

Ebook

The state of AI in corporate travel 2025

Unlocking opportunities,
overcoming challenges.



Contents

Introduction	01
The state of AI today	02
AI's return on investment	04
Implementation challenges	06
Future outlook	08
Partnerships and support	10



Introduction

Artificial intelligence (AI) and generative AI (genAI) are revolutionizing industries globally, with the corporate travel sector experiencing its own significant transformation.

These technologies offer unprecedented opportunities for cost optimization, enhanced traveler experiences, and streamlined operations. However, as adoption increases, organizations are facing challenges to achieve full potential, including technology integration and talent shortages.

To gain deeper insights into the current landscape of AI in corporate travel, Serko and Sabre conducted a comprehensive survey involving 300 travel managers from U.S. organizations with more than \$50 million in revenue. This report delves into their perspectives, highlighting key trends, successes, and obstacles in AI adoption, and provides a forward-looking view on the future of corporate travel management.

The state of AI in corporate travel today

AI adoption in the corporate travel industry has already reached widespread adoption.

Over 90% of surveyed travel managers reported utilizing AI or genAI tools within their programs to address a wide array of goals, including:



Cost savings

71% of respondents identified cost reduction as a primary motivation.



Enhancing traveler experience

68% leverage AI to improve the quality and personalization of travel experiences.



Improving data analysis

63% aim to gain better insights and analytics through AI integration.

These findings reflect broader industry trends, where the use of AI tools for efficiency and personalization has become a competitive necessity, with Google's 2025 AI Business Trends report (Source: <https://cloud.google.com/resources/ai-trends-report>) finding that 92% of executives either already use AI agents or are planning to integrate them.

As travel programs grow increasingly complex, the demand for AI-driven solutions that simplify, automate and enable self-service will continue to rise.

The most popular AI applications in corporate travel encompass:



Booking optimization: Leveraged by 73% of respondents, AI streamlines the booking process, ensuring efficiency and cost-effectiveness.



Pricing optimization: 70% utilize AI for dynamic pricing and identifying cost-saving opportunities.



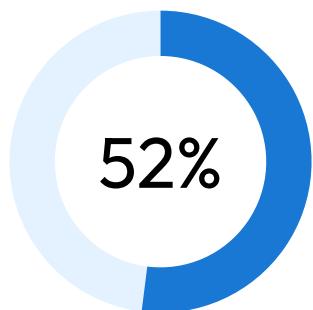
Travel experience tools: Chatbots and other traveler support tools are used by 64% to enhance satisfaction and reduce friction.

These findings reflect the adoption of AI automation and processes for retailing as well as AI agents for customer service by online booking tools and TMCs as well as suppliers including airlines, hotels and rental car providers, with 71% of consumers already expecting companies to deliver personalized interactions according to the same Google 2025 AI Business Trends report.



AI's return on investment

Across all industries the failure rate of AI projects is high, but the investment in AI technologies for travel programs is already yielding substantial returns for most organizations.



52% of surveyed travel managers reported that their AI tools have exceeded expectations.

Overall, 92% indicated that these tools at least met their expectations, with ROI particularly evident in areas such as:

- **Cost reduction:** AI-driven dynamic pricing and cost optimization strategies have led to measurable savings.
- **Process efficiency:** Automation of routine tasks has streamlined operations, allowing staff to focus on strategic initiatives.
- **Traveler satisfaction:** Personalized services powered by AI have enhanced the overall traveler experience, fostering loyalty and repeat business.

For example, AI-powered chatbots can provide 24/7 assistance, manage booking changes, and offer travel advice, reducing response times and improving customer service. These advancements exemplify how AI is reshaping traditional travel management functions.



“

These results show that the value of AI isn't new to the travel industry. We've leveraged its potential well for years, particularly in areas like predictive analytics and personalization.

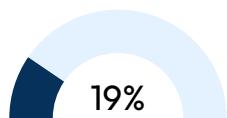
So as the incredible capabilities of Generative AI accelerate, our industry is in a good position to go beyond the hype and find practical, valuable applications that deliver real impact. This is an exciting time to be in corporate travel.



