swi⁺zerland

Digital Day RDTC - RDK

switzerland

Zürich
June 17th 2025

Saffa Island, Zürich, © Christian Meixner

Welcome & Agenda

swi+zerland

Agenda

1. Welcome & Agenda (10')

2. Digital Trend Radar (30')

3. Identified priorities & key topics of the RDTC (30')

4. Update on the 'Data harmonisation and standardisation' initiative (30')

5. Miscellaneous (15')

6. Feedback and closing round (15')

swi+zerland

Current Members of the RDTC

Name	Organisation	Role
Lino Gross	Made In Bern	Leiter Digital & Kommunikation
Malik Hammoutène	Vaud Promotion	Responsable Digital
Sabrina Vonesch	Basel Tourismus	Lead Digital Platforms & Performance Marketing
Pascal Schwager	Zürich Tourismus	Lead Digital
Patrick Dreher	Graubünden Ferien	Direktor Innovation & Erlebnisentwicklung
Stefan Keller	TSO AG	Geschäftsführer
Luca Preto	Ticino Turismo	Head of Digital
Alessandro Marcolin	Valais Promotion	Marketing Director
Céline Briod	Geneva Tourism & Conventions Foundation	Digital Director
Julien Christe	Jura & Trois Lacs	Head of Digital
Sabrina Zubler	Aargau Tourismus	Marketing & Projektmanagement
Steve Julmy	Fribourg Région	Team Leader Digital
André Gabriel	Luzern Tourismus	Leiter Kompetenzzentrum Digitalisierung
Pascal Bieri	Schweiz Tourismus	Head of Switzerland.com
Estefan Justo	Schweiz Tourismus	Head of Digital Platforms & Products
Christian Huser	Schweiz Tourismus	Head of Business Intelligence
Joanna Wencel-Kandziora	Schweiz Tourismus	Head of CRM
Natalie Schönbächler	Schweiz Tourismus	Head of Media
Stefan Künzle	Schweiz Tourismus	Chief Digital Officer

swi+zerland

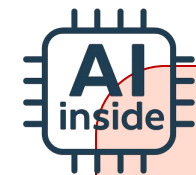# Digital Trend Radar

swi+zerland

Trend Radar 2025 🧭

Top 10 digital trends for Swiss tourism

switzerland
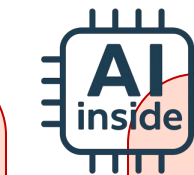
Digital Trends 2025 - Overview Top 10
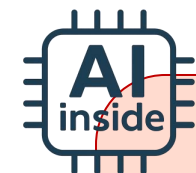
10
Language technologies & translation services

9
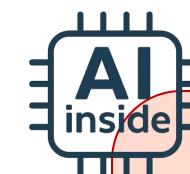Advance bookings from activities

8
Chatbots

7
Mass customization & personalization

6
First Party Data

5
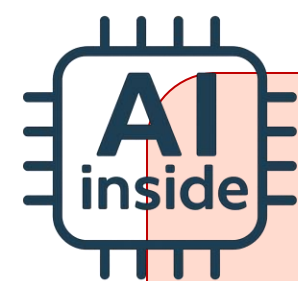Sustainability (ecological, social, economic)

4
API first

3
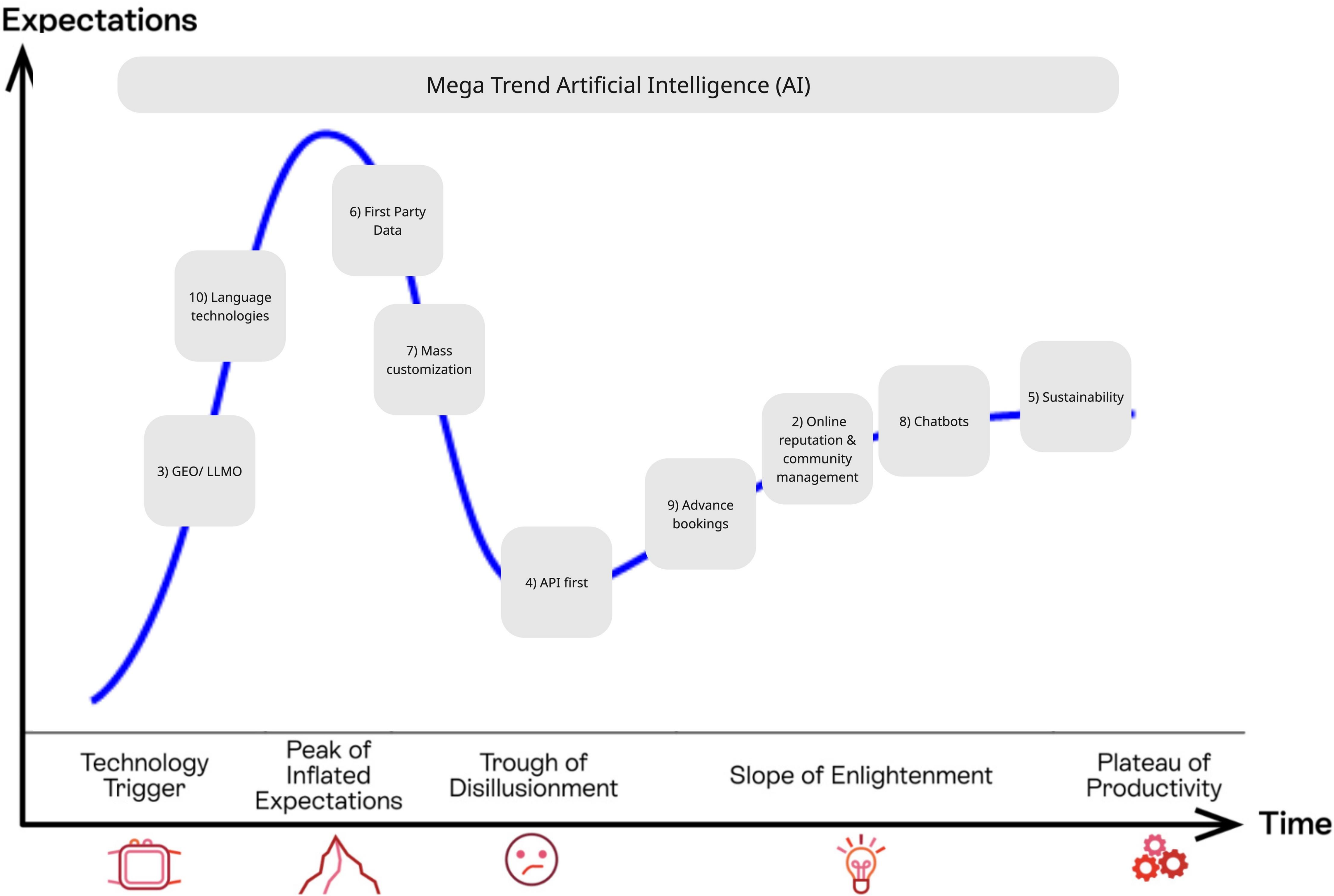GEO/LLMO

2
Online Reputation & Community Management

1
"Artificial Intelligence AI" (Megatrend)

Relevant Digital Trends 2025 – Hype Cycle.

Expectations

Mega Trend Artificial Intelligence (AI)

6) First Party Data

10) Language technologies

7) Mass customization

5) Sustainability

3) GEO/ LLMO

2) Online reputation & community management

8) Chatbots

9) Advance bookings

4) API first

Technology Trigger

Peak of Inflated Expectations

Trough of Disillusionment

Slope of Enlightenment

Plateau of Productivity

Time

Top 10: Language technologies and translation services 📢

Definition: Language technologies and translation services enable automatic communication across language barriers. In Swiss tourism, they improve access for international guests, increase service quality and promote inclusion - particularly important in a multilingual country with a global audience.

Relevance for Swiss tourism:

- **Better understanding:** Facilitates communication with international guests.
- **Greater reach:** Makes offers globally accessible.
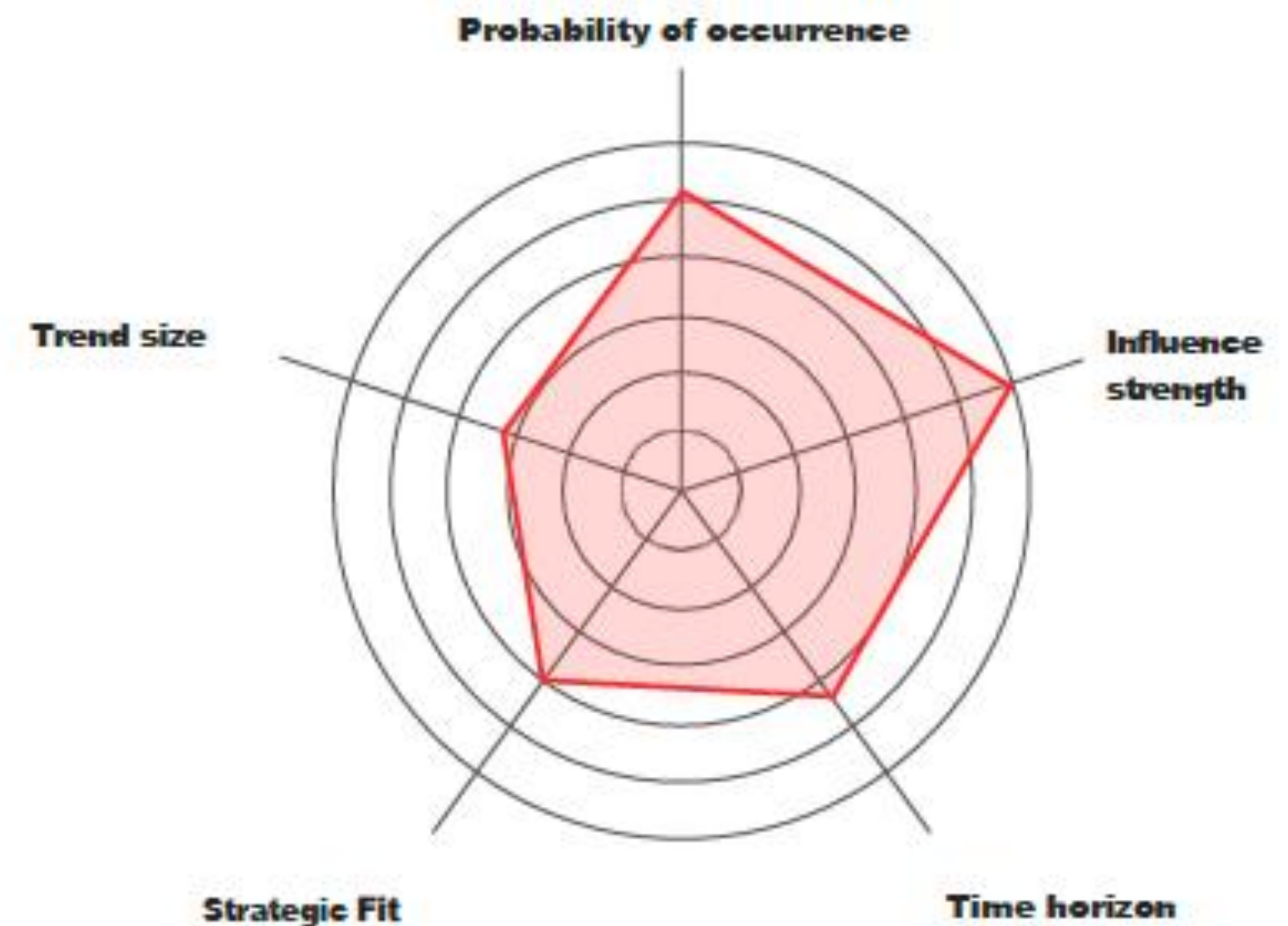- **Efficient service:** saves personnel and increases service quality.
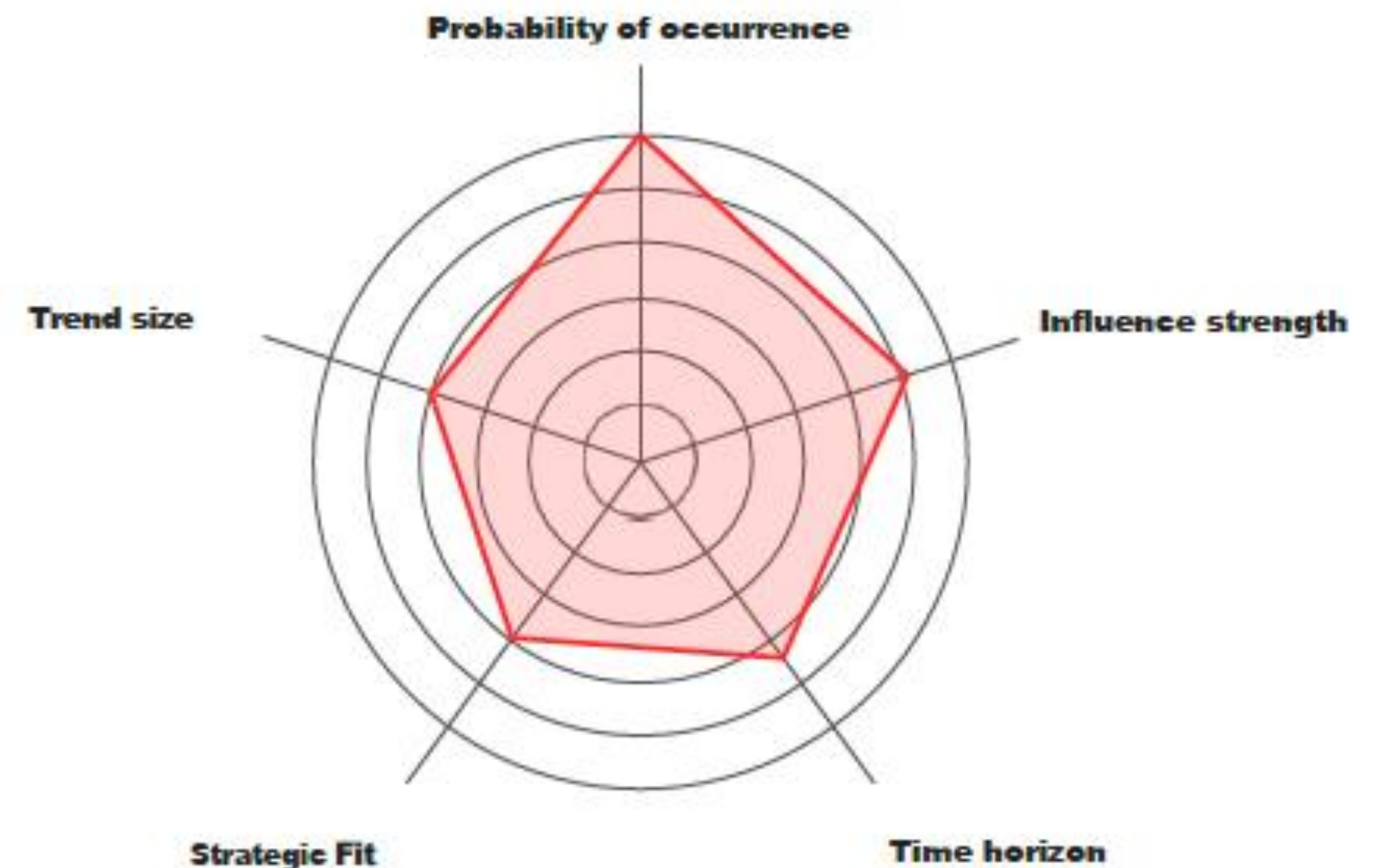
Top 9: Advanced booking of experiences & activities 🎯

Definition: With high visitor numbers at tourist hotspots, advance bookings for activities are increasingly becoming the norm. Slot reservation tools and flexible, user-friendly booking and cancellation systems enable better planning and optimize the guest experience.

Relevance for Swiss tourism:

- **Guest management:** High demand at hotspots requires clear planning to avoid congestion.
- **Better guest experience:** planning reliability, fewer waiting times and guaranteed availability increase satisfaction.
- **More efficient value creation:** providers can better manage and optimize personnel, resources and upselling.

Radar chart with axes: Probability of occurrence, Influence strength, Time horizon, Strategic Fit, Trend size

Top 8: Chatbots 🤖

Definition: Chatbots are digital assistants that automatically answer common questions and guide guests through booking or information processes. Through the use of artificial intelligence, these systems are becoming increasingly smarter - they understand more complex queries, provide personalized recommendations and thus contribute to a more efficient, service-oriented guest experience.

Relevance for Swiss tourism:

- **24/7 guest service:** Available around the clock - multilingual and efficient.
- **Relief for employees:** Automation of standard requests saves time and resources.
- **Personalization & upselling:** AI enables individual recommendations and promotes additional sales.
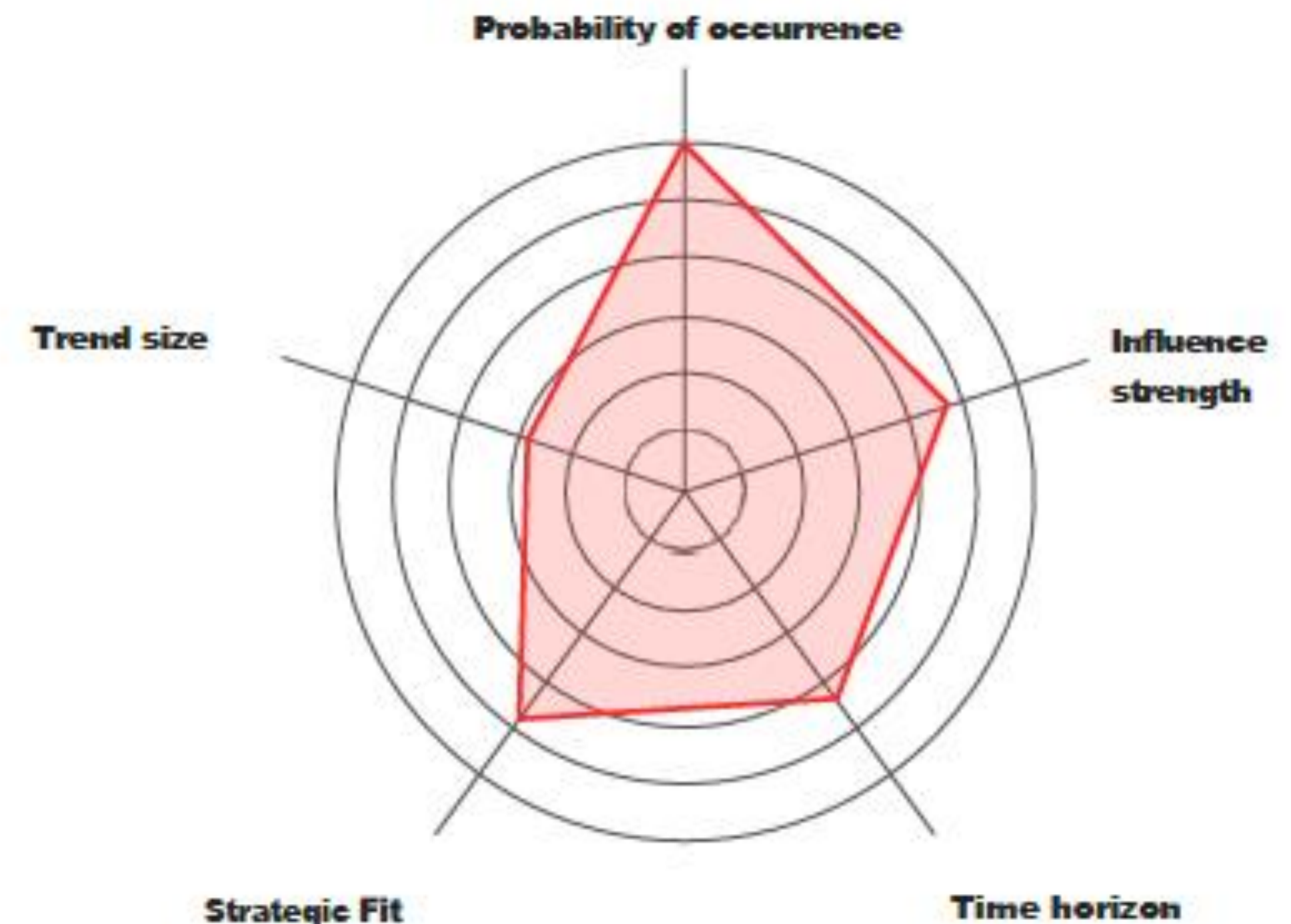
Top 7: Mass customization and personalization 📐

Definition: Mass customization combines the efficiency of mass production with individual adaptation. In the digital age, this approach is increasingly merging with personalization: tourism offers are no longer designed the same for everyone, but are tailored based on the individual preferences, behaviours and data of travellers.

