What We've Learned About AI & Travel

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Opportunity powered by insight.

DA I'm going to Rohnert Park in Sonoma County for a day and would like to go wine tasting. I love high-end Bordeaux style blends. I prefer wineries with limited production and high Robert Parker scores. I hate busy tasting rooms where you get poor service. Which one winery best fits me?

For a wine tasting experience in Rohnert Park that aligns with your preferences for high-end Bordeaux-style blends, limited production, high Robert Parker scores, and a tranquil atmosphere without the hassles of busy tasting rooms, you might want to consider "Benovia Winery." Here's why it could be an excellent choice for you:

Benovia Winery:

- **Bordeaux-Style Blends**: While Benovia is known for its Pinot Noir and Chardonnay, they also produce a limited amount of Bordeaux-style blends, particularly Cabernet Sauvignon.
- **Limited Production**: Benovia is a boutique winery with a focus on small-batch, high-quality winemaking. Their limited production ensures a more exclusive and personalized tasting experience.
- **High Robert Parker Scores**: Benovia wines have received critical acclaim, including high scores from Robert Parker and other wine critics, which aligns with your preference for high-end wines.

Methodology

- Monthly tracking survey

- Representative sample of adult American travelers in each of four U.S. regions

- Tracks traveler sentiment to generate insights into domestic travel trends

- Survey collected: October 17-21

- 4,000+ fully completed surveys collected each wave

- Confidence interval of +/- 1.55%

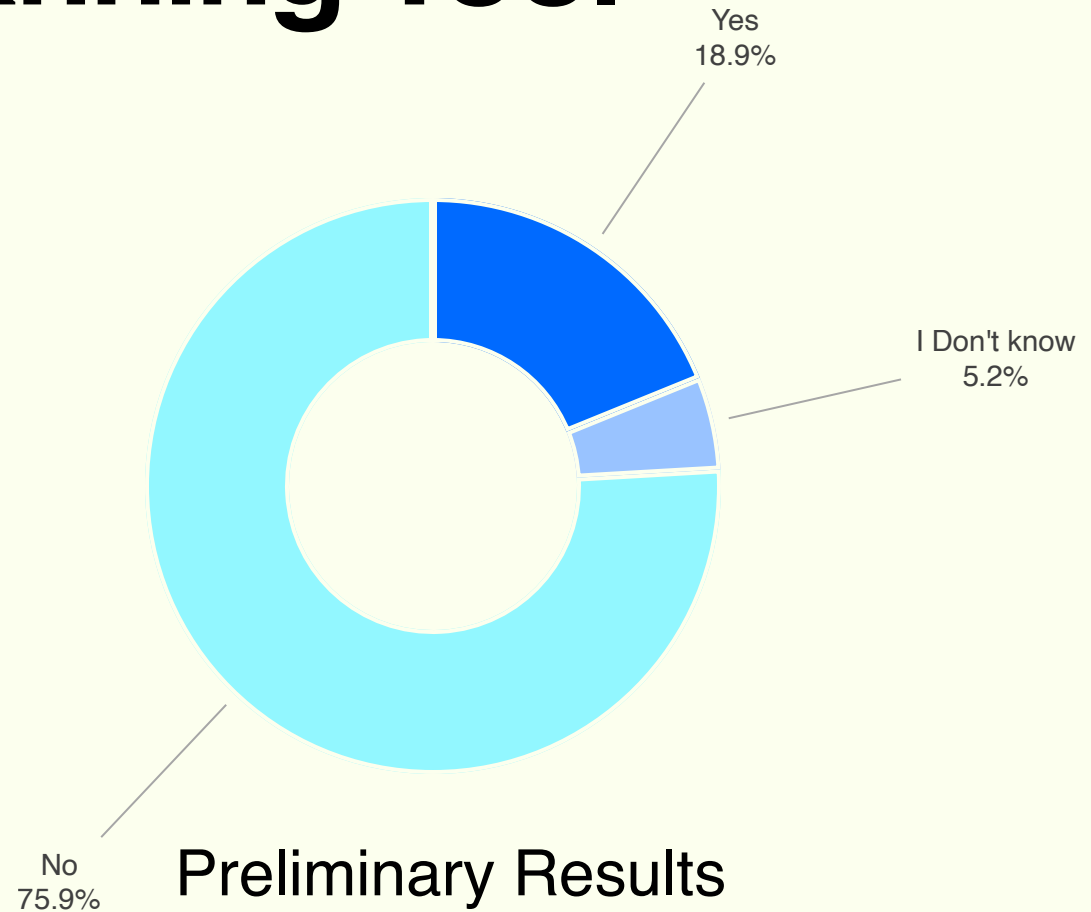- Data is weighted to reflect the actual population of each region

