TubStays

ORIGINAL RESEARCH

AI Agents Travel Survey *2026*

The full questionnaire, and how 5,000 US travelers answered it.

5,000	68	27 Oct to 6 Nov
US travelers	questions	2026, survey dates

Goes with the article “Ask Before You Pay: What 5,000 US Travelers Want From AI Agents (2026 Survey)”

tubstays.com

BEFORE YOU START

About this survey

- We surveyed US adults who took at least one overnight trip of 50 miles or more in the past 12 months.
- The survey ran online from 27 October to 6 November 2026.
- We collected 6,276 responses. After quality checks, 5,000 were left. Every number in this document uses those 5,000 responses.
- This document shows all 68 questions with their exact wording, in the order travelers saw them.

How to read the answers

- Each percentage is the share of the travelers who were asked that question. The line under each question says how many travelers that was.
- For some questions, travelers could pick more than one answer. Those percentages add up to more than 100%.
- We weighted the answers by age, gender, US region, household income, education, and race and ethnicity.
- Percentages are rounded to whole numbers, so a list can add up to 99% or 101%. "<1%" means fewer than 1 traveler in 200.
- Question numbers start with S for screening questions, Q for the main questions and D for questions about the traveler.

PART 1

Screening questions

These six questions decided who could take the survey.

S1

Thank you for your interest. This survey is about travel and technology. It takes about 15 minutes. Your answers are confidential and will only be reported combined with other people's answers. You can stop at any time. Do you agree to take part?

Asked of all 5,000 travelers. Travelers picked one answer.



Yes, I agree to take part	100%
No, I do not wish to take part	Screened out

Everyone in the survey agreed to take part. People who did not could not take the survey.

S2

What is your age?

Asked of all 5,000 travelers. Travelers typed a number.



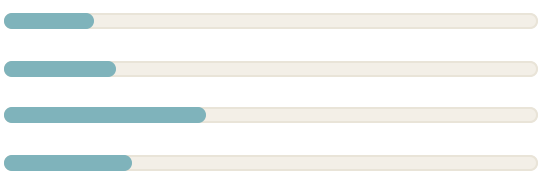
18 to 29	19%
30 to 45	29%
46 to 61	25%
62 or older	27%

We grouped the ages travelers typed into four age groups. People under 18 could not take the survey.

S3

In which state do you currently live?

Asked of all 5,000 travelers. Travelers picked one answer.



Northeast	17%
Midwest	21%
South	38%
West	24%

Alabama	1%	Kentucky	1%	North Dakota	<1%
Alaska	<1%	Louisiana	1%	Ohio	4%
Arizona	2%	Maine	<1%	Oklahoma	1%
Arkansas	1%	Maryland	2%	Oregon	1%
California	12%	Massachusetts	2%	Pennsylvania	4%
Colorado	2%	Michigan	3%	Rhode Island	<1%
Connecticut	1%	Minnesota	2%	South Carolina	2%
Delaware	<1%	Mississippi	1%	South Dakota	<1%
District of Columbia	<1%	Missouri	2%	Tennessee	2%
Florida	7%	Montana	<1%	Texas	9%
Georgia	4%	Nebraska	1%	Utah	1%
Hawaii	1%	Nevada	1%	Vermont	<1%
Idaho	1%	New Hampshire	<1%	Virginia	2%
Illinois	4%	New Jersey	3%	Washington	3%
Indiana	2%	New Mexico	1%	West Virginia	<1%
Iowa	1%	New York	6%	Wisconsin	1%
Kansas	1%	North Carolina	3%	Wyoming	<1%

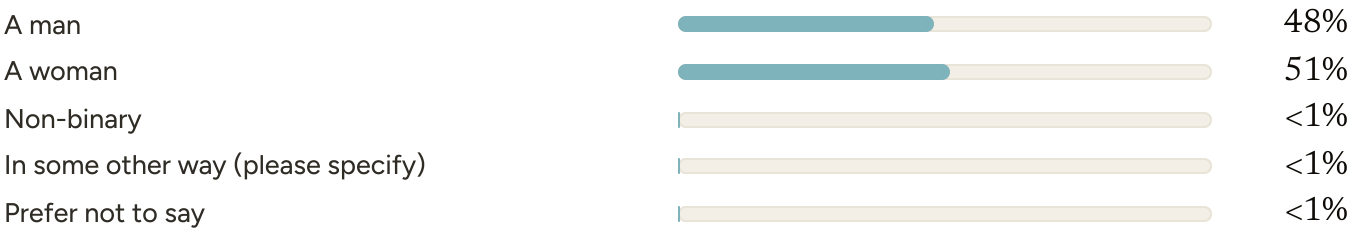
Puerto Rico or another U.S. territory	Screened out
I do not live in the United States	Screened out

Travelers picked their state from a list. The chart shows the four US regions. The table shows every state and Washington, DC. People who do not live in one of them could not take the survey.

S4

How do you describe yourself?

Asked of all 5,000 travelers. Travelers picked one answer.



S5

In the past 12 months - that is, since [the same month] 2025 - have you taken any trip at least 50 miles from your home that included at least one overnight stay away from home? Please include both personal trips (vacations, visiting friends or family, events) and business or work trips.

Asked of all 5,000 travelers. Travelers picked one answer.

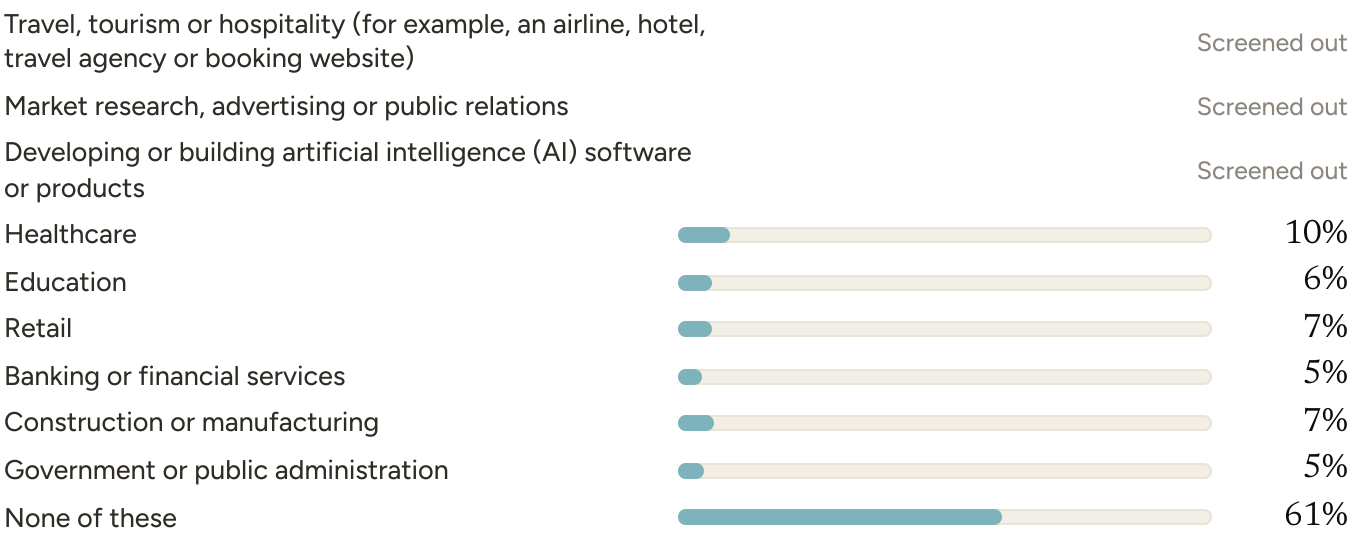


The question named the month one year before the traveler took the survey. Everyone in the survey answered yes. People who did not could not take the survey.

S6

Do you currently work in any of the following industries or roles? Select all that apply.

Asked of all 5,000 travelers. Travelers could pick more than one answer.



People who picked any of the first three answers could not take the survey.

PART 2

AI tools in general

Q1

Which artificial intelligence (AI) tools, apps or assistants have you heard of? Please type every one that comes to mind, one per box.

Asked of all 5,000 travelers. Travelers typed their answer in their own words. We read the answers and grouped them.



Travelers could type up to five tools. The chart shows the share who named each one. No one named Voyalto, a brand we made up to check for careless answers.

Q2

Do you ever use an artificial intelligence (AI) chatbot like ChatGPT, Gemini or Copilot?

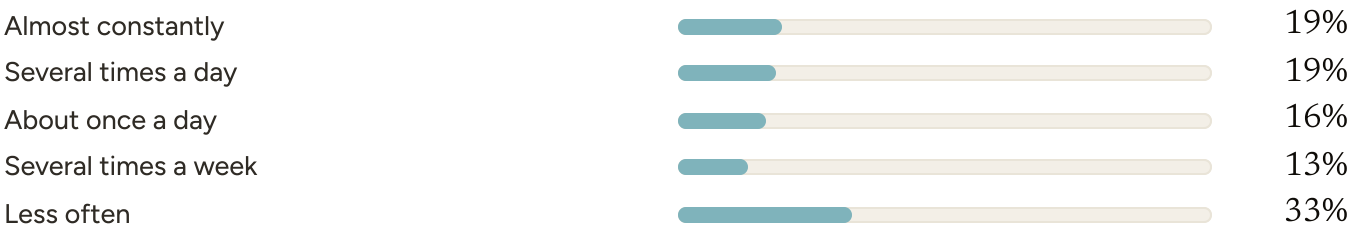
Asked of all 5,000 travelers. Travelers picked one answer.



Q3

About how often do you use an artificial intelligence (AI) chatbot like ChatGPT, Gemini or Copilot?

Asked of the 3,254 travelers who use AI chatbots (Q2). Travelers picked one answer.



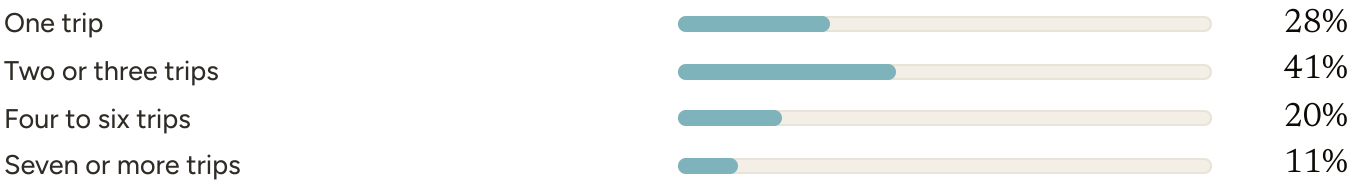
PART 3

Trips in the past 12 months

Q4

In the past 12 months, how many separate trips have you taken that included at least one overnight stay 50 or more miles from home? Count each round trip as one trip.

Asked of all 5,000 travelers. Travelers typed a number.

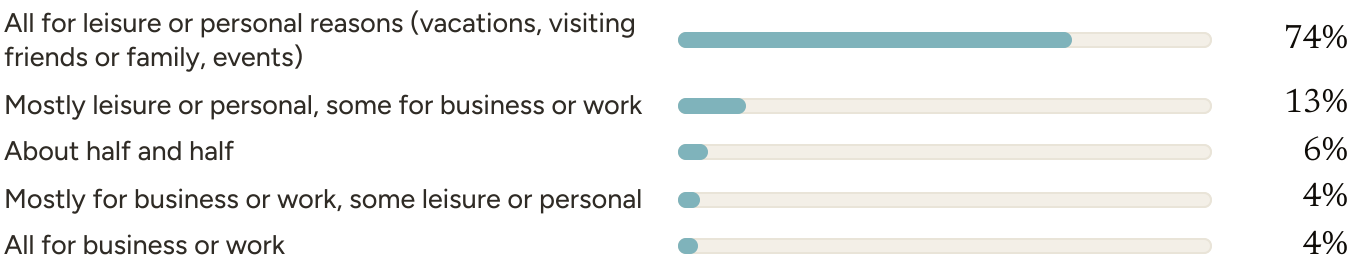


We grouped the numbers travelers typed into four groups.

Q5

And thinking about all of those trips, were they...

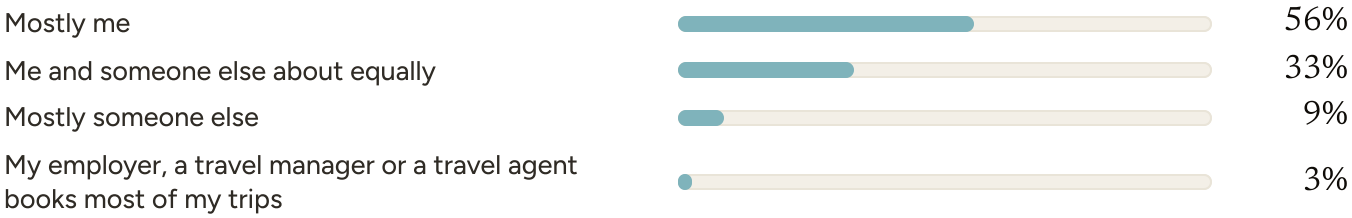
Asked of all 5,000 travelers. Travelers picked one answer.



Q6

Who usually plans and books overnight trips in your household?

