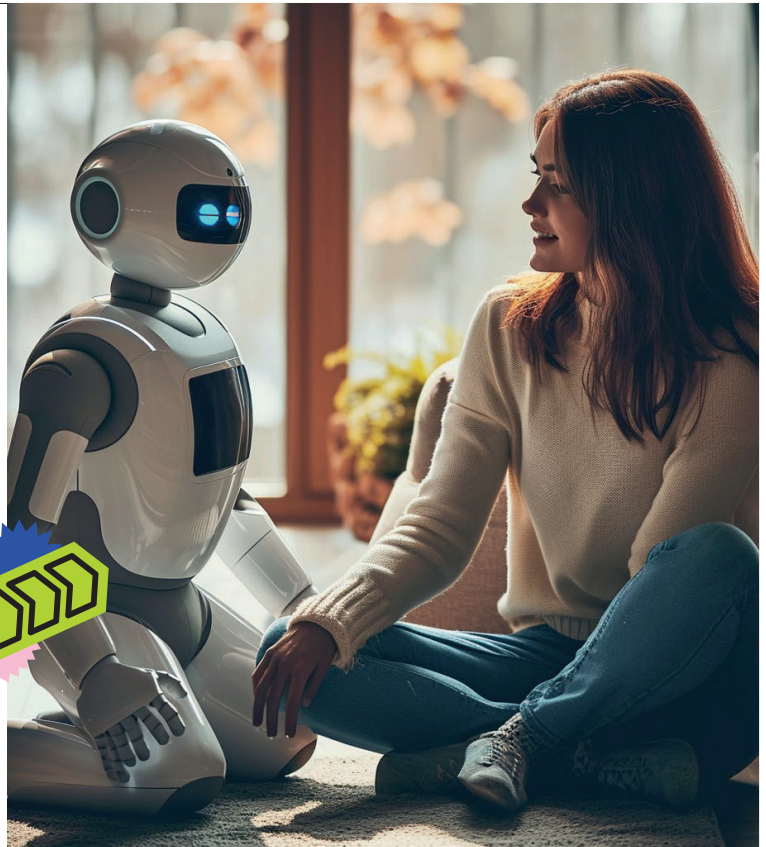
Interaction, fine-tuning & curating
"It's going in the right direction, but..."

AI has made machines capable of dialogue...

In the past, **we had to learn** the language of the machine...

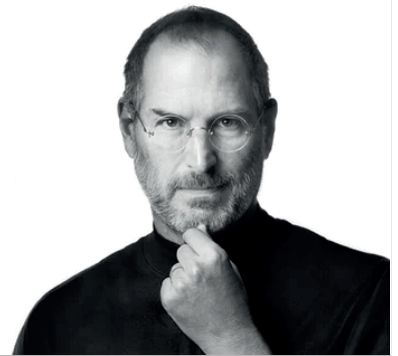
Now, the machines have learned our language(s).

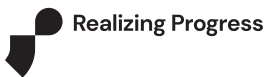
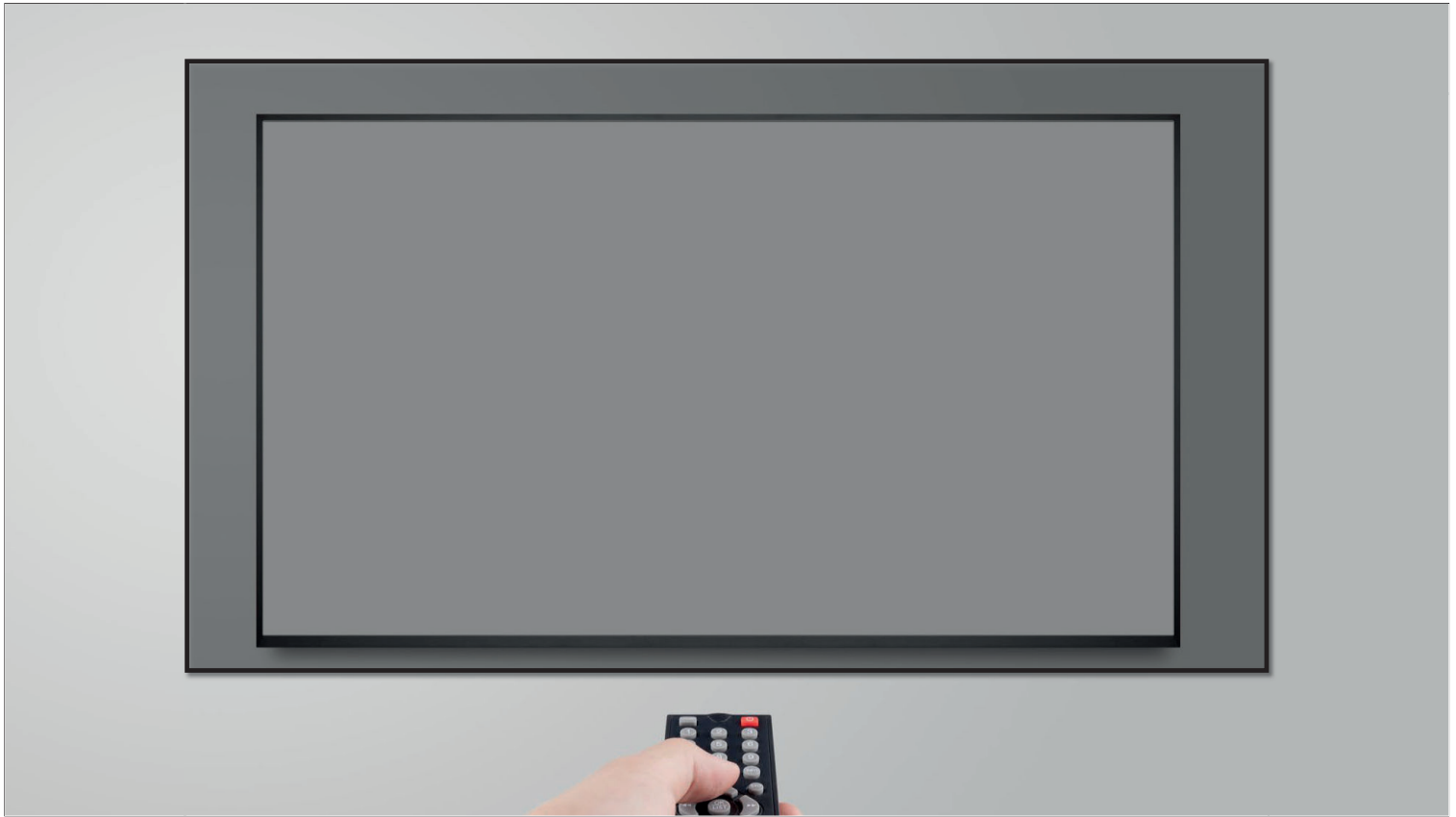
I have brought some **video greetings** with me...



