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AI travel guides

Building the future of AI Travel Guidance

Discover.Swiss Webinar | September 25

What is going on with AI in Travel?

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- **49% of travelers** say they **expect more personalized and tailored experiences** during their trips .

- **32% of travelers** already **use AI-powered recommendations** (e.g., for trip planning or suggestions), and adoption is growing quickly .

- **70% of travelers** believe **technology improves their travel experience**, especially by reducing stress and complexity .

- **41% of travelers** actively look for tools that help them **discover "hidden gems"** beyond the mainstream tourist path .

Source: Amadeus "Transforming Travel 2025"

Why, How, What

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Why

Empower travelers with <u>meaningful, flexible and personal journeys</u> AND enabling DMOs to <u>strengthen destination</u> appeal and <u>gain insights.</u>

How

By combining local data with generative AI, we enable hyper-personalized, interactive guides that travelers can access anytime, and DMOs can deploy seamlessly with analytics and integration tools.

What

We buildt an AI-powered platform where travelers access Local Guides and DMOs easily create, manage, and integrate them across apps, websites, and the Joaia Marketplace.

Our DNA: A Traveler's Passion, an Innovator's Perspective, and a Lean Team's Speed

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Darius Barmettler
—
Co-Founder & CEO

APG|SGA Out of Home Media
GOLDBACH
Kalaidos University of Applied Sciences Switzerland
The University for Professionals.

- Former **Head of CRM at APG|SGA** responsible for Digital Transformation and Customer Centricity – 5 years
- **Executive MBA** in Customer Experience
- **10+ years' experience** in Media and Advertising Market.

Roger Waldvogel
—
Co-Founder & CTO

FHGR Fachhochschule Graubünden
University of Applied Sciences

SCS super computing systems
DumondaMe

- Former Researcher at FHGR in **Natural Language Processing (NLP/AI)** – 4 years
- **15+ years of experience** in the development of professional software projects.
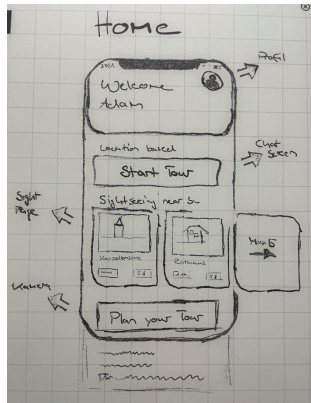- **Second-time Founder**

Génesis Schäfler
—
UX /UI Design

Andreas Murk
—
Software Engineer

Fabian Untermoser
—
Software Engineer

Michèle Camenzind
—
Head of Finance & HR

Where we come from and where we will go

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Idee of using AI for Sightseeing
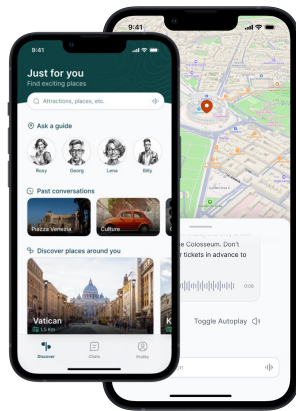
Build a Prototype

THIS IS BASEL

Zürich, Switzerland.

graubünden

LUZERN
DIE STADT. DER SEE. DIE BERGE.

