

A couple is seen from behind, sitting on a bed in a snow-covered cabin. They are looking out a large arched window at a night view of a city and mountains under a vibrant aurora borealis. A tablet on the bed shows a similar aurora scene.

# The travel industry's new trip

How generative AI can redefine customer experiences and unlock new value for organizations



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# Introduction

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The number of people traveling around the world is expected to reach an all-time high in 2024, as global leisure and business travel volumes finally surpass pre-pandemic levels. Overall, more than a billion people<sup>1</sup> will make an international trip in 2024, with just as many traveling within their country. And while some trips are for business, others for leisure or personal reasons and others a mix of both or all three, each trip requires an extensive and careful planning process. From the industry standpoint, that process opens the door to a host of opportunities for companies to differentiate and win consumers, from the moment someone is inspired to travel through post-trip follow-up services after their trip is over.

The problem is, from the traveler's point of view, today's travel-planning process is too often time-consuming and frustrating.

Consider: While every traveler has unique needs, preparing for a trip typically involves using multiple websites and apps. They need to book the travel

itself, accommodation, car hire, excursions and more. And at each step, they face a myriad of options, which can be helpful, but can also lead quickly to overload and dissatisfaction. As recent global Accenture research<sup>2</sup> found, 74% of consumers have walked away from an intended purchase because the complexity and an overabundance of options were overwhelming. Nearly the same number (71%) say that they see either no improvement or an increase in the time and effort required to make a purchase decision.

What if there were an easier way? That's the question that compelled our most recent research. We surveyed 8,079 travelers and 313 C-suite industry executives and complemented those surveys with a crowdsourcing exercise involving 200 travelers from across four countries, and an AI-based cluster analysis of their views.<sup>3</sup> We looked closely at the whole traveler experience—from inspiration to post trip—to identify travelers' chief sources of friction and frustration, and what they want to see most in the way of improvements.

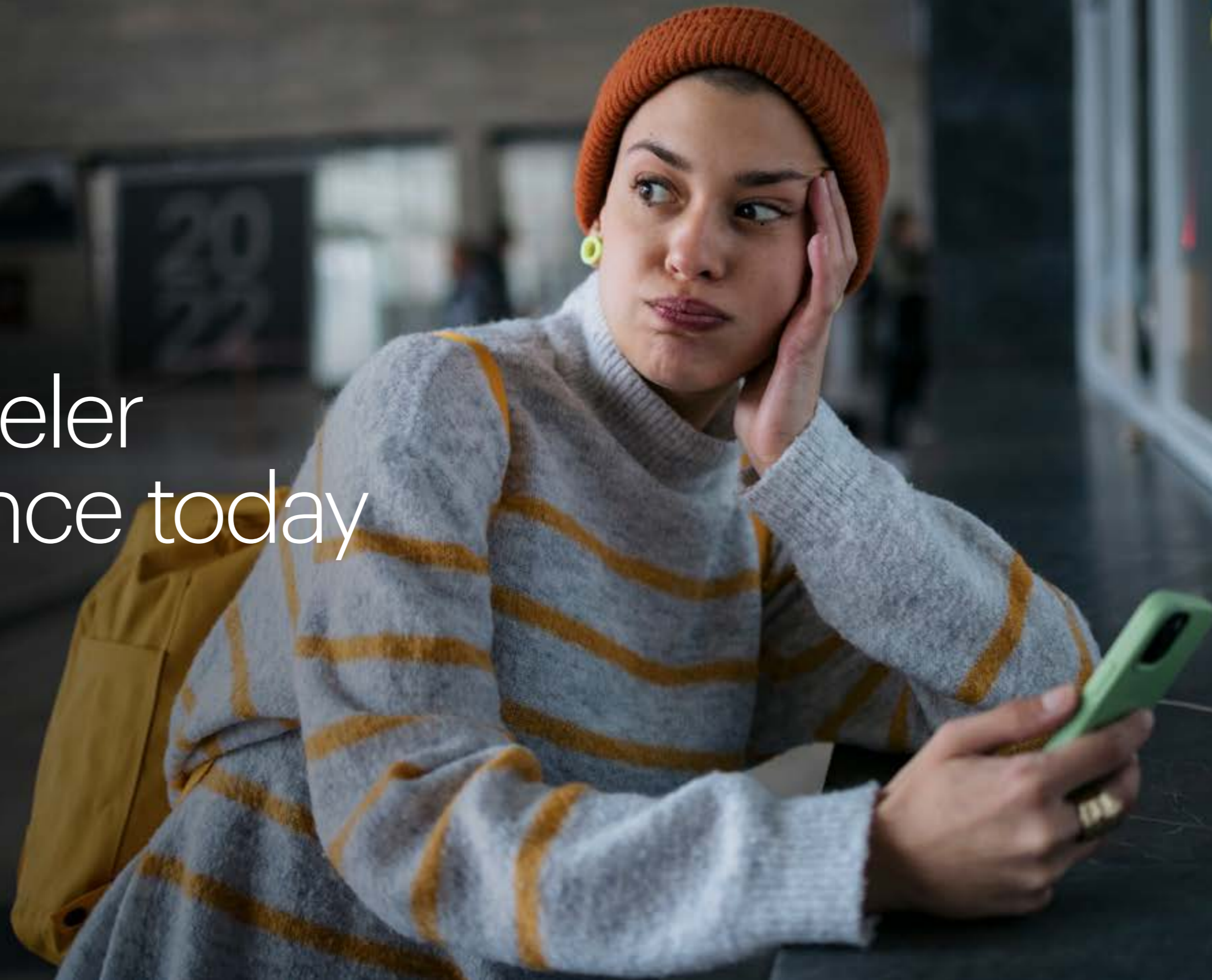
One particularly surprising finding from the traveler survey? Travelers' views are remarkably consistent regardless of age or income. And 60% of travel industry CXOs see potential for gen AI in product application development and management. **The implication? Effective solutions may not be as difficult to tailor as they may seem.**

In this report, we'll explore the current travel landscape, and then delve into the potential to transform it for travelers and industry players alike. We'll focus on how advanced technologies, particularly generative AI (gen AI), can remove the friction that travelers currently experience. And we will demonstrate the ways in which advanced AI tools can offer travelers a smarter, far more personalized and fully integrated way to identify and explore options and design, build and book the perfect trip.

The stakes are high: According to Skift, gen AI presents a \$28 billion opportunity for the travel industry.<sup>4</sup>

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The traveler  
experience today

