

Travel Market Report's Outlook on A.I. Trends in the Industry, 2025





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LETTER FROM THE EDITOR



Letter from the Editor,

Travel advisors have an incredible mental burden: the job is part teacher, part logistics manager, and, for the many who are ICs or entrepreneurs, part administrator. It's a profession that requires one to wear many hats, and often, the biggest obstacle for growth is simply a lack of time.

Currently, we are in the midst of a major shift in how travel advisors can conduct their businesses. Recent advances in artificial intelligence (A.I.) technology present a unique opportunity for the everyday travel advisor to lessen their workload, allowing them to focus more on the aspects of the job they love, such as building relationships with clients and creating dream-worthy travel itineraries.

Welcome to the very first TMR Outlook on A.I. Trends, a study conducted with travel advisors on how this emerging technology is viewed within the industry. This Outlook found that the vast majority of travel advisors are already using, or are considering using, A.I. for their business in some form, and many are willing to pay for access to these digital tools.

The Outlook also looked at barriers preventing advisors from using A.I. tools; perhaps unsurprisingly, information accuracy and client data privacy were cited as the biggest concerns about the emerging tech. Still, the bottom line is that the industry is already changing to take the best advantage of these tools, suggesting that those who don't may be left behind.

As always, we hope this TMR Outlook serves as an invaluable tool for you and your business. We are honored to be the voice of the travel advisor, and we hope that the insights in this report help you make decisions regarding how, and when, to explore A.I. tools.

Daniel McCarthy

Editor-in-chief

2025

← KEY FINDINGS ↓

- ✳ Seventy-five percent of the advisors are currently using A.I. tools, 15% are planning to start soon.
- ★ One-third of advisors currently using A.I. tools said the top challenges are lack of accurate results and concerns about client data privacy.
- ★ Of the advisors not using A.I., half (49%) said that they don't have the time to learn or experiment with it, and 45% said that they don't know how A.I. works.
- ★ Sixty-seven percent of the advisors said that A.I. had helped them with efficiency and reduced workload. Over 60% said that they also use A.I. for marketing, social media or content creation, and 44% said that they were exploring A.I. out of curiosity for new technology.
- ★ With 86% of the advisors using it, ChatGPT is the most popular A.I. tool. Other platforms that are being used are Microsoft Copilot (30%), Google Gemini (29%), and Meta A.I. (14%).
- ★ Content creation (65%) and trip research (52%) are the most effective A.I. features according to advisors.
- ★ Nearly 80% of the advisors said that A.I. had significantly improved their workflow and productivity.
- ★ Seventy percent of the advisors were confident that A.I. could also help them improve the efficiency and quality of client interactions.
- ★ More than half of the advisors felt that A.I. helps with client personalization; however, 17% said that it reduced client personalization.
- ★ Nearly two-thirds of the advisors said that they would like ready-to-use A.I. prompts designed for travel advisors and quick guides or how-to tutorials.
- ★ While more than half of the advisors said they would be willing to pay for A.I. tools, 37% said they would not be willing to pay any amount.

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INTRODUCTION



The last few years have seen tremendous shifts in the travel industry. Various TMR Outlooks have pointed to technology's untapped potential for travel advisors. In 2023, a significant share of advisors were not using instant messaging apps to connect with clients and suppliers.¹ Today, that share is down to a single digit.

And now, we are standing at the brink of an A.I. (Artificial Intelligence) revolution in the travel space. There have been misgivings about the role that travel advisors will continue to play in the face of a technology that promises itineraries at the drop of a prompt and directs travelers to booking sites. However, technology can't replace the human connection and reassurance provided by a travel advisor who will support you before, during, and after your vacation. An advisor's relationships can get a client better service at the destination and quicker responses from suppliers. If there's an emergency during your travel, the advisor works hard to get you home.

Tools like ChatGPT work best as resources used by experienced experts that enhance, rather than replace, customer service. Responses from advisors in this TMR Outlook on A.I. Trends in the industry—the first-ever such survey conducted by Travel Market Report—show as much. A.I. is a better tool in the hands of advisors who know the ins and outs of the industry, and it can also help increase efficiency by streamlining tasks such as content planning, creation, and marketing.

A.I. adoption has already increased among travel advisors.² We hope that this Outlook encourages more to become A.I. friendly and use the tools to their advantage.

1. https://www.travelmarketreport.com/library/TMR/TMR_River_Cruise_Outlook_2023/index.html?page=32

2. <https://www.businessinsider.com/ai-travel-agents-trip-planning-agency-business-growth-2025-8>



METHODOLOGY

This online survey was conducted by Travel Market Report in September 2025. A total of 514 travel advisors from across the U.S. and Canada participated in the survey. Of this, 57% were from the U.S. and 43% were from Canada.

The aggregated results and analysis in this report are based on the responses of these advisors, and was prepared by VIDEK Consultants for Travel Market Report. Discrepancies or nuances in the analysis are highlighted, wherever applicable.





