EF Tours
– North America

10.06.2024 – Presentation

About

Hyper Insights

We are passionate about harnessing the power of AI to solve business challenges.

We believe in the potential of AI to transform the educational tourism industry, and we're excited to contribute to EF Tours' success.

The Team

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Isabella Andrade
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hyper insights

Agenda

About EF Tours

- EF Tours helps students change their lives through educational travel.

- We focus on North American High School students on Educational tours to Europe.
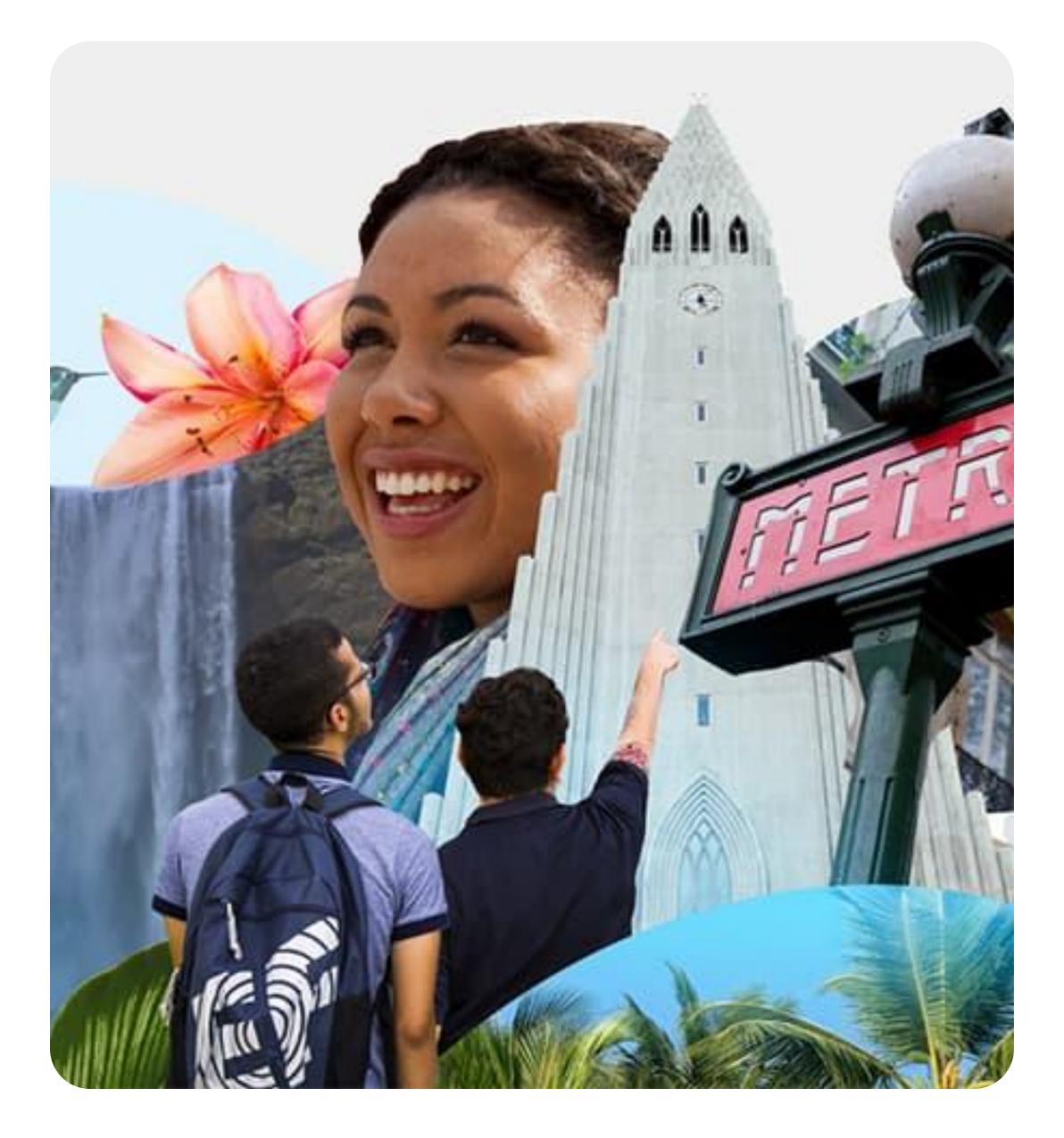
Challenges

01   Rigid tour schedules

02   Demand for personalized experiences

03   External disruptions

04   Operational efficiency

Project Timeline

N° of weeks:
23
(March to June)

Quant. of days:
55/**55**

Quant. of weeks:
12/**12**

Research
Service Design
Interviews
Analysis
-
2 weeks
week 15

**Problem
framing**
Assumption mapping
PESTEL
Business Model Canvas
-
1 week
week 16

**Prioritising
Prototyping
& testing**
Development
User Testing
Refinement
-
3 weeks
week 20

**Final
adjustments**
-
2 weeks
week 22–23

Kick off
**EF
&
Hyper
Insights**

week 15
parallel
-
**Technical
exploration**
what the competitors
are using
AI tools and models

week 17
1 week
-
**Concept
development**
Ideation
Valuation

week 21
1 week
-
Feedback
AI Project Management Solution
AI Project Coordination Plan

