



Travel expert reveals the AI red flags when booking a holiday

AI is shaking up industries across the board - and now, it's transforming the way we book holidays.

Some holidaymakers are finding that it is helping them research destinations and organise their itineraries.

However, the travel experts at [Destination2](#) are warning holidaymakers to be vigilant as the technology can often give incorrect information.

[Betty Bouchier Hobin](#), travel expert with more than 20 years of experience in the travel industry, at **Destination2**, explains: "AI tools like ChatGPT and GuideGeek are great for finding hidden gems you might never find on your own – from secret beaches, to under-the-radar local restaurants.

"But you must be careful, they can sometimes serve up outdated or inaccurate info - like recommending hotels that no longer exist or attractions that are closed.

"Using AI is a one-way conversation - it'll only respond to the prompts you give it, and if you don't know what to ask, you might miss something important.

"That's where the human touch of real travel experts comes in. At [Destination2](#), we know the resorts inside out and can ask you the right questions, like whether flying into Abu Dhabi beats Dubai, or which seaplane transfer fits best with your arrival time.

We help craft tailored escapes using up-to-date insights and firsthand knowledge, so your dream holiday doesn't turn into a disappointment."

To help travellers stay savvy, [Destination2](#) has shared its top tips for avoiding an AI-powered holiday horror show.

Betty's top tips on how to use AI when planning your holiday

- **Start with broad inspiration - but sense check results**

"When choosing where to go, AI can help narrow down options based on your preferences - for example, ask 'Where should I go in July for a beach holiday?' and it'll suggest ideas based on weather, trends and distance.

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“However, it’s worth keeping in mind that AI tools are drawing on existing online information, in some cases from many years ago, so double-check for accuracy and be aware it might miss out on newer or more niche destinations.”

- **Swap tourist traps for hidden gems - but look at reviews**

“AI is great at suggesting alternatives to crowded hotspots, helping you discover quieter, more authentic experiences. Think lesser-known beaches, hidden-gem destinations such as Kata Noi in [Thailand](#) or local markets that aren’t swamped with tourists.

“That said, always read recent reviews and speak to a travel expert to make sure the attractions are safe, accessible and still as charming as they sound.”

- **Use AI to learn local customs – but check with reliable sources**

“AI can give you a quick overview of cultural etiquette, local dos and don’ts and common phrases – this can be super helpful if you want to be respectful and blend in.

“But be cautious, advice can sometimes be outdated or oversimplified. It’s worth double-checking with travel guides or official tourism sites, especially if you’re visiting a place with different customs or norms.”

- **Let AI help build your itinerary - but confirm the details yourself**

“When it comes to generating an itinerary, the more details you provide, the better. For example, asking AI to create a four-day itinerary for couples in [Dubai](#) can give you a great starting point with ideas tailored to your preferences.

“However, it’s essential to double-check everything before booking. Ensure you confirm opening times, travel distances from your hotel and any local tips with your travel provider to ensure your plans are smooth sailing.”

- **Use AI as your personal stylist - but always pack for the unexpected**

“AI can be a handy tool for building the perfect holiday wardrobe. Simply input details like your destination, the weather and planned activities - it can generate a list of clothing suggestions and number of items tailored to your needs and time away.

“However, weather can be unpredictable and plans can change - so leave a little room for flexibility - AI can’t predict everything.”

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Specialising in affordable, tailor-made escapes, Destination2 offers luxurious getaways for couples, families and adventure seekers alike. Their expert travel specialists utilise their extensive experience and industry connections to secure the best rates, ensuring you enjoy exceptional holidays at incredible value.