The future of tourism is written with AI, regulation and personalization

Industry and EU experts discuss at TIS2024 the impact of Artificial Intelligence on the industry and the importance of responsible regulation

AI-driven customer experience and personalization of services in hotels and airports shape the future of digital tourism

Madrid, October 25, 2024. New technologies and, especially, Artificial Intelligence (AI) have brought a true revolution, which has also affected the tourism sector. However, their use, challenges and regulation are issues that are generating a great deal of public debate. These challenges have been the protagonists of **TIS - Tourism Innovation Summit 2024** where experts from the tourism industry and the European Union have discussed the impact of AI in the tourism sector and European regulations related to its use. In addition, the challenges and opportunities associated with the deployment of the tourism data space have been addressed, analyzing how these technologies can transform and improve travel experiences.

During her speech **Dolores Ordóñez**, Vice President of Gaia-X, emphasized the importance of creating an environment where data can flow without the need for big data lakes. *"We don't need everyone to dump their data in one place, but to be connected through agreements and exchange models"*, has pointed out Ordóñez. In addition, he has explained that access and quality of data are essential to training algorithms that enable greater sustainability and resilience in the tourism sector.

Regarding the data space, **Misa Labarile**, from the European Commission, highlighted that the D3 Hub project is working on the creation of a center of competence in tourism at the European level to improve collaboration and access to data. Labarile also addressed the AI-driven transformation, mentioning that the regulation, known as the 'AI Act', does not seek to slow down innovation, but to encourage it safely and transparently. *"AI has great potential to improve strategies and business, but we need to regulate its use to ensure safety and ethics"*, Labarile explained.

John Fitzgibbon, Managing Director of NECSTouR, spoke about NECSTouR's role in facilitating the use of data in tourism regions. *"We are involved in several European projects, such as Deploy Tour and D3 Hub, which aim to create a center of competence in tourism data";* while **Olga Preveden**, Project Manager Data & Innovation at the Austrian National Tourist Office, added that *"AI can now communicate in national languages, which has changed the way destinations are promoted"*. In addition, he has highlighted that the use of chatbots to analyze questions from target groups and the adoption of predictive analytics by some companies, allows them to forecast trends and improve regional planning.

Guest experience driven by AI

The second day of TIS204 also addressed the transformative role of AI, spatial computing, robotics, the Internet of Things (IoT) and mixed reality, among other technologies, in personalizing the guest experience in the hospitality industry. These innovations enable hotel employees to deliver hyper-personalized experiences, increasing customer satisfaction, revenue per guest and loyalty. In this regard, **Raúl Álvarez**, Global Vice President of Digital at Radisson Hotel Group highlighted the power

of immersive experiences. *"During the pandemic, we created 'immersive journeys' to help guests visualize their experiences before arriving at the hotel, allowing them to explore the facilities and choose their room".* Alvarez also stressed that the industry is not yet taking full advantage of the data collected to personalize guest experiences, something that indicates there is still some way to go.

For her part, **Inmaculada Martínez-Ruiz**, Global Director of Customer Experience at ILUNION Hotels, was surprised by the speed of developments in AI. *"There is still a long way to go. AI will bring rapid growth, but we must find a way to work with it".* She has also highlighted the need to make technology more inclusive, because *"there are 1.2 billion people with disabilities in the world, and if we don't consider their needs, our technology will be biased, and we will leave many people behind".*

For his part, **Javier Álvarez**, IT Director at Vueling, emphasized the impact of AI on the customer experience. "*Generative AI has allowed our virtual assistants to solve common customer problems, improving their experience and reducing operating costs*". In addition, he has highlighted the importance of a digital identity, because *"if we can pay with our phones, why can't we manage the whole process at the airport with our digital identities?".* In this sense, **Suzanna Chiu**, Director of Amadeus Ventures at Amadeus IT Group, highlighted the relevance of contactless technology and advances in biometrics: *"We have reduced the use of paper in hotel rooms and implemented contactless payments. At airports, travelers can register their biometric data before arriving, which streamlines the entire travel process".*

Regarding the future, experts predict that in the next five years, we will find ourselves with a fully digitized travel experience, with AI and emerging technologies leading this change. Collaboration between different industry players will be key to creating more seamless and personalized experiences that are also accessible to all travelers, regardless of their capabilities.

TIS es un evento de:

NEBEXT
NEXT> BUSINESS EXHIBITIONS