ARIVAL × GETYOURGUIDE WEBINAR

# Organizational AI for Operators Operators

Beyond the basics: how tour, activity & attraction businesses deploy AI across the whole organization organization

Oliver Green · Oli@arival.travel · August 26, 2026

# Everyone is using AI. Almost no one is deploying it.

**84%**

use AI to write product descriptions

**64%**

use AI more than a year ago

**56%**

say AI still feels overwhelming

### Company brain

One current description of how you run.

### Discoverability

AEO and GEO: being the answer, not a result.

### Automations

Work that runs without you: Make, Zapier, cron.

### Agents & workflows

A whole process, with human checkpoints.

Source: GetYourGuide × Arival, Travel Experience Trend Tracker — AI That Works (Spring 2026); 505 operators surveyed, March 2026.

# The Operator Context File. AKA T he Brain.

Everything your company knows, in one place, linked to what it touches

**Policies & FAQs**

**Tour specs & rate cards**

**Pricing & vendors**

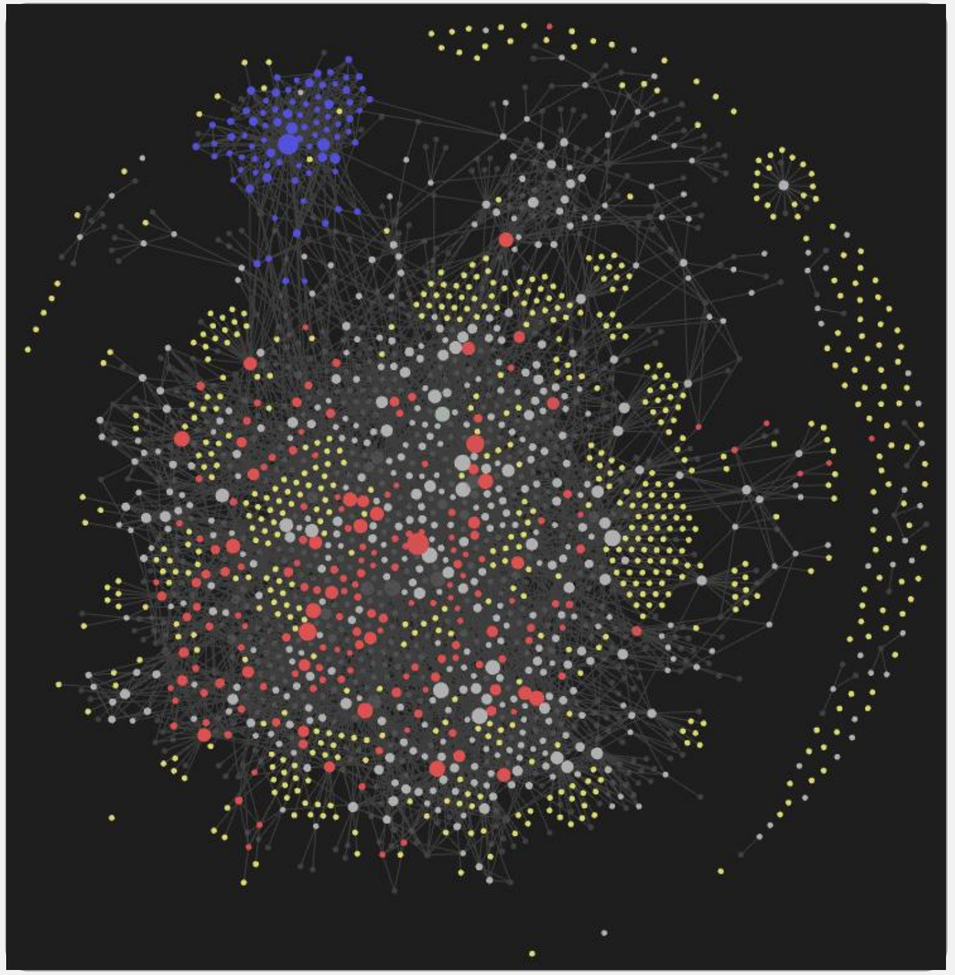
**Itineraries & guides**

**Reviews & feedback**

**SOPs & onboarding**

Ask “can we run Trastevere twice on Saturday?” and the answer needs four systems at once. Connected, that's one question. Scattered, it's four people and a day.

