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Transforming Travel Benefits through Generative AI: A Machine Learning Perspective on Enhancing Personalized Consumer Experiences

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Generative AI is revolutionizing the travel industry by redefining personalized consumer experiences through advanced Machine Learning (ML) models. This study explores how AI-driven algorithms enhance travel benefits by tailoring recommendations, optimizing loyalty programs, and predicting consumer preferences in real-time. By leveraging deep learning, Natural Language Processing (NLP), and reinforcement learning, travel platforms can dynamically adjust pricing, curate personalized itineraries, and improve customer engagement. Additionally, AI-powered chatbots and virtual assistants streamline travel planning, providing seamless booking experiences and proactive customer support. This research highlights the role of ML in analysing vast consumer datasets, identifying emerging trends, and enhancing decision-making for both travellers and service providers. Ethical considerations, data privacy, and AI transparency are also examined to ensure responsible AI implementation in travel. The study underscores the potential of generative AI to transform the travel ecosystem by delivering hyper-personalized, efficient, and engaging consumer experiences.