



# AI in Travel Sentiment Survey

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# REPORT OVERVIEW

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Skift Research has written about the impact of Generative AI on the travel industry in a [recent report](#), but we wanted to investigate how people working in the travel industry felt about new AI tools, like ChatGPT and its many extensions, and the impact it will have on their job and company.

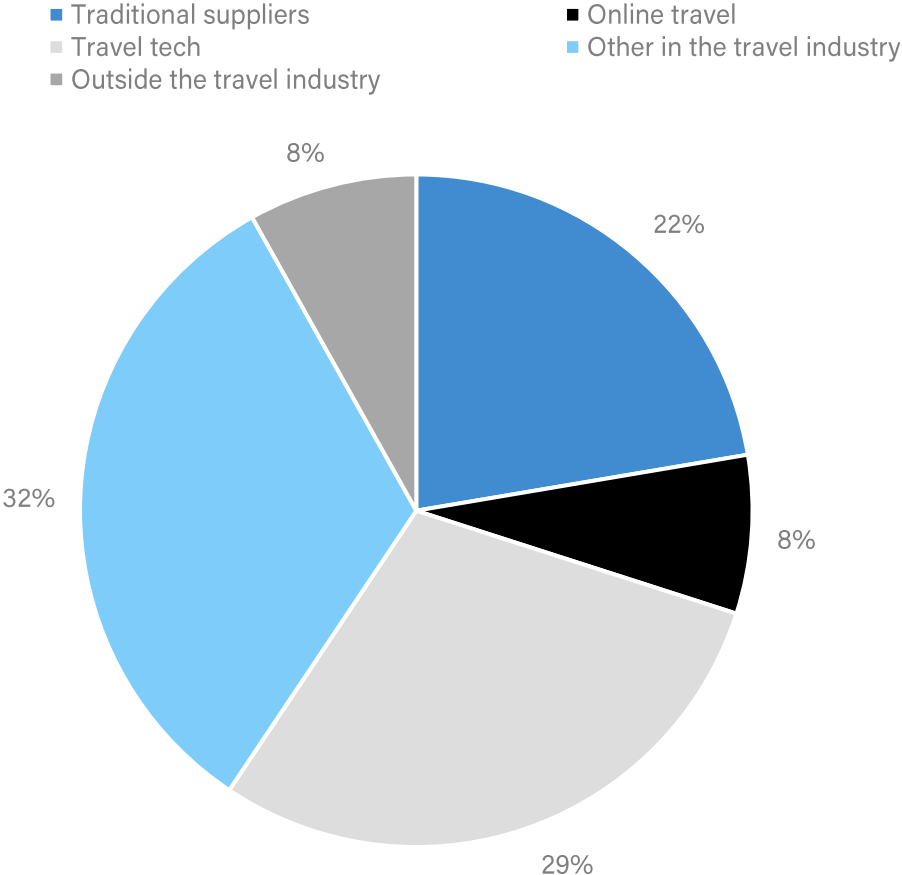
We asked our readers to fill in a short survey, and received 200 responses. We would like to thank all those that participated for their time and insights.

Survey questions were focused on 3 areas: the impact of AI tools on respondents' jobs and those of their co-workers, their company's prioritization of the development and launch of AI tools, and the impact of AI tools on the travel experience. This report analyzes the findings, following these three areas as the outline.

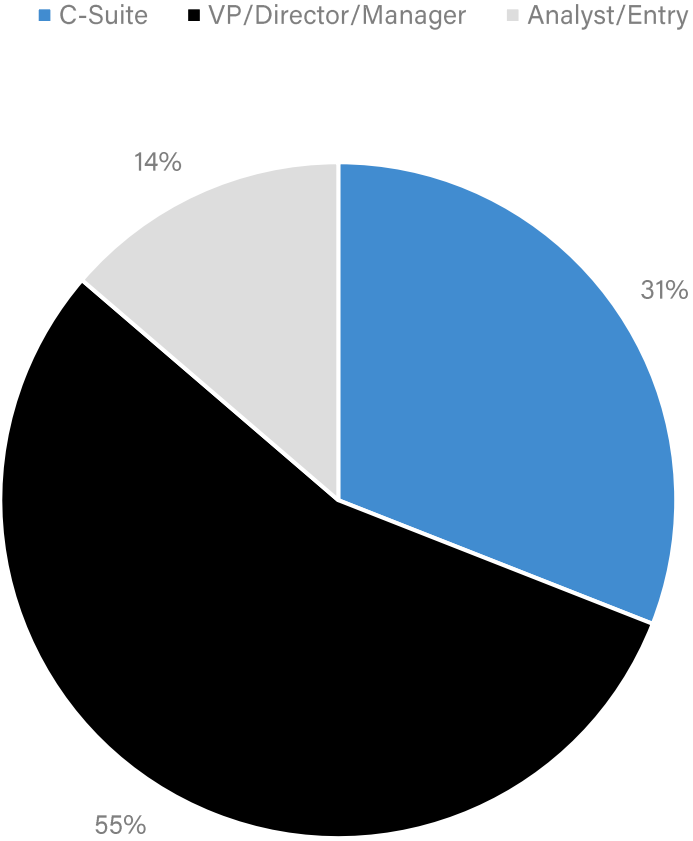
*The image on the front cover was generated by AI tool Midjourney. We asked the AI to produce a representation of the future hotel check-in desk with employee.*

