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Trusted value through GenAI

Award-winning case in the Swiss tourism industry



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hAI di

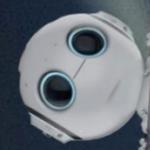
DIGITAL
ECONOMY
AWARD
2024

DIGITAL
INNOVATION
OF THE YEAR

WINNER

WINNER
DIGITAL
INNOVATION
OF THE YEAR

**SCHWEIZ
TOURISMUS
MIT
ARTIFACT SA**



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I need innovation.
I need Switzerland.

What if... ?

- ... in a near **future AI will identify relevant aspects** from tourism data autonomous ?
- ... we would have a **digital assistant** at our side that supports & guides us ?
- ... we would have support on where to focus our efforts to **generate biggest value** ?
- ... we could **interact & speak with data** in a natural form ?



Meet hAIdi – the digital assistant of the tourism specialists





hA/di,
what can you tell me about the
image of Geneva?



Good Morning.
How can I help you today?

Ask here...



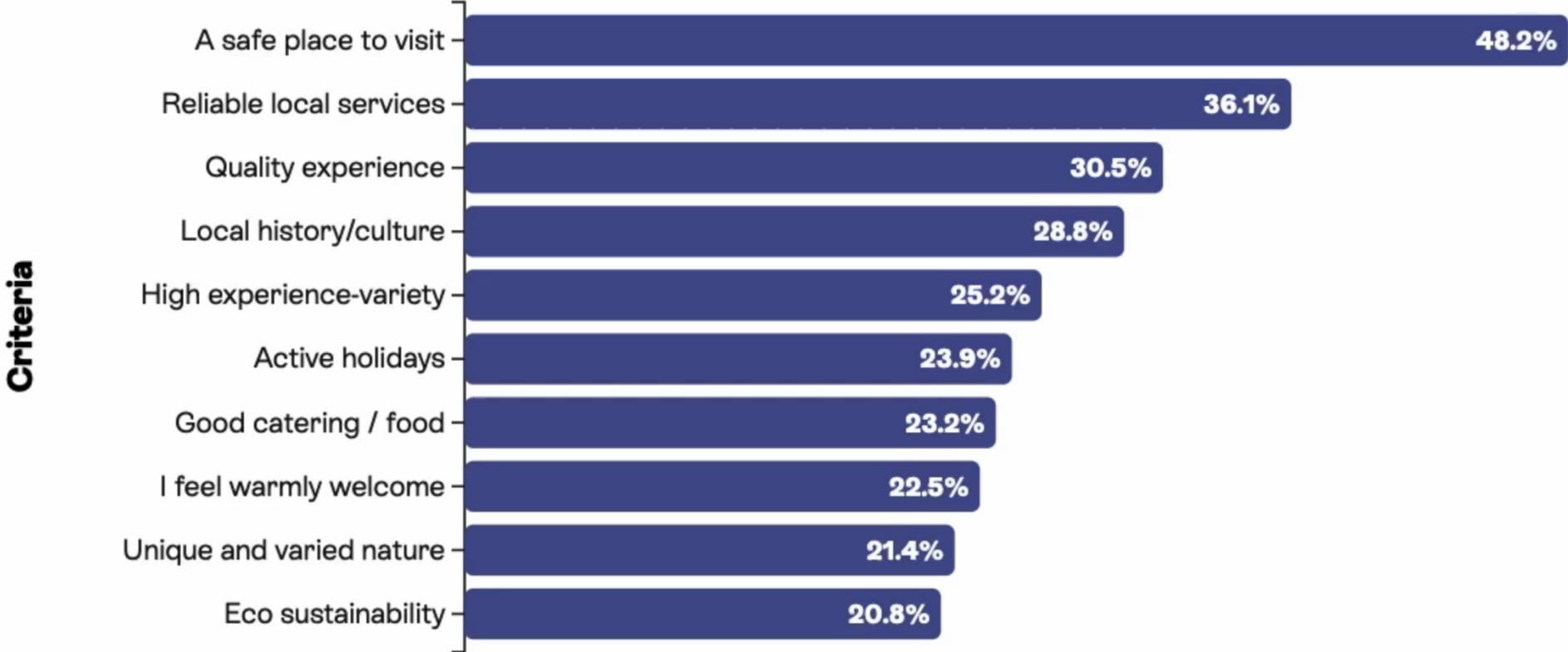


hA/di,
and how is the image of Geneva in
France?



