

Press release

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FOR IMMEDIATE RELEASE

Identity Travel clients can now book business travel through ChatGPT, Claude and Microsoft Copilot

Identity Travel, the experience-led travel management company, today became one of the first UK travel management companies to offer clients the capability of booking and managing business travel directly through AI assistants including ChatGPT, Claude and Microsoft Copilot, using its new business travel technology powered by Vibe Systems Ltd.

Travellers are already turning to these tools to help plan a trip. Until now, these conversations have always had to stop short of the booking. To remain inside their travel programme, travellers have had to open a separate app and turn what they'd just described back into dates, boxes and filters. Booking business travel has always meant turning what you actually want into a form. You pick a date, tick a box, apply a filter, until the system shows you something close to what you meant. This is the first time it works the other way round.

Identity Travel clients can now book business travel by simply saying what they need, *"I want to be in Manchester by 9, home the following night, and I'd prefer to stay in a hotel within a 10 minute walk of my last meeting,"* and the system does the translating instead.

The capability works as a bridge between the AI assistant a traveller is already using and Identity Travel's Vibe powered booking platform, built on the Model Context Protocol, an open standard designed for exactly this kind of connection. There's no new interface for a client to learn and no change to how their programme runs. Every search still checks policy first. Every booking still runs through the client's approved suppliers, payment workflows and reporting, exactly as it does today. There are no workarounds and no bookings outside the programme. The AI changes how a traveller reaches the programme. It doesn't change who's in control of it.

Steve Banks, CEO, Identity Travel:

"Every booking tool has always asked the traveller to speak its language. This is the first time it works the other way round. That matters because it's exactly the kind of thing AI should be used for in travel, to make a managed programme easier to reach, not to replace it. Experience changes everything, and for the first time, an online booking can be as simple as saying what you need."

Paul Kelly, Travel Technology and Automation Lead, Identity Travel:

"Try asking a traditional booking platform a follow-up question and see what happens. Vibe's MCP integration puts Identity Travel directly inside the AI tools our clients already use every day, as the source of truth behind every answer. Frictionless AI convenience, with real accountability behind it. This is no chatbot. Every booking tool before this one has made the traveller do the work. This is the one that finally does the work back."

Matt Chapman, Co-Founder and Chief Technical Officer, Vibe:

"MCP isn't a chatbot plugin, it's the connective layer that lets an AI assistant talk to a real booking platform without either side compromising on control. Identity Travel's policy engine, supplier agreements and reporting sit exactly where they did before. We've just given travellers a faster way to reach them. We're excited to be working alongside clients like Identity Travel to bring this to market, they've been the right partner to prove this out in the real world, not just in a demo."

Identity Travel doesn't ask clients to adopt one fixed system. We choose the right technology for each client, one that fits how their people already work, rather than the other way round. This is one of several ways that shows up in practice, alongside our approach to meetings and events technology. The technology is being offered to Identity Travel clients on a rollout basis, starting with those for whom it fits their programme. Existing clients can talk to their account manager to find out more. New businesses exploring a travel management partner are welcome to get in touch directly.

About Identity Travel

Identity Travel is the experience-led travel management company, part of Identity Group. It designs travel programmes that shift travel from a cost centre to a core part of business infrastructure, built around how clients actually operate. Identity Travel holds dual IATA accreditation across the UK and Ireland, with specialist teams across the UK, Northern Ireland, the Republic of Ireland, and Group locations in the USA, Middle East and Australia. It works with clients across film and production, corporate events and professional services, among other sectors.

About Vibe

Vibe is an international provider of booking technology solutions to the travel industry. The company provides booking platforms and technology services for OTAs, retail travel agents, airlines, resellers, TMCs and corporate travel bookers around the world.

Vibe's innovative technology supports travel businesses in cross-selling, up-selling and increasing margins, with bookings through its platform generating more than £1 billion globally in 2025. The company is headquartered in Stevenage in the UK.

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