



AI INTERFACES & USER EXPERIENCE

# Building AI-Mediated Destination Experiences

---

**Aleksandra Jerebic Topolovec**

Web Manager · Slovenian Tourist Board

I FEEL  
SLOVENIA

Meet

Alma

AI Travel

Assistant



## USER



## STO CONTENT

Editorially verified



Destinations  
& attractions



Accommodation  
& offers



Routes & activities  
(Outdooractive)



Events & what's on



Practical information  
(guides, rules, tips)

Thoughtful answers.  
Trusted information.  
Local insight.

## LTO / PARTNERS

Local & live data



Parking  
(Bled parking)



Events  
(bled.si/events)



Public transport  
(live schedules)



Weather & conditions



Businesses & LTOs  
(accommodation, attractions,  
prices, ...)

# Alma

AI digital travel  
advisor by STO

## TRUST & QUALITY BY DMO



Trusted  
content



Verified  
sources



Editorial  
responsibility



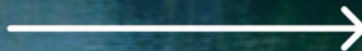
Data  
infrastructure

# Alma's answers before & now

Hello! The end of October is a wonderful time to visit Bled. The nature in autumn colors is truly enchanting.

I recommend you visit Bled Castle, from where you will have a wonderful view of the lake, and of course a walk around Lake Bled.

If you are interested in history, the museum in Bled Castle is a great choice.



## Day 3: Wellness, Panoramic Views & Hidden Gems

### Morning:

- **Wellness Spa Morning (2–3 hours):** Start your day with relaxation at Bled's renowned wellness centers such as [Wellness Živa at Rikli Balance Hotel](#) — saunas, pools, and massage with lake views.

### Lunch:

- **Lunch at Restavracija 1906 at Hotel Triglav** ♡: Savor refined Slovenian dishes paired with local wines, all with dramatic vistas of the lake and island.

### Afternoon:

- **Ojstrica ♡ or Mala Osojnica Hike ♡ (~2 hours):** Take a short but rewarding hike above the west shore for **the most famous panoramic views of Lake Bled**. Allow time to relax at the summit and snap photos.
- **Optional Hidden Gem:** If you prefer something less active, visit the small but fascinating [Museum of Apiculture in nearby Radovljica](#) ♡ (around 15 minutes by car).

### Evening:

- **Leisurely Farewell Stroll & Dessert:** Finish with a sunset stroll by the lake or a horse-drawn carriage ride. Enjoy one last slice of kremšnita at Park Café.

