MHP

A PORSCHE COMPANY

STUDY

From Suitcases to Search Bars:

How Germans Are Using AI
to Plan Their Vacation

9:41

ChatGPT

Plan a vacation, include topics
like best beach or best
sundowner location at the
holiday resort

Sure!

Here are some suggestions for
your vacation:

- **Best beach:** Check out Sunset
  Cove for a beautiful sandy
  beach with calm waters, perfect
  for swimming and sunbathing.

- **Best sundowner location:** The
  Seaview Lounge offers stunning
  sunset views with a relaxing
  ...ere and great cocktails

Content

3

Only 15%

of Germans use AI to plan their trip

Searching for the most beautiful beach

The case is quickly packed – but the planning beforehand often remains an arduous task. Researching destinations, comparing prices, checking flights, filtering activities, combing through hotel reviews – planning a vacation has long since become a mini-discipline in its own right. And this at a time when artificial intelligence (AI) can solve the most complex of tasks in a matter of seconds.

But how many of us are actually harnessing this power to plan the nicest time of the year? The surprising answer is hardly any of us.

Despite the ubiquitous AI debate, ChatGPT hype, and smart voice assistants, just 15% of Germans actively use artificial intelligence when planning their trip, even though most people have a basic grasp of AI. So why is the technology so rarely packed? And what does the digital travel assistant of the future look like?

To answer these questions, MHP conducted an online survey involving 3,023 people between the ages of 18 and 69 – with fascinating results. Our study shows that the potential of intelligent travel planning is huge, but many users stick to their routines – out of skepticism, ignorance, or habit.

This study sheds light on the gap between the potential of the technology and the extent to which it is really used. It provides concrete insights into travel preferences, digital habits, expectations, and barriers, while identifying opportunities for providers who wish to position AI as a real benefit in the tourism sector and beyond.

How the Germans like to travel

Let's start by taking a look at the most popular kinds of trips: At the top of the list are **beach vacations** (65%) and **city breaks** (53%).

What kinds of trips do you like to go on?
(All age groups, multiple answers possible)

Beach vacation
65.0%

City break
53.2%

Wellness vacation
32.2%

Hiking vacation / backpacking
27.8%

Farm or countryside vacation
18.5%

Educational / cultural trip
16.6%

Camping vacation
15.7%

Summer vacation in cooler regions
15.4%

Cruises
14.2%

65%

prefer to go on a beach vacation

Skiing / winter vacation
14.0%

Other active or sports vacation
10.9%

Club vacation
8.0%

Language vacation
8.0%

Group tours with excursion or cultural programs
5.6%

Chart 1

AI knowledge possessed, but rarely used for travel

Chatbots and voice assistants are now part of our daily lives and are already used by more than 50% of the respondents. However, **only around 28% have used AI at least once for planning trips**. That said, 55% of respondents in the younger age groups (18 to 29 years) are single and multiple users. Among the 60- to 69-year-olds, only 7% have used AI, with 47% stating that they had no interest in using AI at all when it comes to their vacation, the biggest percentage of any age group.

On average, **29% of respondents have never used AI** – and also have no interest in doing so. The main reason: 39% didn't even know that AI can help with planning trips (Chart 8). At the same time, **58% have a clear idea of what artificial intelligence is**, while another 36% have at least some idea of what AI is capable of doing.

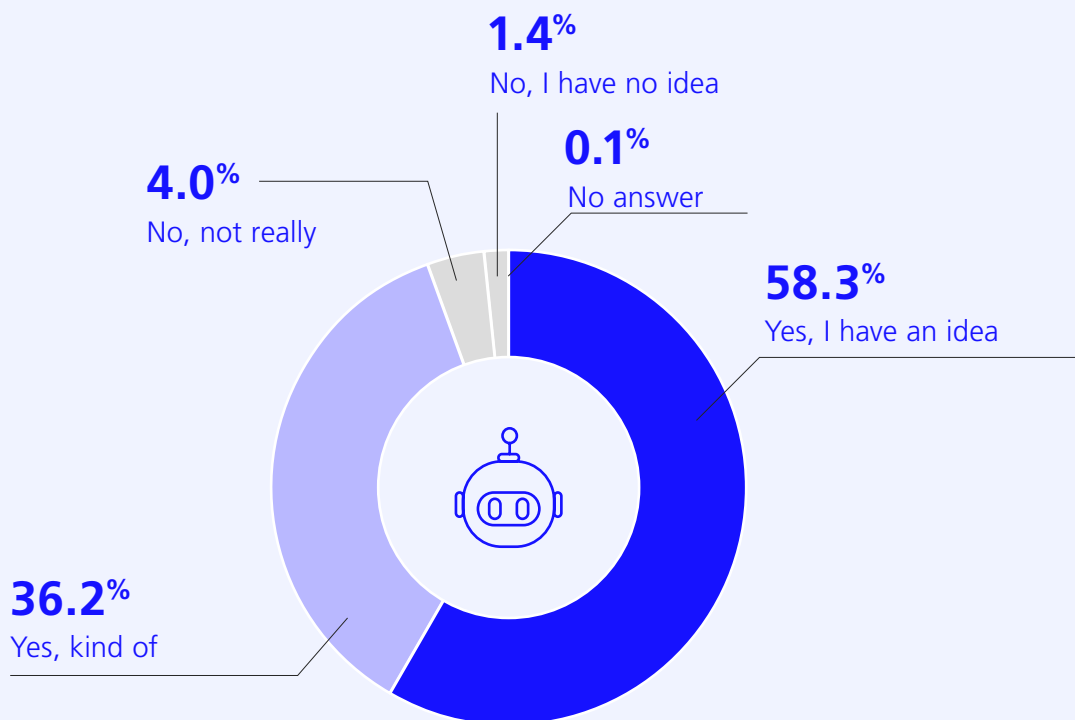**Do you know what is meant by artificial intelligence (AI)?**

