

AI Assistant for Switzerland Tourism

Pascal Bieri

Head MySwitzerland, Switzerland Tourism

Severin Klaus (He/Him)

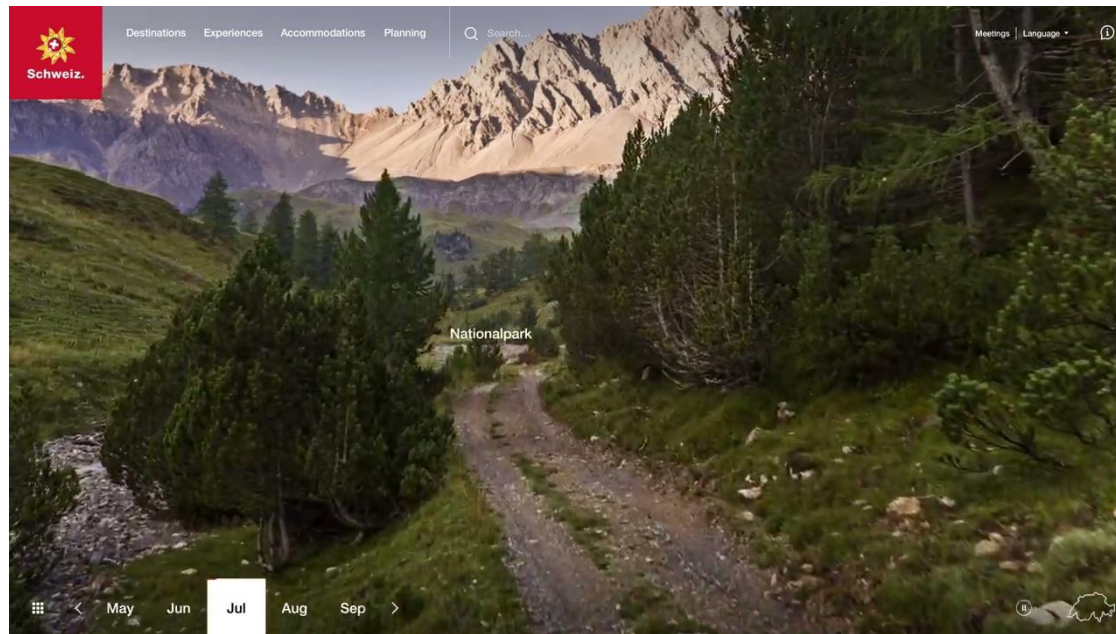
Principal Frontend Engineer, DEPT® Zurich



