

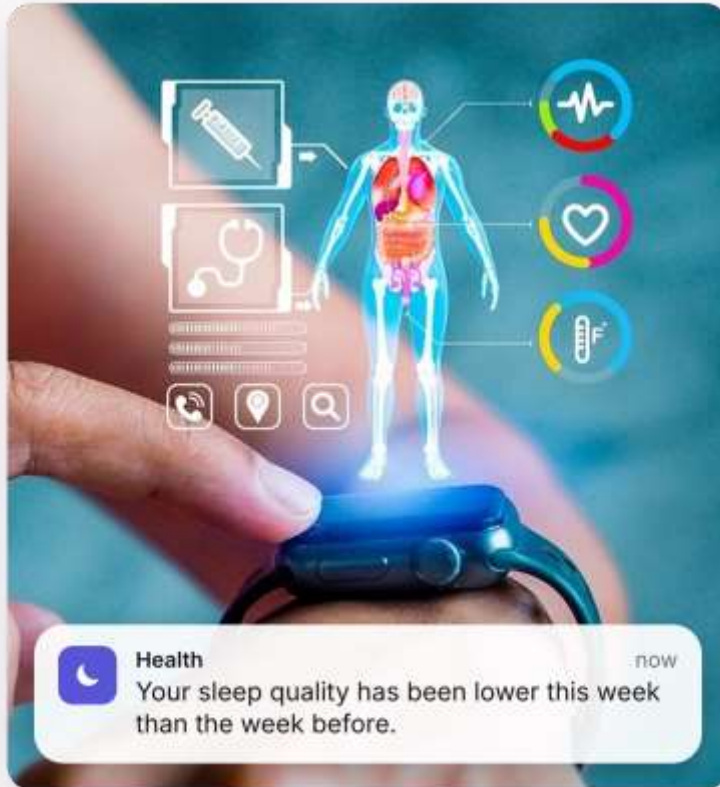


See clearly, act safely: what AI really means for ferry operators

By Christopher Kirman

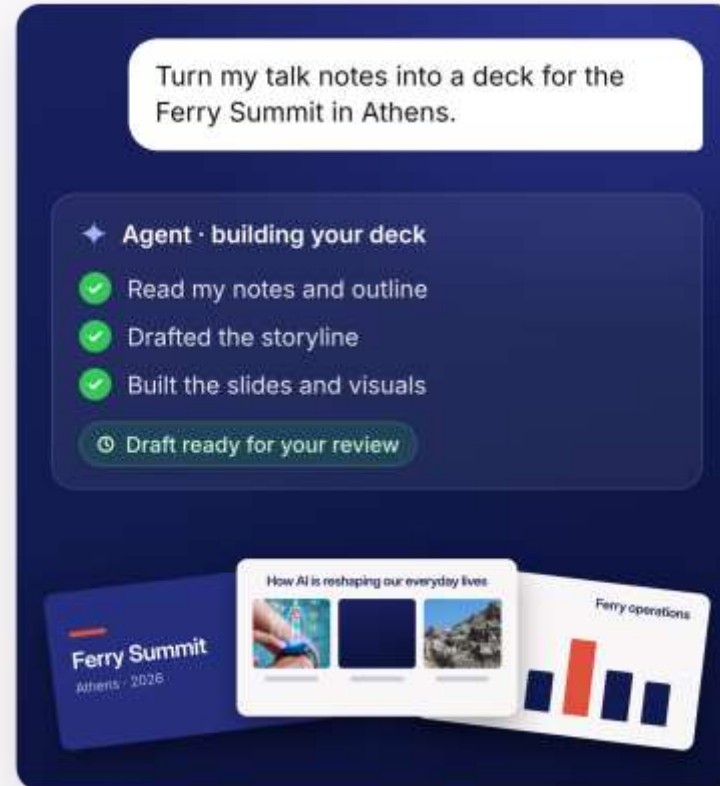


How AI is reshaping our everyday lives



