

NOVACANCY

HOTEL+ACCOMMODATION INDUSTRY EXPO



"Beyond Google: How hotels can win in the age of ChatGPT and AI search"



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17 & 18 SEPTEMBER 2025 | ICC, SYDNEY

**Beyond Google:
How hotels can
win in the age of
ChatGPT and AI
search**



HSMAI Asia Pacific – 2 Key Areas



Professional Society of Commercial Hoteliers



Conferences, Events, Networking, Intel



Futureproofing Your Career



Globally recognised Certifications
and Training for Hoteliers

New Courses in 2025

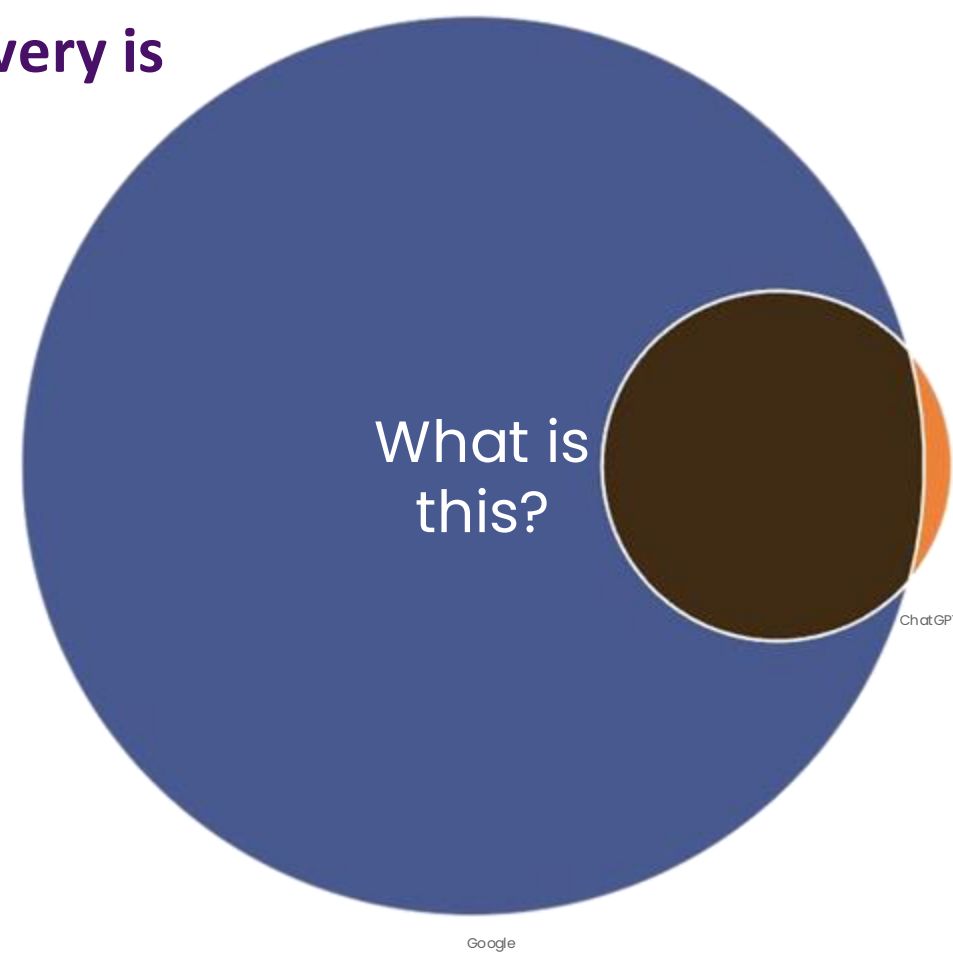
- How to Optimise your Revenue Meetings
- Accounting & Economics 101 for Hoteliers
- How to develop your Hotel SWOT
- Competitive Pricing Analysis (How to price your rooms)
- Hotel Data Analytics (incl Storytelling)
- Restaurant Revenue Management
- Coming soon: "An AI Policy Template for hotel companies"

Paul Hewett, CEO, In Marketing We Trust

HOW ARE GUESTS FINDING YOUR HOTEL?

Google. It Leads, but Guest Discovery is Rapidly Evolving

- Google commands over 94% share of search in Australia, nearly 90% globally.
- ChatGPT had 5.8B global visits in August, Google had 83.8B.
- 95% of ChatGPT users also use Google; only 14% of Google users visit ChatGPT (Similarweb, 2025).