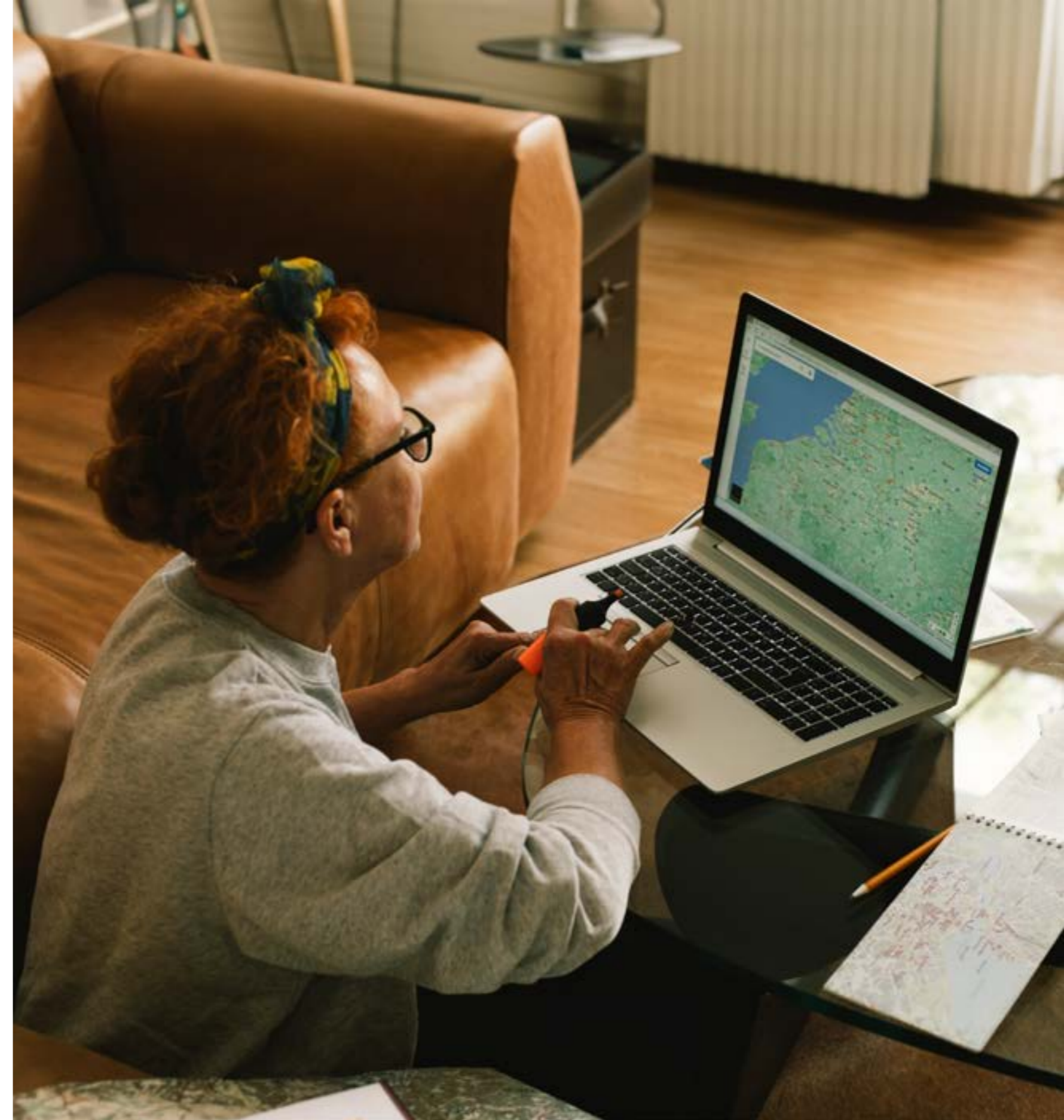


To begin with the basics, most travelers still prefer using their desktops or laptops to explore destinations and to book trips. Our survey revealed, for example, that 48% of travelers prefer using a desktop or a laptop, while 33% use their smartphones.

They also tend to start early and plan carefully. For those traveling domestically, preparation typically starts one to three months before departure and for international travel it's likely to be six months to a year. Overall, our survey finds almost half of travelers (45%) start planning one to two months in advance. More than a quarter (26%) start three to six months before their trip.

“  
**We start planning our international and domestic travel well in advance. We watch for deals, airfare fluctuations, and hotel options, focusing on getting the best value.**

**– Traveler, US, 41–50 age group, traveling 2–5 times a year for leisure**



At a more granular level, they break travel in to three distinct stages:  
Seeking **inspiration**, **planning** (balancing cost with other considerations) **and booking**:

## What inspires today's traveler?

Travelers draw from a wide variety of sources that are not mutually exclusive to find inspiration for destinations, activities, and types of trips.

Travel reviews are the most popular and influential. 90% of people say they use them, and 96% think they are very important. Social media and travel influencers (on sites such as TikTok, Instagram and Facebook) are also leading guides. And a strong majority (71%) of travelers consult social media and influencers for inspiration about where to go. In fact, 63% say these social media platforms/sites directly influence their final choice. The appeal? These sites offer multi-modal content, offering insights into all facets of an experience from activities to accommodations. And if a consumer follows someone because they share interests, then the insights can be particularly relevant.

“I rely on YouTube, Instagram, TripAdvisor, Yelp, and ChatGPT as dependable sources for discovering new destinations. As a visual person, I prefer video recommendations over text whenever possible”

– Traveler, US, 41–50 age group, traveling 6–10 times in a year for leisure



Personal contacts hold considerable sway as well, with 61% of travelers saying they rely on conversations with family, friends and peers to help them make up their minds.

Other sources of inspiration include books, magazines and the arts (music and entertainment). Unsurprisingly, 55% of travelers report that industry conferences and networking events influence their destination decisions.

Most notable in recent years (post-pandemic) has been the rise of “bleisure” trips, where business travelers combine leisure options with work travel. These trips now account for over a quarter of all travel (27% versus 38% for business trips and 36% for pure leisure trips).

“  
Online travel reviews provide accurate information about destinations, and YouTube offers videos, making them my go-to sources for trip research and planning.”

– Traveler, India, 21–30 age group, traveling 2–5 times in a year for leisure

## Rich, immersive media to plan and inspire

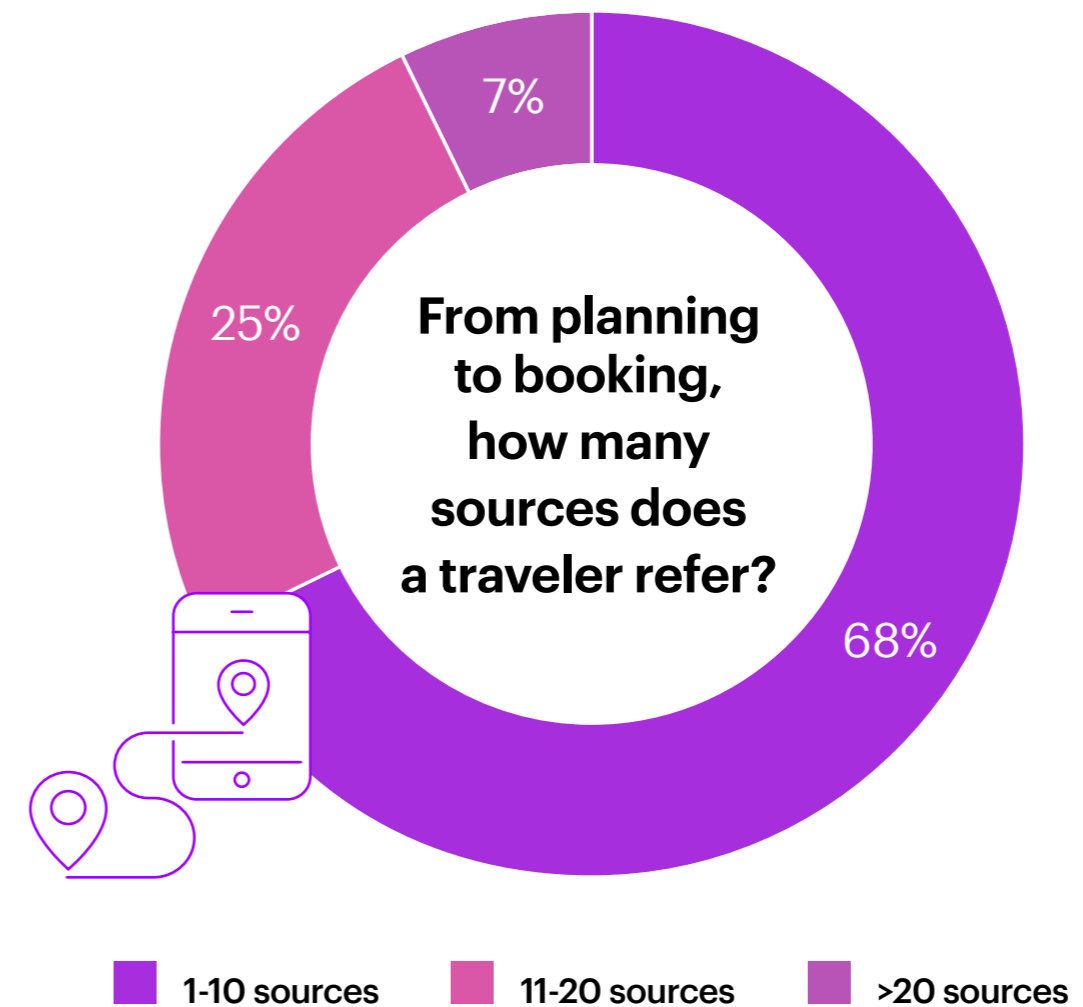
Travelers (96%) use interactive maps or virtual reality tools such as Google Street View to explore destinations before they book. Giving them rich media options will help them make better-informed choices. Visual appeal is also crucial at the inspiration stage. Over half of travelers (55%) say photos and videos influence their decision-making. For 13%, they can be a dealmaker or breaker.

