

AI Disruption:

Welcome to the New World



About me:

Rich Bryant

SVP, Destination Strategy

Tiki



What we're going to talk about today



How Search has traditionally worked



The main differences with the advent of AI tools



How is that affecting Search strategy



What destinations, hotels, and attractions are navigating this successfully



What can you do as a destination, hotel, or attraction



Q&A

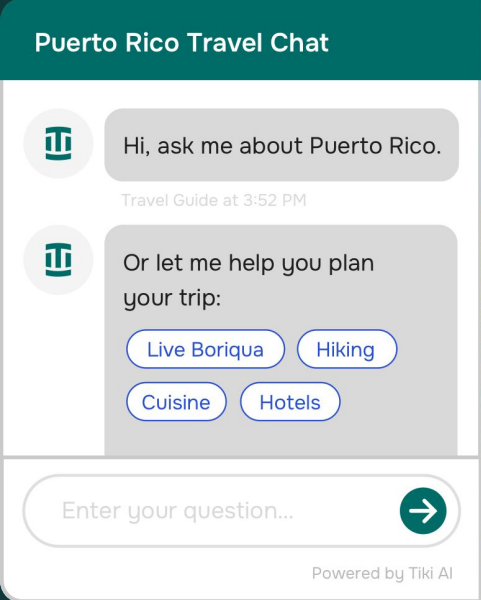
PROPRIETARY TO TIKI



Envoy

Introducing the first ad unit
targeted to Travel Intenders,
offering Conversational
Marketing **powered by AI.**

Puerto Rico Travel Chat




Hi, ask me about Puerto Rico.


Travel Guide at 3:52 PM

Or let me help you plan your trip:

- Live Boriqua
- Hiking
- Cuisine
- Hotels

Enter your question... 

Powered by Tiki AI



PLAN YOUR TRIP

NO PASSPORT
FOR
U.S. CITIZENS
REQUIRED

LIVE
Boriqua

DISCOVER
Puerto Rico

OUR DOMESTIC NETWORK

Where Our Campaigns Are Seen

Over 200 travel websites around the world provide access to their audiences for Tiki DMO campaigns
- over 100M targetable travel intenders every month. Here are some of the top domestic publishers we work with:



A brief history of Search...

“Google has gotten **10 times** harder to get traffic from over the last 10 years, Open AI is a whole different beast.

In Open AI’s case, it’s **750 times** harder to get traffic than it was from Google just 10 years ago.

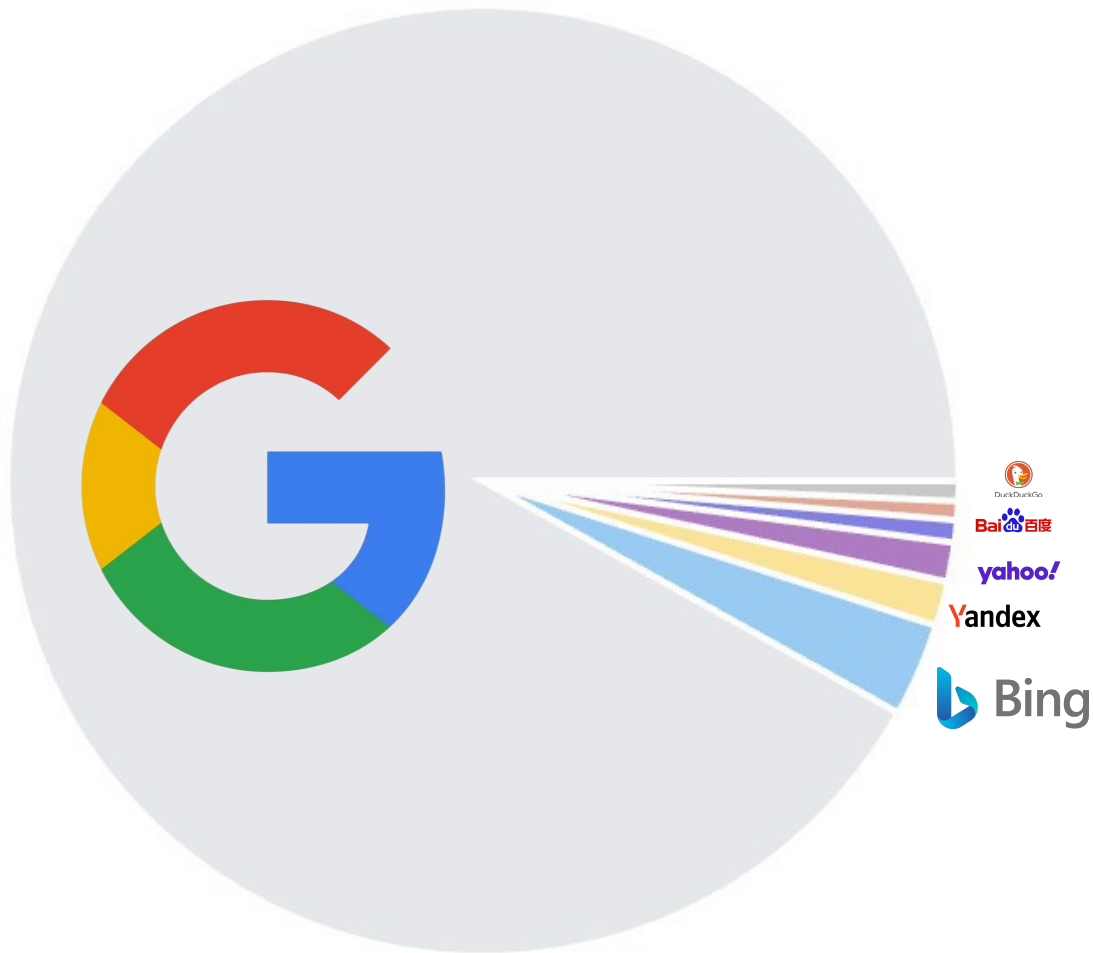
In the case of something like Anthropic, it’s **30,000 times** more difficult to get that traffic.”