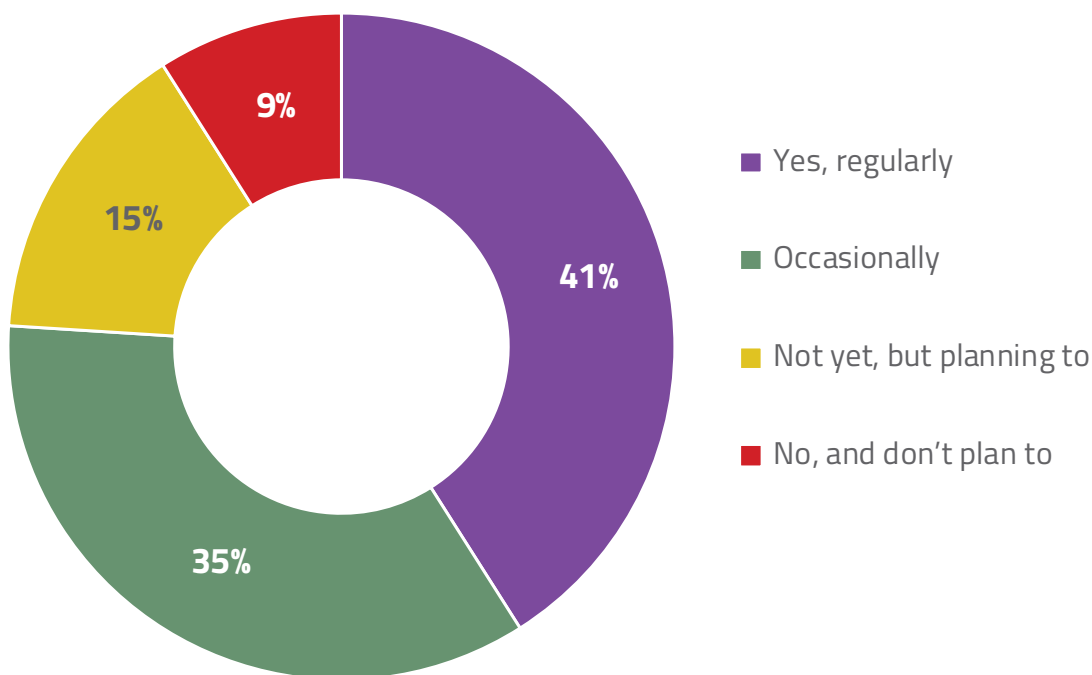
TRENDS IN A.I.



In the first-ever TMR Outlook on A.I. Trends in the industry, over 75% of the advisors said that they have used A.I. tools at some point in their work. Of this, over half use A.I. tools regularly.

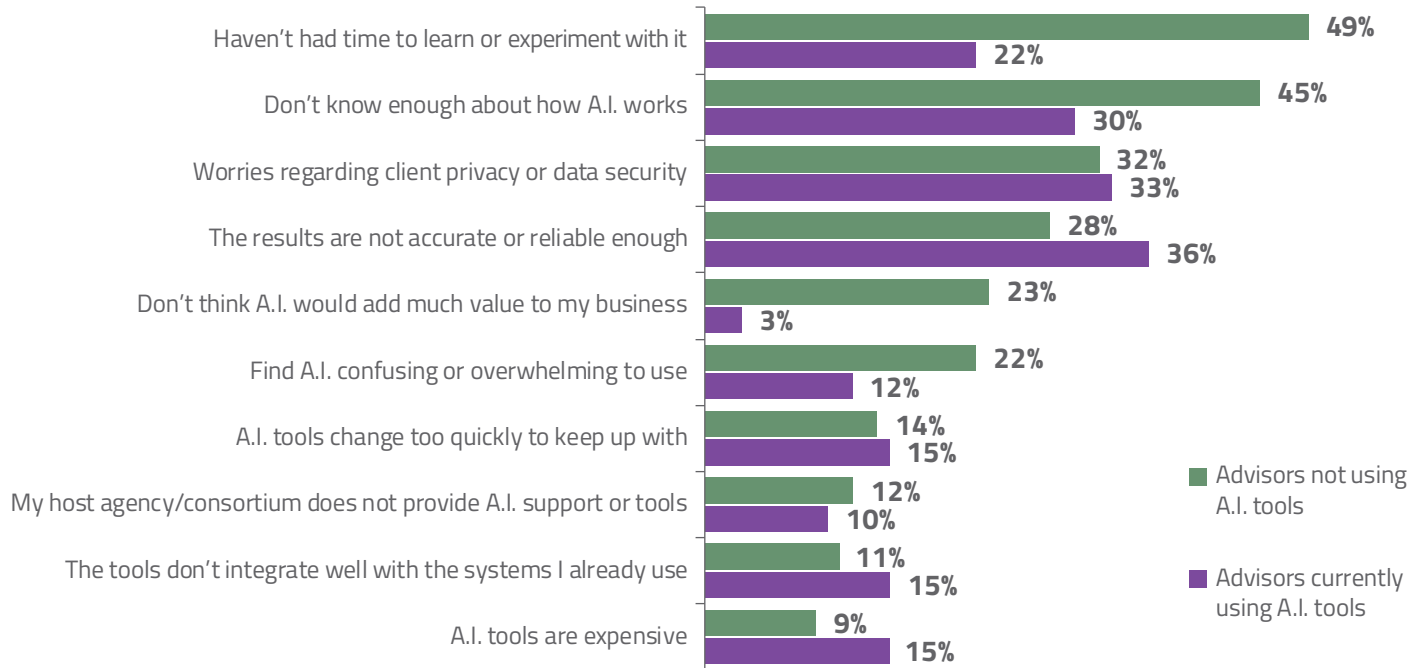
Fifteen percent of the advisors said that while they don't use A.I. tools currently, they do plan to use them in the future. Only 9% of the advisors said that they don't intend to use A.I. tools at all.

ADOPTION OF A.I. TOOLS AMONG TRAVEL ADVISORS, SHARE (%)





CHALLENGES IN USING A.I. TOOLS



What are the challenges in using A.I.?

The top challenge reported by advisors who currently use A.I. is a lack of accuracy and reliability of responses (36%). Almost one-third (32%)

of the advisors in this category are also worried about client privacy/data security.

The survey also highlighted the stark difference in perception between those who use A.I. and those who don't. Among the advisors who don't use A.I. tools, 23% said they didn't think it would add value to their business, while only 3% of those who use A.I. tools agreed with this.

The lack of knowledge of A.I. and how to use it for business is one of the biggest challenges in A.I. adoption. Half of the advisors who don't use A.I. tools stated that they haven't had the time to learn or experiment with A.I. tools, while another 45% said that they didn't know enough about how it works.



