

SPEAKER AND ADVISOR PROFILE

# Krzysztof Balon

Tour operator since 2012 and founder of Automate Travel. I help tour, activity and attraction companies run their operations with AI.

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| **3×** | **5,750+ h** | **100,000+** | **2012** |
| Arival speaker, 2025 and 2026 | with AI models over 3 years, and counting | guests a year on our tours | running tours since |

## On stage

**Nov 2026** **Travel Trends Podcast**
Guest, Spotlight episode (out November 19)

**Oct 2026** **Arival 360 Spokane, USA**
Speaker, AI Lab: Agentic AI in Tour Operations

**Apr 2026** **Arival 360 Valencia**
Speaker, AI Lab: AI-Generated Photos for Tours
Session host: MCP in practice, AI with booking engines

**Feb 2026** **Loża Przedsiębiorców**
Workshop host: AI for members

**Apr 2025** **Arival 360 Valencia**
Speaker, workshop: Unlocking the Power of Your Data

**Jun 2022** **Arival Activate Berlin**
Operator voice in the general session





Arival Valencia 2025 and 2026. Photos: Arival.

## Talks

- Ecosystem first, agents second
- You can't fire an AI agent
- The booking is where the work begins
- Margin, not revenue
- A business that runs without you
- MCP in practice

## Bio

Krzysztof Balon started in 2012 by selling city tours from an electric cart in Kraków. A family office grew into six tour and ticket brands in Kraków, Warsaw and Gdańsk, including AT Cracow and Todo.travel, which host more than 100,000 guests a year with around 100 guides.

After building three systems for his own company, he founded Automate Travel in 2024: the operating system for tour operators, built for AI agents. Version 1.0 launched at Arival Valencia 2026, where Automate Travel became a Global Partner.

He speaks about AI in tour operations at Arival and is a member of Loża Przedsiębiorców, an invitation-only community of Polish entrepreneurs.

## Advisory

- AI implementation
- Organising operations after the booking
- Margins and pricing
- Booking engines and direct sales