

AI FOR TRAVEL RETAIL

WHAT'S REAL, WHAT ISN'T, AND WHAT REALLY MATTERS

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Lagardère
TRAVEL RETAIL

2024



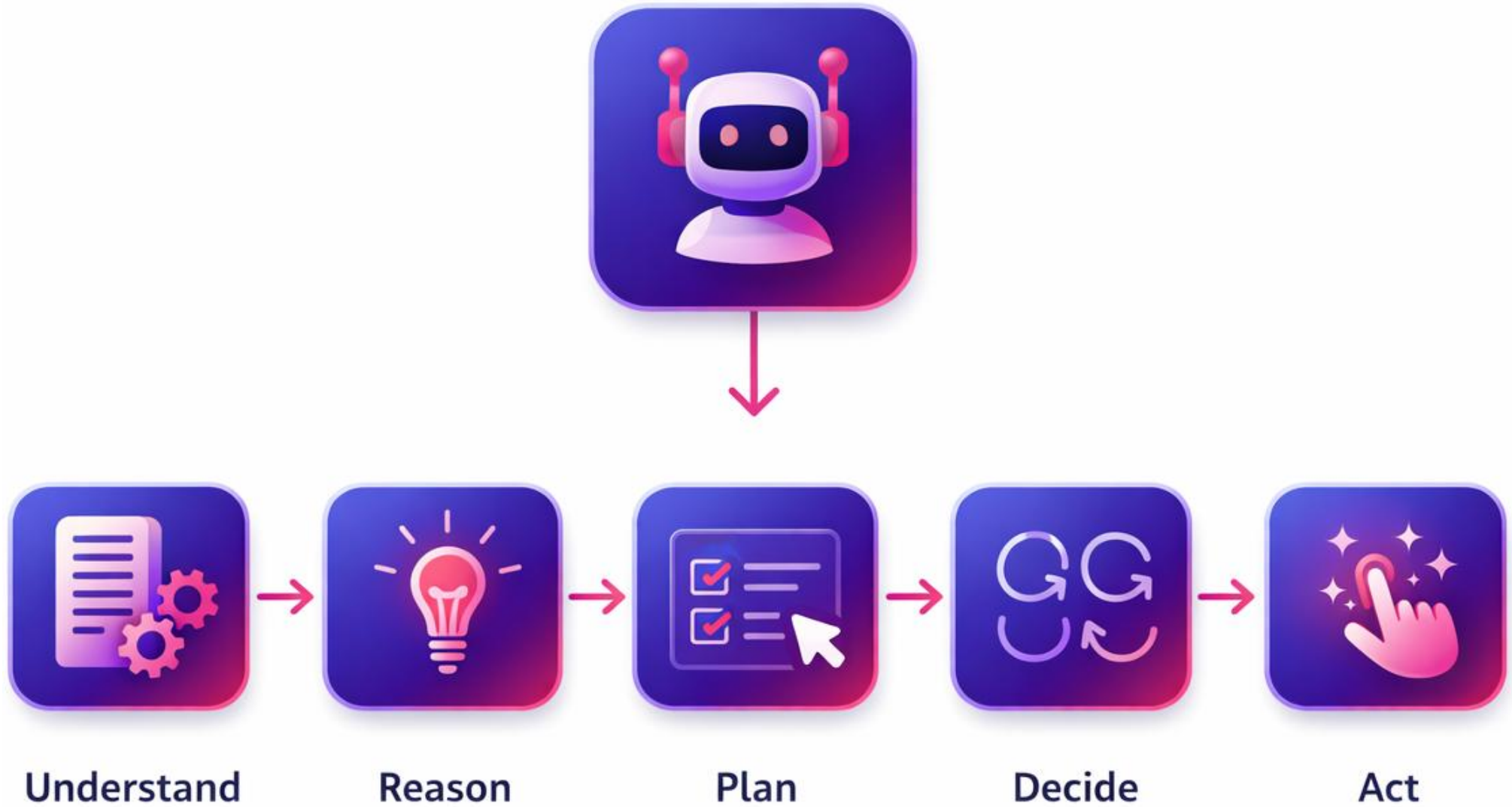
Chatting AI

2026



Agentic AI

Agentic AI





60%