Matthew Prince, Cloudflare

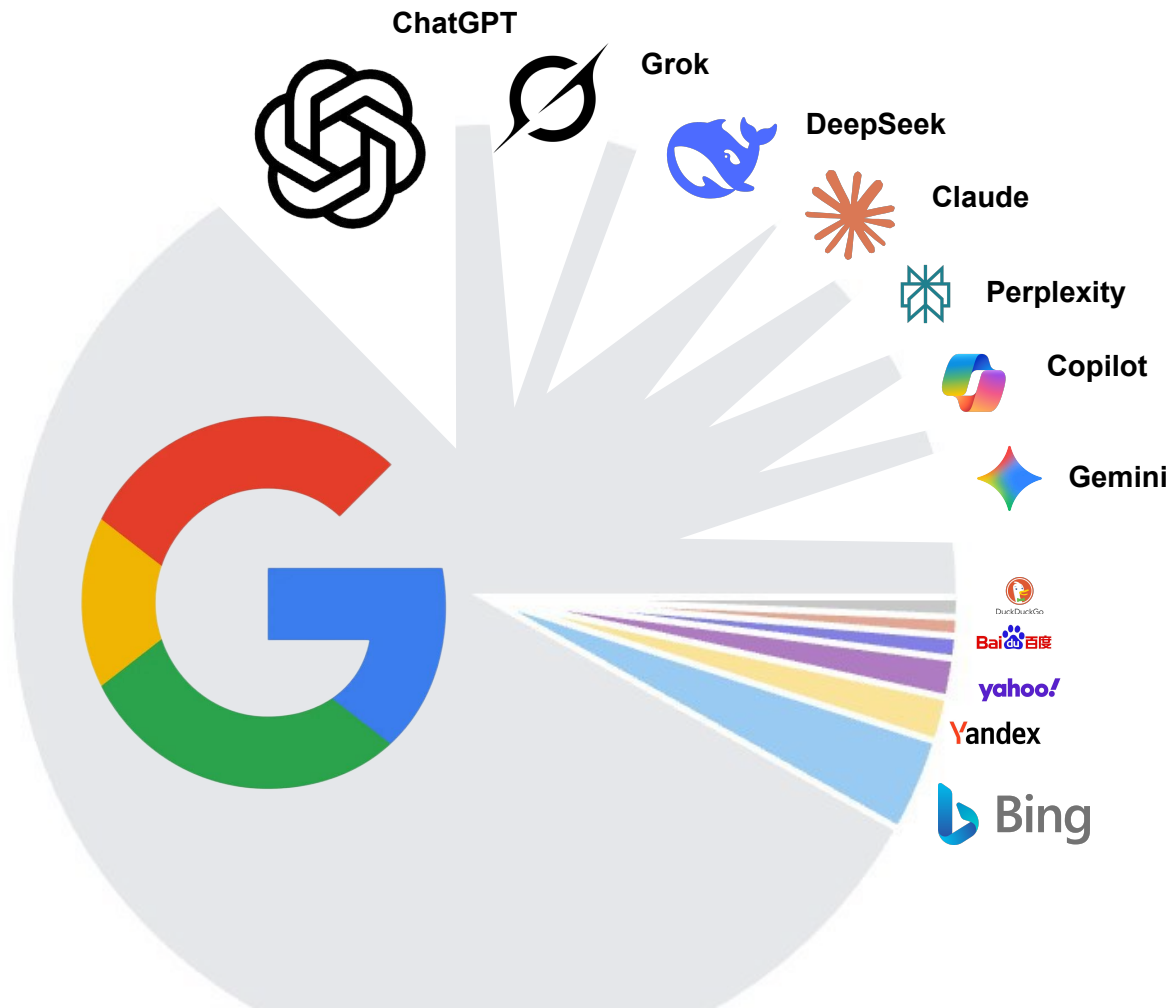


Once upon a time,
there was only one
search engine that
mattered.

*Google.com was (and still is)
about 90% of the global search
market share.*



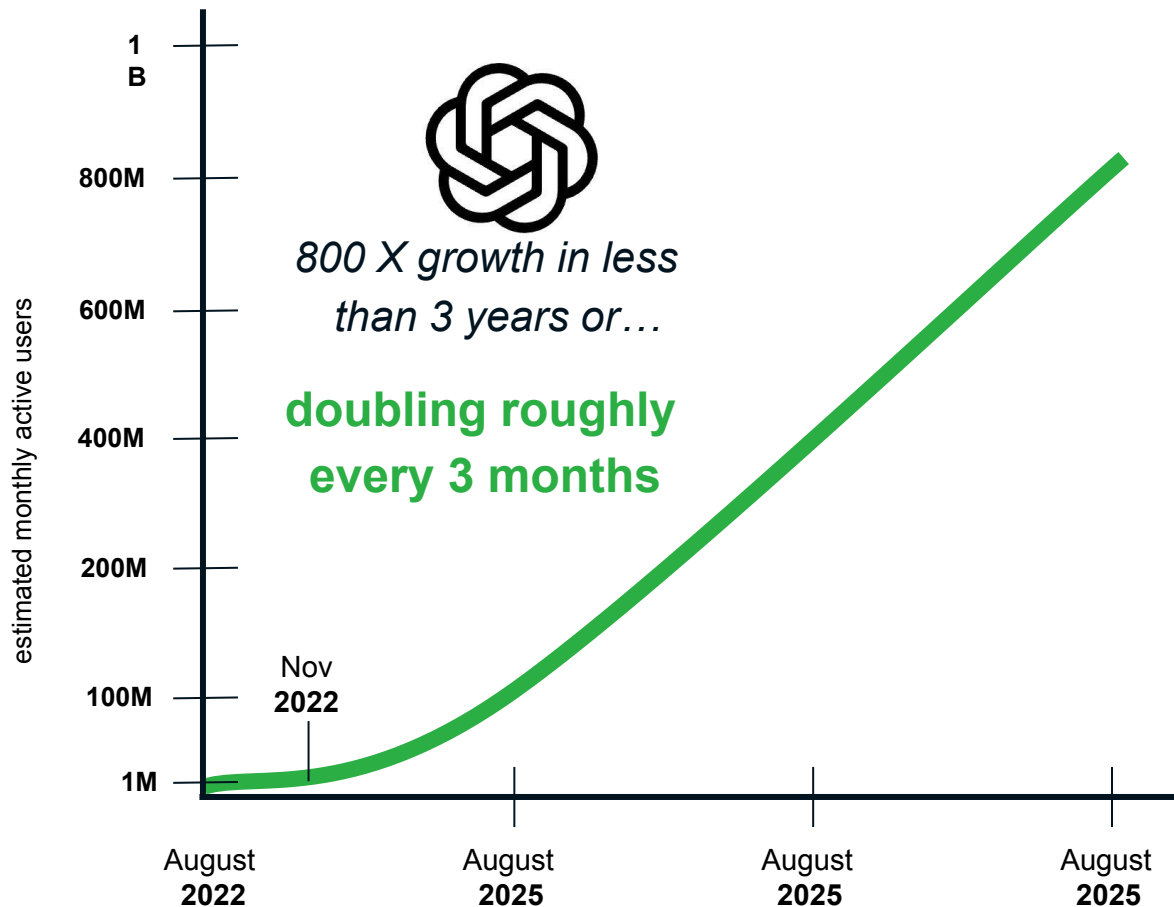
Now suddenly there are a **whole bunch of new players** with competitive products that want in!



