

AI & EFFEKTIVISERING

8/10

Effektiv hverdag med AI fra hylden



29/10

360 grader ChatGPT

13/11

AIRENA: ANSVARLIG AI

4/12

Automatisering & agenter

14/1

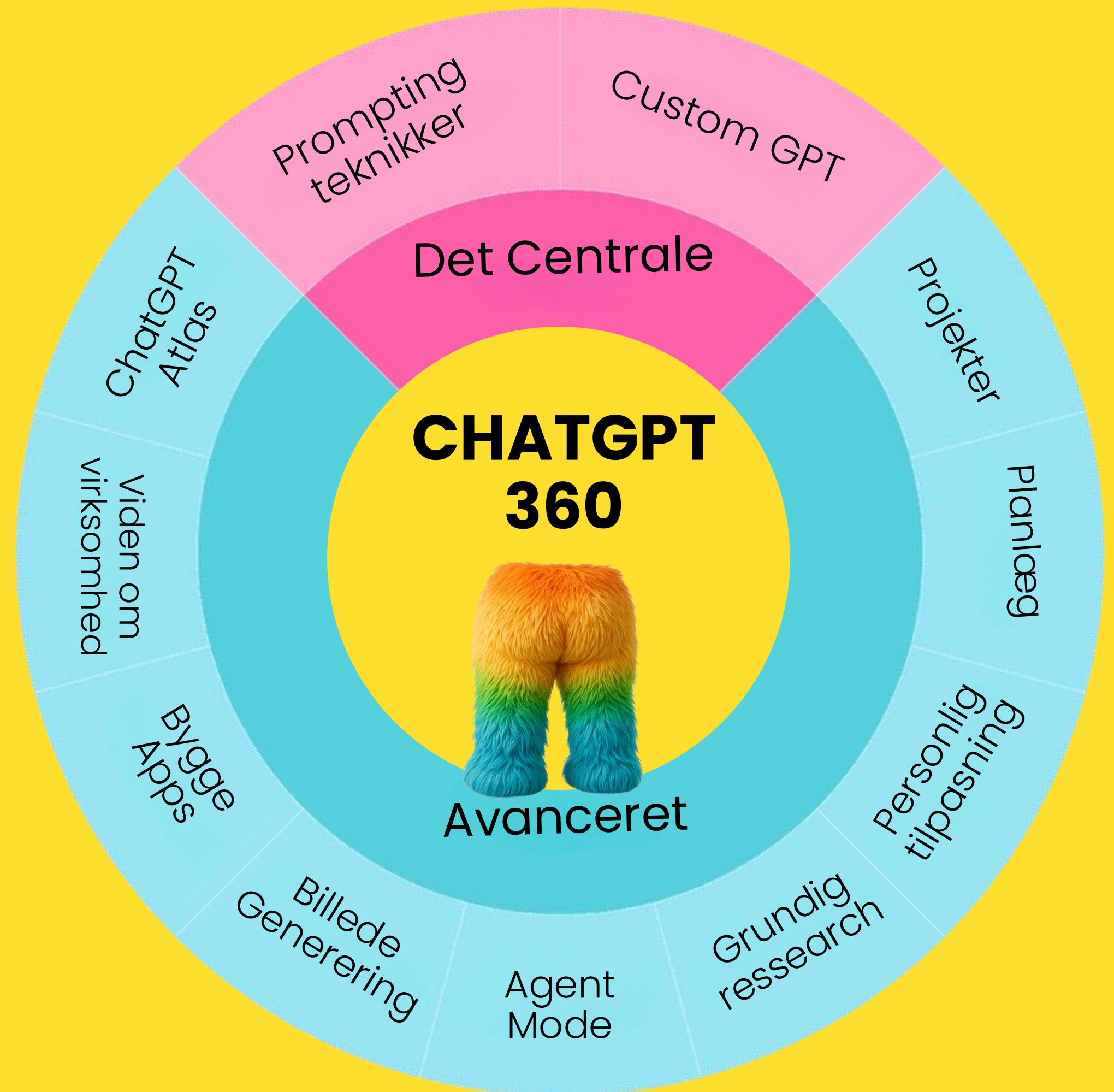
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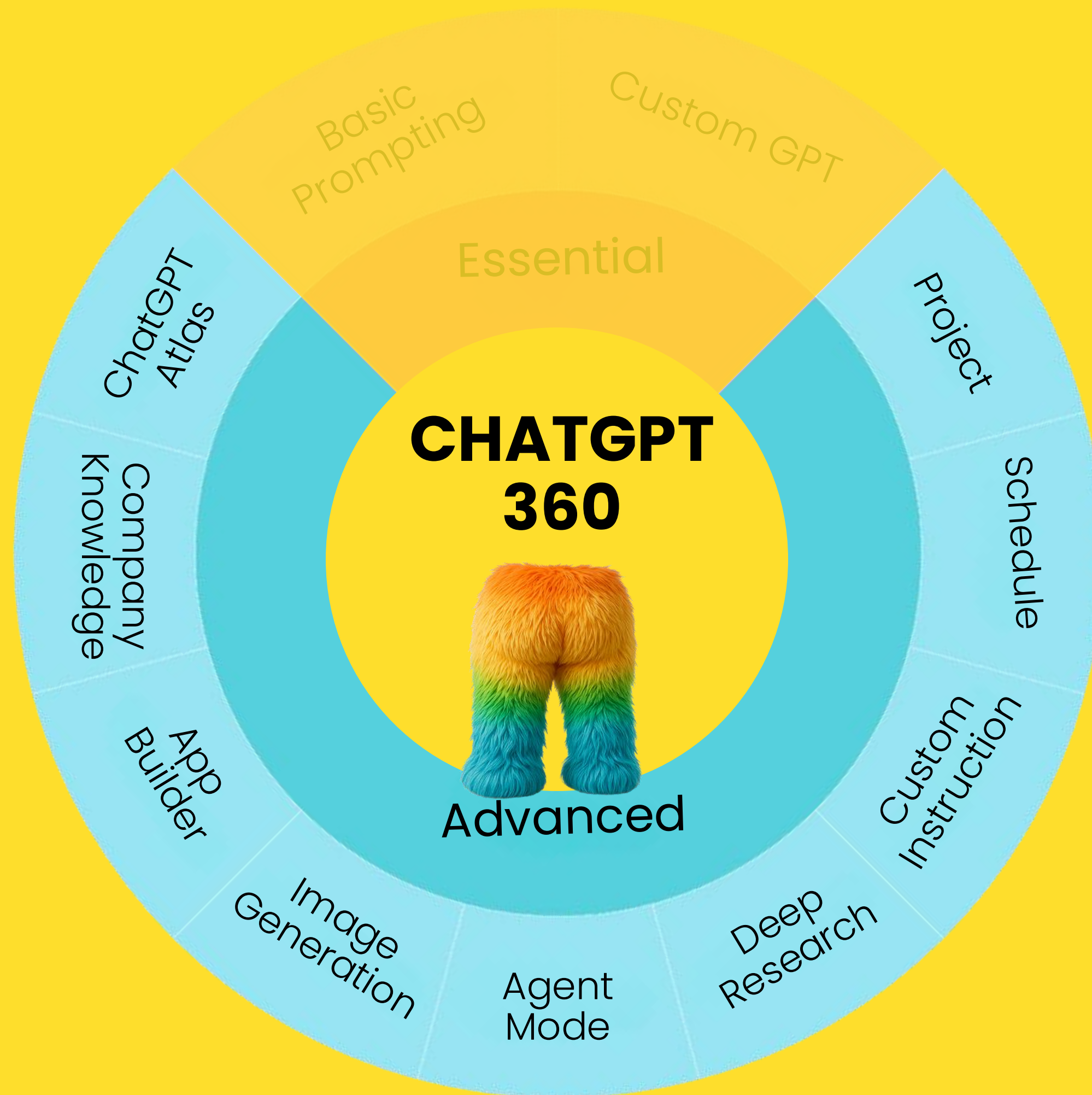
22/1