### Transportation Tips:

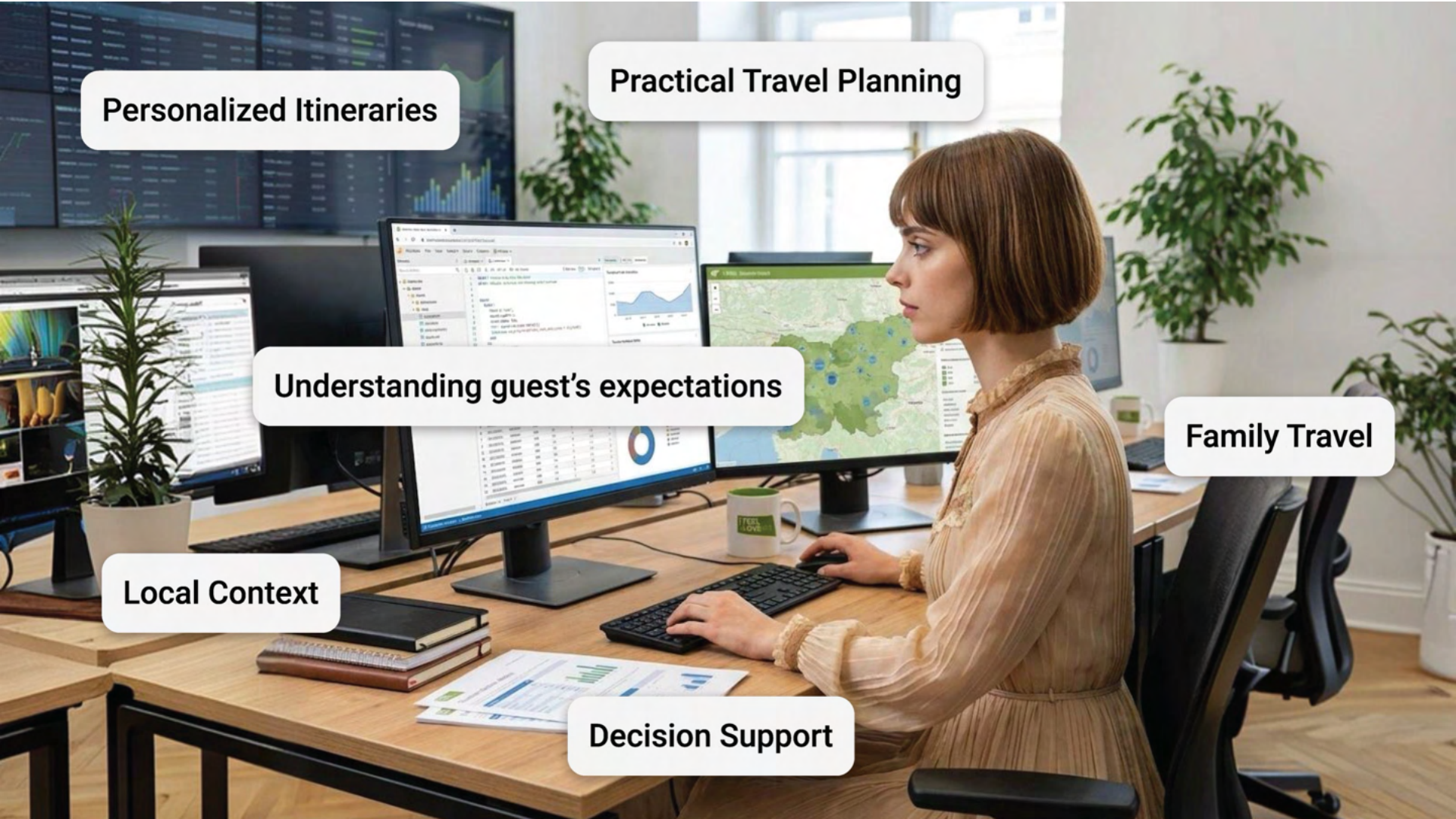
- Most locations in Bled are walkable. For Vintgar Gorge or Radovljica, take a taxi, local bus, or rent a bike/e-bike.
- Pletna boats depart regularly from the lakefront.

### Hidden Gems & Suggestions:

- Early mornings or late evenings by the lake are magical and tranquil—perfect for photography and reflection.
- Try local wines or craft beers at Bled's wine bars.

Would you like a more personalized itinerary with recommended experiences? For example, do you prefer **water activities, caves, health & wellness, or culinary exploration**? Also, may I ask for your **exact travel dates** or any special interests you'd like me to include? Let me know your preferences so I can further tailor your Bled adventure!





**Personalized Itineraries**

**Practical Travel Planning**

**Understanding guest's expectations**

**Family Travel**

**Local Context**

**Decision Support**

Could you tell me what kind of activities interest you most—nature, history, food, or relaxation?

History

Nature

Relaxation

Food

I can build itineraries with dynamic Google Maps links, so that you know exactly where to go.



I FEEL  
SLOVENIA



Trails

**Stoječa veselica - kratka**

↔ 17,37 km    ↑ 420 m

🕒 2:30 h    ↓ 420 m

Save the GPX file

Show on the map



Outdooractive API integration of curated trails



### Route Map & Details:

Find a detailed map and turn-by-turn navigation here:

[Mountain Biking: BLED - VELIKA ZAKA - BOHINJSKA BELA - KUPLJENIK - RIBNO - BLED](#)

Would you like a **personalized itinerary** or recommendations for bike rentals and local Alpine cuisine along the way?



You can easily teach Alma new facts about certain destination!

