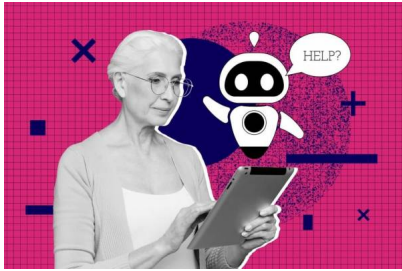


TOP 5 AI TRENDS THAT WILL TRANSFORM THE TOURISM SECTOR IN 2025



AI (Artificial intelligence) is currently significantly transforming the tourism industry. Much like the introduction of the Internet or smartphones, AI breaks down traditional practices, alters travelers' expectations, and drives companies to innovate. By the end of 2025, AI is expected to become a crucial tool for providing personalized experiences, automating processes, and enhancing the competitiveness of companies and organizations. Tourism Review presents the five significant AI trends redefining the tourism sector this year.

1/ Generative AI: Unprecedented Personalization

Generative AI is set to become an essential tool for creating personalized travel experiences. This technology enables the design of customized itineraries, the creation of travel guides tailored to individual preferences, and even the generation of immersive visuals to showcase destinations. AI-powered chatbots will provide instant, natural assistance, answering users' questions accurately. These tools have evolved beyond mere aid; they are now creative and operational partners for tourism industry professionals.

2/ AI Agents: Virtual Concierges Accompanying Us Everywhere

The 2025 tourism sector will undergo a significant transformation by introducing personalized digital assistants. Imagine having an intelligent companion that takes care of everything: it learns your preferences, plans your routes, books your activities, and remains available to assist you in real-time, no matter where you are.

These AI-powered assistants are more than just tools; they are becoming customized travel guides. They analyze users' preferences to create personalized itineraries, book activities, and provide real-time assistance. Thanks to their learning capabilities, they can anticipate travelers' needs, thereby enhancing their overall satisfaction.

3/ AI Videos: New Tool for Destinations and Attractions

In December, OpenAI launched Sora Turbo, a new version of its video generator that can be activated with a simple text request. This tool is available to ChatGPT Plus and Pro users.

A few days later, Google responded by introducing Veo2, an upgraded version of its video generator. With these developments, the list of AI video generation tools continues to grow, expanding the possibilities for content creation.

More than just technological innovation, these video generators are transforming the creative landscape, making it more accessible, particularly for SMEs (small and medium-sized enterprises) with limited marketing budgets and resources.

However, AI experts caution that while the potential for video content creation is exciting, these

tools still have limitations regarding quality and maturity, especially for promotional efforts aimed at the public in the tourism sector. Their use should be cautiously approached, as the situation will likely evolve rapidly in the coming months.

4/ Automation: Redefined Customer Experience

Automation is set to enhance customer experience significantly in the travel industry. By 2025, artificial intelligence will be capable of processing a wide range of tasks in real time, ensuring smooth and seamless interactions with travelers. Here are some examples of potential applications:

Simplified Bookings: A booking platform like Expedia will be equipped to handle complex requests, such as arranging a package that includes hotel accommodation, transportation, and activities, all in just a few clicks. **Automated Responses to Consumer Emails:** This will allow businesses to respond quickly yet efficiently to customer inquiries. **Multilingual Chatbots:** Hotels could utilize chatbots to answer guest questions in their native languages, operating 24/7.

These tools will enhance traveler satisfaction and optimize operational costs for tourism businesses.

5/ HR Transformation: An AI-Human Collaboration

Generative AI, such as ChatGPT or DeepSeek, enhances employee competitiveness by automating repetitive tasks. It can create first drafts of documents, plans, or emails and quickly provide translations, among other functions. This technology also improves access to information and offers tailored solutions, enabling employees to participate in strategic and creative tasks, ultimately boosting efficiency and innovation.

A recent Google report estimates that AI could save an average of 175 hours per year for each employee, decreasing the time needed for strategic activities. This monthly amount is equivalent to over a month's worth of work. The potential impact is significant, so companies and organizations should consider developing an AI user manual for their employees.

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