



Travel Insights

TECH ACROSS THE TRAVEL JOURNEY



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Technology and AI continue to evolve at jet speed, impacting every phase of the travel journey. As consumers get comfortable with new tools, travel brands are adopting innovative solutions to stay on track. From the early stages of dreaming, to researching, booking, and finally, experiencing a trip, AI's disruption demands new strategies—not just from marketers, but from all touchpoints in the travel ecosystem. Brands that understand how travelers engage with technology and layer in authentic human connection will deliver deeper personalization, greater ease, and long-lasting affinity.





Tech Across the Travel Journey

1. Tech & Travel Overview
2. Digital Dreaming
3. Revolutionized Research
4. Bot Booking & Planning
5. E-Powered Experiences



Adults under 30 are more likely than older Americans to use AI tools **(76% vs. 51%)**.

- YouGov

Tech & Travel Overview

AI and technology's rapid adoption is driving a growing industry for tourism tech. While nearly half of travelers are projected to be using Gen AI by the end of 2025, younger adults, often one of the most travel-savvy groups, are already applying it regularly. Travel brands that keep up with the shifts while signaling trustworthiness will be best positioned to capture the affinity of travelers for generations to come.

\$11.2B

The global smart tourism market is projected to reach **\$11.2 billion** by 2025.

- Statista

55%

55% of those who haven't used an AI tool for travel say lack of trust is their primary barrier.

- Kantar

50%

Half of travelers are projected to be using Gen AI for leisure travel by the end of 2025.

- Phocuswright



“For businesses in the travel industry, adopting technology is no longer an option—it's a necessity.”

- Medium

Digital Dreaming

Digital platforms are influencing travel dreaming. Social media, virtual tours, and AI-generated recommendations plant seeds of wanderlust. As trust in technology continues to build, travel organizations will need to re-prioritize which sources they use to inspire future travelers.

38%

38% of global respondents say they trust travel recommendations provided by AI-powered travel apps more than other sources.

- Kantar

79%

79% of consumers say virtual tours make it easier to explore destinations they may not have considered.

