

Balancing AI with authenticity

The third Global Tourism Resilience Conference, held in February at Princess Grand in Negril, featured a series of discussions on the increasing presence of artificial intelligence (AI) in the travel and tourism sector. The conference provided a platform for stakeholders to discuss the sector’s technological transformation. Discussions ranged from predictive analytics to personalized marketing through immersive virtual experiences.

AI integration is nothing new to the industry—it has revolutionized customer service, predictive analytics, and operational efficiency over the past decade. However, the exponential rise in AI planning tools challenges human interaction in the travel planning process.

Donovan White, Director of Tourism for Jamaica, emphasized, “AI can enhance our processes, but the heart of tourism will always be the people who create unforgettable moments... Jamaica’s vibrant culture, warm hospitality, and unique experiences are best conveyed by our people. Technology should enhance, not replace, these personal interactions.”

The Jamaica Tourist Board leverages AI-driven data analytics to forecast future travel trends, gauge demands,

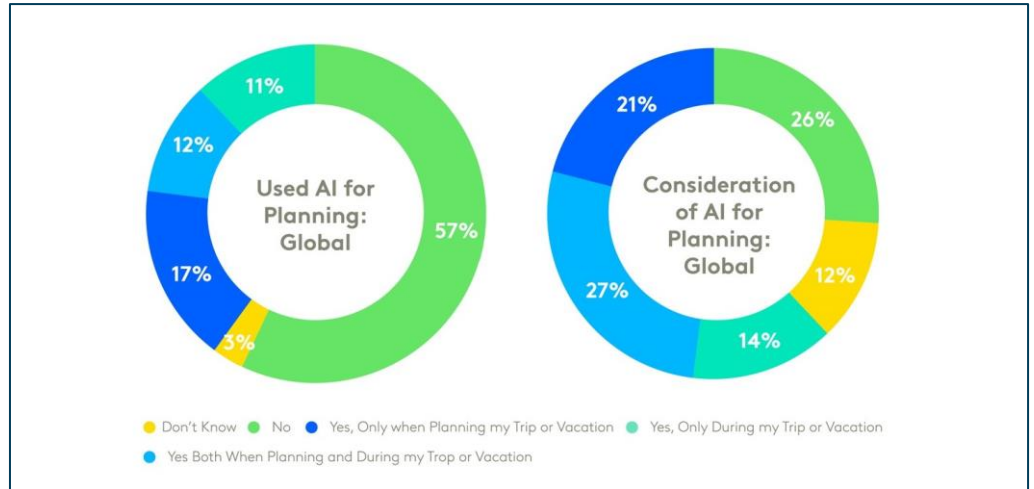


Image courtesy of Kantar

and understand customer interests, with the ultimate goal of refining strategic decision-making.

[-Travel and Tour World](#)

Tourists using AI-based travel tools

In their “Connecting with the Tourism Community” report, the Profiles team at Kantar uncovered important information on how consumers use AI to plan their travel. The research spanned more than 10,000 global consumers across 10 countries.

AI planning tools are gaining traction for their ability to craft a tailored travel itinerary—suggesting activities, accommodations, and transportation options based on individual preferences inputted by the consumer. Recent data shows that 40% of global travelers have already used AI-based tools to plan a trip, and 62% are willing to try

them in the future.

AI can generate recommendations that align with unique needs. This capability ranked as the primary reason why consumers use AI for travel planning, followed by its ability to provide accommodation and transportation advice and its capability to help find the best deals.

Despite the boom in AI tool usage, it is worth noting that 55% of consumers who are not AI users indicate a lack of trust in the tool as their primary barrier to using it. To these consumers, the tool needs to be more transparent and prove its reliability.

Half of all respondents agree that AI-powered travel apps can save them valuable time and energy when planning vacations, underscoring the appeal of a more simplified travel planning experience.

-Steve Wigmore, [Kantar](#)

AI trends impacting 2025 travel

Introducing AI to travelers breaks down traditional practices, alters traveler expectations, and demands sector innovation. The following trends are expected to make changes in the industry this year.

1. Generative AI: This booming technology enables users to design customized itineraries and create tailored travel guides.

2. AI Agents: Also known as personalized digital assistants, these virtual concierges can accompany consumers anywhere they take their smartphones— whether that be on the road or in a museum.

3. AI Video Generation: These tools expand the possibilities for content creation. Videos can be generated from a simple text

request, making the creative landscape for small-to-medium sized tourism companies more accessible. However, these tools have notable limitations that creators should be cautious of.

[-Tourism Review](#)

Augmented Reality (AR) Audio Experiences

Expect more tourist spots to experiment with environmental audio storytelling in 2025.

Using location-based triggers, AR audio can play context-sensitive sounds as it moves through a location or exhibit. This technology layers audio information over the user's environment to create a more dynamic and impactful experience.

Combining AI narratives with

AR soundscapes to make personalized audio tours can add even more depth to visitor experiences. AI audio tours will be able to adapt dynamically to a visitor's preferences and interests.

Some museums already use this technology. The Smithsonian American Art Museum has partnered with Smartify to offer AI-powered personalized audio tours. Visitors are asked three key questions: their preferred language, topics of interest, and how much time they have to spend at the museum. Using this information, the AI generates a tailored audio tour in seconds, creating a unique experience for each visitor.

Expect accessibility and multi-language integration through AI powered translation. Ensuring inclusivity and accessibility is not just a trend—it's an imperative. Modern audio tours are expanding their capabilities to provide seamless experiences for diverse audiences through AI-powered translation and text-to-speech technologies.

Audio tours will no longer be passive, one-dimensional experiences. They will become dynamic, interactive, and deeply personal journeys, guided by innovation and creativity.

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