

# Saudia launches beta version of digital Travel Companion platform



Saudia unveils beta version of Travel Companion platform

[Saudia](#) has launched its digital platform, the Travel Companion (TC), powered by advanced artificial intelligence. The move, announced in an April 24 press release, is part of a two-year plan to "revolutionize the travel industry by embracing digital innovations."

In collaboration with global professional services firm Accenture, Saudia's Travel Companion aims to change how travellers interact with the airline and redefine the standards of digital travel.

The Travel Companion offers personalized and tailored solutions to meet individual preferences and needs, providing search results from trusted and authenticated sources and utilizing image-supported responses. The platform is designed to be a comprehensive, one-stop solution that allows users to book concierge services such as hotels, transportation, restaurants, activities and attractions.

In the next stages of the platform rollout, Saudia plans to introduce additional features, such as voice command and digital payment options. Through an always-on Travel Companion accessible via a telecom eSIM card enabled by Saudia, users can have global access. Users can also purchase data packages for additional applications for continuous access to the platform's services. Saudia hopes to see the solution become the go-to platform for various services beyond flight bookings.

His Excellency Engr. Ibrahim Al-Omar, Director General of Saudia Group said, "We are thrilled to introduce the Travel Companion, a game-changer in the airline industry that will revolutionize the digital travel experience. This platform, resulting from our ongoing collaboration with Accenture,

signifies our forward-looking approach to providing guests with unparalleled convenience and flexibility.