

# BUILDING TOMORROW'S TRAVEL: HARNESSING DATA & TECHNOLOGY FOR TOURISM GROWTH

**Jordan Tan**

Chief Technology Officer (Technology Transformation Group)



Travel Trends

# TRAVEL PLANNING

Today, AI discoverability is as important as your brand's story

This presents an opportunity from being 'Searchable' to 'Actionable'

AI Generated Image from Gemini



Travel Trends

# TRAVEL MANAGEMENT

Travel management can be  
fragmented

However, we can tap on data analytics  
to enable the 'magic' of travel



Image Credit: Freepik

Travel Trends

# TRAVEL EXPERIENCE

Without seamless data flows, the journey will have multiple friction points

There are opportunities to replicate this visitor experience in many other touchpoints

Image Credit: HTX



# MILLENNIUM HOTELS AND RESORTS' UNIFIED DIGITAL BRAIN

Image Credit: Millennium & Copthorne International Limited

For the traveller, this technology removes the traditional 'manual relay.'

By solving the productivity challenge in the backroom, MCIL has simultaneously created a personalised service experience

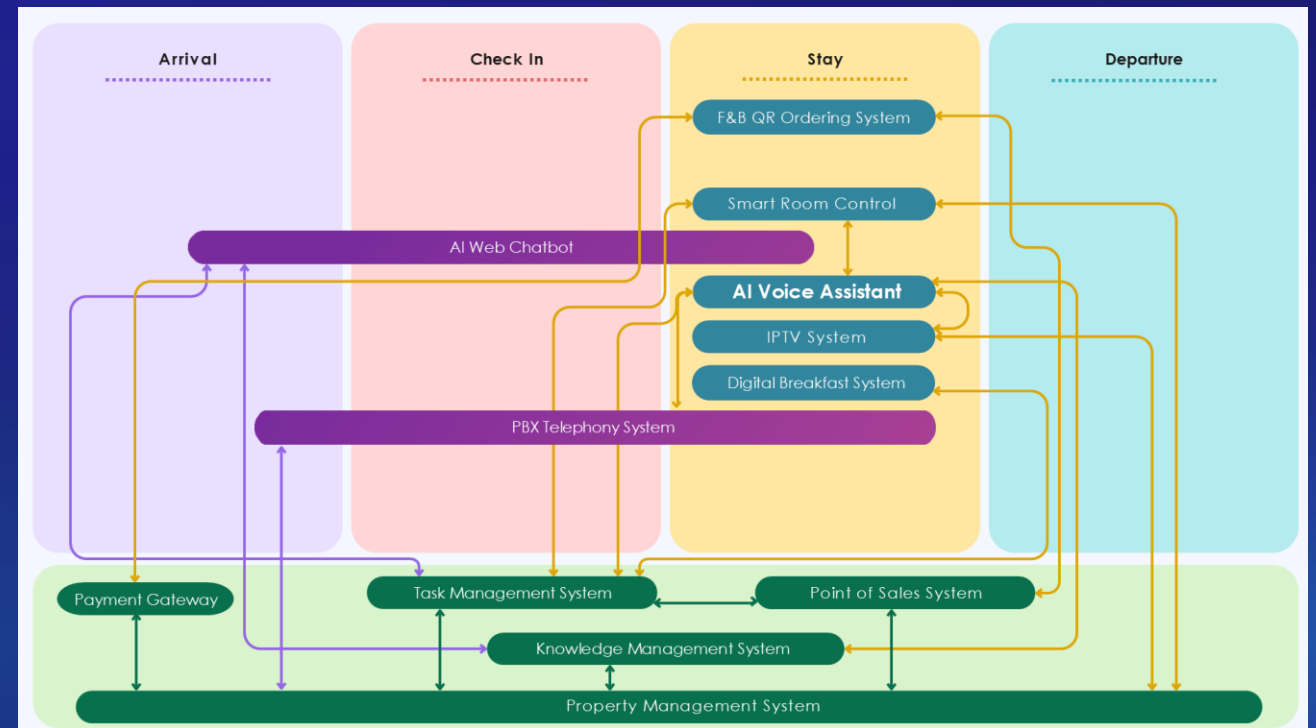
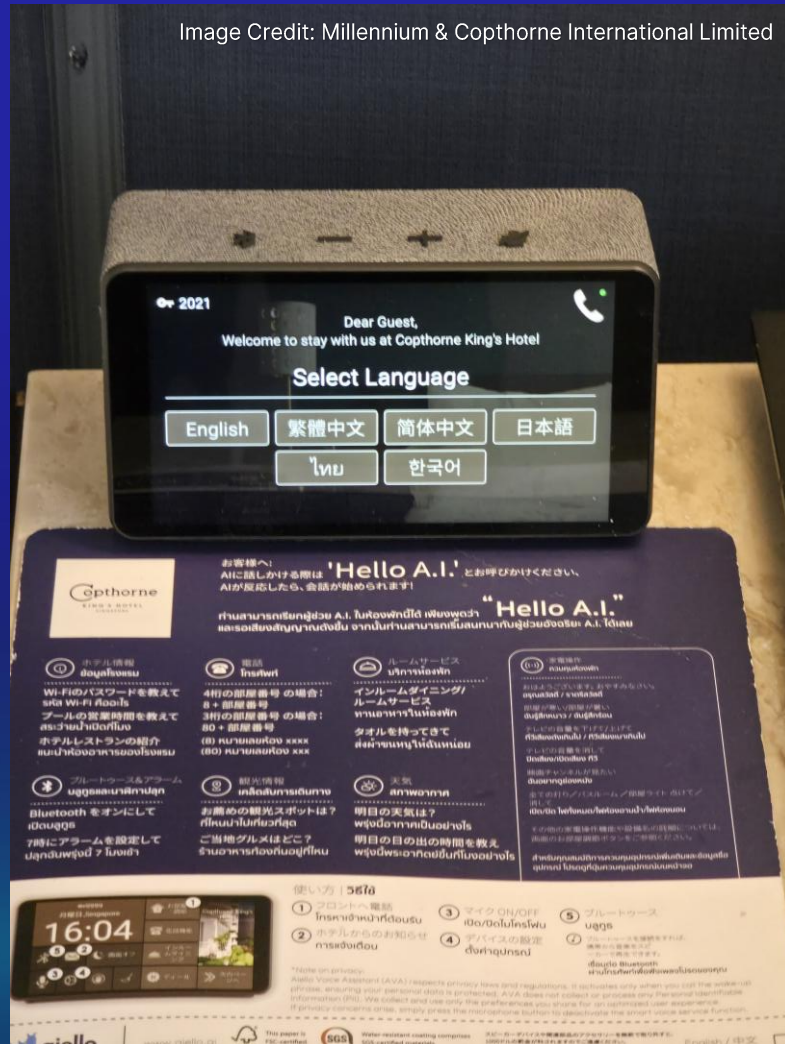