Relevance for Swiss tourism:

- **Higher guest satisfaction:** Individually tailored offers increase relevance and quality of experience.
- **Competitive advantage:** Differentiation through personalized services strengthens the position in the international market.
- **Efficient use of resources:** Data-based customization enables more targeted marketing and better capacity utilization.
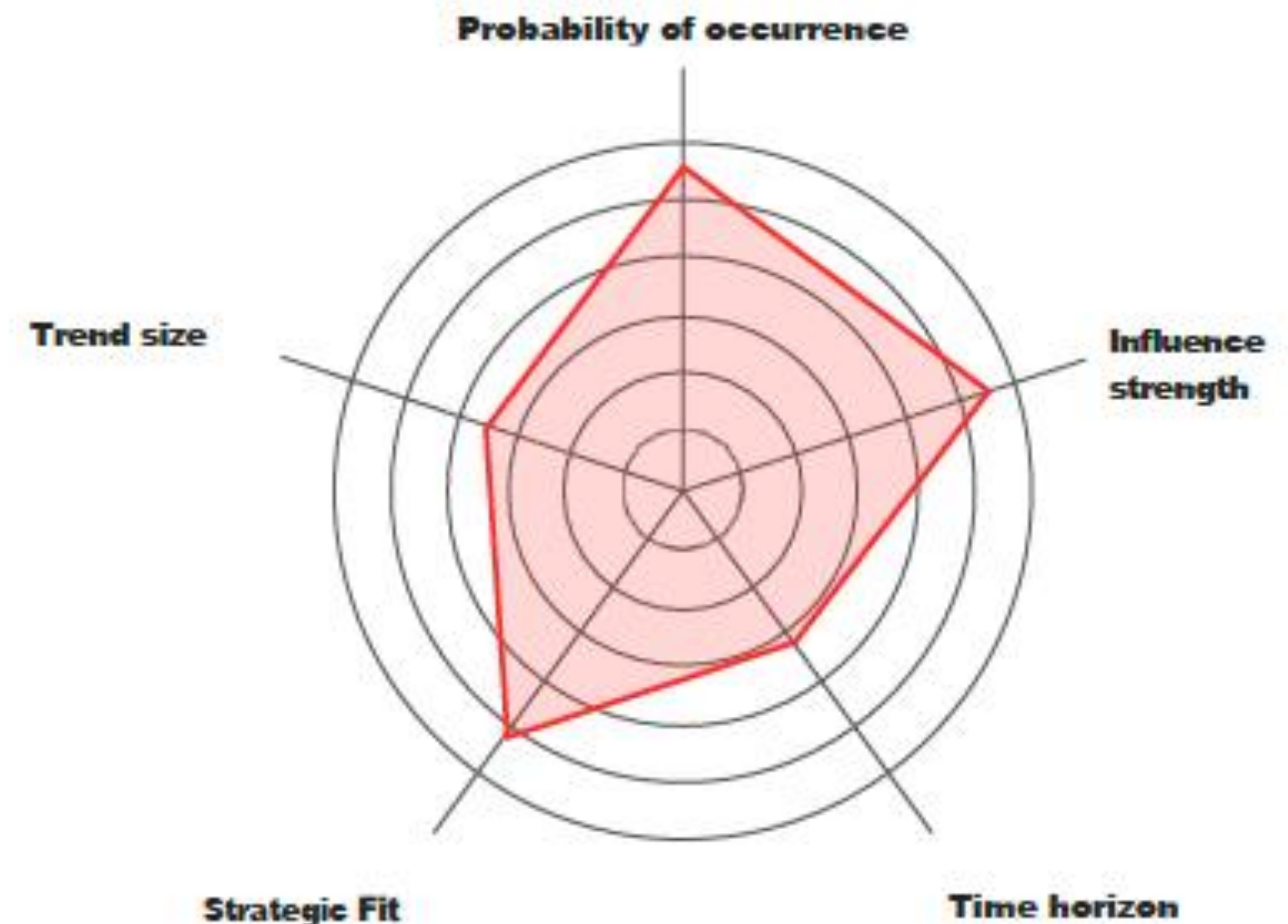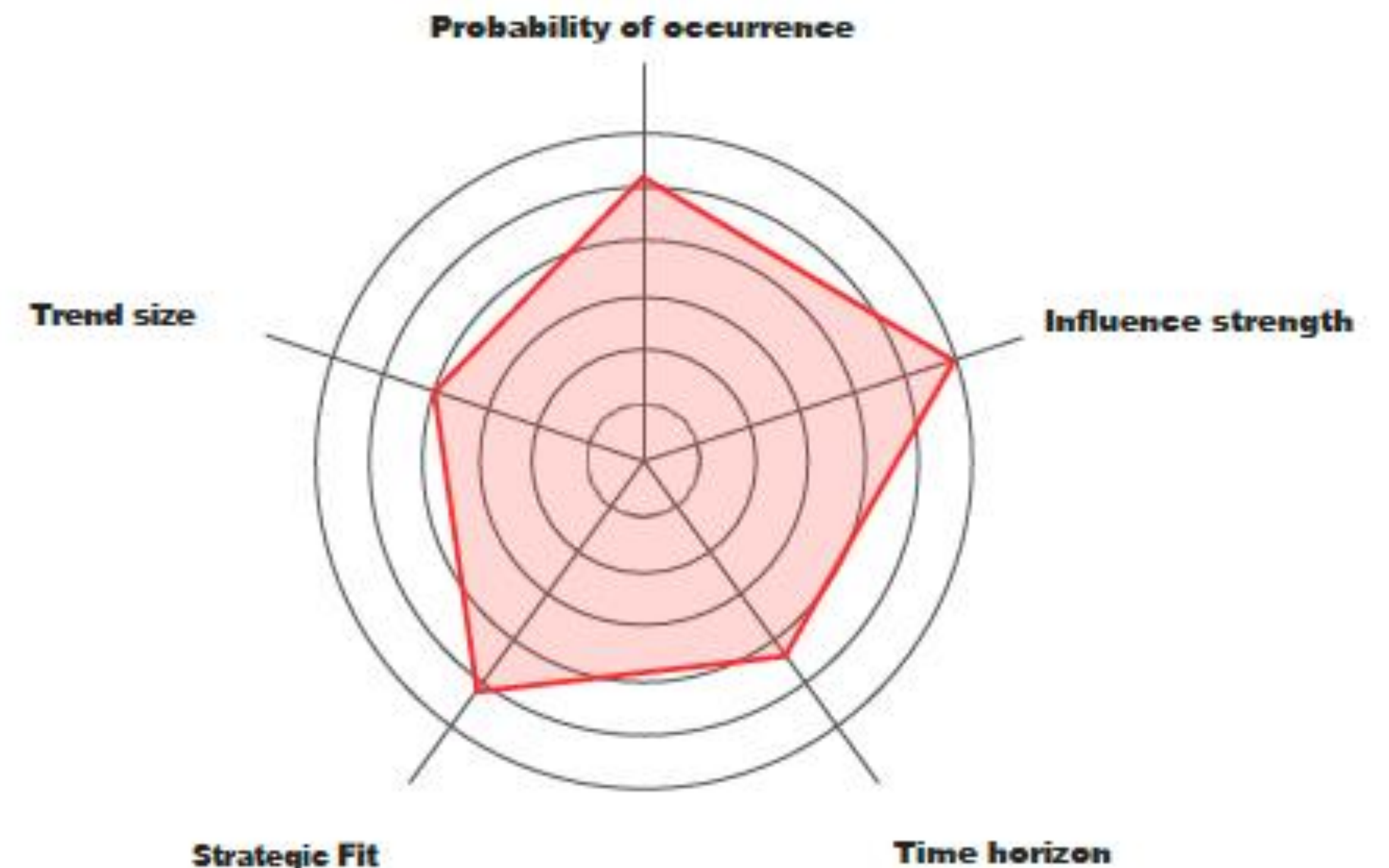
Top 6: First Party Data (Privacy & Regulations) 🧩

Definition: The importance of first-party data, i.e. directly collected customer data, is growing rapidly in Swiss tourism. This is due to stricter data protection laws (e.g. GDPR, revDSG) and the increasing sensitivity of travelers to data security. Tourism providers must handle data in a more transparent, legally compliant and responsible manner.

Relevance for Swiss tourism:

- **Ensuring legal certainty:** Stricter data protection laws (revDSG, GDPR) require transparent, responsible handling of customer data.
- **Strengthening trust:** Data protection-compliant behavior strengthens customer loyalty.
- **Independence from third-party platforms:** Own data sovereignty enables more targeted marketing and reduces dependencies.

Radar chart with axes: Probability of occurrence, Influence strength, Time horizon, Strategic Fit, Trend size.

Top 5: Sustainability (economic, social, ecological) 🌿

Definition: Sustainability encompasses ecological (environmental protection), social (fair conditions & contribution to society) and economic aspects (long-term profitability). A holistic approach that integrates all three aspects creates the basis for balanced, responsible and future-proof tourism development.