**Final
Presentation**
-
June 10th

Research & Problem Framing
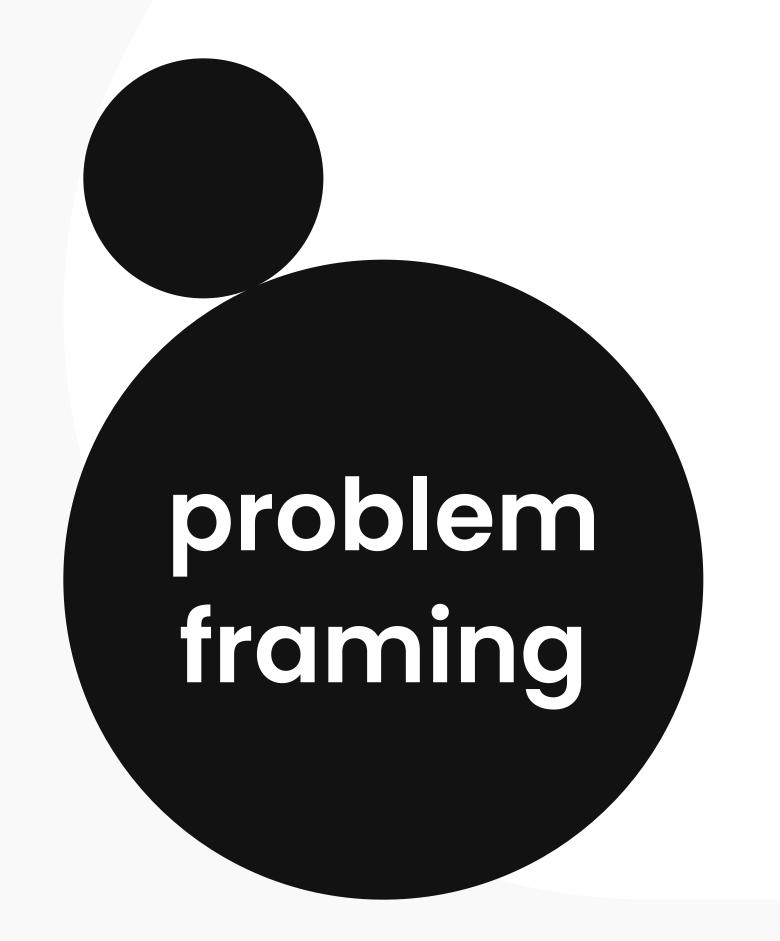
problem framing

We needed to get a deeper understanding of the problem and the users in order to build value within EF.

Research Methods

Primary Research

1. User Interviews
- Conduct interviews to gather firsthand insights

2. Existing User Feedback Data
- Analyze feedback from customer to identify common themes and areas for improvement.

Secondary Research

1. Industry Reports on Trends
- Analysis of market trends, customer preferences.

2. Studies on Tourist Behavior
- Theoretical perspectives on travel and tourism dynamics.

3. Competitor Analysis
- Strategies and solutions adopted by competitors.

4. Current Customer Journeys
- Understanding current journeys

5. Data on Local Attractions
- Visitor numbers, peak times, and seasonality effects.

Interviewees

Andrew Macrae

Director of Market Development Tours

Paolo Meineri

Senior Director Procurement

Karen Larson

Project Manager Tours

Hans Bantilan

Staff Data Scientist

Juan Martinez

Director of Product Development Tours

Henrik Eliasson

Sr Director Commercial Steering

Competitors

Explorica

WorldStrides

ACIS

G Adventures

Rustic Pathways

Trafalgar

EF Tours' standardized itineraries and traditional booking practices limits their ability to adapt to new trends, diverse customer preferences and unexpected situations on site.

This causes difficulties in creating tour experiences that meet their customers expectations.