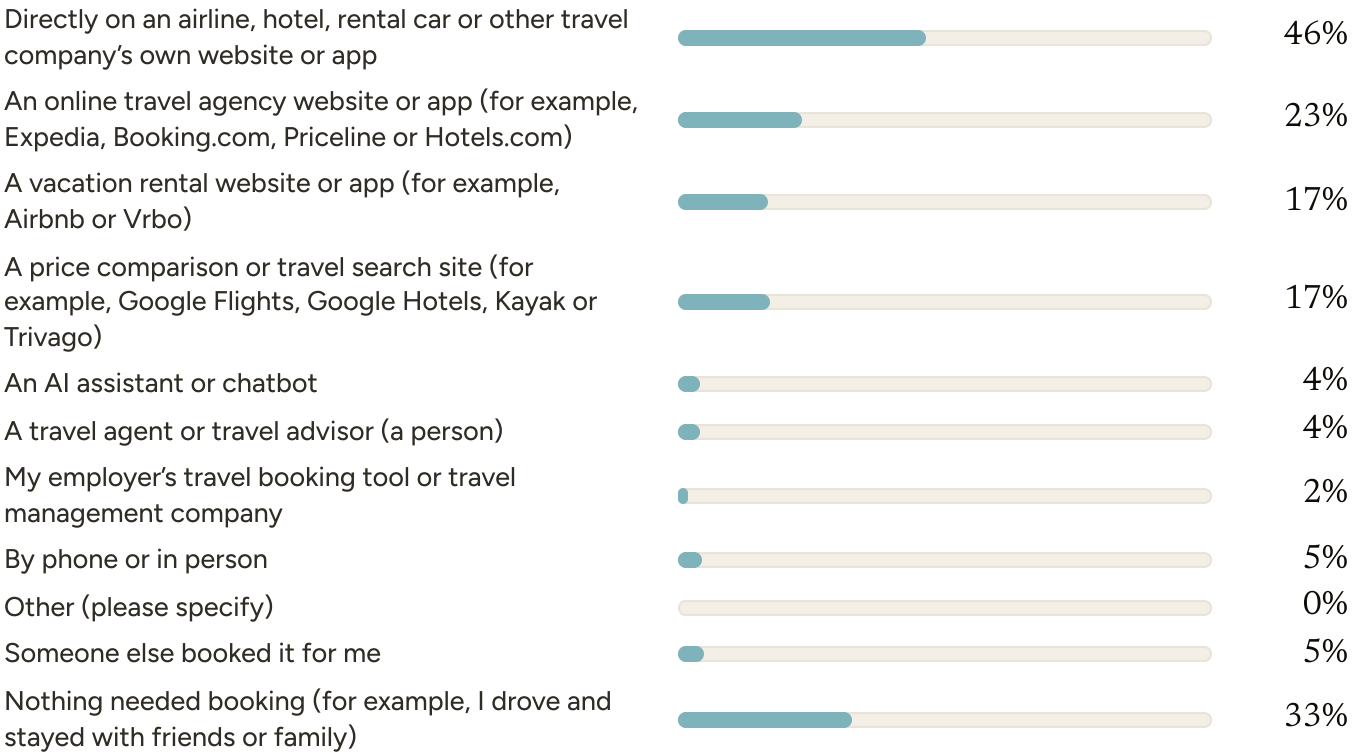
Asked of all 5,000 travelers. Travelers picked one answer.



Q7

Thinking about your most recent overnight trip, which of the following were used to book any part of it (transportation, accommodation or activities)? Select all that apply.

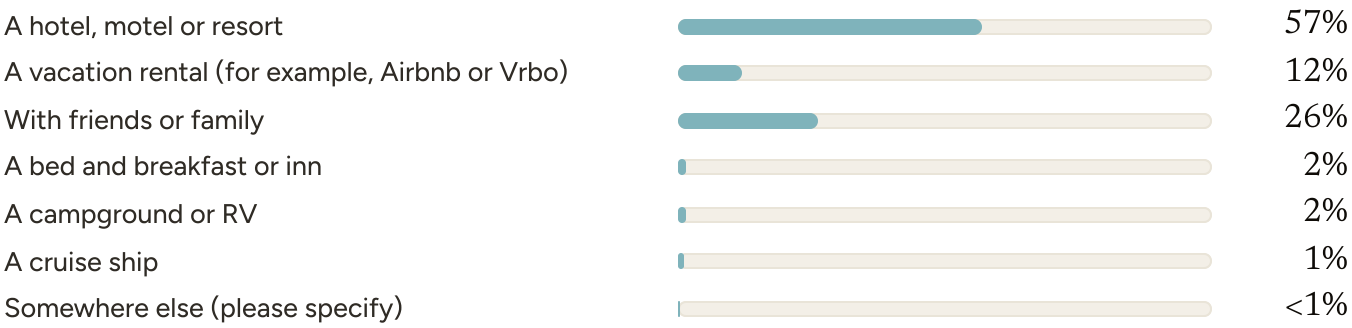
Asked of all 5,000 travelers. Travelers could pick more than one answer.



Q8

Where did you stay on that most recent trip? If you stayed in more than one place, choose where you spent the most nights.

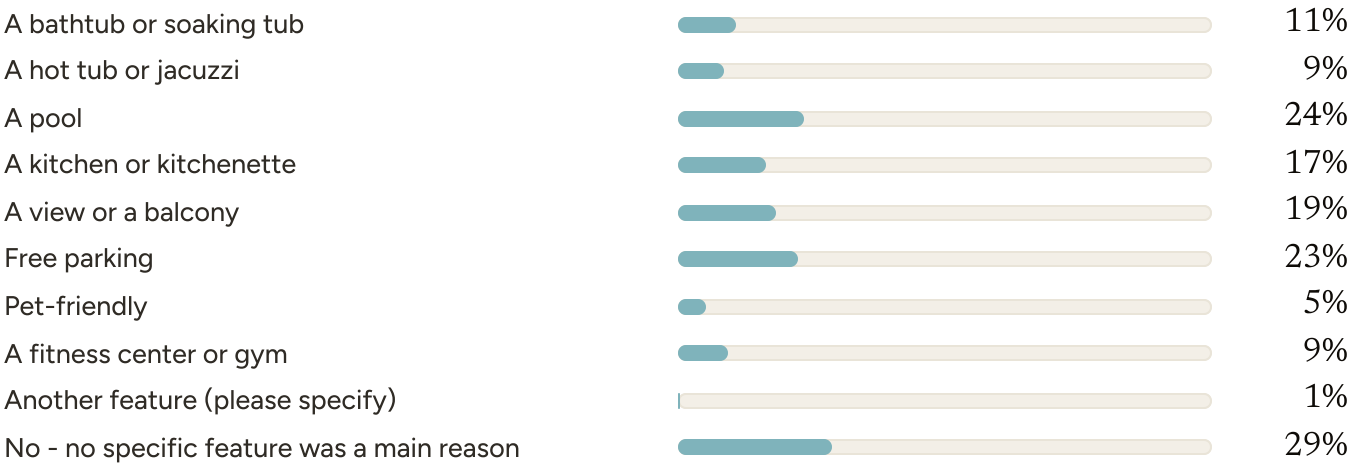
Asked of all 5,000 travelers. Travelers picked one answer.



Q9

When you chose where to stay on that trip, was a specific feature of the room or property one of the main reasons you picked it? Select all that apply.

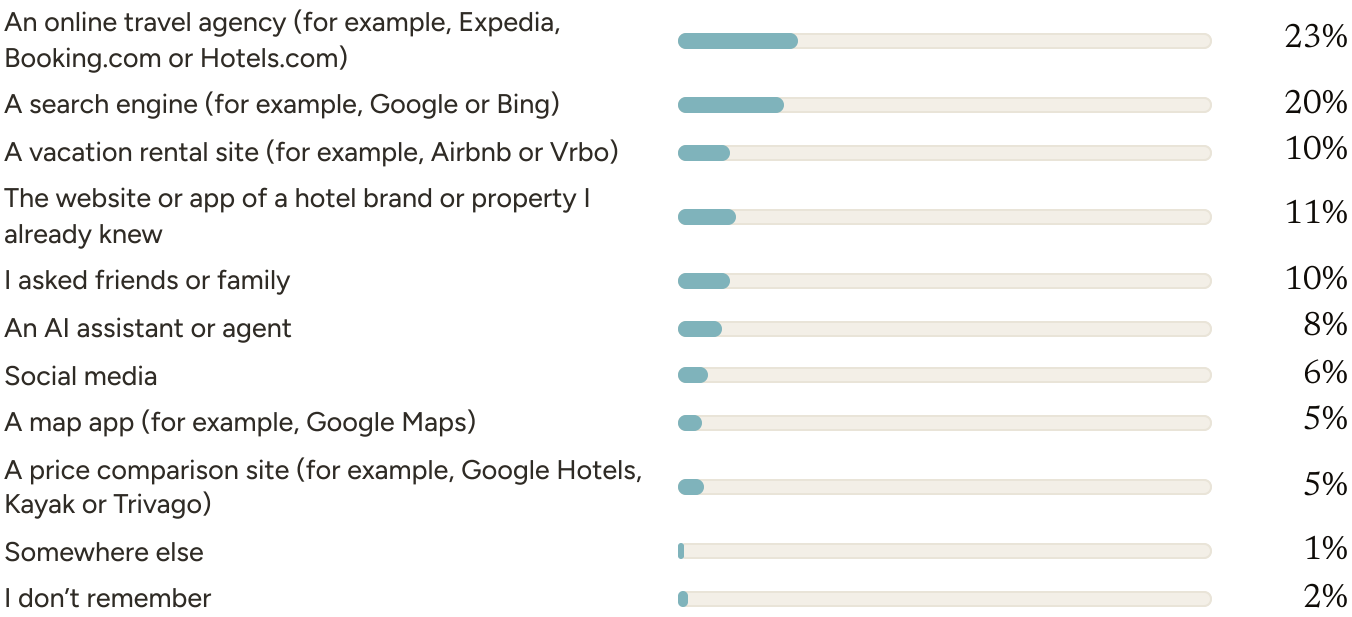
Asked of the 3,426 travelers who stayed in a hotel, vacation rental, or bed and breakfast on their most recent trip (Q8). Travelers could pick more than one answer.



Q10

Think about the place you stayed on your most recent trip. Where did you first look for somewhere to stay?

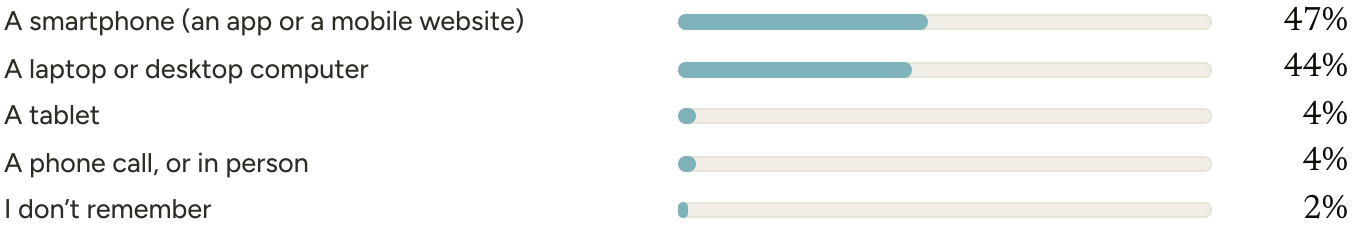
Asked of the 3,426 travelers who stayed in a hotel, vacation rental, or bed and breakfast on their most recent trip (Q8). Travelers picked one answer.



Q11

And what did you use to book that stay?

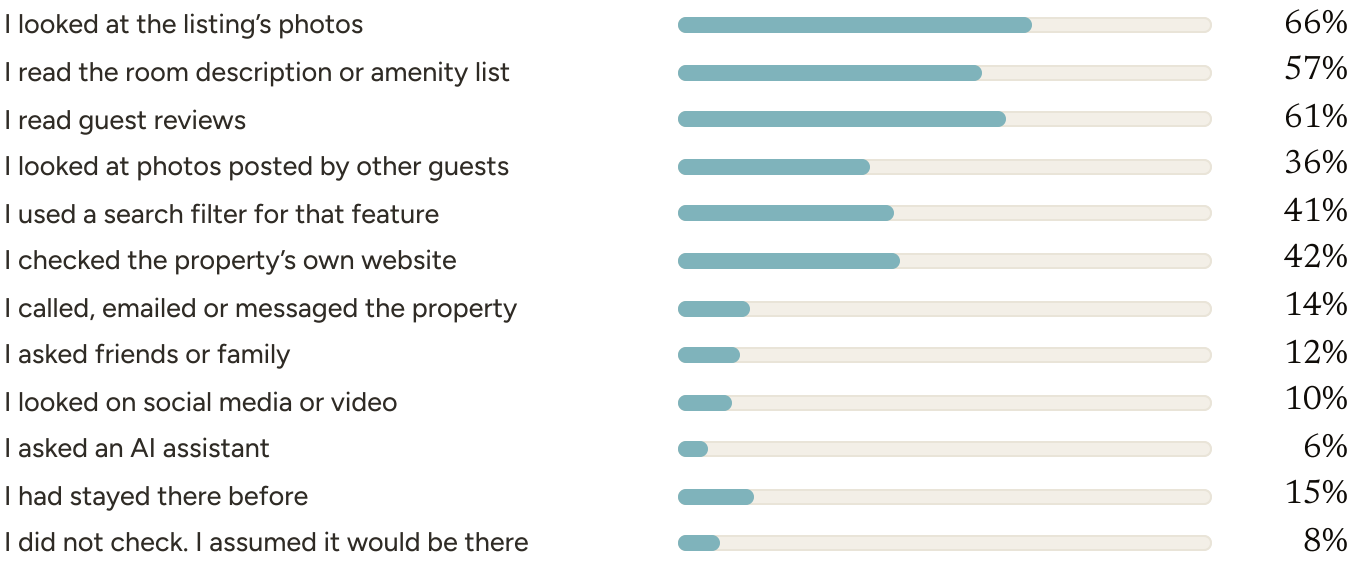
Asked of the 3,182 travelers who stayed in a hotel, vacation rental, or bed and breakfast on their most recent trip (Q8) and did not have someone else book it (Q7). Travelers picked one answer.



Q12

You said a specific feature was a main reason you picked where you stayed. Before you booked, how did you make sure the room or property had it? Select all that apply.

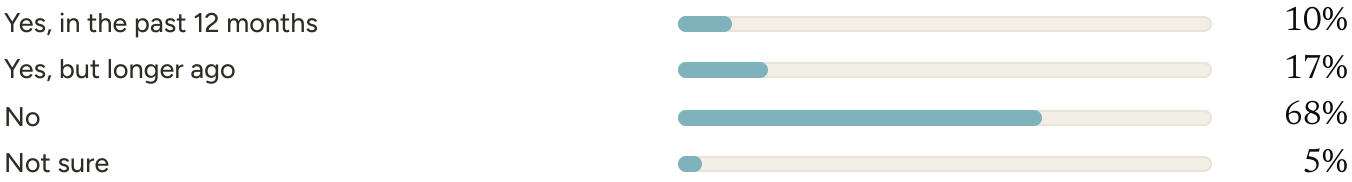
Asked of the 2,425 travelers who named a feature in Q9. Travelers could pick more than one answer.