Relevance for Swiss tourism:

- **Securing the future:** Only ecologically, socially and economically balanced offers are sustainable in the long term.
- **Meeting guest expectations:** Sustainability is increasingly becoming a decisive booking criteria for travelers.
- **Competitive advantage:** Sustainable action strengthens image, brand value and positioning in the international market.
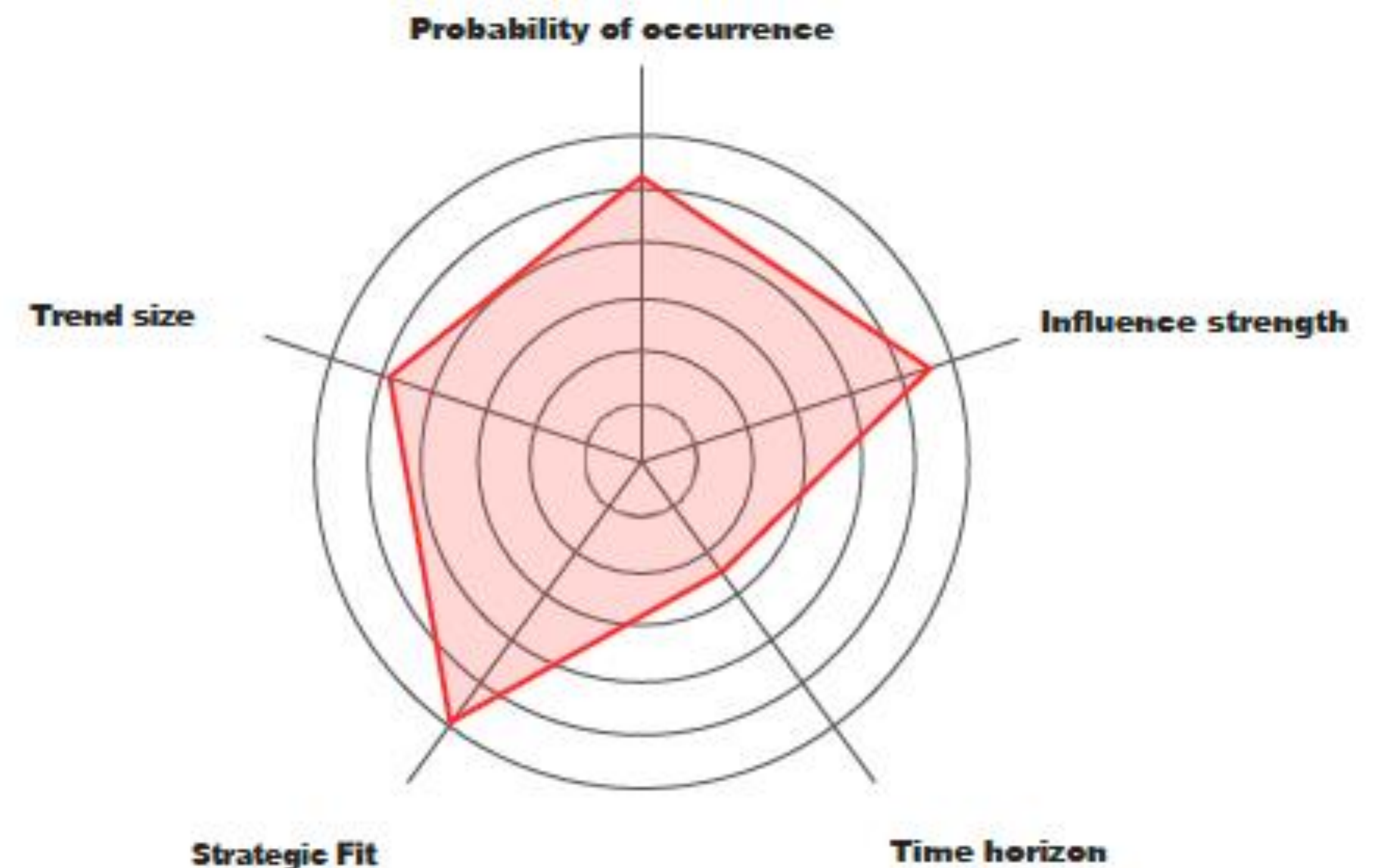
Top 4: Application Programming Interfaces (API) first ⚙

Definition: "API First" means that companies start their software development with a focus on APIs. APIs enable different applications to communicate with each other and exchange data. The trend ensures that systems and services are compatible with each other from the outset, making integrations/extensions easier.

Relevance for Swiss tourism:

- **Seamless connection** to partners, platforms and systems.
- **Rapid implementation of** new digital offerings and innovations.
- **Future-proof:** through flexible, expandable IT structures.
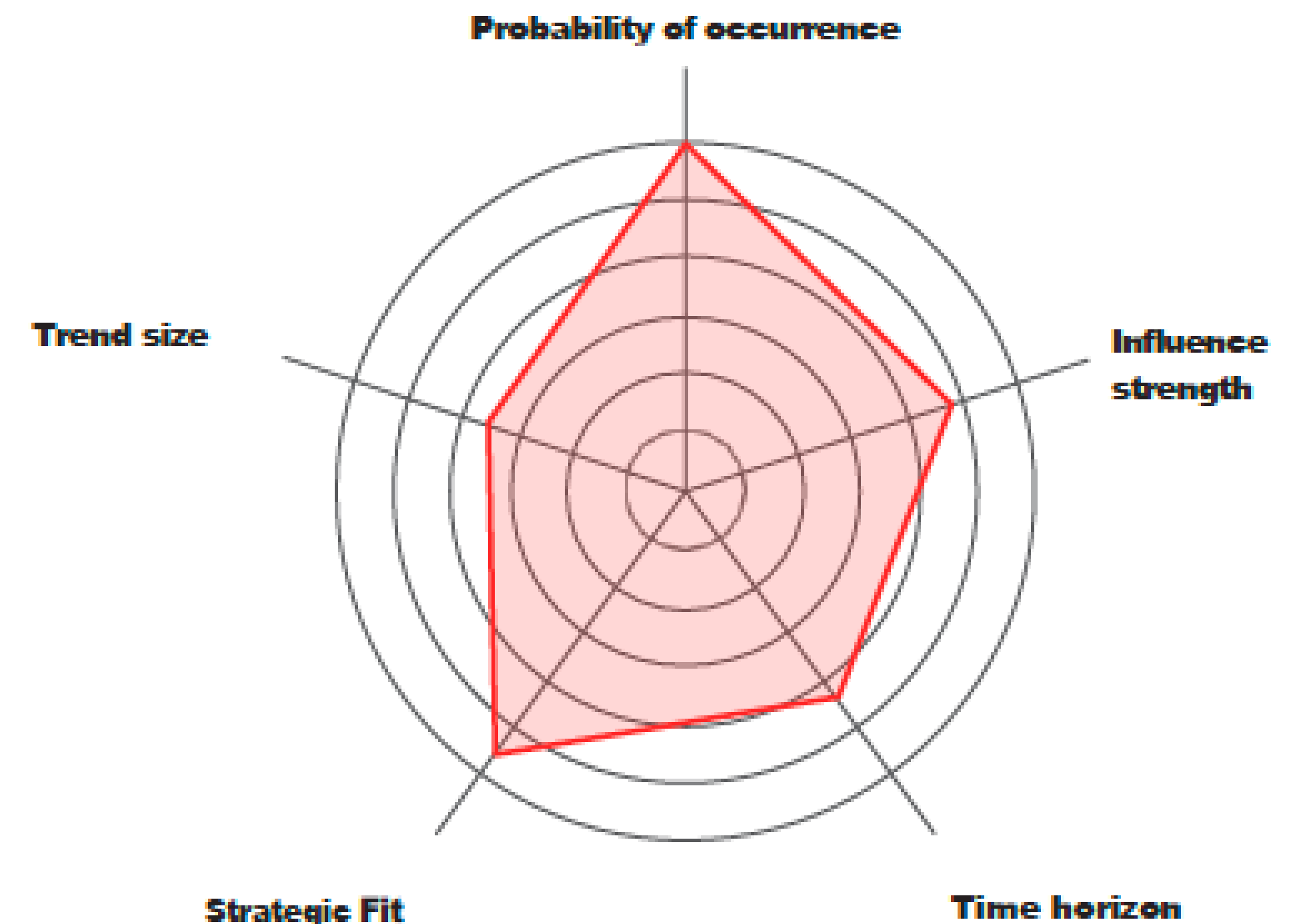
Top 3: Generative Engine Optimization (GEO) 🔍

Definition: More and more travelers are searching via AI systems such as ChatGPT instead of traditional search engines. GEO is therefore becoming a key strategy: content must be designed in such a way that it is picked up by AI models. For Swiss tourism, this means new opportunities for visibility and booking relevance in AI-supported search processes.

Relevance for Swiss tourism:

- **Create visibility:** Presence in AI generated answers, rather than just Google rankings.
- **Using changed search behavior:** Guests are increasingly obtaining information via chatbots & AI systems.
- **Making content future-proof:** Preparing content specifically for AI-supported search processes.
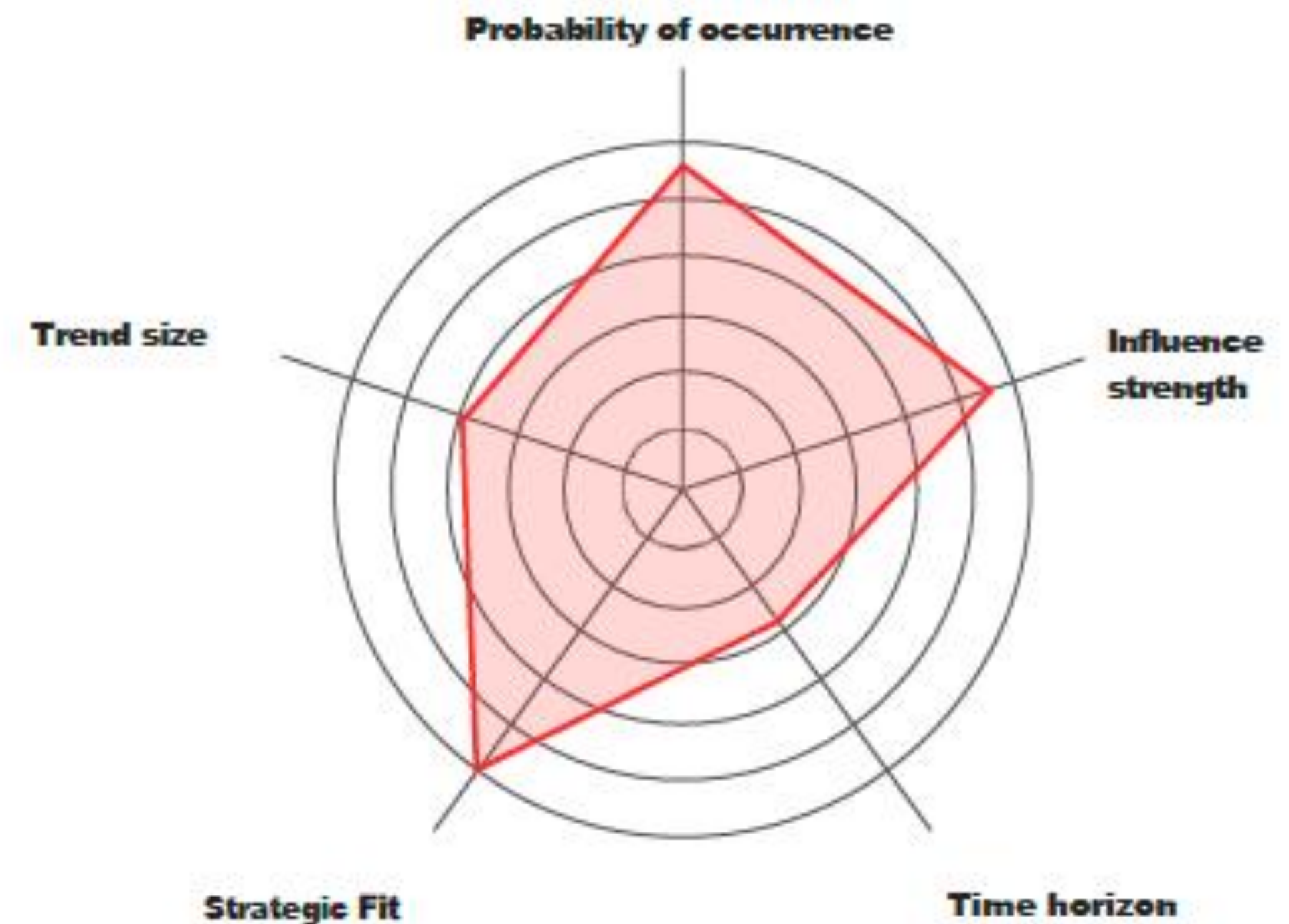
Top 2: Online reputation & community management ✨

Definition: Authentic customer relationships and recommendations are becoming increasingly important. Tourism providers actively maintain their online reputation through the targeted use of first-party data, community management and authentic responses to reviews. User-generated content (UGC) plays a central role in credibility and reach.

Relevance for Swiss tourism:

- **Build trust:** Authentic reviews and active responses strengthen credibility.
- **Influence booking decisions:** Positive online reputation has a direct impact on conversion.
- **Promote customer loyalty:** Direct dialog with guests strengthens relationships
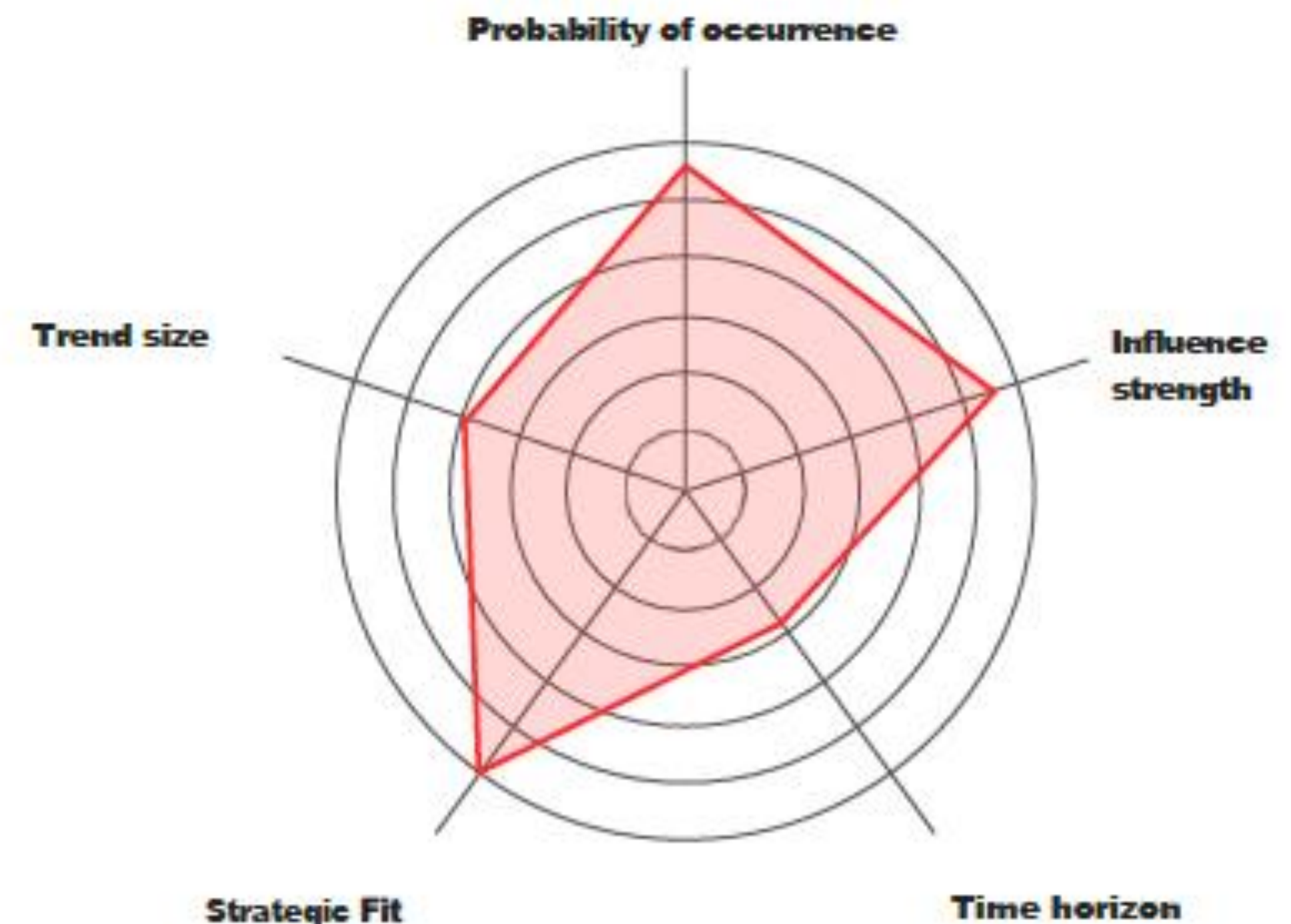
Top 1: Artificial Intelligence (AI) - Megatrend 🧠

Definition: AI is shaping Swiss tourism along the entire digital value chain. It links systems, automates processes, personalizes experiences and enables new interactions with guests.

AI as a **connector:**

- Connects booking systems, data sources & tools intelligently
- Aggregates travel information & creates smart travel suggestions
- Bridge instead of API: User-centered linking instead of technical interfaces

AI as a **tool developer:**

- AI-supported software development via natural language
- Individualized tools instead of standard software
- Accelerated innovation & digital independence for providers

AI **assistants:**

- Support with repetitive tasks
- Real-time access to internal & external data
- Application:
  - Content creation (texts, images, videos)
  - Automated offers, travel documents
  - Chatbots & sales agents in the customer center

Top 1: Megatrend AI - possible fields of action

Trend area	Description	Examples in tourism
Digital AI assistants	AI takes over simple tasks automatically - around the clock, multilingual, efficient.	Chatbots, booking & information assistants, automatic travel documents
Personalization through AI	Analysis of user behavior for individual targeting and offer design.	Targeted recommendations, customized packages
Automated content creation	AI creates texts, images, videos or translations quickly and cost-effectively.	Website content, social media posts, newsletters
Forward-looking planning & control	AI recognizes trends and creates forecasts on demand, prices or guest flows ("predictive analytics").	Dynamic prices, capacity planning, visitor guidance
New AI access & visibility	AI is changing how users interact with systems and how content is found.	Visibility with ChatGPT (GEO), simple software with "vibecoding", voice control (command bars)

Identified priorities & key topics of the RDTC

swi+zerland

Survey 1

"Rate importance of topics (1..10)"

swi+zerland

Survey 1 - results

8.25	7.67	7.42	7.17	7.08	7	6.92	6.83	6.67	5.58
AI Use Cases	Data Exchange & Standardization	Guest Identity & Profile	Tourism Loyalty Program	Boosting «Travel Better» digitally	Business Intelligence	Future Digital Skills	Digital Content Management	Smart KPI's	Linking own channels with the Social Media world