Our Process

Key Participants

Students

Parents

Tour Directors

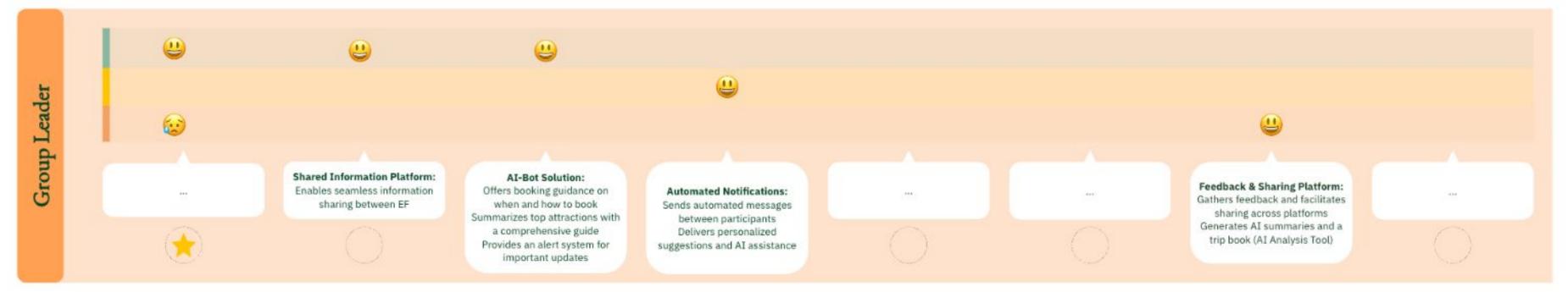**Tour Consultants**

Group Leader

Solutions – Group Leaders

Group Leader (GL):
A North American high school teacher who recruits students and chaperones for EF Tours. Responsible for the group during the tour and collaborates with the Tour Consultant and Tour Director. Travels for free when the group exceeds six students.
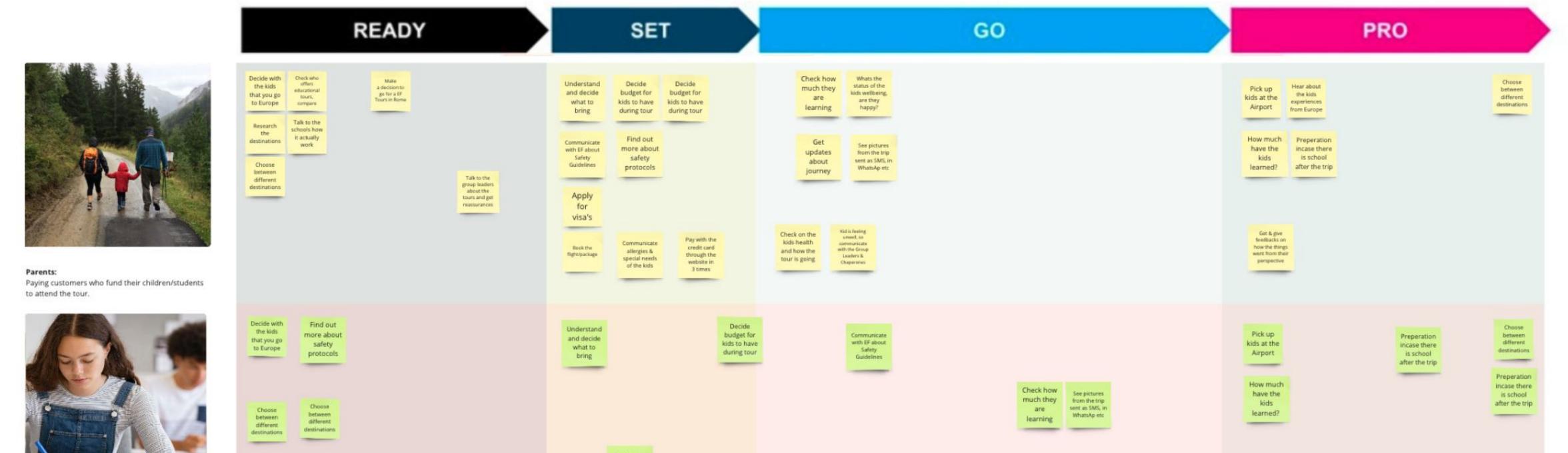
Group Leader

Shared Information Platform:
Enables seamless information sharing between EF

AI-Bot Solution:
Offers booking guidance on when and how to book
Summarizes top attractions with a comprehensive guide
Provides an alert system for important updates

Automated Notifications:
Sends automated messages between participants
Delivers personalized suggestions and AI assistance

Feedback & Sharing Platform:
Gathers feedback and facilitates sharing across platforms
Generates AI summaries and a trip book (AI Analysis Tool)

READY | SET | GO | PRO

Dream | Evaluate | Select | Learn | Finance | Recruit | Manage | Engage | Prepare | Solidify | Arrive | Adapt | Stay | Celebrate | Connect | Communicate | Handle | Return | Reflect | Share | Renew | Redeem | Recommend | Mentor | Defend