Q13

Have you ever arrived at a hotel or rental and found that a feature you booked it for was missing or not as described?

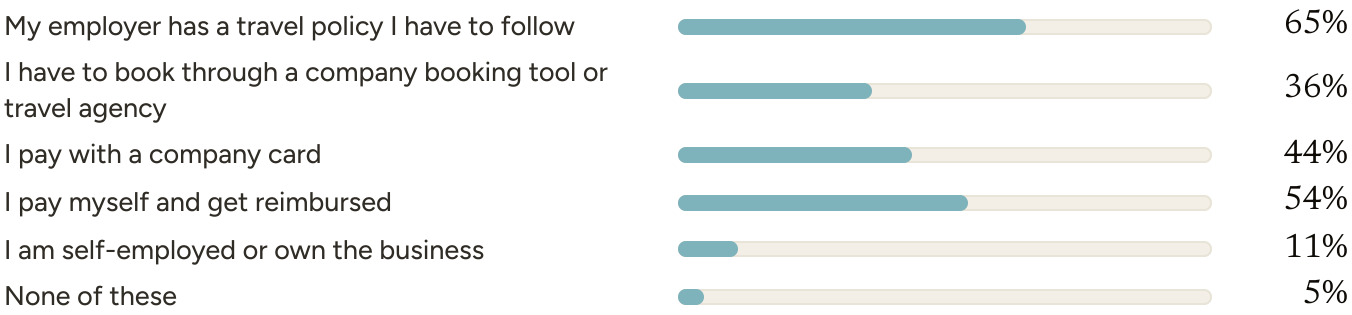
Asked of all 5,000 travelers. Travelers picked one answer.



Q14

When you travel for business or work, which of the following apply to you? Select all that apply.

Asked of the 1,237 travelers who took at least one business trip (Q5). Travelers could pick more than one answer.



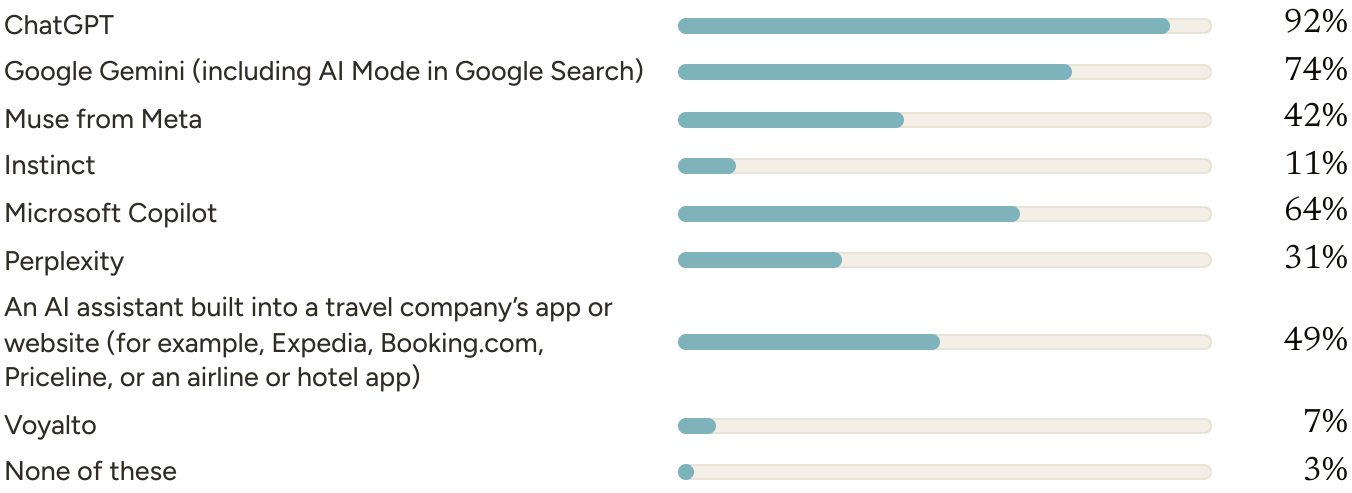
PART 4

Personal AI agents

Q15

Which of the following, if any, have you heard of - even if you only know the name? Select all that apply.

Asked of all 5,000 travelers. Travelers could pick more than one answer.



Voyalto is a brand we made up to check for careless answers. Picking it here counted as a warning sign. Responses that claimed to have booked with it were removed before we worked out any results.

Shown to travelers

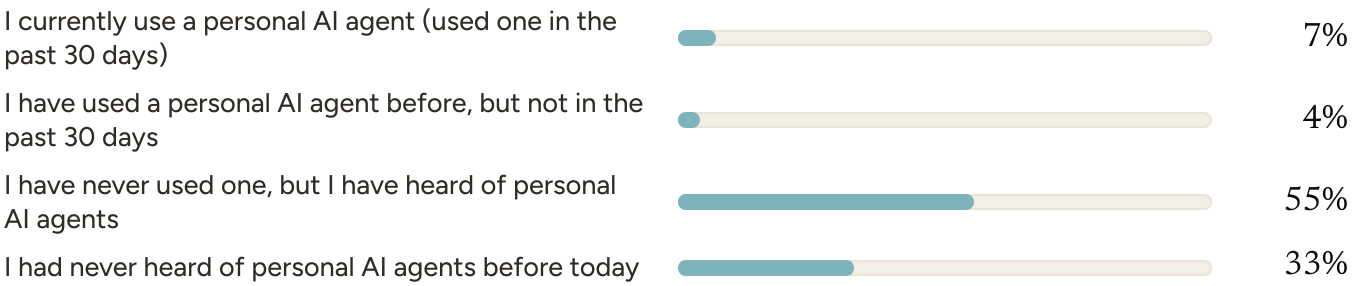
The next questions are about personal AI agents.

A personal AI agent is an AI assistant that can take actions for you across different apps and websites - for example, booking a table, buying something, sending a message or making a reservation - rather than only answering questions. Examples include Muse from Meta, Instinct, OpenAI's Dots or ChatGPT agent mode, and booking through AI Mode in Google Search.

Q16

Which of the following best describes you?

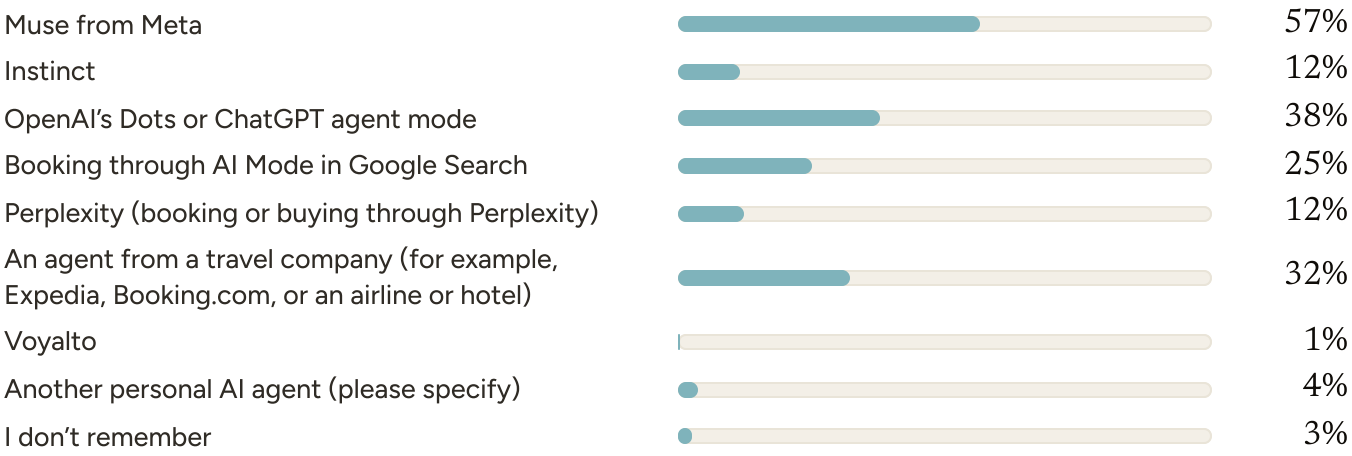
Asked of all 5,000 travelers. Travelers picked one answer.



Q17

Which personal AI agents have you used? Select all that apply.

Asked of the 502 travelers who have used a personal AI agent (Q16). Travelers could pick more than one answer.

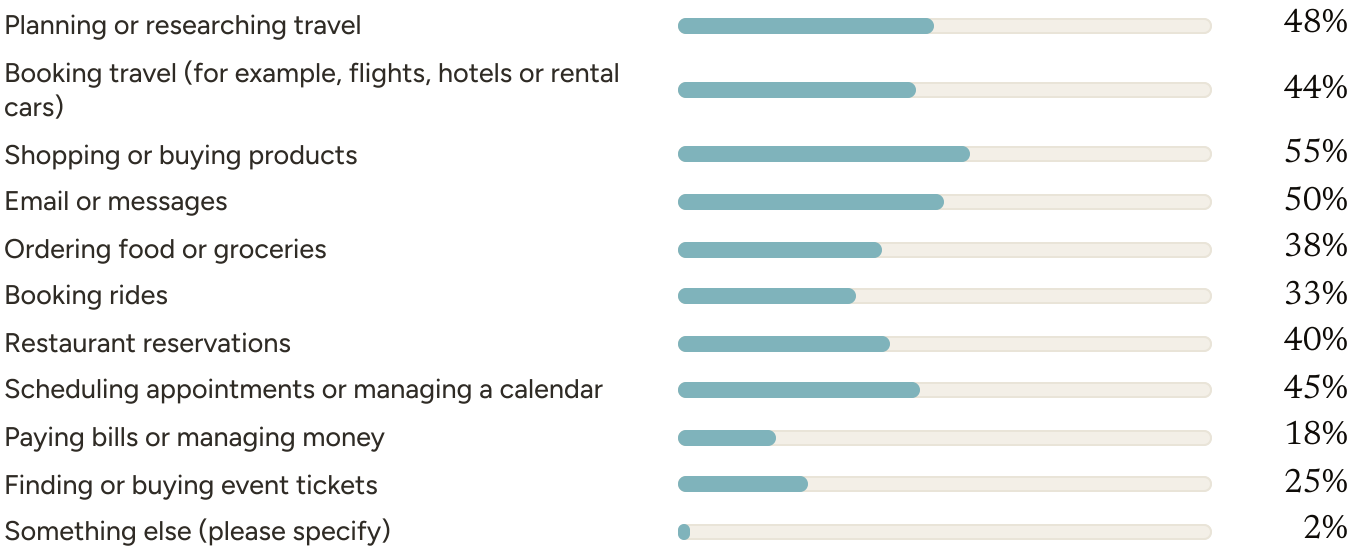


Voyalto is a brand we made up to check for careless answers. Picking it here counted as a warning sign. Responses that claimed to have booked with it were removed before we worked out any results.

Q18

Which of the following have you used a personal AI agent for? Select all that apply.

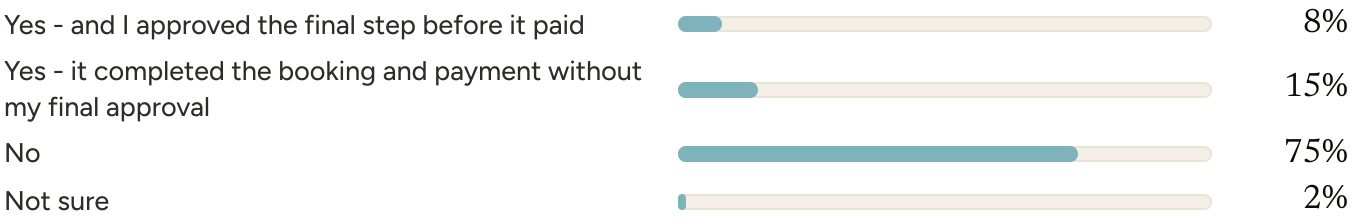
Asked of the 502 travelers who have used a personal AI agent (Q16). Travelers could pick more than one answer.



Q19

Has a personal AI agent ever completed a travel booking and payment for you?

Asked of the 502 travelers who have used a personal AI agent (Q16). Travelers picked one answer.



Q20

What is the main reason you stopped using a personal AI agent?

Asked of the 187 travelers who have used a personal AI agent, but not in the past 30 days (Q16). Travelers picked one answer.



Q21

How, if at all, have you used each of these in the past 12 months?

Asked of the 4,847 travelers who had heard of at least one of the tools in Q15. Travelers picked one answer for each row.

	Travelers asked	Used it, including for something travel-related (researching, planning or booking a trip)	Used it, but only for things not related to travel	Have not used it in the past 12 months	Not sure
ChatGPT	4,607	36%	25%	39%	1%
Google Gemini (including AI Mode in Google Search)	3,668	22%	22%	55%	<1%
Muse from Meta	2,077	7%	9%	85%	0%
Instinct	486	11%	2%	87%	0%
Microsoft Copilot	3,211	12%	21%	67%	<1%
Perplexity	1,490	18%	13%	69%	<1%
An AI assistant built into a travel company's app or website (for example, Expedia, Booking.com, Priceline, or an airline or hotel app)	2,407	30%	<1%	70%	<1%
Voyalto	341	12%	8%	80%	0%

Travelers saw only the tools they had picked in Q15, so each row was asked of a different number of travelers. Voyalto is a brand we made up to check for careless answers. Picking it here counted as a warning sign. Responses that claimed to have booked with it were removed before we worked out any results.

PART 5

Using AI for travel

Shown to travelers

For the rest of this survey, please keep these meanings in mind.

An AI assistant is a computer program you can type or talk to in everyday language - such as a chatbot - that answers questions and makes suggestions.