1.4% No, I have no idea

0.1% No answer

4.0% No, not really

58.3% Yes, I have an idea

36.2% Yes, kind of

Chart 2

Which of these forms of artificial intelligence have you used at least once?
(Multiple answers possible)

Highly automated driving
(e.g. hands-free driving)

Driver assistance systems
(e.g. lane keeping assistant)

Personalized e-commerce services (e.g. Amazon)

In-car voice assistants

Personalized entertainment recommendations
(e.g. Netflix)

Chatbots
(e.g. ChatGPT)

Voice assistants
(e.g. Siri, Alexa)

Customer service chatbots

AI offer

13%
28.9%
29.3%
30.1%
32.5%
47.4%
50.6%
53.5%

Chart 3

9
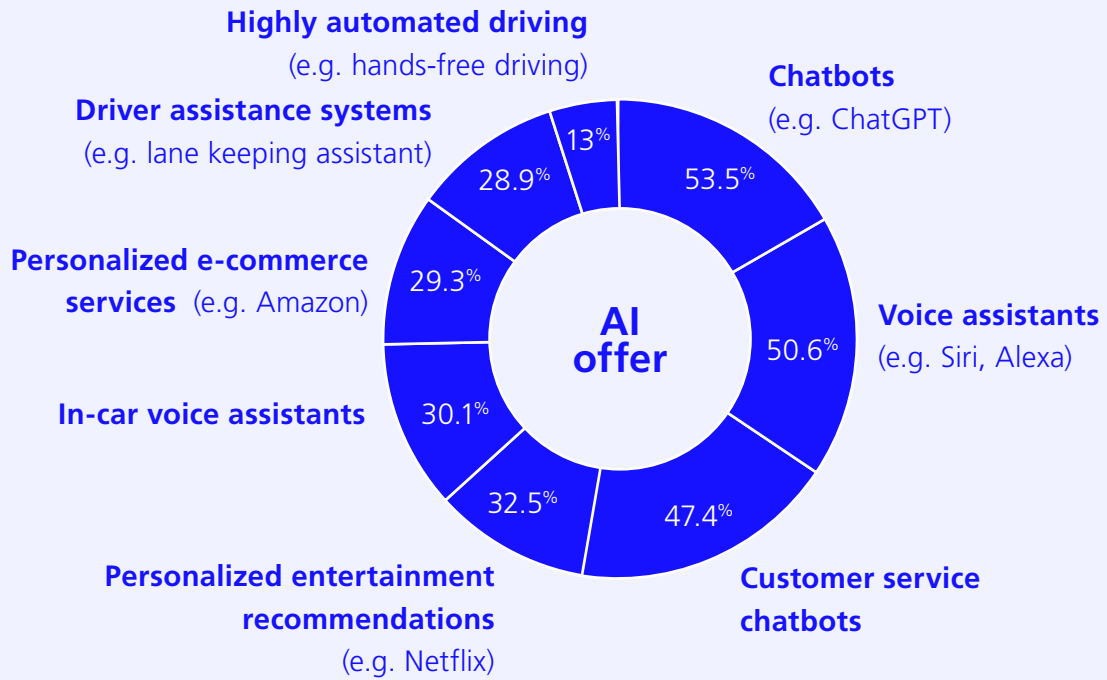
Have you ever used AI to plan your vacation?
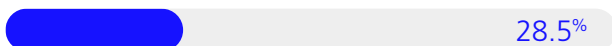
Yes, many times
14.6%
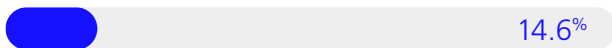
Yes, once / Yes, once, but I was dissatisfied
3.2% / 9.9%

No, but I could imagine doing so
43.7%

No, not interested
28.5%
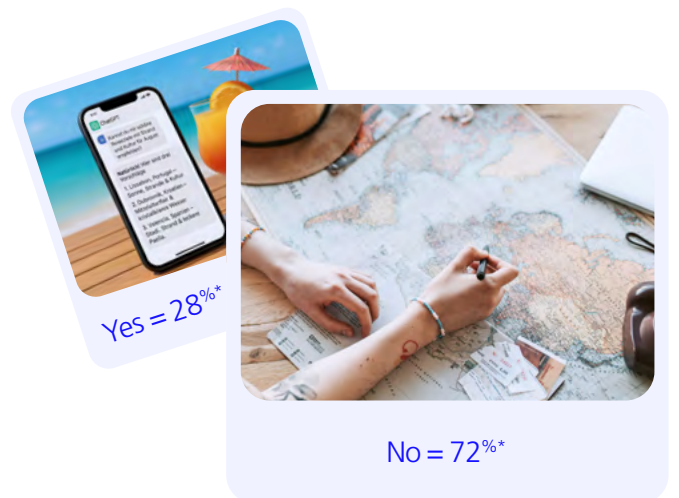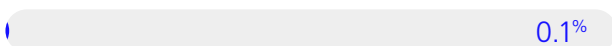
No answer
0.1%

Average

Yes = 28%*

No = 72%*
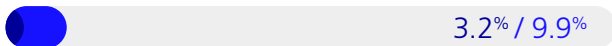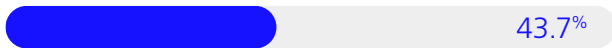
Chart 4