of Millennials and Gen Z
are using AI for travel
planning

30%

of travel bookings
executed by AI agents
by 2030



Agentic AI



Accio



Understand



Reason



Plan



Decide



Act

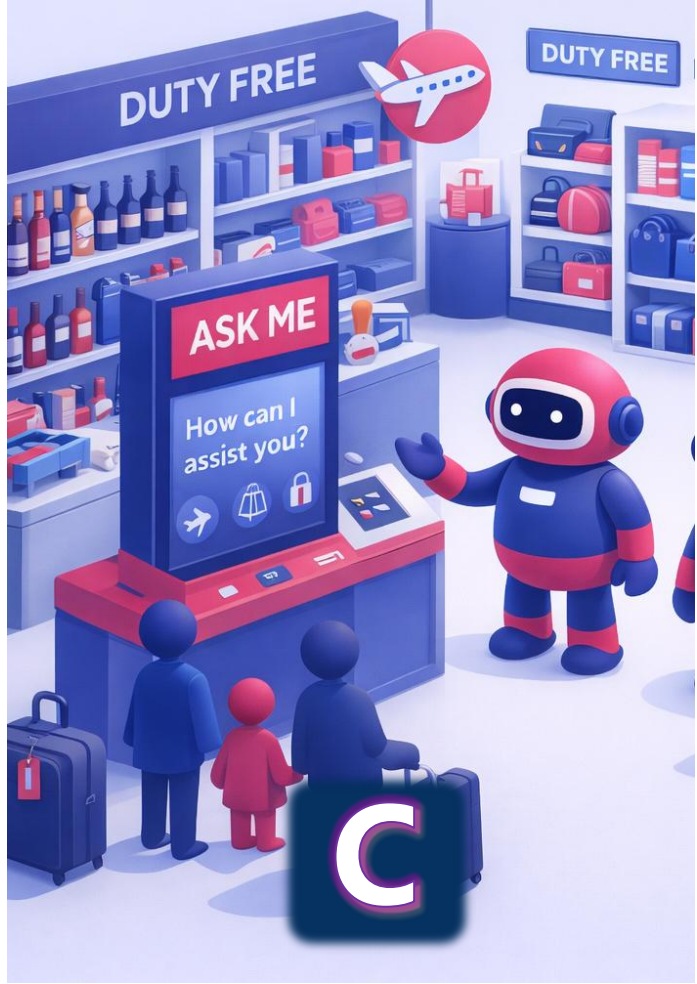
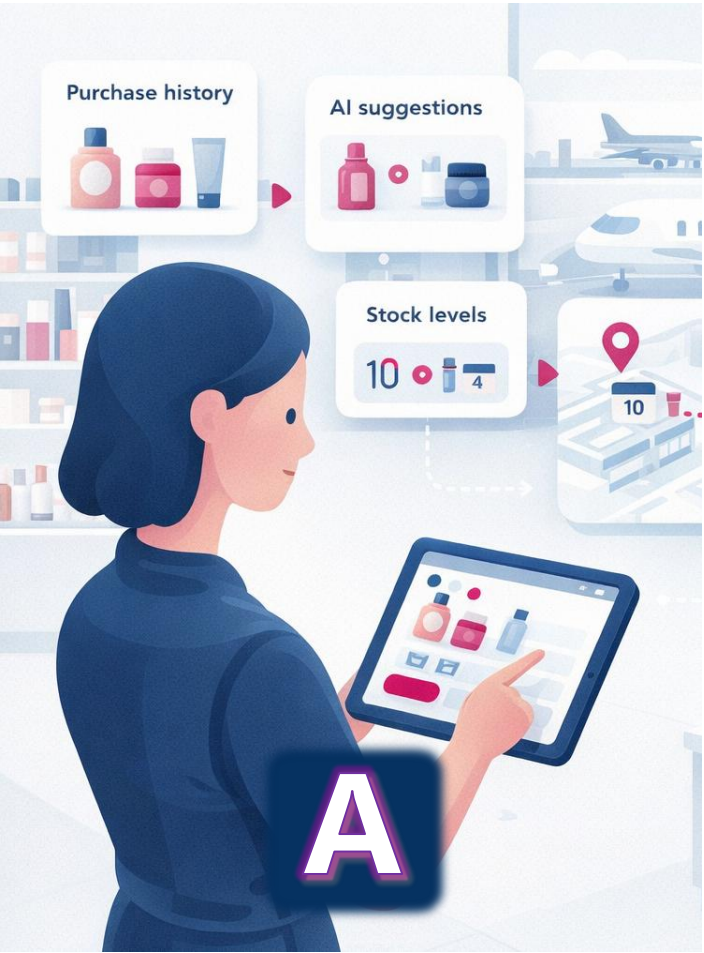




