

TRAVEL COMPANIES ADOPT AI BEYOND CHATBOTS



Now shaping much more than just chatbots, artificial intelligence pushes deep into how travel companies run day-to-day tasks and plan long-term moves. Fresh findings presented at the TravelTech Show reveal travel firms now lean on AI mainly to interpret traveler data, boost digital presence, while refining ad impact - driven by fast-changing customer habits in how people search and book trips.

Among those polled in April 2026 - 103 professionals from travel firms - one thing stands out: nearly half expect artificial intelligence to reshape how they analyze and report on data, aside from handling customer inquiries. **Far behind that, roughly a quarter point instead toward improvements in search visibility, including tactics tied to both traditional SEO and newer methods like GEO.** Coming in third, brand oversight draws attention from about one in seven responders, suggesting quieter but steady interest across the sector.

Investment Surge Driven by Clear Business Goals

Most travel companies now put money where their confidence is. Another survey reveals that more than six out of ten intend to spend more on artificial intelligence within a year - twenty-one percent even anticipate doubling what they currently allocate. Their main goals? Better service for travelers, stronger repeat business, higher success in turning visits into bookings, and reduced daily operating expenses.

Right now, such funding arrives when behavior is shifting fast. People exploring trips mix artificial intelligence with social sites along with standard web searches more often these days. As customer habits change, businesses must reconsider their presence and interactions online.

Persistent Knowledge Gaps

One-third of those surveyed - 31% - are unsure how clients apply generative AI when engaging with their company. Although usage is rising, confusion still lingers around customer behavior. A further 21% cannot pinpoint where most web visits, reservations, or client interest begin through digital searches. Clarity on these sources appears limited, even as reliance grows.

These gaps highlight how crucial it is to improve tracking methods, given that today's user pathways often skip standard search routes entirely. Though once predictable, journeys now twist across platforms without clear direction. Because patterns have shifted, older models struggle to keep pace. Instead of moving step by step, customers leap between apps, social media, and ads in unpredictable ways. Without deeper insight, businesses miss key moments. When navigation lacks a straight line, measurement must adapt accordingly.

Social Media and Online Ecosystem

Now showing stronger results, Instagram leads as the top platform for driving business, chosen by 61% of those surveyed - outpacing Facebook and LinkedIn. Respondents point to a shift in digital outreach, adjusting tactics under new pressures. Notably less favored now, TikTok saw its effectiveness rating fall by 10 points since last year. While platforms rise or dip, realignments

continue across operator campaigns.

Next year, travel firms aim to distribute resources equally among social channels, artificial intelligence chat tools, and site material. Such a strategy emerges as online searching grows more layered in how people explore options.

“Travel companies can’t afford to take their eye off the ball when it comes to investing in the entire tech stack if they want to maximize the value of AI and other emerging technologies,” the research emphasizes.

Future Strategic Priority

When artificial intelligence reshapes travel planning, simply using standalone tools won’t be enough. Travel companies weaving smart systems into their core data workflows often see stronger results. **Those adjusting strategies for emerging search formats tend to stay ahead.** Visibility across diverse platforms also plays a key role. Long-term growth links closely with these combined efforts.

A shift is underway in travel technology, revealed by recent findings - AI draws strong interest even as shifting customer habits create challenges. Moving forward, companies bridging skill shortages while strengthening digital tools stand to benefit most. Success may depend less on speed than on how well firms adapt overall.

Date: 2026-06-01

Article link: <https://www.tourism-review.com/travel-companies-embrace-ai-technologies-news15489>