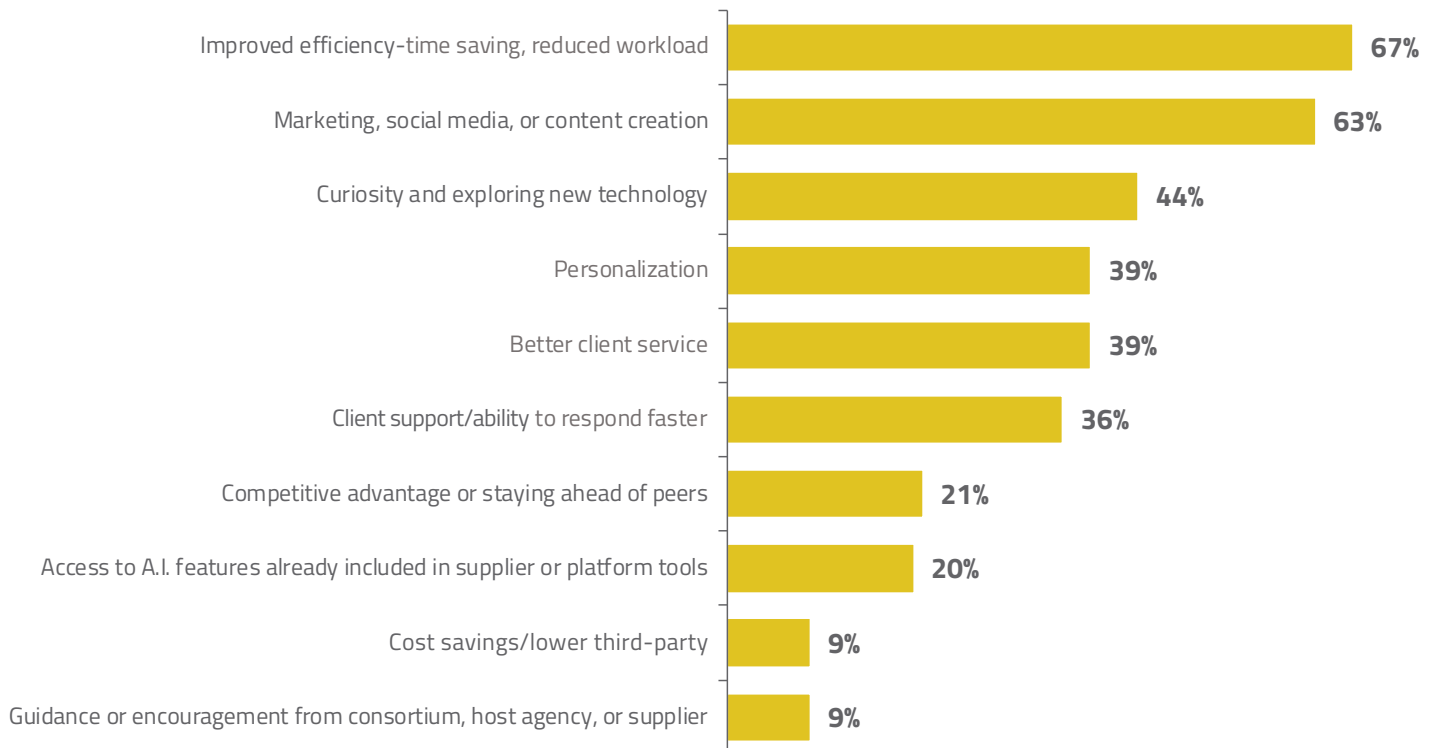
TRENDS IN A.I.



Advisors who do use A.I. said it has improved their efficiency. Over two-thirds (67%) said that it helped them save time and reduce workload. A.I. tools also helped with marketing and social media or content creation, said 63% of the advisors.

While some advisors were just curious about new tech (44%), one-fifth (20%) opted for A.I. tools simply because they were available on supplier platforms, and nearly one-tenth (9%) used them because they received guidance/encouragement from their supplier/host agency/consortium.

REASONS FOR USING A.I. TOOLS





TRENDS IN A.I.

Advisors are now using A.I. tools to meet multiple business needs, such as brainstorming, creating social media content, and researching itineraries and destinations.

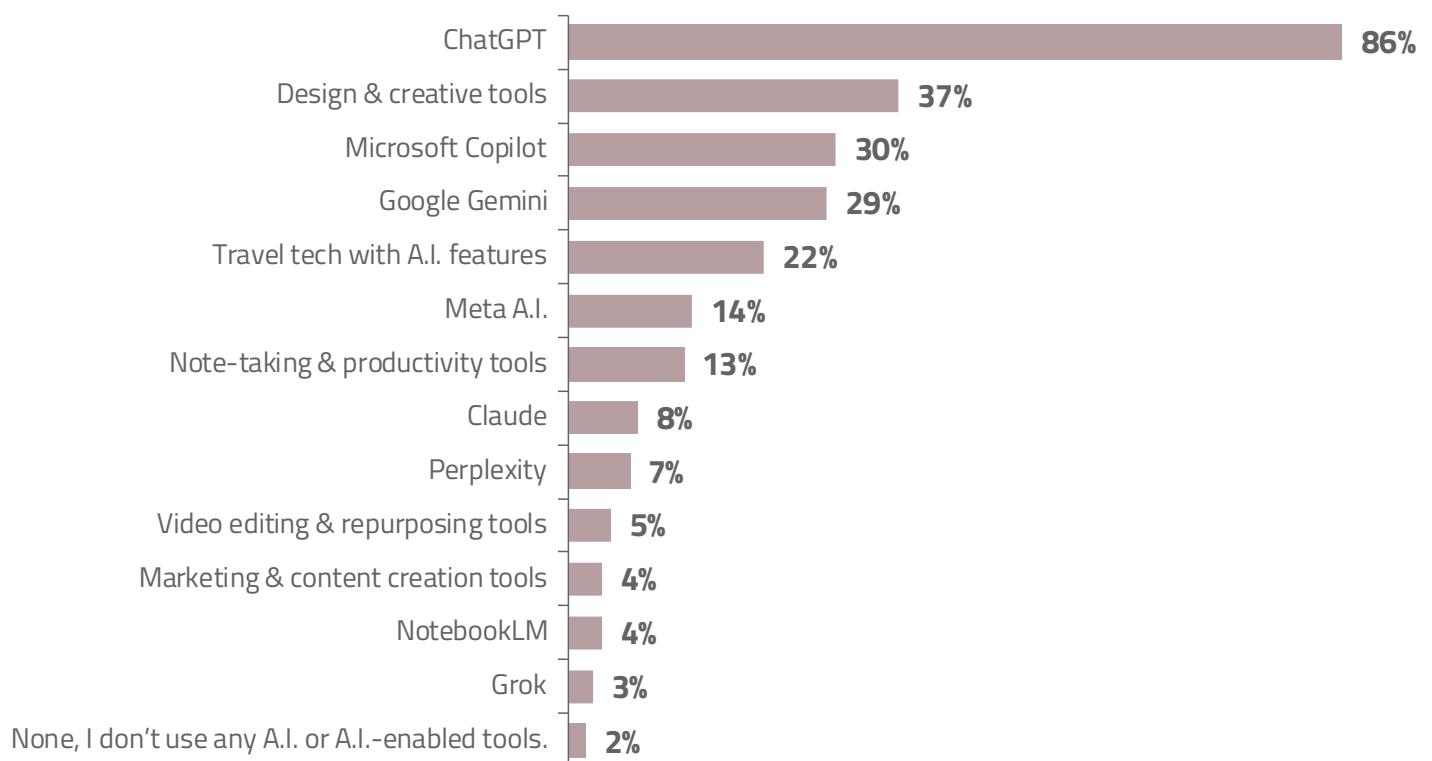
ChatGPT rules the market: 86% of the advisors use it for their business. More than one-third (37%) of the advisors said they also use various A.I. design and creative tools.