## Getting down to planning

Today, 28% of travelers turn to an offline travel agent or specialist for help planning their journey. They like the full-service nature of agents and specialists, as well as the sense of security they get from working directly with someone. They also appreciate the ability to ask for clarifications, and an agent's ability to understand and accommodate special requirements.

But for the rest, this is where the hard work begins. Knowing that good planning is crucial for making the best of their investment, and seeking the right balance of price, time and number of activities, travelers often visit multiple sites to pull together the information they need. For the 44% of travelers with a fixed budget, always looking for the best deal is the greatest challenge. Those with more flexible budgets (43%) still have many decisions to make, ranging from how long they want to stay in one place to the transit links they'll use between the airport and their destination.

Is it any wonder the overall planning experience can be time-consuming, stressful and disjointed for so many? A full 68% say they use up to 10 sites to plan their trip, and 25% visit between 11-20 different sources for information during this planning stage. To manage the details, they often rely on multi-tabbed browsing sessions, bookmarking websites, offline spreadsheets and detailed notetaking. The most-used planning activity across all travelers? A map, to scope their destination, locating hotels and activities in advance of booking.







The travel planning process can be lengthy and challenging, as many websites redirect you to others, making it hard to compare and find the best deals”

– Traveler, Greater China, 61 and older age group, traveling more than 10 times in a year for Bleisure



I start by bookmarking travel blogs and sites, then create manual lists to sort my preferences and compile price lists—the most challenging part. Maps are helpful too, but all this is quite time-consuming”

– Traveler, India, 41–50 age group, traveling 2–5 times a year for leisure

## Who’s doing the planning and booking?

Just 32% of travelers plan their travel themselves. Of the rest, 31% depend on executive assistants, while 29% take help from spouses, family or friends.

## What are their biggest planning headaches?

Respondents to our survey cited the following key challenges

- Complexity of managing all the variables, especially accommodation
- Managing their itinerary, including the need to compare options
- Tight scheduling and lack of support
- Travel unknowns or unfamiliarity with local conditions and transportation
- Decision fatigue
- Risk of getting lost during the trip

Interestingly, 27% cited safety was their most important criteria when initially planning a trip, followed by trip experience, flexibility (to change, cancel, etc.) and accommodation.

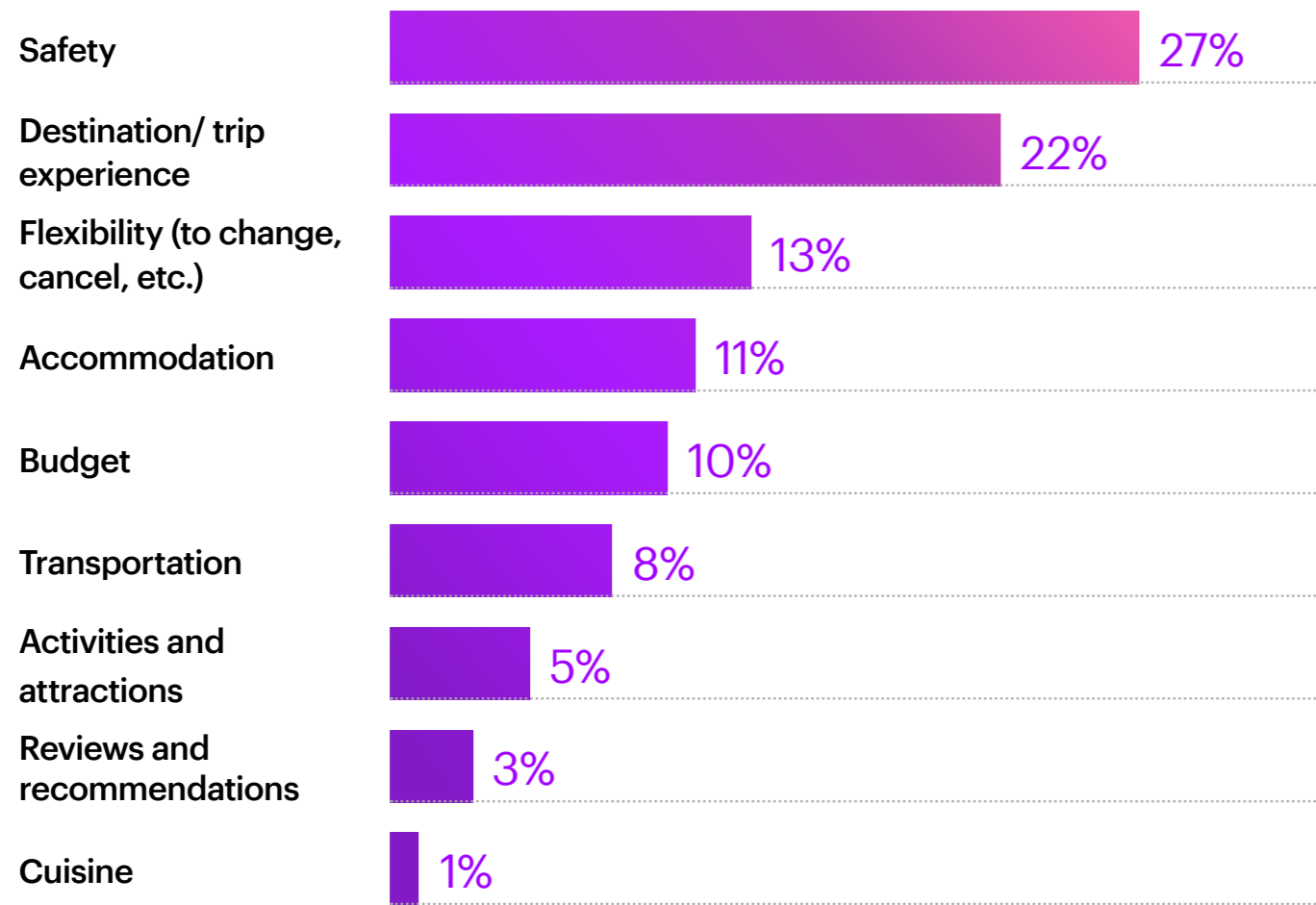


Figure 1: Key considerations for travelers

Once they decide on a destination, travelers start to consider more specific criteria. The most commonly cited of these is quality of service, including cleanliness and friendliness (28%), followed by food and dining options (26%). Other things they search for: extra reassurance on safety and security, proximity to local transport and attractions and whether they'll have access to personalized services such as pick-up/drop-off options for transfers, or concierge services.



## The great disconnect: Travelers' expectations versus reality

A significant majority (66%) of our survey respondents said they're dissatisfied with the planning options available to them today.

Most travelers use hotels, airline or online travel agents' (OTA) websites or apps for exploring their options, planning and booking. More than half (57%) say that they trust those providers to look after their travel and booking data.

But 61% of travelers also say that they find navigating apps and websites complex. And 56% say that the lack of options for customization or filtering content adds to the time required to make a decision and, in some cases, prevents them from making a decision at all. Many also complain of unwanted notifications and promotions, and 52% say that they have concerns about general data privacy and security.

One of the problems many travelers face is a lack of joined-up experiences in the planning and booking phase. Almost two-thirds (64%) say that lack of bundling options to create a seamlessly connected trip is their biggest

challenge. Many are looking for convenience and simplicity: 69% say they prefer booking travel packages and additional services along with their hotel or airline tickets from the same website.

Interestingly, most people (89%) also said they have at least some interest (with 38% very interested) in a subscription-based travel platform. For a monthly fee, that approach would give them access to benefits such as customized trip planning, best deals and curated itineraries.

