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Amadeus Insights

Tailored Horizons

The new rules of travel
personalization in the
age of **AI**

Amadeus. It's how travel works smarter.



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Foreword

Artificial intelligence (AI) is already changing the way we discover, plan, book, and experience travel. With *Tailored Horizons* we explore what that means in practice — using new U.S. traveler research to understand what people want, where trust still needs to be earned, and how the industry can turn AI into experiences that are useful, transparent, and truly relevant.

Our new paper aims to define the terms of the personalization debate for the travel sector.

At Amadeus, as a trusted system of record, we have the global scale and deeply integrated technology across the ecosystem to help move AI from possibility to practical impact. We are uniquely positioned to connect AI across the end-to-end journey and put it to work in meaningful ways.

U.S. travelers are increasingly open to AI that makes their journeys more personalized, efficient, and seamless. They are turning to it for inspiration, trip support, and booking, and many see clear value in technology that saves time, cuts complexity, and helps them navigate

a still fragmented travel experience. There's a real opportunity for our industry to deliver.

We are moving toward a future where AI can act more independently, but only when trust, transparency, accountability, and human oversight are built in from the start. The opportunity for the travel industry is to create AI experiences that combine the convenience of automation with the confidence that comes from giving travelers real choice and control.

The future of personalized travel will not be defined only by what AI knows about us. It will be defined by how well it helps people travel.

This is an exciting moment for the industry and travelers, and these findings offer a strong foundation for the conversation ahead.



Rajiv Rajian

EVP and Chief Commercial Officer, Americas
Amadeus

Introduction

With *Tailored Horizons*, Amadeus explores how AI is transforming personalization across travel. By connecting data, preferences, and context, AI can help deliver more relevant experiences, anticipate needs, and adapt as plans change across touchpoints that have traditionally operated in isolation.

Amadeus surveyed more than 1,000 U.S. travelers and spoke with industry experts from Amadeus, AMGINE, Gant Travel, HTS (Hopper Technology Solutions), Navan to inform the research. Nearly seven of ten respondents have already had an AI travel recommendation genuinely surprise or impress them, and more than eight in ten agree these tools save time and deliver relevant suggestions. Most have already used AI at some stage of a trip, and among those who have, the habit sticks.



The appetite for AI-driven personalization is real and growing.

What travelers want most is an assistant that remembers their preferences and travel history. Among the most valued features of AI is the ability, with appropriate permission and traveler's consent, to remember preferences and travel history, which is where the key to personalization lies. Beyond memory, the wish list is practical — budget-aware suggestions, real-time rebooking when plans change, and local recommendations on arrival.



Personalization means help that shows up at the right moment.

Business travel is where this is playing out fastest. More than nine in ten business travelers have already used AI for a trip, and two-thirds have used their own AI tools to plan or book work travel ahead of company-approved systems. Yet appetite for full automation is limited. The overwhelming majority want the speed and personalization of AI operating within human-defined

guardrails, with corporate travel teams shifting focus toward policy, data protection, and traveler support.

Even as AI impresses, most travelers still feel it can show them familiar options rather than broadening horizons. The tools are personal enough to delight, and generic enough to disappoint, sometimes on the same trip.

For travel providers, this shift also raises a clear regulatory imperative. AI-powered personalization must be designed within privacy and AI governance frameworks that address lawful basis, transparency, data minimization, purpose limitation, security, explainability, human oversight, accountability, and fairness. In practice, the most trusted AI experiences will be those that make these safeguards visible to travelers while embedding them into product design and operational controls.

Tailored Horizons explores how travelers want AI tools to personalize their journeys, how far they will trust the technology to act on their behalf, and where the industry needs to improve.

Part I

What does personalization mean to travelers today?



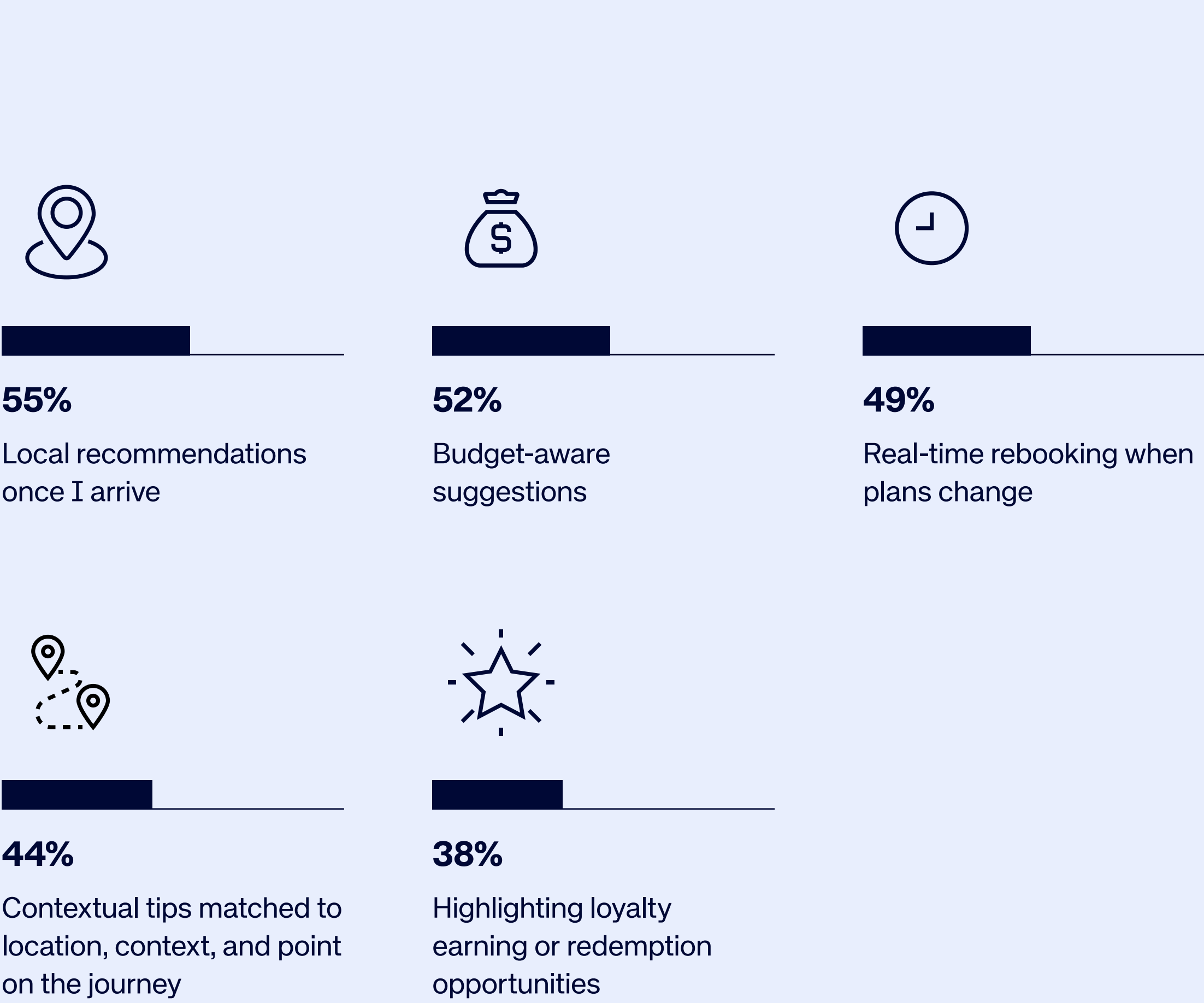
Personalization is one of the travel industry’s most frequently used terms, but its meaning is evolving. *Tailored Horizons* takes the term to mean using data, preferences, and AI to tailor recommendations, offers, and experiences to every individual’s needs and interests.

When asked which forms of personalization would be most useful, U.S. travelers prioritize practical, real-time help. **Local recommendations once they arrive at a destination top the list at 55%, followed by budget-aware suggestions (52%), and real-time rebooking when plans change (49%). Contextual tips matched to location and point in the journey come in at 44%, while loyalty earning or redemption highlights (38%) ranks lower.**

Just **1%** of travelers said “none” of these options would be useful.

Travelers’ AI personalization wish list

Which forms of personalization would be useful to travelers?

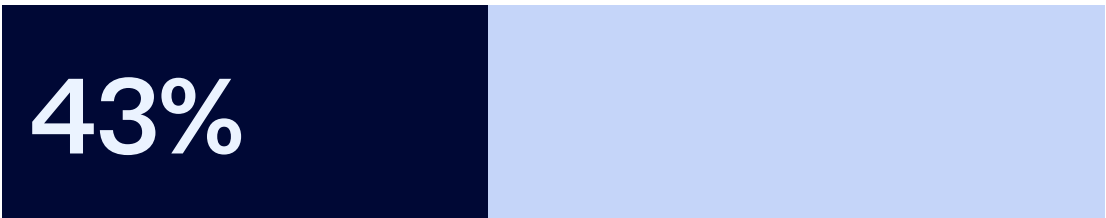


When asked which kind of AI assistant would be most useful, travelers were clear about what they wanted. The top choice, selected by 42%, was an assistant that remembers preferences and travel history. That puts memory well ahead of an assistant that acts on their behalf (28%), or one that offers general travel recommendations (27%).

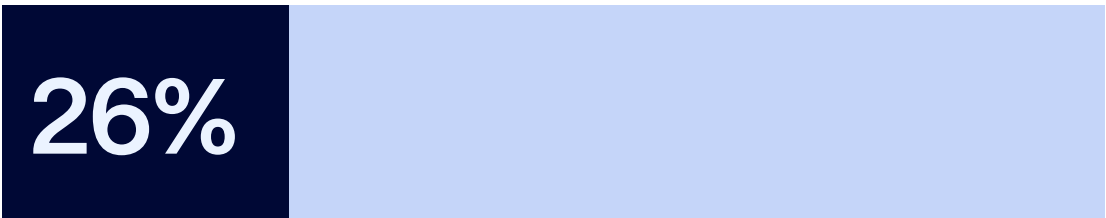


- **42%** Assistant that remembers preferences and travel history
- **28%** Assistant that acts on their behalf
- **27%** Assistant that offers general travel recommendations

AI is also already generating some impressive results, with



43% of travelers telling researchers they have received a **genuinely surprising or impressive AI travel recommendation more than once.**



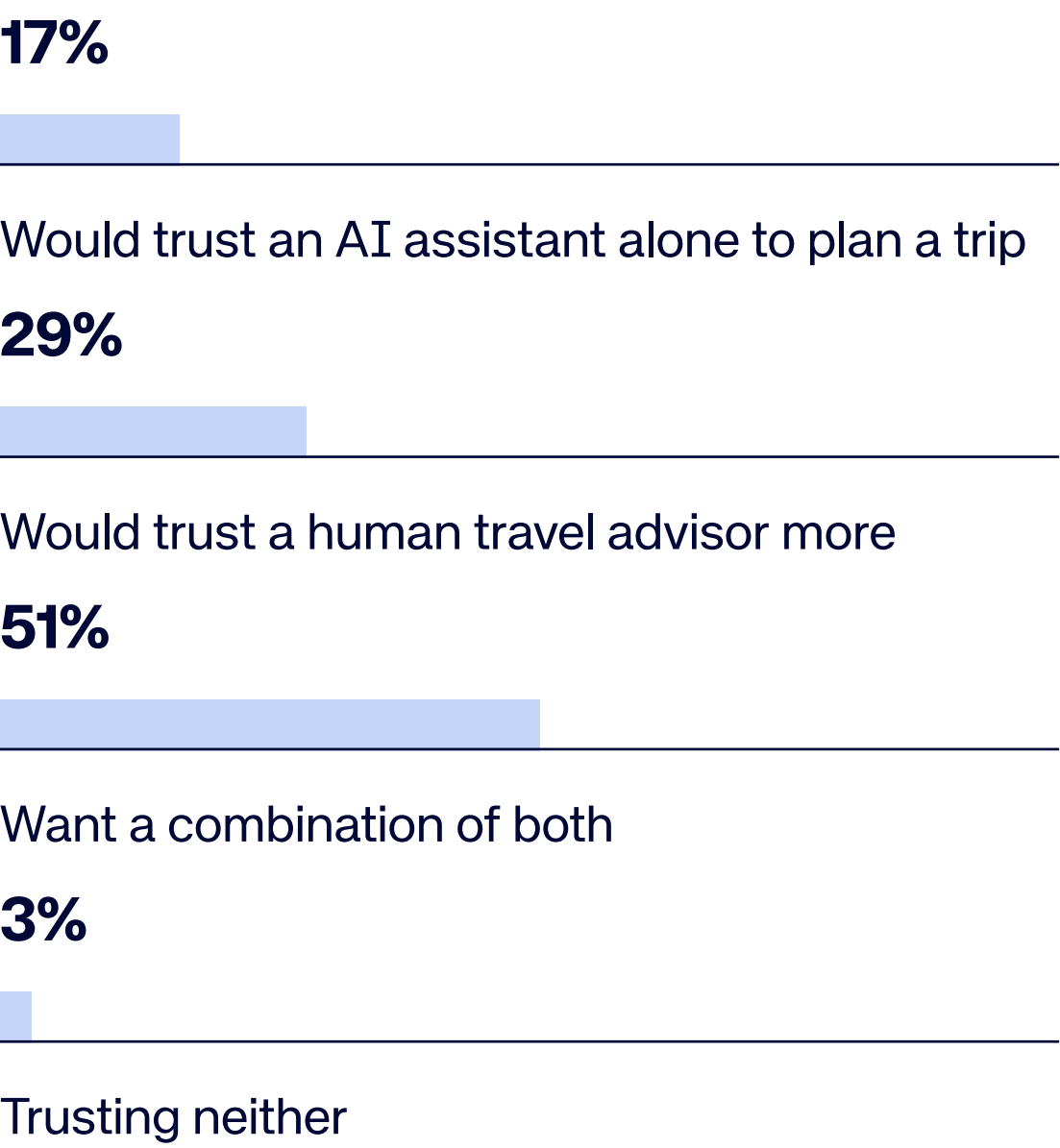
And a further **26%** say it has happened **at least once.**