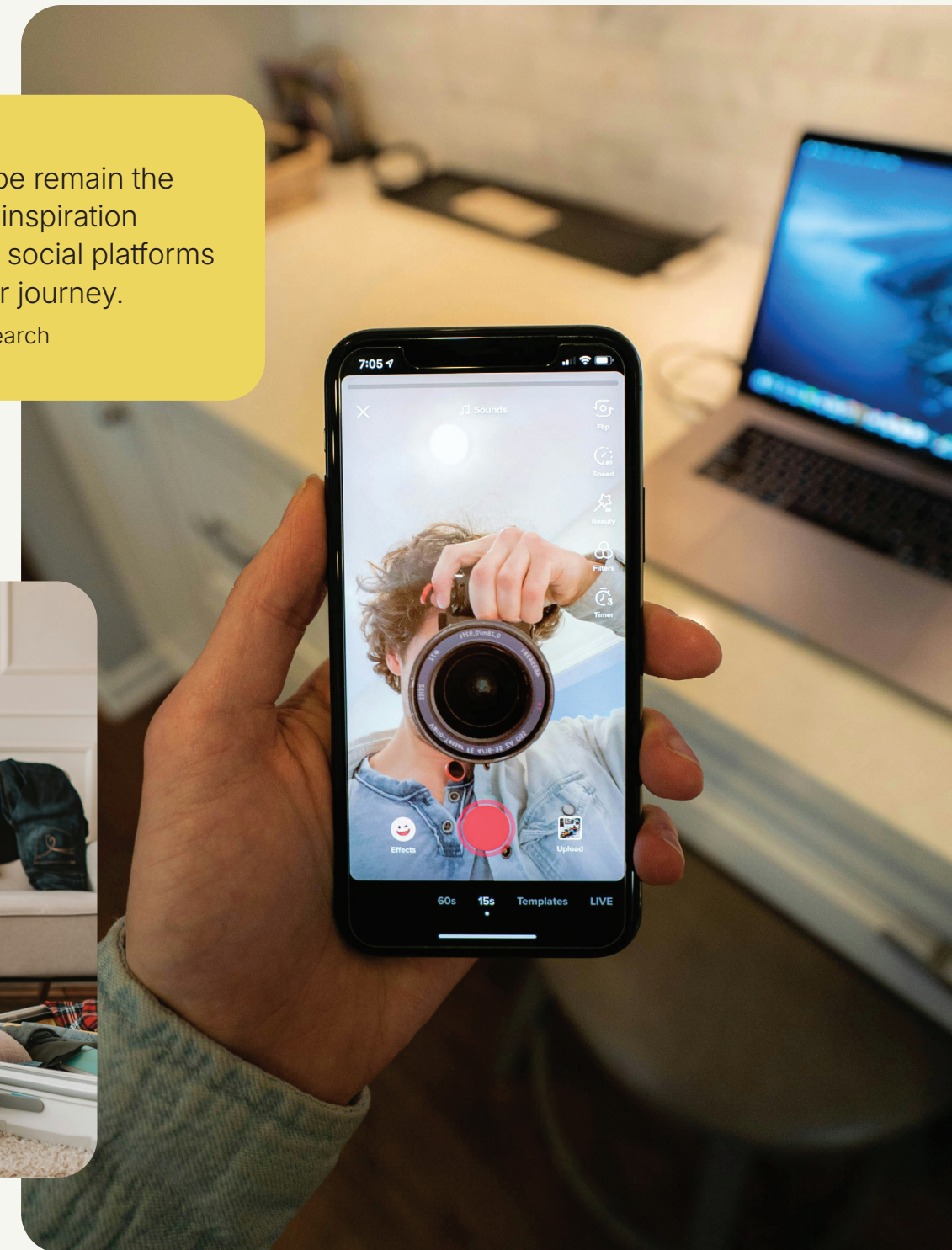
- Snapchat

Digital organizations are the most trusted brands among younger generations, with Google #1 for Millennials and YouTube #1 for Gen Z, compared to Kleenex for Baby Boomers.

- Morning Consult data in Adweek

Facebook and YouTube remain the top sources for travel inspiration globally, showing that social platforms still impact the traveler journey.

