

Shaping the Future of Travel:

Sandeep Dwivedi on Digital Transformation, Innovation and the New Age Traveller



Sandeep Dwivedi

shaping the future of travel, the evolving needs of travellers, and the opportunities emerging across one of the world's most dynamic tourism markets. Drawing on his extensive industry experience, Dwivedi shares valuable insights into digital transformation, customer experience enhancement, sustainability initiatives and the role of technology in helping travel businesses navigate a rapidly changing landscape while unlocking new avenues for growth.

Q India is emerging as one of the world's most dynamic travel markets. How is Amadeus India positioning itself to support the next phase of growth across aviation, hospitality and digital travel ecosystems?

The Indian Travel and Tourism market is at the center of one of the most significant transformations happening in global travel today. India's annual air passenger traffic is projected to exceed 500 million by 2030 under current aviation growth trajectories (The Economic Times). The Indian travel & tourism market is expected to reach **USD 39.6 Billion** by 2034, exhibiting a growth rate **(CAGR) of 5.62%** during the period 2026-2034 (IMARC Group). The market is expanding due to rising domestic travel, government initiatives and increased inbound tourism. Moreover, strengthened infrastructure, digital advancements and evolving traveller preferences are also shaping the industry's future. At Amadeus, we are focused on enabling this growth through intelligent, connected and future-ready technology ecosystems.

The travel and tourism industry is undergoing a profound transformation as technology, changing consumer expectations and evolving business models redefine the way people explore the world. From personalised travel experiences and artificial intelligence to seamless connectivity and data-driven decision-

making, innovation is becoming the cornerstone of growth across the travel ecosystem.

In this exclusive conversation, **Devender Grover, Editor-in-Chief, Travel Span**, speaks with **Mr. Sandeep Dwivedi, Managing Director, Amadeus South Asia**, about the technological advancements

The next phase of travel growth in India will not be driven by infrastructure alone, it will be powered by AI, cloud technology and seamless digital experiences. Today's travellers expect hyper-personalised journeys, frictionless payments, real-time servicing and integrated mobility experiences across every touchpoint. Today, majority of travel bookings globally are digitally influenced and traveller increasingly expect hyper-personalised and frictionless journeys. This is where technology becomes a key enabler.

From advanced retailing and merchandising solutions to biometric-enabled journeys, cloud-native hospitality platforms and AI-driven traveller insights, Amadeus is helping industry partners move toward smarter and more efficient operations. At Amadeus, we see ourselves not just as a technology provider, but as a long-term transformation partner helping shape the future of travel.

 **Global travel demand has rebounded strongly, but volatility remains a constant factor. What are the biggest opportunities and risks currently facing the travel technology industry?**

The global travel industry has shown remarkable resilience over the last few years, with demand rebounding strongly across both leisure and business travel. However, volatility continues to remain a defining reality whether driven by economic uncertainty, geopolitical developments, changing traveller behaviour or operational disruptions. For the travel technology industry, this creates both significant opportunities and important challenges.

One of the biggest opportunities lies in accelerating digital transformation across the travel ecosystem. Travellers today expect seamless, connected and highly personalised experiences across every touchpoint. For example, airlines can now bundle ancillaries, seating, baggage and experiences in a far more personalised way, creating new revenue streams while improving customer

experience. This is pushing airlines, airports, hotels and travel sellers to invest more aggressively in technology.

Another major opportunity is operational intelligence. Airlines and airports are increasingly leveraging predictive analytics to improve revenue management, optimise capacity, reduce disruptions and enhance traveller experiences. The global travel technology market size reached USD 11.3 Billion in 2025 and is projected to exceed **USD 18 billion** by 2034, exhibiting a growth rate (CAGR) of 5.75% (IMARC Group).

On the other hand, the legacy infrastructure continues to be a challenge for many travel businesses trying to modernise at scale. Rising customer expectations also means that businesses must innovate continuously while maintaining operational efficiency and profitability.

At Amadeus, we believe the future belongs to travel ecosystems that are intelligent, agile, connected and resilient, capable of adapting quickly to change while keeping the traveller experience at the center of innovation.

 **Amadeus has a strong global innovation focus. Which emerging technologies from generative AI and cloud computing to automation and predictive intelligence do you believe will most profoundly influence travel over the next decade?**

Over the next decade, I believe the travel industry will be shaped by a convergence of technologies rather than one single innovation. The most profound impact will come from how AI, cloud computing, automation, predictive intelligence and connected ecosystems work together to create smarter, more seamless and highly personalised travel experiences.

Generative AI has the potential to redefine traveller engagement. We are already moving toward a world where travellers can interact conversationally with travel platforms to plan entire journeys from destination inspiration and itinerary building to real-time servicing during disruptions. The

experience will become far more intuitive, contextual and personalised.

Cloud technology will also play a foundational role in modernising industry. As travel businesses scale and become more interconnected, cloud-native platforms will provide the flexibility, speed and resilience required to support real-time operations, faster innovation and better collaboration across ecosystems.

Predictive intelligence will help airlines, airports and hotels anticipate demand, optimise pricing, manage capacity and improve operational efficiency. For example, AI-driven forecasting can help reduce congestion, improve disruption management and deliver more proactive customer service.