Image Credit: Millennium & Copthorne International Limited

# DATA ANALYTICS THRUST 1

Leverage data analytics to facilitate a seamless flow of data to create more revenue opportunities

# PRODUCTIVITY THRUST 2

Boost productivity to focus on what matters

# VISITOR EXPERIENCE THRUST 3

A memorable experience augmented by technology



**CHARTING THE NEXT PHASE OF  
INDUSTRY TECHNOLOGY TRANSFORMATION**



**Empowering you to transform your business**  
**[go.gov.sg/stbtcube](https://go.gov.sg/stbtcube)**

# Girish Dilip Patil *Head of Tech, GenAI (AWS ASEAN)*



Girish Dilip Patil is a technology leader with over 20 years of experience spanning artificial intelligence, and cloud computing. He has worked across USA, Canada, UK and APJ.

He advises CxOs and works with customers to help them adopt latest and greatest in AI technology. He is passionate about open source AI.



# AI Agents for Tourism Enterprises

A nighttime photograph of the Singapore skyline, featuring the Marina Bay Sands hotel with its iconic skybridge, the Esplanade - Theatres on the Bay, and the Gardens by the Bay. The city lights are reflected in the water in the foreground.

Girish Dilip Patil

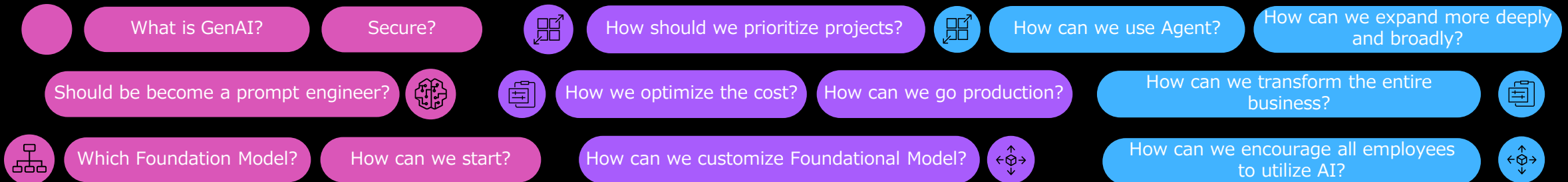
Head of Tech – GenAI – AWS ASEAN

# 2026 was the year of generative and agentic AI expansion

2023  
PoC

2024  
Go To Production

2025  
GenAI Expansion



# 2026 already has powerful General AI Agents

THE WALL STREET JOURNAL

Business U.S. Politics Economy Tech Markets & Finance Opinion Free Expression Arts

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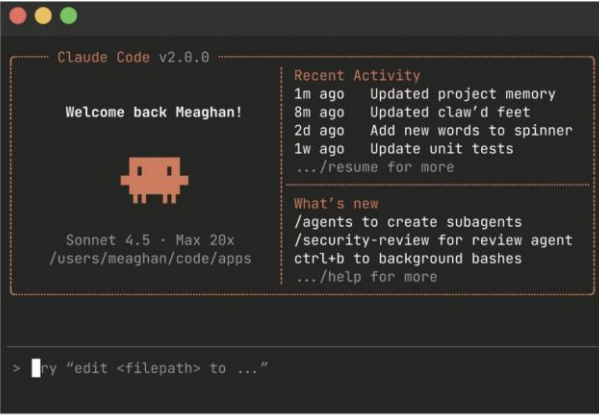
## Claude Is Taking the AI World by Storm, and Even Non-Nerds Are Blown Away

Developers and hobbyists are comparing the viral moment for Anthropic's Claude Code to the launch of generative AI

By [Bradley Olson](#) [Follow](#)

Jan. 17, 2026 12:00 pm ET

[Share](#) [Resize](#) [364](#) [Listen \(2 min\)](#)



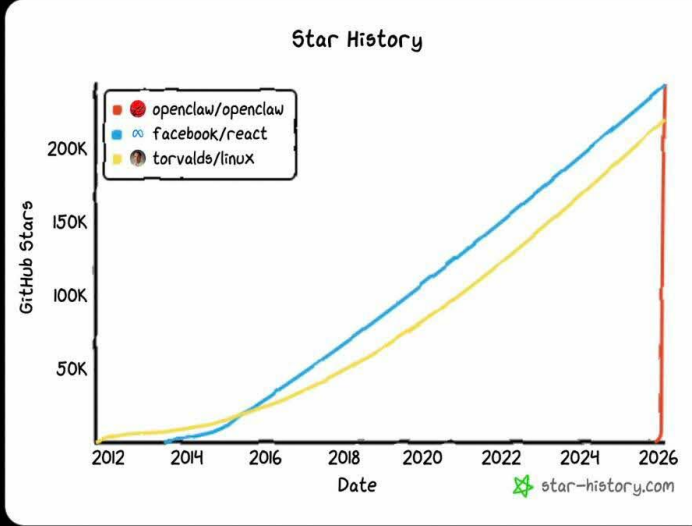
Despite its DOS-like interface, Claude Code is appealing even to non-engineers. ANTHROPIC