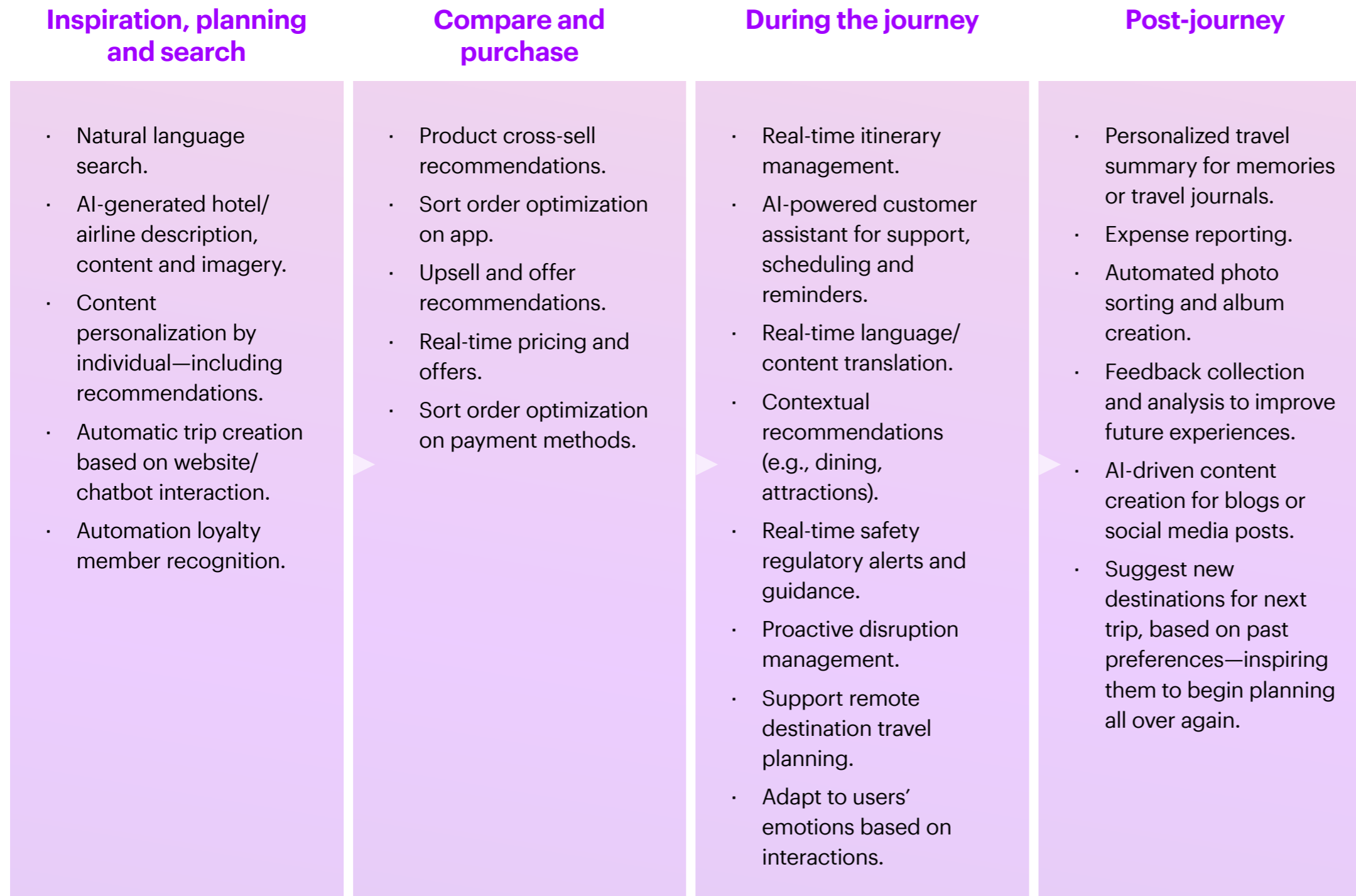
The most-cited feature travelers wish for from provider websites? Personalization. More than a third ranked this as their top desire for their travel planning experience. After that, they seek natural language search (25%), connected trip recommendations (15%) and automatic itineraries (11%), as well as being able to ask open-ended questions (7%).

Ultimately, when we asked travelers to create and prioritize a wish list for what tomorrow's travel experience should look like, here's what they told us. (See Figure 2)

- A one-click process
- Intuitive search
- Intelligent live support for booking and other inquiries
- Automatic, personalized suggestions (schedule, itinerary) – mimicking a local travel guide
- Simplified view of offers (with points, miles, redemption)
- High-definition photos for reference
- Clear cancellation/modification process and procedures and safety advisory
- Automatic prompts to the best spots and hidden places
- Journey assistant for live reminders

Figure 2: The Travelers' Wish List

And when we analyzed our findings more deeply across each stage of travel, we identified the sub-categories shown in Figure 3:



These are all capabilities at which gen AI excels. It's clear that the travel sector has much to gain from putting the power of gen AI into its customers' hands.

**Saudia's Travel Companion**

Saudia Airlines has launched Travel Companion, an AI-powered virtual assistant designed to enhance customer experiences. This platform, a key component of Saudia's broader strategy to innovate travel experience, simplifies the booking process including various travel services—such as accommodations, transport, dining, and activities—into a single interface. Future updates will include additional features like voice commands and multiple digital payment options.

Figure 3: Zooming in on the wish-list

How gen AI can  
reinvent travel



Our research confirms that travelers are willing to use dedicated travel apps to help them improve their experience from search to booking. In fact, 55% say that they already use dedicated travel planning apps such as [Triplt](#), [Routeperfect](#) and Google Trips, with 37% saying that they sometimes use them. These apps offer features such as automatic itinerary generation, conversational assistance (including recommendations and offers) tailored to user/traveler’s profiles and behaviors.

But an overwhelming majority (97%) of travelers want a travel “**superapp**.” They want something that will offer one-stop, integrated access to a whole range of travel-related services, including personalized, inspirational destination ideas, flights, dining and everything in between. And a related Accenture study, [The Empowered Consumer](#), found that over half of consumers are open to using conversational AI solutions.

## Enter gen AI

During the **inspiration** stage, for example, gen AI tools can prevent overload. Our respondents ranked inspiration as the second-most complicated stage of travel, after booking. With an overabundance of choices available, it’s easy to become overwhelmed with information and possibilities. Gen AI can take each traveler’s unique needs and motivations to filter out the noise and focus on the rich signal of what will be most relevant, appealing and ultimately rewarding for every individual. Moreover, they can do this in the course of a natural-language interaction, while offering multi-modal responses (photos, videos, charts as desired).

