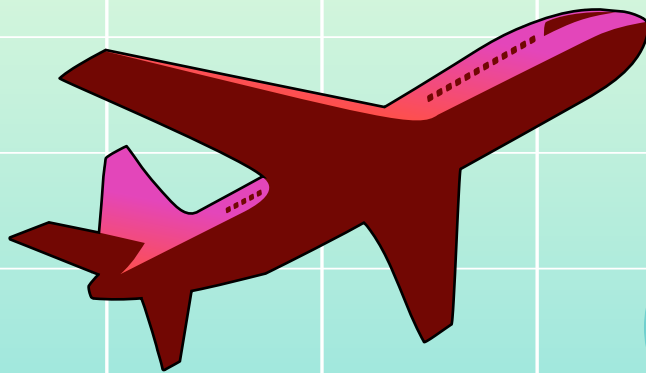


2025 State of AI for Travel and Airlines

NEW RESEARCH



Exploring the impact of
AI on guest experiences and
brand loyalty

Hotels and airlines are under pressure to deliver personalized experiences amid labor shortages and rising costs.

AI is emerging as a solution — but adoption remains uneven.

For the first time, Amperity surveyed 800 industry leaders to understand where AI is gaining traction, where it's falling short, and what it means for the future of guest loyalty.

The 2025 State of AI for Hotels & Airlines reveals that adoption is growing, especially in support, sales, and marketing. But challenges like high costs, technical hurdles, and fragmented data are slowing progress. Most brands have yet to apply AI directly to customer-facing experiences — the area with the greatest potential for loyalty and revenue growth.

We hope travel executives and their organizations find this report useful as they build out their AI strategies in the coming months.

Tony Owens
CEO, Amperity

Key findings

Most travel companies have adopted AI

Four in ten (41%) travel companies use AI daily or several times a week, yet one in five (20%) still aren't using it at all. Support, marketing, and sales dominate adoption.

AI adoption is limited by cost and technical challenges

Forty-one percent of respondents cited the high cost of AI tools among the biggest challenges their organization faces in scaling AI initiatives. Thirty-six percent highlighted limited technical expertise on their team.

Confidence in data is mixed

A majority (57%) of respondents believe their customer data is structured and accessible enough to support AI use cases. Even more (65%) are confident in their organization's ability to understand and act on individual customer behavior across channels.

Respondents were less confident in high-value AI applications

Notably, only 18% are currently using AI in production to resolve customer identities or prepare customer data for use in marketing or analytics. More than half (58%) said their customer data is fragmented or incomplete, and only 23% are very confident in their ability to understand and act on customer behavior.

Travel brands are hesitant to apply AI to customer experiences

While a majority of respondents believe AI will help improve customer loyalty and customer lifetime value, only a third (35%) are currently using AI for customer-facing applications. Less than half (46%) feel prepared to deploy AI tools at scale.

CDPs create a clear advantage

Companies with a customer data platform (CDP) are twice as likely to use AI in guest-facing applications (50% vs 19%) and nearly five times more likely to have full adoption across multiple business units (19% vs 4%).

Amperity surveyed 800 U.S. professionals in the hotels and airlines industry.

The polled group included:

59% executives

14% data / analytics specialists

17% marketing leaders

9% IT / engineering roles

The survey was conducted via Pollfish in September 2025.

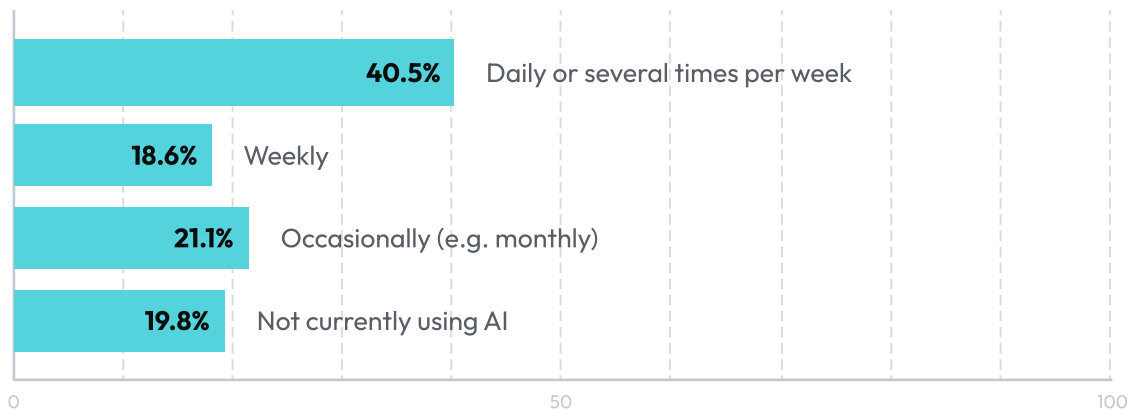
Brands are embracing AI tools faster than AI training

AI tools are transforming the travel industry. Potential use cases include AI-driven pricing and customer offers, genAI-backed content generation, and AI-enabled guest support. But how many employees are using AI every day?

