

The AI trip planning market 2026

AI DOES THE WORK →

← HUMANS DO THE WORK

01 AI plans. You book.

02 AI books it all.

03 AI drafts. Experts finish.

04 Advisors sell. AI assists.

01 AI trip planners & inspiration 23 COMPANIES

Self-serve AI that builds itineraries, then usually hands off to the user to book.



















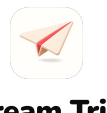




























02 AI booking agents & concierges 6 COMPANIES

Consumer AI agent that books and pays end to end. A human is only a fallback.













03 Hybrid: AI + human experts 3 COMPANIES

Consumer brand where AI drafts and paid human experts refine and book.







04 Advisor networks & advisor tech 6 COMPANIES

The human advisor is the seller. AI is a copilot or tool for advisors, or the network they join.











