



TouristrApp

MAY 2026

AI TRAVEL REPORT



INSIGHTS, TRENDS, AND FOCUS FOR DMO'S

[TOURISTRAPP.ONLINE](https://touristrapp.online)

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The Interface Shift: From Search to Decision

From:
“We attract visitors and inspire trips”

FOCUS: BEFORE THEY ARRIVE

MARKETING CAMPAIGNS DESTINATION AWARENESS TRIP PLANNING VISITOR ARRIVES

THE JOURNEY STARTS HERE

To:
“We continuously shape visitor decisions while they are **in-destination.**”

FOCUS: WHILE THEY ARE HERE

REAL-TIME CONTEXT
Location, time, weather, crowd, mood

PERSONALIZED & ADAPTIVE
Recommendations evolve with their behavior

INFLUENCE MOVEMENT
Spread visitors, support local businesses

DRIVE BETTER OUTCOMES
More engagement, longer stays, greater economic impact

THE JOURNEY CONTINUES – TOGETHER

BE PRESENT. BE RELEVANT. BE IMPACTFUL.
Shape moments that matter, in real time.

BETTER EXPERIENCES STRONGER CONNECTIONS STRONGER DESTINATION

In April 2026, Anthropic expanded Claude with direct integrations into platforms like Booking.com, Tripadvisor, and Uber.

This enables a traveler to:

- Plan a trip
- Compare options
- Book services
- Coordinate logistics

👉 Without leaving a single conversation

For two decades, digital travel has relied on user navigation:

- Searching
- Filtering
- Comparing

AI removed this burden.

Instead of navigating options, users now: delegate decision-making to AI systems

This is not UX improvement—it is behavioral replacement.

AI ADOPTION IS NO LONGER EMERGING — IT'S DOMINANT



of travelers use AI in planning



have already used AI tools for trips



of Gen Z rely on AI assistance

What's really happening

This level of adoption typically signals late-stage behavior change, not early adoption.

We are past:

- Experimentation
- Curiosity

We are now in: Habit formation

AI is becoming the default starting point for travel decisions

THE TRUST GAP (AND WHY IT WON'T LAST)



fully trust AI to book autonomously



are comfortable with AI making final decisions



plan to use AI in the future

What this means

This is not resistance, there is a clear timing lag.

Historically:

Behavior changes first → Trust follows functionality

As AI becomes:

- More accurate
- More contextual
- More integrated

Trust will accelerate rapidly

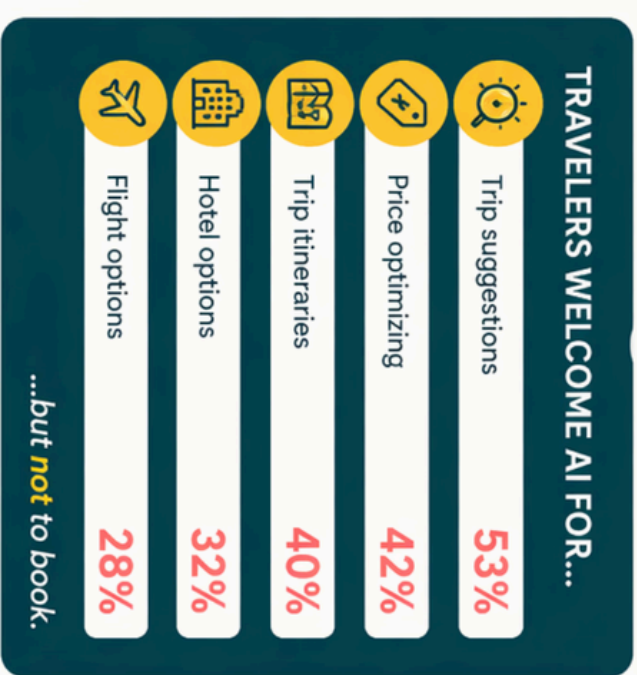
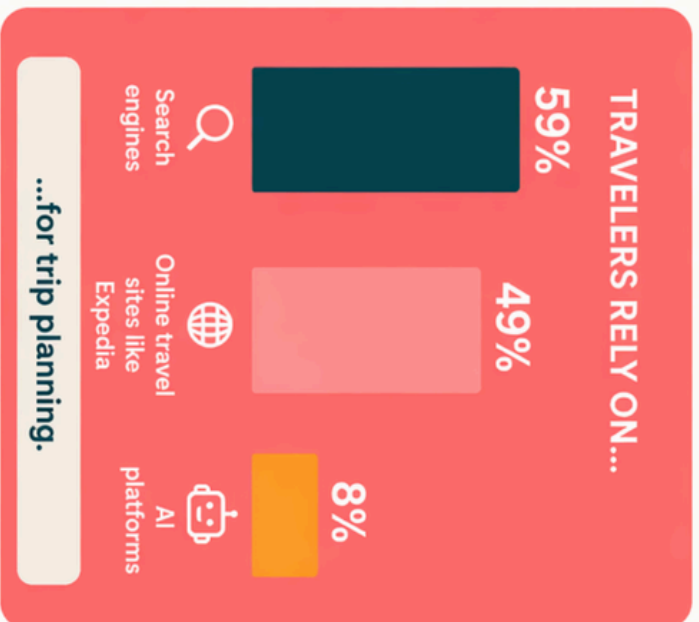
Strategic implication

