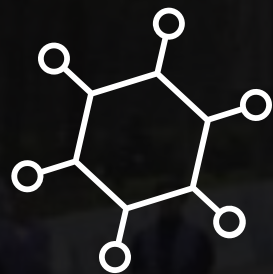


# AI TRAVEL

Lucio Ribeiro  
Chief AI and Innovation Officer TBWA  
February 2026

I acknowledge the Traditional Owners of the  
land on which we are meeting  
and  
pay my respects to their Elders, past and  
present,  
and  
the Aboriginal Elders of other communities who  
may be here today

**AI IS NOT A TREND  
IS CONVERGENCE.**



AI is more than chatbots. It is being embedded across products, workflows and customer experiences.

**1.9 M.**

Australians asked ChatGPT health  
related questions, in the last 6 months

60%

of Australians using ChatGPT for health information **asked** for clinical advice rather than just general information.

**8 IN 10**

of global travelers already use AI tools in travel

**50%**

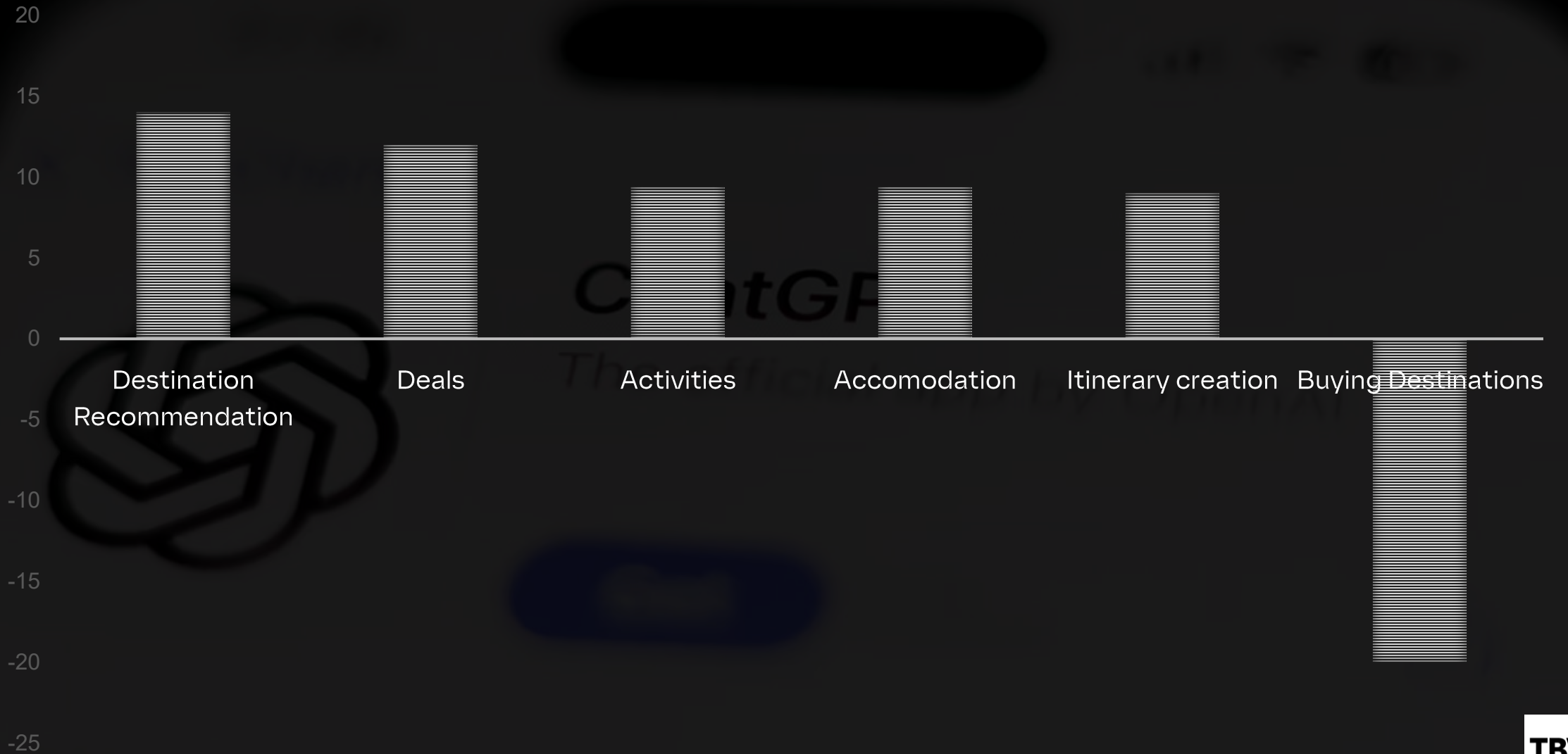
prefer talking a chatbot

**30%**

Australians said they had used AI tools to unlock travel deals, scout destinations and find activities

