



7 Things Google (or AI) Can't Do for You When Planning a Trip

Description



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- [Home](#)
- [Trips](#)
 - [Excursions](#)
 - [Cruises](#)
 - [Luxury Getaway](#)
 - [Adventure trip](#)
 - [Solo expedition](#)
 - [Honeymoon](#)
 - [Family or Group Vacation](#)
 - [Corporate Travel](#)
 - [Destination Wedding](#)
 - [Accessible travel](#)
 - [Sustainable Travel](#)
- [Find an experience specialist](#)
- [About Us](#)
- [Blog](#)

- [Travel Insurance](#)
- [Contact us](#)



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- [Home](#)
- Blog

Let's be honest: planning a trip online has never been easier. You can ask AI to build you a 10-day Italy itinerary in seconds, and Google will happily serve up 4 million results for "best time to visit [Japan](#)."

So why do travellers still work with travel advisors? Because there's a difference between information and expertise. Here's what the internet still can't do.

1. Tell you when the "deal" isn't actually a deal

That \$499 all-inclusive looks great until you find out the resort is under construction, the beachfront is a 20-minute shuttle away, or the airline has a habit of cancelling that route. An advisor knows which deals are worth grabbing and which ones come with fine print you'll regret.

2. Fix things when your trip falls apart

Flight cancelled at midnight? Airline strikes? AI can sympathize, but it can't rebook you. A travel advisor is a real human in your corner who gets on the phone, works their contacts, and gets you home or gets your vacation back on track.

3. Know what you actually mean

You say “relaxing beach trip.” Do you mean a quiet adults-only resort, a lively swim-up bar scene, or a villa where nobody talks to you for a week? AI takes your words literally. An advisor asks the follow-up questions that make the difference between a good trip and *your* trip.

4. Get you the extras that never show up online

Room upgrades, resort credits, welcome amenities, late checkouts — many of these come through advisor relationships and partner networks, not booking sites. Two travellers can book the same room at the same price, and only one of them gets the perks.

5. Vouch for what’s actually true

AI confidently could make things up — hotels that don’t exist, tours that closed years ago, visa rules from 2019. Google reviews can be bought. An advisor’s recommendations come from firsthand experience, trusted partners, and clients who’ve just come back.

6. Take responsibility

If you book it yourself and something goes sideways, you’re the customer service department. When an advisor books it, they’re accountable — and they have leverage with suppliers that you don’t.

7. Save you the 40 hours you didn’t budget for

Studies show travellers spend hours upon hours researching a single trip — comparing flights, cross-checking reviews, second-guessing everything. An advisor does this daily. Tell them your dates, budget and travel style.

The bottom line

Google and AI are great starting points. But a travel advisor is the finish line: someone who knows you, has your back, and turns a pile of open browser tabs into a trip you’ll actually love.

Travelling should be exciting, not stressful.

A few small habits can go a long way toward making sure your trip starts and ends smoothly.

Have questions about preparing for your next adventure?

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1. Traveller

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1. Japan

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