

● TRAVEL INDUSTRY

Customer experience sets the direction



Across the European travel industry, there is a clear priority: **to make travel more personalised, flexible and secure for their customers.**



What travellers expect now

More than a third of senior decision makers told us they want to:

- Increase flexibility in customer payment channels - online, in-app and cross-border
- Improve security and fraud protection
- Offer more personalised communications to customers

A sector built to move forward

Compared with the cross-industry average, travel leaders are more willing to 'move fast and break things' attitude:

56%

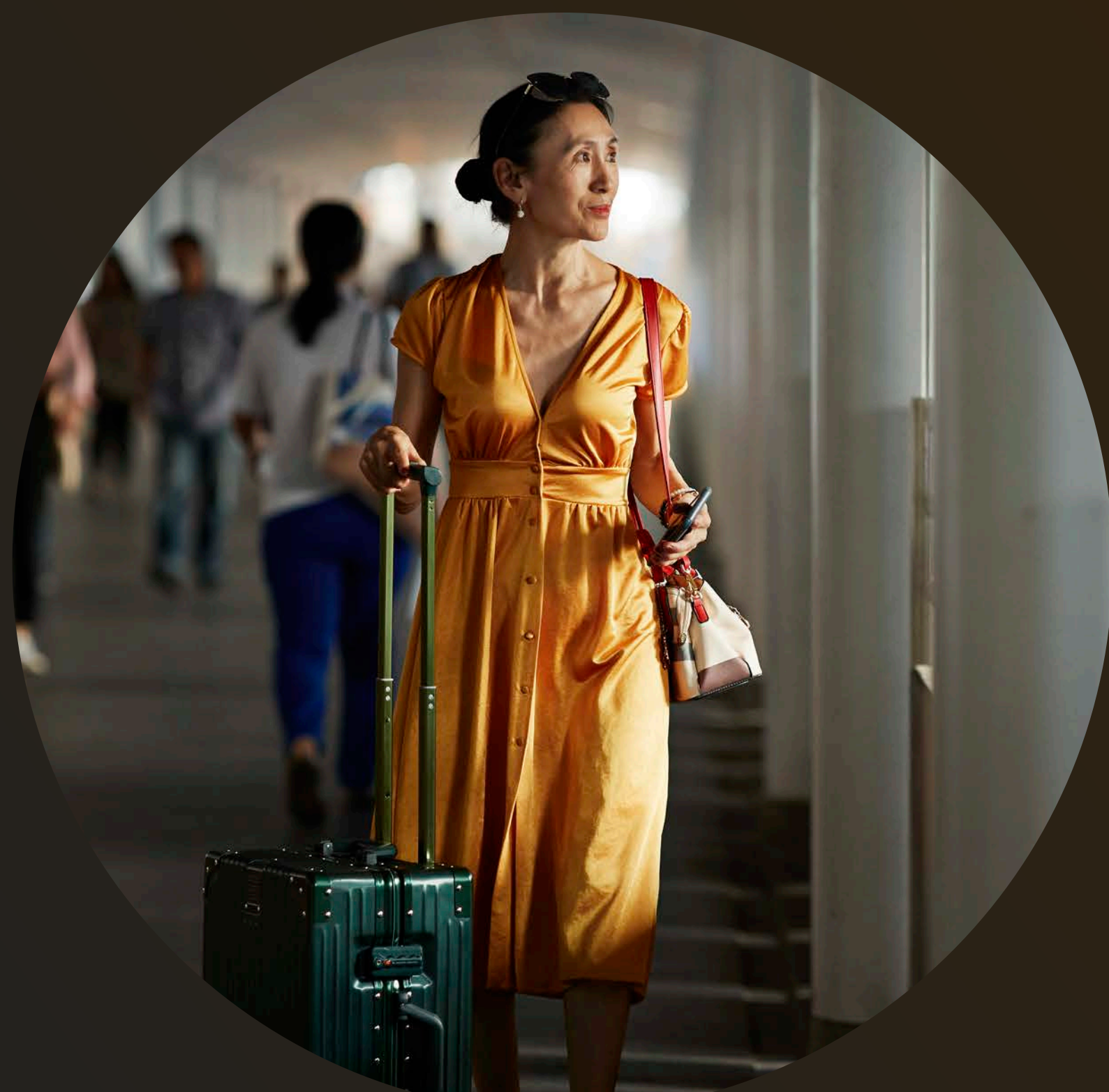
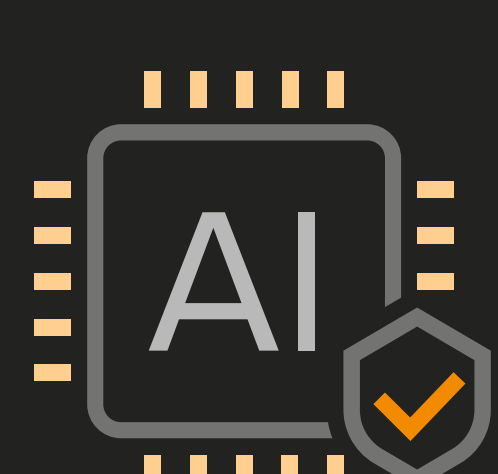
agree that mistakes are a necessary cost for fast progress, vs. 50% average

54%

say decisions are driven by growth, differentiation and innovation, vs. 49% average

AI is opening new possibilities

AI is a **crucial and exciting tool** in this journey, and travel organisations are ahead in their adoption and approach:



35%

feel they are 'well ahead' on AI-adoption, vs 26% average



40%

expect to benefit from AI's ability to improve customer experience, vs. 33% average

Turning ambition into trusted action

But there are **challenges** to overcome:

Protecting customer data: **42%** want to improve data-loss prevention and sensitive-information monitoring.

Keeping up with data: **69%** struggle to prioritise which insights to act on.

Integrating new AI technology: **65%** find integrating AI into existing systems challenging.

Improving payment security: **35%** say improving security and fraud protection during payment is a priority.

Faced with these challenges, **62%** of travel businesses told us they are looking to **build partnerships with experts** to support with data and insights and to manage risk (**67%**).

Key takeaway: Partnerships will help travel businesses unlock the insights needed to act with confidence – which will be key to creating more flexible, secure and personalised customer experiences.

Methodology: Research conducted by independent research agency Opinium which surveyed more than 7,200 business decision makers in large corporate businesses across 16 global markets, including UK, France, Italy, Netherlands, Sweden, Germany and Spain in Europe. Data gathered between January and February 2026. Weighted to be globally representative.