%

≡%



**63%**

of people using LLM, value AI-recommended suggestions

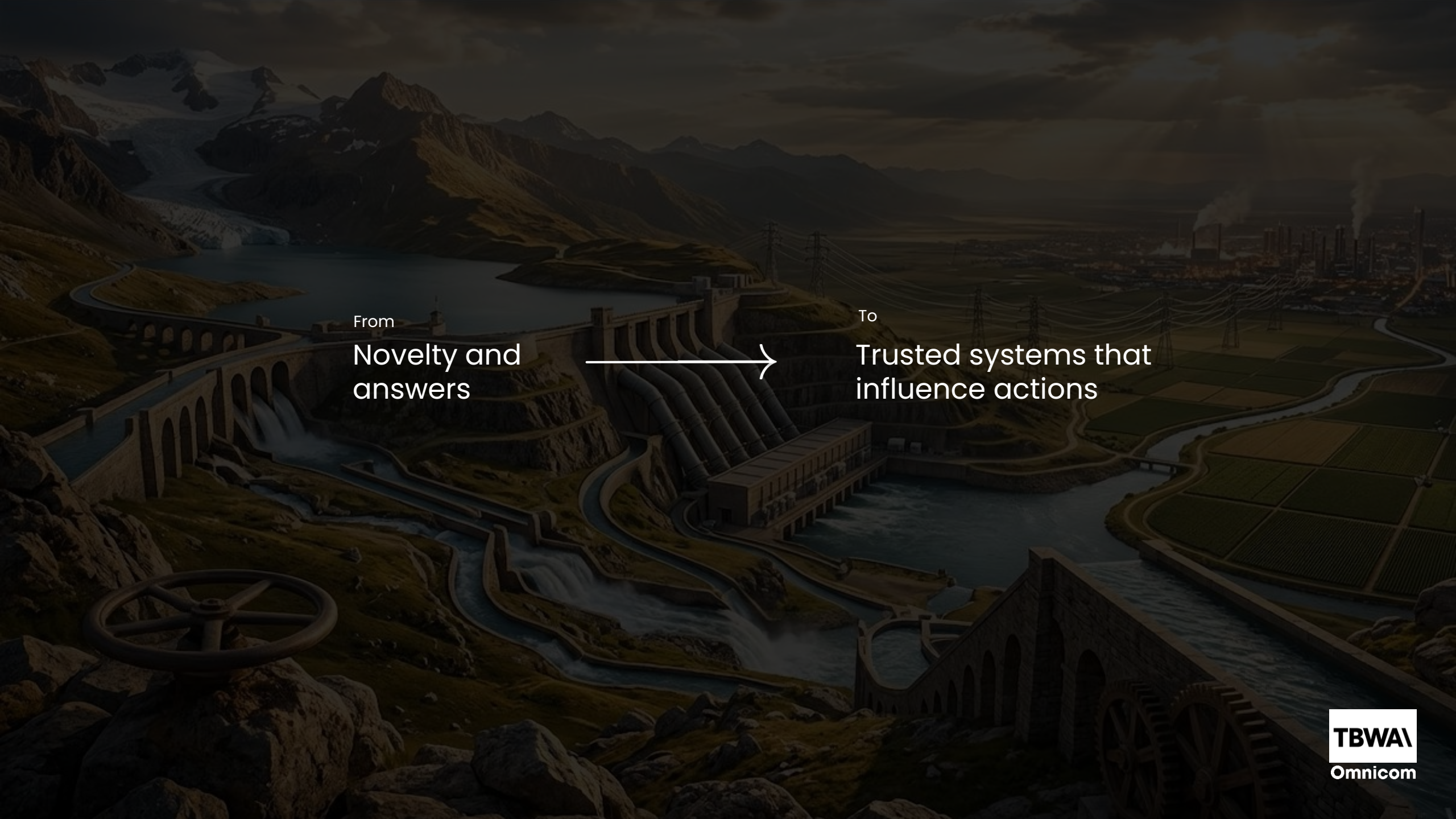
30%



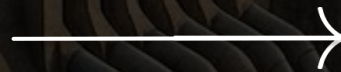
80%

Drop in traffic for websites

Source: Kantar, "The Role of AI in Tourism," 2025 + Skift Global Travel Insights



From  
Novelty and  
answers



To  
Trusted systems that  
influence actions

AI plans and suggests

---

HUMANS Curate and manage risk

**protect** the trip  
**deliver** certainty  
**guarantee**

**close** the deal  
**own** the outcome  
**negotiate** value

# YOU DON'T NEED TO KNOW **EVERYTHING** ABOUT AI

You **don't need to be an AI expert**

*\*unless you're building the tech*

The ones leading in AI aren't walking encyclopaedias.  
They're connectors who have literacy