*Cumulative values

„**Many travelers still have no idea what AI is capable of doing. This explains why its potential has often remained untapped to date.**"

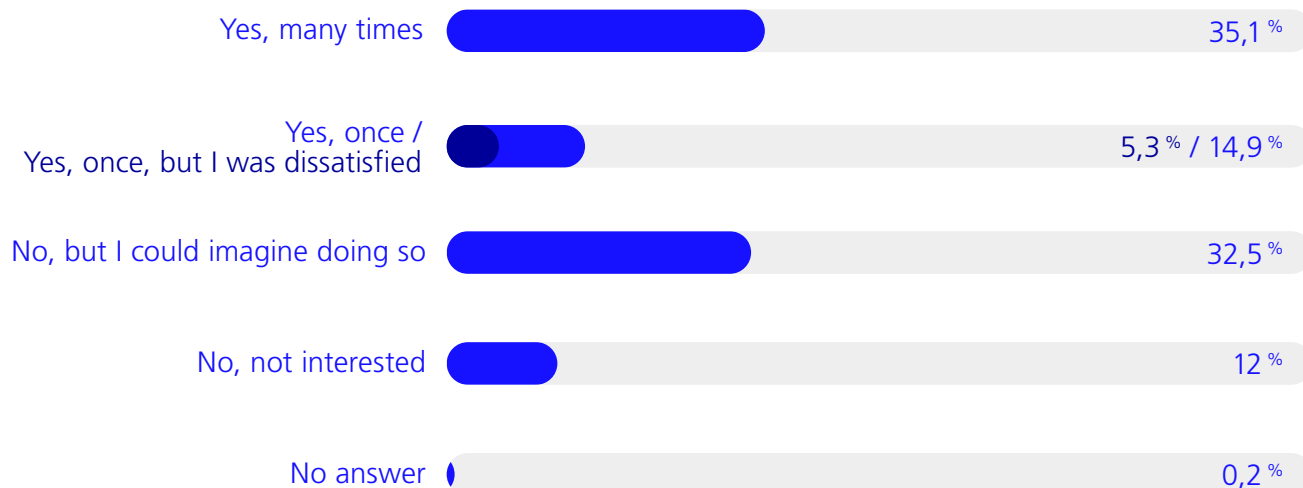Vanessa Kramer, Senior Consultant, Immersive Experience

55%

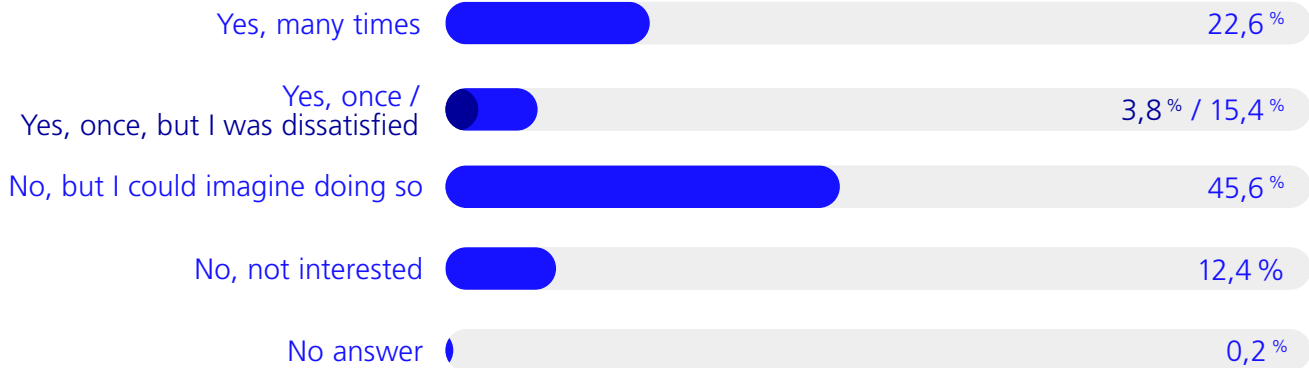**of 18-19 year olds use AI once or several times to plan their vacation**

