

From Data to Destination: AI Journeys at Global Scale

Adobe



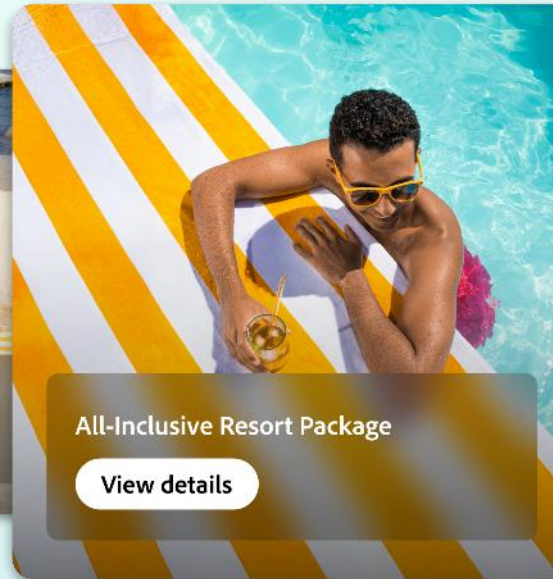
Show me premium stays in Mexico.

Hi Chloe, explore curated Mexico stays based on your travel interests.



Beach Escape

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All-Inclusive Resort Package

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Guided Sightseeing

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Today's speakers



Julie Hoffmann

Global Director,
Industry Strategy
Adobe



Kiia Kiander

Senior Manager Marketing
and Digital Platforms
Choice Hotels



Vivek Pandya

Director, Adobe
Digital Insights
Adobe



Tory Brunker

Senior Director,
Adobe.com for Business
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Karthik Muralidharan

Director, Product
Marketing and Strategy
Adobe

Agenda

Brand visibility in travel: State of the industry

Customer success: Choice Hotels

Demos: Adobe Brand Visibility, AEM Sites Optimizer

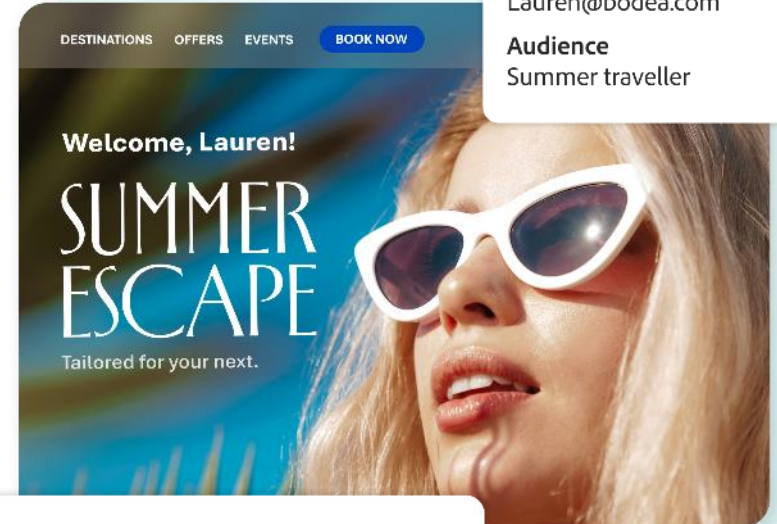
Q&A



Lauren Perez

Address
Lauren@bodea.com

Audience
Summer traveller



Summer escape



Brand visibility in travel: State of the industry



Julie Hoffmann

Global Director,
Industry Strategy
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Vivek Pandya

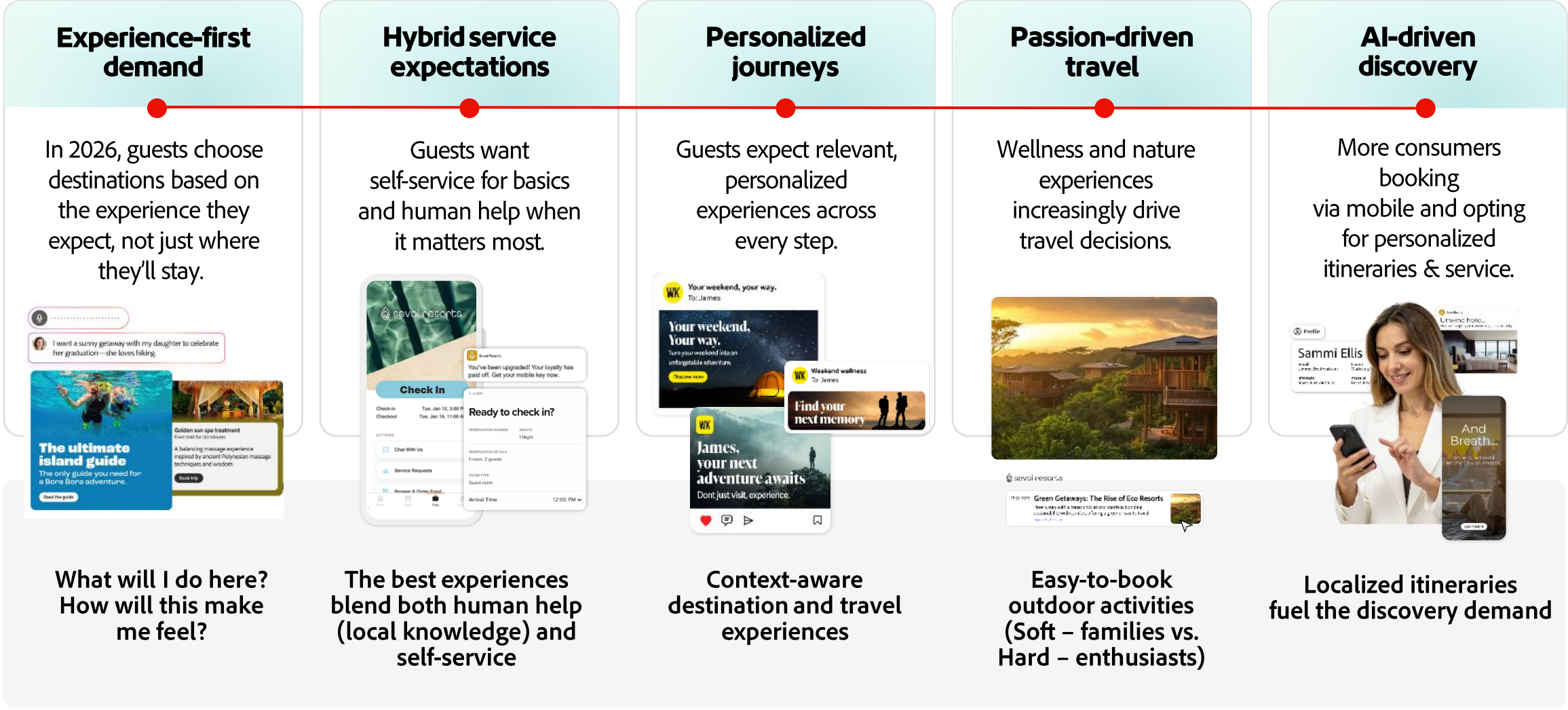
Director,
Adobe Digital Insights
Adobe

Transformational experiences in Travel & Hospitality



The experience economy in 2026:

What today's travelers expect – and why it matters.