Pitched
2016

Live
2019

Brand refresh
2023

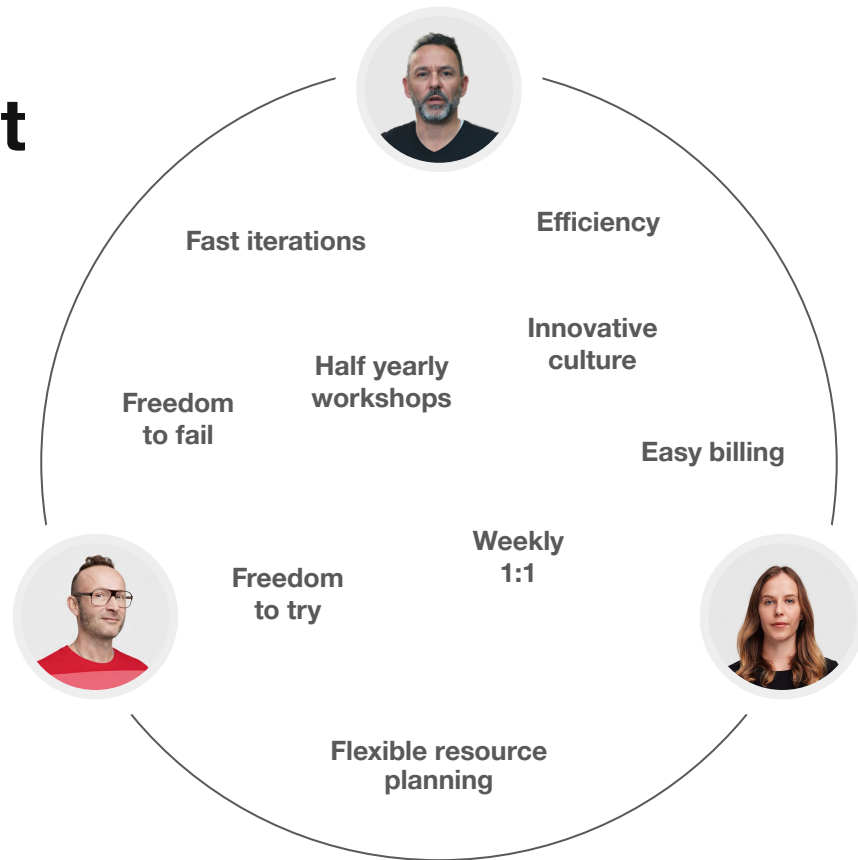


More than
3000
Hours by Severin

That's more than
375
Working days

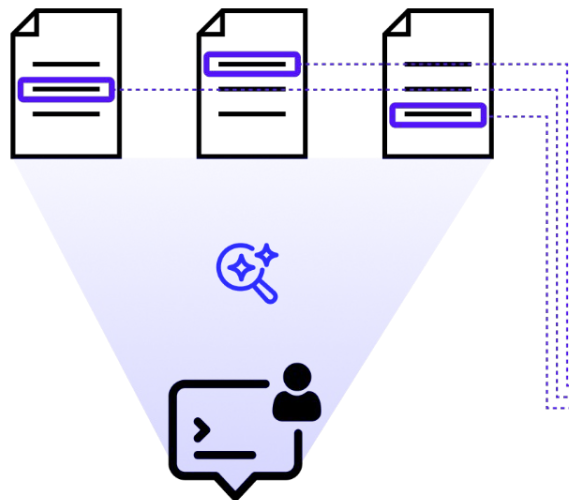


Circle of trust



RAG

Retrieval Augmented Generation



I'm looking for hotels with
spa near ski resorts in Wallis.



System Prompt

You are a Swiss Tourism
consultant.

Your knowledge:



+



I'm looking for hotels
with spa near ski
resorts in Wallis.



Here are some beautiful
examples of spa hotels
nestled in Switzerland's ski
regions, from serene outdoor
pools surrounded by Alpine
snow to elegant indoor
havens with sweeping
mountain views—perfect
inspiration for your winter
getaway!

1. Villars Palace, Villars-sur-
Ollon: A luxurious five-star
gem offering “spa-in-ski-out”
...

Tool Calling

System Prompt


You are a Swiss Tourism consultant.

Your tools:

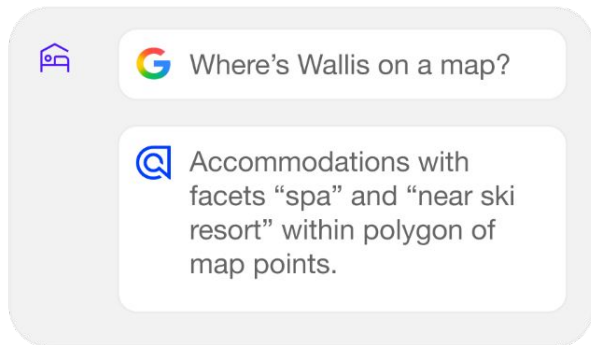



+

 I'm looking for hotels with spa near ski resorts.


 Accommodations:

- near ski resort
- spa
- in "Wallis"



 You are a Swiss Tourism consultant.

+

 I'm looking for hotels with spa near ski resorts.

