

MundoTrip Explores How Conversational Planning Is Reshaping Travel

MundoTrip examines how AI, social discovery and persistent context are transforming vacation planning from fragmented searches into continuous conversations.

JERSEY CITY, NJ, UNITED STATES, September 18, 2026 /EINPresswire.com/ -- As social discovery, generative AI and context-aware service converge, travel planning is moving from fragmented lead capture toward continuous conversations that carry intent from inspiration to booking.

The way travellers plan holidays is changing. A journey that once moved through a predictable sequence of advertisement, search, website, enquiry, callback and booking can now begin with a social video, continue through an AI-generated itinerary, move into a travel brand's chat and return days later with new questions. For travel companies, the challenge is increasingly not simply capturing the lead, but preserving the context the traveller has already provided.

[MundoTrip's](#) latest industry analysis, "From Inspiration to Itinerary," examines how [conversational planning](#), generative AI and persistent context are reshaping the vacation funnel.

The New Front Door to Travel Planning

Expedia Group's 2025 Traveler Value Index found that 61% of consumers cited social media as a source of travel inspiration, up from 35% in its earlier benchmark. The research also reported that influencer recommendations had affected booking decisions for 73% of consumers, although such findings represent self-reported influence rather than direct attribution. At the same time, Phocuswright reported that 56% of U.S. travellers had used AI for planning, booking or in-destination assistance during the previous 12 months, up from 43% in the second half of 2025 and 33% in the first half.

These developments mean travellers can arrive at a conversation with an existing shortlist, route or set of expectations. The travel seller is increasingly being asked to validate and refine an idea rather than begin the planning process from zero.

Search Is No Longer the Only Research Layer

Phocuswright's 2026 technology-trends preview reported that the share of U.S. travellers using

general search engines as their most-used travel research resource declined from 51% in mid-2024 to 36% in late 2025. Search remains important, but discovery is becoming more distributed across social platforms, AI tools, reviews, websites and messaging.

For vacation packages, this fragmentation creates a practical problem. City sequence, dates, hotel choices, transfers, room requirements, budget and experiences are interdependent decisions. A traveller may reveal those preferences across several interactions, and a system that treats every interaction as a fresh enquiry risks losing valuable information.

The emerging requirement is therefore conversational continuity: preserving what the traveller said, what was recommended, what changed and what remains unresolved, regardless of whether the interaction takes place through webchat, WhatsApp, Messenger, SMS or another channel.

Memory Becomes Part of Customer Experience

Zendesk's 2026 CX Trends research found that 74% of consumers are frustrated by having to repeat their story to different agents, while 83% of CX leaders consider memory-rich AI agents important to personalised journeys.

For travel, context can include dates, party composition, children's ages, preferred pace, hotel style, dietary requirements, celebration details and budget boundaries. MundoTrip's research distinguishes between conversation memory, stable customer preferences and the evolving state of a specific trip.

This distinction matters. A traveller may generally prefer boutique hotels but choose a resort for one family holiday. Personalisation works when systems understand the difference between a durable preference and a trip-specific decision.

A Hybrid Model for High-Consideration Travel

The research points towards a hybrid approach rather than complete automation. AI and automation can handle predictable tasks such as triage, basic questions and high-confidence package matching. Human expertise becomes more important when the itinerary involves multiple cities, family requirements, special occasions, premium travel or difficult trade-offs.

The objective is not to maximise chatbot containment. It is to make the handoff to a specialist faster and better informed.

For MundoTrip, that means a traveller could move from a social advertisement into a low-friction conversation, provide dates and preferences, receive initial options and then be transferred to a vacation specialist with the conversation and trip context intact. Later revisions and follow-ups can continue from the same planning record rather than forcing the traveller to repeat the journey.

From Chatbot to Agentic Workflow

Travel technology is also moving beyond systems that simply generate responses. Phocuswright's 2026 research found that 83% of travel businesses surveyed were using generative AI, 88% reported a positive impact and 61% were experimenting with or scaling agentic AI.

For travel sellers, the immediate opportunity may be advisor augmentation: summarising conversations, retrieving current package rules, comparing options, preparing itineraries and creating structured handoffs. More consequential actions should remain bounded by permissions, trusted data and human accountability.

Measuring the Conversational Funnel

A conversational strategy ultimately needs first-party evidence. Relevant measures include conversation-start rate, response time, qualified conversation rate, handoff success, quote creation, revision time, deposit rate, booking rate, revenue, margin and reactivation.

The purpose is to identify where performance changes rather than relying on a single conversion number. Industry benchmarks can indicate direction, but a travel company's own campaign mix, geography, product, advisor capability and customer intent determine its actual commercial results.

Where MundoTrip Fits

MundoTrip views the inquiry flow as a planning workspace rather than a conventional lead form with a chat function attached. The opportunity is to connect inspiration, triage, itinerary creation, specialist advice, booking and reactivation through persistent customer and trip context.

A traveller asking about Italy, for example, may be choosing between Rome–Florence–Venice and Rome–Florence–Amalfi. A family may need advice on room configurations and pacing, while a honeymoon couple may prioritise atmosphere over headline price. These are not simply form fields; they are recommendation variables that become valuable when the system can remember and operationalise them.

The broader shift is therefore not about replacing the travel funnel. It is about making the funnel continuous.

As discovery becomes more fragmented and planning becomes more conversational, the brands that can preserve intent, reduce unnecessary repetition and bring human expertise into the journey at the right moment can create a more connected path from inspiration to itinerary.

Sources & Citations

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