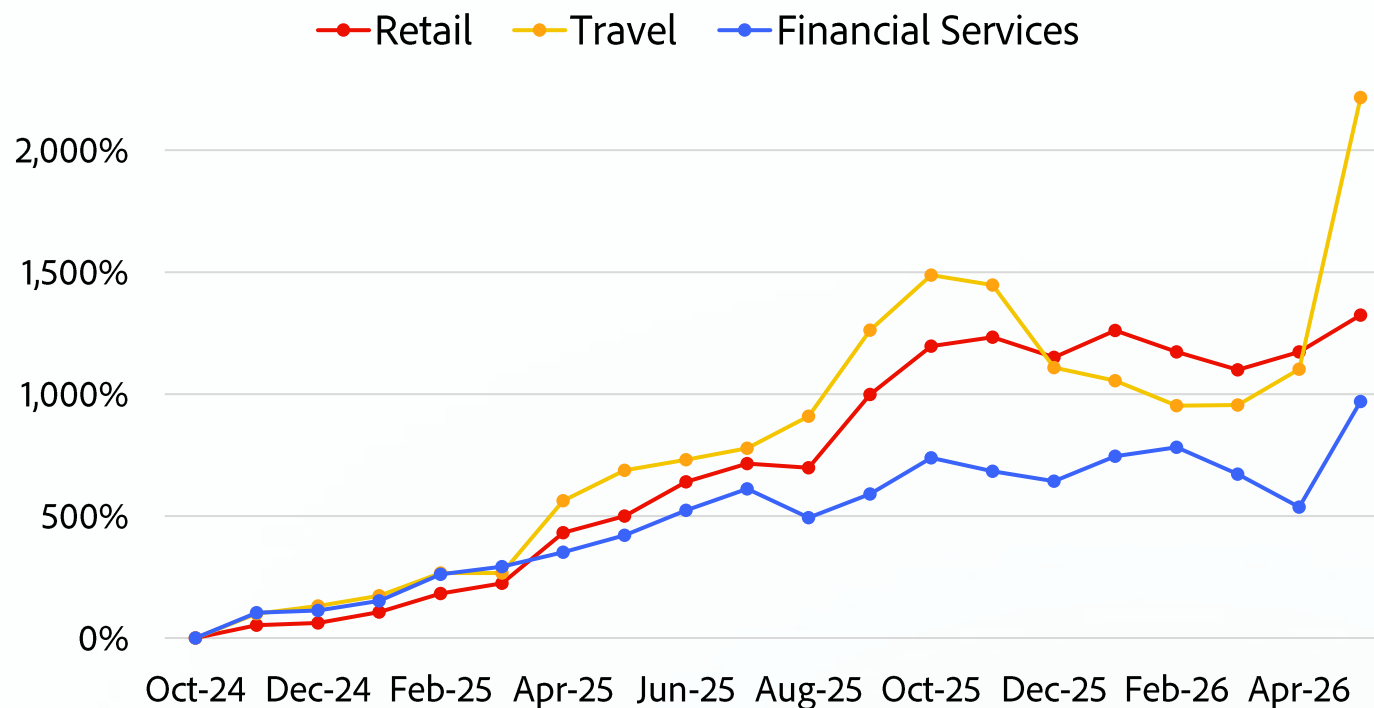
AI referrals: Industry snapshot

AI-driven traffic accelerates across all industries in quarter two

- Retail, Travel and Financial Services saw an AI traffic boost during May 2026:
 - Retail: **+138% YoY**
 - Travel: **+194% YoY**
 - Financial Services: **+105% YoY**
- In the March 2026 Adobe Consumer Survey, 54% of consumers say they are turning to AI more, with 58% having used AI in the past week.

Growth in AI visit share by industry

Adobe Digital Insights, October 2024 – May 2026





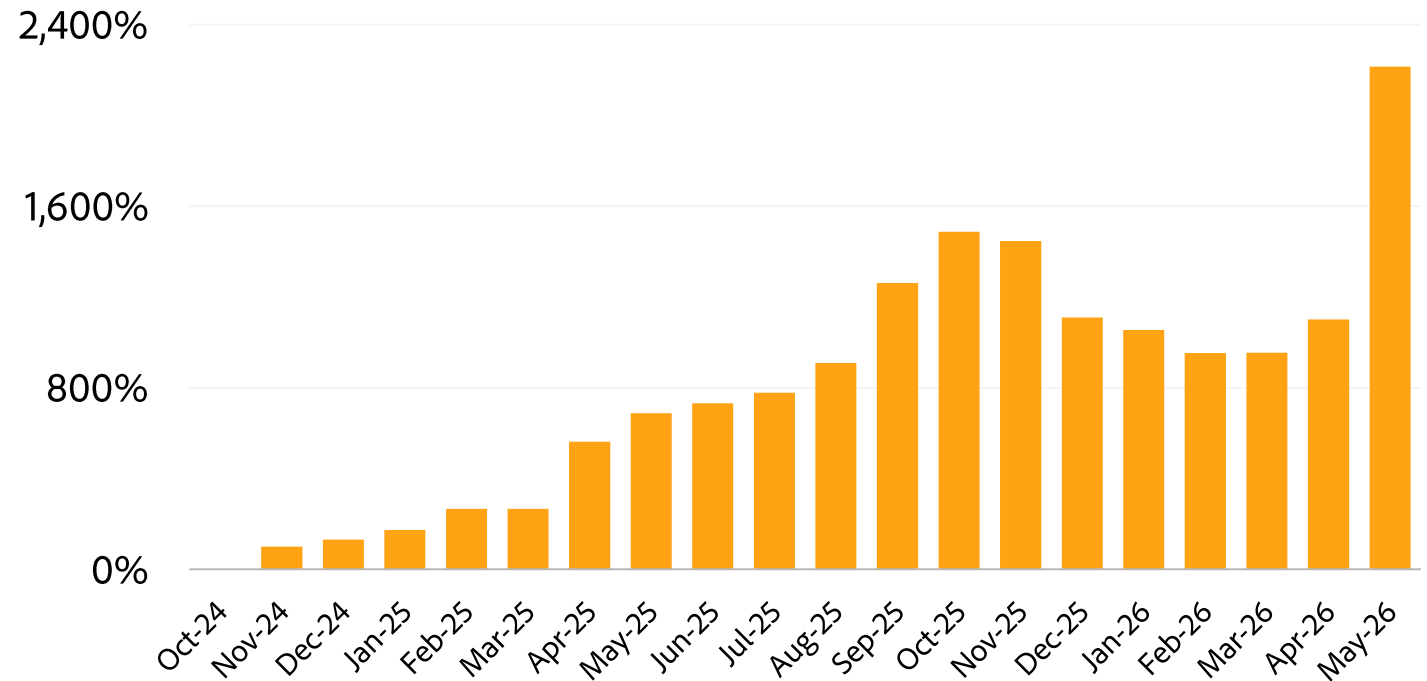
Travel

AI visit share on travel sites grows 194% YoY in May 2026

- Consumers are increasingly turning to AI for travel planning and inspiration as adoption of these tools continues to accelerate.
- **AI-driven visits to travel sites grew 194% YoY in May 2026**, extending a streak of consistent double to triple-digit growth across every measured month since October 2024.

Growth in AI-driven visit share (Travel)

Adobe Digital Insights, October 2024 – May 2026

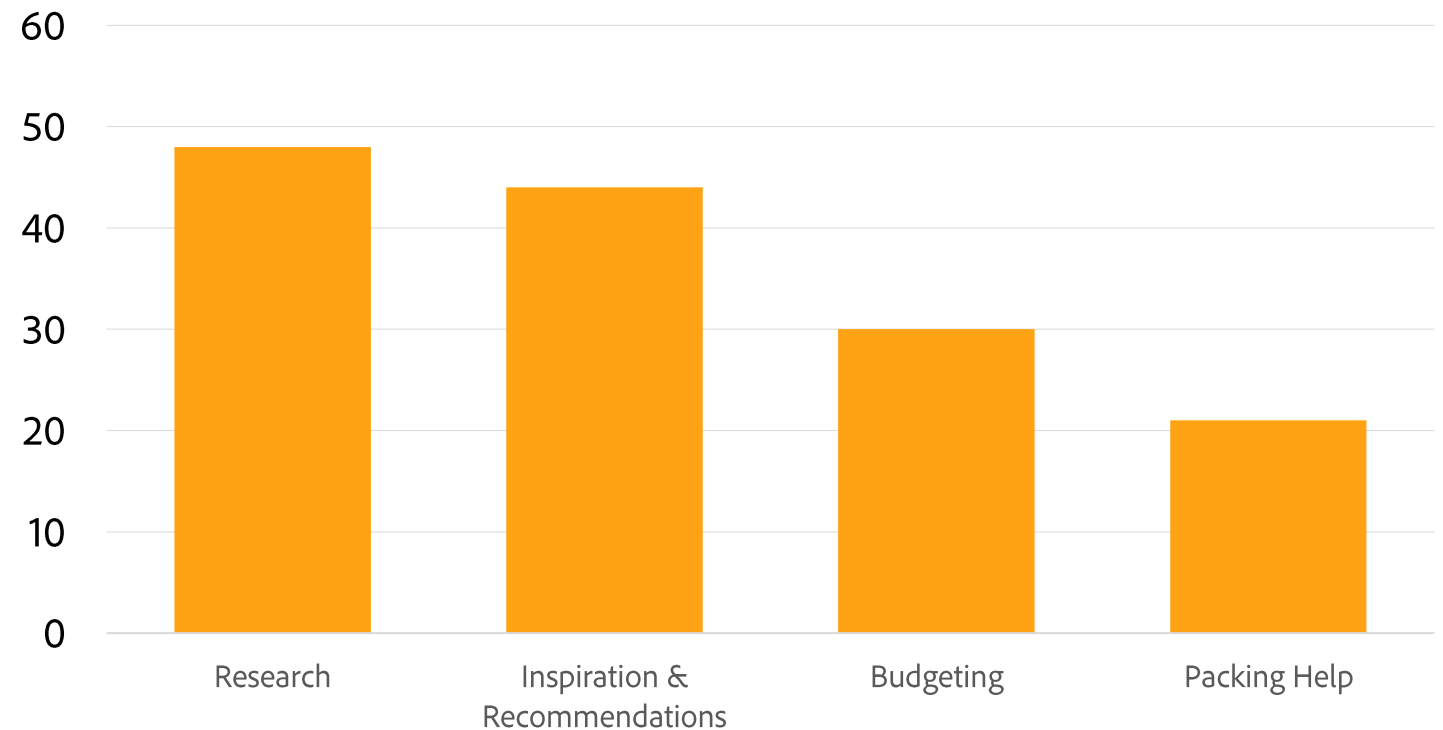


AI visit share on travel sites grows 194% YoY in May 2026

- In the March 2026 Adobe Consumer Survey, 86% of travelers reported an improved experience when planning through an AI assistant. Respondents report leveraging AI for a wide range of travel tasks:
 - Research: **48%**
 - Inspiration and recommendations: **44%**
 - Budgeting: **30%**
 - Packing help: **21%**