“The promise of personalization is creating unique, relevant offers for travelers. We are building a specifically tailored package around you; the hotel, ground transportation, the airline, the experience, shaped by exactly what you told an AI assistant you wanted. Moreover, the price you see reflects a unique product built for you, not a guess about your tolerance for paying. This is the version of this technology worth getting excited about.”

Jay Richmond
Vice President, Solutions Consulting
Amadeus

Even with high levels of impact from AI recommendations, most travelers still want a human in the loop. Only 17% would trust an AI assistant alone to plan a trip, and 29% would trust a human travel advisor more. The majority, 51%, want a combination of both, with just 3% trusting neither. The appetite is for AI-augmented planning, not AI replacing the human advisor entirely.



Limited willingness to pay

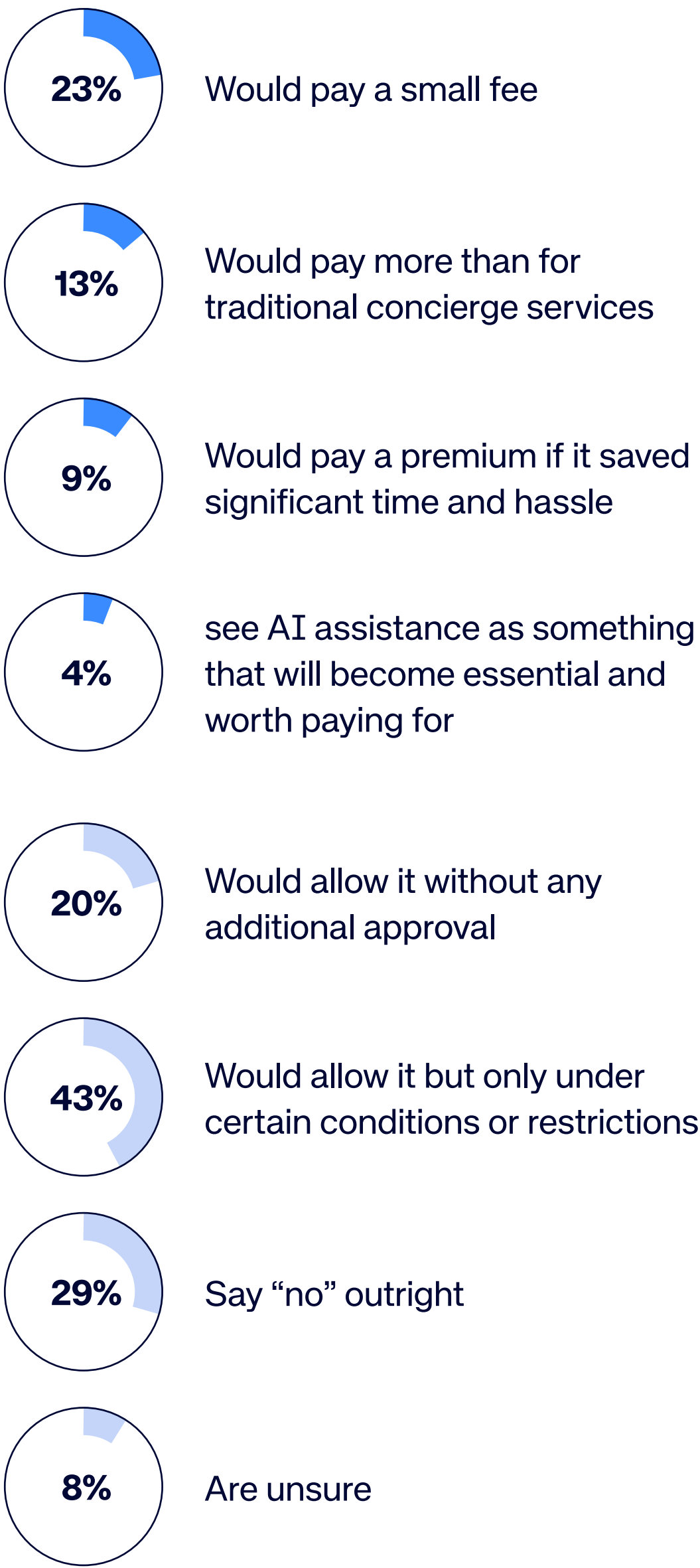
Half of U.S. travelers argue travel companies should provide AI assistance at no additional cost. Beyond that, willingness to pay scales down with the perceived value: 23% would pay a small fee, 13% would pay more than for traditional concierge services, 9% would pay a premium if it saved significant time and hassle, and just 4% see AI assistance as something that will become essential and worth paying for.

The clear takeaway is that AI assistance is expected to be bundled in rather than monetized as a standalone paid feature.

The spending trust gap

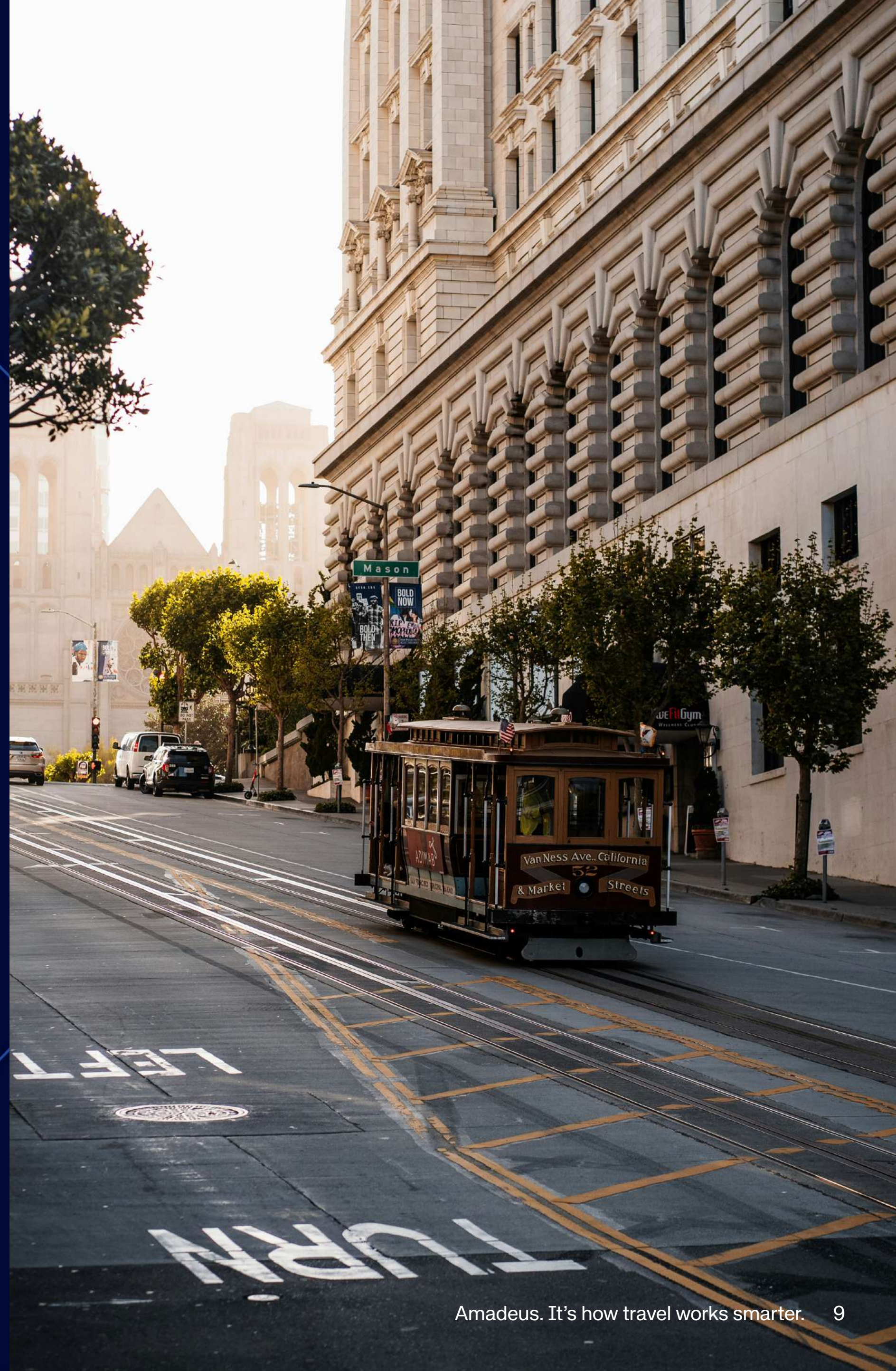
When asked whether they would allow an AI assistant to spend money on their behalf within a set budget, for example by booking a \$150 flight or purchasing the cheapest hotel room available, only 20% would allow it without any additional approval. The largest group, 43%, would allow it but only under certain conditions or restrictions, while 29% say “no” outright, and 8% are unsure.

Even within budget limits travelers set themselves, most still want a checkpoint before the AI tool actually spends.



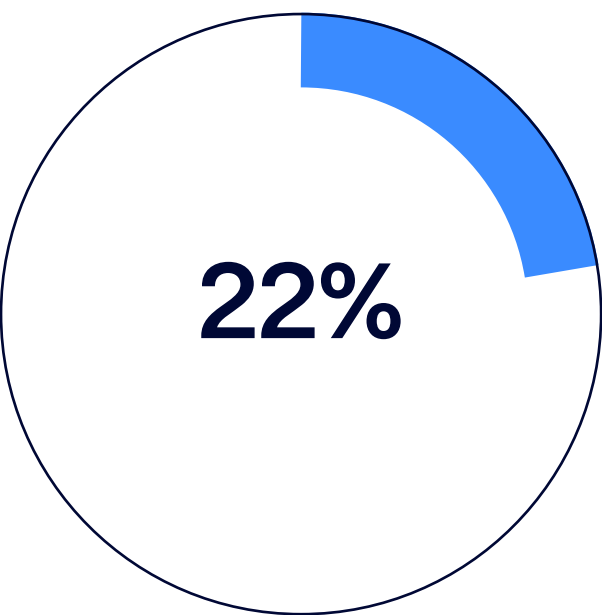
Part II

Booking is the next frontier in AI adoption



U.S. travelers are experimenting with a broad range of AI tools, with adoption highest in platforms they already know and trust. More than four in ten (41%) have used general AI chatbots such as ChatGPT or Copilot to help plan, book, or manage a trip, while 32% have turned to voice assistants such as Alexa or Siri. Some 31% have used AI-powered search summaries, such as those increasingly appearing in Google search results.

Tailored Horizons research suggests travelers are comfortable using AI when it’s integrated into familiar channels, rather than requiring them to adopt entirely new platforms. That said, adoption is far from universal, with more than one in five travelers (22%) saying they have not yet used AI tools at any stage of their journey.