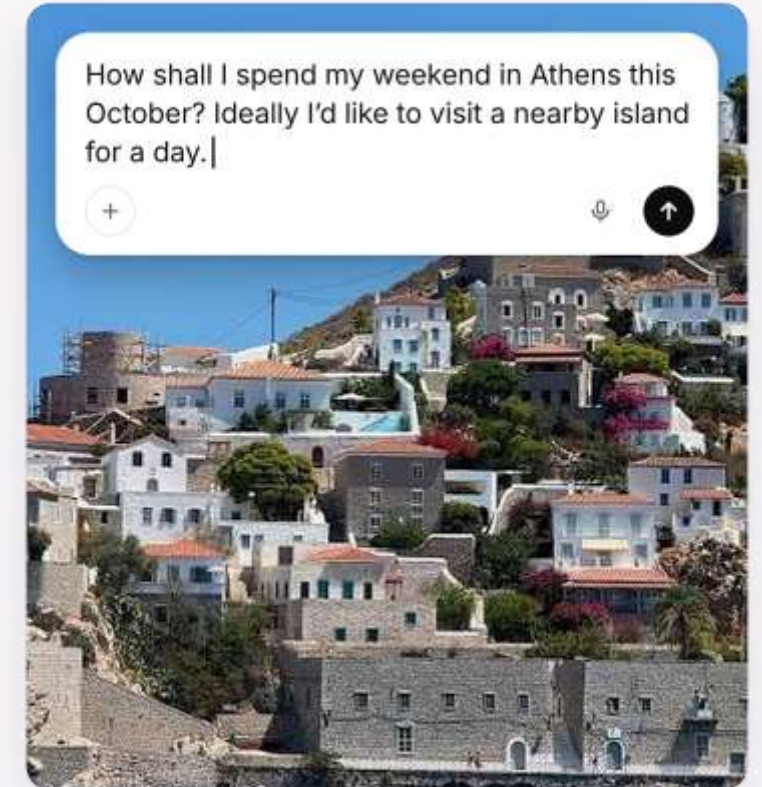
Monitor

Real-time data from our wrist.
AI flags what isn't normal.



Delegate

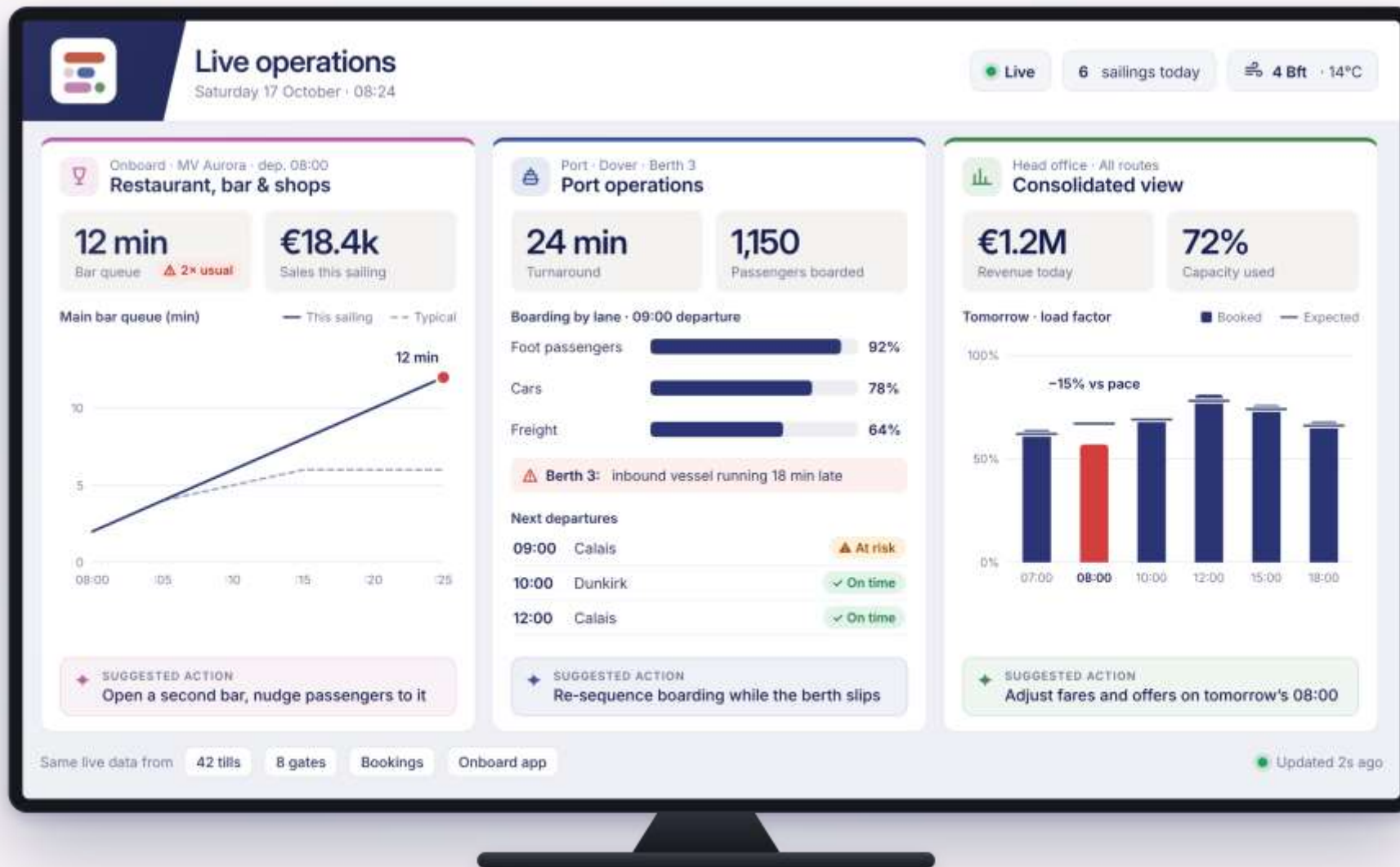
I focus on the story.
An AI agent builds the slides.