Collaboration with DMO's

Shanique Johnson
Legendary Figure
Kingston, Jamaica

Peter Meier
Fictional Character
Freudenberg, Germany

Build Infrastructure for AI Local Guide
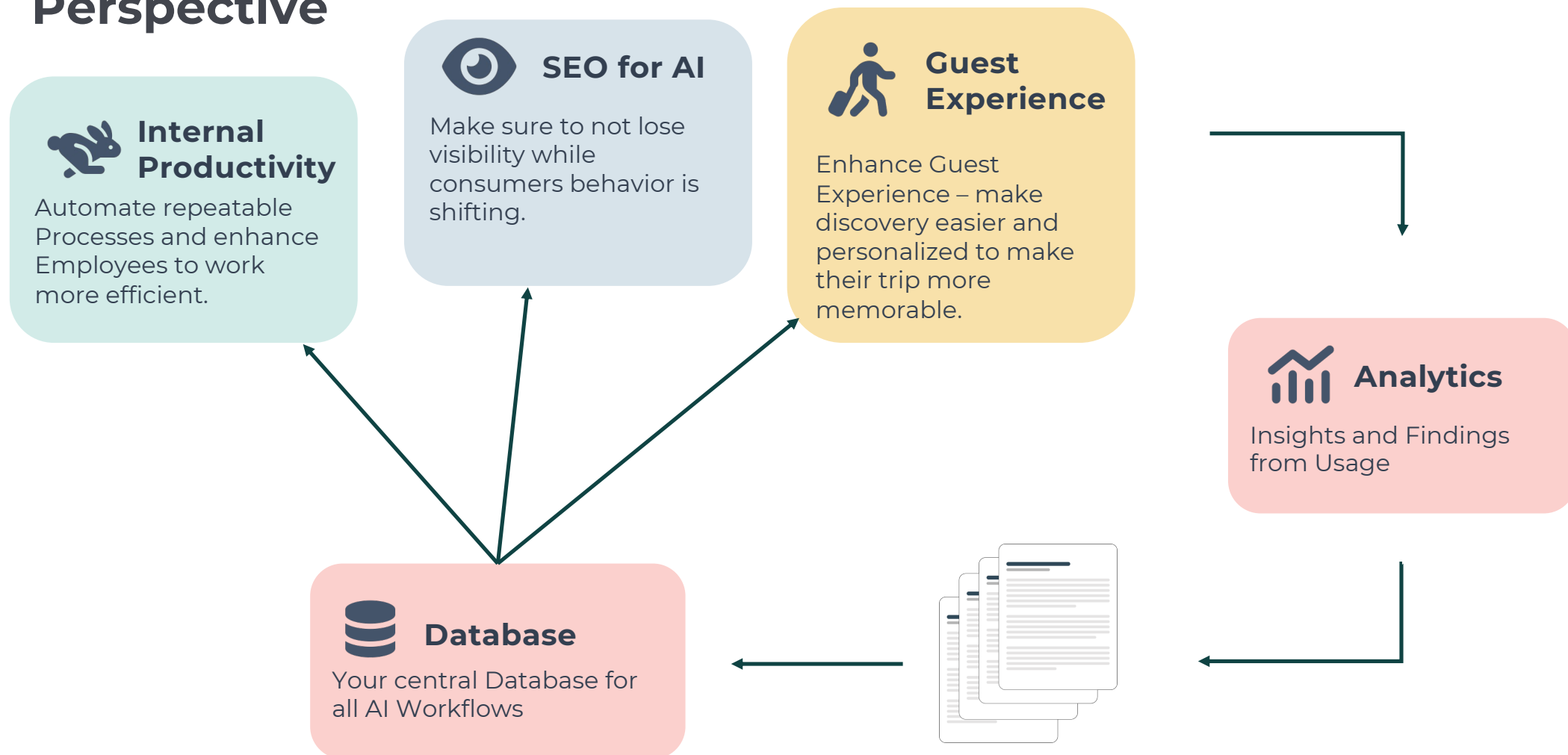
More to come
Conversational Commerce via Local Guide ; personalized Tours ; Multiday Itinerary ; Smart Glasses Integration

2023   2024   2024   2025   Future

Highlevel AI Strategy Pillars from a DMO Perspective

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Internal Productivity
Automate repeatable Processes and enhance Employees to work more efficient.

SEO for AI
Make sure to not lose visibility while consumers behavior is shifting.

Guest Experience
Enhance Guest Experience – make discovery easier and personalized to make their trip more memorable.