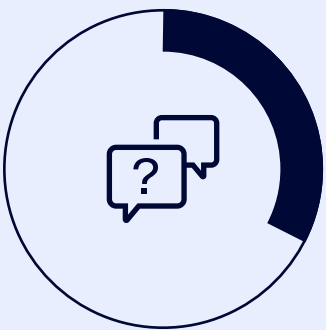
have not yet used AI tools at any stage of their journey.

Travelers’ go-to AI tools

Which AI tools have travelers used to help with planning, booking, or during a trip?



41%
General AI chatbots (e.g. ChatGPT or similar)



32%
Voice assistants (e.g. Siri, Alexa, or Google Assistant)



31%
AI search tools or AI-powered search summaries



28%
AI assistants within online travel booking sites or apps



26%
AI assistants on airline or hotel websites or apps



25%
AI-powered maps or navigation tools



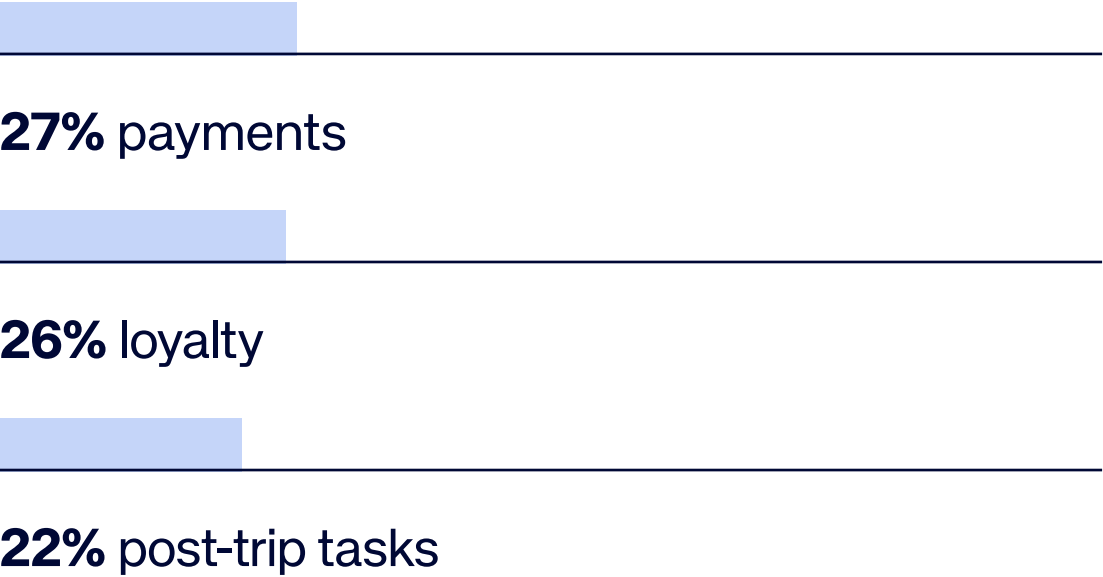
20%
AI travel planning tools (e.g. itinerary builders or trip planners)



15%
AI translation tools

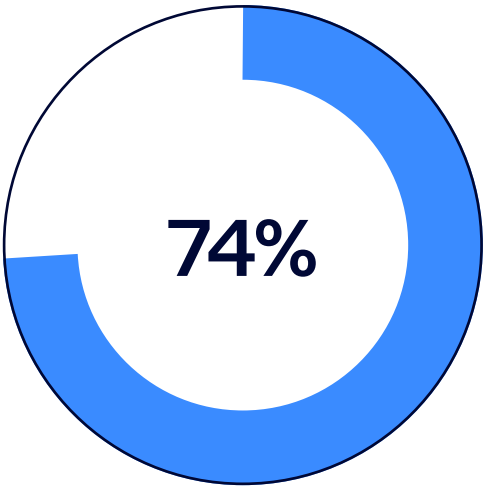
The strongest role for AI assistants today is in helping to discover and plan a trip. Almost three-quarters of U.S. travelers (74%) told *Tailored Horizons* researchers they have used AI tools during the planning stage, identifying hotels, routes, and ground transport options. More than half (53%) use AI for inspiration, while 49% use them during the trip for real-time information, like flight updates, navigation, weather, and local recommendations.

However, usage is far lower for more transactional activities, including:

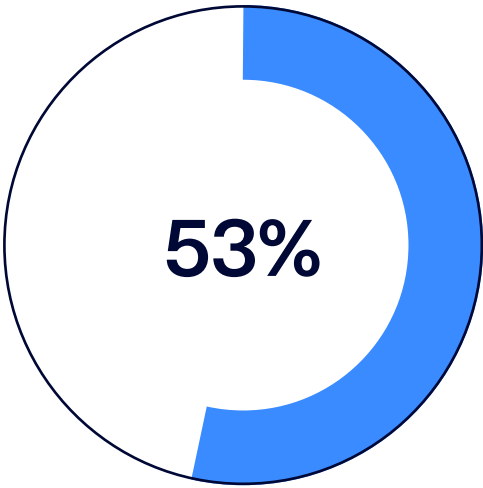


The discrepancy in adoption may be because payment capabilities are still relatively limited within AI experiences, or because travelers are not yet ready to trust AI tools with financial transactions. It does not, however, seem to be due to low demand – with 65% of travelers extremely interested or interested in completing booking and payment directly within an AI assistant.

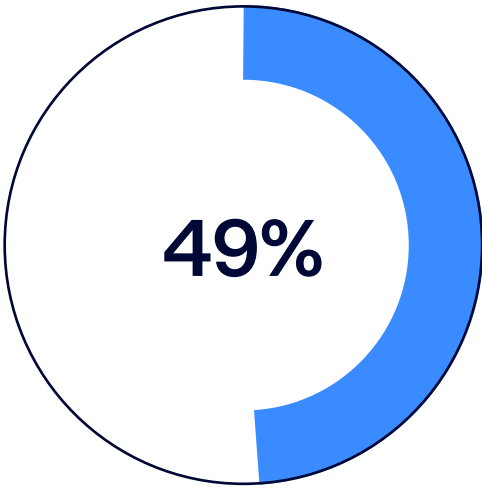
For travel providers, there is an opportunity to extend AI adoption further into booking, servicing, and the trip itself.



Have used AI tools during the planning stage, identifying hotels, routes, and ground transport options



Use AI for inspiration



Use AI during the trip for real-time information, like flight updates, navigation, weather, and local recommendations



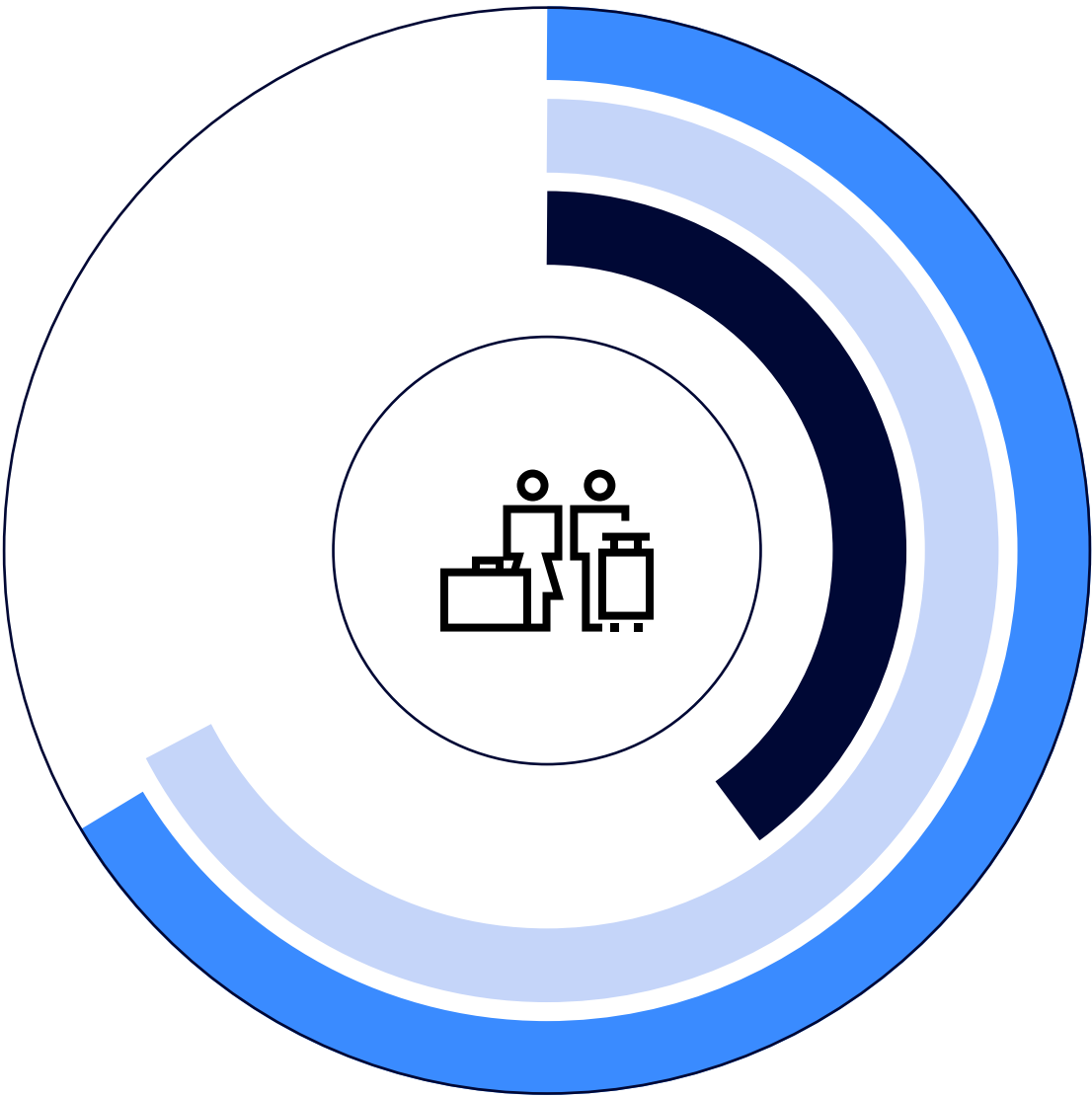
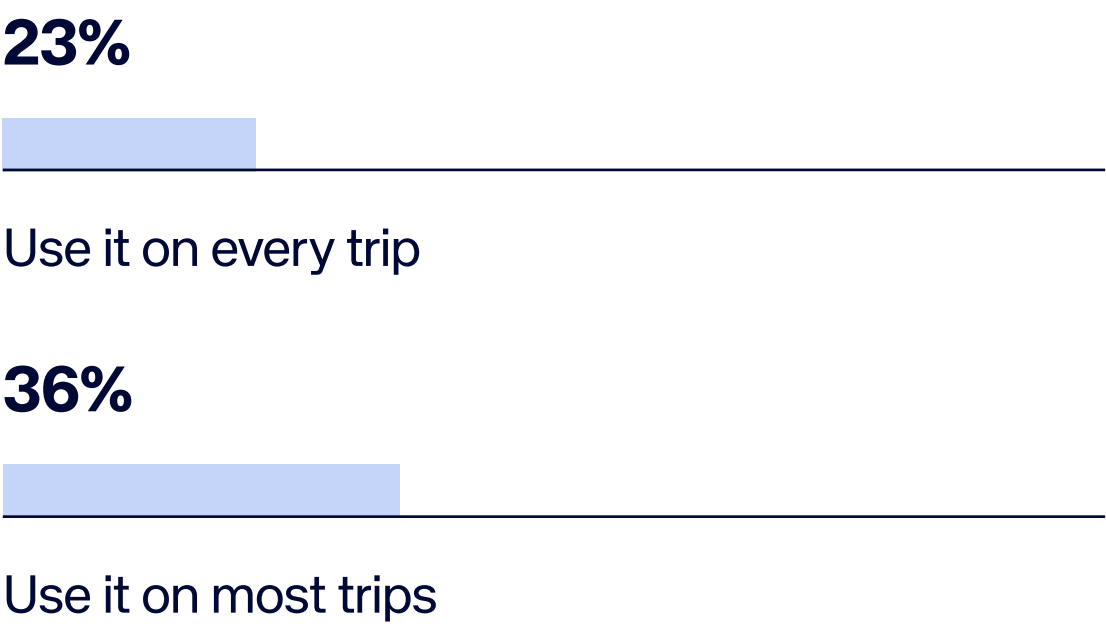
A habit that sticks

Once travelers begin using AI tools, they quickly become part of the travel routine. Among those who have used AI for travel before, 23% now use it on “every” trip and a further 36% use it on “most” trips, indicating that the value becomes clear after the first experience.