+

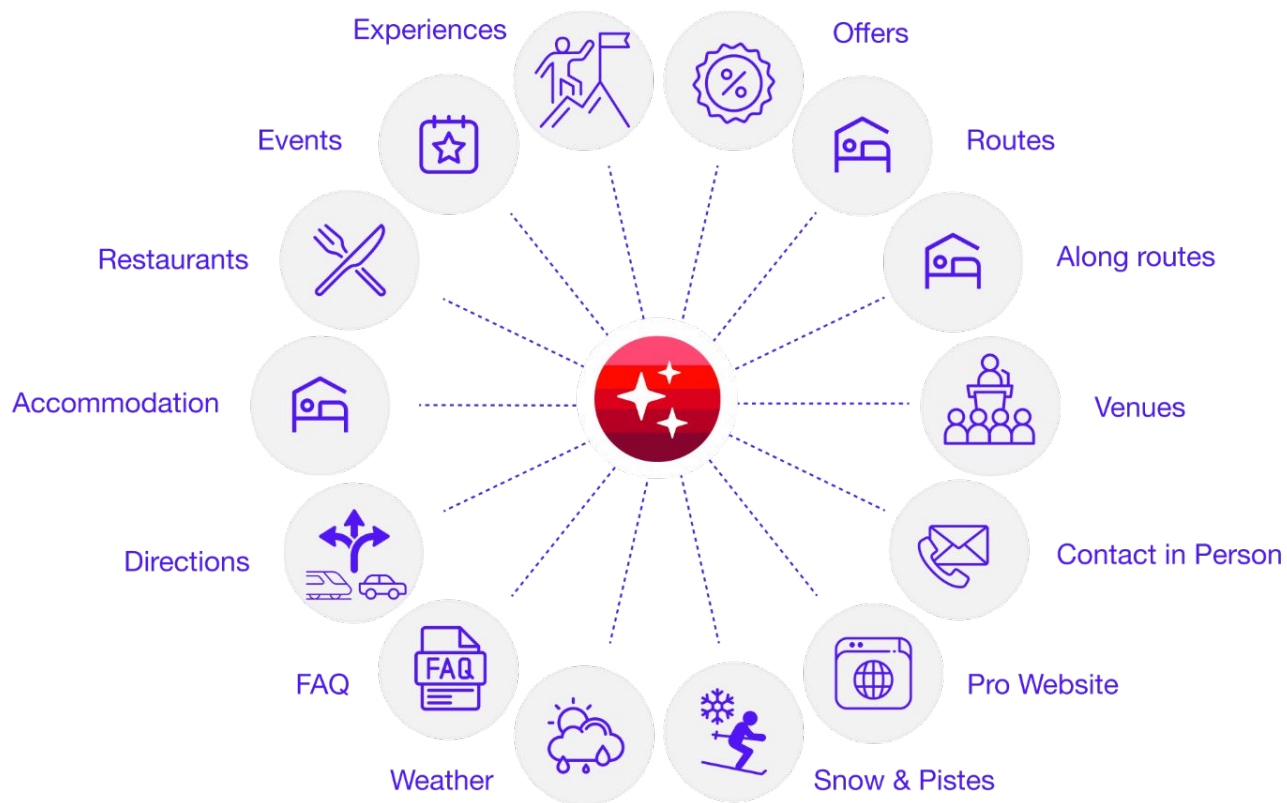
 "Search accommodations"

+

Found:



Tools



Prompts

Render widget

Some widget shall render based on the context (especially venues)

Prioritize widgets

After every user prompt and AI response, may change the widget priority (influences map view).

Correct chat tool

Conversation assistant had a tendency of not correctly making a first tool call. Tries to correct.

Conversation

Responds with text to user, tells tool chooser what to do

Choose tool

Makes a selection of actual tools to call.

Call tool

Generates the parameters for a single tool call.

Select route

Making the conversation agent provide a route id is too difficult. Instead we have a specialised agent do this.

Fix JSON / XML

Try to fix unparsable code generated by AI.