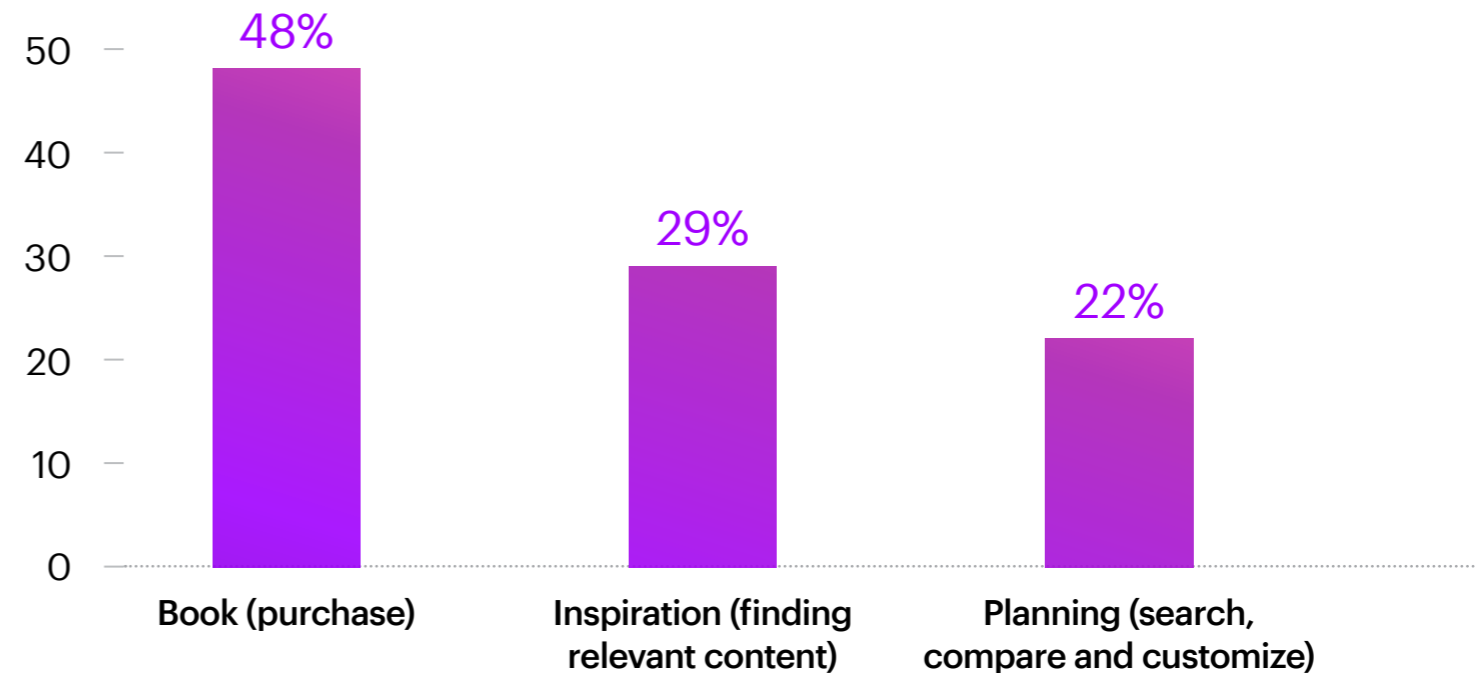


Figure 4: Travel Planning: Stages Ranked by Complexity



Using voice commands to tell an AI travel app about my destination and desired activities, and having it suggest detailed itineraries—including transport and exact timings—would allow me to choose the best options easily”

– Leisure traveler, US, 41–50 age group, traveling 6–10 times in a year

At the **planning** stage, gen AI tools can stand out with their ability to personalize a trip. While travelers say that planning is less complicated than other stages (inspiration and booking), there is still plenty of scope for gen AI to simplify the ways travelers plan, manage and track their travel details. For example, few tools today can handle collaborative planning, and it's still not easy to compare prices and track them across multiple trip options and/or timetables.

And although today's chatbots provide some tailored recommendations, there's significant room for improvement. For example, with the responsible use of customer data, gen AI could analyze each traveler's unique preferences and travel history to shape an individualized, highly relevant itinerary that goes well beyond standard attractions and activities.

## Use your words!

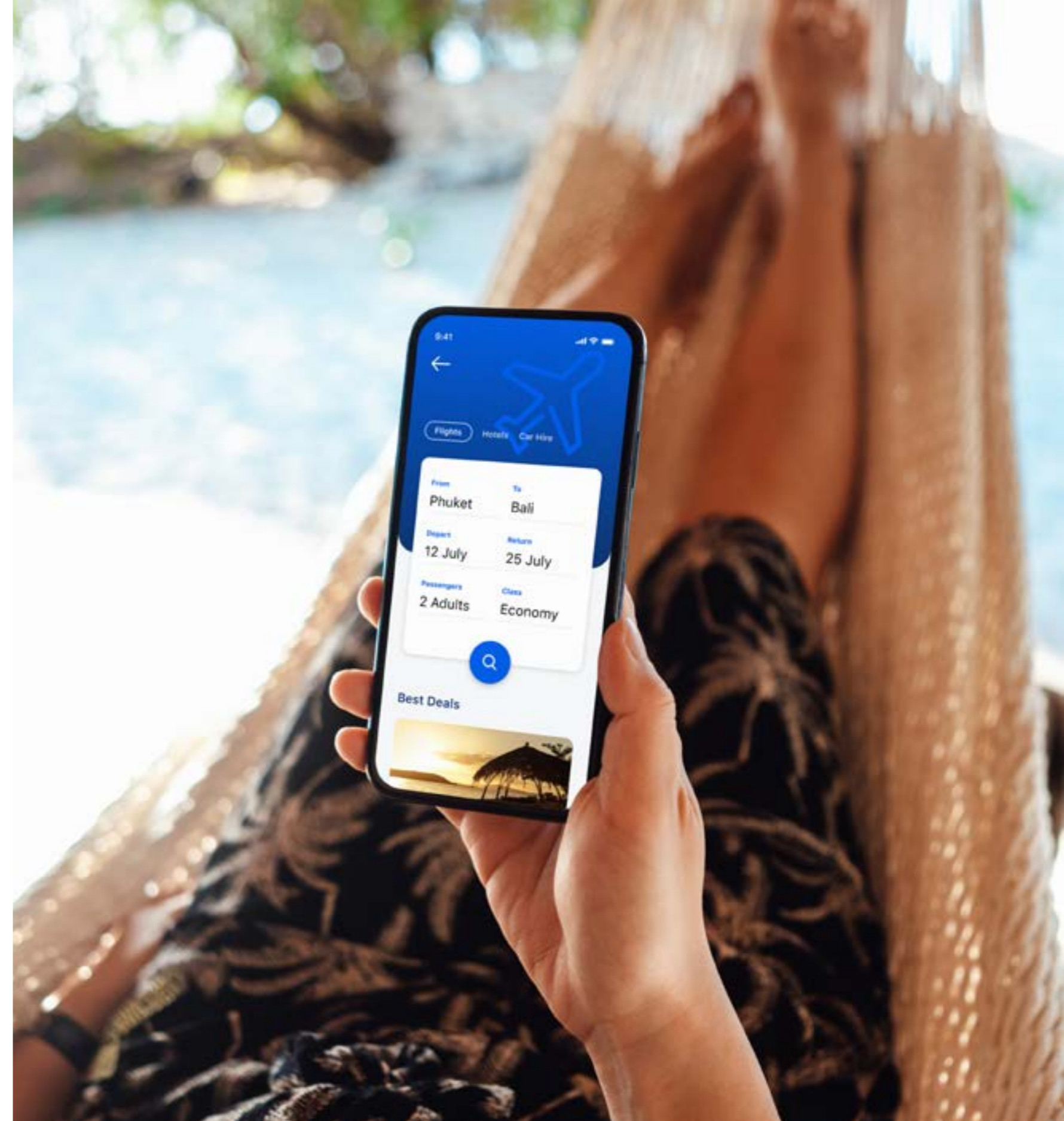
Being able to use natural language instructions – including voice – to ask questions and make commands is one of gen AI's major appeals to users. Today, travelers are largely reluctant to make their bookings via voice search, with only 28% saying they're comfortable booking this way. Barriers to voice search include:

- Difficulty in specifying preferences (e.g., room type or airline seat) due to interface complexity (56%)
- Misunderstanding or incorrect assumptions made by the voice assistant (50%)
- Difficulty in finding specific dates, flights, or hotels due to limited options (47%)
- Difficulty in accurately recognizing spoken commands with lack of confidence in the end-result (44%)

**Booking** is by far the most complicated stage of a journey. Today, it still tends to be a highly siloed process, as arranging each part of an overall trip—hotels, flights, activities, restaurants and car rentals—requires separate payment and reservation processes.

Here, gen AI tools—particularly teams of gen AI tools operating through a single interface — could offer a simpler, more centralized view of options such as payment, offers, rewards and itinerary. While online travel agents (OTAs) have improved at bundling various options into a single view, again, there is great room for improvement.

Ultimately, the transformative power of gen AI offers travel businesses the ability to analyze vast amounts of data in real time and gain unprecedented insights into travelers' needs and preferences. It can automate research and planning by providing real-time, data-driven recommendations—based on current and past preferences—saving travelers time and personalizing their experience. And the travel industry can maximize revenues by seeing booking patterns in a new light and embracing both traditional and digital channels in real-time. In essence, gen AI will not merely be an analysis tool. It will also usher in a new era of innovation and competitiveness.