We are not **hard drives**. We're **nodes** in a network

AI literacy—not mastery

# LLM'S EVOLUTION

**2023 LEVEL 1**

**WEB CHATBOTS**

Puzzle

Patterns and predictions



**2025 LEVEL 2**

**REASONING**

Chess

Reasoning



**2026 LEVEL 3**

**AGENTS**

Minecraft

Perform specifically tasks independently

# THREE HUGE IMPACTS IN TRAVEL

VISIBILITY

RELEVANCE

ACTION

## GEO/AIMOT

### Guided discovery

the moment when customers turn to AI for answers before they ever search, click, or buy. Moments that now make or break reputations in LLMs.

## PERSONALISATION

### Orchestration

'architecture of trust.'  
From campaigns to learning systems. Perpetual feedback loops powered by real-time signals.

## AGENTIC AI

### Collapse the Journey

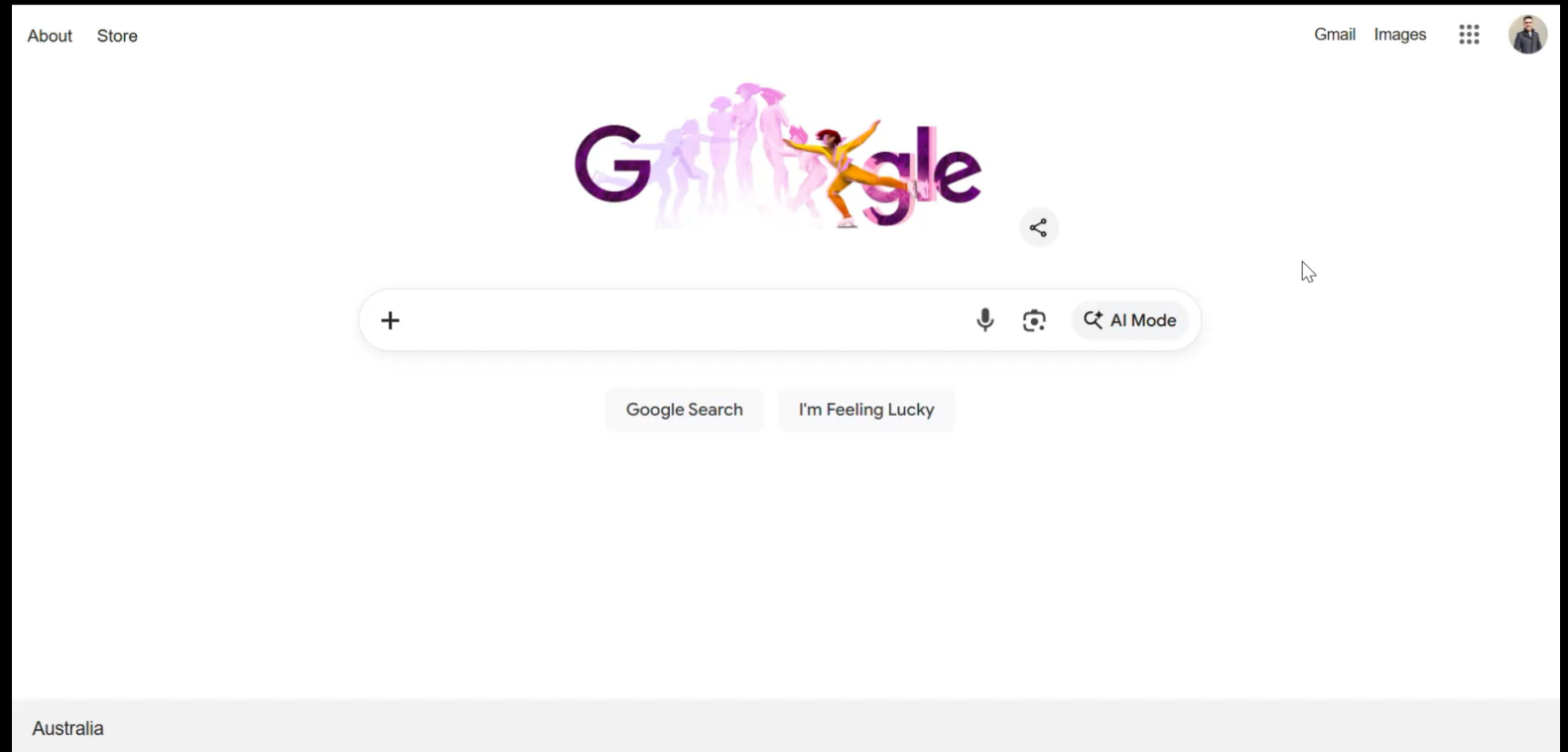
As agents are empowered to act on behalf of consumers, we can begin to collapse complex journeys by removing friction and mental load