Understanding participants; Group Leaders

- **Daily tasks overview**
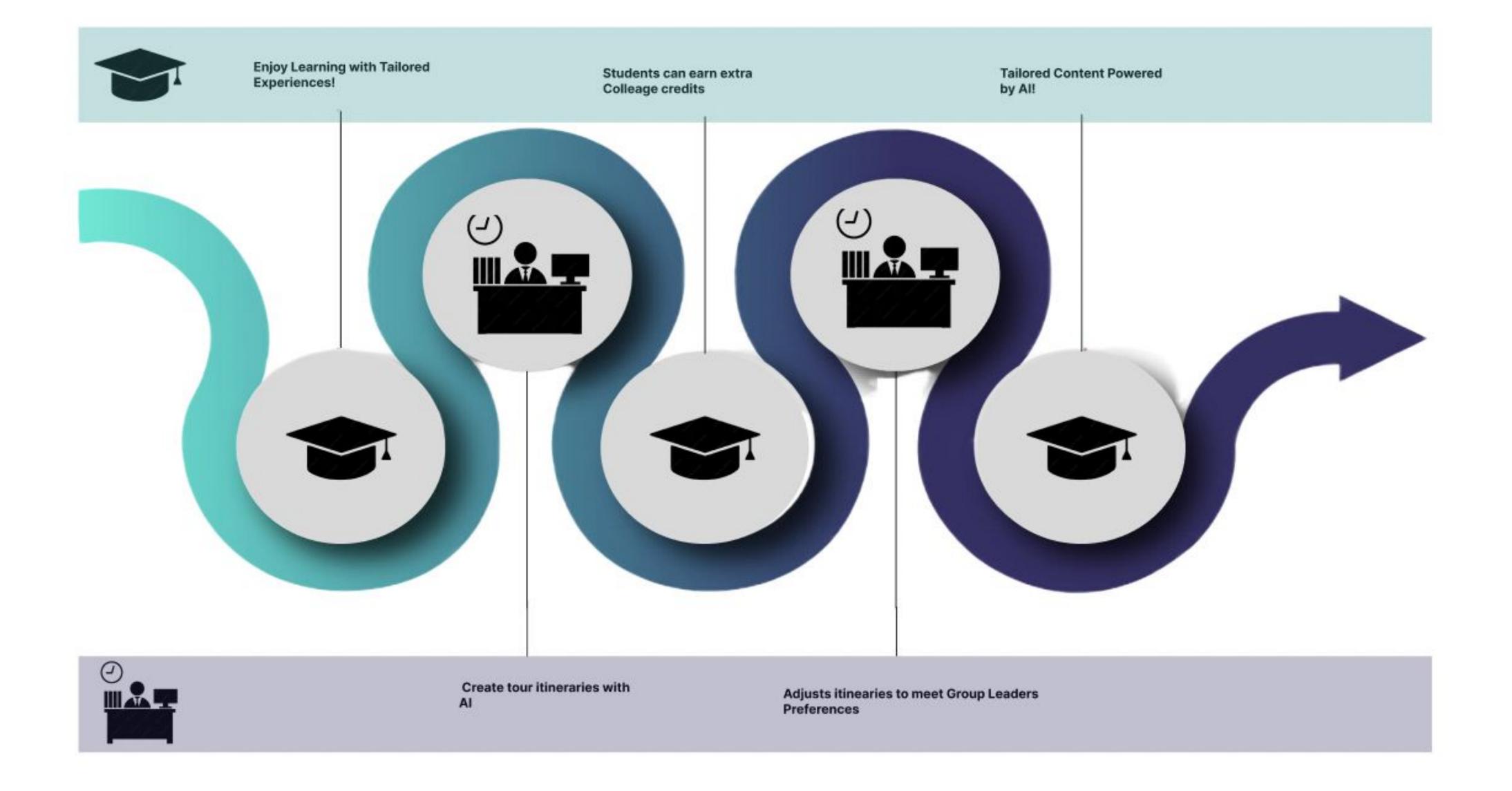- **Opportunities for improvements**

Solutions

6 Early Solutions

How might we use AI to make EF Tours' itineraries more adaptable to trends, preferences, and unexpected events, ensuring they meet customer expectations?

- **Educational Content Generation**

- **Tour Preparation Platform**

- **On-Tour Platform**

- **AI for Trend Discovery**

- **Trip Planner Platform**

- **AI Feedback System**

Option A

In-Depth Solution

- Overview of Solution

- Prototype

- Technical Specifications

- Resource & Cost Estimates

- Impact

- Implementation

Option B

Multiple Solutions

- Overview of Each Solution

- Comparative Analysis

- Feasibility & Impact

- Actionable Steps

Solutions

How might we use AI to make EF Tours' itineraries more adaptable to trends, preferences, and unexpected events, ensuring they meet customer expectations?

- **Educational Content Generation**

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- **Trip Planner Platform**

- AI Feedback System

Our solutions increase efficiencies in the **planning** phase and create engaging **education** for the students.

Enjoy Learning with Tailored Experiences!

Students can earn extra Colleage credits

Tailored Content Powered by AI!

Create tour itineraries with AI

Adjusts itineraries to meet Group Leaders Preferences

AI Educational Platform for Students

Why AI in education ?

94% of students expressed

that personalised and customised learning made them feel more supported and understood, leading to a more positive educational experience overall.

EF Tours' standardized itineraries and traditional booking practices limits their ability to adapt to new trends, diverse customer preferences and unexpected situations on site.

This causes difficulties in creating tour experiences that meet their customers expectations.

How might we...

....utilize AI to tailor and enhance educational content for students on EF Tours?