And they're growing fast!

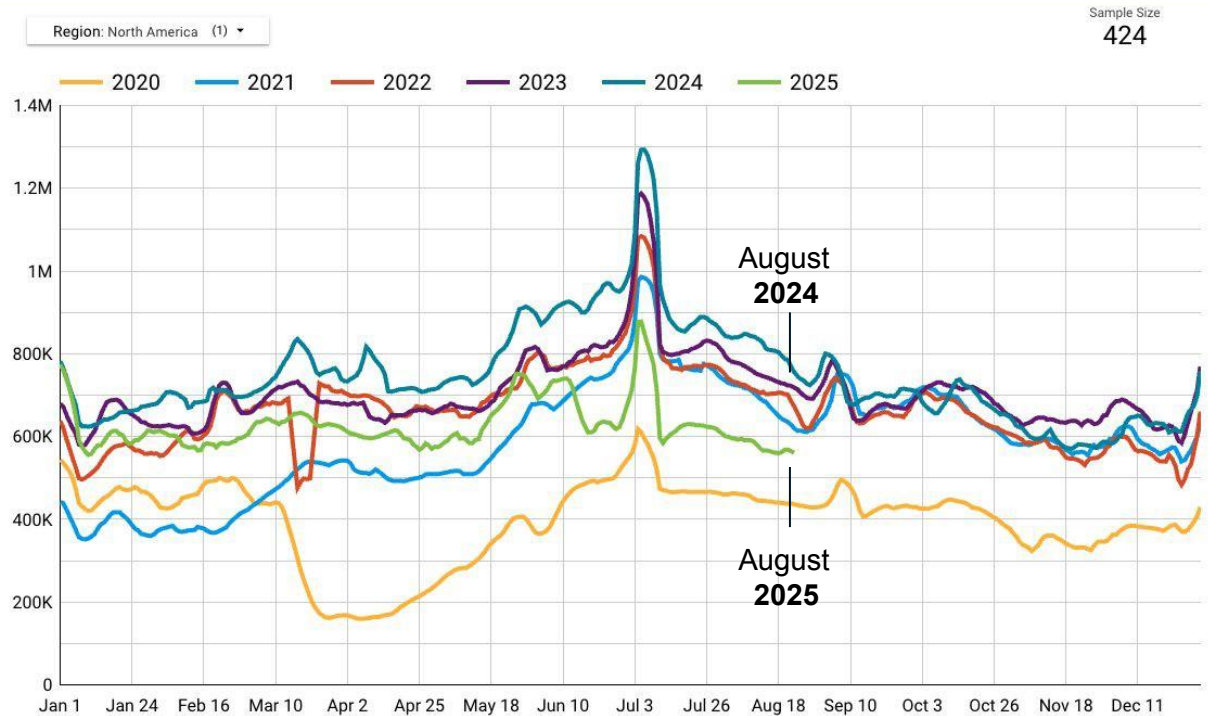
ChatGPT's user base is **already about 14% the size of Google's** and has **doubled every 3 months** since 2022.

It's now the 5th most visited site on the internet.



SimpleView reports a **-21% YoY decrease** in Organic Search traffic across **421 domains**

Organic Sessions to DMO Websites Compared Year over Year (7-Day Moving Average)



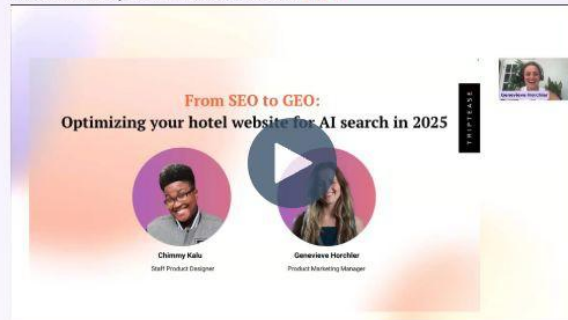
Source: STRATEGY & INSIGHTS TEAM

TripTease reports an average **33% decline in Organic clicks.**

From SEO to GEO: Optimizing your hotel website for AI search in 2025

This event occurred on June 26, 2025

Access the presentation slides [here](#)



Where's the traffic going?

Well... nowhere.

It turns out most of that organic traffic is staying on Google, because AI Overviews already already met the user's need.

AI Overview

The best city in New Zealand depends on your travel interests, with top choices including **Queenstown for adventure, Wellington for culture and arts, Rotorua for geothermal activity, Auckland for a cosmopolitan vibe, and Christchurch for a resilient garden city**. Other notable cities are Dunedin, known for its wildlife, and Napier, famous for its Art Deco architecture. [🔗](#)

Here's a breakdown of what each city offers:

Show more 

9 of the best places to visit in New Zealand -...

As you make your way around the country, you'll see...

 Lonely Planet 



[My 20 Best Places To Visit In New Zealand - Discov...](#)

28 Jan 2019 — View fullsize.
smelly steam on White islan...



 Discover Antipodia 

A scenic landscape featuring a river with a small waterfall, a person sitting on a bamboo raft, and karst mountains in the background under a dramatic, cloudy sky. The text "How AI has changed the search landscape" is overlaid in pink.