Have you ever used AI to plan your vacation?
Breakdown by age group
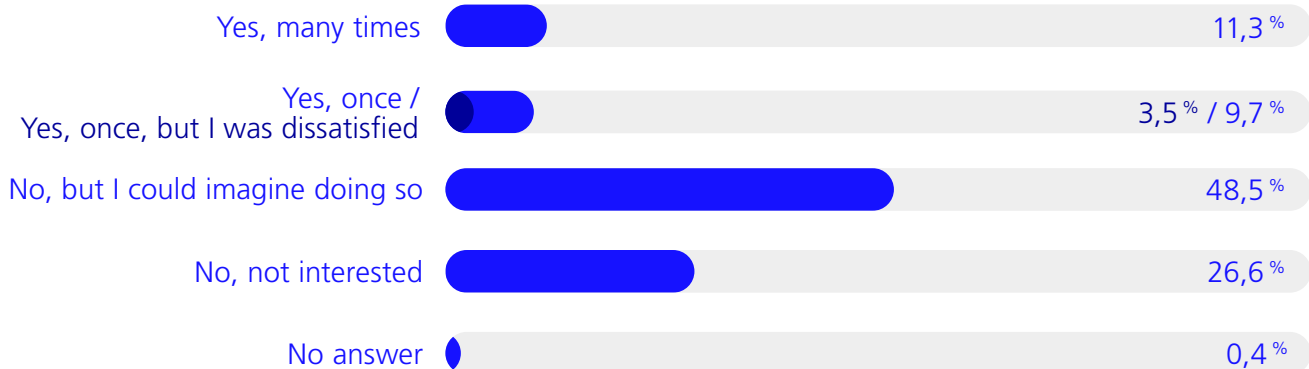
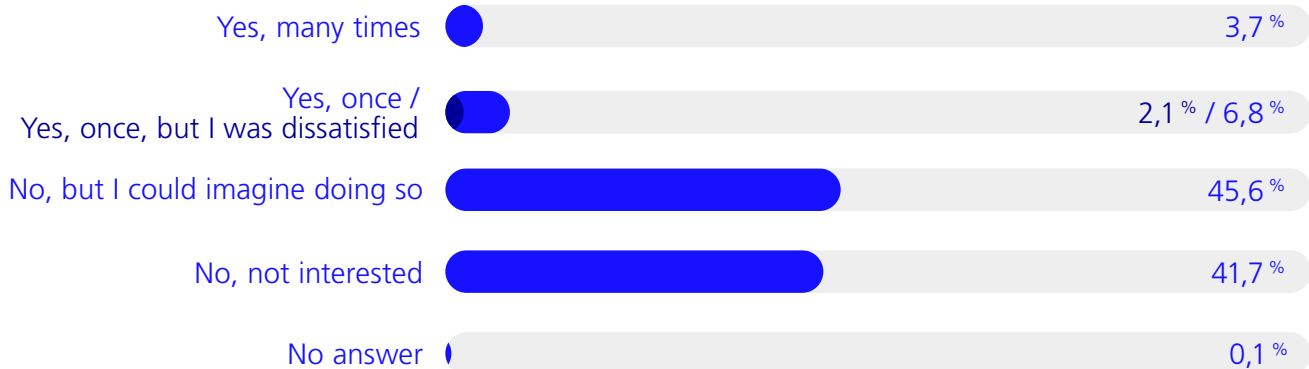**18–29 years**

Yes, many times	35,1 %
Yes, once / Yes, once, but I was dissatisfied	5,3 % / 14,9 %
No, but I could imagine doing so	32,5 %
No, not interested	12 %
No answer	0,2 %

Abb. 5

30–39 years

Yes, many times	22,6 %
Yes, once / Yes, once, but I was dissatisfied	3,8 % / 15,4 %
No, but I could imagine doing so	45,6 %
No, not interested	12,4 %
No answer	0,2 %

40–49 years

Yes, many times	11,3 %
Yes, once / Yes, once, but I was dissatisfied	3,5 % / 9,7 %
No, but I could imagine doing so	48,5 %
No, not interested	26,6 %
No answer	0,4 %

13

50–59 years

Yes, many times	3,7 %
Yes, once / Yes, once, but I was dissatisfied	2,1 % / 6,8 %
No, but I could imagine doing so	45,6 %
No, not interested	41,7 %
No answer	0,1 %

60–69 years

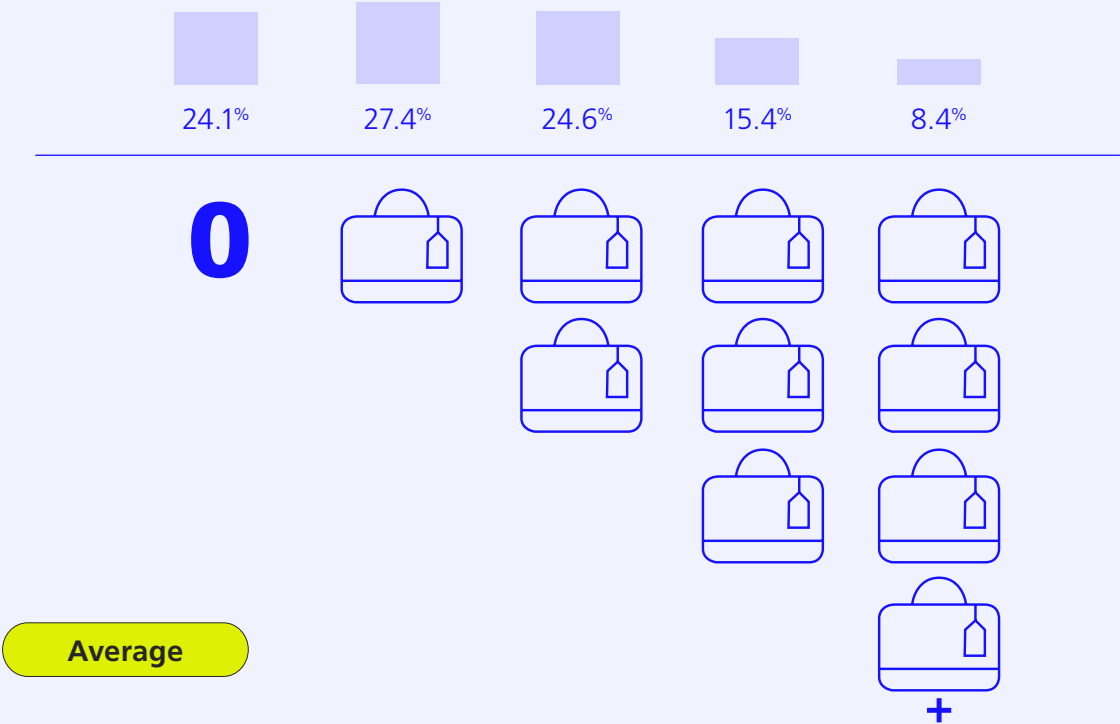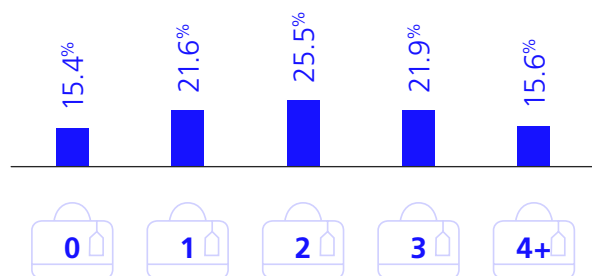|	
Yes, many times	2,3 %
Yes, once / Yes, once, but I was dissatisfied	1,6 % / 3,2 %
No, but I could imagine doing so	45,9 %
No, not interested	47,0 %