**OpenClaw** @openclaw

我们的 GitHub star 数刚刚超过了 React。🔥

好好想想吧。一个由痴迷龙虾的奥地利人和一群龙虾爱好者打造的个人 AI 助手，竟然超过了驱动半个互联网的库。我们今天发布了 90 多项变更。他们却举办了一场会议。

[翻译帖子](#)



Year	openclaw/openclaw	facebook/react	torvalds/linux
2012	~0	~0	~0
2014	~0	~10K	~5K
2016	~0	~40K	~20K
2018	~0	~80K	~40K
2020	~0	~120K	~60K
2022	~0	~160K	~90K
2024	~0	~190K	~120K
2026	~200K	~190K	~130K

下午1:52 · 2026年3月2日 · 160.9万 查看

544 1,121 9,411 1,210



**Vivian Balakrishnan**

2h ·

AI agents have crossed a threshold I didn't expect so soon. Not just impressive demos — but practical tools for daily use.

I've been tinkering with what I think of as a 'second brain' for a diplomat, using two open-source building blocks: NanoClaw by Gavriel Cohen ([github.com/qwibitai/nanoclaw](https://github.com/qwibitai/nanoclaw)) — a self-hosted Claude assistant that connects to messaging channels and runs locally on a Raspberry Pi — and the LLM Wiki pattern by Andrej Karpathy, which compiles a compounding knowledge graph from speeches and articles over time. It answers every question, researches topics, provides daily updates, drafts speeches and condenses information. It has become invaluable — I don't dare switch it off!

The diplomat who learns to work with AI will have a meaningful edge. I think that edge is now.

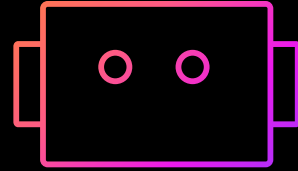
Technical write-up:

<https://gist.github.com/VivianBalakrishnan/a7d4eec3833baee4971a0ee54b08f322>



# Introduction to AI Agents

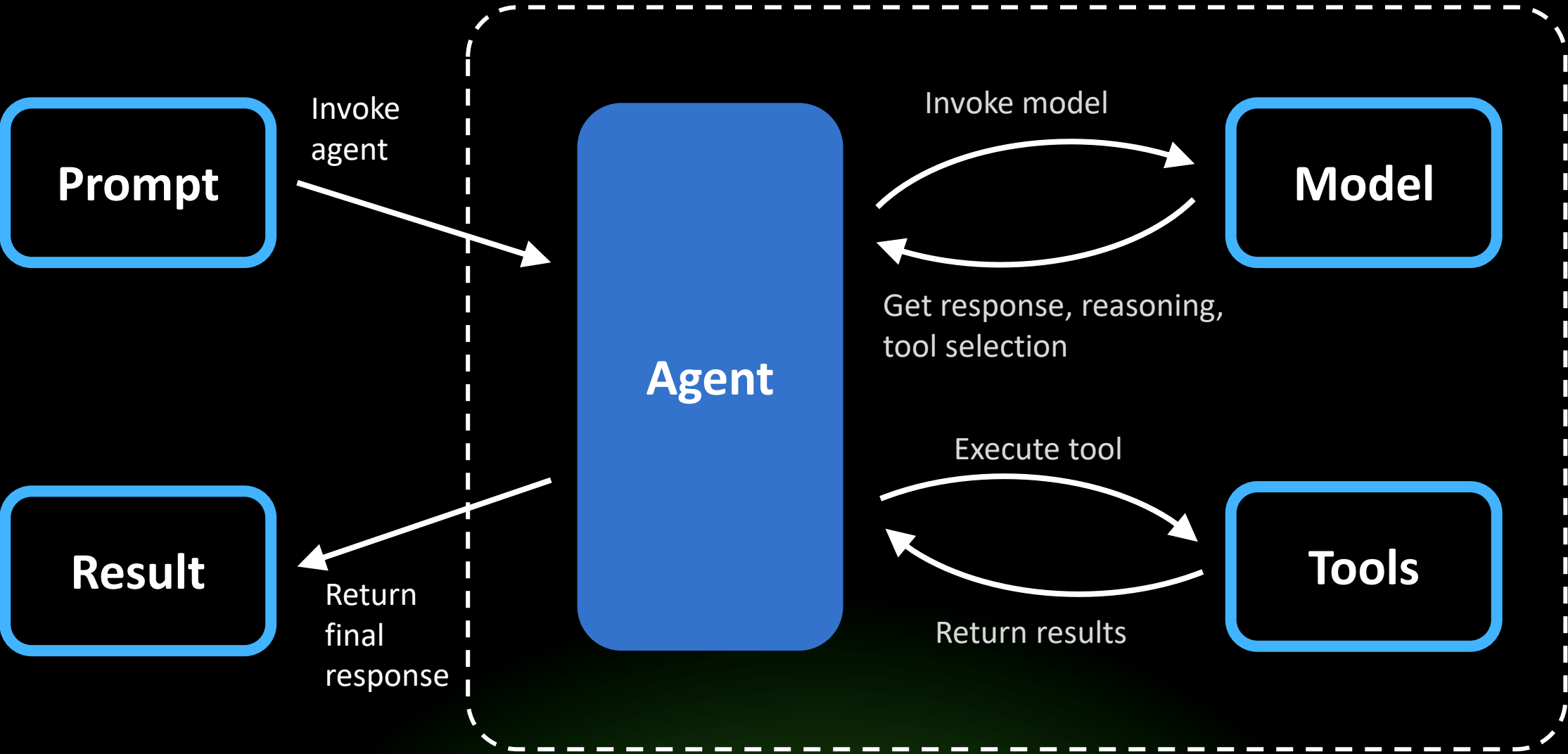




# What are AI Agents?

Software systems that leverage AI to reason, plan, and complete tasks on behalf of humans or systems

