

Duff on Hospitality Law

Accor Makes Its Move in AI Travel With a New Booking Experience in ChatGPT

By Greg Duff on 2.1.26 | Posted in Online Travel Update

Good Sunday afternoon from Manson, Washington . . . Our weekly Online Travel Update for the week ending Friday, January 30, 2026, is below. Accor garnered much of the travel industry's attention this past week as it became the first lodging supplier to announce the launch of its own ChatGPT mobile app. Other headlines underscore several of the themes I expect to talk about this upcoming year – the growing influence of credit card travel platforms and AI-based or surveillance pricing. I hope you enjoy.

- **Accor Launches the “ALL Accor” App on ChatGPT.** Today's Update features two stories on the recent launch of the Accor AI application, including the Accor press release. Highlights (at least to me) from the recent launch include the following:
 - Accor manages to be the first major international lodging provider to launch a dedicated AI (ChatGPT) mobile application.
 - Users may access the app through the platform's application store (prompts outside the application return content from multiple sources).
 - The app displays both pricing and basic property details before referring users to the Accor platform to complete the booking.
 - For now, referrals from the app to Accor's platform are free (though Accor's Chief Commercial, Digital and Tech Officer, Alix Boulnois, recognizes things might change).
 - Accor views the application as a direct channel and is providing its best rates to users of the channel, **including loyalty program rates.**
 - The app was first launched in the U.S. as a test market, but it is now available in countries where ChatGPT apps are supported.
- **Capital One Adds Discover Cardmembers to Travel Platform.** In a move that is expected to grow its member base significantly (and further escalate the high-stakes competition among major credit card travel platforms), Capital One announced this past week that it plans to provide access to its travel platform (Chase One Travel) and other cardholder benefits to certain Discover cardholders. The phased integration will take several years to complete. Discover has approximately 60 million cardholders. This latest announcement

comes on the heels of Capital One's recently announced purchase of the payment management system, Brex, which will likely position the platform to be better able to pursue corporate or managed travel.

- **Travel Technology Association Sounds Alarm Over State Regulation of Surveillance/AI-Based Pricing.** In late January, the [Travel Technology Association](#) (whose members include the major OTAs, GDSs and other booking platforms/intermediaries) issued a statement raising concern over states' ongoing efforts to regulate so-called surveillance pricing. While the effectiveness of these efforts remains somewhat unclear (see Trump Administration's recently issued [Executive Order](#) purporting to limit state regulation of artificial intelligence), the concern appears real. According to the Association's president, Laura Chadwick,

"[t]he consequences of these new state laws would increase operational costs, constrain revenue management strategies, and make it difficult, if not impossible, to align pricing with real-time market conditions automatically. Instead of helping the market work better, these bills would lock in inefficiencies and push companies toward blunt, one-size-fits-all pricing."

Have a great week everyone.

Accor Launches App in ChatGPT to Compete for Early Bookings

January 29, 2026 via Skift

ChatGPT isn't replacing hotel distribution yet, but it's becoming too important for hotels to ignore as AI reshapes how trips are planned. Accor on Thursday launched a branded app inside ChatGPT, marking an early move by a hotel group into OpenAI's in-chat app ecosystem. The launch follows earlier ...

Accor Leads Hospitality Innovation with the Launch of its ALL Accor App in ChatGPT

January 29, 2026 via Accor

ALL Accor, the powerful booking platform and world-class loyalty program of Accor, has today announced the launch of its ALL Accor app in ChatGPT designed to enrich the experience of its growing customer base. Accor thus becomes one of the first hotel groups ...

Expedia Cuts Jobs in Fresh Round of Layoffs

January 27, 2026 via Skift

Expedia is cutting roles, then spotlighting hiring elsewhere. The company won't say how many jobs were eliminated, making the scale hard to gauge.

Capital One Travel Adds Discover Cardholders in Push to Rival Chase and Amex

January 27, 2026 via Skift

Capital One Travel isn't seen as a luxury player like Amex and Chase, but adding Discover's cardholders significantly boosts its competitive position. Capital One Travel began providing

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access to some Discover cardholders, a sign that the travel portal is poised to get a lot bigger. Capital One, which ...

State Price Surveillance Bills Could Ban Dynamic Pricing in the Travel Industry

January 21, 2026 via Travel Tech Association

As Travel Tech looks ahead into 2026, one of the most significant challenges facing the industry is the growing wave of state “price surveillance” legislation. These proposals would restrict or ban the use of algorithms and artificial intelligence in pricing when information about the consumer searching online is known. Since ...