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SINGAPORE 29-30 MAY 2025

The Disrupted Search: How AI Is Changing the Rules of Travel Discovery & Hotel Booking



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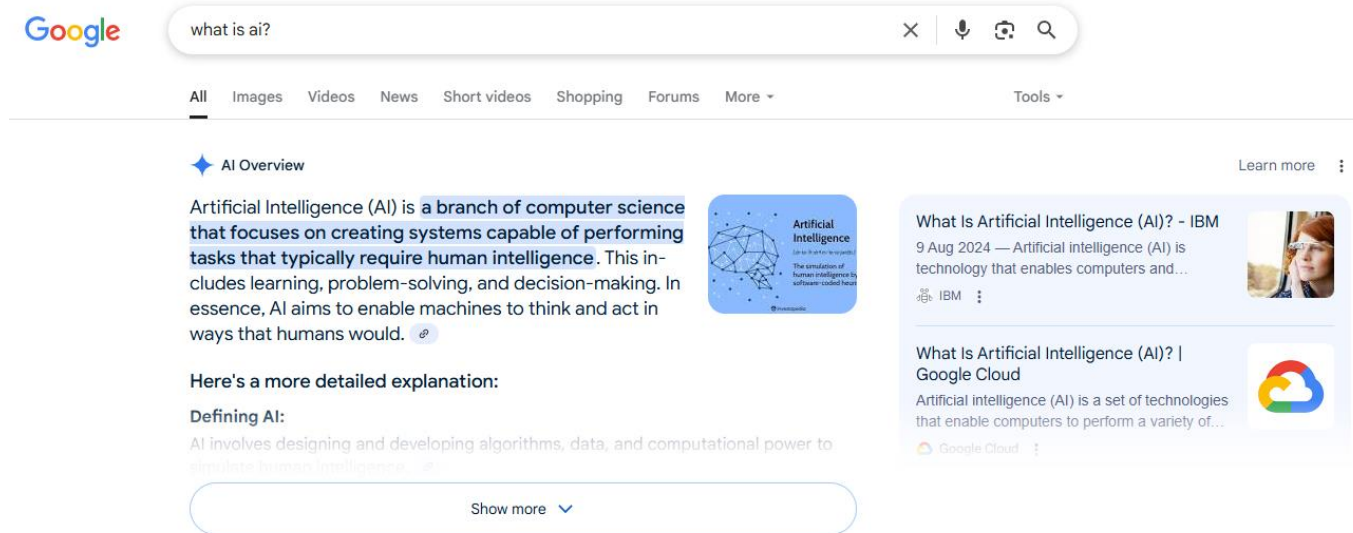
THE DISRUPTED SEARCH

HOW AI IS CHANGING THE RULES OF TRAVEL DISCOVERY & HOTEL BOOKING

“Search engines are no longer just about keywords, they’re becoming –
intelligent, conversational and personalised.”

What is AI?

AI refers to **Artificial Intelligence – Generative AI**



A screenshot of a Google search for "what is ai?". The search bar shows the query and icons for clearing, voice search, image search, and search. Below the search bar are tabs for All, Images, Videos, News, Short videos, Shopping, Forums, and More. The search results include:

- AI Overview**: A section with a blue diamond icon. The text states: "Artificial Intelligence (AI) is a branch of computer science that focuses on creating systems capable of performing tasks that typically require human intelligence. This includes learning, problem-solving, and decision-making. In essence, AI aims to enable machines to think and act in ways that humans would." It includes a small graphic titled "Artificial Intelligence" and a "Show more" button.
- What Is Artificial Intelligence (AI)? - IBM**: A result dated "9 Aug 2024" describing AI as technology that enables computers and... It includes a small image of a person and the IBM logo.
- What Is Artificial Intelligence (AI)? | Google Cloud**: A result describing AI as a set of technologies that enable computers to perform a variety of... It includes the Google Cloud logo.



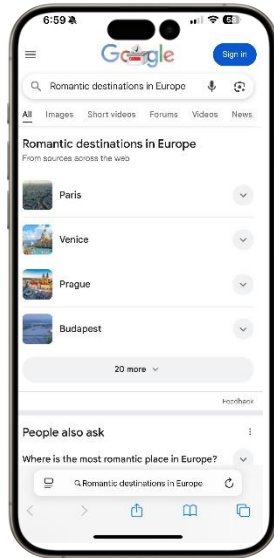
How is it shaping travel discovery?

Consumers are now...

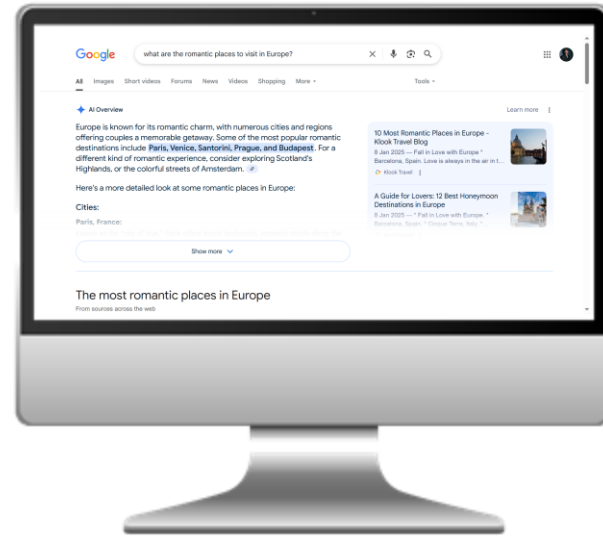
1. **Asking instead of scouring** – getting personalized recommendations for your itinerary with a prompt
2. **Relying on AI for planning assistance** – Google Travel provides alerts for price changes

WHAT is changing?

