Figure 3: Only 13% of travel organizations are AI Achievers

- **AI INNOVATORS**
  - 13% vs. 13% (global)
  - Companies that have mature AI strategies but struggle to operationalize

- **AI EXPERIMENTERS**
  - 67% vs. 63% (global)
  - Companies that lack mature AI strategies and the capability to operationalize

- **AI BUILDERS**
  - 7% vs. 12% (global)
  - Companies that have mature foundational capabilities that exceed their AI strategies

Global N=1286, Travel N=76

AI capabilities identified as key drivers to achieve at least 10% AI influenced revenue

Source: Accenture Research