AI in the Field of Global Travel

Expedia is one of the largest global travel websites that help people find the best deals for plane flights, rental cruises, and hotels. The company is now trying to implement artificial intelligence (AI), one of the fast-growing fields in the world. However, the CEO of the Expedia, Dara Khosrowshahi said that the company plans to first use AI for customer service rather than trip-planning. Khosrowshahi argues that artificial intelligence is not practical for use in trip-planning or travel research because people usually only take one or two vacations a year. Also, because of the huge amounts of data that are required for artificial intelligence to work to its fullest potential, trip-planning using AI would be challenging to implement.

Jay Walker, CEO of a travel company named Upside, also agrees that artificial intelligence would make the most sense when used to enhance customer support in the travel industry. In particular, he believes AI would be of the most benefit in business travel. Business travelers are doing something more repetitive and more predictive. Also, most business travelers are not as focused on price compared to a leisure traveler. All these factors will allow AI programs to be more narrow and focused. Expedia made it clear that they would first test artificial intelligence on customer service for leisure travelers and would work its way up to business travel.

Artificial intelligence in the travel industry could be used to analyze data to understand and predict consumer behavior and make recommendations. This would make artificial intelligence very good at replicating travel agents. A startup named Lola is trying to combine artificial intelligence, messaging, and human travel agents

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