United States Census Regions

West

Midwest

Northeast

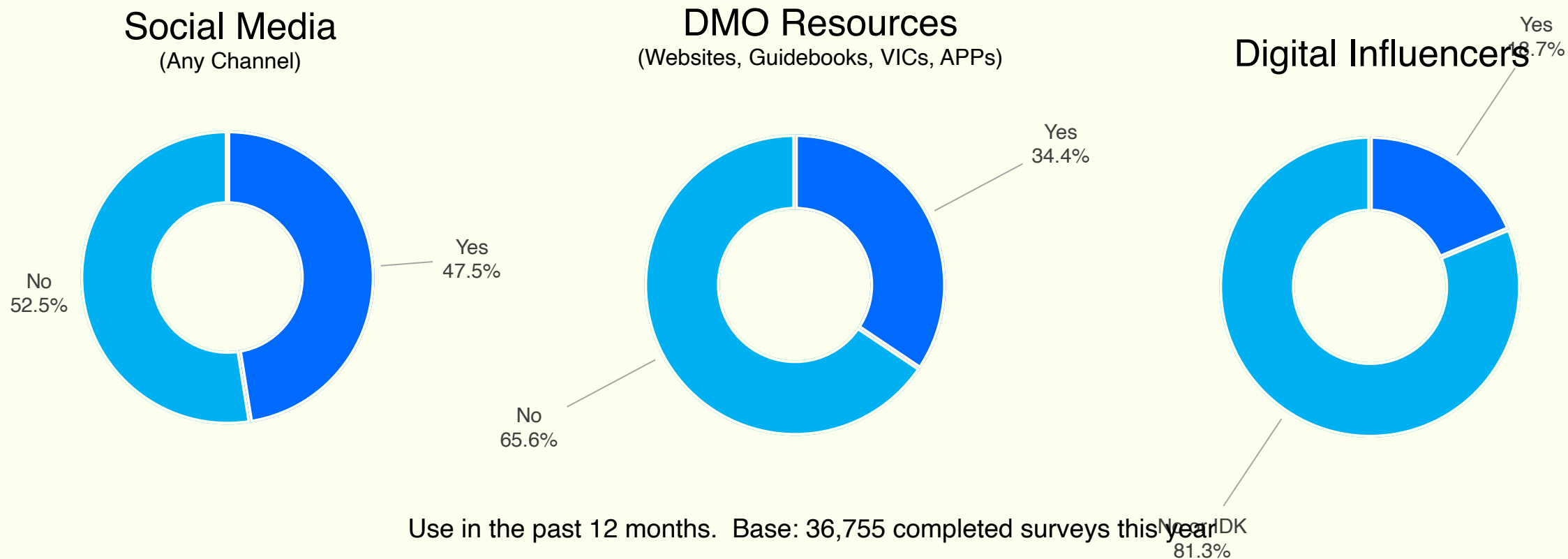South

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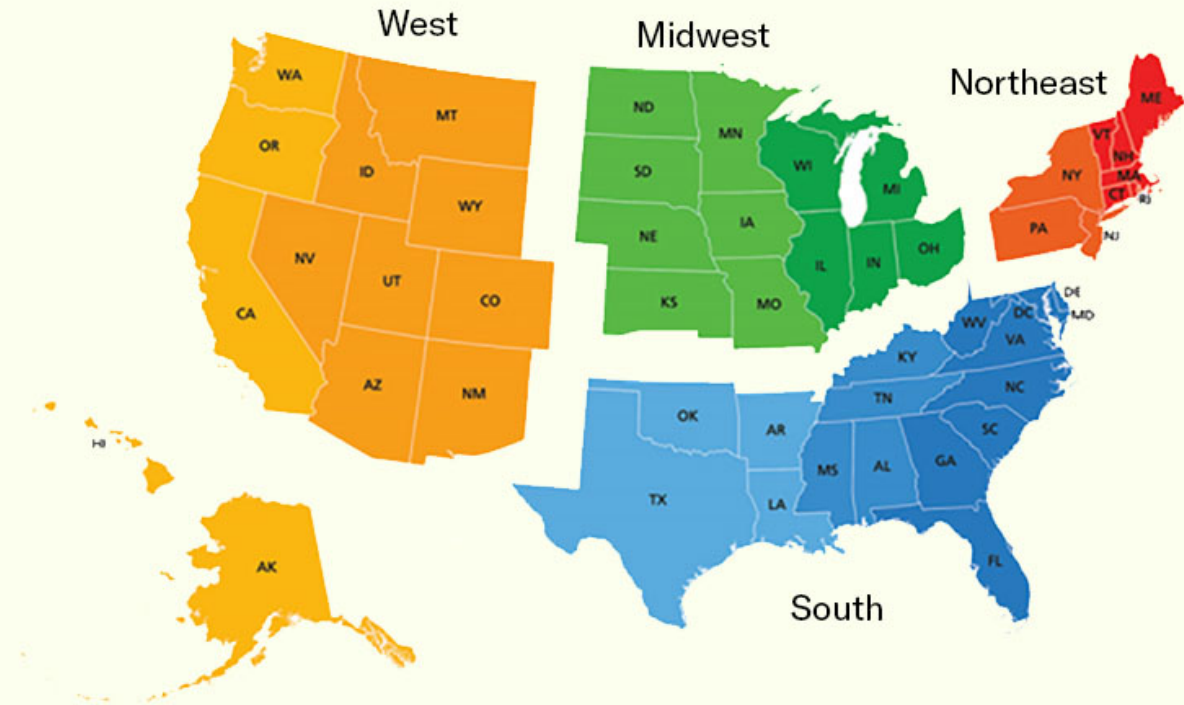
Almost 1-in-5 American Travelers Have Used an AI Planning Tool

Question:

In the past 12 months, have you used any Artificial Intelligence (AI) tools specifically to help you plan (or prepare for) your trips?

Yes
18.9%

I Don't know
