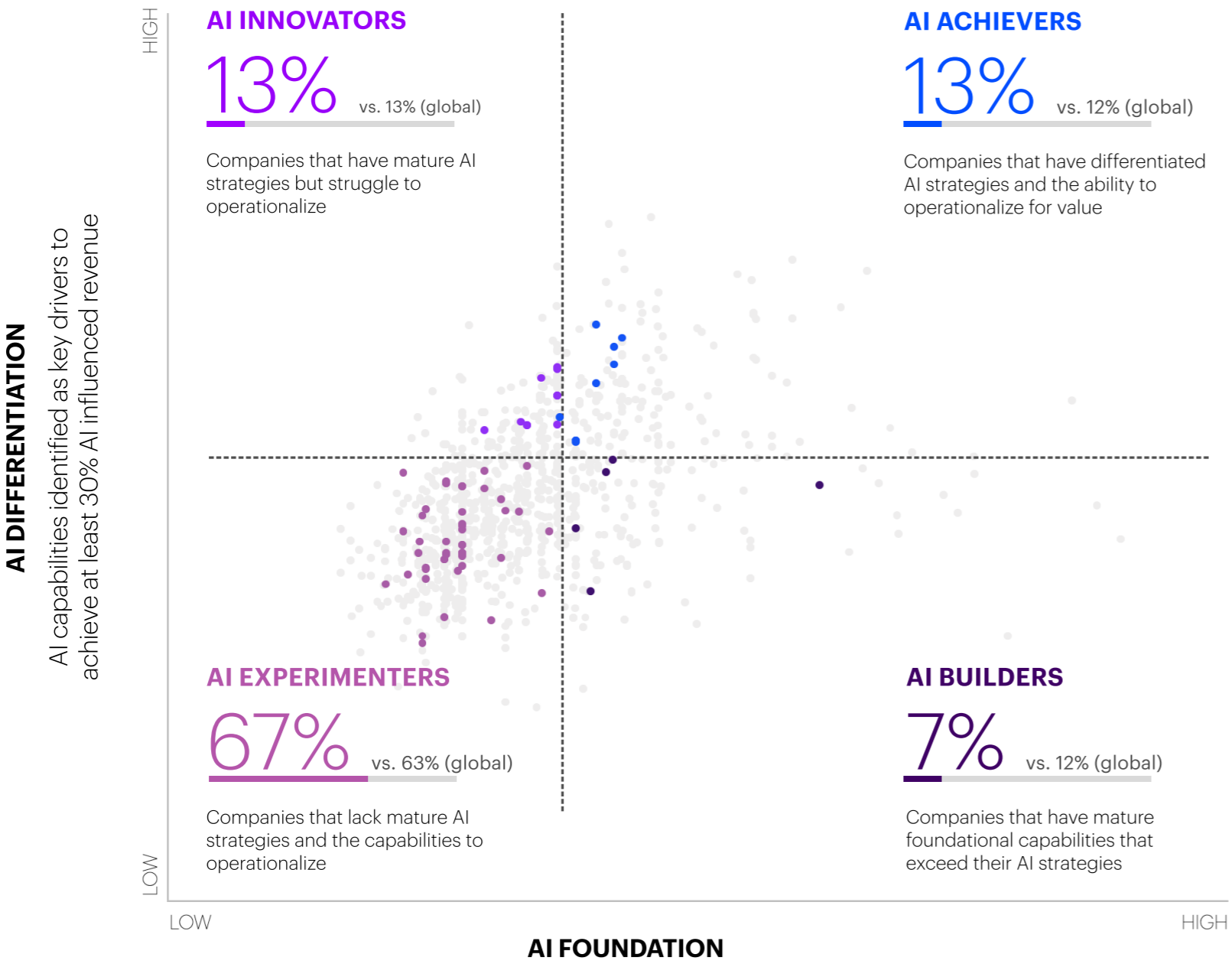


Figure 3: Only 13% of travel organizations are AI Achievers



Global N=1286, Travel N=76 AI capabilities identified as key drivers to achieve at least 10% AI influenced revenue

Source: Accenture Research

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