This pattern is particularly pronounced among younger generations, with 67% of travelers aged 18–24 and 68% of those aged 25–34 now using AI on “most” or “every” trip. By comparison, this falls to 39% among travelers aged 65+.

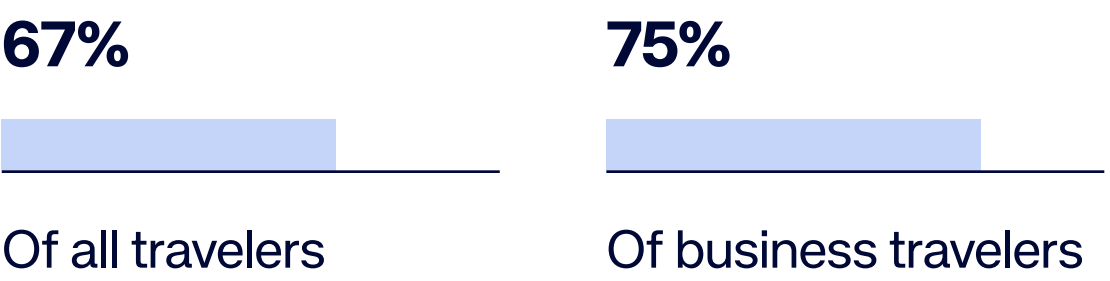
- **67%** of travelers aged 18–24 now using AI on most or every trip
- **68%** of travelers aged 25–34 now using AI on most or every trip
- **39%** of travelers aged 65+ now using AI on most or every trip

Perhaps most tellingly, **only 7% of travelers who have tried AI now use it only rarely**, suggesting that once travelers experience the benefits, very few abandon the technology altogether.



AI as a commercial differentiator

As the role of AI grows, *Tailored Horizons* research suggests AI-enabled services could become a meaningful competitive differentiator for airlines. More than two-thirds (67%) of travelers said they **would be more likely to choose an airline that allowed them to manage every aspect of their journey — from changing bookings and adding services to checking in — through an AI assistant such as ChatGPT or Gemini**. Interest is even stronger among business travelers, rising to 75%.



Meanwhile, **71% said they would be more likely to choose an airline offering a voice AI customer service** that could instantly recognize them through their customer account or booking details, locate and amend their booking in under two minutes, answer calls immediately, and communicate in any language. **Again, business travelers were the most enthusiastic, with 77% saying this would make them more likely to book with an airline.**

Together, the figures indicate that travelers increasingly value AI not as a novelty, but as a faster, more convenient way to manage journeys.

Part III

Unlocking personal data starts with providing value



U.S. travelers are broadly open to sharing data with an AI travel assistant, but most stop at the basics. Only 11% told researchers they would not share anything at all, while 39%, the largest group, were willing to share only “basic preferences.” At the other end of the spectrum, just 15% were willing to share “extensive personal information” in return for highly personalized recommendations.



11% Would not share anything at all with an AI travel assistant



39% Willing to share only basic preferences



15% Willing to share extensive personal information

Travelers are most willing to share travel preferences (63%), budget preferences (58%), and previous bookings or travel history (48%). Around four in ten would also share loyalty program memberships (42%), personal profile information (42%), and their real-time location while traveling (37%).

In contrast, willingness drops sharply for more sensitive data, with **just 25% prepared to share social media information, 23% their digital behavior, 21% payment information, and only 19% passport or identity details.**



63%
Willing to share travel preferences



58%
Willing to share budget preferences



48%
Willing to share previous bookings or travel history



42%
Would share loyalty program memberships



42%
Would share personal profile information

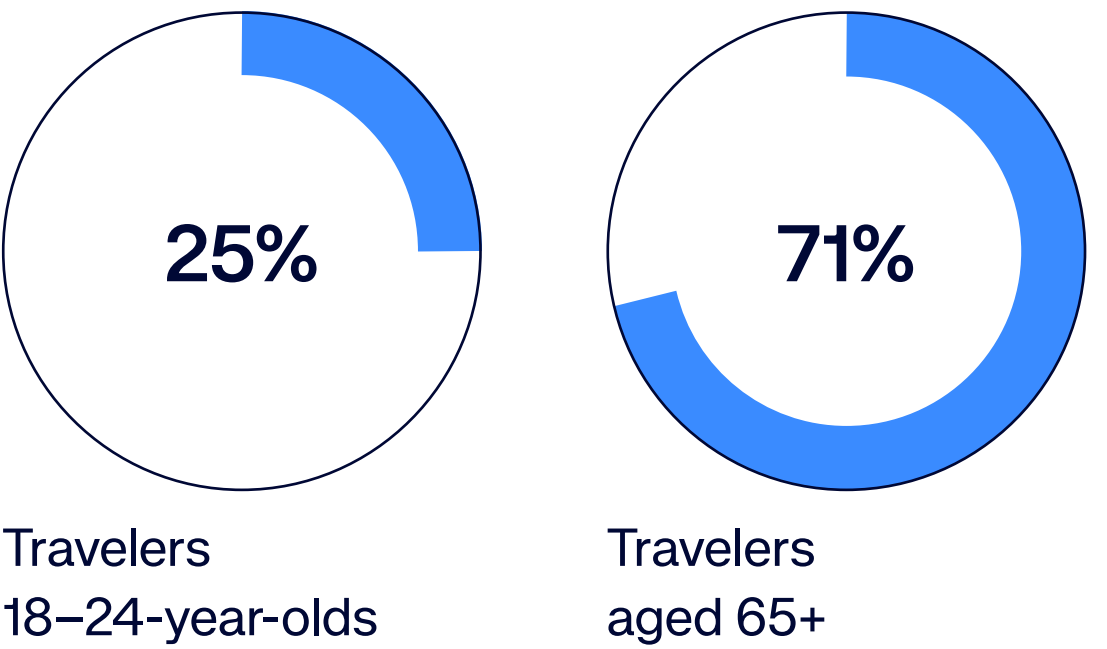


37%
Would share their real-time location while traveling

Tangible benefits create a willingness to share data

Practical, measurable benefits are the strongest motivator for sharing personal data. More than half (55%) of travelers would share information to find better prices or deals, while 51% value saving time when searching or booking. Nearly half are motivated by receiving better flight, hotel or itinerary recommendations (46%), and having issues resolved faster (45%), with real-time support during a trip (43%), reducing travel stress (43%), and avoiding disruptions (41%) also ranking highly.

Interestingly, **the appeal of AI-powered price savings grows significantly with age**, climbing from 25% among 18–24-year-olds to 71% among travelers aged 65+.





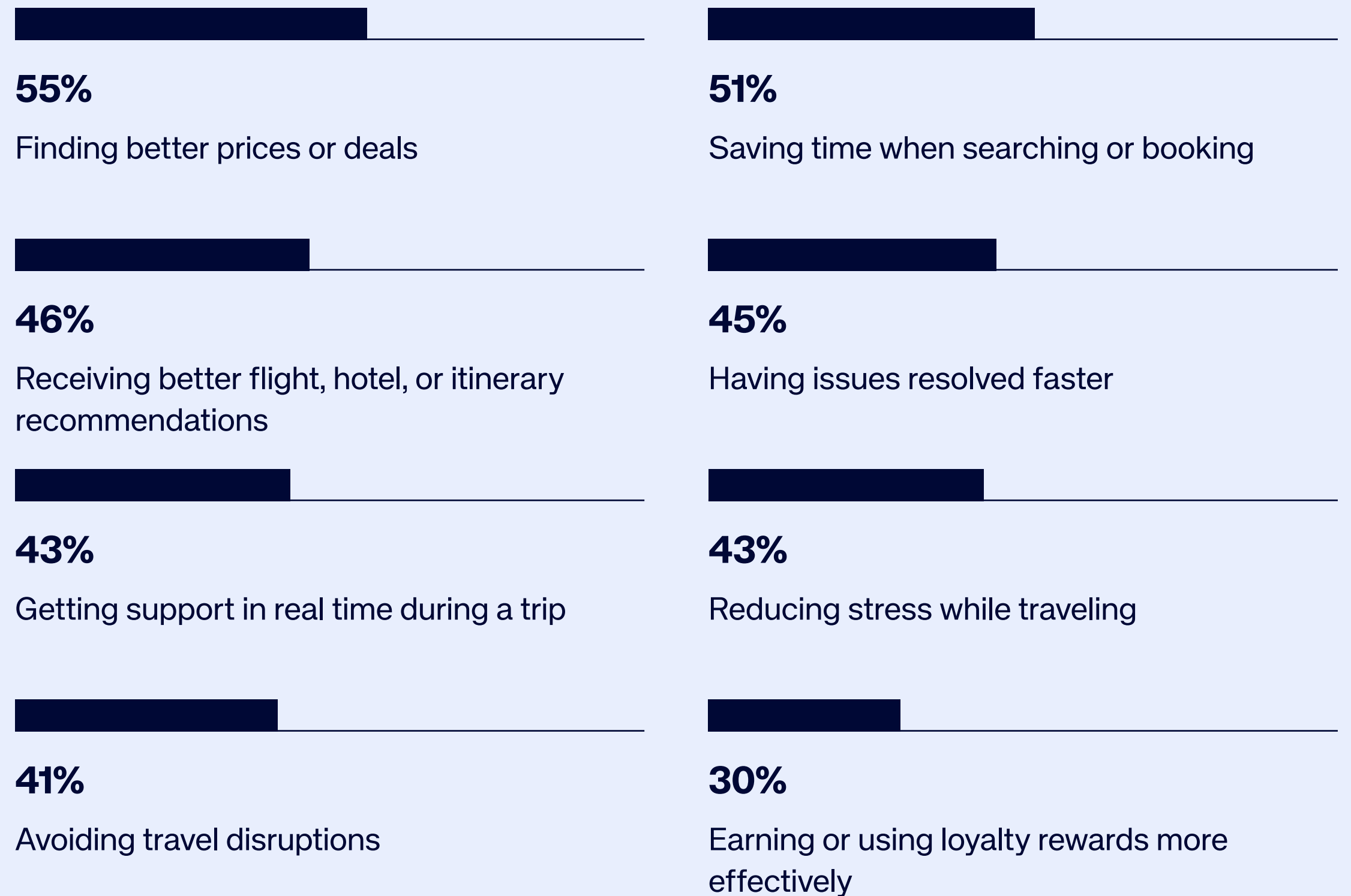
“What we found early on is that most travelers were not using conversational interfaces to browse and dream; they were asking for friction removal: a schedule change, a booking that needed fixing. Chores come before joy. A surface that only helps you transact but fails to support customers when things go wrong doesn’t reflect what people actually need from a travel company today.”

Jo Lai

SVP, CX & AI Solutions
HTS (Hopper Technology Solutions)

A new data deal for travelers

Which benefits would make travelers more willing to share information with an AI travel assistant?





“We find that travelers will readily share their preferences when they see an immediate return on that trust. Instead of manually filtering tabs for every trip, they tell the system what they care about once, and the platform dynamically adjusts. They give us obvious signals like loyalty programs and frequent airlines, but they also share highly specific context, like refusing to stay in hotels without a gym or asking to avoid rooms with connecting doors. Because our AI agents use memory, they remember these details for the next booking.”

