

Travelers turning to AI for trip ideas

- A Monitor Desk Report

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Dhaka: The share of holidaymakers using artificial intelligence (AI) to plan trips has doubled over the past year, according to the travel industry association ABTA.

Out of 2,000 travellers surveyed, 8pc now turn to AI for travel inspiration and advice, up from 4pc in 2024.

Adoption is highest among 25-34-year-olds, with 18pc using AI tools for trip research. In comparison, 13pc of 18-24-year-olds and only 3pc of those aged 55-64 use AI to plan their holidays.

Some 43pc of respondents said they would be confident using AI to help plan a trip, while 38pc said they would consider booking a holiday using AI tools.

The rise comes amid integrations between AI platforms and travel giants like Booking.com and Expedia.

The growing role of automated planning tools raises concerns for traditional travel agents.

ABTA CEO Mark Tanzer said the industry must balance AI with the human touch that customers still value.

"We need to harness the potential of AI while continuing to highlight the expertise and personal service offered by travel agents," Tanzer said.

Jet2 CEO Steve Heapy warned the sector faces "existential competition" from bots, saying firms must justify their margins by offering deeper knowledge and excitement.

Tui UK managing director Neil Swanson said trust remains a key factor: "Customers may use the technology, but many still want to look someone in the eye when booking."

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