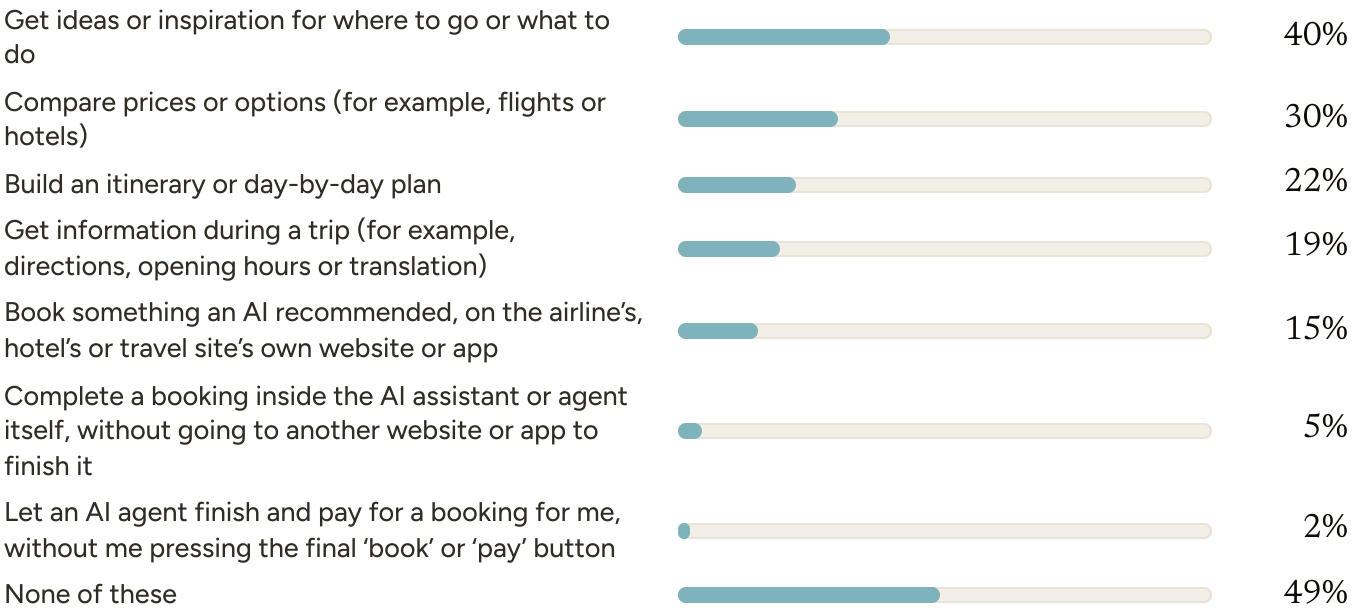
An AI agent is an AI assistant that can also take actions for you, such as searching websites, filling in forms, holding a reservation or making a payment - sometimes after asking you, and sometimes on its own.

Some AI assistants and agents are general tools; others are built into travel companies' own apps and websites.

Q22

In the past 12 months, have you used an AI assistant or AI agent to do any of the following for a trip? Select all that apply.

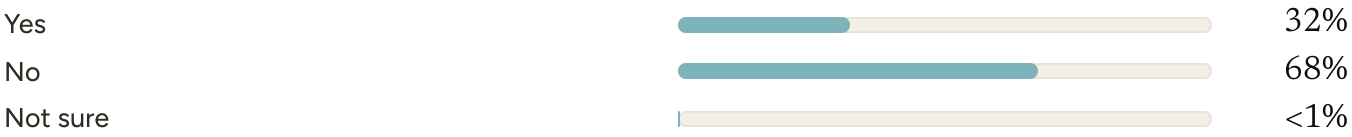
Asked of all 5,000 travelers. Travelers could pick more than one answer.



Q23

Thinking only about your most recent overnight trip, did you use an AI assistant or AI agent for any part of it - planning, booking, or during the trip?

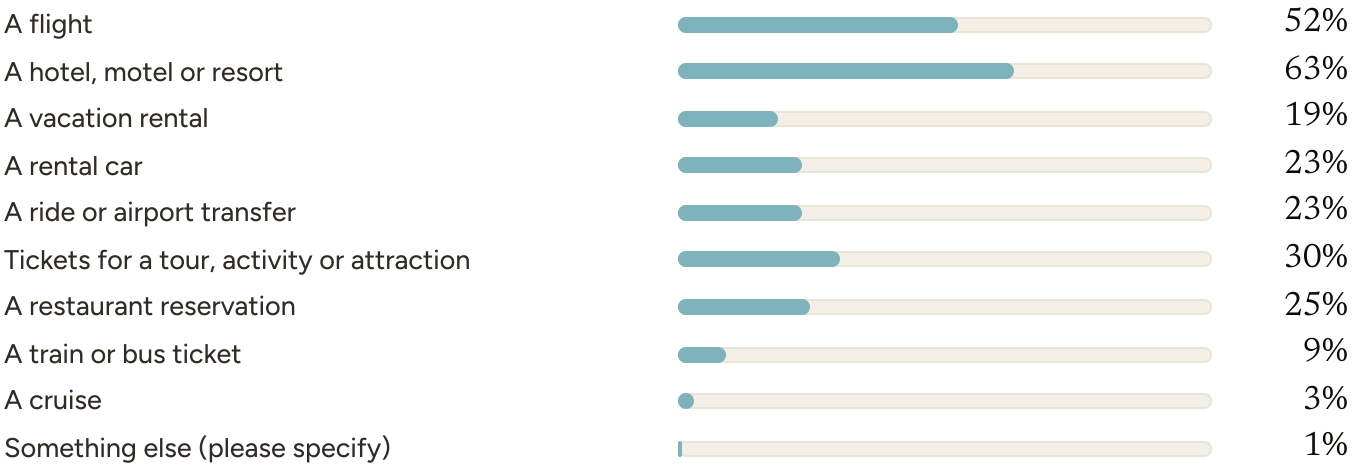
Asked of the 2,520 travelers who had used AI for at least one trip task in the past 12 months (Q22). Travelers picked one answer.



Q24

Which of the following have you booked with help from AI in the past 12 months? Select all that apply.

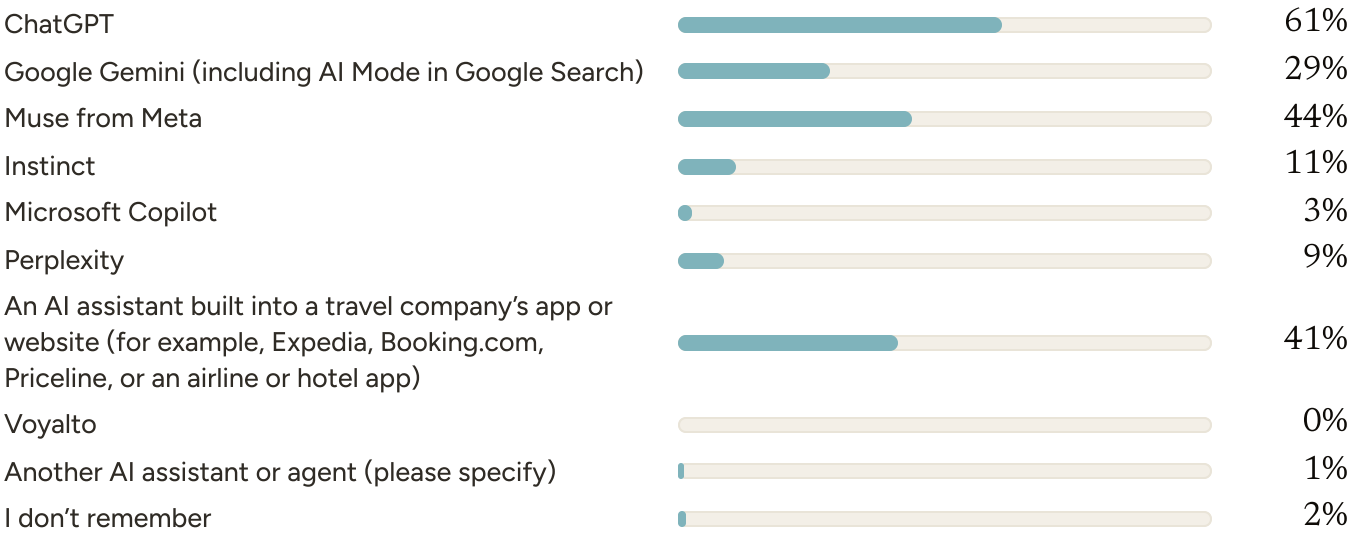
Asked of the 812 travelers who booked something AI recommended, booked inside an AI, or let an AI agent book and pay (Q22). Travelers could pick more than one answer.



Q25

Which AI assistant(s) or agent(s) did you use to complete a booking? Select all that apply.

Asked of the 221 travelers who completed a booking inside an AI or let an AI agent book and pay (Q22). Travelers could pick more than one answer.



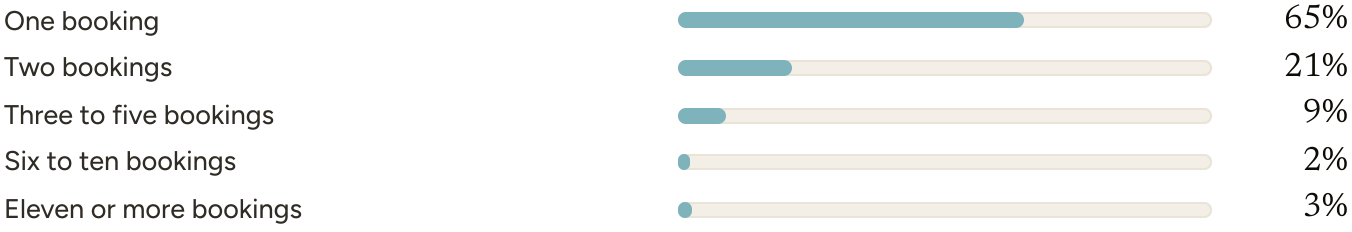
Voyalto is a brand we made up to check for careless answers. Responses that claimed to have booked with it were removed before we worked out any results.

Q26

About how many separate bookings have you completed inside an AI assistant or agent in the past 12 months? Count each flight, stay, rental car, ticket or reservation as one booking.

Asked of the 221 travelers who completed a booking inside an AI or let an AI agent book and pay (Q22). Travelers typed a number.

1 The middle answer. Half of these travelers typed 1 booking or fewer, and half typed 1 or more.



We grouped the numbers travelers typed into five groups.

Q27

Please think about the most recent thing you booked with help from AI. What was it, which AI tool did you use, and how did it go?

Asked of the 812 travelers who booked something AI recommended, booked inside an AI, or let an AI agent book and pay (Q22). Travelers typed their answer in their own words. We read the answers and grouped them.



We sorted each answer by how the traveler said the booking went.

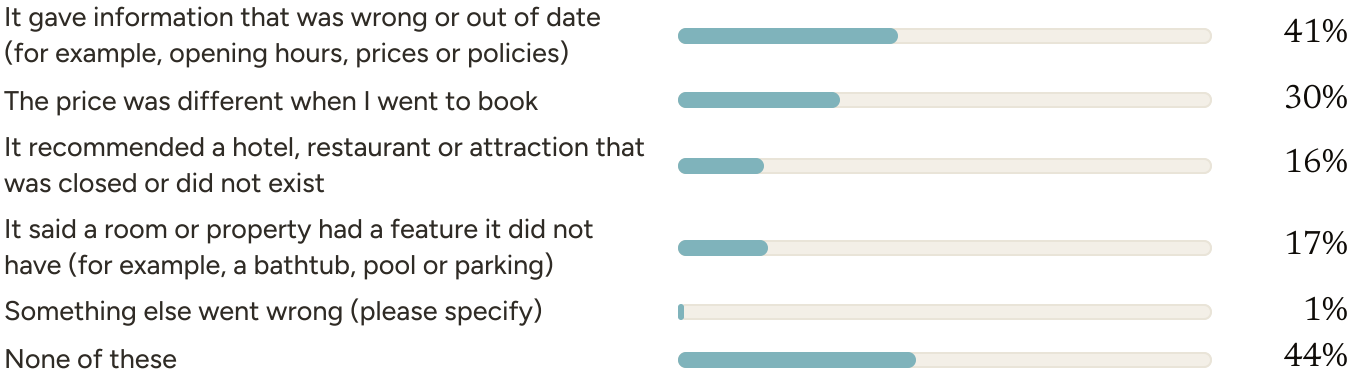
PART 6

Problems with AI for travel

Q28

When you used AI for travel in the past 12 months, did any of the following happen? Select all that apply.

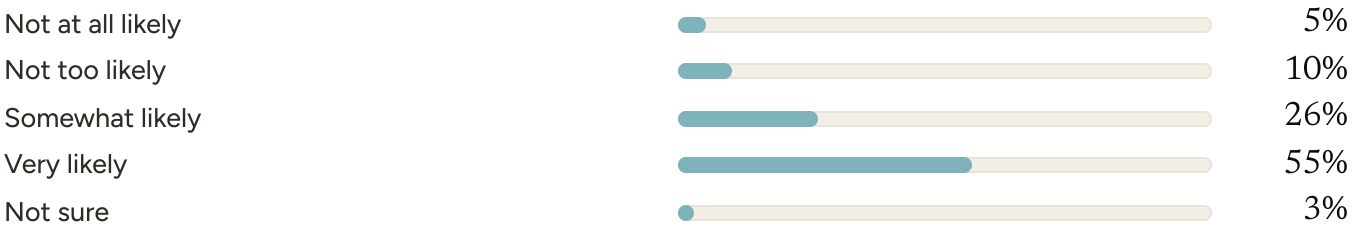
Asked of the 2,520 travelers who had used AI for at least one trip task in the past 12 months (Q22). Travelers could pick more than one answer.



Q29

Even so, how likely are you to use AI to help with travel again in the next 12 months?

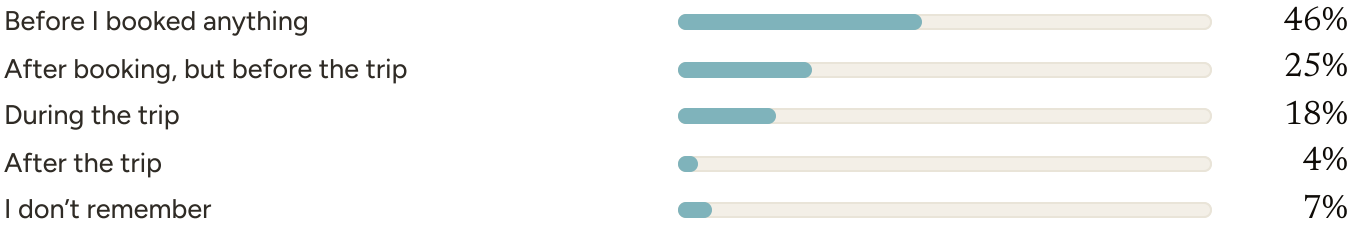
Asked of the 1,389 travelers who had at least one problem (Q28). Travelers picked one answer.



