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# Trusted value through GenAI

Award-winning case in the Swiss tourism industry



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**Dr. Christian Dernbach**, Senior Manager, Switzerland Tourism

04 December 2024



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 h**A**/di – 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...





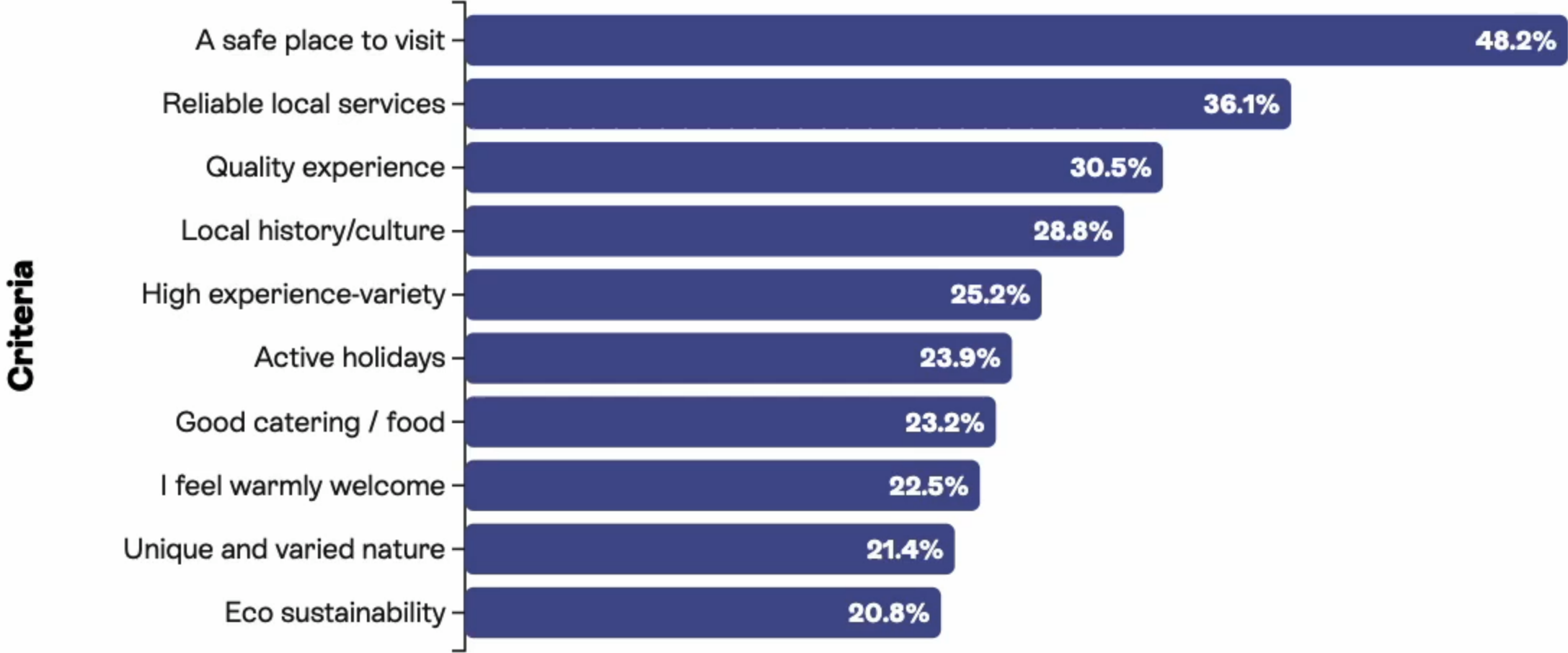
hA/di,  
and how is the image of Geneva in  
France?





# Summary of Geneva's Image

Average Fulfillment [%]



Using **BEM**

Show more



Ask here...







hA/di,  
What are the main personas in Geneva?



