

FROM PROMISE TO PERFORMANCE

FINDING THE REAL "EASTER
EGGS" IN TRAVEL OPERATIONS



FROM HYPE TO REALITY

AI has become the travel industry's newest frontier.

Every conference, article, and vendor conversation promises transformation. Yet despite growing investment and experimentation, many organizations are still struggling to translate AI into measurable operational impact.



THE REALITY?

95% OF AI
PILOTS

of AI pilots fail to deliver measurable P&L impact

NEARLY **50%**

of agentic AI projects stall before reaching meaningful scale

58% OF TRAVEL
BUYERS

say AI has had little or no impact on their travel program so far



THE CHALLENGE ISN'T AI ITSELF.

It's finding where AI can deliver real value inside the complexity of travel operations.

That's the difference between promise and performance. And that's where we believe the real AI "Easter eggs" are hidden.

WHY THIS MATTERS

Today's travel organizations are navigating a perfect storm:

GROWING
COMPLEXITY



FRAGMENTED TRAVEL DATA across **suppliers, TMCs, OBTs, expense platforms, card providers, and HR systems**, making operational visibility and automation difficult.

AN AGING
WORKFORCE



30% OF TRAVEL AGENTS **expected to retire** over the next decade, taking years of specialized knowledge with them.

SHRINKING
TALENT POOL



43 m WORKER **global shortfall by 2035** facing the travel industry.

TOO MUCH
MANUAL
WORK

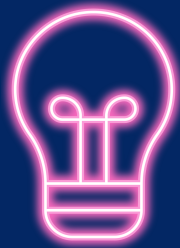


UP TO **40%** OF AGENT TIME still spent on **repetitive tasks** rather than delivering value to travelers.

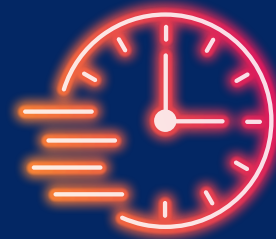
OUR POV: AI SHOULDN'T REPLACE PEOPLE

It should help them become up to 5x more effective.

That's why we're focused on practical applications that:



PRESERVE
EXPERTISE



ELIMINATE
REPETITIVE WORK



IMPROVE
CUSTOMER
EXPERIENCE



DRIVE MEASURABLE
OPERATIONAL
PERFORMANCE

“The golden rule of AI is that it makes mistakes.”

~Cassie Kozyrkov, Decision Intelligence

ENTERING THE OASIS



LEVEL 1

Preserve Expertise: Int'l Rate Desk Navigator

As experienced international agents retire, critical rate desk knowledge becomes harder to replace. IRD Navigator leverages AI to capture and replicate international rate desk expertise, enabling agents to navigate complex international bookings with greater speed, consistency, and confidence.

Unlocks:

- Broader access to specialized international booking expertise
- More consistent handling of complex itineraries
- Safeguards institutional knowledge as workforce demographics shift
- Faster development of newer agents

LEVEL 2

Eliminate the Grind: Queue Management Orchestrator

Operational teams spend countless hours managing queues, prioritizing tasks, and routing work manually. QM applies AI-driven workflow intelligence to streamline queue management, helping teams focus less on administration and more on servicing travelers.

Unlocks:

- Less time spent managing workflow administration
- More consistent prioritization of work
- Better visibility into queue activity and bottlenecks
- Greater focus on traveler-facing activities



ENTERING THE OASIS



LEVEL 3

Build Your Own OASIS: Agent Hub

No two TMCs operate the same way. Agent Hub provides a flexible framework for tailoring AI solutions around each organization's unique workflows, processes, and operating model.

Unlocks:

- AI aligned to each TMC's operating model
- Support for unique workflows and business rules
- Greater adaptability as requirements evolve
- Practical deployment beyond one-size-fits-all solutions

LEVEL 4

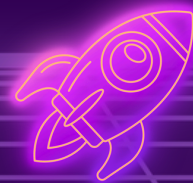
Customer Experience: AI-Powered Quality Assurance

Quality and consistency become increasingly difficult to maintain as organizations grow.

Through AI-powered QA and interaction analysis, Casto helps identify coaching opportunities, surface operational trends, and improve customer outcomes at scale.

Unlocks:

- More objective quality monitoring
- Earlier identification of coaching opportunities
- Greater consistency across teams
- Improved understanding of customer interactions



WHERE WE'RE HEADED AT CASTO

The future of travel isn't about replacing people with AI. It's about enabling people to perform at a higher level. The organizations that gain the greatest advantage won't be those deploying the most AI.

They'll be the ones who discover where AI can best augment expertise, reduce complexity, and improve operational performance.

Because the real AI "Easter egg" isn't the technology. It's what the technology enables.



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The background features a vibrant purple-to-blue gradient. A grid of glowing lines in shades of purple, blue, and pink creates a sense of depth and movement. A central, glowing, rounded rectangular shape is positioned below the text, and a horizontal line of light extends across the middle of the image.