5.2%

No
75.9%

Preliminary Results

The Use of AI Tools in Trip Planning is Headed Towards the Mainstream

Social Media
(Any Channel)

Yes
47.5%

No
52.5%

DMO Resources
(Websites, Guidebooks, VICs, APPs)

Yes
34.4%

No
65.6%

Digital Influencers

Yes
18.7%

No or DK
81.3%

Use in the past 12 months. Base: 36,755 completed surveys this year.
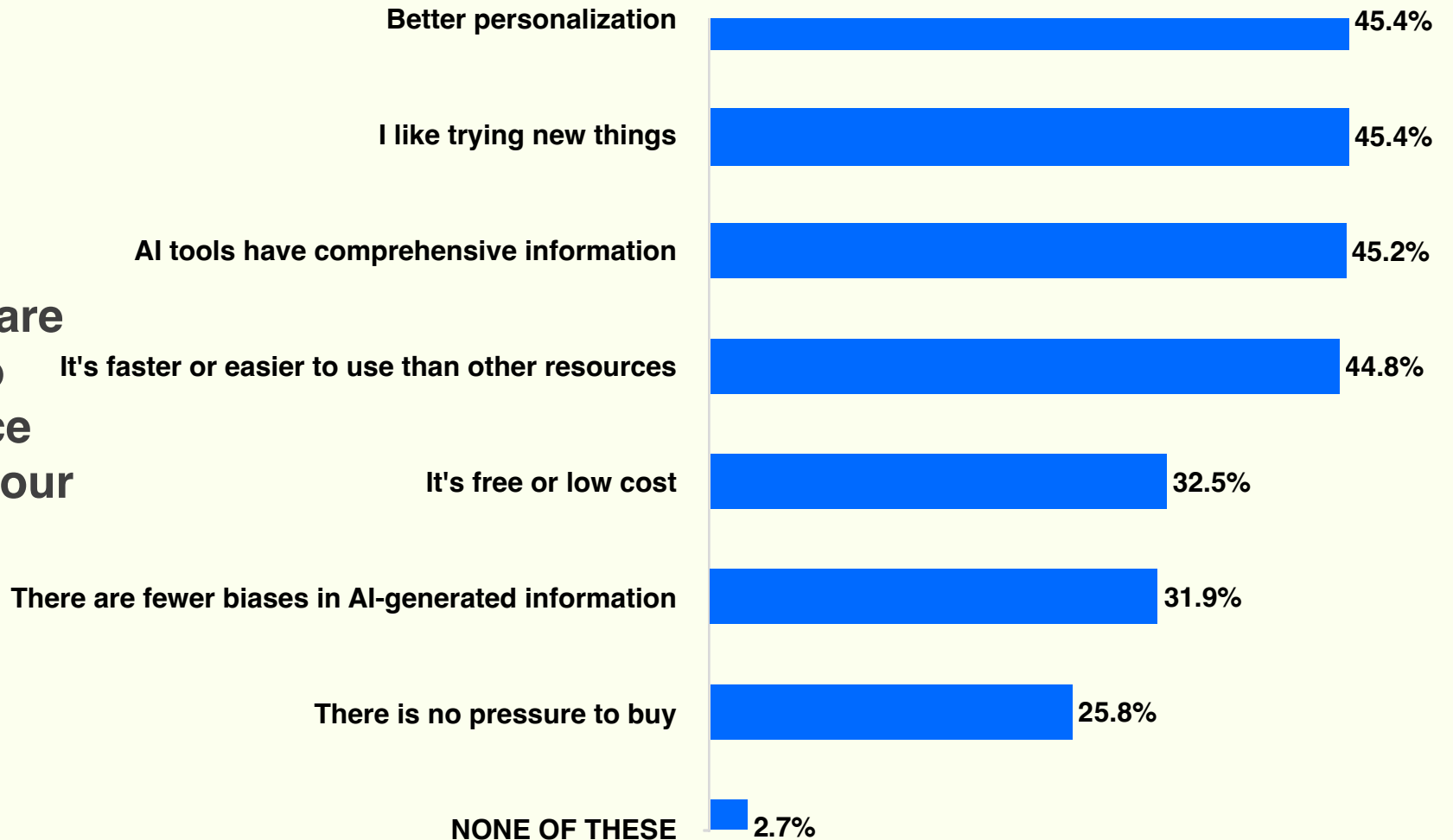
ChatGPT is the most used AI Trip Planning Tool

