Nuria Lloret Romero
Professor UPV / Senior Adviser Metric Salad Ltd

"The Golden Age of Gen-AI for Travel Advisors: It's Time to Double Down on Being Human"

JAÉN

8th SUMMIT OF TRAVEL AGENCIES ASSOCIATIONS

5-7 November 2025

Andalucía

Opening Thought

"AI will not replace travel advisors — but advisors using AI will."

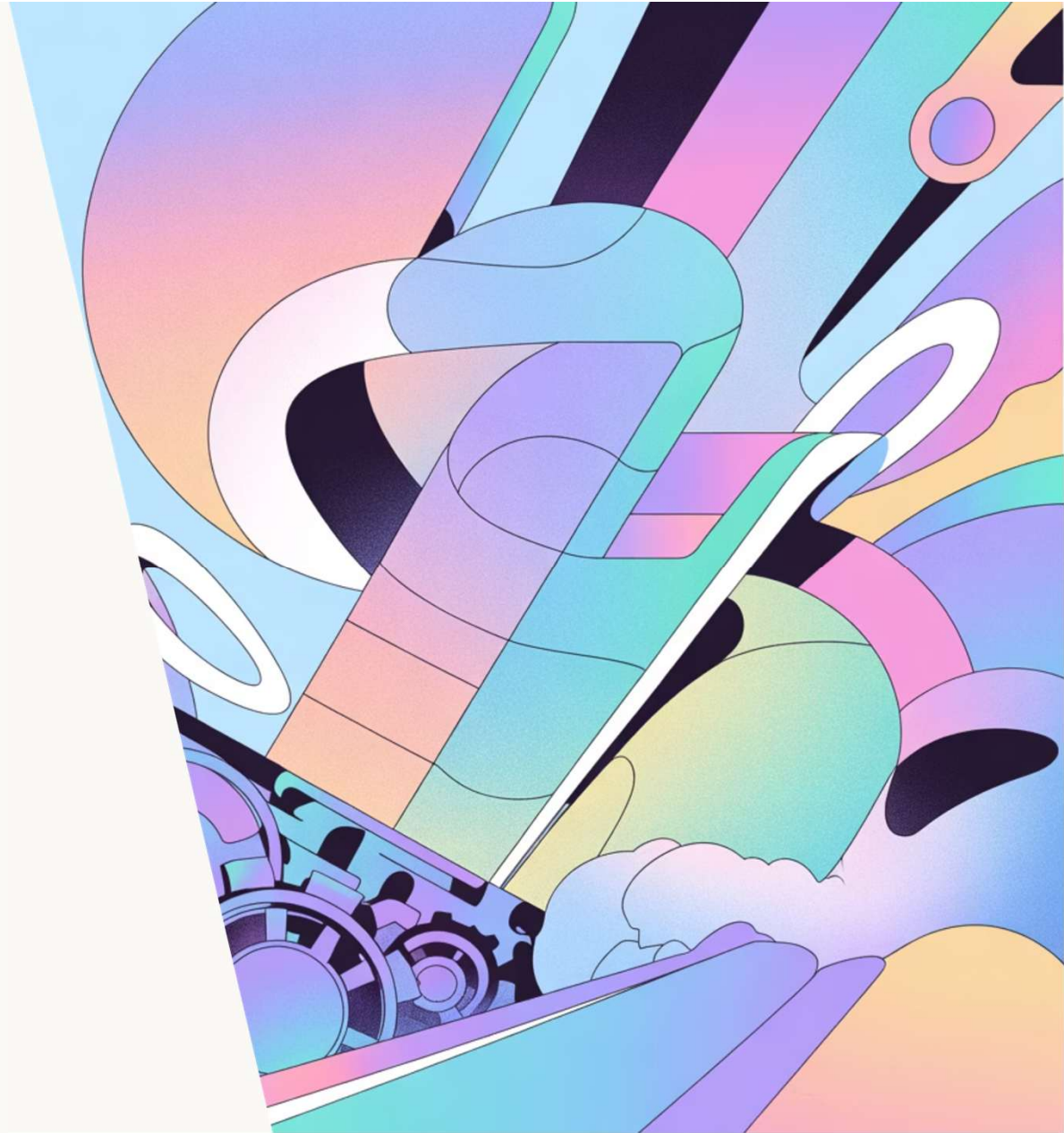A new partnership is emerging: Human creativity + Machine intelligence.