Two in five organizations use AI daily, but training hasn't kept pace: more than a third (36%) provide no formal training at all. This gap risks limiting the return on AI investments.

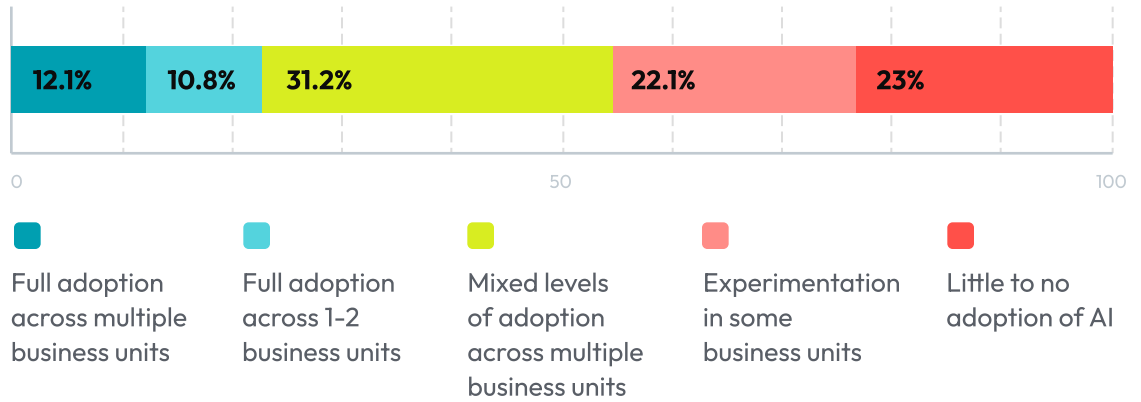
Companies with CDPs are nearly twice as likely (54% vs 28%) to use AI daily and more likely (19% vs 4%) to have full adoption across business units. By contrast, 27% of organizations without CDPs don't use AI at all. Adoption is expanding, but without formal training, companies risk falling short of AI's potential.

● How frequently does your organization use AI tools or systems?



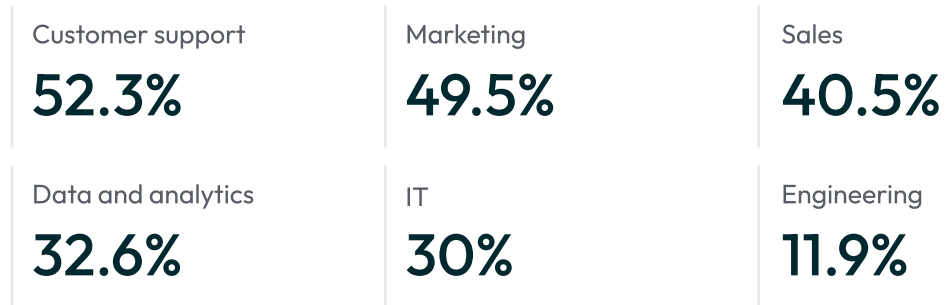
However, one other area of the travel tech stack can make a key difference. Organizations with a customer data platform (CDP) in place were nearly twice as likely (54% vs 28%) than those without CDPs to use AI daily or several times per week. They were also more likely (19% vs 4%) to have full adoption of AI across multiple business units. Only 10% of organizations with CDPs do not use AI at all, compared to 27% of those without.

● What best describes your organization's current stage of AI adoption?