Summary of Geneva's Image

Average Fulfillment [%]



Using **BEM**

Show more





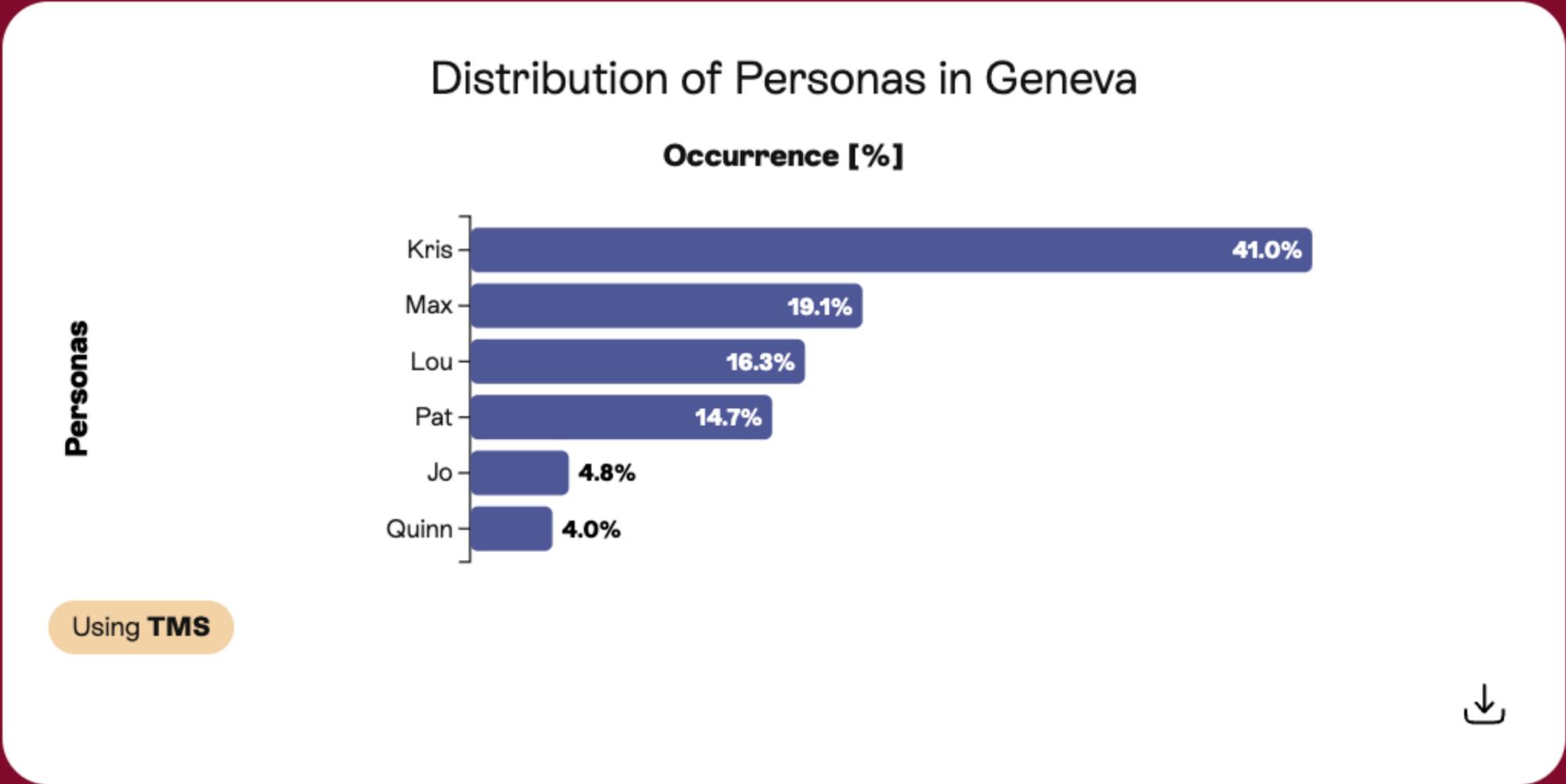
hA/di,

What are the main personas in Geneva?

What is the distribution of personas in Genf? Show me a bar chart.



Provide the distribution of personas in Geneva.