How AI has changed the search landscape

DMO Websites face unique challenges

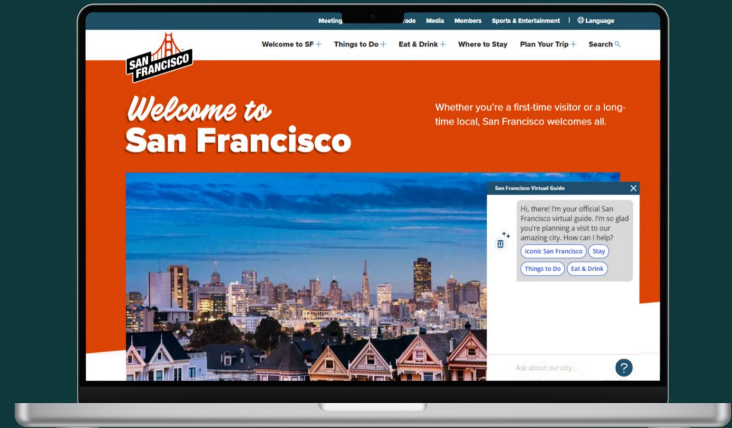
DMOs



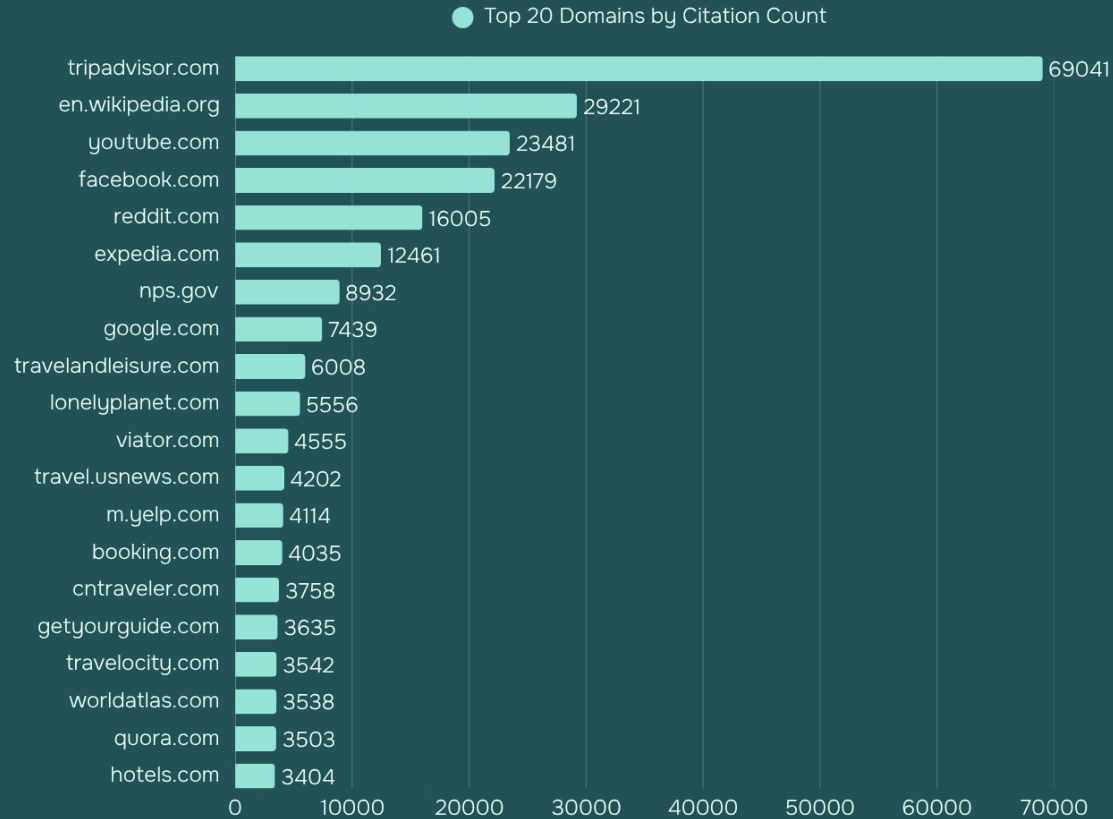
DMOs

Largely being the inspiration side, have lost a lot of traffic due to Google's implement of AI Overviews in Search.

Informational queries (think "things to do in...") are some of the most impacted queries in AI Overviews



