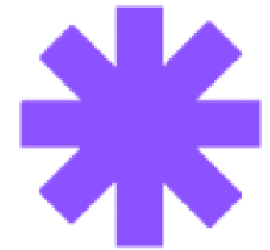




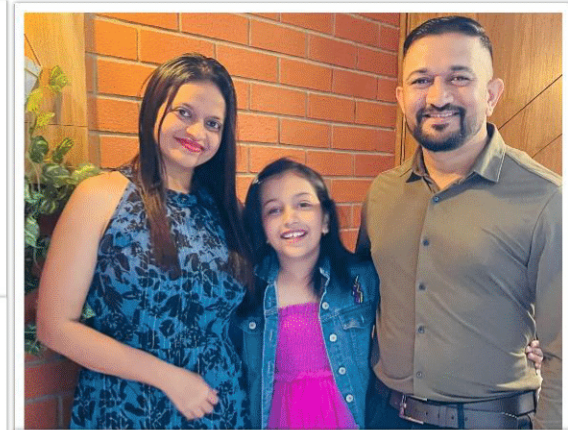
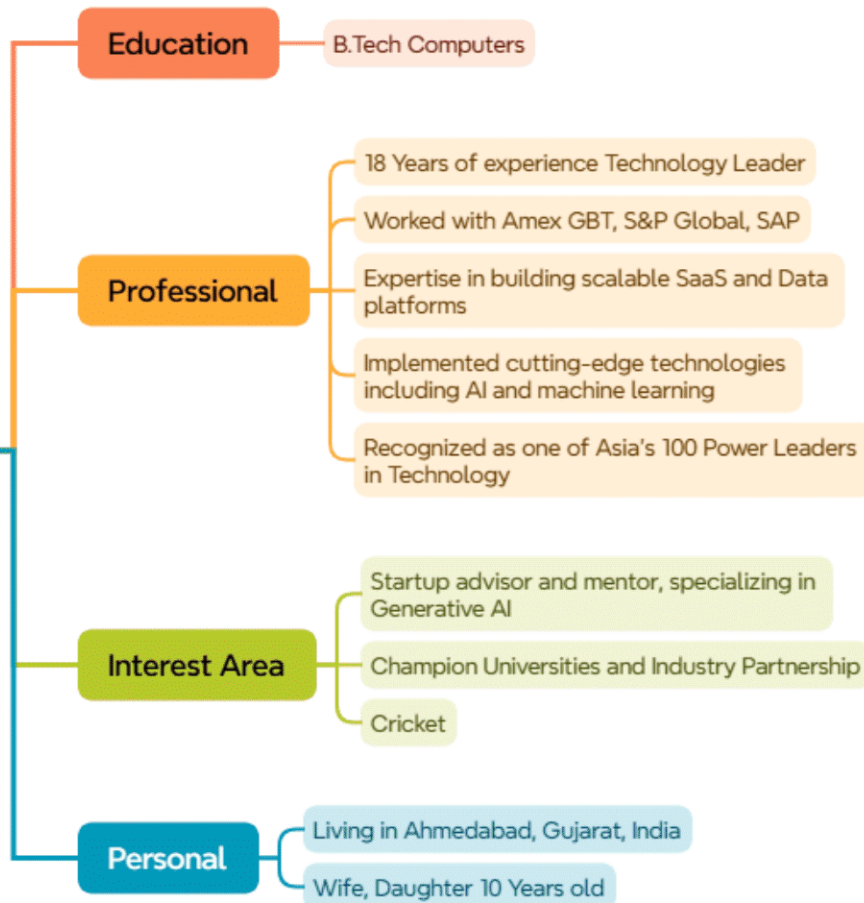
# TECHNOLOGY THAT'S CHANGING THE GAME

