Will Guests Find You?
Cracking the Code to AI Search Visibility

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Apollos Gause
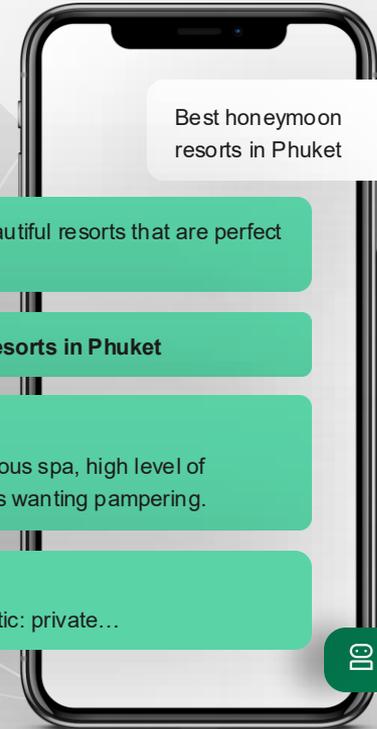Senior Manager, Content & SEO
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hsmai · PHUKET HOTELS ASSOCIATION

Resort Marketing CONFERENCE

PHUKET
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Will Guests Find You?
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to AI Search Visibility

How resorts can **win** in Google SGE,

ChatGPT & AI Travel Search

How can I help you?

Best honeymoon resorts in Phuket

Phuket has so many beautiful resorts that are perfect for honeymoons.

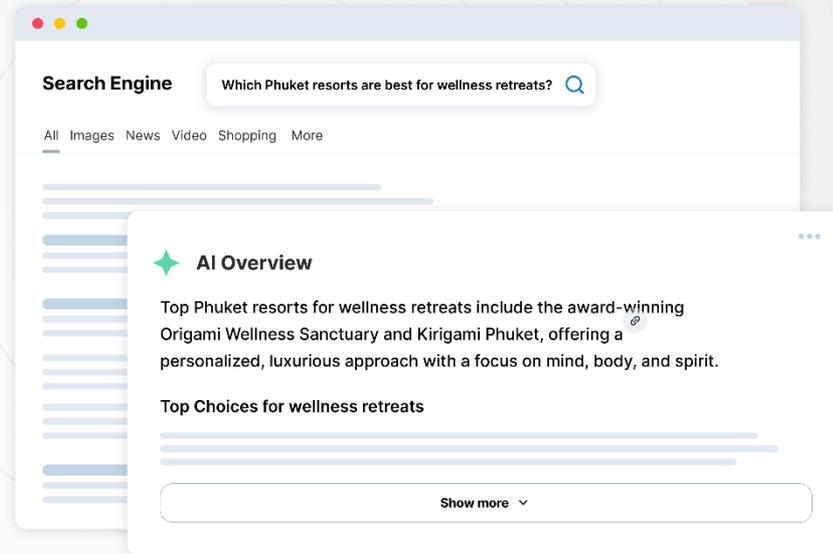🏝 **Top Honeymoon Resorts in Phuket**

Origami Resort
Private pool villas, luxurious spa, high level of service, great for couples wanting pampering.

Kirigami Phuket
Ultra-luxury, very romantic: private…

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The *Shift*
in search behavior

Search Engine — Which Phuket resorts are best for wellness retreats?

All Images News Video Shopping More

✦ **AI Overview**

Top Phuket resorts for wellness retreats include the award-winning Origami Wellness Sanctuary and Kirigami Phuket, offering a personalized, luxurious approach with a focus on mind, body, and spirit.

Top Choices for wellness retreats

Show more ∨

- *From*: Keywords & lists of links

- *To*: Questions & AI-generated answers

Guests ask: 'Which Phuket resorts are best for wellness retreats?'

AI may highlight 1–2 trusted resorts *only*.