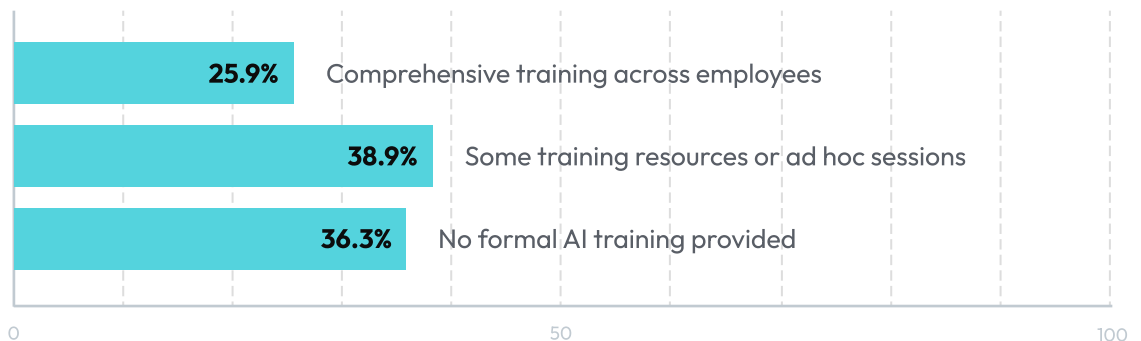


Customer support, marketing, and sales are the business areas most likely to use AI, which shouldn't be surprising given the travel industry's need for effective customer outreach in those areas. However, companies have yet to support their AI goals with AI training. According to the survey, 36% of organizations are still providing zero formal AI training to employees. That will likely change as companies seek to unlock more value from their AI investments.

● Which areas of your organization are currently using AI? Select all that apply



● What level of AI training or enablement has your organization provided to employees?

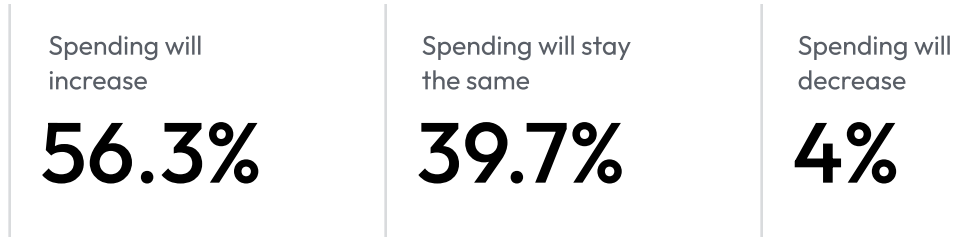


Hotels and airlines are increasing AI investments

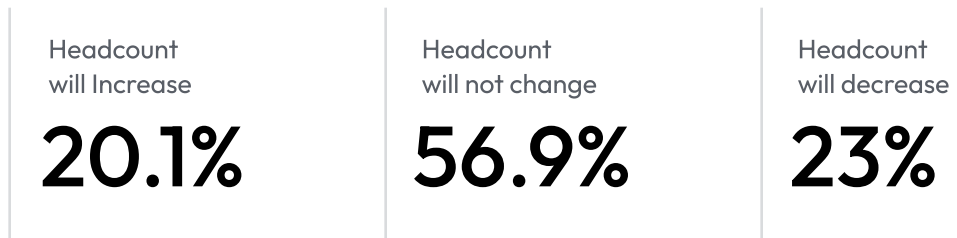
Despite skills gaps, nearly all travel brands plan to sustain or increase AI investment. This underscores industry-wide belief in AI's long-term value, even if immediate returns remain elusive.

Overall, 96% of hotels and airlines companies expect to maintain or increase their spending on AI tools. This technology shift is here to stay. But despite those increased investments, companies in the industry don't anticipate an immediate impact on human jobs. Only 23% of employers expect to reduce headcount because of AI in the next year.

- Over the next 12 months, do you expect your organization's spending on AI tools to increase, stay the same, or decrease?



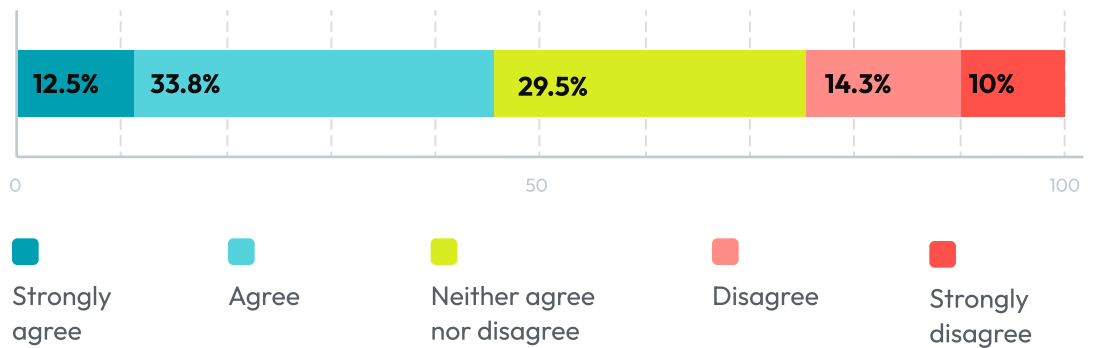
- Do you expect AI to have an impact on headcount at your organization over the next 12 months?