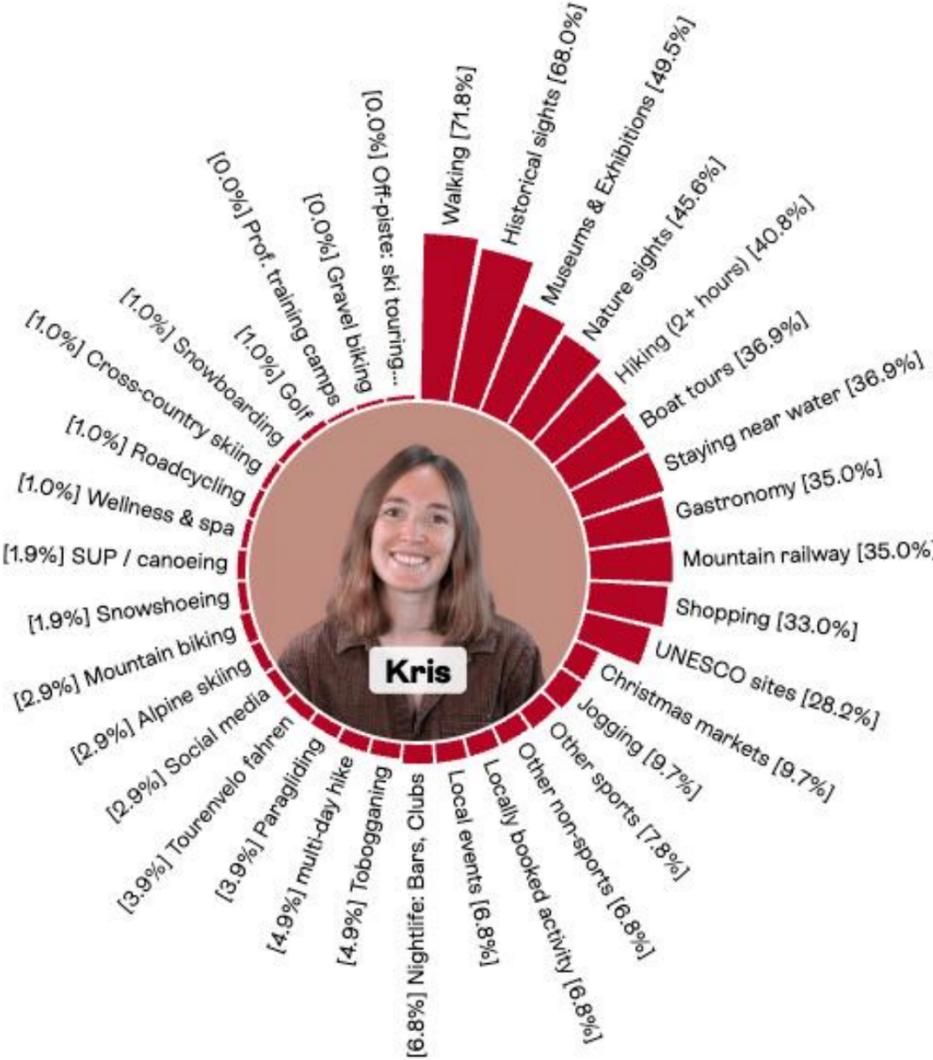
hA/di,
what are Kris' main activities?



Provide a summary of the activities of the persona 'Kris' in Genf.

Activities of Kris in Genf

Average Selection [%]