# RESPONDENTS

### Respondents by Sector



### Respondents by Seniority



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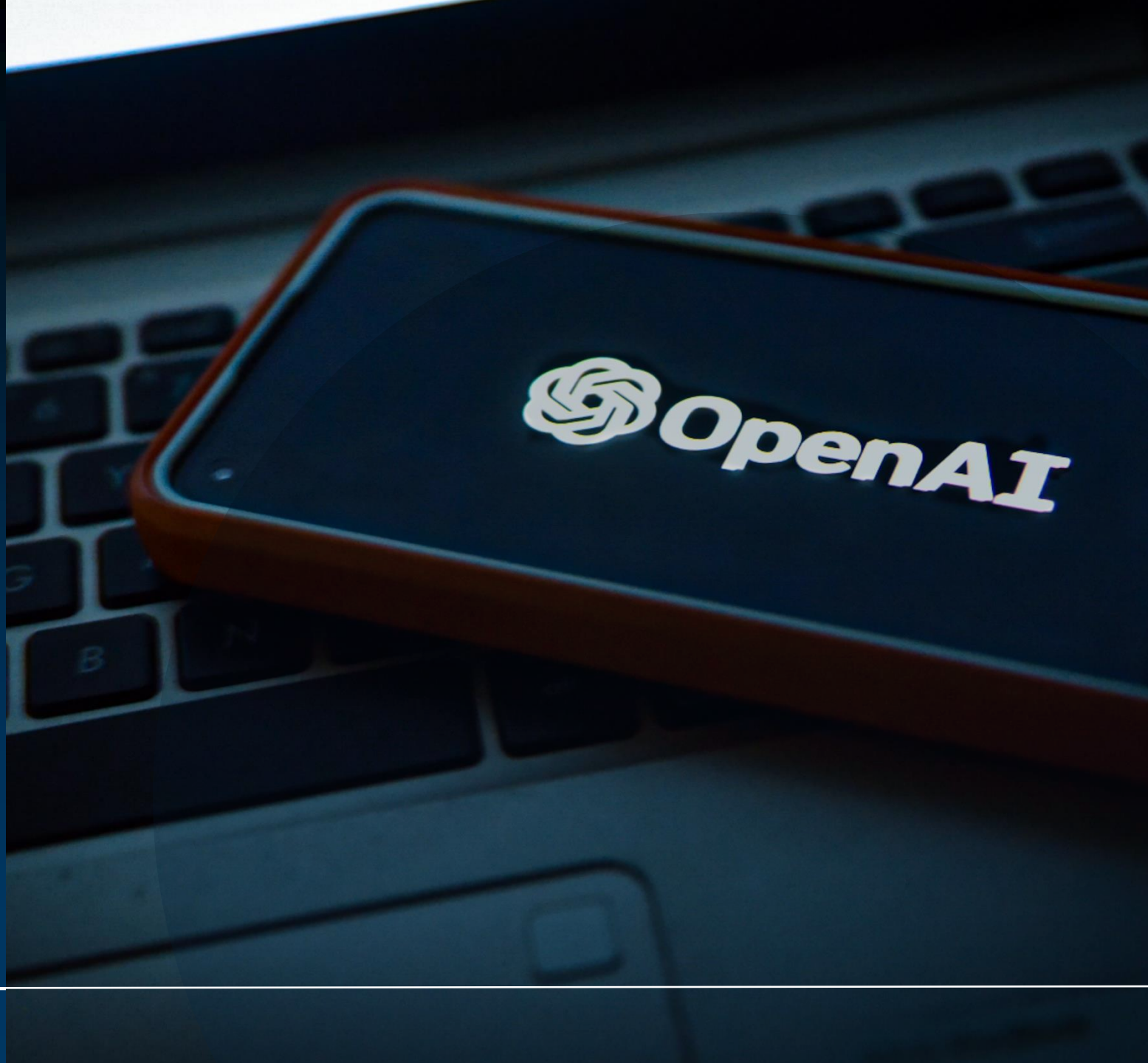
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# AI's Impact on Jobs

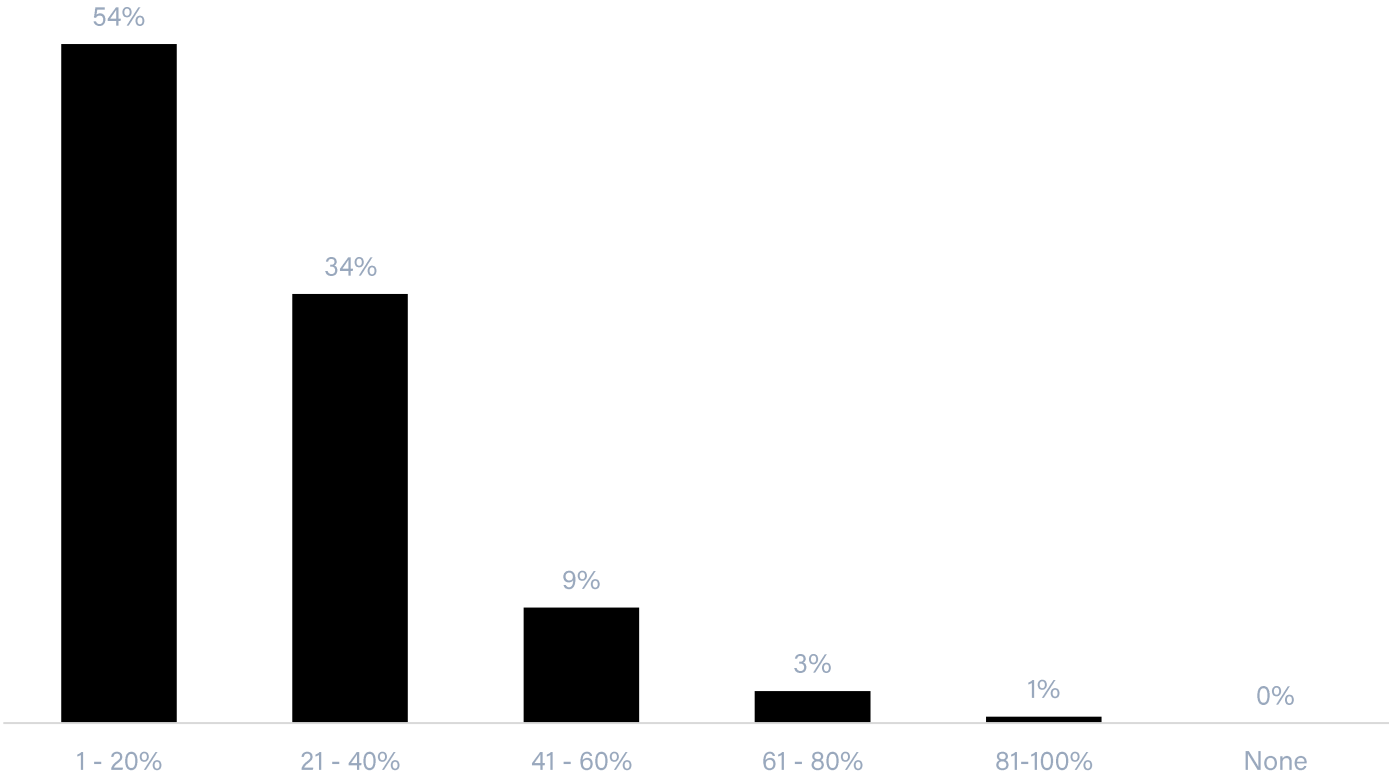


# AI Can Already Do Significant Part of Jobs Today

When asked how much of their job new generative AI tools could do, nobody said “none”, with most people believing that up to 20% of their tasks could be taken over by AI today.