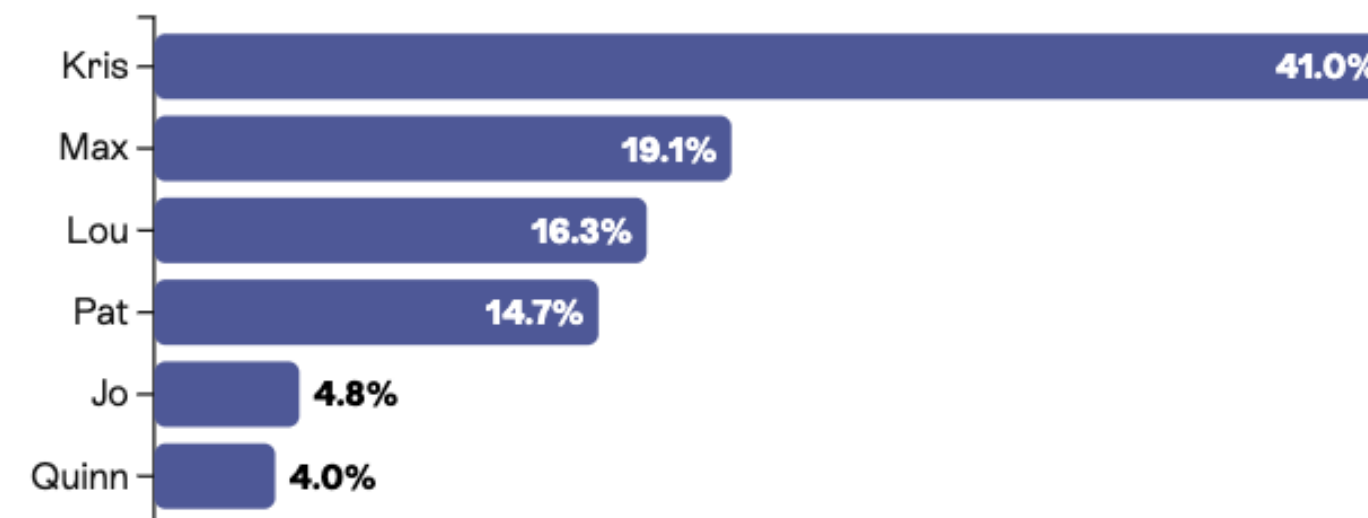
What is the distribution of personas in Genf? Show me a bar chart.



⚙️ Provide the distribution of personas in Geneva.

## Distribution of Personas in Geneva

Occurrence [%]



Personas

Using **TMS**







hA/di,  
what are Kris' main activities?

