

How AI is reshaping the **Tourism Experience**

5 + 1 use cases that show how Artificial Intelligence is disrupting the Tourism Industry — and how you can make a difference.

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SETE Digital Workshops – Apr 2025

XPLAIN
Academy

25 years of experience
in **human behavior**
and **business intelligence.**

last 10 years using AI marketing technologies
to deliver results in >20 Global Brands.

AMERICAN
EXPRESS



MetLife



pepsi



VOLVO

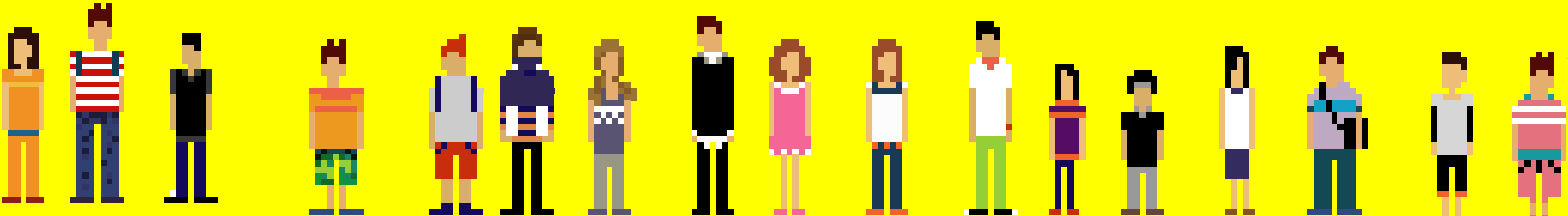


the reality

democratization of AI

it's a new era

CHATGPT
anyone?



first things first



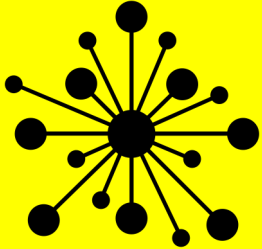
experience → perception

perception is reality

the triangle to **persuasion and performance**



just a glimpse



welcome to **your big-data!**

EXPERIENCE TOUCHPOINTS:

>50 In-Hotel

>75 Outside-of-Hotel

In-Hotel Experience Touchpoints

Reservation and Pre-Arrival

- Direct booking via phone or email
- Special requests handling
- Pre-arrival communication (emails, SMS)
- Loyalty program integratio

Arrival and Check-In

- Welcome signage
- Valet and bellhop services
- Lobby ambiance and décor
- Wait time at the front desk
- Express or mobile check-in options
- Welcome drinks or amenities

Guest Room Experience

- Room assignment (view, floor)
- Cleanliness and hygiene standards
- Bed comfort and quality of linens
- In-room amenities (toiletries, slippers, robes)
- Technology (smart TV, streaming services)
- Workspace availability
- Air quality and scent
- Mini-bar selection and pricing
- Personalized welcome notes

Housekeeping Services

- Daily cleaning schedule
- Turn-down service
- Linen and towel replacement options
- Eco-friendly practices
- Responsiveness to special requests

Dining Experiences

- On-site restaurants and cafes
- Menu variety and dietary options
- Quality of food and presentation
- Room service availability and punctuality
- Breakfast offerings (buffet, à la carte)
- Signature dishes or local cuisine

Bars and Lounges

- Atmosphere and entertainment
- Beverage selection (local brews, specialty cocktails)
- Happy hour promotions
- Bartender interaction and recommendations

Wellness and Recreation

- Fitness center equipment and accessibility
- Swimming pool cleanliness and amenities
- Spa services (massages, treatments)
- Sauna, steam rooms, and hot tubs

- Yoga or fitness classes
- Outdoor recreational areas (gardens, tennis courts)

Business and Event Facilities

- Meeting room availability and setup
- Audio-visual equipment quality
- Business center services (printing, faxing)
- Conference catering options
- High-speed internet access

Family and Child Services

- Kids’ club and activities
- Childproofing options in rooms
- Babysitting services
- Family-friendly dining options

Accessibility Features

- Wheelchair-accessible rooms and facilities
- Braille signage
- Hearing-impaired services
- Service animal accommodations

Concierge and Guest Services

- Assistance with reservations and tickets
- Local area insights and maps
- Language translation services
- Arrangement of transportation

Environmental Sustainability

- Energy-efficient lighting and appliances
- Water conservation measures
- Recycling bins in rooms and common areas
- Sustainable sourcing of food and products

Cultural and Entertainment Activities

- Live music or performances
- Art installations or galleries
- Cooking classes or workshops
- Cultural tours organized by the hotel

Security Measures

- 24/7 security personnel
- Key card access to elevators and rooms
- In-room safes
- CCTV surveillance in common areas

In-House Technology

- Mobile apps for service requests
- Smart room controls (lighting, temperature)
- Virtual assistants (voice-controlled devices)
- Touchless payment options