This is interesting considering the findings of our recent [Generative AI in Travel](#) report, where we estimated that just a 1% additional efficiency achieved through generative AI tools could generate an additional value of \$15 billion for the travel industry. We knew this was a conservative estimate, and it seems respondents feel that the potential of AI is much bigger than this 1%. This will obviously multiply the value generative AI could bring as well.

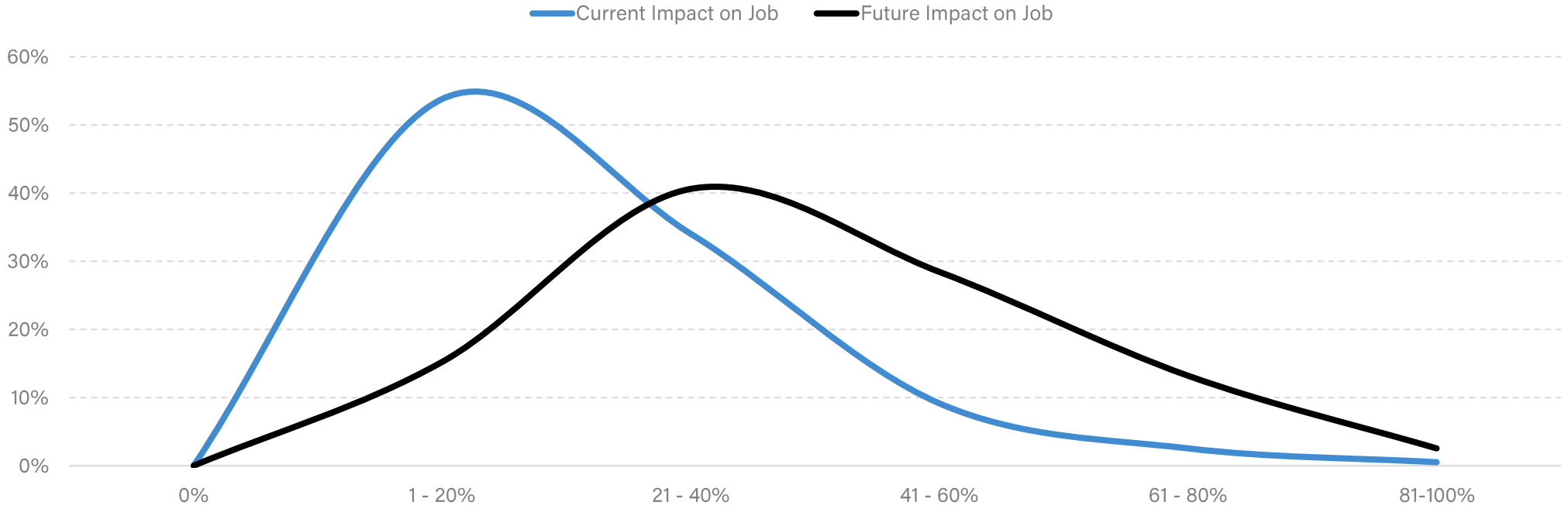
What Percentage of Your Job Could AI Tools Effectively Do for You Today?



# AI's Impact on Jobs Expected to Grow

We asked respondents, based on their understanding of AI tools, how much of their job could be done by AI today, and how much it would be able to do in the future. The majority of respondents believed AI can do between 1 and 20% of their jobs today, but in future the majority thought the impact would grow beyond that.

What Percentage of Your Job Could AI Tools Effectively Do for You Today and in the Future?

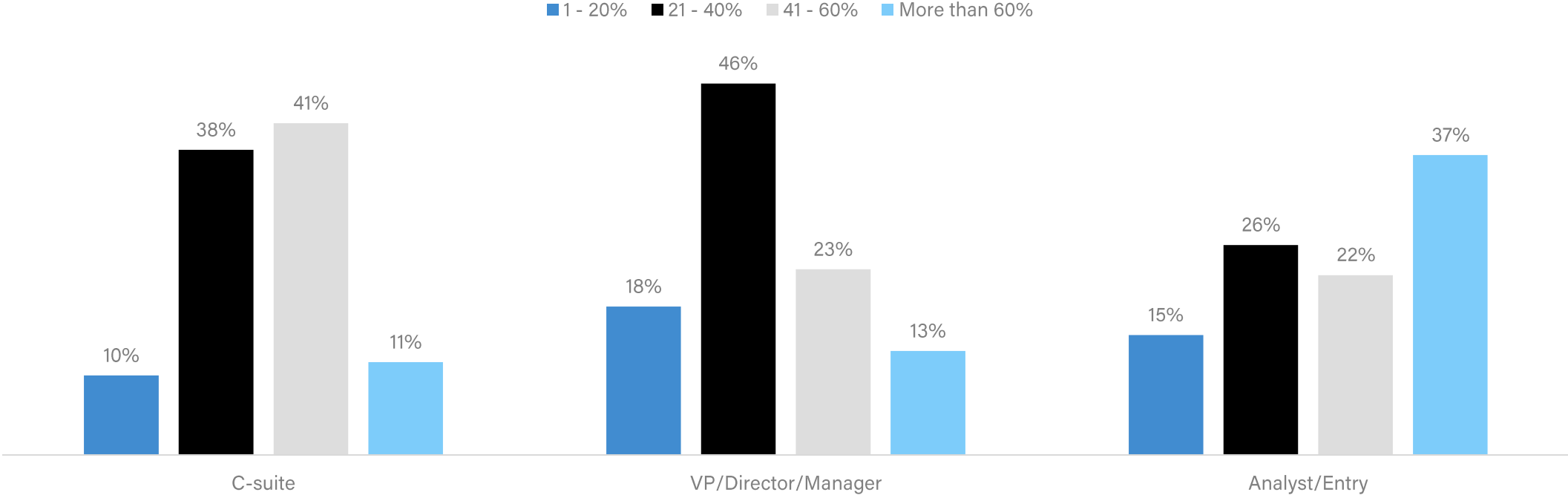


Questions: Based on your knowledge of AI tools that are publicly available in the marketplace today (e.g. ChatGPT and Bard), what percentage of your job could it effectively do for you?; Based on your understanding of how AI is evolving, how much of your job do you think a future version of AI will be able to do?