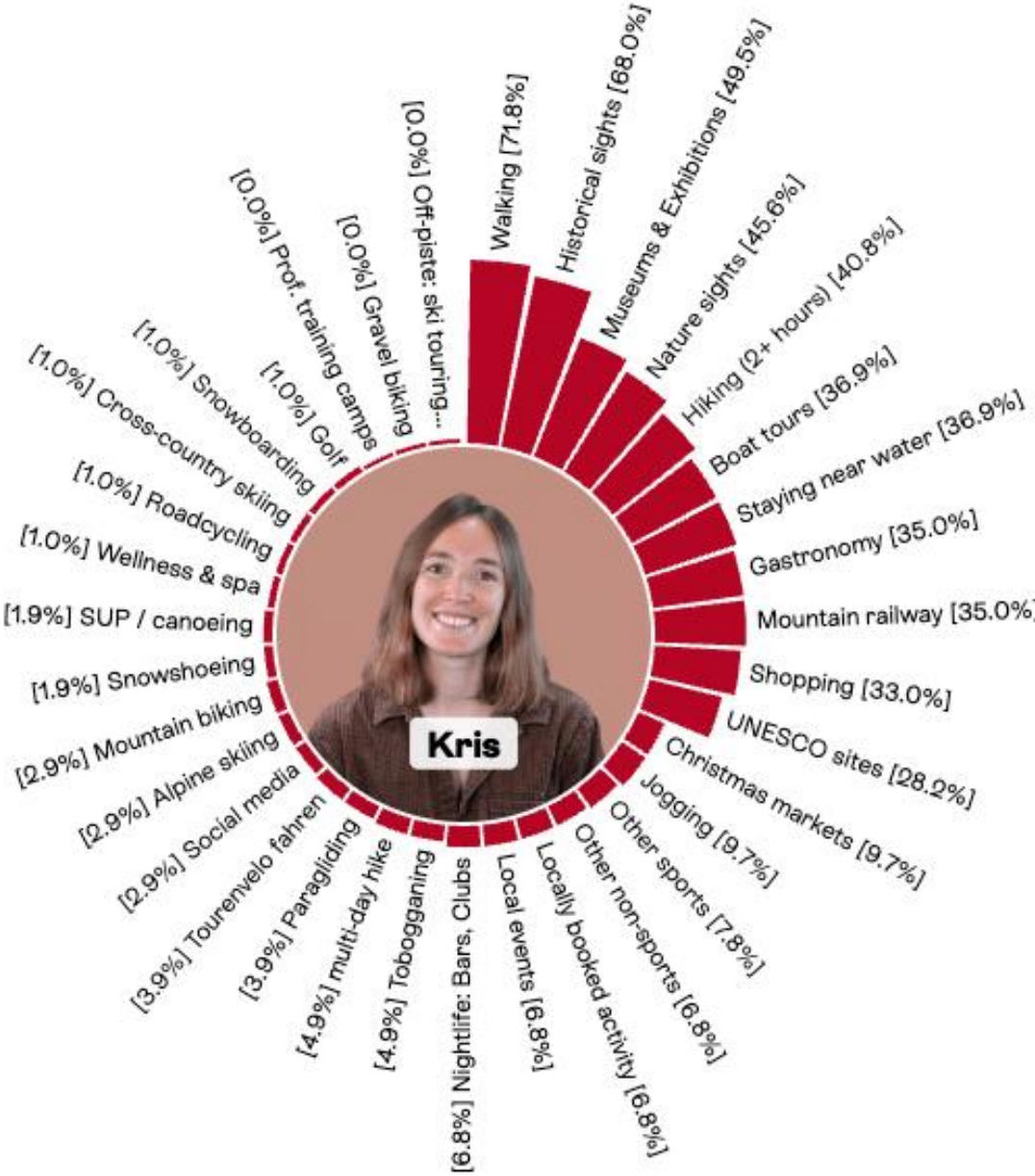




Provide a summary of the activities of the persona 'Kris' in Genf.

Activities of Kris in Genf

Average Selection [%]