SECTION 2

One crucial call-out: Although the vast majority of hotels and airlines companies are using AI in some capacity, only one in 10 (12.5%) feel strongly that they are prepared to deploy AI tools at scale. We're a long way away from true AI readiness in the travel industry.

- To what extent do you agree or disagree with the following statement:
Our company is prepared to deploy AI tools at scale.

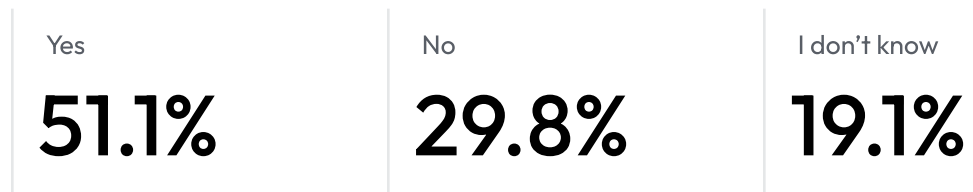


Brands with CDPs have a measurable AI advantage

For the travel industry to maximize the benefits of AI, they need well organized customer data.

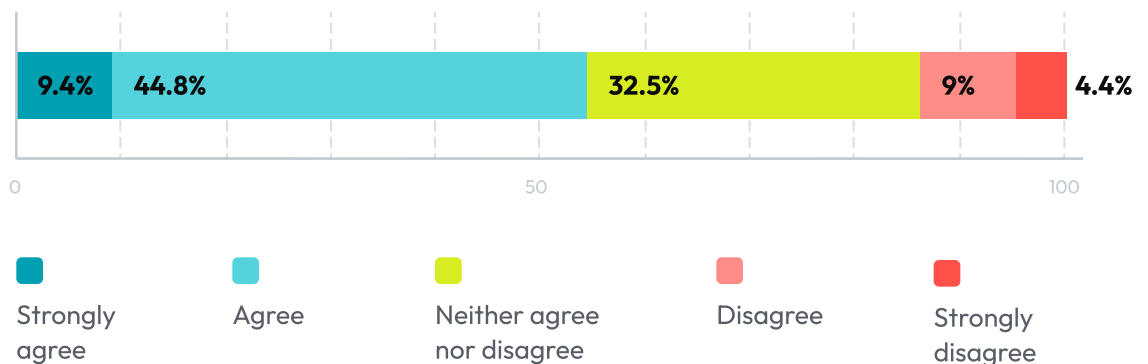
Already, more than half (51%) of organizations are applying AI to customer data for use cases like segmentation, personalization, or analysis. Most travel companies believe they're on the right track: 54% of respondents said their customer data is structured and accessible enough to support AI use cases. Only 23% feel very confident acting on customer behavior across channels – a gap CDP-enabled teams are better positioned to close.

- Is your organization currently applying AI to customer data (e.g. for segmentation, personalization, or analysis)?

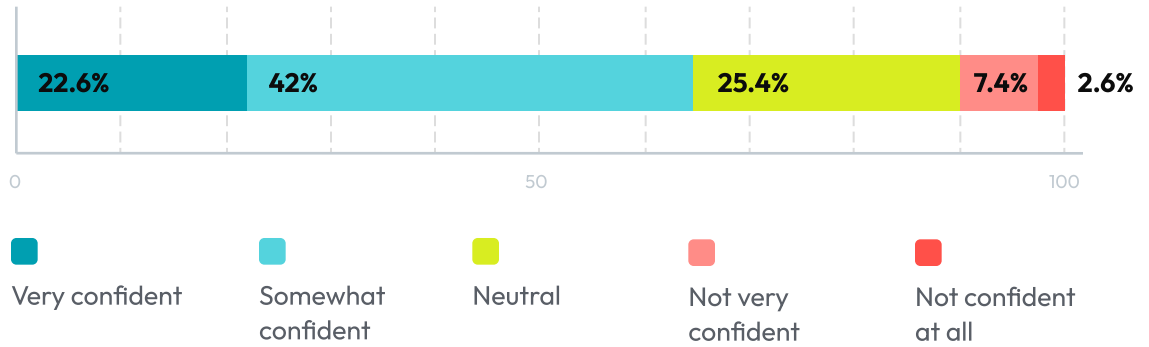


To what extent do you agree or disagree with the following statement:

- **Our customer data is structured and accessible enough to support AI use cases.**

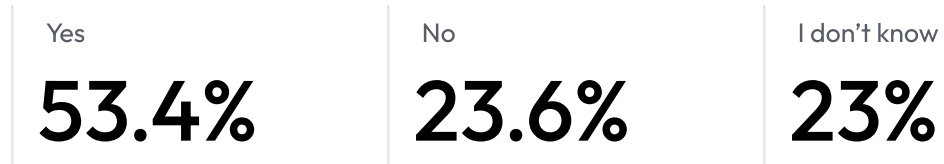


- How confident are you in your organization’s ability to understand and act on individual customer behavior across channels?