How travelers use AI for trip planning

Adobe Digital Insights, October 2024 – May 2026

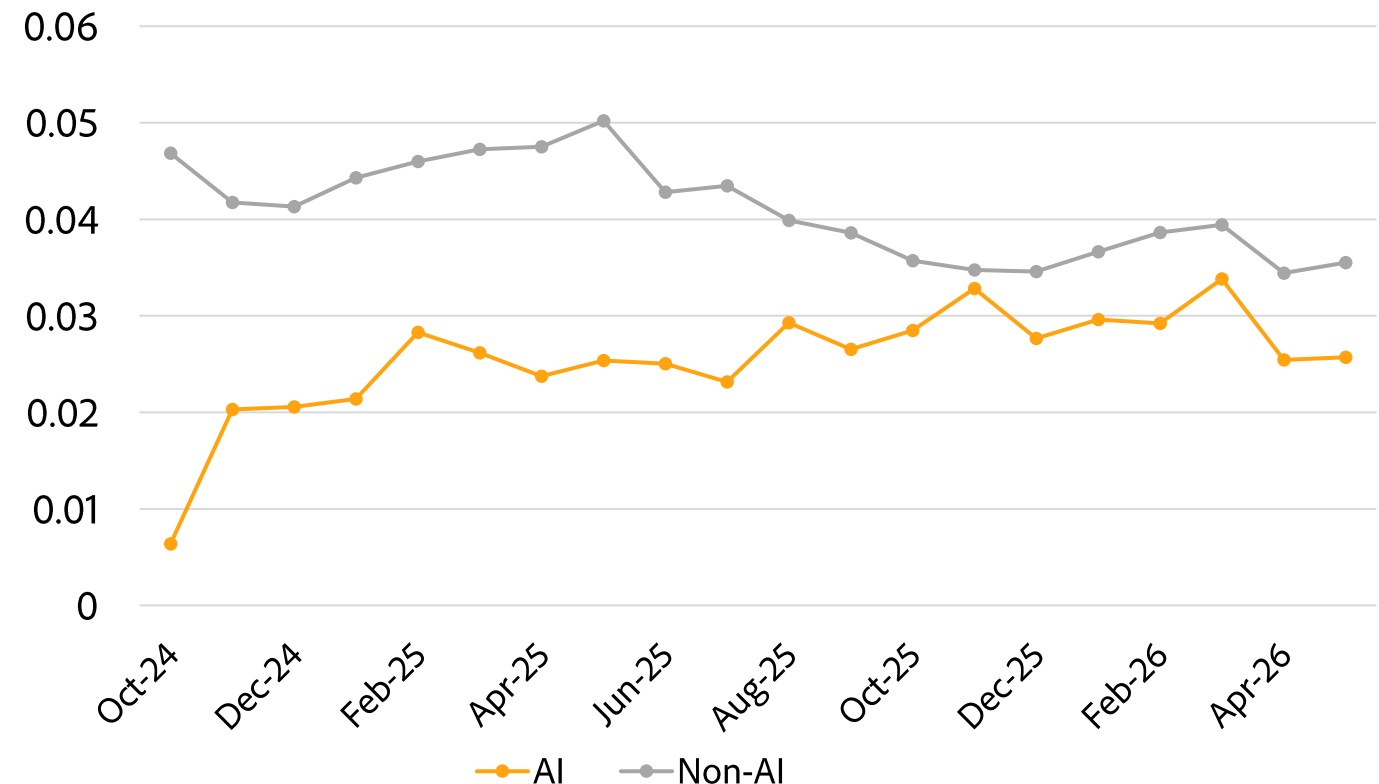


AI conversion gap narrows by ~70% since October 2024

- The conversion gap between AI and non-AI sources **narrowed from about 86% in October 2024 to just 14% in March 2026**, a strong signal of AI's growing role in converting high-intent travel browsers into actual bookings.
- In May 2026, the **gap widened slightly to 28% but remains 67% narrower** than it was in October 2024.

Monthly AI vs. non-AI conversion rate (Travel)

Adobe Digital Insights, October 2024 – May 2026

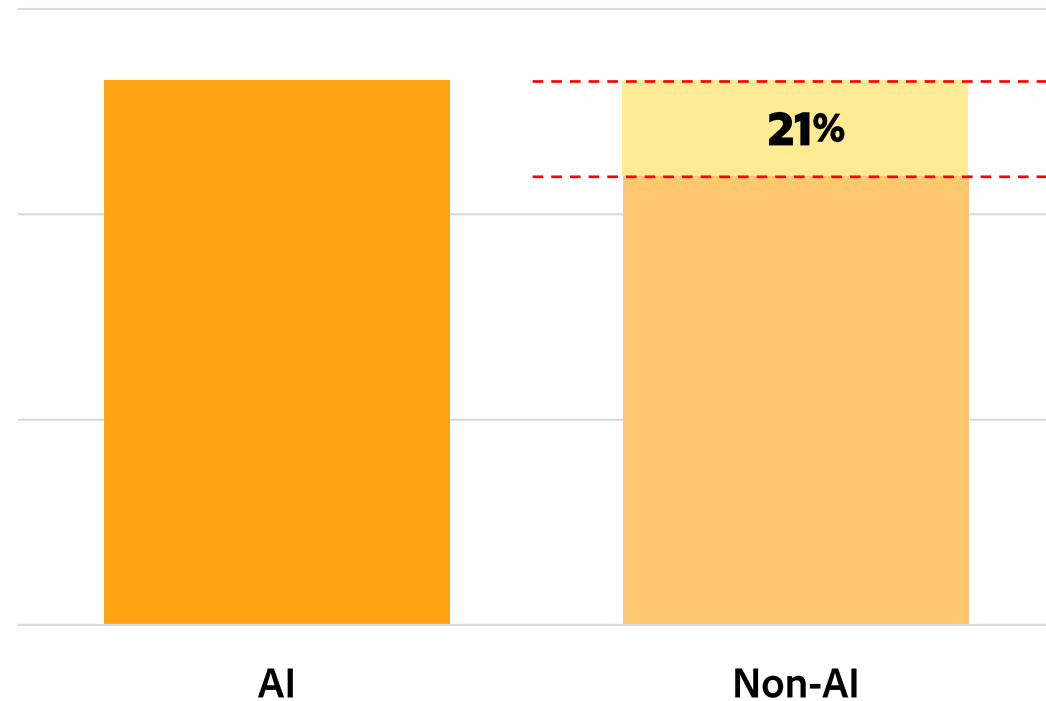


AI-driven travel traffic delivers 21% higher engagement in May 2026

- The engagement gap between AI and traditional traffic widened in May 2026, with **AI-referred visitors outperforming non-AI sources by 21%** in engagement rate.
- This shift matters: travelers arriving via AI tools engage deliberately, not passively, suggesting AI-driven research translates into more purposeful on-site behavior.

AI vs. non-AI engagement rate (Travel)