The screenshot displays the Alma Learning dashboard for 'I FEEL SLOVENIA'. The user is 'Jaka Jakov'. The dashboard provides a summary of user feedback for the last 30 days, including the number of best-rated answers (186), the percentage of negative ratings (3.2%), and the number of skips (42). It also identifies 'Lake Bled Parking' as the highest impact problematic topic with 48 negative ratings. A table lists other problematic topics with their respective negative ratings, trends, and impact levels, each with a 'Train Alma' button for remediation.

Topic	Negative ratings	Trend	Impact	Action
Lake Bled Parking	48	↗	High	<a href="#">Train Alma</a>
Triglav National Park	32	→	Medium	<a href="#">Train Alma</a>
Hiking trail maps	27	↗	Medium	<a href="#">Train Alma</a>
Events this week	22	↘	Medium	<a href="#">Train Alma</a>
Accessibility by car	18	→	Low	<a href="#">Train Alma</a>

I FEEL  
SLOVENIA

The future of AI  
in tourism with

Alma





AI INTERFACES & USER EXPERIENCE

# Building AI-Mediated Destination Experiences

---

**Aleksandra Jerebic Topolovec**

Web Manager · Slovenian Tourist Board



AI INTERFACES & USER EXPERIENCE

# Closing the Visibility Gap

---

**Mark Merrywest**

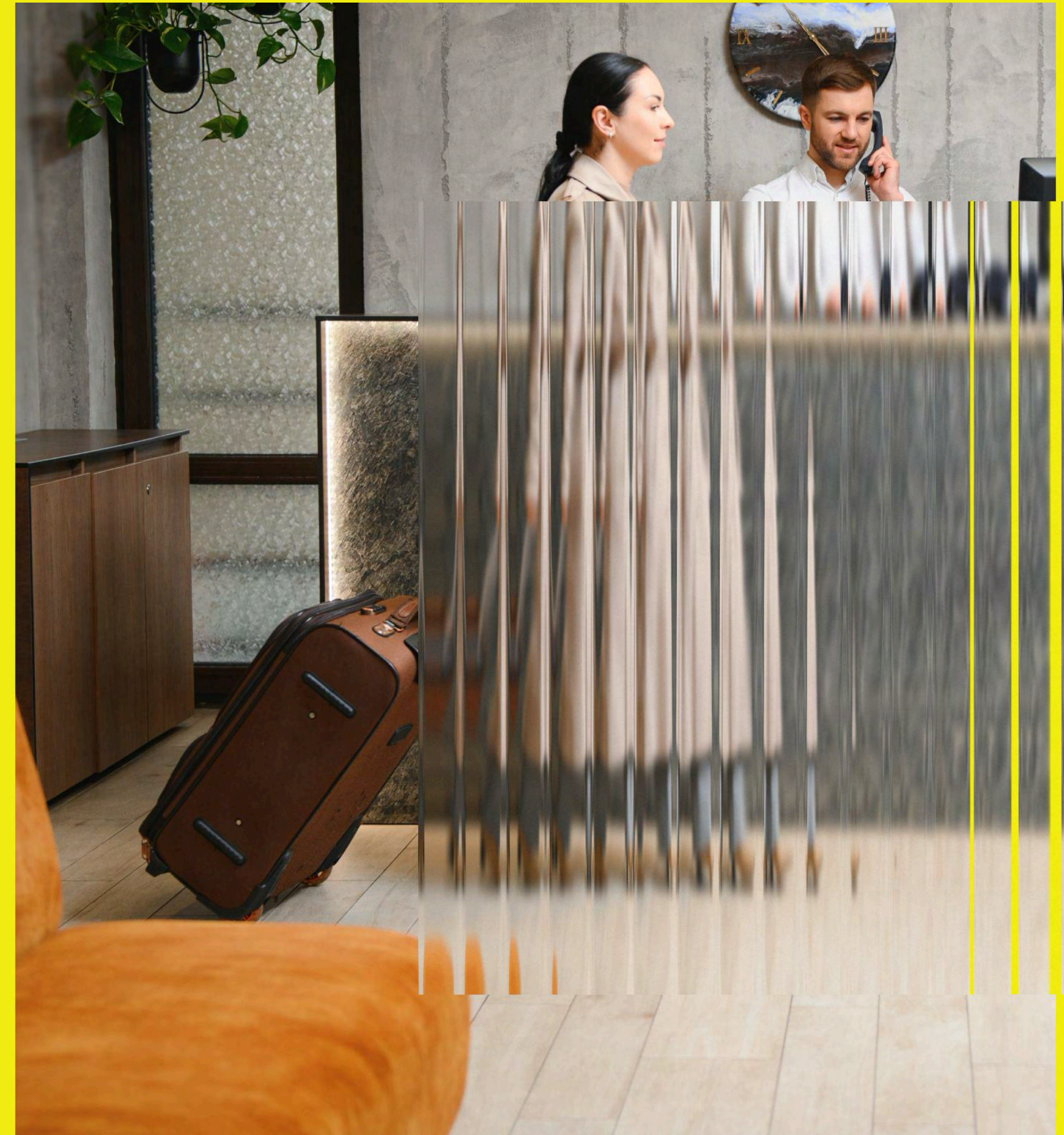
Founder · Selfe

Selfe

Makes sense of  
your place. So it  
gets chosen.

AI-ready identity for venues and destinations.  
Everything an agent needs to find you, understand  
you, trust you, and book you