Dane Molter

SVP, Group Travel Marketplace
Navan

Part IV

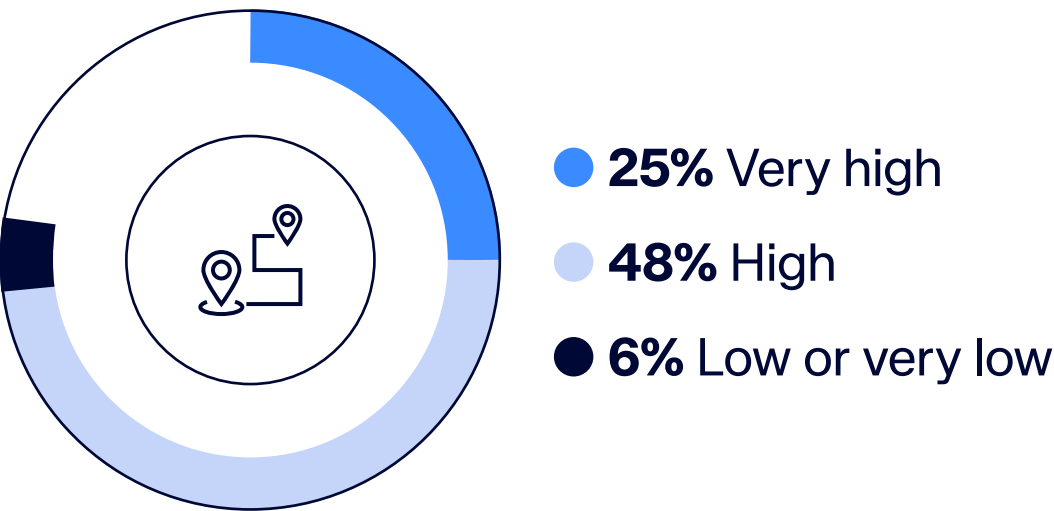
Trust is the foundation of personalized AI adoption in travel



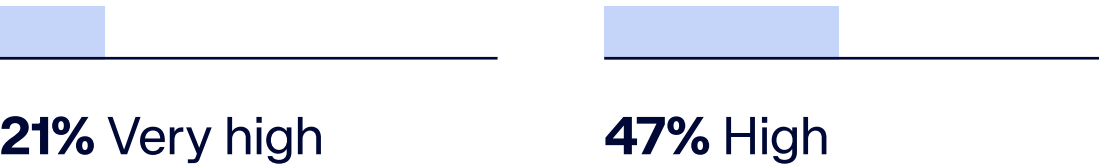
Trust among U.S. travelers is strongest when AI tools help plan a trip, but drops quickly once money becomes involved.

Three-quarters of travelers (76%) place “high” or “very high” trust in AI to compile the best possible travel options for them, with building an itinerary following closely behind. Here, 73% report “high” or “very high” trust (25% very high, 48% high), while only 6% place low or very low trust in AI to handle it. Together, these findings show travelers are comfortable letting AI shape the shortlist and map out the trip.

Trust in AI building an itinerary:



Confidence remains solid when AI is given a measure of autonomy, provided the traveler sets the boundaries. Some 68% place high or very high **trust in AI to make travel decisions** within parameters they set (21% very high, 47% high).

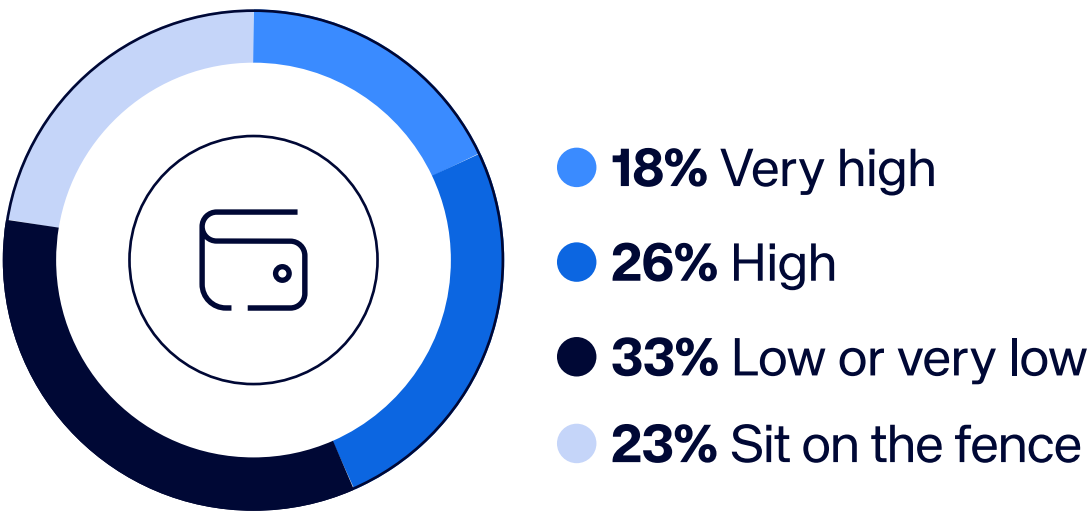


The picture changes once money enters the equation.

Trust in an AI assistant to spend on a traveler’s behalf within a set budget falls to 44% (18% very high, 26% high). A third (33%) place low or very low trust in the task, and a further 23% sit on the fence.

The gap between planning and paying is one of the sharpest signals in the *Tailored Horizons* data. Trust builds fastest in low-stakes moments, but travelers are more cautious when money is involved.

Trust in AI to spend on a traveler’s behalf within a set budget



“The currency of AI is trust, and trust must be earned. We must move at the speed of trust, and that speed may not be as quick as we would like. Right now, trust is concentrated on low-stakes use cases, like inspiration. When it comes to booking, to delegating real decisions to an AI agent with access to their credit card, people want to see proof first.

“So, we start small and build that trust, one delightful touchpoint at a time. The loop only closes when both sides advance: travelers need to grow more comfortable, and the technology must become more consistent and better understood before that trust, and the full end-to-end experience it unlocks, can move faster.”

Gaëlle Bristiel
VP Engineering and
Head of AI Delivery Hub
Amadeus

Trust, but verify

As travelers embrace AI assistants, they are not handing over their judgment entirely. The vast majority (85%) agree that AI tools save time and provide more relevant travel recommendations, with 37% “strongly” agreeing and a further 48% “somewhat” agreeing.



85% agree that AI tools save time and provide more relevant travel recommendations



37% strongly agreeing



48% somewhat agreeing

Yet, travelers still want to verify the information they receive. Nearly nine in ten travelers cross-check AI-generated recommendations before booking, with 42% saying they “always” visit other travel websites to confirm suggestions and a further 47% doing so “sometimes.” Just 11% rely solely on AI recommendations without seeking additional information.

Travelers visiting other travel websites to confirm suggestions:



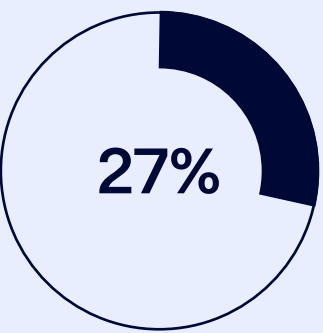
How to grow trust

When deciding whether to trust a travel AI tool, travelers value control above all else, with 27% saying the most important factor is whether they can control or correct it. A human safety net comes next, with 21% pointing to whether a person is available as backup, a reminder that AI is trusted more readily when it is not the only option.

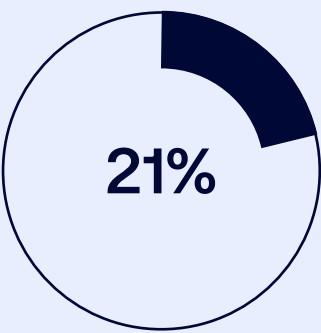
Transparency ranks third, as 18% want the tool to explain its recommendations clearly, followed by how it handles their data (15%) and reviews or reputation (12%). Notably, the brand behind the tool matters least, cited by just 6%.

The message is clear. Trust is built through control, transparency, and a human fallback, rather than through brand name alone.

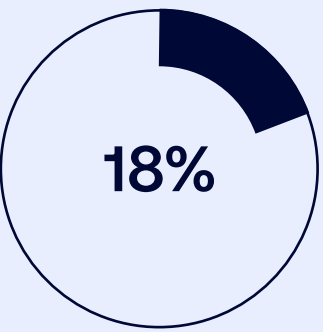
Trust is built, not branded



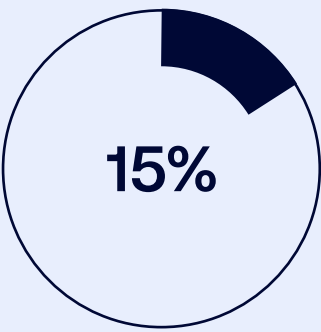
Whether I can control or correct it



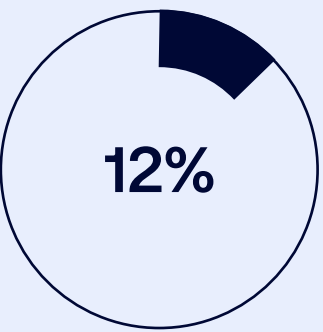
Whether a human is available as backup



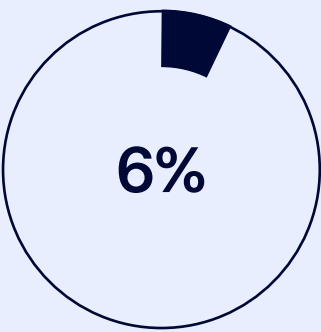
How clearly it explains its recommendations



How it handles my data



Reviews or reputation



The brand behind it

What matters most to travelers when deciding whether to trust a travel AI tool?

Most travelers want some form of explanation before an AI assistant acts on their behalf; 44% want full reasoning before approving, and 36% want at least a short summary of what is happening. Together, that's 80% who want visibility before action. Some 15% say it depends on the value or risk of the decision, and only 5% are happy for the AI to just act and explain afterward, underlining how little appetite there is for a full black box assistant.

When asked to explain in qualitative terms how to grow trust in AI tools, travelers told technology providers to “prove it.” The dominant sentiment is conditional openness, with many travelers happy to let an AI assistant do the research and build the itinerary, but trust must be earned before tools touch money. This can be done through accurate information, transparent pricing and reasoning, strong data security, and above all a human hand on the final button.

Outright rejection of AI is rare, and even the skeptics object to specifics like hallucinations rather than the concept itself. One respondent captured the prevailing mood:

“Building an itinerary is no problem, but it’s spending and buying my trip without me confirming everything prior to purchase that concerns me; this is a total trust issue and I’m just not there yet.”

80% Want visibility before action

15%

5%

44%

Want full reasoning before approving

36%

Want at least a short summary of what is happening

Say it depends on the value or risk of the decision

Are happy for the AI to just act and explain afterward



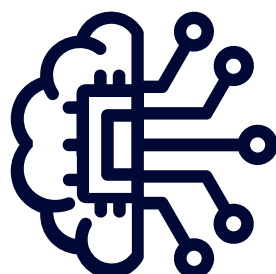
Part V

Overcoming the barriers to AI-powered personalization



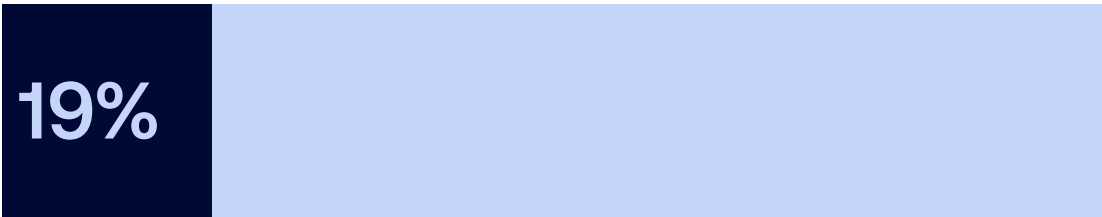
Poorly developed, there is a risk that AI could unintentionally diminish the potential for truly personalized travel by repeatedly suggesting familiar destinations, mainstream recommendations, and popular choices rather than expanding travelers’ horizons.

When asked whether they had ever felt AI was showing them the same types of destinations or options instead of broadening their choices, 19% of travelers said they “often” experienced this, while a further 45% said it happened “sometimes.” Only 16% said this occurred rarely, and 14% said they had not experienced it at all.



This suggests that, while AI has significant potential to personalize travel, current systems may still rely heavily on patterns within existing data and popular choices, rather than uncovering genuinely unexpected recommendations. This is partly because AI models are designed to predict the most likely response based on existing information — which can naturally steer them toward the average or most common outcome.

