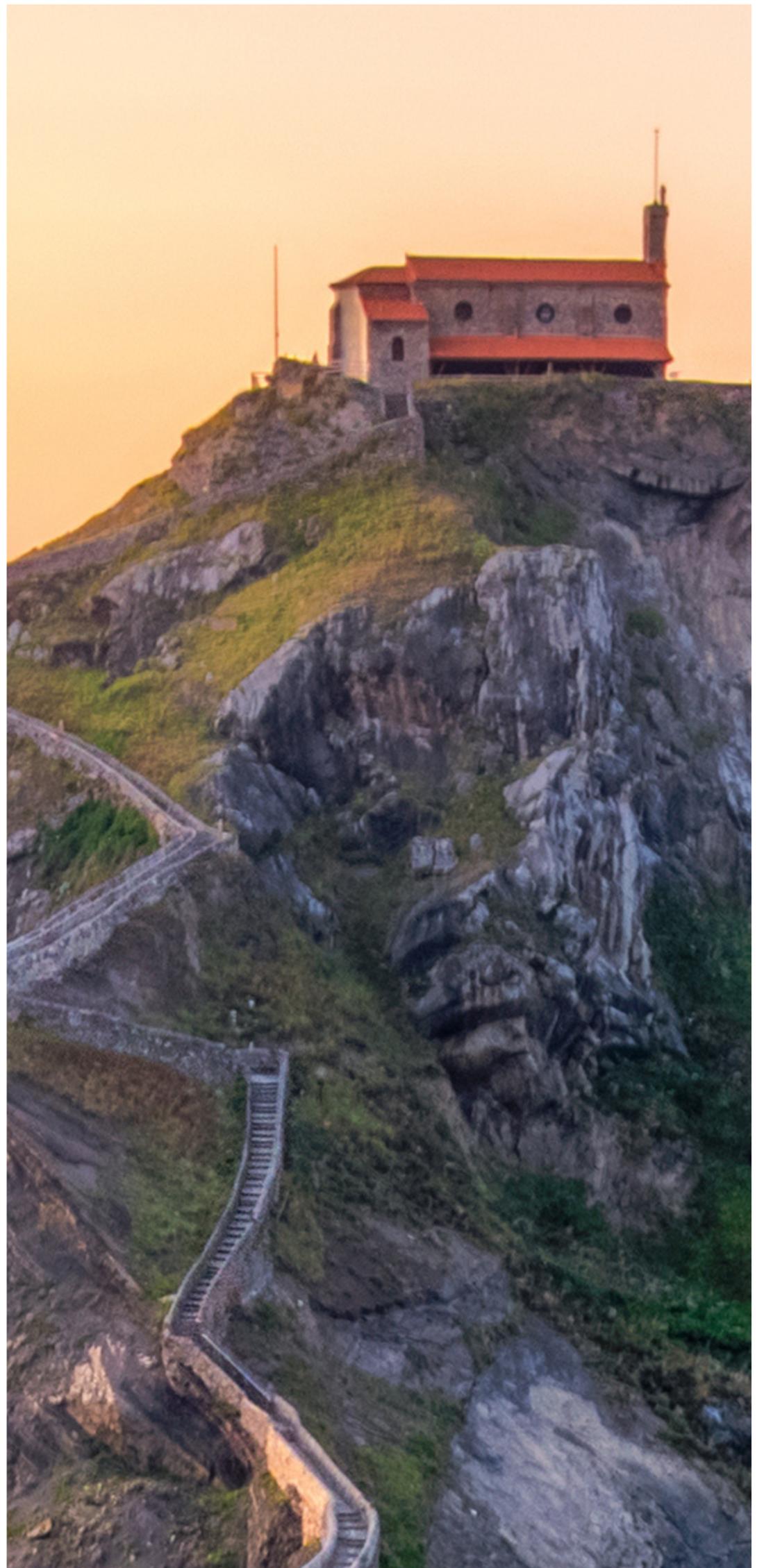