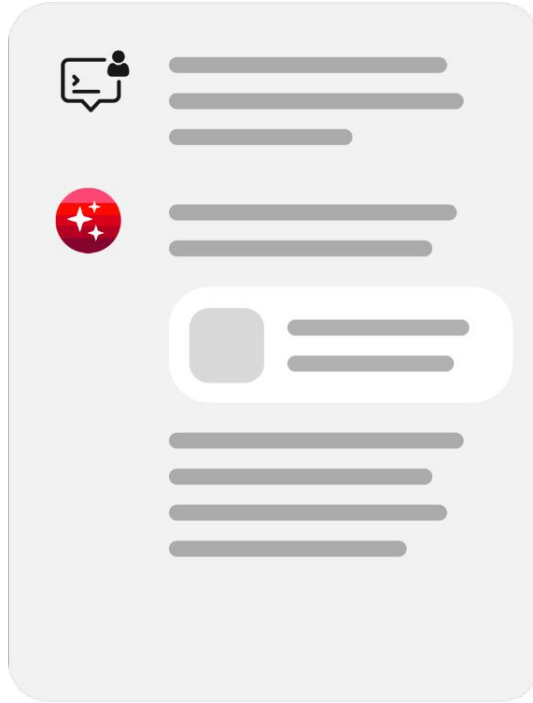
Iteration #1



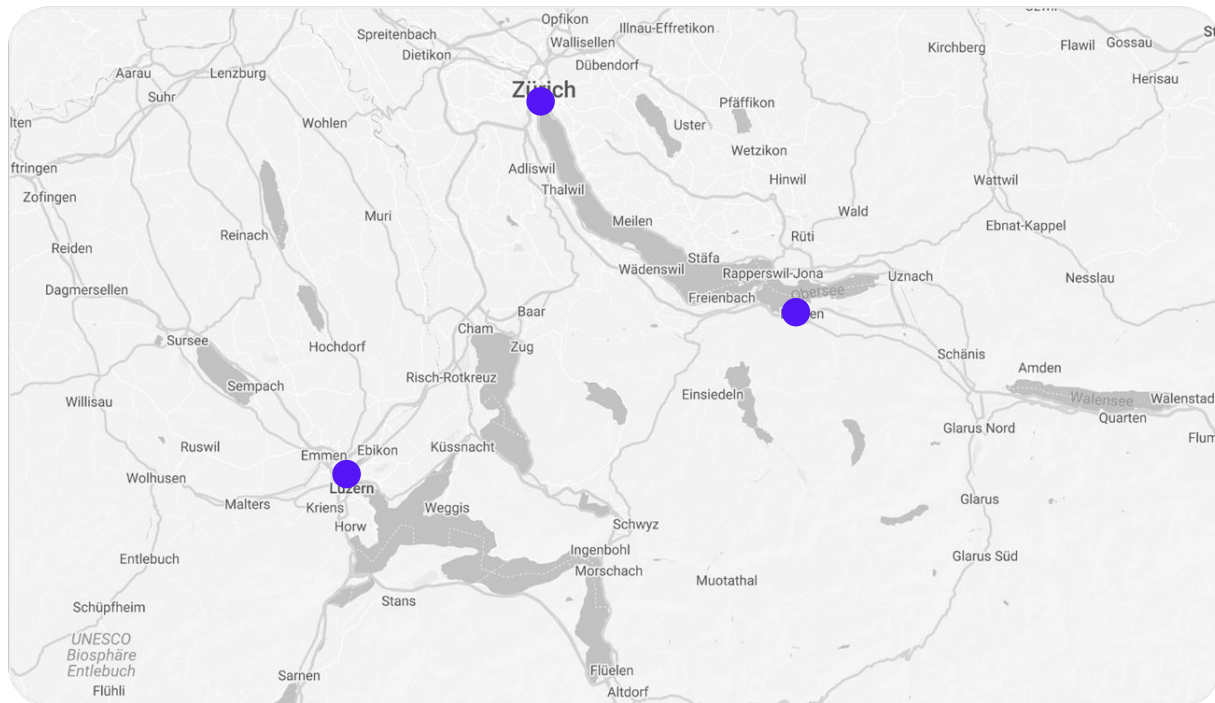
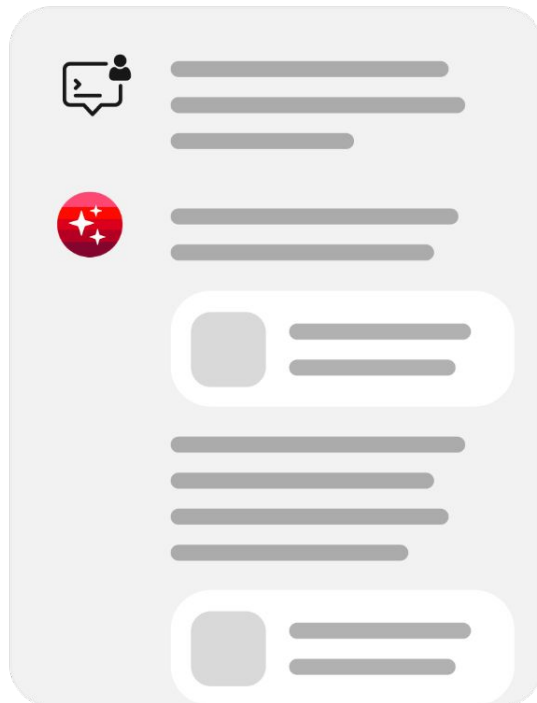
Iteration #2