# AI's Impact Dependent on Seniority

People in management roles are certainly cognizant of the impact AI will have on their job, but employees in analyst and entry level roles are most worried that AI will in the future be able to do most of their job. This may indicate that our respondents believe that AI can do menial and computer-based jobs well, but people management is beyond its capabilities, or that people in more senior roles are more confident in their own abilities.

AI's Future Impact on Jobs - by Seniority



Question: Based on your understanding of how AI is evolving, how much of your job do you think a future version of AI will be able to do?

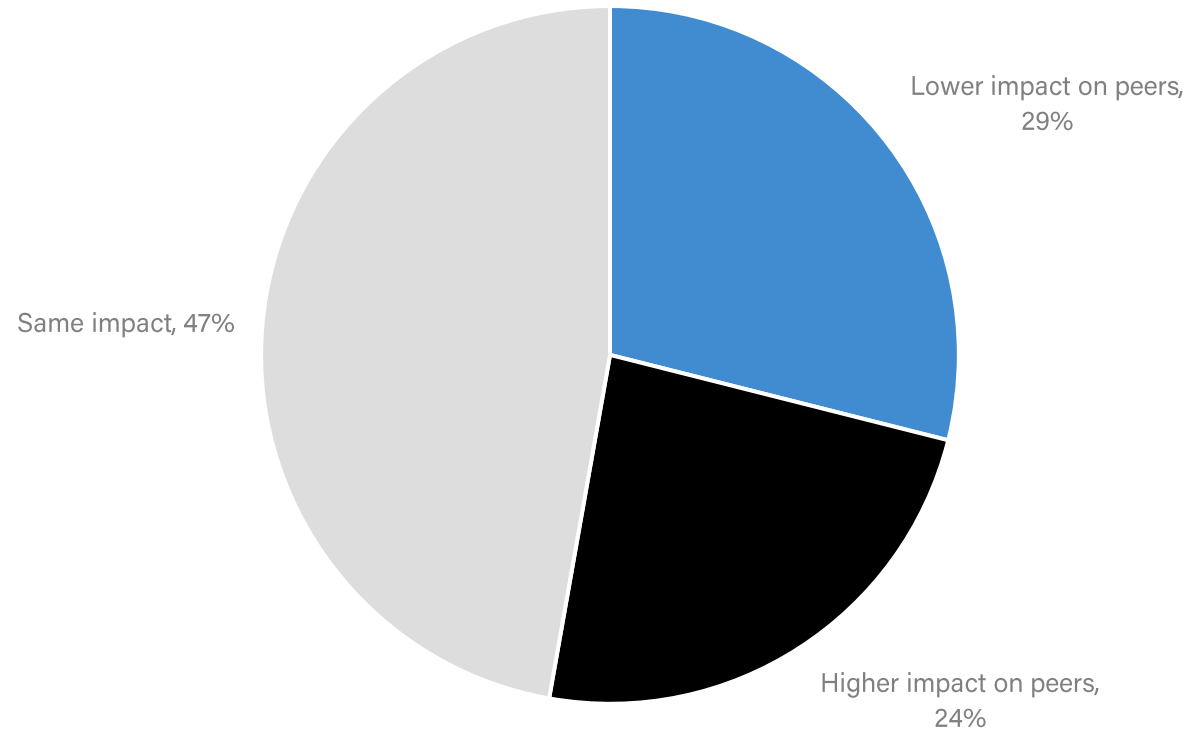
Source: Skift Research AI sentiment survey. N = 200



# Everyone Is Impacted the Same (Sort of)

While there was a slightly larger contingency that believed that AI could take over more of their peers' jobs than their own, this is not statically significant, and the largest group of respondents indicated the impact on their own job and their peers would be similar.

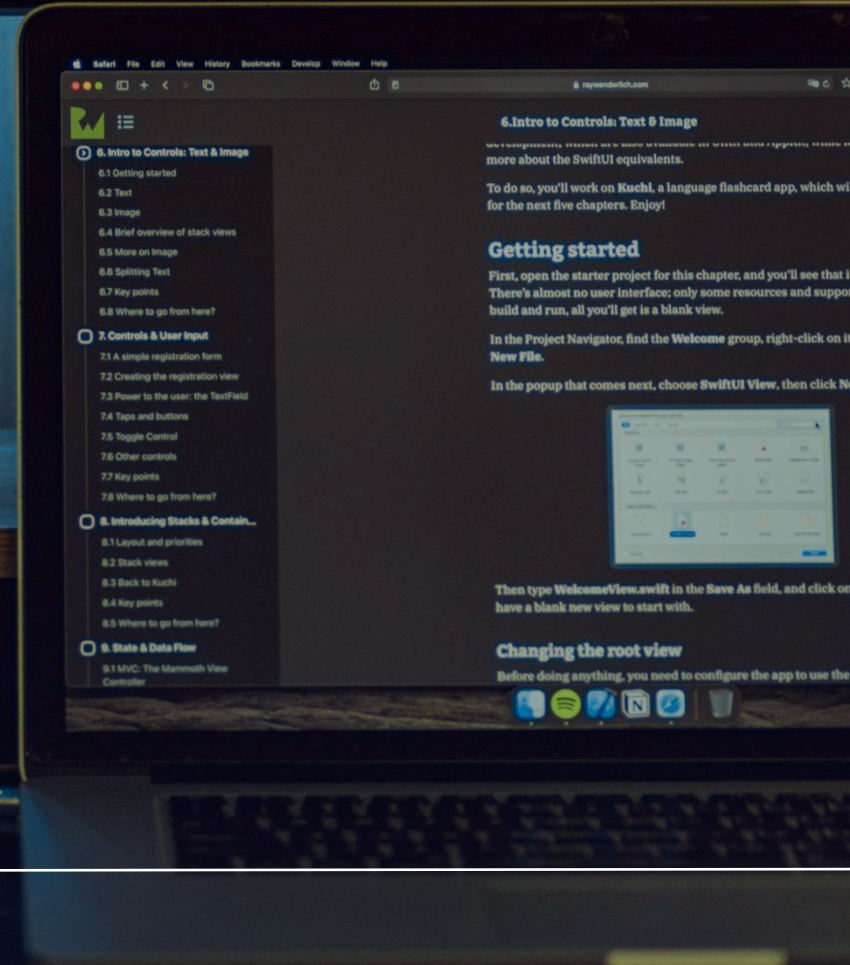
Future Impact of AI on Own Job and on Peers Jobs