Analytics
Insights and Findings from Usage

Database
Your central Database for all AI Workflows

AI Local Guides

Anders Berg
⚇ Digital Twin
◉ Oslo, Norway

Shanique Johnson
⚉ Legendary Figure
◉ Kingston, Jamaica

Peter Meier
♔ Fictional Character
◉ Freudenberg, Germany

Hans Bühler
♔ Fictional Character
◉ Grindelwald, Switzerland

Chako Bole
⚉ Legendary Figure
◉ Turmi, Ethiopia

Meryem Aksoy
⚇ Digital Twin
◉ Ankara, Turkey

Doris Ann Carter
⚉ Legendary Figure
◉ Bandera, Texas

Julia Richter
⚇ Digital Twin
◉ Gothenburg, Sweden

Fernando Castillo
⚇ Digital Twin
◉ Cordoba, Argentina

Henri Dubois
♔ Fictional Character
◉ Eguisheim, France

Madame Margaux
♔ Fictional Character
◉ Paris, France

Elena Moretti
⚉ Legendary Figure
◉ Rome, Italy

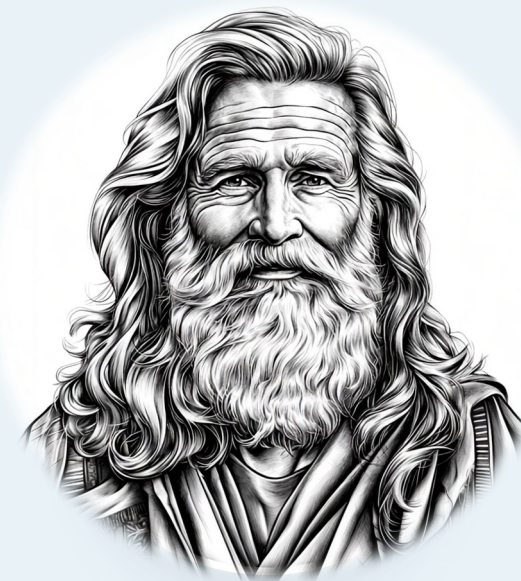# Bringing Local Stories to Life with AI Guides

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Madame Margaux
Fictional Character

Amira Khan
Digital Twin

Leonardo Da Vinci
Legendary Figure

We position us as the second-best Solution to explore a Place after a Human Guide
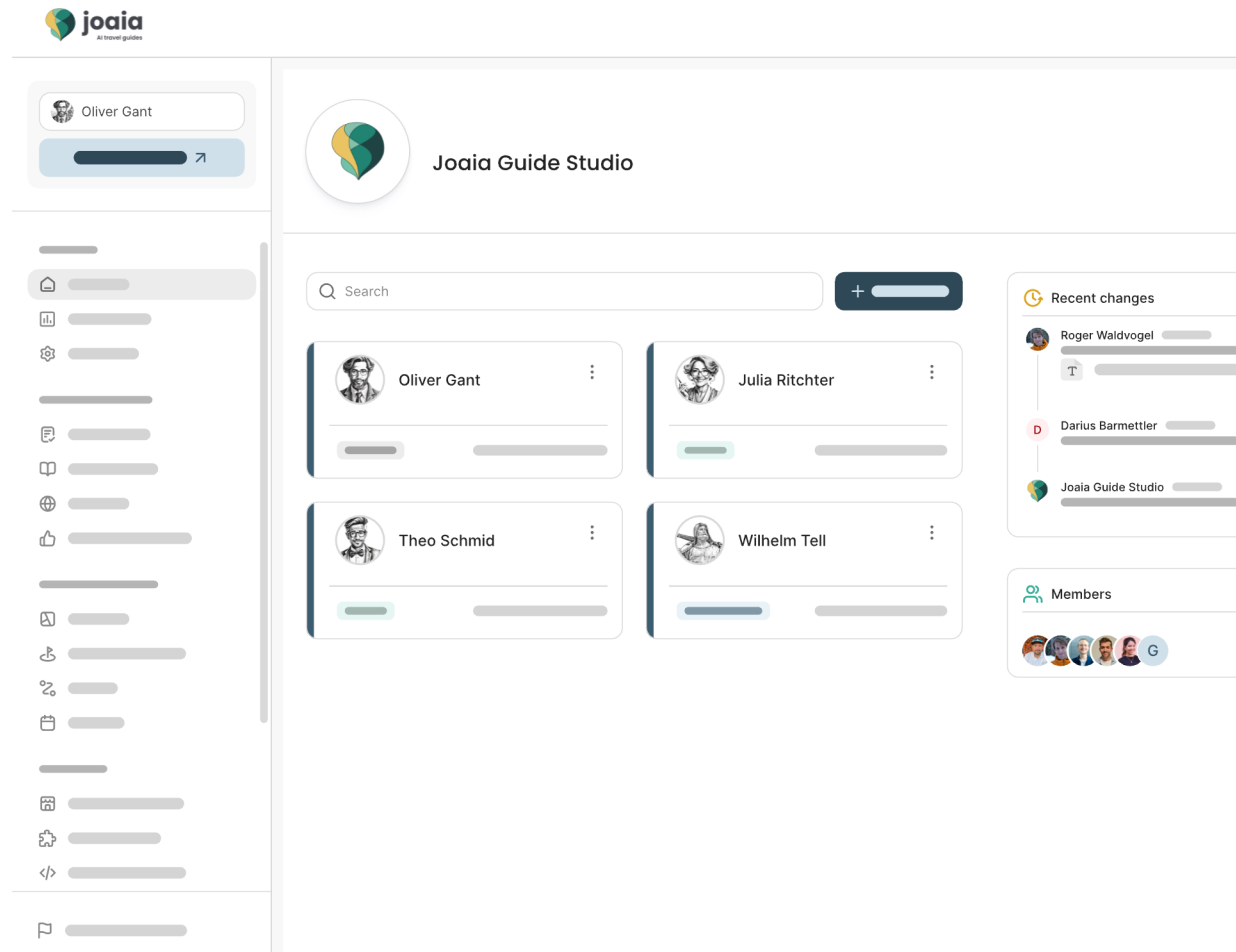
Curious Explorer