Iteration #3



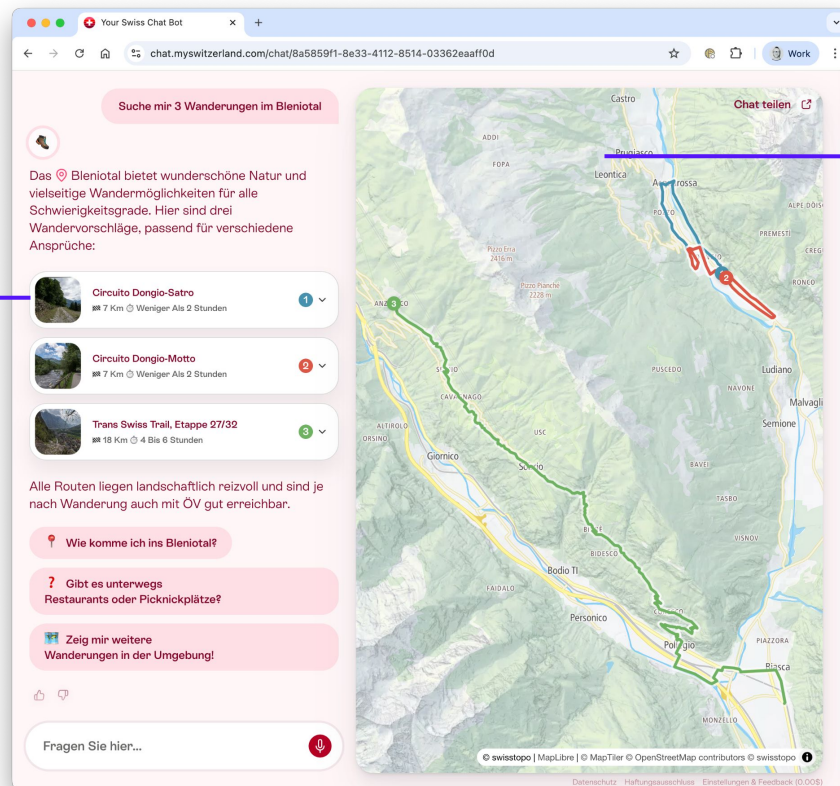
Iteration #4



USP

Trusted data

Prevent hallucinations with own data & trusted sources



Map
Detailed geographical information for POIs and routes.



Swiss brand
Branded with Swiss tourism

UX



Emojis

Just a small but nice touch



Streaming

Streaming a response is complicated (especially with rendered widgets), but absolutely worth the effort. Feels so much more responsive.



Widgets

Visually more interesting + quick info



Quick responses

Pontential follow-up questions to avoid text input

Suche mir 3 Wanderungen im Bleniotal



Das Bleniotal bietet wunderschöne Natur und vielseitige Wandermöglichkeiten für alle Schwierigkeitsgrade. Hier sind drei Wandervorschläge, passend für verschiedene Ansprüche:

**Circuito Dongio-Satro**

7 Km Weniger Als 2 Stunden

1 **Circuito Dongio-Motto**

7 Km Weniger Als 2 Stunden

2 **Trans Swiss Trail, Etappe 27/32**

18 Km 4 Bis 6 Stunden

3

Alle Routen liegen landschaftlich reizvoll und sind je nach Wanderung auch mit ÖV gut erreichbar.



Wie komme ich ins Bleniotal?



Gibt es unterwegs Restaurants oder Picknickplätze?



Zeig mir weitere Wanderungen in der Umgebung!