“Innovation is the ability to see change
as an **opportunity** – not a threat.”

Steve Jobs,
Co-Founder of Apple († 2011)



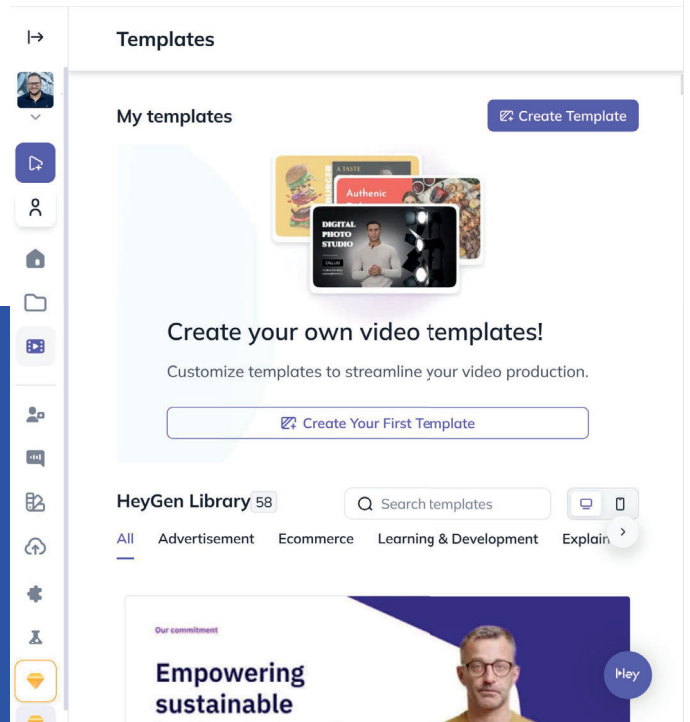


TOOL SPOTLIGHT: Avatars

HeyGen

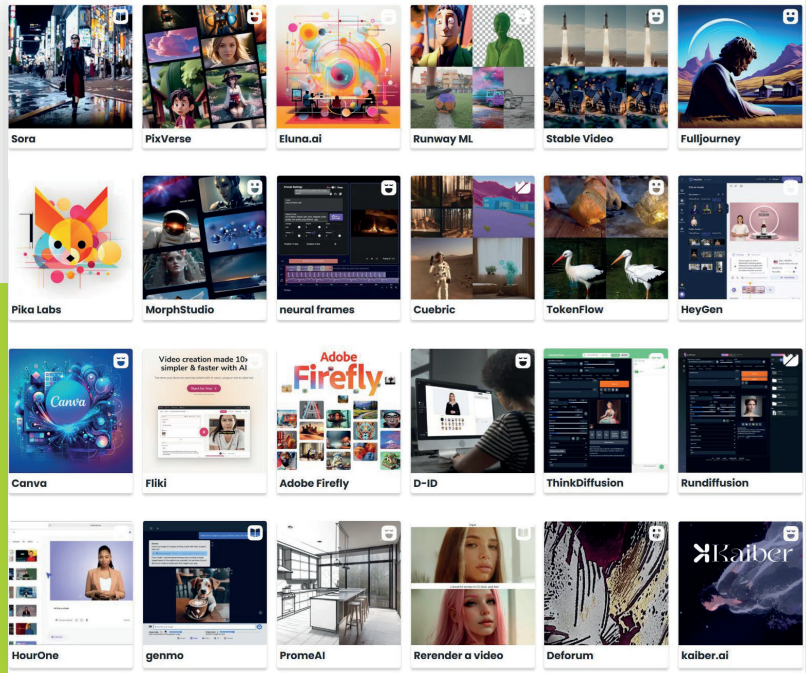
<https://heygen.com>

- State-of-the-art **Avatar generation**
- AI based **video translation (lip synced)** in more than **120 languages**
- **Photo to video, URL to video, product to video:** Multiple new features for modern marketing
- Live chat avatar agents
- Free plan with 3 included videos, paid plans with unlimited generations starting from 24\$/month



More and more tools: AI videos are one of the trending topics of 2025

- The main categories are:
- AI Avatars, Virtual Humans
- Text-to-video generation
- Image-to-Video Animation
- AI-based video editing
- Transcription, clipouts, translations