Question:

In the PAST TWELVE (12) MONTHS, which of these Artificial Intelligence (AI) powered tools have you used to plan your travel?

Tool	Percentage
ChatGPT	12.8%
Trip Planner AI	5.1%
Tripadvisor's AI-powered assistant	4.2%
iPlan.ai	3.4%
Plan My Trip ASAP	3.3%
Destinations.ai	3.2%
Wonderplan.ai	2.9%
Travelmoji	2.8%
Tripnotes.ai	2.6%
Roam Around	2.4%
Curiosio	2.0%
Skoot	1.7%
NONE OF THESE	0.9%

Preliminary Results
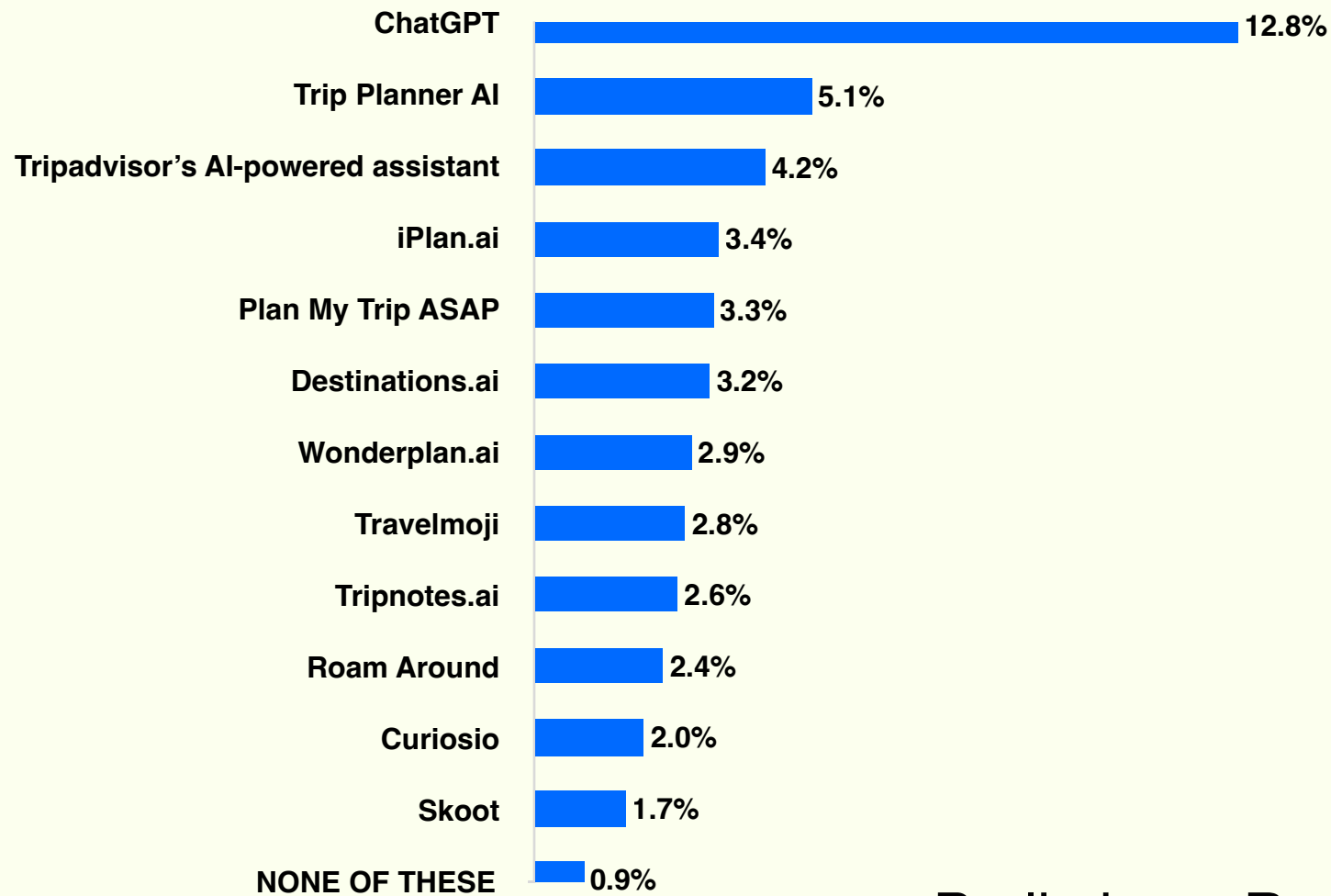
Travelers Use AI for a Variety of Reasons

Question:

Which of the following are reasons you decided to use Artificial Intelligence (AI) tools to help plan your travels?

Better personalization — **45.4%**

I like trying new things — **45.4%**

