Closing

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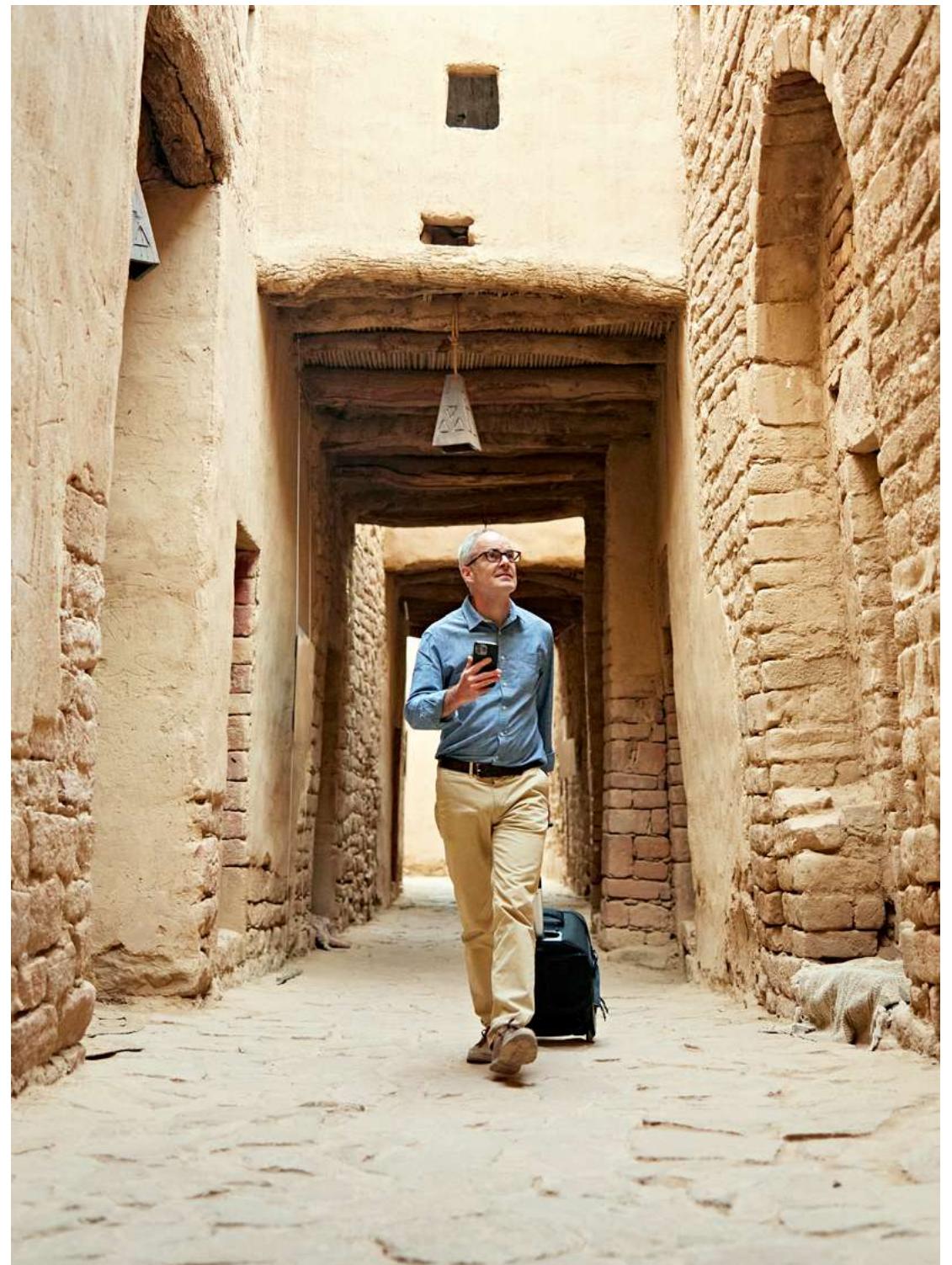
Conclusion

As we've seen throughout this report, the travel and hospitality industries find themselves in potentially game-changing times. Technology is opening doors to create new services and experiences, while also enhancing those which exist already.

Today, leading companies in the sector are striving to deliver on this promise to make every travel experience great by innovating and adopting new technologies to improve choice, security, customer support, and the hyper-personalization that makes memories unforgettable.

The shift to cloud-based solutions is acting as a catalyst to harness the ground-breaking opportunities brought about by AI and biometrics especially. Importantly however, it's allowing all those throughout the travel and hospitality ecosystems to adopt the technologies in their own way – for some, legacy approaches need to be addressed before new solutions can be truly integrated; for others, building from the ground-up allows operations to be cloud-native.

However, throughout the whole process of transforming, we need to remember that travel and hospitality ultimately exist because of one person: the traveler. Having their hopes and expectations front of mind will ensure that transforming travel happens in the right manner, and with the right cadence, in a way that benefits all stakeholders, without compromising innovation. This is a balancing act.

The topic of transforming travel is something that is close to the heart of teams across every business unit at Amadeus. The IT company has ambitious plans and has been successfully transforming for the future at an accelerated pace. To enable this change, Amadeus works closely with world-class tech partners, some of which you have heard from in this report. When it comes to technology, the transformation process never ends.

Importantly, we're in this together. Let's continue to remove the barriers that cause stress and friction in the journey. The travel and hospitality industries should be proud of how far they've come – so let's carrying on dreaming big and acting boldly.

It's what makes this industry great, and what delivers great experiences as a result.

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Methodology | Contributors

The fieldwork for *Connected Journeys: How Technology Will Transform Travel in the Next Decade* was conducted by independent research firm Opinium during June 2025. It includes responses from a total of 9,500 adults who travel abroad for leisure or business at least once a year, from China, France, India, Singapore, Spain, UK, and the United States.

Additionally, more than 20 in-depth insight interviews about how travel and hospitality are transforming, were also conducted with travel providers and sellers, hospitality companies, technology professionals and Amadeus experts.

We would like to thank the many business partners and customers as well as Amadeus colleagues whose insights and experiences proved invaluable in helping formulate the content of this report.

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