■ Average

Winners

Long tail

Loser

swi✚zerland
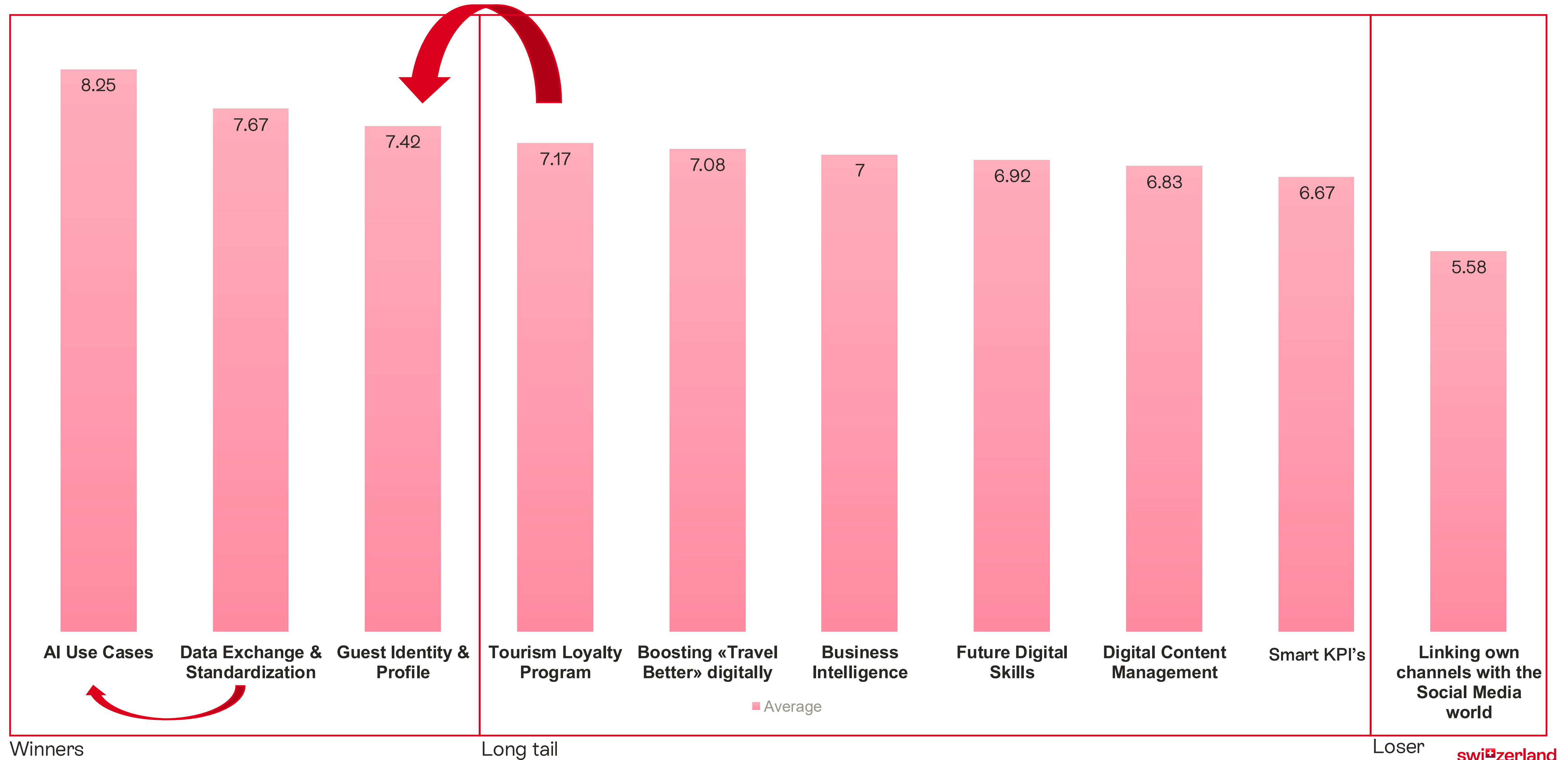
Survey 2

"Rank topics (1-10, one each)"

Survey 2 - results

112	107	88 ↑	78 ↓	69	67	62	60	36	36
AI Use Cases	Data Exchange & Standardization	Business Intelligence	Guest Identity & Profile	Smart KPI's	Digital Content Management	Future Digital Skills	Tourism Loyalty Program	Boosting «Travel Better» digitally	Linking own channels with the Social Media world

■ Average

swi+zerland
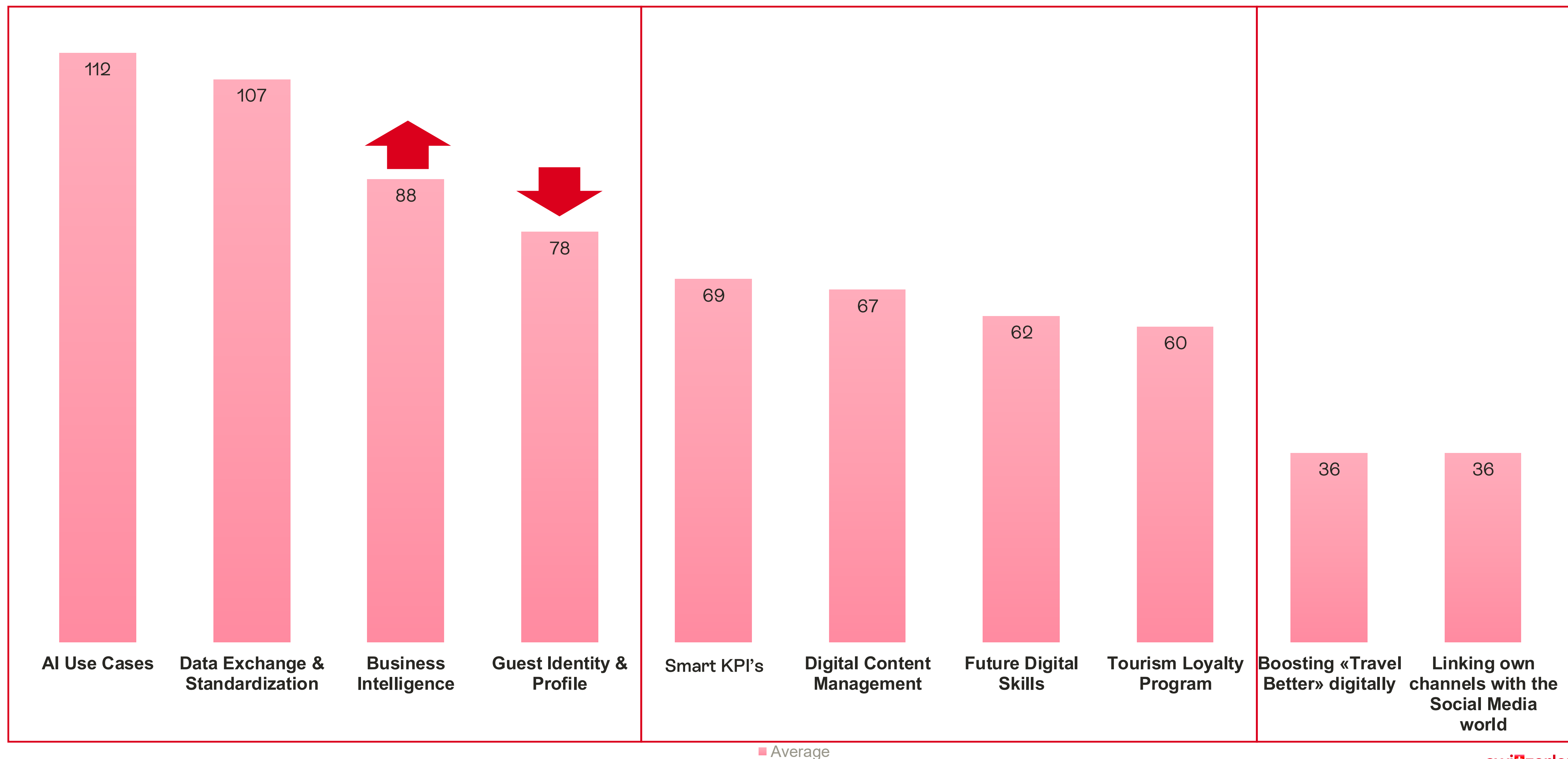
Are we tackling the right priorities?

Let's discuss!

swi+zerland

Moving ahead with subgroups

AI-Use-Cases (Subgroup)

The subgroup includes Sabrina Vonesch (Basel), Alessandro Marcolin (Valais) Lino Gross (Bern) &
Estefan Justo (ST)

Guest Identity and Profile (Subgroup)

The subgroup includes Joanna Wencel-Kandziora (ST), Katharina Frede (ST), Julien Christe (J3L),
Urs Lang (Lucerne) & Steve Julmy (Fribourg)

Data Exchange & Standardization: (no Subgroup)

The subgroup includes Stefan Künzle (ST), Pascal Bieri (ST) Pascal Schwager (Zurich), Lino Gross
(Bern), as well as regional representatives Stephanie Gram (Graubünden), Urs Lang (Lucerne) and
Matthias Drabe (Ostschweiz). This group is part of the Charta Core Team.

swi+zerland

Duties

- **Understanding**: What are we talking about, what is the common understanding and why is that topic important for the majority of RDTC?

- **Sharing**: General understanding of what different players already do in that specific field (Strategies, concrete projects etc.). A consolidated list of all activities would be helpful.

- **Synergies:** What are areas within that topic where the RDTC should cooperate?

The groups are asked to prepare an update for October's RDTC meeting (24 October)

swi⊞zerland

Update on the 'Data harmonisation and standardisation' initiative

Swiss Tourism Data & Digitalisation Competence Center

Vision, goals, support of the RDK

Intial situation: challenges faced by DMOs and tourism providers when sharing tourism data

- Inspiring and Informing Tourists is a Key Role for DMOs in the AI Era

- Tourists use many digital sources to find tourism information (search engines, booking sites, AI tools, etc.)

