



Social robots in tourism

Social robots tell the unique story of your destination

Imagine you just arrived in a new city for the first time, a city that does not speak your language or resemble your culture. You've had a long trip and you are tired and partly anxious about where to start.

As you step out from the taxi in the city centre you are immediately greeted by a friendly and local service agent. The agent speaks your own language, briefs you about the neighborhood and gives you directions to a local restaurant where you can relax after your long trip.

She promises to share her best sightseeing advice and local do's and don'ts over email later (realizing that right now you can only think of food) and sends you off with a well-known local joke. As you stroll down the street, you feel a sense of comfort and excitement about the days to come.

New destinations take the lead

With international tourism put to a halt due to the covid-19 pandemic, domestic and intracontinental tourism will be the key driver for recovery and ramp-up of the industry. This unexpected opportunity for lesser known destinations to flourish highlights an important question: How is Your destination adapting to be on the radar for post-covid travellers?

What if there was a new way to...

- **Bring untold local stories to life in an innovative way**
- **Interactively guide visitors to hidden gems & local businesses**
- **Offer service in all major languages**
- **Enable high quality covid-safe touring in small groups**

How Furhat can help

- **Help tourists discover and navigate attractions**
- **Teach local history and traditions in a fun and interactive manner**
- **Provide a seamless and coherent experience to tourists**
- **Provide an inclusive and accessible service around the clock**

Furhat Robotics, the world-leading social robotics provider from Sweden, presents a new groundbreaking concept to help primarily urban destinations in promoting their cultural heritage and local businesses.

The Furhat robot, placed near key attractions in a city, will be the core of an interactive sightseeing experience where the robot can enact characters from different historical or current events, tell anecdotes about the local neighbourhood and people living there, recommend places to visit nearby or give secret advice about the best local sandwich bar - all in different languages and around the clock, offering extensive and innovative services to tourists in one, cost-efficient package.

The no-touch solution is covid-safe and allows for physical distancing through small groups, without compromising on accessibility or availability of exciting activities.



“Harnessing innovation and digital advances provides tourism with opportunities to improve inclusiveness, local community empowerment and efficient resource management”

United Nations World Tourism Organization.



Key technical features

- ✓ Speaks your language (40+ languages available)
- ✓ Ability to effortlessly change the face of the robot to adapt to the preferred gender, age, ethnicity and personality
- ✓ Perform interactive stories with sound effects
- ✓ Easy content creation and customization through specialized tools
- ✓ Easy management of fleets of robots across town through specialized tools
- ✓ No-touch solution, reducing risk for spread of virus
- ✓ GDPR compliant

Meet SEMMI - The social robot guiding travellers on their journey

Among recent examples of social robots in travel and tourism, Furhat Robotics teamed up with DB Systel, the innovation arm of Deutsche Bahn, to reimagine how excellent customer service for travellers could look like.

SEMMI is a travel concierge robot, guiding passengers at airports and train stations in multiple languages and answering common questions and concerns. In short, being an additional reliable and up-to-date source of information for travellers in need!



“At DB Systel, our aim is to develop the next generation of traveller services and in Furhat, we have a partner at the cutting edge of robotics”

Dr. Kais Samkari, Former Team Lead at DB Systel



Do you want to be at the forefront of creating new experiences for travellers? Reach out to us at

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or read more at

www.furhatrobotics.com/travel