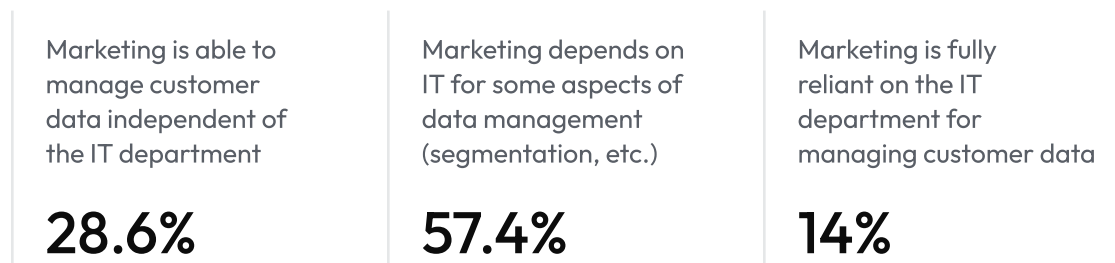
CDPs seem to make it easier for organizations to tackle these challenges: 53% of hotels and airlines use a CDP. Teams with CDPs in place are more than twice as likely to be applying AI to customer data (69% vs 33%) and to be very confident in their ability to understand and act on individual customer behavior across channels (30% vs 13%).

- Does your organization use a customer data platform (CDP)?



One potential hurdle to scaling AI initiatives: only three in 10 (29%) marketing teams are able to manage customer data independent of the IT department. Fifty-seven percent depend on their more technical colleagues for some aspects – like segmentation – while 14% are fully reliant on IT for managing customer data. As travel companies seek to ramp up productivity using AI, they will need a way to remove their dependence on their IT teammates.

- How would you describe the relationship between your IT and marketing teams?

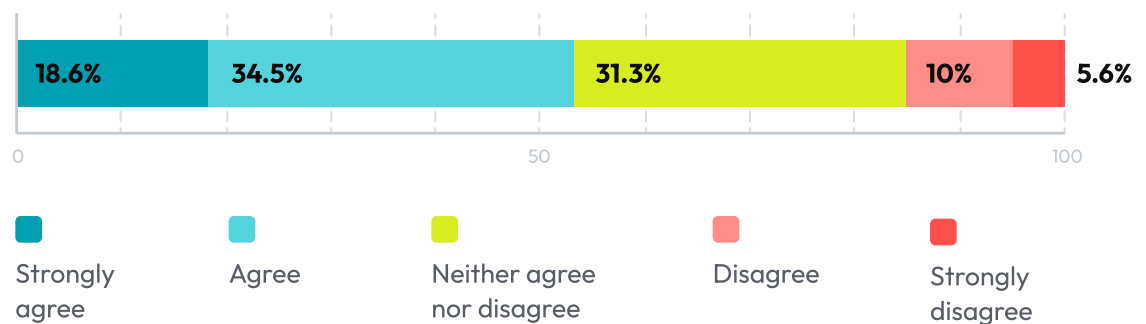


Hotels and airlines expect AI to improve customer relationships

Embedding AI in a company's culture and operations isn't easy or affordable – that's what our survey respondents indicated. But despite those challenges, travel companies are willing to continue investing time and resources to accelerate AI adoption. Why? Because they believe it will pay off, as measured by two important metrics.

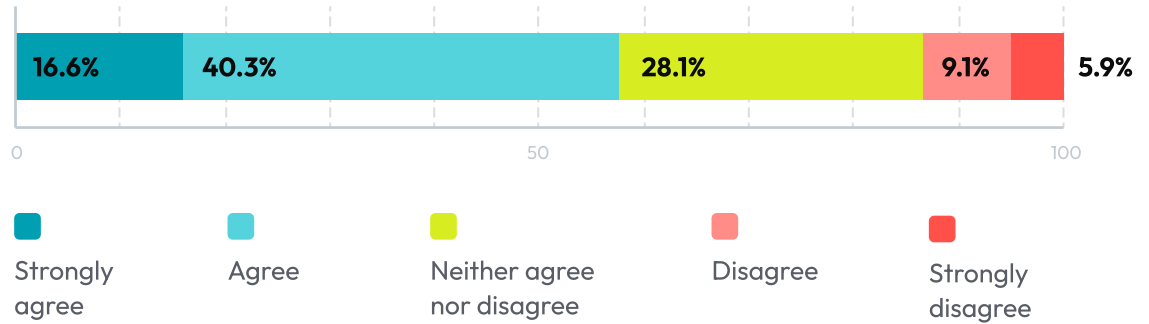
Our survey found that 54% of hotels and airlines companies believe AI will help their organization improve customer loyalty, and 57% believe AI will help them increase customer lifetime value. If travel leaders can successfully deploy the technology, they will reap the benefits of repeat bookings, stronger loyalty program participation, increased average daily rates (ADR), and a strong brand reputation.