Advisors use a range of A.I. tools, including Microsoft Copilot (30%), Google Gemini (29%), Claude A.I. (8%), and Perplexity (7%). They also use travel tech with A.I. features (22%).

Advisors also cited using host/supplier/consortia A.I. tools, such as TobyAI by Travel Leaders Network, Romie by Expedia, and A.I. Trip Planner by Tripadvisor, among others.



POPULAR A.I. TOOLS AMONG TRAVEL ADVISORS





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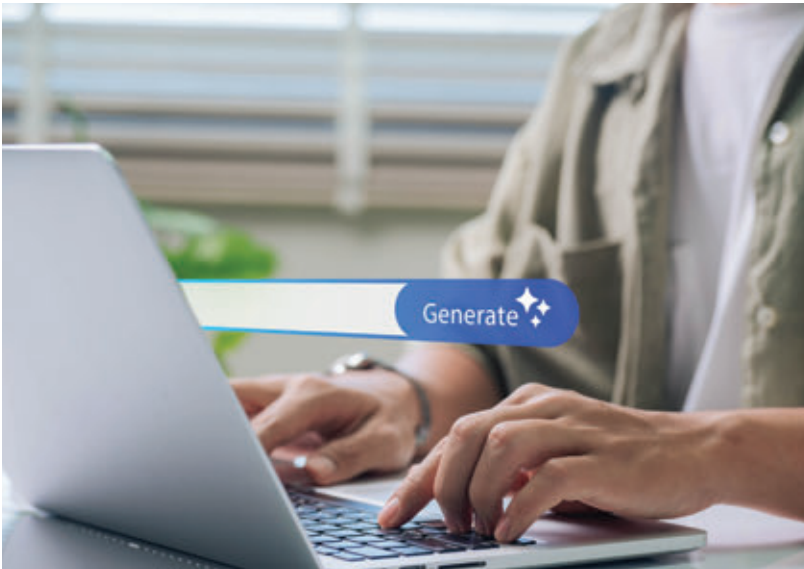
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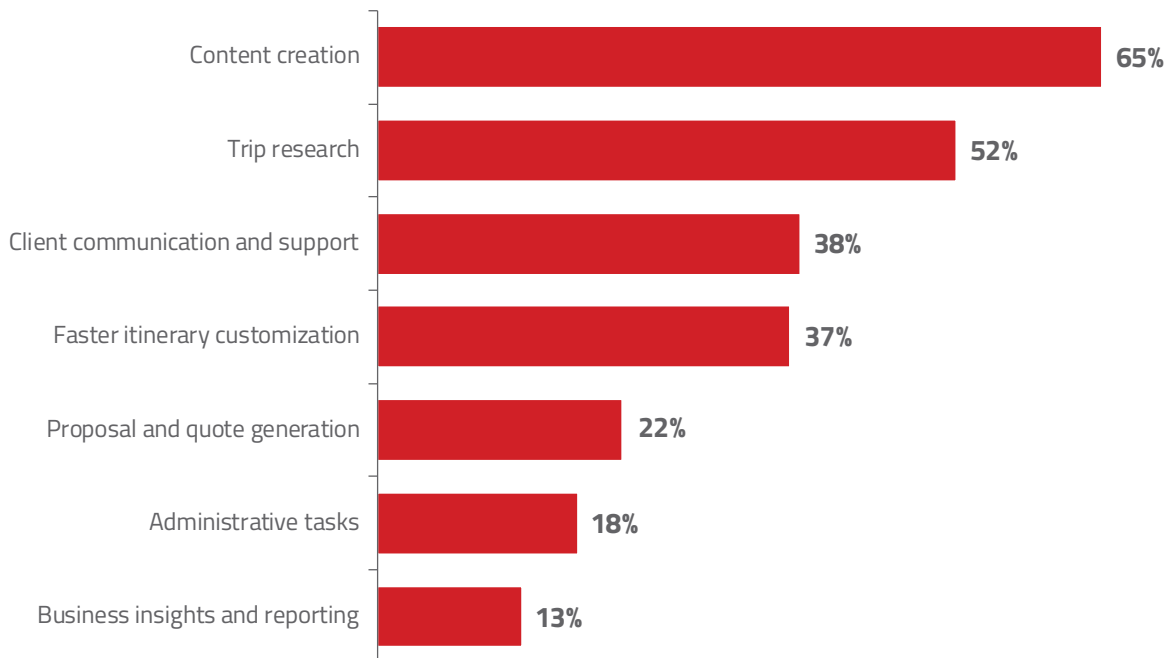
TRENDS IN A.I.