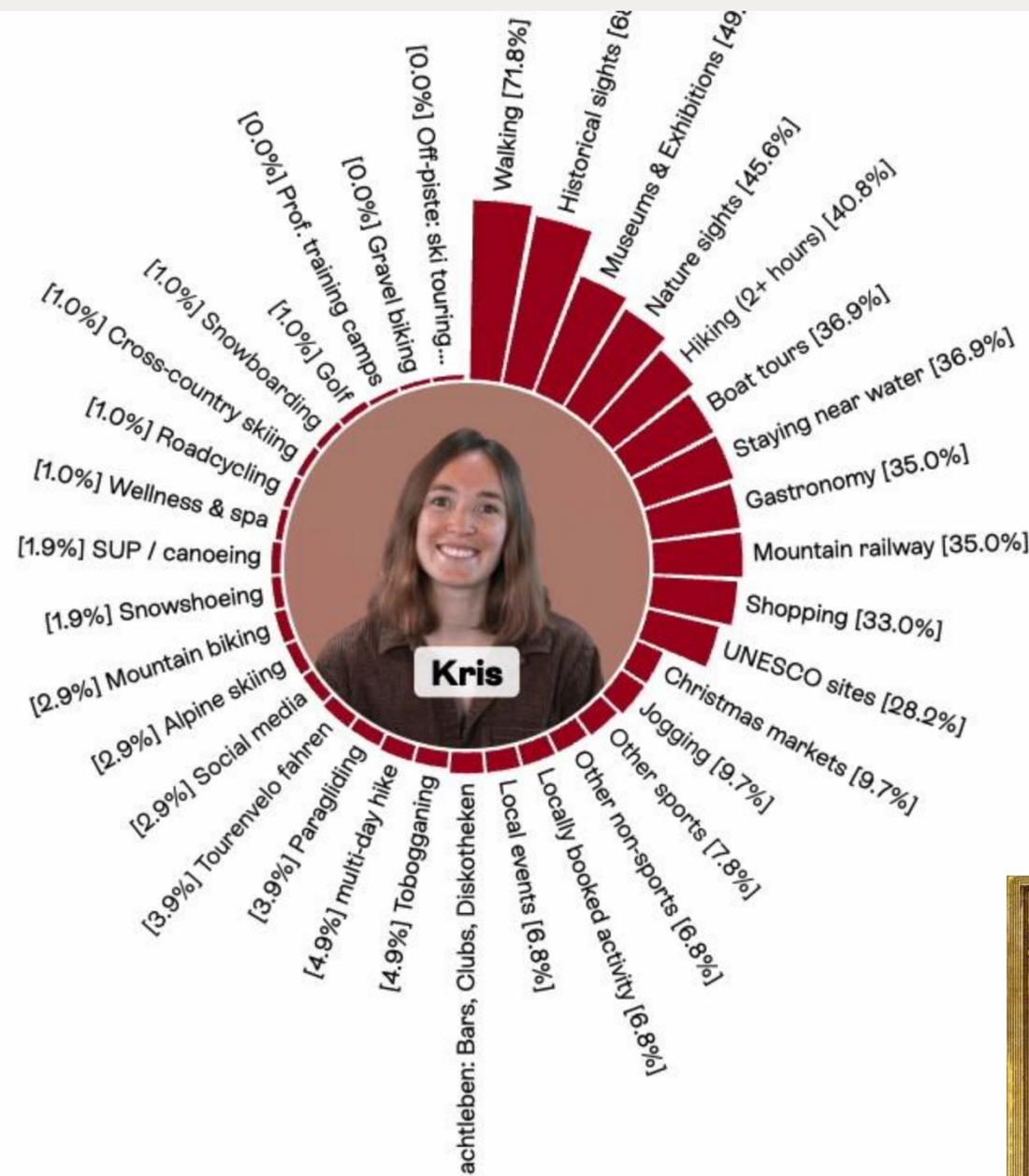


Using TMS



hA/di,
could you help with a
matching slogan for our
summer-campaign?





Using **TMS**

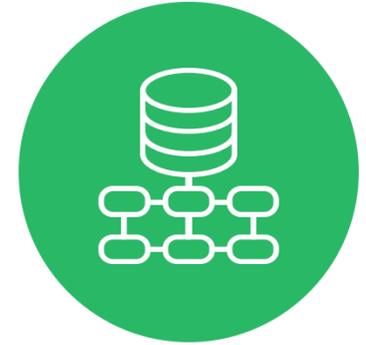


Ask here...



