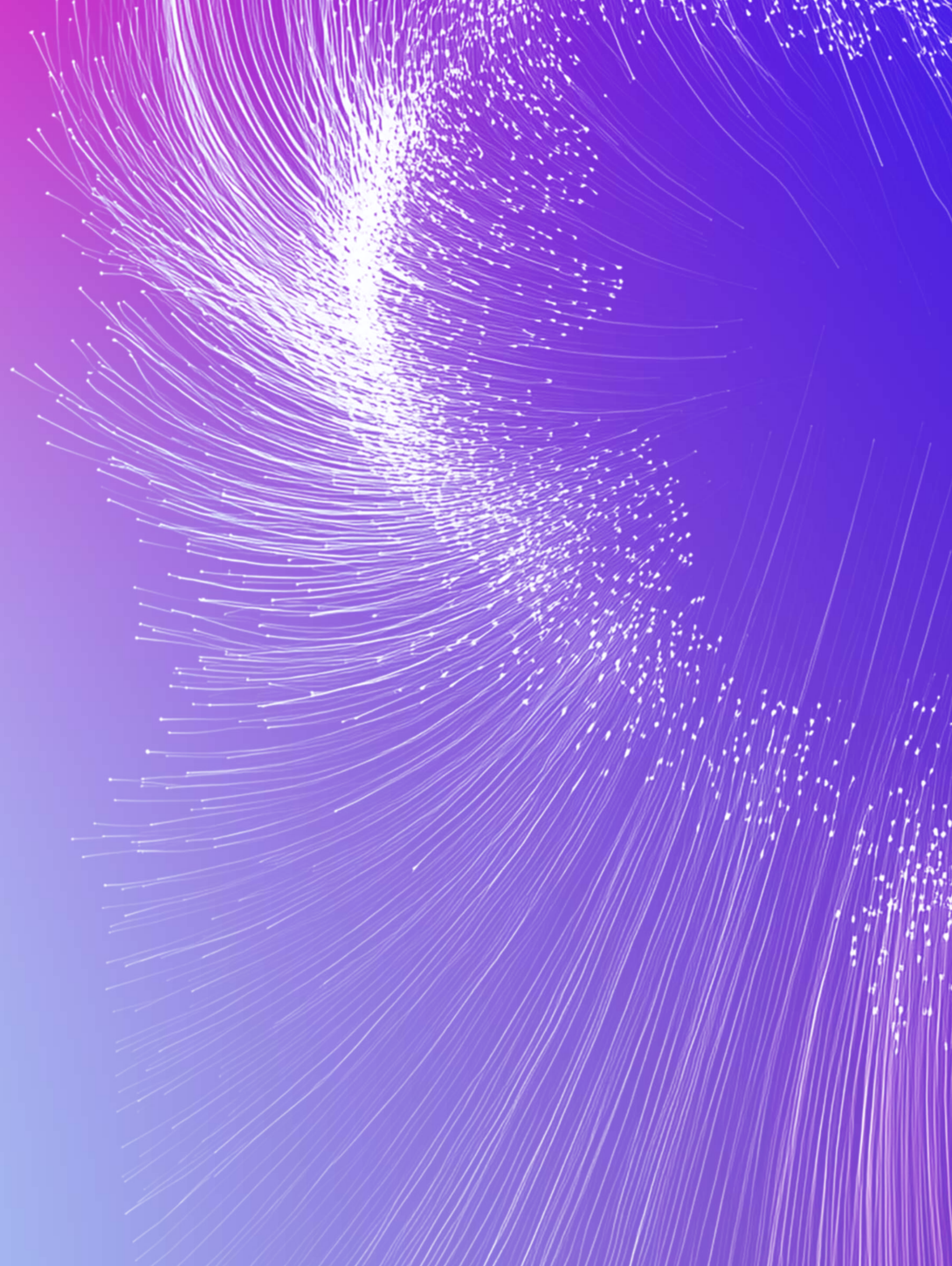
ACXIOM

AI-curated experience in travel

What does CX look like when algorithms do the thinking?



2026 CX TRENDS REPORT | TRAVEL AND HOSPITALITY EDITION

Foreword

The computer is incredibly fast, accurate, and stupid. Man is unbelievably slow, inaccurate, and brilliant. The marriage of the two is a force beyond calculation.

– LEO CHERNE (1977)

AI has evolved from a behind-the-scenes enabler to the architect of modern customer experience. Once valued primarily for its ability to increase speed and efficiency, AI is now poised to transform how brands connect, communicate, and care for their customers. The true promise of AI lies not in automation alone, but in enabling experiences that are personal and empathetic.

The age of AI-curated experiences represents a shift from decision-support to decision-making. Algorithms no longer simply recommend; they interpret context, anticipate intent, and orchestrate interactions across every touchpoint. This opens a new frontier for customer experience, one where brands can deliver more efficient and effective consumer journeys.

Yet, as this report reveals, progress comes with paradox. Consumers are open to AI influencing their choices, but only when they remain in control. They value personalization, but expect speed and simplicity. They seek convenience, but not at the cost of emotional connection. As AI takes on a greater share of "the thinking," brands must ensure that technology empowers rather than dictates, guiding customers through seamless, trusted, and meaningful experiences.

The trends you'll explore in this report range from conversational interfaces to empathetic interactions and illustrate how AI is redefining engagement across industries. The discussion considers the most successful applications, balancing intelligence with intention. The future of CX is not AI replacing human insight, but enhancing it, making each interaction smarter, faster, and more cost efficient, without losing its human heart.

As you read through these insights, remember that the most powerful AI experiences are those built on sound data foundations and clear ethical principles, with artificial and human intelligence working as one. Technology can curate the journey, but only people can define its purpose. Together, we will shape a future where customer experiences are not just automated, but orchestrated with care, precision, and humanity.

Tom Zawacki
Chief Growth Officer, Acxiom

Alex Pym
CEO International, Acxiom

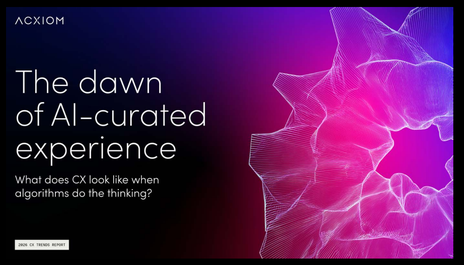
Is this the right edition for you?

You're probably reading this edition of our CX Trends Report because you have a particular interest in travel and hospitality.

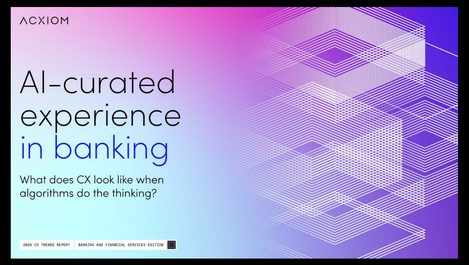
But if there's another sector that's more relevant to you, we also have industry-specific editions for banking and financial services, insurance, healthcare, and telecoms. Or you can check out our all-industries report for insights that span these sectors and more.

In the right place? Then let's get started.

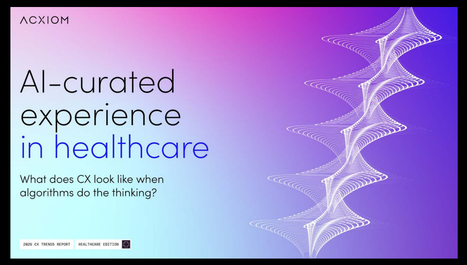
Further editions of our 2026 CX Trends Report contain insights for the following industries:



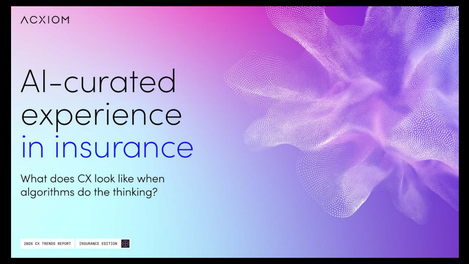
ALL INDUSTRIES



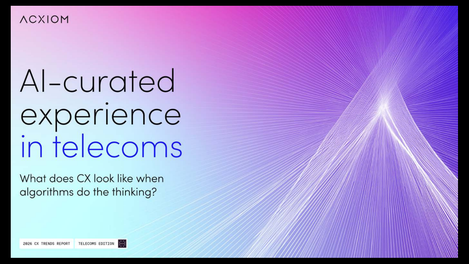
BANKING



HEALTHCARE



INSURANCE



TELECOMS

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AI-curated experiences will reshape travel and hospitality

The transformative impact of artificial intelligence (AI) on travel and hospitality shows little sign of slowing, especially as AI agents that can reason and act autonomously enter mainstream use.

Consumers are increasingly using AI to suggest holiday destinations, compare ticket and accommodation prices, and create itineraries that take in all of the sights. In parallel, brands are integrating AI decision-making into their customer experience (CX) strategies to increase efficiency, enable personalization, and improve attribution. This means AI is starting to do the thinking on both sides of the customer experience.

So, what does CX look like in the age of AI-curated experience?

We surveyed 4,000 US and UK consumers to gain their perspectives on five AI-powered trends that brands expect to have a significant impact on CX in 2026. We also surveyed 600 business leaders from a variety of industries, including 100 from travel and hospitality. The responses of the travel and hospitality cohort are the basis for the brand views expressed in this report, with occasional insights from other industry cohorts for comparison.

WE SURVEYED

4,000

US and UK consumers

WE SURVEYED

600

business leaders

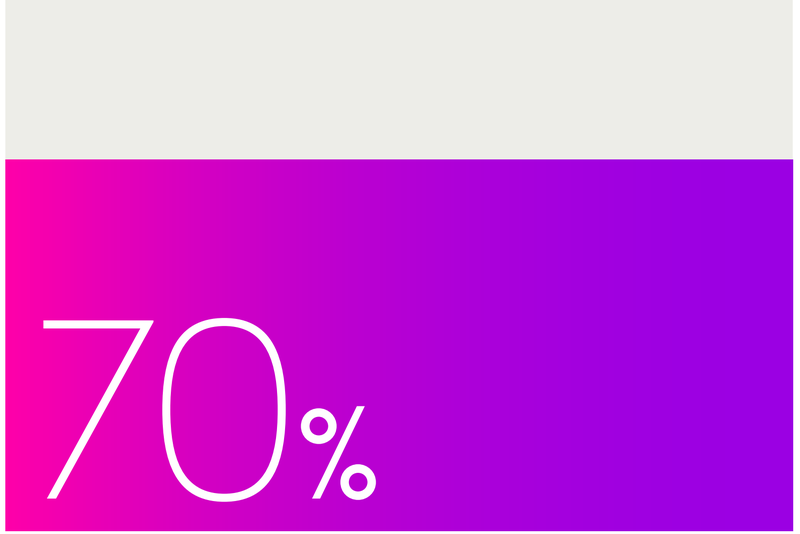
INDUSTRIES

- Banking
- Healthcare
- Insurance
- Telecoms
- Travel and hospitality

Overall, consumers are relatively accepting of AI, with 83% willing to let brands use it to influence their decisions. However, consumer comfort with AI varies enormously by context; for example, they're much more comfortable with AI recommending upgrades or add-ons, or suggesting the right insurance policy, than they are with AI making payments on their behalf.

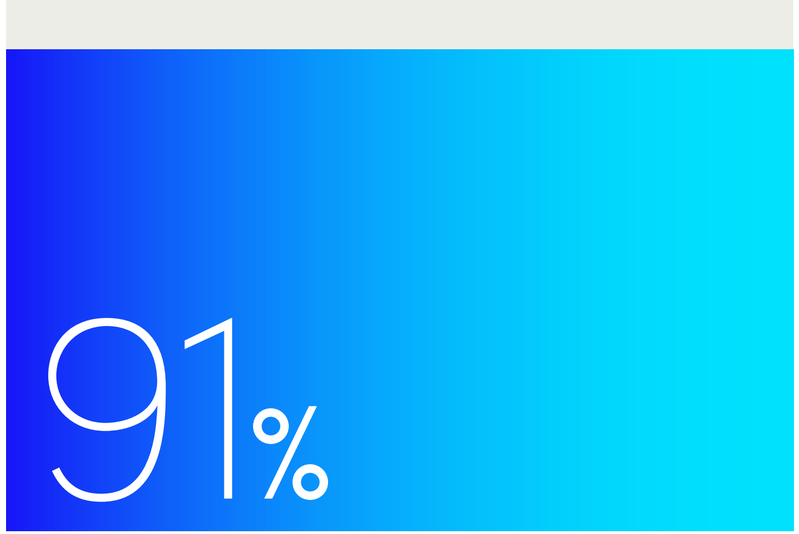
Travel and hospitality companies are building their AI-driven experiences firmly around customer wants and needs. Concerned about customer acceptance and wary of losing the emotional connection as automation increases, they're using customer insight to personalize experiences across platforms and partners. But, like brands in all industries, they do face challenges with AI adoption, and their priorities aren't always fully aligned with those of travelers and guests.

CONSUMERS



of consumers think AI is changing how we interact with brands faster than anyone is ready for.