Advisors said the most effective use for A.I. tools are content creation (65%) and trip research (52%). Over one-third said they also use A.I. tools for client communication and support, as well as faster itinerary customization (37%).

Other uses for A.I. tools include addressing time-consuming tasks such as proposal and quote generation (22%) and administrative tasks (18%).

MOST EFFECTIVE A.I.-POWERED FEATURES





TRENDS IN A.I.

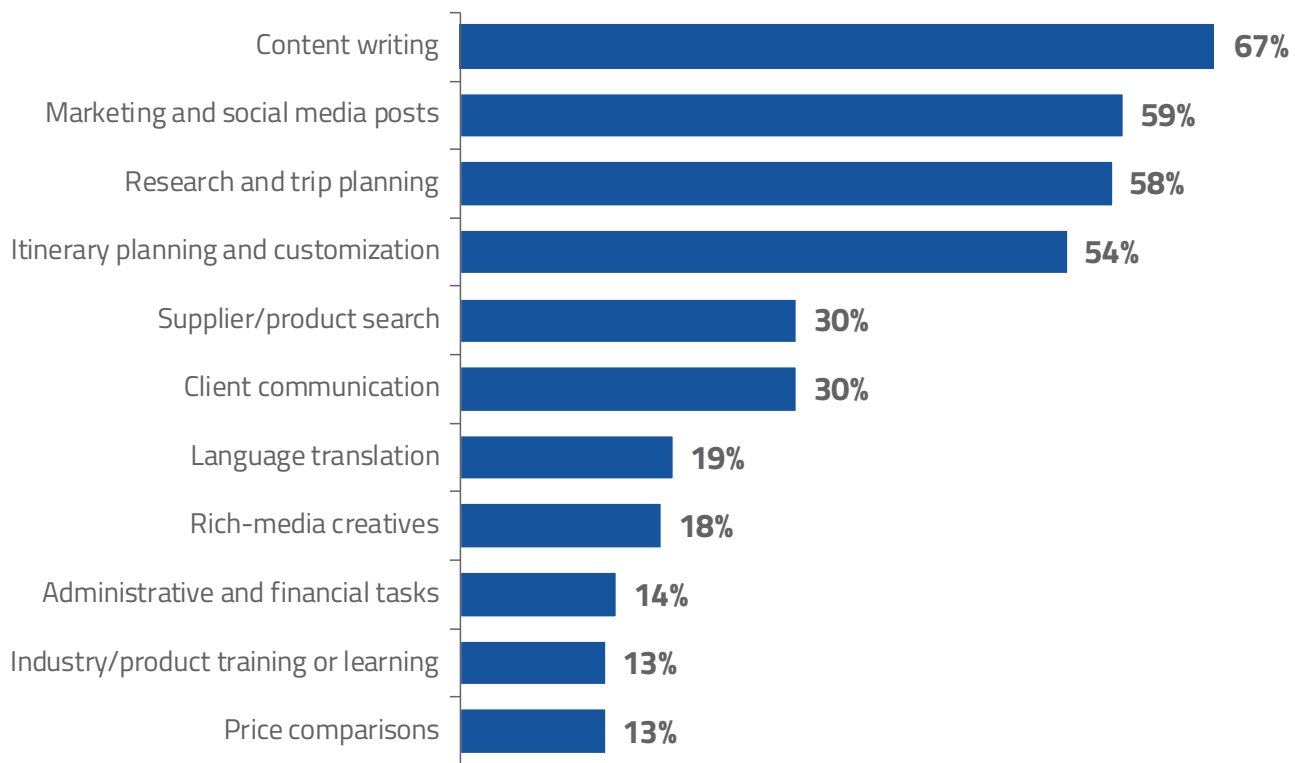


Currently, A.I. is largely helping advisors with content creation. This could be content writing (67%), creation of marketing and social media posts (59%), or even translating text to different languages (19%).

More than half of the advisors also use A.I. for trip planning/research and itinerary customization.

A.I. is also proving useful for communication and discovery: 3 out of 10 advisors use A.I. tools for both enhancing client communication and supplier/product search.

CURRENT USES OF A.I. TOOLS IN TRAVEL





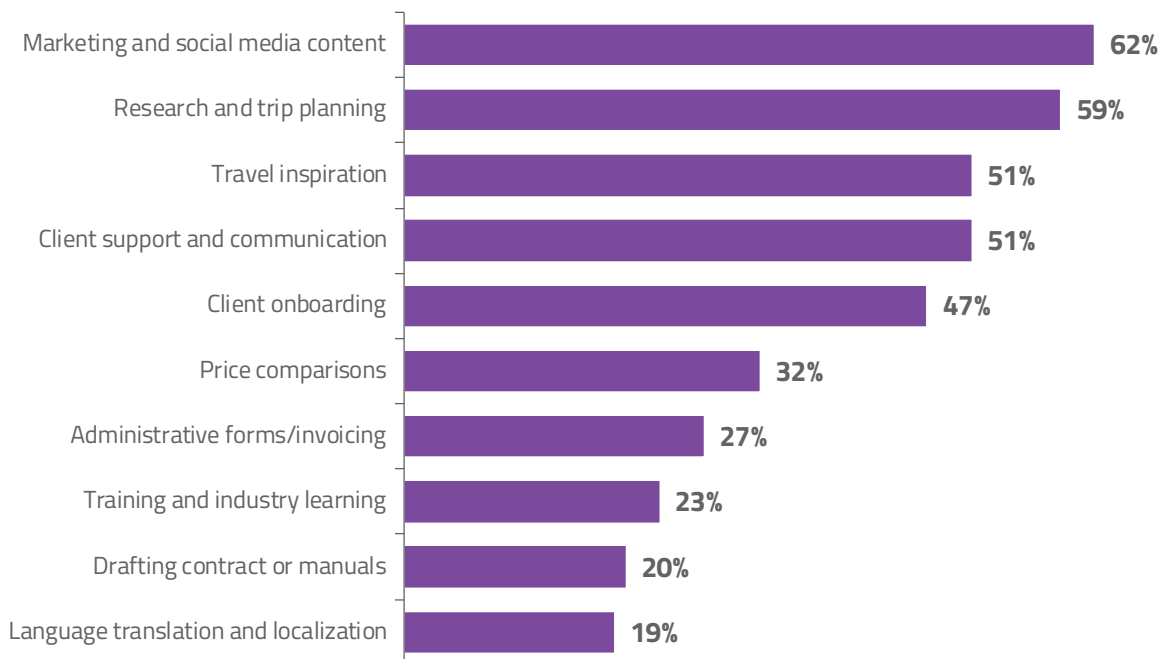
TRENDS IN A.I.



