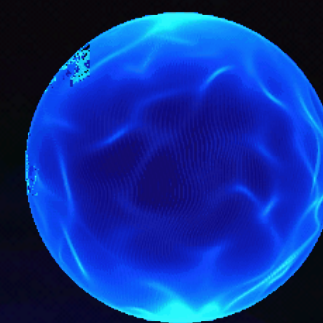




Microsoft Switzerland  
AI Tech Accelerator



**Zeitgewinn im touristischen Content Management.**

HYLL AI, [michael@hyll.com](mailto:michael@hyll.com)



graubünden

HEIDI LAND



Engadin

MADE IN BERN

Thurgau  
BODENSEE

RailAway

Jungfrau Region 



# Agenda

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- **Our view on AI**
- **AI Content Management in Tourism**
- **Demo**
- **Q&A**



**Amplified** intelligence will have a more profound impact on humanity than fire, electricity and the internet."

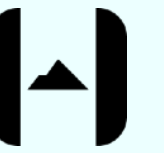
Sundar Pichai, CEO of Google



HOW?

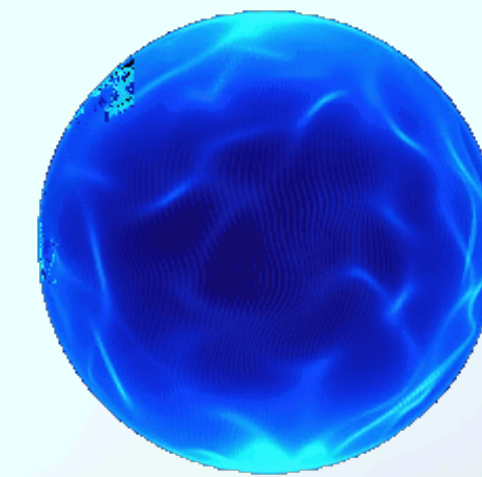
# How does it work?

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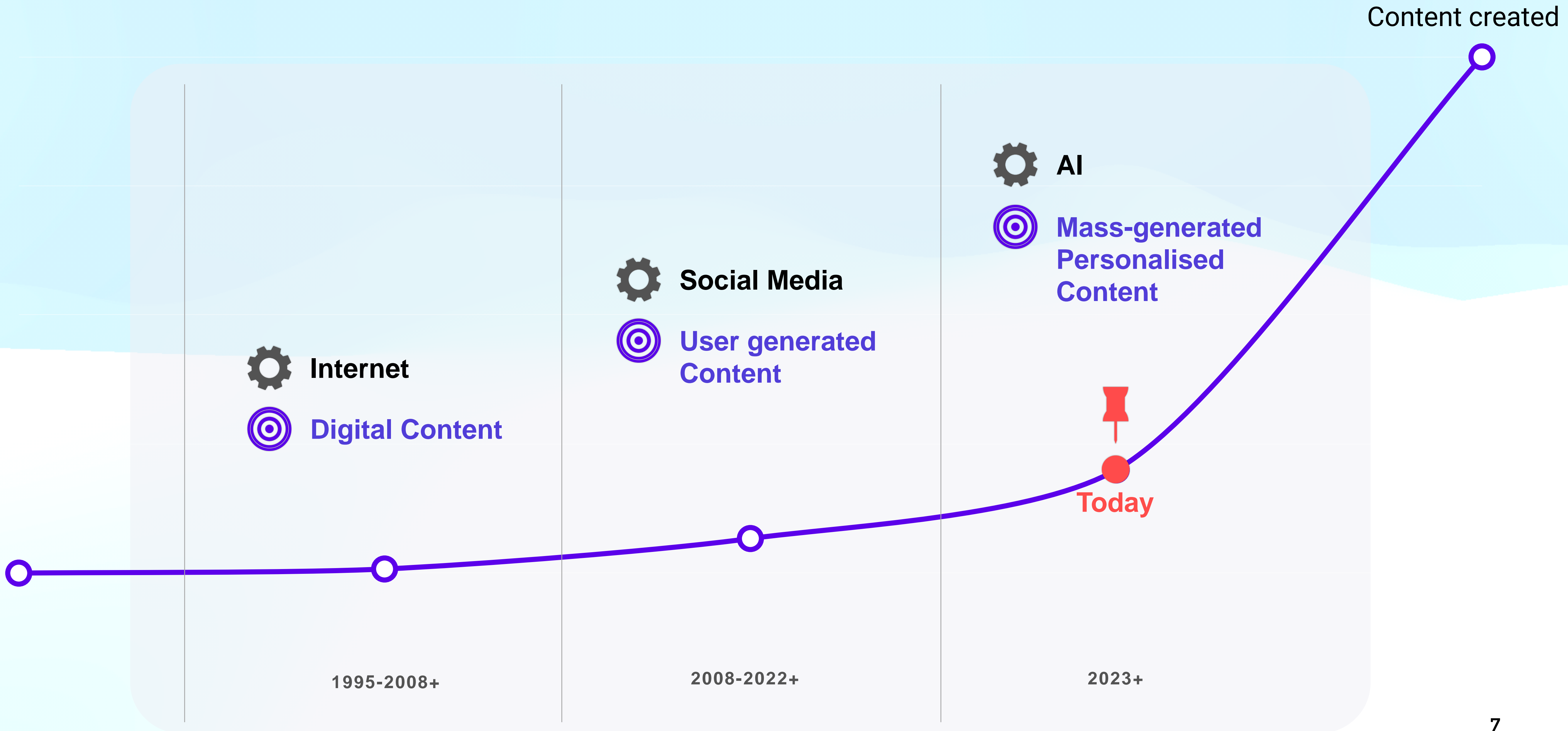
There must be an AI for this

