



Commercial Strategy

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The New Era of AI-Powered Travel Discovery



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The New Era of Travel Discovery

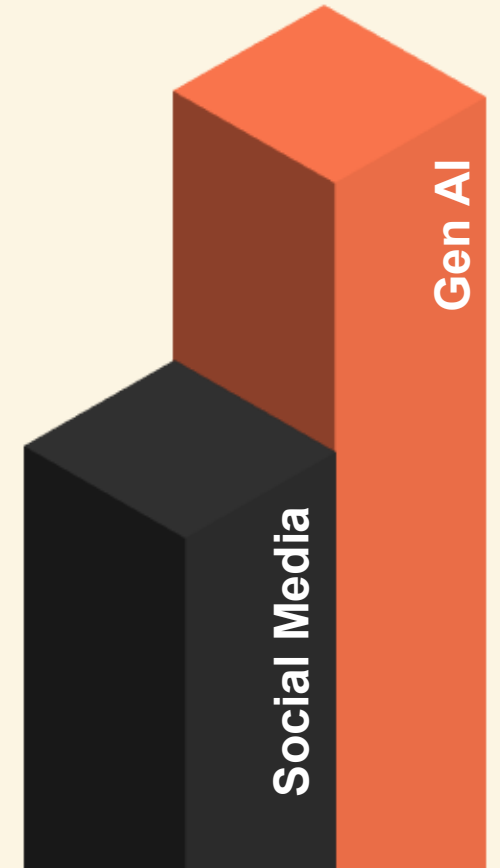
Amy Read
VP of Innovation

May 2026

Technology is rewriting travel faster than we can imagine. The question every hotel is asking:

How do we win in an AI-first world

#1



Gen AI has overtaken social media as the top travel discovery channel for active users

Accenture Consumer Pulse Survey 2025

AI is becoming the “front door” to travel discovery

Better answers.
More relevant.
In seconds.



~80% of AI users say AI tools save them at least one to three hours per trip

HFTP, 2026



84% of travellers who use AI say it improves their experience

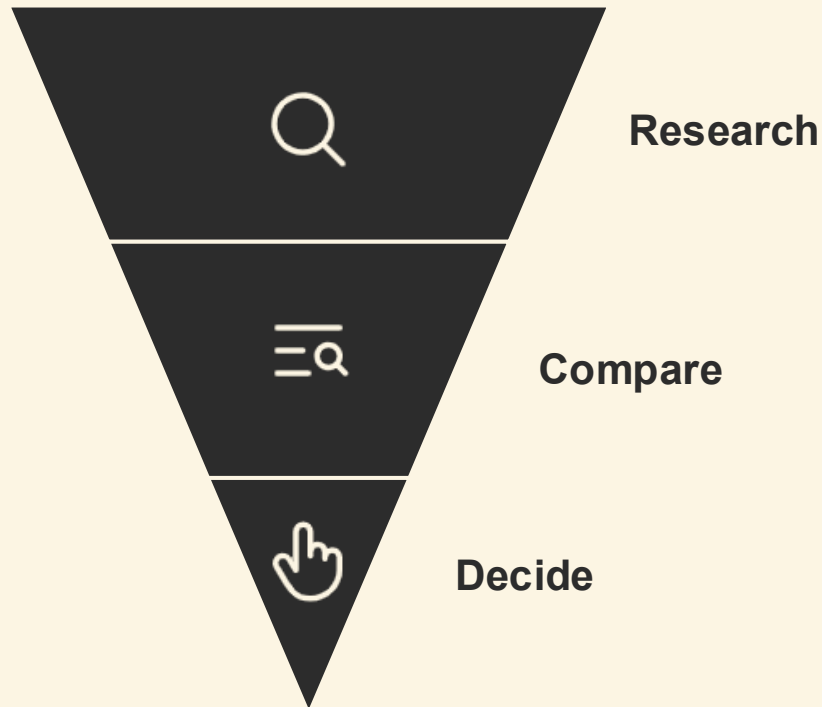
Mckinsey, 2026

AI is collapsing the research and comparison phase, the longest part of the funnel