PRATIK MODI – VP Engineering, Amex GBT Marketplace

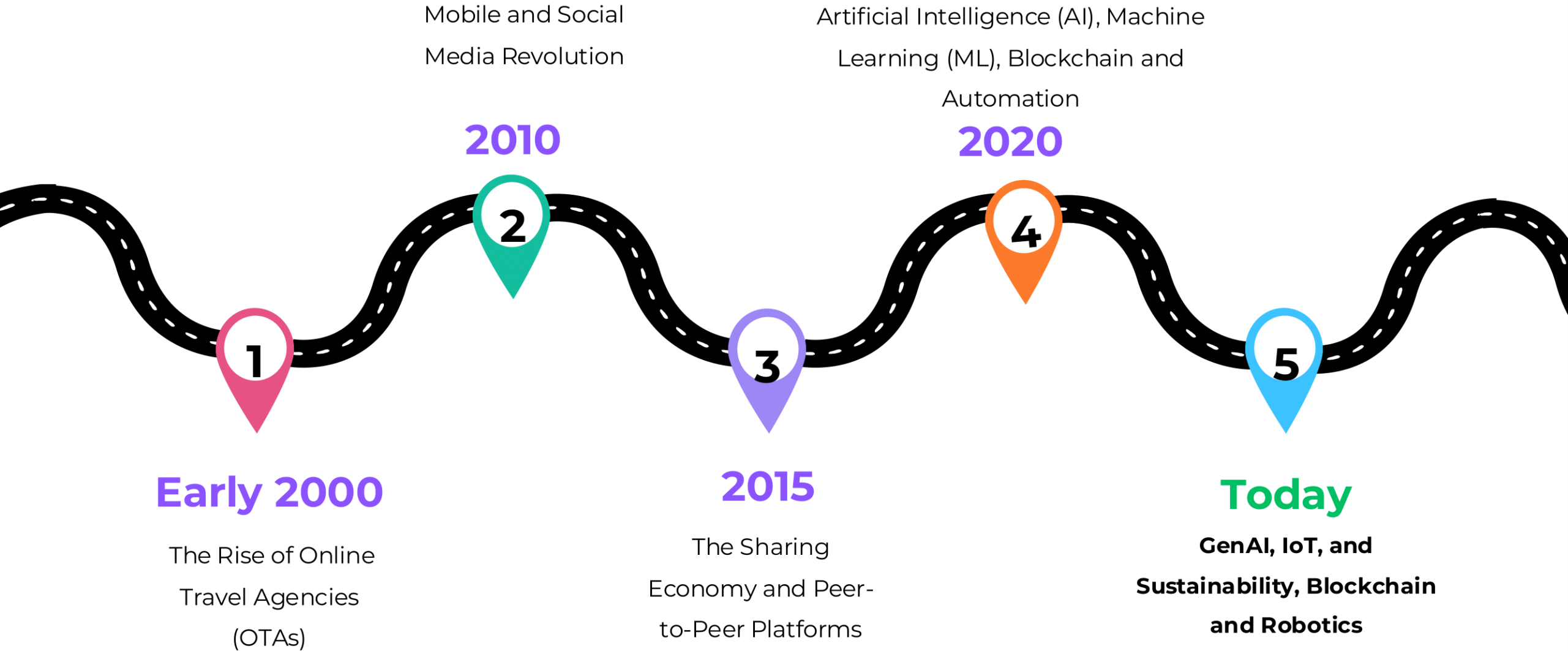


# About Me

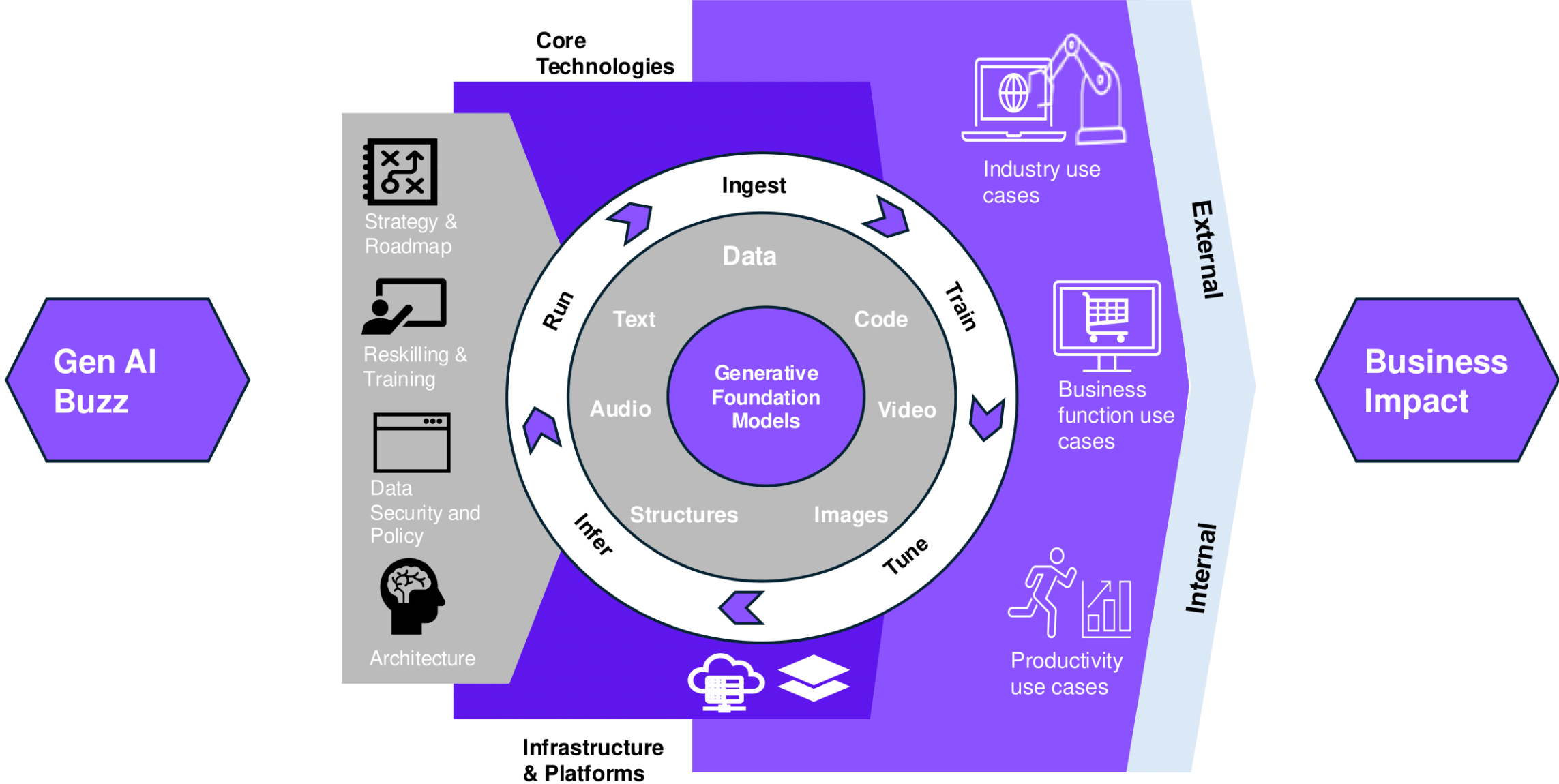
## Pratik Modi



# Evolving Travel Tech



# Demystify Gen AI – Business Impact





# AI in Corporate Travel



**\$150-200B**

## Market expansion potential.

GenAI, IoT, and Sustainability positioned to expand TAM by \$150-200B and gain a 20% growth advantage .

\* McKinsey on the economic potential of GenAI

**25%**

## 25% reduction in operational costs

This highlights the efficiency of AI in business operations.

**78%**

## Business travelers expect personalization.

78% of business travelers now expect personalized experiences, and 64% are willing to pay more for customized AI-driven travel services

\* American Express Global Travel Trends Report 2024

**45%**

## Efficiency gains from AI.

AI for travel management have seen efficiency gains of up to 45%

**85%**

## Preference for AI-driven risk management.

85% of corporate travelers prefer companies that offer AI-driven, real-time risk management systems

\* 2023 study by Riskline

**68%**

## Travel managers view AI as essential

68% of travel managers consider AI essential in achieving sustainability goals

\* A 2024 report by Capgemini







# Life of Emma

As a Business Traveller



# Emma with AI – An era of Hyper Personalization

- Senior Sales executive at a multinational company based in Sydney
- Road warrior Traveller
- Has specific preferences over diet, accommodation and transportation.
- Always in time crunch
- A skilled multitasker
- Effectively balance both personal and professional responsibilities







## Invited to deliver a pitch to prospective client in Singapore

She inputs her basic requirements:

- destination,
- meeting time, and
- a preference to return in time for her daughter's weekend football match.



## Optimized itinerary in no time – AI Agent

- A flight that allows her to adjust to the time difference and personal priority (football match)