AIRENA: DEMO-DAG

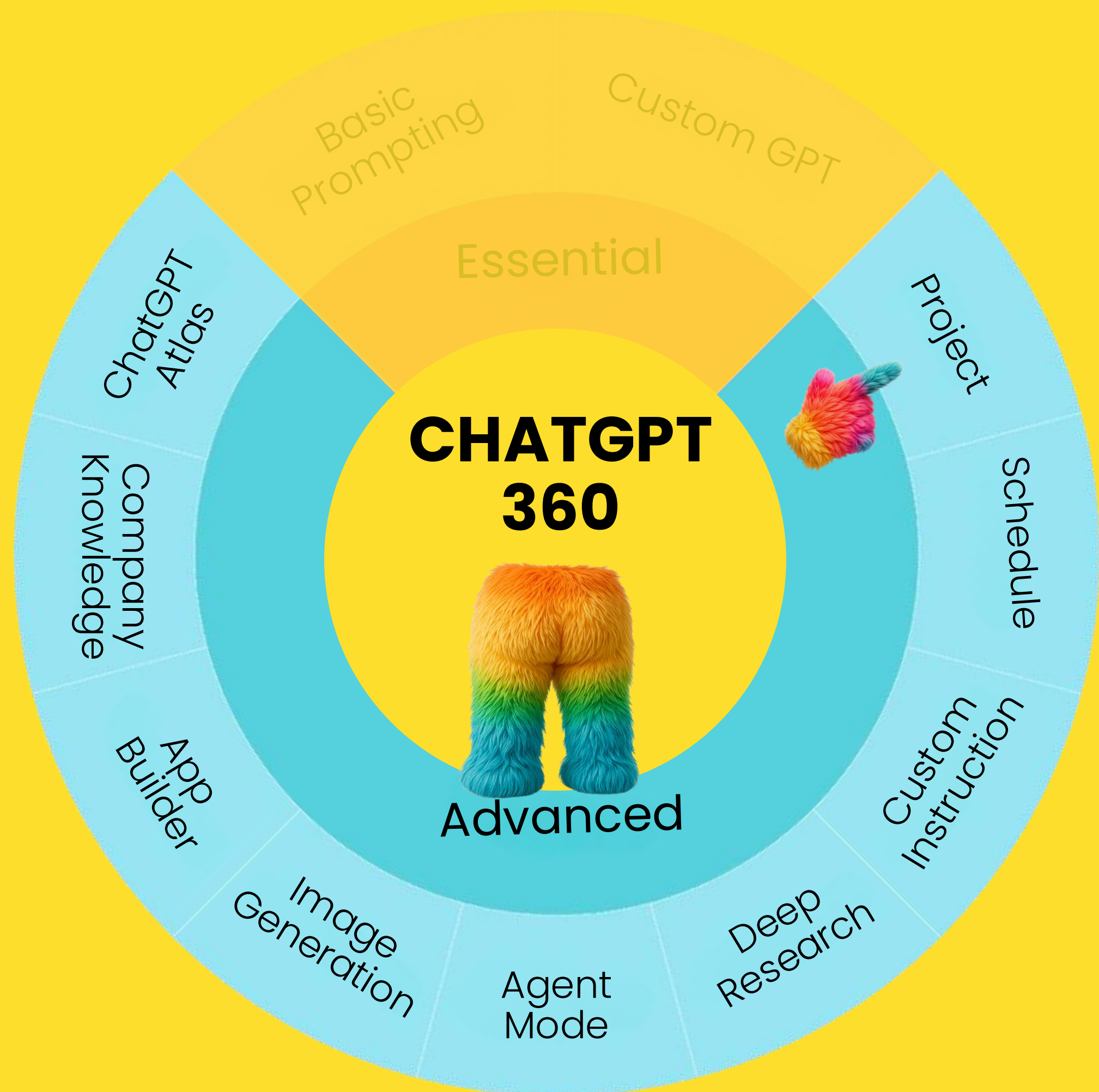


DAGENS FOKUS





1. Project





INSPIRATION

- **Guest Review Digest:** Receive a daily or weekly summary of new guest reviews with sentiment analysis.
- **Pricing Check Reminder:** Have ChatGPT remind you to review competitor prices every Monday and suggest updates.
- **Team Brief Reminder:** Automate a daily morning note summarising guest arrivals, VIPs, or special requests.
- **Destination Trend Watch:** Weekly summary of trending destinations or travel behaviours using web data.
- **AI Learning Check-In:** Biweekly reminder to explore new AI tools or ideas for tourism marketing.



