



This is Stena Line Travel & Retail Group

Stena Line Travel & Retail Group is a business division within the Stena Line Group focused on leisure Travel, Retail, Food & Beverage activities. The group has a turnover of more than **400 MEUR** and operations within several European markets.


The group consists of well known Travel brands as **Sembo, Best Travel, Vista Travel, Buro Scanbrit, Voigt Travel, Scandinavian Wintersports, Ruka Safaris, European Online Flights** and **R & F Travel Retail**.




29 source markets




15 milj consumers served




+200 travel destinations




+600 000 hotels on offer




4000 aircrafts filled




240 ferries filled




250 00 room nights




+13 milj web visitors




+300 suppliers




310 employees




92 retail shops



159 restaurants



47 million articles delivered



9000 sqm warehouse

OUR TRADEMARKS



BEST BRANDS IN THE WORLD

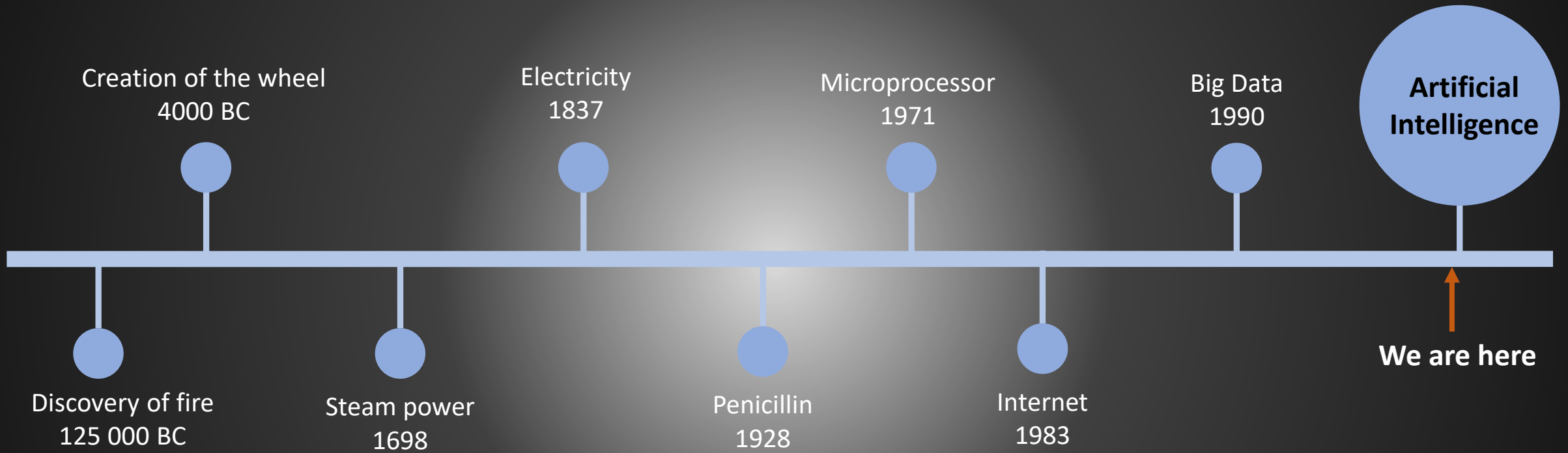


STRONGEST GLOBAL PARTNERS



 Malmö — Helsingborg — Frederikshavn — Holyhead — Wroclaw — Palma — Oslo — Ruka — Naarden — Amsterdam — Gothenburg







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*"Henry, it's for you -
apparently your heart is
about to fail..."*

HEAVY INVESTMENTS IN AI

SIGNIFICANT INVESTMENTS NEEDED IF TO KEEP FIRST MOVER ADVANTAGE

Visit Group, a leading Nordic-based provider of hospitality software solutions, announces more than €100 million in strategic growth investment from PSG ← Gothenburg based

TripAdvisor rival GetYourGuide nears \$2 billion valuation as it raises fresh funds to invest in A.I.

