

Building What's Next in Experiences: Summer Update

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Planning a trip should be exciting. But too often, it feels like work.

That can be especially true when it comes to experiences — because of how much they matter. They're what we plan around, look forward to, and remember long after the trip ends. Which means choosing the right ones can feel surprisingly high-stakes.

That's why we're focused on making it simpler to find, compare, and book the right experiences with confidence.

From AI-powered trip planning and smarter discovery to greater flexibility for travelers and better tools for operators, our latest updates are designed to make the best parts of travel easier to discover, book, and enjoy.

Here's a look at what we've been building over the last few months.

Making Travel Planning Easy

We're using AI to make finding the right experience easier — both on our platforms and wherever travelers are planning their trips.

Get AI-Powered Travel Recommendations

Finding the right experience used to mean searching. Increasingly, it means asking.

As more travelers turn to AI assistants like ChatGPT and Claude to plan their trips, we're helping them get better answers.

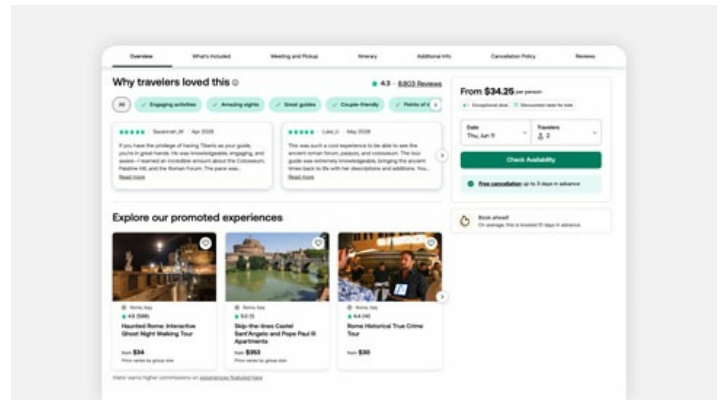
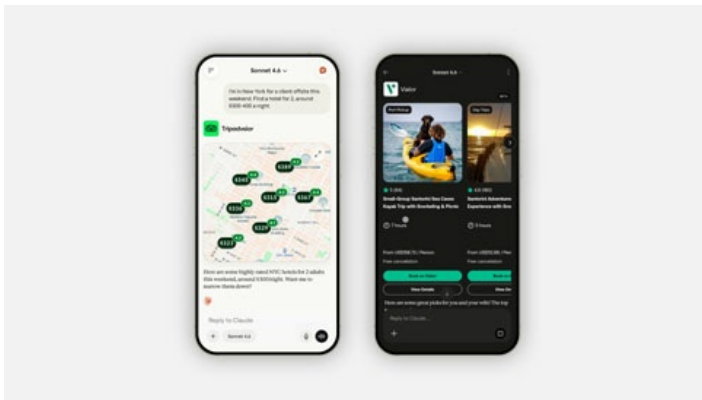
Tripadvisor recommendations are now available directly inside ChatGPT and Claude. Ask a question, explore options backed by millions of traveler reviews and ratings, and when you've found the right fit, head to Tripadvisor or Viator to book.

Review Highlights at a Glance

No more endless scrolling.

We're now surfacing the most helpful insights from traveler reviews right at the top of highly rated experiences on Viator.

See what people loved most at a glance — from standout review excerpts to AI-powered tags like **"Great Guides"** or **"Informative Experience"** that help you quickly decide if an experience is right for you.



Helping You Travel with Confidence

From booking to the day of your experience, we're making every step a little simpler.

Find More of What You're Looking For

Enjoy More Ways to Pay

Easily Share Your Reservation

We're constantly adding new, in-demand experiences in the destinations and categories travelers care about most.

So whether you're looking for a running tour in Rome, a cooking class on the Amalfi Coast, or a surf lesson in La Jolla, it's easier than ever to find the right fit for your trip.

Travel is global. Payments should be too.

