

## AI/VR in tourism

As AI and VR become more powerful, the uses for the technology grow and grow. Every industry, from car manufacturing to home wares, is now making use of these two technologies.

Because AI and VR show no signs of slowing down in their advancements, the tourism industry is also embracing the technology. All areas of the sector are finding innovative, interesting ways to incorporate cutting-edge tech into how they function.

Here, we'll explore some of the most interesting uses and look at how AI and VR could change the face of tourism.

### AI

One area that AI excels in is streamlining processes. It can take a huge amount of data, sift through it all and offer useful solutions on how to make things more efficient. Hotels and airlines are already making use of this aspect of the technology.

For example, by feeding guest numbers covering a yearly period into an AI-powered management software, a hotel can better manage required staffing levels and improve efficiencies. AI can tell a hotel what time of year the most guests will be on site – to a very precise level – and this can feed into areas like the upscaling or downscaling of food and drink. It can also tell a hotel the average amount of time guests spend on site. This results in better planning capabilities and overall savings.

The use of AI in chatbots has also been a huge boost to many businesses in the sector. AI-powered chatbots, like those developed by [Liberty Apps](#), can provide a real-time, responsive interface for visitors and they are finely tuned to answer queries and process a conversation in real-time. This enables businesses to focus their human resources where they're needed, confident that their chatbot can provide a comprehensive service to visitors.

### VR and AR

It is in the use of VR and AR that many tourist boards and museums are realising the benefits of this new technology.



Historical sites, for example, can be populated with figures from the past with the simple marrying of AR software and a smart phone. This is a far cry from the old style of notices detailing the historical happenings of a site. Now visitors simply have to point their phone at an exhibit or site and watch it come to life.

The travel sector is similarly enamoured with VR. [Virgin Holidays](#) has embraced VR to allow users of Oculus Rift to visit a destination before they book a holiday there. The use of VR in this instance is truly a case of 'try before you buy'.

Others in the industry are also finding new ways to make use of VR. The hotel chain Palladium has done away with the usual sales materials to sell their hotels to travel agents and instead has [embraced](#) VR. This enables any prospective agent to visit the site of a hotel, in full detail, right from an office.

With the technology still growing by leaps and bounds, these applications for VR, AR and AI are only the tip of iceberg. The coming years will no doubt see a raft of amazing and transformative uses found, emphasising convenience and visitor experience.

### **Want to know more how VR and AI can help tourism industries?**

[Register now](#) for the Digital Transformation Event taking place at the International Festival for Business in Liverpool on the 27<sup>th</sup> June 2018. Registration closes on 10<sup>th</sup> June, so don't miss out!