

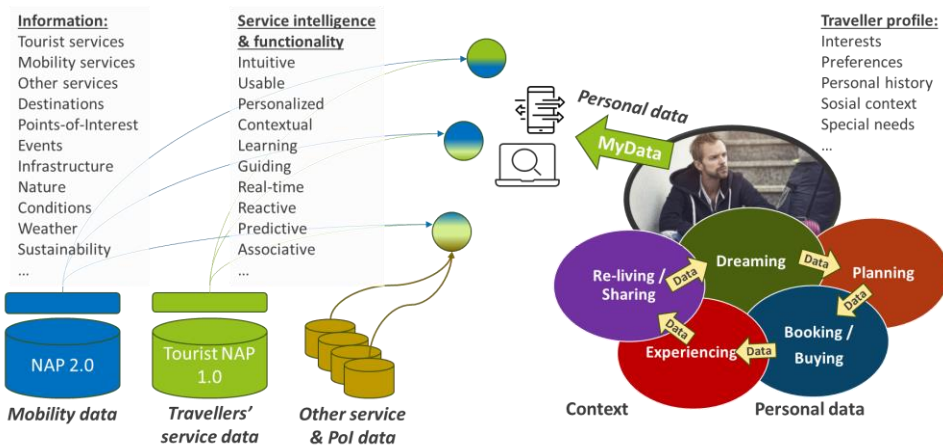
Imagining future Digital Travel Assistants:

Creating seamless travel experience by improving services and accessibility for individual travelers through data and digitalization

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VISION: Digital Travel Assistant (DTA) for seamless traveler mobility

The Digital Travel Assistant (DTA) aims to revolutionize individual travel by intelligently **matching the traveler's needs and desires with services and sustainable transport for personalized itineraries**. It utilizes diverse personal data on traveller, including mobility data, consumer behaviour, personal preferences, and social media usage, to offer **tailored recommendations**. For recommendations, it **brings together all travel-related information**, such as shops, accommodations, transport, restaurants, attractions, and events. During the trip, the DTA provides **real-time guidance and dynamic itinerary adjustments** based on traveller's change of plans, as well as weather conditions, disruptions or other unexpected situations.



CHALLENGES – Obstacles on the way towards DTA:

- Lacking, incomplete and fragmented heterogeneous data & information.
- Diverse user needs and lack of user-centered design.
- Shortages in know-how and resources in the development of digital tourist mobility solutions.
- Fragmented field of actors and responsibilities in traveler mobility.

NEEDS – To realize the DTA vision requires:

- Understanding travelers' experience as a phygital whole and elevate user-centered design.
- Comprehensive cross-sectoral data space combining travel related & mobility data.
- Investing on digital skills and development of tourist mobility solutions.
- Identifying the responsibilities of travel mobility actors and create a model of distributed responsibility.