Adobe Digital Insights; May 2026

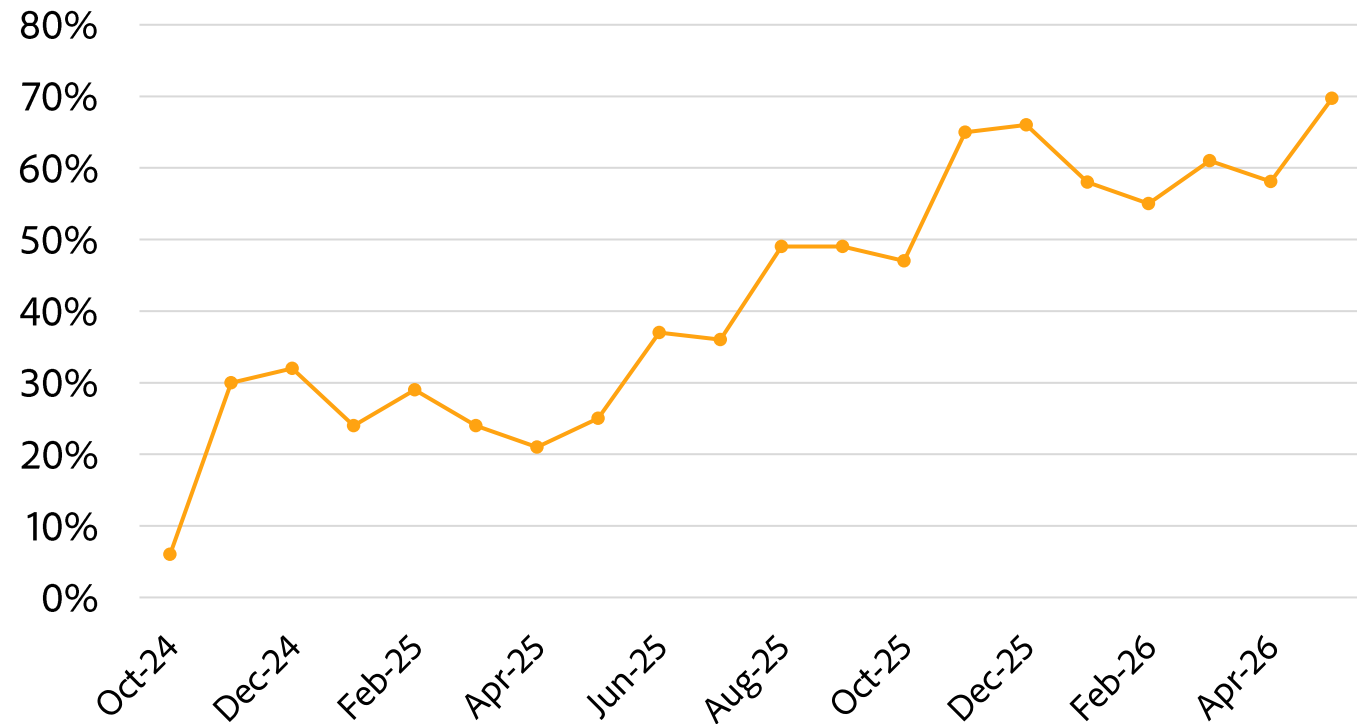


AI-referred travel visitors spend **70%** more time on site

- In May 2026, AI-referred sessions lasted **70% longer than non-AI visits**, up from 61% in March — a two-month jump that suggests the gap is still widening rather than stabilizing.
- Paired with a **21% higher engagement rate**, the data points to AI sending travel sites visitors who are actively exploring content rather than bouncing after a quick look.

Monthly AI vs. non-AI time spent per visit % difference (Travel)

Adobe Digital Insights; October 2024 – May 2026

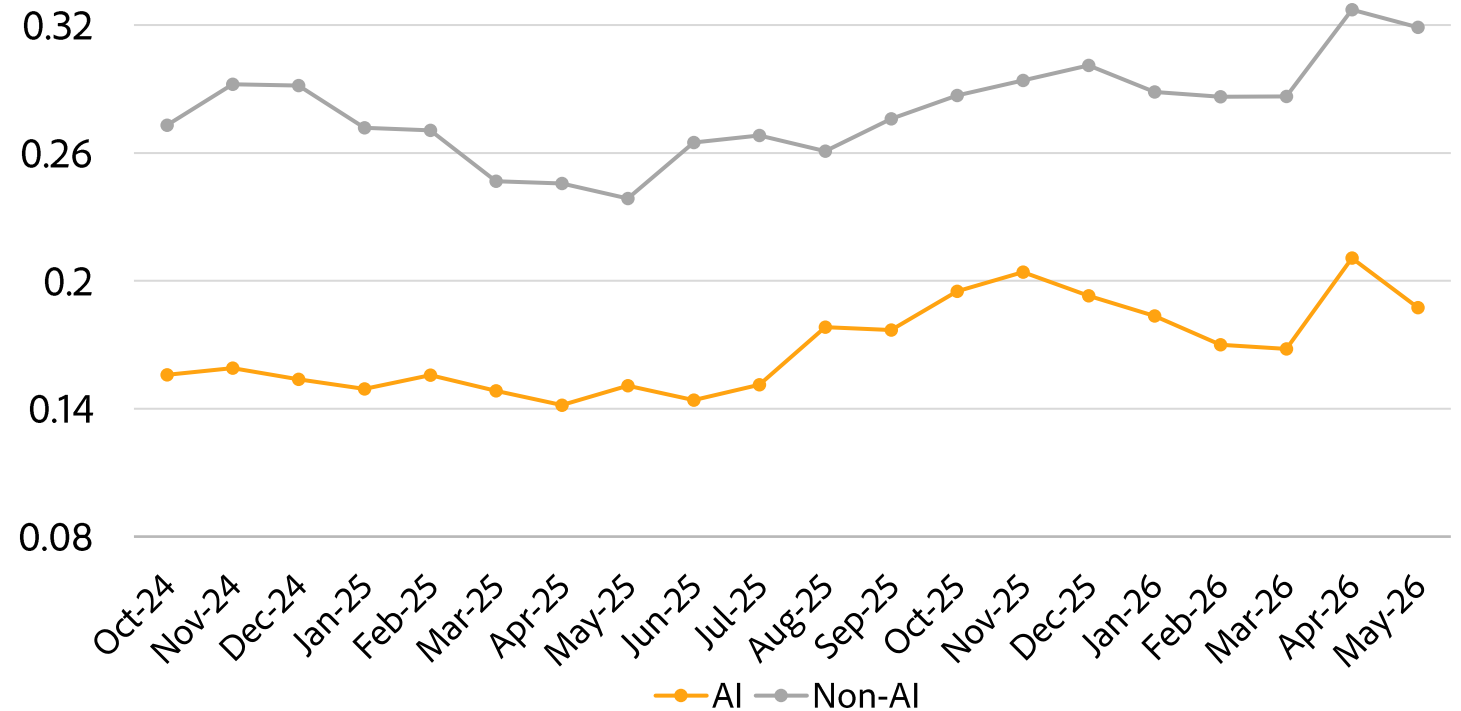


AI-referred travel visitors 41% less likely to leave immediately

- In May 2026, AI-referred visitors **bounced at a rate 41% lower than those from traditional sources**, holding steady from March and reinforcing that this is not a one-month anomaly.
- This consistent, structural gap suggests AI-referred travelers arrive already informed, and that pre-visit intent fuels deeper on-site engagement.

Monthly AI vs. non-AI bounce rate (Travel)

Adobe Digital Insights; October 2024 – May 2026



Travel AI citation readability

Hotels and car rental lead travel in AI citation readability for brand and product offerings

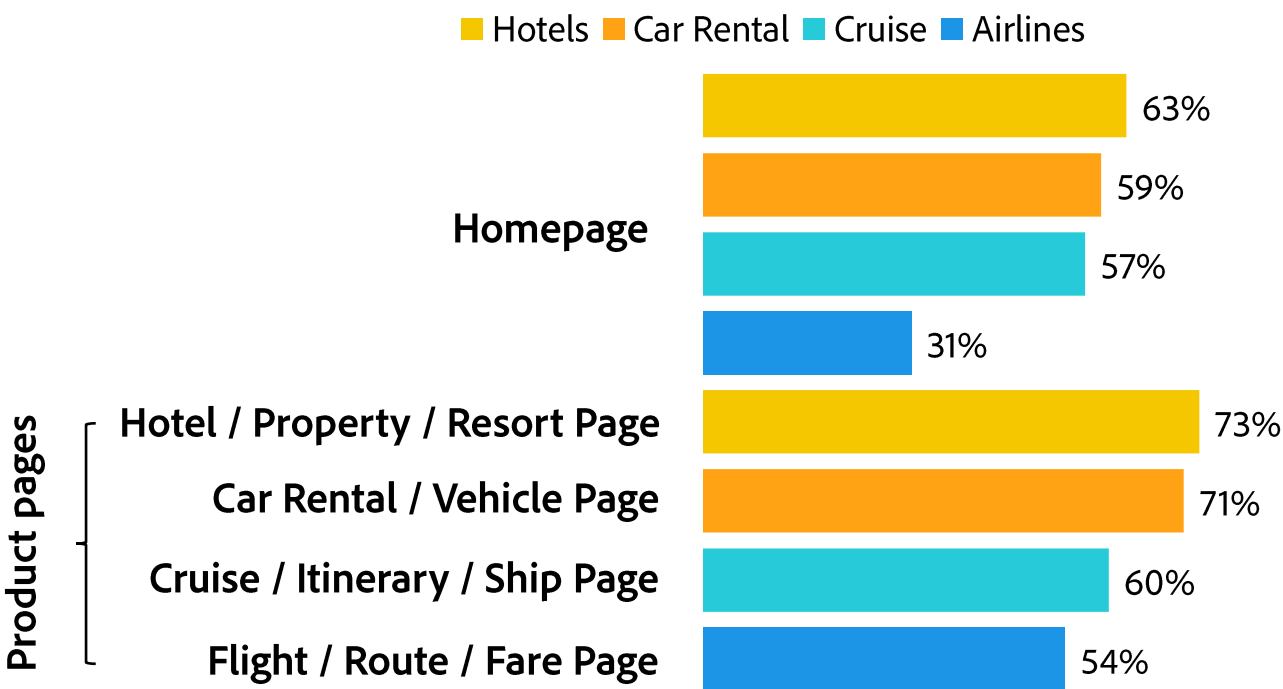


Key Insight:

Travel sectors that clearly communicate both brand context and product details create a stronger foundation for AI-driven discovery, comparison, and recommendation.