To what extent do you agree or disagree with the following statement:
AI will help us improve customer loyalty.



SECTION 4

To what extent do you agree or disagree with the following statement:
AI will help us increase customer lifetime value.



INDUSTRY
COMPARISON

Travel vs. Retail

How do these results compare with the hotels and airlines leaders' peers in retail?

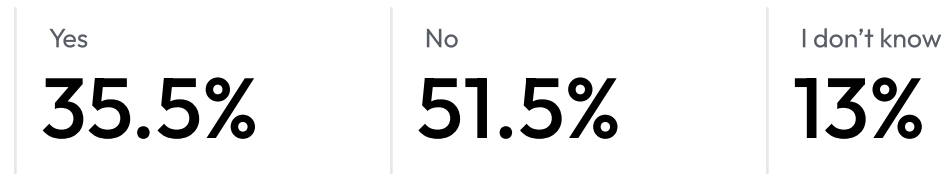
Amperity recently conducted a similar survey for the retail industry and found that companies in retail are more likely than hotels and airlines to believe AI will help them improve customer loyalty (63% vs 53%) and increase customer lifetime value (66% vs 57%).

Retailers also have more faith in their company's ability to deploy AI tools at scale (58% vs 47%).

Brands aren't racing to use AI with customers

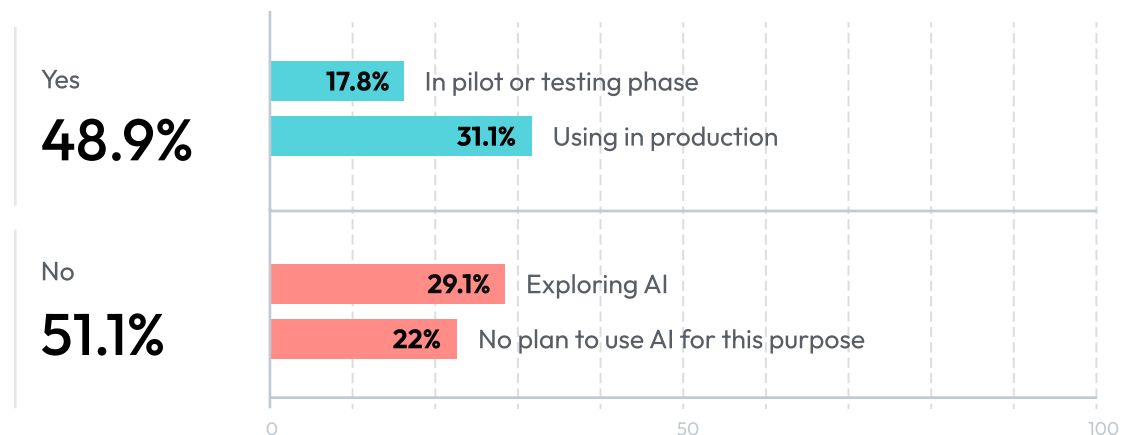
Travelers don't remember the back-end dashboards. They remember the surprise room upgrade, the personalized welcome email, the seamless rebooking after a missed connection. Yet two-thirds of travel brands are keeping AI behind the curtain — missing the moment to turn data into delight.

- Does your organization currently use AI for customer-facing applications?



As it stands, only 31% of organizations are using AI in production to resolve customer identities or prepare customer data for use in marketing or analytics. Hotels and airlines companies clearly understand the benefits of using AI in their workflows, but they're not yet willing to put AI in front of their key audience: customers.