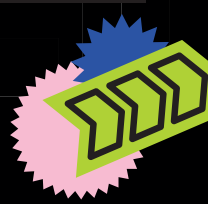
Runway Gen-4

Google Veo 2

Original photo: Per Christian Lind - visitnorway.com

AI-based Image to Video

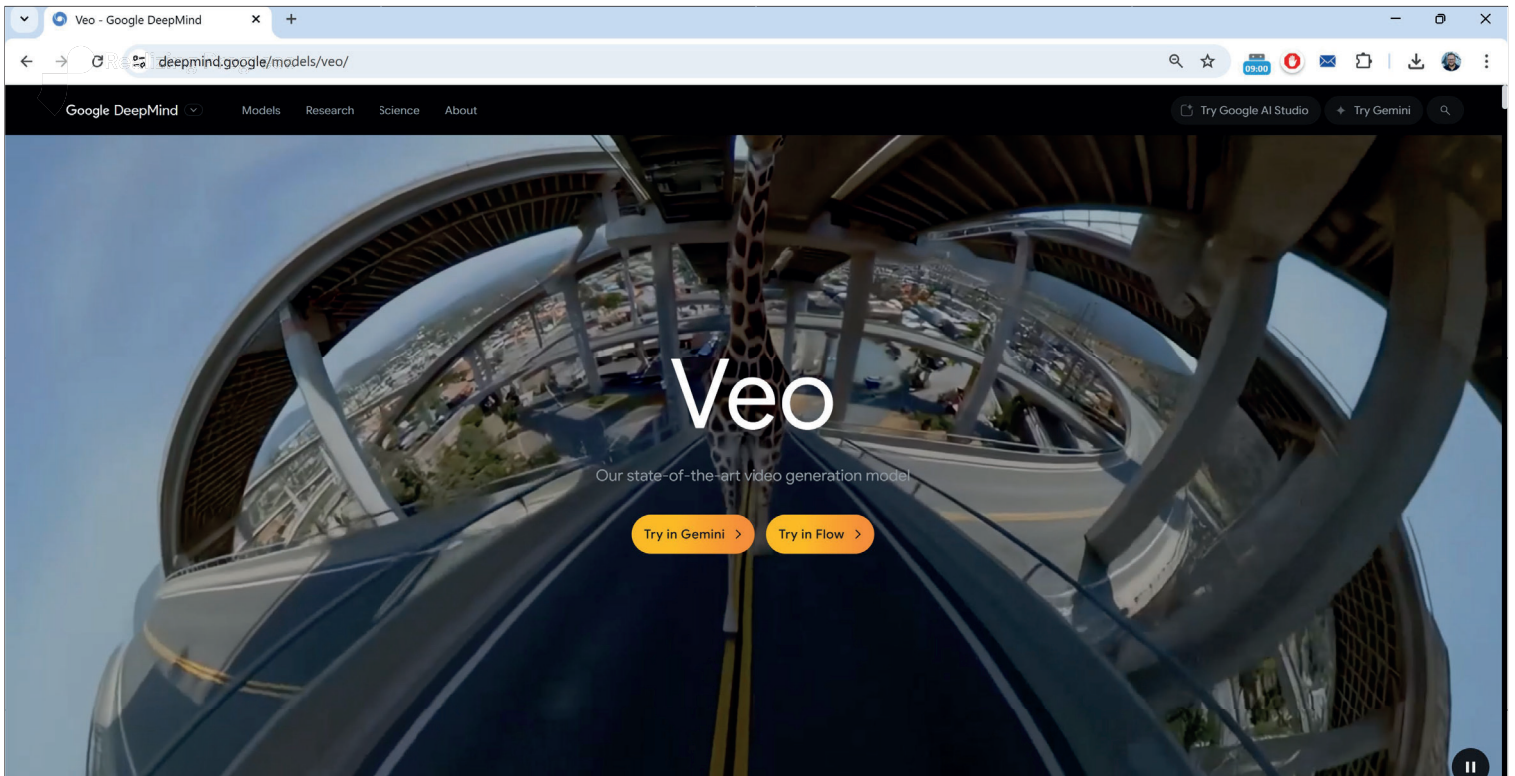
Runway Gen-4 vs. Google Veo 2
vs. Kling 2.1 compared



Kling 2.1

Prompt: A movie trailer featuring the adventures of the 30 year old space man wearing a red wool knitted motorcycle helmet, blue sky, salt desert, cinematic style, shot on 35mm film, vivid colors.

Ein Filmtrailer mit den Abenteuern des 30-jährigen Weltraummanns, der einen roten Wollstrick-Motorradhelm trägt, blauer Himmel, Salzwüste, filmischer Stil, aufgenommen auf 35-mm-Film, lebendige Farben.



Google DeepMind Models Research Science About

Try Google AI Studio Try Gemini

Veo

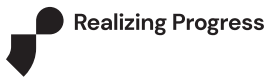
Our state-of-the-art video generation model

Try in Gemini > Try in Flow >

But this is just the beginning... Have you heard of Google's newest Veo 3 model?

And there is also a lot going on in all other disciplines

e.g. MUSIC

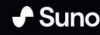


TOOL SPOTLIGHT: Music



<https://suno.com/>

- **Text-to-Music Generation** incredibly easy to use
- **Continuously improving results** – with full-length songs, custom voices, cover songs and much more
- With paid plans (from 5\$) all songs even come with full commercial rights an
- **Free to try** – daily free credits available
- Also available as a **mobile app for iOS & Android**