Independent travelers want flexibility, but current options limit the experience.

"Even for people who often go on guided tours, there's no guide around 90% of the time."
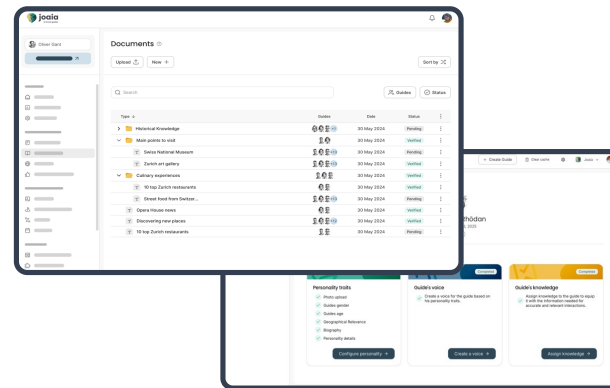
Human Guide

AI-guided

Static Self-guidance

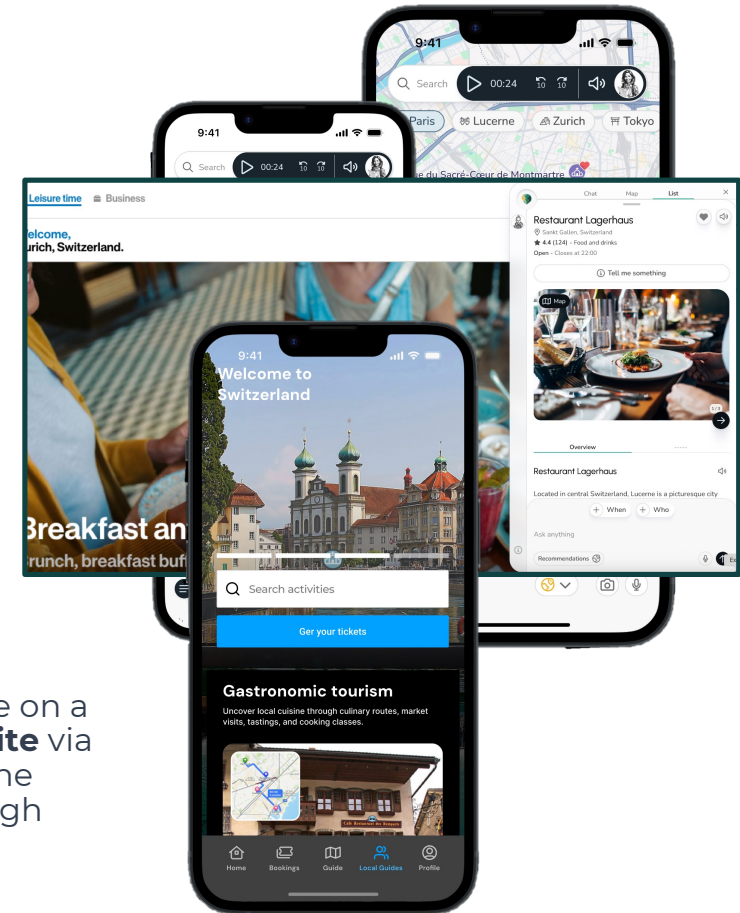joaia
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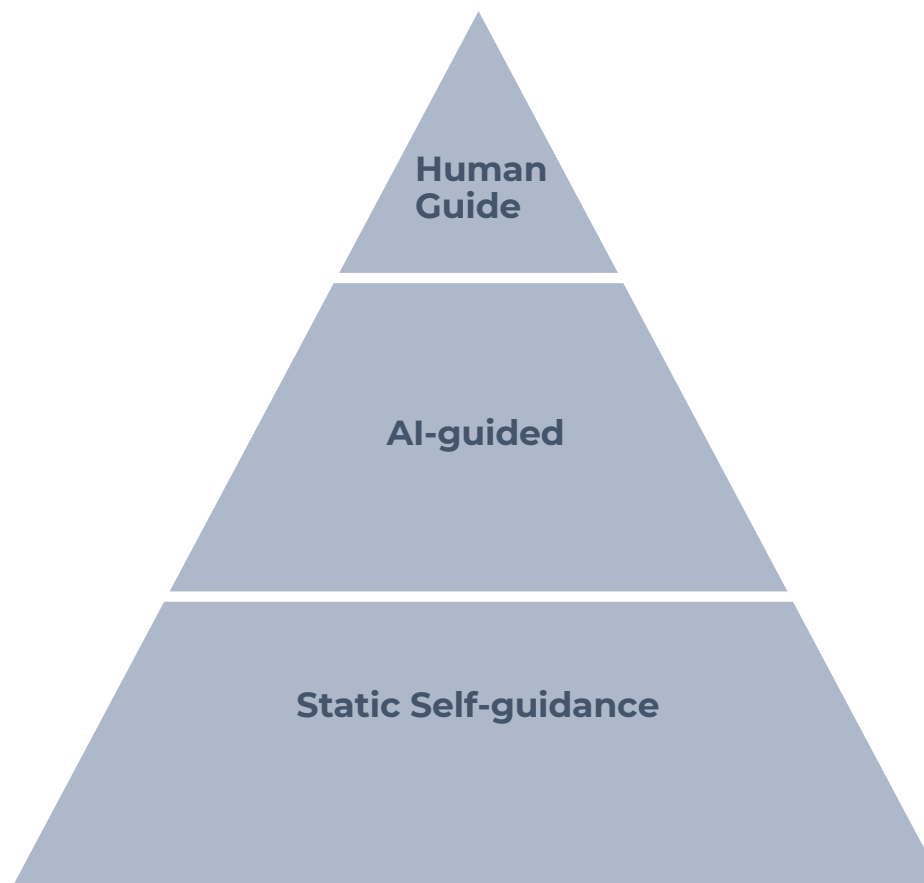
AI Solution

We turn local expertise into scalable AI Locals Guides.