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INSPIRATION

- **Competitor Analysis:** Automatically research nearby hotels' pricing, offers, and guest experiences.
- **Guest Segment Research:** Find emerging travel behaviours among key demographics (e.g. Gen Z, remote workers).
- **Event Demand Forecasting:** Research major city events or conferences that could drive bookings.
- **Grant & Funding Opportunities:** Find active museum-related grants, cultural funds, or partnerships.
- **Partnership Mapping:** Identify potential collaborations with influencers, local brands, or cross-border operators.



INSPIRATION

- **Rate Comparison Bot:** Browse OTAs (e.g. Booking.com, Agoda) to check competitor prices and summarise rate gaps daily.
- **Online Reputation Manager:** Read recent guest reviews across multiple sites, summarise key feedback, and draft professional replies.
- **Business Benchmarking:** Compare your property with 10 other properties in your vicinity.
- **Competitor Scan Agent:** Browse other tour websites and summarise best-selling packages and seasonal trends.
- **Social Listening Bot:** Monitor travel hashtags and Reddit/TikTok/TripAdvisor discussions to spot emerging trends.



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INSPIRATION

- **Local Experience Recommender:** Recommends nearby attractions, restaurants, or events by mood or activity.
- **Sustainability Tracker:** Logs weekly sustainability actions and visualises progress automatically.
- **Visitor Personality Quiz:** Matches visitors to exhibits or artefacts through a playful quiz.
- **Exhibit Metadata Filler:** Auto-fills missing details (artist, period, medium) from online sources.
- **Package Pricing Calculator:** Calculates margins and total prices from supplier inputs.



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Email (Gmail / Outlook)

- **Email Summariser:** Summarise long guest or partner email threads instantly.
- **Auto Reply Assistant:** Draft context-aware replies to booking or collaboration enquiries.
- **Follow-Up Scheduler:** Track unanswered emails and remind you to respond.
- **Inbox Insights:** Detect common questions or complaints in incoming mail.
- **Daily Inbox Digest:** Send a short summary of priority emails every morni

Calendar (Google Calendar / Outlook)

- **Meeting Prep Assistant:** Review your calendar and summarise who you're meeting and why.
- **Agenda Builder:** Generate meeting agendas or talking points based on the invite.
- **Event Reminder Generator:** Create automated reminders for upcoming events or tours.
- **Post-Meeting Summary:** Produce recap notes and follow-up tasks automatically.
- **Availability Finder:** Suggest optimal times for team or partner meetings.

File Management (Google Drive / Dropbox / SharePoint / Notion)

- **Report Summariser:** Read and summarise long reports, presentations, or PDFs.
- **Content Finder:** Locate specific files across multiple folders by keyword or topic.
- **Document Drafting Assistant:** Pull relevant data or text snippets from stored docs to build proposals.
- **Version Tracker:** Compare two document versions and highlight changes automatically.

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Analytics (Sheets / Excel / CRM tools)

- **Performance Reporter:** Analyse booking or visitor data and produce weekly summaries.
- **Trend Visualiser:** Create quick charts and visual reports from stored spreadsheets.
- **Revenue Forecast Agent:** Predict sales trends using past data in Google Sheets.
- **Survey Analyser:** Summarise visitor or guest feedback stored in Excel.
- **KPI Monitor:** Pull real-time performance metrics from multiple data sources into one dashboard.



Operations & CRM (Slack, Notion, HubSpot, Zendesk)

- **Task Updater:** Read Slack threads and auto-create to-do items in project boards.
- **Client Record Updater:** Update CRM entries (e.g. HubSpot) based on recent emails or meetings.
- **Internal Summary Bot:** Summarise team chats and highlight key decisions or blockers.
- **Workflow Trigger:** Start automated workflows (like “send thank-you email” after tour feedback received).
- **Team Brief Generator:** Compile daily updates from CRM, calendar, and Slack into one digest.

