IBM **Watson**

Entiende el Lenguaje Natural

Maneja información desestructurada *800m páginas*

Saca conclusiones *…el amor se desvanece*

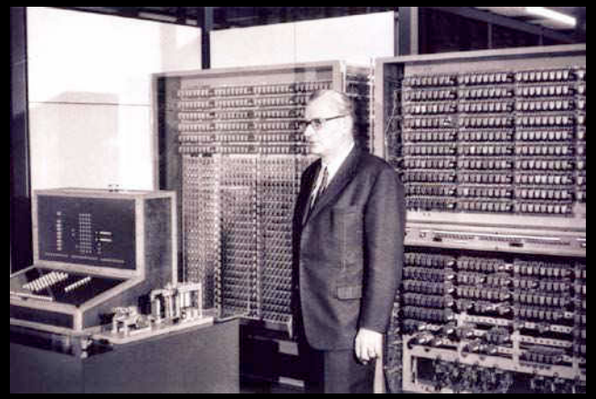
Colabora e interacciona *…se cantar. Bip bop..*

Amplia las capacidades intelectuales

IBM **Watson**

Hoy

1950



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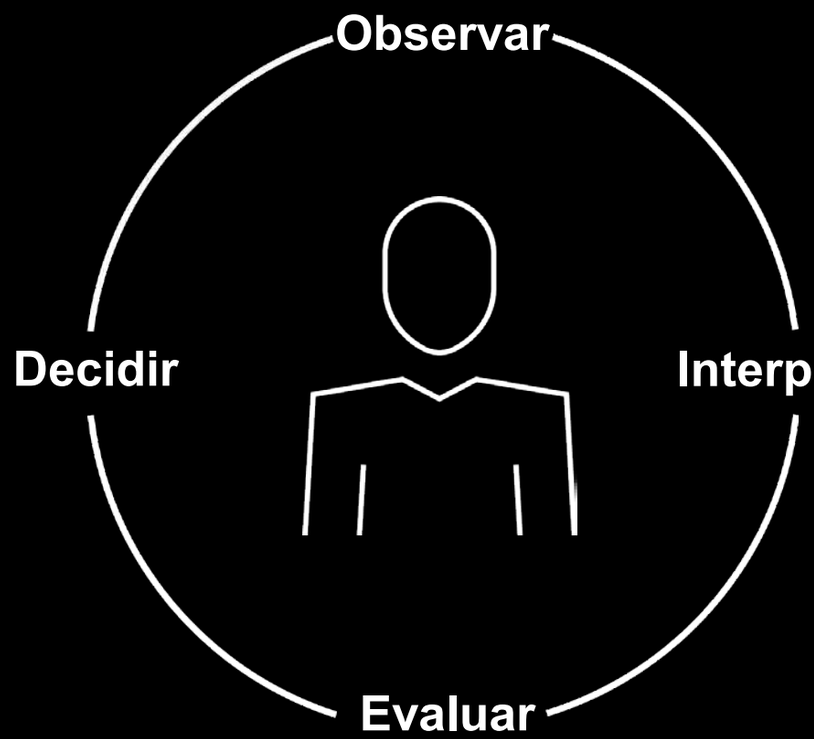
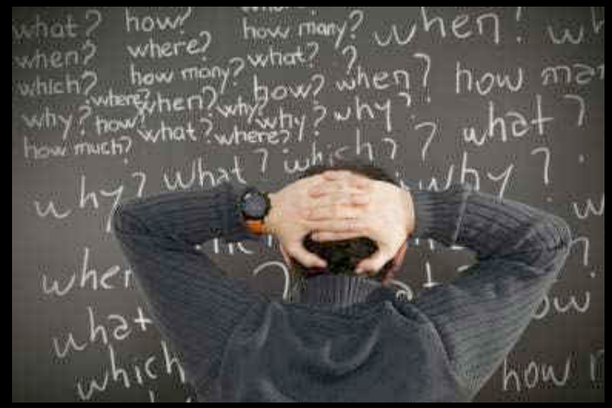