Before



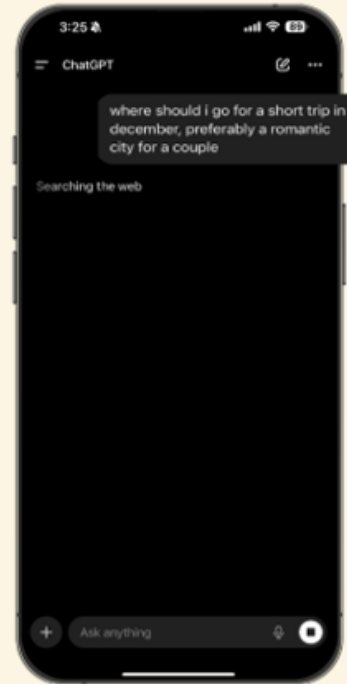
Traditional Search



Now



AI-powered Search



With AI platforms, search now happens in **one single conversation**

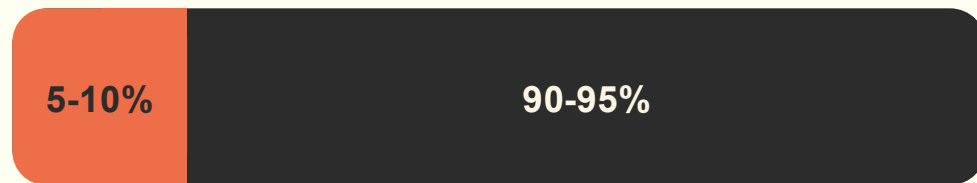
Queries in AI interfaces are **~3x longer than traditional search**

Skift, 2026

Hotels aren't winning in AI discovery... because their data isn't

Only ~5-10%

of an AI-generated answer comes
from a brand's owned site content



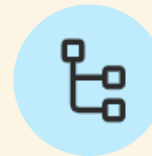
 Owned site content  Other sources that AI uses

Mckinsey, 2025

AI is:



Pulling from many sources



Stitching together a composite
view



Not relying on your 'owned
content' alone

That's about to change

How AI connects to data is fundamentally shifting

MCP

AI connects and takes action
AI doesn't just interpret, it connects.
Access to rates, availability, policies, directly bookable inside AI

Authoritative | Actionable | Bookable

GEO

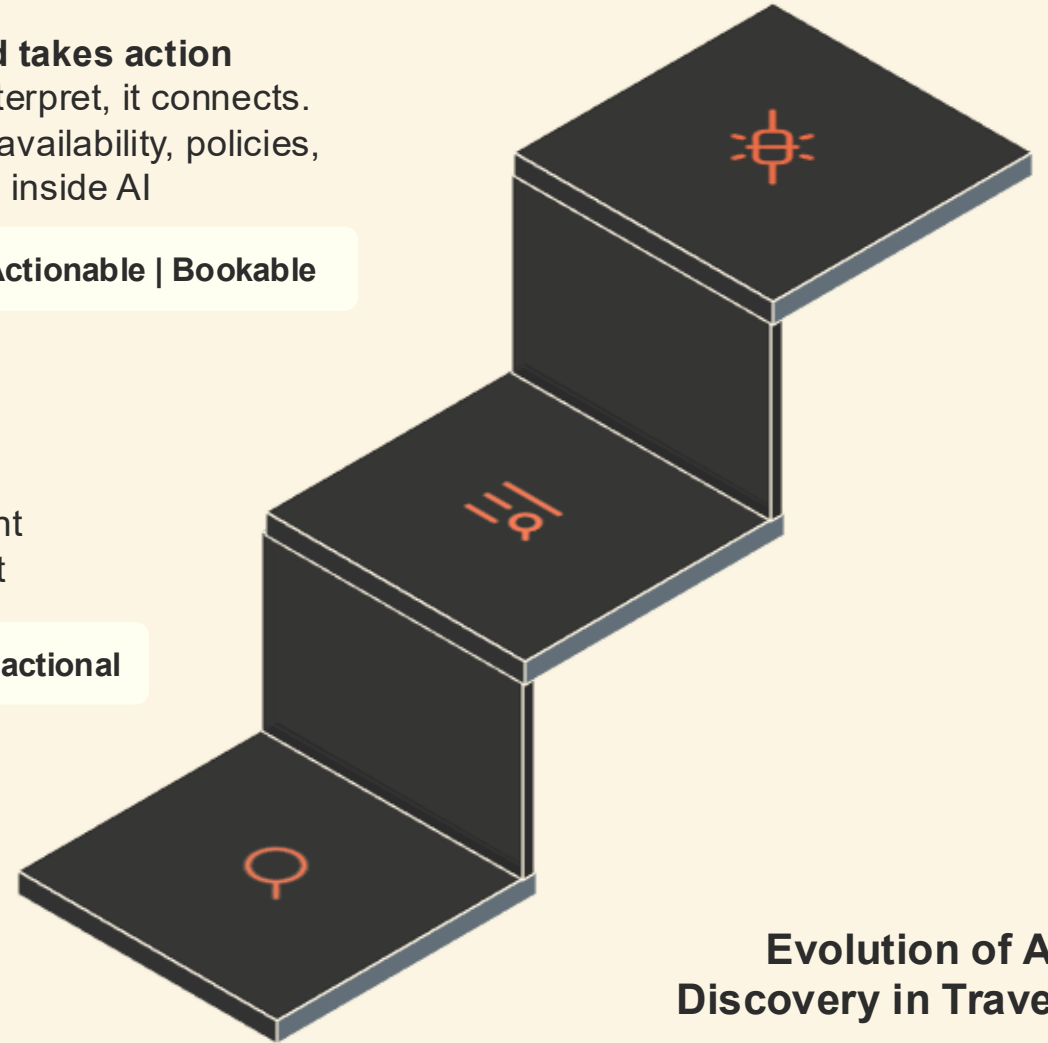
AI can interpret and trust
Structured, contextual content that AI can interpret and trust