What sites are LLMs citing the most often for travel related prompts



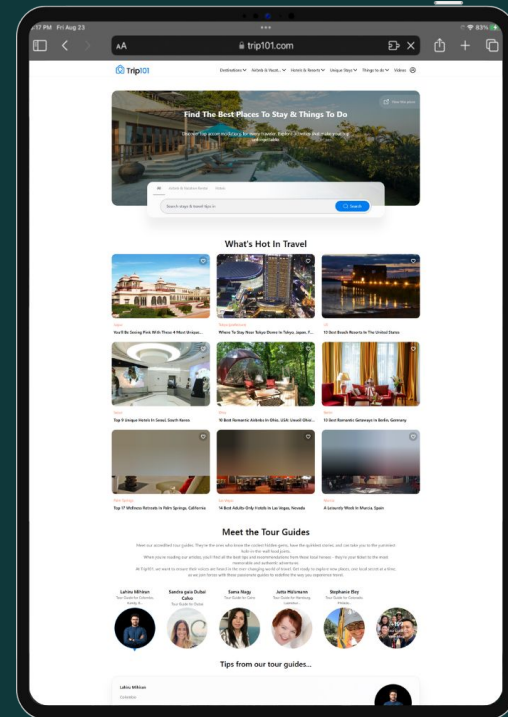
HOSPITALITY/ATTRACTION WEBSITES ALSO FACE UNIQUE CHALLENGES

Hospitality/Attractions

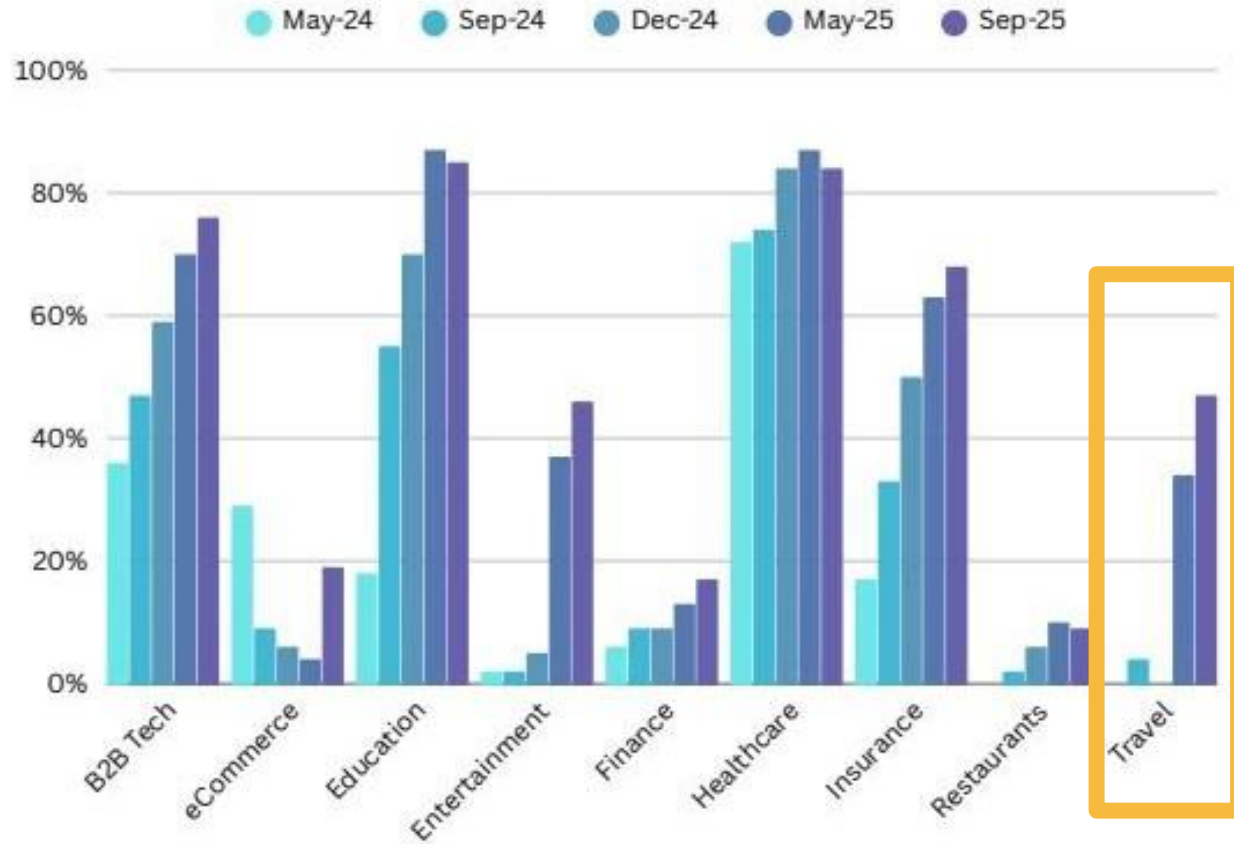


Hospitality/Attractions

Often see incorrect information reflected in LLMs due the LLMs inability to access a lot of booking engines



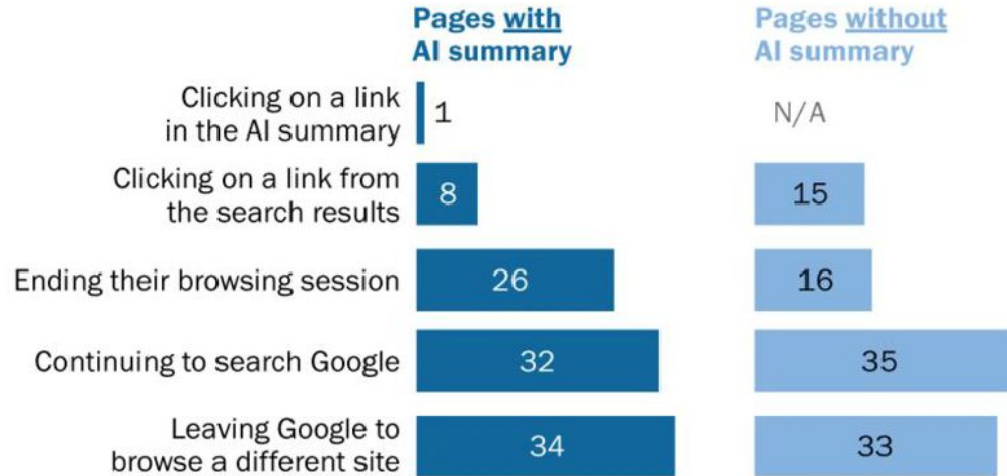
AI Overviews are shown for **about 45%** of travel queries



Here's Why -
When overviews are
shown, **outbound**
clicks are reduced by
about 34.5%.

Google users are less likely to click on a link when they encounter search pages with AI summaries

% of Google searches in March 2025 that resulted in the user ...



Note: Figures may not add to 100% due to rounding.

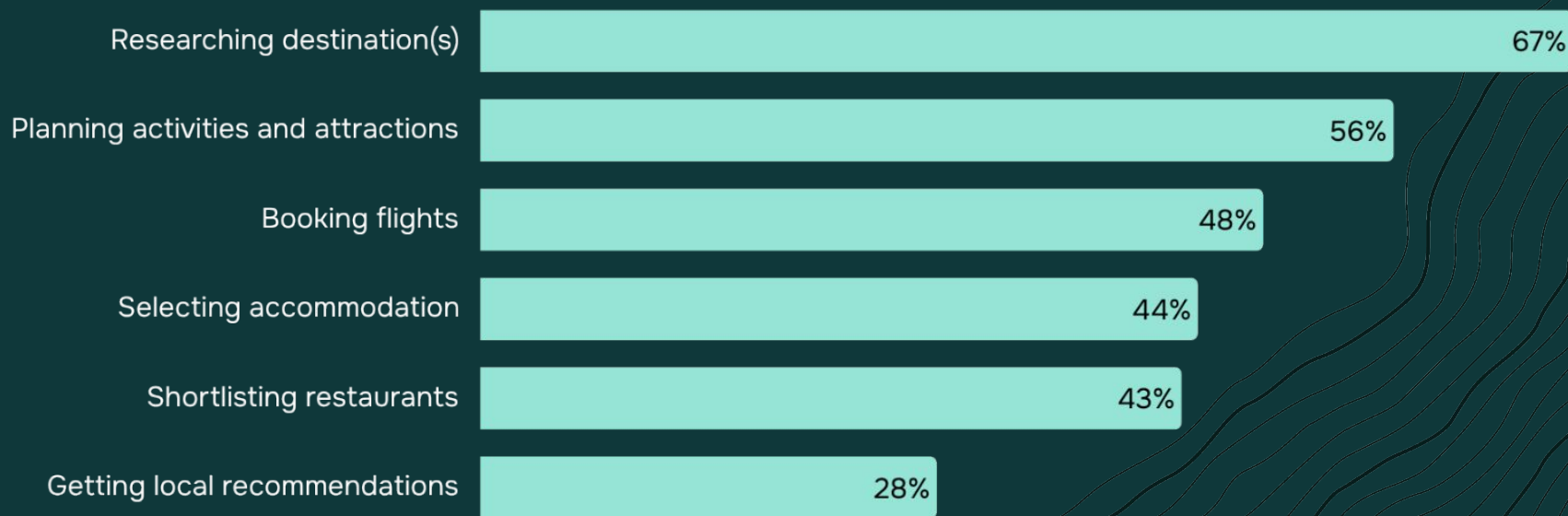
Source: Pew Research Center analysis of 68,879 Google searches conducted by 900 U.S. adults from March 1-31, 2025, using a web browser on a desktop, laptop or mobile device. AI Overview text and search result page content were collected April 7-17, 2025.