The current window is temporary.

Companies that prepare for AI-led decisioning now will benefit when trust catches up.

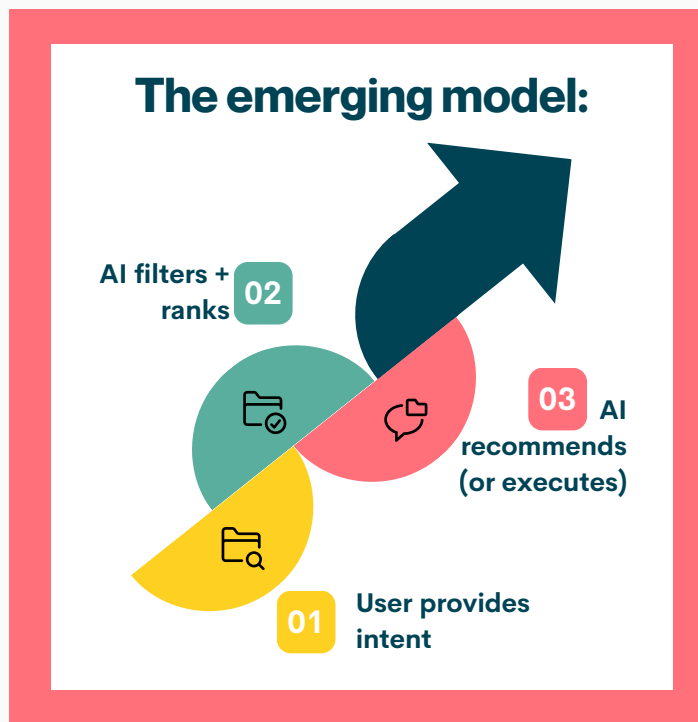
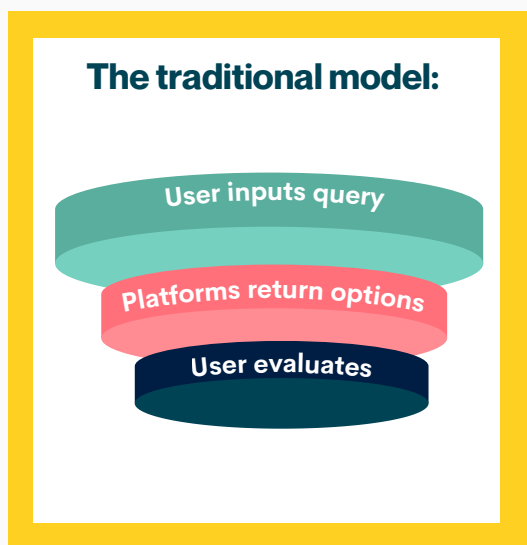
AI Trust Gap Report

Data Source: **ExpediaGroup.com**



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FROM SEARCH ENGINE TO DECISION ENGINE



The role of AI platforms are changing:

Before

- Provide options
- Compete for clicks
- Optimize UX

Now

- Provide data to AI
- Compete for selection
- Optimize machine readability

Operational Reality:

AI already:

Handles **40%** of customer interactions

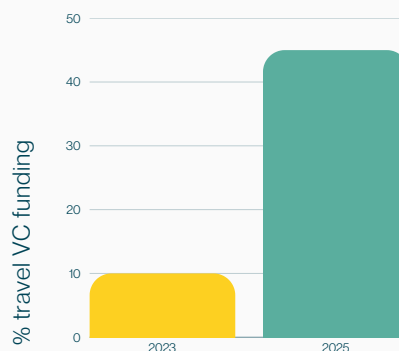
Driving **20%+** productivity gains

The entire economy of travel marketing is shifting:

AI is actively:

- Reducing cost per acquisition
- Increasing conversion efficiency
- Compressing decision timelines

Economic impact: Where money is moving



Investment signals

45% of travel VC funding (2025) went to AI-driven companies

Up from ~10% in 2023

What this tells us

This is not incremental innovation, but capital reallocation toward a new infrastructure layer

THE DISTRIBUTION PARADOX

AI introduces a new layer:

AI Interface (decision layer)



OTAs (data layer)



Suppliers (inventory layer)



Implication for DMO's

In an AI-mediated journey-
Travelers don't browse destination websites.
They don't scroll through "Top 10 things to do" lists.
They don't evaluate multiple destinations side by side.
They receive a recommendation

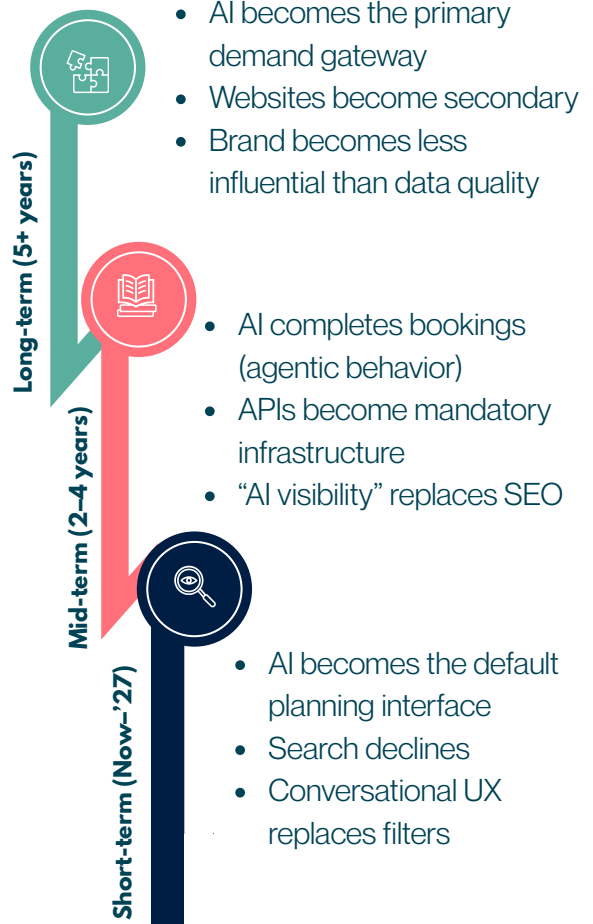
And that recommendation is shaped by:

- Structured data
- Availability
- Relevance to intent
- Contextual signals

Not by:

- Campaign messaging
- Brand storytelling
- Visual inspiration alone

Growth Outlook: What happens next



HOW DMO'S CAN BENEFIT

The winning companies won't be the most visible.

They will be the most:

- Structured
- Integrated
- Accessible

New success criteria:

- ✓ Machine-readable content
- ✓ Real-time pricing + inventory
- ✓ API-first architecture
- ✓ Frictionless booking systems

What loses relevance:

- Static websites
- SEO-only strategies
- Campaign-led acquisition

The Missed Opportunity

AI is strongest:
Before the trip

But Weakest:
During the trip

The new reality

DMO's are no longer competing for attention. They are competing to be selected by AI.