Q30

Thinking of the most recent time something like this happened, when did you find out?

Asked of the 1,389 travelers who had at least one problem (Q28). Travelers picked one answer.



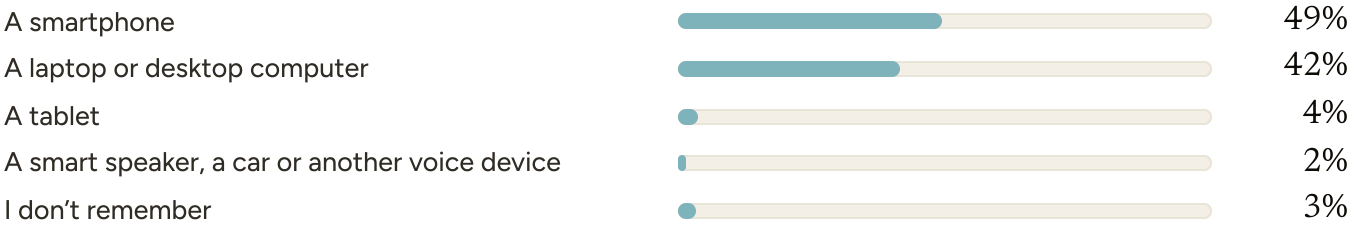
PART 7

The most recent trip AI was used for

Q31

Think about the last time you used an AI assistant or AI agent for a trip. What did you use it on?

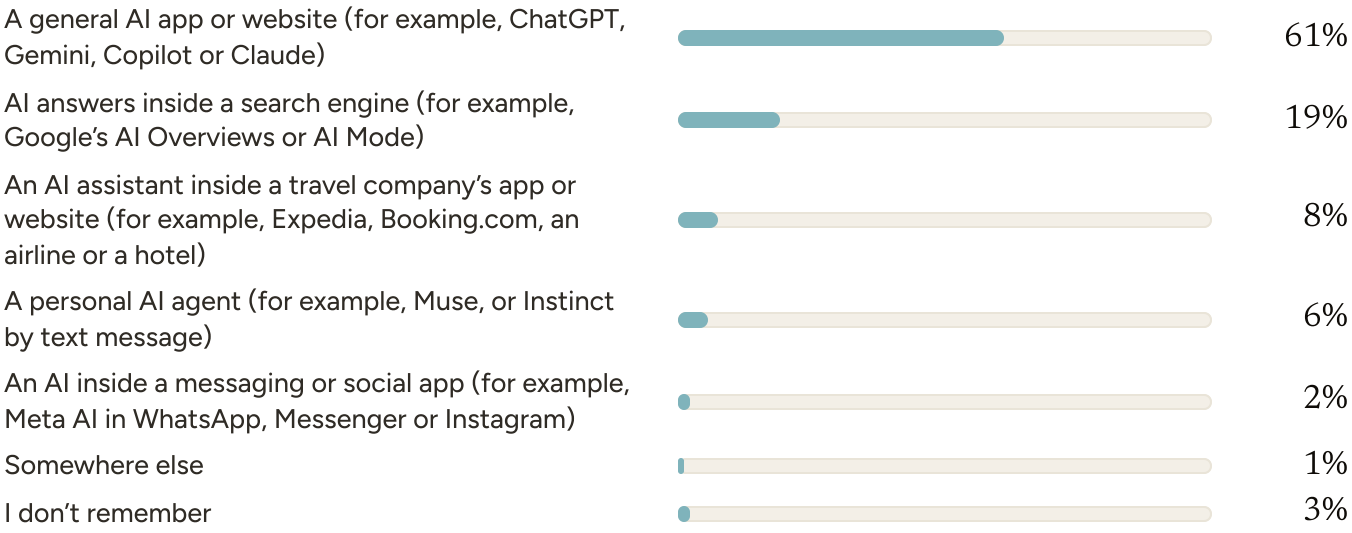
Asked of the 2,520 travelers who had used AI for at least one trip task in the past 12 months (Q22). Travelers picked one answer.



Q32

And where was that AI?

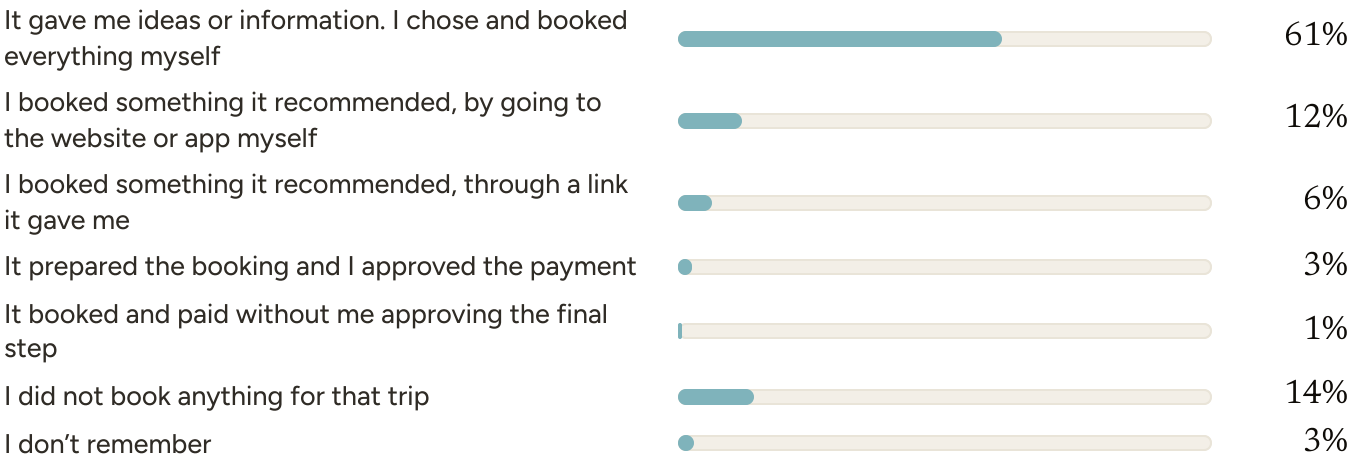
Asked of the 2,520 travelers who had used AI for at least one trip task in the past 12 months (Q22). Travelers picked one answer.



Q33

Still thinking about that last time: how far did the AI go?

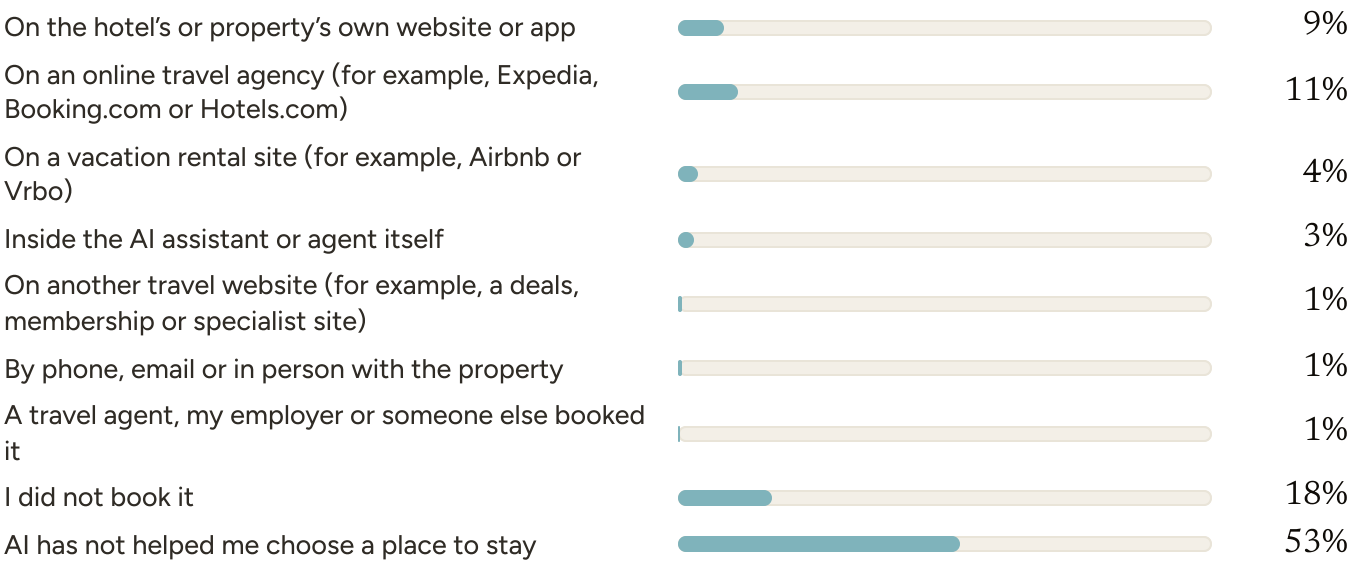
Asked of the 2,520 travelers who had used AI for at least one trip task in the past 12 months (Q22). Travelers picked one answer.



Q34

Think about the most recent place to stay that AI helped you choose. Where did you book it?

Asked of the 2,520 travelers who had used AI for at least one trip task in the past 12 months (Q22). Travelers picked one answer.

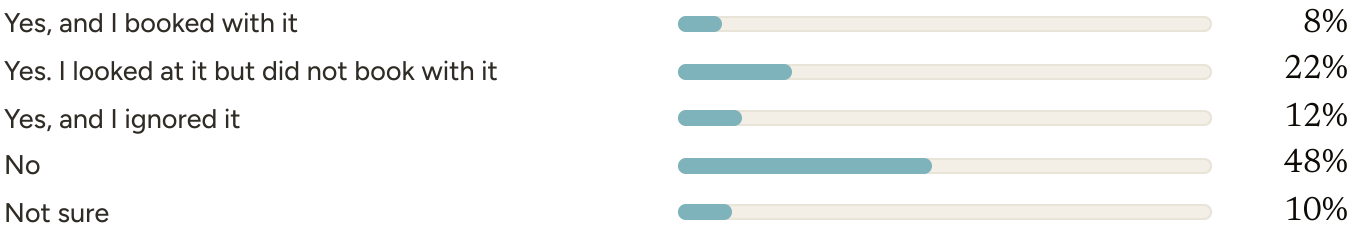


Of the 705 travelers who had booked one (the first seven answers), 39% booked it on an online travel agency and 30% on the hotel's or property's own website or app.

Q35

Has an AI assistant or agent ever recommended a travel website or hotel brand you had never heard of?

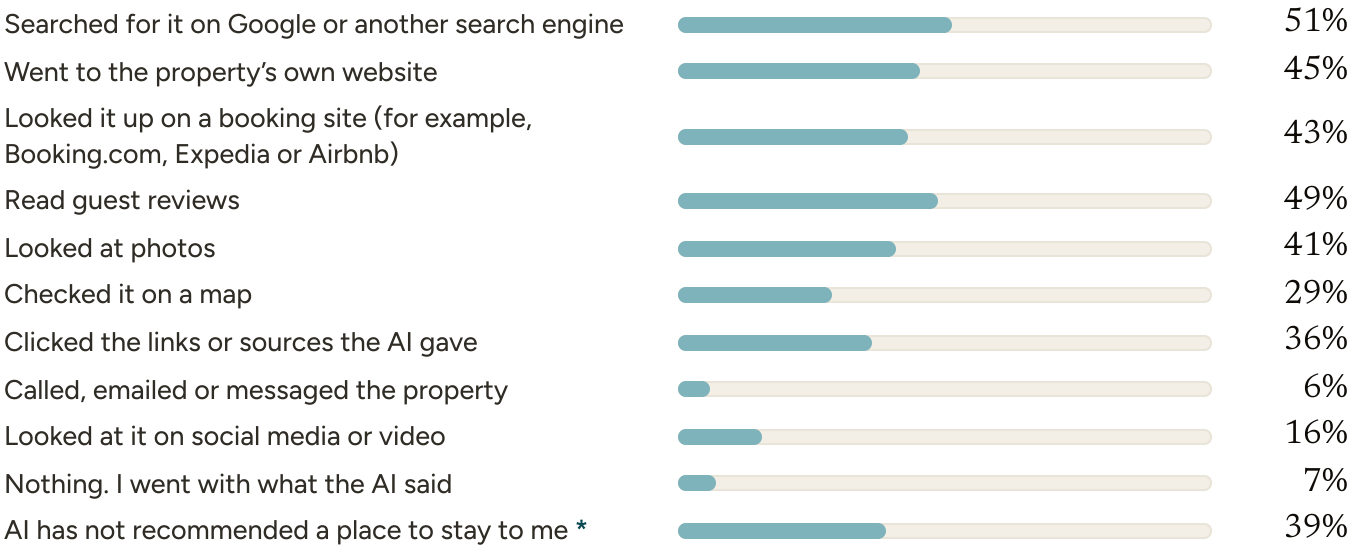
Asked of the 2,520 travelers who had used AI for at least one trip task in the past 12 months (Q22). Travelers picked one answer.



Q36

The last time an AI recommended a place to stay, what did you do before deciding? Select all that apply.

Asked of the 2,520 travelers who had used AI for at least one trip task in the past 12 months (Q22). Travelers could pick more than one answer.



* The last answer is the share of all travelers who were asked. Every other percentage is the share of the 1,517 travelers AI had recommended a place to stay to.

PART 8

Comfort with AI agents

Q37

How comfortable or uncomfortable would you be letting an AI assistant or AI agent do each of the following for your travel?

Asked of all 5,000 travelers. Travelers picked one answer for each row.