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# Prioritization of AI Innovation

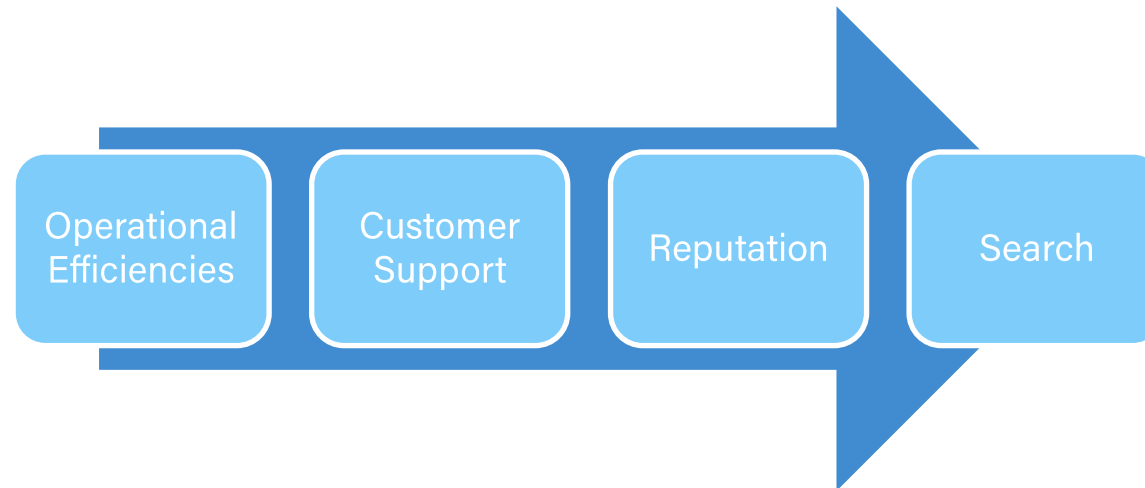
```
29         colors: [Color.white, Color.gray]
30     ),
31     center: .center,
32     startRadius: 0,
33     endRadius: 80
34 }
35 }
36 }
37 }
38 }
39 struct SwiftCalcView: View {
40     @State private var accumulator = 0.0
41     @State private var display = ""
42     @State private var memory = 0.0
43     @State private var pendingOperation: Operator = .none
44     @State private var displayChange = false
45
46     func addDisplayText(_ digit: String) {
47         if displayChange {
48             display = "\(digit)"
49             displayChange = false
50         } else {
51             display += digit
52         }
53     }
54 }
```



# Race to Launch New AI Tools for Travel

A lot of new tools have come on to the market recently. Our research has indicated that there are already some areas, like around coding, reputation management, and customer service, where tools are starting to pop up and have an impact. Search is the next frontier, where travel planning and potentially travel inspiration could be upended with more natural language search capabilities.

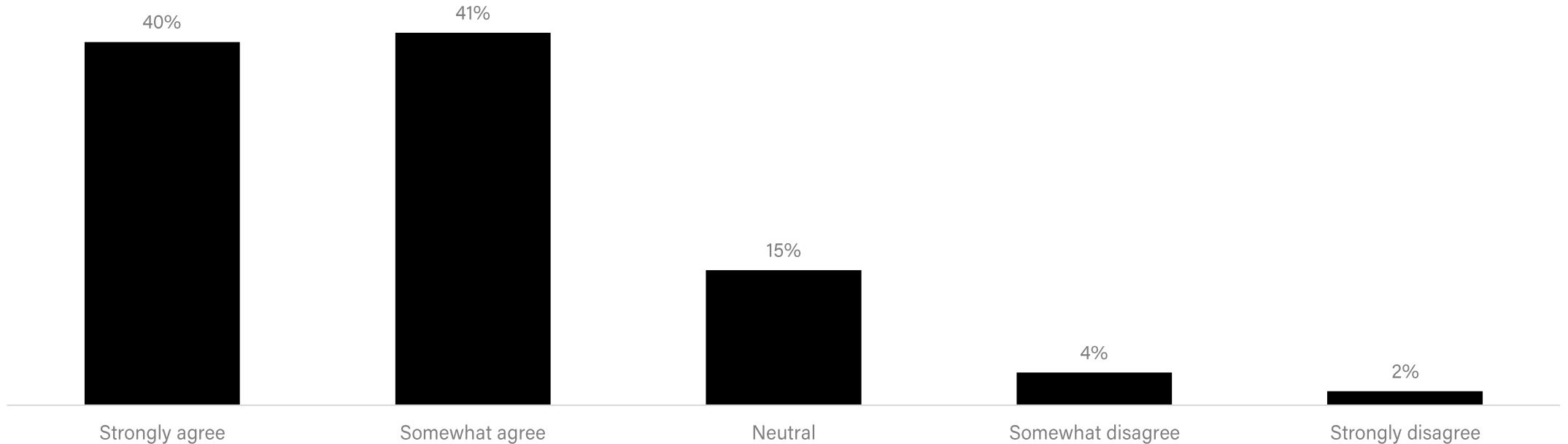
Time to Market for AI Travel Tools



# Large Majority Sees AI as an Opportunity

The vast majority of respondents – 81% - believe that new tools based on Generative AI technology will benefit their organization. With respondents skewing towards those working in the travel tech sector, this makes sense. These companies will likely be at the forefront of developing and launching these types of tools.