Supporting destination managers to make more **data-driven decisions**

Highly complex data from comprehensive surveys in CH and abroad



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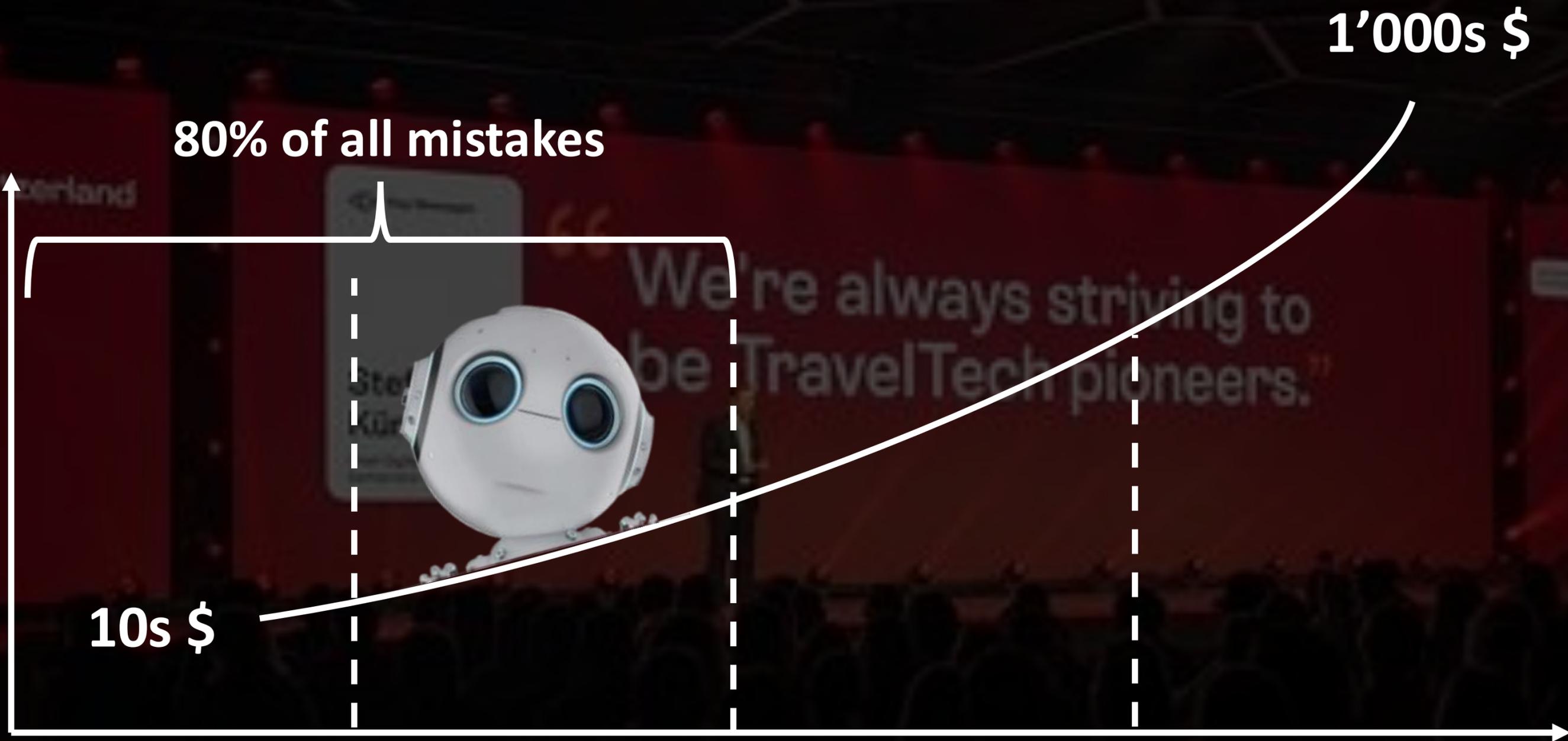
Business challenges



High degree of **customisation** necessary to fulfil destinations' needs

Innovative **solution** for a chatbot with a Swiss partner

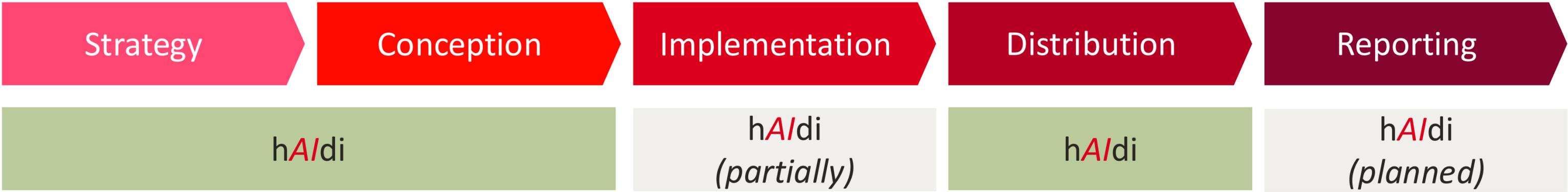




Place, Region, © Photographer

hAIdi supports the marketing & campaigning process by providing business insights and acting as sparring partner in creative work.

Marketing & Campaigning Process



Where is the innovation ?

Generative Artificial Intelligence (AI) has the following...