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Why this matters *for resorts*

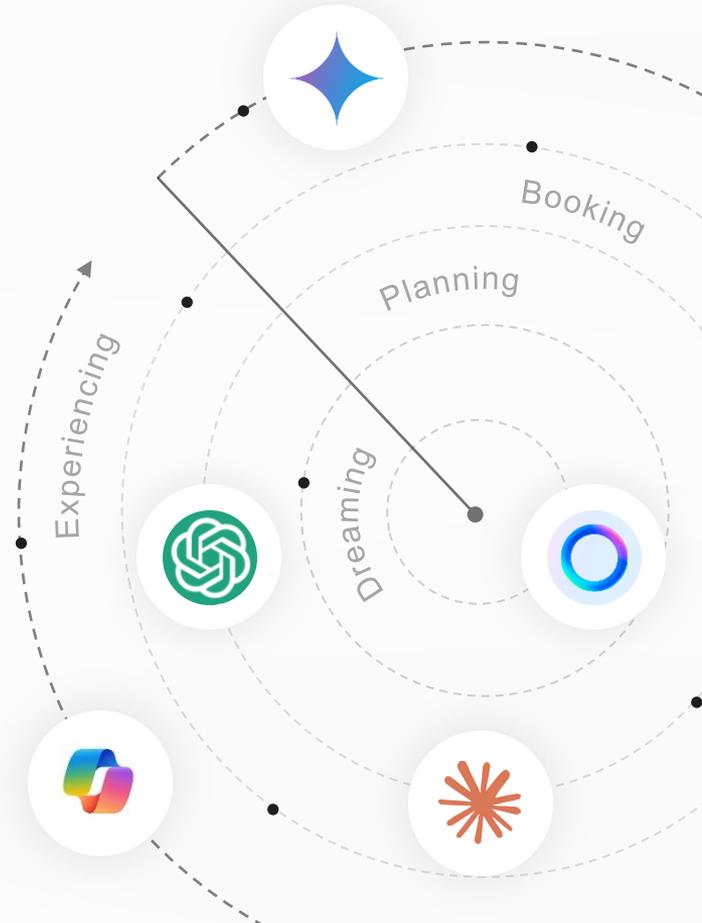**Zero-click searches**: AI gives answers without guests clicking.

- *60%* of all Google searches in the US & Europe are *zero-click searches*.
- *1.5+B* of Google AI Overviews *monthly users* across 200 countries in 2025.

Winner-takes-all: Visibility goes to whoever AI selects.

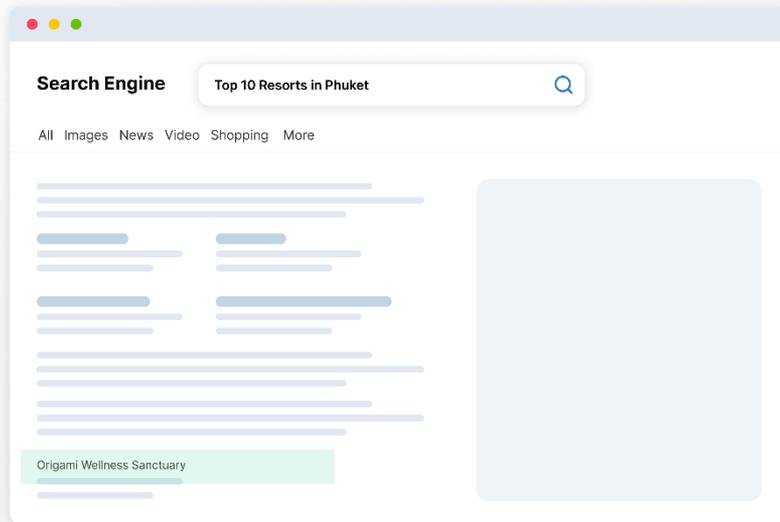**New touchpoints**: AI influences dreaming, planning, deciding.