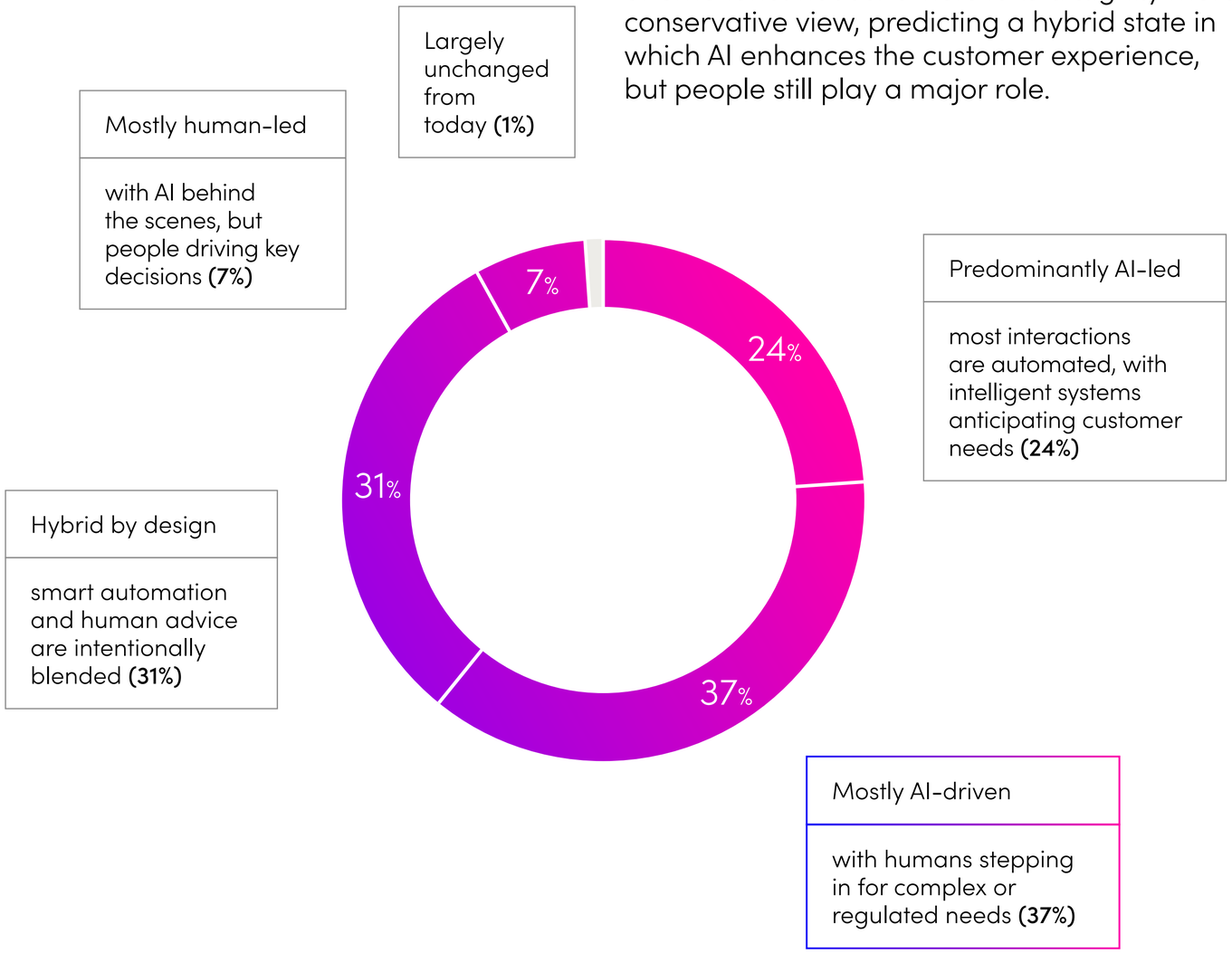
BRANDS



of travel and hospitality brands believe AI-curated experiences will reshape CX faster than most brands are ready for.

HOW TRAVEL AND HOSPITALITY CX IS EXPECTED TO LOOK IN 10 YEARS

In ten years, many travel and hospitality brands expect customer experience to be AI-driven, with humans still stepping in to support more complex or emotional needs. Others take a slightly more conservative view, predicting a hybrid state in which AI enhances the customer experience, but people still play a major role.



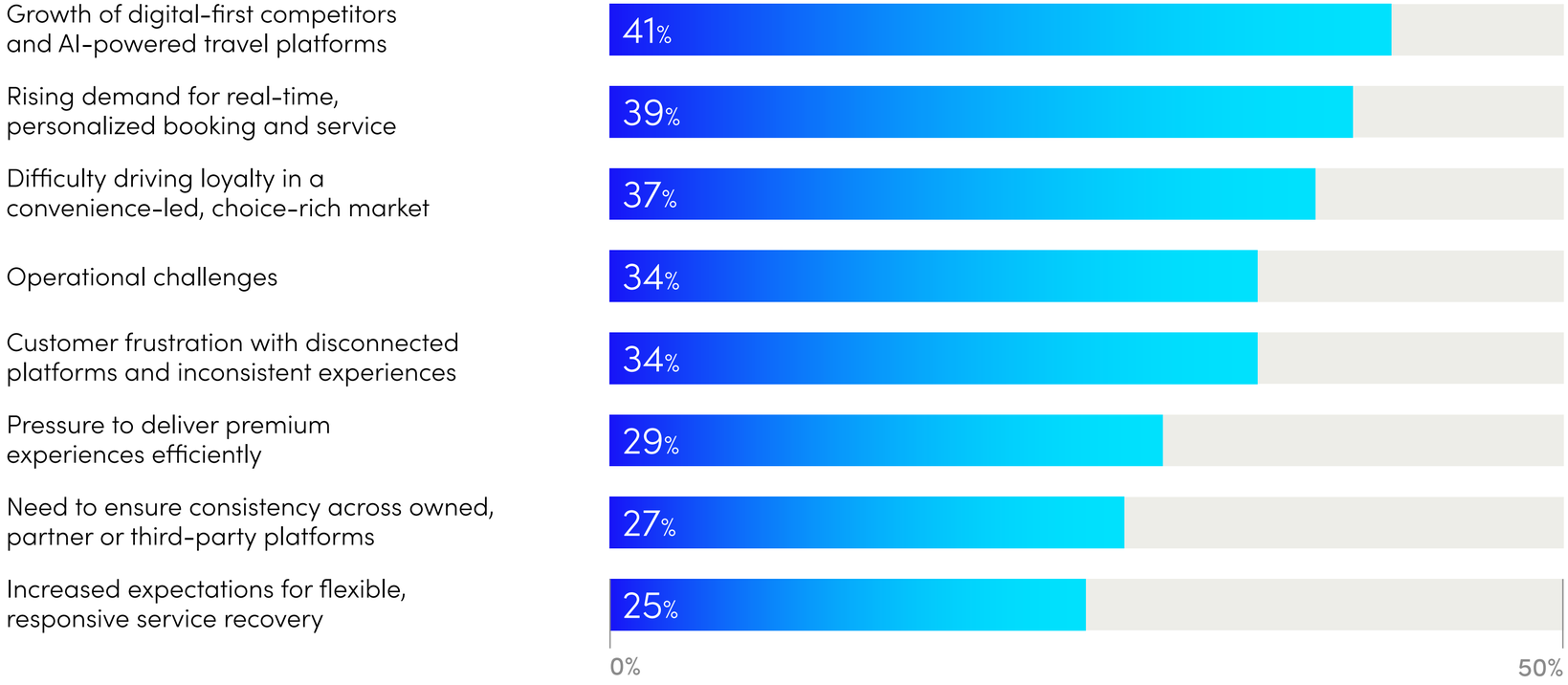
Before we meet the trends that will drive CX forward in 2026, let's take a look at what's shaping CX strategy for travel and hospitality brands today.

The CX landscape for travel and hospitality

The biggest external forces shaping brands' CX strategies stem from shifts in the travel and hospitality market and in customer expectations.

Above all else, brands are responding to the growth of digital-first competitors and AI-powered travel platforms, rising demand for real-time, personalized booking and service, and the difficulty of driving loyalty in a market that's led by convenience and rich in choice.

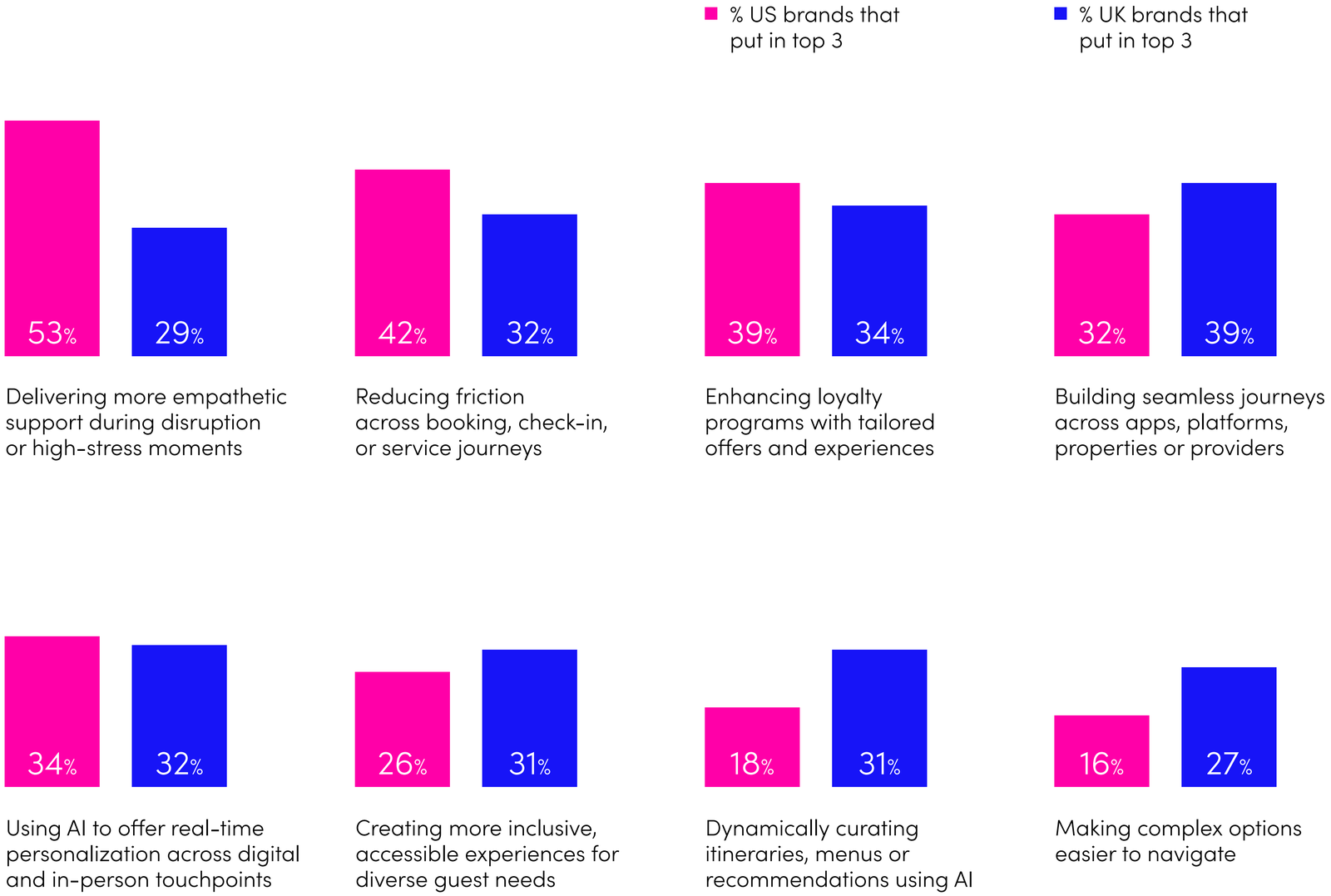
EXTERNAL FORCES SHAPING CX



We asked travel and hospitality brands to identify their top three CX priorities for the next few years, and there are significant differences between our US and UK cohorts.

For US travel and hospitality brands, by far the most common answer is delivering more empathic support during moments of disruption or stress. For UK brands, however, the top priority is building seamless journeys across apps, platforms, properties, or providers. As a cohort, UK brands display a more even spread of priorities, while US brands share some clear focus areas.

CX PRIORITIES FOR THE NEXT 2-3 YEARS



Introducing the CX trends for 2026

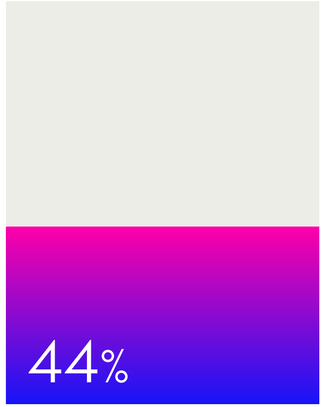
A significant minority of travel and hospitality brands (42%) say AI-curated experiences are already transforming their sector, and a hefty majority (73%) say they will in the next 12 months. As we dive deeper into these five interrelated trends, we can see the expected extent of that transformation.

TREND ONE →

Conversational interfaces

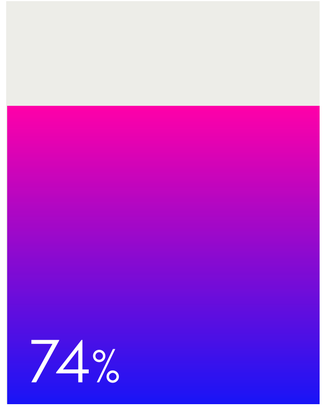
AI-powered conversational interfaces – both text and voice – are replacing traditional web and mobile experiences, enabling people to interact with software the way they interact with each other. How is this shift impacting travel and hospitality CX?

2026



of brands say this trend is already transforming their sector

2027



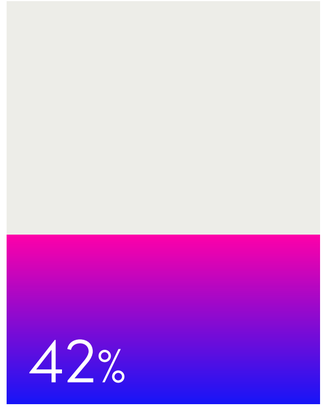
of brands say this trend will transform their sector in the next 12 months

TREND TWO →

An instructional world

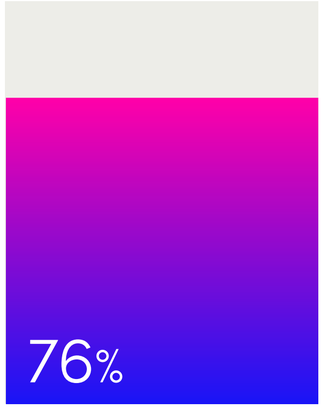
From predictive text and satellite navigation to watch-next suggestions and ChatGPT, consumers' lives are continually guided by AI recommendations and instructions. So, how are travel and hospitality brands using AI to influence customer journeys, and how do consumers feel about AI guidance?

2026



of brands say this trend is already transforming their sector

2027



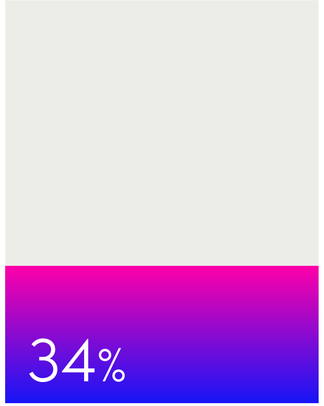
of brands say this trend will transform their sector in the next 12 months

TREND THREE →

Effortless access

With the rise of on-demand content and search engines giving instant AI-powered responses, do consumers expect quick results with as little effort as possible? And can AI help travel and hospitality brands deliver?

2026



of brands say this trend is already transforming their sector

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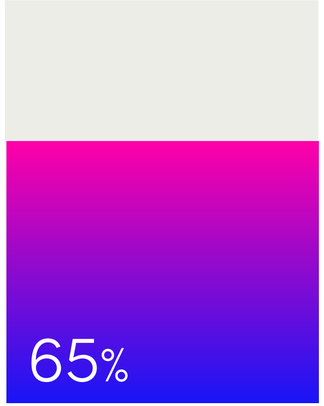


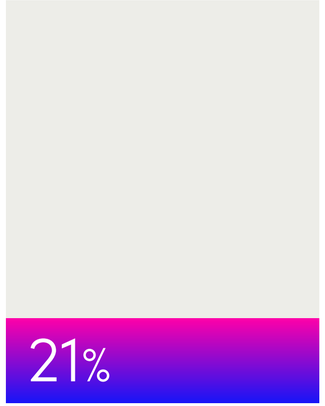
of brands say this trend will transform their sector in the next 12 months

TREND FOUR →

Platform unification

From booking the flight, to reserving airport parking, to checking into the airport hotel – are people tired of logging into multiple platforms to achieve one thing? Will AI become a 'universal interface' allowing them to navigate fragmented platforms with ease?

