

Powering the Future of Hyper-personalised Travel

VISA

The Problem

Travel planning is a time-consuming process, with most platforms offering generic itineraries based on popularity and not personal preferences.

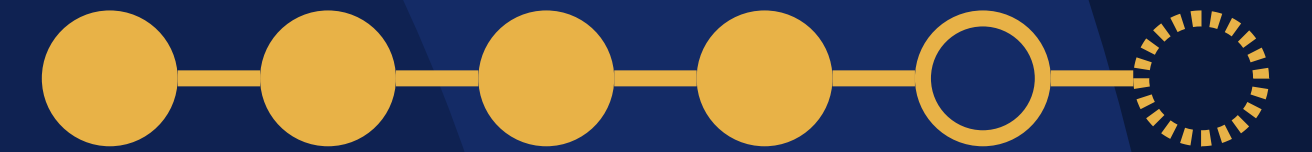
The AI trailblazer solution

Visa's Trip Planner: A hyper-personalised itinerary planner powered by real user behaviour, made possible by:

- Access to advanced tools like Gemini LLM and Vertex AI
- Hands-on guidance from Google Cloud engineers
- Visa's data insights on customer preferences for hyper-personalisation of itinerary



The Results



A unified platform for end-to-end travel planning



Offer 4 personalised suggestions for flights, stays, restaurants & more



Customer Consent and Data Privacy embedded from day one

The Future

The team seeks to build on their experience by:

- Expanding the trip planner's AI features
- Leveraging progress in AI technology for developing new, innovative use cases
- Continuing in their efforts to ensure responsible AI development