Young people travel more – and plan their trips more often with AI

As we have seen, 18- to 29-year-old respondents in particular are already using AI for travel – more than twice as often as the older age groups. They use ChatGPT, Gemini, etc. intuitively and **expect smart, relevant, and convenient experiences** that make the vacation even better.
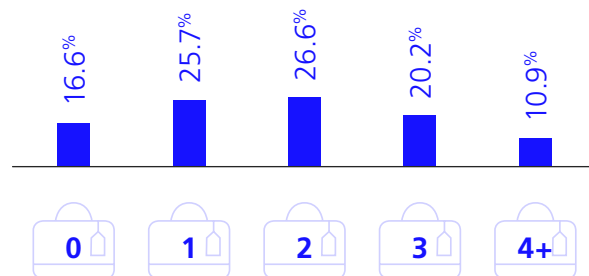
The **young age group** also travels most frequently (three or more trips per year: 40% compared to 16% among 60- to 69-year-olds) and **is increasingly taking a digital and personalized approach**. Generation Z is therefore the group leading the way when it comes to AI – making it an ideal reference point for user-centered travel apps with an AI focus.

Thinking back over the last 12 months:
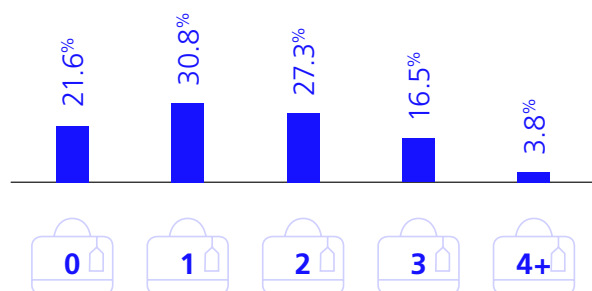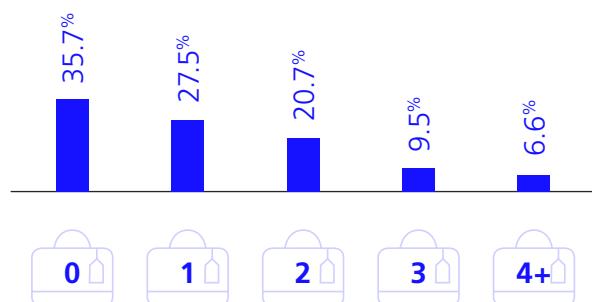**How often have you taken a trip lasting at least six days?**

| 24.1% | 27.4% | 24.6% | 15.4% | 8.4% |

Average

15

15.4% 21.6% 25.5% 21.9% 15.6%

0 1 2 3 4+

18–29 years

16.6% 25.7% 26.6% 20.2% 10.9%

0 1 2 3 4+

30–39 years

21.6% 30.8% 27.3% 16.5% 3.8%

0 1 2 3 4+

40–49 years

30.0% 30.8% 23.4% 10.3% 5.5%

0 1 2 3 4+

50–59 years

35.7% 27.5% 20.7% 9.5% 6.6%

0 1 2 3 4+

60–69 years

Chart 6

Popular AI tools for planning trips

ChatGPT remains the best-known and most-used all-round tool, with 62% of those surveyed using it for travel questions. That figure rises to 67% among 18- to 29-year-olds. The AI functions are used somewhat less on the major travel platforms like Booking.com and the common **voice assistants**, such as Siri and Alexa. It is also clear that younger participants are more engaged with the subject, with 18- to 29-year-olds familiar with the widest range of AI tools and platforms.
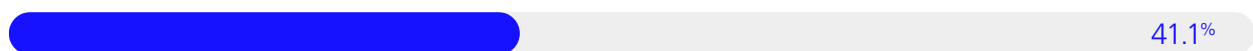
Which AI tools have you used for planning your vacation?
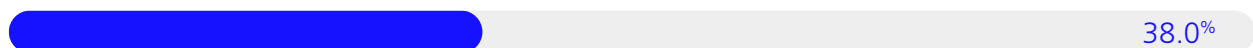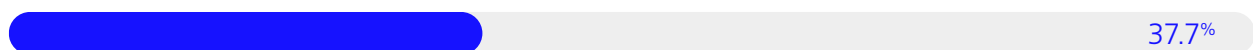(Prefilter: AI use – multiple answers possible)

ChatGPT (OpenAI)

61.8%

AI functions on travel platforms (e.g. Booking.com, Skyscanner)
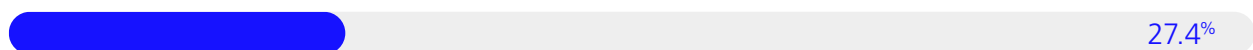
41.1%

