Young Vikings - Technology

Session #2 23/10/2025
Moderator Nici Pagels

1. AI in the Tourism Industry
• Nici introduced the session focusing on the impact of AI on the tourism industry, referencing a quote from Peter Layden about AI being 'The Great Progression',
• The concept of 'The Great Progression', encompasses AI, climate technology, and biometric engineering as pivotal technologies for the next 25 years.
• Nici shared statistics from a Stanford University report indicating a 55% increase in generative AI usage in 2024 and a projection of 100% growth for the year.
• Participants discussed their personal experiences with AI tools, highlighting the efficiency gains in their work processes.

2. Generative AI Tools and Usage
• Eva Rudzite shared her daily use of AI tools like ChatGPT and Gemini for summarizing emails and speeding up work processes.
• Nicole mentioned using AI to handle difficult client communications and noted an increase in customers finding their services through AI searches.
• Philip and Julie introduced the new Atlas ChatGPT browser
• Julie Anne Kråkenes also discussed using Fathom, an AI meeting assistant that records, transcribes, and summarizes meetings while integrating with HubSpot.

3. AI Adoption in the Nordics vs. US
• Nici presented findings from a Forbes report indicating that only 21% of Nordic companies are strategically integrating AI, compared to 61% in the US.
• The group discussed the cultural and regulatory differences between the US and Europe regarding AI adoption, with a focus on the EU's stronger regulatory approach.
• Fran highlighted the importance of having an AI policy in place to ensure data safety and responsible use of AI tools.

4. Data Safety and AI Policies
• Eva emphasized the importance of data safety, explaining her organization's decision to develop an integrated AI system rather than relying on third-party solutions.
• Fran shared insights on crafting an AI policy based on employee feedback and the need for responsible AI usage in tourism companies.
• The conversation highlighted the need for guidelines on using AI tools to protect sensitive data and ensure ethical practices.

5. Education is key

• A need for guidelines for the use of Atlas and other AI tools within any organization, focusing on data safety and compliance.
• Discuss the potential benefits and risks of using AI tools in customer interactions with the team.
• A need for a comprehensive AI policy for any organization that includes guidelines for safe usage and employee training.
• Companies need to organize workshops to educate team members on the implications of AI in their work and the importance of data security.

6. Other

• To continue to lead the discussion on the impact of AI on the Nordic tourism industry and gather insights from participants.
• Compile a summary of the AI platforms being used by participants and their applications in the tourism sector.
• Develop a follow-up plan to address the concerns raised about AI policy and data safety in organizations.
• Provide additional examples of how AI tools have improved efficiency in daily tasks for the team.
• Share insights on the decision-making process for integrating AI into the CRM system with a focus on data security.