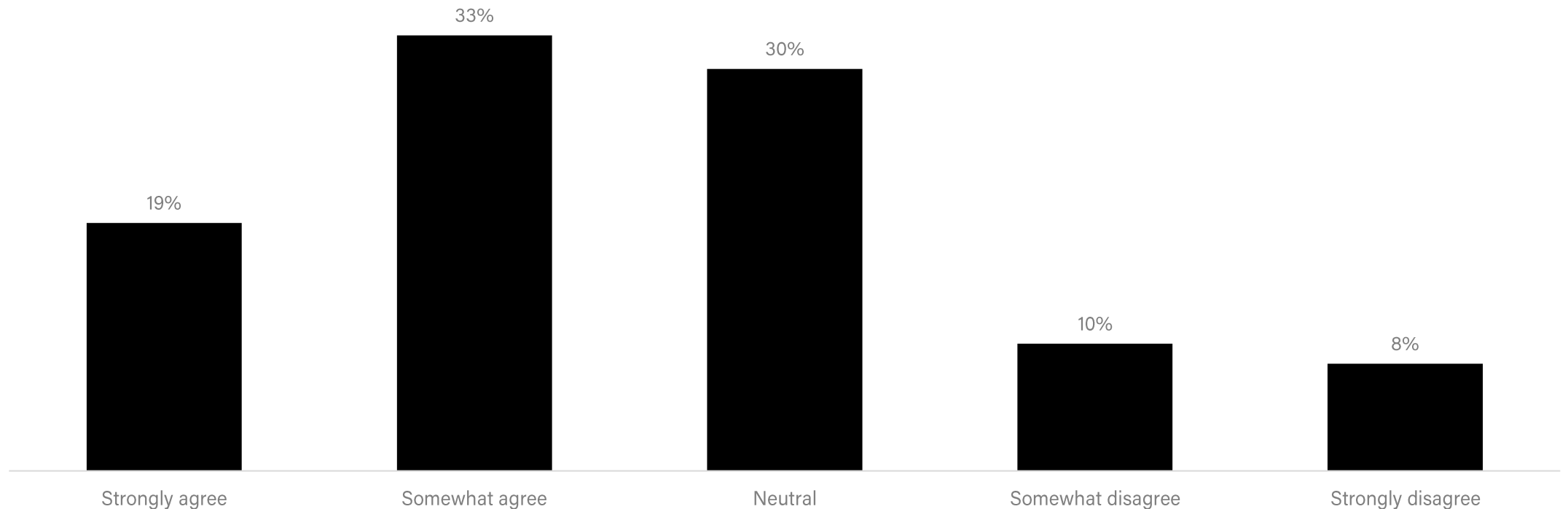
## My Organization will Benefit from the Launch of New AI Tools in Travel



# Smaller Majority Is Prioritizing AI Development

Interestingly, though, when asked whether their companies were prioritizing the development and launch of AI tools for travel, the response was much more muted. Only a small majority of 52% strongly or somewhat agreed, while a large portion of respondents gave a neutral response. While many see the benefits of these new tools, many might still be waiting and finding out how exactly this might impact their business, or how and where to invest.

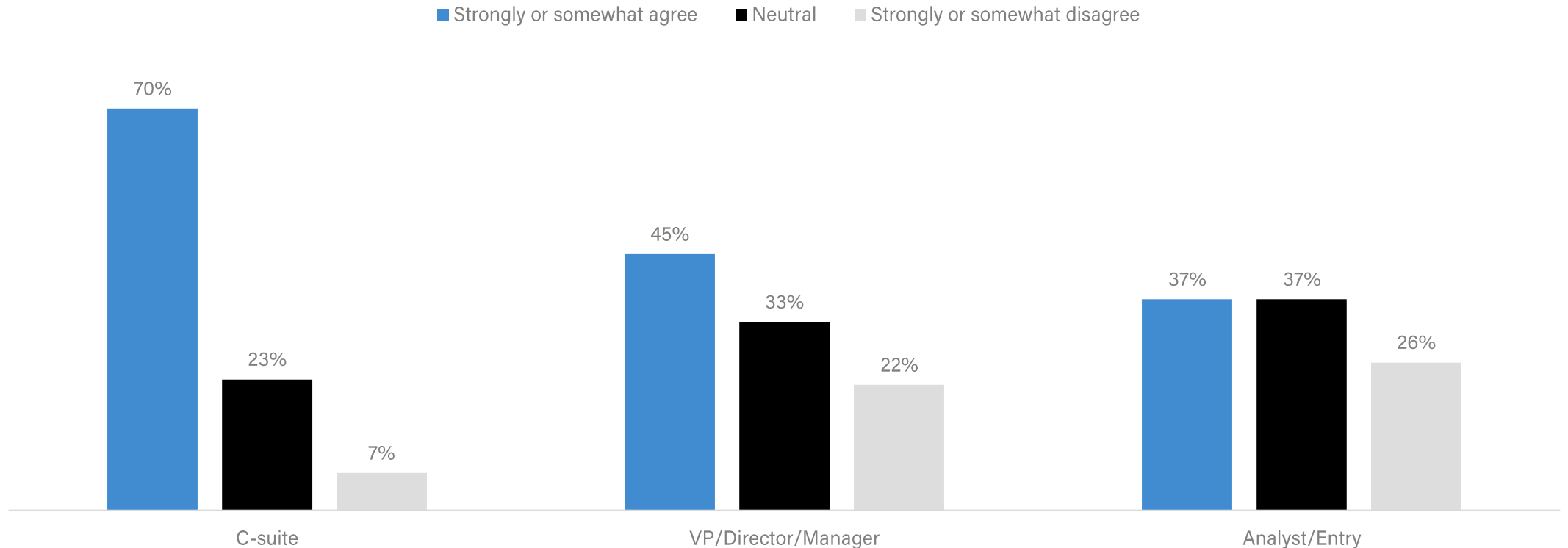
**My Organization Prioritizes the Development and Launch of AI Tools in Travel**



# Better Top Down Communication Needed

Senior members of organizations feel their companies are prioritizing the development and launch of AI tools more so than middle management or non-management. This could highlight a need for better communication from the top down about the importance of these tools for the business, and getting all levels of the company on board.

