Digital Hot Topics
Embracing AI for Growth and Efficiency in your Tourism Business

<u>Popular AI Tools to Check for Tourism</u>

Please note - *These are examples of what can be done – not recommendations. It is advisable to check the latest tools for value, features and performance, as this is changing regularly.*

<u>Chatbots and Virtual Assistants</u>

- **Drift**: A conversational marketing platform that uses AI to power chatbots and virtual assistants for customer support, sales, and marketing.
- **Chatfuel:** A no-code chatbot creation platform that allows businesses to build chatbots for Facebook Messenger, WhatsApp, and other messaging platforms.
- **Landbot.io**: A conversational AI platform that helps businesses create chatbots and virtual assistants for websites, apps, and messaging platforms.

<u>Customer Service and Feedback Analysis</u>

- **Zendesk Guide:** An AI-powered knowledge base creation platform that helps businesses create self-service support articles and FAQs.
- **Crayon:** An AI-powered customer service analytics platform that helps businesses gain insights from customer feedback.
- **Medallia:** An AI-powered customer experience management platform that helps businesses collect, analyse, and act on customer feedback.

<u>Pricing and Revenue Optimization</u>

- **RevenueMax:** An AI-powered revenue management platform for hotels that helps optimize pricing and maximize revenue.
- **Dataloyx:** An AI-powered pricing and yield management platform for airlines and other travel providers.
- **FairFly**: An AI-powered pricing platform for airlines that helps optimize pricing based on real-time demand and market conditions.

TOURISM
NORTHERN
IRELAND

Operations and Logistics

- **Taskforce:** An AI-powered task management platform for hotels that helps automate tasks and streamline operations.
- **HyperGuest:** An AI-powered property management platform for vacation rentals that helps automate tasks and provide personalized guest experiences.
- **DispatchScience:** An AI-powered route optimization platform for delivery and logistics companies that helps optimize routes and reduce fuel costs.

Sustainability Initiatives

- **OneRoof:** An AI-powered energy management platform for hotels that helps reduce energy consumption and emissions.
- **CarbonCloud.ai**: An AI-powered carbon emissions tracking and reduction platform for travel companies.
- **Evergreen.io:** An AI-powered sustainability management platform for travel companies that helps measure, track, and improve sustainability performance.

Language Translation and Localization

- **Google Translate:** A free AI-powered translation tool that supports over 100 languages.
- **Microsoft Translator:** A free AI-powered translation tool that supports over 70 languages.
- **Waygo:** An AI-powered translation app that uses augmented reality to translate text in real time.

Virtual Reality (VR) and Augmented Reality (AR) Experiences

- **YouVisit:** An AI-powered VR and AR platform that creates immersive virtual tours of hotels, destinations, and attractions.
- **Zappar:** An AI-powered AR platform that creates AR experiences for marketing, packaging, and product visualization.

Predictive Analytics and Demand Forecasting

- **TravelPerk:** An AI-powered travel management platform that uses predictive analytics to optimize travel itineraries and reduce costs.
- **Prediqt:** An AI-powered demand forecasting platform for travel companies that helps predict future demand and optimize resource allocation.
- **IBM Watson Travel Insights:** An AI-powered analytics platform for travel companies that helps to extract valuable insights from data to enhance customer experiences, optimise operations, and drive innovation.

Data Analysis and Insights

- **Google Analytics:** Provides insights into website traffic and user behaviour.
- **Adobe Analytics:** Uses AI and machine learning to deep-dive into business analytics.
- **Tableau:** Helps in understanding data with visual analytics.
- **Salesforce Einstein:** AI built into the Salesforce platform, offering customer insights.
- **Exponea (Bloomreach):** Combines AI-powered customer data platform with omnichannel campaign execution.

Marketing and Personalization

- **HubSpot Marketing Hub:** Uses AI for content strategy, email marketing personalization, and lead scoring.
- **Marketo:** AI features for marketing automation and personalized customer engagement.
- **Pardot:** Sales and marketing alignment tool with AI-driven capabilities.
- **Dynamic Yield:** Provides AI-powered personalization across web, mobile, and email.
- **Albert:** An AI marketing platform for digital campaigns and analytics.

Operational Efficiency

- **Kronos:** AI-powered workforce management for scheduling and labour forecasting.
- **Blue Prism:** AI-powered robotic process automation for operational tasks.
- **UiPath:** Helps automate repetitive tasks with AI-driven robots.
- **JDA Software:** AI and machine learning for supply chain and retail planning.

Voice and Facial Recognition:

- **Amazon Alexa**: Voice service for customer engagement and service in hotel rooms.
- **Kairos**: Offers facial recognition software to enhance guest services with personalized experiences.