PEW RESEARCH CENTER

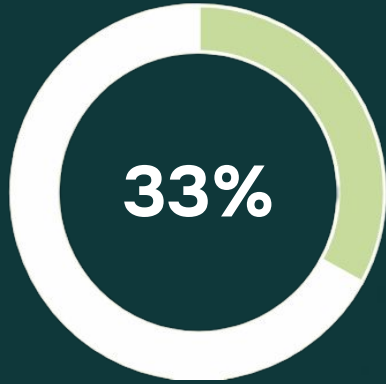
AI is being used for every stage in travel planning

Top Uses of AI in Travel: Researching Destinations

Percentage of travelers using AI for different purposes (by region)

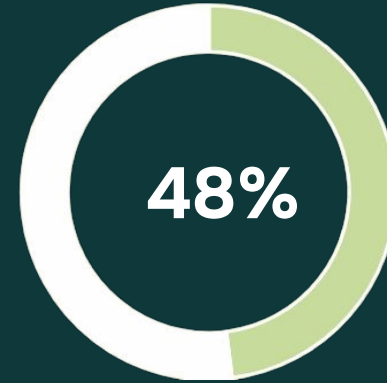


Travel Intender Attitudes To AI Are Shifting



Of travelers have **used an AI tool** to research/plan a leisure trip.

AI Platforms Are Trusted



Of travellers now **trust AI** when **planning** their trips.

Should we panic?

25% of brands are not showing up in AI-powered results at all.

Up to **50% of organic traffic** could be lost to AI search platforms by 2028.

Over **58% of searches** in the U.S. no longer result in a click, and this figure is projected to **exceed 70%** in the near future.

SEO is gone. It's now GEO!

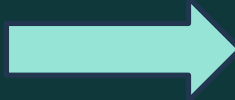
Generative Engine Optimisation

“The practice of structuring and refining content so it's easily understood, trusted, and cited by AI-powered search engines.”

GEO Helps Us In These Ways

1. Credibility (who said it)
2. Specificity (why it's unique)
3. Consistency across trusted sources
4. Recency matters - especially for “latest,” seasonal, and event-driven queries.
5. PR + content strategy should produce “stories worth citing”: quotable facts, strong spokespeople, and distinct angles.

Positive changes to your website content



Fragmented Phrases:

“Hotels in Paris”

“Weather in London”

“European city break”

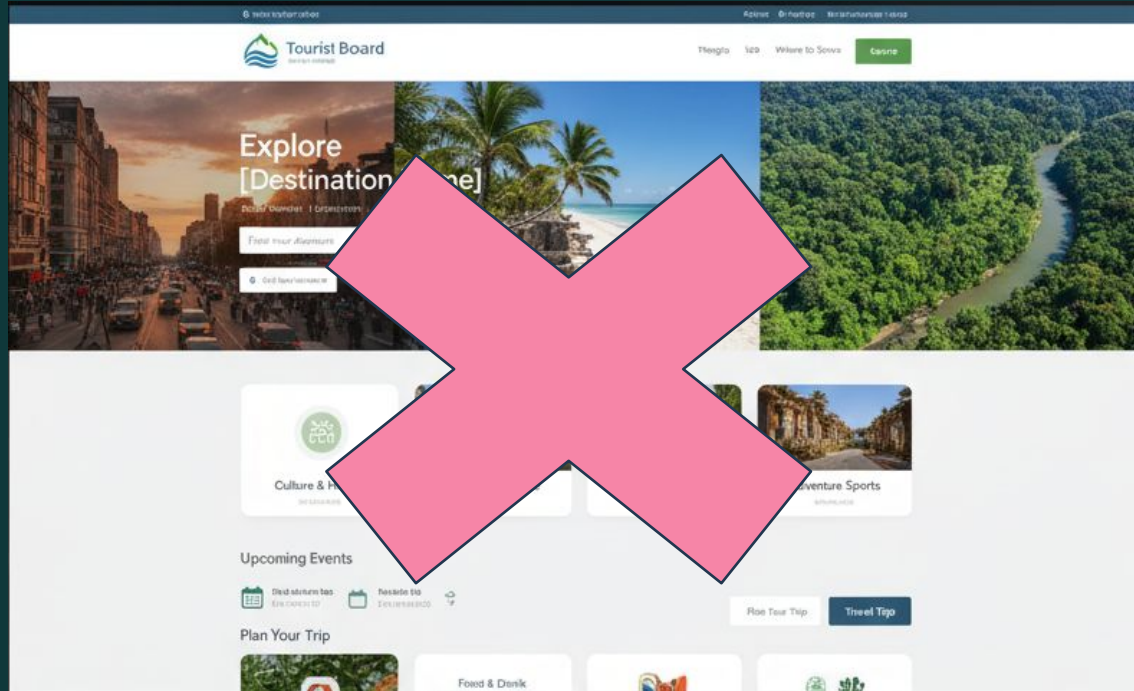
Fully formed questions:

“Where should I go for a long weekend in France?”