Mark Merrywest

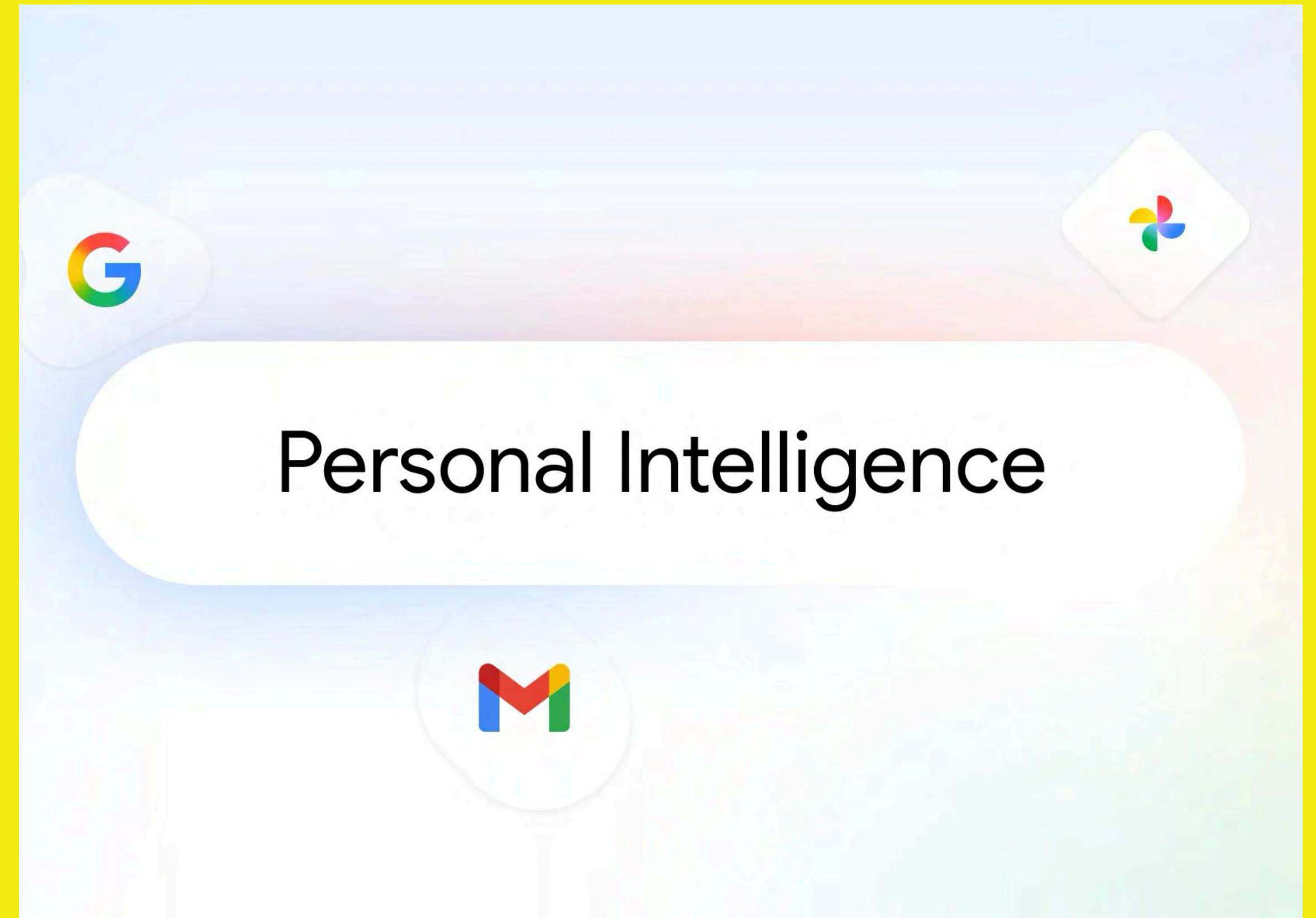


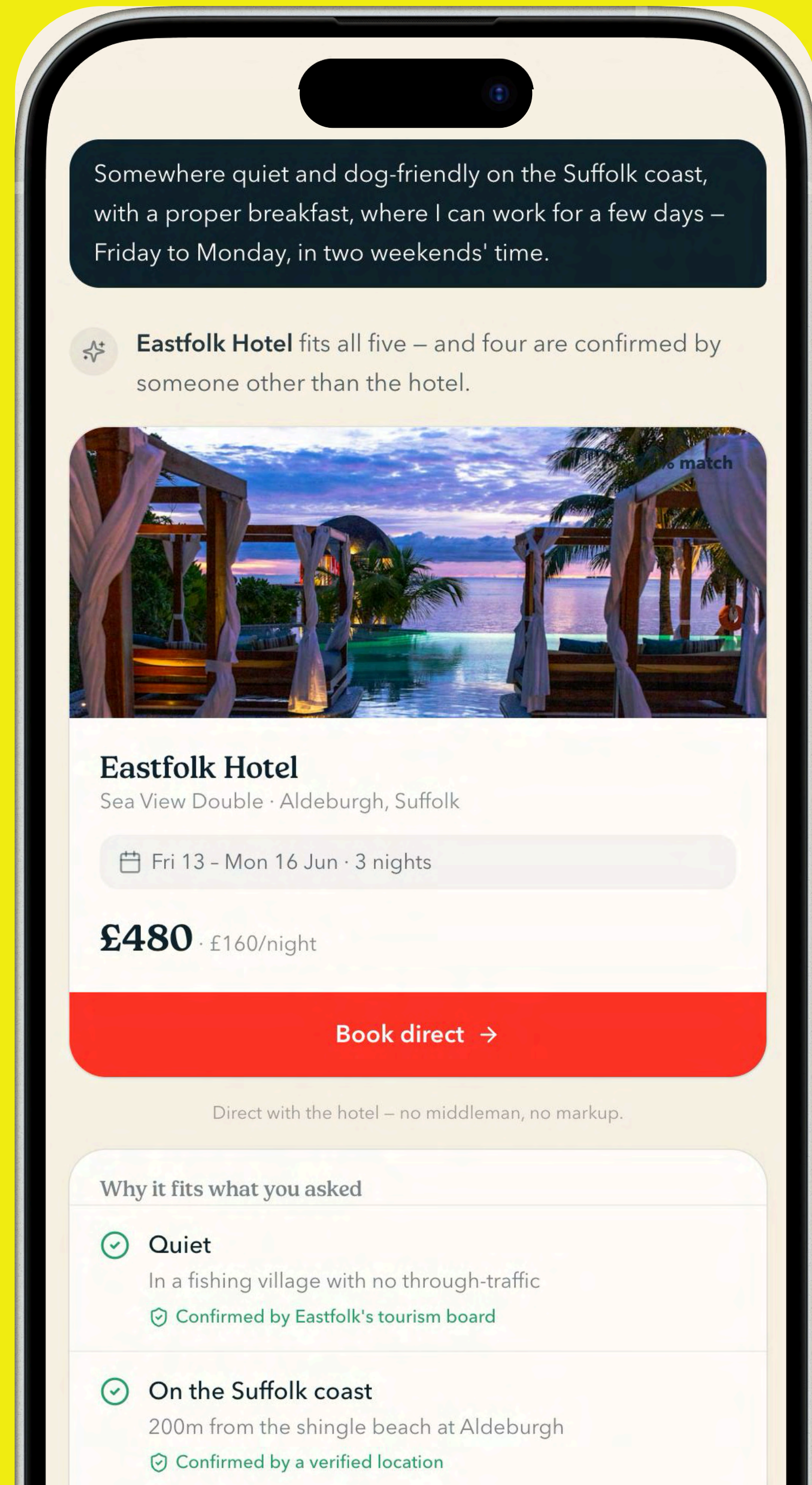


Selfe

Your future  
visitors won't  
Google you.  
Their agent will.

Google is launching agentic search results and signalling it