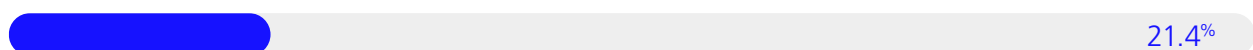Voice assistants (e.g. Siri, Alexa)

38.0%

Gemini (Google)

37.7%

Copilot (Microsoft)

27.4%

Travel-specific AI tools (e.g. Layla.ai, Mindtrip.ai)

27.4%

DeepSeek (High-Flyer)

21.4%

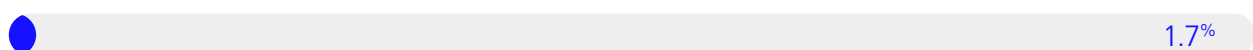Don't know / don't remember

1.7%

Chart 7

What these figures also reveal is that many people use AI indirectly – via voice assistants and intelligent functions on travel platforms – but they do not always perceive these technologies as artificial intelligence. Accordingly, a lucrative gap exists for providers – not only in terms of the technology, but also when it comes to communicating and marketing the benefits.

"Many people use AI without realizing it. A clear narrative is finally needed: AI not as a buzzword, but as a travel companion with added value."

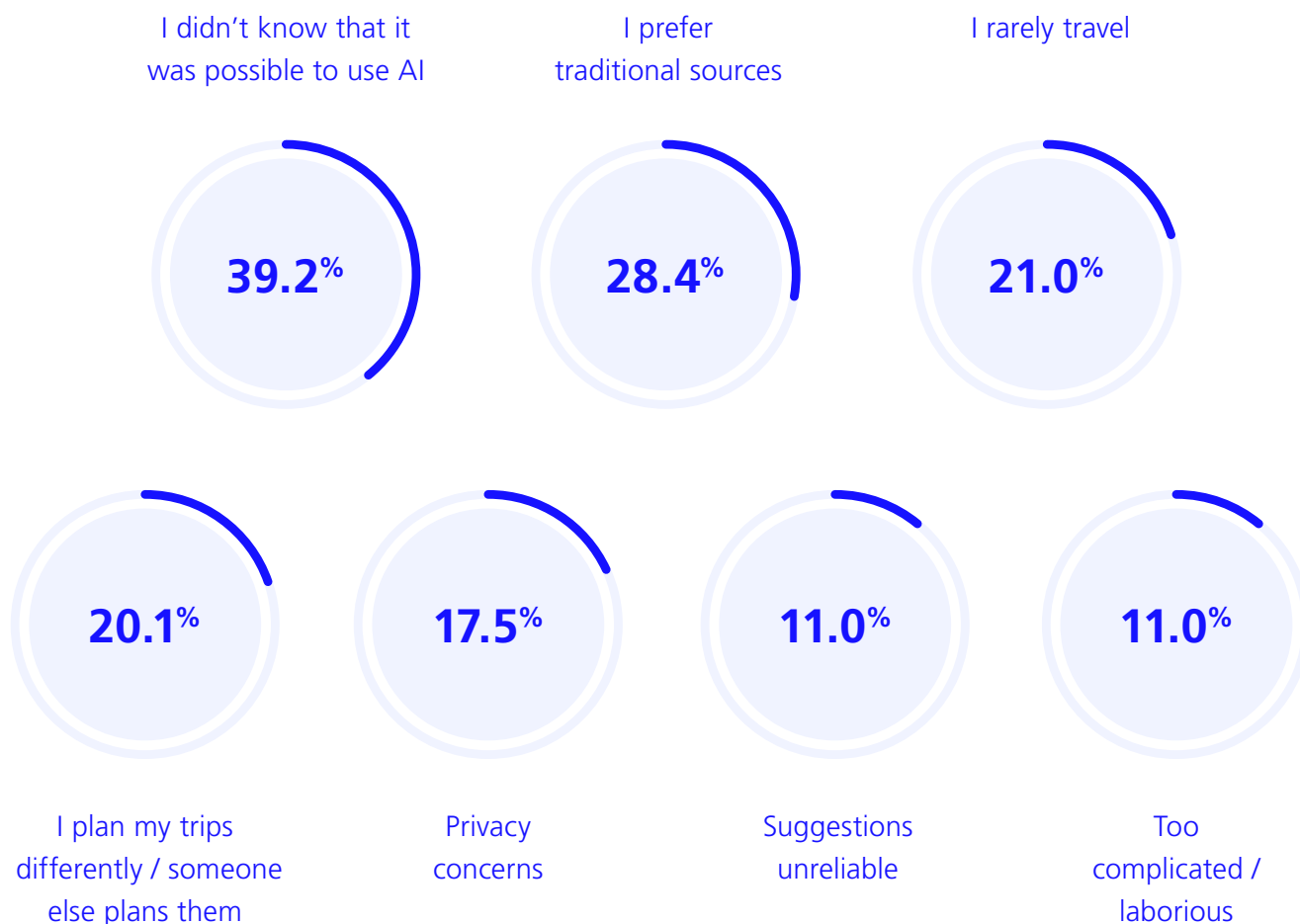Stephan Baier, Partner and AI Offering Lead at MHP
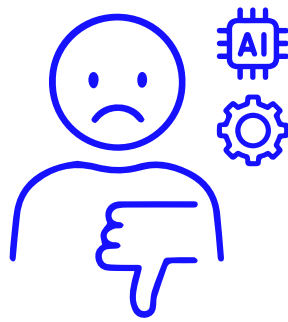
Why people prefer not to use AI (any longer)

Of course, there are reasons why 72% of respondents have never used AI to plan their trip. Top of the list is a lack of awareness that tools with artificial intelligence are helpful and available for this specific task (39%). A further 28%, meanwhile, consciously prefer traditional sources of information such as travel agencies, personal recommendations, travel literature, or travel blogs.

