MediaRoom

How AI Is Changing the Way We Plan Travel

AI is rapidly reshaping how people plan and book travel — compressing what was once a fragmented process into a single, conversational flow.

But the fundamentals haven't changed. Every trip still begins with the same questions: where to go, what to do, what's truly worth it. AI is simply changing how those answers are delivered — faster, more seamlessly, and in the moment.

And wherever those questions are asked, Tripadvisor is built to answer them.

Tripadvisor's Approach to AI

AI is only as good as the human truths behind it — and that's what Tripadvisor is built on.

We bring a uniquely powerful asset to this moment: deeply structured, global traveler data tied to real experiences and live booking. Millions of reviews, ratings, photos, and insights, constantly refreshed as travelers share new experiences and availability evolves. It's exactly the foundation AI-driven travel recommendations depend on.

Our focus is simple: put that data to work in the AI era, and ensure Tripadvisor's trusted perspective shows up wherever travel decisions are being made.

That means building AI-powered experiences on our own platforms — and partnering with the companies shaping how people interact with AI.

Why Partnerships Matter

Travelers don't plan in just one place. They move between apps, websites, platforms, and devices throughout the planning process. That's why we're building in parallel with partners across the AI ecosystem to help travelers make better decisions wherever planning happens.

These partnerships also help us understand how travel behavior is evolving in AI environments:

- What types of questions travelers ask
- Which recommendations they trust
- And how AI can help turn inspiration into action

Recently, we've taken a few exciting steps forward.

Bringing Tripadvisor and Viator to Claude

In addition to partnerships with OpenAI and Perplexity, Tripadvisor and Viator are now available inside Anthropic's AI assistant Claude.

With these apps, travelers can get trusted experience and hotel recommendations directly inside a Claude conversation. Whether you're planning a weekend getaway or figuring out what to do once you arrive, Claude can help surface great options powered by Tripadvisor's global travel insights.

Viator on Claude

How it works

1. **Start planning:** Open Claude, ask for experience or hotel recommendations, and choose Viator or Tripadvisor as your travel partner.
2. **Get recommendations, backed by real travelers**: Tell Claude what type of activity or hotel you're looking for, and we'll sift through millions of reviews and ratings to recommend great options all in one place.
3. **Narrow down your options**: Browse photos, ratings, review summaries, and prices right in the chat, and refine your results with follow-up questions.
4. **Complete your booking**: When you're ready, click out to Tripadvisor or Viator to book.

Try the Tripadvisor and Viator experience on Claude today.

Travel Planning with Alexa+

AI assistants are one place travelers are beginning to plan with AI. We're also exploring partnerships across other services and modalities — including voice assistants that can bring travel planning into the home.

That's the idea behind our existing relationship with Amazon and our expanded features on their next-generation AI assistant, Alexa+.

With the tightly integrated Alexa+ and Tripadvisor experience+, travelers can ask for destination ideas, points of interest, or activities to help plan their getaways. Alexa+ then draws on Tripadvisor's global travel content to generate personalized itineraries tailored to what the traveler is looking for. From there, travelers can refine recommendations through conversation — adjusting destinations, interests, or timing — helping them quickly move from inspiration to a clearer plan for their trip.

Travel planning on Alexa+ with Tripadvisor

Search, discovery, and travel planning are changing quickly, and the end state is still taking shape. What we do know is that trusted information matters more than ever in an AI-driven world.

At Tripadvisor, we're uniquely positioned to help shape the future of travel planning. Our platform combines the depth of real traveler experiences with structured data that helps people make confident decisions.

It's comprehensive. It's trusted. And it's increasingly available wherever travelers choose to plan.

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