Observar
Interpretar
Evaluar
Decidir


what? how? how many? when!
when? where? how many? what?
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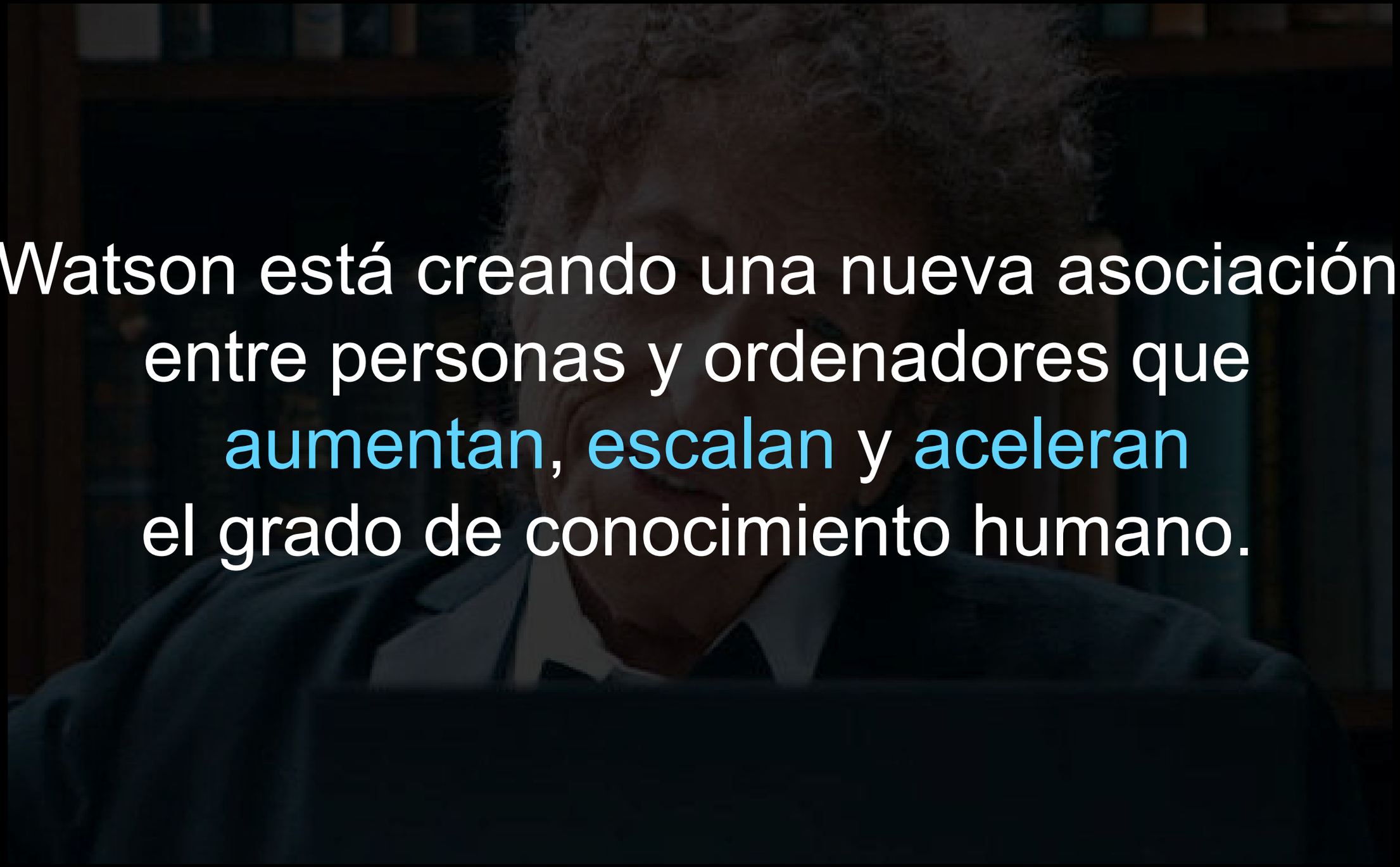

Watson está creando una nueva asociación
entre personas y ordenadores que
aumentan, escalan y aceleran
el grado de conocimiento humano.

Los viajeros les gustaría sentirse acompañados durante todo el viaje

La contratación se está produciendo en el momento correcto con el contexto adecuado

Se demanda una experiencia de turismo única y diferenciada que va mas allá del viaje

Adquiere nuevos conocimientos sobre los comportamientos del cliente durante la experiencia

Capacidad cognitiva 24x7

Ayuda a explorar todas las opciones del destino aumentando la oferta de actividades y su atractivo

Un ejemplo

TRAVELERS UNITED Powered by IBM WATSON

Welcome back, Raul!

WHAT KIND OF TRIP DO YOU WANT TO TAKE?

I want to go on an adventurous but nice vacation with my lovely children

**RECENTLY ASKED**

I want a romantic spa vacation with my husband in February.

I want to have a unique cultural experience.

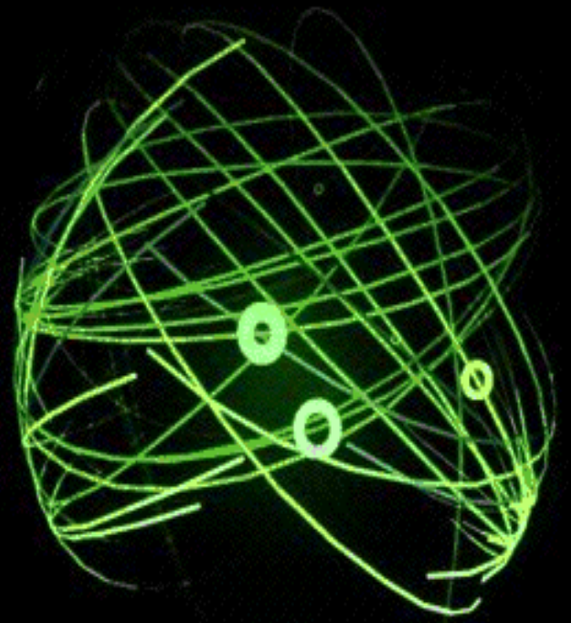
I want to go someplace dangerous but not deadly.

I want to experience an outdoor adventure.

I want to go on a culinary adventure.

TRAVELERS UNITED Powered by IBM WATSON

Welcome back, Raul!



Watson is processing your request...

TRAVELERS UNITED Powered by IBM WATSON

Welcome back, Raul!

**YOU**

I want to go on an adventurous but nice vacation with my lovely children

**WATSON**

Your family likes beaches and international travel. Is this the kind of trip you're looking for?

Yes | No

TRAVELERS UNITED Powered by IBM WATSON

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TRAVELERS UNITED Powered by IBM WATSON

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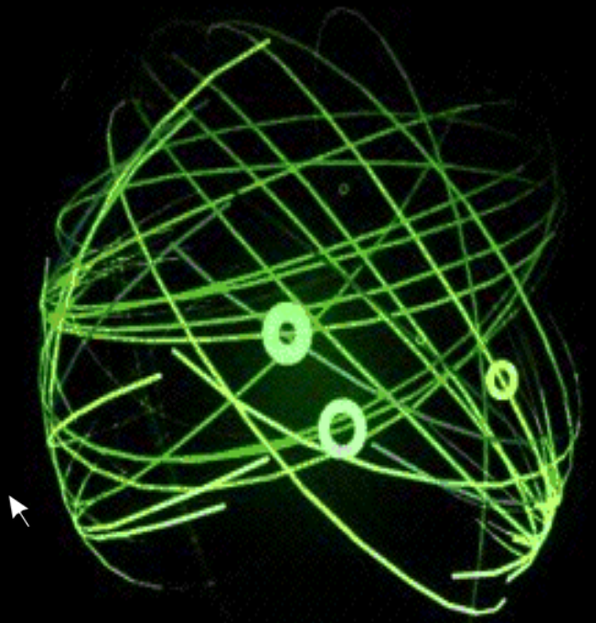

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Your family likes beaches and international travel. Is this what you're looking for?