2026



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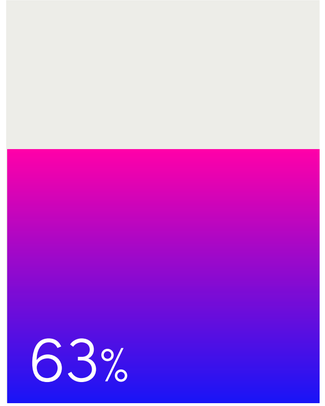


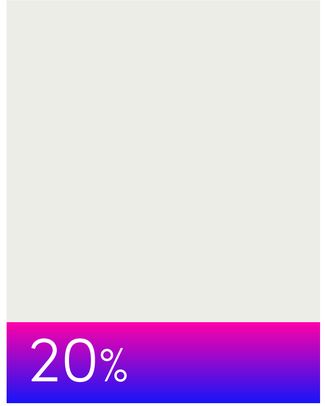
of brands say this trend will transform their sector in the next 12 months

TREND FIVE →

Empathetic interactions

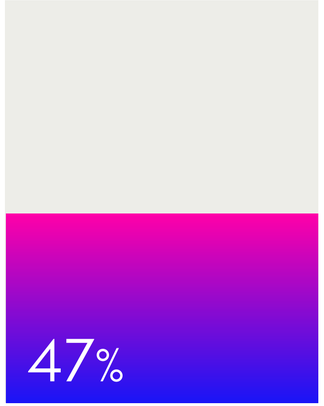
With advances in affective computing and emotionally intelligent AI, can travel and hospitality brands use AI to understand and respond to customer emotions in a way that builds trust?

2026



of brands say this trend is already transforming their sector

2027



of brands say this trend will transform their sector in the next 12 months

01

Trend one: Conversational interfaces

AI-powered conversational interfaces – both text and voice – are replacing traditional web and mobile experiences, enabling people to interact with software the way they interact with each other. How is this shift impacting travel and hospitality CX?

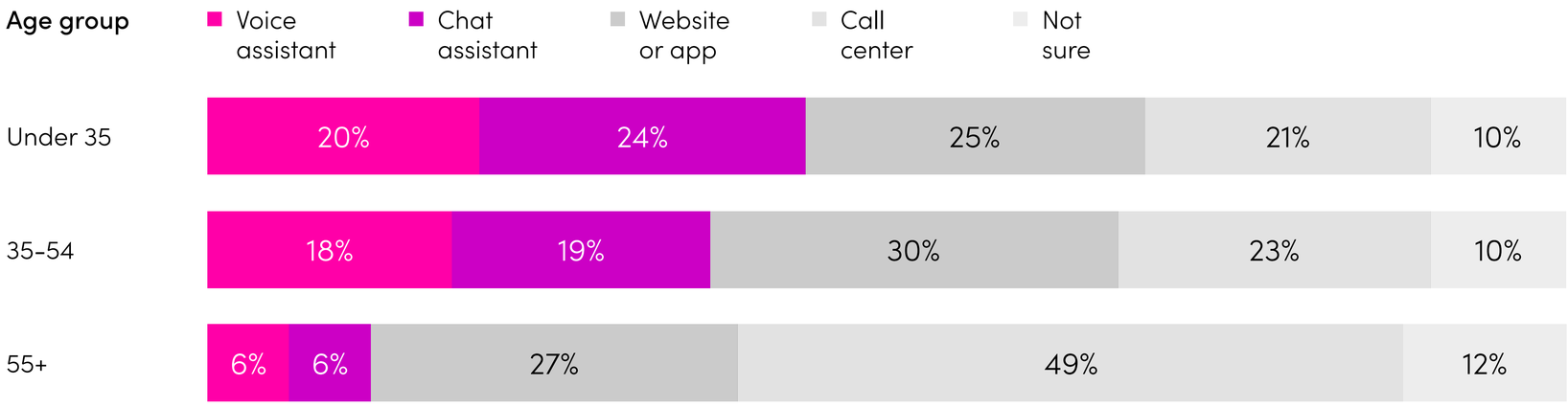
Consumer preferences vary by age and task

On the surface, conversational interfaces aren't yet the go-to option for consumers. The majority (59%) say that, for everyday tasks, they prefer to speak to a person or visit a website or app rather than use an AI-powered voice or chat assistant.

Dig deeper, however, and it becomes clear that willingness to use voice or chat interfaces varies by age. A considerable 44% of people aged under 35 give either voice or chat assistants as their preferred choice, compared with just 12% of those in the 55+ age group.

What's more, **55% across all age groups say they'd rather talk to a smart assistant than wait on hold,** so it seems conversational interfaces do provide an acceptable alternative to the call center queue.

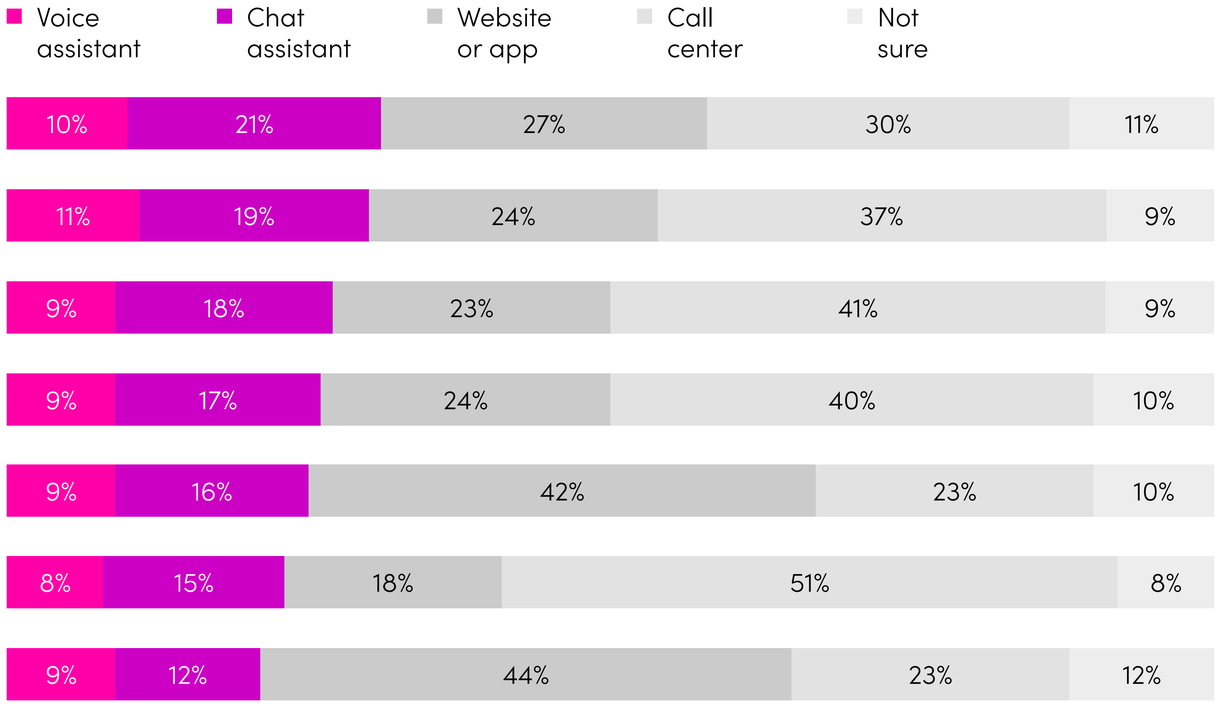
HOW CONSUMERS PREFER TO INTERACT WITH BRANDS



Consumer inclination to use conversational interfaces also varies by task. The survey reveals the greatest willingness for getting help while signing up or checking out (31%), with consumers still preferring to use a website or chat with a human when booking a hotel or flight.

These survey results also reveal a marked preference for text over voice when people are completing any task using conversational AI. In fact, **57% of consumers say they prefer typing to talking when interacting with brands.**

HOW CONSUMERS PREFER TO INTERACT BY TASK



Brands see conversational AI as crucial to survival

Travel and hospitality companies feel more urgency to adapt to conversational AI than consumers, and see adaptation as crucial to their survival.

78%

believe customers in the future will expect to talk to brands as naturally as they talk to friends

79%

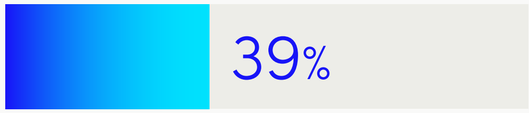
say that as voice and chat replace search, brands that don't adapt risk vanishing from the conversation

At the moment, conversational interfaces are rarer in travel and hospitality than in most other industries.

Even so, 53% of brands are already testing AI-powered assistants or agents in real customer journeys, and 46% are rethinking search, discovery, and advertising for a conversational world with fewer screens on which ads can appear.

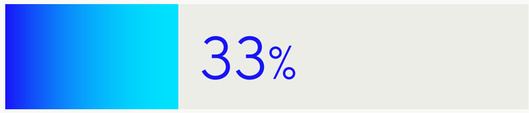
BRANDS ARE PREPARING FOR CONVERSATIONAL INTERFACES

Testing AI-powered assistants or agents in real customer journeys

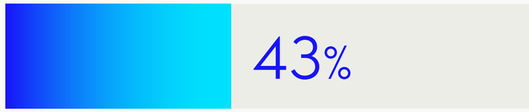


Embedding conversational interfaces into existing customer platforms or journeys

Rethinking search, discovery, and advertising in a world without screens



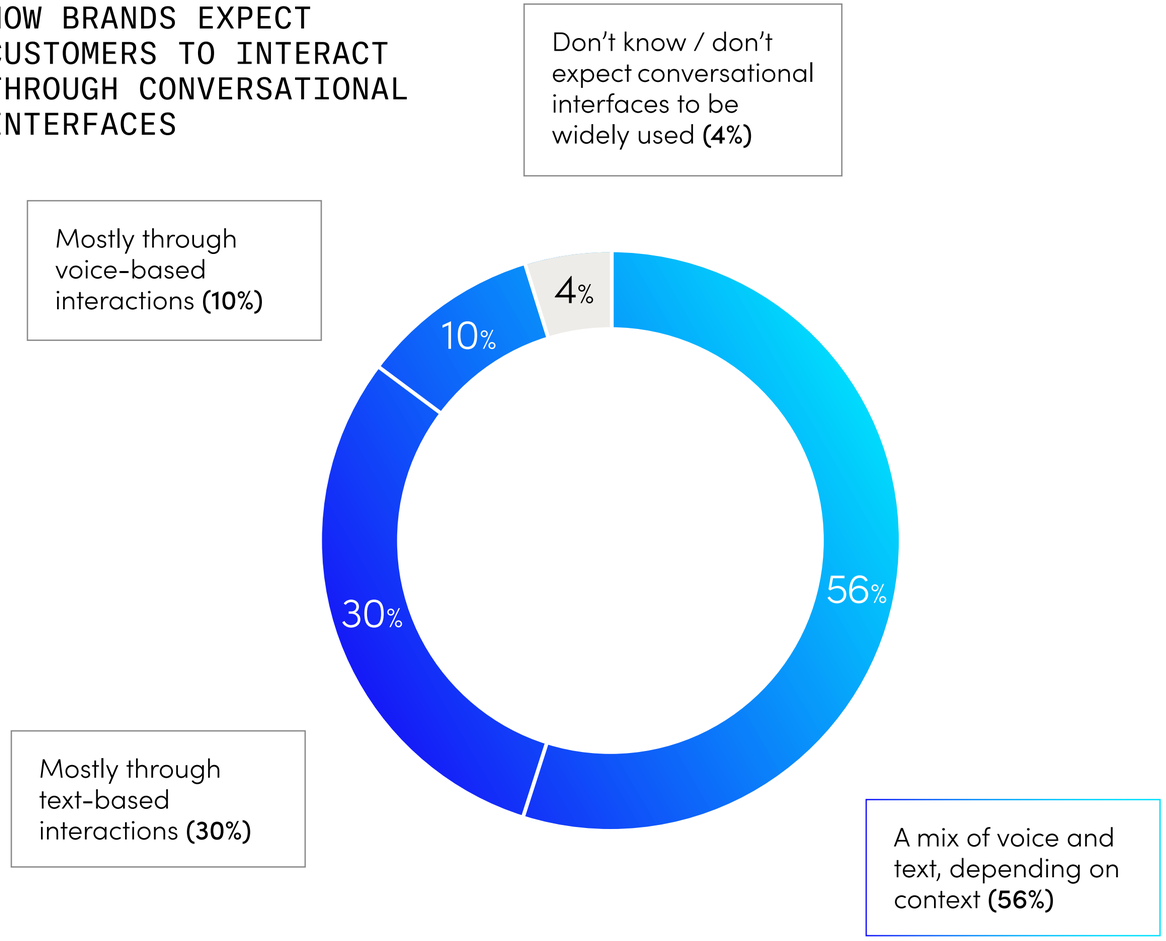
Reworking content and services for natural language delivery



Developing a consistent brand voice and persona for conversational channels

Travel and hospitality brands expect to interact with customers through a mix of text-based and voice-based conversational interfaces, depending on the context. Relatively few see voice-based interactions becoming the norm.

HOW BRANDS EXPECT CUSTOMERS TO INTERACT THROUGH CONVERSATIONAL INTERFACES



Use conversational AI as an enhancement

Travel and hospitality brands are somewhat ahead of consumers in both expectations and readiness for conversational AI.

CONSUMERS

Only 30%

of consumers would choose a conversational interface for everyday support.

BRANDS

But 96%

of travel and hospitality brands expect conversational interfaces to be widely used in the next 2–3 years.

Brands should invest where conversational AI adds clear value, positioning it as an enhancement to websites, apps, and call centers for those customers who are ready to use it, rather than an immediate replacement for more traditional forms of interaction.

02

Trend two: An instructional world

From predictive text and satellite navigation to watch-next suggestions and ChatGPT, consumers' lives are continually guided by AI recommendations and instructions. So, how are travel and hospitality brands using AI to influence customer journeys, and how do consumers feel about AI guidance?

