



AI MEETS ADVENTURE HOW SMART TECH IS POWERING PERSONALIZED TRAVEL

<<Greeting Line>>

Travel is rapidly shifting from one-size-fits-all to highly individual journeys. AI-driven platforms now analyse travellers' behaviour, preferences and context (past trips, search history, even weather or events) to craft tailored suggestions. From ideal destinations and dates to custom itineraries. In fact, 41% of North American travellers used AI tools for trip planning in 2024 (up from 34% a year earlier) . Leading travel tech firms emphasize that "AI-driven personalization is no longer optional" – data analysis can anticipate traveller needs, refine recommendations, and boost revenues. For example, marketing campaigns guided by travel-specific AI see dramatically higher returns: one travel AI startup reports a 325% uplift in conversion rate for ads using its prediction engine. Airlines using AI demand forecasts have achieved ~21% higher load factors (seats sold) and about 5% more revenue. In short, predictive AI

(like Zytlyn's platform) matches offers to real-time demand signals forecasting capacity needs so hotels and airlines can price and package for each traveller.

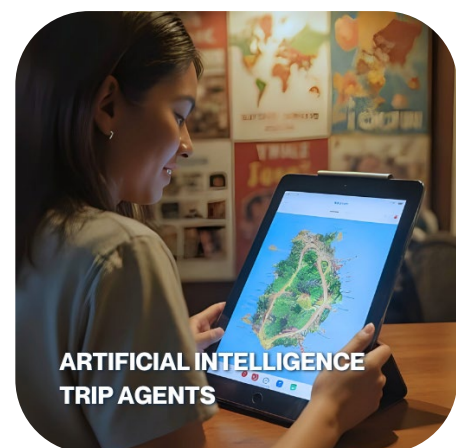
Data-Driven Recommendations: AI models sift through user profiles, past bookings and live data to suggest the best trip for each person boosting engagement and conversion.

Dynamic Pricing & Forecasting: Automated yield-management tools (e.g. AI-enhanced revenue managers) adjust room and fare rates on the fly, using demand forecasts. Studies show AI pricing can lift revenue by up to 30% , and predictive algorithms (like Zytlyn's) enable highly accurate seat and room supply planning.

Predictive Trip Planning: New tools use machine learning to signal surges or lulls. For instance, travel management firm CWT's pilot with Zytlyn overlays historical bookings on AI forecasts to plan capacity. This lets operators "make astute decisions about future supply...to ensure a highly customized product and service mix relevant to the individual traveller's...needs".

Conversational AI & Travel Planning Tools

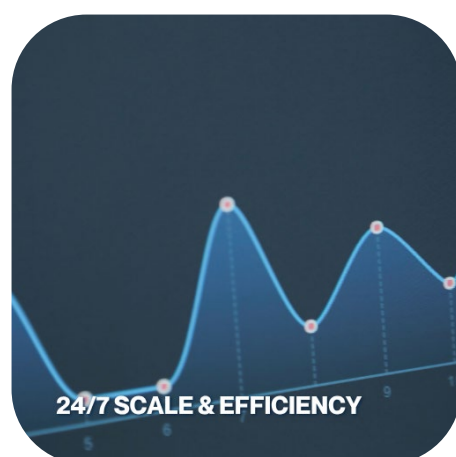
Conversational agents and AI travel assistants are now part of the toolkit. Generative AI can build and update itineraries on the fly: for example, Aerial (founded by ex-Meta engineers) combines a custom planning engine with an Large Language Model to suggest flights, hotels and daily schedules in seconds, respecting each traveller's preferences (even dietary needs). Major platforms have followed suit – Booking.com offers an AI Trip Planner and Expedia's "Romie" virtual agent, both designed to personalize trip booking. Meanwhile, hospitality is deploying chatbots and AI concierges to serve guests 24/7. Robots like Hilton's "Connie" (Watson-powered) and multilingual chatbots on websites answer questions about local attractions, reservations or check-ins with human-like language. These systems resolve roughly 70% of routine requests autonomously, letting hotels and airlines cut staffing for simple inquiries and focus humans on high-value tasks. The net effect is round the-clock support at lower cost – enhancing upselling (upgrades, add-ons) and customer service without hiring large teams.



Tools like Aerial and startup Journee automate the entire booking process. Journee's platform, for example, matches users (via a single questionnaire) to ideal "mystery" trips and handles booking end-to-end – slashing planning time from ~10–30 hours to about 15 minutes.



AI chatbots now handle queries and sales like never before. Enterprises report that trained bots and AI agents can tackle ~70% of traveller inquiries in real-time. They can also intelligently upsell (e.g. suggesting room upgrades or trip insurance) during these interactions, boosting ancillary revenue.



Unlike human staff, AI never sleeps or takes breaks. By layering LLM-based tools into customer service, operators can offer instant booking assistance and recommendations around the clock. This 24/7 availability dramatically lowers service costs and churn (faster response) while maintaining a personal touch.

In-Destination Personalization: The Guest Experience Layer

After booking, AI continues to tailor the journey. Mobile apps and hotel systems now deliver contextual

recommendations for each guest. For example, pre-arrival emails or app notifications can feature curated restaurant picks matched to a guest's dietary preferences, or local activity suggestions aligned to their interests. If bad weather looms, AI can instantly adjust day plans (moving an outdoor tour indoors). Smart rooms are also getting smarter: IoT-connected suites (like Virgin Hotels' "Lucy" app) recall each guest's favoured settings (climate, lighting, entertainment) and preload them on arrival. Even in F&B, data plays a role: tools like Tablevibe (a digital ordering and feedback system) help restaurants capture guest preferences and offer personalized dining incentives.

AI-powered loyalty engines then learn over time. By tracking which experiences a guest enjoyed, systems can tailor future offers – a key factor in retention. In fact, studies repeatedly show that personalization drives loyalty: guests whose needs are anticipated are far likelier to return and recommend. Modern loyalty programs reflect this: many integrate with local partners (restaurants, attractions, mobility) to grant bespoke perks. For instance, hotel loyalty points may be redeemable for exclusive dining experiences or tickets to events that match a traveller's profile. These value-added services make the brand "stickier" for both leisure and corporate customers – enhancing the overall travel spend and customer lifetime value.

Ethical AI, Data Privacy & the Personalization Paradox

All this personalization must respect privacy. Travellers expect targeted recommendations with consent: global surveys find ~80–90% of consumers welcome tailored experiences only if companies handle their data responsibly. Key regulations (Europe's GDPR, Singapore's PDPA, etc.) mandate clear opt-in consent and data minimization. As a result, many travel tech innovators are embracing "privacy-first personalization." They collect zero- or first-party data (information customers explicitly provide) and use anonymization or decentralized models to power AI insights. Research shows consumers notice: PwC reports ~33% of customers will pay a premium to brands they trust, and 91% would do repeat business with a trusted company.

In practice, transparency is now a brand differentiator. Travel firms highlight opt-in AI features (e.g. a clear

explanation and toggle for AI recommendations) to build trust. As one industry leader notes, future winners will “offer personalization without overreach” – combining seamless AI-driven suggestions with strict privacy controls. By making “privacy-first” a feature (for example, using federated learning or in-app consent), companies not only comply with laws but earn customer loyalty. In sum, the most successful travel brands will be those that power extraordinary, data-driven experiences and assure travellers that their personal data is safe, turning privacy into a competitive edge.

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