Sources: SimilarWeb, Brodie Clark

The Future Traveller: Consumer Behaviour Is Shifting, Driven by AI

Today's travellers demonstrate that change is well underway, moving from static search to intelligent discovery, and it's a human-driven shift sparked by technology.

Primary Method for Hotel
Discovery



33% now say AI is their primary search method for hotel discovery.

Consumers Believing AI Enhances
Search



44% of travelers believe AI enhances the way they find hotels.

Pages Cited by ChatGPT Ranked
21+



90% of pages cited by ChatGPT are not in Google's top 20 results.

Sources: SiteMinder, Ipsos, Semrush, HOTREC, Statista (2019–2025)

From Traditional Search to AI-Led *Discovery*

The evolution from Search 1.0 to Search 2.0 is structural, across technology, platforms, user behaviour, and data access. This comparison outlines what's changed, and what that means for marketers.

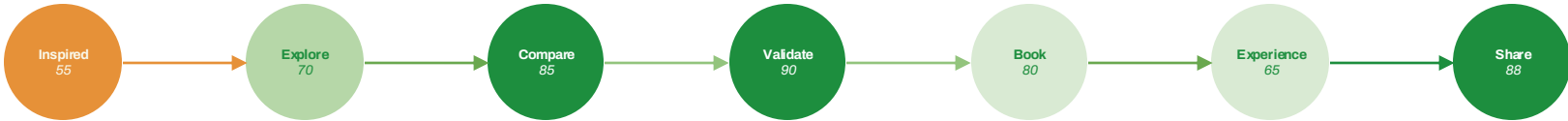
	Search 1.0	Search 2.0
Destination	Google, Youtube	Google, Youtube, SGE, ChatGPT, Claude, Perplexity, Llama, Instagram, TikTok
User Intent Model	Human-centric E.E.A.T, informational or navigational	AI-mediated, outcome-led, intent inferred, across platforms.
Search Experience	Centralised, linear	Fragmented, multi-destination, embedded in users journeys
Data Infrastructure	Google ecosystem, accessible	Platform-owned, decentralised, limited visibility
Core Technology Model	Indexing and retrieval	LLMs, generative AI, semantic search
Interaction Mode	Keywords, typed queries, screens	Natural language, voice, visual input, multi-modal interactions

Introducing Search Everywhere Optimisation

Mastering the New Era of Search to Accelerate Your Growth



Understanding Your Customer & Channel Propensity Has Never Been More Important

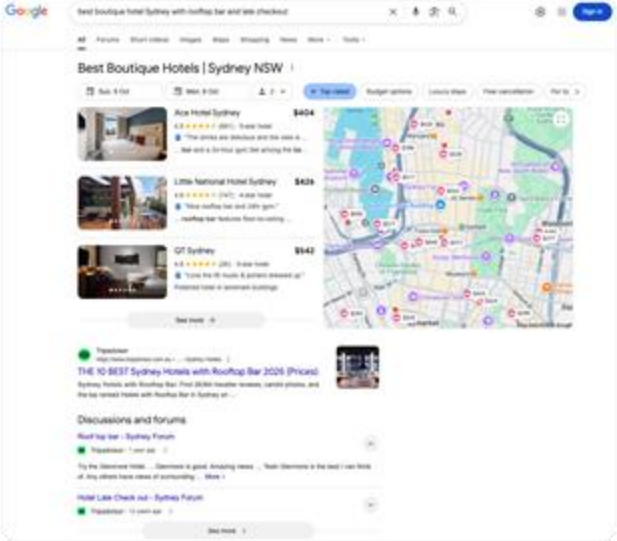
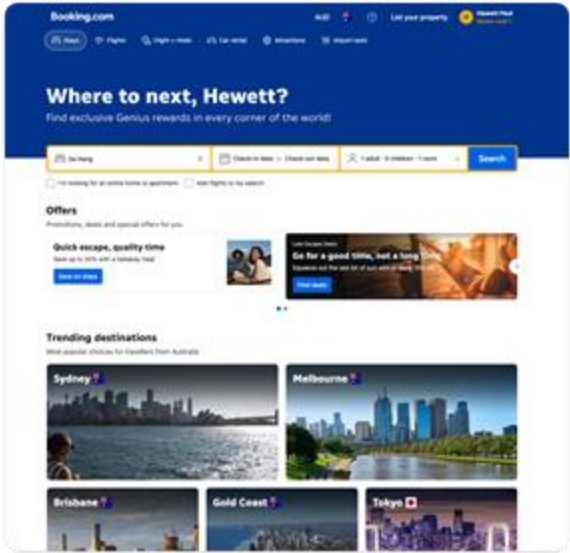