**YOU**

Yes.

**WATSON**

Bali, Ibiza, and Tamarindo are the recommended destinations for you and your family. If you think of anything else you want on your vacation, enter it below to update your recommendations!

97% confidence

# Bali

INDONESIA

FLIGHT + HOTEL from $1280

BOOK NOW >

**POPULAR ACTIVITIES**

- Snorkeling
- Scuba Diving
- Parasailing

**FRIENDS WHO HAVE BEEN THERE**

**WHY THIS PLACE IS RIGHT FOR YOU**

"Bali homes great child-friendly resorts that offer all-inclusive activities for kids so you and your hubby can lay on the beach or swim in the clear blue water."
- ***Wikitravel***

"The azure seas of the Indian Ocean that frame the island provide the coral reefs and world-famous waves sought by professional divers and hardened surfers alike."
- ***Diver's Guide***

**ABOUT BALI**

The mere mention of Bali evokes thoughts of a paradise. It's more than a place; it's a mood, an aspiration, a tropical state of mind. Its rich culture plays out at all levels of life, from the exquisite flower-petal offerings placed everywhere to the processions of joyfully garbed locals, shutting down major roads as they march to one of the myriad temple ceremonies, to the otherworldly traditional music and dance performed island-wide.

93% confidence

# Ibiza

SPAIN

FLIGHT + HOTEL from $1190

BOOK NOW >

- Boat charters

We love the beach, but we also want some adventure time on dry land

TRAVELERS UNITED Powered by IBM WATSON

Welcome back, Raul!

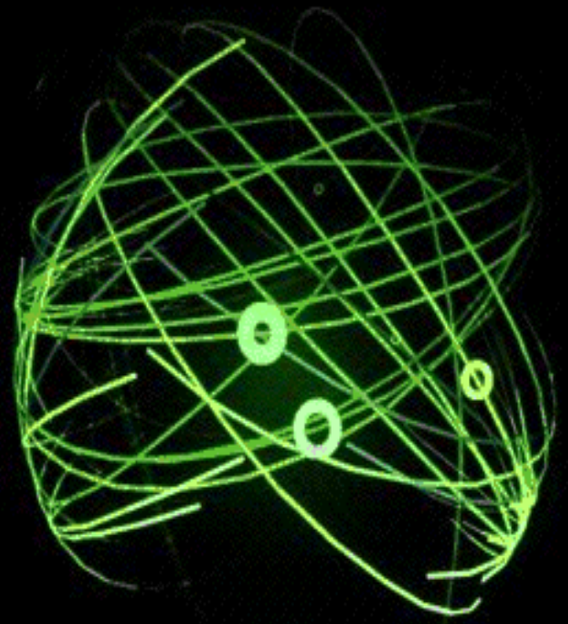
YOU

I want to go on an adventurous but

97% confidence

Bali

FLIGHT + HOTEL from $1280



Watson is processing your request...

We love the beach, but we also want some adventure time on dry land

- Boat charters

TRAVELERS UNITED Powered by IBM WATSON

Welcome back, Raul!

**YOU**
Yes.

**WATSON**
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**YOU**
We love the beach, but we also want some adventure time on dry land.

**WATSON**
Sure. Punta Cana, Cabo San Lucas, and Hanalei Bay are destinations you'll love if you want dry land adventure too.

95% confidence

# Punta Cana
DOMINICAN REPUBLIC

FLIGHT + HOTEL *from* $980
BOOK NOW >

**POPULAR ACTIVITIES**
- Zip-Lining
- Scuba Diving
- Jungle Safari

**FRIENDS WHO HAVE BEEN THERE**

**WHY THIS PLACE IS RIGHT FOR YOU**

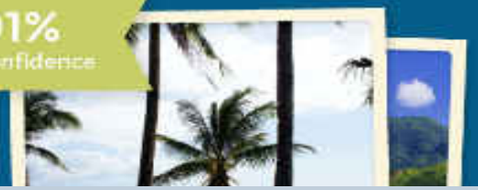
"Activities abound, not only scuba diving but snorkeling, windsurfing, kayaking, water biking, sailing, beach volleyball or soccer, even water polo, along with aqua aerobics and tons of children's activities." - ***Frommer's***

"There are plenty of guided tours — safaris to sugar cane plantations; excursions to the capital, Santo Domingo; catamaran rides to offshore islands, and whale-watching trips in Samana Bay during the mating season." - ***REI Travel***

**ABOUT**

It wouldn't be out of line to equate the eastern coast of the Dominican Republic as a sort of sea and sun Disneyland – after all, it is here where the megalomaniacal all-inclusive resorts snatch up broad swaths of cinematic beaches faster than the real estate agents can get the sun-soaked sands on the market. Its beaches rival those anywhere else in the Caribbean, both in terms of their soft, white texture and their warm aquamarine waters.

91% confidence



# Cabo San Lucas
MEXICO

FLIGHT + HOTEL *from* $820
BOOK NOW >

- Snorkeling

**YOU**
Yes.

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## SOURCE: FROMMER'S - ACTIVE PURSUITS IN PUNTA CANA

http://frommers.info/destinations/punta-cana/725833

### Active Pursuits

One of the Caribbean's great beaches stretches along the so-called Costa del Coco, or Coconut Coast, covering more than 32km (20 miles) of brilliant white sand -- so there's room for everyone. Flanked by the all-inclusives, the major beaches here include Playa Macao, Playa Cortecito, Playa Bávaro, Playa Punta Cana, and Playa Punta Juanillo. The upmarket all-inclusives have staked out the best beachfront properties, so everything is done for you here, including unlimited access to food and drinks and watersports concessions at each hotel. For facilities, bars, and restaurants, you can use the hotel at which you are a guest.

