Hi everyone, I'm Dan, I'm the founder of GuideBot, the chatbot platform for destinations. I'm here to talk about how your destination can launch its own AI tour guide with GuideBot.

For those of you who haven't heard about chatbots before, a chatbot is computer program design to mimic interacting with a human.

Chatbots are becoming more widely used now, mostly because in 2016, Facebook decided to open up its Messenger platform to outside developers to create chatbots for Facebook pages.

Now, businesses and brands can use chatbots as an extension of their Facebook page, in order to have the greatest reach. Messaging apps are now bigger than social networks in terms of monthly users.

Chatbots and the messaging space are an area in which tourism and travel especially look to benefit. The traditional emphasis on hospitality make providing a more human, custom experience to every traveler more valuable.

So how does GuideBot fit in to all this? GuideBot is a chatbot platform designed specifically for destinations and travel brands. With GuideBot, DMOs can launch a customized AI tour guide connected to their Facebook page in just a few minutes.

What exactly does that mean? GuideBot uses natural language processing to respond to a wide variety of user input. Mostly, it offers info on things you might find in a guidebook: information about things to see and do, places to eat and drink, places to stay, and events. The difference is, GuideBot is always up to date with the best, curated content from DMOs, and is always available to travelers.

So how does that work? Basically, GuideBot is an extension of your Facebook page and social media presence. The system behind it, once set up, is entirely automated. Visitors will automatically see your recent Facebook posts, food/drink and stay advice is pulled from Yelp, and events are pulled from your partners' Facebook pages. You can get set up with your attractions via our API, wiki travel or the GuideBot dashboard.

Basically, our approach is to let you customize as much as you need. If you want to launch without much customization, that's fine. If you want everything a certain way, that's fine too. GuideBot will suggest keywords to add in a weekly report.

What are the benefits? This is an automated system that lets you engage with your visitors in a way you weren't before. You'll get real time stats about your visitors, automatically survey them, and continue to update them with news.

How did this work in practice? Let's hear from Drew about the Unexpected Buffalo.

In closing: the GuideBot guarantee is to be the best, most convenient, and most affordable chatbot solution for destinations. Please get in touch to find out more!