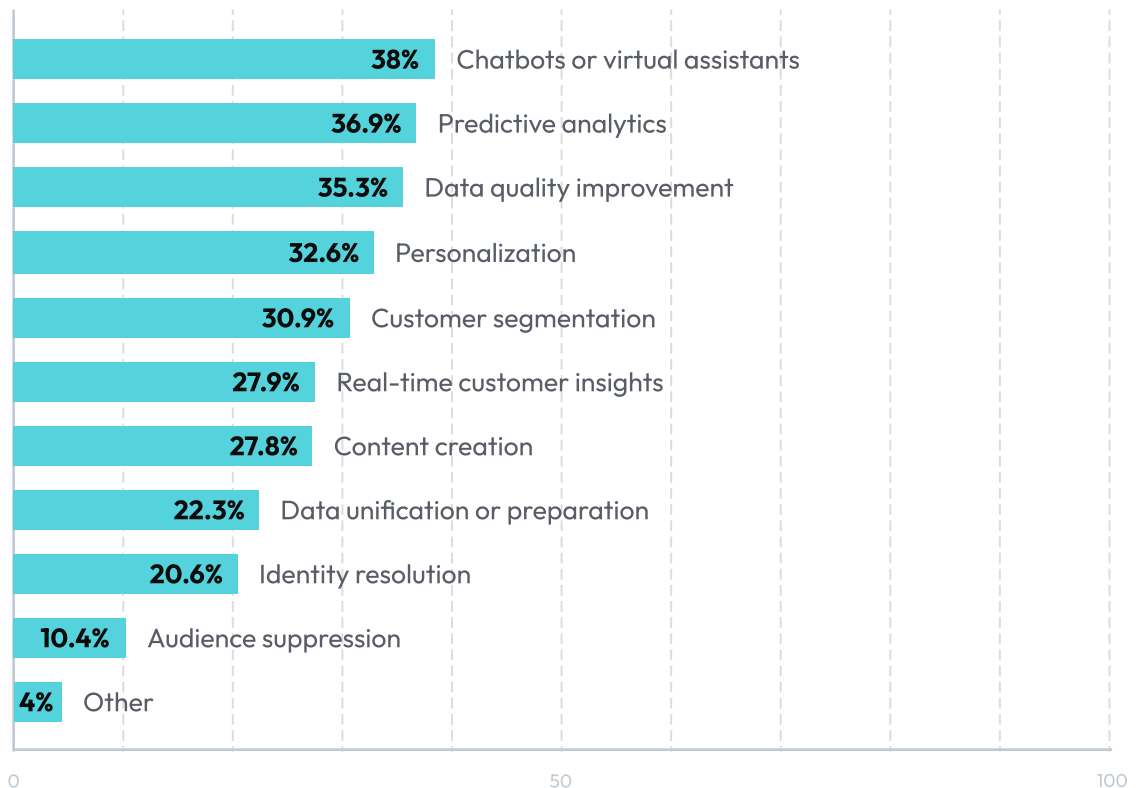
- Is your organization currently using AI to resolve customer identities or prepare customer data for use in marketing or analytics?



Companies with CDPs are much more likely to be AI-ready. Those organizations are significantly more likely to use AI for customer-facing applications (50% vs 19%) and use AI in production to resolve customer identities or prepare data for marketing or analytics (26% vs 10%).

When travel companies feel equipped to use AI, they’re prioritizing a range of applications: predictive analytics, customer segmentation, and chatbots or virtual assistants. But surprisingly, only one in five companies are prioritizing AI for identity resolution – a critical use case that enables a broad range of downstream sales and marketing activities. As we’ll see in the next section, identity resolution is a persistent pain point for travel brands when trying to scale AI initiatives.

- Which of the following AI use cases are your organization prioritizing? (Select all that apply)