as the direction of travel, no clicks, no website visits. If your place isn't machine-readable, it doesn't exist in this new world.





# The right answer for this person, in this moment

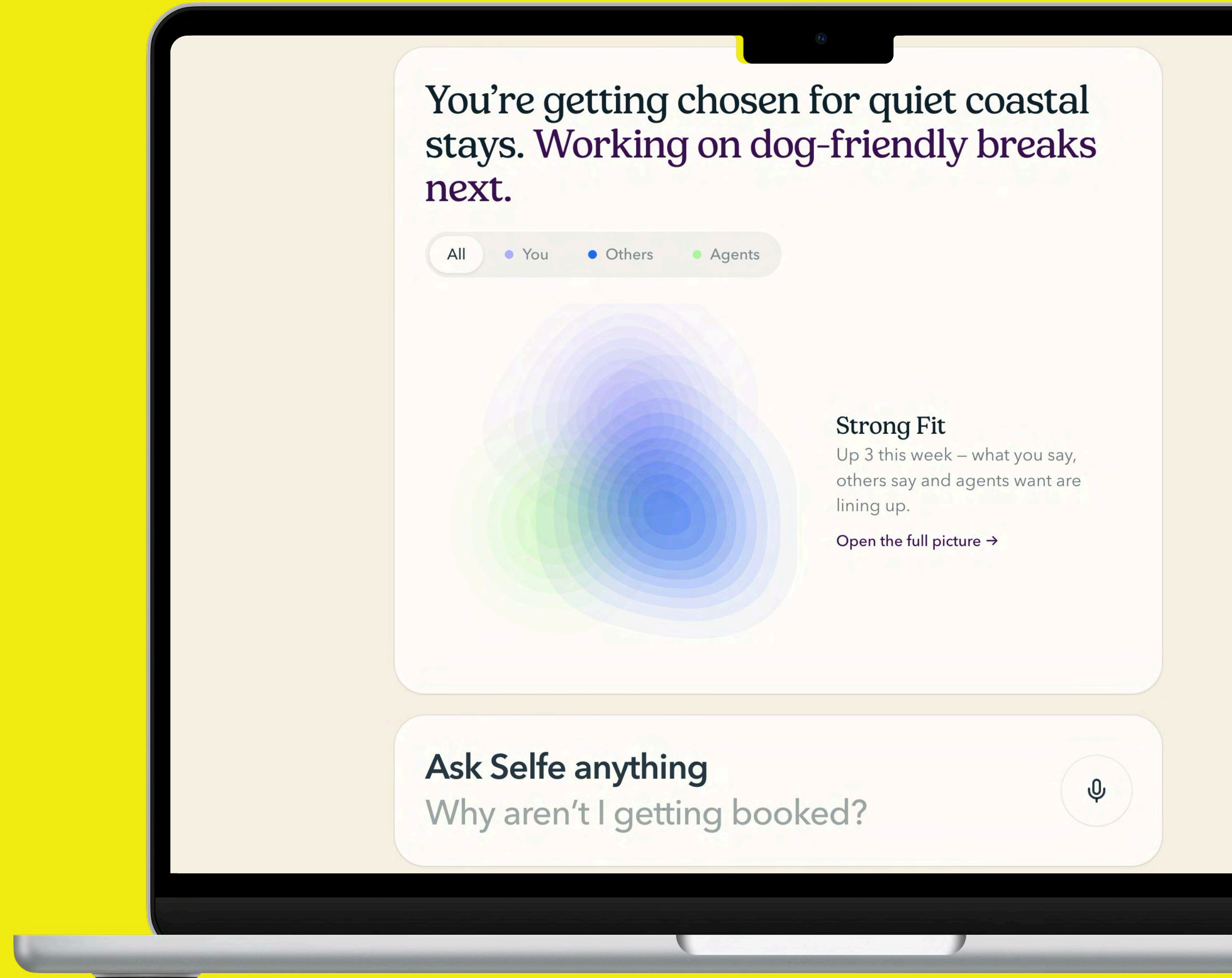
That's the core problem. Aligning what's true about a place with what a specific person is actually looking for. The industry's data isn't built for that. It's fragmented, stale, and generic. AI can't match what it can't understand.