Agenda

From Automation to Imagination

AI once optimized; now it creates.

From algorithms to imagination — that's the Gen-AI leap.

What Is Generative AI?

AI that generates new text, images, voice, data, and ideas.

Built on large language and multimodal models (GPT-4, Gemini, Claude, etc.)

Learns from the world and co-creates with us.

Why 2025 Is the Golden Age

Generative AI becomes democratized: accessible, contextual, and multimodal.

Travel is its perfect playground — full of stories, emotions, and data.

AI & Tourism: A Perfect Match

Travel is about stories and people.

AI is about language and patterns.

Together, they reimagine how we dream, plan, and live experiences.

The Role of the Travel Advisor

You are not selling destinations.

You are designing meaningful experiences.

AI amplifies your empathy, creativity, and impact.
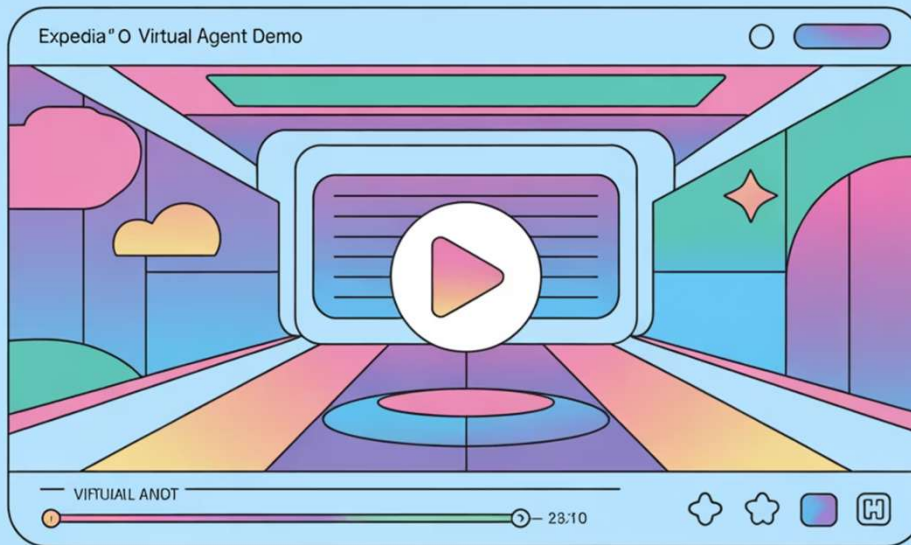
Booking.com "AI Trip Planner"

Travelers chat instead of search.

AI learns preferences and adapts itineraries in real time.