Activities abound, not only scuba diving but snorkeling, windsurfing, kayaking, water biking, sailing, beach volleyball or soccer, even water polo, along with aqua aerobics and tons of children's activities. Despite the visual beauty of the sands and the swaying palms, there isn't any particularly fabulous snorkeling at Punta Cana. There aren't enough offshore reefs nearby -- the kinds that shelter rich deposits of marine life -- so if you happen to sign up for a snorkeling or scuba adventure at Punta Cana, chances are high that you'll be escorted to any of several offshore wrecks whose rusting hulks provide the shelter that underwater critters crave.

The beaches at Punta Cana are wide, they're gorgeous, and it's safe to swim offshore throughout the year. An improvised series of barricades runs parallel to some stretches of the coastal road, prohibiting access to the various beaches fronting the hotels. Entrances guarded by security forces prevent nonguests from entering, since once inside you're entitled to unlimited food and drink. We noted that fewer and fewer of the all-inclusives are selling day passes or evening passes to nonresidents. The policy seems to be viewed with increasing disfavor. When such day passes are available, they can cost anywhere from US$40 to US$75 per person, and are strictly defined as day passes (allowing access from around 9am to around 6pm) and night passes (from around 6pm till around 1am). The idea, frankly, never caught on, and we estimate that only around 25% of the resorts now offer them. Even then, it's complicated and sometimes unpleasant to talk your way past the security guards at the entrance, even if you're willing to pay.

### How to Spend a Day Outside the All-Inclusive Hotels

The answer for the adventurous would involve a trek to the center of Cortecito Village, where you

• Snorkeling

TRAVELERS UNITED Powered by IBM WATSON

Welcome back, Raul!

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Yes.

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95% confidence

# Punta Cana
DOMINICAN REPUBLIC

FLIGHT + HOTEL from $980
BOOK NOW >

**POPULAR ACTIVITIES**
- Zip-Lining
- Scuba Diving
- Jungle Safari

**FRIENDS WHO HAVE BEEN THERE**

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91% confidence

# Cabo San Lucas
MEXICO

FLIGHT + HOTEL from $820
BOOK NOW >

**POPULAR ACTIVITIES**
- Fishing
- Whale watching
- Snorkeling

**FRIENDS WHO HAVE BEEN THERE**

## 1. SELECT YOUR DATES

**MAY** 2014

| Sun | Mon | Tues | Wed | Thurs | Fri | Sat |
|---|---|---|---|---|---|---|
| | | | | *1 $1786 | 2 $1889 | 3 $2041 |
| 4 $1562 | *5 $1205 | *6 $1140 | *7 $1140 | *8 $1140 | 9 $1418 | 10 $1489 |
| 11 $1373 | 12 $1205 | 13 $1140 | 14 $1140 | 15 $1140 | 16 $1140 | 17 $1879 |
| 18 $1409 | 19 $1205 | 20 $1140 | 21 $1140 | 22 $1140 | 23 $1618 | 24 $1089 |
| 25 $1290 | 26 $1505 | 27 $1185 | 28 $2003 | 29 $1754 | 30 $1459 | 31 $1488 |

**JUNE** 2014

| Sun | Mon | Tues | Wed | Thurs | Fri | Sat |
|---|---|---|---|---|---|---|
| 1 $1173 | 2 $1202 | 3 $1085 | 4 $1607 | 5 $1764 | 6 $1914 | 7 $1488 |
| 8 $1562 | *9 $1205 | *10 $1140 | *11 $1140 | *12 $1140 | *13 $1418 | 14 $1489 |
| 15 $1373 | 16 $1505 | 17 $1085 | 18 $1607 | 19 $1764 | 20 $1914 | 21 $1488 |

## BUILD YOUR ITINERARY

Punta Cana
DOMINICAN REPUBLIC

1. Select your dates
2. Select your hotel
3. Select your flights
4. Review and purchase
5. Confirmation receipt

- Whale watching
- Snorkeling

## 1. SELECT YOUR DATES

**MAY** 2014

| Sun | Mon | Tues | Wed | Thurs | Fri | Sat |
|---|---|---|---|---|---|---|
| | | | | *1 $1786 | 2 $1889 | 3 $2041 |
| 4 $1562 | *5 $1205 | *6 $1140 | *7 $1140 | *8 $1140 | 9 $1418 | 10 $1489 |
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**JUNE** 2014

| Sun | Mon | Tues | Wed | Thurs | Fri | Sat |
|---|---|---|---|---|---|---|
| 1 $1373 | 2 $1505 | 3 $1410 | 4 $1607 | 5 $1650 | 6 $1914 | 7 $1488 |
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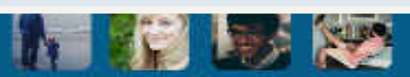
| 15 $1373 | 16 $1505 | 17 $1085 | 18 $1607 | 19 $1764 | 20 $1914 | 21 $1488 |

## BUILD YOUR ITINERARY

Punta Cana
DOMINICAN REPUBLIC

1. **Select your dates**
   *Outbound date*
   *May 14, 2014*
2. *Select your hotel*
3. *Select your flights*
4. *Review and purchase*
5. *Confirmation receipt*

- Fishing
- Whale watching
- Snorkeling



TRAVELERS UNITED Powered by IBM WATSON

Welcome back, Raul!