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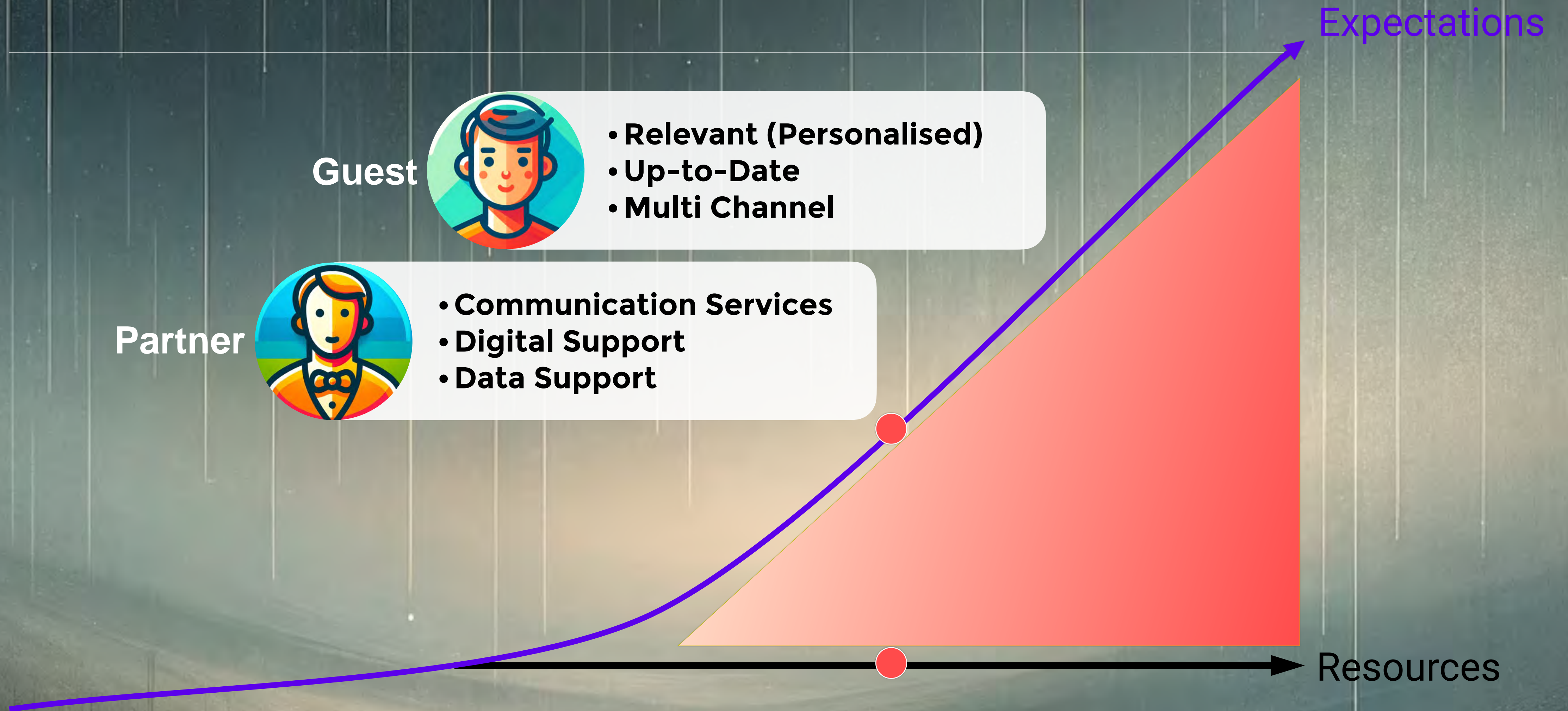