AI tools have comprehensive information — **45.2%**

It's faster or easier to use than other resources — **44.8%**

It's free or low cost — **32.5%**

There are fewer biases in AI-generated information — **31.9%**

There is no pressure to buy — **25.8%**

NONE OF THESE — **2.7%**

Preliminary Results

Travelers React to AI-Generated Travel Ads

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"By far, the greatest danger of Artificial Intelligence is that people conclude too early that they understand it."

—Eliezer Yudkowsky

Visit Denmark's use of deepfake technology and a script written by ChatGPT

Tourist
Attractions

Brought to life
and written by AI
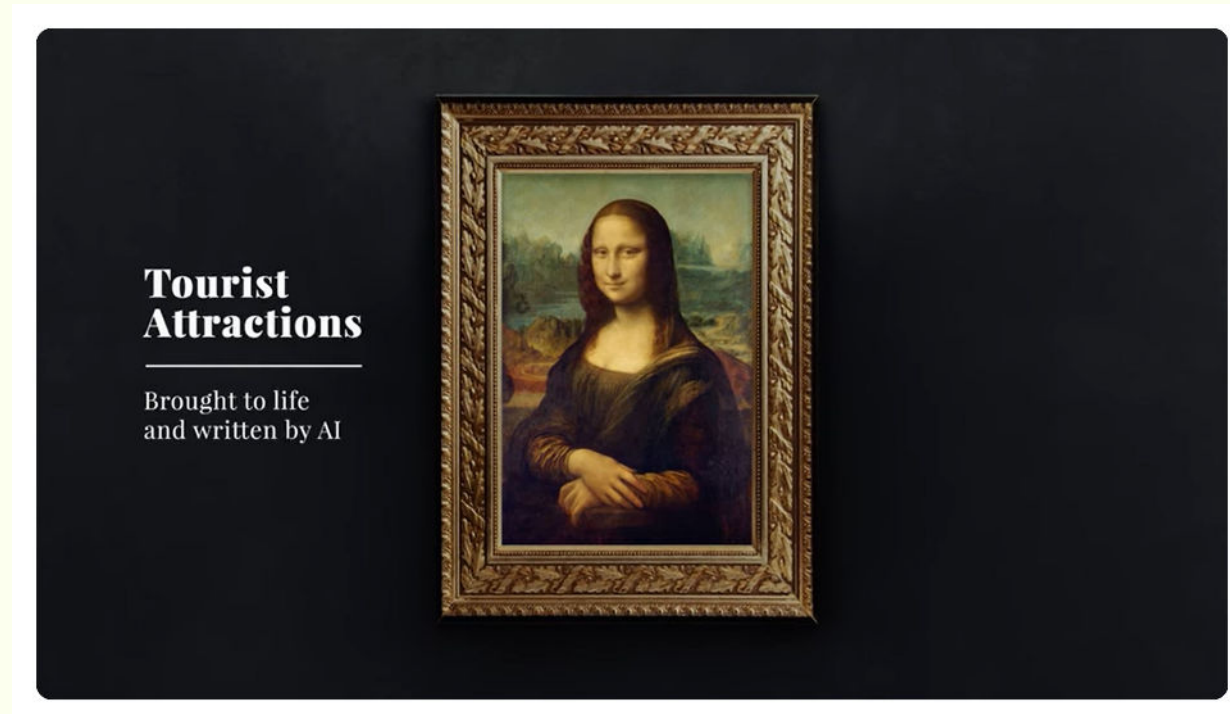
Underwhelming animation and deepfakes