- Home
- Create
- Library
- Explore **BETA**

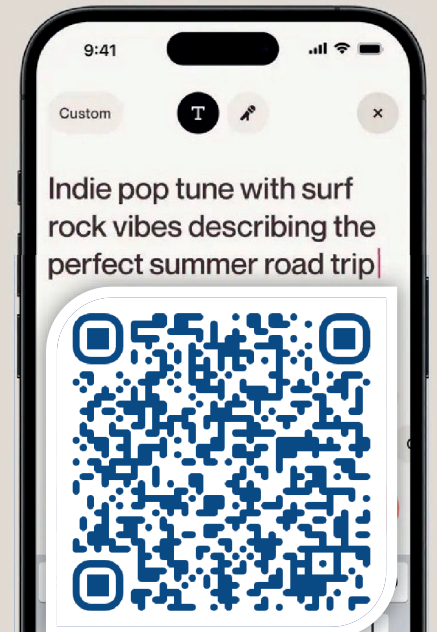
2290 credits
Subscription

- What's New? **8**
- Community
- Help
- About



1人ぼっちの夜 -
YouTube/Bilibili

Turn ideas into music



Guide to Norway's Nature Attractions

NO

Guide to Norway's Nature Attractions

7 sources

This webpage excerpt focuses on the **natural wonders of Norway**, highlighting its diverse landscapes from **powerful glaciers and mountains** to the serene **northern lights, midnight sun, and fjords**. It lists popular **natural attractions** and experiences, including **wildlife safaris** and opportunities to see the **aurora borealis**. The text also offers guidance for **planning a trip to Norway**, suggesting **activities and seasonal travel ideas** to explore these magnificent natural features.

Save to note

Attached note Audio summary Mind map

7 sources

How natural could a **podcast-like AI interaction sound** if you just share 2 website links?

Change

studio

Audio summary

Audio summaries can now be created in even more languages. [Learn more](#)

Entertainment is created based on 7 sources... This may take a few minutes. You don't have to wait.

Notes

+ Attached note

Work aid Briefing document

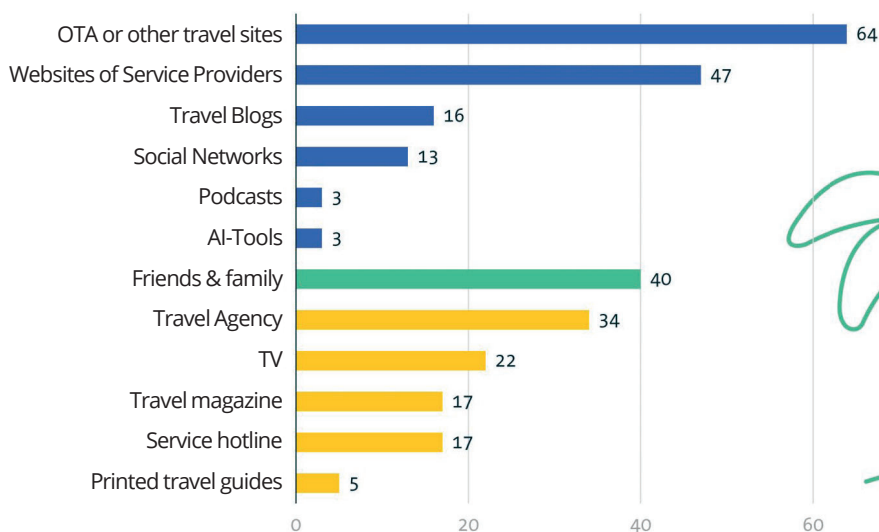
FAQs Timeline

Saved notes are displayed here

Is AI already affecting our customers?

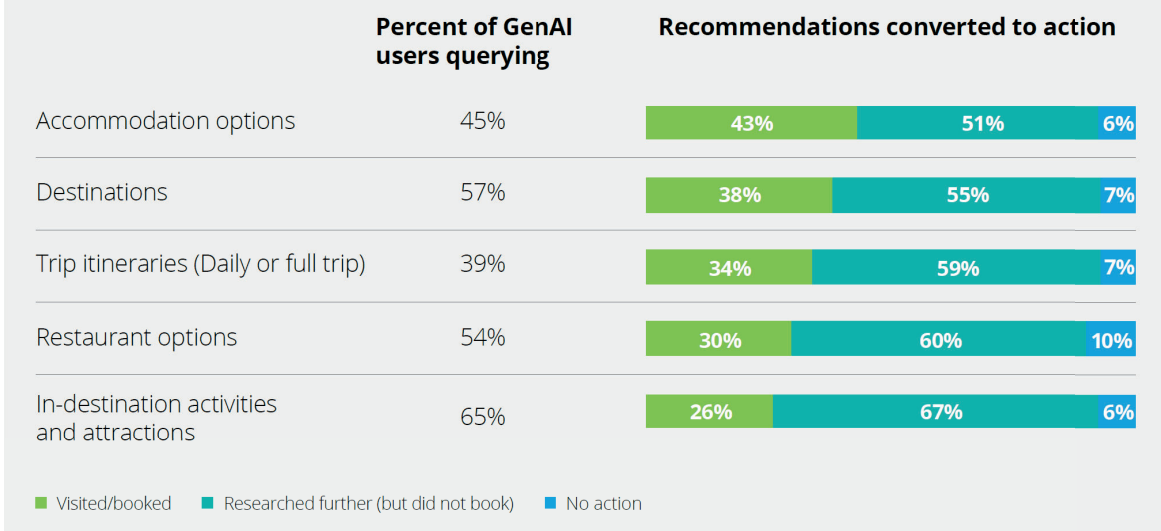
Online resources have become the major source for trip inspiration