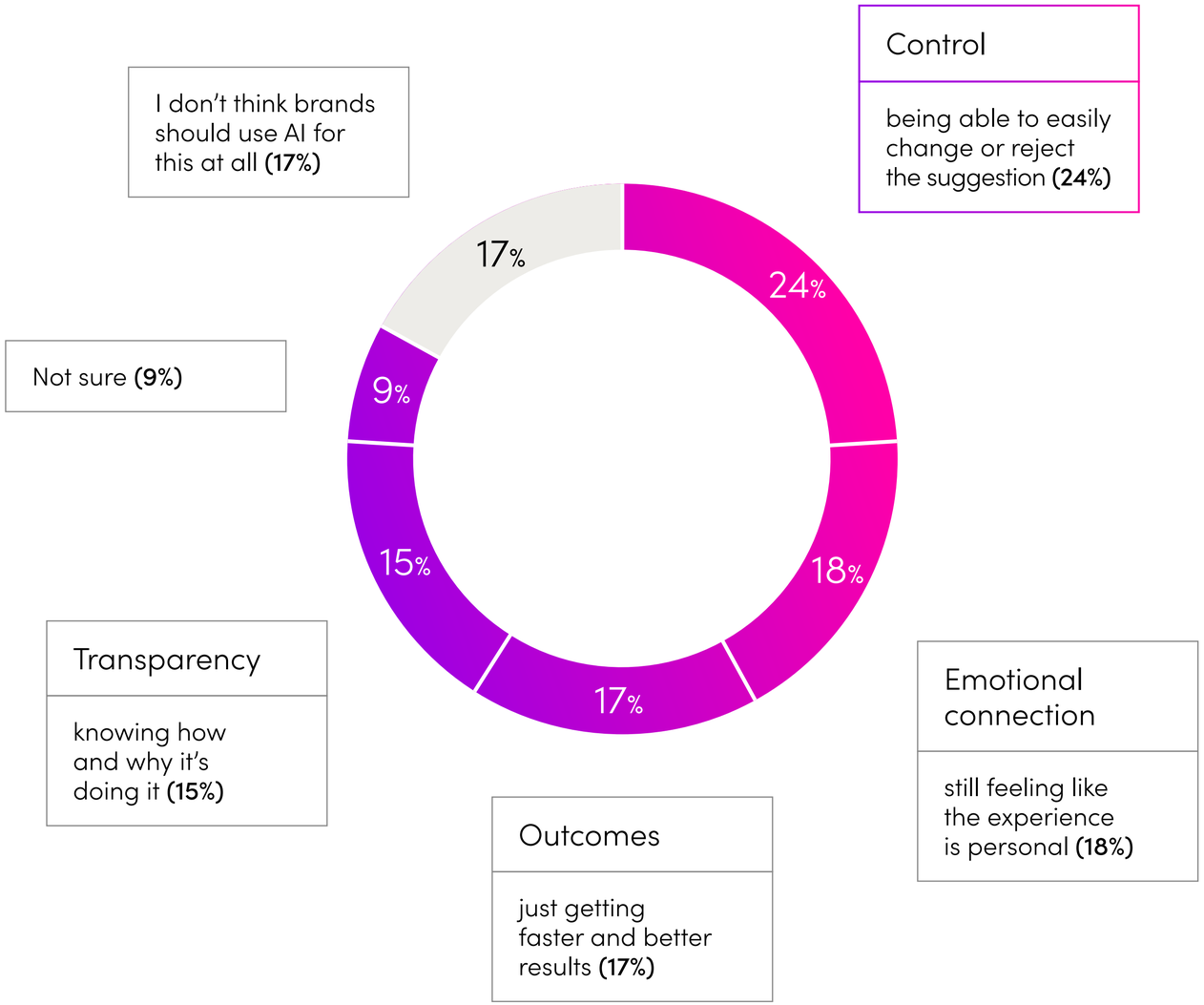
Consumers are open to AI guidance with control

Consumers already appear quite comfortable with brands using AI to influence their decisions. Perhaps surprisingly so. Only 17% of people say they don't think brands should be doing this.

When AI is guiding their decisions, the most important thing for consumers is to maintain control – easily changing or rejecting the AI's suggestion. **Two-thirds (65%) say that if AI decides for them, it stops being their experience.** Their second priority is feeling like the experience is personal and human. Travel and hospitality brands should bear these priorities in mind as they use AI to take personalization to the next level and ensure they maintain the emotional connection.

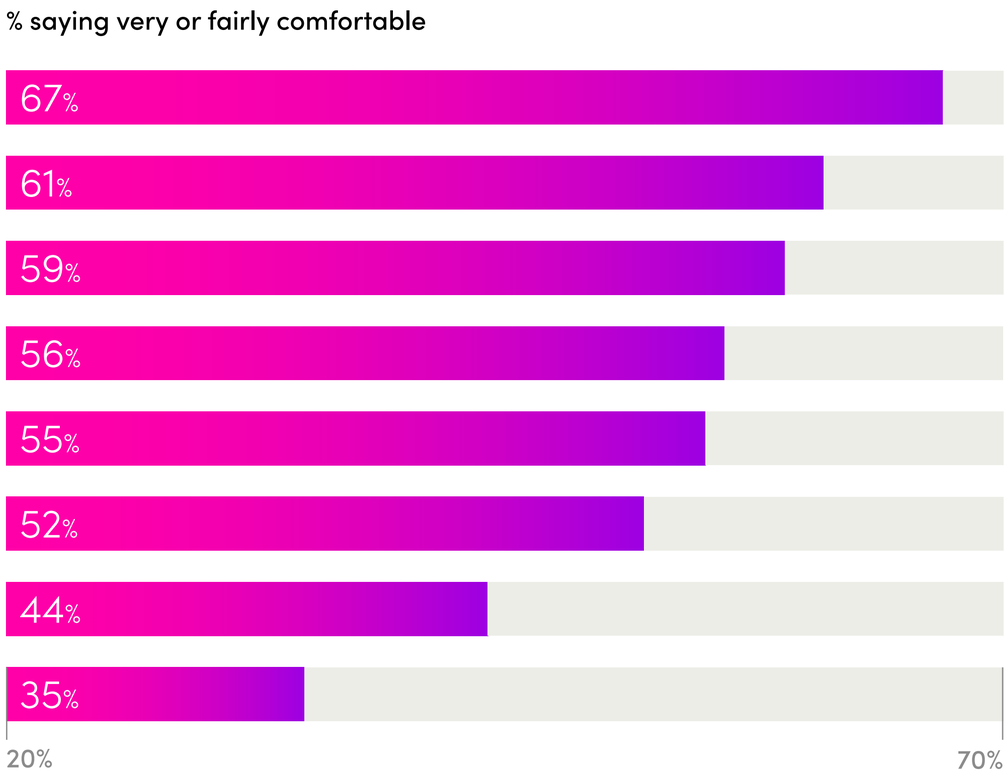
Transparency appears to be a relatively low priority for consumers. Knowing how and why the AI is doing what it's doing is a lesser priority than just getting better and faster outcomes. A significant 45% of consumers agree that if AI makes the right choices for them, they don't need to know how it works.

CONSUMERS' TOP PRIORITY IF BRANDS USE AI TO INFLUENCE THEM



But consumer comfort with AI's influence does depend on the situation. People are far more open to AI offering proactive support, or alerting them to a potential security issue, than they are to it making payments on their behalf.

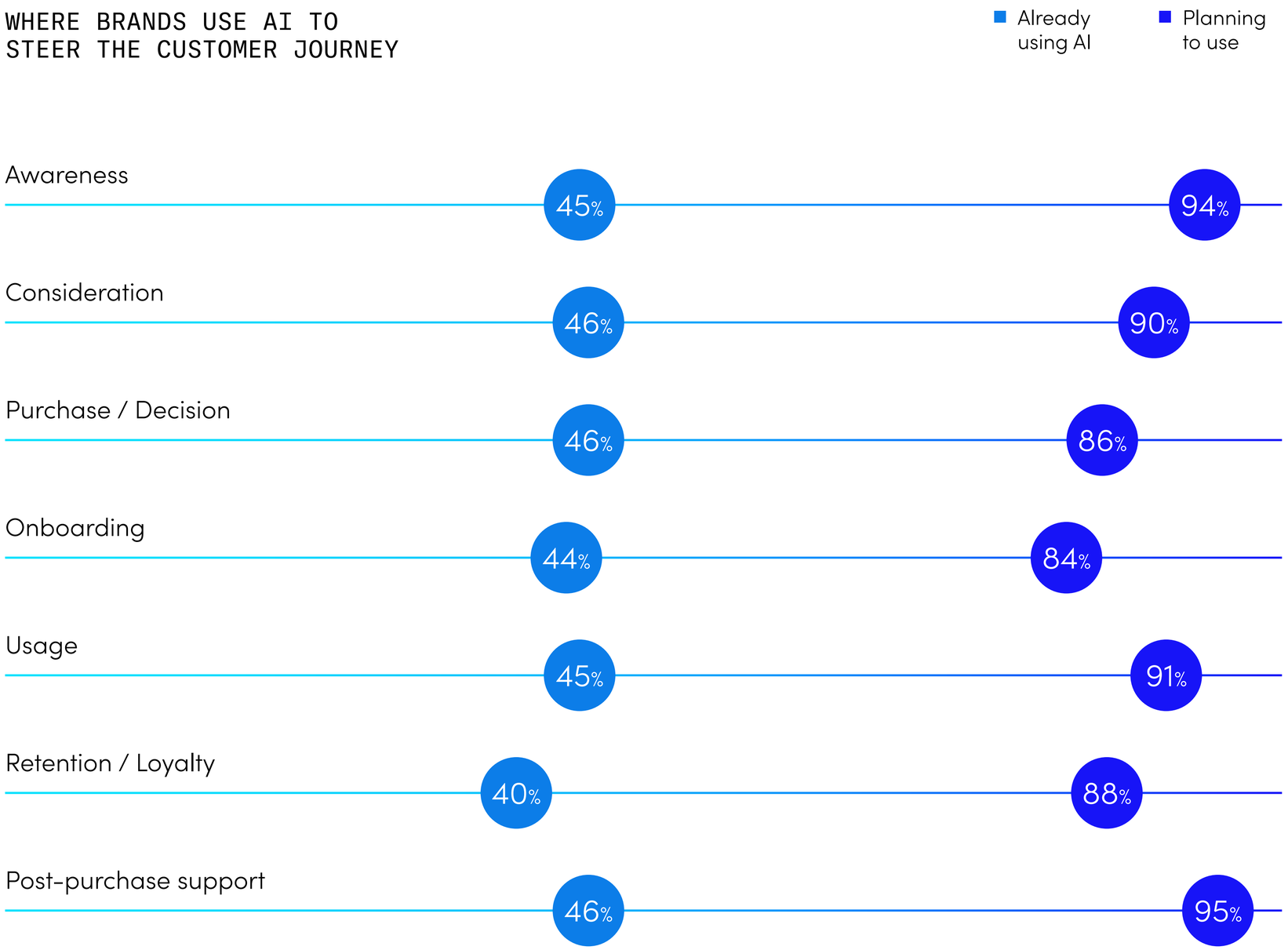
CONSUMER COMFORT WITH AI INFLUENCE BY SITUATION



Brands aim to steer customer journeys with transparency

Many travel and hospitality brands already use AI to actively steer customer actions at various stages of the customer journey, and around 90% have plans to do so. Today, AI use is most common when customers are considering and purchasing products or services, and during post-purchase support. The vast majority (78%) of brands believe AI will handle most customer decisions in 10 years, turning brands into silent, invisible advisors.

WHERE BRANDS USE AI TO STEER THE CUSTOMER JOURNEY

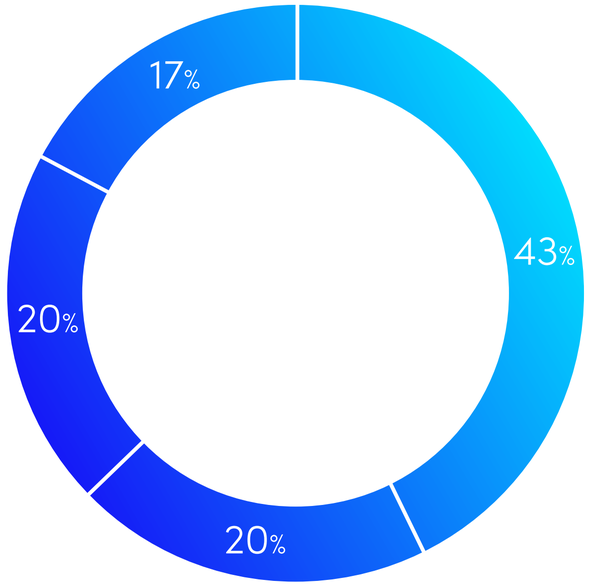


Travel and hospitality brands believe they need to prioritize transparency if they're to build trusted, effective experiences as AI plays a more active role in shaping customer journeys.

BRANDS' TOP PRIORITY TO BUILD TRUSTED EXPERIENCES

Outcomes

customers mainly care about getting what they want faster **(17%)**



Transparency

customers should understand how AI is influencing them **(43%)**

Control

customers should be able to override or adjust the AI's choices **(20%)**

Emotional connection

decisions must still feel human and empathetic **(20%)**

But brands face some challenges using AI to steer CX, the biggest obstacle being uncertainty around customer acceptance of the technology. Only 6% say they aren't experiencing any challenges at all.

CHALLENGES BRANDS FACE USING AI TO GUIDE CX

41% Uncertainty around customer acceptance or comfort

36% Lack of internal understanding or skills to implement effectively

35% Challenges integrating with existing platforms or workflows

34% Budget or resource constraints

34% Difficulty aligning AI decisions with brand experience or tone

27% Low confidence in AI decision quality or accuracy

26% Lack of clear ownership or leadership for AI in CX

18% Poor or fragmented customer data

Empower customers with AI

Consumers and travel and hospitality brands have differing priorities when AI is used to guide customer decisions.