- A hotel room with a quiet workspace and a view of the city skyline (she loves natural light)
- A ground transportation that's already coordinated with her flight times







## Personalized Networking and Business opportunity

The AI Agent notices that a regional conference relevant to her industry is happening in Singapore



## Emerging Opportunities

- Emma receives personalized recommendations for local restaurants that accommodate her dietary preferences





## Disruptions - Auto Healed

AI Agent detects that a storm system might delay her return flight - it rebooked her on

- an earlier flight
- updates her hotel checkout time, and
- arranges new ground transportation







## Expenses submitted automatically

Emma had finished her travel and all her bills and invoices are auto submitted by the AI Agent to an expense system



## Driving Business Value

- Emma had finished her travel
  - Focused on her presentation
  - Secured Client
  - Attended daughter's football match



# Pratik's Perspective : Key AI Trends – The RISE of AI Agents

1

## Hyper Personalization



### Persona-Driven Itineraries

- Extends beyond basic travel preferences like job roles, past activities, lifestyle choices.



### Intent-Driven Recommendations

- Deep Contextual Awareness
- Optimized User Experience



### Real Time Assistance

- Disruptions Management
- Policy Questions

2

## Hyper Productivity



### For Travellers

- End to end Trip assistance including Disruptions
- Expense submissions etc.



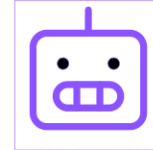
### For Business

- Internal Productivity : Developer productivity, Traveler counselor – 24x7 support, Customer Support
- Sustainability: AI allows & will enforce making sustainable choices & options
- AI powered Fraud detection & prevention, Reporting & Analytics

# Pratik's Perspective : Beyond AI



Immersive Experience – AR and VR : Virtual Collaboration, Travel Experience



Robotics and Automation



Internet of Things : Smart Luggage, Smart Hotels etc



Sustainability





**Thank you**