Fragen Sie hier...



```
<response emoji="👤" intent="Inspirational"
final="true">
```

```
<part>Das <place>Bleniotal</place> bietet
verschiedene Ansprüche: </part>
```

```
<widget id="route-1">...</widget>
```

```
<widget id="route-2">...</widget>
```

```
<widget id="route-3">...</widget>
```

```
<part>Alle Routen ... gut erreichbar. </part>
```

```
<choices>
```

```
<choice emoji="📍">Wie komme ich ins
Bleniotal?</choice>
```

```
<choice emoji="?">Gibt es unterwegs
Restaurants oder Picknickplätze? </choice>
```

```
<choice emoji="🗺️">Zeig mir weitere
Wanderungen in der Umgebung! </choice>
```

```
</choices>
```

```
</response>
```

Search Algolia
for LocationLookup tool
response store

Das 📍 Bleniotal bietet wunderschöne Natur und vielseitige Wandermöglichkeiten für alle Schwierigkeitsgrade. Hier sind drei Wandervorschläge, passend für verschiedene Ansprüche:



Circuito Dongio-Satro

⌚ 7 Km 🕒 Weniger Als 2 Stunden

1 ▾



Circuito Dongio-Motto

⌚ 7 Km 🕒 Weniger Als 2 Stunden

2 ▾



Trans Swiss Trail, Etappe 27/32

⌚ 18 Km 🕒 4 Bis 6 Stunden

3 ▾

Alle Routen liegen landschaftlich reizvoll und sind je nach Wanderung auch mit ÖV gut erreichbar.



Wie komme ich ins Bleniotal?



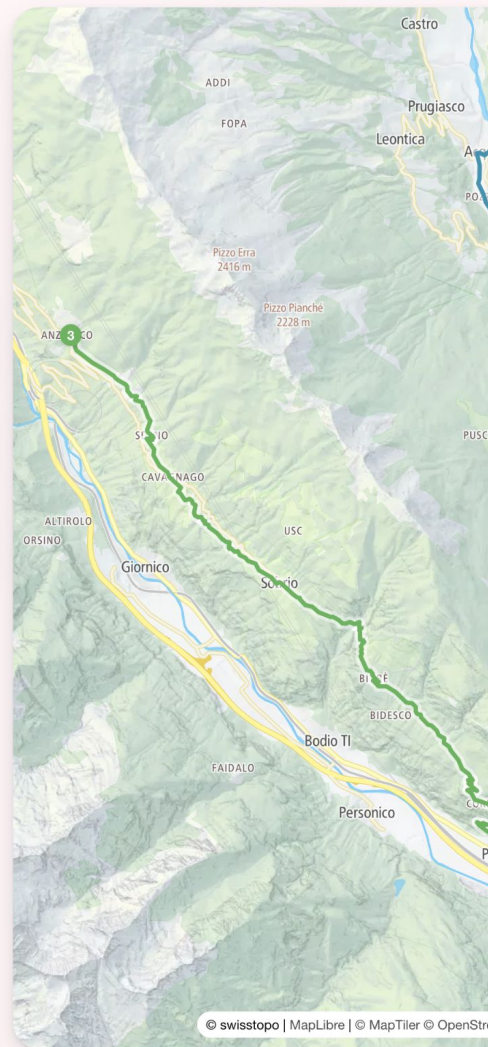
Gibt es unterwegs
Restaurants oder Picknickplätze?



Zeig mir weitere
Wanderungen in der Umgebung!



Fragen Sie hier...



```
<response emoji="👣" intent="inspirational"
final="true">
```