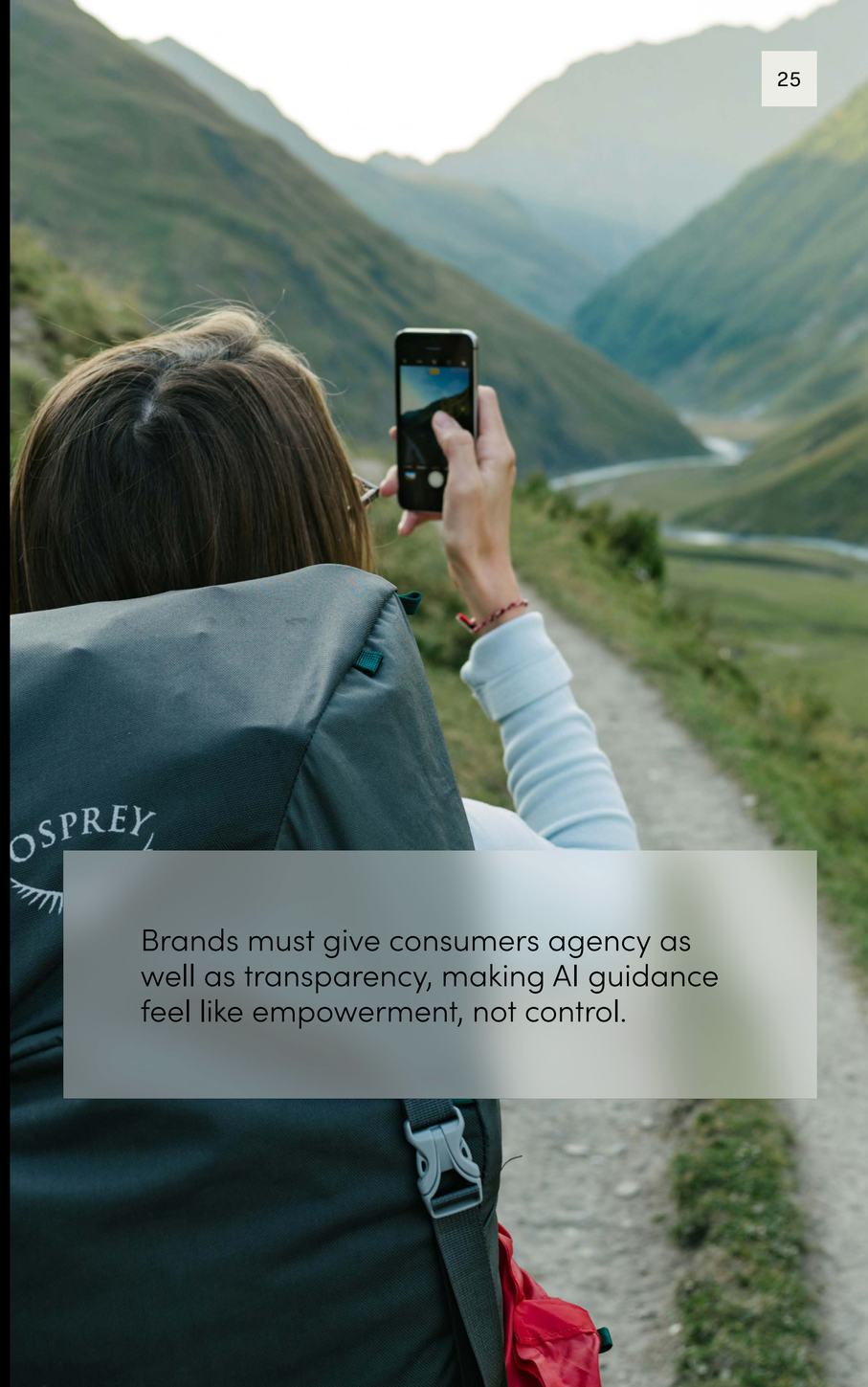
CONSUMER AND BRAND PRIORITIES DIFFER

CONSUMER PRIORITIES

1. Control
2. Emotional connection
3. Outcomes
4. Transparency

BRAND PRIORITIES

1. Transparency
2. Emotional connection
3. Control
4. Outcomes



Brands must give consumers agency as well as transparency, making AI guidance feel like empowerment, not control.

03

Trend three: Effortless access

With the rise of same-day delivery, on-demand content, and search engines giving instant AI-powered responses, do consumers expect quick results with as little effort as possible? And can AI help travel and hospitality brands deliver?

Consumers are open to AI guidance with control

"I can get what I need quickly, without having to search or click around."

That's the phrase that comes closest to defining an effortless customer experience, according to our consumer survey. (Although for the 55+ age group, it's more likely to be an experience where they don't have to repeat themselves or explain things twice.)

The majority (58%) of people say that, despite AI, it still takes too much effort to get things done with brands. And consumers will walk away when they feel they need to work too hard to get what they want. **Over 40% have switched providers, stopped using a brand, or abandoned a transaction in the last 12 months due to friction in the experience.**

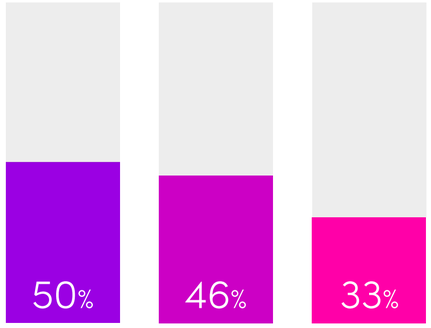
As we'll see on the next page, this behavior is more common in young people who appear to have a lower tolerance for expending effort. For instance, 54% of those under 35 say they'll walk away when a process takes too long, compared with just 26% of those aged 55+. And a lack of personalization is far more likely to be a deal breaker for younger people than for those in older age groups.

REASONS CONSUMERS HAVE WALKED AWAY IN THE LAST YEAR

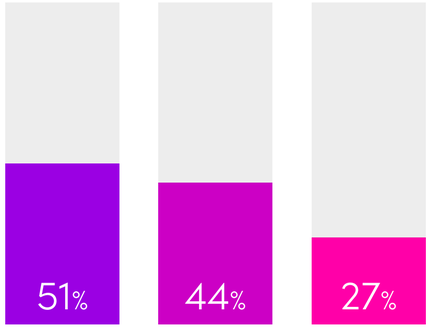
SITUATIONS WHERE CONSUMERS HAVE WALKED AWAY

Under 35 35–54 55+

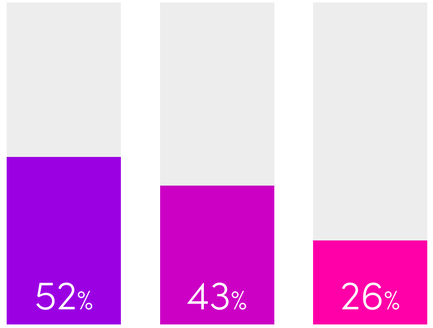
% that have walked away for this reason in last 12 months



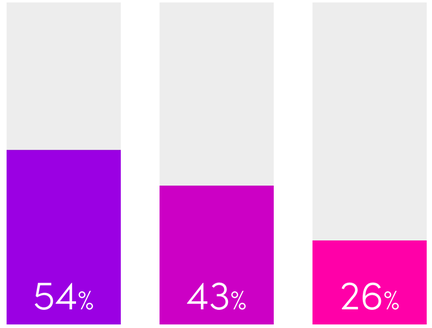
Not being able to speak to a person



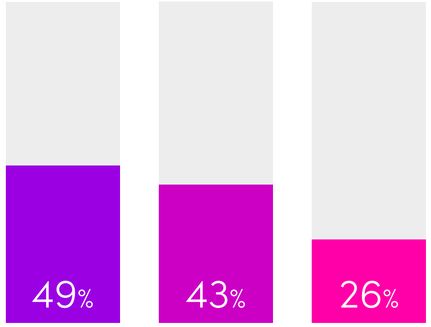
Having to repeat myself across channels



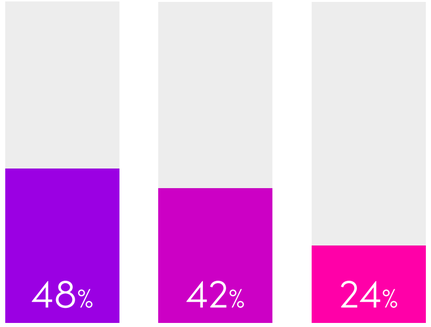
Too hard to find what I need



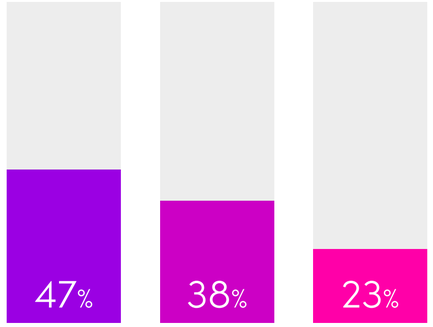
Process or experience takes too long



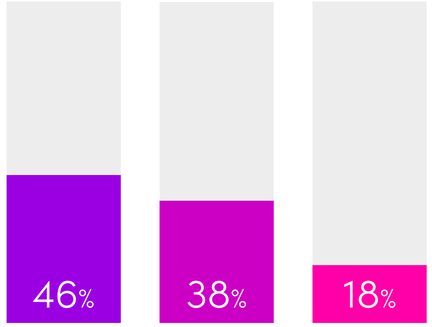
A lack of effort from the provider



Involves too much effort from me



I didn't trust the process or provider

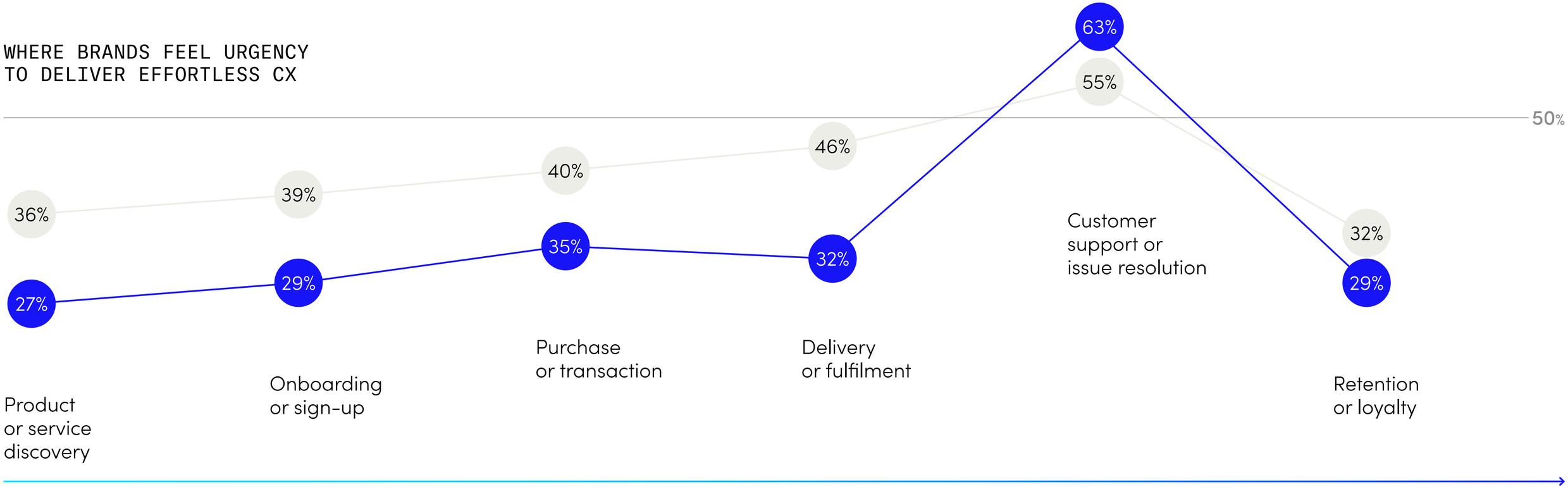


The experience wasn't personalized to me

Brands feel effortless experiences carry risks

Travel and hospitality brands are sensitive to consumer demand for frictionless CX. Although they're feeling less urgency than brands in other industries to deliver faster, more effortless experiences across most of the customer lifecycle, they're feeling far more urgency in customer support and issue resolution.

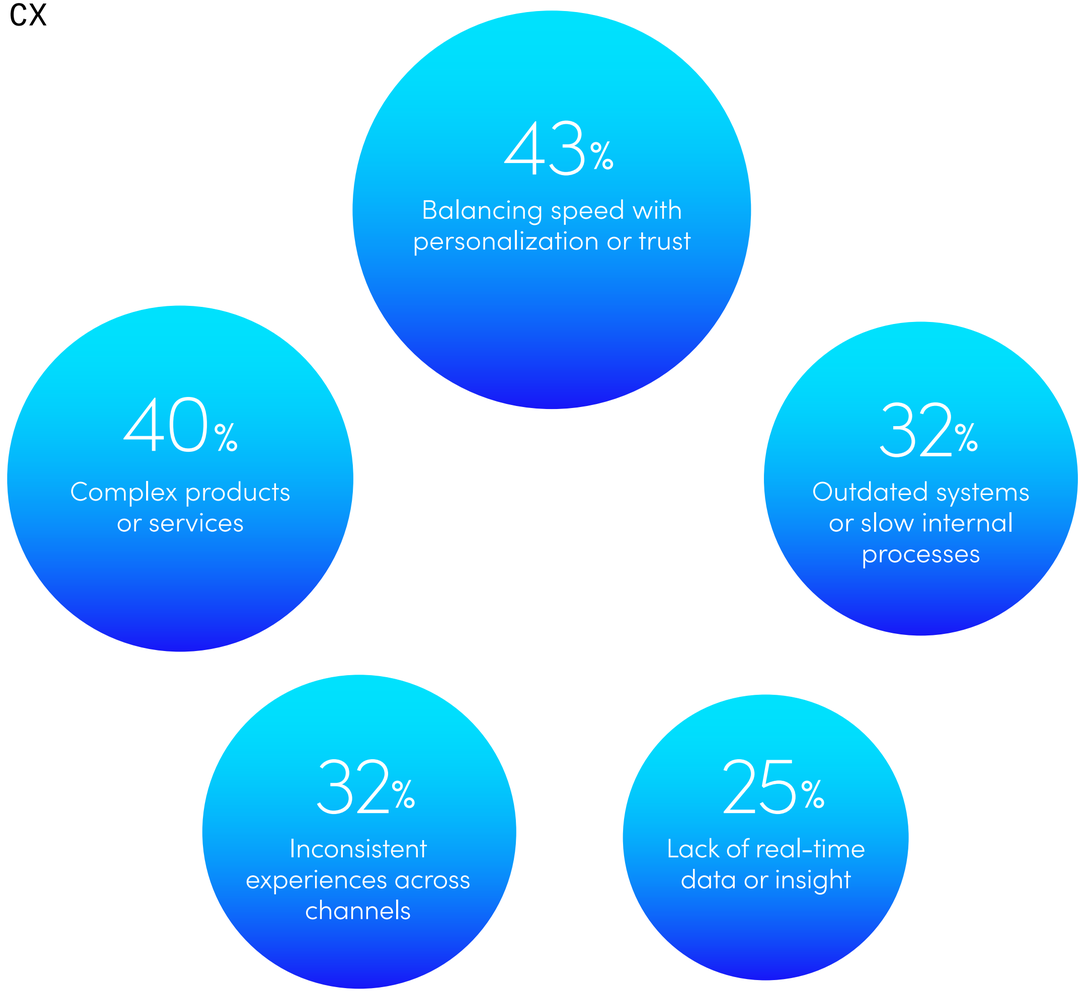
WHERE BRANDS FEEL URGENCY TO DELIVER EFFORTLESS CX



Travel and hospitality brands must overcome significant obstacles on the road to meeting their customers' CX expectations. The biggest challenge is balancing speed with personalization, as brands strive to maintain the right combination of efficiency and relevance to the individual.