What is an online resource today, will be an AI resource tomorrow



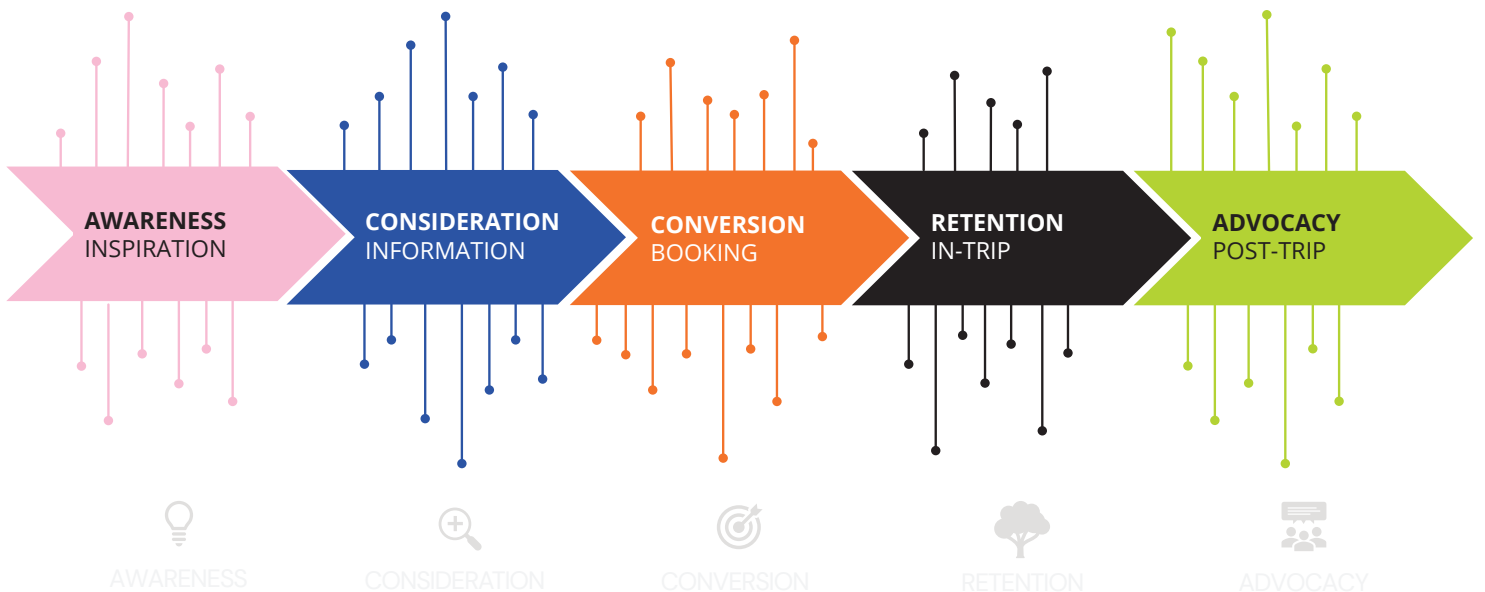
Impact of AI recommendations

Among those who used GenAI in trip planning, more than 4 in 10 say they booked accommodations recommended by the tools



Source: Deloitte „Travel industry outlook 2025“

AI has impact along the whole Customer Journey



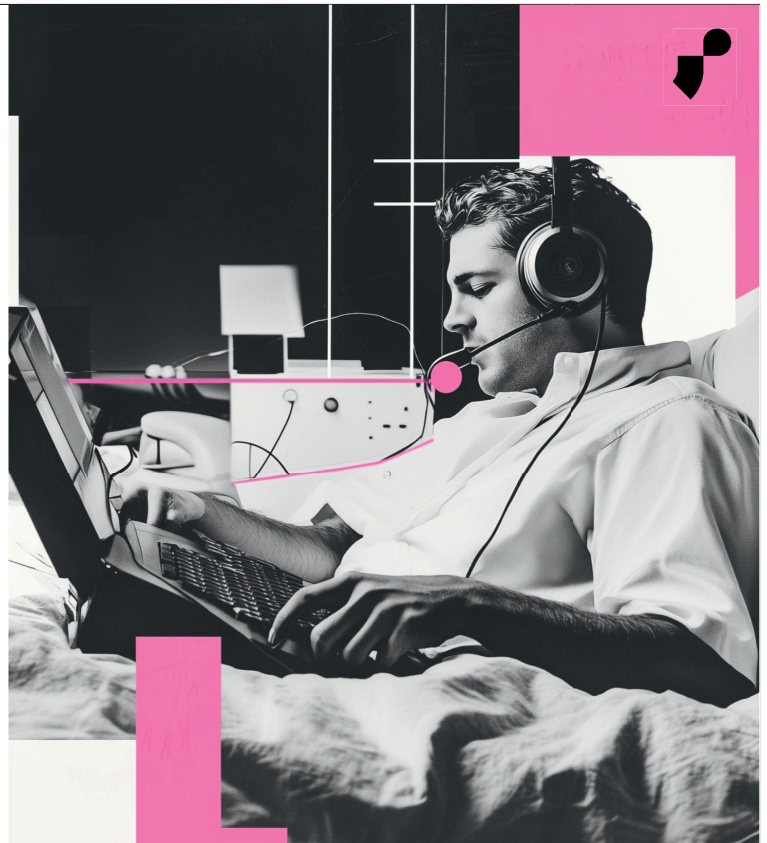


#1 Media use: Mobile.Social.Snackable.

- The trend of "mobile first" moves more and more towards "**mobile only**" and wearables for private usage
- Smartphones remain the most important access to digital information and inspiration
- 2019: 102 hrs of daily smartphone use
2022: 134 hrs of daily smartphone
2025: 160 hrs of daily smartphone daily across all age groups in Germany
- attention span decreases, so-called **snackable content** is becoming increasingly popular

#2 Customer expectations: Always on, always there?

- Big players like Amazon are **leading the way** – customer service at all times
- New dimensions of customer dialogue (e.g. smart chatbots, emotional AI) are **changing expectations**
- Service availability **anytime**, when customers are dealing with travel
- Not possible for SMEs with human resources – how much can technology help us move forward?