Andrew Revell
Head of AI, Serko

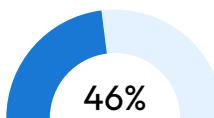
Challenges in AI implementation

Despite the evident benefits, organizations encounter several challenges in implementing AI technologies:



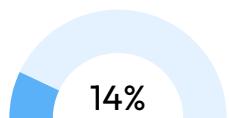
Lack of talent and internal capabilities

Many organizations face difficulties in finding and retaining skilled personnel to manage AI projects.



Technological complexity

Integrating AI solutions into existing systems requires specialized knowledge and skills, as highlighted by nearly half of the respondents.



Budget constraints

Limited financial resources can sometimes hinder the ability to fully realize AI's potential.

These barriers emphasize the importance of strategic partnerships with travel management companies and technology providers. Addressing these challenges also involves investing in talent development, establishing robust data governance frameworks, and fostering a culture that embraces technological innovation.

In an [article on the importance of responsible AI](#), Sundar Narasimhan (SVP and President, Sabre Labs) says: "Artificial Intelligence (AI) has become a transformative technology across various industries, including the travel sector. It has the potential to revolutionize customer experiences, enhance personalization, and improve operational efficiency."

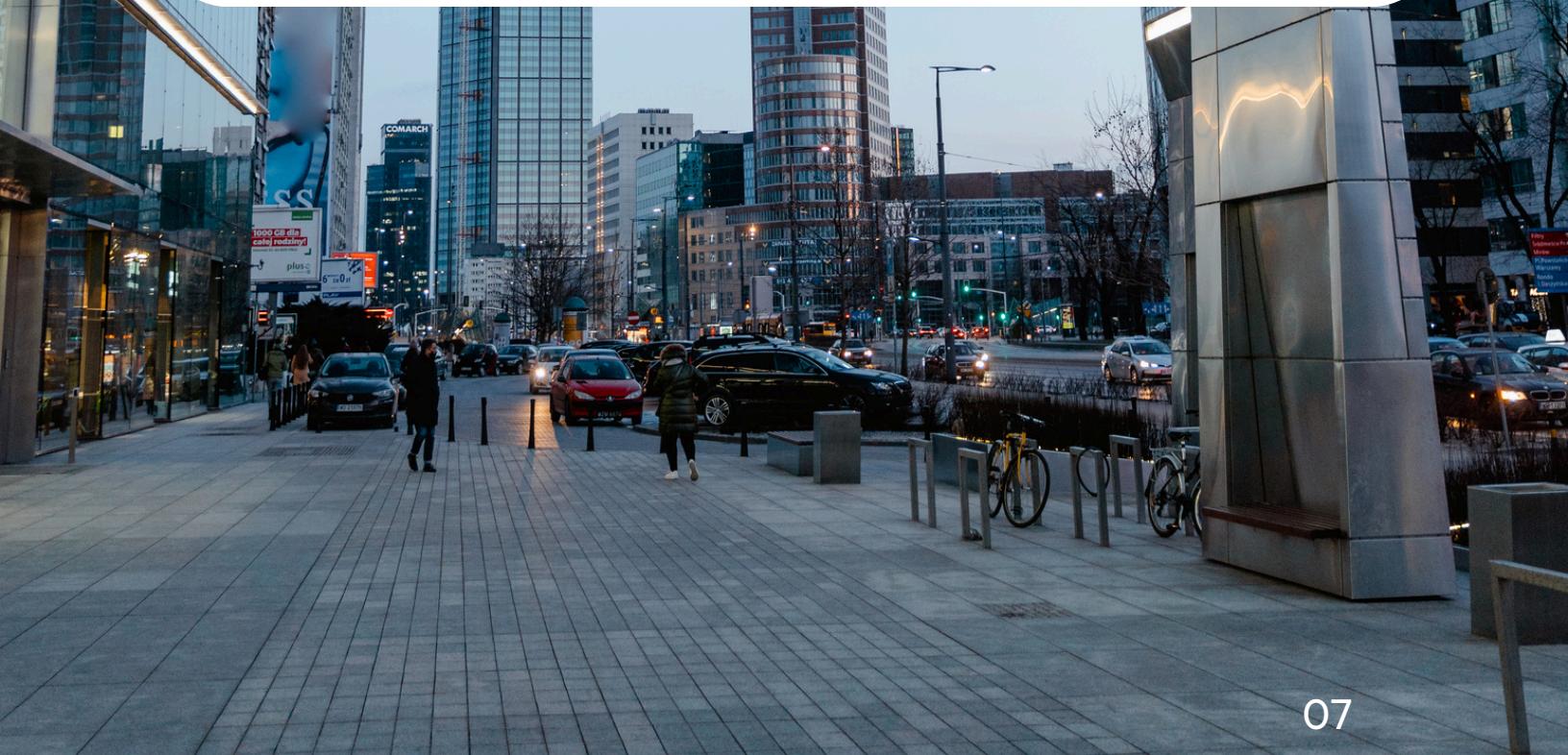


“Transparency, accuracy, collaboration, and a balanced approach to regulation and innovation are key principles that shape the future of responsible AI.”