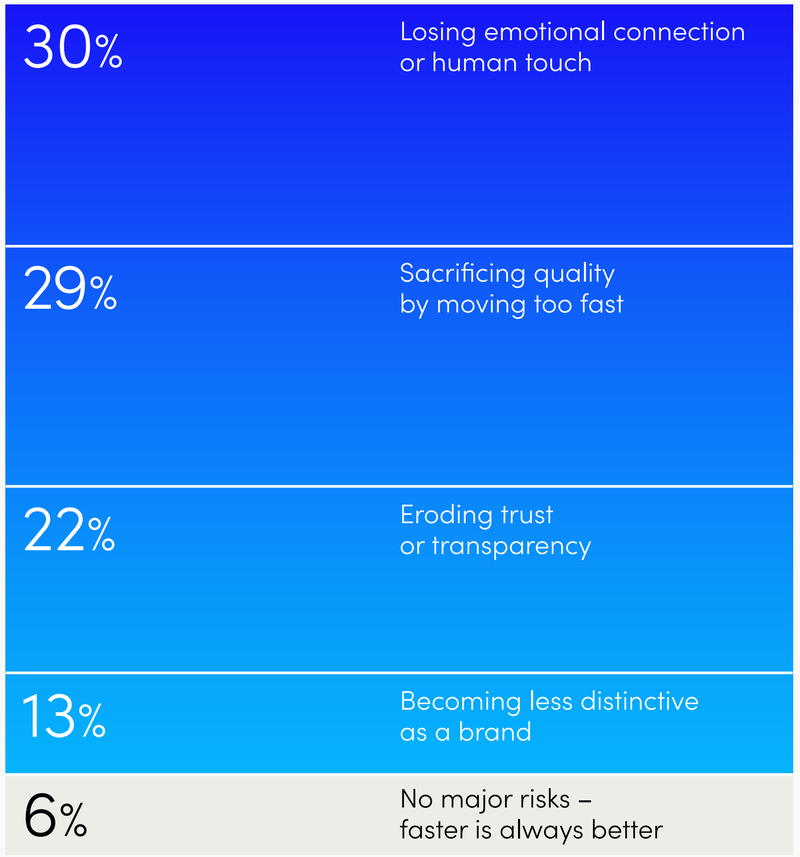
In at least one key area, they're facing an easier ride than brands in other industries; comparatively few travel and hospitality brands (25%) say a lack of real-time data or insight is a barrier for their organization.

BRANDS SEE BARRIERS TO EFFORTLESS CX



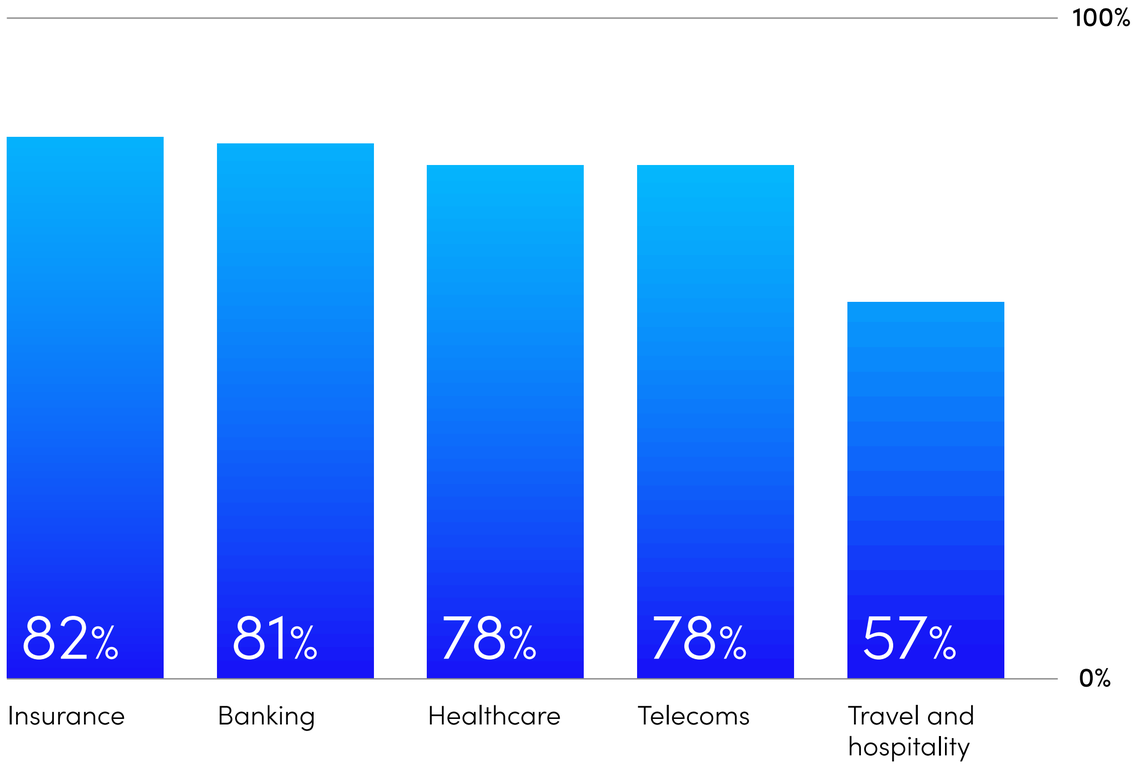
Travel and hospitality companies also see some risks in the race to deliver faster, more frictionless CX, the greatest being losing the human touch and the emotional connection between customer and brand.

THE BIGGEST RISK OF RACING TO DELIVER FRICTIONLESS CX



But compared to their peers in other industries, they're much less likely to worry that their CX will become more forgettable, as it becomes more effortless.

BRANDS WHO SAY A FRICTIONLESS EXPERIENCE RISKS BEING A FORGETTABLE ONE



Aligned on the need for effortlessness

Travel and hospitality companies are hearing their customers' demands for friction-free experiences, and they're taking steps to deliver them.

CONSUMERS

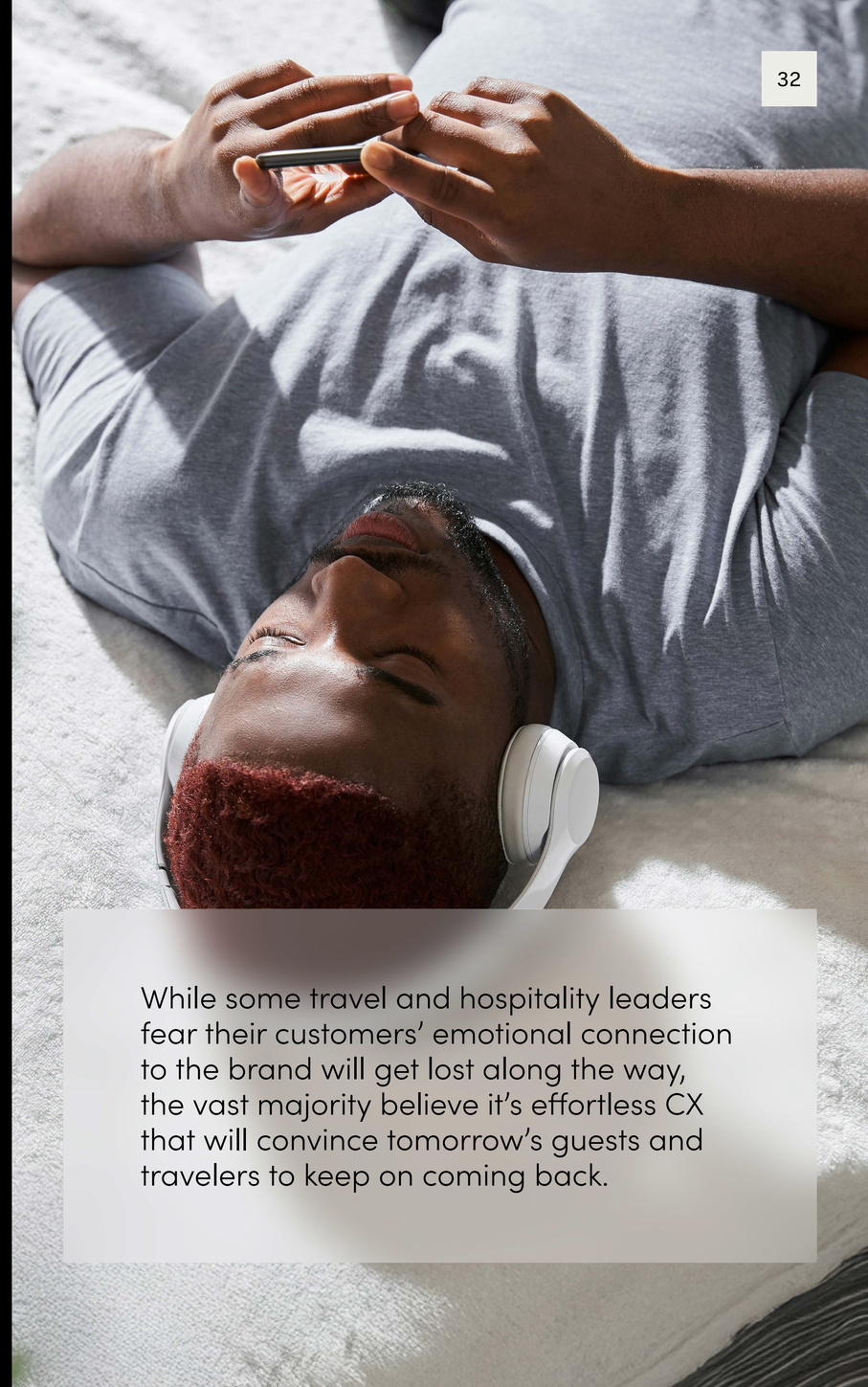
73%

of consumers say a **standout** experience requires minimal effort from them.

BRANDS

83%

of travel and hospitality brands say **effortless experiences** will define the next generation of customer loyalty.



While some travel and hospitality leaders fear their customers' emotional connection to the brand will get lost along the way, the vast majority believe it's effortless CX that will convince tomorrow's guests and travelers to keep on coming back.

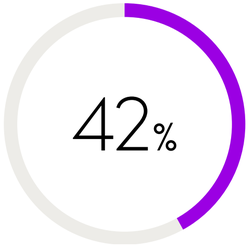
04

Trend four: Platform unification

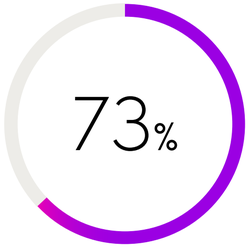
From booking the flight, to reserving airport parking, to checking into the airport hotel – are people tired of logging into multiple platforms to achieve one thing? Will AI become a ‘universal interface’ allowing them to navigate fragmented platforms with ease?

Consumers feel the platform fatigue

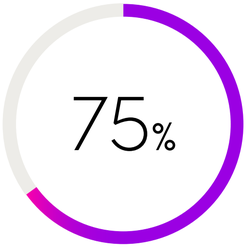
People find having to use multiple platforms frustrating. They also see seamless cross-platform experiences as the brand's responsibility.



have booked a vacation or trip with multiple providers in the last 12 months.



say it's frustrating when they have to jump between apps or platforms just to get one thing done.



say they expect brands to make things seamless even when they're dealing with their partners.

If AI could be used to streamline tasks across different apps and platforms, consumers' three main priorities would be making things quicker and simpler, being able to trust the AI to act in their best interests, and ensuring the experience feels personalized to their needs.

CONSUMERS' TOP PRIORITY IF AI MANAGES CROSS-PLATFORM TASKS

19%	It makes things quicker and simpler
18%	I can trust it to act in my best interest
12%	It feels personalized to me and what I need
11%	It works the same across different apps or platforms
10%	It adapts based on what I'm doing or where I am
10%	Not sure

20%

I wouldn't be comfortable with AI managing tasks across different platforms

One in five (20%) people say they wouldn't be comfortable with AI managing tasks across different platforms, which indicates 80% would. But this figure changes dramatically depending on a variety of factors:

FACTORS INFLUENCING COMFORT WITH AI MANAGING CROSS-PLATFORM TASKS

AI familiarity

97% of active AI users are comfortable with AI being used this way, compared with **69%** of those inexperienced with AI

Age

90% of under-35s are comfortable with AI being used this way compared with **66%** of 55+

Gender

84% of males are comfortable with AI being used this way compared with **75%** of females

Location

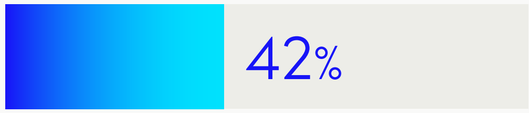
82% of UK consumers are comfortable with AI being used this way, compared with **77%** of US consumers

Brands are cautious on AI-driven unification

Fragmentation is affecting CX strategy for 72% of travel and hospitality brands. They're taking the following steps to deliver more unified CX across platforms, partners, or ecosystems.

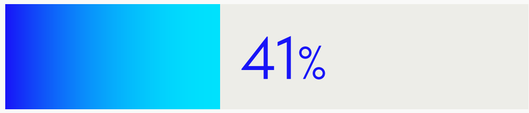
STEPS BRANDS ARE TAKING TO DELIVER CROSS-PLATFORM CX

Personalizing experiences in real time based on customer context*

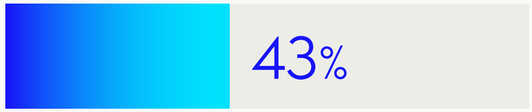


Using AI to orchestrate journeys across touchpoints or partners**

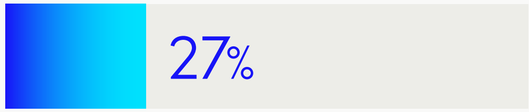
Designing adaptive interfaces for specific user needs



Integrating third-party services or platforms into the experience



Consolidating or simplifying the platforms customers interact with

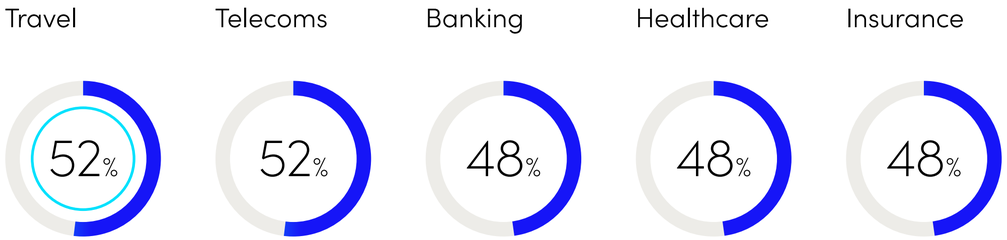


Participating in shared platforms, ecosystems, or data partnerships

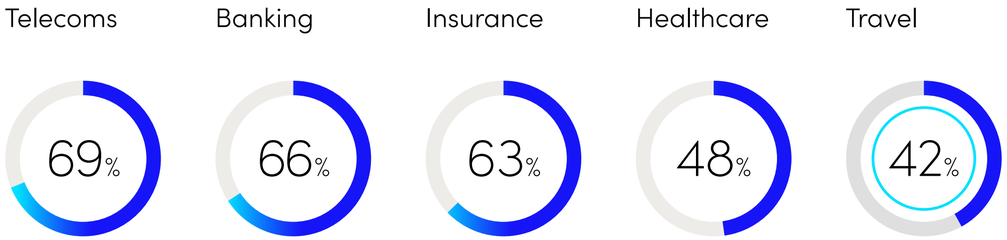
As they work to deliver more seamless, cross-platform experiences, travel and hospitality leaders are taking different actions from their peers in other sectors.