Shopping and Retail

- Gift shops with local souvenirs
- Essential item kiosks
- Boutique stores within the hotel

Departure and Check-Out

- Ease of bill review and payment

- Luggage storage options
- Transportation assistance
- Farewell gestures (goodie bags, thank-you notes)

Post-Stay Communication

- Follow-up emails or surveys
- Loyalty program updates
- Special offers for future stays

Emergency Services

- Medical assistance availability
- Clear evacuation procedures
- First-aid kits and AED devices

Staff Interactions

- Professionalism and friendliness
- Uniform appearance
- Responsiveness to feedback
- Multilingual capabilities

Outside-of-Hotel Experience Touchpoints

Hotel Website

- Ease of navigation and booking
- Mobile responsiveness
- Virtual tours and high-quality images
- Comprehensive FAQs
- Special offers and packages

Online Travel Agencies (OTAs)

- Presence on platforms like Expedia, Booking.com
- Competitive pricing and deals
- Accurate information and images
- Guest reviews and ratings

Metasearch Engines

- Visibility on Kayak, Trivago, Google Hotel Ads
- Price comparisons
- Availability information

Social Media Channels

- Active profiles on Facebook, Instagram, Twitter, LinkedIn
- Engaging content (photos, videos, stories)
- Interaction with followers (comments, messages)
- Use of hashtags and trends

- Social media advertising campaigns

Online Reviews and Ratings

- Presence on TripAdvisor, Yelp, Google Reviews

- Overall star ratings
 - Quantity and recency of reviews
 - Management responses to reviews
- Search Engine Optimization (SEO)**
- Ranking for relevant keywords
 - Featured snippets
 - Local SEO practices (Google My Business optimization)
 - Backlinks from reputable sites

Email Marketing

- Subscription newsletters
- Personalized email campaigns
- Abandoned cart follow-ups
- Re-engagement emails

Digital Advertising

- Pay-per-click (PPC) ads
- Retargeting campaigns
- Display ads on relevant websites
- Video ads on platforms like YouTube

Content Marketing

- Blog posts about local attractions
- Travel guides and tips
- Guest stories and testimonials
- Infographics and downloadable resources

Influencer Partnerships

- Collaborations with travel bloggers and vloggers
- Sponsored content and giveaways
- Influencer-hosted events at the hotel

Public Relations Efforts

- Press releases for new offerings
- Media coverage in travel magazines
- Participation in industry awards
- Crisis communication strategies

Third-Party Review Sites

- Monitoring of niche platforms (e.g., Oyster)
- Encouraging satisfied guests to leave reviews
- Addressing negative feedback constructively

Mobile Applications

- Dedicated hotel app features
- Integration with booking and loyalty programs
- In-app promotions and notifications
- User-friendly interface

Loyalty Programs

- Tiered membership benefits
- Partner rewards (airlines, car rentals)
- Exclusive member rates
- Points redemption options

Travel Forums and Communities

- Presence on platforms like TripAdvisor forums, Reddit
 - Engagement with potential guests
 - Providing expert advice and insights
- Virtual Events and Webinars**
- Hosting online workshops (e.g., cooking classes)
 - Virtual tours and live Q&A sessions
 - Webinars on travel trends

Affiliate Marketing

- Partnerships with travel agencies and websites
- Commission-based referrals
- Banner ads and promotional materials

Online Customer Service

- Live chat support on the website
- Chatbots for instant responses
- Social media messaging responsiveness
- 24/7 availability

Geotargeted Advertising

- Location-based promotions
- Ads targeting travelers in transit hubs
- Language-specific campaigns

Reputation Management

- Monitoring brand mentions across the web
- Sentiment analysis tools
- Proactive engagement with online feedback
- Legal considerations for defamatory content

Third-Party Listings

- Inclusion in local tourism websites
- Listings on event and conference directories
- Features in travel apps (e.g., Triplt)

User-Generated Content

- Encouraging guests to share experiences
- Hashtag campaigns
- Reposting guest content (with permission)

Community Involvement

- Sponsorship of local events
- Participation in community service
- Partnerships with local businesses

Sustainability Initiatives Promotion

- Highlighting eco-friendly practices
- Certifications (e.g., LEED, Green Key)
- Sustainability reports

Multilingual Support

- Website and communications in multiple languages
- Staff language capabilities
- Multilingual marketing campaigns

ai's unique abilities will be the **only differentiation** in highly commoditized industries

- analyze vast amounts of tourists' data
- reveal hidden patterns and preferences
- translate insights into actionable strategies

stat:

AI in the tourism market is projected to reach \$25 billion this year.*

ai in tourism industry is already here

like
a storm



use cases for inspiration & food for thought

the personalizing **before they arrive**

real case:

Caesars Entertainment uses AI to offer personalized pricing, resulting in a **47% increase in conversion rates.**

strategies

- **dynamic pricing based on individual price sensitivity**
- **tailored pre-arrival communications**
- **predictive room assignments**

the ai travel agent revolution

real case:

Booking.com's AI Trip Planner creates hyper-personalized itineraries based on traveler preferences, resulting in a **60% increase in complete trip bookings.**

(Oliver Wyman, 2024)

strategies

- deep understanding of traveler preferences through data analysis
- discovering hidden local gems beyond typical tourist trails
- dynamic adjustment based on real-time factors like weather

ai's impact on revenue

real case:

Marriott's Bonvoy Chat resolves over 50% of guest inquiries without human intervention, reducing response time from hours to seconds.