Where travel  
providers stand



Are travel players ready to grasp this opportunity? Most are embracing gen AI tools in theory but are finding considerable challenges when it comes to scaling initiatives. Consider:

## Executives' gen AI priorities

Travel executives are increasingly recognizing the value that gen AI can bring to their consumer-facing and internal operations. Our survey finds that, globally, almost three-quarters (73%) of travel leaders are focused on adopting gen AI for cost savings and greater efficiency. Significant numbers are also looking to use it to improve top-line growth (63%) and enhance brand perception (61%). These findings are generally similar across all segments of the travel ecosystem, suggesting a broad recognition of the value on offer. (See Figure 5)



Figure 5: Business leaders' priority gen AI outcomes

Priorities ranked in order of preference

At the same time, travel leaders acknowledge that to fully realize these benefits, they'll need to implement gen AI at scale—across the enterprise and value chain. They will also need to measure its impact. Currently, companies are developing and implementing gen AI use cases in areas such as customer service, market and competitor forecasting and product/application development. **Almost half (49%) of leaders are working toward executing these use cases, while a smaller proportion, 17%, say they've identified multiple use cases, and are exploring value chain synergies to implement them at enterprise scale.**<sup>5</sup> (See Figure 6)

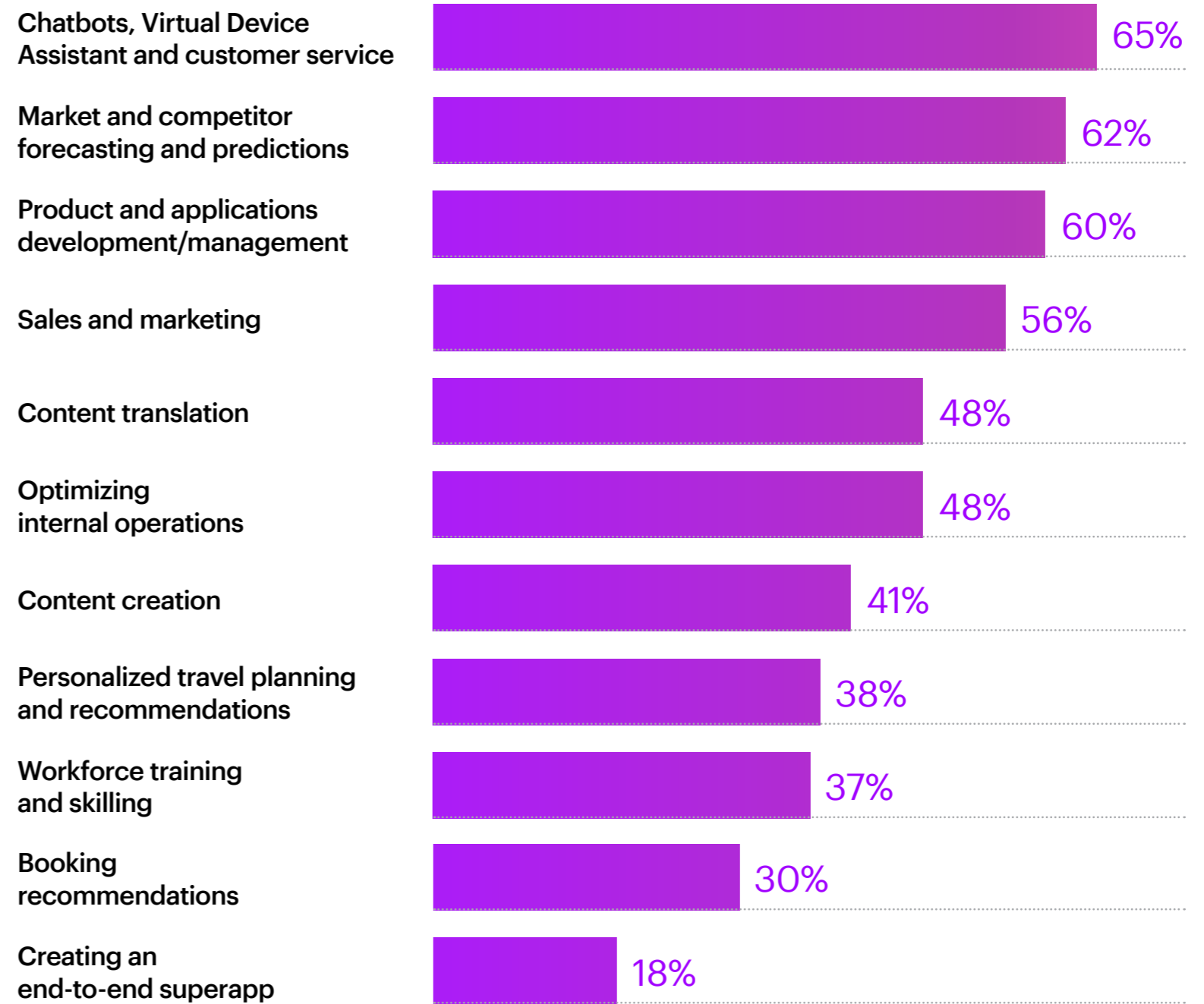


Figure 6: Use cases underway

Percentage of business leaders who see the most potential for gen AI applications across the enterprise.

## Prioritizing the workforce

Whichever specific use cases businesses focus on, one element is crucial: the people who make up the travel industry's workforce. Yet two-thirds of the executives we surveyed believe that workforce readiness and lack of training are major barriers to progress with gen AI.

To address those barriers, companies are increasingly recruiting talent with relevant expertise, as well as encouraging greater collaboration between their data scientists, travel domain experts and IT professionals. But with gen AI talent such a scarce and keenly contested resource, travel companies are also investing in training their people, with initiatives including boot camps, immersive methods such as gamification and participation in third-party digital training programs. (See Figure 7)

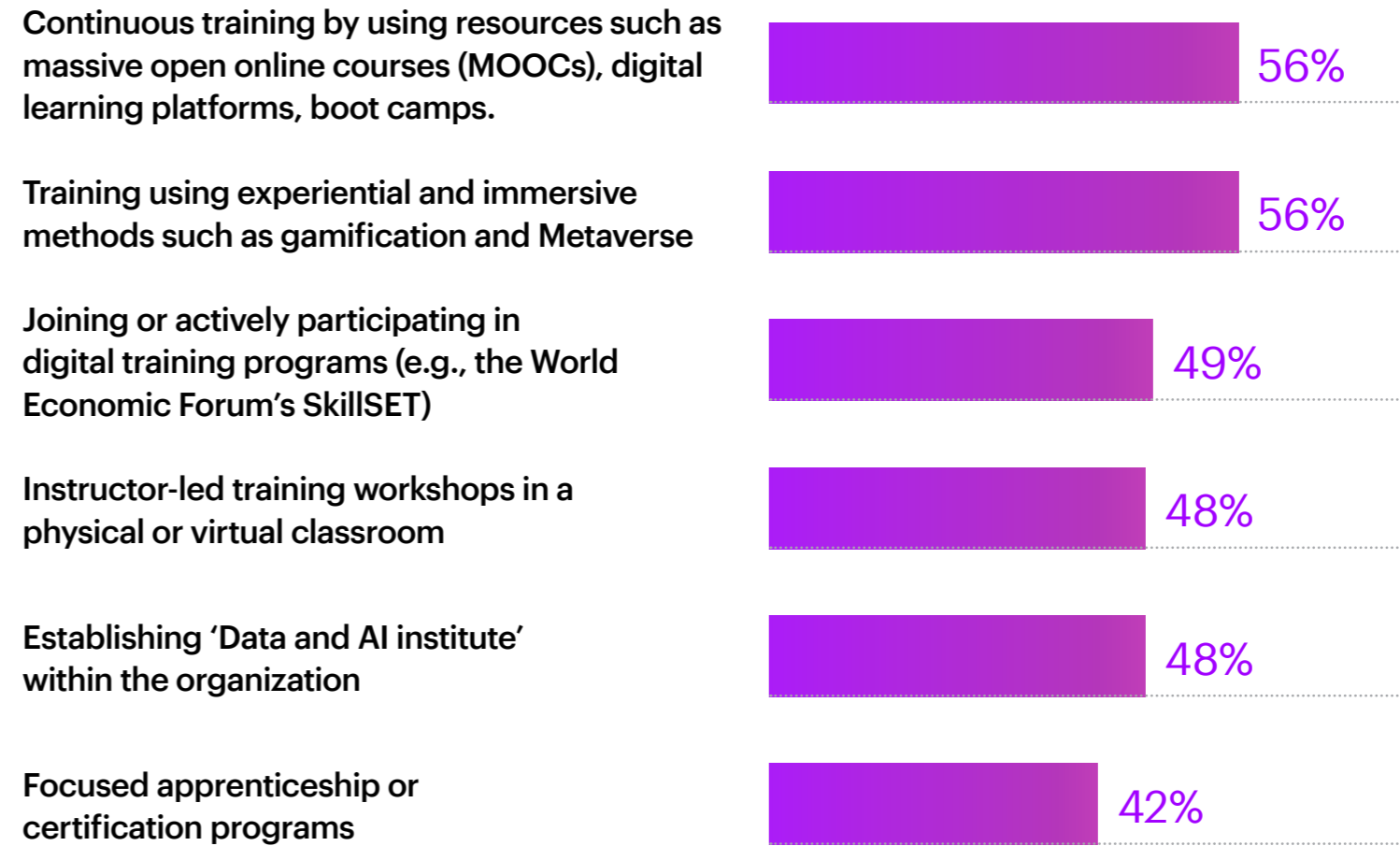


Figure 7: Training and upskilling initiatives in place across the industry

Percentage represents executives reporting anyone initiative being used at their organization.