# Agentic Loop

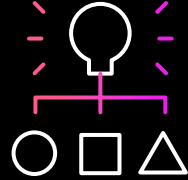


# Spectrum of Agentic AI



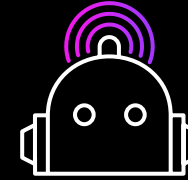
## SIMPLE ASSISTANTS

- Basic query responses & actions
- Single step tasks
- Model as Tool caller



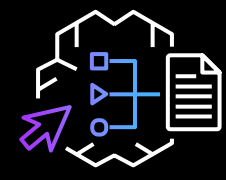
## DETERMINISTIC AGENTS

- Multistep tasks
- Plan is predetermined
- Model as Flow Router



## AUTONOMOUS AGENTS

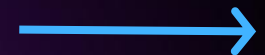
- Self directed Agents
- Expanded toolset – Computer/Browser
- Mimic human actions



## AGENTIC VIRTUAL WORKERS

- Multi-agent coordination
- Cross Org boundaries
- Long running systems
- Mimic human teams

INCREASING AUTONOMY AND BUSINESS IMPACT



# Amazon Rufus

☰ Search

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AI • AMAZON

## Amazon says its AI shopping assistant Rufus is so effective it's on pace to pull in an extra \$10 billion in sales

By **Dave Smith**

Former Editor, U.S. News

November 2, 2025, 10:25 AM ET

[Add us on](#)

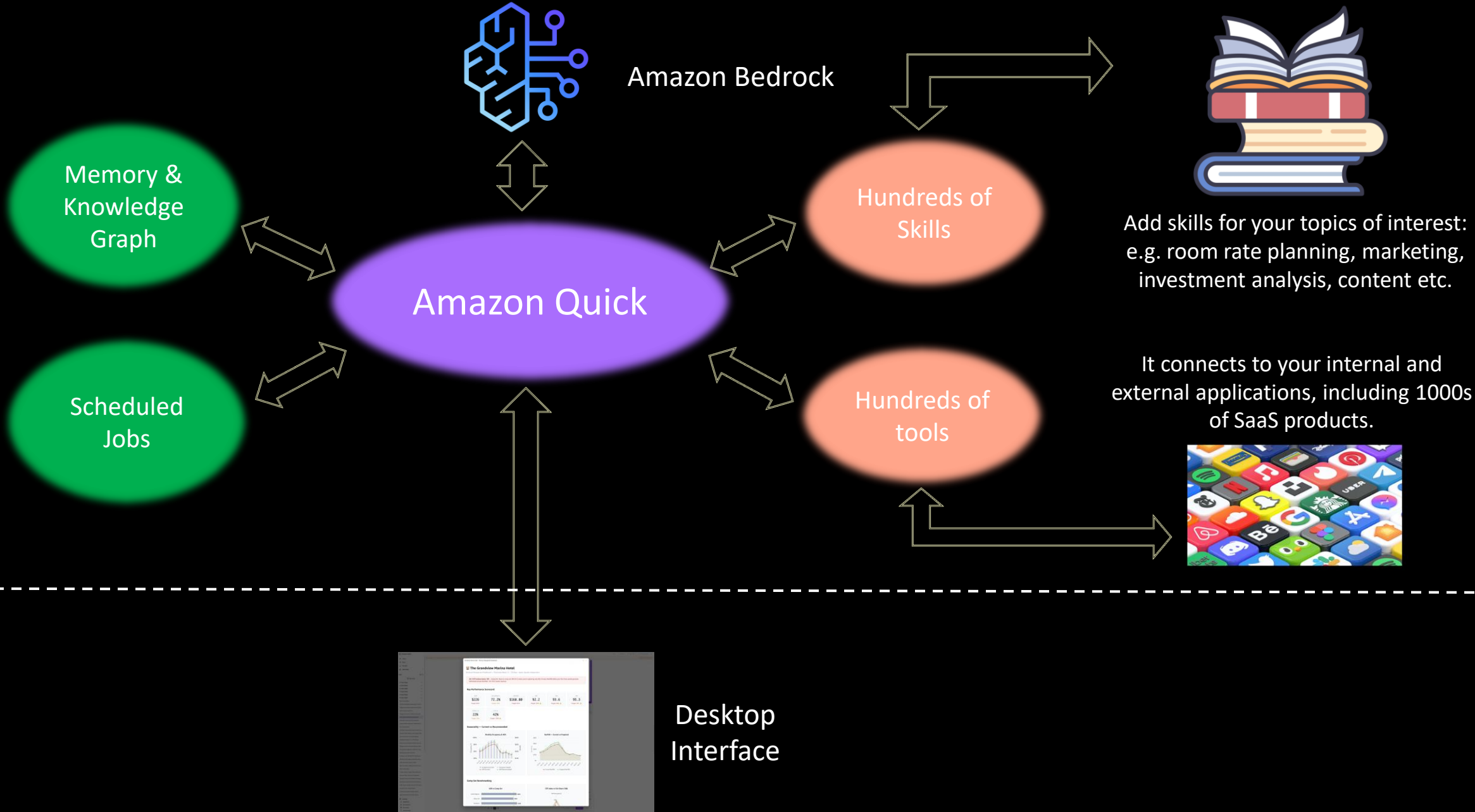


Amazon CEO Andrew Jassy speaks during the 2019 CERAWEEK by IHS. Markit conference in Houston, Texas, on Monday, March 11, 2019.

F. CARTER SMITH / BLOOMBERG—GETTY IMAGES

# AI Agents as Coworkers





Search skills...