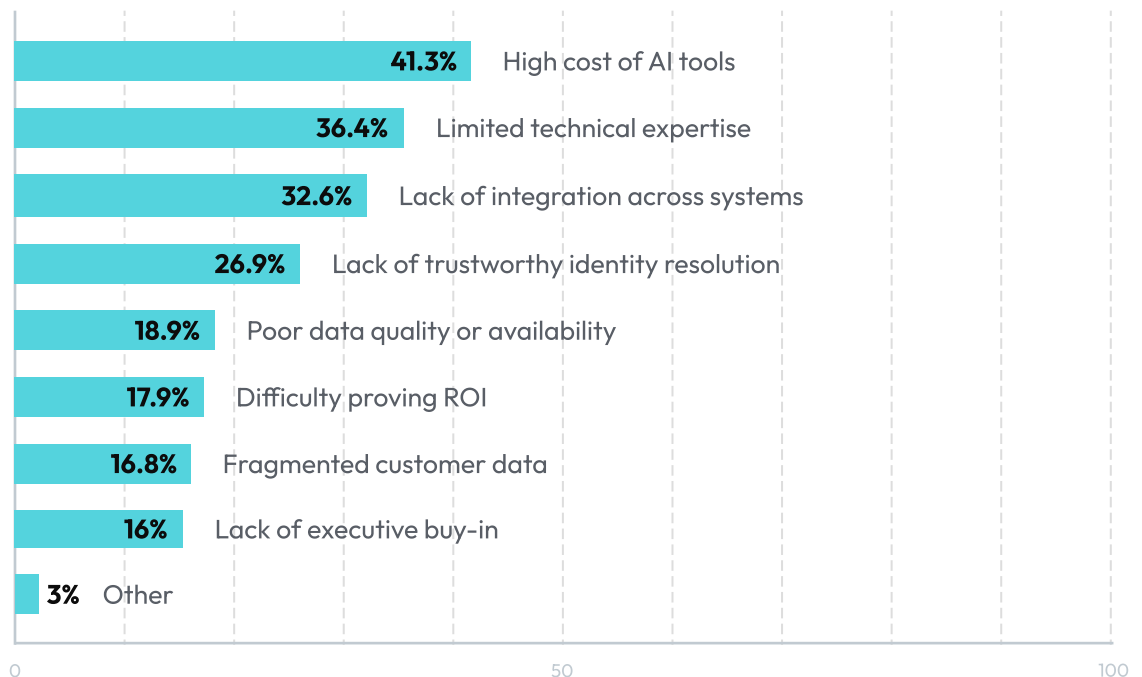
Fragmented customer data is a pain point

What are the hurdles holding travel companies back from realizing the value of AI in customer-facing applications and beyond?

The single biggest challenge in scaling AI initiatives is the high cost of AI tools, followed by limited technical expertise and a lack of integration across systems. In written answers, multiple respondents noted that they don't yet trust AI to do this work.

Fragmented customer data drives real costs: higher IT expenses, inaccurate reporting, and greater risk of human error. These issues directly erode margins at a time when travel brands can't afford inefficiency.

- What are the biggest challenges your organization faces in scaling AI initiatives? (Select up to three)



Fragmented customer data is another major obstacle. When customer information is scattered across different systems that weren't designed to talk to one another – online, in-person, email, social media, customer service records, etc. – it's difficult for travel companies to achieve an accurate, 360-degree view of their guests. A unified customer profile makes it easier to support the personalized, proactive and predictive experiences that drive customer loyalty and repeat bookings.

Our survey found that fragmented customer data is causing inaccurate reporting, increased risk of human error, and higher IT costs. Travel companies can't afford errors and additional costs as they take the next steps to use AI in customer-facing applications.

● Has your organization experienced any of the following consequences as a result of fragmented customer data? (Select all that apply)



Unlock the full value of AI for positive guest experiences

The travel industry is embracing AI, helping brands tackle business challenges like increased competition, rising operational costs, and prolonged labor shortages. Hotels and airlines need to get creative to streamline operations and delight their guests — AI can help them get there.

However, the survey suggests that while internal, operational use of AI is widespread — such as ChatGPT for functions like marketing and sales — hotels and airlines are still dragging their feet when it comes to deploying AI in areas that can directly impact the business. Executives should be treating this as one of the most essential initiatives for their companies.

The brands that find ways to harness AI for identity resolution, understanding customer behavior, and activating highly personalized experiences will begin to separate themselves from the competition over the next 12 months. Unifying fragmented first-party customer data — behavioral signals, booking history, loyalty engagement — is key for unlocking personalization at scale.

Amperity uses AI to turn raw customer data into strategic business insights that forge loyalty and boost the long-term returns from each guest. Travel companies like Alaska Airlines and Wyndham Hotels & Resorts are using our platform to make sense of their chaotic data and remove the bottlenecks preventing them from unleashing the full power of AI on behalf of their customers.

Travel companies strive to make the guest experience seamless and personalized — going beyond the flight or stay to support customers before, during and after their journey. Putting AI to work on customer-facing applications — and using it to empower new customer experiences — will be the difference between winning and losing in the industry moving forward.

Amperity &

Amperity's Customer Data Cloud empowers brands to transform raw customer data into strategic business assets with unprecedented speed and accuracy.

Through AI-powered identity resolution, customizable data models, and intelligent automation, Amperity helps technologists eliminate data bottlenecks and accelerate business impact.

More than 400 leading brands worldwide—across industries including retail, travel and hospitality, restaurants, and financial services—rely on Amperity to drive customer insights and revenue growth.

Founded in 2016, Amperity operates globally with offices in Seattle, New York City, London, and Melbourne.



Learn how brands across industries find success with Amperity

amperity.com/customers



To see if our platform is the right choice for your brand, contact us

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