One operator's context graph — entities and the links between them



# Once the systems are connected, this is the thing to build

Not a document for your team — the context every agent reads before it answers

### What goes in it

How the business actually runs: products and variants, pricing and policies, the schedule and who guides what, tone of voice, and the systems you use. Plain language, current, one place.

### Why it beats prompting

Every chat, skill and agent starts from the same facts. You stop re-explaining the business ten times a day, and two agents stop giving guests two different answers.

### How to build it

Dictate it, don't draft it. Talk through one area at a time, let AI structure what you said, then correct what's wrong. A usable first version takes an afternoon.

**One owner, reviewed monthly. Every agent you add later inherits it — which is why this compounds faster than any single tool.**

# Search & Discoverability

Travelers now start trips in conversations, not search pages

**53%**

of travelers use AI for destination research

**33%**

use AI to discover things to do

**–45%**

bounce rate for AI-search visitors vs other sources

## Three moves that earn the recommendation

**Structured data** — duration, inclusions, price, meeting point, language, stated explicitly

**Be everywhere** — Reddit, Rick Steves, Quora, topical blogs: 70% of AI sourcing is third-party

**Answerable content** — FAQs and rich detail that answer questions, not keywords

**Own a niche** — AI recommends specialists, not generalists

Audit monthly: ask ChatGPT, Gemini & Claude about your category in your city.

Source: GetYourGuide × Arival, Travel Experience Trend Tracker — AI That Works (Spring 2026); 505 operators surveyed, March 2026. · AI-search visitors convert at multiples of organic.

# What AI discoverability actually pays

Food tours, 23 European cities · July 2026

**$25k**

AI-referred revenue, July

**~5%**

conversion, led by ChatGPT

**64%**

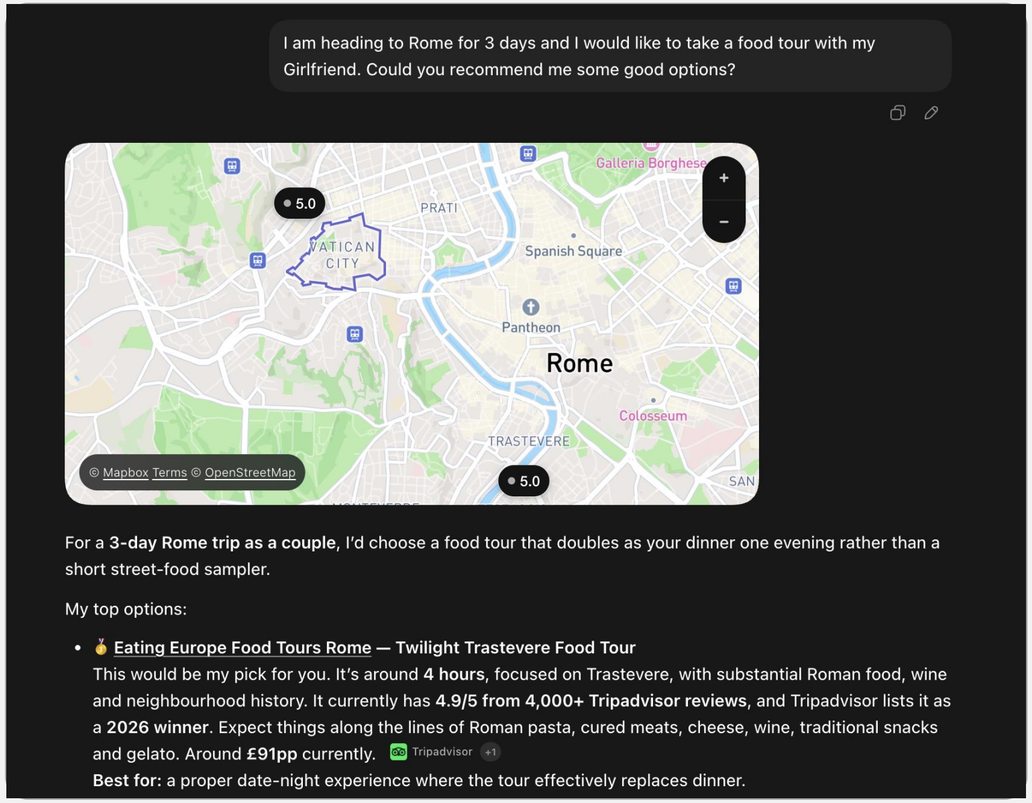
visibility score, tracked monthly

70% third-party

30% own site

Where the models source their mentions: Reddit, Rick Steves, Google Business reviews