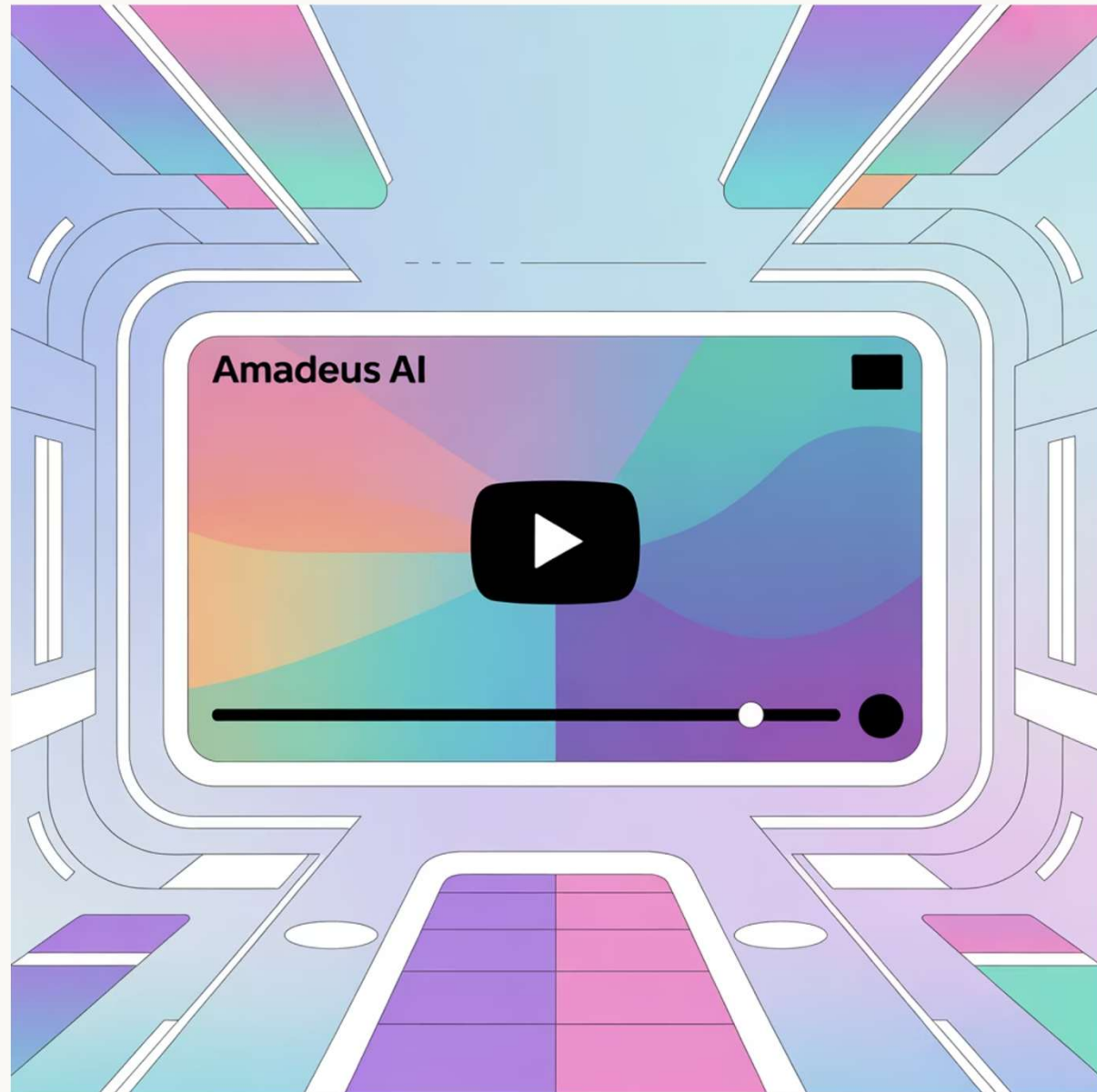**Boosts personalization and customer satisfaction.**

Expedia"O Virtual Agent Demo

VIRTUAL ANOT   23:10

Amadeus AI Lab

Predictive demand forecasting,
flight optimization,
and AI copilots for agencies.

