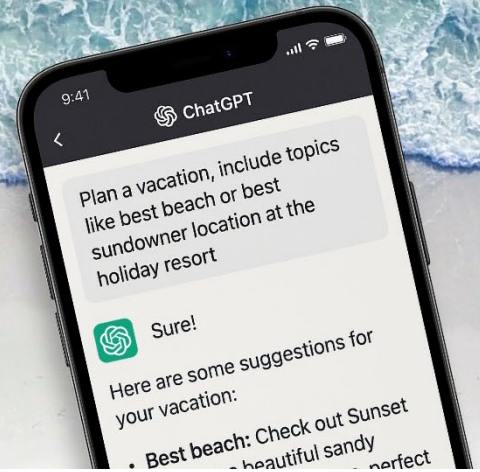


# PRESS RELEASE



July 30, 2025

**MHP study with over 3,000 respondents on artificial intelligence in travel planning**

## Planning vacations in 2025: Just 15 percent of Germans use AI

- A new study by management and IT consultancy MHP reveals whether and how Germans use AI tools to search for their vacation
- 39 percent do not know at all that AI can help with vacation planning
- Just 15 percent of Germans actively use AI for their vacation planning—even though knowledge of the technology is widespread.
- There are good opportunities for providers and companies, particularly with the younger target group, if they systematically acquire AI expertise

**Ludwigsburg** – Whether in the form of ChatGPT, voice assistants, or booking platforms with intelligent suggestion features, artificial intelligence (AI) has long since been part of our everyday lives. To date, however, it has hardly been used for planning vacations.

This is one of the findings of a new study conducted by the management and IT consultancy MHP, in which more than 3,000 people between the ages of 18 and 69 in Germany were asked about their use of AI for travel. Just under 15 percent of the respondents have already used AI several times for planning, while 13 percent have used it at least once – despite the fact that 94 percent stated they had a basic idea of what AI is capable of doing. The main reason for the slow take-up is that almost 39 percent had no idea that AI could help them to plan vacations and find interesting destinations, low prices, flights, hotels, or ideal travel routes.

“In terms of the technology, the potential has long been there – but there is a lack of visibility, trust, and a concrete value proposition,” explained Stephan Baier, a partner at MHP. “Anyone who develops AI-based travel aids nowadays must deliver on both a technological and communicative level.”

**MHP**

A PORSCHE COMPANY

### Contact

MHP Management- und  
IT-Beratung GmbH

#### Benjamin Brodbeck

Head of Public Relations  
+49 (0) 152 33 14 58 09

[Benjamin.Brodbeck@mhp.com](mailto:Benjamin.Brodbeck@mhp.com)



#### Mirko Geyer

PR Specialist Data & AI,  
Cyber Security  
+49 (0) 152 5580 7914

[Mirko.Geyer@mhp.com](mailto:Mirko.Geyer@mhp.com)



MHP Media/Newsroom

[www.mhp.com/newsroom](http://www.mhp.com/newsroom)

## **AI pioneers in the young target group**

There is acceptance of AI applications among 18- to 29-year-olds in particular in the travel sector, with 35 percent having already used them several times and 20 percent at least once. The young generation also travels more often, is more likely to use digital options for bookings, and expects individual and smart search results.

This is where there is a key market opportunity for travel platforms and providers: Those who use AI at an early stage to enhance their services and overall experience can position themselves as a digital brand. And there is some room for improvement, because among the disappointed users, 38 percent found the "AI suggestions unreliable," while 16 percent found the process "too complicated or laborious."

## **Underestimated gap between use and perception**

In addition to the popular, general AI tools such as ChatGPT, Gemini, and Copilot, AI features are frequently used on platforms such as Booking.com, Skyscanner or on voice assistants. Yet many users do not recognize it as AI. The discrepancy between technical use and conscious perception emphasizes the need for action when it comes to usability and user trust. "Many people use AI without realizing it. The market needs a new narrative: AI as a real companion with added value rather than just a buzzword," said Stephan Baier.