**AI. JUST USE IT.**

# Recent breakthroughs lead to explosion in personalised content



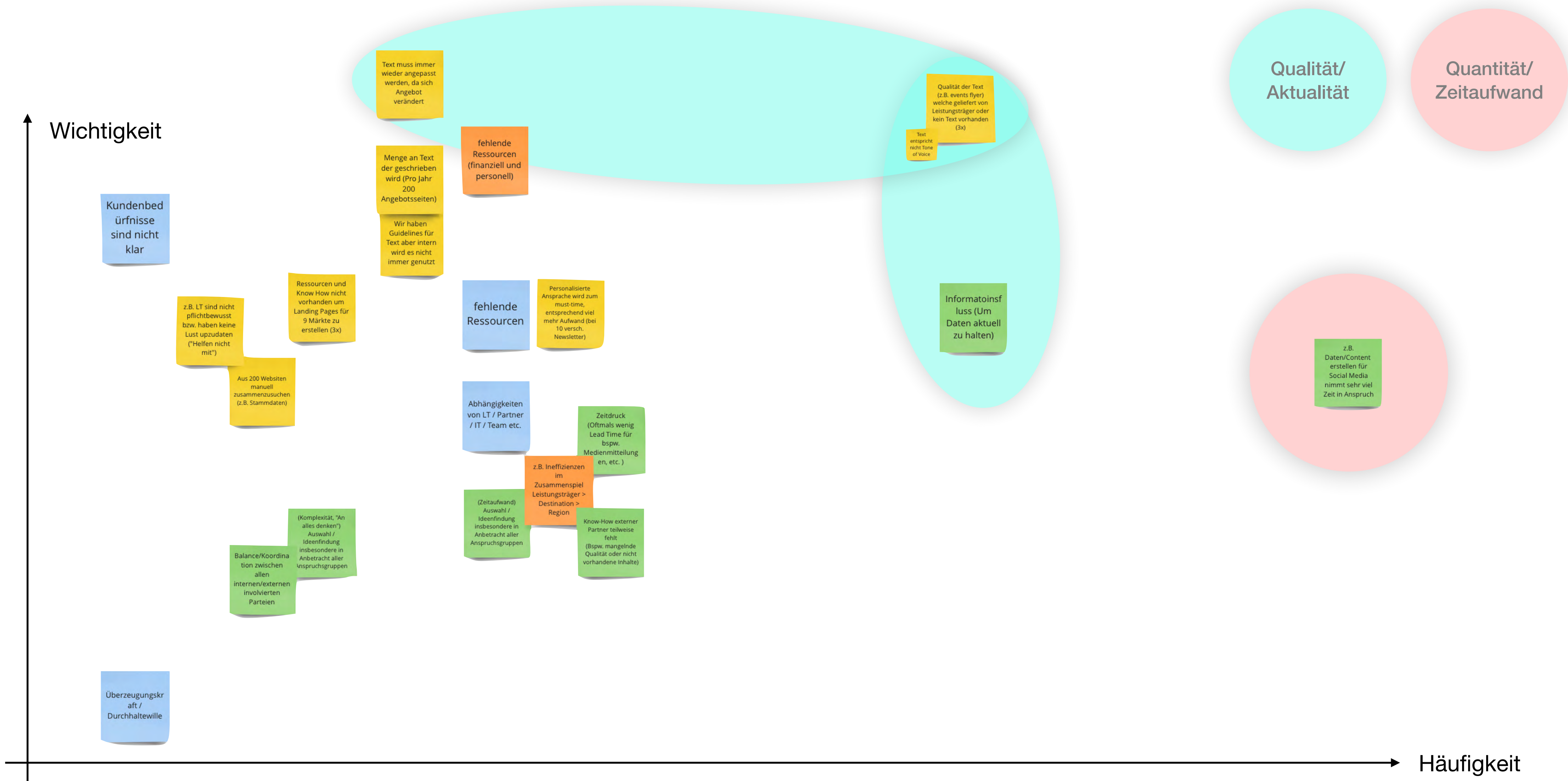
# Expectations towards tourism Marketers