Gen-AI tools for personalized
booking and smarter operations.
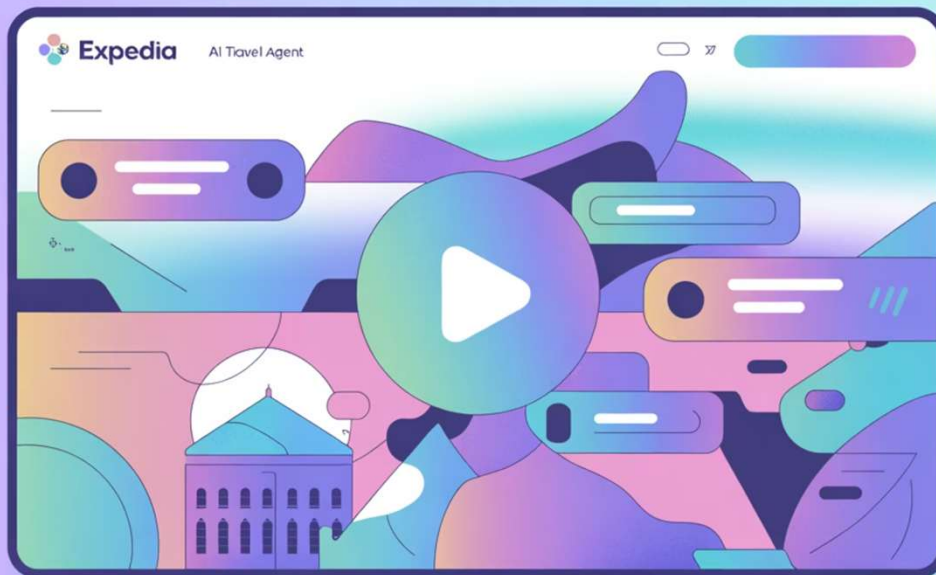
Expedia + OpenAI

| Conversational trip planning inside the Expedia app. | Context–aware recommendations