The **last best experience** that a client had **anywhere**,
becomes the **new** minimum expectation
for the experience they want **everywhere**.

Bridget van Kranlingen
IBM (Ohne Erlebnisse keine Kunden)

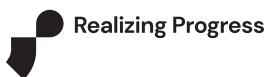
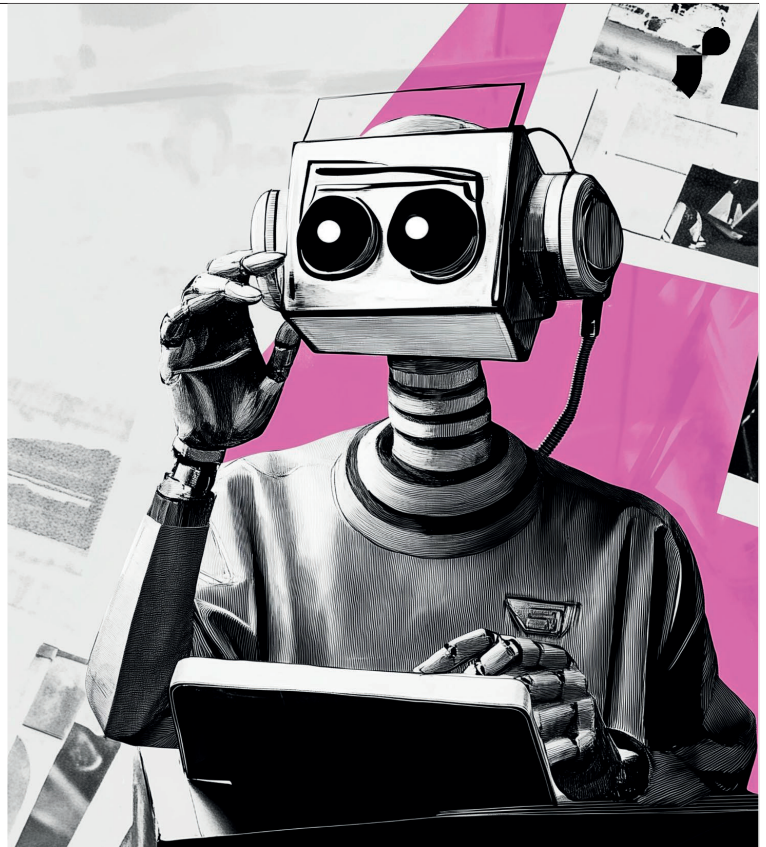


#3 Individuality, Hyper- Personalization

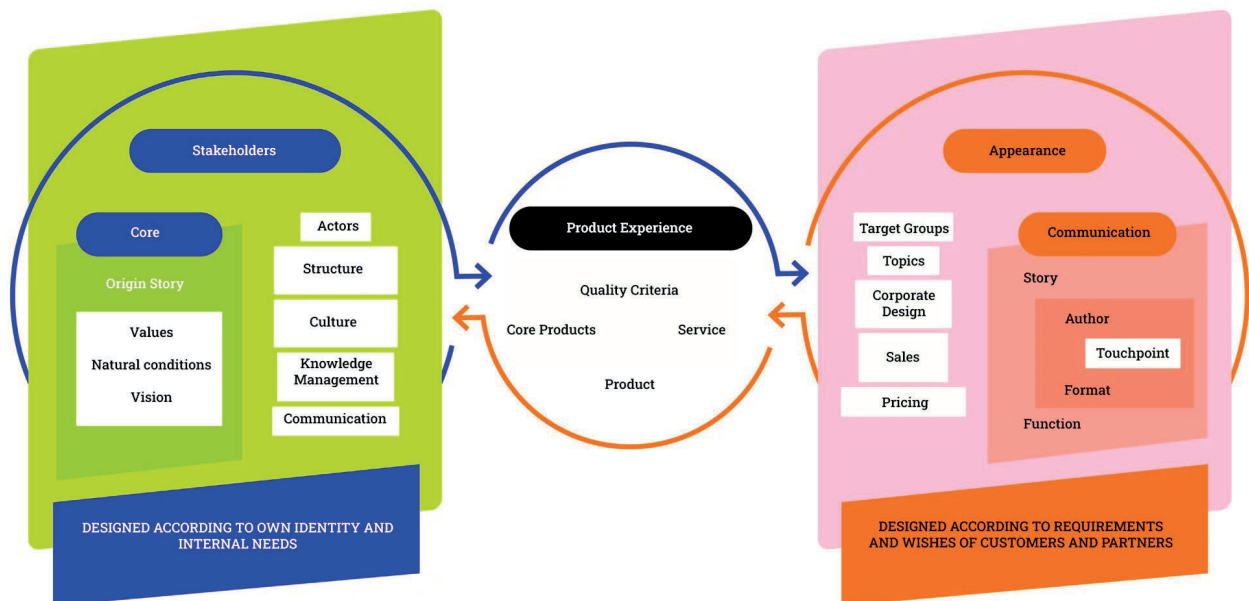
- A great opportunity for new product and marketing approaches: Customized experiences, possible upsellings
- Search for the 3 big Cs: Consensus, Collectivity, Continuity
- A major lever: Individualized communication – the right message at the right time in the right place

#4 AI everywhere: Customers included!

- The advance of **AI into all our systems**, tools and devices continues to accelerate
- Often underestimated: This also **applies to our customers** throughout all age groups
- Today: Voice search with a breakthrough – tomorrow: Agents for everyone?
- Who is actually researching and booking tomorrow's trips? A human or AI?
- Who (or what) calls our service desk? Who has written this long complaint email? Communication is changing quickly...



What consequences does the technological trigger AI have for us?



