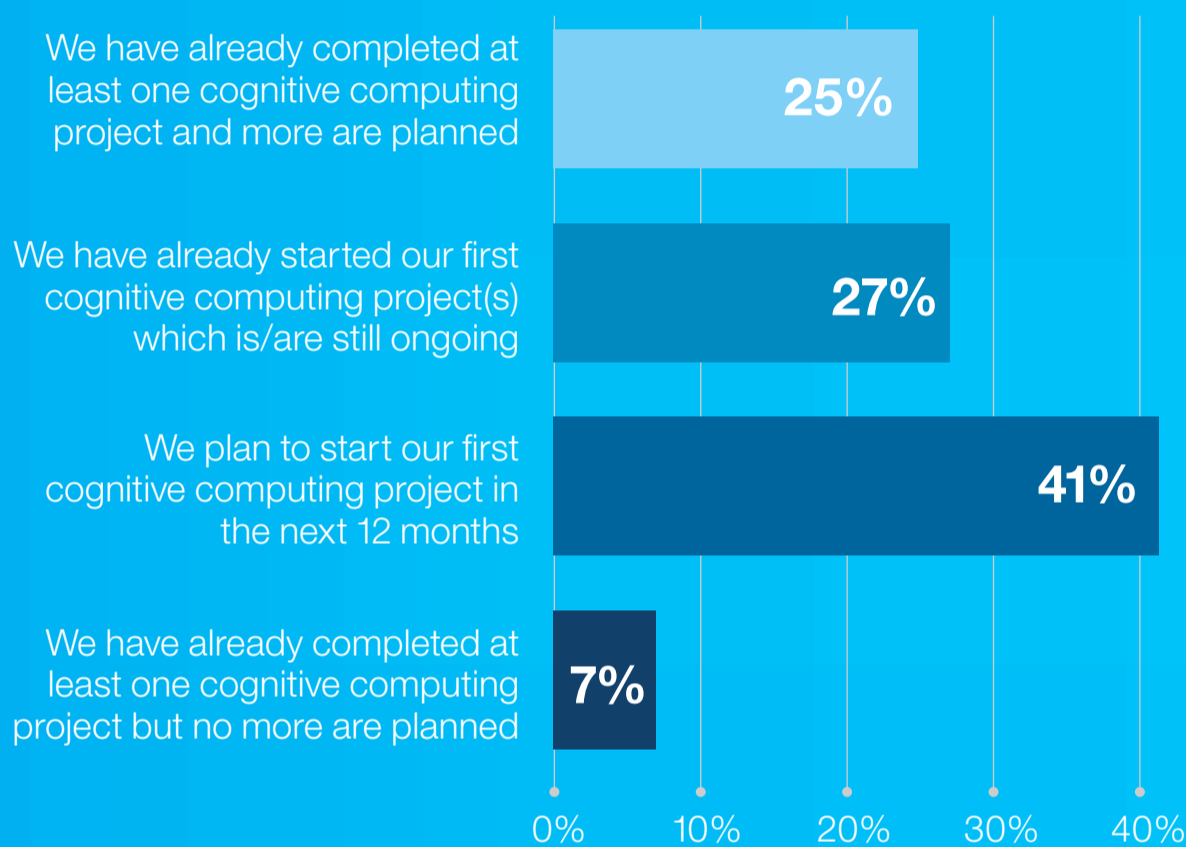


# Beyond bots and robots

Exploring the unrealized potential of cognitive computing in the travel industry

## Most travel companies have made initial forays into cognitive computing

What is the current state of cognitive computing at your travel company?



Can you describe a....



Company whose cognitive computing efforts you admire?

Yes **35%**



Cognitive computing project that could transform your company?

Yes **43%**

Many travel executives understand that cognitive computing has the potential to go well beyond bots and robots

**52%**



of travel companies believe **operational improvements** are the best target for their future cognitive investments

**26%**



of travel companies believe **travel personalization** is the best target for their future cognitive investments

For more information and to download the study, please visit [ibm.biz/beyondbots](http://ibm.biz/beyondbots)