## Tech readiness

Companies recognize the importance of responsible adoption, citing transparency, AI ethics policy and governance processes as important levers to ensure data security and customer privacy. They are also starting to create the foundational elements for implementing AI-specific applications by developing an AI-enabled digital core—including AI-ready data and applications, a gen AI backbone, security, ecosystem, partnerships and responsible AI.

But most are still developing strategies and assessing potential deployments, especially in areas like cloud computing, data platforms and talent reinvention.

Figure 8 shows broadly where travel companies are in their gen AI journeys, from the **strategic** stage (planning), through **assessment** (partnering with other organizations and evaluating potential deployment methods), to **transformation** (implementing AI/gen AI in some functions of the organization and for specific purposes). Fewer than 20% of respondents say they're engaged in AI implementation at scale (across the operation, continuously improving) for any processes in the travel value chain.

|   | AI broadly | Generative AI |
|---|------------|---------------|
| <b>Hardware infrastructure</b> (e.g., specialized hardware for training and predictions, operational workloads).  | Strategy   | Assess        |
| <b>Cloud computing</b> (e.g., computer hardware exposed to developers in a cloud operating model).  | Assess     | Assess        |
| <b>Understand and develop an AI-enabled digital core</b> —AI-ready data and applications, a GenAI backbone, security and the right ecosystem of partners.   | Transform  | Transform     |
| <b>Availability of a modern data platform with mature data management and governance practices</b> — to help leverage unstructured data and synthetic data. | Transform  | Assess        |
| <b>Reinvent talent and ways of working</b> —includes leadership, learning, new ways of working, new roles and skills and continuous learning.               | Assess     | Assess        |
| <b>Practicing responsible AI</b> —an intentional method of designing and deploying AI to drive value while protecting from the risks.                       | Transform  | Transform     |

Figure 8: Where are travel companies on their gen AI journeys<sup>6</sup>

Some travel companies have already started using gen AI to provide new services and experiences for travelers.

- 01 **Expedia** has unveiled Romie, a travel planning, shopping, and booking assistant. It adapts to unexpected changes like weather disruptions, suggests indoor alternatives, updates itineraries in real-time, integrates information from emails, recommends activities and joins SMS chats to offer advice and summarize discussions.
- 02 **IHG hotels** is partnering with Google Cloud to launch a gen AI-powered travel planning capability, to be launched in H2 2024. Customers using the IHG One Rewards mobile app can use gen AI for an easier and interactive planning experience.
- 03 **KAYAK** launched a suite of AI products using gen AI to make travel planning faster, easier and more intuitive. It launched PriceCheck, a price comparison tool, and Ask KAYAK, to personalize travelers' search experiences.
- 04 **Booking.com** introduced AI Trip Planner, an AI-powered bot enabling travellers to ask general or specific travel-related questions, across any stage of the trip planning. It also recommends customized itineraries and inspirational content, based on each traveller's preferences.
- 05 **Despegar**, a travel tech company, launched SOFIA - a gen AI travel assistant that provides recommendations on inspiration, planning, coordination, and journey logistics.

Building the data foundations to take generative AI to scale



Ultimately, creating the transformed experiences that travelers crave will require nothing short of enterprise reinvention. This means building a digital core—the critical technological capability that enables the organization to use the most relevant advanced technologies to their potential now and adopt the next wave of technologies with ease.

It also means developing the ability to operate in a trusted ecosystem of partners to offer and integrate all relevant services, but also, crucially, to share vital data and applications. The industry still has some way to go in taking this next vital step. Just 21% of respondents say they have a readily available ecosystem of industry data partnerships. And only 15% of respondents claim to have access to readily available developer networks to a great extent.

Collectively, the travel industry has huge amounts of data available, including traveler preferences, booking patterns and local insights. Anonymizing this data, and then using gen AI to analyze it, creates a very valuable asset. Yet, as the industry continues to struggle to update its aging data systems and capabilities, only a small percentage of companies are currently monetizing their data through methods like anonymized data sales (less than one-sixth) or partnerships (about one-third). This is a major missed opportunity that forward-thinking travel organizations should address urgently. Moreover, the availability of high-quality, contextualized travel industry data is vital to pivoting to a gen AI architecture.

Figure 9 shows the range of travel company abilities to access data types<sup>7</sup> required to realize the potential of gen AI.

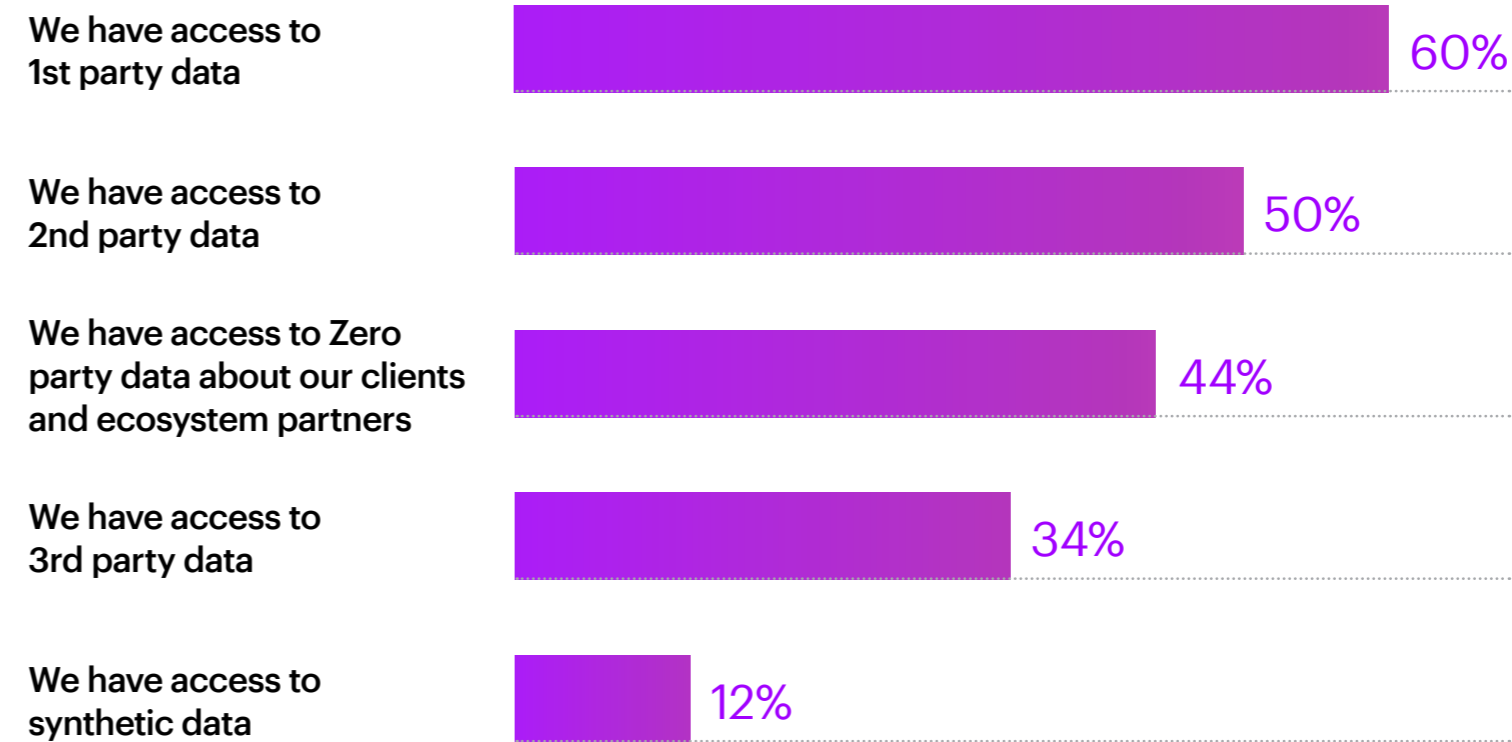


Figure 9: Who’s data? From where?