Across all industries, travel and hospitality brands are among the most likely to be personalizing the customer experience in real time. They're also the least likely to be using AI to orchestrate journeys across touchpoints or partners.

*PERSONALIZING EXPERIENCES IN REAL TIME

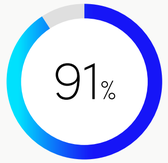


**USING AI TO ORCHESTRATE ACROSS PARTNERS

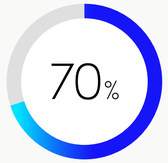


If AI becomes a universal interface that helps customers navigate fragmented platforms, travel and hospitality brands say the most important thing to get right is trust. They want to be sure AI is acting transparently and in the customer's best interest.

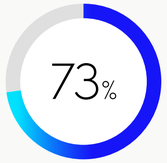
Despite taking steps to deliver cross-platform CX, brands have some concerns about becoming invisible in experiences that span multiple platforms or partners.



agree AI can unify journeys, but only brands can create memorable moments



believe that without deep integration, brands become interchangeable in someone else's ecosystem



believe agentic AI will streamline customer journeys, but at the cost of customer choice

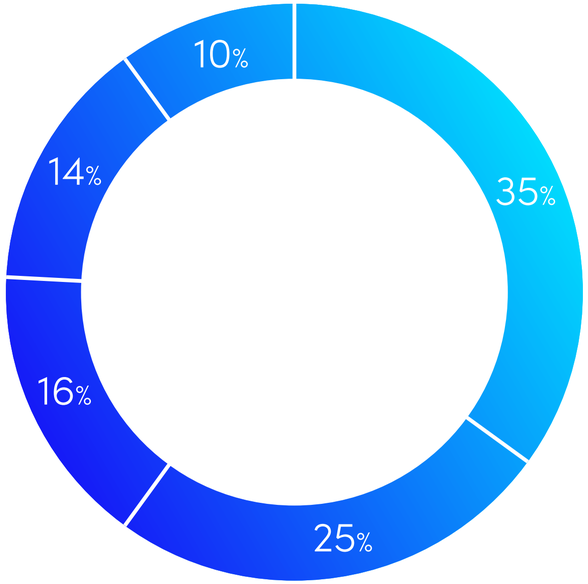
MOST IMPORTANT THING TO GET RIGHT IN UNIVERSAL AI INTERFACE

Simplicity

removing steps, screens, and confusion **(10%)**

Personalization

anticipating what the customer wants next **(14%)**



Trust

acting transparently and in the customer's best interest **(35%)**

Relevance

adapting seamlessly to context **(16%)**

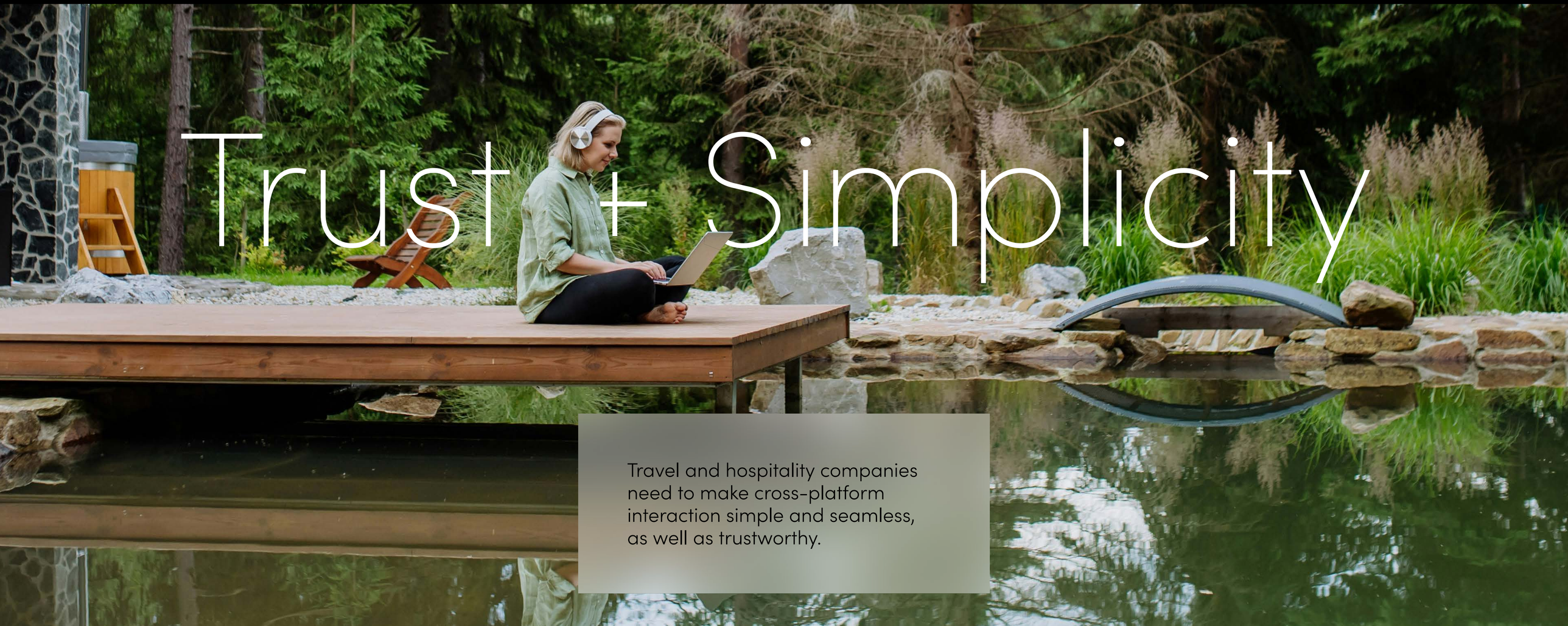
Consistency

delivering a coherent experience across touchpoints **(25%)**

Don't overlook simplicity

If AI becomes a universal interface, both brands and consumers are aligned on the need for it to act in the customer's best interest.

However, consumers also prioritize speed and simplicity, which travel and hospitality brands see as the least important factor.



Travel and hospitality companies need to make cross-platform interaction simple and seamless, as well as trustworthy.

05

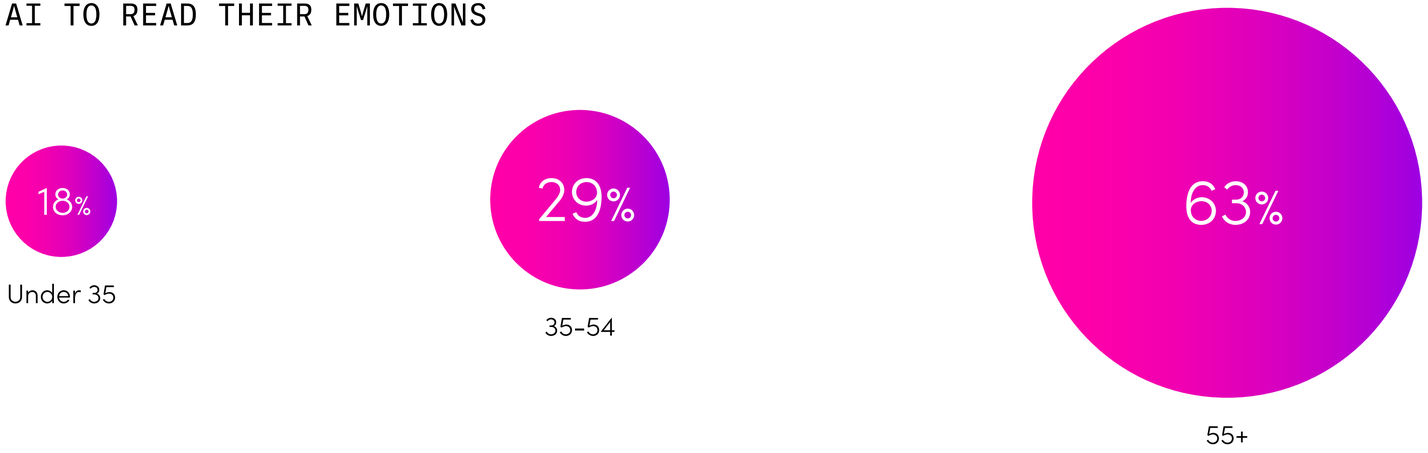
Trend five: Empathetic interactions

With advances in affective computing and emotionally intelligent AI, can travel and hospitality brands use AI to understand and respond to customer emotions in a way that builds trust?

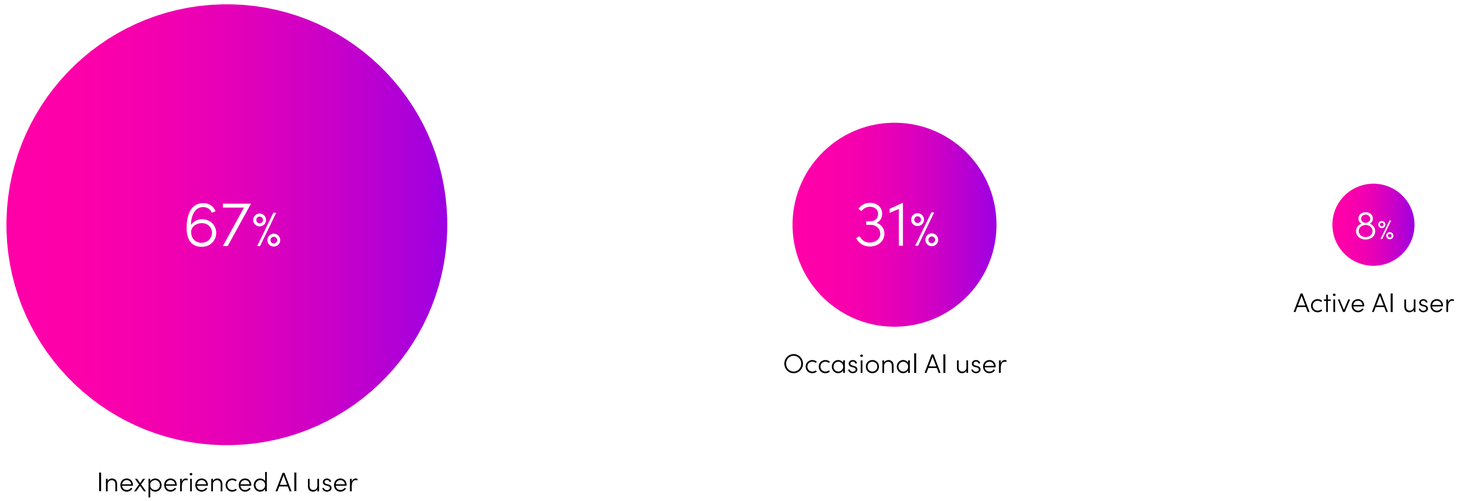
Consumers aren't comfortable with AI reading emotions

AI that senses and responds to how they're feeling might seem like a step too far for many people. Almost four-in-ten (38%) consumers say they don't want AI reading their emotions, although this sentiment does vary considerably by age as well as by experience with AI, indicating familiarity with the technology increases acceptance.

OLDER PEOPLE DON'T WANT AI TO READ THEIR EMOTIONS



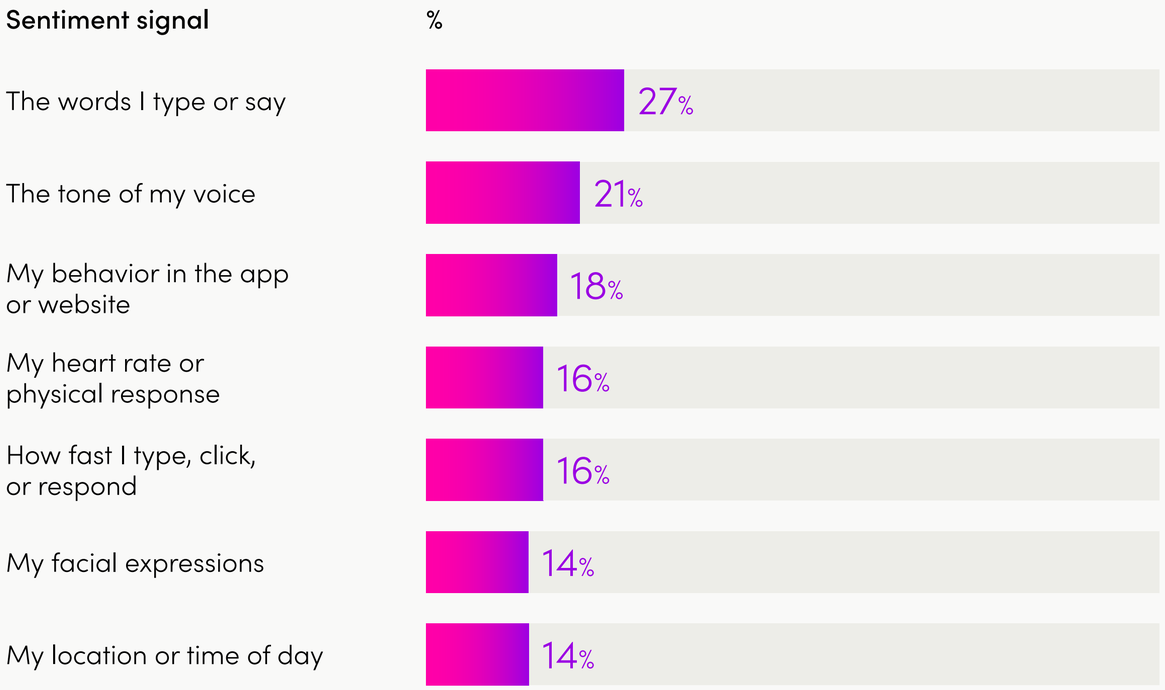
INEXPERIENCED AI USERS DON'T WANT AI TO READ THEIR EMOTIONS



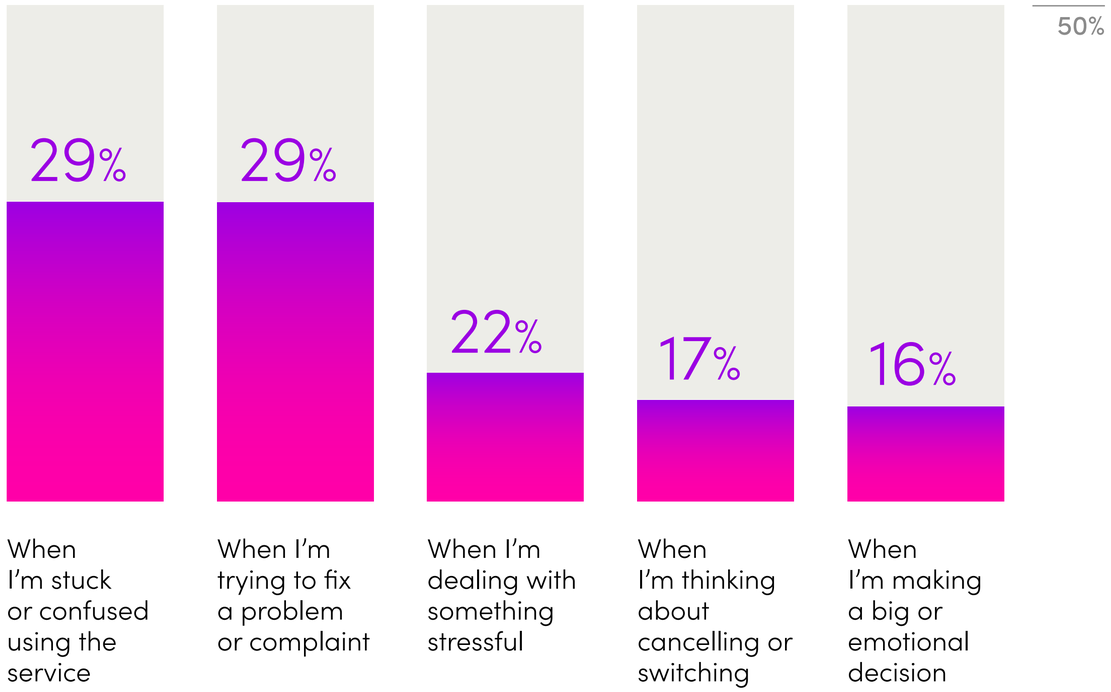
Empathetic AI can use various sentiment signals to understand how people are feeling, and consumers are most likely to accept AI using the words they type or say. But even here, only 27% are comfortable. Acceptance is much lower for signals like facial expressions, heart rate, and location.