Asked for a Rome food tour, ChatGPT returns Eating Europe first



# Agents & Agentic Workflows

From inbox to agent — autonomy is earned, one tier at a time

## Auto-send

FAQs answered from your knowledge base: meeting points, dietary needs, cancellation policy

~70–80% of inbox volume

## Draft for review

Sensitive or nuanced replies drafted by the agent, approved by a human before sending

AI drafts → human approves

## Escalate

Complaints, group inquiries, accessibility questions — routed straight to your best people

The 20% that needs judgment

**The rule: AI drafts → humans approve → autonomy is earned.**

44% of operators have already been burned by inaccurate AI output. Ground every agent in your own knowledge base.

# Automations & Cron Jobs

A trigger, some steps, an output — running whether you're there or not

### Evening guide briefs

Manifest + dietary flags + weather, assembled and sent automatically every night

### Review mining

Cluster 50 reviews into themes → fix the ops issue → feed guest language back into listings

### Triggered lifecycle emails

One insurance-reminder automation lifted conversion from 5% to 11%

### Finance on tap

Month-end reconciliation and chat-queryable numbers off your P&L

### Capacity signals → product

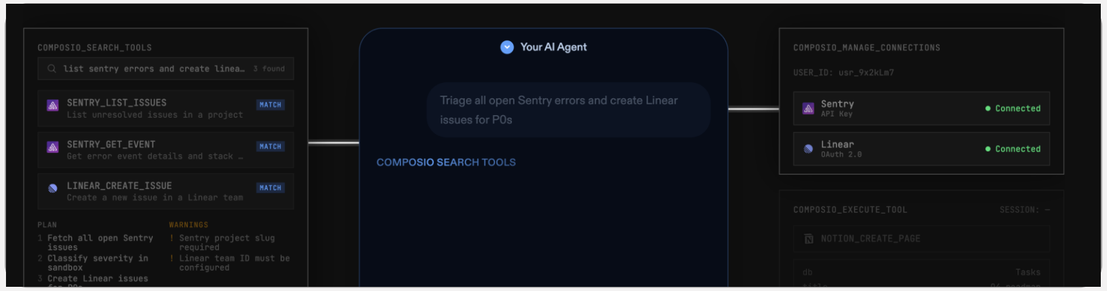
Sold vs available slots reveal untapped demand → new departures

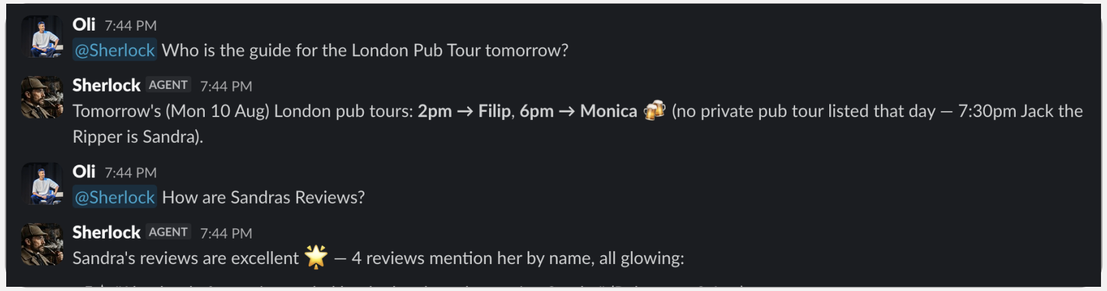
### One dashboard

Ad spend, occupancy, revenue and CS response times in a single view

**None of these are glamorous. All of them compound. Every one runs a path you defined — an agent decides the path itself.**

# Everything connected, huge context




**1**

## The Brain

Start: dictate it, one area at a time

**2**

## Search

Start: audit your city and category

**3**

## Automations

Start: one nightly job you already do by hand

**4**

## Agents

Start: draft-for-review on your inbox

**One inbox agent at 10 hrs a week returns 500+ hours a year — a full role, for free. None of it is a technology jump. All of it is an organizational one.**

QUESTIONS →

# Thank you

Oliver Green · Arival · Oli@arival.travel

**Read the report: Travel Experience Trend Tracker**

getyourguide.supply/ travel-experience-trend-tracker-spring-2026