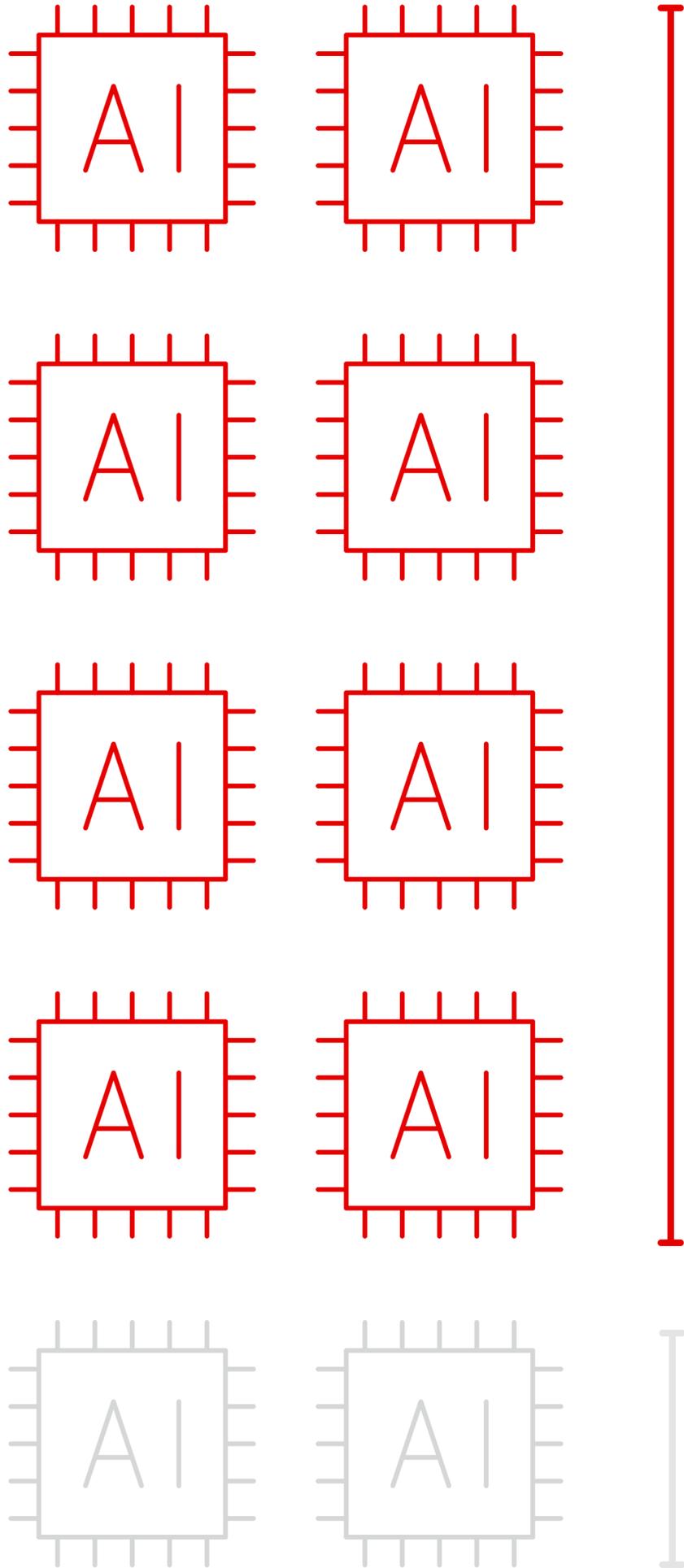