While the desire for AI-powered services to respond to their emotions is relatively low, there are some situations where consumers see more benefit than others. They're most likely to want AI to respond to how they're feeling when they're stuck or confused, or trying to fix a problem, and least likely when making big or emotional decisions.

CONSUMER COMFORT WITH EMPATHETIC AI SIGNALS



WHEN CONSUMERS WANT AI TO RESPOND TO THEIR FEELINGS



Despite a general lack of enthusiasm for emotionally intelligent AI, the majority (67%) of consumers agree that when they're stressed, they want digital services to act more human, not more robotic.

Brands think emotive AI will win the moments that matter

More than three-quarters (76%) of travel and hospitality brands believe those that automate without empathy won't survive the decade. They say that, if brands can get empathic AI right, the biggest benefit will be the faster resolution of sensitive or emotional issues.

THE BIGGEST BENEFIT IN GETTING EMOTIONAL AI RIGHT

28%	Faster resolution of sensitive issues
22%	Higher engagement or conversion rates
18%	Stronger customer trust
15%	A more distinctive digital brand experience
13%	Increased customer loyalty

4%
Nothing - it won't make a difference

But travel and hospitality brands also see challenges in the use of emotionally intelligent AI. Most of all, they highlight uncertainty over how comfortable their customers will be with the technology.

CHALLENGES BRANDS FACE IN USING EMOTIONALLY INTELLIGENT AI

45%
Uncertainty about customer comfort with emotional AI

41%
Risk of AI responding inappropriately or awkwardly

40%
Low confidence in detecting customer sentiment accurately

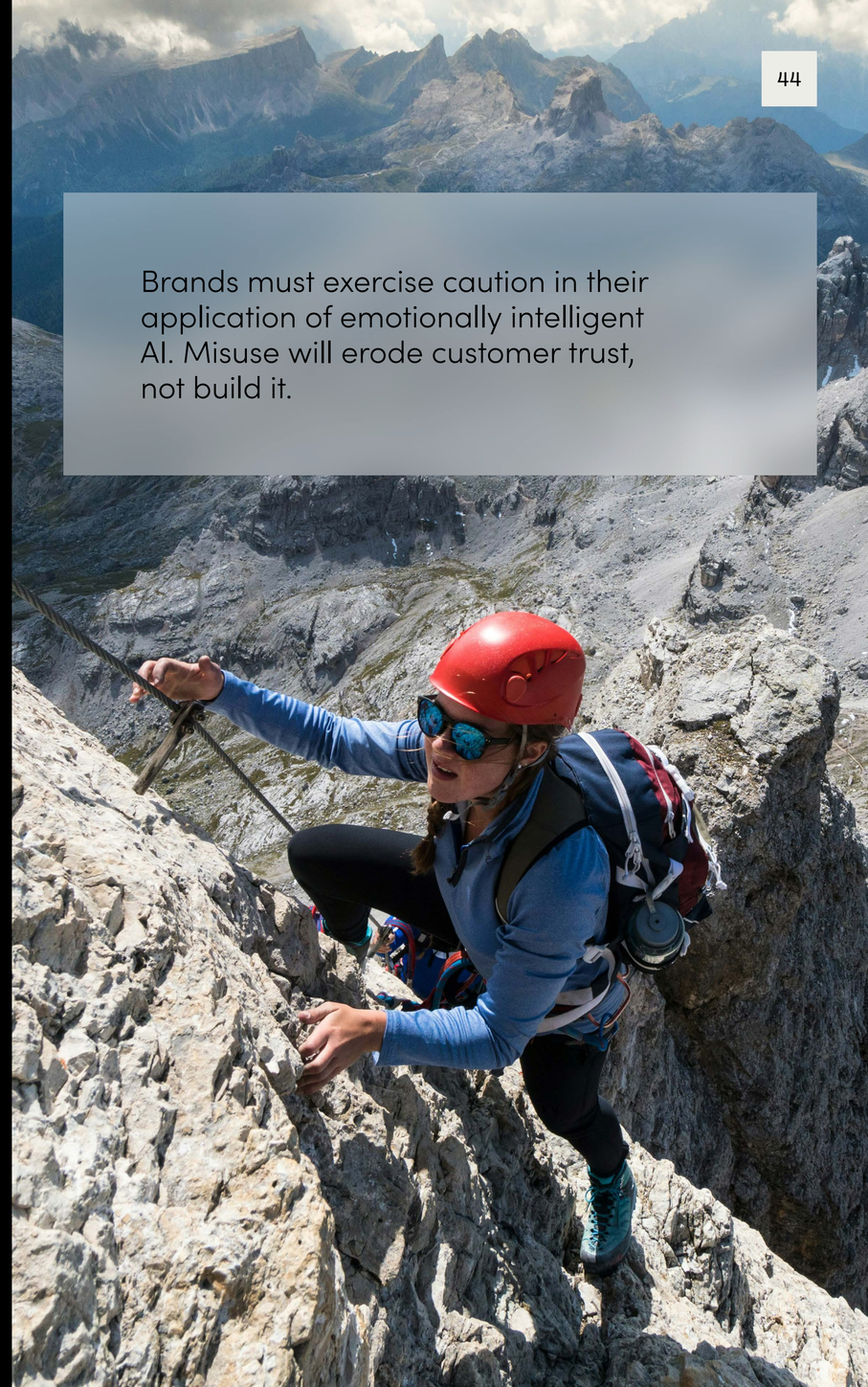
34%
Difficulty aligning emotional AI with our brand voice or values

34%
Gaps in internal skills, tools, or experience

Exercise caution with emotional AI

Travel and hospitality brands have high expectations for their future use of empathetic AI, whereas consumers are still wary of how it could be used.

Brands must exercise caution in their application of emotionally intelligent AI. Misuse will erode customer trust, not build it.



CONSUMERS

54%

of consumers say AI should use empathy to help them get what they actually want or need (rather than for commercial gain).

BRANDS

78%

of travel and hospitality brands think emotionally intelligent AI will win the moments that matter most.

Getting ahead with AI-curated experiences

Travel and hospitality brands feel a sense of urgency to explore AI-curated experiences and, despite concerns that AI could make them invisible or forgettable, they're experimenting with multiple uses of the technology across the customer journey.

On the face of it, consumers are relatively comfortable with AI being used to simplify and personalize their experiences, as long as they retain ultimate control. But acceptance of AI varies considerably by age, familiarity with the technology, and what the consumer is trying to achieve.

The travel and hospitality brands that get ahead with AI-curated experiences won't be those who adopt AI the fastest. It will be those who do so with an in-depth understanding of what their customers want, and the intention of empowering customers rather than controlling or manipulating them. With AI, effective personalization is no longer just about the right message in the right place at the right time, but also delivering it in the right way. The winners will be those who use AI to make CX more meaningful, not more mechanical.

To find out more about how other sectors are embracing AI-curated experiences, check out our industry-specific reports:

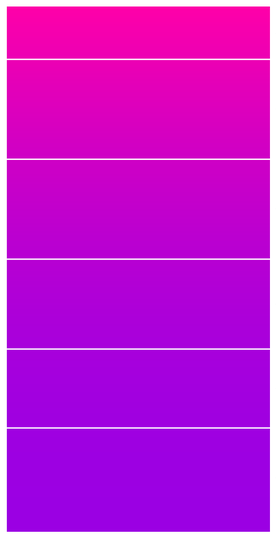
- ALL INDUSTRIES
- BANKING
- HEALTHCARE
- INSURANCE
- TELECOMS

Research methodology

The research was conducted by Insight Avenue, an independent, third-party, specialist B2B and technology research consultancy.

4,000 online consumer interviews were conducted in July and August 2025. 2,000 interviews were conducted in the US and 2,000 in the UK.

AGE



18-24
402 (10%)

25-34
754 (19%)

35-44
760 (19%)

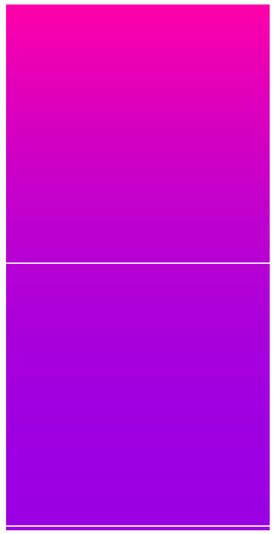
45-54
662 (17%)

55-64
594 (15%)

65+
816 (20%)

Prefer not to say
12 (0%)

GENDER



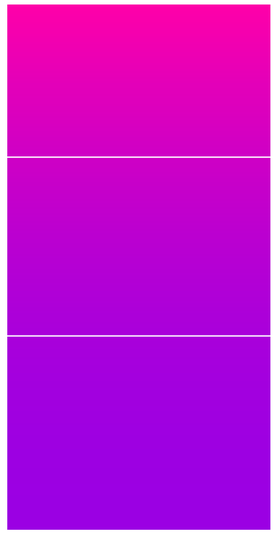
Male
1951 (49%)

Female
2008 (50%)

Non-binary 24 (1%)

Other 3 (0%)

LEVEL OF AI EXPERIENCE



Active AI user
1154 (29%)

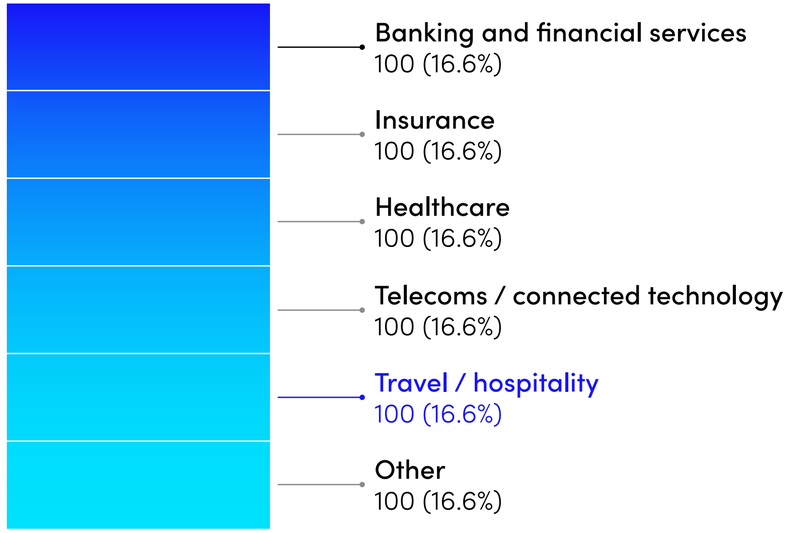
Occasional AI user
1374 (34%)

Inexperienced / Unfamiliar
1472 (37%)

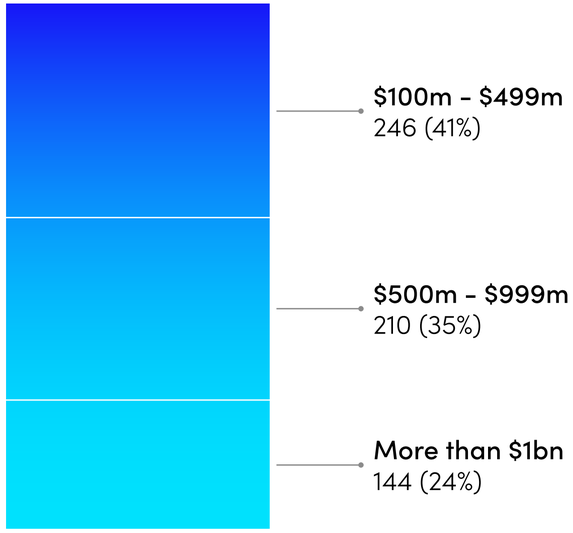
600 interviews were conducted in July and August 2025 with decision makers in customer experience, marketing, or AI strategy. All respondents had to have data analytics or customer insight in their area of responsibility or influence at work.

300 interviews were conducted in the US and 300 in the UK. The interviews from 100 respondents in travel and hospitality form the basis of this industry-focused report.

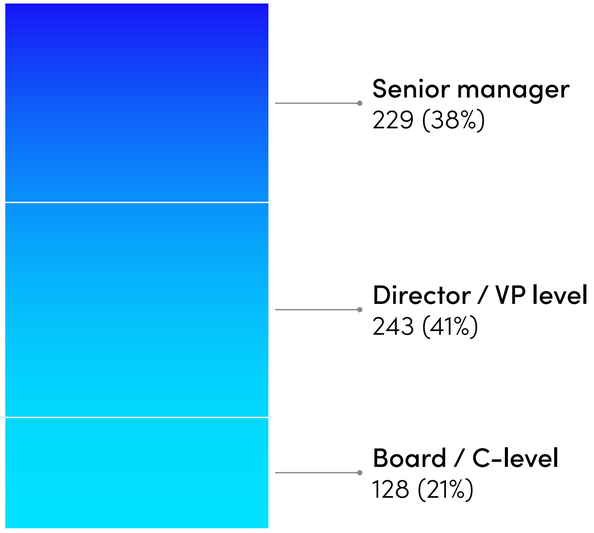
INDUSTRY SECTOR



ANNUAL REVENUE



SENIORITY



About Acxiom

ACXIOM

Acxiom puts data to work, solving complex challenges for the world's leading brands and agencies. As the connected data and technology foundation of the Interpublic Group of Companies, Inc. (IPG), Acxiom unifies, connects, and prepares data for AI-driven marketing and decision-making, maximizing technology investments. As leaders in data ethics and governance, Acxiom brings a privacy-first approach to serving clients globally, with locations in the U.S.,UK, Germany, China, Poland, and Mexico.

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