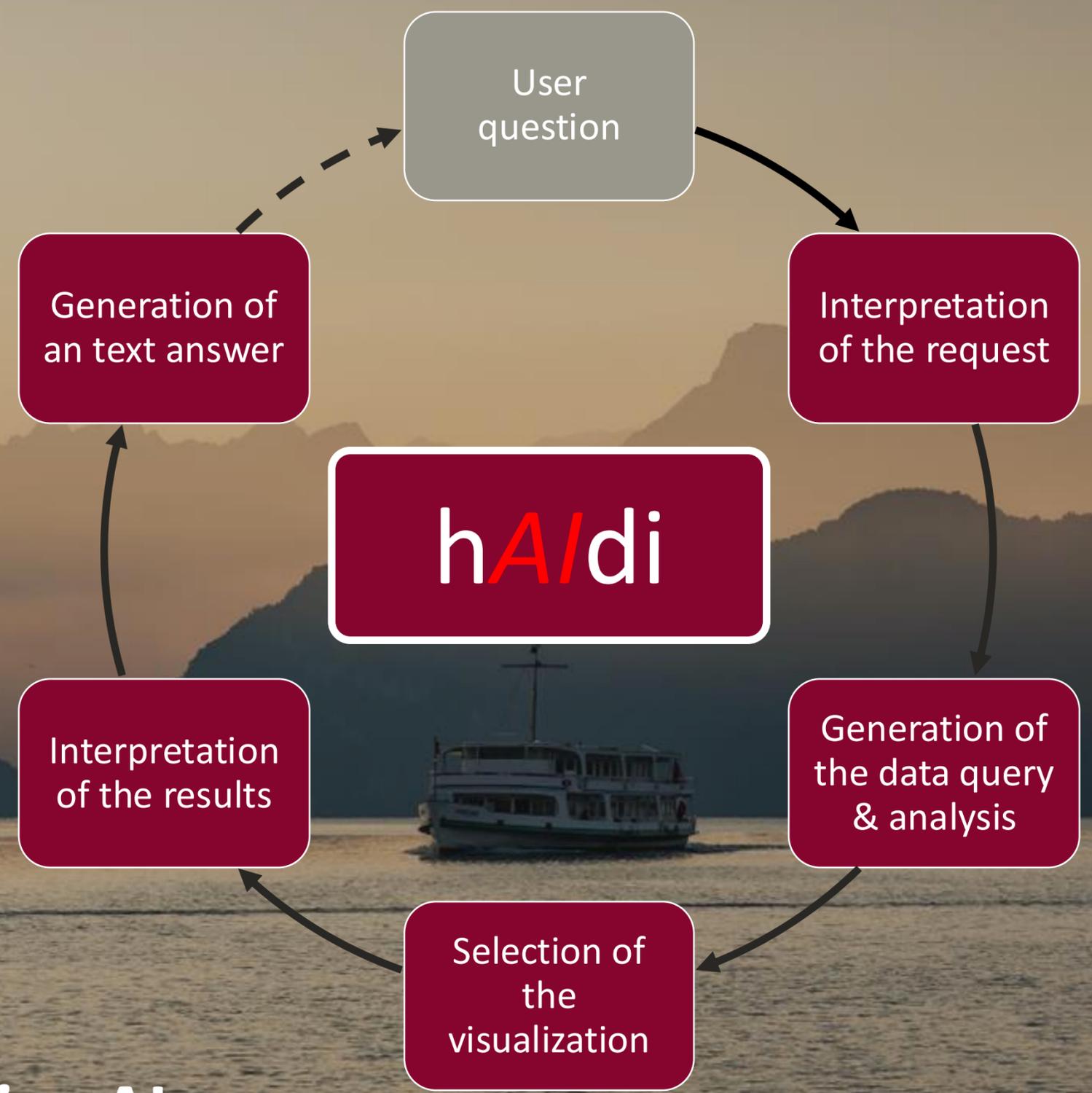
Strengths

- Generation of language
- Processing of text
- Summarization
- Evaluation & interpretation

Weaknesses

- Sticking to facts
- Generalization
- Speed
- Extraction of data

hA/di uses the language capabilities of generative AI to mitigate its weaknesses!



Leveraging Generative AI to analyse data

The net-net



hA/di

AI has great potential to support the tourism industry **whose business processes are changed by digitalisation**

hA/di gives an entire industry access to data **without having to master complex queries**

AI supports the tourism industry across the value chain **at national, regional and local level**

The MVP pilot was closed successfully **but the journey has just started**

The next steps to scale hA/di are planned to support **partner organizations & internal MIS**

Many thanks!
Let's connect !