TravelPerk Raises \$104 Million to Advance AI for Travel ← Kinnevik Company

AI travel app, Mappls KOGO, raises INR 90 million in latest round of funding from MapMyIndia

AI CHECK-IN: TRIP.COM SEEKS TO CREATE "PERFECT TRIP FOR A BETTER WORLD" WITH TRIPGENIE

Google's New Travel AI Tools Want to Plan Customer Trips

New Tech Unicorn TripActions Aims to Bring AI to Business Travel

Klook Raises US\$210 Million, Aims to Reinforce AI Integration

Expedia wants to use AI to cut Google out of its trip-planning business

Steller Raises \$5 Million for AI Trip Planner: Startup Funding Roundup

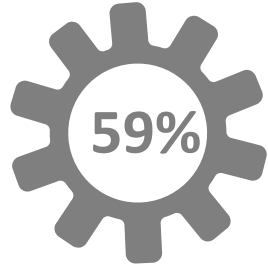
Mindtrip Raises \$7 Million for AI Trip Planner: Startup Funding Roundup

ARTIFICIAL INTELLIGENCE IN TRAVEL

GENERATIVE AI IS NO LONGER A FUTURE TECHNOLOGY – ITS VERY MUCH HERE TODAY

MARKETING

59% of the travel companies say they use or will use **generative AI within marketing**.



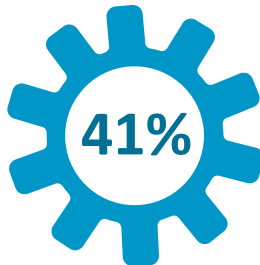
CUSTOMER

46% of travel companies say that they use generative AI **within customer support**.



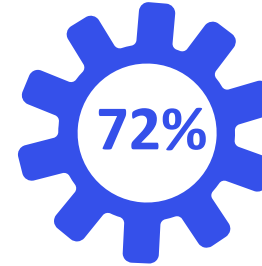
RESOURCES

41% of the travel companies say that they have **budgets allocated** for deploying generative AI



EXPERIENCE

72% of Travel companies have **implemented customized generative AI** models to their businesses.



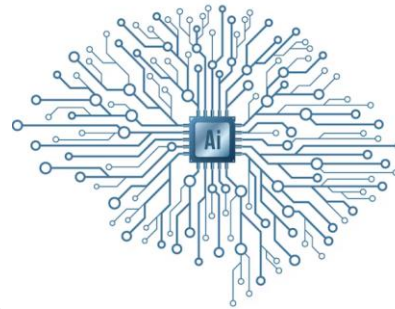
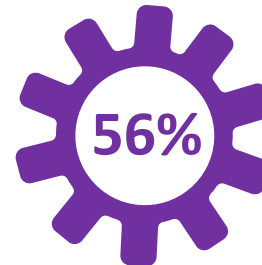
DATA STRUCTURE

53% of all Travel company executives are concerned about **data quality**, management & competence.



PREREQUISITE

56% of travel companies thinks their **IT infrastructure needs investments** before AI deployment.



AREAS OF AI DEPLOYMENT

GENERATIVE AI IS DEPLOYED IN ALL PARTS OF A TRAVEL COMPANY



ASSISTANCE

AI agents is predicted to be one of the areas impacting travel most forward.



SERVICE

Customer service is the area where the efficiency gains are highest.



ROUTINES

AI is predicted to be implemented to handle most **repetitive task** in the future.



CONTENT

AI will improve scalability within all fields of marketing and content creation.



FINANCE

AI will improve **analytics**, real time automated **calculations** and **forecasting** within finance.



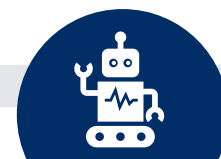
UPPSELL

Generative AI will **increase the intuitivity** of website and increase upsell.



PRICING

AI improves pricing by **analyzing demand, competitor pricing & customer** behavior.



CODING

AI improves the coding process by instantly **detecting & fixing errors**.