- TGM Research

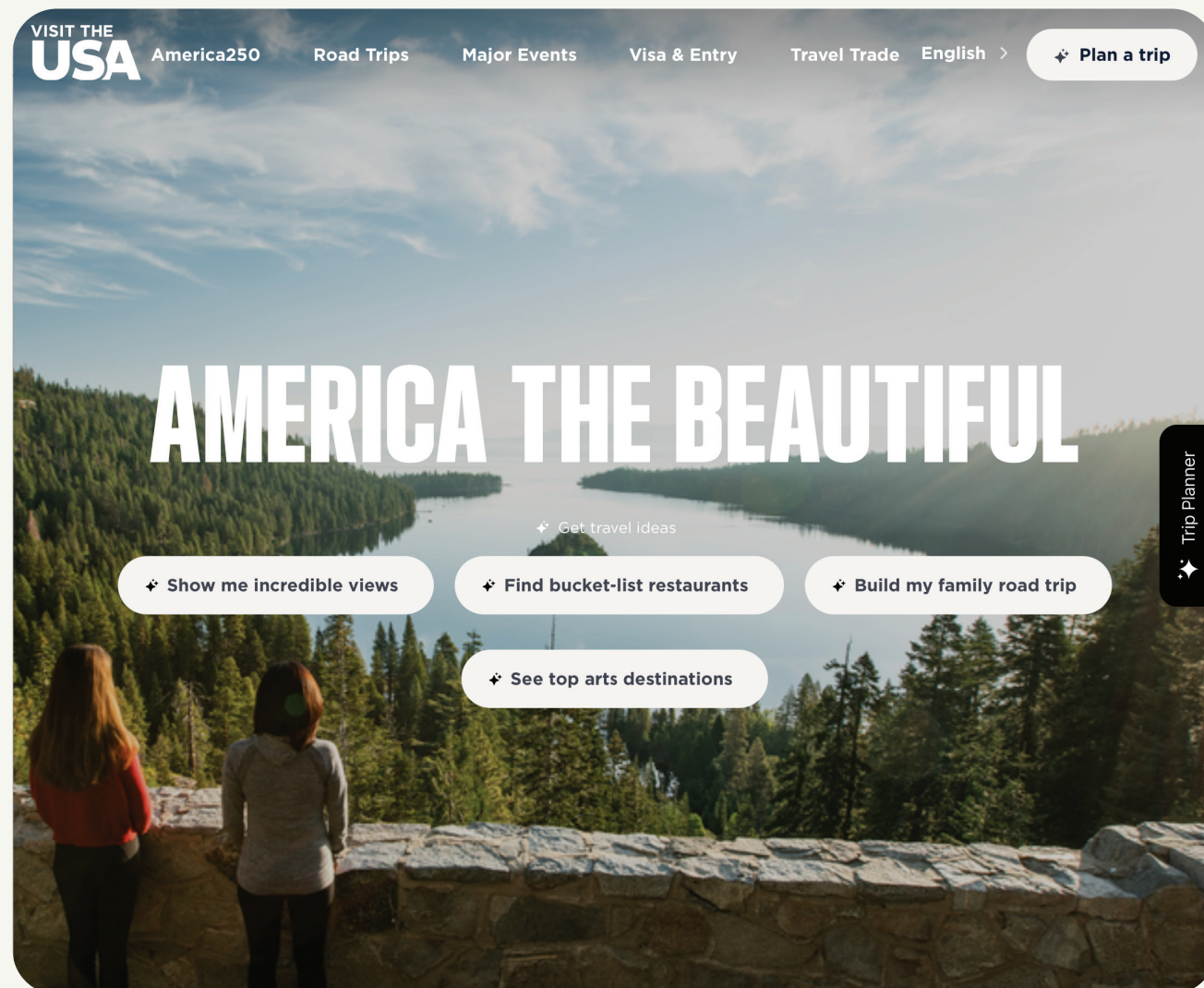


There was a 410% increase in travel content views on TikTok from 2021 to 2024.

- Axios

Revolutionized Researching

Hours spent scouring websites or flipping through physical guidebooks are being truncated to minutes as travelers turn to AI tools for travel research. Destination Marketing Organizations (DMOs) will need to think beyond their websites by optimizing content for AI ingestion while integrating smart tools across their digital touchpoints.



↓ **50%**

Gartner estimates that by 2028, websites may have **50% fewer** visitors as artificial intelligence answers questions without users ever leaving the AI tool of their choice.

- Gartner Data via Trust Insights

#1

Creating optimized, personal itineraries was the **#1 reason** to use an AI tool for travel planning.

