

Hotels strive to be found as AI models conduct travel search

Hospitality brands focus on AI visibility as travellers increasingly rely on intelligent search platforms for trip planning

As artificial intelligence reshapes the way travellers research and book trips, hotels are rethinking their digital marketing strategies to ensure they remain visible in AI-powered search results. With consumers increasingly turning to AI assistants and conversational search tools for travel recommendations, hospitality brands are focusing on improving their online presence, content quality and digital discoverability.

Unlike traditional search engines that rely heavily on keywords and rankings, AI-driven platforms analyse a wider range of information, including reviews, website content, location relevance and guest experiences, to generate recommendations. As a result, hotels are investing in stronger content strategies, accurate property information and enhanced digital engagement to improve their chances of being featured in AI-generated travel suggestions.

Industry experts believe the shift represents a significant change in how travellers discover accommodation options. As AI becomes a key part of the travel planning journey, hotels that adapt their digital strategies and maintain a strong online reputation are likely to gain a competitive advantage in attracting future guests.

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