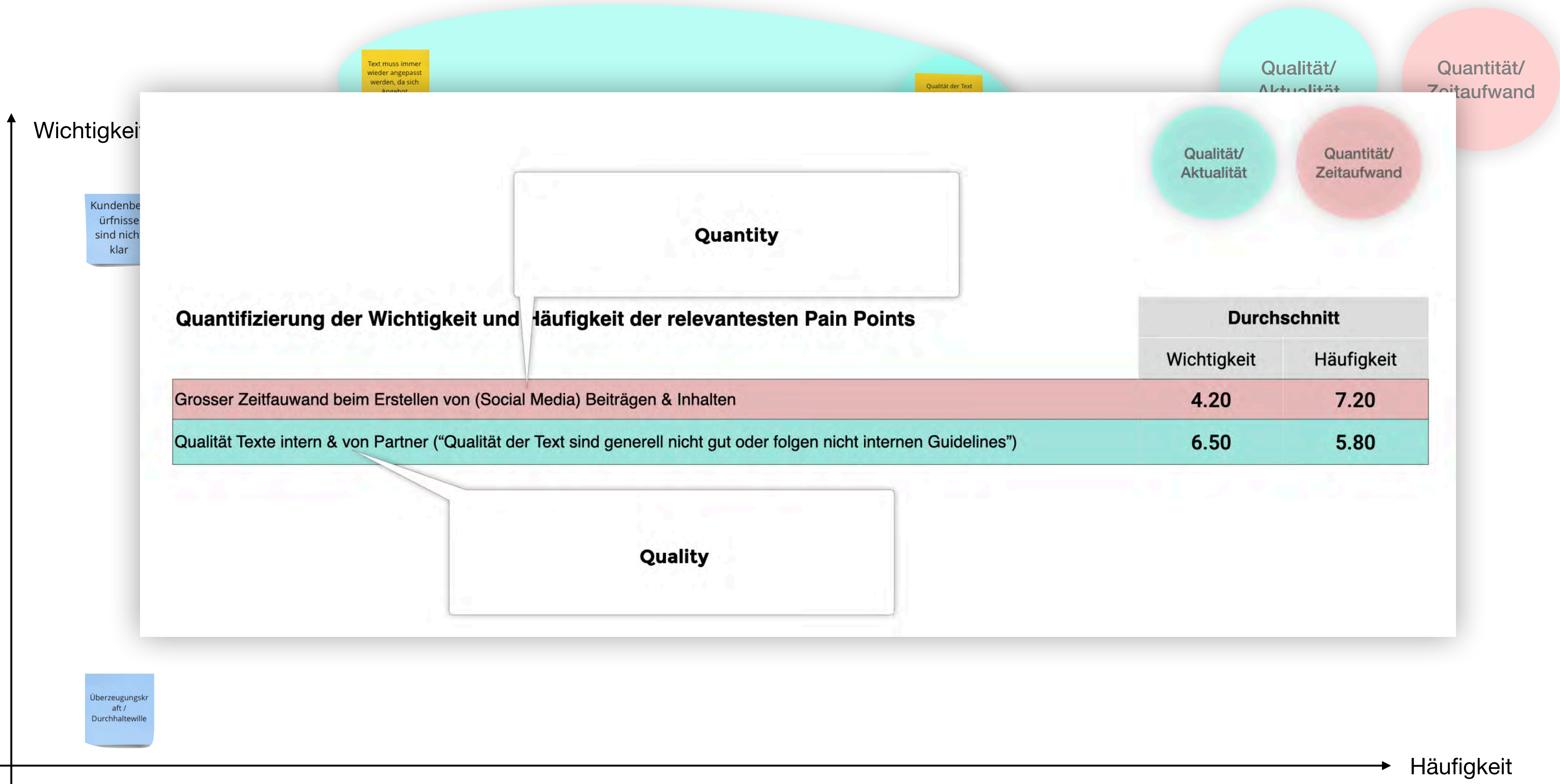
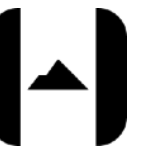
**What's your take?**