Homepage and product pages: AI citation readability scores (Travel)

Adobe Digital Insights, May 2026



Trust, loyalty & support content has become a strategic AI visibility asset



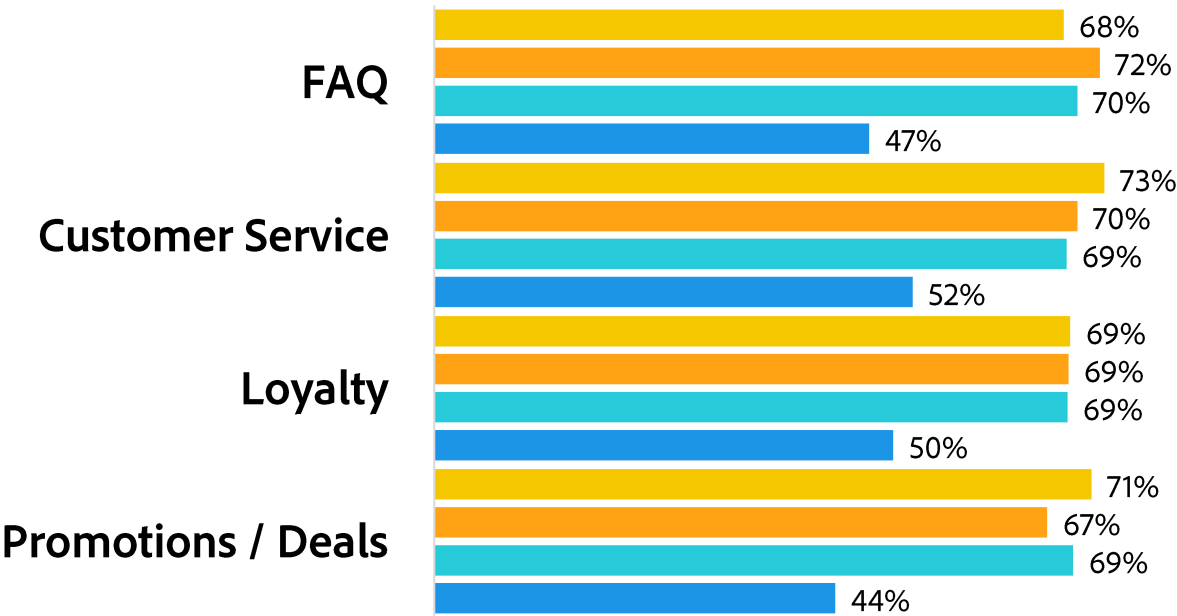
Key Insight:

Travel brands can strengthen AI readability by clearly communicating benefits, policies, rewards, and promotional value, content that helps travelers build confidence.

Support pages: AI citation readability scores (Travel)

Adobe Digital Insights, May 2026

Hotels Car Rental Cruise Airlines



Next-generation CX demands are accelerating omnichannel and content excellence

8

average number
of meaningful
interactions across
channels before a
purchase

1.9x

average increase ('25
vs '23) in Customer
Reviews/Testimonials
consumed before
making a purchase

74%

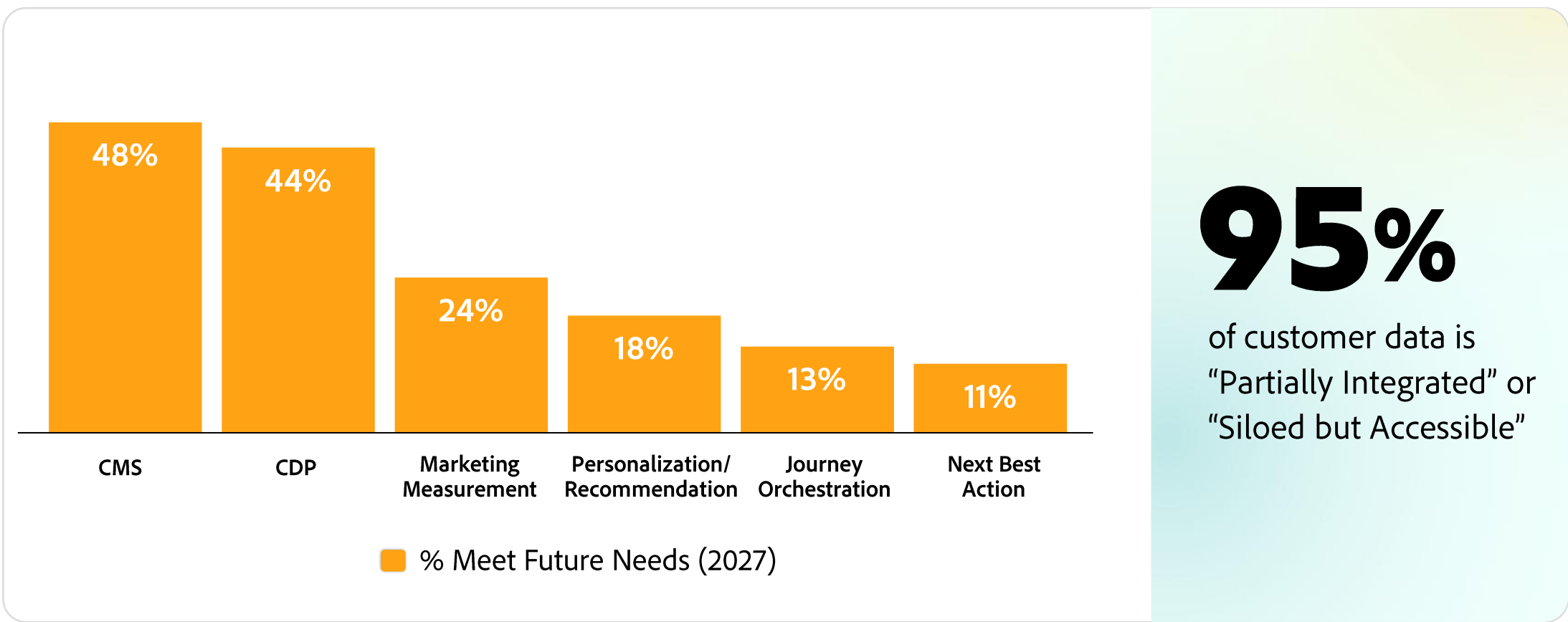
of firms said their
customers seek
omnichannel
consistency

92%

of firms said their
customers
expect mobile-
first experiences

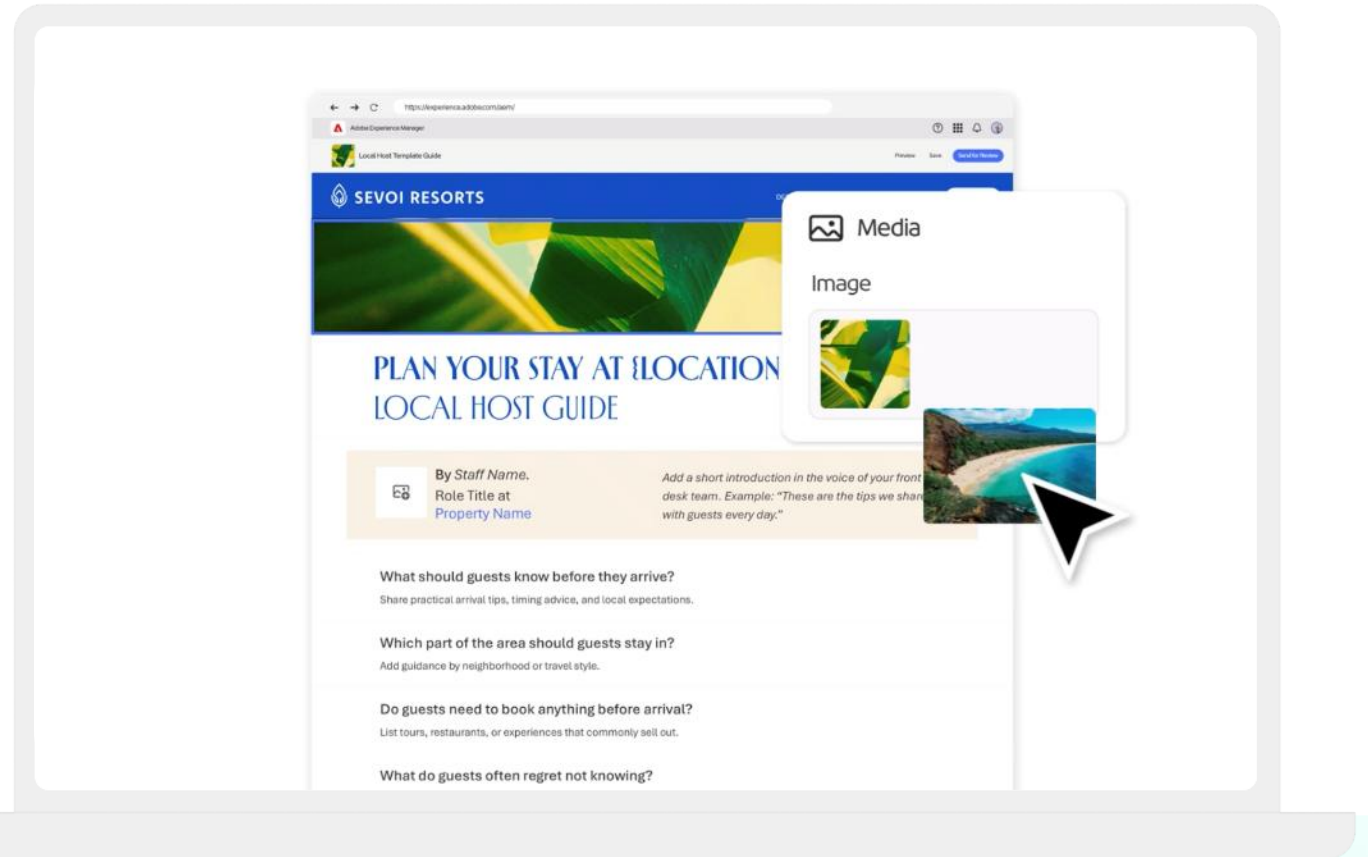
**Only 13% of travel & hospitality
brands will be ready by 2027 to
tell stories**