## Prioritization of AI Tools Development by Seniority





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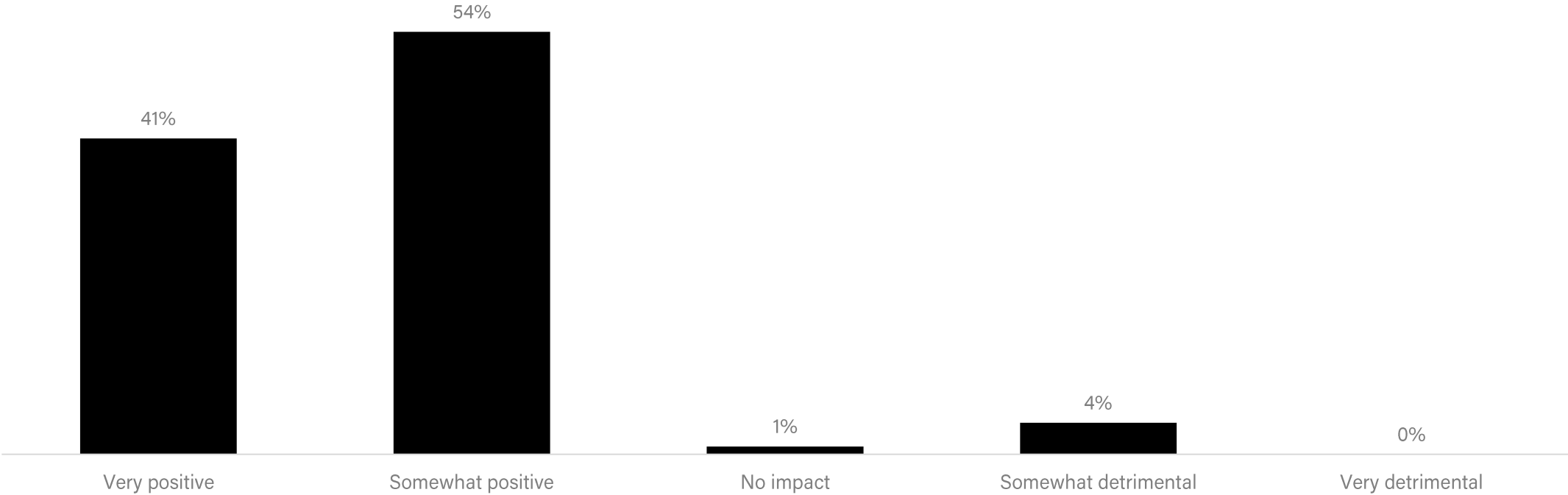
## AI's Impact on the Travel Experience



# AI Will Enhance Travel Customer Journey

There is an overwhelming feeling that AI tools will enhance the customer journey in travel. These tools are, of course, good at providing recommendations on the fly, and helping find answers to common questions. And travel has a lot of common questions, since there are so many rules to follow and uncertainties to consider when traveling. Generative AI is well positioned to help solve many of these.

How Will the Travel Customer Journey be Impacted by New AI Tools?

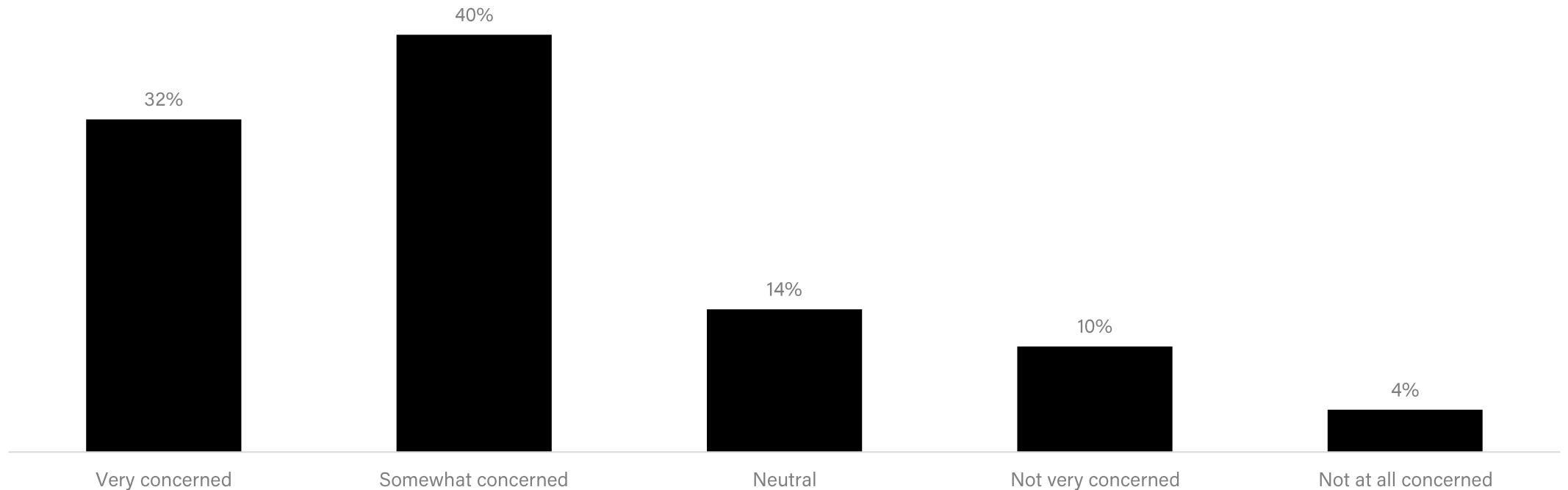




# Ethical Implications Need to be Cleared Up

There was a considerable concern about the impact these tools would have on the ethical implications, like loss of privacy, with 72% of respondents very or somewhat concerned. This highlights the need for clearer standards and more discussion around the use of these tools in the customer journey, and how data can be collected, used, and stored, and when it should be deleted.