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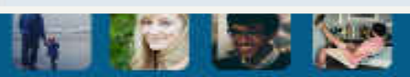

## 2. SELECT YOUR HOTEL

Hotels in your preferred network

**EL PATIO DE TITA**

10.1 miles from the airport
Area: Bavaro Beach
Book online or call 1-800-222-0892
Includes: All-Inclusive

BOOK NOW
$1140/ person
5 days, 4 nights

**EUROPE VILLA CORTES**

14.2 miles from the airport
Area: Bavaro Beach
Book online or call 1-800-222-0892
Includes: All-Inclusive, Free WiFi

BOOK NOW
$1560/ person
5 days, 4 nights

**REDLEVEL AT GRAN MELIA**

24 miles from the airport
Area: El Macao
Book online or call 1-800-222-0892
Includes: All-Inclusive, Free WiFi

BOOK NOW
$1690/ person
5 days, 4 nights

**EL MACAO**

25 miles from the airport
Area: El Macao
Book online or call 1-800-222-0892
Includes: All-Inclusive, Free WiFi

BOOK NOW
$1710/ person
5 days, 4 nights

## BUILD YOUR ITINERARY

Punta Cana
DOMINICAN REPUBLIC

1. Select your dates
   *Outbound date*
   *May 14, 2014*
   *Return date*
   *May 19, 2014*
2. Select your hotel
3. Select your flights
4. Review and purchase
5. Confirmation receipt

- Whale watching
- Snorkeling

## 3. SELECT YOUR OUTBOUND FLIGHT

Flights in your preferred network

| $1140/person | $1140/person | $1301/person |
|---|---|---|
| DELTA | DELTA | DELTA |
| JFK 08:55AM | EWR 07:45AM | JFK 07:45PM |
| LRM 12:50PM | PUJ 11:50AM | PUJ 02:25PM |
| Nonstop | Nonstop | 1 stop (ATL) |
| Total trip time: 3:55 | Total trip time: 4:05 | Total trip time: 6:40 |

Flights outside your preferred network

| $1187/person | $1242/person | $1339/person |
|---|---|---|
| UNITED | UNITED | JETBLUE |
| LGA 07:25AM | EWR 02:15PM | JFK 07:00AM |
| PUJ 02:20PM | PUJ 09:00PM | PUJ 02:05PM |
| 1 stop (MIA) | 1 stop (MIA) | 1 stop (SJU) |
| Total trip time: 6:55 | Total trip time: 6:45 | Total trip time: 7:05 |

OR SEARCH FOR A DIFFERENT FLIGHT >

## BUILD YOUR ITINERARY

Punta Cana
DOMINICAN REPUBLIC

1. Select your dates
   *Outbound date*
   *May 14, 2014*
   *Return date*
   *May 19, 2014*
2. Select your hotel
   *El Patio de Tita*
3. Select your flights
4. *Review and purchase*
5. *Confirmation receipt*

- Whale watching
- Snorkeling

TRAVELERS UNITED Powered by IBM WATSON

Welcome back, Raul!

## 3. SELECT YOUR OUTBOUND FLIGHT

SELECT RETURN FLIGHT >

Flights in your preferred network

| $1140/person | $1140/person | $1301/person |
|---|---|---|
| DELTA | DELTA | DELTA |
| JFK 08:55AM | EWR 07:45AM | JFK 07:45PM |
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| Nonstop | Nonstop | 1 stop (ATL) |
| Total trip time: 3:55 | Total trip time: 4:05 | Total trip time: 6:40 |

Flights outside your preferred network

| $1187/person | $1242/person | $1339/person |
|---|---|---|
| UNITED | UNITED | JETBLUE |
| LGA 07:25AM | EWR 02:15PM | JFK 07:00AM |
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OR SEARCH FOR A DIFFERENT FLIGHT >

### BUILD YOUR ITINERARY

Punta Cana
DOMINICAN REPUBLIC

1. Select your dates
   *Outbound date*
   *May 14, 2014*
   *Return date*
   *May 19, 2014*
2. Select your hotel
   *El Patio de Tita*
3. Select your flights
   *Delta 1140*
   *EWR 07:45Am*
   *PUJ 11:50A*
4. *Review and purchase*
5. *Confirmation receipt*

- Whale watching
- Snorkeling

## 3. SELECT YOUR RETURN FLIGHT

Flights in your preferred network

| $1140/person | $1180/person | $1301/person |
|---|---|---|
| DELTA | DELTA | DELTA |
| PUJ 01:05PM | PUJ 09:55AM | PUJ 07:50PM |
| EWR 05:15PM | JFK 01:00PM | JFK 02:30PM |
| Nonstop | Nonstop | 1 stop (ATL) |
| Total trip time: 4:10 | Total trip time: 4:05 | Total trip time: 6:40 |

Flights outside your preferred network

| $1480/person | $1726/person | $1935/person |
|---|---|---|
| UNITED | UNITED | JETBLUE |
| LRM 08:15AM | PUJ 12:15PM | PUJ 07:00AM |
| LGA 03:20PM | EWR 07:00PM | EWR 02:05PM |
| 1 stop (MIA) | 1 stop (MIA) | 1 stop (SJU) |
| Total trip time: 6:45 | Total trip time: 6:45 | Total trip time: 7:05 |

## BUILD YOUR ITINERARY

Punta Cana
DOMINICAN REPUBLIC

1. Select your dates
   *Outbound date*
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   *Return date*
   *May 19, 2014*
2. Select your hotel
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   *Delta 1140*
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   *PUJ 11:50A*
4. *Review and purchase*
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- Whale watching
- Snorkeling

TRAVELERS UNITED Powered by IBM WATSON

Welcome back, Raul!

## 3. SELECT YOUR RETURN FLIGHT

Flights in your preferre

**$1140/person**

DELTA

PUJ 01:05PM
EWR 05:15PM

Nonstop
Total trip time: 4:10

Flights outside your pr

**$1480/person**

UNITED

LRM 08:15AM
LGA 03:20PM

1 stop (MIA)
Total trip time: 6:45

What is the local currency?