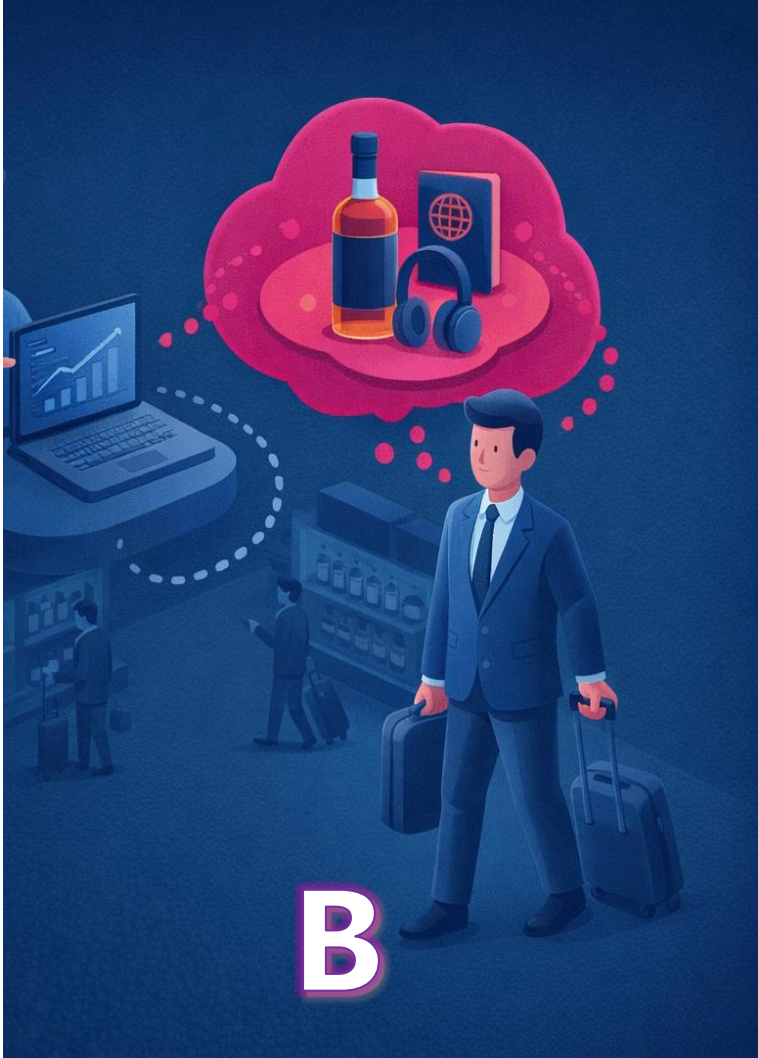
A new flagship Duty Free store
has installed cutting-edge AI system...



Question 1: The New In-Store "AI Assistant"



Question 2: Your new "Whisky Assistant"



Travel Retail specific challenges

Fragmented
Data Silos



Infrequent
Customer Data



Physical &
Operational
Constraints



Algorithm vs. Control



Contract Lock-in vs. Agile AI





There is a lot we could do, **now.**



AI is a **business lever,** not tech project.



Rethink the way we **work together.**

Thank you!

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