hA/di



Michael
Wegmüller



Artifact
empowering with AI

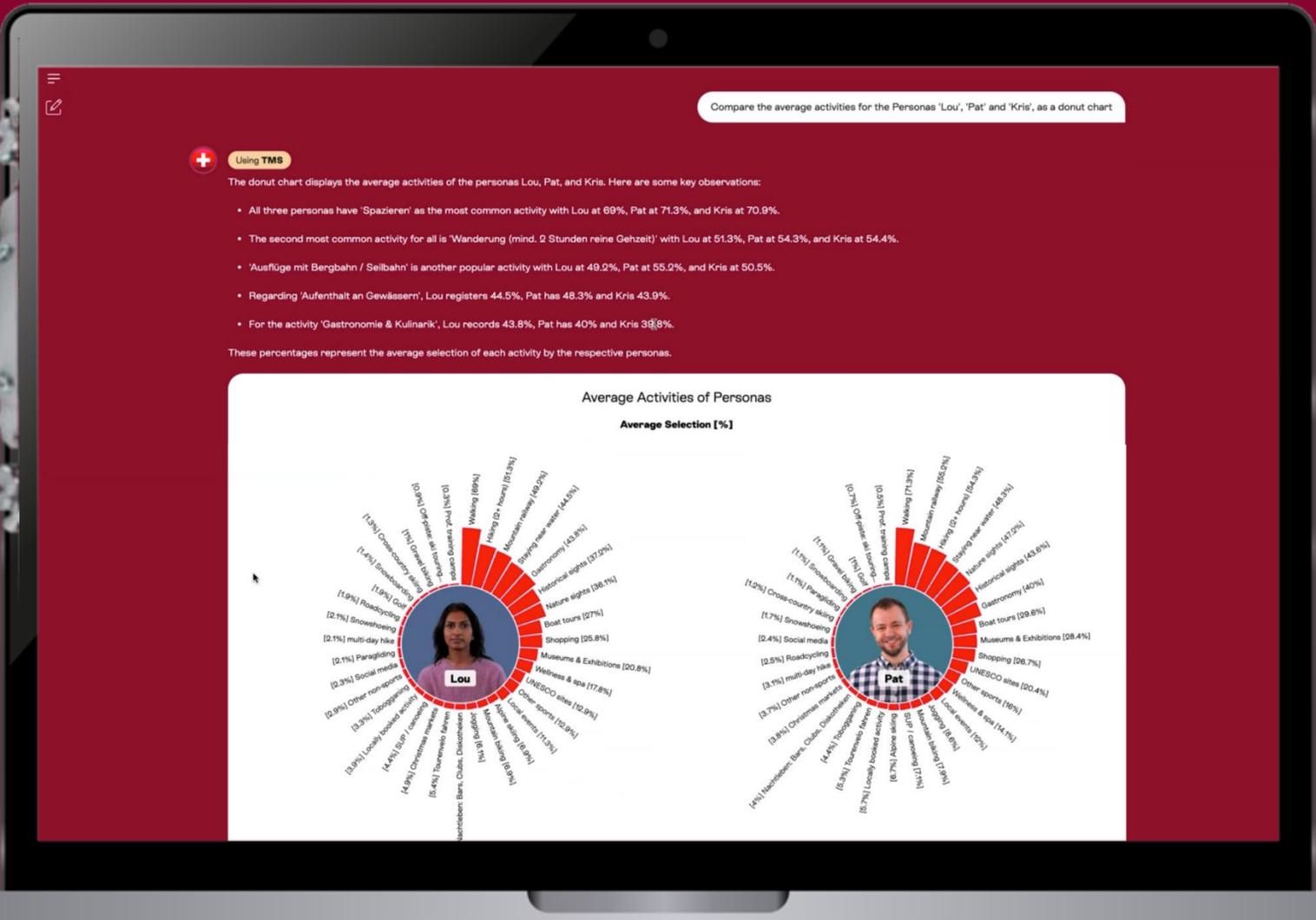


Dr. Christian
Dernbach

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APPENDIX

A Digital Assistant for the Tourism Industry!





hA/di,
and how does this compare to the
image of Lucerne in France?

What is the image of Genf in France compared to Lucerne in France? Please show me the results in a bubble chart.



✓ Compare the image of Genf and Lucerne in France. → Split into multiple queries

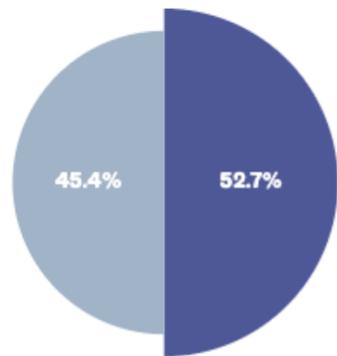
⚙️ Retrieve the image of Genf, as perceived in France

⚙️ Retrieve the image of Lucerne, as perceived in France

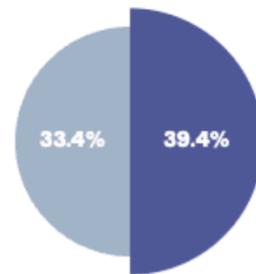
- Perception of Genf in France
- Perception of Lucerne in France

Perception of Swiss Regions in France

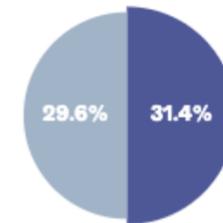
Average Fulfillment [%]



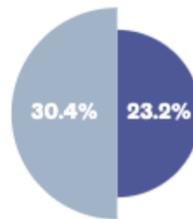
A safe place to visit



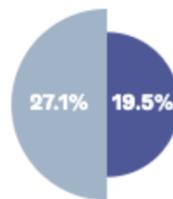
Reliable local services (opening hours, transport links, health system, etc.)



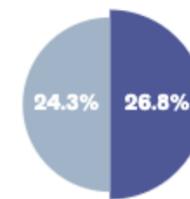
Provides a quality holiday experience



I can spend active holidays there (e.g. hiking, cycling, skiing, sledging).