Structured | Visible | Non-transactional

SEO

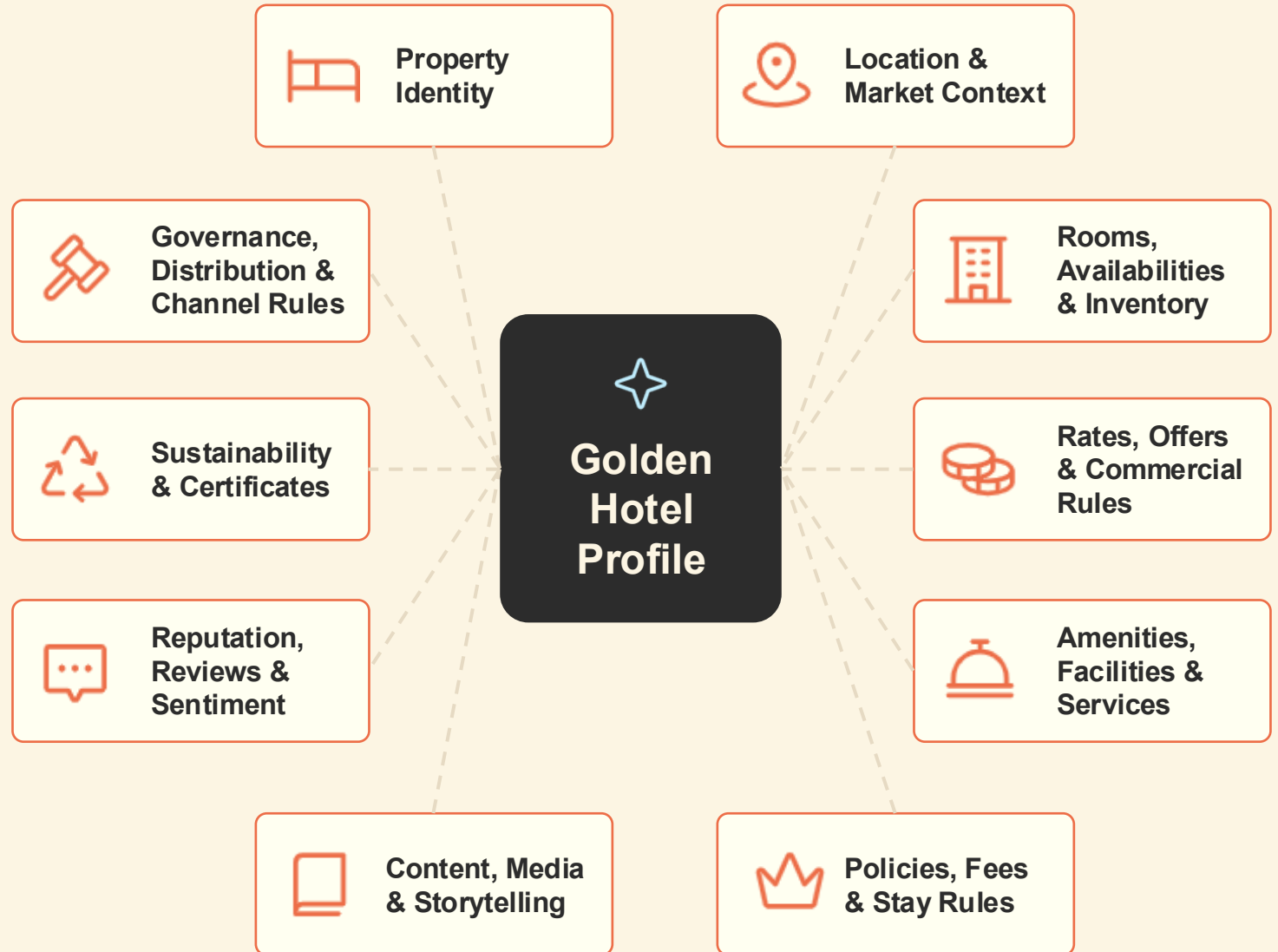
AI is still guessing
Pulling from across the web, primarily SEO, websites, content, backlinks & Google rankings