- Google *AI Overviews* have grown by *116%* since March 2025
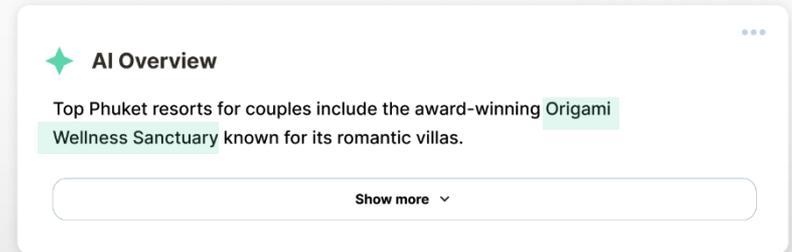- *63%* of websites receive *traffic* from AI-powered tools

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SEO *vs* GEO

SEO

Ranking on SERPs.

Search Engine | Top 10 Resorts in Phuket

All Images News Video Shopping More

Origami Wellness Sanctuary

GEO

Generative Engine Optimization

Being integrated into AI answers.

AI Overview

Top Phuket resorts for couples include the award-winning Origami Wellness Sanctuary known for its romantic villas.

Show more ⌄

Success metric:
Mentioned in AI's answer, not just listed online.

How resorts *can adapt*

Master SEO basics

Maintain high domain authority, fast/mobile-friendly site, and strong organic rankings to stay visible in AI-powered results.

Structured data & content

Use hotel schema markups for reviews, amenities, FAQs, imagery and video metadata, longtail keywords.

Authoritative & fresh content

Publish deep guides (wellness retreats in Phuket, hidden beaches) with stats and facts to build credibility, and update seasonal content (festivals, events).

Personalization & storytelling

Highlight unique guest experiences (e.g., "87% of couples rated our sunset cruise 5★").

How resorts *can adapt*

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Be the trusted advisor

Balanced, helpful content — not just promotional. Link to respected external sources and gain backlinks through PR and partnerships to boost content credibility.

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GEO in action:
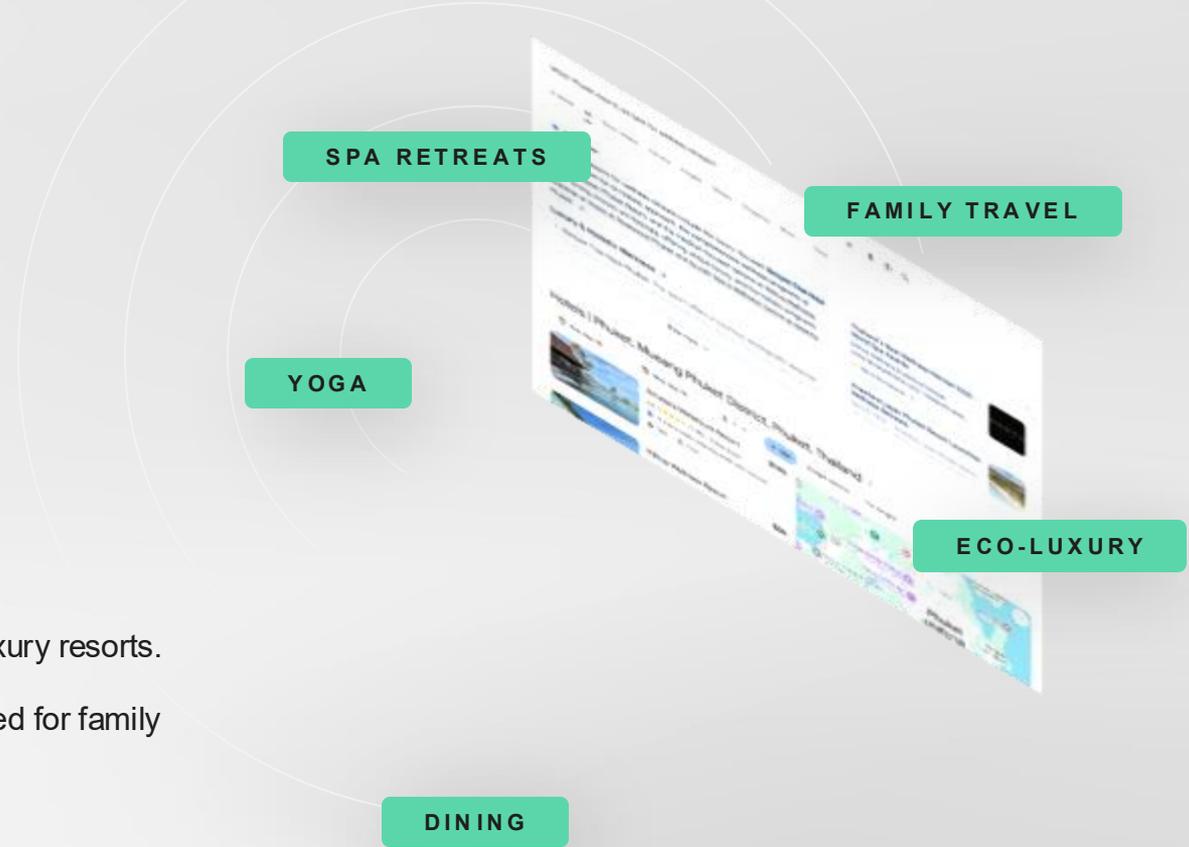## *APAC examples*