from ChatGPT. | Improved engagement and conversion rates. |

Source: Expedia Group AI Integration (2024)

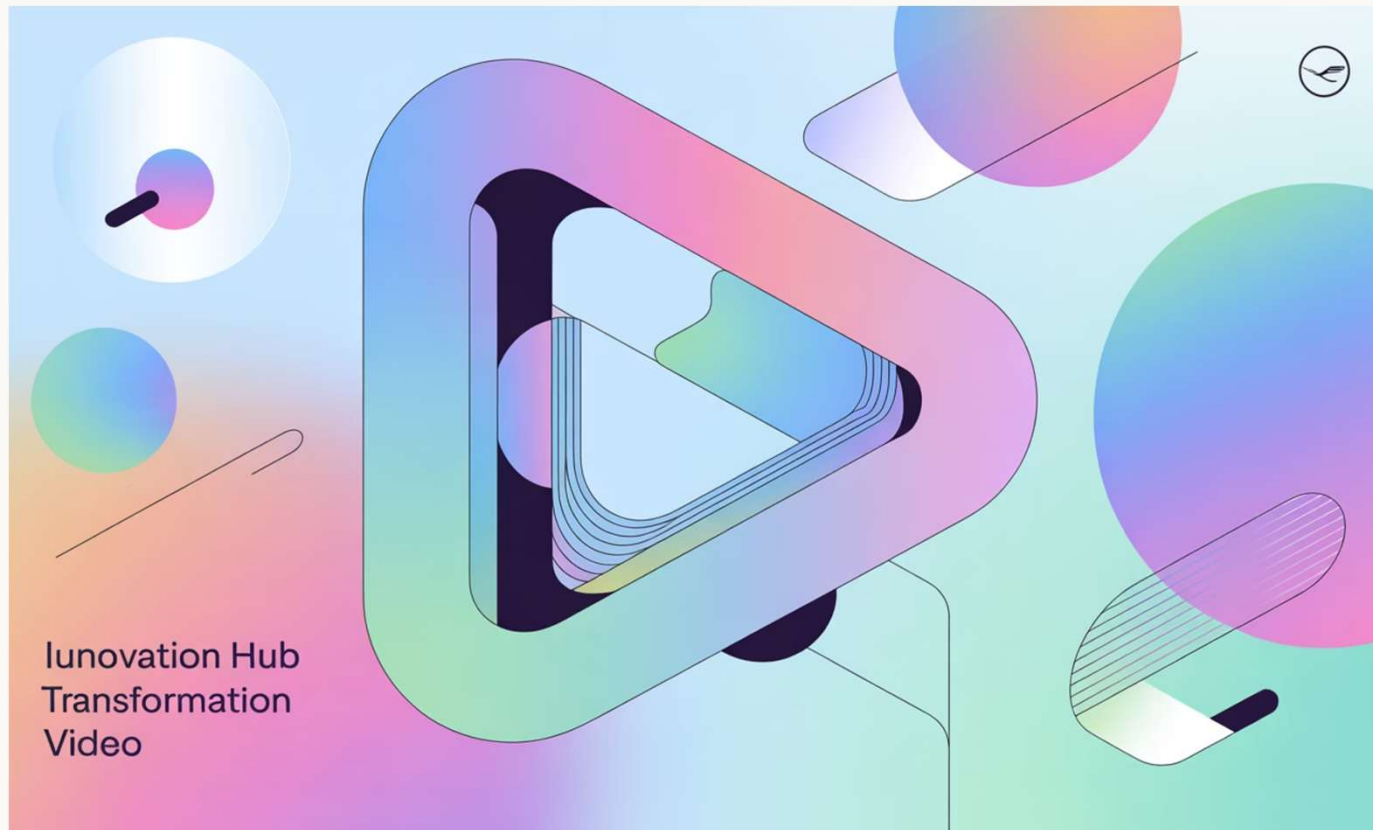👉 https://news.expediagroup.com/expedia-group-launches-ai