Customer data is fragmented and current toolsets won't scale



Storytelling at scale by local experts

- Property teams offer local expertise that provides authenticity that increases trust
- Answer real guest questions to improve local discoverability through GenAI engines (ChatGPT, perplexity, etc.)
- Curate itineraries for various enthusiasts and traveler needs:
 - Wellness, quick trips, hard activities, family friendly
 - Dining options for dietary needs or restrictions



Localization

Trusted, property-level expertise at scale

Leaders are structurally different, not just strategically better

+62%

Leaders score 4.1 vs 2.5 on Structure (1–5 scale), the largest pillar gap. Workflows is next at +47% (3.8 vs 2.6).

Key Takeaway

In Travel & Hospitality, the technology gap is not the issue. Leaders win because they restructured, building the operating model, governance, and process that lets AI actually scale. Structure and Workflows are where the advantage is built.

Operating model: Leaders (n=342) vs T&H industry (n=484)

Pillar scores 1–5 scale · Leaders vs T&H Industry →



The modernization playbook: The five things leaders do

1

Real ownership

Only 16% of T&H organizations have a formal AI owner with title and budget authority. Leaders are 5.7× more likely to have one.

2

Day-one measurement

Only 10% of T&H organizations measure AI ROI comprehensively. Leaders are 4.4× more likely, built in at launch.

3

Genuine partnership

80% of Leaders operate at Collaborative or Integrated level vs. 20% of industry. Shared stakes eliminate handoff friction.

4

Learning culture

35% of T&H organizations run a destructive failure culture, blame or repetition. Among Leaders: 1%.

5

Empowered champions

42% of Leaders chose empowering champions as their #1 culture move — far ahead of exec sponsorship (16%). Find the believers and amplify them.

Leaders don't out-tech the rest. They out-organize them.