Dreaming of holiday ideas	Researching options, learning about cruises	Evaluating brands, itineraries, inclusions	Seeking reassurance via reviews/peers	Ready to commit	On board, forming perceptions in real time	Reflecting afterwards, influencing others
The spark of curiosity: consumers begin imagining their next trip, often triggered by life events, social content, or seasonal offers.	Early investigation: comparing holiday types and itineraries, gathering information to see if a cruise fits their needs.	Side-by-side assessment: weighing REDACTED against competitors on value, activities, destinations, and reputation.	Proof-seeking: consumer turn to reviews, influencer content, and forums to confirm their choice and overcome barriers like cost, crowding, or perceptions.	Decision point: consumers finalise their choice, seeking clear pricing, simple booking and confidence they are making the right purchase.	Living the brand: travellers create real perceptions through service, activities, and onboard experiences, shaping the stories they will later share.	Post-trip impact: customers become advocates (or detractors), sharing stories on social, Reddit, and review sites that heavily influence AI citations and the next wave of searchers.
MPI Score: 55 Consumers are not yet ready to buy, but attention is high and the reach is vast. This stage is vital for shaping early perceptions and ensuring REDACTED enters the consideration set.	MPI Score: 70 At this stage, consumers devote the most attention to gathering information. Intent is medium, volume is strong. A prime opportunity to educate, bust myths, and position cruising as the right choice.	MPI Score: 85 Intent rises sharply as consumers weigh options. Attention is still strong, and competitive pressure is highest. This is a critical performance moment where clear differentiation drives preferences.	MPI Score: 90 High-intent consumers look for proof and reassurance. User-generated content, reviews, and peer recommendations here directly influence bookings and feed AI systems that will shape future perceptions.	MPI Score: 80 Intent peaks, but attention and volume are lower. Optimising the booking journey ensures that hard-won demand is converted efficiently.	MPI Score: 65 Intent is no longer commercial, but attention is total. The experience becomes the source of stories and reviews that will influence the next wave of Inspire and Explore moments.	MPI Score: 88 Travellers shape REDACTED 's reputation after their trip. AI engines heavily cite Reddit, TripAdvisor, and reviews, meaning content shared here loops directly into discovery for future audiences.

About the MPI Score (0 - 100):
The Moment Priority Index (MPI) is our composite measure of how strategically important each stage of the journey is. It combines three dimensions: Intent (I-Score), showing how close the consumer is to booking; Attention (A-Score), showing how much focus the consumer gives that stage; and Volume (V-Score), showing the scale of search and reach available. Together, these scores highlight where **REDACTED** should focus effort, balancing high-intent conversion moments with high-attention and high-volume perception-shaping moments.

Not All Searches Are Equal:

How the Guest Experience Changes Across Channels



Self
Service

Personalised
Discovery

Brent Harris, Cendyn

WHAT ELSE SHOULD HOTEL MARKETERS BE WORKING ON?

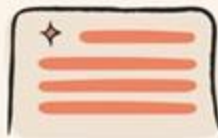
Generative Engine Optimization (GEO): A new frontier for search visibility

- Travel industry has already experienced a **17% drop in search traffic** as guests turn to AI-generated travel queries (Skift)
- **Zero click world.** AI gives answers without guests clicking.
- **63% of all websites** receive traffic from AI-powered tools
- Hotels leveraging AI-powered campaigns achieved remarkable results (Google Performance Max for Travel Goals) – **4x growth in bookings and revenue**

