



Greetwell Opens 30,000 Travel Experiences to AI Agents

October 13, 2026

PALO ALTO, CA - October 13, 2026 -

As planning trips with AI goes mainstream, the AI-native marketplace makes tours and activities bookable by personal agents, including Meta's Muse and Instinct, and plans to support the new Personal Agent Protocol.

Greetwell, the AI-native marketplace for travel experiences, today announced that it has surpassed 30,000 bookable experiences and opened its catalog to personal AI agents. Through Greetwell, agents can discover tours, tastings, charters and outdoor adventures, check real-time availability and help travelers turn recommendations into reservations.

The announcement comes as a new generation of personal AI agents, including Meta's Muse and Instinct, begins handling everyday tasks on behalf of consumers. Greetwell also plans to support the Personal Agent Protocol, a new open standard announced October 6 by Sierra and Meta to help AI agents interact securely with businesses.

Travel is emerging as one of the first industries where AI is moving from giving advice to taking action. In Greetwell's 2026 AI Travel Report, a survey of 1,000 U.S. leisure travelers, nearly half reported using AI to

plan a trip, rising to three in four travelers under 35. But while AI has made travel planning easier, actually booking the experiences that make a trip memorable remains surprisingly complicated.

Unlike flights and hotels, tours and activities are offered by thousands of independent businesses, often operating with just a handful of guides, vehicles or boats. Availability changes constantly, and even a great recommendation is only useful if the experience can actually be booked.

Greetwell bridges that gap by connecting agents to live inventory from operators' own reservation systems. Through its public Model Context Protocol (MCP) server for things to do, compatible agents can discover experiences, retrieve current pricing and availability, and direct travelers to complete bookings with Greetwell. Every reservation identifies the local operator delivering the experience, while Greetwell handles payment, confirmation and customer support.

"An AI agent can recommend a boat tour in seconds. The hard part is knowing whether that boat actually has six seats available on Saturday, what it costs, and getting the reservation confirmed," said Francis Larkin, CEO and co-founder of Greetwell. "We want travelers to be able to go from 'find me something great to do' to a real, confirmed experience, without doing all the legwork themselves."

But a confirmed booking is only part of a successful trip. Weather changes, meeting points can be confusing, and plans sometimes go wrong. Many local operators spend their days leading tours or running excursions rather than staffing customer service desks, making timely assistance especially important. Greetwell gives travelers a single, dependable point of contact before, during and after their experience, coordinating directly with operators to help resolve issues when they arise.

For independent operators, the approach also creates a way to reach travelers through emerging AI platforms without having to develop their own integrations or build dedicated customer support infrastructure.

Greetwell will continue expanding its catalog and supporting emerging AI platforms, positioning the marketplace as the bridge between personal AI agents and the local businesses that deliver memorable travel experiences.

About Greetwell

Greetwell is an AI-native marketplace connecting travelers with local tours, activities and experiences across more than 500 destinations. Founded by vacation rental hosts, Greetwell combines bookable inventory from independent operators with concierge support before, during and after every experience. Learn more at www.greetwell.com.

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