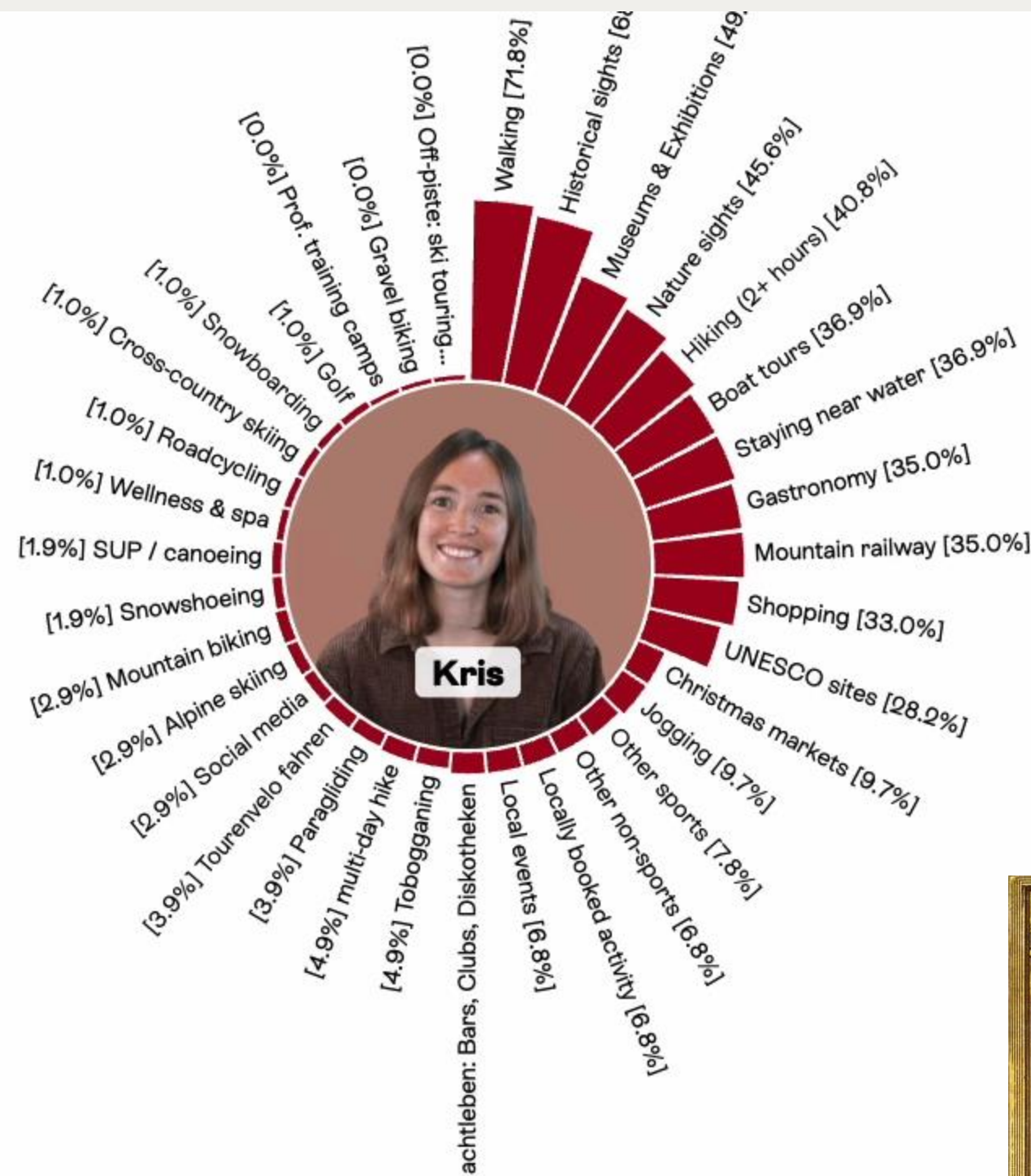
Using TMS



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







Using **TMS**

Ask here...





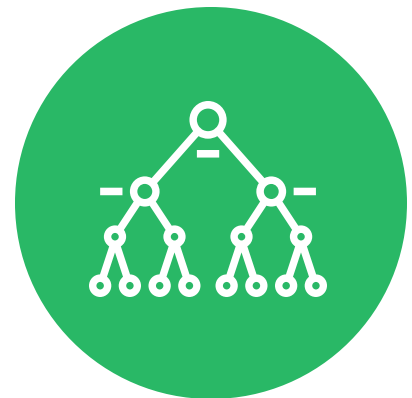
Supporting destination managers to make more **data-driven decisions**