MY SKILLS (6)

Create with AI

Upload

- DL Training Compute Planner**  
Estimate compute requirements for deep learning model training — FLOPs, GPU...
- Hotel Room Rate Planner**  
Hotel revenue management and room rate optimization for operators. Covers...
- Investment Analytics**  
Comprehensive investment analytics blending financial fundamentals (P/E,...)
- QuickWork Guide**  
MUST be loaded for ANY question about QuickWork — including what features ...
- Write a 2x2**  
Write an Amazon-style 2x2 narrative document. Use when the user asks to...
- writing-blogs**  
Writes long-form technical blogs, generates Word documents with...

BUILT-IN SKILLS (18)

- Agent Management**  
Create and manage scheduled agents for recurring monitoring, periodic tasks, an...  
17 tools
- Amazon Quick Guide**  
MUST be loaded for ANY question about Amazon Quick — including what featur...
- Web Browser**  
Browse the web and interact with pages using numbered element IDs

**Create with AI**  
Describe what you need and AI will build it

**Upload Skill**  
Upload a .md skill file

MY SKILLS 6

**DL Training Compute P...**  
Estimate compute requirements for deep...

**Hotel Room Rate Planner**  
Hotel revenue management and room rate optimizatio...

**Investment Analytics**  
Comprehensive investment analytics blending financi...

**QuickWork Guide**  
MUST be loaded for ANY question about QuickWor...

**Write a 2x2**  
Write an Amazon-style 2x2 narrative document. Use...

**writing-blogs**  
Writes long-form technical blogs, generates Word...

You can add skills to guide the behavior of the agent in specific situations.

# Hotel Room Rate Planning

- Amazon Quick
- New chat
- Activity feed 39
- My stuff
- More
- Recents
- iFAST 4
  - Memory Stock Watchlist Manual Trigger
  - Memory and Storage Companies Investm...
  - Amazon Investment Analysis with Charts
  - Creating a New Skill Guide
- STB 1
  - Hotel Room Rate Planning Tool
- SKILL ADDITION 0
- SCHEDULED TASK 4
  - Hotel Room Rate Planning Singapore
  - Creating Video Clips with Composio ByteD...
  - Creating Audio on Singapore Tourism Updates
- Settings
  - Capabilities
  - My computer
  - My context

# Capabilities

Manage connections, skills, scheduled tasks, and MCP servers.

- Connections
- Skills**
- Scheduled Tasks
- MCP
- System

## How skills work

### Create a skill

Write instructions, attach tools, and add reference files. Each skill is a folder Quick loads on demand.

### Invoke in chat

Mention a skill by name or let Quick auto-select it. Tools load automatically when the skill activates.

### Iterate and refine

Edit instructions, add sub-files for edge cases, or attach to scheduled tasks so they run on autopilot.

Search skills...

MY SKILLS (2)

Create with AI

Upload

**Hotel Room Rate Planner**

Hotel revenue management and room rate optimization for...

0 tools

**Investment Decision Analysis**

Analyze any investment opportunity (stocks, crypto, fun...)

8 tools

Custom skill

## Hotel Room Rate Planner Active

0 tools • 1 files • Created Apr 29, 2026 • Modified Apr 29, 2026

Run

...

Hotel revenue management and room rate optimization for operators. Covers dynamic pricing, comp set benchmarking (RevPAR, ARI, MPI, RGI), seasonal rate calendars, channel mix, group vs transient strategy, length-of-stay pricing, rate parity, and demand forecasting. Produces a visual dashboard and written rate recommendations. Use when the user asks about hotel pricing, room rates, revenue management, occupancy optimization, or hotel performance — good signals: 'room rates', 'hotel pricing', 'RevPAR', 'occupancy', 'ADR', 'comp set', 'rate strategy', 'hotel revenue', 'yield management'.

### Tools and files

SKILL.md

### Instructions

Edit

#### Hotel Room Rate Planner

Analyze a hotel's rate strategy, benchmark against competitors, and produce **actionable rate recommendations** with a **visual HTML dashboard**. Designed for hotel operators who need to set and optimize room rates.

QuickTime Player

#### Step 0 — Gather Hotel Profile (ASK if not provided)



# Content Generation



Quick 08:05

Response events

1/1

Let me fetch the result now.

It's done! Here's your video:

**Cats playing on a Singapore street** — 10s, 720p, 16:9 with audio

Generated with **Seedance 2.0** by ByteDance (~5.8 MB). You can also [download the video directly](#).

### Want to do more with this?

**Download to workspace**

Save the video to your workspace

**Generate a variation**

Generate another version with a different prompt or style

**Generate from an image instead**

Convert this to an image-to-video with a specific starting frame

*Something else...*

Starting from a simple prompt, “Cats playing near Chinatown in Singapore”, we can start building content for advertising.

Through Quick’s MCP server, you can choose from various platforms, such as fal.ai’s ByteDance Seedance 2.0 model to generate a video.



# Voice AI Agents to manage your business



# Real time airline reservation

(built with Amazon Nova Sonic)