- Kantar

67%

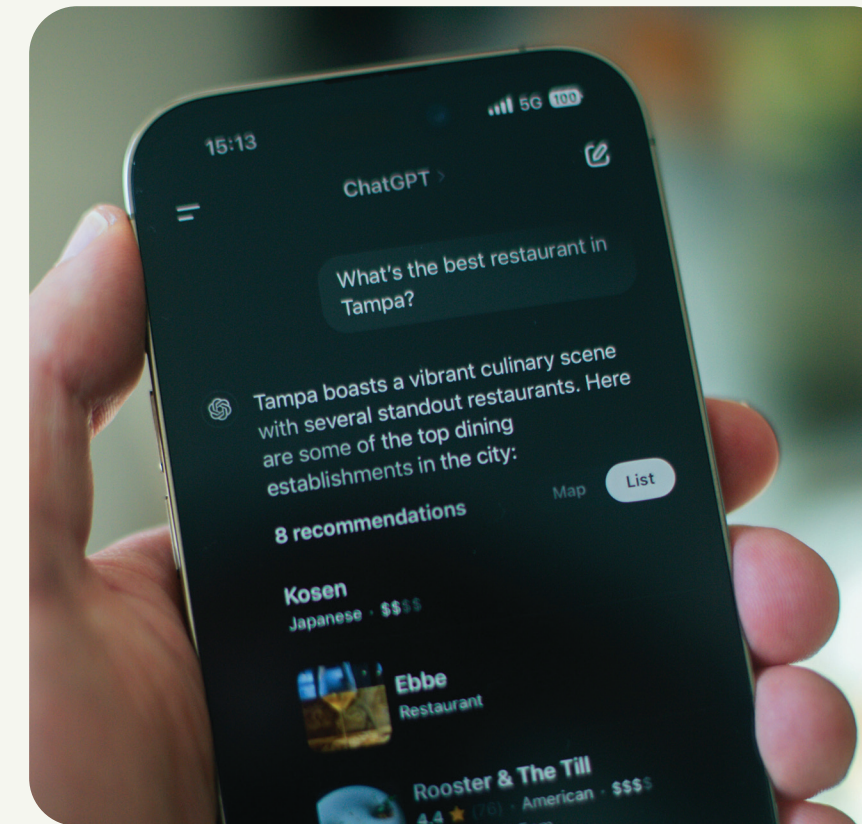
67% of respondents say AI-powered tech is more accurately learning their travel preferences.

- Snapchat

68%

68% of respondents use virtual assistants or chatbots to help them find new travel options aligned with their tastes.

- Snapchat



Brand USA is integrating Mindtrip, an AI-powered platform, to their 'America the Beautiful website,' allowing visitors to discover iconic destinations, gain answers to real-time travel questions, and build end-to-end itineraries that match their interests.

- PR Newswire



Bot Booking & Planning

From GenAI booking bots to TikTok-triggered hotel reservations, travel planning is getting faster, but not without risks. The same tools that champion personalization also come with authentication pitfalls, making digital vigilance the new travel essential. Trusted brands must meet travelers in digital spaces but also help them navigate responsibly.

32%

32% of TikTok users booked travel stays found directly in the app.

- Axios

500-900% ↑

Booking.com has reported a **500-900% increase** in travel scams over the past 18 months as AI streamlines phishing and fraudulent bookings.

- BBC

“Ultimately, autonomous agents will access traveler preferences and automatically select choices that meet their needs in the booking process. This use of AI...has the potential to truly automate the end-to-end travel experience.”

- Phocuswright

“AI trip planning represents a pivotal shift in how we connect with travelers—meeting them where they are, with the personalized, intuitive support they now expect.”

Janette Roush, SVP, Innovation and Chief AI Officer of Brand USA.

- PR Newswire

Nearly 3 in 10 U.S. travelers expressed interest in GenAI's ability to make bookings or reservations.

- Phocuswright

E-Powered Experience

While travel ideation and planning are often the most referenced uses of AI and technology, in-destination applications are being explored to enhance the travel experience. Destinations and travel experience providers can offer tools that add ease and excitement in real-time and encourage positive WOM after the stay.



Travelers no longer need to carry physical printouts or cards as digital travel wallets like Apple Wallet store boarding passes, hotel reservations, and even room keys directly on phones.

- Medium & Shift

2 / 10

Nearly **2 in 10** respondents report using Gen AI for language translation.

- Phocuswright

23%

23% of global respondents have used AI for travel during their trip.

- Kantar

AR apps, such as Google Lens, provide interactive experiences with real-time facts about what a traveler is seeing by pointing their smartphone at a historical monument or tourist spot.

- Medium



40%

40% of AI-using travelers leverage the technology to access real-time updates on weather, traffic or local events.

- Kantar

If you found these insights valuable, or would like to discuss them further, we'd welcome the opportunity to speak with you. Feel free to reach out to **victoria.simmons@bvk.com**.



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