Discover

We don't search any more, we ask.
Soon, we'll book the same way.





- Onboard alert** 08:24

Main bar queue at 12 min, twice the usual. Open a second bar and nudge passengers to it.
- Port alert** 08:24

Berth 3 arrival running 18 min late. Re-sequence boarding to protect the 09:00 departure.
- Revenue alert** 08:24

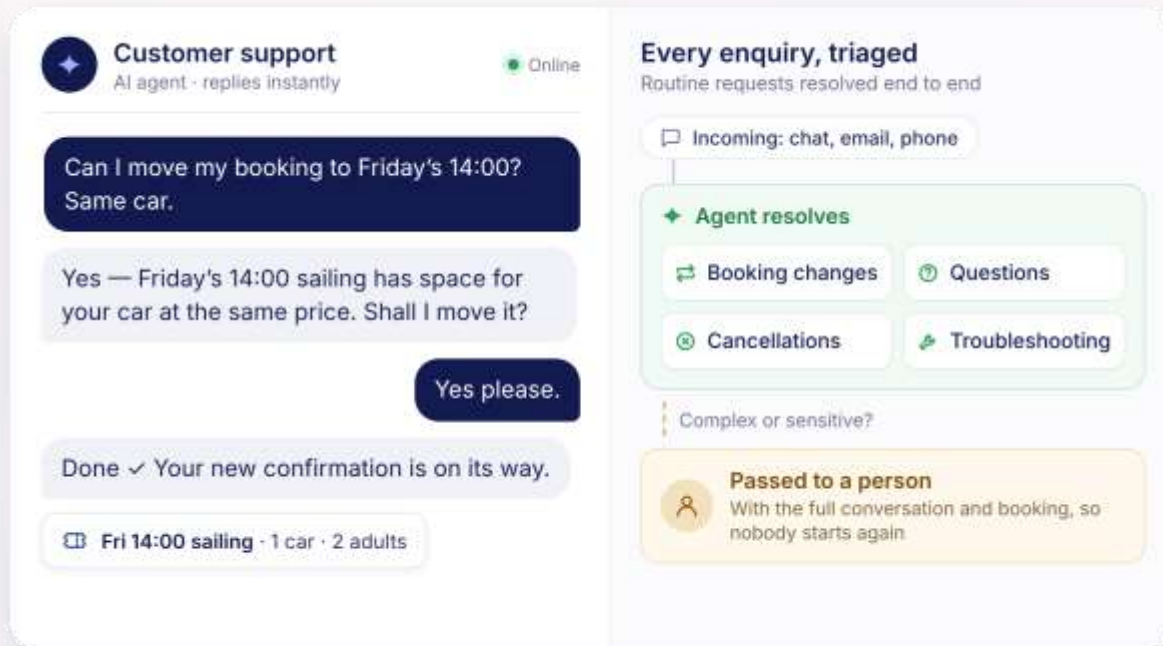
Tomorrow's 08:00 is pacing 15% below normal. Adjust fares and offers?

One live picture, shaped for each role

Same live data from every till, gate and booking. AI spots issues before passengers do.