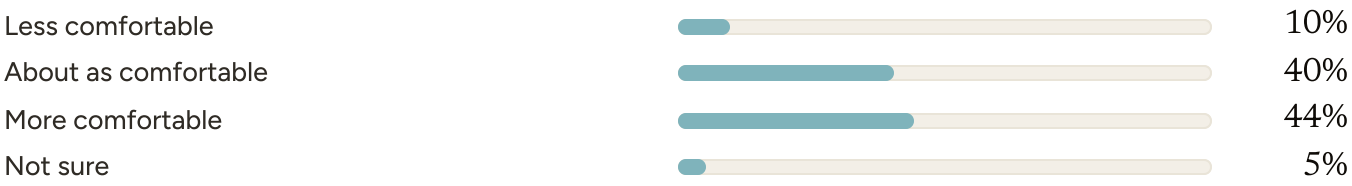
	Very uncomfortable	Somewhat uncomfortable	Neither comfortable nor uncomfortable	Somewhat comfortable	Very comfortable	Comfortable
Suggest destinations and trip ideas	9%	8%	12%	21%	50%	71%
Compare options and narrow them down to a shortlist	11%	10%	14%	20%	44%	64%
Watch prices and alert me when they change	15%	12%	15%	20%	38%	58%
Build a day-by-day itinerary	17%	13%	15%	20%	35%	55%
Hold or reserve something for me with free cancellation, without any payment	26%	15%	16%	18%	26%	44%
Book and pay for something after I review and approve the final details	28%	15%	15%	18%	25%	43%
Rebook me automatically if my flight is cancelled	30%	17%	16%	16%	20%	36%
Book and pay for something without asking me each time	63%	14%	10%	8%	5%	13%
To show you are reading carefully, please select 'Somewhat uncomfortable' in this row	Attention check. See the note below.					

The last row is an attention check. It tests whether a person is reading the questions. Responses that failed it were removed before we worked out any results. The last column adds "somewhat comfortable" and "very comfortable".

Q38

Compared with a year ago, are you now more comfortable, less comfortable, or about as comfortable with the idea of AI helping with your travel?

Asked of all 5,000 travelers. Travelers picked one answer.



Q39

How much would you trust an AI agent to choose and book each of the following for you without you double-checking it first?

Asked of all 5,000 travelers. Travelers picked one answer for each row.

	None at all	Only a little	A fair amount	A great deal	Not sure	Would trust
A hotel room	43%	19%	16%	16%	6%	32%
A flight	48%	19%	13%	13%	7%	26%
A rental car	44%	20%	15%	14%	6%	29%
A local tour or activity	43%	21%	15%	15%	6%	31%
A restaurant reservation	34%	19%	18%	22%	6%	40%

The last column adds “a fair amount” and “a great deal”.

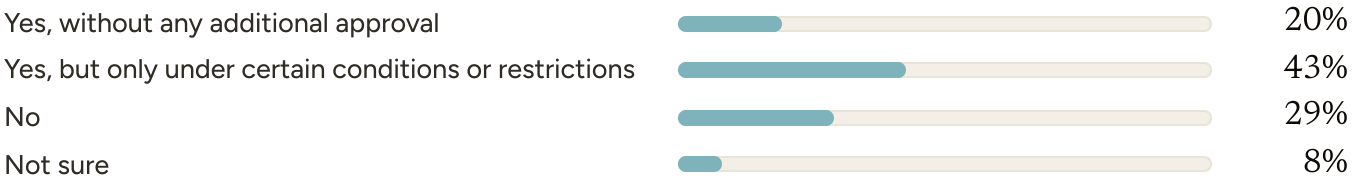
PART 9

Letting an AI agent pay

Q40

Would you allow an AI assistant to spend money on your behalf within a budget you set - for example, booking a $150 flight or buying the cheapest available hotel room?

Asked of all 5,000 travelers. Travelers picked one answer.



Q41

Would you let an AI agent pay for each of the following on your behalf without asking you for final approval first?

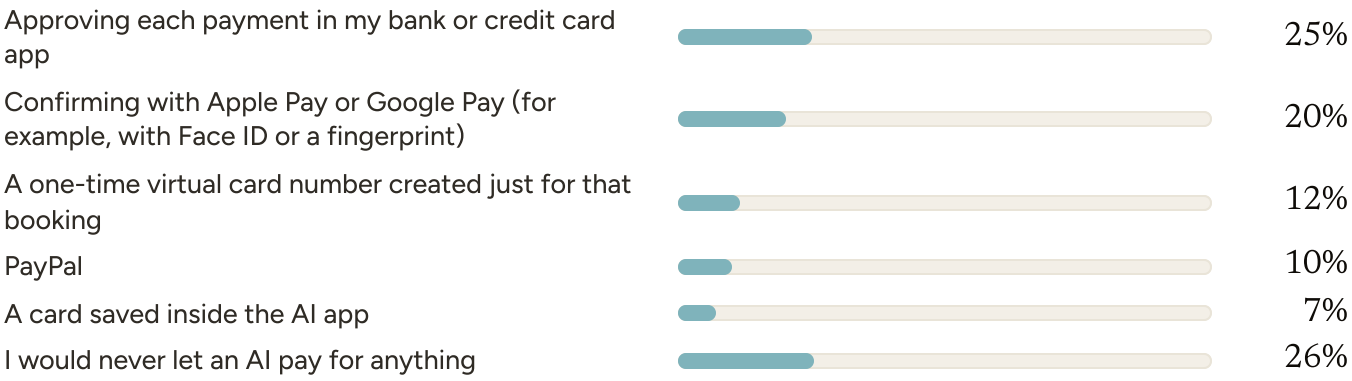
Asked of all 5,000 travelers. Travelers picked one answer for each row.

	Yes	No	Not sure
A $25 ride or airport transfer	30%	68%	2%
A $150 flight	20%	78%	2%
A $450 two-night hotel stay	12%	85%	3%
A $2,000 vacation package	6%	90%	4%

Q42

If you were to let an AI agent pay for a travel booking, which way of paying would you be most comfortable with?

Asked of all 5,000 travelers. Travelers picked one answer.



Q43

Suppose each of the following ran an AI agent that booked travel for you. How much would you trust each one with your payment details?

Asked of all 5,000 travelers. Travelers picked one answer for each row.

	Not at all	Not much	Some	A lot	Not sure	Would trust
My bank or credit card company	29%	19%	22%	26%	4%	48%
An airline's or hotel brand's own assistant	35%	18%	22%	21%	4%	43%
A travel booking site such as Expedia or Booking.com	39%	19%	20%	18%	4%	38%
Apple	40%	18%	19%	18%	4%	37%
Google	49%	16%	17%	14%	4%	31%
OpenAI (the company behind ChatGPT)	60%	13%	11%	12%	4%	24%
Meta (the company behind Muse, Facebook and Instagram)	73%	11%	8%	5%	4%	13%
A new AI start-up company	78%	9%	6%	3%	4%	9%

The last column adds "some" and "a lot".

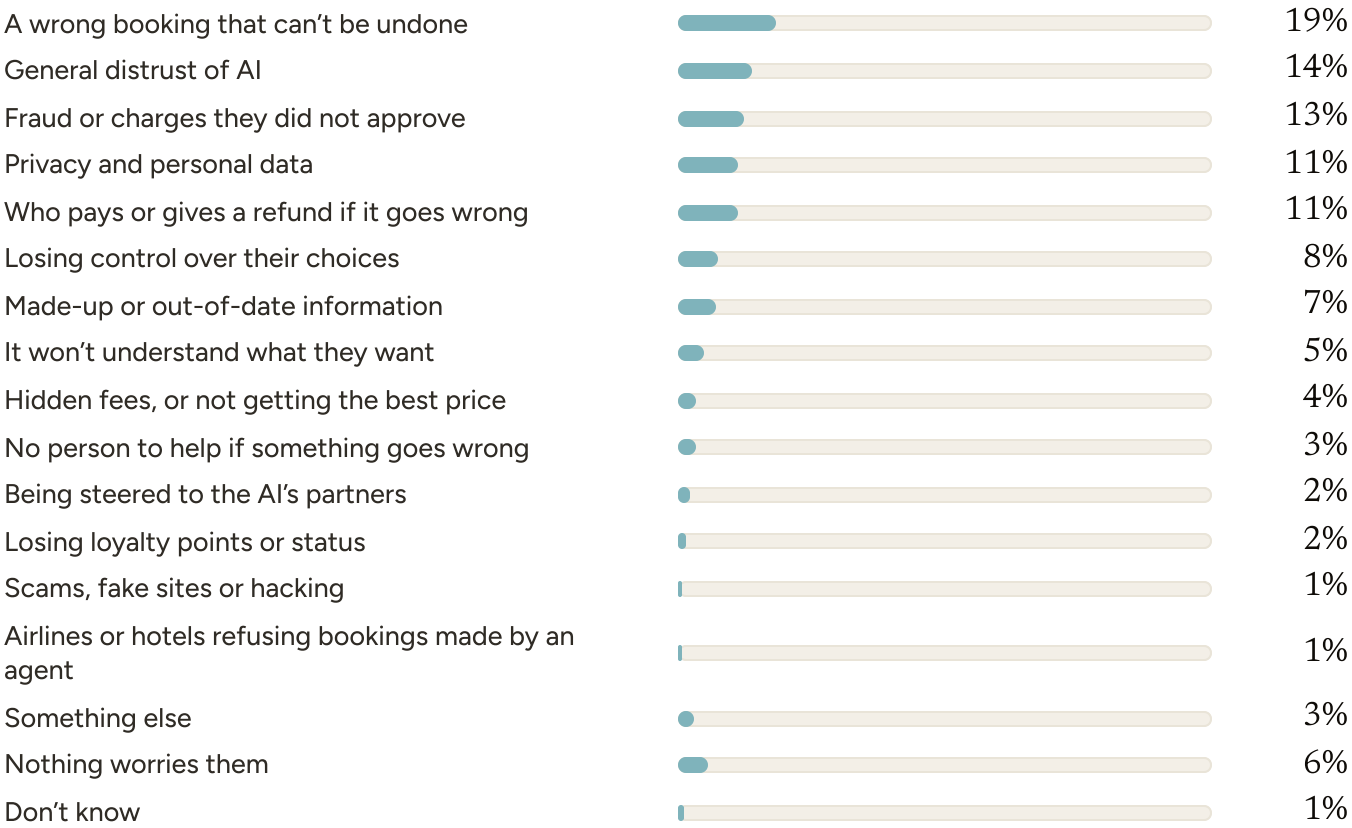
PART 10

Concerns

Q44

In your own words, what worries you most, if anything, about letting an AI assistant or agent book or pay for travel for you?

Asked of all 5,000 travelers. Travelers typed their answer in their own words. We read the answers and grouped them.

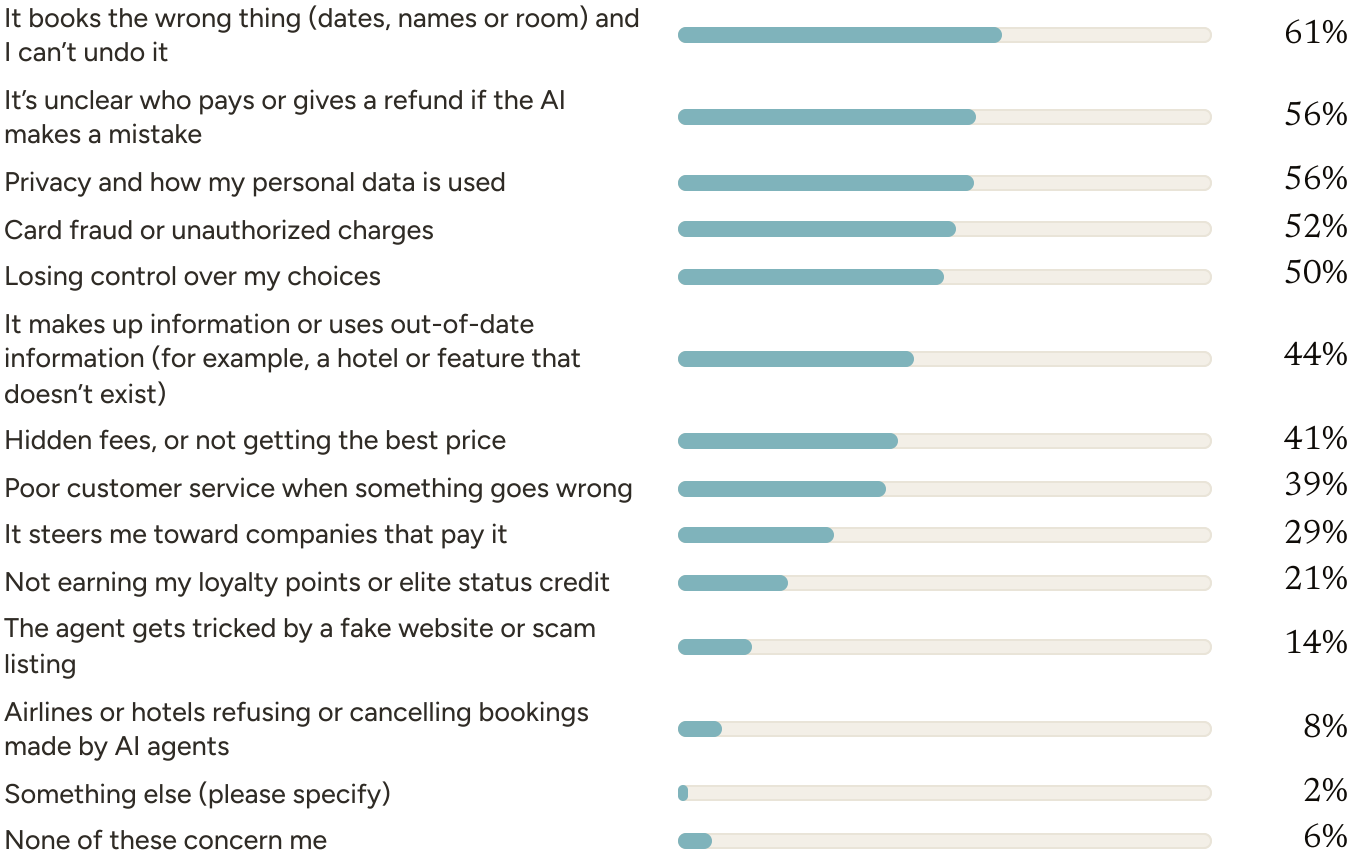


Some answers raised two worries, and both were counted, so the percentages add up to more than 100%.