Partners **upload or connect** their content

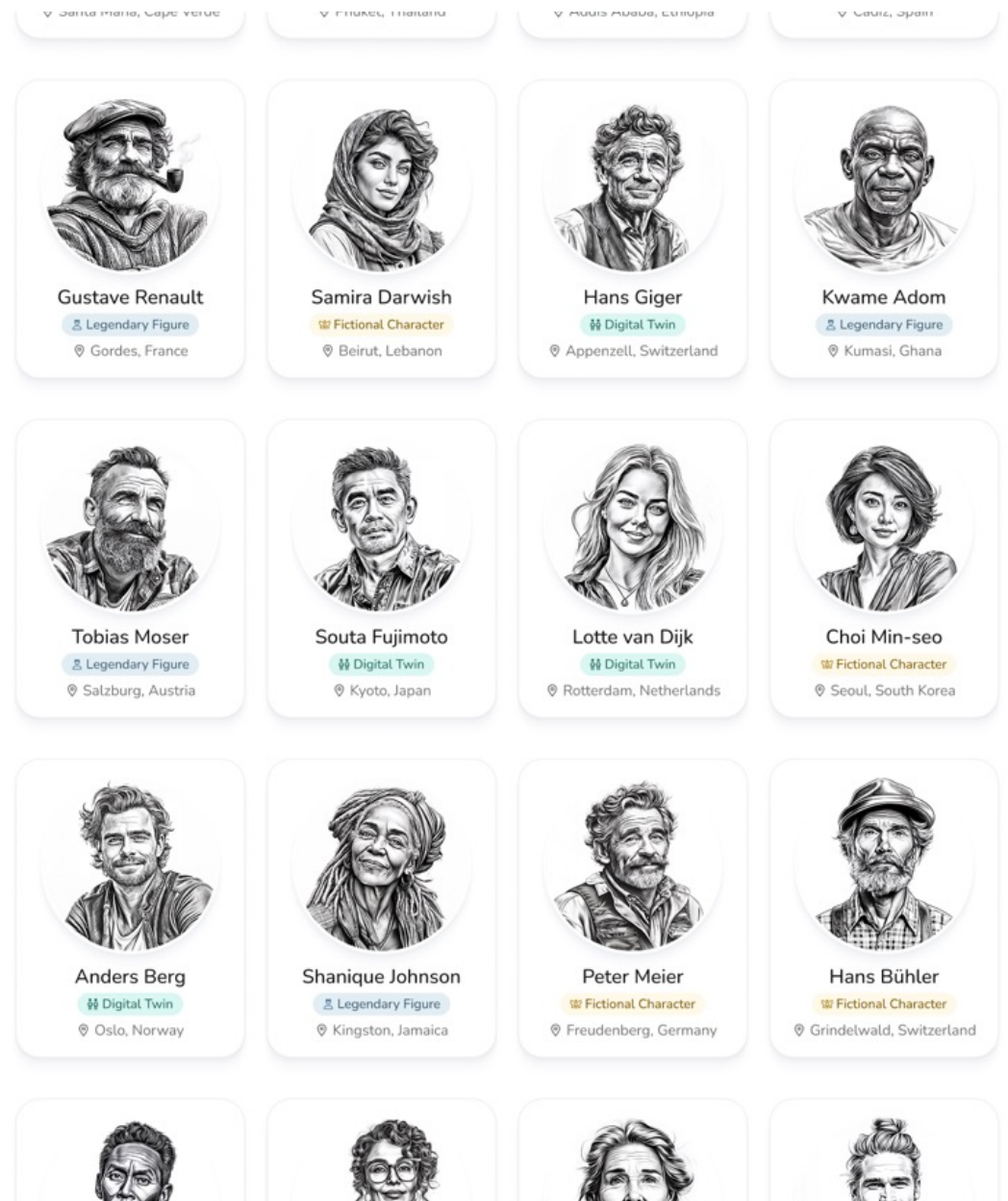**Guide Studio** processes this knowledge and allows partners to create unique AI Guides

Local Guide can live on a destination's **website** via our plugin, inside the **Joaia app**, or through **API in other apps**

Check-out the Introduction Video

AI Guide Engine

Gustave Renault
👤 Legendary Figure
📍 Gordes, France

Samira Darwish
👑 Fictional Character
📍 Beirut, Lebanon

Hans Giger
👥 Digital Twin
📍 Appenzell, Switzerland

Kwame Adom
👤 Legendary Figure
📍 Kumasi, Ghana

Tobias Moser
👤 Legendary Figure
📍 Salzburg, Austria

Souta Fujimoto
👥 Digital Twin
📍 Kyoto, Japan

Lotte van Dijk
👥 Digital Twin
📍 Rotterdam, Netherlands

Choi Min-seo
👑 Fictional Character
📍 Seoul, South Korea

Anders Berg
👥 Digital Twin
📍 Oslo, Norway

Shanique Johnson
👤 Legendary Figure
📍 Kingston, Jamaica

Peter Meier
👑 Fictional Character
📍 Freudenberg, Germany

Hans Bühler
👑 Fictional Character
📍 Grindelwald, Switzerland

Agentic AI Workflow with Context Engineering

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User Interface - Layer

- Output in Text & Audio in over 75 Languages

Output

Memory - Layer

- Short-term for Context awareness
- Long-term for behavior personalization

Short-term Memory

Long-term Memory

Data - Layer

- RAG-Database for general POI Info
- RAG-Database for specific Creator Data
- Local Guides
- Location awareness, Wheater, Traffic (soon)
- User Profil and Interests

POI-Database

Local Guide Database

3rd Party Data

User Data

Foundation - Layer

- OpenAI for different Models
- 11Lab for Voice
- Tavily for Search

LLM-Models

TTS

Search

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