Concept. Figures are illustrative.

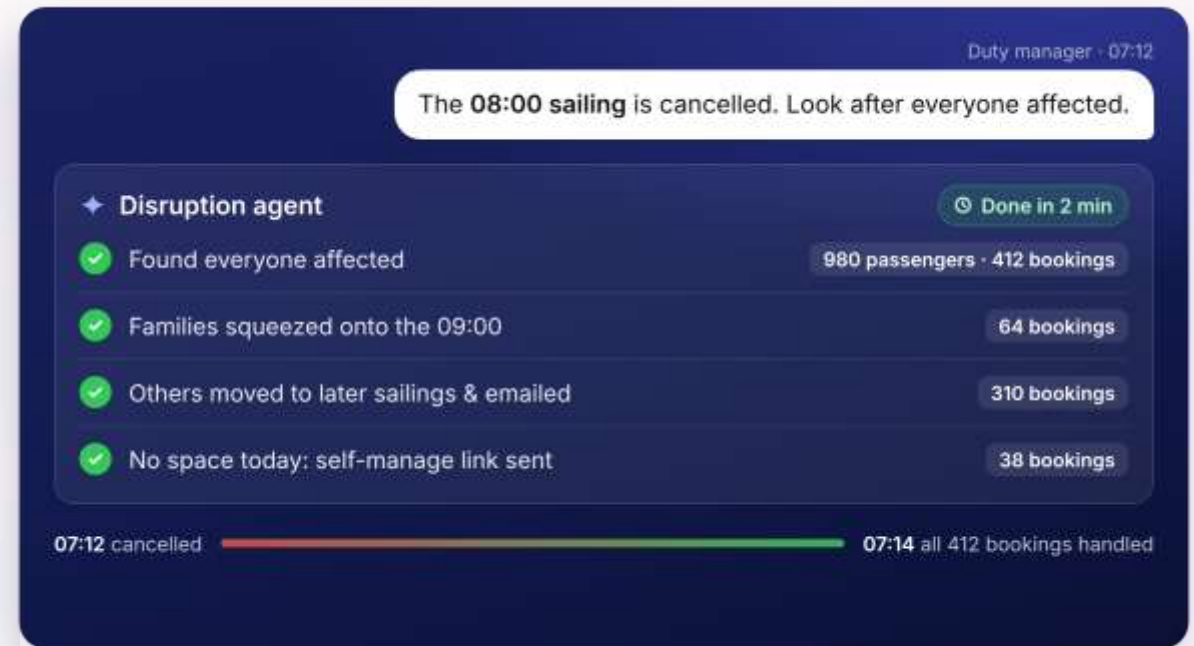




CUSTOMER SERVICE AGENT

24/7

routine changes, questions and cancellations



DISRUPTION AGENT

Minutes, not hours

to rebook and inform everyone on a cancelled sailing, within your policies

Let agents do the repetitive work, within your rules

Faster answers and recovery for passengers. Anything complex goes to a person.

Concept. Illustrative examples.



AI assistant

Searching live ferry inventory

Any assistant or agent

I want to take my family and car from London to Brittany next Friday. We need to arrive by Saturday lunchtime. Find the best ferry, preferably overnight, with a cabin suitable for two adults and two children.

What the agent did

Queried ferry inventory

Compared 3 routes and times

Checked live cabin capacity

Picked the right fare and cabin

★ BEST MATCH

£589 total

Portsmouth → St Malo Overnight

Fri 20:15 Depart Portsmouth

Sat 08:15 Arrive St Malo

4-berth family cabin Car 2 adults · 2 children

Book this sailing Other options

50%

of travellers have already used AI to plan or research a holiday

Up from 26% two years ago

Source: Marriott Bonvoy, 2026 Ticket to Travel Report, 22,000+ adults in Europe, the Middle East and Africa

WHERE THE CUSTOMER RELATIONSHIP STARTS

Before

Google search

→

Ferry company website

→

Booking

Now

ChatGPT · Gemini · Copilot · Meta AI · other agents

→

Your live inventory

→

Booking

AI assistants: your next sales channel

Passengers are starting to plan and book through AI assistants. Is your offer ready to be found?

Concept. Example journey and fare are illustrative.

A reality check

Operational Intelligence and Agentic AI need structured, real-time data, flexible commercial engines and secure guardrails.

To unlock **value** we must
see things clearly & act safely.