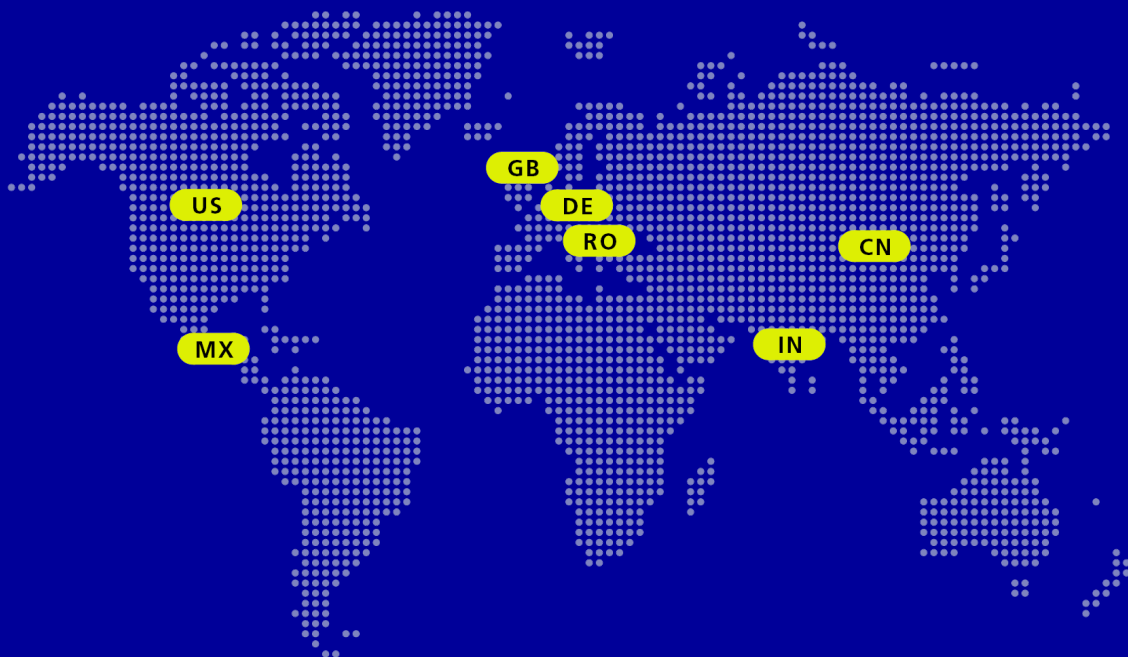
Besides the tourism industry, the study also offers insights for other industries. After all, whether it involves travel planning or a business process, the conditions for successful AI use are similar – the key being integrated system landscapes, clean data, and user-centered development. MHP recommends structured frameworks that combine technological, organizational, and human factors.

## **About the study**

The study "From Suitcases to Search Bars: How Germans Are Using AI to Plan Their Vacation" is based on a representative online survey conducted in spring 2025 involving 3,023 people between the ages of 18 and 69. It sheds light on usage patterns, expectations, and hurdles when using AI for private travel planning and provides recommended courses of action for the tourism industry and many other industries.

The study can be downloaded here: <https://www.mhp.com/en/insights/what-we-think/how-ai-helps-with-vacation-planning>

# ENABLING YOU TO SHAPE A BETTER TOMORROW



## About MHP

As a technology and business partner, MHP has been digitizing the processes and products of its around 300 mobility and manufacturing sector customers worldwide for 28 years and providing support for their IT transformations along the entire value chain. For the management and IT consultancy, one thing is certain: digitization is one of the biggest levers on the path to a better tomorrow. This is why MHP, a Porsche AG company, provides both operational and strategic consulting in areas such as customer experience and workforce transformation, supply chain and cloud solutions, platforms and ecosystems, big data and AI, as well as Industry 4.0 and intelligent products. Headquartered in Germany, the consultancy operates internationally with subsidiaries in the USA, Mexico, the UK, Romania, India and China. More than 5,000 MHP employees are united by their pursuit of excellence and sustainable success. It is this aspiration that will continue to drive MHP – today and in the future.

[mhp.com](https://mhp.com)