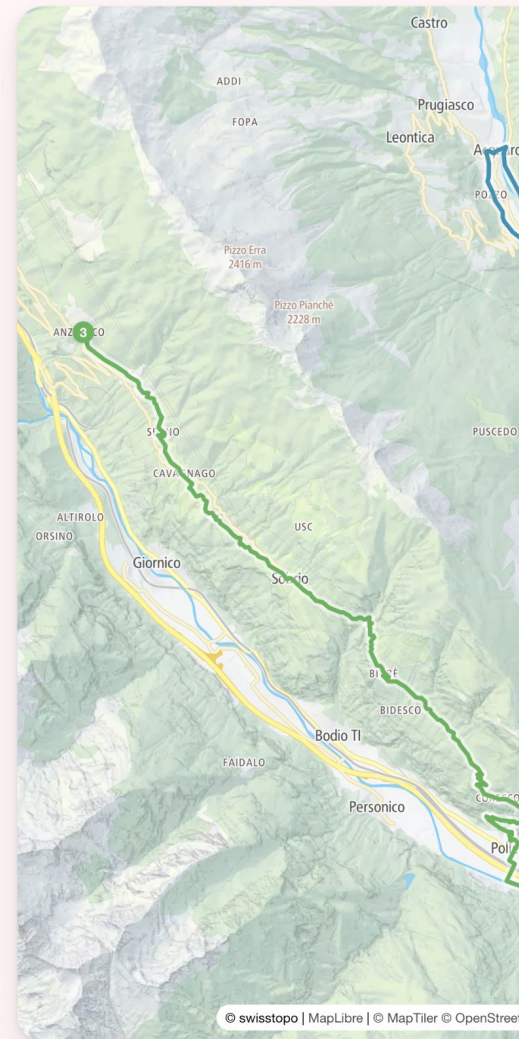
```
  <part>Das <place>Bleniotal</place> bietet ...
verschiedene Ansprüche: </part>
```

```
  <widget id="route-1">...</widget>
```

```
  <widget id="route-2">...</widget>
```

```
  <widget id="route-
```

Suche mir 3 Wanderungen im Bleniotal



```
<response emoji="👟" intent="inspirational"
final="true">
```

```
<part>Das <place>Bleniotal</place> bietet ...
verschiedene Ansprüche: </part>
```

```
<widget id="route-1">...</widget>
```

```
<widget id="route-2">...</widget>
```

```
<widget id="route-
```

Suche mir 3 Wanderungen im Bleniotal



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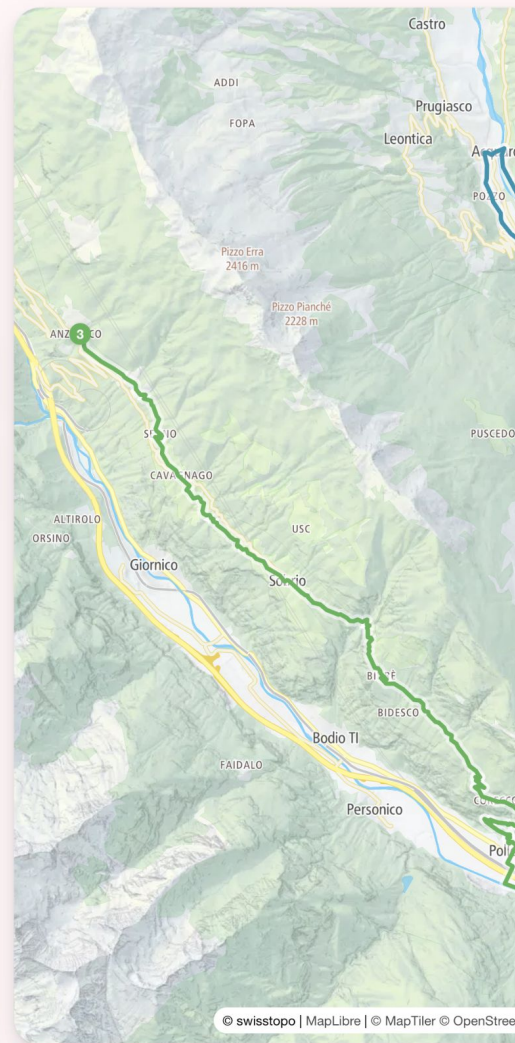
Circuito Dongio-Satro