The top tasks that advisors would like A.I. to automate are creating marketing and social media content (62%), research trip planning (59%), and travel inspiration (51%).

Nearly half of the advisors would like A.I. to automate the process of client onboarding. Other tasks they'd happily delegate to A.I. are price comparisons (32%), handling administrative forms/invoices (27%), and drafting contracts or manuals (20%).

TASKS ADVISORS ARE MOST EAGER TO AUTOMATE USING A.I.



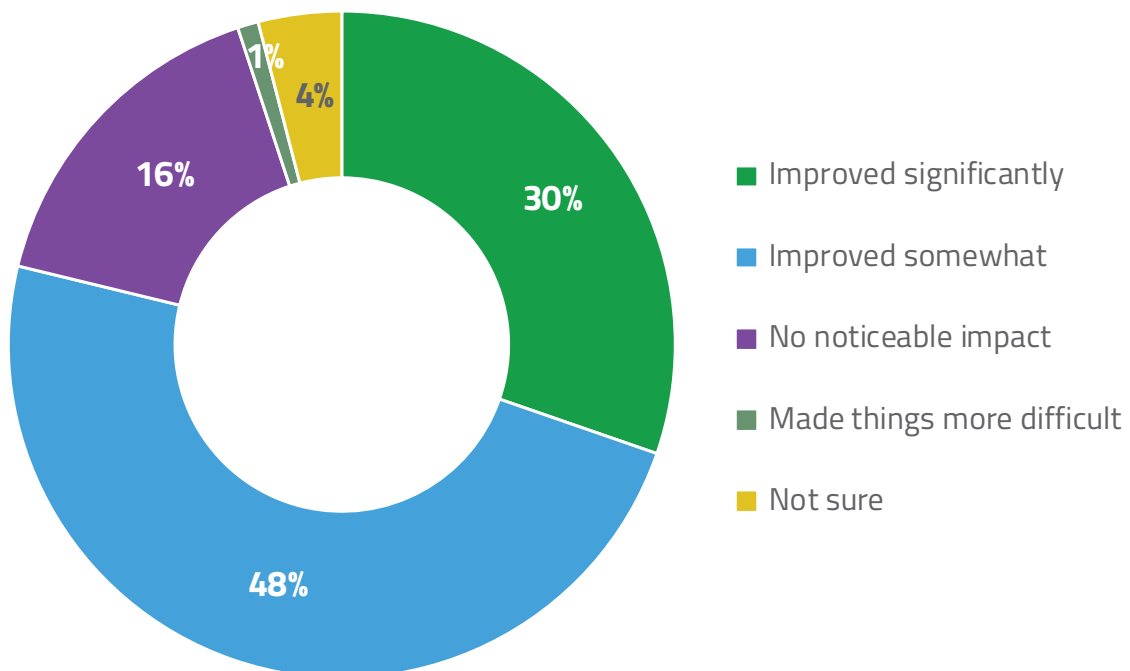


TRENDS IN A.I.



Advisors are already beginning to see the advantages of A.I. adoption. Nearly 8 out of 10 advisors said that they have seen an improvement in workflow and productivity after adopting A.I. while just 16% said that they didn't see any impact.

IMPACT OF A.I. ON WORKFLOW & PRODUCTIVITY, SHARE (%)





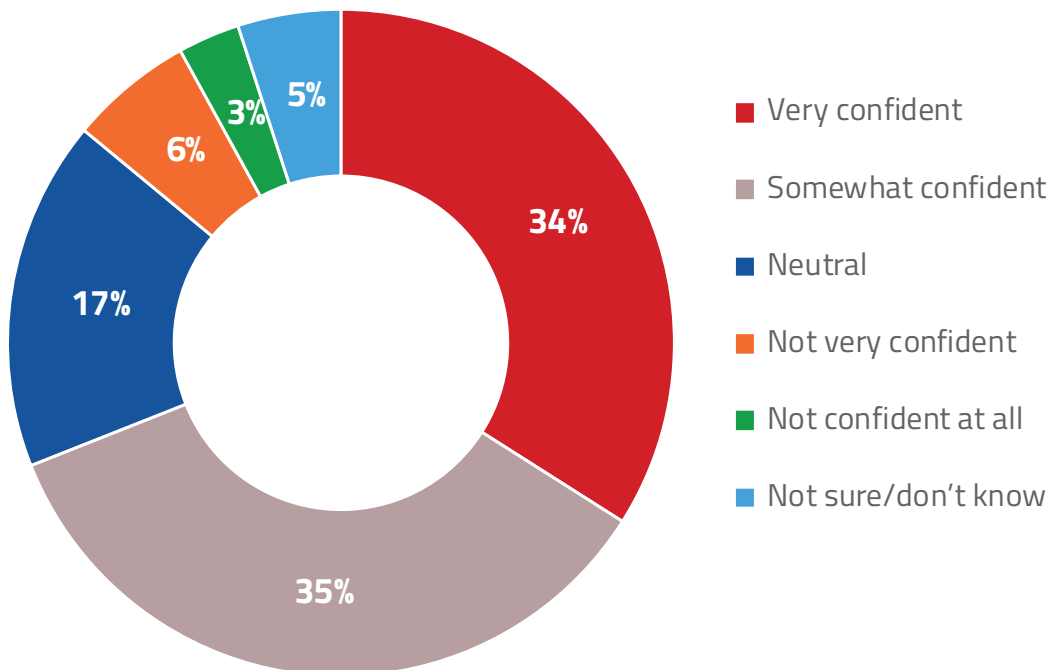
TRENDS IN A.I.



