IMPROVING THE CUSTOMER EXPERIENCE, ONE OF THE MAIN GOALS BEHIND THE TOURISM INDUSTRY INTEGRATING AI INTO ITS OPERATIONS

- **33% of companies in the sector are experimenting with artificial intelligence to improve their booking management and increase their sales of tourism services, according to Minsait's Ascendant Report**

- **Specific use cases of AI applied to sustainable management include the implementation of smart environmental management systems at hotels**

Madrid, July 31, 2024.- The travel and tourism ecosystem is moving towards a future in which technology, particularly artificial intelligence, will play a significant role. Forty percent of companies in the sector point out that one of the main reasons for integrating AI into their operations is to improve customer knowledge, relationships and experience. This is one of the main conclusions of the sectoral analysis contained in the Ascendant Report drawn up by Minsait (Indra), which, under the title *AI: an X-ray of a revolution in progress*, analyzes its degree of implementation by private companies and public institutions. Such is the impact of the technology on tourism that 80% of companies are already using AI in at least one specific area of their day-to-day operations.

In the words of Emilio Mora, global head of Hospitality, Airlines and International Industry at Minsait, "artificial intelligence will become a key driver of operational excellence, innovation and continuous improvement in the travel and tourism sector over the coming years. Companies that are able to effectively embrace and integrate this transformation with a strategic vision will be better positioned to lead a dynamic and competitive landscape".

According to the Ascendant Report, the area in which the travel and tourism industry is experimenting with artificial intelligence the most is booking management and sales of tourism services, with 33% of companies developing specific use cases such as hyper-personalized recommendation systems.

Among other specific use cases, it was identified that 33% of organizations use it for the operational management of logistics and accommodation and to foster tourism. Furthermore, 22% use it to improve the customer experience and service at the destination, fleet and route management and stock administration. Other use cases that the tourism industry is focusing on include incident management and aircraft loading and unloading control.

AI-driven optimization will not only increase operational efficiency and productivity, one of the main reasons for its integration into 67% of companies, it will also enable the tourism sector to significantly improve the quality and personalization of the customer experience. In turn, the above will be reflected in higher conversion rates and loyalty, a strategic factor that will make all the difference in the coming years.

It should also be highlighted that AI is able to analyze, draw conclusions, identify patterns and develop actions in all travel and tourism-related businesses. However, there are currently certain barriers hindering the incorporation of the technology, including attracting talent with advanced knowledge and a lack of governance and security mechanisms.

AI as a catalyst of operational excellence

The impact of this tool on tourism's value chain is substantial. Basic activities such as identifying emerging trends, booking and activity management and marketing have been transformed by implementing predictive analytics, recommendation systems and automated processing, together with segmentation algorithms and chatbots capable of personalizing interactions.

The Ascendant Report also highlights the role of artificial intelligence in the adoption of responsible practices in the hospitality industry, given its ability to address sustainability challenges with specific ESG use cases, including the implementation of smart environmental management systems at hotels.

Minsait's fifth Digital Maturity [Ascendant Report](#) (2024) addresses the context and degree of deployment of artificial intelligence by companies and the authorities. For this purpose, the information provided by over 900 organizations from 15 different sectors of activity in Spain and other countries was analyzed.

About Minsait

Minsait (www.minsait.com) is the Indra Group's company at the helm of the digital transformation and Information Technologies. It's highly specialized, it has extensive experience of the advanced digital business and sectoral knowledge and it boasts the multi-disciplinary talent of thousands of professionals worldwide. Minsait stands at the forefront of the new digitalization, with advanced capabilities in artificial intelligence, the cloud, cybersecurity and other transformational technologies. In this way, it boosts business and generates major impacts on society, thanks to a range of high value-added digital services, customized digital solutions for all areas of activity and agreements with the most important partners in the market.

About Indra

Indra (www.indracompany.com) is one of the main global defence, aerospace and technology companies and a leader of the digital transformation and information technologies in Spain and Latin America through its Minsait subsidiary. Its business model is based on a comprehensive range of proprietary products with a significant innovative component, making it the technological partner for the digitalization and key operations of its clients around the world. Sustainability is an integral part of its strategy and culture in order to overcome current-day and future social and environmental challenges. In the financial year 2023, Indra achieved revenue totaling €4.343 billion, with more than 57,000 employees, a local presence in 46 countries and business operations in over 140 countries.

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