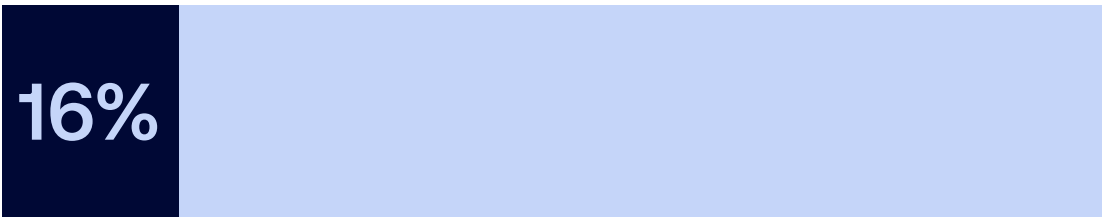
When asked whether travelers had ever felt AI was showing them the same types of destinations or options instead of broadening their choices:



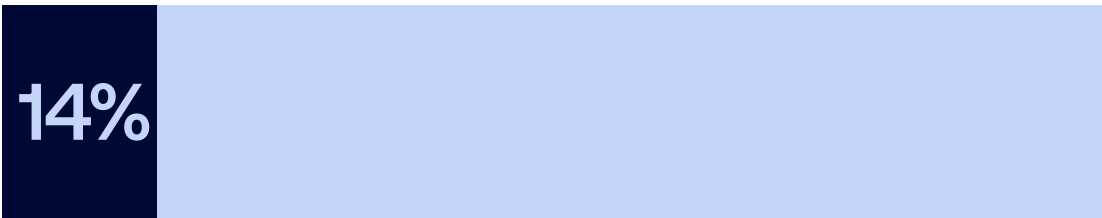
Say often experienced this



Say it happened sometimes



Say this occurred rarely



Say they had not experienced it at all



“Data is pivotal in personalization – a static traveler profile might say they prefer one airline, but their real history tells a different story. When we combine actual trip history with stated preferences, we can generate options that feel like the agency truly knows them, and that is transformative: it takes the likelihood of a traveler picking the first recommendation from around 20% to 90%.”

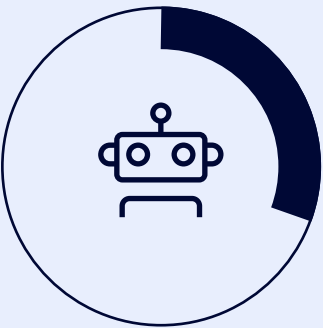
Greg Apple
Chief Executive Officer
AMGINE

The challenge for the travel industry will be ensuring AI evolves beyond simply replicating existing preferences and instead helps travelers

discover experiences that are relevant, diverse, and tailored to them.

What makes travelers hesitate?

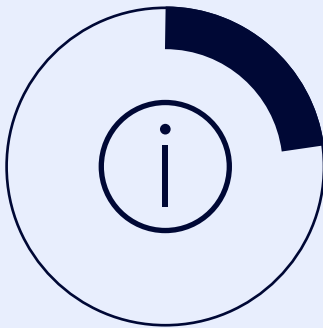
What concerns do travelers report about the use of AI assistants during recent travel experiences?



29%
Lack of human support
when needed



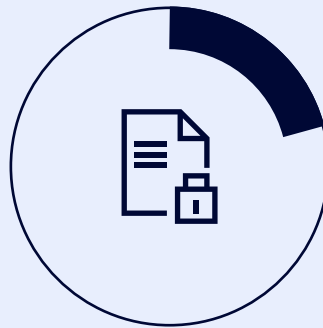
25%
Trust in how personal
data is used



24%
Accuracy of information
or recommendations



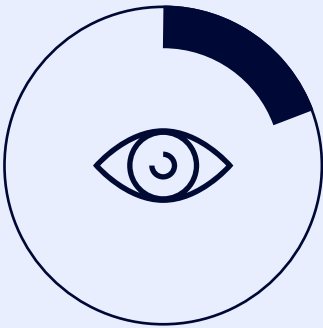
24%
Overly generic or irrelevant
recommendations



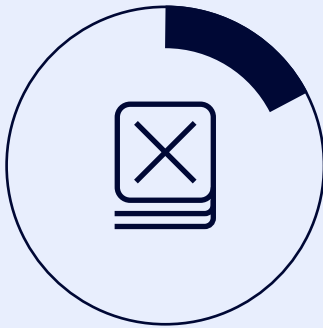
22%
Lack of transparency about
how recommendations are
generated



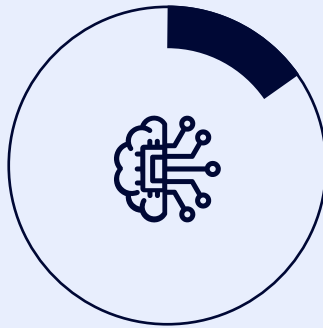
21%
Privacy and data security



19%
Excessive personalization
or feeling “tracked”



17%
Difficulty correcting
mistakes made by the AI

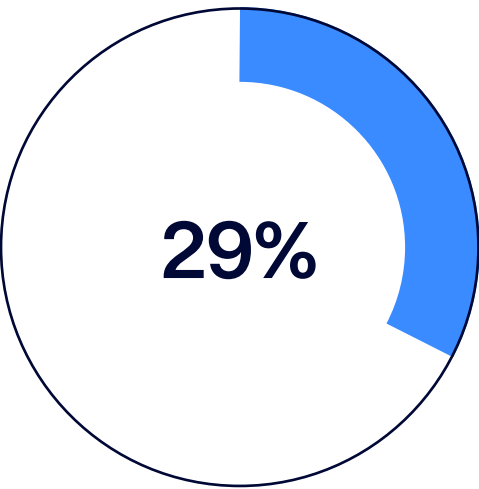


15%
AI making decisions without
sufficient user control



11%
Bias or unfair treatment in
recommendations

When asked about broader issues they had encountered using AI assistants during a recent experience, the largest group of U.S. travelers pointed to “lack of human support when needed” (29%).



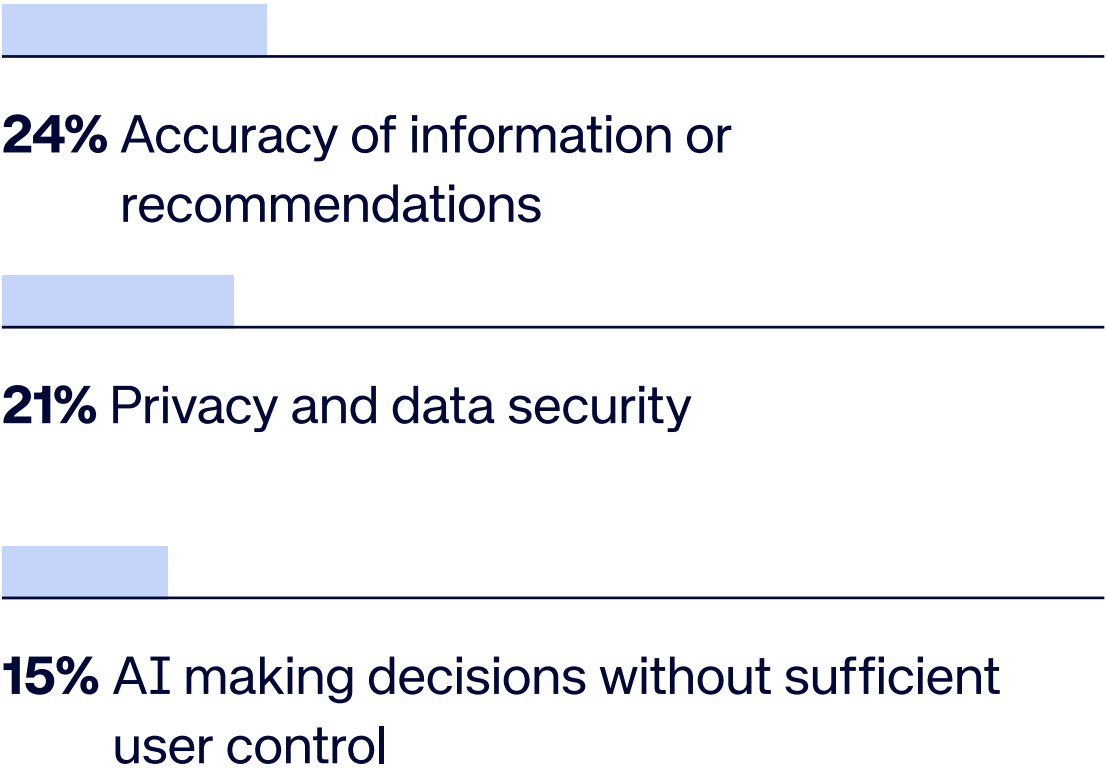
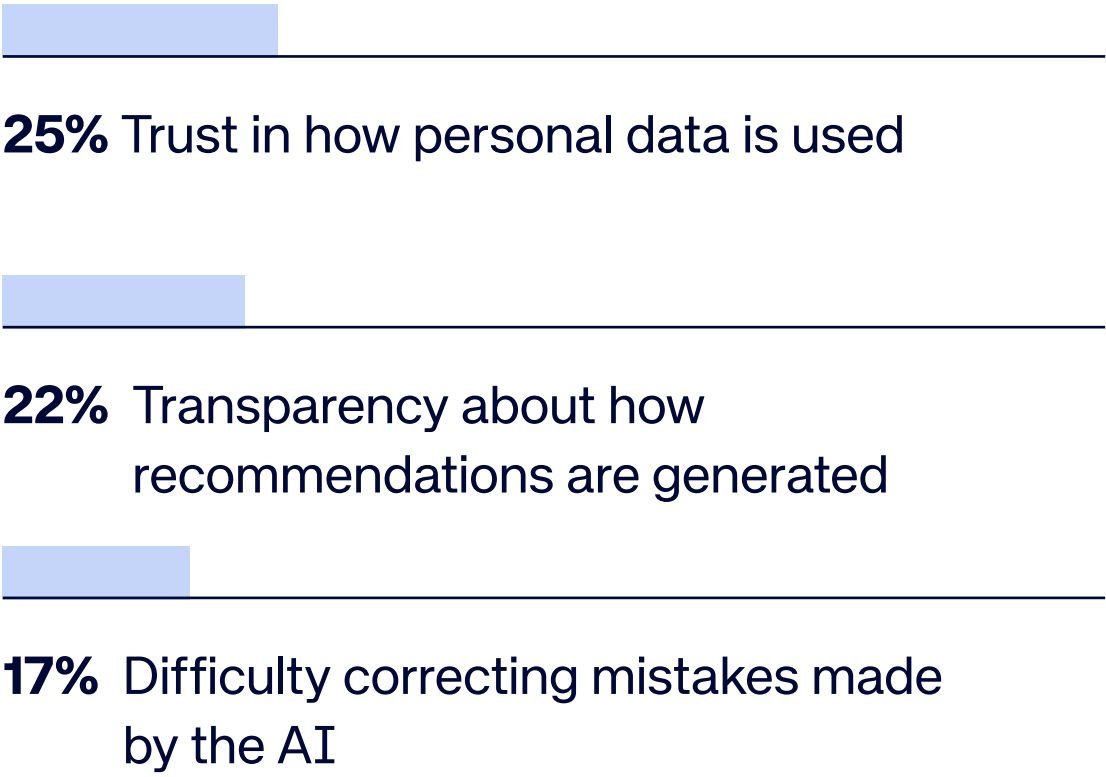
Travelers pointed to lack of human support when needed

Data-related worries also featured prominently, with 25% of travelers citing “trust in how personal data is used” and 21% flagging “privacy and data security.” A further 24% raised the “accuracy of information or recommendations,” while 22% wanted more “transparency about how recommendations are generated.” Smaller shares pointed to “difficulty correcting mistakes made by the AI” (17%) and “AI making decisions without sufficient user control” (15%).

Taken together, these findings suggest personalization remains a work in progress, with AI tools still leaning toward the safe and familiar. The opportunity is to create experiences that broaden horizons rather than reinforce what travelers already know.



Data-related worries:



Human help remains the ultimate fallback

Despite growing confidence in AI across much of the journey, travelers continue to prefer human support when something goes wrong.