The goal is not just digital transformation, but creating travel experiences that are simpler, smarter, more sustainable and meaningful for traveller worldwide.

 **Artificial Intelligence is reshaping customer experiences worldwide. How do you see AI transforming travel planning, personalisation, revenue management and operational efficiency over the next few years?**

Over the next few years, AI will move from being a support tool to becoming a core driver of decision-making, personalisation and operational agility across the entire travel ecosystem.

From a travelers' perspective, AI will make travel planning far more intuitive and personalised. Instead of browsing through hundreds of options, travellers will increasingly receive recommendations based on their preferences, past behaviour, budgets and even travel intent. For example, a family traveller may automatically receive child-friendly hotel suggestions and flexible flight options, while a business traveller could be offered faster airport transit, lounge access and preferred seating based on previous journeys.

In revenue management, AI is already transforming how airlines and hotels forecast demand and optimise

pricing. Dynamic pricing models can now adjust fares and room rates in real time based on seasonality, booking patterns, events and market demand. For instance, airlines can predict ancillary preferences and offer personalised upgrades, baggage options or meal selections that improve both customer experience and revenue generation.

Operationally, AI will help reduce friction across the journey. Chatbots and virtual assistants are already handling routine customer queries, while predictive analytics is helping airports manage passenger flow and reduce congestion. AI-driven disruption management can proactively suggest alternate flights or accommodation during delays, significantly improving traveller satisfaction.

Technology will not replace hospitality; it will empower industry to deliver faster and highly personalised experiences.

Travel intelligence and data analytics have become critical business tools. How is Amadeus leveraging real-time data, predictive insights, and analytics to help industry stakeholders make faster and smarter decisions?

In a rapidly evolving environment, the ability to access real-time insights and make faster, data-driven decisions is becoming a key competitive advantage for airlines, airports, hotels, destinations and travel sellers.

Real-time data is also playing a critical role in disruption management. During delays or operational disruptions, intelligent systems can proactively recommend alternate itineraries, automate rebooking processes and improve communication with travellers, significantly enhancing customer satisfaction.

Another important area is traveller personalisation. By analysing behavioural patterns and preferences, the industry can now deliver more relevant offers, dynamic merchandising and tailored experiences across the entire journey. As travel ecosystems

become more interconnected, data intelligence will increasingly shape the future of travel.

The travel industry today demands seamless experiences across booking, payments, accommodation, mobility, and customer service. How is Amadeus enabling a truly integrated travel journey?

Today's travellers no longer view their journey as separate touchpoints — they expect one connected, seamless experience from inspiration and booking to airport transit, accommodation, payments, mobility and post-trip engagement. At Amadeus, our focus is on enabling exactly that: a truly integrated travel ecosystem powered by intelligent technology and connected platforms.

We are helping the industry move away from fragmented systems towards a more unified and traveller-centric approach. Through cloud-based infrastructure, AI-driven personalisation and open technology platforms, we enable airlines, airports, hotels, mobility providers and travel sellers to work more collaboratively and efficiently.

Travellers today increasingly expect personalised booking experiences, frictionless payments, real-time updates, self-service capabilities and smoother airport journeys. Our technologies support this by connecting multiple stakeholders across the travel ecosystem, allowing data and services to flow seamlessly in real time.

In aviation, this includes dynamic retailing, biometric-enabled airport experiences, disruption management, and personalised ancillary offerings. In hospitality, we are helping hotels leverage guest data and automation to deliver more personalised stays and operational efficiency. We are also seeing growing convergence between travel and mobility, where integrated platforms can connect flights, accommodation, rail, rideshare and local experiences into a single journey experience.

Looking ahead, what is your vision for Amadeus India's contribution to shaping the future of travel, tourism, aviation and hospitality — both within India and the South Asia marketplace?

Travel and tourism in South Asia is booming in 2026, with the World Travel & Tourism Council (WTTC) projecting the region's travel & tourism sector to grow at more than 6% annually, significantly outpacing the broader global economy. WTTC data highlights India's travel and tourism sector growing by over 7% year-on-year. The live entertainment and event tourism industry in South Asia is projected to hit all time high, largely spearheaded by rising middle-class aspirations, expanding aviation infrastructure, rapid digital adoption and a new generation of travellers seeking seamless, connected and experience-led journeys.

South Asia is expected to see some of the fastest growth in air travel globally over the next two decades, while digital travel bookings across the region continue to accelerate rapidly. This creates an enormous opportunity to modernize travel infrastructure through smarter retailing, personalised traveller engagement, biometric-enabled journeys and more efficient operational ecosystems. At the same time, sustainability and inclusivity will become increasingly important. Travel has the power to connect communities, create jobs and drive regional development at scale.

Amadeus' Hospitality business recently conducted research, Travel Dreams 2026, which included a survey of 1000 Indian travellers, and 15% of Indian people surveyed said that sustainability credentials are important when booking a hotel. This was higher than the global average of 10%, which included responses from the six other markets surveyed.

The future of travel will be driven by intelligent technology, data-led decision-making, AI-powered personalisation and seamless collaborations. Amadeus will act as the enabler for building a truly connected travel ecosystem across South Asia.