The impact of AI on travel

5 Decision-behavior insights for brand success

SKIM

How is AI influencing consumer behavior in the travel space? The SKIM Trends Lab's research uncovered the friction points, opportunities and implications for innovation, communication and pricing strategies. Read on to learn how to successfully influence adoption of AI-driven travel solutions.

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1 Huge potential for travel brands

There is significant consumer demand and adoption interest for AI-based travel services. However, there are some generational differences.

24% Gen Z lead the way in current adoption

59% Millennials and Gen X show most potential for future use

35% Baby Boomers reject AI in the context of travel
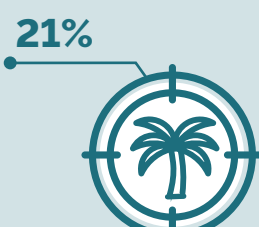
RECOMMENDATION
Grow your travel brand by seizing the opportunities of AI. Tailor AI travel innovations to the preferences of younger, more affluent travelers with higher spending power and interest.
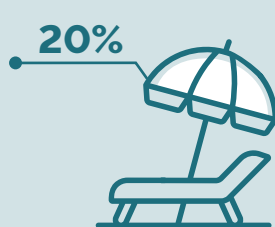
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2 AI: The new travel companion

Currently, consumers leverage AI technology to enhance travel planning and decision-making processes.

23% Use AI for route planning

21% Use AI for deal hunting

20% Use AI to inspire their travel plans

RECOMMENDATION
To drive engagement, deliver AI solutions that provide personalized, efficient travel planning and real-time navigation solutions.

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3 AI is welcomed but trust is critical

54% of consumers are confident that AI will improve people's experiences in travel. However, many have concerns over how AI is used.

37% Worry about inaccurate information

32% Are concerned by brands misusing AI to their advantage

29% Feel they would experience a loss of privacy

RECOMMENDATION
Build consumer trust by addressing privacy concerns and commit to transparent approaches in AI implementation.

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4 Key to AI adoption in travel

The key to boosting AI adoption in travel lies in preserving human agency and clear data policies. Consumers want to understand and control how their data is used.

14% Prioritize clear privacy policies on what happens with their data

14% Prioritize user-controlled data access to view, edit and delete their info

14% Prioritize comprehensive regulations and standards from governments

RECOMMENDATION
Increase AI adoption in travel with ethical practices and user-controlled data.

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5 Willingness to pay for customized solutions

Travelers are willing to pay for AI-based services that offer more efficient and seamless experiences.

Consumers are willing to pay for AI-based services that cater to their needs:

33% Want optimal route suggestions

38% Prefer navigation for route planning

31% Prioritize virtual assistance and real-time info

37% Are interested in comparisons of best deals

RECOMMENDATION
To increase brand revenue, introduce value-driven AI travel services that satisfy the need for personalization and real-time assistance.

Want to learn how to increase brand value by seizing the potential of AI?

Schedule a consultation today

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