**Highly complex** data from comprehensive surveys in CH and abroad



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**Business challenges**

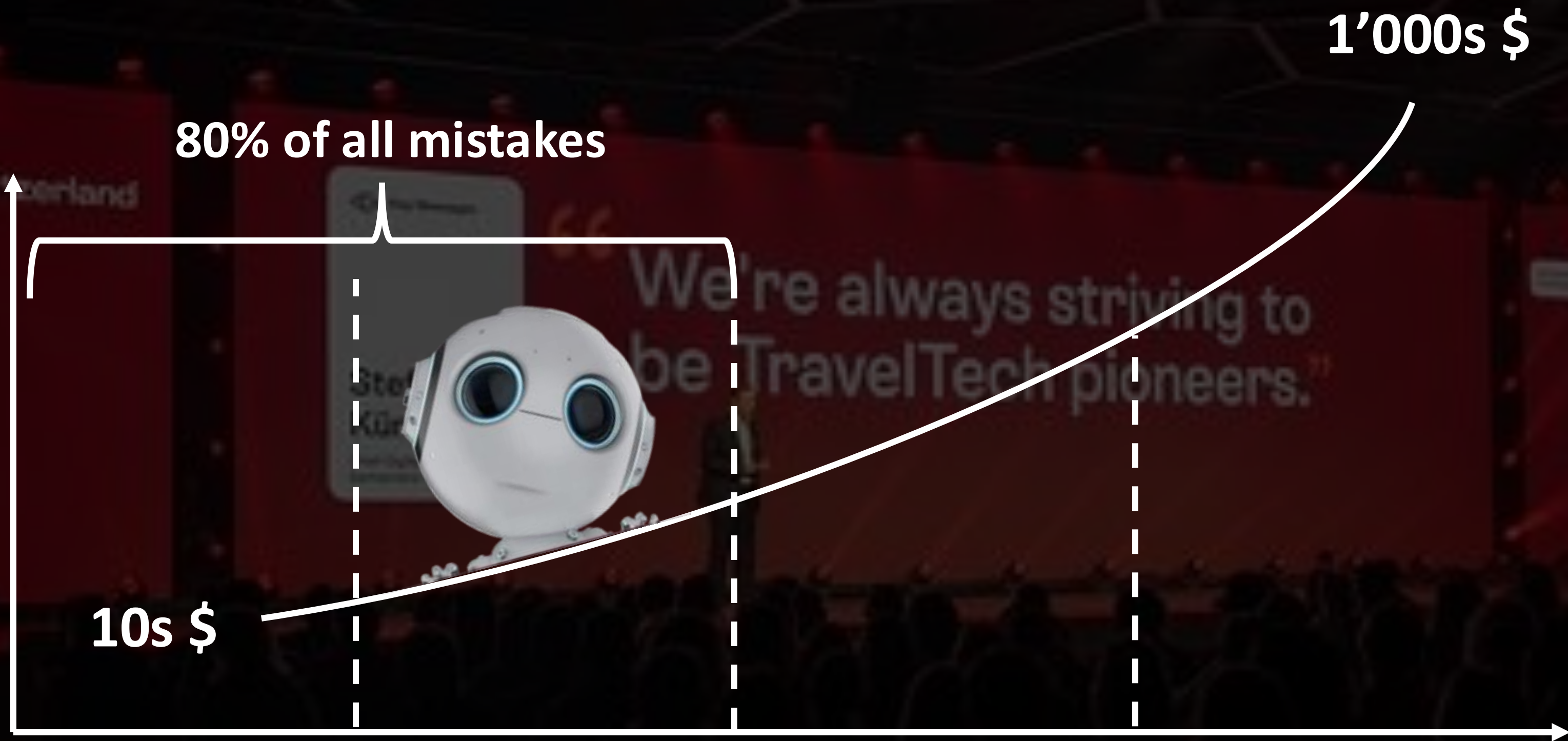


High degree of **customisation** necessary to fulfil destinations' needs

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



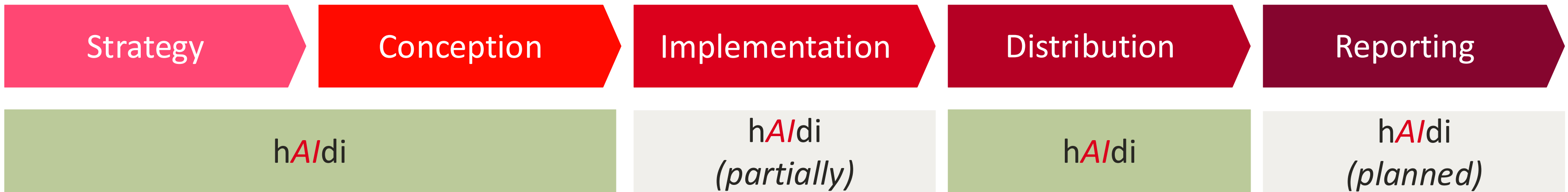




Place, Region, © Photographer

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

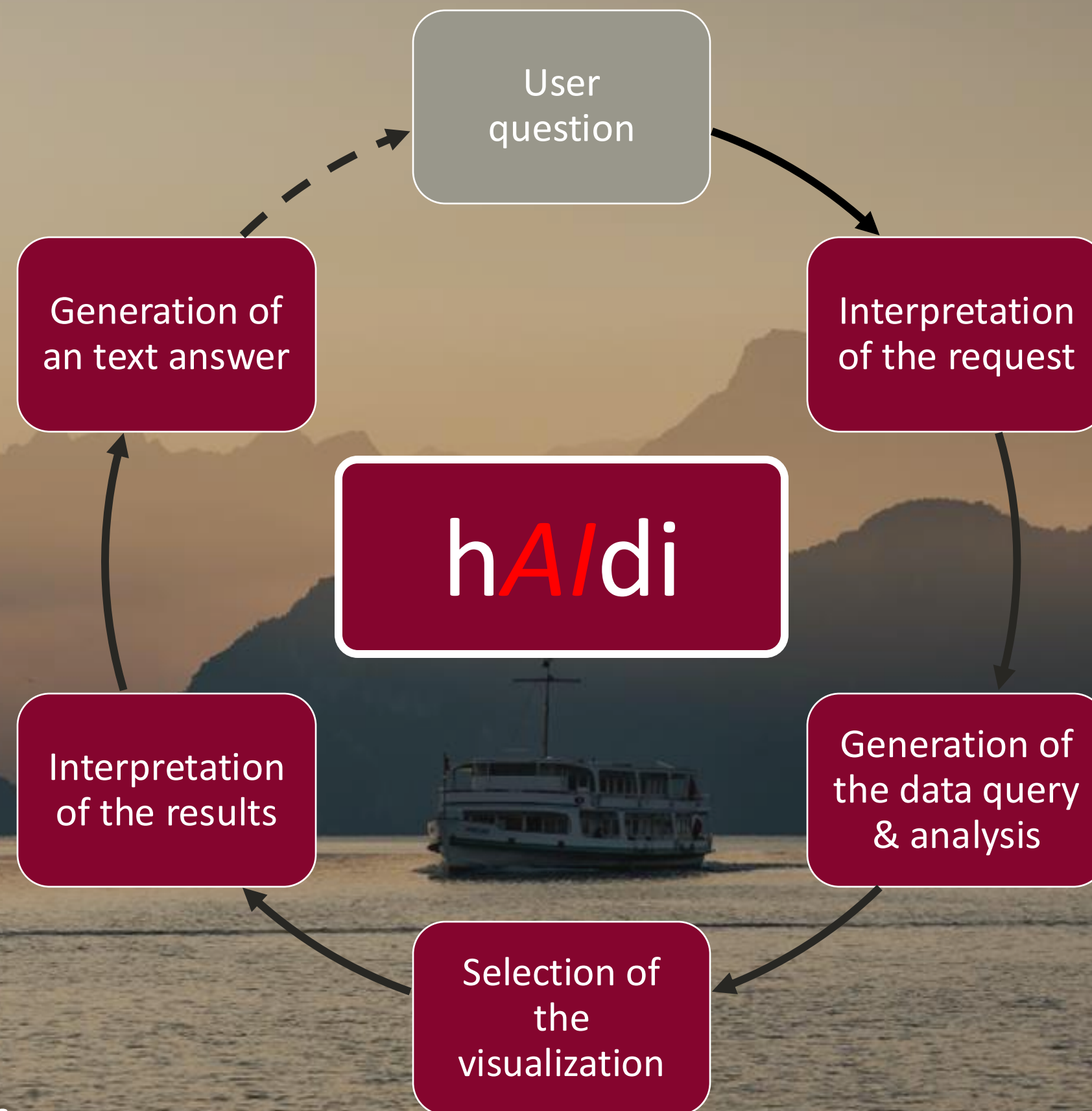
- Generation of language
- Processing of text
- Summarization
- Evaluation & interpretation