KEYWORD-LED



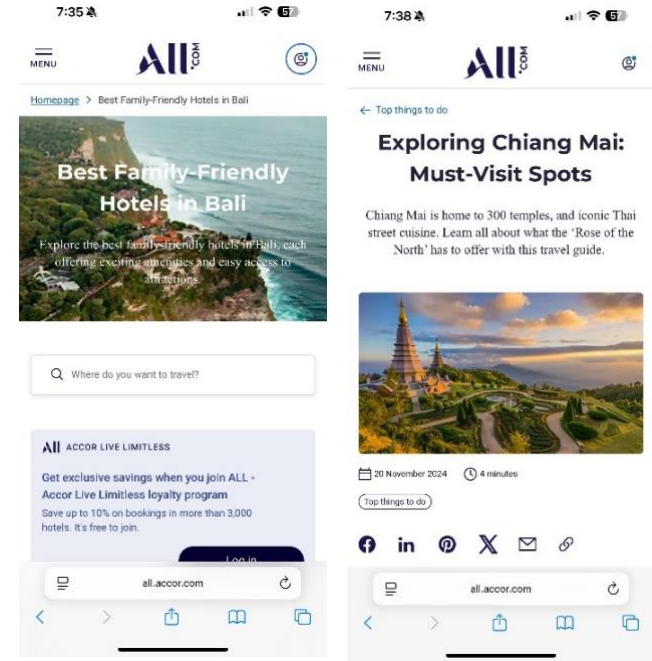
CONVERSATIONAL & PERSONALISED



What is your content strategy?

Content is *still* king but...

1. Restructure your digital content – FAQs, long-tail keywords
2. Create experience-based content e.g. best time to visit, top nearby attractions



What is your paid strategy?

1. Ensure visibility on AI-discovery platforms e.g. Google Search and maps
2. Leverage AI-powered solutions for scale and efficiency

AI-Powered Search Solutions

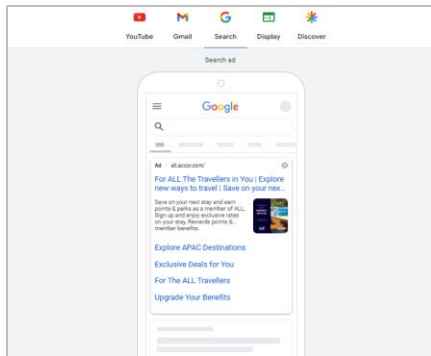
1. **Performance Max** - scale & efficiency across Google's inventories



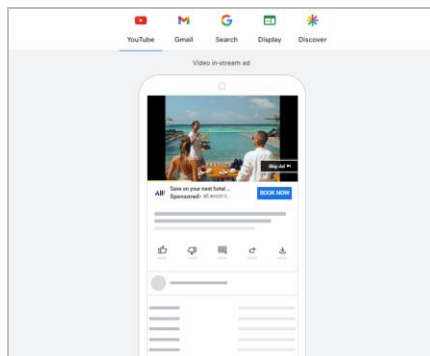
2. **AI Max for Search** – suite of targeting and creative enhancements for increased coverage & ad relevance

Google PMAX

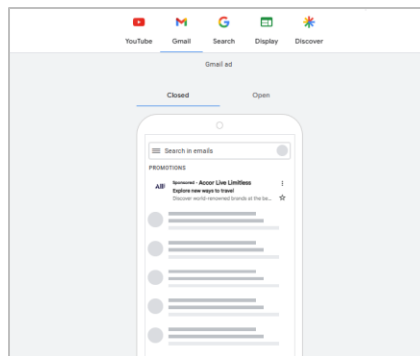
SINGLE SET OF CREATIVES



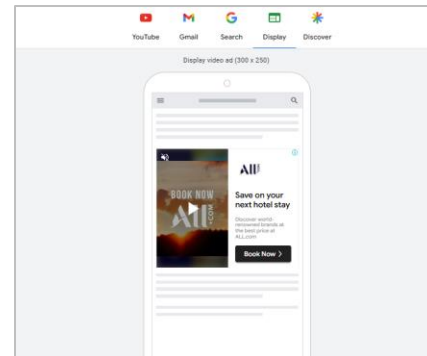
Search



YouTube



Gmail



Display

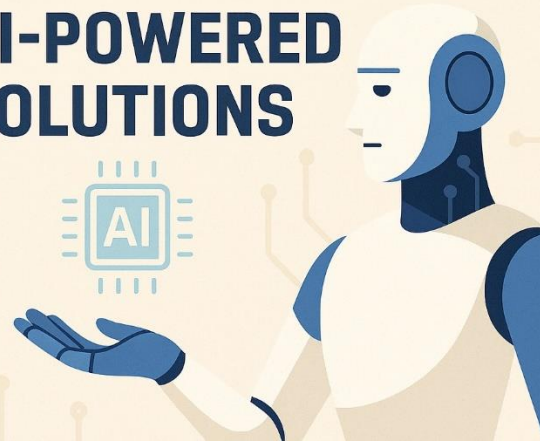
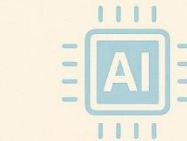
Key Takeaways

**CONTENT
IS KING**



**BUT
ADAPTATION
IS KEY**

**EMBRACE
AND ADOPT
AI-POWERED
SOLUTIONS**





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