## BUILD YOUR ITINERARY

Punta Cana
DOMINICAN REPUBLIC

. Select your dates
*Outbound date*
*May 14, 2014*
*Return date*
*May 19, 2014*

. Select your hotel
*El Patio de Tita*

. Select your flights
*Delta 1140*
*EWR 07:45Am*
*PUJ 11:50A*

. Review and purchase

. Confirmation receipt

- Whale watching
- Snorkeling

TRAVELERS UNITED Powered by IBM WATSON

Welcome back, Raul!

## 3. SELECT YOUR RETURN FLIGHT

Flights in your preferre

$1140/person

DELTA

PUJ 01:05PM
EWR 05:15PM

Nonstop
Total trip time: 4:10

Flights outside your pr

$1480/person

UNITED

LRM 08:15AM
LGA 03:20PM

1 stop (MIA)
Total trip time: 6:45

**RAUL**
What is the local currency?

What do you want to know?

## BUILD YOUR ITINERARY

Punta Cana
DOMINICAN REPUBLIC

. Select your dates
*Outbound date*
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. Select your flights
*Delta 1140*
*EWR* 07:45Am
*PUJ* 11:50A

. Review and purchase

. Confirmation receipt

- Whale watching
- Snorkeling

TRAVELERS UNITED Powered by IBM WATSON

Welcome back, Raul!

## 3. SELECT YOUR RETURN FLIGHT

Flights in your preferre

**$1140/person**

DELTA

PUJ 01:05PM
EWR 05:15PM

Nonstop
Total trip time: 4:10

Flights outside your pr

**$1480/person**

UNITED

LRM 08:15AM
LGA 03:20PM

1 stop (MIA)
Total trip time: 6:45

**RAUL**
What is the local currency?

**WATSON**
The local currency is the Dominican Peso. Its value fluctuates between 30-40 pesos per US dollar and 48-53 pesos per Euro. Although any currency can be changed into pesos, it should be noted that in some situations it may be difficult to exchange pesos back into your original currency. We recommend exchanging only small amounts of money at a time to avoid any inconveniences.

What is the peak season?

## BUILD YOUR ITINERARY

Punta Cana
DOMINICAN REPUBLIC

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What do you want to know?

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Is it possible to book scuba diving classes at the hotel?

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Do you want to book them when you finish booking the flights?

Yes | No

What do you want to know?

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## 3. SELECT YOUR RETURN FLIGHT

Flights in your preferred network

**$1140/person**

DELTA

| | |
|---|---|
| PUJ | 01:05PM |
| EWR | 05:15PM |

Nonstop
Total trip time: 4:10

**$1180/person**

DELTA

| | |
|---|---|
| PUJ | 09:55AM |
| JFK | 01:00PM |

Nonstop
Total trip time: 4:05

**$1301/person**

DELTA

| | |
|---|---|
| PUJ | 07:50PM |
| JFK | 02:30PM |

1 stop (ATL)
Total trip time: 6:40

Flights outside your preferred network

**$1480/person**

UNITED

| | |
|---|---|
| LRM | 08:15AM |
| LGA | 03:20PM |

1 stop (MIA)
Total trip time: 6:45

**$1726/person**

UNITED

| | |
|---|---|
| PUJ | 12:15PM |
| EWR | 07:00PM |

1 stop (MIA)
Total trip time: 6:45

**$1935/person**

JETBLUE

| | |
|---|---|
| PUJ | 07:00AM |
| EWR | 02:05PM |

1 stop (SJU)
Total trip time: 7:05

## BUILD YOUR ITINERARY

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DOMINICAN REPUBLIC

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4. *Review and purchase*
5. *Confirmation receipt*

- Whale watching
- Snorkeling

TRAVELERS UNITED Powered by IBM WATSON

Welcome back, Raul!

## 3. SELECT YOUR RETURN FLIGHT

CONFIRM FLIGHTS >

Flights in your preferred network

| $1140/person | $1180/person | $1301/person |
|---|---|---|
| DELTA | DELTA | DELTA |
| PUJ 01:05PM | PUJ 09:55AM | PUJ 07:50PM |
| EWR 05:15PM | JFK 01:00PM | JFK 02:30PM |
| Nonstop | Nonstop | 1 stop (ATL) |
| Total trip time: 4:10 | Total trip time: 4:05 | Total trip time: 6:40 |

Flights outside your preferred network

| $1480/person | $1726/person | $1935/person |
|---|---|---|
| UNITED | UNITED | JETBLUE |
| LRM 08:15AM | PUJ 12:15PM | PUJ 07:00AM |
| LGA 03:20PM | EWR 07:00PM | EWR 02:05PM |
| 1 stop (MIA) | 1 stop (MIA) | 1 stop (SJU) |
| Total trip time: 6:45 | Total trip time: 6:45 | Total trip time: 7:05 |