# Durchschnittliche Einschätzung



Copy from Workshop

# Durchschnittliche Einschätzung



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# The challenge we are facing

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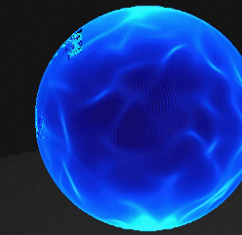


**“The requirements from our guests and partners increase every year - while our (time) resources remain low”**

**#multi-channel #relevance #quality**

# Typical week of a tourism marketer

Up to 50% time spent on low-value repetitive tasks



	Mon	Tue	Wed	Thu	Fri
08:00	Weekly editorial plan meeting	Update Data on PIM/CMS	Internal Employee Trainings	External Meetings	Create Social Media Posts
09:00					
10:00					
11:00					
12:00					
13:00				Review latest Social Media Posts	Prepare Executive Board Meeting
14:00	Executive Meeting	Review Results & Analytics	Write Blog Post		
15:00	Add new partner data			Review Newsletter	
16:00					
17:00					
18:00					



## Content Management in a hamster wheel

### Old world

- Repetitive Work
- Missed Opportunities
- Impossible to keep up

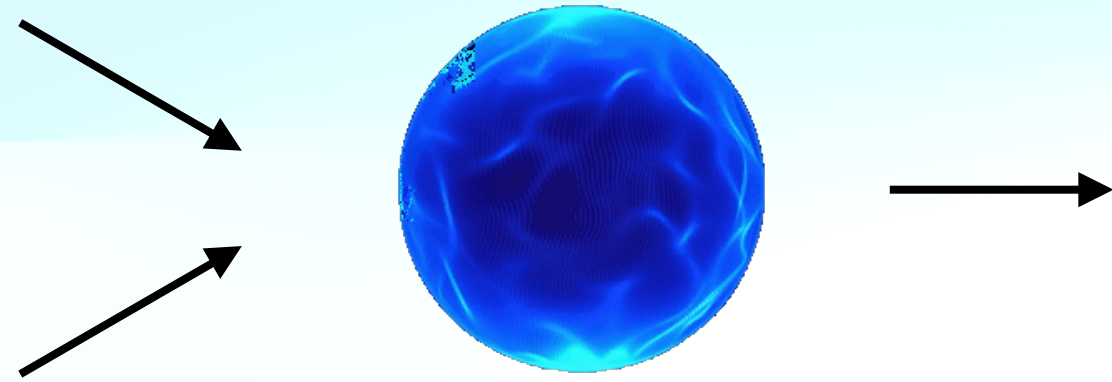


## Content Management with co-pilot

### New world

- Focus on Strategy & Creativity
- Expand Personalisation & Channels
- Increase Quality & Consistency