"There's work to be done to make the animations more fluid."

The script – combined with the famous artworks – was confusing and not motivational.

Why an ad about Denmark be focused on artworks that are not actually in Denmark?

Travelers wondered if the ad was about Denmark or about travel in general.
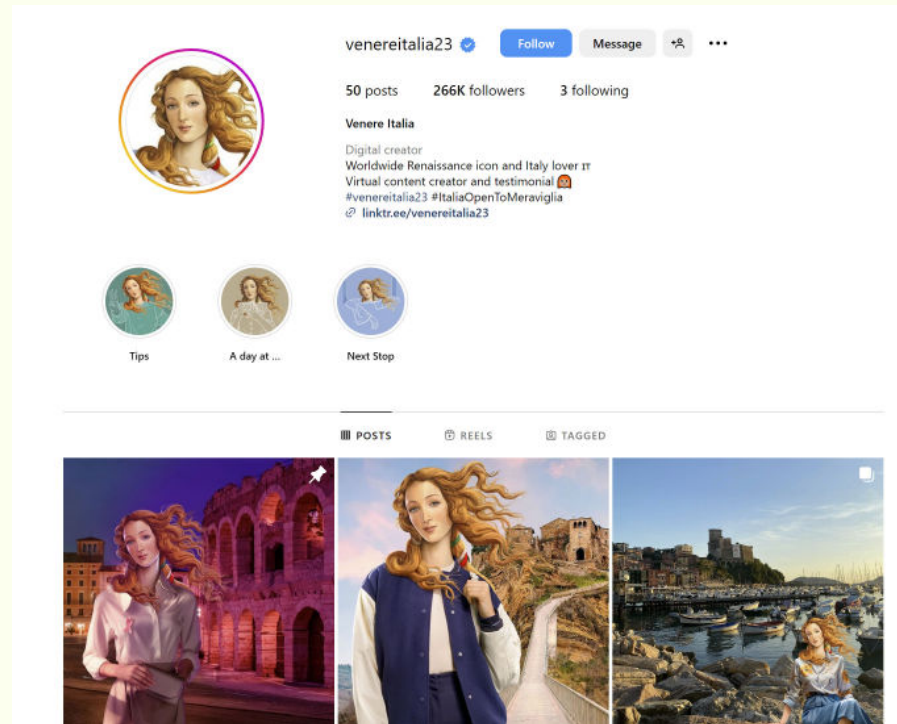
The Big Unanswered Question:

What can they experience in Denmark that is unique and sets it apart from anywhere else?

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American Gothic is a 1930 painting by Grant Wood

"I've been hangin' here for centuries, and I've seen it all."

Italy's new tourism ambassador is Botticelli's Venus, brought to life by AI

Overwhelmingly, travelers would prefer to see a real person rather than an AI-generated person.

"Completely unrelatable"   *"Out of place."*

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Points of Focus

- Travelers lack knowledge of your destination

- Travelers want you to make it easy for them

- Travelers want you to address their interests

- Travelers want to know about your UPOD

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Bottomline

As marketers continue to experiment with AI, it's imperative to keep our eyes on what really matters to travelers when it comes to advertising: Unique destination experiences for real people.

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