# Selfe

How might we make it easy

## Plug in. Sit back. Let it happen

Selfe connects to what you already use and keeps everything AI-ready; from a single venue to an entire destination network. No new stack. No AI drama.



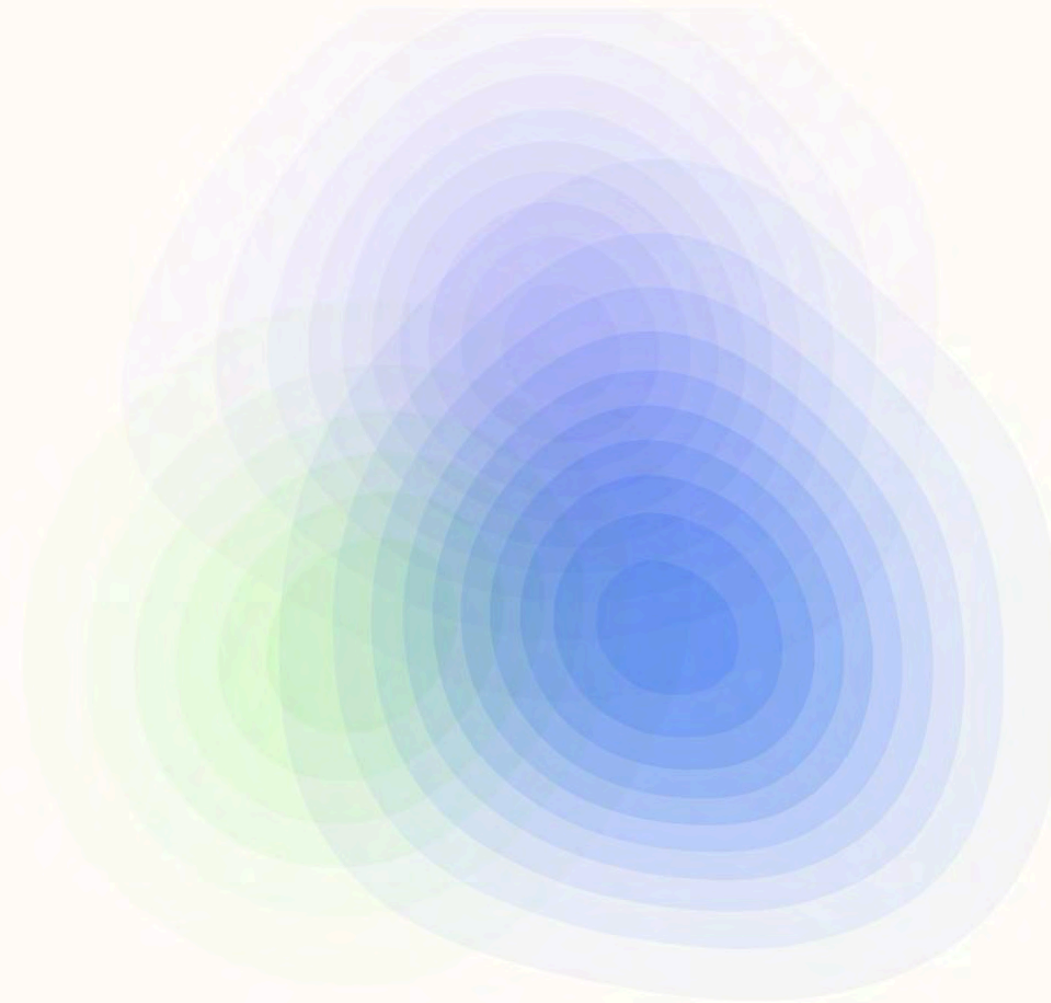
You're getting chosen for quiet coastal stays. Working on dog-friendly breaks next.