By prioritizing consumer interests, fostering global collaboration, and promoting ethical practices, the travel industry can leverage the power of AI to enhance customer experiences while ensuring responsible and secure use of this transformative technology.”

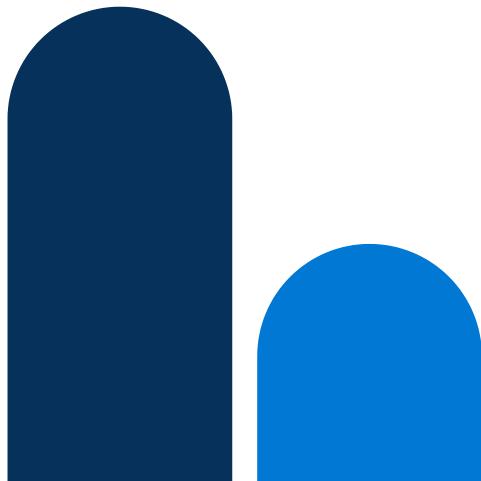


Sundar Narasimhan
SVP and President, Sabre Labs



Future outlook

Looking ahead, the corporate travel industry is poised to undergo further transformation driven by AI advancements. When asked about the impact of AI over the next five years:



44%

of respondents expect AI to have a significant effect on their programs.

22%

believe AI will be transformative, reshaping the industry at its core.

Emerging technologies such as advanced machine learning algorithms and predictive analytics are expected to play a pivotal role in driving these changes. From dynamic policy management to fully automated travel booking experiences, the possibilities are vast.

The survey also highlights growing interest in leveraging AI for real-time decision-making and sustainability tracking, reflecting evolving industry priorities.

“It is fair to conclude that AI is now universally recognised as a game-changer. So the question is no longer “if”, but “how”. In a field that is moving so fast, with every industry trying to build for the future at the same time, how can we ensure we have the skills and technology to successfully take advantage?

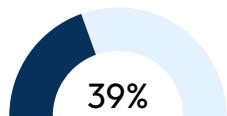
There is no doubt innovation will absolutely happen in this space, the challenge to everyone is to be in the position to be the ones doing it.”



Andrew Revell
Head of AI, Serko

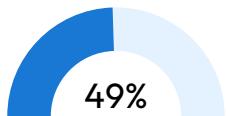
Partnerships and support

Support from travel management and technology partners is a critical factor in the success of AI initiatives. The survey revealed:



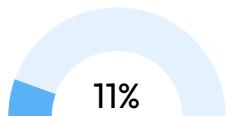
of respondents

receive significant
support from technology
providers.



of respondents

receive moderate
support from their travel
management partners.



of respondents

report insufficient or no
support from their travel
management partners.

These findings highlight the need for collaborative approaches and comprehensive solutions that address both strategic and operational challenges in AI implementation. Building strong relationships with innovative partners can help organizations overcome hurdles and maximize the benefits of AI technologies.



“

The future is going to be about 'practical innovation' – gaining the benefits of AI while navigating the challenges this brings.

Success will hinge on developing strong partnerships with technology partners that see the same potential as their customers and understand what it takes to take full advantage together.



Sundar Narasimhan
SVP and President, Sabre Labs

Conclusion

The 2025 State of AI in Corporate Travel report highlights the transformative potential of AI while highlighting the need to address persistent barriers to adoption.

Serko and Sabre agree: it's not enough to innovate for innovation's sake. The responsibility lies with technology providers to simplify implementation, provide smarter automation, and actively guide customers through their AI transformation journeys.

That means aligning roadmaps to real-world needs, reducing integration complexity, and helping to ensure that AI delivers not only performance improvement, but traveler-centric value.

For more information on how Serko is leveraging AI technology, [drop us a line](#).