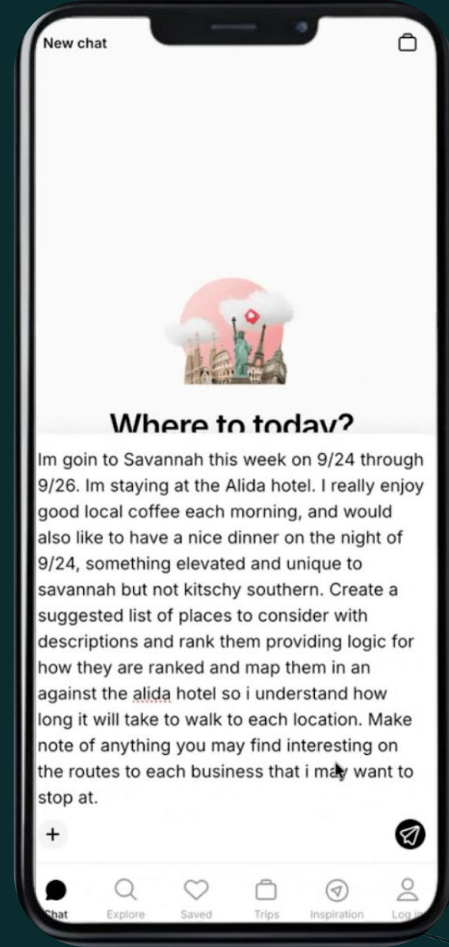
“When is a good time to visit London?”

“Where can you recommend for a three- day city break in Europe?”

Your voice must exist beyond your website



How do you get
found in a world
where **AI designs**
the itinerary?



Proving Expertise

- The first-hand experience of the creator
- The expertise of the creator
- The authoritativeness of the creator, the content itself, and their site
- The trustworthiness of the creator



THE BEST COFFEE SHOPS IN

SAVANNAH

f @ ♥

reatest loves. (see our blog on the so different. Our historic city has franchise brands to the specialty When visiting Savannah, one can only overwhelming! Since moving to this te time to visit each and every coffee not only my personal favorites, but the

i a historic carriage house! Filled with places an emphasis on both community st ethically, but personally, as the accomplished Guatemalan roasters to ft. The cafe also boasts an enviable to make the perfect brew!

WE'RE T. C. & BRENNA MICHAELS

We're Savannah authors, tastemakers, historians, and classical storytellers.

the Savannah AUTHOR

Hi! I am Damian, let me take you on an adventure to explore the Catholic world, but also learn more about photography and film! I create visuals for the glory of God, let me help you tell your story!

BLOG CATEGORIES

- Catholic Devotions
- Catholic Journal
- Catholic Sites
- Church Tradition

THE ATTIC ON EIGHTH

ABOUT THE TEAM CATEGORIES CONTACT SEARCH

July 3, 2019 · Raquel Reyes

Coffee Shops of the World: Savannah, Georgia

The love between a member of The Attic and our caffeine is perhaps unparalleled. It comforts us and sustains us, and at home nothing gets us going faster in the mornings or brings more easy enjoyment with friends. Traveling, we seek it out religiously, to save us from jet lag and submerge us within the local energy, becoming a home away from home – a place where we gather with friends or fellow travelers and stop to recharge between sights. In this series, we are sharing our favorite independent coffee shops at home and around the world.

Six amazing Savannah coffee shops for remote work or studying

HOME · LATEST POSTS · SIX AMAZING SAVANNAH COFFEE SHOPS FOR REMOTE WORK OR STUDYING

advertisement

greentruck neighborhoodpub

15 YEARS! THANK YOU!

advertisement

MAKE ART

Welcome to Super bloom

Five from Savannah's coffee-making heritage: Love, Peace and Coffee. Savannah and the St. John Street Market in 1981. Super bloom created by the local makers for the market in 2019. Super bloom is over 30 local artists and 60% of shop sales are donated to our mission. One the genre. Savannah has blossomed into a space for artists and art-lovers alike, with more shops, food markets, and art events that make us prouder by the day. Let's make Savannah's creative spirit!

By Vanessa Lantos (Spicy Melon)

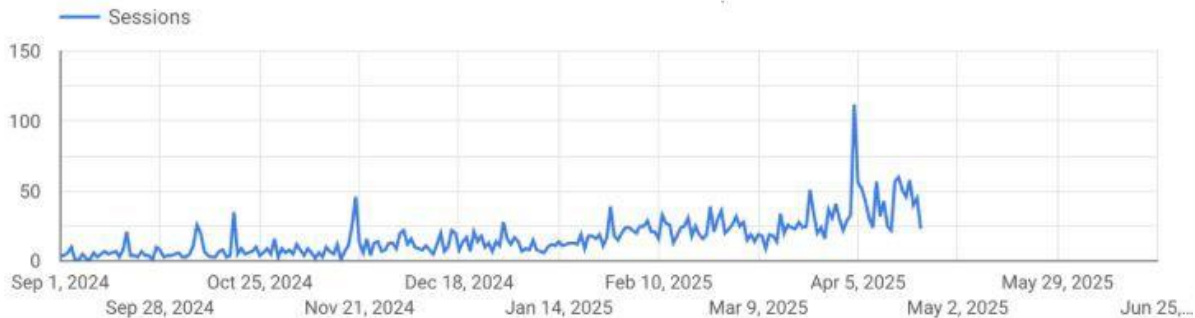
Hey there! Happy Monday! This article is all about 6 handpicked Savannah coffee shops

Set up your analytics to monitor traffic from LLMs

LLM Traffic
(from Google Analytics)

Session source	Sessions	
chatgpt.com	<div style="width: 92%;"></div>	3,655 ↑
perplexity	<div style="width: 5%;"></div>	193 ↑
perplexity.ai	<div style="width: 2%;"></div>	78 ↑
gagppt.app	<div style="width: 0%;"></div>	-
Grand total	3,982	3,918 ↑

1 - 4 / 4 < >



^.*ai|.*\.openai.*|.*copilot.*|.*chatgpt.*|.*gemini.*|.*gpt.*|.*ne
eva.*|.*writesonic.*|.*nimble.*|.*outrider.*|.*perplexity.*|.*goo
gle.*bard.*|.*bard.*google.*|.*bard.*|.*edgeservices.*|.*astas
tic.*|.*copy.ai.*|.*bnngpt.*|.*gemini.*google.*\$

Know how **AI models** answer questions about **your brand**.