Solution Statement

AI-powered platform that creates and delivers diverse educational content about travel destinations in various formats. This content can also be repurposed for use in marketing.
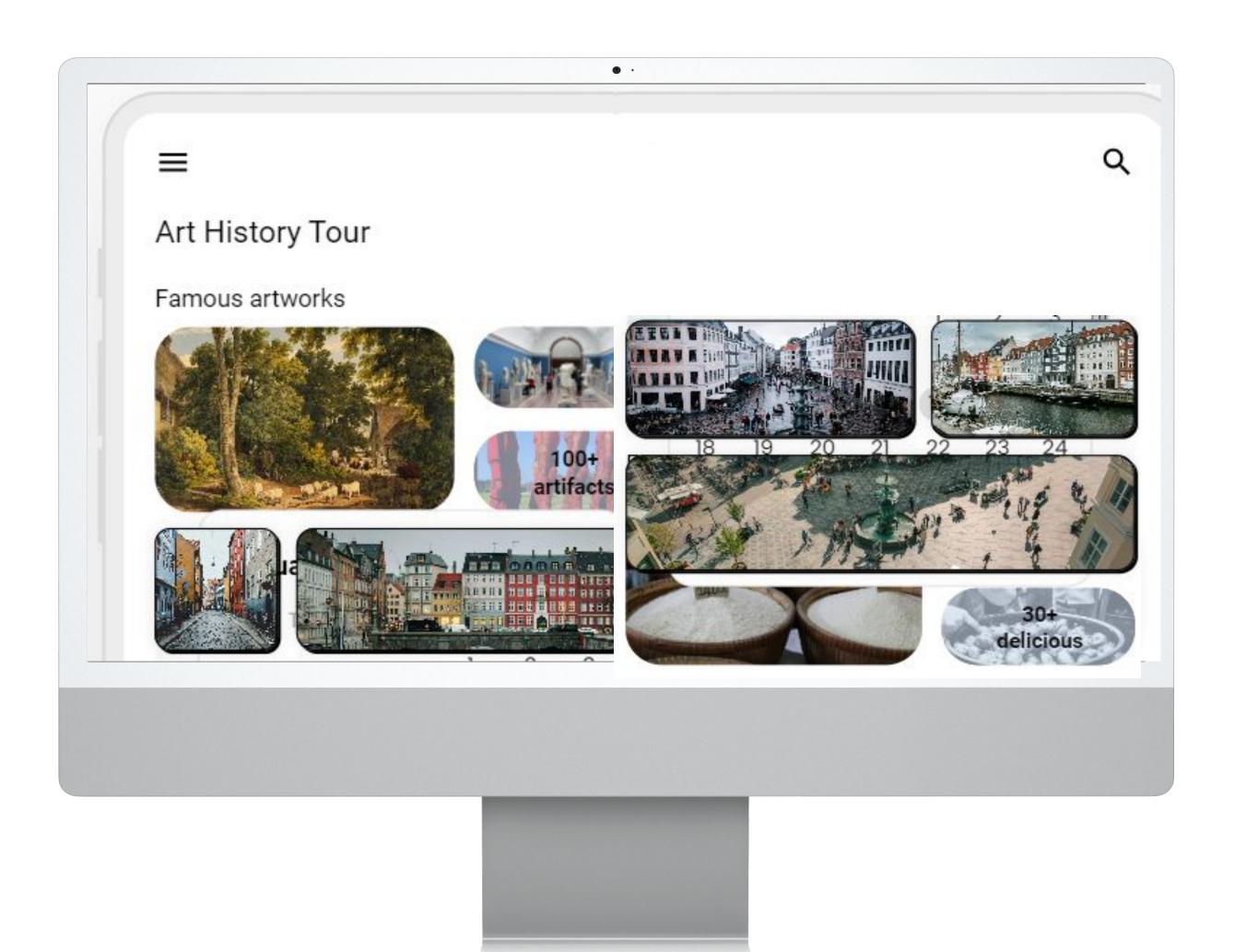
Meet Laura, a student, and see how AI will help her!

Educational App

with AI Generated Content

Historical Landmark Tour

📅 June 22, 2022   10:00 AM - 4:00 P
Explore Historical

Discover

The learning platform can also be used by teachers in class

Potential benefits

College credits adaptation:
The app customizes learning to meet state criteria, allowing students to earn college credits.

Improved engagement:
The app keeps students focused and excited about their upcoming travels by providing engaging pre-trip content.

