DECODING
TRAVEL TECH 2026 TRENDS

Generative AI travel assistants

What is it
AI tools that help travellers and bookers plan and manage trips end to end.

Why it matters
They change how people search, compare and book.

Ask yourself
Where would an AI co-pilot remove the most friction for your customers or teams?

AI-powered marketing & discovery

What is it
Tools that use AI to personalise content, offers and site experiences, and help your brand surface in AI-led search.

Why it matters
If AI can't "see" you, customers may not either.

Ask yourself
Is your content structured clearly enough for AI to understand and recommend you?

Offers, orders, & modern airline retailing

What is it
The shift from legacy fares to dynamic offers, NDC and eventually "offers and orders" retailing across channels.

Why it matters
Richer products and flexibility, but more complexity in management and reporting.

Ask yourself
Are your systems and partners ready to handle NDC and order-based retail, not just traditional tickets?

Payment orchestration & local methods

What is it
Platforms that route each transaction via the best payment method, acquirer or fraud tool.

Why it matters
Done well, they cut costs and declines and improve conversion in every market you sell in.

Ask yourself
Do you know which payment routes work best by market?

Data-led sustainability

What is it
Turning emissions and impact data into real choices at search, booking and reporting.

Why it matters
Reliable, comparable data turns sustainability from a marketing claim into something you can factor into policies, budgets and buying decisions.

Ask yourself
Can you present credible, like-for-like sustainability data alongside price and product?

Total revenue optimisation

What is it
Revenue management that uses AI to optimise price, mix and profitability across rooms, seats and ancillaries.

Why it matters
Static rules miss demand and profit opportunities.

Ask yourself
Are your revenue tools learning from live data across channels, or still running on spreadsheets?

Traveller wellbeing & health-aware travel

What is it
Tools and policies that build wellbeing, safety and recovery time into how trips are planned and approved.

Why it matters
Trips designed with wellbeing in mind reduce risk and burnout, improve duty of care and help travellers stay productive and willing to travel.

Ask yourself
Do your booking flows highlight options that are better for people, not only better for budgets?

Cybersecurity & fraud defence

What is it
Security layers and analytics that protect customer data, logins and payments across every touchpoint.

Why it matters
AI-driven fraud and attacks are rising; one breach can damage both finances and brand trust.

Ask yourself
Are security, fraud and payments teams aligned – or working in separate silos?

Digital identity & wallets

What is it
Verified digital IDs and wallets that store traveller credentials, loyalty and payment details in one place.

Why it matters
They promise smoother, more secure experiences across booking, airport and hotel touchpoints - but only if your systems can recognise and use them consistently.

Ask yourself
How will digital ID plug into your future customer experience and tech stack?

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