

# AI TRAVEL SUGGESTIONS: WHERE DO THEY COME FROM?



Nowadays, planning trips with the help from artificial intelligence is common among Chinese travelers during the May Day break. Instead of relying only on personal research, people turn to large language models before setting off. These systems suggest places to visit, shape daily plans, even point toward lodging options.

Gradually, old ways of making travel choices are fading. What once involved guidebooks now happens through digital prompts. Behind every query lies a shift in how decisions unfold. However, where do these AI travel suggestions come from?

An AI platform might pull data from forums popular in Europe, while another one leans on review sites common in Asia, so what seems helpful can shift sharply between them. Each platform filters the web differently, coloring travel suggestions in ways users rarely notice but often follow.

## Who Decides How AI Suggests the Travel Choices?

QuestMobile's tracking reveals that leading large language models **tend to favor certain sources when citing information about travel-related searches.**

Most of Doubao's references come straight from ByteDance's internal platforms. When it comes to AI travel suggestions, nearly every answer includes material pulled from Douyin - that figure stands at 97.7%. Following closely behind, Toutiao appears in 84.5% of these cases. Queries about particular tactics show even heavier dependence, with Douyin cited in 96.9% and again 98.5% across different tests. Built this way, the system cycles inward: someone asks, the model retrieves posts from company-controlled apps, blends them into replies, then guides attention toward experiences inside the Douyin network. Personalized results emerge more easily since behavior patterns logged across ByteDance services shape what gets suggested. Consistency also speeds things up - shared formats reduce translation steps between systems.

Beginning differently, some systems - like Alibaba's Tongyi Qianwen and DeepSeek - take a split-path method instead of a single route. While answering travel questions broadly, these models pull references from both online booking sites and media outlets, not one alone. Among those booking services, Ctrip appears most often no matter the model: cited by Doubao in 82.6% of cases, by Qianwen in 75.9%, and by DeepSeek in 64%. When users ask about places to go or how to plan trips, Ctrip still ranks highest for both Qianwen and DeepSeek. Yet DeepSeek stands apart by weaving in specialized travel websites, niche discussion boards, along with everyday knowledge hubs. Because of that blend, its answers tend to cover wider ground than others do.

It begins with heritage: a company's core business often shapes how its AI behaves. Because ByteDance built its empire on quick-moving video and viral moments, Doubao leans toward ideas that are energetic, current, and rich in visual flair. When questions shift toward planning - like choosing transport modes or comparing costs - the balance tips elsewhere. There, older travel platforms bring stronger tools, drawing from deep pools of organized details on fares, paths, and schedules.

## The Trade-offs of Ecological Closed Loops vs. Open Integration

Putting first emphasis on content made inside a system keeps things looking alike across tools, smoothing how suggestions appear to people used to that space. Still, such self-contained setups can trap users in bubbles where only certain ideas circulate widely. AI travel suggestions often drift toward trending online hotspots or styles pushed by algorithms instead of highlighting real-world factors - things like how busy places get, whether they offer value, or what specialized review sites report.

Still, specialists note these cycles improve traffic handling along with built-in revenue via internal ads or purchases - yet risk narrowing viewpoint range. Because of this narrowed scope, people often check facts elsewhere; choices take just as long. From the user angle, certain frameworks work well for business uses but fall short on essential travel considerations - live trends, costs, reviews, happenings included.

### **Trust Gap Persists Despite User Verification Habits**

Even though artificial intelligence is becoming more common, many people still hesitate to rely on AI travel suggestions completely. The "AI Travel Application Trend Insight Report for the First Half of 2026" shows that just 15.2 percent of users feel confident enough in AI-made travel plans to finalize bookings without help. Surprisingly, 66.2 percent go back to standard apps afterward, checking details before deciding. Trust does not come easily, even when technology offers quick answers.

Because tourism relies on physical experiences, accurate details about real situations matter a lot. Decisions often depend on factors like how much someone wants to spend or avoid risks - things machines struggle to grasp. Doubts arise when systems invent answers or fail to judge context carefully. Without subtle thinking similar to humans, trust becomes difficult. Facts grounded in actual conditions play a central role where lived moments define value.

Success once hinged on top spots in web searches through SEO and paid clicks. Today's race favors those often mentioned inside leading artificial intelligence platforms. A transformation hits traditional travel sellers hard. Down the line, online agencies might handle mostly order processing. Ideas and itineraries could come straight from smart algorithms. This path demands tighter links between suggestion tools and booking tech.

### **Future of AI Travel Guides Getting More Reliable**

One reason the "ecological source" method may stay dominant? It handles data uniformity well, while also streamlining cleanup, speeding replies, and supporting tight business cycles. Still, alternatives are emerging. Some models mix internal platform benefits with trustworthy outside datasets - say, from online travel agencies or validated niche services - to overcome existing limits.

True trust emerges when artificial guides behave less like showrooms. A system that learns traveler habits gains credibility fast. Because clarity matters, each recommendation pairs a clear takeaway with proof behind it. One reason stands out - travelers see options weighed fairly. Price differences appear alongside strengths and possible drawbacks. Alternative choices are shown without pushing one path. Hidden leanings fade when logic stays visible. Confidence grows not from speed but transparency. Booking decisions tighten once doubt fades. The space between curiosity and commitment shrinks under honest guidance.

**Now shaping up fast, the blend of artificial intelligence and cultural travel pushes platforms into fierce competition** - each promising immersive journeys. Whoever manages both speed and access while staying accurate gains ground quickly. Right at this moment, sharp-eyed

tourists might see AI tips as strong leads instead of complete answers, pairing them with extra checks to steady their trip plans.

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