Continuous feedback:
The app collects and analyzes feedback to continuously improve and tailor the educational content to student needs.
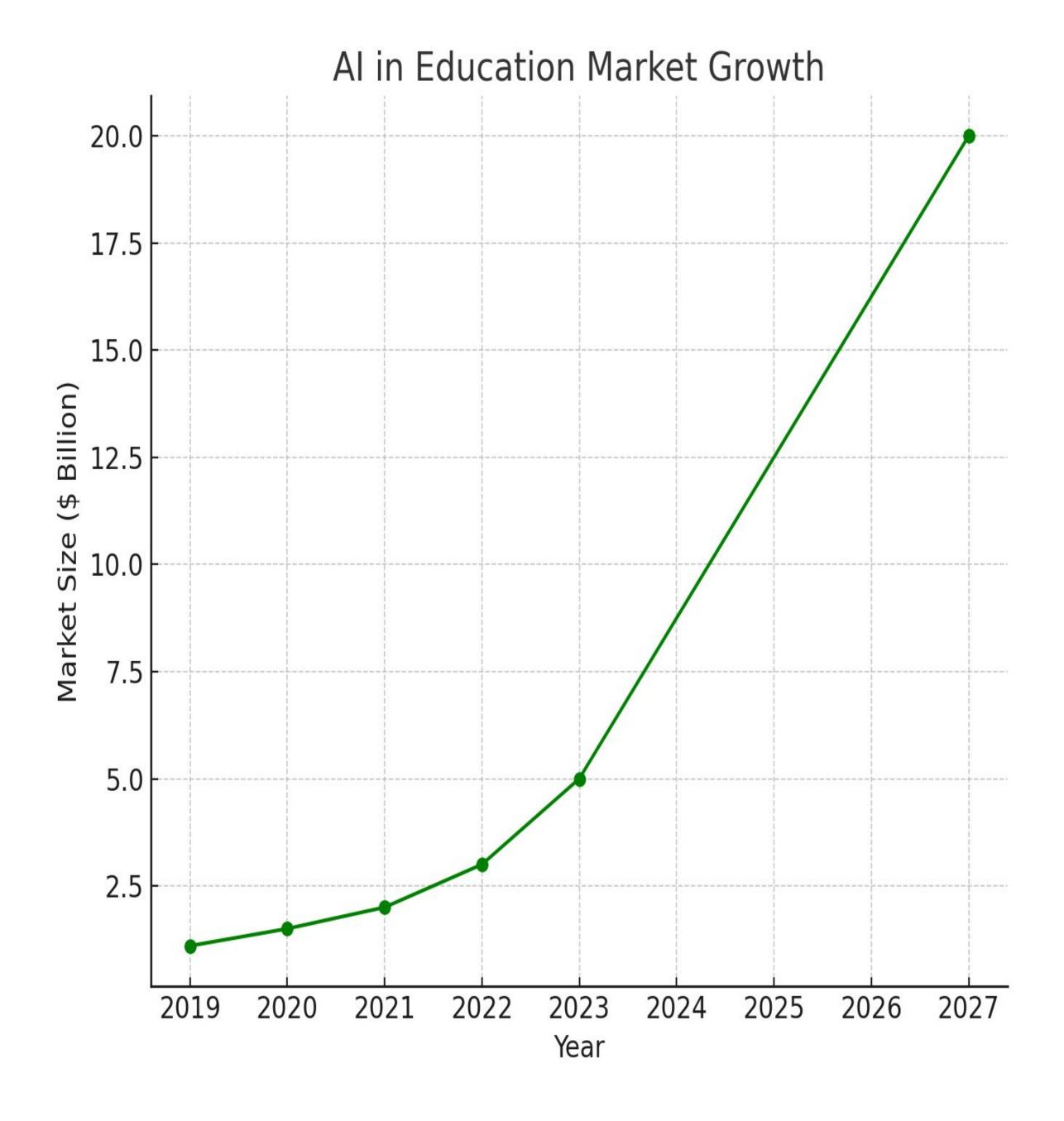
AI in Education Market Growth

