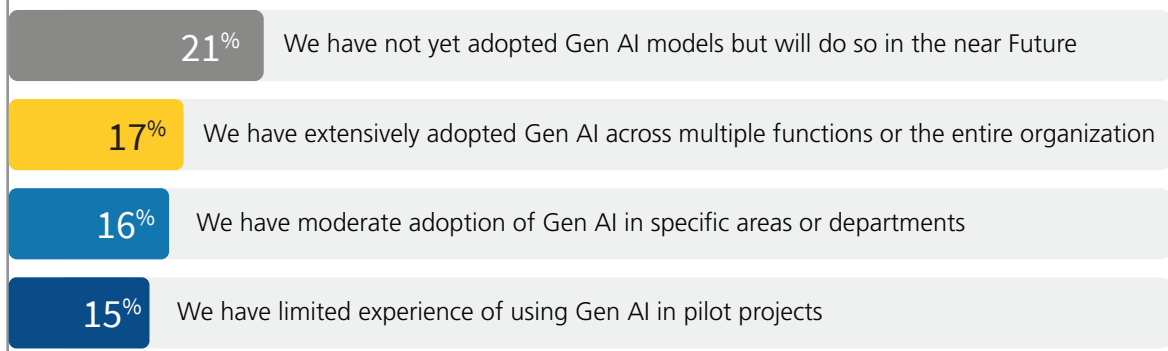


The State of Generative AI Adoption in Travel, Transport, and Hospitality



Respondents shared insights on Gen AI adoption in their organisations



Primary driver

Enhance customer experience
(80%)



Top consideration

Access to skilled and knowledgeable personnel



Biggest barrier

Data quality and availability
(78%)

Key insights

Leaders are exploring new use cases **(80%)**

Lack of suitable use cases is a significant barrier to adoption **(78%)**

Data quality and availability issues are other major issues **(78%)**

Technical infrastructure also poses a significant challenge for many **(81%)**

Gen AI use cases



Personalized recommendations



Streamlined booking processes

Grab the report to uncover a holistic generative AI adoption roadmap



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