Ask Oscar

0:03

Connected

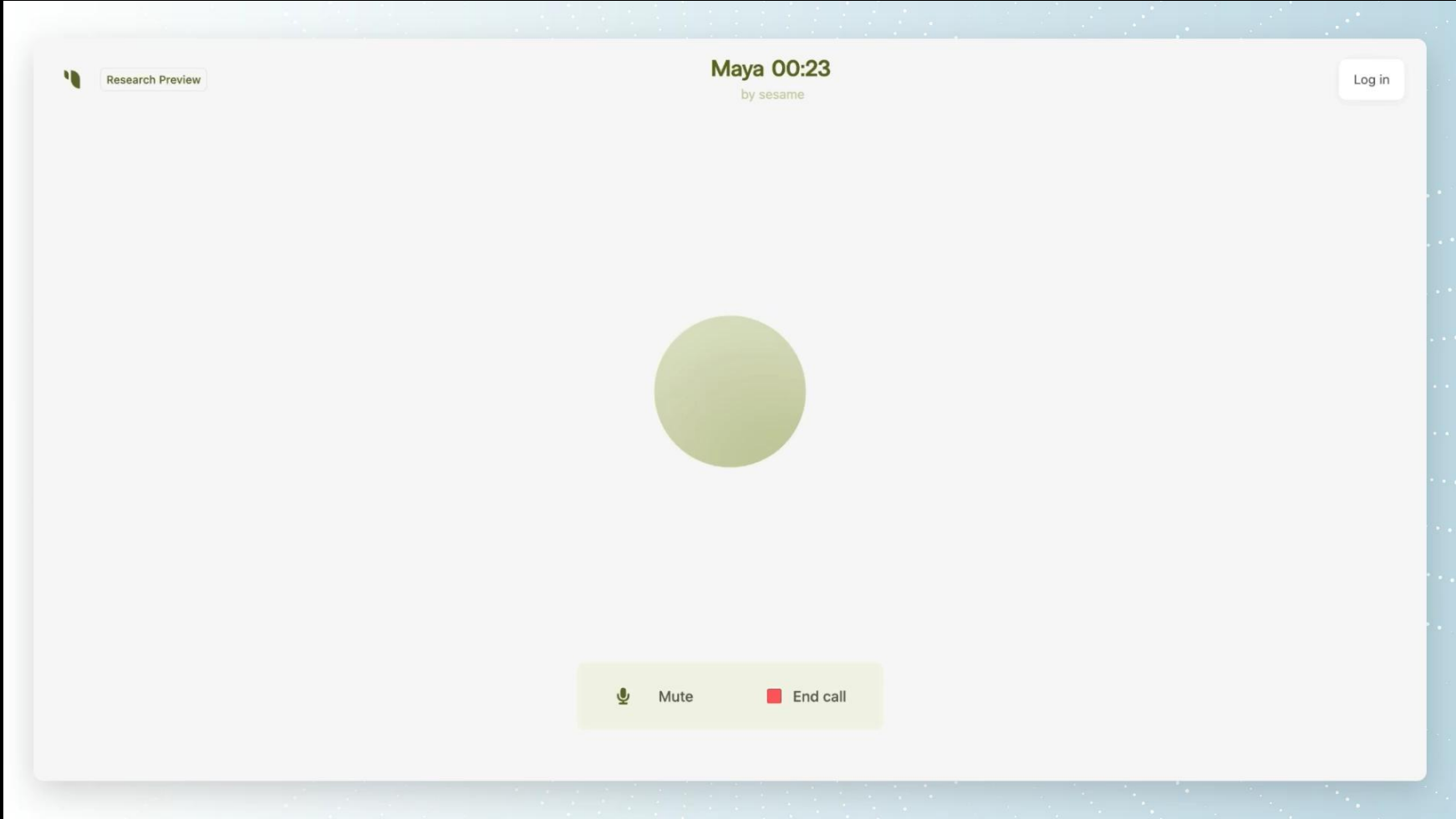
Show Prompt



hi there

# Lost and found

(Preview of Sesame)



# Building Secure Enterprise AI Agents



# AWS AI portfolio

## APPLICATIONS AND AGENTS

Kiro

Amazon Quick Suite

AWS Transform

Amazon Connect

AWS Marketplace

## FRONTIER AGENTS

Kiro autonomous agent

AWS DevOps Agent

AWS Security Agent

## AI & AGENT DEVELOPMENT SOFTWARE & SERVICES

### AGENT BUILDERS

#### Vertically Integrated

Amazon Nova Act

#### Flexible/OSS

Strands Agents

### AMAZON BEDROCK

#### Models

Amazon Nova

3P Models

#### Capabilities

Optimization

Customization

Guardrails

Knowledge Bases

#### AgentCore

Runtime

1P Tools

Gateway

Identity

Memory

Observability

Policy

Evaluations

## INFRASTRUCTURE

### AMAZON SAGEMAKER

#### Custom Model Building

Model building

Model training

Deployment

MLOps

Hyperpod

#### Data Foundation for AI

Data Processing

Governance

Storage and Databases

Vector Search

### AI COMPUTE

Trainium

Inferentia

GPUs

INTERFACES & PROTOCOLS  
(MCP/A2A)

SECURITY AND POLICIES

Travel and Hospitality companies are transforming their businesses and their customer experience with AWS



Thousands of customers worldwide

# Thank you!



@girish-ai



girpatil@amazon.com





Passion  
Made  
Possible

# TOURISM INDUSTRY CONFERENCE 2026

Tourism Resilience  
in an Evolving World  
8 May 2026



**GENAI IS ACCELERATING ACROSS EVERY BUSINESS FUNCTION**





YOUR SITUATION

AI CONCIERGE (AUTO RESOLVE)