## BUILD YOUR ITINERARY

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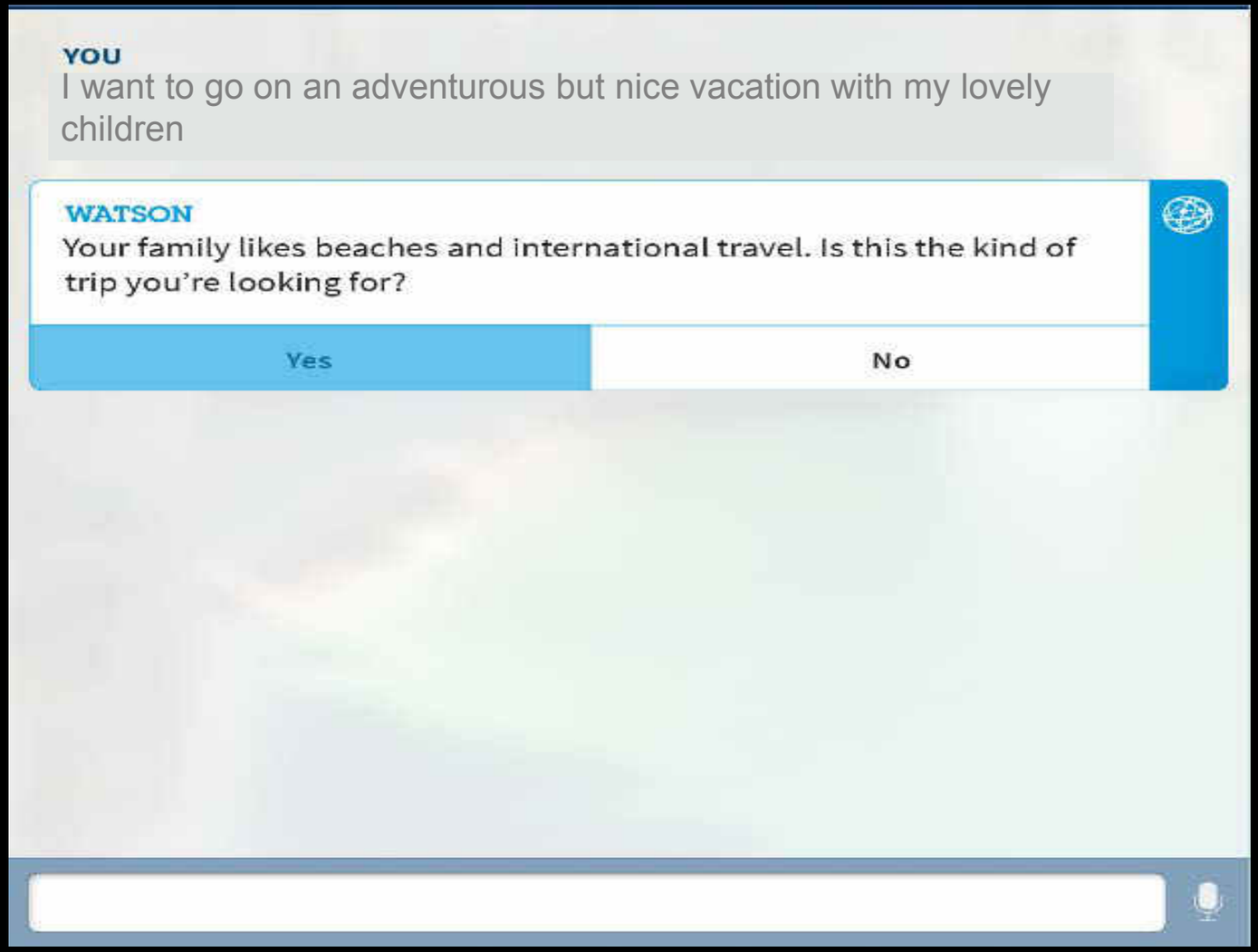
Watson usa Procesamiento de Lenguaje Natural y tecnología DeepQA  para desglosar y entender la pregunta del cliente

Hay más de 100 maneras de formular una pregunta. Watson puede aprender todas ellas

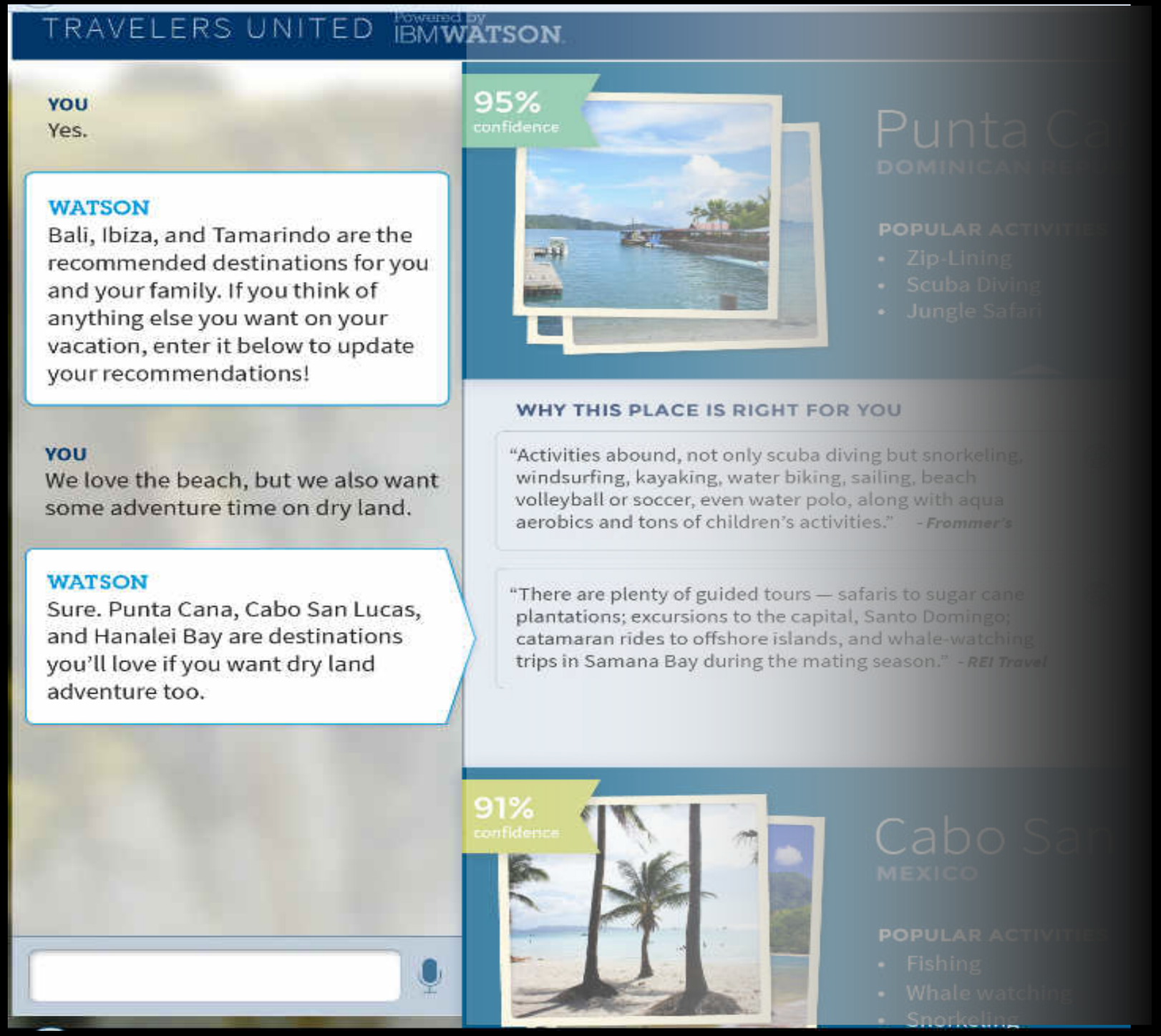
No es un sistema basado en reglas de negocio o en búsqueda de palabras clave