Sources: Skift, Cendyn

Generative Engine Optimization (GEO): A new frontier for search visibility

The Value of an LLM Click ✨



More specific
questions



Higher
conversion rate

4.4X

More valuable
than a search click

Source: semrush.com, June 2025



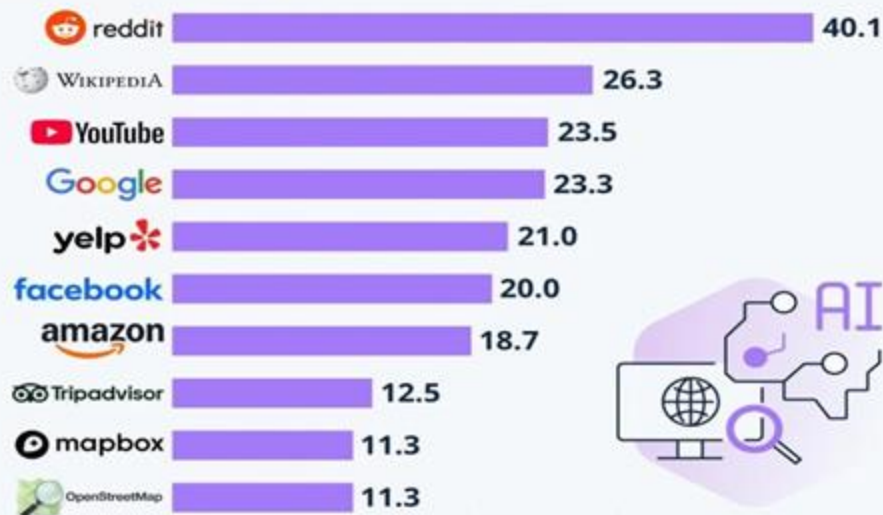
Generative Engine Optimization (GEO): A new frontier for search visibility

- Search **queries have lengthened and evolved to conversational search**
e.g. from “Top Luxury Hotels in Sydney” evolving to “Find me the best luxury hotel in Sydney for a couples weekend that is within walking distance to restaurants, and has a spa”
- GEO cannot exist without a strong SEO foundation. Hotels need to talk the way guests talk/ask. **Structured data, in-depth blogs, guest testimonials, and updated guides make your content AI-friendly.** This is how you get chosen.
- **Over 90% of all guest inquiries to hotel chatbots have been addressed before**
 - easily trainable and enhances the guest experience (leverage insights from chatbot queries to structure your content strategy)

Sources: Skift, Cendyn

Where AI Gets Its Info: Top Sources 2025

Top 10 web domains cited by large language models (LLMs)
in June 2025* (in %)



* Google's AI Mode, AI overviews, ChatGPT and Perplexity
Based on 150 thousand citations from 5,000 randomly selected keywords from Semrush database.
Source: Semrush



statista

Source: statista

Generative Engine Optimization Guide for Hotels

Download our **Guide to Generative Engine Optimization**

Discover how your property can adapt to the AI era and remain prominently visible in AI-driven search results. This essential guide will provide you with:

- *A clear introduction to what GEO is.*
- *Insights on how GEO differs significantly from traditional SEO.*
- *Actionable, step-by-step tips to optimize your content and website for maximum visibility in AI-generated results.*

Stay ahead of your competitors by mastering the new rules of digital discovery.



Catherine McLaughlin

WHAT ARE BIG BRANDS DOING IN RESPONSE?



OUR FOCUS

SEARCH

- Long term content partnerships
- Earned & paid strategy
- Website content that aligns with learned language models



SOCIAL

- Continual partnership with creators
- High quality, experiential short-form content, geo-tagged



The Problem We're Solving:

9,600

HOTELS

30+

BRANDS

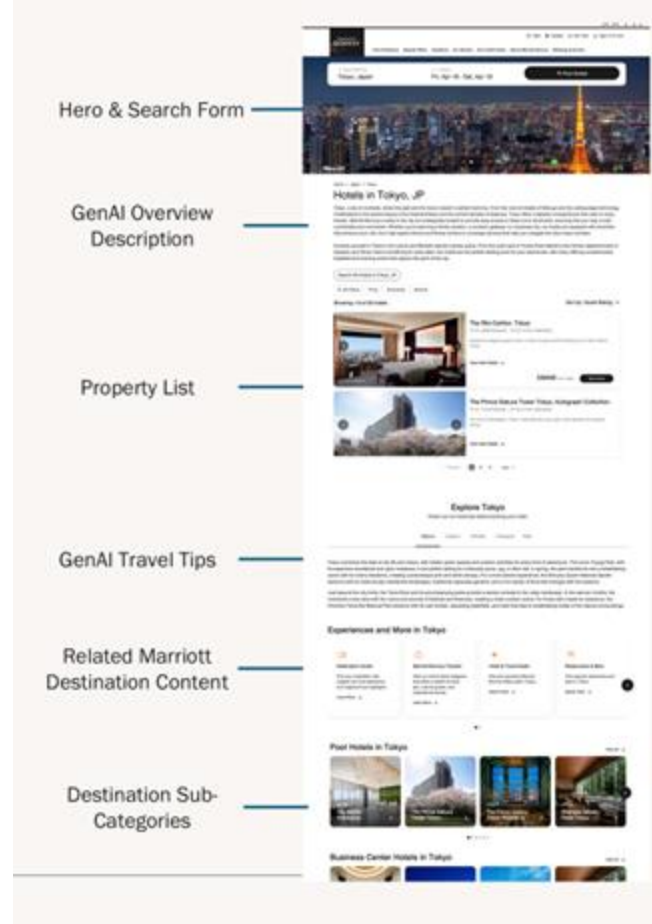
143

COUNTRIES

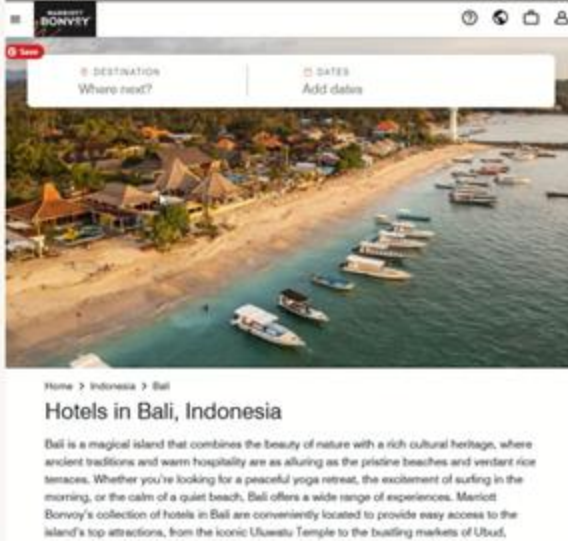
Hotels cannibalizing each other and Marriott.com in search by targeting destination terms that are relevant for many hotels.

Case Study:

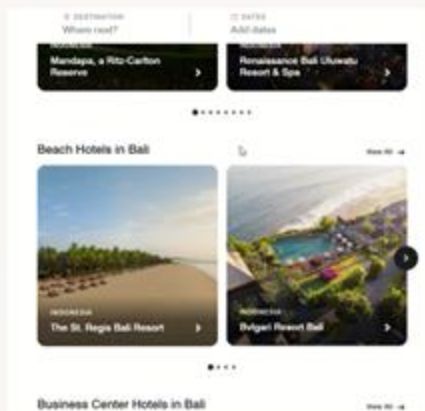
Leverage GenAI to create hype localized destination content that is search optimised, aligned with Marriott Bonvoy tone, and built with a highly scalable framework.



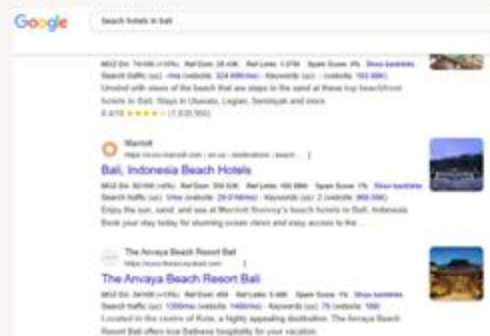
MARRIOTT
BONVOY



Destination Page



Sub-Category Page



Search Results

RESULTS



New destination and subcategory pages resulted in more non-branded page 1 ranking keywords



Pilot hotels had a higher number of incremental page 1 ranking keywords than the control

Source: Rankings - SEMRush, Room Nights - Adobe Analytics

Tracy Macarthur, Travel + Leisure Co.

WHAT AI SEARCH STRATEGIES HAVE YOU ADOPTED FOR YOUR HOTELS TO REMAIN COMPETITIVE?

STRATEGIC SHIFT

01 **CONTENT OPTIMISATION AND CREATION**

AI search doesn't just rank websites—it understands intent and context.

02 **EMBED AI INTO DIRECT CHANNELS**

Rather than leaving discovery to OTAs, we have deployed AI into our owned ecosystems.

03 **LEVERAGING AI FOR HYPER-PERSONALISED MARKETING**

AI has allowed us to shift from segment-based marketing to moment-based and individualised experiences.