All

You

Others

Agents



### Strong Fit

Up 3 this week – what you say, others say and agents want are lining up.


[Open the full picture →](#)


### Your vitals

D W M 6M Y

Found Strong  24

Fit Strong  74

Verified Watch  89%




Chosen Watch  2

Selfe's flagged two things for you. Agents won't act on them till you confirm.

- 1 Confirm you're dog-friendly
- 2 Back your "great breakfast" claim

Confirm these [➔](#)

#### What Selfe got done THIS WEEK

-  Picked up 14 new mentions receipt
-  Freshened your echo receipt
-  Fielded 9 agent questions receipt

[Summary](#) [Ask Selfe](#)

What agents make of you – the identity they carry in mind. The claims they'll repeat, how confident they are, and how much is backed.

● Sample · Eastfolk Hotel

Preview JSON



### Eastfolk Hotel

Historic hotel · Norwich, GB

Self-attested

did:web:selfe.ai:selfes:eastfolk-hotel

7  
ATOMS

0  
VERIFIED

58%  
CONFIDENCE

1  
SOURCES

#### WHAT AGENTS CAN SAY

- Cited as one of England's oldest continually operating hotels 62% · 1 src
- Sits directly opposite Norwich Cathedral 60% · 1 src
- Beamed bedrooms in the original 13th-century structure 57% · 1 src
- Medieval atmosphere 58% · 1 src
- Courtyard restaurant 56% · 1 src
- Romantic getaways 55% · 1 src
- Cathedral close location 59% · 1 src



#### The served agent card

The discovery file agents fetch – see the JSON-LD



Summary

Ask Selfe

Search

< Echo

What agents make of you – the identity they carry in mind. The claims they'll repeat, how confident they are, and how much is backed.

● Sample · Eastfolk Hotel

Preview

JSON

echo.json · 7 atoms

```
{
  "venue": {
    "id": "the-maids-head-hotel-norwich-demo",
    "name": "Eastfolk Hotel",
    "slug": "eastfolk-hotel",
    "type": "Historic hotel",
    "city": "Norwich",
    "country": "GB",
    "coordinates": {
      "lat": 52.6326,
      "lng": 1.2989
    }
  },
  "did": "did:web:selfe.ai:selfes:eastfolk-hotel",
  "trust": {
    "totalAtoms": 7,
    "verified": 0,
    "highestTrust": "self-attested",
    "averageConfidence": 0.58,
    "sourceCount": 1
  },
  "atoms": [
    {
      "id": "0a1b2c3d4e5f6071",
      "layer": "anchor",
      "dimension": "uniqueSellingPoints",
      "spikyText": "Cited as one of England's oldest continually operating hotels",
      "text": "Cited as one of England's oldest continually operating hotels, with roots back to 17th century",
      "confidence": 0.62,
      "sentiment": "positive",
      "sources": [
        {
          "id": "s_off",
          "type": "cr",
          "platform": "twitter",
          "url": "https://maidsheadhotel.example",
          "text": "Cited as one of England's oldest continually operating hotels, with roots back to 17th century",
          "confidence": 0.62,
          "sentiment": "positive"
        }
      ]
    }
  ]
}
```

Summary

Ask Selfe

Search

# Selfe

Should we panic yet?

# It's coming sooner than you think!

**Contact Mark**

mark@selfe.ai +44 7594 913871

**AI is choosing places right now**

Not searching or filtering and no humans involved, just Ai choosing and books on your behalf of humans.

**The gap is the data, not the tech**

Training data isn't reality. Your real information needs to be where the agents can find it.

**You don't have to figure this out alone**

Head to <https://selfe.ai> and sign up for a demo