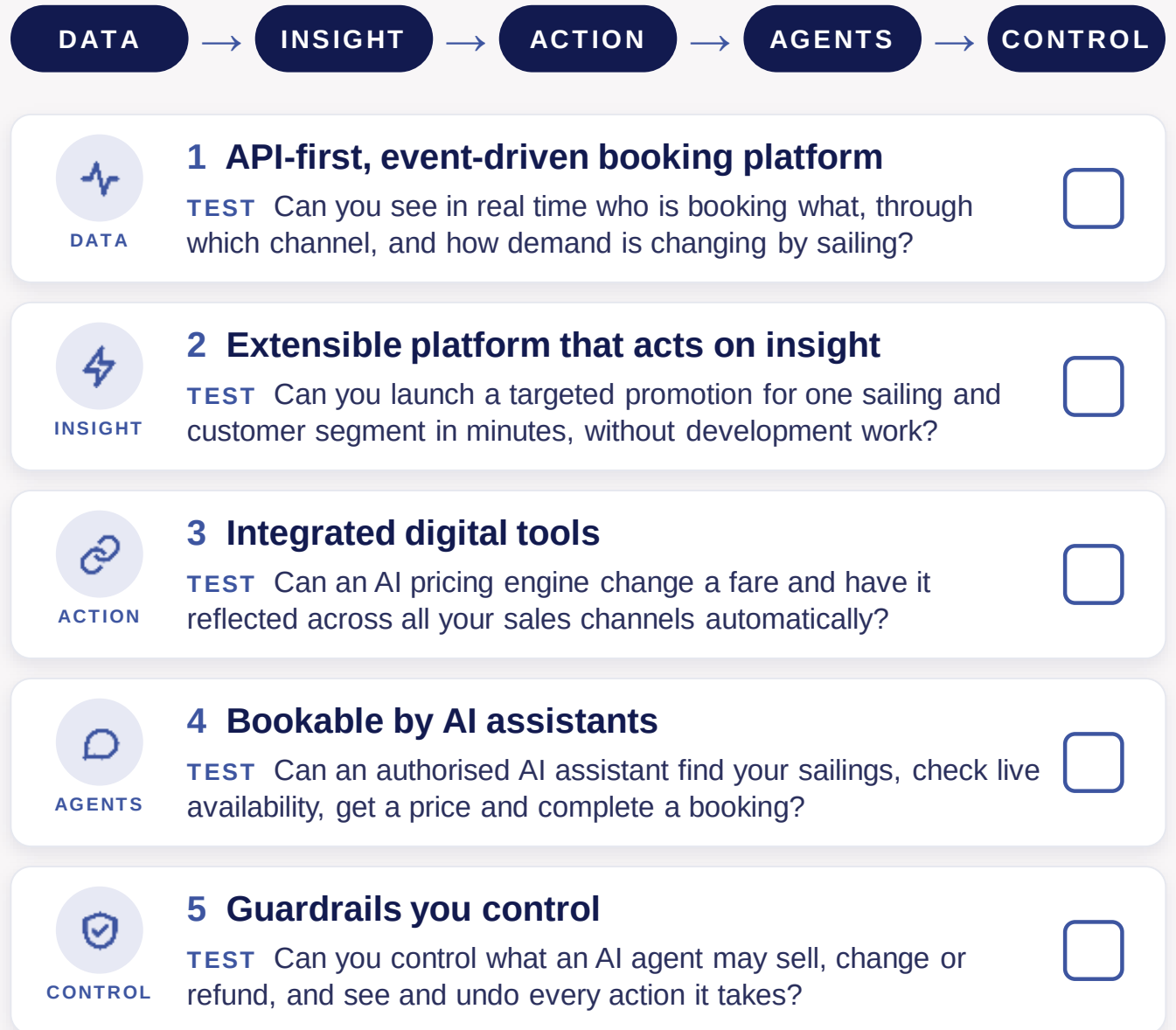
Prototyping is fast. Making it safe in production is the hard part.



THE CHECKLIST

What you need for an AI-enhanced customer experience

Five tests for your digital platform. How many can you tick today?



Shaping the future of AI in ferry, together.

A survey and report



ferry-summit.expian.ai

Hands-on today: automation and AI agents with some of our customers, guardrails built in.

Your view matters: where you are, where you want to go, what holds you back.

Take the survey, get the results report



Want to chat?



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