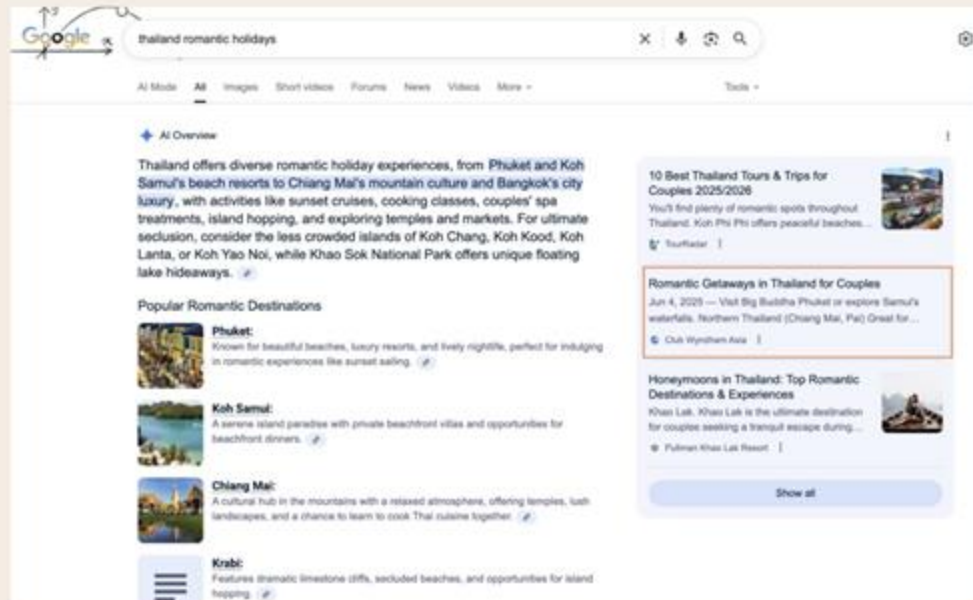
TRAVEL+
LEISURE

RESULTS

Club Wyndham Asia

Search Query Results

Discovery queries such as “thailand romantic holidays” ranking in AI Overview results.



TRAVEL+
LEISURE

RESULTS

Club Wyndham Asia

Performance Insights and Key Metrics

Period compared:

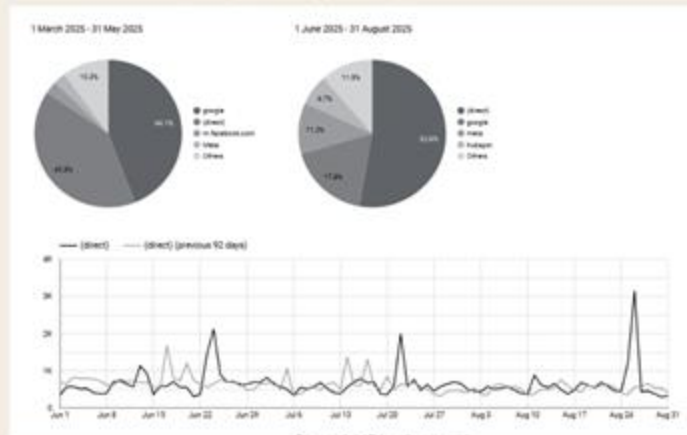
1 June 2025 – 31 Aug 2025 vs.
same period in 2024

METRICS	2024	2025	%CHANGE
Non-Branded Clicks	428	1,016	+137%
Non-Branded Impressions	135K	513K	+281%
Organic Search Sessions	12,377	26,998	+118%
Engaged Sessions	10,158	15,168	+49%
Domain-Level Keywords in Top 20 (Non-Branded)	57	124	+117%
Keywords Ranking in AI Overview (Aug 2025)	-	7	(new growth)

Direct Traffic

Period compared:

1 June 2025 – 31 Aug 2025 vs
1 March 2025 – 31 May 2025



TRAVEL+
LEISURE



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All? Tracy, Paul

SMALL PROPERTIES OR LIMITED BUDGETS; WHAT CAN THEY DO?

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Hotel
LEADERS
SUMMIT

*"Driving excellence: Building a unified
commercial strategy"*



JACKIE DOUGLAS

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CHRIS HALLETT

Director of Revenue
Performance, East Asia &
Pacific

IHG - InterContinental
Hotels Group



JARROD CRUMP

Vice President - Revenue
Management, Pacific

Accor



DAVID BROWN

Director

Horwath HTL

REGISTER NOW!

17 & 18 SEPTEMBER 2025 | ICC, SYDNEY

Driving Excellence: ***How to build a unified Commercial Strategy***

2:40pm Tomorrow
Hotel Leaders Summit

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Futureproofing Your Career



Globally recognised Certifications
and Training for Hoteliers