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AI Local Guides: see Swiss destinations through new eyes thanks to digitalised expert knowledge

With AI Local Guides, Swiss tourism organisations are making curated, expert local knowledge available in structured, AI-readable form for the first time. The result is a new platform for delivering personalised, digital travel experiences directly to tourists during their trips.

The project was a joint venture between Zürich Tourismus, Basel Tourismus, Luzern Tourismus, Graubünden Ferien, Chur Tourismus, graubündenVIVA and Tourismus Engadin Scuol Samnaun Val Müstair (TESSVM), and the Swiss start-up Holoai Ltd. The federal funding programme Innotour, which was established by the State Secretariat for Economic Affairs (SECO), supported the implementation of the project. The AI Local Guides are now available on the websites of the respective destinations.

Local knowledge with AI capabilities

AI Local Guides offer visitors an interactive digital travel companion with direct access to expert local knowledge. The AI-based guides complement existing information services provided by the destinations by answering questions, finding directions and supplying context-specific tips for sights, restaurants and activities. Even locals can benefit from the insider knowledge offered by the guides and hear about historical facts, current events and cultural offerings.

The guides are built on curated content provided by local experts and maintained by the tourism organisations. AI technology reworks this knowledge to make it easy to understand before delivering it right when it's needed in real time. As a result, the guides can provide reliable recommendations that are decidedly distinct from generic suggestions. AI Local Guides also enable tourist destinations to use AI-based technologies in a secure and controllable way while retaining responsibility over content, context and quality.

Location-specific content and varied themes

Each participating destination has developed its own AI Local Guide delivered by a specific character. The following examples demonstrate how they bring local knowledge to life:

- **Zürich Tourismus:** *Sophie* showcases the lesser-seen sides of Zurich, hunting down hidden gems and focusing on places and stories beyond the popular tourist attractions.
- **Basel Tourismus:** *Dr Waggis* guides visitors through the history, symbolism and social significance of the Carnival of Basel, offering a humorous and insightful perspective that is deeply rooted in local identity.

Willkommen in Zürich, Schweiz.

- **Luzern Tourismus:** As a local herself, *Lucie* knows Lucerne like the back of her hand, including authentic hotspots and insider tips away from the traditional tourist trail.
- **Graubünden Ferien:** *Lucia Casutt* knows everything there is to know about destinations across the entire region. She blends places, themes and unique attractions all together.
- **Chur Tourismus:** *Flavius Curiensis* has travelled through time from the Roman period to take visitors on a journey to antiquity and reveal how Switzerland's oldest city looked and operated in his day.
- **TESSVM:** *Conradin Tschalèr* concentrates on the architectural history of the region. He explains the construction methods, structures and cultural significance of the houses and villages of the Engadin.
- **graubündenVIVA:** *Madlaina Köstlich* tells of regional specialities, local suppliers and the stories behind typical dishes.

A joint project to boost digitalisation in the tourism industry

The project is the result of close collaboration between multiple Swiss tourist destinations and the Swiss start-up Holoai Ltd, which developed the technical framework for the guides. "Together we have developed an innovative digital solution that makes local, personalised knowledge available to guests and locals whenever they want it", says Janine Rupf, Head of Marketing at Zürich Tourismus. "This is a strong signal of how the Swiss tourism industry is pulling together towards a digital future."

The "[Joaia Guide Studio](#)" platform by Holoai AG, which was specially developed for this project, is now available for licensing by other destinations and stakeholders in the tourism industry.

→ Media kit and further information

About Zürich Tourismus

Zürich Tourismus is responsible for marketing the city and region of Zurich and developing its brand profiling as a diverse tourist destination. The organisation works to ensure that Zurich is seen as a premium, sustainable and enjoyable holiday destination.

Contact

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