Two-thirds of the advisors are confident that A.I. has helped or will help their businesses become more efficient and also improve client experience.

Almost 2 out of 5 advisors were unsure about the advantage of A.I. in this aspect.

CAN A.I. BOOST EFFICIENCY & CLIENT EXPERIENCE, SHARE (%)



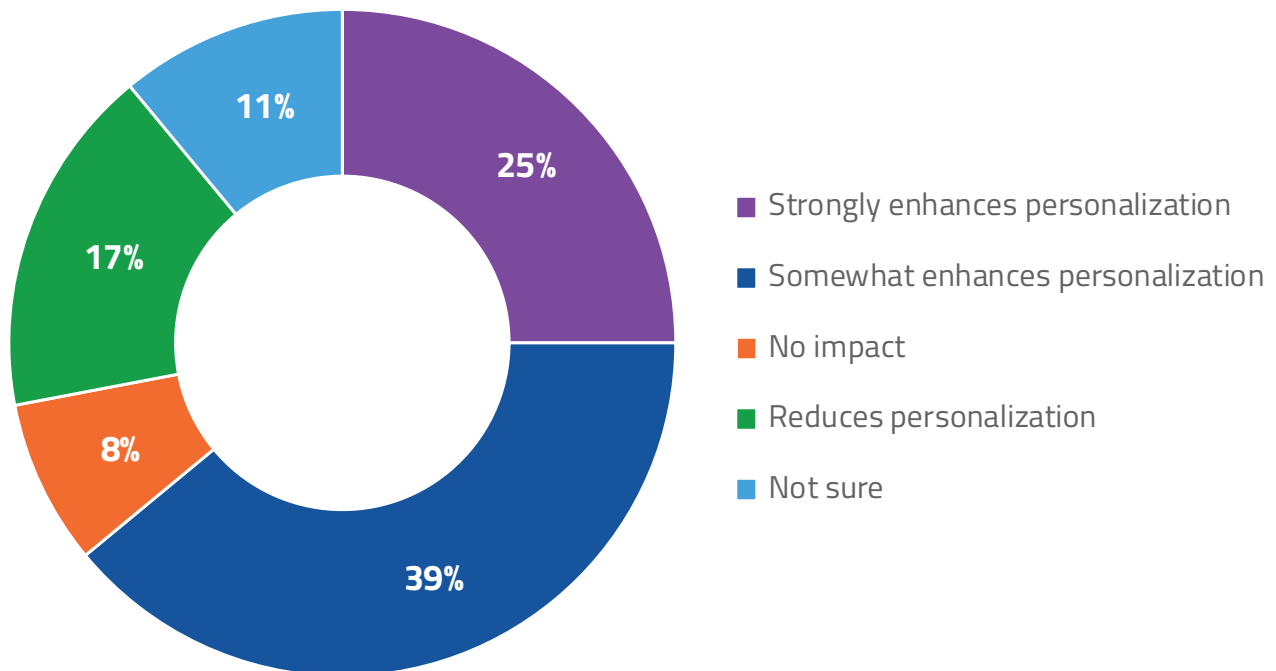


TRENDS IN A.I.



While 64% of advisors believe that A.I. has helped them enhance client personalization, 17% of the advisors fear that A.I. tools have a negative effect in this aspect. However, responses may be varied due to the chat prompts that are shared.

IMPACT OF A.I. ON CLIENT PERSONALIZATION, SHARE (%)





TRENDS IN A.I.



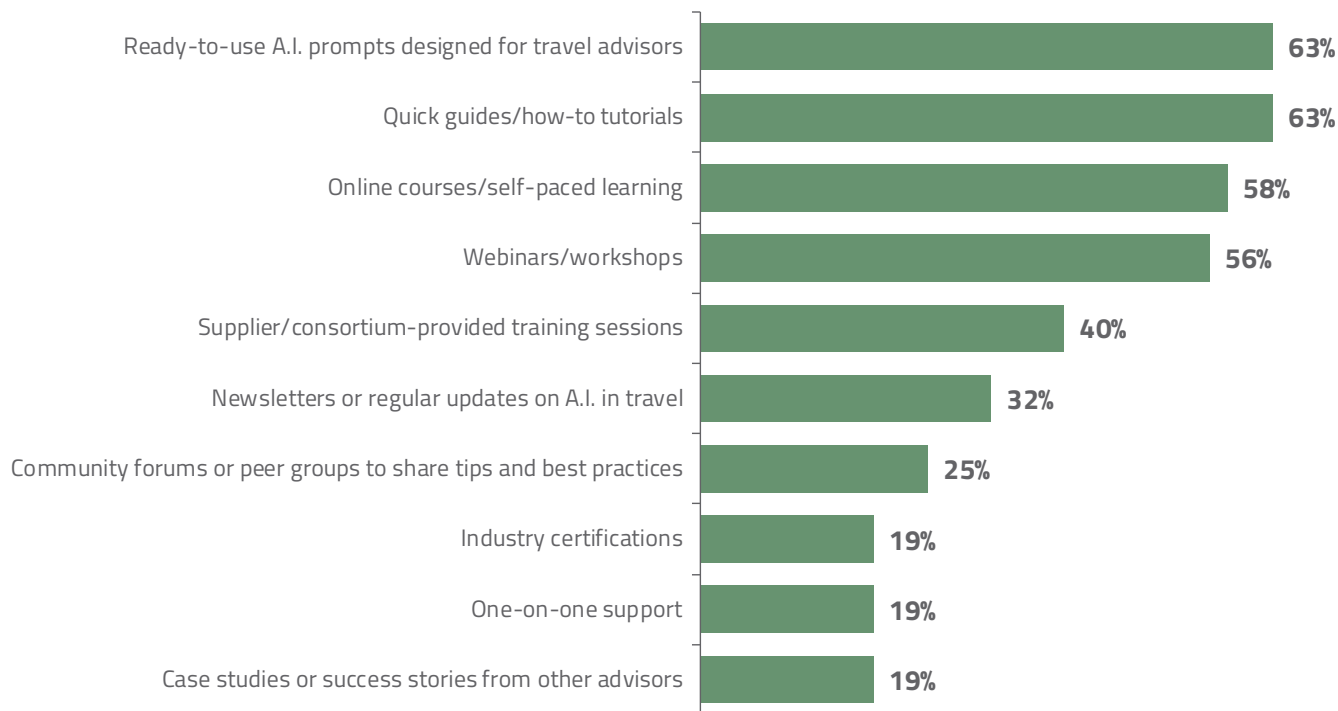
What resources or training would help advisors use A.I. tools more effectively?