Fragmented | Indirect | Uncontrolled

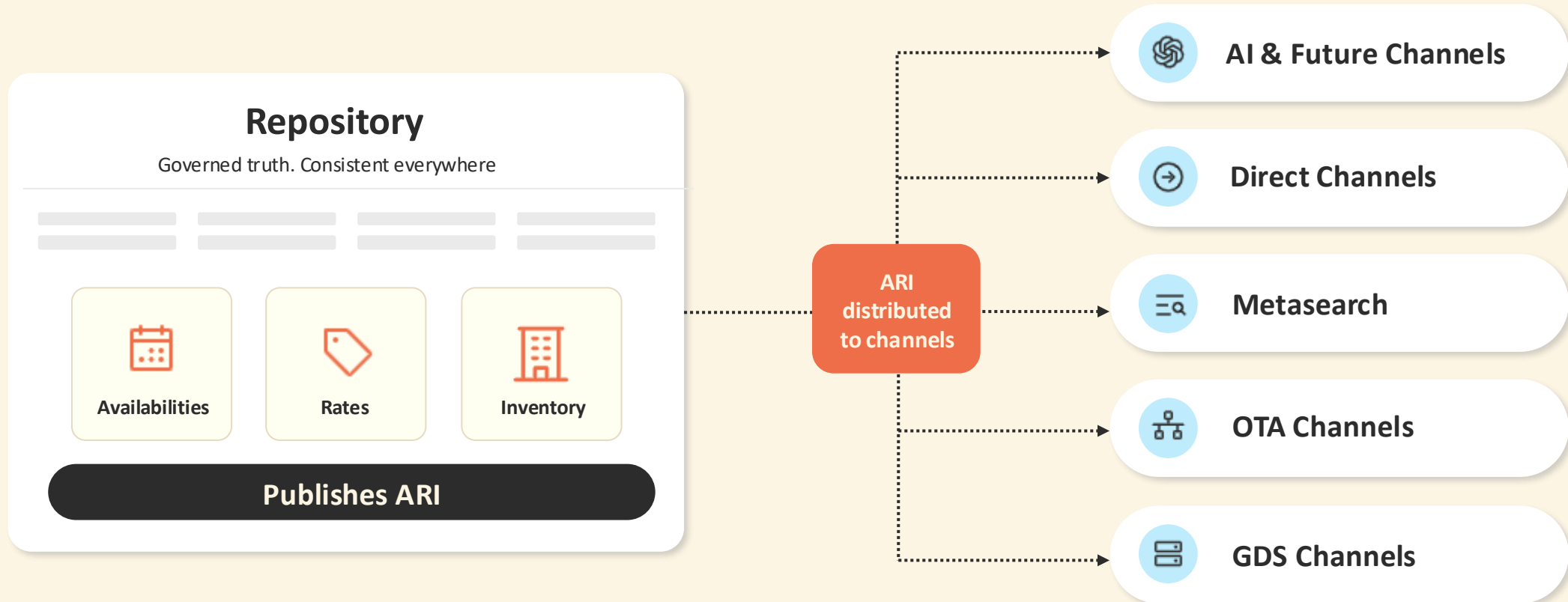


**Evolution of AI
Discovery in Travel**

Golden Hotel Profile: Your competitive advantage



Govern data the same way you do ARI



And remember your data has to be accurate. *"Almost correct"* is not good enough.

When AI does not use official hotel data, it creates key issues like:



Inaccurate/outdated
information



Missing details
(policies, restrictions,
offers)



High risk of error
when moving closer
to booking

Data is your superpower



No third party knows your guests better than you



You need to unify and enrich your data, and keep it up to date



You need to govern your data the same way you do ARI





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