ALERT:  
FLIGHT DELAY



13:00



HOTEL  
UPDATING

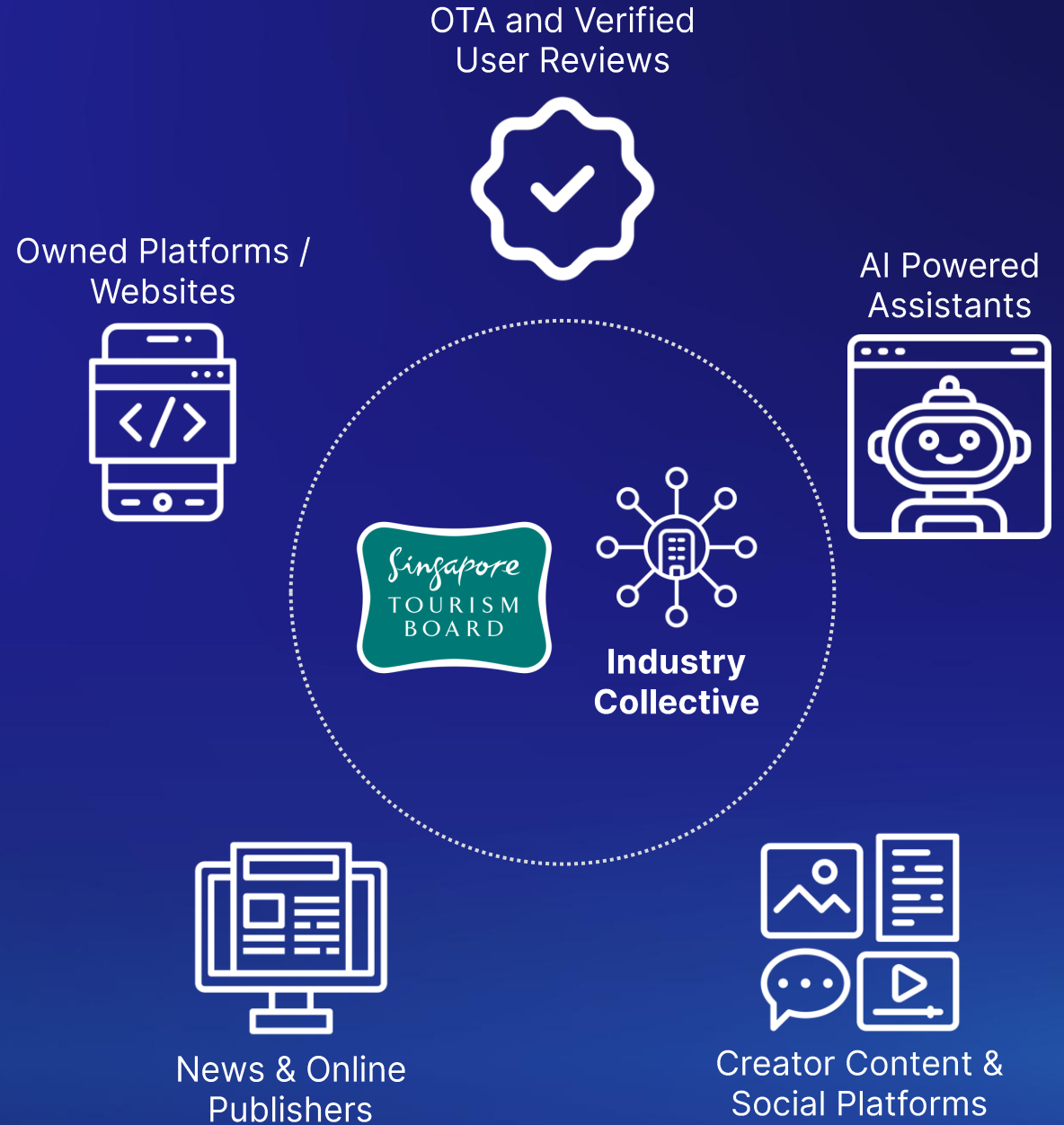
TRANSPORT  
UPDATING

WELLNESS  
SPA (Suggestion)

New Itinerary Suggestion:  
Shift Transport (for delay),  
how about an indoor  
wellness activity?

# GENERATIVE ENGINE OPTIMISATION (GEO)

GEO is about building trust, through **collective, clear and consistent messaging across various mediums**



# AI ROADMAP FOR TOURISM

There are four key phases to get from where we are today, to a future where the tourism sector is backed by a network of AI agents that dynamically communicate to serve the needs of the traveller