The top requests were for ready-to-use A.I. prompts specifically designed for travel advisors (63%) and quick guides/how-to tutorials (63%).

More than half of the advisors said they would be interested in self-paced online courses (58%) as well as webinars and workshops (56%). This is a space where consortia/suppliers/host agencies could step in and help advisors with a curated A.I. course that would address their specific needs.

Other forms of training advisors want include community forums of peer groups (25%), industry certifications (19%), one-on-one support (19%) and case studies or success stories from other advisors (19%).

RESOURCES OR TRAINING NEEDED TO USE A.I. BETTER



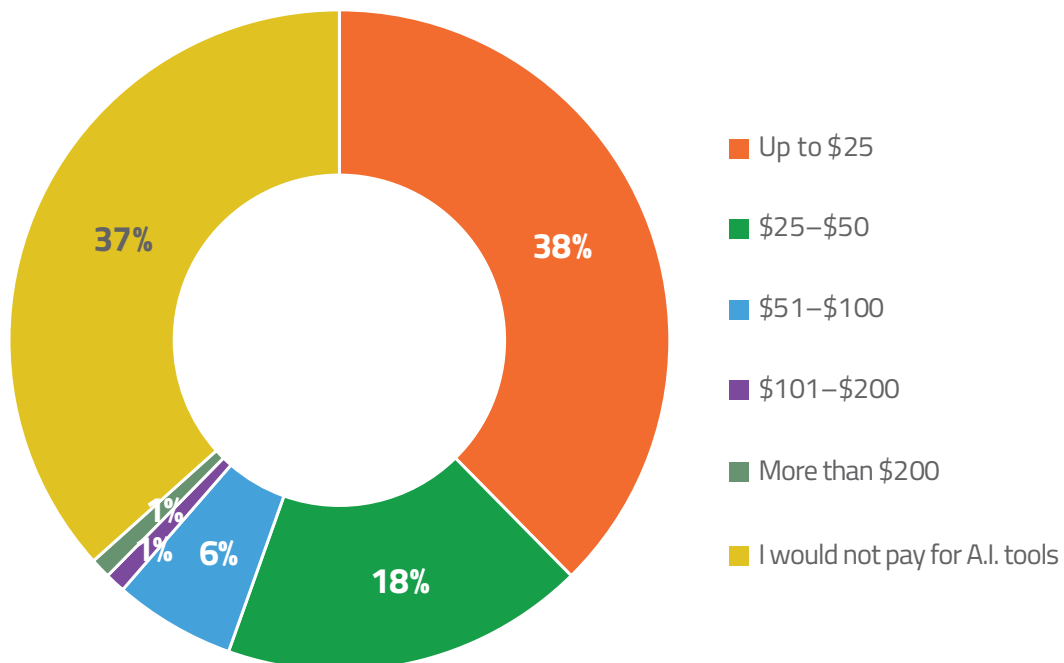


TRENDS IN A.I.

A.I. usage is still in its early stages, making many advisors—over one-third—reluctant to spend on a paid version. However, those who have seen the benefits are ready to spend up to \$25 a month (38%) or even \$50 a month (18%) for enhanced features that allow them to generate content.



HOW MUCH ADVISORS WOULD PAY FOR A.I. TOOLS, SHARE (%)



CONCLUSION



Since its introduction in November 2022, ChatGPT has taken the world by storm, leading the way for other A.I. tools to gain popularity. Today's modern chatbots can generate text, images, videos, and graphics for varied purposes, making them powerful tools with wide applications.

However, as TMR has shared in previous outlooks, the focus is slowly shifting from why travel advisors shouldn't fear the rise of A.I. to spotlighting the ways advisors are already using it.³ Our first Outlook on Trends in A.I. reflects this. Over 70% of the advisors are already using A.I. tools in some form, with another 15% considering adoption. Content creation and marketing are some of the tasks advisors have started delegating to A.I., with good results in efficiency and reduced workload.

However, a certain section is still hesitant, mainly due to lack of knowledge of A.I. tools and the lack of time to train in them.

Who can step in to bridge this gap? Will suppliers, host agencies, and consortia raise their hands?

The industry would benefit from advisors being well-versed in this technology, which presents an opportunity to enhance client service.

Suppliers have a ready audience built-in, and can explore A.I. courses along with the product and destination training they already offer.

As more travel advisors adopt A.I. tools, there will more opportunity for sharing experience within peer networks to learn how to (and also how not to) use the rapidly changing tools. However, a 100% reliance on the technology is not advised. At the end of the day, the client wants the advisor's wisdom gathered over years in the industry, and it is this knowledge and trust that will hold the industry in good stead in the years to come.

3_<https://www.travelmarketreport.com/retail-strategies/articles/how-travel-agency-consortia-hosts-franchises-are-making-the-most-of-ai>



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