How important will our websites be in the future? Does our marketing strategy fit?

How does AI match with our **DNA**?

To what extent does it **affect** our **business** and financing **models**?

How will our company be **represented** as a brand **in the AI world**?

Artificial intelligence raises questions. No AI without strategy.

Which AI measures actually **contribute to our values** and strategic goals?

What are the **risks**?
How can we proactively address them?

Do we have sufficient **clarity** on the use of AI? What else do we need?

How do we expand AI **competence**? How do we take **everyone** with us?

Are our **KPIs changing**? How can we measure success in the future?

How does the DACH travel industry make use of AI so far?

„There is a tool for that“

Overview map of AI tools used by tourism companies in the DACH region, this overview is a work in progress and does not claim to be complete.



Business GPT | schauinsland-reisen.businessgpt.telekom.net

Hey! Ich bin dein Assistent um mit Dokumenten zu chatten.

Wie buche ich den Flexitarif?

Um den Flex-Tarif (Flex2Relax) zu buchen, folgen Sie diesen Schritten:

1. Wählen Sie im Einkaufswagen den Reiter „Miscellaneous“ aus.
2. Suchen Sie mit „Such“ den Flex2Relax Tarif und wählen Sie ihn durch einen Doppelklick aus.
3. Ordnen Sie die Passagiere zu, indem Sie erneut auf die Zeile Flex2Relax doppelklicken.
4. Fahren Sie mit „Continue“ fort, um den Flex2Relax Tarif dem Vorgang zuzuordnen.

Bitte beachten Sie, dass der Flex2Relax-Tarif nur am Buchungstag buchbar ist und eine spätere Zubuchung ausgeschlossen ist [1].

Quellen
[1] 8254_CETS_Buchungshilfe AT.CH Stand 20.02.24 (4/7)

Teile nur Daten der Schutzklasse 'OFFEN' und 'INTERN' mit dem Assistenten und prüfe die Aktualität und Richtigkeit der Antwort.

Deine Nachricht

Chat exportieren | Chat importieren

schauinsland reisen

Flex2Relax

DER FLEXIBLE TARIF VON SCHAUINSLAND-REISEN

So einfach buchen Sie unseren Flex2Relax Tarif über GTS dazu:

Im Einkaufswagen den Reiter „Miscellaneous“ auswählen
Mit „Such“ den Flex2Relax Tarif auswählen (Doppelklick)
Passagiere zuordnen (Doppelklick auf die Zeile Flex2Relax)
Weiter mit „Continue“ und der Flex2Relax Tarif ist dem Vorgang zugeordnet
(Der Flex2Relax Tarif ist nur am Buchungstag buchbar (eine spätere Zubuchung ist ausgeschlossen))
Gilt für die Saison Sommer 2022 und Winter 2022/23

W	M	W	M	W	M	W	M	W	M
1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	1	2	3	4	5	6	7	8	9

AI in DACH tourism companies:
Insights from Schauinsland

Teile nur Daten der Schutzklasse 'OFFEN' und 'INTERN' mit dem Assistenten und prüfe die Aktualität und Richtigkeit der Antwort.

WIE ERGEBST DU
DIE PROMPTS

Chat exportieren | Chat importieren

adigi.ai | HolidayService platform | The Super Colleague® | HolidayChat | About Us

Examples of automated requests

HolidayService answers inquiries from your end customers, such as queries regarding existing bookings or messages from tour operators, etc., thus relieving your service center of repetitive tasks, both B2C and B2B!

"What are my current flight times?"

Automatically respond to flight time inquiries or forward flight time changes.

"Could you please forward my request xy to the hotel?"

Fully automatic forwarding of customer requests to hotels.

"How much are my cancellation fees?"

Fully automated response to cancellation requests.

"Here I am sending you the IBAN for my voucher"

Fully automatic assignment of customer and travel data

...and many more!

We have currently automated **over 120 use cases** and are happy to take care of your individual requirements.

Talk to our experts!

AI in DACH tourism companies:
Insights from 900+ Travel Agencies

personalized, in the shortest possible time, and, above all, with the highest quality. Exactly what today's demanding customers expect. Your Supercolleague **supports you as a travel agency** (also for paxlounge!) with all **challenges** and whenever you need him – and only then:

- Save time & nerves
- Generate more bookings
- Cushion peak loads
- Relieve your team of routine tasks
- and much more!

Enthusiastic customers

ViralSpoon Features Our customers Prices About Us Discover more Login **Get started!** DE

Your posts. Automatically generated.

ViralSpoon automatically creates content with suitable images and texts.

- AI-generated templates**
Choose your design and our AI will create matching posts & stories
- Expert mode with copilot**
Optimize your posts playfully with AI support
- In your branding**
All content perfectly tailored to your corporate design

TRAVEL **Start-up** **PLATZ** 2024 Ausgezeichnet als Start-up des Jahres 2024!

REISEN schauinsland PARTNER REISELAND will wirt HOLIDAY LAND TSS Group

AI in DACH tourism companies: Insights from 200+ companies

visitkoelngpt.de/dashboard?tab=zielgruppeninfo

KÖLNGPT

- Templates
- Übersicht
- Bilder
- Zielgruppeninfo**
- Bot-Assistent
- Adminbereich
- Einstellungen
- Ausloggen

Impressum / AGB / Datenschutz / Nutzungsbedingungen

Assistenten Feedbacks Prompt-Vorlagen

Daten-Analyse Assistent
Analysiert hochgeladene Daten und wertet diese aus. Die Daten werden als Datei hochgeladen

FörderKompass (RT)
Ich unterstütze Dich dabei, die richtigen Finanzierungen für dein Projekt zu finden

Generator Persona-Profil (KH)