- Tourism providers, DMOs often input the same data info multiple platforms (opening hours, images, descriptions) because the systems do not share data with each other

- IT Systems do not "speak the same language" – no shared data standards

- Challenge: high cost for building and maintaining custom interfaces (connections between software systems that exchange data automatically)

Challenge 1:

Various tourists want to plan vacations and activities via their favourite apps and websites. They need up-to-date, well quality data.
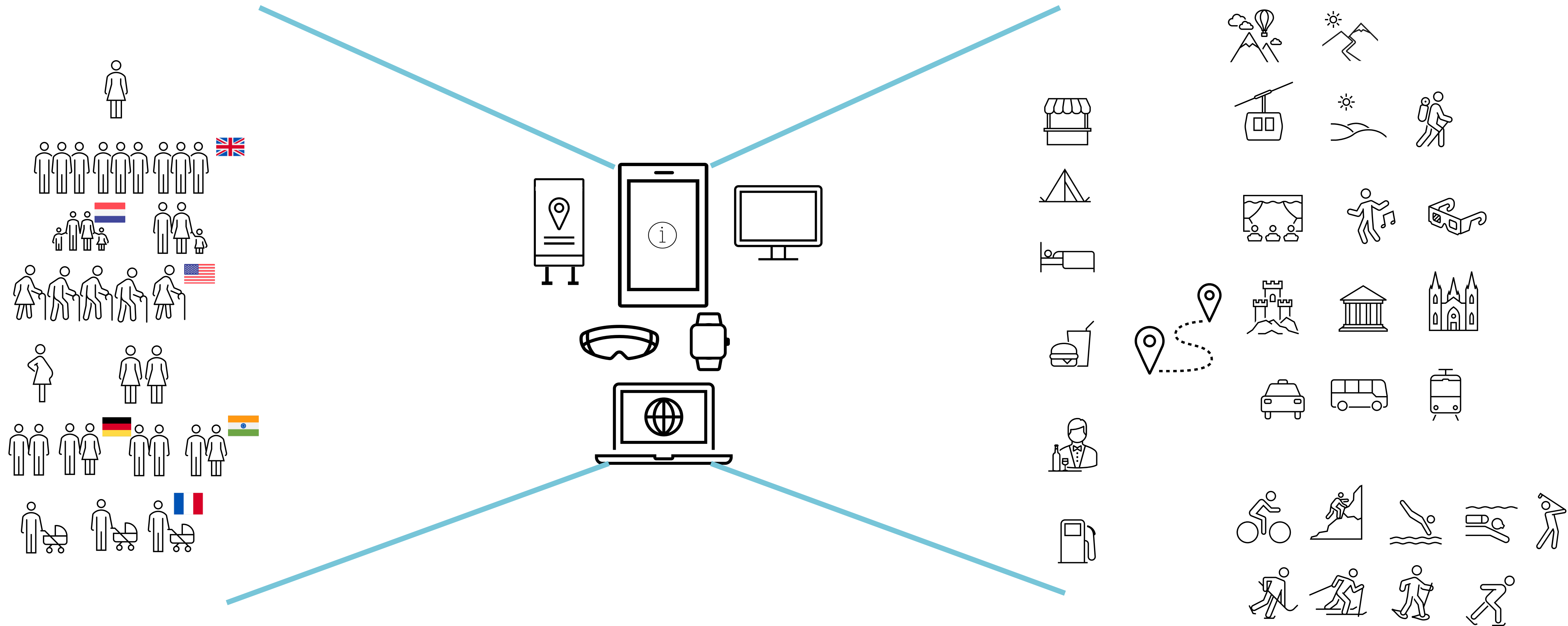
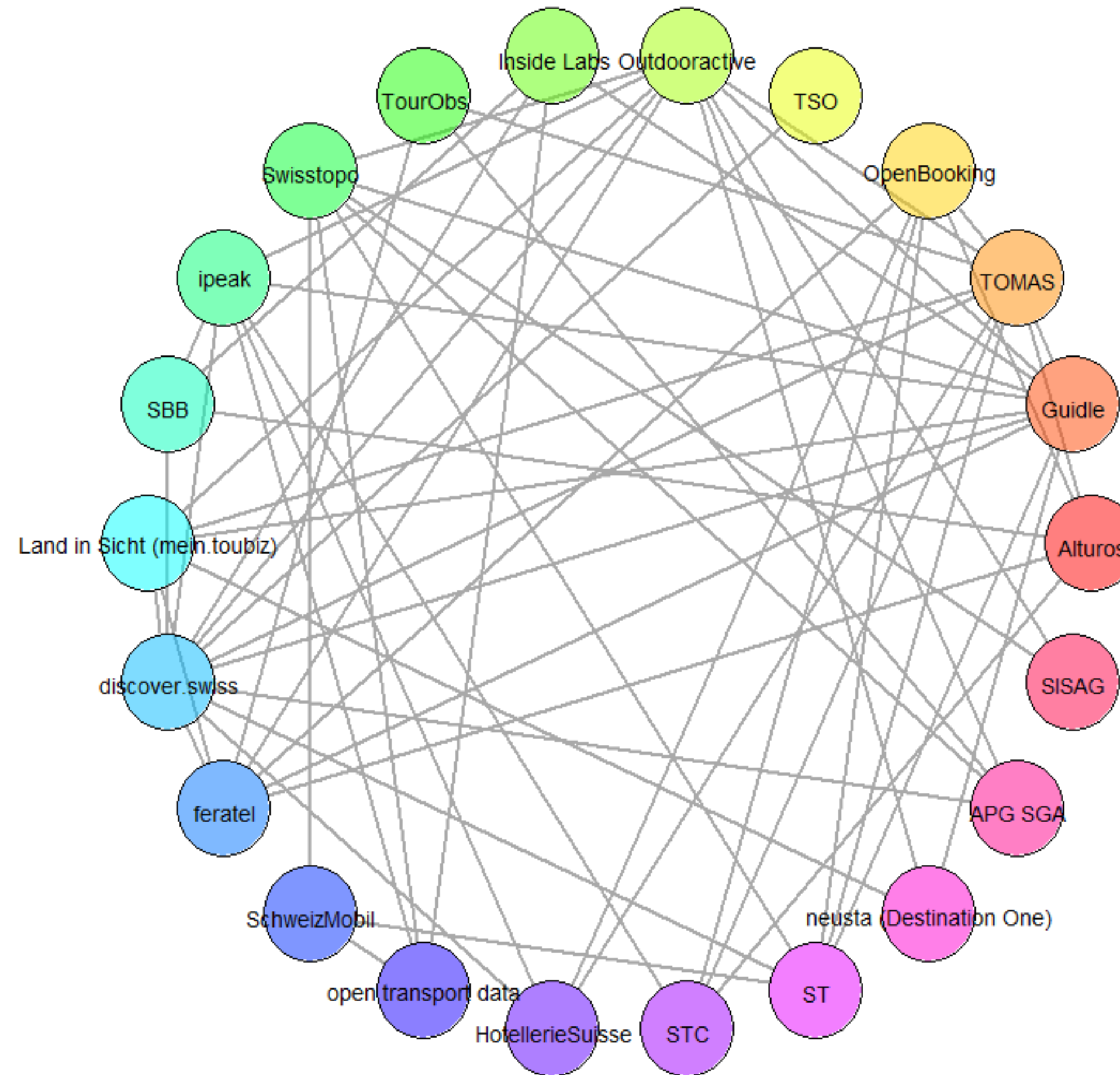**Challenge 2:**
Various tourists want to plan vacations and activities via their favourite apps and websites. They need up-to-date, well quality data.

...

Challenge 3:

The number of existing technological collaborations and data interchange is growing exponentially. IT providers drive and shape the innovations and bring the solutions to the tourism players.

Vision and goals of Swiss Tourism Data & Digitalisation Competence Center

- The core goal of the Competence Centre is **to enable efficient exchange of basic tourism data using common data standards.**

- We aim for DMOS and tourism providers to be able to exchange data more efficiently through:
  - avoiding building new interfaces for data exchange and data mapping (data integration between systems when they "do not speak the same language")
  - by using a common data standard ("the same language") for more efficient data exchange in existing interfaces

- This creates efficiency gains and network effect

Vision: Maintain oversight of digital tourism information through networking and data exchange, while saving money through data standardisation and facilitating innovation in the future.

Goal: to develop common data standard for tourism data exchange

- **Standardizing tourism data is a long-term effort** that requires continuous work over several years (incl. work on data standards, its implementation, further constant development)

- This work must be driven by a **dedicated group** of representatives from tourism regions and IT providers (their knowledge and domain expertise is crucial)

- Success depends on **strong collaboration and knowledge sharing** among these stakeholders.

- Charter Core Mapping Group has started working on developing data standards for tourism in February 2025

- The Charta Core Group is represented by 13 members (RDK regions, IT systems and providers)

- Their work will continue and be co-financed by Resilient Tourism Flagship Funds till September 2026

- Further development of the project and activities of the Swiss Tourism Data and Digitalisation Competence Center depends, among other things, on the support of RDK.

Solution approach: the establishment of a Data and Digitalisation Competence Centre

1. Core Group working on data standardisation

- First steps taken with the Charter (signed by13 Swiss tourism regions, Switzerland Tourism, 6 IT services providers signed)
- Charter Core group is actively working on data standardization
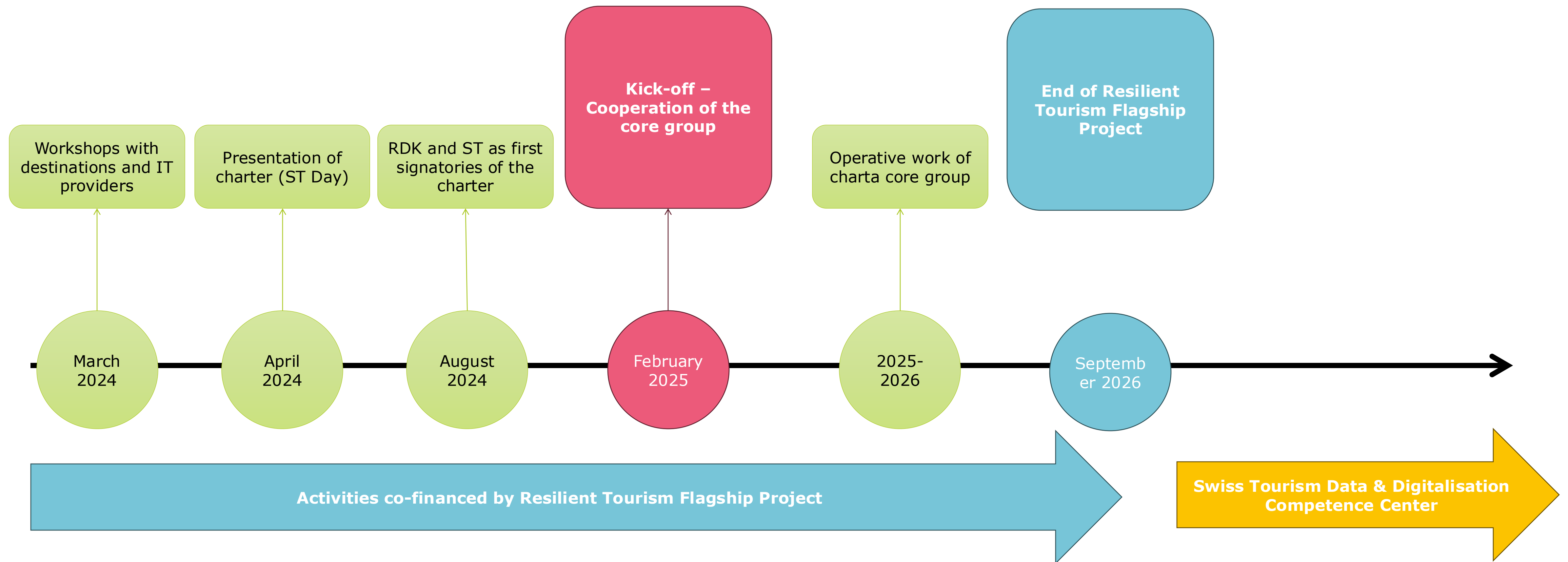- Continuously funded