Q45

Thinking about AI agents that can book and pay for travel, which of the following, if any, would concern you? Select all that apply.

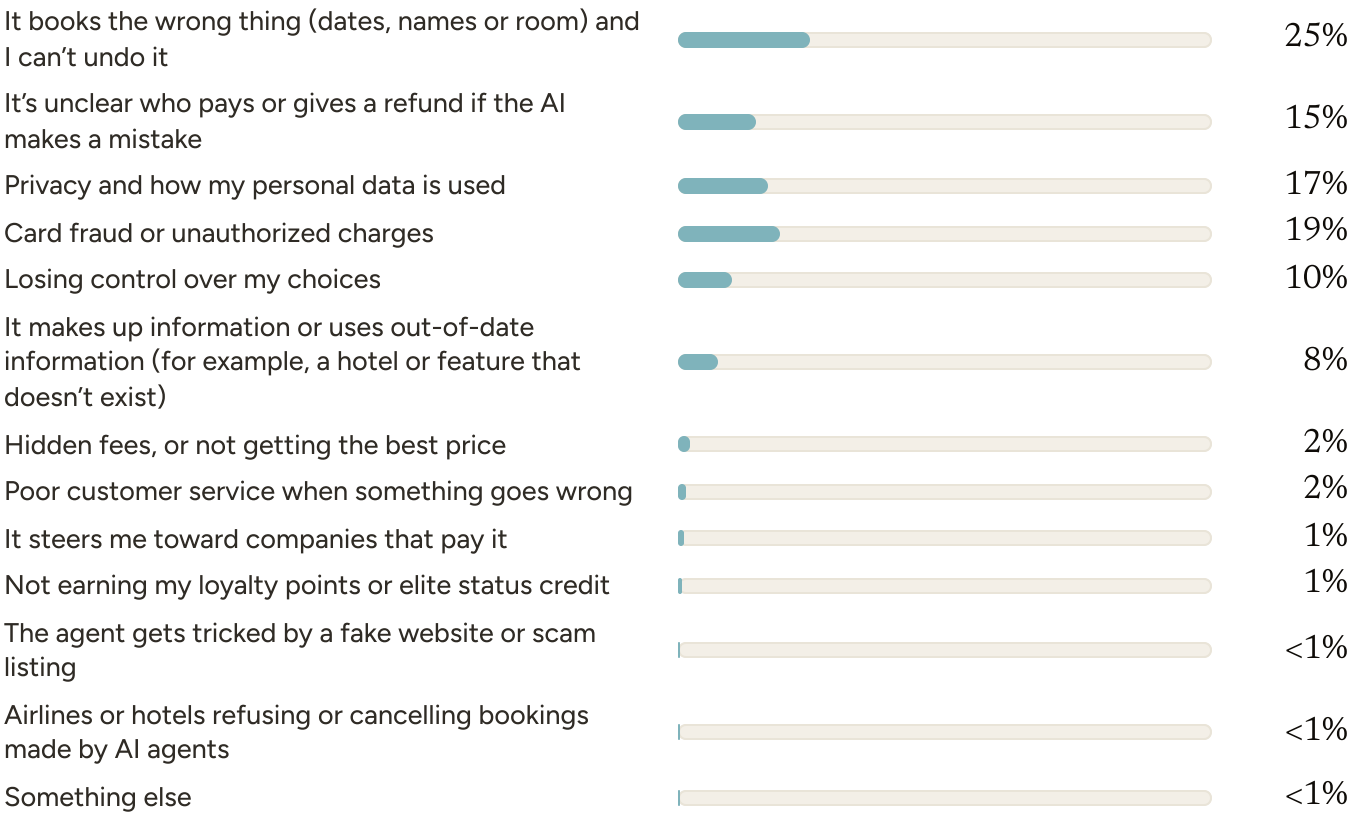
Asked of all 5,000 travelers. Travelers could pick more than one answer.



Q46

And which ONE of these concerns you the most?

Asked of the 4,669 travelers who picked at least one concern in Q45. Travelers picked one answer.



Travelers saw only the concerns they had picked in Q45. Travelers who picked one concern in Q45 were not shown this question, and that concern was recorded as their answer.

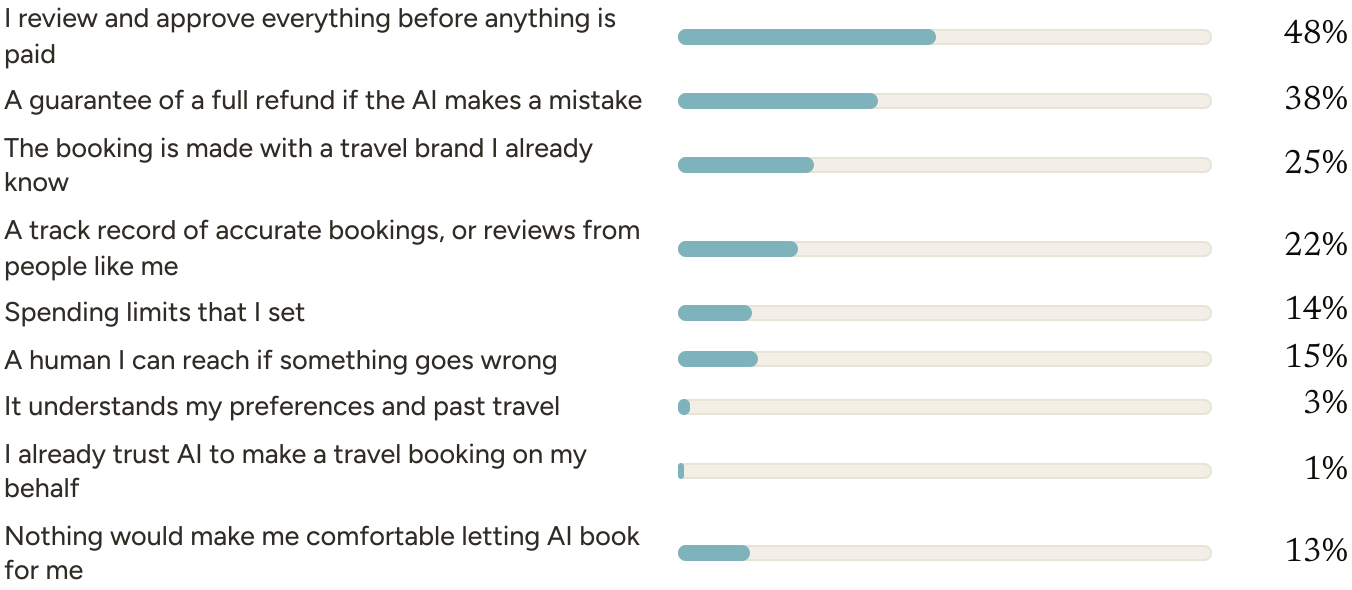
PART 11

What would build confidence

Q47

What would most increase your confidence in using an AI tool to make a travel booking on your behalf? Select up to two.

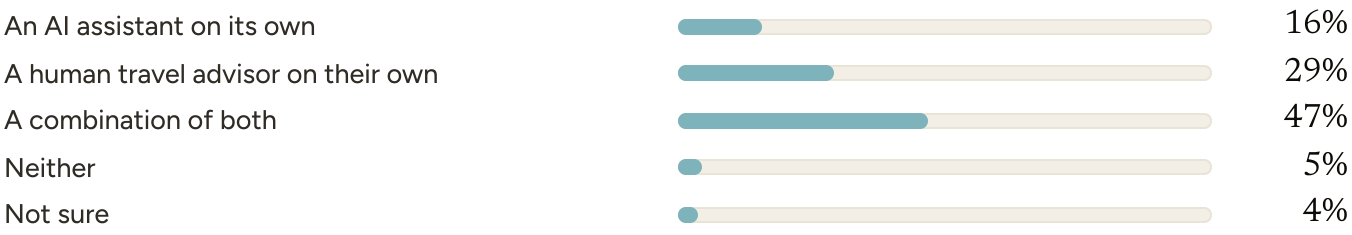
Asked of all 5,000 travelers. Travelers could pick up to 2 answers.



Q48

When planning a trip, which would you trust more?

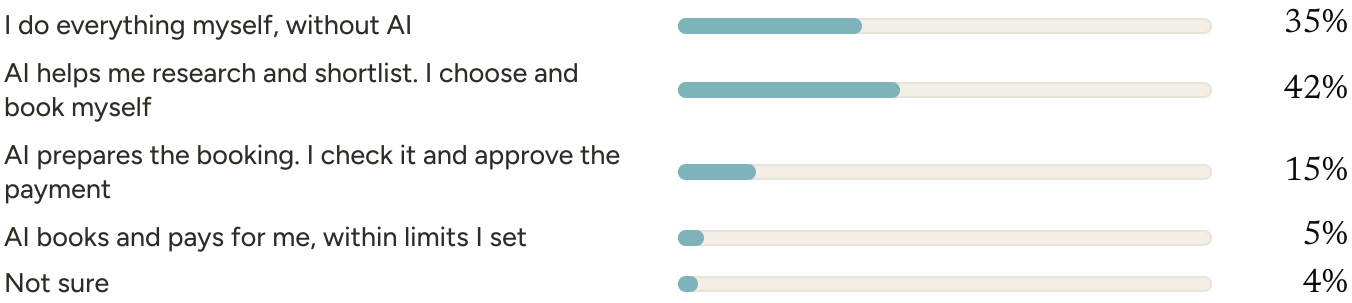
Asked of all 5,000 travelers. Travelers picked one answer.



Q49

Think about the next hotel you book. Which of these would you choose?

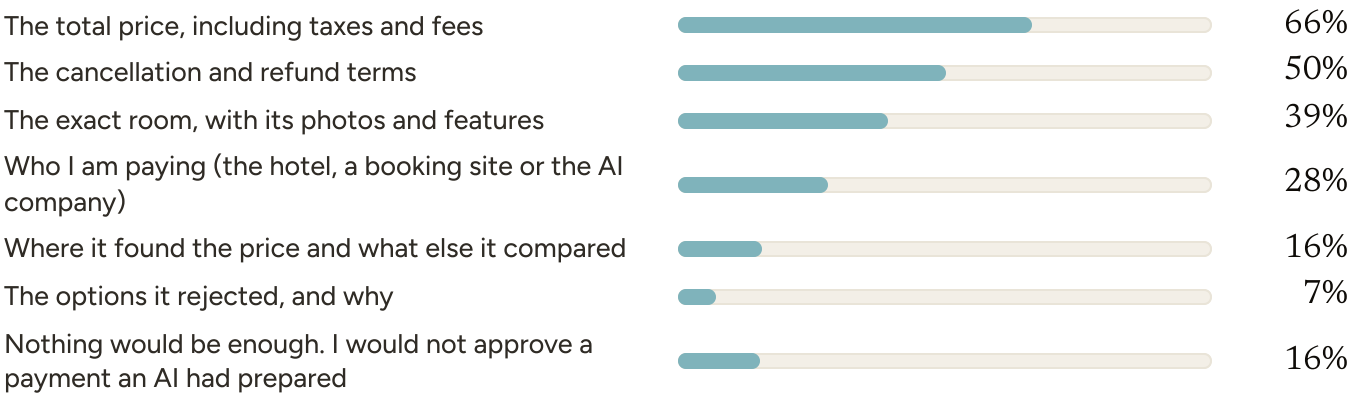
Asked of all 5,000 travelers. Travelers picked one answer.



Q50

Suppose an AI agent has prepared a hotel booking and asks you to approve the payment. Which of these must it show you first? Pick up to three.

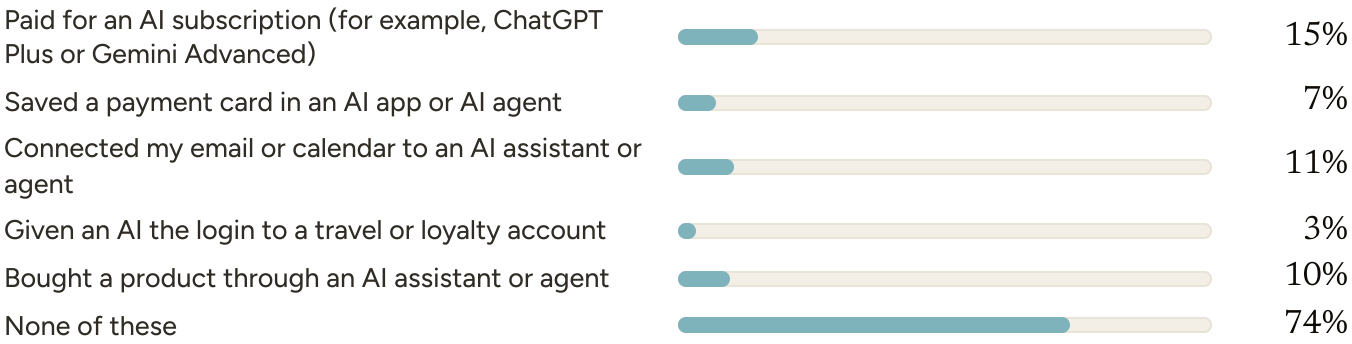
Asked of all 5,000 travelers. Travelers could pick up to 3 answers.



Q51

Which of these have you done? Select all that apply.

Asked of all 5,000 travelers. Travelers could pick more than one answer.



