

TOP 5 COUNTRIES FOR AI-POWERED TRAVEL PLANNING



Artificial intelligence is becoming a common tool for holidaymakers to get travel ideas, plan their itineraries and compare accommodations. The trend is growing rapidly: the use of such technologies is developing at different speeds in different countries. According to Booking Holdings' survey, which gathered data from 800-2,000 adults in various countries, the percentage of people who

admitted to using AI-powered tools to get travel ideas for their holiday ranges from a high of 44% to a low of 17%. In other words, the figures vary significantly: in some countries, the use of artificial intelligence is four times more popular than in others. The main leaders of this race are two Asian countries and the Middle East: their popularity levels are significantly higher than in Western countries. Tourism Review presents the countries where artificial intelligence is used most often in getting travel ideas.

1/ China - 44%

China leads the pack, as the country is digitally advanced, and its population is already accustomed to the technologies associated with it. In particular, 44% of residents in this country use AI-powered tools for inspiration, which is the highest figure among all countries surveyed.

2/ India - 42%

India takes second place with 42% of travelers. These two countries, China, and India, are significantly ahead of the rest of the countries surveyed in terms of using artificial intelligence in the travel sphere.

3/ United Arab Emirates - 35%

The United Arab Emirates takes third place with a value of 35%. For these three countries, using AI is no longer a novelty: it has become a common and accepted practice.

4/ Brazil - 21%

Fourth place is held by Brazil with 21%. However, it is noticeably inferior to the previous three countries. Nevertheless, its indicator is still higher than, for example, the United States and Germany, which have 16% each. Thus, these countries are not in the AI adoption race.

5/ Australia and Japan - 19%

Australia and Japan are tied at fifth place with 19%. These countries have a developed tourism sector, where artificial intelligence and its use are not so common. Therefore, the popularity of AI is lower than in the leading three countries.

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