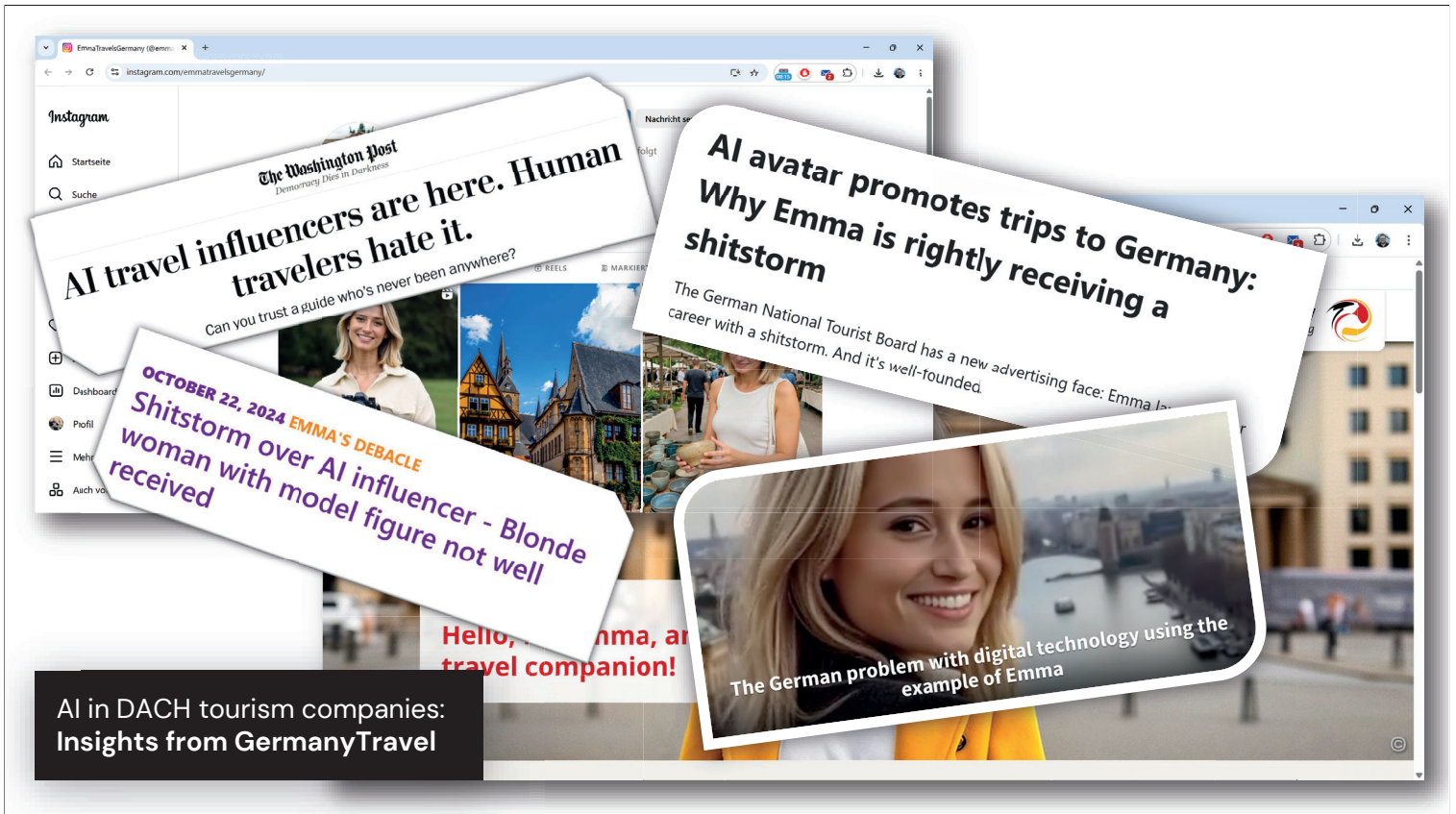
Werte von Köln
die Leitwerte der Schreiber:
Offenheit, Abwechslung, Kreativität, Geselligkeit, Stolz

Individuelle Ansprache
der Schreiber:
Niveauvolles Storytelling zu relevanten Themen, kreativ, funktional, kreativ, originell, multimedial, vielschichtig, modern, vernetzt, authentisch, hochwertig, überregional, relevant

Werte von Köln
die Leitwerte von Sarah:
Offenheit, Abwechslung, Kreativität, Geselligkeit, Stolz

Individuelle Ansprache
von Sarah:
Originelles Storytelling zu überraschenden Themen, kreativ, originell, multimedial, vielschichtig, modern, vernetzt, authentisch, ehrlich, unkonventionell, nonkonform

AI in DACH tourism companies: Insights from leading destinations



Realizing Progress

What does all this mean for us?

Artificial intelligence touches us all and is **changing** the way we work, collaborate, communicate and even operate with our clients and partners.

It's **not a battle between man and machine**, it has to be an interaction. It's not AI **threatening our revenue**, but companies that will use AI smarter.

AI can free us from **time-wasting and repetitive tasks** — but it takes **openness, curiosity, and a commitment to learning** within the team!

Significant shifts are happening on the customer side as well — particularly in **expectations** around accessibility of information, service, and tailored experiences.

AI is **not a trend or hype**. It calls for **strategic clarity**, visionary leadership and **people-centered management** that drives real change.



Sam Altman 

@sama

this is the most interesting year in human history,
except for all future years

*Dies ist das interessanteste Jahr in der Menschheitsgeschichte,
abgesehen von allen zukünftigen Jahren*



Realizing Progress

**Thank you very much
for your attention!**

Alex Mirschel

alex@realizingprogress.com
+49 178 6890 725

Let's connect on LinkedIn:

