

Turning Dreams Into Destinations

discover.swiss

Zurich, Nov'24

Daniela Spietz (Lufthansa) / Jon-Paul Boyd (Nordcloud)

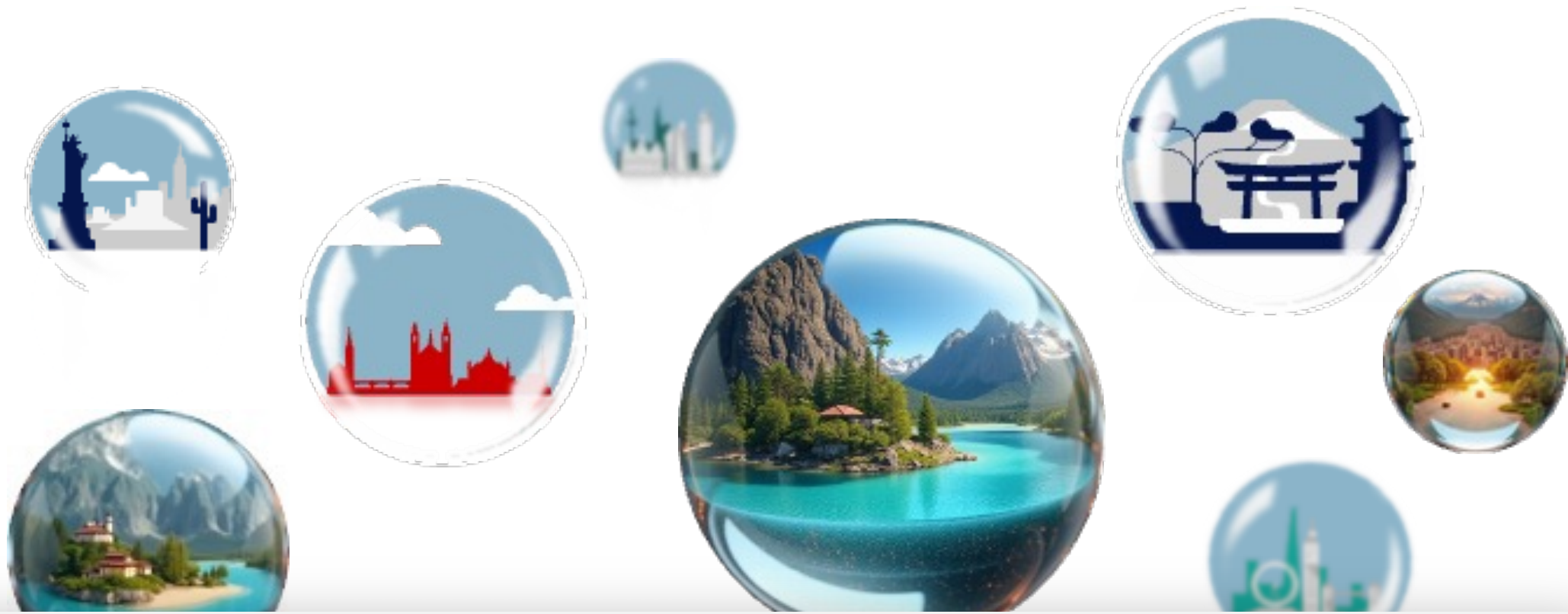
LUFTHANSA GROUP
DIGITAL HANGAR

**There are so
many places
to explore...**



HOW DO YOU CHOOSE JUST ONE?

Copyright Indiana Jones and the Last Crusade. Lucasfilm Ltd./Paramount Pictures, 1989



Building the Solution

What every traveler **WANTS** to know, language **MODELS** to write it



Teaching AI The art of travel writing

It doesn't just happen, it needs POLISH

Validation

Completeness



Accuracy



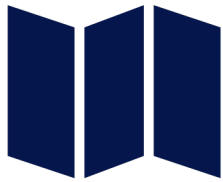
Bias



Safety



AI Generated Content In Numbers



763 destinations



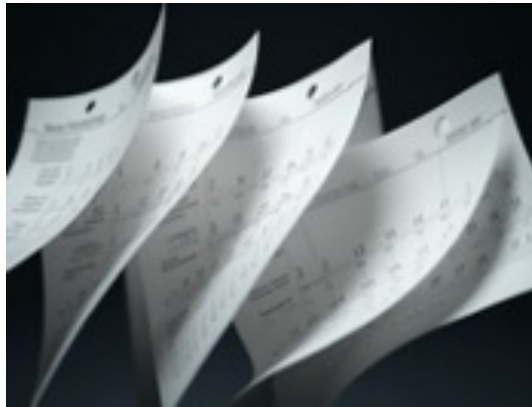
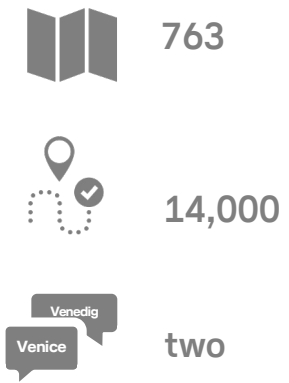
14,000 unique
pieces of travel
content



across two
languages

AI Generated Content in Numbers

Traditional



365 working days

A.I.



24 hours / €250

Generated Content

Bern Highlights



About

[Price calendar](#)

[Best price alert](#)

Nestled on a peninsula of the Aare River, this city is famed for its well-preserved medieval architecture, including the iconic Zytglogge clock tower and the Munster Cathedral, boasting panoramic views. Visitors can explore the Bear Park, a symbol of the city's namesake, and stroll under the covered arcades that house boutiques and eateries. The Federal Palace, home to the Swiss government, exemplifies national significance, while the Einstein House celebrates the physicist's time spent here developing the theory of relativity.

Zurich Sightseeing

- **Lake Zurich:** Nestled in the heart of the city, this pristine lake offers panoramic views of the Alps, inviting leisurely boat rides and lakeside strolls.
- **Grossmünster:** An iconic twin-towered church, steeped in Reformation history, offering visitors a climb to breathtaking vistas of the surrounding cityscape.
- **Uetliberg Mountain:** A local mountain providing hiking and biking trails that lead to an observation tower, showcasing sweeping views of the city below.
- **Bahnhofstrasse:** One of the world's most exclusive shopping avenues, lined with luxury boutiques, it's a paradise for fashionistas and window shoppers alike.
- **Kunsthaus Zürich:** A premier art museum housing an impressive collection of modern and contemporary works, including pieces by Munch, Picasso, and Giacometti.
- **Swiss National Museum:** Housed in a fairy-tale castle, it offers a deep dive into Swiss cultural history, with artifacts that weave a rich national narrative.
- **Zurich Opera House:** An architectural gem with a rich program of performances, this opera house is a cultural beacon for

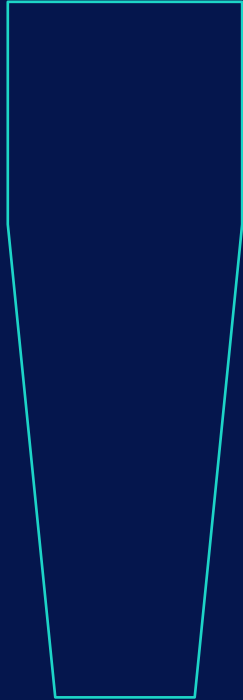
Possibilities

Follow-up development

- **Smart destination search:** Give customers a simple way to share their travel interests and suggest destinations that truly match their **aspirations**.

PoC

- **Inspiration avatar:** Elevate a standard e-commerce experience into an engaging, inspiring **brand journey**, adding a personalized, human touch to every interaction.



Thank you!

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