## 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



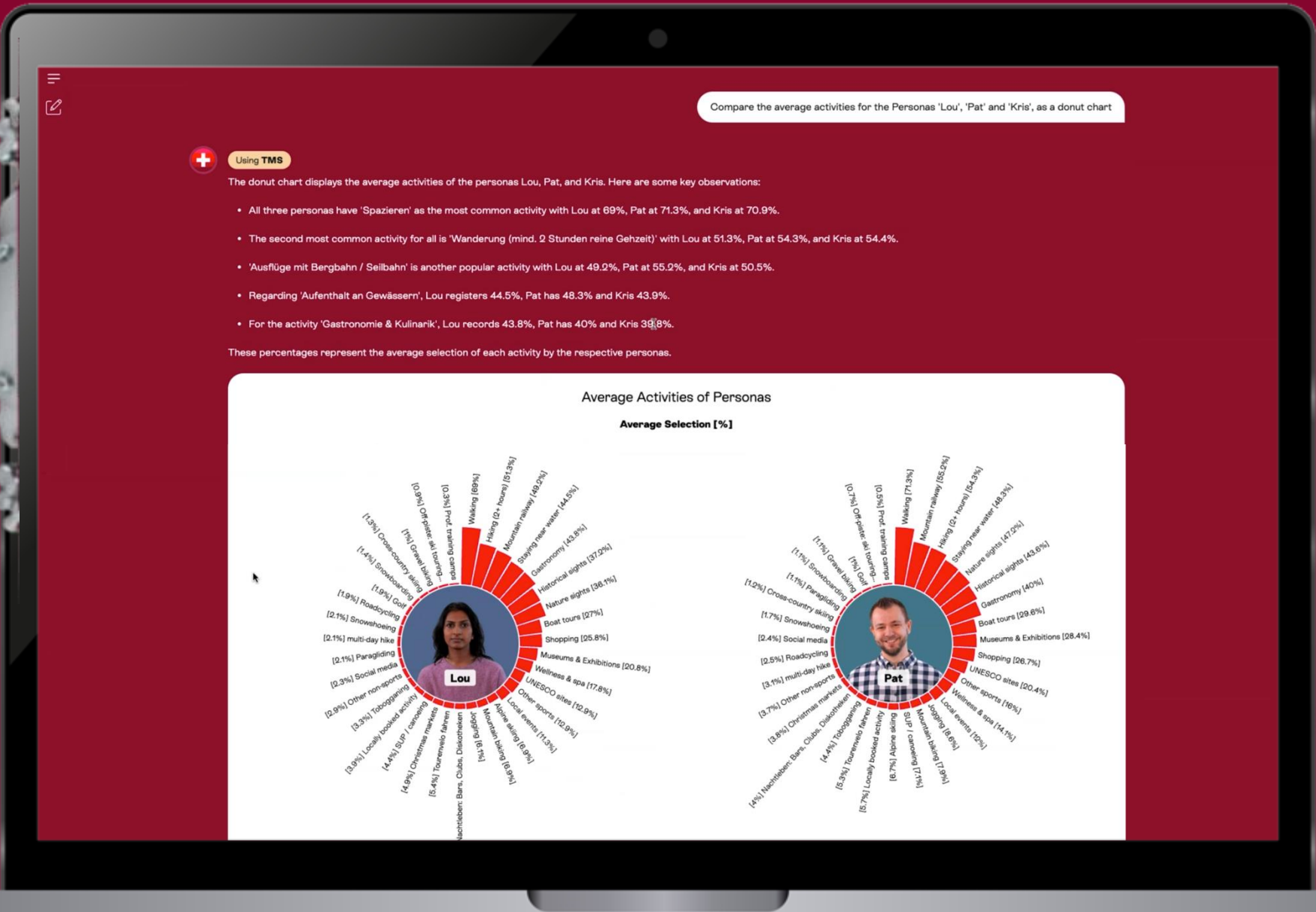
Dr. Christian  
Dernbach

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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.

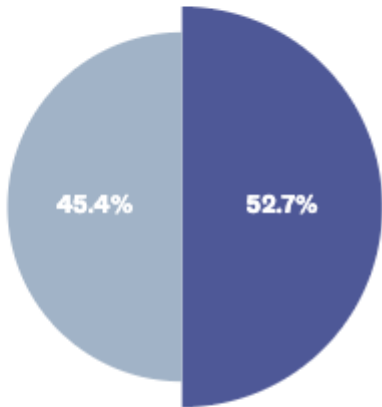


- ✓ Compare the image of Genf and Lucerne in France. → Split into multiple queries
- ⚙️ Retrieve the image of Genf, as perceived in France
- ⚙️ Retrieve the image of Lucerne, as perceived in France

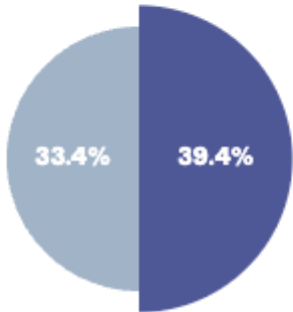
- Perception of Genf in France
- Perception of Lucerne in France

Perception of Swiss Regions in France

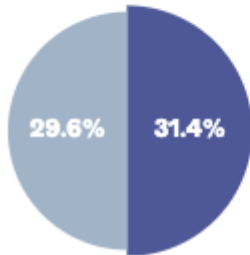
Average Fulfillment [%]



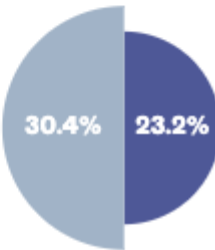
A safe place to visit



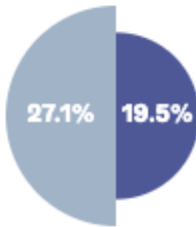
Reliable local services  
(opening hours, transport links, health system, etc.)