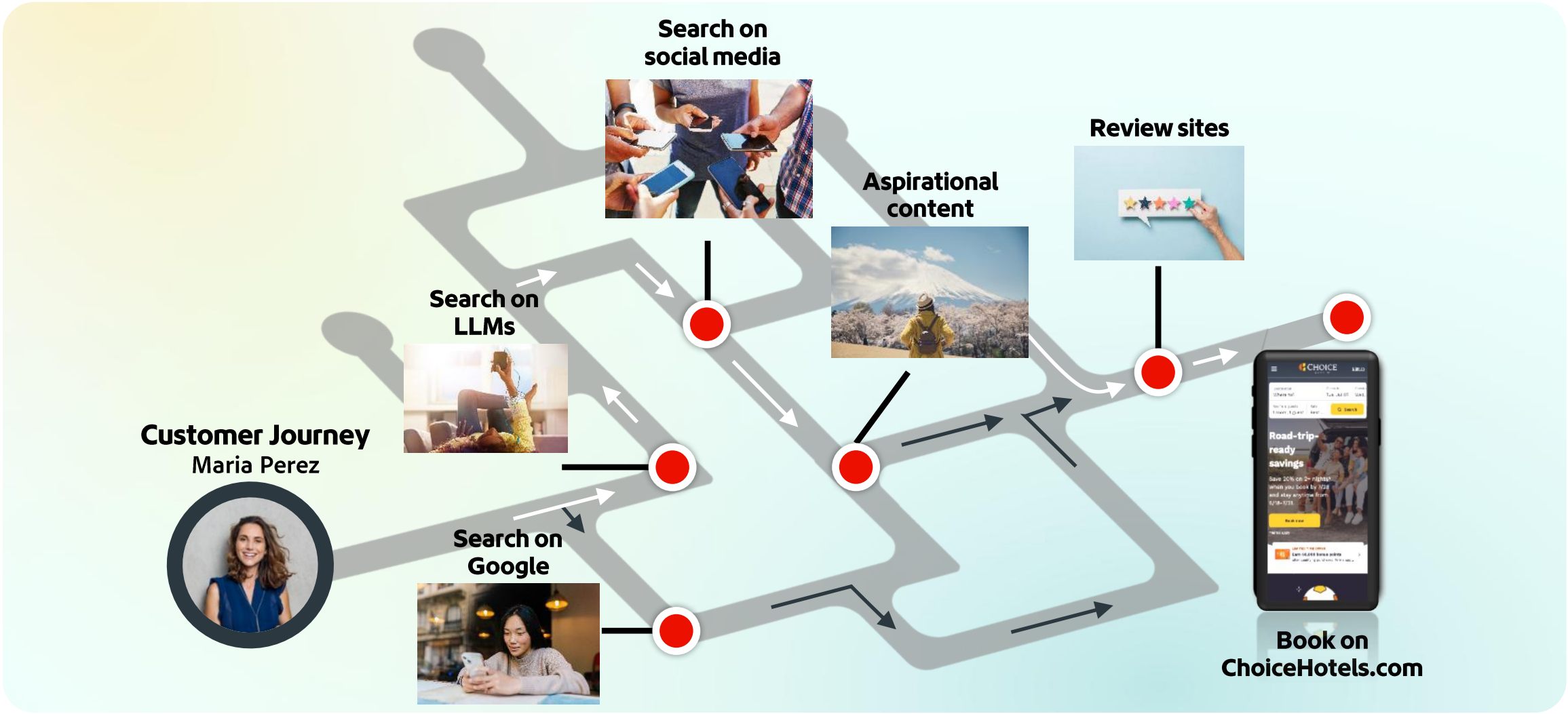
Customer success: Choice Hotels



**Kiia
Kiander**

Senior Manager Marketing
and Digital Platforms
Choice Hotels

Choice Hotels: Navigating the road ahead

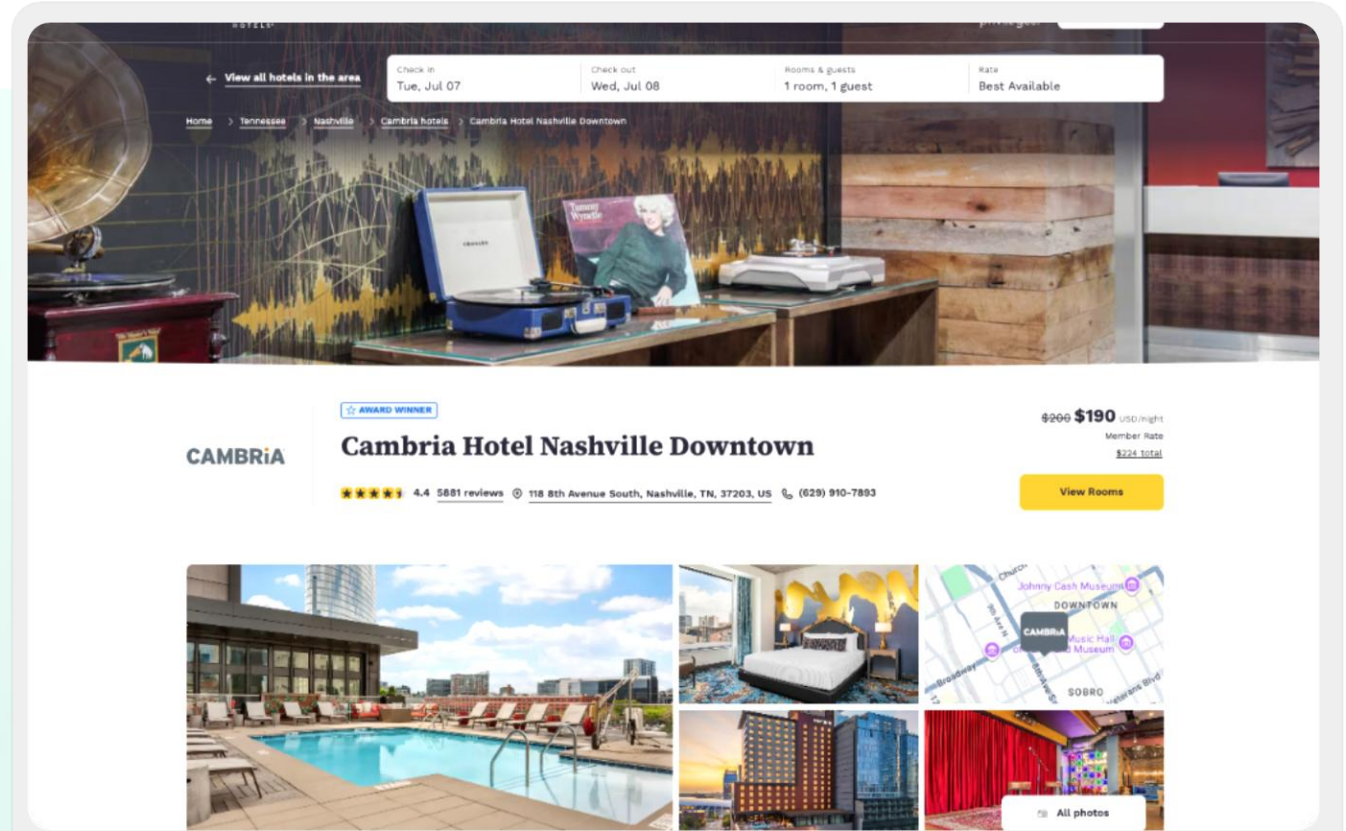


The challenge: Managing content and experiences at scale



Our Problem:

How do we deliver consistent, personalized digital experiences across thousands of hotels, multiple brands, and an ever-growing number of customer touchpoints?



The transformation: Building a strong digital foundation



Past:

Manage content at an individual level for all sites



Present:

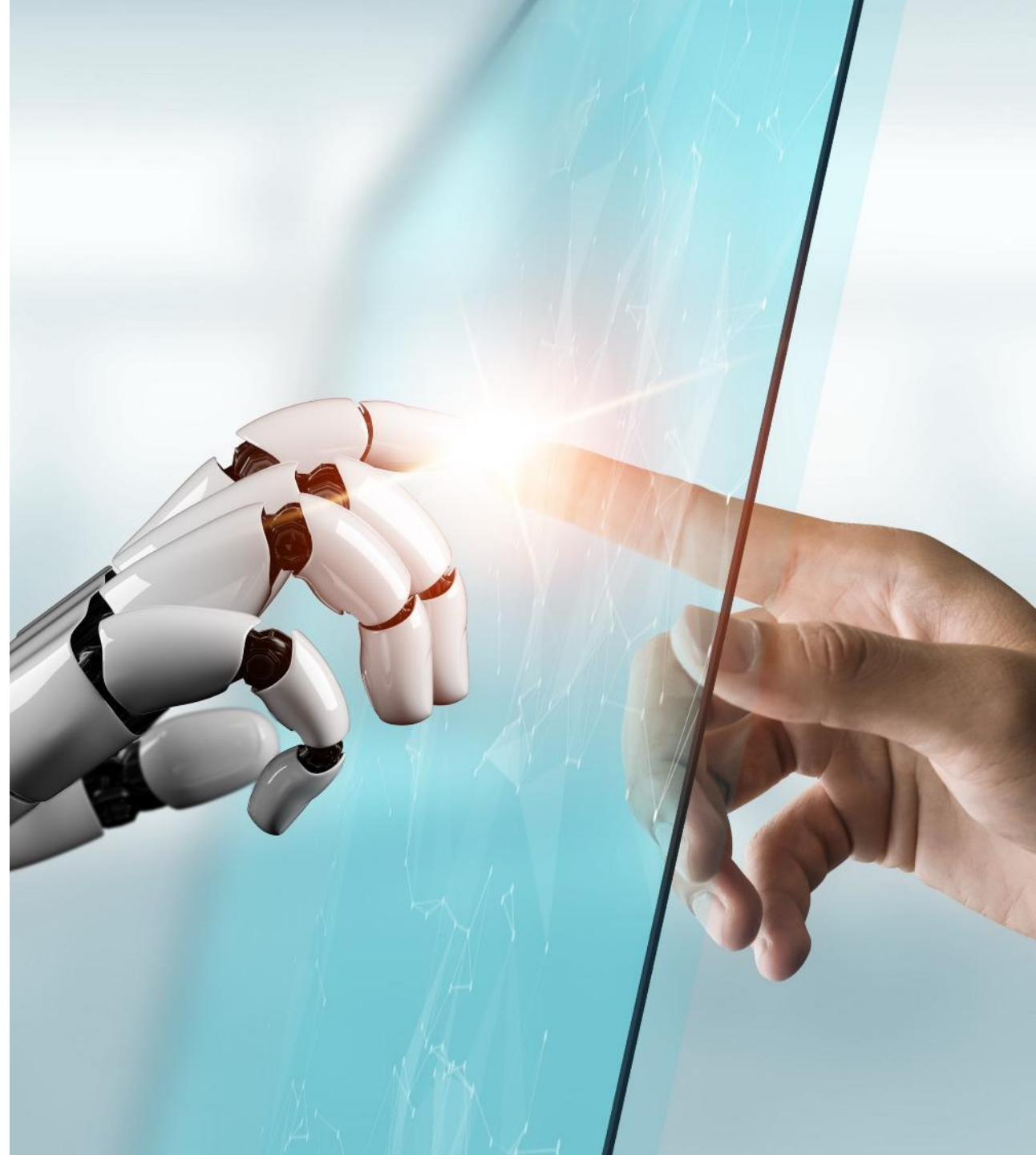
Develop content once, including variations, distribute everywhere



Future:

Continue to scale and lean more into true personalization

AI and the future of customer discovery





Closing

Your content foundation is key.
Establish content governance.
What can scale vs. what should be manual.
AI is not a separate initiative.

Adobe Brand Visibility



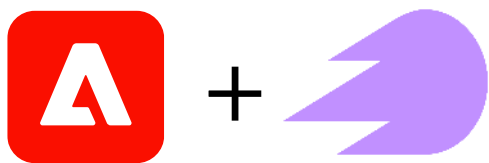
**Karthik
Muralidharan**

Director, Product
Marketing and Strategy
Adobe

Brands need a solution that takes them from insight to action, for both agentic and human audiences