$0.8 Billion

Global AI Education Market Value in 2019

$3.7 Billion

Global AI Education Projected Value in 2025

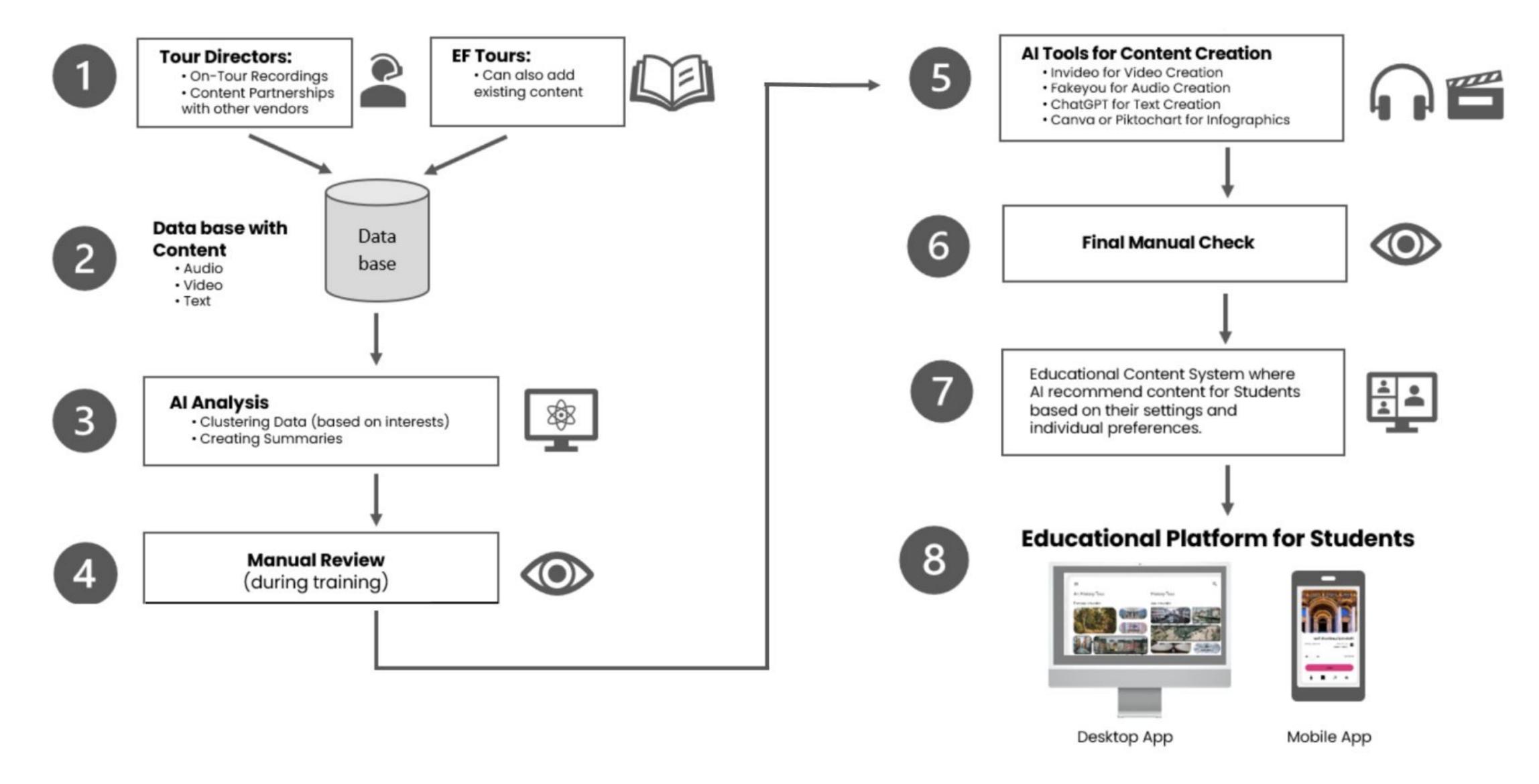**$20 Billion**

Global AI Education Projected Value in 2027

That is an expected market value increase of **+440**% from 2025-2027

Solution System Design

1 **Tour Directors:**
- On-Tour Recordings
- Content Partnerships with other vendors

EF Tours:
- Can also add existing content

2 **Data base with Content**
- Audio
- Video
- Text

Data base

3 **AI Analysis**
- Clustering Data (based on interests)
- Creating Summaries

4 **Manual Review** (during training)

5 **AI Tools for Content Creation**
- Invideo for Video Creation
- Fakeyou for Audio Creation
- ChatGPT for Text Creation
- Canva or Piktochart for Infographics

6 **Final Manual Check**

7 Educational Content System where AI recommend content for Students based on their settings and individual preferences.

8 **Educational Platform for Students**

Desktop App   Mobile App

AI Trip Planner
App for EF Office

Market Opportunity: AI for trip planning

$108B

AI-enabled trip planning by 2025

$300B

AI-enabled trip plannig by 2030

This rapidly growing market offers a tremendous opportunity for EF Tours to integrate AI technologies, transforming the way educational tours are planned and executed.

By embracing AI, EF Tours can ensure a competitive edge and sustained growth in the dynamic travel industry.

EF Tours' standardized itineraries and traditional booking practices limits their ability to adapt to new trends, diverse customer preferences and unexpected situations on site.

This causes difficulties in creating tour experiences that meet their customers expectations.

How might we...

...leverage AI to streamline the tour planning process, ensuring personalized, adaptable, and efficiently managed itineraries?
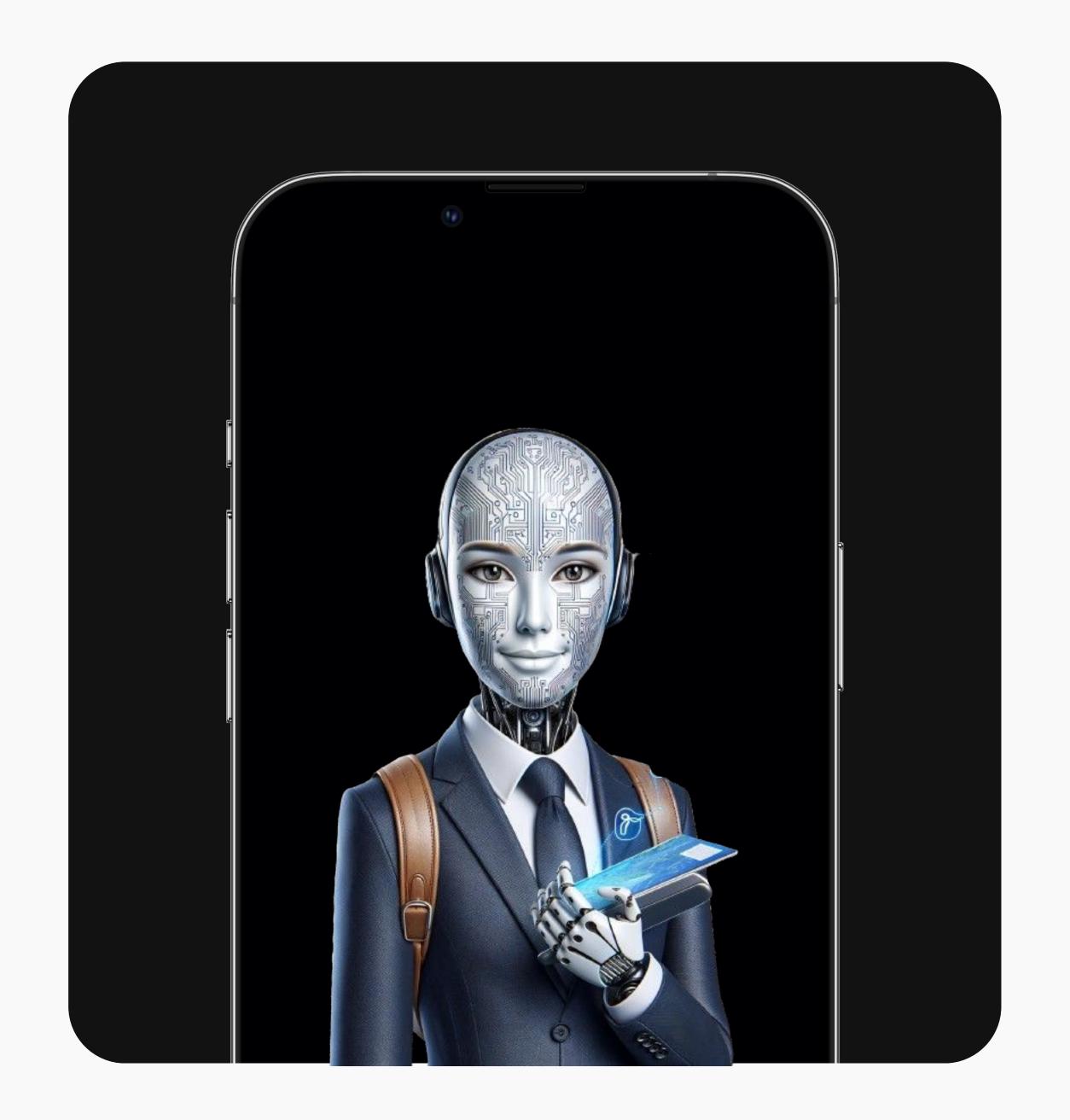
Solution Statement

