

[AI and tech: Number one focus for travel in 2023](#)

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Cancun, 11 May 2023 – Tourism leaders attending the MarketHub Americas by Hotelbeds have reported that Artificial Intelligence and technology will be their top strategic priority for 2023.

A poll among the event's almost 500 attendees found that 32% plan to embrace AI and tech above anything else this year. This was closely followed by 28% of companies planning to innovate more. The survey was rounded out with 13% planning to offer a more personalised service, 11% on creating and using more data and 9% focusing on the connected trip.

"AI has become the hot topic in the travel industry but it's a tool Hotelbeds has been using for some time, particularly to assist with customer service via chatbots," said Nicolas Huss, CEO of Hotelbeds. "There's no doubt that the whole travel ecosystem can benefit from this technology. It can not only improve customer service, but also provide an elevated personalised experience by remembering preferences and automatically implementing them each time an individual books their next trip."

The audience heard how AI and machine learning simplifies travel decisions for the customer, shortens the time of purchase and enhances personalised offerings throughout the entire travel lifecycle. For travel businesses, meanwhile, automating low priority tasks frees up times for the human workforce, which can then be used to add further value to their customers.

This was supported by @hotel and NH Hotel Group (part of minor), with both companies telling the conference how important they think it will be, not only this year, but in years to come as well.

"Technology is helping us to elevate guest services. We offer our customers seamless personalised experiences while also providing operational efficiencies," said Diana Marin, SVP-Sales and Distribution at NH Hotel Group (part of Minor). "AI also using it to predict trend, thanks to powerful algorithms, to analyse data from various source ,what's coming up next is right there."

Konrad Walliszewski, CEO of @hotel, added: "There's no doubt AI is going to disrupt travel but it's too early to tell just how much. It's not just about using AI and machine learning to make every employee more productive - you're missing out if you only do that. It will soon become the new norm but it's moving so fast that we all need to stay on top of it."

MarketHub Americas is an invitation-only event attended by the most important Hotelbeds partners from all the key source markets throughout the region.

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About Hotelbeds

Hotelbeds are global leaders in the TravelTech space, connecting and empowering businesses by facilitating bridges in the ever-changing and expanding travel ecosystem. Our cloud-based technology platforms offer fast and simple access to a global network of travel products, from accommodation to ancillaries and payments, while rich data and intelligence helps to generate demand. By operating exclusively in the B2B arena, we are uniquely placed to drive growth for our partners without competing for the end customer. Our teams of 3000+ experts on the ground provide local expertise and support to boost trading even further, even in the most hard-to-reach

spaces. Our unique blend of technology, data and passionate people serves as a catalyst for B2B travel players aiming to unlock their full potential.

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