2. Projects and shared services

- Project proposals will be developed with support from the appointed moderator
- One initial project idea could focus on use of tourism data for generative AI providers
- Projects should be funded by third-parties

3. Knowledge exchange and networking

- Networking between organisations enables knowledge sharing, trust-building, and alignment on systems and standards.
- Networking is key to defining roles, rules, and discussing future developments.
- Continuously funded

Current and future work on evelopment of data standards for tourism

**Kick-off –
Cooperation of the
core group**

**End of Resilient
Tourism Flagship
Project**

Workshops with
destinations and IT
providers

Presentation of
charter (ST Day)

RDK and ST as first
signatories of the
charter

Operative work of
charta core group

March
2024

April
2024

August
2024

February
2025

2025-
2026

Septemb
er 2026

Activities co-financed by Resilient Tourism Flagship Project

**Swiss Tourism Data & Digitalisation
Competence Center**

Governance, step 1: Charter on cooperation in the field of non-personal, but marketing-related data

We, the members of the RDTC, together with IT service providers, have decided to create a Mastermapping for non-personal but marketing-relevant data that is relevant for tourists in Switzerland. The basis for mapping data is a common, standardised categorization of data. The purpose is to simplify the exchange of data between systems and increase efficiency when mapping data.

1. *We support a common mapping for non-personalized data that is relevant to Swiss tourism. The focus is on master data on points of interest, events, and target groups.*

2. *We make our employees aware of the mapping and its benefits.*

3. *Wherever possible, we participate in the further development of mapping and utilise it wherever possible.*

4. *We are continuously developing further steps that go beyond categorisation and master mapping, for example, the technical infrastructure and the interaction of the individual systems.*

5. *We motivate partners to use the existing data standards that support the mapping (schema.org, ODTA, incl. defined tourism extensions)*
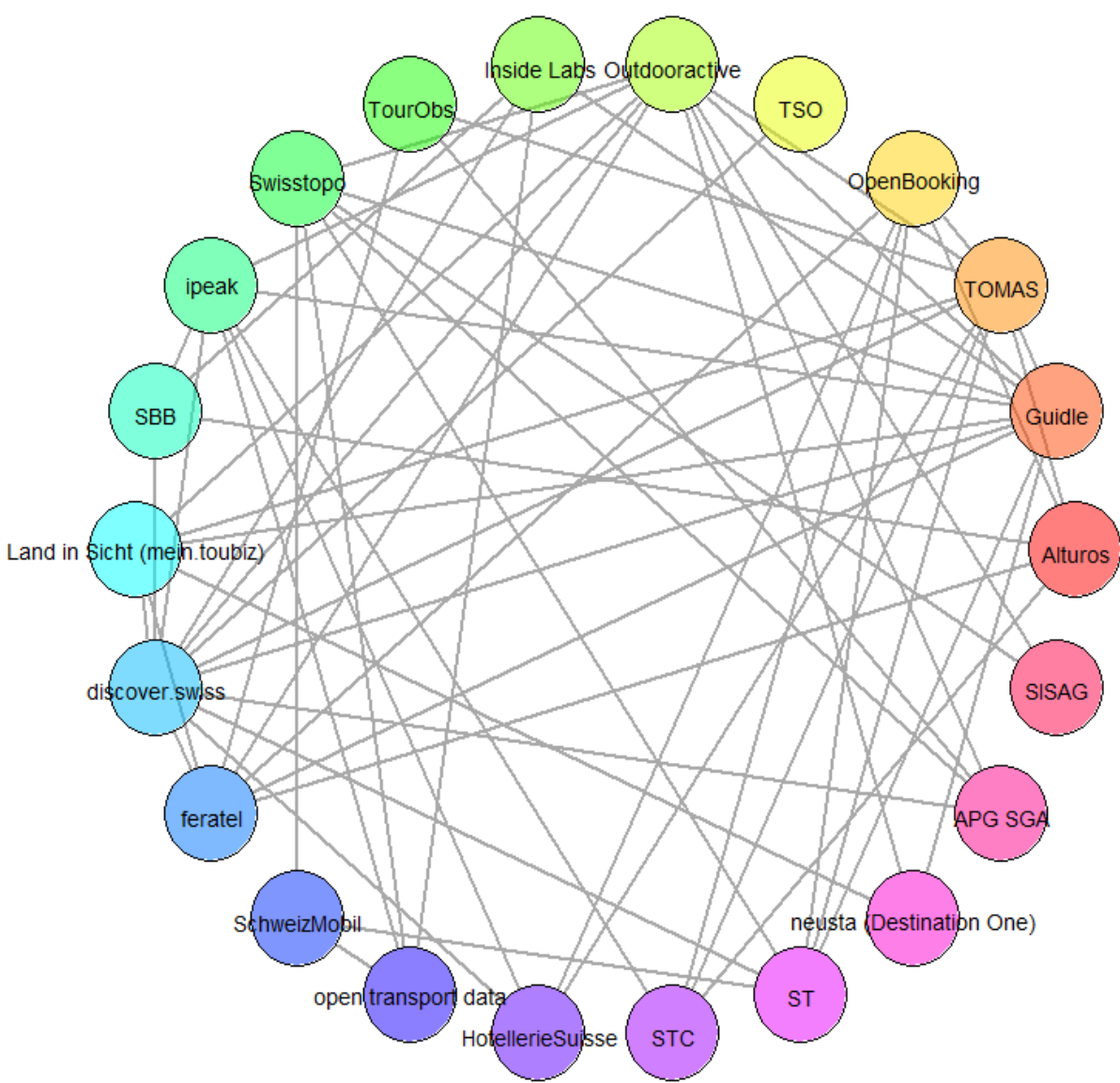
Charter Mapping Core Group 2025

In 2025 the Charter Core Group members are:

- Christe Julien, Representative Odile Roulet (RDK-Region Jura Trois-Lacs)
- Gram Stephanie, Representative Sara Ragettli (RDK-Region Graubünden)
- Gross-Erne Lino, Representative: Marc Ungerer, (RDK-Region Bern)
- Keller Stefan, Representative Matthias Drabe (RDK-Region Ostschweiz)
- Künzle Stefan, Representative Pascal Bieri, (Schweiz Tourismus)
- Lang Urs, Representative André Gabriel (RDK-Region Zentralschweiz)
- Preto Luca, Representative Puya Jazayeri (RDK-Region Ticino)
- Raimann Angela, Representative Christian Eggenberger (IT-Service Provider, discover.swiss)
- Schwager Pascal, Representative Sabrina Aellig (RDK-Region Greater Zurich Area)
- Andreas Liebrich (HSLU) – Moderator
- Anna Para (HSLU) – Co-Moderator

The **Charter Mapping Group** is a collaborative initiative dedicated to **standardizing and harmonizing tourism data** in Switzerland.

The goal is to create a **consistent, interoperable, and future-proof data structure** that enhances digital services, improves data accessibility, and facilitates seamless integration across various tourism platforms.
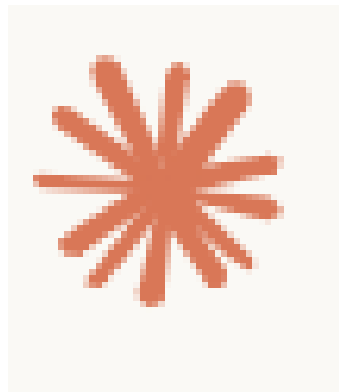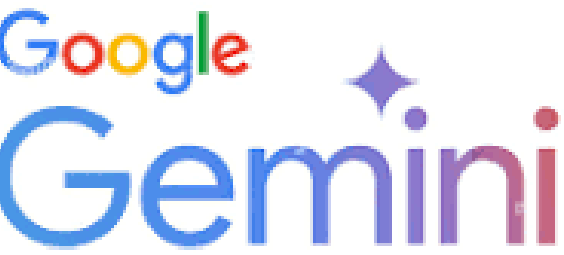
Possible future project started within Data and Digitalisation Competence Center

Data and systems used in tourism

Generate target group specific content based on standardized reliable data (supported by AI) for websites / LLMs

Webpages built for specific target groups

Website content used to train LLMs so that they give accurate answers to potential tourists

AI tools used by tourists

HSLU

Request: support of RDK in establishing Data and Digitalisation Competence Center

- A **core group is essential** to ensure ongoing data standardisation efforts, its activities are co-financed by Resilient Tourism Flagship Project till September 2026

- An **elected moderator** is needed to coordinate the group and should be **financially compensated**.

- **Core group members** contribute approximately **4 workdays per year**, covered by their employers.

- From **2027 onward**, the **moderator's role requires external funding**.

- **Proposed contribution**: CHF 1,000 per RDK region per year.

- This funding can also be used to support relevant regional projects within the Data and Digitalisation Competence Centre.

- **Benefits:** Long-term cost savings are expected, especially in reducing the need for custom interface development.

- **Decision deadline:** End of October 2025.

HSLU

Lucerne School of Business

Prof. Dr. Andreas Liebrich
Head of International Accreditation
Deputy Head of International Office
Lecturer for Tourism

Phone direct +41 41 228 42 34
andreas.liebrich@hslu.ch

Miscellaneous

Feedback and closing round

Thank you

swi+zerland