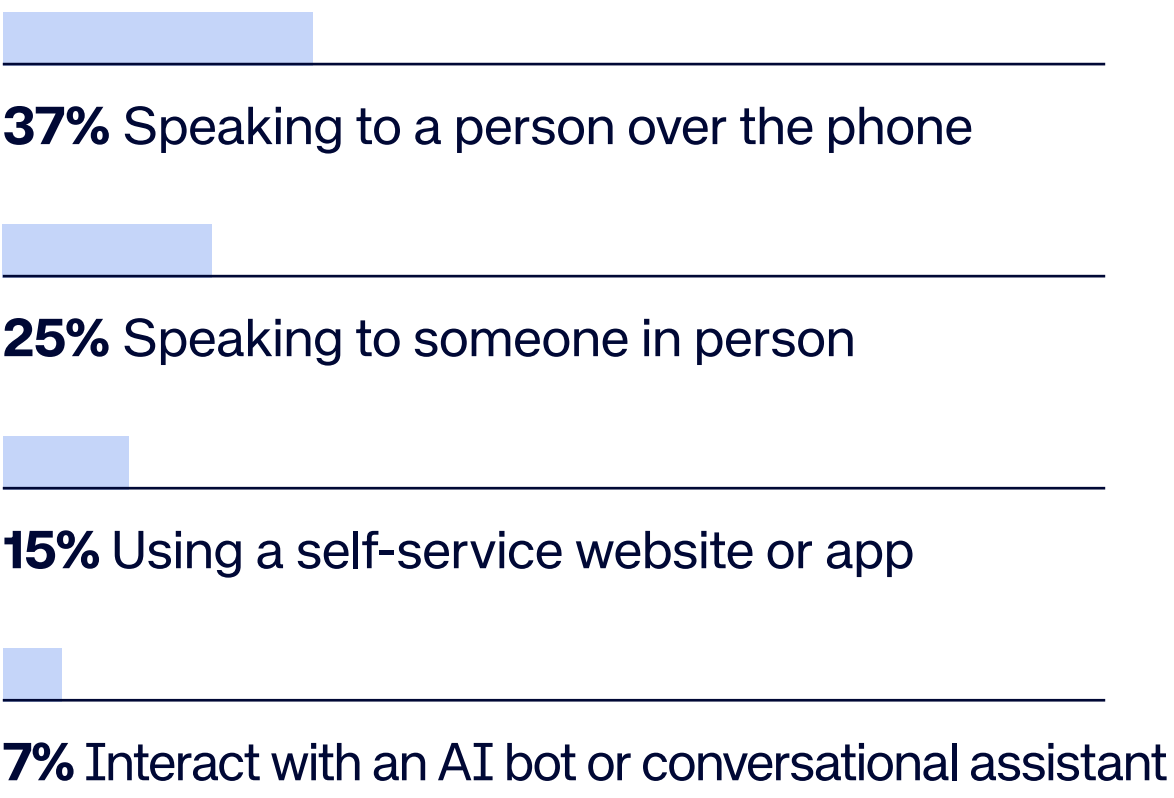
Many of the challenges with travel will be familiar, including flight delays and disruptions (cited by 58% of travelers as frustrating), booking changes or cancellations (43%), and comparing prices (34%). Finding the best travel options (30%) also ranks high, alongside understanding travel policies and restrictions (24%), and customer service response times (23%).

When things do go wrong, speaking to a person over the phone remains the most popular way to seek assistance during a trip (37%), followed by speaking to someone in person (25%) or using a self-service website or app (15%). Just 7% say they would prefer to interact with an AI bot or conversational assistant.

This may reflect the limitations of many AI tools today, which are often unable to access live operational data or carry out actions on behalf of a traveler. While AI is increasingly trusted to inspire, plan, and inform, the findings suggest that when the stakes are highest, travelers still value the reassurance, empathy, and problem-solving abilities that come with human support.

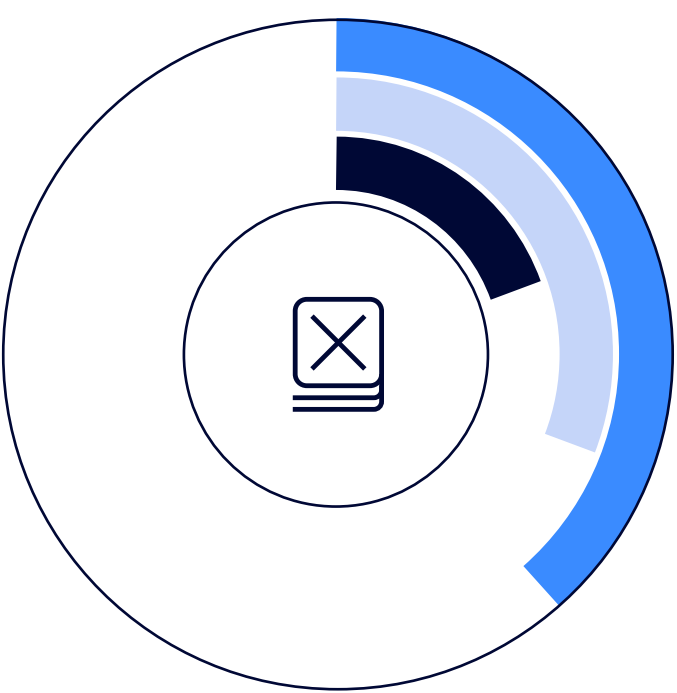


When things do go wrong:



Can AI be held accountable?

This raises an important accountability question for travel providers: who is responsible when something goes wrong? When asked about an AI-handled booking issue travelers are most likely to blame the AI assistant itself (38%), ahead of the airline (30%), and a travel agency (19%).



- 38% The AI assistant
- 30% The airline
- 19% The travel agency

The fact that travelers are more likely to blame the AI assistant than the airline behind it raises a real liability question for brands deploying agentic booking tools.

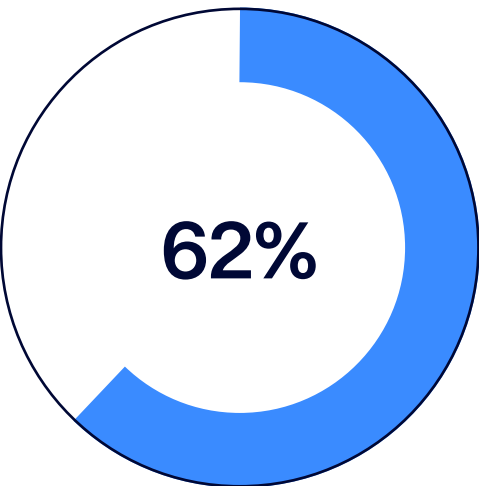
Questions like this become even more urgent in corporate travel, where AI must operate within policy, budget, and duty-of-care requirements.

Part VI

Adoption is outpacing AI policy in corporate travel



Business travelers are not waiting for corporate travel programs to catch up as they build personalized experiences with new AI tools. *Tailored Horizons* data shows that 62% have already used their own AI tool to plan or book a work trip instead of relying on approved company tools or a travel manager.



Of travelers have already used their own AI tool to plan or book a work trip

Nearly a fifth (20%) do this regularly, 27% do it occasionally, and a further 15% have tried it once or twice. Only 9% say they would never consider it. Corporate travelers are effectively building a shadow travel stack, often without formal sign-off. This puts pressure on travel programs to either integrate AI properly or risk losing visibility into how trips are being booked.

20%



Do this regularly

27%



Do it occasionally

15%



Have tried it once or twice

9%



Never consider it

This would, however, be a missed opportunity. As the recent Amadeus research project **Orchestrating Success** [↗](#) reveals, AI has tremendous potential to positively reshape the corporate travel experience.

Rather than encouraging travelers to work outside approved channels, AI can bring booking, policy, expense, and disruption management together into a single, orchestrated experience that benefits both employees and employers. By embedding AI into managed travel programs, organizations can deliver the personalized, conversational experiences travelers increasingly expect, while maintaining visibility, compliance, duty of care, and strategic oversight.

When something goes wrong on a work trip, business travelers still lean toward humans over AI. Some 41% say they would trust a human travel professional more to get the best outcome, compared with 20% who favor an AI assistant. However, 39% trust both equally, suggesting the gap between human and AI credibility is narrowing.



41%

Human



20%

AI assistant



39%

Both

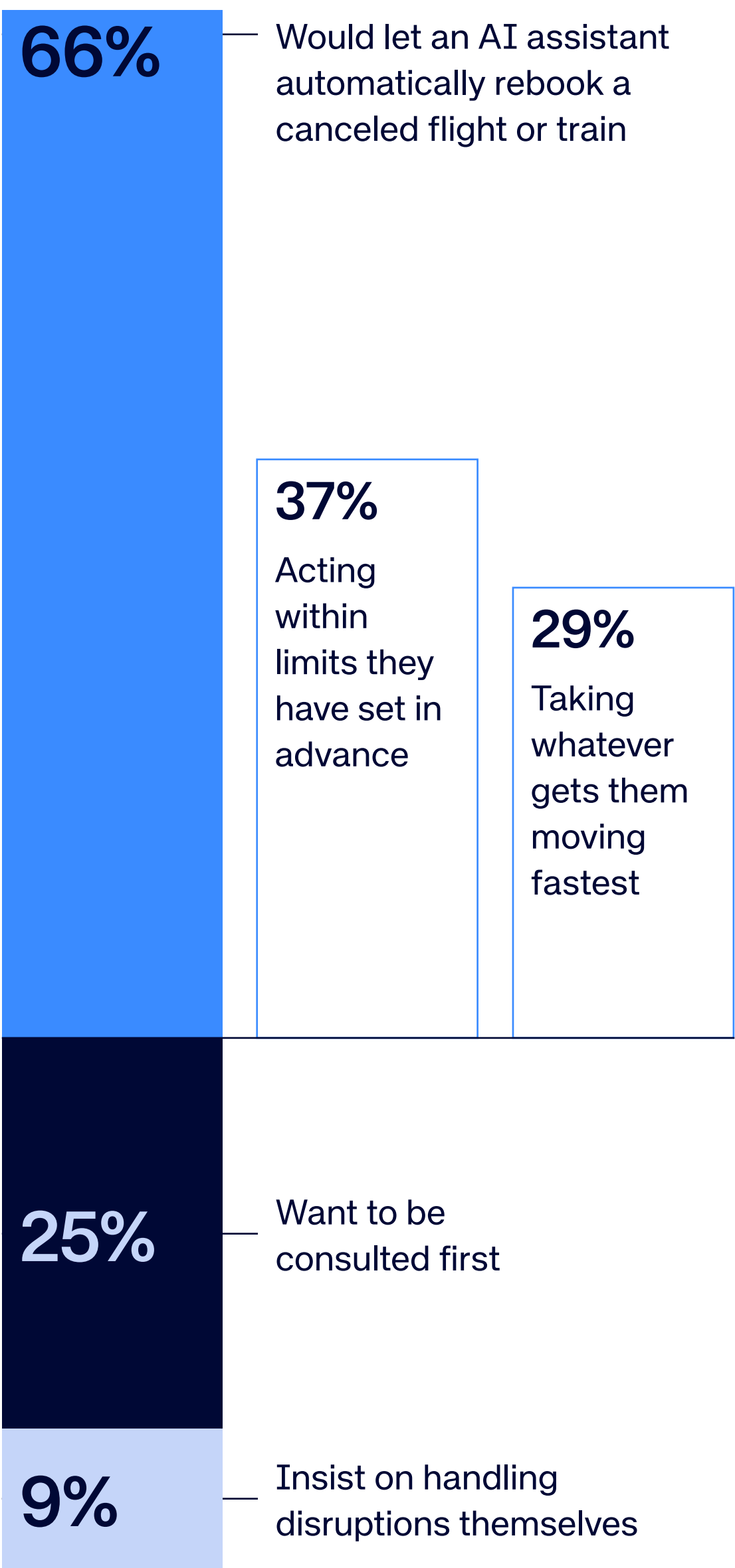


Disruption management emerging as key use case

AI has already won ground around disruption handling. Two-thirds of business travelers, 66%, say they would let an AI assistant automatically rebook a canceled flight or train, either taking whatever gets them moving fastest (29%) or acting within limits they have set in advance (37%). Only 25% want to be consulted first, and just 9% insist on handling disruptions themselves.

Confidence also extends to policy compliance. Some 66% would trust an AI assistant to keep them within company travel policy at least as much as they trust themselves, including 18% who trust it more than themselves.

When asked to detail any concerns around an AI assistant staying within policy, business travelers have nuanced concerns, for example that corporate travel policies have gray areas, exceptions, and unwritten context that a machine reading the rules cannot navigate. A telling undercurrent is accountability. Several respondents noted that if a work trip goes wrong, they carry the blame, not the AI, so they are not willing to delegate a decision they will personally answer for.



“The real value of AI comes from a level of personalization which is at our fingertips. Most of what makes corporate travel feel personalized is technically here today — inside a single trust boundary, an agent has access to relevant traveler preferences and context and does the legwork. What’s missing is trust between agents across organizations, and that’s exactly where the highest-stakes moments live: the canceled flight, the real-time offer at the point of decision; the trust layer unlocks the moments that matter most.”

Mark Cullen
Chief Commercial Officer
Amadeus Cytric

Even among frequent AI users, support for a fully autonomous travel manager remains limited. Some 85% of business travelers agree that AI can make business travel more personalized, but that travel managers are still needed to ensure recommendations remain safe, compliant, cost-effective, and aligned with company needs.