1

## Nascent

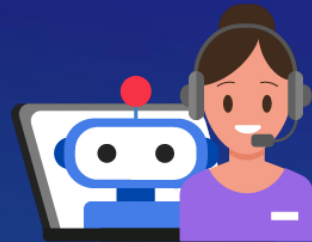
Using GenAI tools in daily work



2

## Optimised

Connecting internal systems and automating simple tasks



3

## Connected

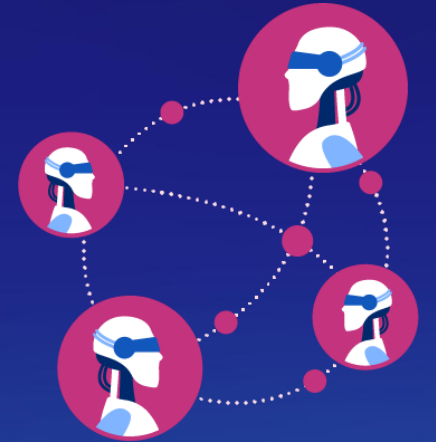
AI works across systems and partners



4

## Transformational

Enabling fully automated end-to-end operations



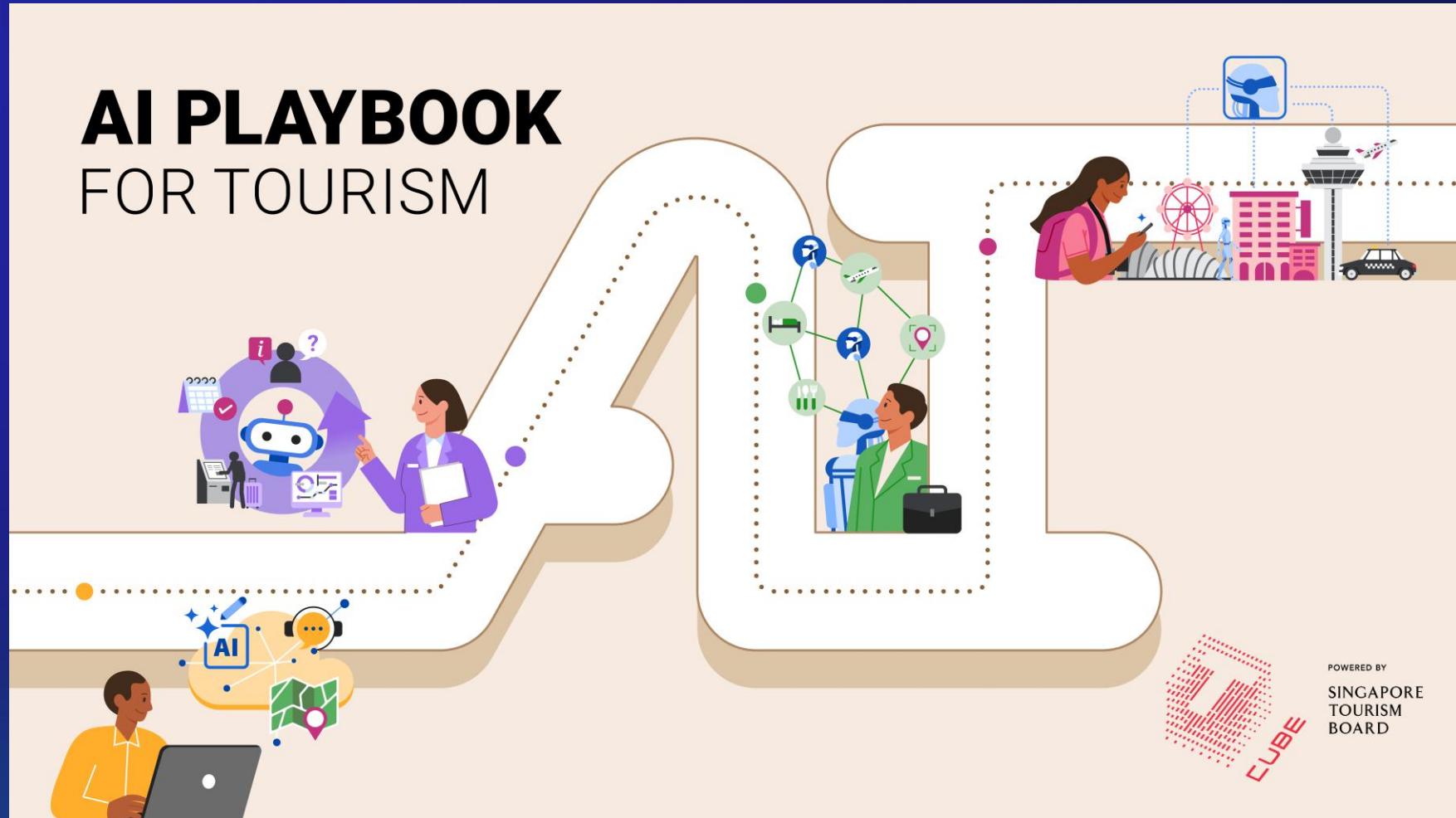
AI Roadmap

# AI PLAYBOOK FOR TOURISM



<https://go.gov.sg/aiplaybookfortourism>

## AI PLAYBOOK FOR TOURISM



POWERED BY  
SINGAPORE  
TOURISM  
BOARD

# TIC 2026 PLENARY RECAP



Tcube Centre of Excellence (CoE)

# LEARN



Inspire the industry through case studies and events to show how **technology can transform** the tourism sector.

# TEST



Encourage experimentation by turning industry problem statements into **viable tech pilots**

# SCALE



Deploy **successful use cases** for maximum impact across the industry

Data

# Stan

SINGAPORE TOURISM  
ANALYTICS NETWORK



Data Pilots



Partnerships



Data Products

GenAI

# GENAI WORKSHOPS

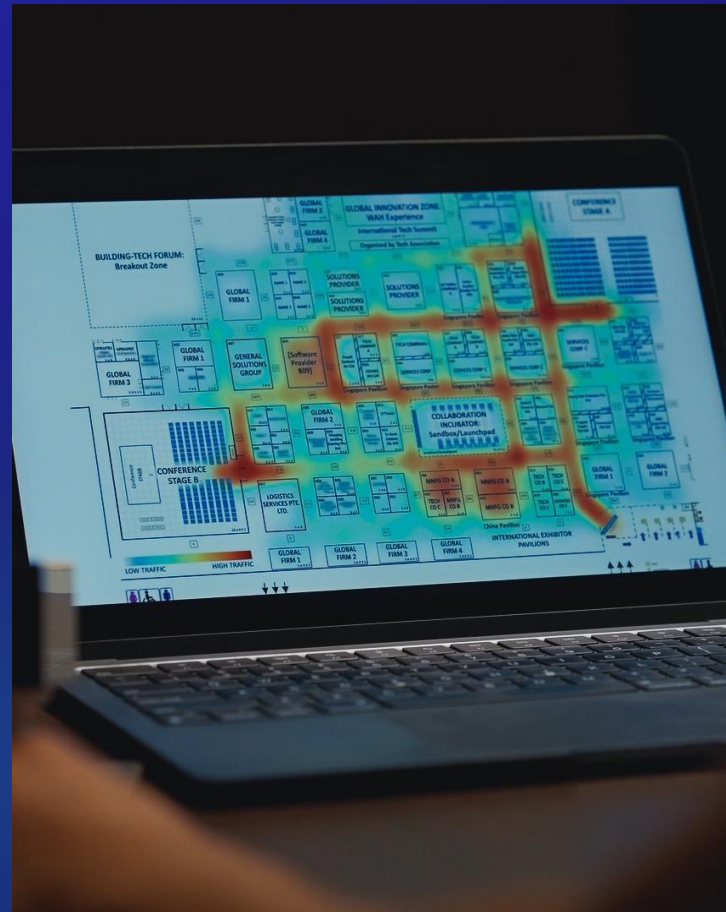


Workshops in 2H 2026

Technology

# TIC SHOWCASE

Image Credit: Stellaris Robotics





Empowering you to transform your business:  
[go.gov.sg/stbtcube](https://go.gov.sg/stbtcube)