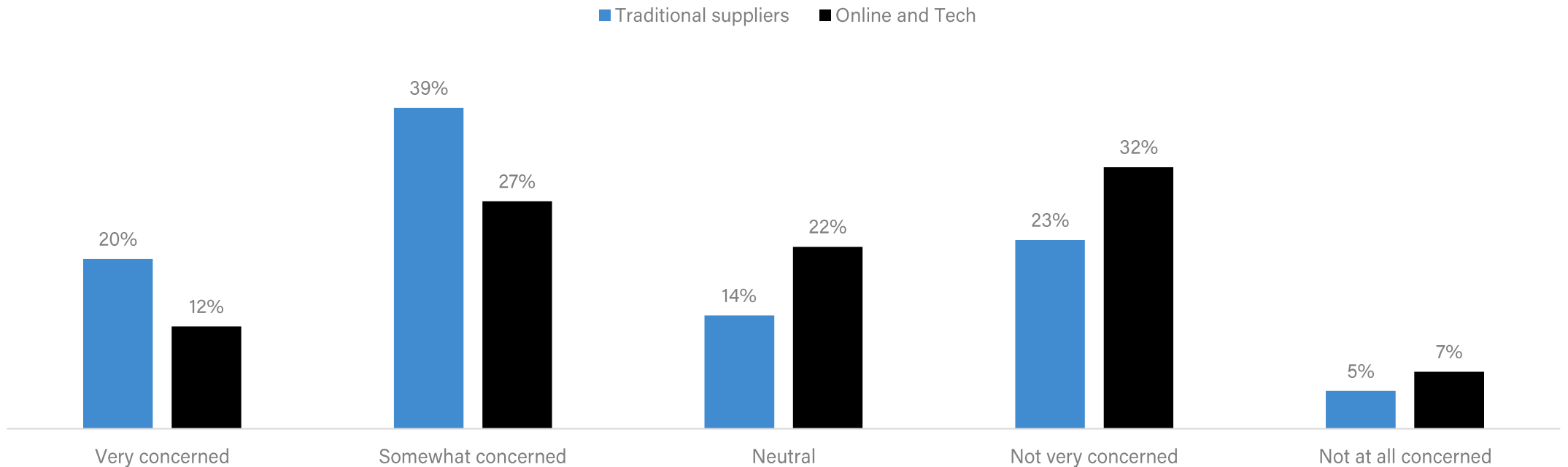
Concern About the Ethical Implications of New AI Tools



# Losing the Human Touch

When asked if respondents were worried about losing the human touch in travel through the proliferation of AI tools, there was a very mixed response. We segmented the answers by industries to give a more nuanced insight. Those respondents working in the traditional supply segments (airlines, accommodation, car rental, cruise, traditional travel agents) are more worried about the loss of human touch than those who work for online travel agents or in travel tech. The latter group is less likely to interact directly with consumers in the first place, and stand to benefit more from AI tools.

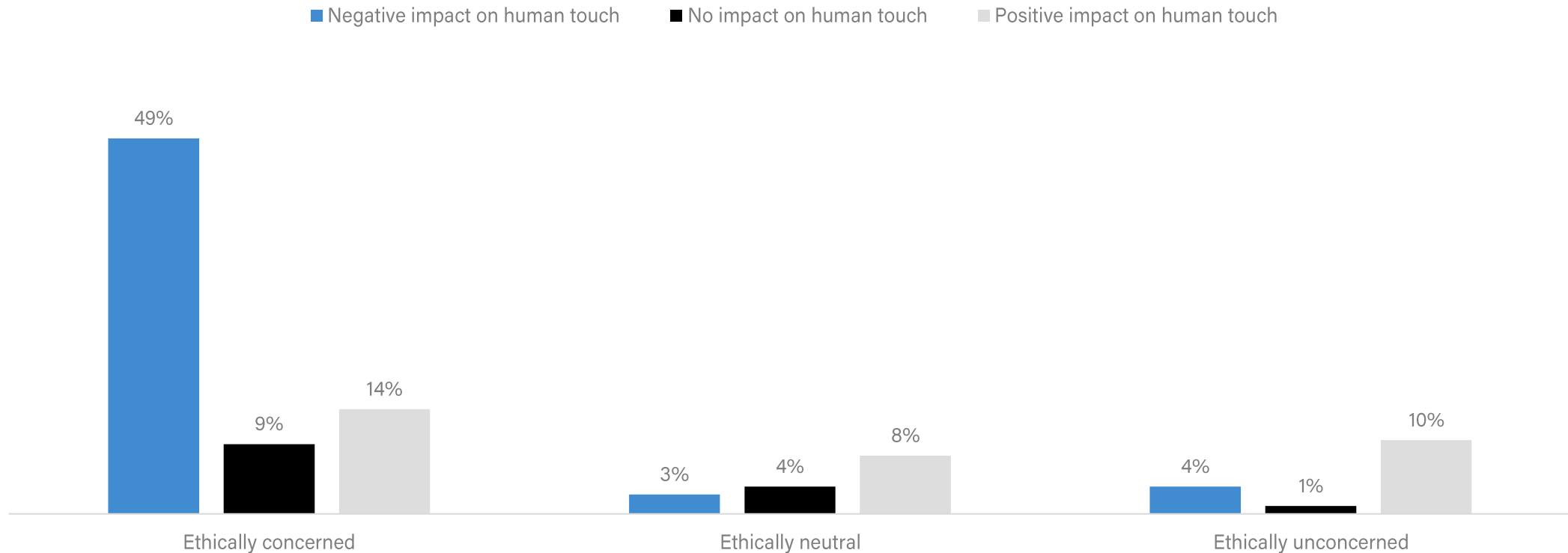
## AI Disrupting the Human Touch in Travel



# Ethical and Human Concerns Go Hand in Hand

People worried about ethical considerations of AI are also more worried about the impact of AI on the human touch in travel. Almost half of all respondents indicated to have ethical concerns and concerns around the loss of the human touch in travel.

## Relation Between Concerns over Ethical Implications and Impact on Human Touch of AI





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