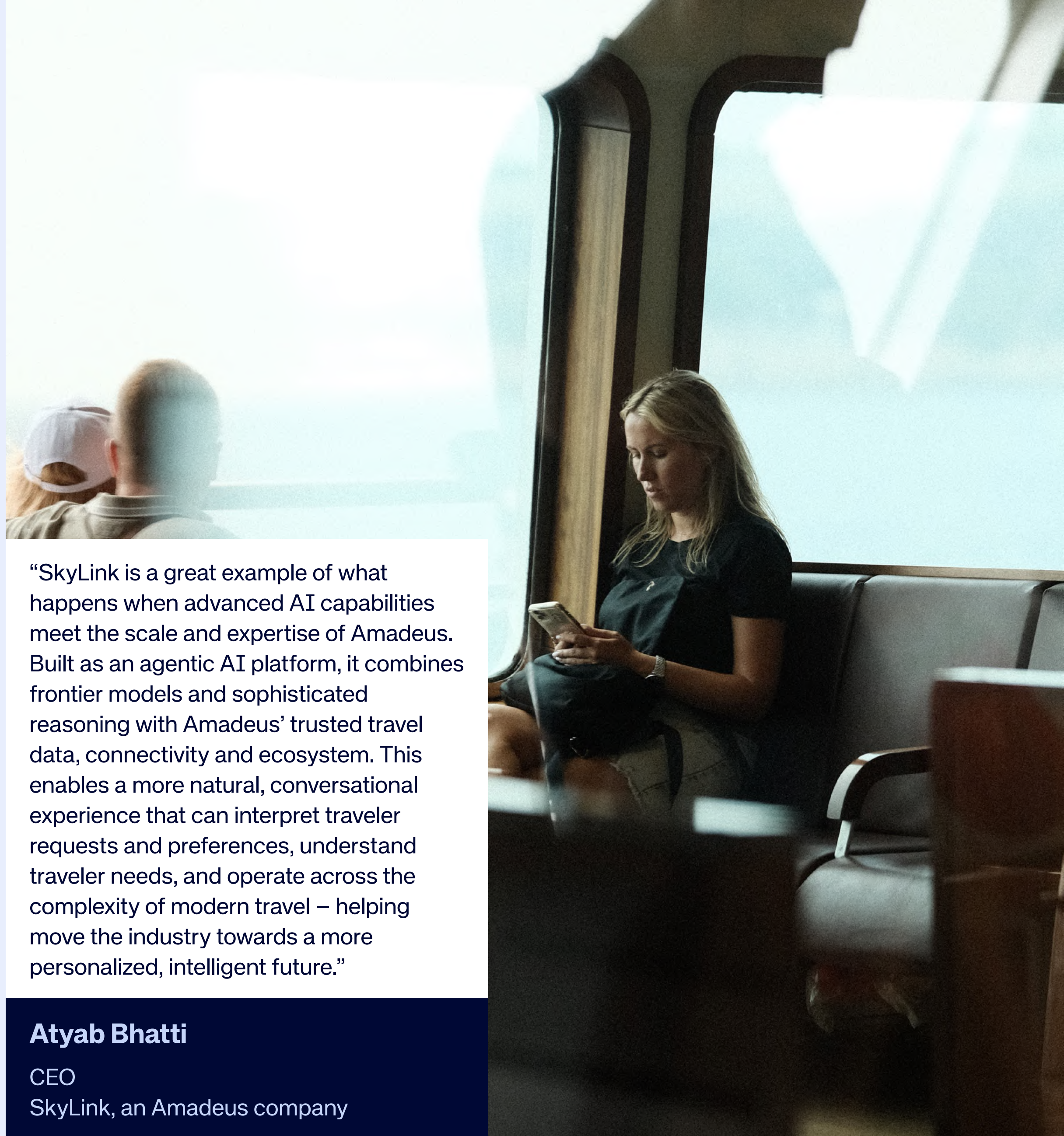
Amadeus acquires SkyLink to accelerate deployment of AI in travel

Earlier this year, Amadeus confirmed the acquisition of SkyLink, an AI-first, New York headquartered company specializing in orchestration and conversational automation.

Founded to improve the corporate travel experience, SkyLink, an Amadeus company, has built a proprietary AI architecture and multilayer orchestration engine designed to integrate simply and seamlessly into chat platforms. This enables travelers to smoothly book and service flights and hotels conversationally in a matter of seconds, while businesses can benefit from meaningful cost savings, as well as productivity gains as their employees unlock time for higher-value work.

With adoption accelerating, SkyLink is showing how well-designed AI can raise the standard for speed, simplicity, and user satisfaction.

One immediate tangible benefit to the traveler is SkyLink's complementary technology to support the evolving needs of the travel management company (TMC) community. This will enhance and extend Amadeus' solution capabilities for corporate travel, particularly expanding Amadeus' existing strong customer base in North America.



“SkyLink is a great example of what happens when advanced AI capabilities meet the scale and expertise of Amadeus. Built as an agentic AI platform, it combines frontier models and sophisticated reasoning with Amadeus’ trusted travel data, connectivity and ecosystem. This enables a more natural, conversational experience that can interpret traveler requests and preferences, understand traveler needs, and operate across the complexity of modern travel – helping move the industry towards a more personalized, intelligent future.”

Atyab Bhatti

CEO
SkyLink, an Amadeus company

A new role for corporate travel managers

The role of the corporate travel manager is being redefined, echoing findings from Amadeus' recent report **Orchestrating Success** [↗](#).

Asked what travel managers should focus on as AI becomes more embedded in business travel, respondents most frequently pointed to ensuring AI tools follow company travel policy (54%), setting the rules and guardrails for AI recommendations (50%), and protecting traveler data and privacy (45%). Personalizing travel options to individual employee needs (41%) and negotiating better rates with suppliers (39%) followed close behind. Only 4% believe travel managers will become unnecessary altogether.

The picture that emerges is one of co-existence. Business travelers want speed and personalization from AI, particularly around disruption and policy compliance, but they still expect human oversight when decisions carry greater risk or accountability.

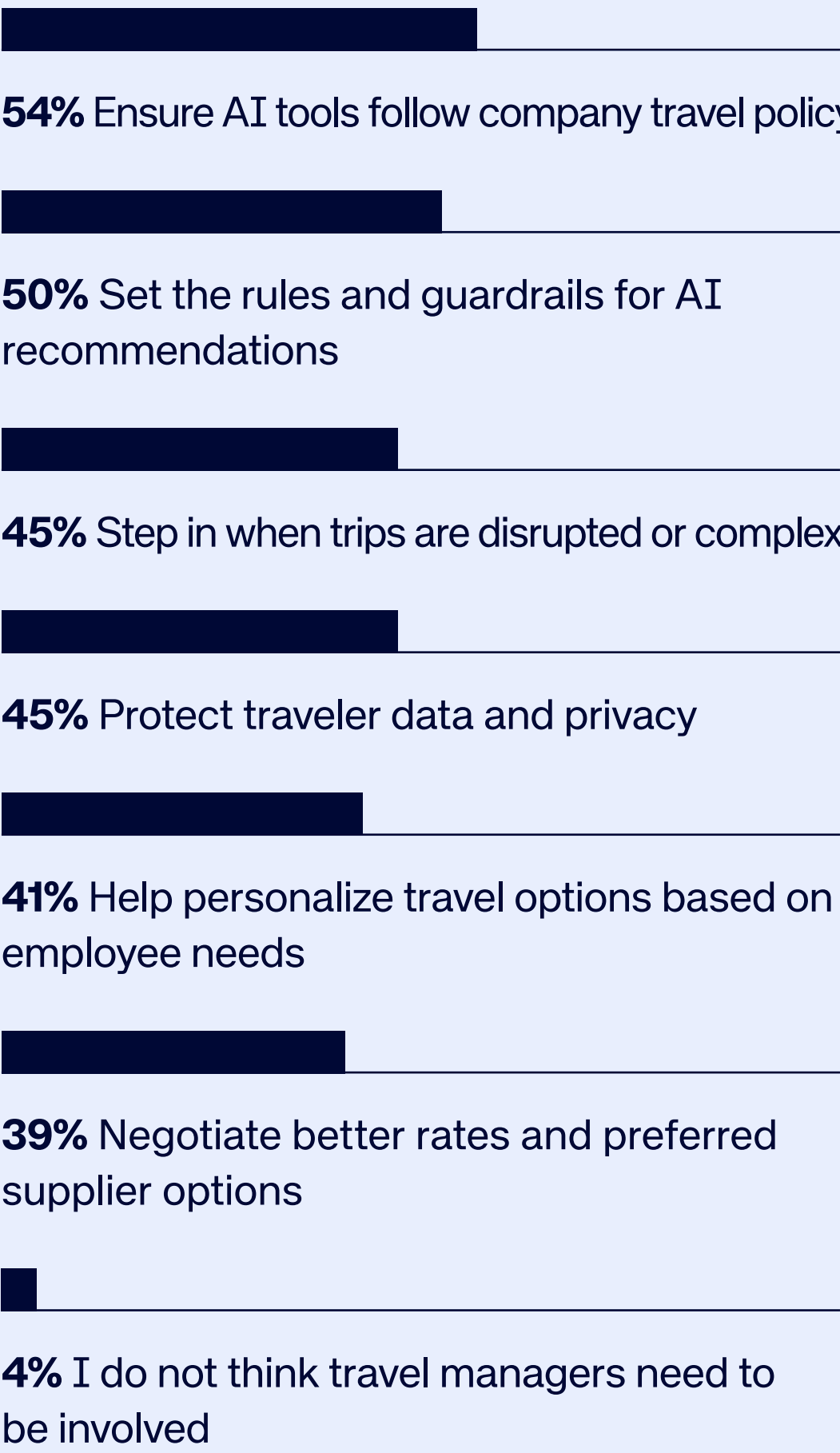


“AI has the power to turn agents into super agents. That means they’re doing a lot more transactions, and higher-end transactions, because the small ones, the invoice and itinerary requests, the straight cancellations, the simple schedule changes when an airline delays a flight, can all be self-served and automated by new technology. I do not think we will eliminate the human, and I do not see it happening in my career. There is always a need for good high touch service. But if you have two agents in front of you, one who uses AI and one who does not, I can guarantee the one using AI is going to be ten times more productive, ten times more effective.”

Vic Pynn
Chief Operating Officer
Gant Travel

From booking trips to governing AI

As AI becomes more common in business travel, what role do corporate travelers think travel managers should play?



Key takeaways from *Tailored Horizons*

“Our technology is deeply integrated across the travel industry, connecting systems and workflows developed over decades. It combines industrial-grade reliability, operational resilience, and data-driven insight that enable us to deploy AI in real-world production environments globally. Together, these pillars reinforce Amadeus’ role as the trusted technology partner enabling innovation at scale and allowing AI to augment and reinforce the travel experience.”

Gaëlle Bristiel

VP Engineering and
Head of AI Delivery Hub
Amadeus



Tailored Horizons research reveals personalization works best when it is practical, timely, and easy-to-use. U.S. travelers are most interested in AI tools that deliver local recommendations, budget-aware suggestions, and real-time rebooking. This means providers do not need deep profiles to start right now; they need to act well on the data travelers already share freely.



Trust, not technology, is the constraint on how far and how fast this transformation can go. Travelers trust AI to compile options and build itineraries, but that trust drops sharply once money or autonomous action is involved. Earning trust requires transparency, control, and human oversight for higher-stakes decisions.



For travel providers, the opportunity is clear. Build personalization into the moments travelers already value, such as inspiration, planning and in-trip support. At the same time, maintain appropriate approval steps around spending and booking while AI capabilities continue to mature.



In corporate travel, AI is transforming the role around setting policy, defining guardrails, and protecting data.



Across travel, AI is becoming more deeply embedded in the moments that matter most to travelers. The opportunity for the industry is not simply to automate travel, but to create experiences that are more relevant and personalized while continuing to earn traveler trust.

Methodology

Working with research partner **Mercury Analytics** [↗](#), Amadeus questioned 1,000 U.S.-based travelers in July 2026 – 500 of whom identified as traveling regularly for business. *Tailored Horizons* also features input from executives at Amadeus, AMGINE, Gant Travel, HTS (Hopper Technology Solutions), and Navan.

To learn more about Amadeus' approach to AI, visit our AI insights hub: amadeus.com/ai [↗](#)



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It's how travel works smarter.