

# CAN VOICE CHANGE THE WAY WE TRAVEL?

A stylized audio waveform visualization in shades of blue and green, set against a dark background with a faint grid. The waveform shows varying amplitudes and frequencies, with a prominent red vertical line near the center.

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# ABOUT

We bring together everyone in the travel industry, from small tech start-ups to international hotel brands, to form a community working towards a smarter and more connected travel industry.

Our mission is to be the place our industry goes to share knowledge and data so that travel and tech brands can work collaboratively to create the perfect experience for the modern traveler.

We do this through our network of global events, our digital content, and our knowledge hub - EyeforTravel On Demand.

## Our Values

We believe the industry must focus on a business and distribution model that always puts the customer at the center and produces great products. However, to deliver an outstanding travel experience, the strength, skills, and resources of all partners in the value chain must be respected and understood.

At EyeforTravel we believe the industry can achieve this goal by focusing on a business model that combines customer insight with great product and, most importantly, places the traveler experience at its core.

At our core we aim to enable the above by valuing impartiality, independent thought, openness and cooperation. We hope that these qualities allow us to foster dialogue, guide business decisions, build partnerships and conduct thorough research directly with the industry.

These principles have guided us since 1997 and will continue to keep us at the forefront of the industry as a vibrant travel community for many more years to come.

## Our Services

Our events are at the heart of EyeforTravel. These draw in experts from every part of the travel industry to give thought provoking presentations and engage in discussions. It is our aim that every attendee takes back something new that can help their business to improve. This might be in the fields of consumer research, data insights, technological trends, or marketing and revenue management techniques.

Alongside this we provide our community with commentary, reports, white papers, webinars and other valuable expert-driven content. All of this can be accessed through one place - the On Demand subscription service.

We are always expanding the content we create, so please get in touch if you want to write an article for us, create a white paper or webinar, or feature in our podcast.

## EyeforTravel by the Numbers

**80,000+ database contacts**

**2,500+ annual event attendees**

**100,000+ monthly online reach**

**1,000+ online conference presentations**

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# INTRODUCTION

Its early days for voice technology but it is an area that the travel industry will need to start planning for. Already large numbers of consumers use artificially intelligent personal assistants on a regular basis. Although this usage is limited and largely quite functional currently, the end game could be transformational. Right now, the tech giants are piling in resources and trying to Hoover up as much data as they can.

What they are doing with this data is training their Artificial Intelligences (AIs), so that they become consistently better at answering our queries and knowing what we might want. As this is a process of constant improvement, the eventual route will take us to a point where they sound and seem human but are able to access the entire digital space.

Whilst this can potentially mean a way for travel brands to reach out directly to their customers and more plurality in distribution, it may also go the other way, creating a new oligopoly of powerful AI assistants that capture the way consumers access apps and digital services.

Despite amazing progress from the likes of Baidu, Amazon, Microsoft, iFLYTEK, and Alphabet/Google, an AI that can converse and fully understand context remains some way away. In the meantime, major ecosystems are being developed that travel brands can utilize in a number of ways to improve the customer experience and their relationships. Hotels and airports are experimenting with speakers in rooms and helpful locations and intermediaries are experimenting with apps for the major players in the space.

They aren't doing this out of the goodness of their hearts but because there are already billions of devices with voice assistants enabled on them and sales of smart speakers are growing rapidly. China, in particular, is a leading market, with the biggest voice AI providers processing hundreds of millions of requests per day.

Therefore, it seems prudent for travel brands to at least begin experimenting with the potential that voice affords and building up expertise in this area to prepare for greater capabilities and adoption in the years to come.

We hope you find this report useful and if you would like to learn more about artificial intelligence in the travel industry then check out the two other reports in our *How Will Artificial Intelligence Transform Travel?* report series. You can download the [Are Bots Worth the Bother? report here](#) and the [Does Deep Learning Hold the Answers? report here](#).

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