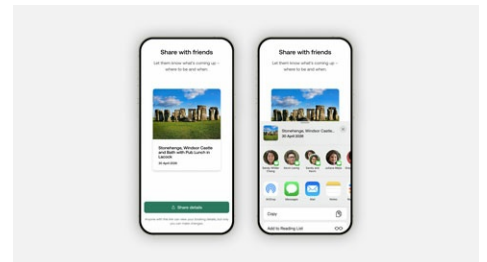
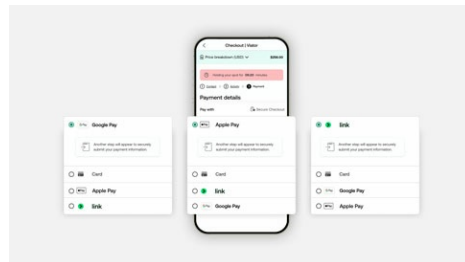
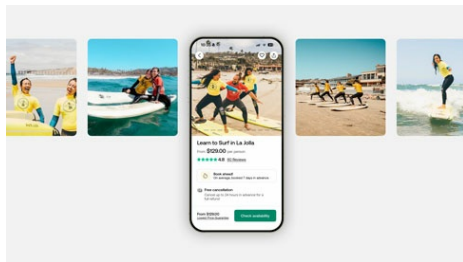
Over the last few months, we've continued to expand the payment options available for travelers around the world — making it easier to book in the ways you prefer, wherever you're traveling from.

Recent updates include Link for global travelers, along with new Reserve Now, Pay Later options through Apple Pay and Google Pay. Together, these improvements help us serve more travelers, in more markets, with greater flexibility.

Traveling together shouldn't mean juggling screenshots.

With Reservation Sharing on Viator, you can send a secure link so everyone in your group can access experience details, tickets, and trip info — all in one place.

No forwarding emails. No hunting through group chats. No confusion.



Empowering Tour Operators

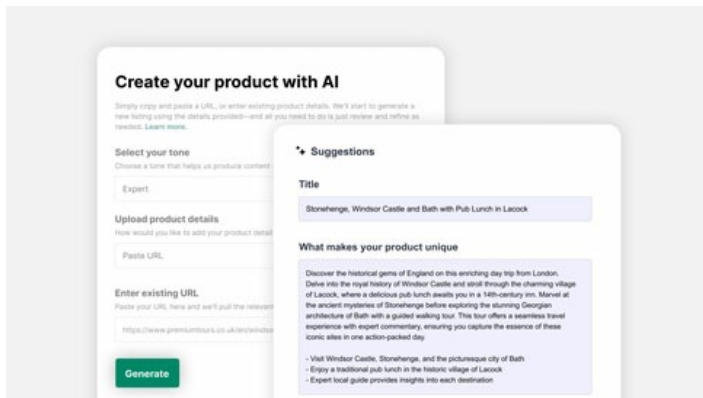
Behind every great experience is a great operator. We're building new tools and features to help them grow.

List New Experiences Faster with AI

Creating listings just got a whole lot easier.

Our AI-powered product builder helps operators create standout titles, descriptions, themes, and more in minutes — making it faster to launch new experiences and highlight what makes each one unique.

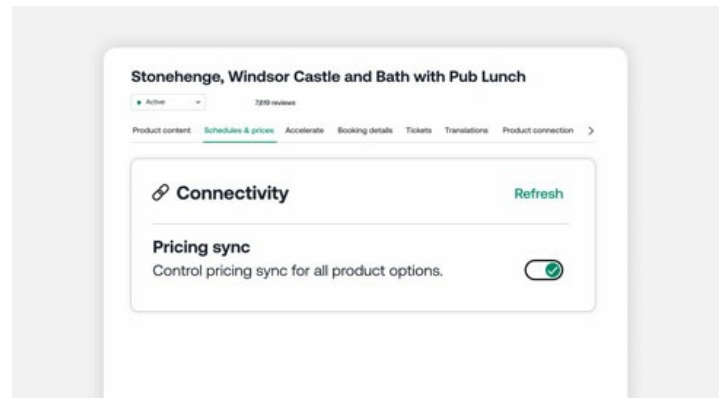
More than half of our operators are already using this feature, and we're seeing experiences created with it get more bookings.



Keep Prices & Availability Fresh

With enhanced pricing and availability tools, connected operators can now sync live schedules, capacity, and pricing — including dynamic changes and special offers — instantly.

That means accurate availability, fresher and more competitive prices, and a smoother booking experience for travelers.



Whether you're dreaming, planning, or already on your trip, Tripadvisor is making it easier to discover, plan, and book with confidence — so you can focus on what matters most: the experience itself.

Availability of offerings and user experience may vary based on location.

<https://tripadvisor.mediaroom.com/2026-06-10-Building-Whats-Next-in-Experiences-Summer-Update>