Watson entiende que el diálogo es iterativo. El sentido de las preguntas pueden depender del contexto y de las preguntas previas

Cuando el usuario pregunta "*… but we also want some adventure time on dry land*", Watson entiende que el contexto de la conversación es relativo a vacaciones familiares y devuelve una respuesta

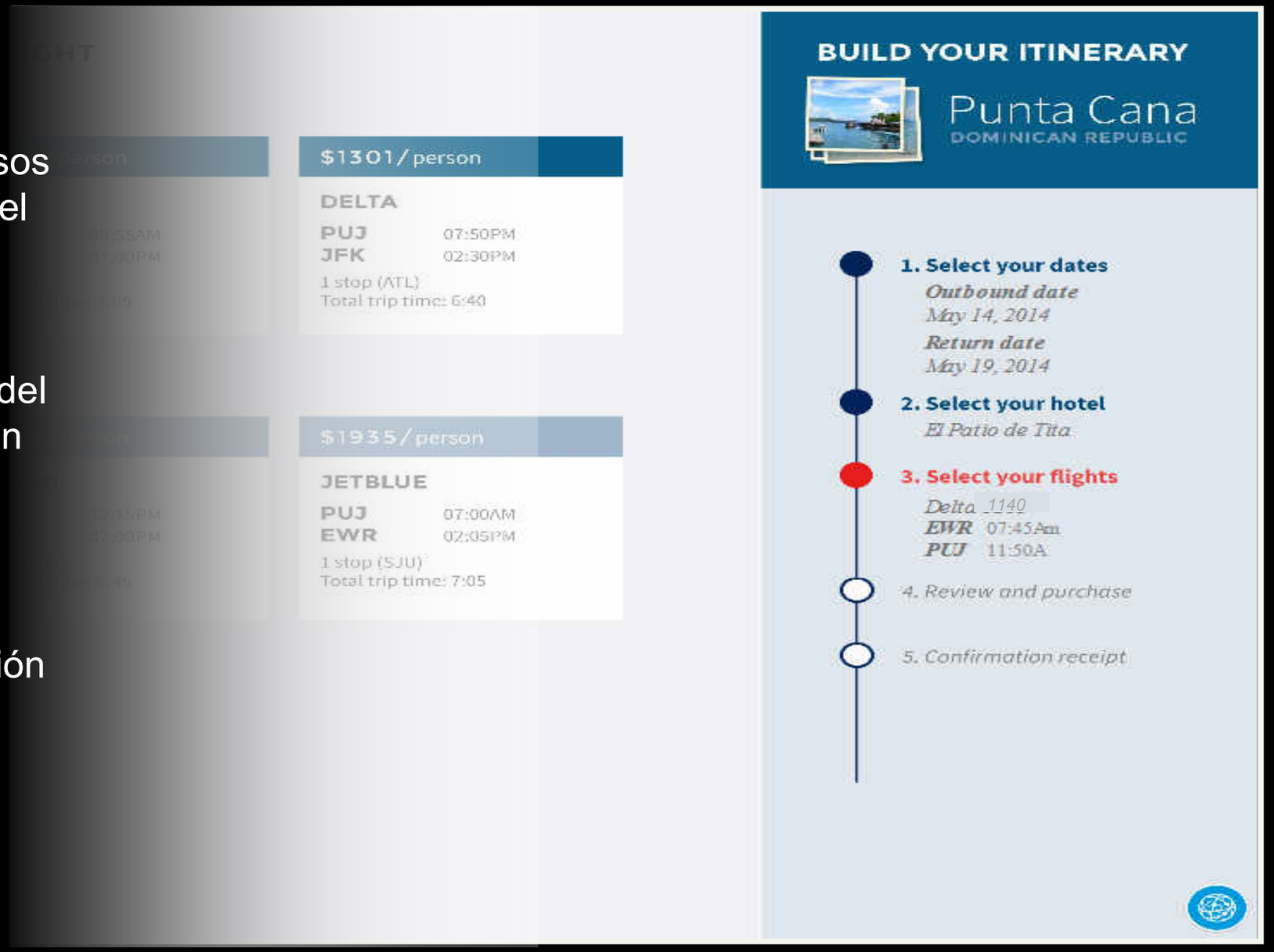
Las respuestas de Watson siempre están basadas en evidencias



Watson es capaz de integrar procesos de negocio en conversaciones con el cliente

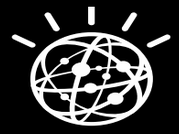
En el momento apropiado y dentro del contexto de la conversación, Watson puede lanzar procesos de negocio

Desde la primera pregunta hasta el final de la conversación, la interacción con Watson es rápida, interactiva y funcional.



# ¿Qué vas a hacer tú con Watson?

facebook.com/ibmwatson



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