SEMBO

A NEW WAY TO EXPLORE THE WORLD

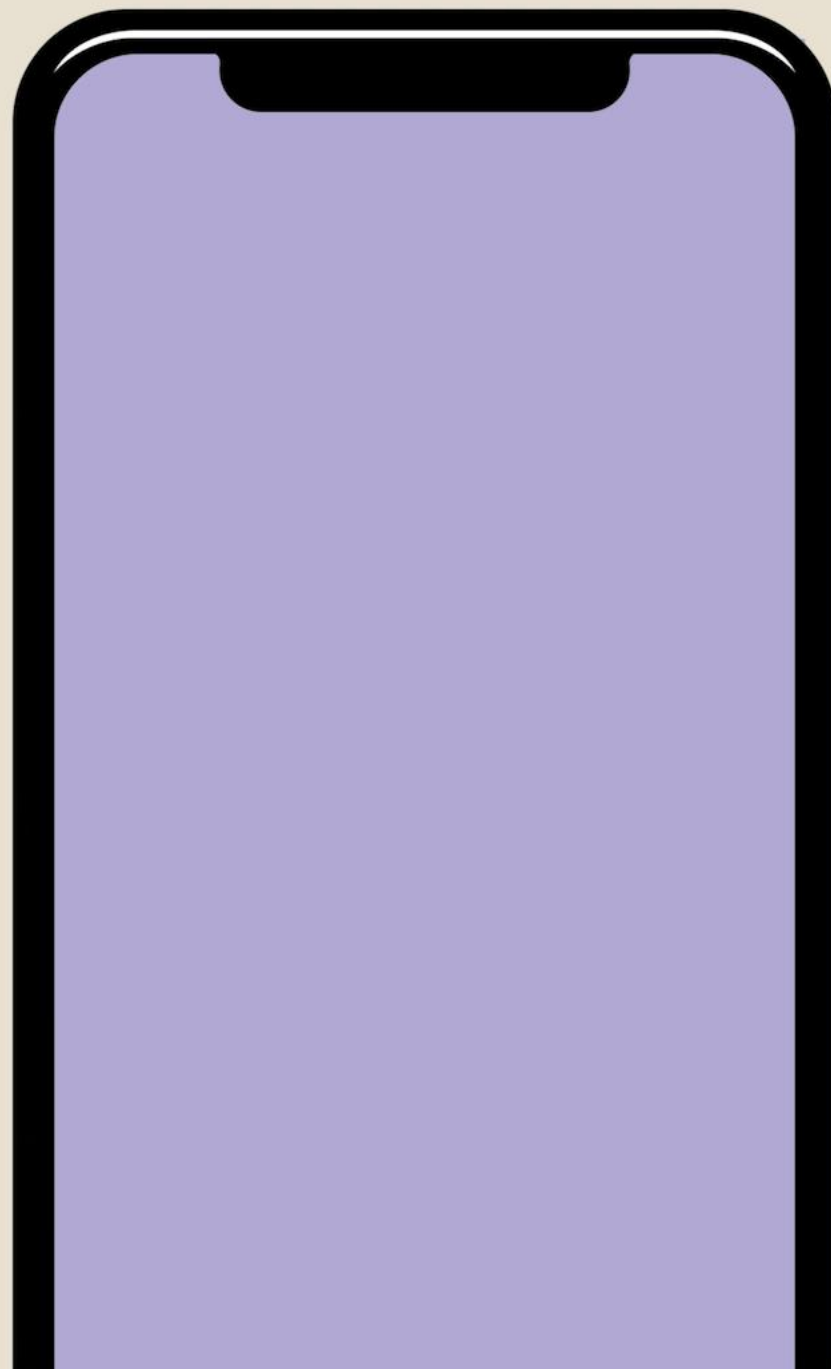




TRIP PLANNER

THE WORLDS FIRST BOOKING PLATFORM POWERED BY AI





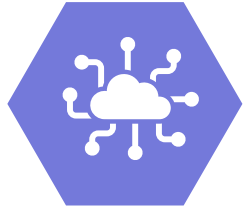
A NEW TRAVEL EXPERIENCE

AI POWERED TRIP PLANNING ENABLING UNIQUE CUSTOMER EXPERIENCE



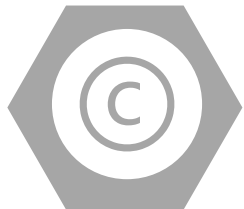
AI POWERED TRIP PLANNING

Itinerary suggestions powered by AI and personalized amendments enabled by conversational technology.



SMART SEARCH

Powerful technology built by our own technology team enabling a unique differentiated customer experience.