Lufthansa Innovation Hub "Companion AI"

🤖 An AI-powered digital assistant for travelers.

😃 Delivers empathy-driven interactions and real-time updates.

Iunovation Hub
Transformation
Video

Visit Denmark – "Meet AI Asger"

AI–generated national campaign blending art, humor, and storytelling.

A creative experiment on how AI can capture local culture.

Tourism Australia – "Come and Say G'Day"

🌐

AI used for creative visuals, adaptive messaging, and campaign personalization.

📣

Combines Gen-AI with storytelling to reach new audiences.

JAÉN
8th SUMMIT OF
TRAVEL AGENCIES
ASSOCIATIONS
5–7 November 2025
Andalucía

Startups Driving the AI Travel Revolution

Layla

AI trip planner & chatbot assistant

👉 https://www.asklayla.com

Mindtrip

AI itinerary generator & travel design tool

👉 https://www.mindtrip.ai

GuideGeek

Global GPT-based travel guide in 50+ languages

👉 https://guidegeek.com

Roam Around

AI travel planning companion

👉 https://roamaround.io

GEN-AI AGENTS & THE TRAVELER EXPERIENCE

How Gen-AI Agents Transform Travel

From inspiration to post-trip feedback: AI accompanies every step.

How Gen-AI Agents Transform Travel

Inspire with visuals & stories

Personalize routes & stays

Learn from traveler behavior to refine next journeys

Support in real time

JAÉN
8th SUMMIT OF TRAVEL AGENCIES ASSOCIATIONS
5-7 November 2025
Andalucía

JAÉN
8th SUMMIT OF
TRAVEL AGENCIES
ASSOCIATIONS
5-7 November 2025
Andalucía

Conversational Companions

AI agents act as digital concierges:
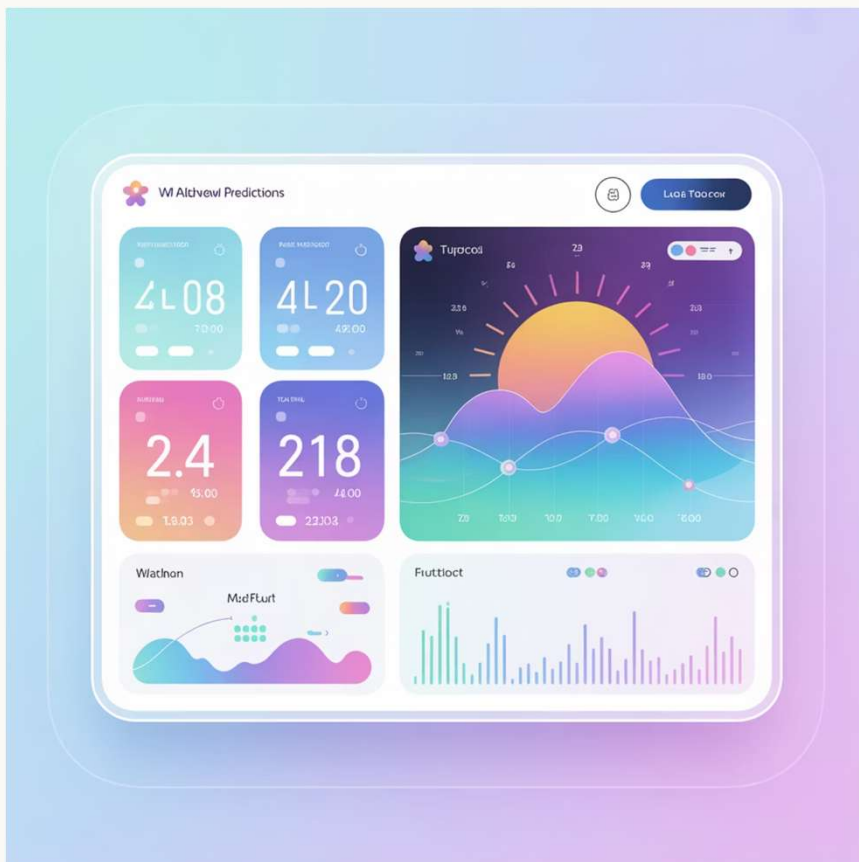
| 24/7 multilingual chat support | Cultural tips, safety guidance, emotion-based tone | Memory of user preferences |

Example: Emirates' "SARA" and KLM's "BB" virtual agents

Predictive Personalization

- AI anticipates traveler needs before they arise.

- Dynamic itinerary updates based on weather,

- traffic, or mood.

- **"Smart empathy"** through behavioral data.

Enhancing Accessibility & Inclusion

AI agents help travelers with disabilities:

| Voice-controlled itineraries | Real-time translation | Adaptive recommendations |

Example: Microsoft's Seeing AI + travel integration projects

Post–Trip Experience

Transforming experiences into narratives.