# Content Management with Co-Pilot



Web

CMS

**Ballonflug Château-d'Oex**

Erlebnis Château-d'Oex

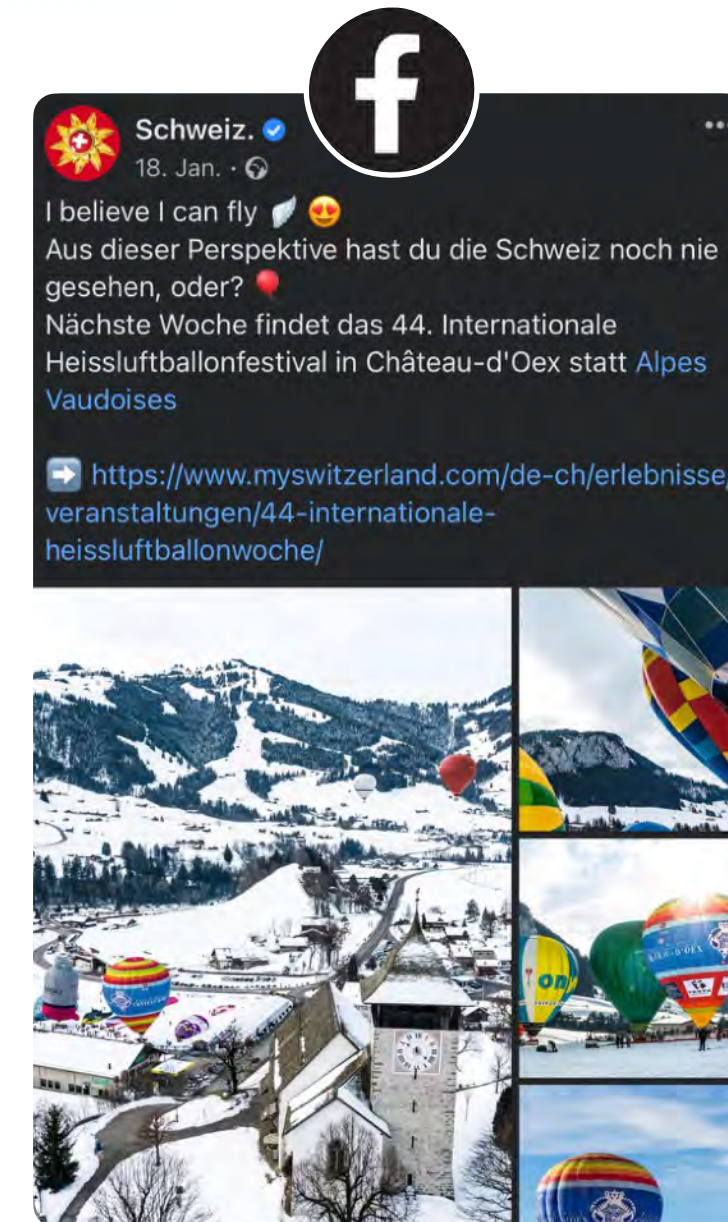
Château-d'Oex ist die Hochburg der Heissluftballons.

Jedes Jahr in der letzten Januarwoche ist Château d'Oex Austragungsort der wichtigsten alpinen Ballon-Veranstaltung, einem Ereignis von Weltrang. Die "Internationale Heissluftballon-Woche" vereint etwa 90 Ballonfahrer. Ein faszinierendes Spektakel von Formen und Farben.