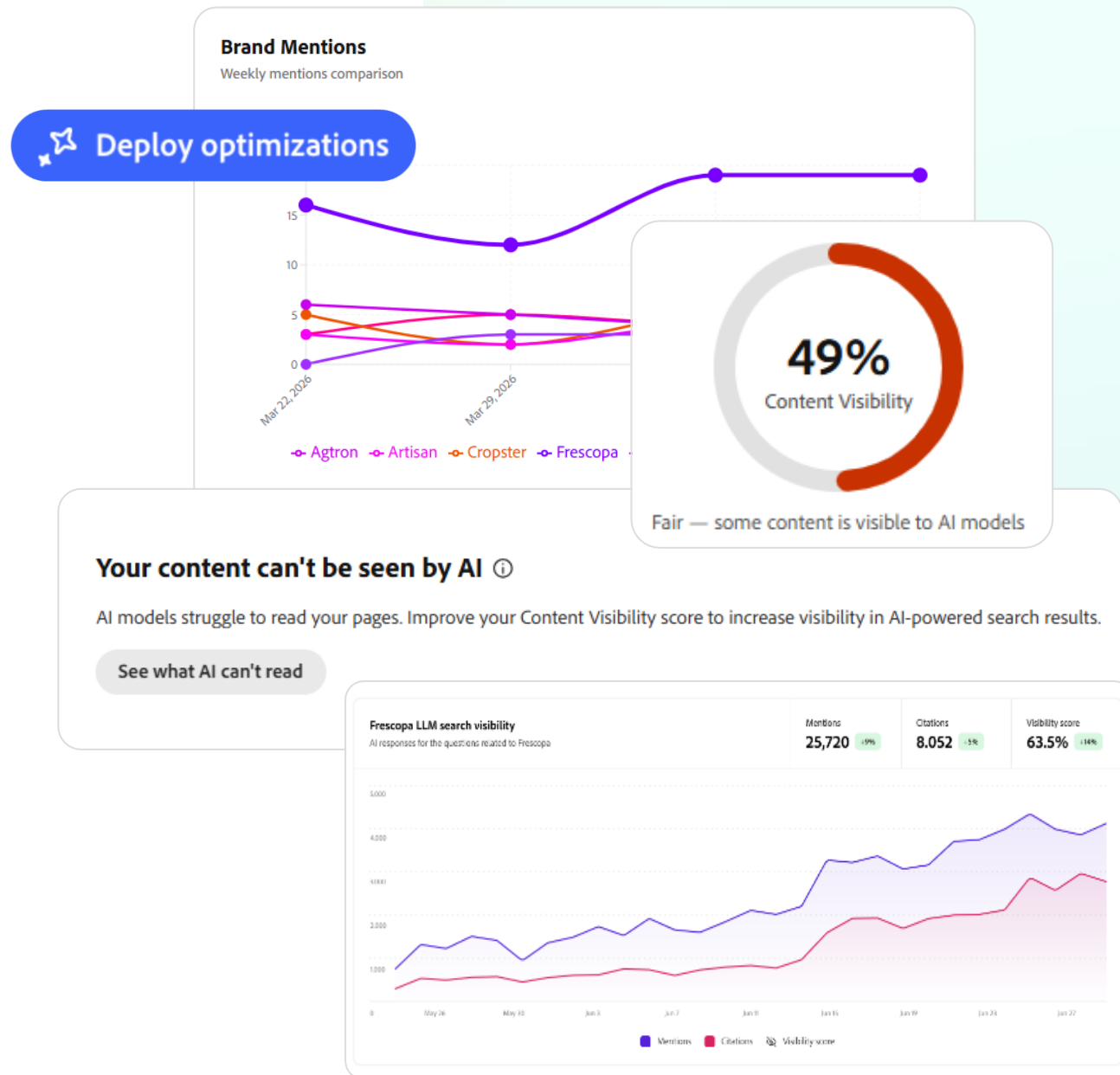


Introducing

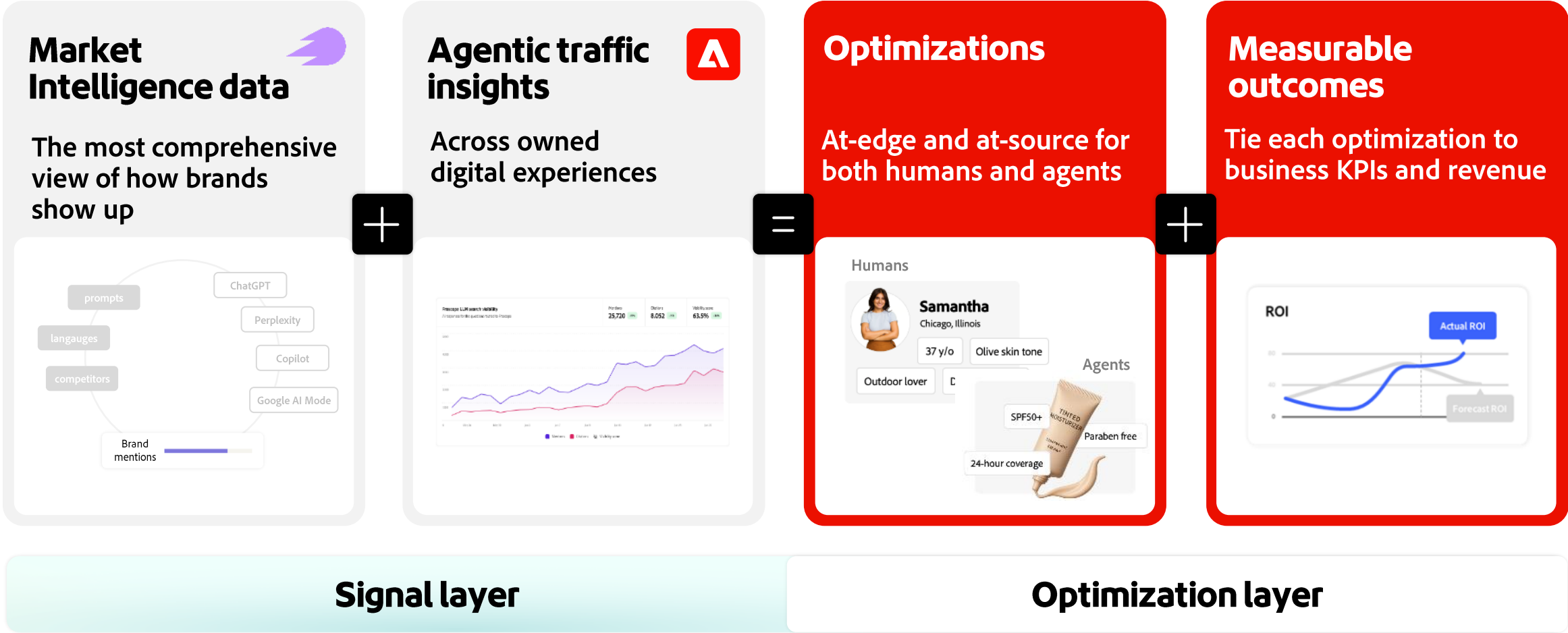


Adobe Brand Visibility

The **end-to-end platform** that helps brands win in **AI visibility** by unifying intelligence, optimization, and business impact.



Semrush excels at external signals. Adobe excels at owned experiences. Together, we create a category no one can match.



AEM Sites Optimizer



**Tory
Brunker**

Senior Director,
Adobe.com for Business
Adobe

Improve site performance

- AEM Sites Optimizer is a cloud-based, AI-first optimization layer for AEM websites
- What it does:
 - **Auto-identify** - Detects site issues and opportunities from telemetry, audits, and connected data sources
 - **Auto-suggest** - Generates AI-backed, prescriptive recommendations and suggested content/code/config changes
 - **Auto-optimize** - Applies or prepares approved fixes through AEM/content/code workflows



Time on site ^ **50 seconds**



14% increase in repeat visitors



+200% increase in Brand Visibility



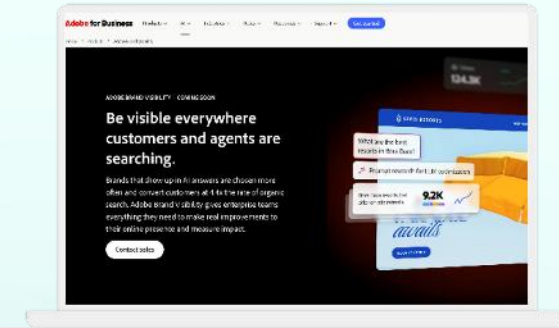
+41% increase in Referral Traffic

Resources

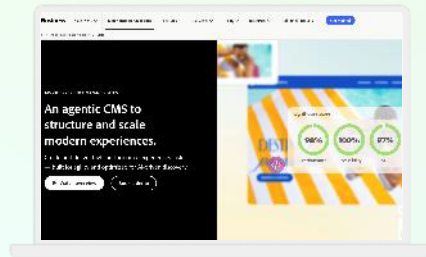
[Report] Q3 AI Traffic Trends Report



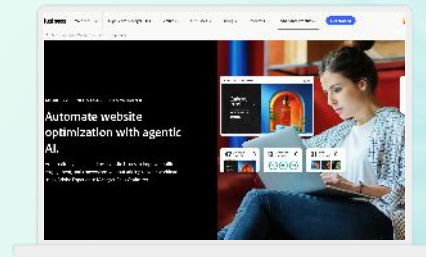
Adobe Brand Visibility



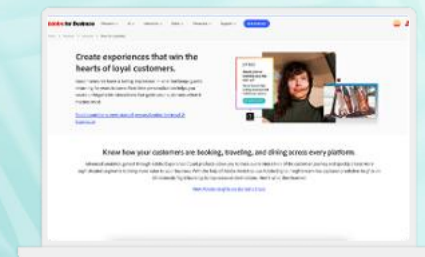
Adobe Experience Manager Sites



Adobe Experience Manager Sites Optimizer

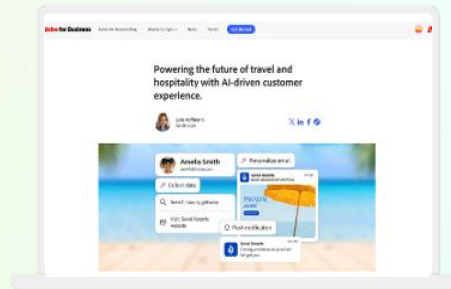


Adobe Travel & Hospitality Marketing



Resources

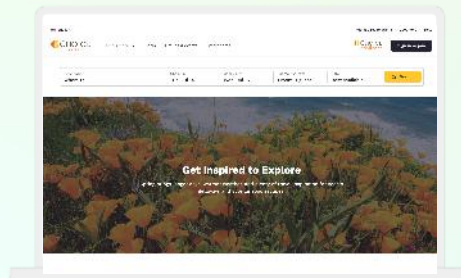
[Blog] Powering the future of travel and hospitality with AI-driven customer experience



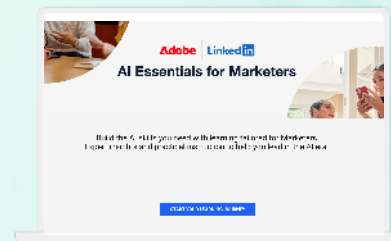
[Quiz] CX Innovator Types



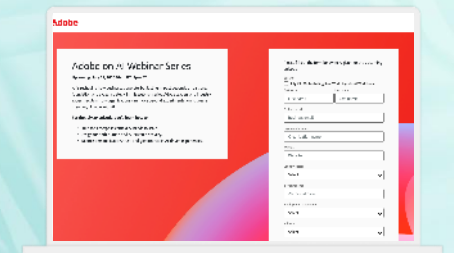
Choice Hotels



AI Essentials for Marketers



Adobe on AI Webinar Series



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