(Zendesk, 2024)

strategies

- multilingual support removing language barriers
- handling routine inquiries to free staff for complex guest needs
- seamless integration with booking and property management systems

the content creator

real case:

TUI uses Generative AI to create hotel descriptions, **reducing content time from 8 hours to 10 seconds.**

strategies

- **automated multilingual content at scale**
- **maintaining brand consistency across markets**
- **human oversight ensuring quality with faster production**

ai can help you create marketing that converts

real case:

**27x ROAS efficiency
for online ads!**

AI capabilities

- pre-test & optimize all the creative assets before media spend
- create concepts that attract new guest tribes
- increase equity and engagement in an era of noise

ai video pretesting: attention & comprehension analysis

where the human eye will focus and the probability on brain's understanding



Weaknesses to be improved:

- **Lack of Explicit Branding:**
The video fails to explicitly identify the hotel brand, potentially limiting its impact on brand recall.
- **Limited Emotional Connection:**
While visually appealing, the video lacks a strong emotional core. The characters appear distant and lack personality, hindering viewer engagement and identification.
- **Ambiguous Narrative:**
The lack of a clear narrative arc leaves viewers wondering about the purpose of the video and the overall message.

with great data comes great responsibility

real case:

Marriott's data breach in 2018 affected 500 million guests, highlighting the risks of extensive data collection.

ethical considerations

- data privacy and security
- transparency in ai-driven decisions
- maintaining the human touch in hospitality

ok ok


what do i have to do now?


start small




discover people's perception about your business in <1'

What are the main differences in guest reviews between Hilton Barcelona and W Barcelona

 Pro Search

 Researching



 Answer


Differences in Guest Reviews between Hilton Barcelona and W Barcelona


Overall Ratings

- Hilton Barcelona: Receives an overall rating of 4.0 out of 5 from guests.
- W Barcelona: Slightly higher overall rating of 4.5 out of 5


discover your hotel's competitors in <30"

Which are the main competitive hotels for Hilton Barcelona?

 Pro Search

 Researching



 Answer

Main Competitive Hotels for Hilton Barcelona

When considering alternatives to the **Hilton Barcelona**, several high-end hotels in Barcelona offer comparable amenities, locations, and services. Below are the main competitors that cater to similar clientele, each with unique features that distinguish them in the competitive landscape.

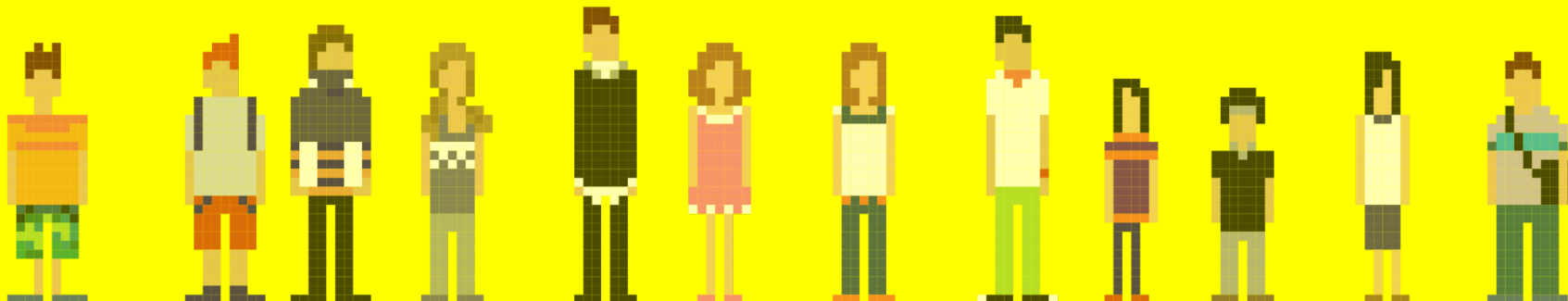
will future visitors choose hotels
based on their ai's personality
rather than human staff?

NO / YES?

hmmm?

AI will **not** replace us, **people using AI will.**

if you're still wondering



our choices
shape
our future

embrace or deny?

Thank you!

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