Unique and varied nature



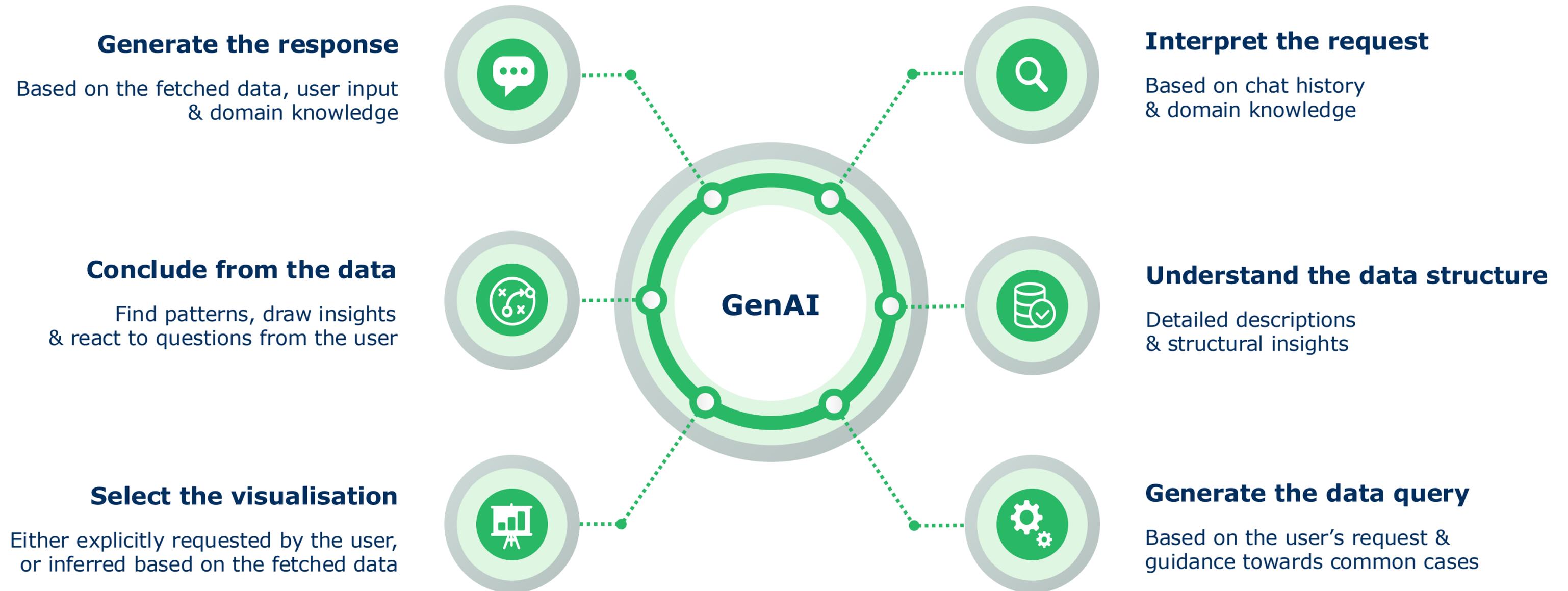
I feel warmly welcome

Using **BEM**

Show more



Selective use of GenAI throughout the process



Technical challenges



General Use

LLM is free to interpret user's request

Semantic prompt checks



Avoid Hallucinations

LLM can query, but not manipulate data

Direct path from DB to visual



Domain knowledge

Summary statistics from different sources

LLM takes many roles



Fast response time

Parallelisation of requests

Use of different LLMs depending on the task



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Contact us!



artifact.swiss
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linkedin.com/company/switzerland-tourism



Empowering people with AI for the better

A pragmatic partner for tailored AI



Our DNA

-  **Pragmatic agility**
-  **Tailored expertise**
-  **Impactful partnerships**

Our focus

Implement for Impact

AI implementation projects

Drive for Clarity

Strategies, roadmaps, use case discovery

Enable for Scale

Organizational structures, MLOps, data literacy

Happy clients



Switzerland Tourism - what are they doing ?

Switzerland Tourism (ST) is the lead organisation for the Swiss tourism industry – Digital experience and Business Intelligence are focus areas of ST in the field of digital leadership



Monitoring

- Monitoring AI as an innovator for B2B and B2C business processes and data driven decisions



Use Cases

- Identifying new business cases
- Testing promising AI applications



Enabeling

- Strengthen staff experience
- Dealing with AI through guidance
- Establish new Tools



Gouvernance

- Establishing clear rules for the responsible use of AI
- Ensure the offer of 100% reliable applications & information