Create an AI-powered app that automates itinerary creation and adjustment. The app will also analyze real-time data from social media and search engines to provide insights and trends for more appealing tours.
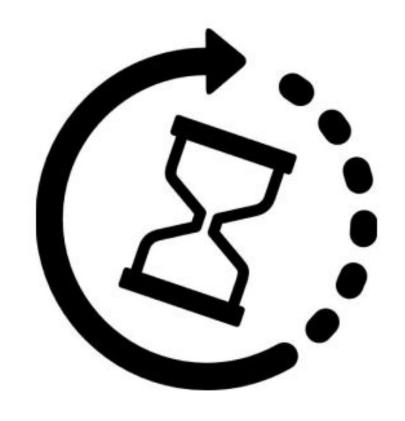
Product: AI Assistant for Tour Planners and Group Leaders

✓ **Market Insights:** Identifies new travel trends and popular destinations.

✓ **AI Planning:** Creates optimized itineraries based on historical and real-time data.

✓ **Dynamic Adjustments:** Modifies plans instantly in response to disruptions.

✓ **Feedback Analysis:** Collects and analyzes traveler feedback to improve tours.
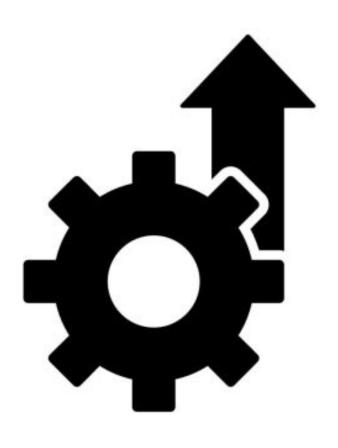
Potential benefits

Real-Time Adjustments:
Automatically adapts itineraries based on real-time data like weather, local events, and unforeseen changes, ensuring flexibility and responsiveness.

Operational Efficiency:
Automates itinerary creation and adjustments, significantly reducing planning time and effort, and optimizing resource use.

Enhanced Customer Satisfaction: Integrates traveler feedback and continuously improves tour offerings, resulting in higher satisfaction and increased engagement.

Structure & Data

The AI-powered Trip Planner app uses machine learning to dynamically create and modify itineraries, significantly enhancing tour customization and operational efficiency.

Data sources to feed AI

1. Traveler Feedback: Direct input from post-tour surveys and reviews.
2. Historical Data: Past tour performance, preferences, and outcomes.
3. Real-Time Updates: Current data from local sources about events, weather, and availability.
4. Cultural and Demographic Insights: Market research data on traveler demographics and cultural trends.
5. Traffic & Weather third party data

Tour Setup
Planners input basic tour details (destination, focus, duration) into the app

↓

Tour Design
AI generates multiple optimised tour flows

↓

Tour adjustment
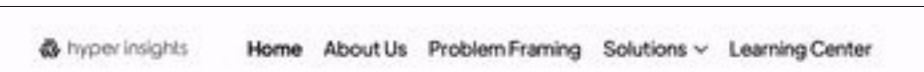Tour Planners & Consultants will adjust tour flows in case of unexpected events, customer feedback or new trends

Deliverable

Deliverable: website with all the infos

- ✓ **Process Overview**

- ✓ **Solutions presentation**

- ✓ **Downloadable files & materials**

- ✓ **Learning Center: blog articles & tips**

- ✓ **Real Examples of what AI can do (GenAI for photos, podcasts, videos, etc.)**

Thank you

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