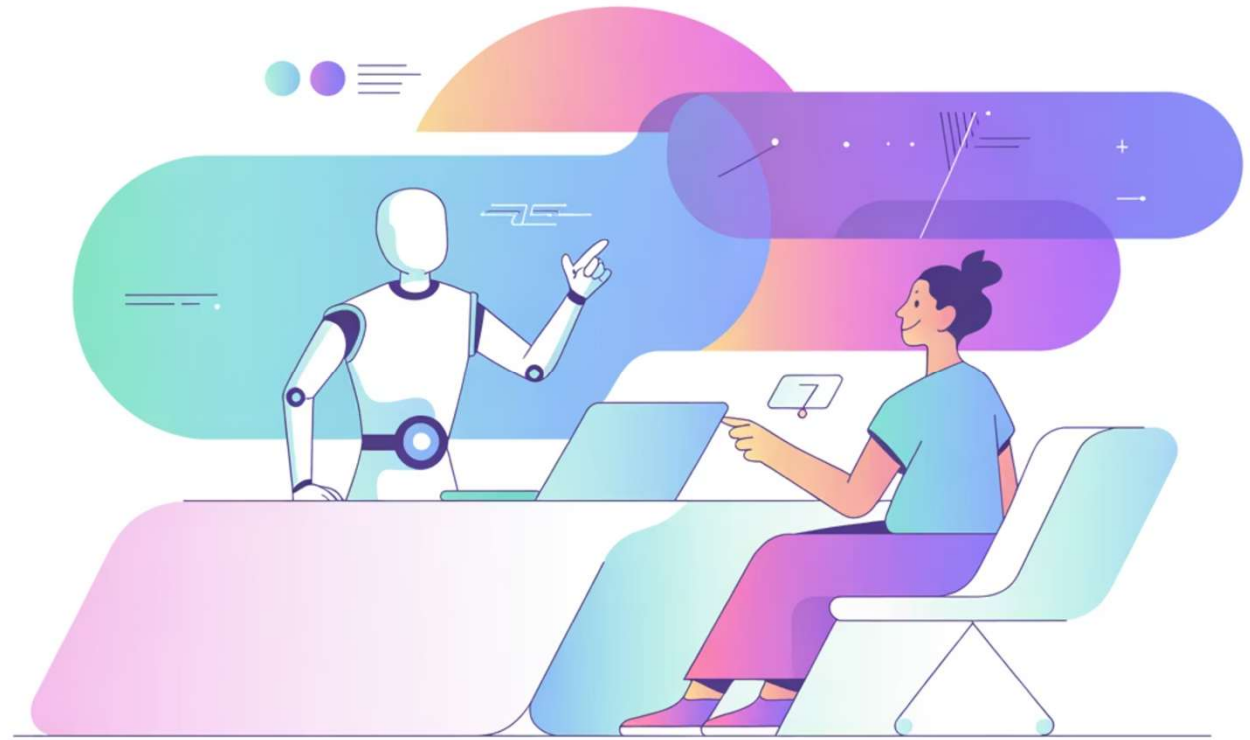AI helps capture memories

Create trip journals

Suggest next destinations

THE HUMAN ADVANTAGE

Copilots, not competitors

"Double Down on

Being Human"

AI handles data. You handle meaning.

The magic lies in empathy, emotion, and ethics.

JAÉN
8th SUMMIT OF
TRAVEL AGENCIES
ASSOCIATIONS
5–7 November 2025
Andalucía

The Skills of Tomorrow's Advisor

Data literacy

Ethical awareness

Cultural intelligence

Storytelling with technology

Ethical & Responsible AI

AI must be transparent, fair, and accountable.

Cultural bias in tourism must be consciously corrected.

Trust & Privacy

Travel data = personal data.

Trust is the cornerstone of loyalty.

Complying with GDPR and traveler consent is non-negotiable.

AI and Diversity Observatory

The Universitat Politècnica de València (UPV), together with INECO, has created the AI and Diversity Observatory, a pioneering project that seeks to **identify biases in artificial intelligence from an inclusive perspective.**

Collaborating with vulnerable groups and human rights organizations, the Observatory analyzes concerns and proposals to promote equitable and non-discriminatory AI. In addition, it will monitor trends and issues related to AI in society.

Project objectives

Algorithmic Bias

Analyze biases and discrimination in AI algorithms, focusing on identifying and addressing their root causes to promote fairness and inclusivity

Privacy and Data Protection

Analyze the ethical and legal challenges associated with the collection, storage, and use of personal data in gender-related AI systems

Corporate Responsibility

Responsibility of entities and companies for decisions made by AI systems and how to ensure transparency and accountability for diversity issues

Ethics in Autonomous Decision-Making

Examine the ethical implications of AI in decision making in terms of diversity issue bias

Human-AI Interaction

Reflect on how interaction with AI systems can affect human relationships if the current biases of these technologies are not respected

Ethics in AI Research and Development

Analyze the ethical principles that should guide AI research and development (transparency, safety...) with reference to diversity

Governance and Regulation

Ethical and legal frameworks necessary to regulate the development and use of AI in this area

And Many More to Discover

And many more objectives to discover, analyzing a variety of sectors, including mobility, with which we have initiated this observatory

https://observatorio-ia-diversidad.com/en/

Academic Insights (2024–2025)

AI improves personalization, but humans preserve authenticity.