What are your reasons for not (yet) using AI for travel planning?
(Prefilter: No AI use – multiple answers possible)

I didn't know that it was possible to use AI

39.2%

I prefer traditional sources

28.4%

I rarely travel

21.0%

I plan my trips differently / someone else plans them

20.1%

Privacy concerns

17.5%

Suggestions unreliable

11.0%

Too complicated / laborious

11.0%

Chart 8

On the other hand, those who have tried AI tools for planning trips report different experiences. Unreliable suggestions (38%) and privacy concerns (22%) were cited as the main reasons for their dissatisfaction. Younger respondents more frequently cited unreliability, while older respondents voiced their concerns about privacy.

Why were you dissatisfied when you used AI to plan your trip?
(Prefilter: Dissatisfied users – multiple answers possible)

16,5 %
Too complicated / laborious

20,6 %
I prefer traditional sources

33 %
I plan my trips differently / have them planned for me

38,1 %
Suggestions unreliable

21,6 %
Privacy concerns

Chart 9

Expectations of future AI tools

In recent years, we have seen a **rapid rise in the development of AI tools**. We will also be surprised in the future. The same also goes for everyday assistants such as AI for planning trips, from which the respondents expect even better performance, with 44% of them wanting to see even more precisely tailored suggestions in the future, 35% expressing that they would like individual pieces of information to be more closely intertwined, and 33% desiring more individuality in terms of the planning – in other words, travel experiences that stand out positively from the crowd.

What are your expectations of future developments in the area of AI and travel?
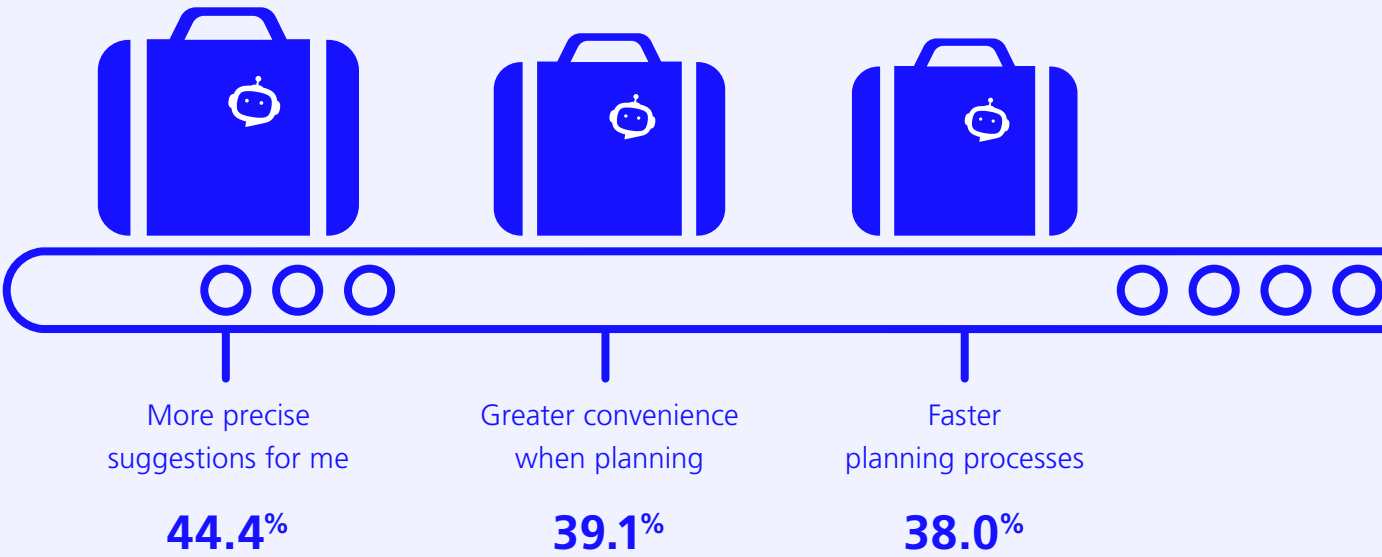(Prefilter: AI never used for planning a vacation – multiple answers possible)

More precise suggestions for me	Greater convenience when planning	Faster planning processes
44.4%	**39.1%**	**38.0%**

Chart 10

Individual pieces of information
more closely intertwined

35.4%

More individuality
when planning

32.5%

Other

9.0%

Summary: The benefits and gaps in the market are there, now strategies are needed

The study clearly shows that artificial intelligence has arrived in the everyday lives of many people – in theory at least. In practice, however, it often remains unused. Not due to any shortage of technology, but because there is a lack of relevance, simplicity, and trust. The benefits of using AI for planning, for example, are new to many travelers (39%). Others who are aware of the possibilities prefer to trust "proven sources" (28%). Building trust is therefore important – as is going on the offensive in terms of providing information on the subject.

Travel companies and other service providers can make the benefits of their AI tools much more visible – and should ideally also formulate realistic quality and performance promises at the same time to increase trust in the technology.

Admittedly, user expectations are high and must become the goal when continuing to develop AI tools. Anyone who uses AI today expects more than just functionality. Users prefer intuitive operation, positive experiences, and solutions that fit into their existing habits – seamlessly rather than in a way that interrupts systems. Intelligent, but understandable. Personalized, but not too complex. Above all, however, AI must provide clear benefits – be faster, simpler, and more precise than the usual alternatives.