Travel companies’ projected investments in gen AI confirm that they’re committed to making the leap from pilots to scaled implementation. Organizations are prioritizing gen AI in their technology investments and will continue to do so—currently 34% of travel organizations are dedicating more than half of their technology budget toward AI (including gen AI). This number is expected to reach 69% (from 34%) in the next 18 months. Making this move will require travel companies to address the barriers they face today.





## Barriers to adoption

Travel leaders identified a number of challenges that they'll need to overcome as they progress to full-scale gen AI adoption. Among the biggest challenges: lack of technology capability in-house, inability to manage rising volumes of data and complexity, workforce readiness and inability to integrate gen AI systems with legacy systems with no clear ROI.

**At the same time, however, leaders are also taking positive steps to address these barriers, including:**

- **A majority (63%)** prioritize high-quality data availability, security and privacy through investment in data management tools, and governance policies.
- **Six out of 10** are prioritizing talent acquisition and retention through investment in training programs.
- **Two out of three** leaders are looking to invest toward the integration of new gen AI systems with legacy systems.
- **Three out of four** C-suite leaders are setting policies and guidelines to mitigate operational and strategic risks associated with the use of gen AI.
- **A strong majority (70%)** prioritize change management by developing a clear vision, communicating the benefits of initiatives and involving employees in the planning process.

Key principles for  
executives seeking to  
unlock the power of  
generative AI



Based on our research and experience, we believe that fully unlocking the transformative power of gen AI requires committing to the following principles, which underpin a human-centric and organization-wide approach to gen AI that delivers lasting value:

## Assess every move in the context of the value chain

Identify **quick wins** across the travel value chain. This can include looking more closely at functions, to identify opportunities to use apply gen AI for improved booking experiences, conversational trip planning, dynamic pricing strategies, loyalty knowledge management and so on.

It's important to identify **dependencies** between initiatives. For instance, AI-powered customer segmentation can inform the development of targeted marketing campaigns. Mapping all such cases will facilitate an integrated approach and maximize gen AI's impact. This will ultimately support a phased implementation that prioritizes early wins while establishing a base and a plan for future strategic bets.

## Prioritize data and AI readiness

To capitalize on gen AI, companies will need a cohesive data management framework. The priority should be organizing, consolidating and centralizing siloed data across multiple business units to integrate multiple data streams and provide greater contextualization. Differentiation with gen AI will involve creating

tailored solutions using internal and proprietary data to meet each organization's unique needs, offering a substantial competitive advantage. A flexible multiple-model strategy is critical for companies to adapt to changing market realities and traveler needs.

Fostering collaboration for data sharing and democratization is another non-negotiable. That might include creating a secure, centralized hub for aggregating data from real-time bookings, customer preferences, social media trends and more. Companies need to be confident in their ability to deploy, manage, monitor and calibrate their AI pipelines and models to ensure consistent delivery of accurate information.

## Embed responsibility

Travel companies must develop technical frameworks and tools to ensure responsible and secure development of AI to mitigate potential risks. That includes carrying out continuous monitoring for practices and conducting continuous improvement exercises. The idea is to foster a culture of forward-looking AI governance that helps the organization proactively adhere to regulations and mitigate risks of data breaches or misuse, building trust with travelers.

## Continuously evaluate what a successful working experience is and how to support it

Identify skills gaps for the new roles that the technology will create. Establish formal and informal feedback loops, so that improvements reflect lived experiences. (For more information, see [Work, Workforce, Workers | Accenture](#).)

Collaboration across multiple teams, including domain, product, engineering, cloud, marketing and others, will be essential to make sure all teams are familiar and comfortable with using data. For this to work, leaders need to be aligned, and sending clear, consistent communication that addresses all stakeholder needs.

A gen AI center of excellence (CoE) can be highly effective in improving processes, activating pilot projects and creating new capabilities. A CoE can, for example, collaborate with HR on talent and skills building or work with the business to reinvent ways of delivering gen AI capabilities. At the same time, forming strategic alliances with technology providers, academic institutions and travel consortiums can be invaluable in gaining access to the latest tools, talent and insights. This will also help in standardizing the most effective practices and navigating regulatory environments.





Let's move  
people

The transformative potential of gen AI within travel is immense. Travel companies have an opportunity to mobilize its power to simplify and streamline the complexity travelers face at every stage of their trips today, from initial inspiration to a seamless return home.

Embarking on a data and AI reinvention journey to that end will be like setting off on a demanding expedition. The path may be steep. It will require a commitment to invest in advanced technologies, and to do the groundwork necessary to unleash their potential.

But the resulting ability to improve and enhance customer experiences continuously, will be worth it for travelers and for the industry. We have the opportunity and the means to reinvent travel. It's time to make this industry the one that others look to — for the latest and best in what people working with advanced technologies can deliver. Let's move people.

## How can Accenture help?

Selecting the right gen AI models for the right applications is a key challenge for business leaders. Today, 53% of travel companies are using (or plan to use) off-the-shelf foundation models such as ChatGPT 4, as opposed to contextualized models and use cases that have been specifically customized for travel.

Tools like **Accenture's Switchboard** help streamline model selection based on pre-defined parameters. The Switchboard can analyse specific travel use cases to recommend the most suitable generic or industry-specific models for fine-tuning. This can save valuable time and resources while ensuring the chosen model is well-suited to the specific challenges of the travel domain.

# Key Sources

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2. [accenture.com/content/dam/accenture/final/accenture-com/document-2/Accenture-The-Empowered-Consumer.pdf#zoom=40](https://www.accenture.com/content/dam/accenture/final/accenture-com/document-2/Accenture-The-Empowered-Consumer.pdf#zoom=40)
3. Accenture Research conducted the surveys in March-April 2024, which included surveying 8,079 travelers across 8 major cities, 313 C-suite executives from global travel companies, and crowdsourcing and AI-based cluster analysis on 200 travelers from four countries
4. <https://skift.com/2023/04/28/watch-video-breaking-down-the-opportunities-and-challenges-of-adopting-ai-in-travel/>
5. 313 C-suite executives from global travel companies surveyed between March and April 2024
6. Definitions
  - **Strategy** – We are at the planning/blueprint stage.
  - **Assess** – Trying to partner with firms and evaluate potential deployment.
  - **Transform** – Implemented AI/GenAI in some functions of the organization and for specific purposes.
  - **Scale** – Implemented predictive operations across the enterprise and continually update.

|                 |   |
|-----------------|---|
| Zero-party data | Data that customers/vendors/prospective customers own and willingly give to companies, for e.g., information obtained from customers/clients via newsletter sign-ups, calculators, quizzes, surveys, etc. |
| 1st party data  | Data collected from clients/customers like the products/services purchased, the value of orders, and other company information.   |
| 2nd party data  | Data (or partner data) gathered by one company and sold or exchanged to another. Usually, the other company is a vendor/ecosystem partner in their domain.  |
| 3rd party data  | Companies “stitch” the data together from various sources, such as commercial, academic, non-profit, or governmental websites.  |
| Synthetic Data  | Information artificially generated rather than produced by real-world events. Typically created using algorithms.   |

# Appendix – Research Methodology

1. **B2C Survey** – 8,079 travelers across eight major cities:
  - San Francisco
  - New York
  - London
  - Paris
  - Dubai
  - Bengaluru
  - Singapore
  - Sydney
2. **B2B Survey** – 313 Travel Leaders, including ~275 CXOs.
3. Crowdsourcing and AI-based cluster analysis – 200 travelers across four countries: US, China, India, and UK.
  - UK panel was focused on offline travelers and their behavior.

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