# THREE HUGE IMPACTS IN TRAVEL

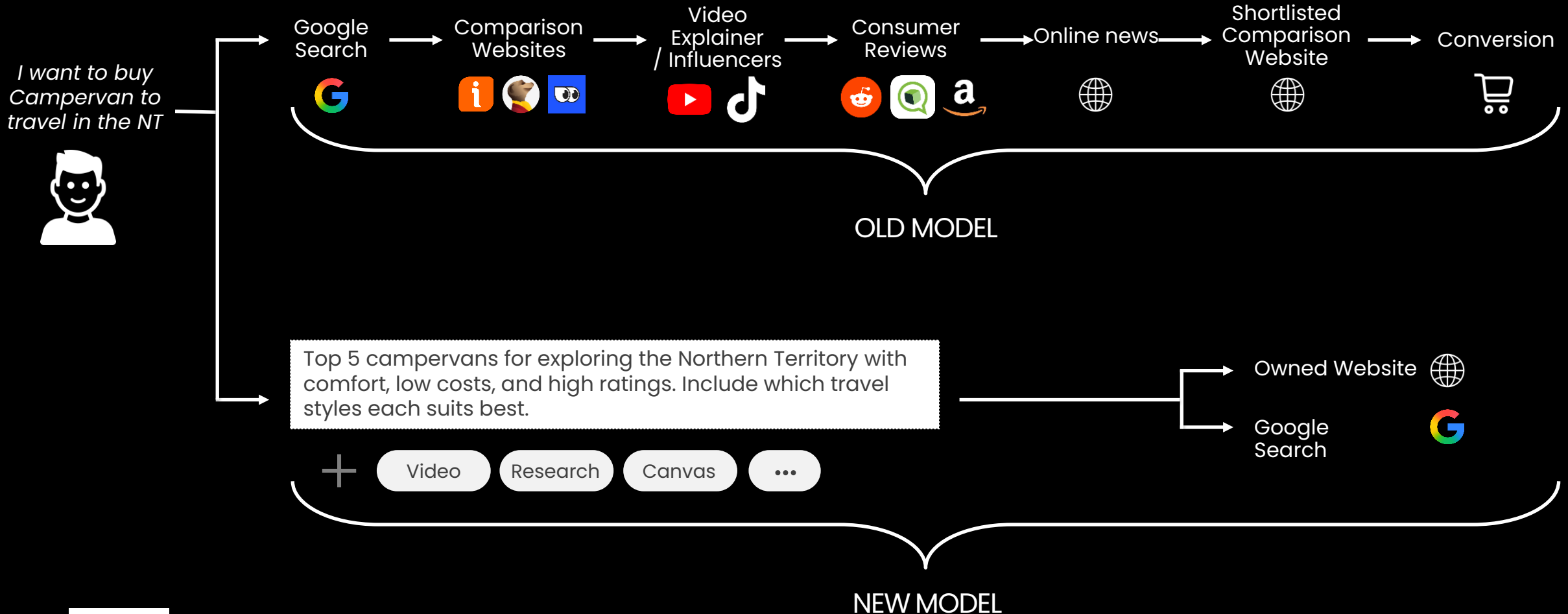
## GEO/AIMOT

### Guided discovery

the moment when customers turn to AI for answers before they ever search, click, or buy. Moments that now make or break reputations in LLMs.



# AIMOT IS NOT SEO EVOLUTION



## AI Visibility Self-Assessment



BY  
TBWA\

# RISE

# MY STACK



## OMNI

My **enterprise** thinking partner

## COPILOT

My everyday work assistant.



## CLAUDE COWORK / CODE

My Coding platform

## GOOGLE NOTEBOOKLM

My personal LLM

## GOOGLE NANO BANANA

Fast visual prototyping

# Q.A

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