The AI tool landscape is currently diverse and fragmented, with performance disparities and little transparency. This applies to the travel industry and many other industries. Accordingly, brands have the opportunity to clearly position themselves as AI travel companions.

How to generate benefits with AI in the travel industry – and in many other industries.

The high demands apply not only to the consumer sector – but also to the use of AI in companies. Here, too, fragmented systems, data silos, and a lack of user experience are the biggest obstacles to successful scaling. At the same time, there are potential AI use cases across the entire value chain in every company. Modern AI agents that combine language models with planning algorithms are currently revolutionizing business processes in many places and making it possible to automate complex workflows.

To successfully implement AI-assisted services, however, companies need to strategically integrate their applications instead of looking at them in isolation. Having a clear strategy, creating a systematic inventory of the company architecture, and involving employees at an early stage are all key factors. Risks such as vendor lock-in and security gaps can be minimized by adopting vendor-independent architectures and granting precise permissions.

This is precisely where a structured AI framework like the MHP AI Operating Model comes in: It lays the foundations for seamless, data-driven, and user-centered AI applications – not only by orchestrating technologies, but also by giving organizations and employees the ability to leverage their added value. At the same time, AI operating systems such as the MHP AI Operating Model create the basis for secure and scalable integration. As a result, instead of being an end in itself, AI becomes an operational enabler – in travel planning as well as in corporate management.

"AI must not be an end in itself – it must inspire people, make their lives easier, be personalized. Those who can deliver on these aspects will gain the trust of tomorrow's travelers."

Stephan Baier, Partner and AI Offering Lead at MHP

About MHP

MHP Management- und IT-Beratung GmbH

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 29 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 the company of Porsche AG 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, India, the UK, Romania and China. Around 4,800 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/newsroom

Would you like to find out more about your oppor- tunities in the AI competitive field?

Stephan Baier
Partner and AI Offering Lead
stephan.baier@mhp.com
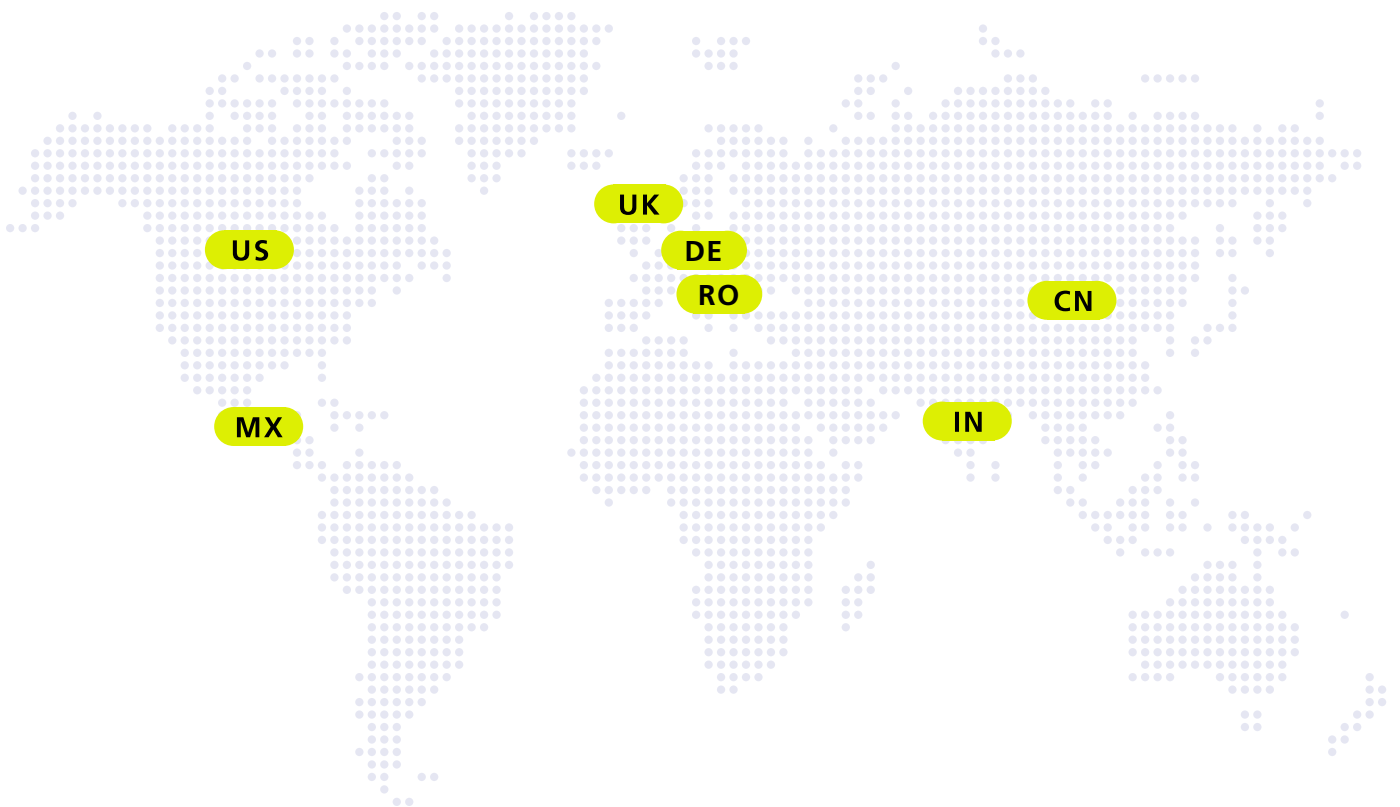
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