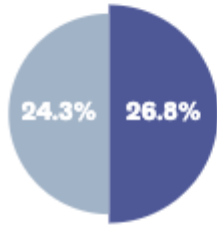
Provides a quality holiday experience



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



Unique and varied nature



I feel warmly welcome

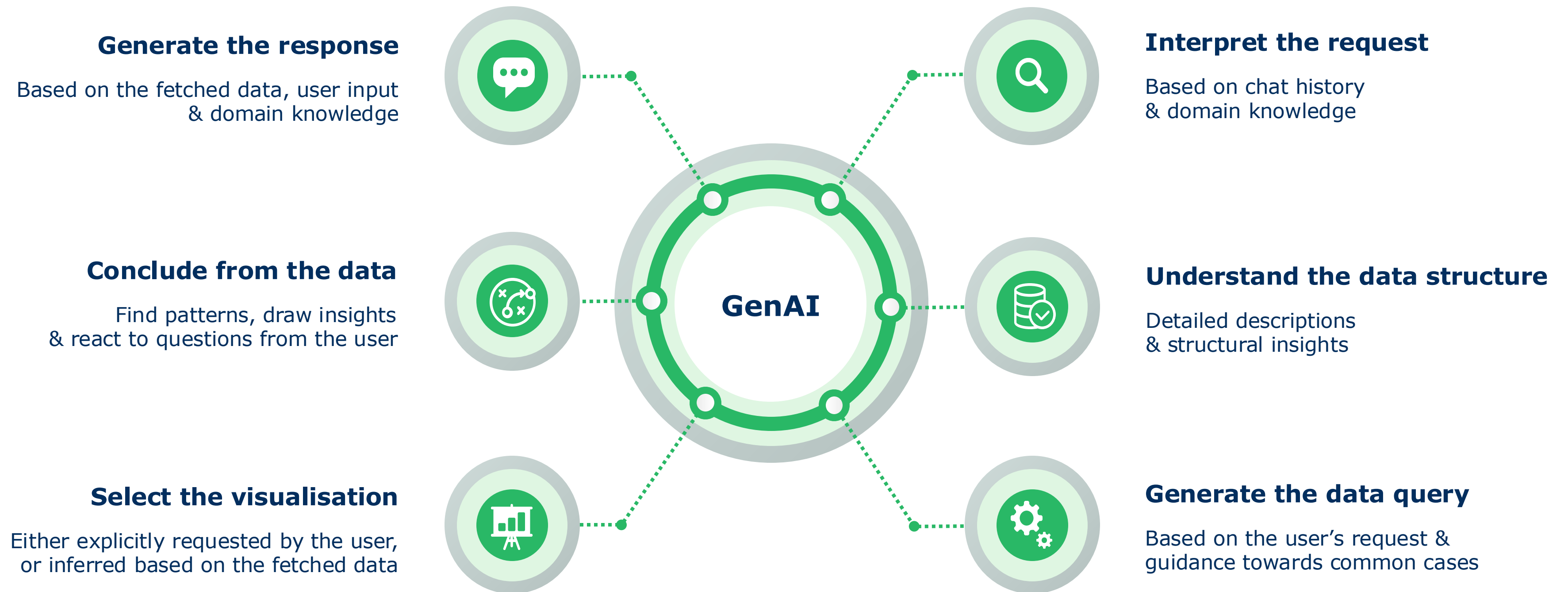
Using **BEM**

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!

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artifact.swiss  
STnet.ch



linkedin.com/company/artifactswiss  
linkedin.com/company/switzerland-tourism



# Empowering people with AI for the better

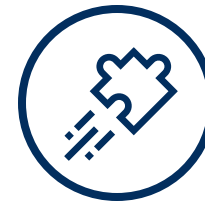
*A pragmatic partner for tailored AI*



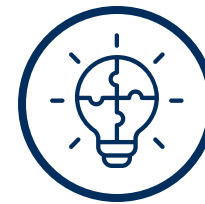
**Artifact**

empowering with AI

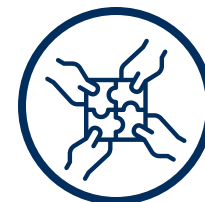
## Our DNA



**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



Betty Bossi

VISECA

MANOR

baloise

LEHRMITTEL  
VERLAG  
ST.GALLEN

LDC

Julius Bär

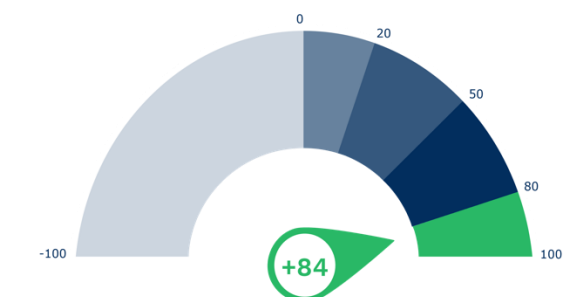
Enmi

valiant

ERS

fenaco

switzerland



Net Promoter Score



# 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