PHUKET:

- Sri Panwa optimizing wellness content
  → cited in AI spa retreat searches.

BALI: Four Seasons Sayan
→ cited in ChatGPT for yoga retreats.

MALDIVES: Soneva Jani → cited for eco-luxury resorts.

SINGAPORE: Resorts World Sentosa → cited for family entertainment & dining.

SPA RETREATS

FAMILY TRAVEL

YOGA

ECO-LUXURY

DINING

Risks
& Opportunities

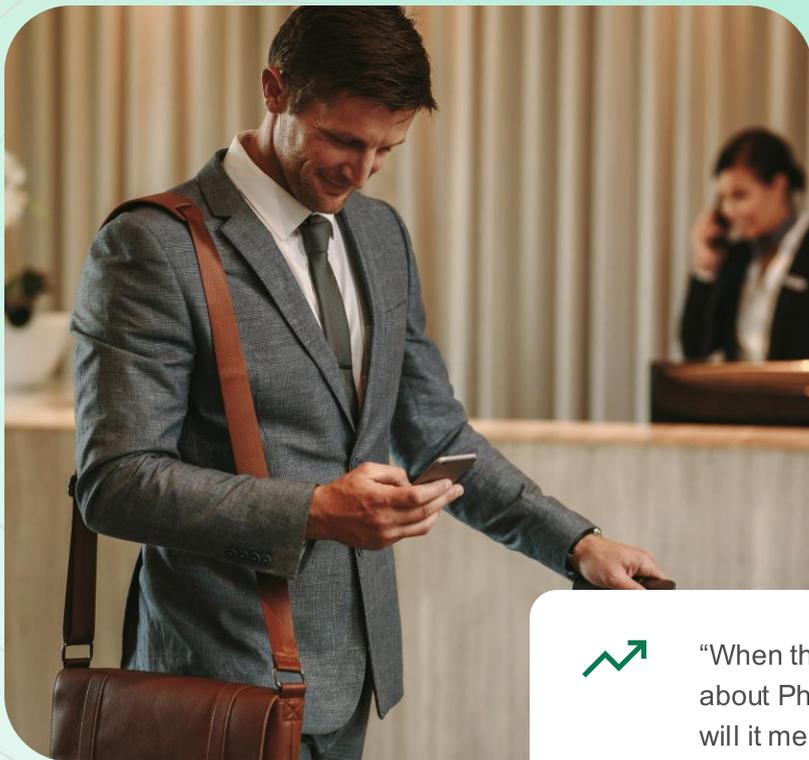Missed visibility → competitors or OTAs dominate.

Larger chains may overshadow independents.

Early adopters = default AI recommendations.

Niche queries (vegan dining, private pool villas, eco-stays).

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Key *takeaway*

🔍   **AI search** = Optimizing for answers, not just clicks.

☀   **GEO** = Staying relevant, visible, and bookable in the AI era through schema markup, structured content, long-tail keywords, personalization, etc.

♡   **Hotels that adapt** = Hotels that are found.

📈 "When the next traveler asks ChatGPT about Phuket resorts…
will it mention you?"

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∞

Thank *you*

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