PROPRIETARY TECHNOLOGY

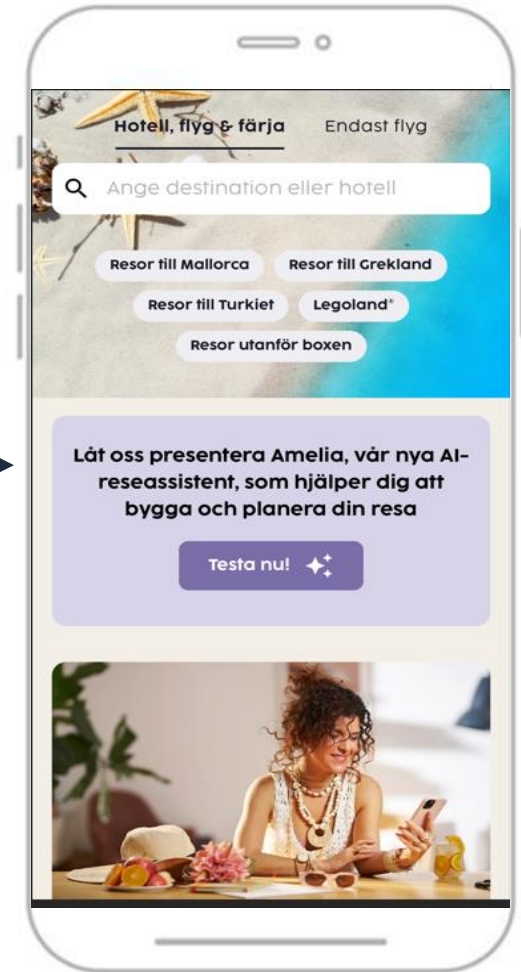
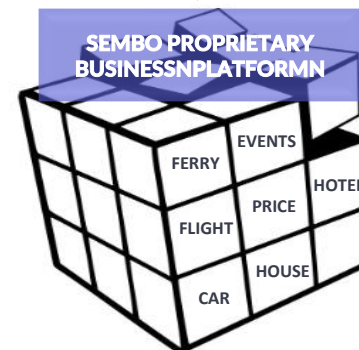
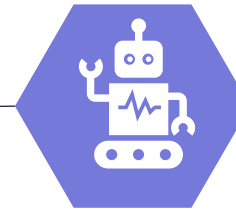
Purpose built platform by our inhouse technology team secures ability to adapt to future demands & competition.



A NEW TRAVEL EXPERIENCE

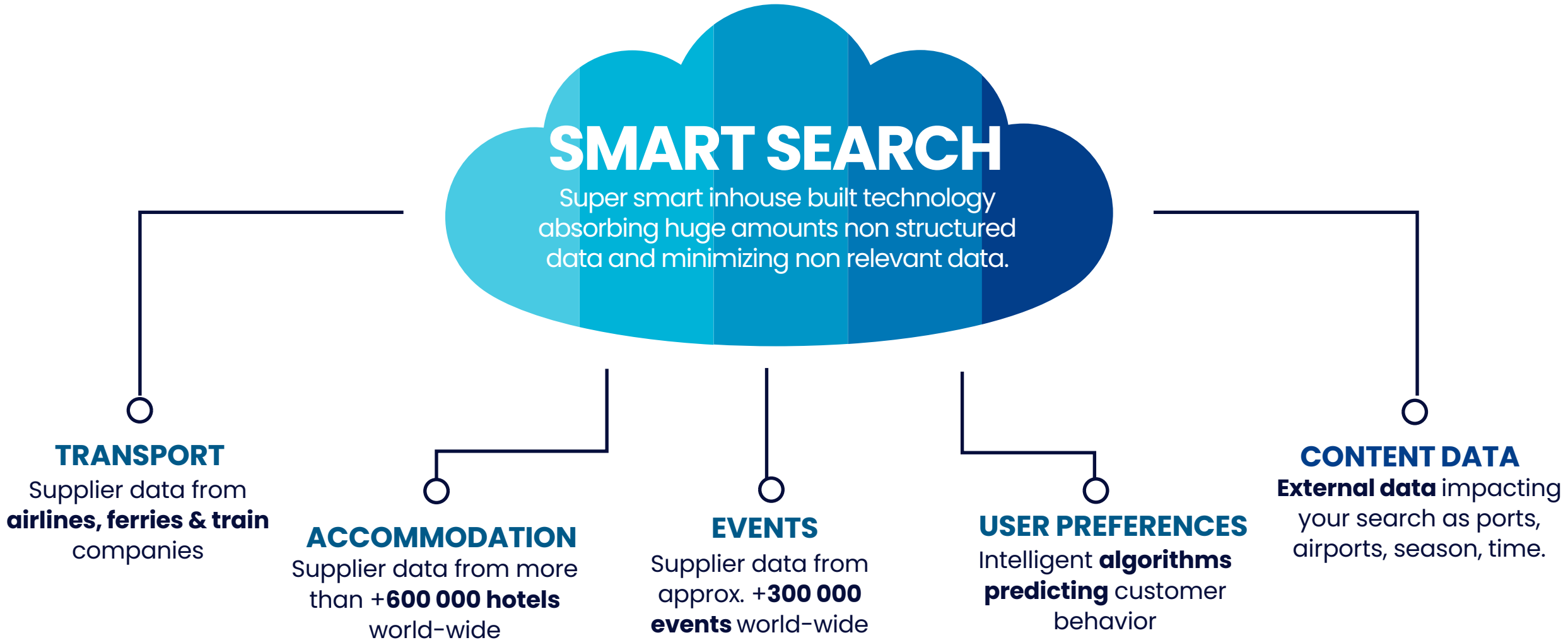
A mix of the leading travel content suppliers in the world and our technology enables a new level of personalization.