**Öffnungszeiten:**  
Täglich das ganze Jahr durch. Professionelle Piloten der Firma SkyEvent entführen Sie auf einen Heissballon-Flug. Eine einmalige Erfahrung für Sie allein oder mit Familie, unter Freunden oder in der Gruppe!

**Anreise nach Château d'Oex:**  
Im Wagen: Autobahn A12, Ausfahrt Bulle, Strasse nach Château d'Oex oder Autobahn A9, Ausfahrt Aigle, Strasse nach Col des Mosses in Château d'Oex verlassen / Durchs Simmental: Autobahn A6, Ausfahrt Spiez, dann Richtung Zweisimmen, Saanen-Gstaad, dann Château d'Oex.  
Im Zug: Mit der MOB, Bahnlinie zwischen Montreux und Zweisimmen via Rossinière und Gstaad.

Title	Ballongflug Château-d'...
Primary_description	Château-d'Oex ist die H...
Body	Jedes Jahr in der letzt...
Opening Hours	Täglich das ganze Jahr...
Images	Primary_description



Create New

New Batch

# New Content

Add Source Add Output Blog Instagram

## Your Data (Non Translatable)

images

JSON

# DEMO

- ★ Alp Mora Glacial Mills Hike ...
- ★ ★ Ice Skating at Hinterstockensee ...
- ★ https://www.pfingstegg.ch ...
- ★ ★ +1 paid ...
- ★ ★ +4 paid ...
- ★ No Title ...
- ★ No Title ...
- ★ Discover Technikwelt Solothurn ...
- ★ Discover Technikwelt Solothurn ...
- 📷 Discover the Aareschlucht, a mar...
- Michael, 31.01.24
- 📷 Embark on a winter hiking advent... ...
- 📷 Winter Hiking at Gurnigel Panora... ...
- 📷 Winter Hiking at Gurnigel Panora... ...

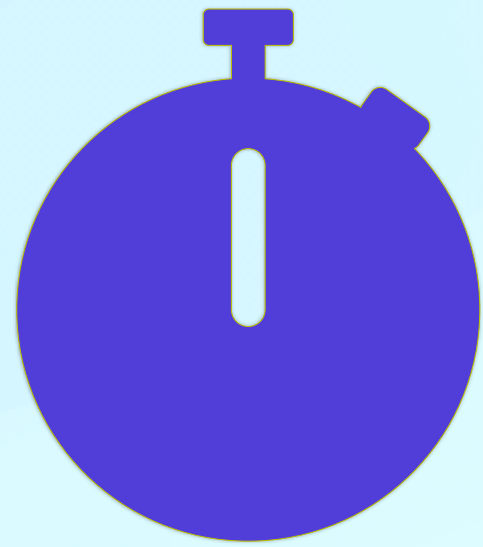


Author: Schweiz Tourismus	Author: Schweiz Tourismus	Author: Schweiz Tourismus	Author: Schweiz Tourismus	Author: Schweiz To
Title: Title	Title: Title	Title: Title	Title: Title	Title: Title
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# Company Benefits

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## SAVE TIME

Save 80% of time while increasing the quality of your teams work



## KEEP CONTROL

Only work with data from provided resources

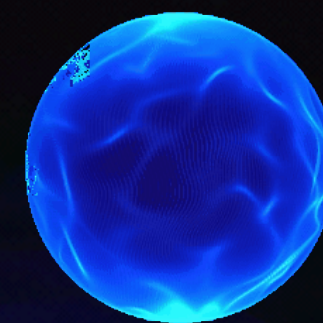


## QUALITY & CONSISTENCY

Follow your brand guidelines: Glossary, Tone of Voice, Target Audience



Microsoft Switzerland  
AI Tech Accelerator



**Hol dir deine Zeit zurück!**

**Werde Teil der Schweizer Tourismus KI**

HYLL AI, [michael@hyll.com](mailto:michael@hyll.com)



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