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DIHBAI-TUR

## **AI & Robotics for Tourism | 11th of July 2024**

### **Meeting coordinated by TWG Tourism and TWG PA4AI**

10:30-10:35 - Institutional introduction - Misa Labarile, DG Grow, European Commission

10:35-10:40 - Thematic Working Groups presentations - Nicola Bianchi, EDIH Artes 5.0 & Stefanos Kotoglou, DG Connect

#### **10:40-11:30 Topic 1: Transforming tourist destinations (Moderated by Stefanos Kotoglou, DG DIGIT)**

10:40-10:50 - Speaker: Antonio López de Ávila, Director of innovation, investment and education at UN Tourism

Title: How AI and Robotics will transform and impact tourism in the next years

10:50-11:00 - Speaker: Rubén Sousa, Councillor, Municipality of Ibiza

Title: Transforming Ibiza into an intelligent island

11:00-11:15 - Speaker: Barry Rogers, Dublin city

Title: Generative AI and Tourist Interaction, revolutionizing the traveler experience

11:15-11:30 - Startup pitch session

Title: Turn tourists into explorers with the help of AI

#### **11:30-12:30 Topic 2: Innovating the hospitality industry (Moderated by Dolores Ordonez, DIHBAI TUR)**

11:30-11:45 - Speaker: Marine Thizon, Public Affairs Manager, HOTREC

Title: Artificial Intelligence in the HoReCa industry

11:45-12:00 - Speaker: Professor Filippo Cavallo, Università di Firenze

Title: How will robotics transform and impact the hospitality sector?

12:00-12:10 - Speaker: Gilles ESTORD, Director of Data literacy, Centre of Excellence and Change, Accor

Title: Hospitality challenges, how to meet them with artificial intelligence

12:10-12:20 - Speaker: Fulvio Giannetti, CEO Lybra Tech

Title: How AI can grow Hotel businesses



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12:20 -12:30 - Speaker: Francisco Javier Martin Romo, Country manager, Keenon Robotics

Title: How robots help HoReCa facilities meet today's challenges - Use cases