SMART SEARCH API



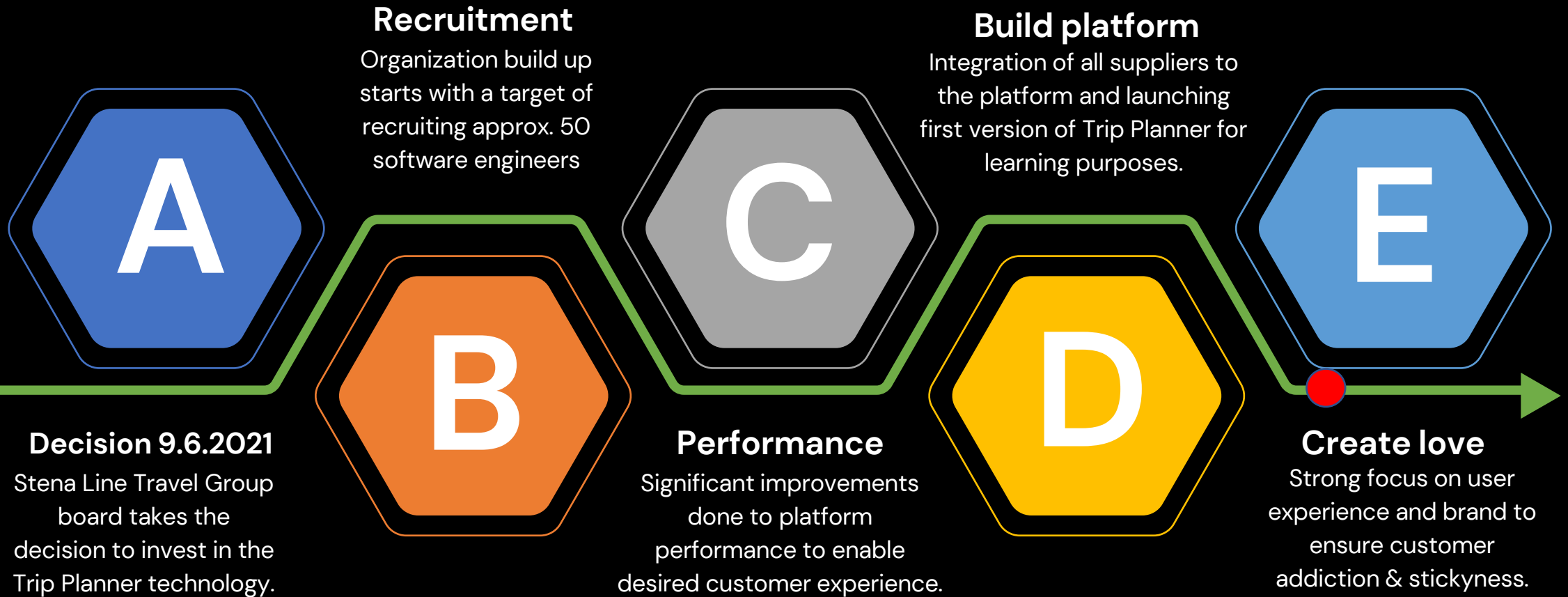
TRIP PLANNER TECHNOLOGY

AI POWERED TECHNOLOGY MAXIMIZING CUSTOMER EXPERIENCE



THE JOURNEY TO SUCCESS

USER GENERATED TRAVEL ECOSYSTEM | PLAN | CREATE | SHARE | GAIN



WHITELABEL PARTNERSHIPS

THE MOST POWERFUL B2B PARTNERPROGRAM IN THE TRAVEL INDUSTRY

EASY

Create a entire customer interface or a dynamic market place with just a few clicks and start selling



1

UNIQUE

Our technology offers your customers a truly unique customer experience



2

EFFICIENT

Integrations to all relevant content & technology providers minimizes manual work.



3

VALUE

Start searching for a partners who would be willing to finance on a growth journey



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