

# FOUR WAYS AI IS RE-IMAGINING THE FUTURE OF TRAVEL



With 'experience' becoming the buzzword and customer expectations hitting the roof, **AI** is helping the travel industry in **RE-IMAGINING THE FUTURE**.

The industry is at the cusp **OF** adopting an AI first approach that facilitates a memorable and delightful **TRAVEL** experience for the connected traveler.



## DIGITAL INTERACTIONS THAT ARE CONVERSATIONAL AND VOICE-BASED ASSISTANTS THAT ARE PERSONAL

AI provides **CONVERSATIONAL APPS** (Bots using NLP) that reduce the amount of interaction by factoring intent and context into the conversation, epitomizing personalization. Also having enchanting features of **SCALABILITY** during disruption-led scenarios.

## FACIAL RECOGNITION WITH ADDITIONAL HEFT FROM BLOCKCHAIN

Travelers can seamlessly move through airports, immigration, hotel check-ins and customs to board flights with the help of **FACIAL RECOGNITION** technology. Over and above, Blockchain assists to complete such transactions with higher reliability and credence.



## MACHINE LEARNING, THE (NEW) HIDDEN PERSUADER

Using big data and **MACHINE LEARNING**, travel brands are able to build recommendation engines that help **PERSONALIZE OFFERS**. This provides powerful messaging and product bundling capabilities, based on context and traveler propensity, thereby helping travel providers to provide the right offers at the right time.

## SOCIAL MEDIA TO UNCOVER SENTIMENT

Social media listening tools augmented by AI-powered bots, which can parse through unstructured data and use **NATURAL LANGUAGE PROCESSING (NLP)** can decipher social sentiment and co-relate it to the traveler's journey. Understanding customer intent coupled with real-time interventions delivers positive reinforcement to the customer thereby increasing loyalty.



The above **4 APPLICATIONS** carry invaluable capabilities in this industry, where time is critical and information is constantly changing. This is only a glimpse of something larger and there are many other ways by which AI can revolutionize travel.