# AI: the new viewfinder

Agencies are overwhelmed by content complexity. AI is helping them refocus.

**SabreMosaic**<sup>™</sup>  
Travel Marketplace





# 80%

of agencies are already  
implementing AI solutions

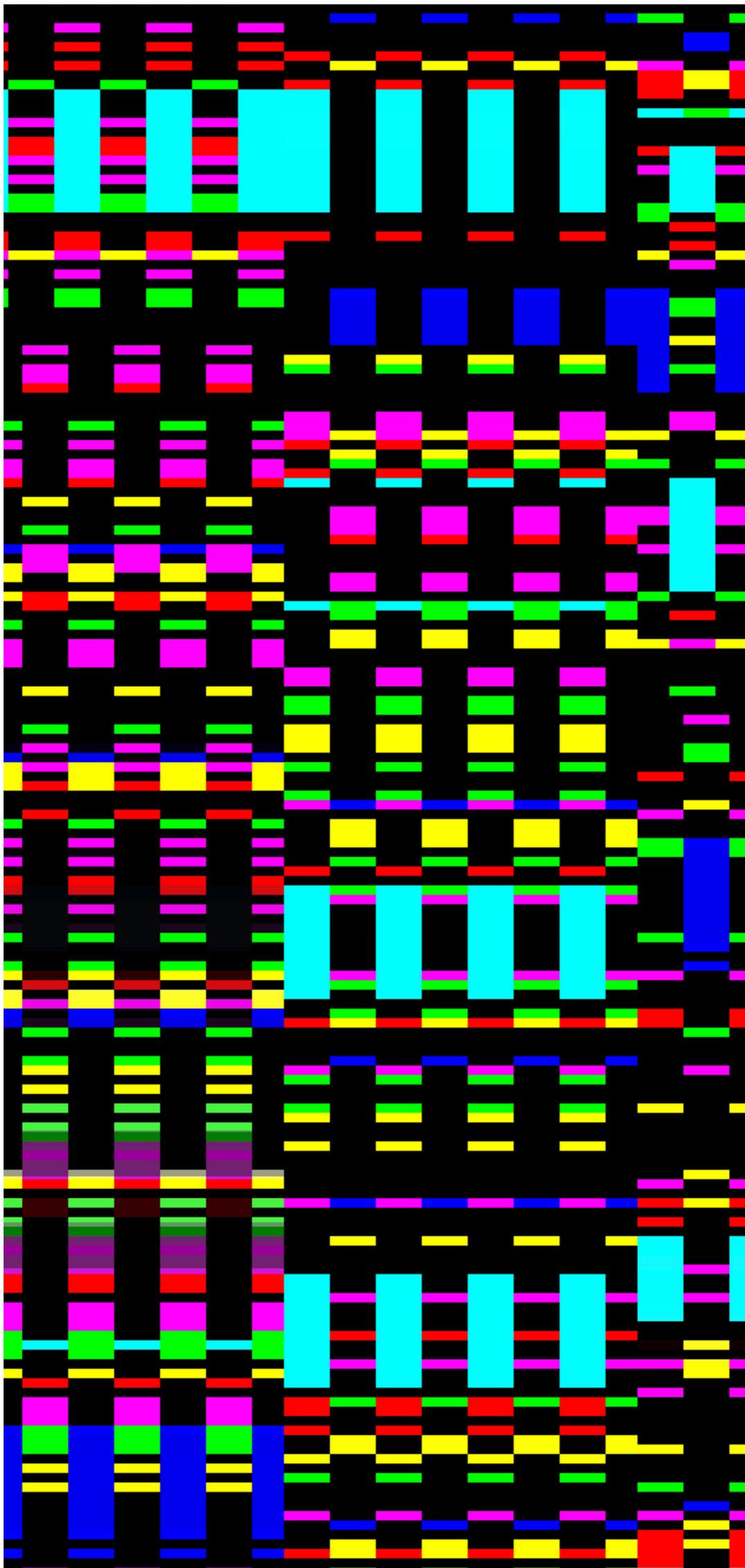
The remaining 20% are  
outlining plans to do so



of agencies believe AI boosts both agency productivity and customer experience.

The bottom line:

**AI is becoming  
foundational.**



**But not all  
AI is created  
equal.**

Poor implementation  
can add to the noise  
instead of cutting  
through it.



“AI can be a double-edged sword. It helps me keep up with fragmented content... but sometimes adds to the chaos.”

**Survey respondent at a travel agency in Australia**



Travel Marketplace

## **Want to make AI work for your agency—not against it?**

Read our latest report to see how the  
right tech helps refocus your efforts.

Content Fragmentation Study conducted by Qualtrics between 22 April and 1 May 2025 in Australia, Austria, Brazil, France, Germany, India, Italy, New Zealand, Saudi Arabia, Singapore, Spain, Switzerland, United Kingdom and the United States. Supplemented with qualitative insights from customer interviews.