🏔️ 7 Km 🕒 Weniger Als 2 Stunden

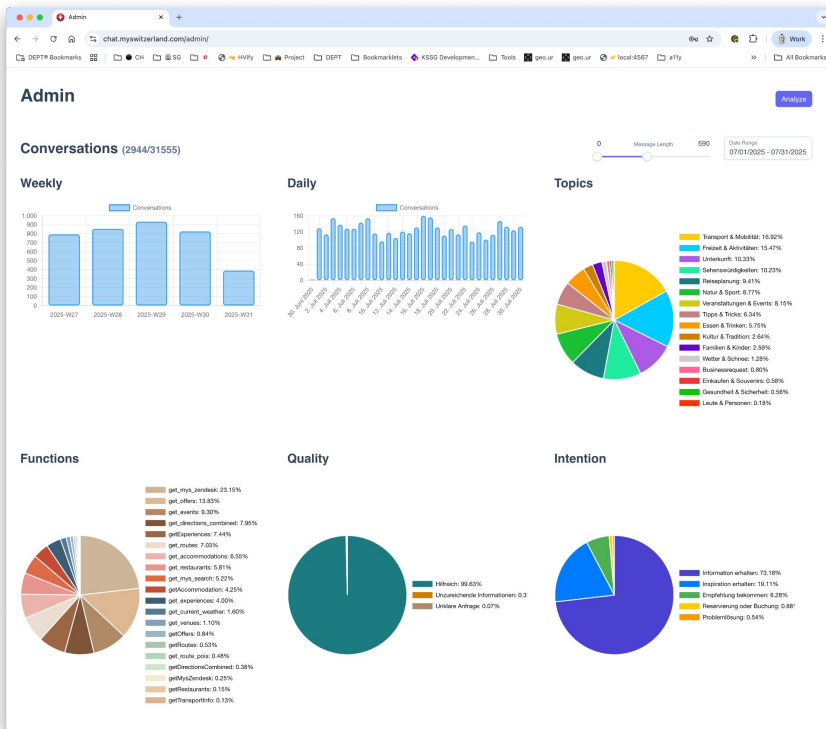


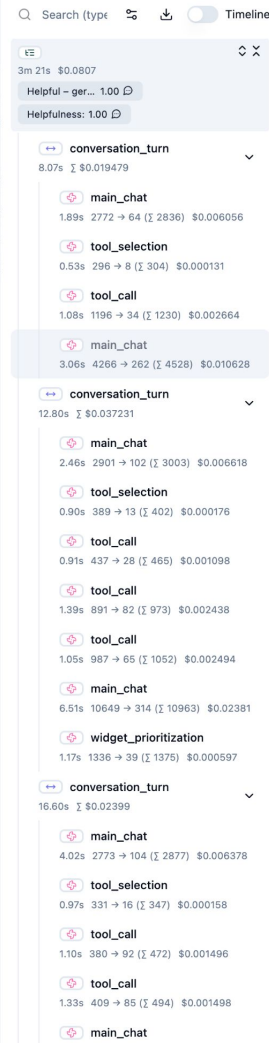
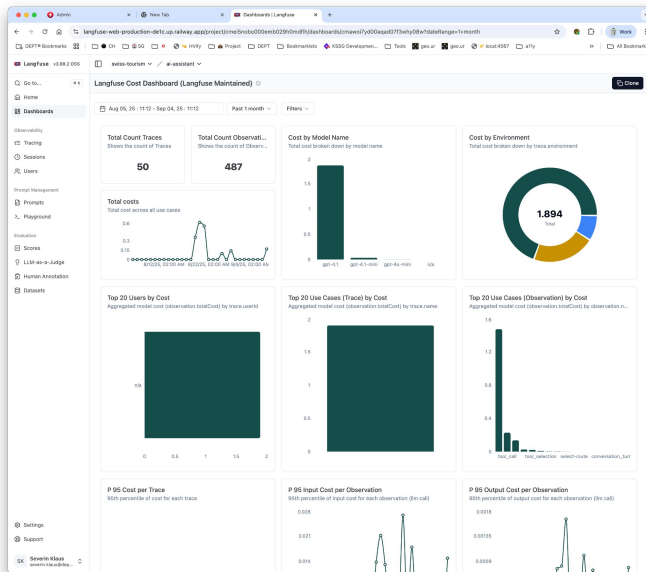
Circuito Dongio-Motto

🏔️ 7 Km 🕒 Weniger Als 2 Stunden



Custom made





Key Takeaways



Trust & Collaboration

A long-term relationship built on mutual trust fosters an environment where innovation can thrive, allowing for experimentation and growth.



Data & UX Synergy

While data is fundamental for decision-making, an exceptional user experience is equally critical for adoption, engagement, and overall success.



Unique Value Proposition

Clearly define and leverage what makes your solution indispensable and superior, especially when competing with generalist AI platforms.

Thanks.
Questions?

chat.myswitzerland.com