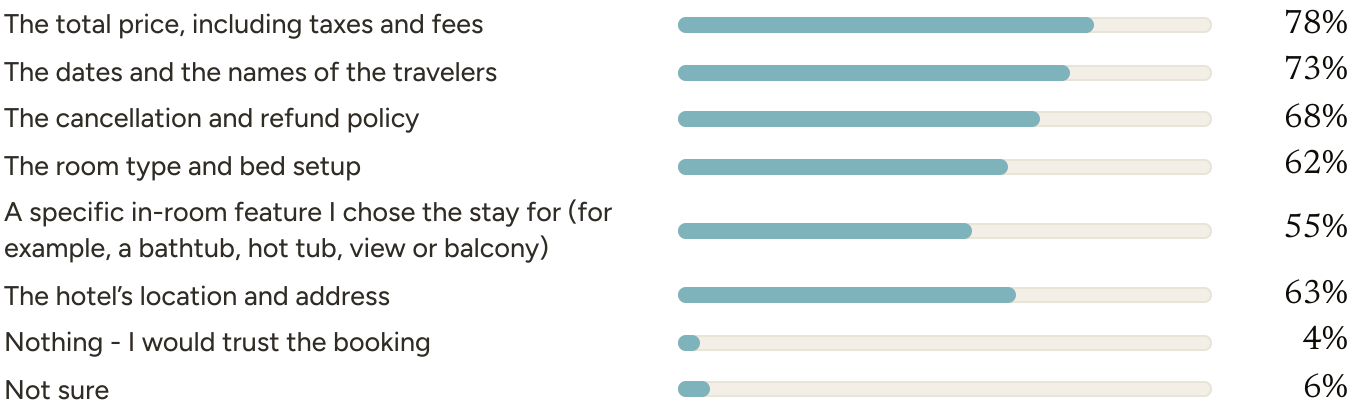
PART 12

Checking, and who is responsible

Q52

Suppose an AI agent booked a hotel stay for you. Even so, which of the following would you check yourself before you travel? Select all that apply.

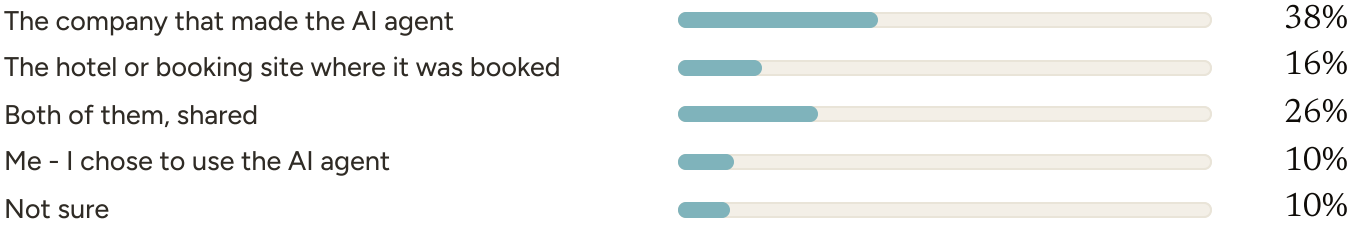
Asked of all 5,000 travelers. Travelers could pick more than one answer.



Q53

Suppose an AI agent you were using booked the wrong hotel for you - for example, the wrong dates or the wrong city. Who do you think should be responsible for fixing it and paying any extra costs?

Asked of all 5,000 travelers. Travelers picked one answer.



PART 13

Attitudes and plans

Q54

How much do you agree or disagree with each of the following statements?

Asked of all 5,000 travelers. Travelers picked one answer for each row.

	Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Not sure	Agree
I prefer to make the final booking myself rather than through an AI	9%	15%	26%	48%	2%	74%
Even if an AI agent could book for me, I would rather book with a travel brand I trust	9%	22%	35%	32%	2%	67%
I would not trust an AI assistant to buy or book anything on my behalf	22%	16%	21%	39%	2%	60%
I would be happy for an AI agent to handle my travel bookings from start to finish	63%	17%	11%	6%	2%	17%

The last column adds “somewhat agree” and “strongly agree”.

Q55

In the next 12 months, how likely are you to do each of the following?

Asked of all 5,000 travelers. Travelers picked one answer for each row.

	Not at all likely	Not too likely	Somewhat likely	Very likely	Not sure	Likely
Use AI to help plan a trip	20%	15%	19%	43%	3%	62%
Let an AI book something for you, with your approval before it is paid	51%	19%	15%	12%	3%	26%
Let an AI book and pay for something on its own, without asking you first	77%	12%	6%	2%	3%	8%

The last column adds “somewhat likely” and “very likely”.

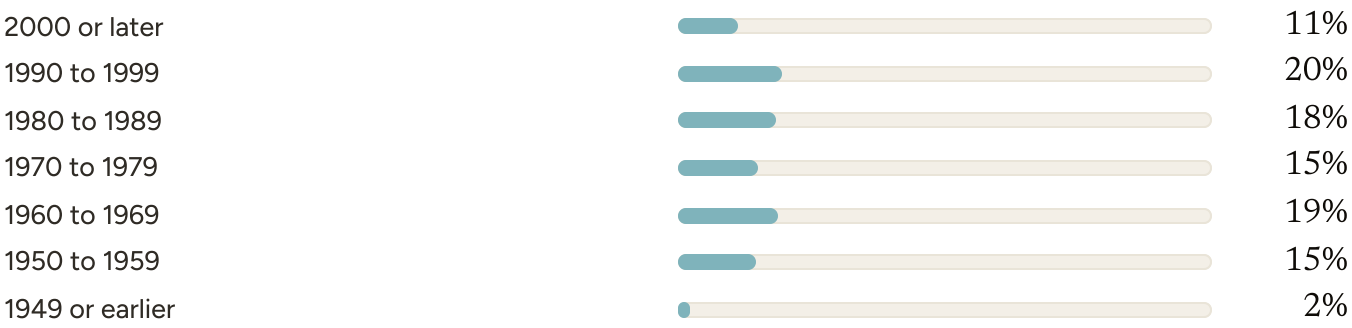
PART 14

About the traveler

D1

In what year were you born?

Asked of all 5,000 travelers. Travelers typed a number.

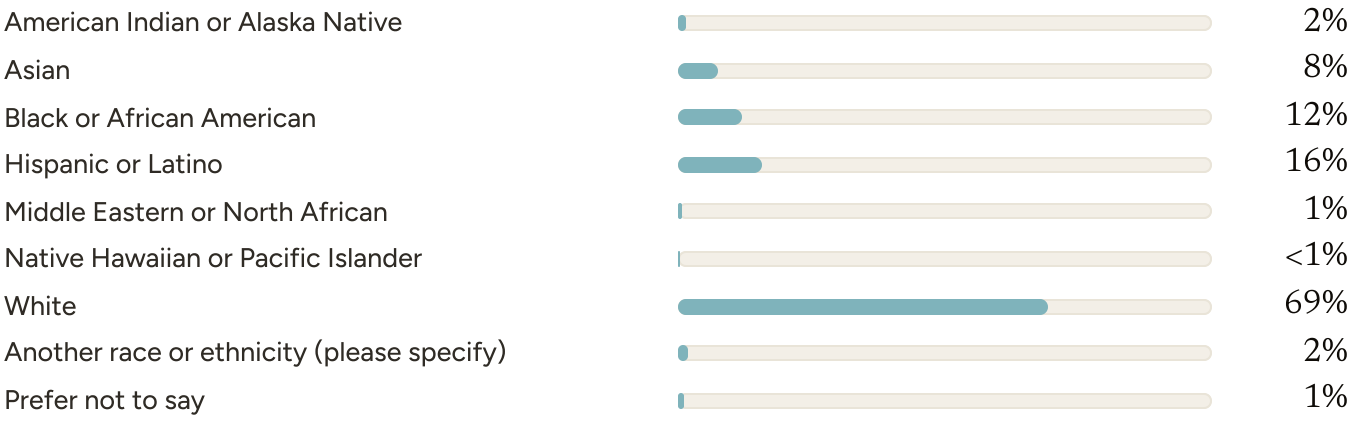


We grouped the years travelers typed into seven groups. We used this question to check the age given in S2. Responses where the two did not agree were removed.

D2

What is your race and/or ethnicity? Select all that apply.

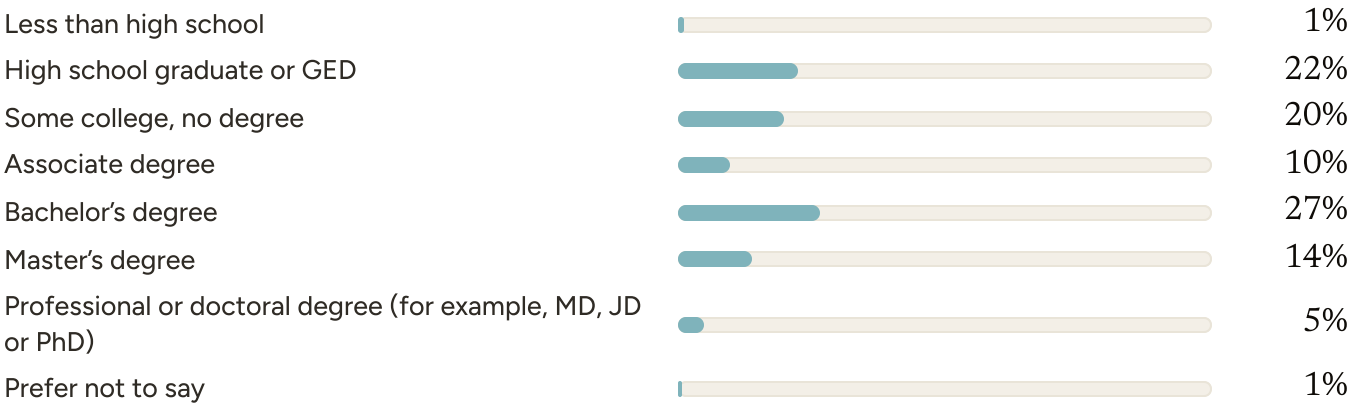
Asked of all 5,000 travelers. Travelers could pick more than one answer.



D3

What is the highest level of school you have completed or the highest degree you have received?

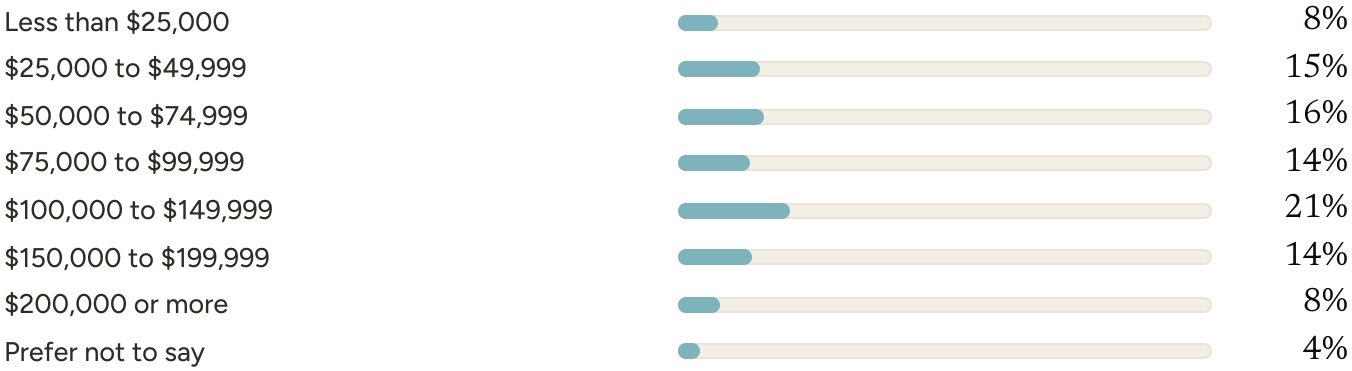
Asked of all 5,000 travelers. Travelers picked one answer.



D4

What was your total household income in 2025, before taxes?

Asked of all 5,000 travelers. Travelers picked one answer.



D5

Which best describes the area where you live?

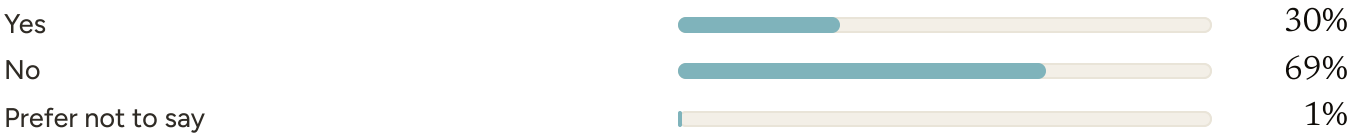
Asked of all 5,000 travelers. Travelers picked one answer.



D6

Are you the parent or guardian of any children under 18 who live in your household?

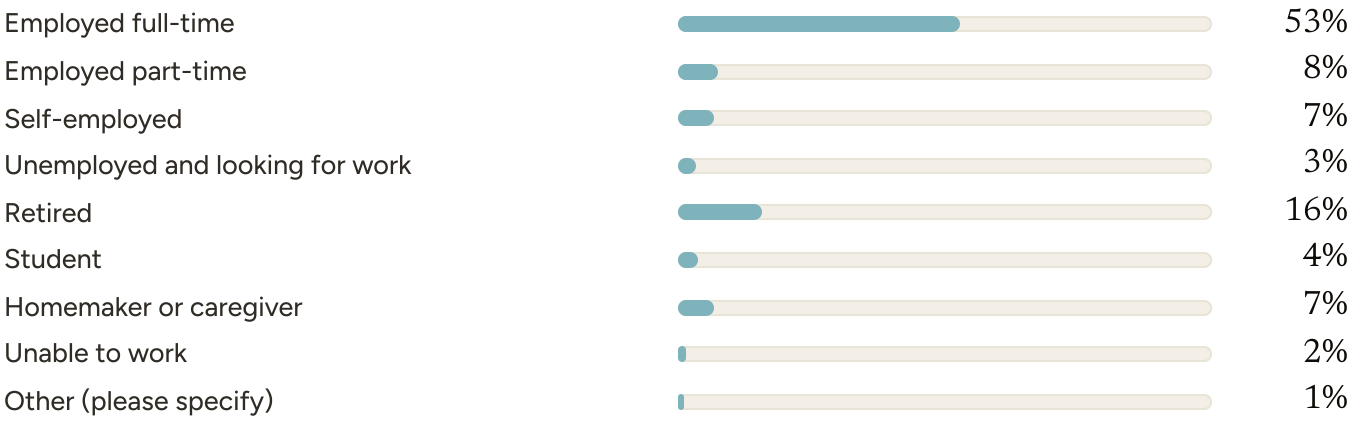
Asked of all 5,000 travelers. Travelers picked one answer.



D7

Which of the following best describes your current employment status?

Asked of all 5,000 travelers. Travelers picked one answer.



Questions about this survey

Ritesh

Founder, TubStays

ritesh@tubstays.com

How to cite this survey

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