

Company: Tripadvisor

Nomination Submitted by: Hunter PR

Company Description: Tripadvisor is the world's largest travel guidance platform, helping millions of people each month become better travelers, from planning to booking to taking a trip. This campaign highlights the travel industry, specifically to Abu Dhabi.

Nomination Category: App Categories

Nomination Sub Category: Travel

Nomination Title: Tripadvisor's AI Trip Planner

1. Date this app or site was first released:

July 2023

2. Briefly describe this mobile site or app's objectives and how it has met those objectives (up to 200 words). If applicable, include here the platforms your app supports:

Total 178 words used.

Tripadvisor's AI Trip Builder aims to simplify and personalize travel planning for all users—regardless of experience level, trip type, or destination. Available for free on mobile and desktop, the tool uses generative AI and Tripadvisor's unmatched database of over one billion reviews to create custom, day-by-day itineraries based on who you're traveling with, where you're going, and what you love to do. It's designed to reduce the stress, decision fatigue, and time investment often associated with planning a trip, especially for those who may feel overwhelmed or unsure where to begin.

Launched in beta in July 2023 and fully rolled out in 2024, the tool is already making a meaningful impact: over 2.9 million personalized itineraries have been generated to date, and usage is up 125% year-over-year. The number of saved trips has also surged by 285%, showing strong user engagement. Available across desktop and mobile browsers, Tripadvisor's AI Trip Builder meets travelers where they are and empowers them to plan with confidence—turning an often daunting task into a simple, inspiring starting point for their next adventure.

3. Provide the applicable creative and production credits for this entry:

Attachments/Videos/Links:

[Tripadvisor's AI Trip Planner](#)



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