👉 https://www.unwto.org/artificial-intelligence-in-tourism
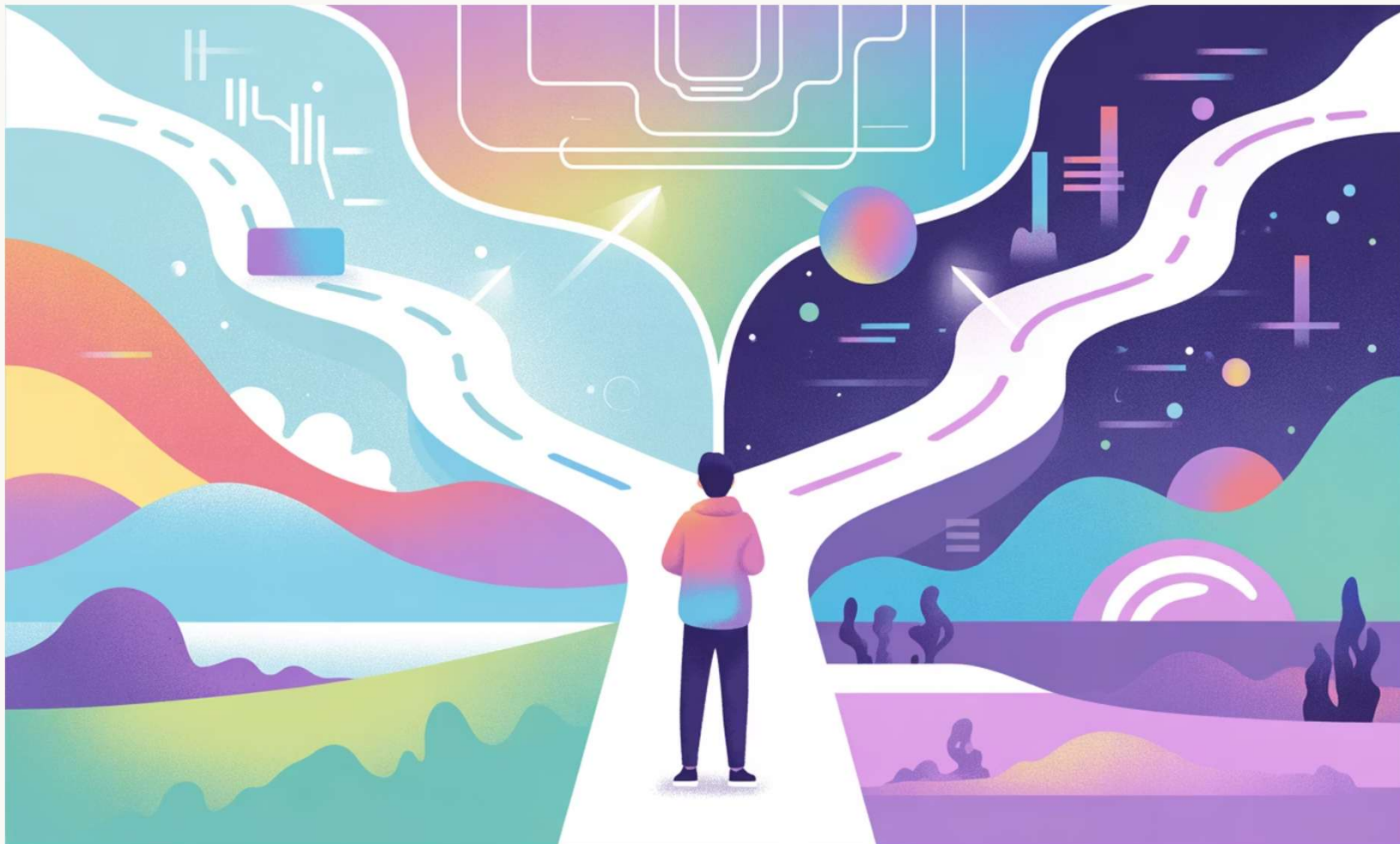
UNWTO, OECD, and academic reports highlight:

Challenges Ahead

Over-reliance on algorithms

Ethical dilemmas

The risk of losing cultural nuance

The Future of Travel

JAÉN
8th SUMMIT OF
TRAVEL AGENCIES
ASSOCIATIONS
5–7 November 2025
Andalucía

Advisors as experience designers.

AI as creative collaborator.

Together redefining exploration.

Key Takeaways

Gen–AI is a partner, not a threat

Embrace the tools, protect the empathy

Technology evolves fast — wisdom evolves through people

Thank You!

Questions?

Let's continue the conversation.

nlloret@upv.es