Once Travelers Arrive:



Plans change



Context shifts



Decisions become real-time

This is the moment of influence And it's still largely:

- Fragmented
- Under-optimized
- Not owned by AI (yet)

DMO's Strategic Advantage

For 20 years, destinations optimized for attention.

They built campaigns to be seen, remembered, and chosen.

Now, you must optimize for selection.

Because travelers are no longer navigating options—AI is doing it for them.

But selection is only the beginning.

Because once the traveler arrives, decisions are no longer driven by algorithms alone—They are shaped by context, timing, and experience.

The destinations that win will be the ones that:

- Show up in AI-driven planning
- Integrate into the decision layer
- And most importantly—
- Influence choices in real time, on the ground

AI may decide the trip.

But the destination still decides the experience

From Attention to Selection

For more than two decades, destination marketing has been built around a single objective:

Capture attention. Inspire intent. Drive visitation.

Campaigns, content, and media strategies were all designed to win a moment in the traveler's mind—long before they ever arrived.

But that model assumed something critical:

That the traveler would actively search, compare, and decide.

That assumption no longer holds true. AI is removing the need for:

- Searching
- Filtering
- Comparing

Instead, search turned to conversation:

“Plan my trip.”

“Find me something great.”

“Don't make me think.”

And increasingly—AI is doing exactly that.

The implication for DMOs

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What “selection” actually means

Being “selected” in an AI-driven world requires:

1. Being understood by machines

- Structured, machine-readable content
- Clear categorization of experiences
- Up-to-date metadata

2. Being available in real time

- Live inventory
- Accurate pricing
- Dynamic availability

3. Being contextually relevant

- Matching traveler intent
- Adapting to preferences
- Responding to real-time conditions

4. Being easy to act on

- Frictionless booking pathways
- API accessibility
- Integration into AI ecosystems

Most DMOs will focus on:

- Pre-trip AI visibility
- “How do we show up in ChatGPT / Gemini?”

But it’s only half the story.

The real opportunity is still open --

AI is strongest: Before the trip

But weakest: During the trip

This is where your destination can win

Once visitors arrive:

- Plans change
- Intent shifts
- Decisions become immediate:

Where to eat; What to do next;

Whether to stay longer; How to spend locally

This is the moment of influence

And it’s still largely:

- Fragmented
- Under-optimized
- Not owned by AI (yet)

Your strategic advantage

Your Destination doesn’t need to outcompete AI.

You need to complement it.

AI may bring the visitor.

But your destination still shapes:

- Experience
- Movement
- Spend

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What's Next

We hope this report was helpful to you - please let us know!
Next AI in Travel Report will be released 30 June 2026

Shameless plug incoming....

THE GAP IS CLEAR

AI is rapidly taking ownership of:

- Trip planning
- Option filtering
- Pre-arrival decisions

But once the traveler arrives:

- Context changes
- Intent evolves
- Decisions become immediate

And this is where most destinations lose control.

This is where TouristrApp comes in

TouristrApp is designed for the part of the journey AI hasn't solved yet:

Real-time, in-destination decision-making

How we close the gap

Instead of relying on:

- Static guides
- Pre-planned itineraries
- Generic recommendations

TouristrApp enables destinations to:

✓ Influence decisions in real time

Guide visitors based on:

- Location
- Time of day
- Live conditions

✓ Distribute demand more intentionally

- Reduce overcrowding
- Promote under-visited areas
- Balance visitor flow

✓ Increase local spend

Surface:

- Relevant experiences
- Nearby businesses
- Timely opportunities

✓ Stay present throughout the journey

Not just before the trip—but during it
The strategic shift

AI may control how trips are planned.

But destinations still have the opportunity to shape how they are experienced.

Destinations that act now will:

- Extend influence beyond inspiration
- Stay relevant in an AI-mediated journey
- Capture more value from every visitor

Explore how TouristrApp fits into your destination strategy

Whether you're a DMO, A tourism board, A destination marketer

NOW IS THE TIME TO RETHINK YOUR DMO: FROM PROMOTING - TO SHAPING DECISIONS IN REAL TIME

Book a free strategy call, if you don't need us - we'll tell you

[BOOK HERE](#)