Tool	Key Features	Pricing	ChatGPT	Gemini	AIOs	Perplexity	Claude	Meta AI	Copilot
Profound	AI search volume insights, brand visibility tracking, technical insights	Custom, book demo	Y	Y	Y	Y	N	N	Y
Scrunch	Brand visibility tracking, optimization, journey mapping, data discrepancies	Custom, book demo	Y	Y	Y	Y	Y	Y	N
Peec	Brand visibility tracking, benchmarking, trend analysis	€90-€499/month	Y	Y	Y	Y	Y	N	N
Semrush AI Toolkit	Brand visibility tracking	\$99/month/domain	Y	Y	N	Y	N	N	N
Semrush (Search Engine Targeting)	Keyword based ChatGPT rank tracking	Guru or Business plan only. \$249-\$499/mo	Y	N	N	N	N	N	N
Semrush Enterprise AI	Track your brand mentions, sentiment, and competitors in real time	Custom, book demo	Y	Y	Y	Y	N	N	N
Nightwatch	Keyword based ChatGPT rank tracking	\$39-\$699/month+	Y	N	N	N	N	N	N
Otterly	Brand visibility tracking, link monitoring, sentiment	\$29-\$989/month	Y	N	Y	Y	N	N	N
SE Ranking	Track AI Overviews, analyze keyword exposure	Pro or Business plan only. \$119-\$259/mo+	N	N	Y	N	N	N	N
Rankscale	Brand visibility tracking, technical insights	Custom, book demo	Y	Y	Y	Y	Y	N	N
Knowatoo	Brand visibility tracking	Free (ChatGPT only)-\$99/mo	Y	Y	N	Y	Y	N	N
Goodie	Brand visibility tracking, sentiment analysis	Custom, book demo	Y	Y	Y	Y	Y	Y	N
RankRaven	Brand visibility tracking	\$49-\$349	Y	N	N	N	N	N	Y
seoClarity	AI optimization, content audits, search visibility tools	Custom, book demo	Y	Y	Y	Y	N	N	N
Similarweb	Chatbot referral analytics, traffic monitoring	Custom, book demo	N	N	N	N	N	N	N

BRIGHTEDGE



Check your **technical** fundamentals

- **Fast, Mobile-First Pages** – LLM-based ranking engines factor in Core Web Vitals
- **Clean URL Structure** – Readable, keyword-rich slugs (e.g., /ai/faq/how-to-ask-questions).
- **Robust Crawlability** – No orphan pages, proper robots.txt, XML sitemap, and canonical tags. no broken links.
- **No Client-Side Rendering** – Ensure bots can fetch the full page
- **Schema Markup for Core Content Types** – Article, BlogPosting, FAQ Page, HowTo, Product, etc.
- **Rich Media Annotation** – Alt-text, captions, and video transcripts allow AI to process media.

Realign your content strategy

- **User-Intent-First Writing** – Write for the question or problem a reader is asking, not just for keywords.
- **Natural-Language Writing** – Favor sentence-length variation, active voice, and colloquial phrasing that mirrors spoken queries.
- **Answer-the-Question Format** – Start sections with a direct, concise answer, then elaborate.
- **Narrative Structure & Clear Segments** – Use headings (H1-H3), bullet lists, tables, and “step-by-step” sections so the model can extract concise answers.
- **Content Types that Feed LLMs** – FAQs, “How-to” guides, comparison tables, and “explain-like-I-am-five” posts are highly trainable.
- **Updated & Authoritative Voices** – Keep facts fresh; link to primary sources or data sets to signal trustworthiness.
- **Understand your built in advantages and disadvantages**

Realign your content strategy


VISIT SAVANNAH EST. 1733

Things To Do ▾ Neighborhoods & Districts ▾ Planning Essentials ▾ Places to Stay ▾ Search 🔍

LIST

12 Places To Grab Your Morning Coffee in Savannah

By Brittany Howard



EXPLORE MAP

Savannah Coffee Roasters cappuccino.

Savannah is the city where coffee reigns supreme! The java-obsessed baristas and roastmasters here don't mess around when it comes to their craft. From a bold brew to a fancy frozen frappe, these coffee shops have it all, and they're not afraid to flaunt it.


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LIST

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EXPLORE MAP

Shutterstock/Coffee Roasters Cappuccino

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01





Photo courtesy of Gallery Espresso

Gallery Espresso

Located on the south end of **Chippewa Square**, **Gallery Espresso** serves up their own house blend coffee, dozens of teas and an array of specialty espresso drinks. Gallery Espresso showcases plenty of art work inside their dining area, and often these works are created by the baristas who work there.

02



The New Role of PR

- **AI leans on trusted sources:** An analysis found 89% of links cited by AI assistants come from earned media (editorial) sources – not ads or sponsored posts .
- **From awareness to discovery:** Think of PR beyond just awareness – it’s now a key driver of digital discoverability . Quality travel journalism and blog features help put your destination on the AI “map” when people query where to go.
- **Credibility is king:** It’s not about simply inserting marketing copy; it’s about earning a credible presence in the outlets that AI considers reliable . Being featured in high-authority travel publications boosts your visibility in both traditional and AI-driven search results.

From ChatGPT

4. Reputation > Rankings

In AI search:

- Being **credible** beats being **optimised**
- Being **quoted** beats being **clickable**
- Being **consistent** beats being **loud**

Strong PR ensures:

- Your organisation is described accurately
- Misconceptions don't dominate the narrative
- Competitors don't define the category for you



Who's getting it right?

Bermuda – When AI Goes Island Style

An aerial view of a luxury resort pool and patio overlooking the ocean. The pool is irregularly shaped with blue mosaic tiles and is surrounded by a light-colored stone patio. Several lounge chairs and white umbrellas are scattered around the pool. In the background, there are white buildings with grey roofs and a small white tower. The ocean is a vibrant turquoise color, and the sky is blue with some clouds.



2023 & 2024: Named #1 Island in the Caribbean and Atlantic, Condé Nast Traveler Readers' Choice Awards

2024: HSMAI Silver Adrian, Best Integrated Campaign

2024: HSMAI Bronze Adrian, Best Advertising Brand Campaign

2024: HSMAI Top 25 Extraordinary Minds in Hospitality, Jamari Douglas

2025: HSMAI Gold Adrian, Digital and Social Media

2025: HSMAI Silver Adrian, Public Relations & Communications Influencer Marketing

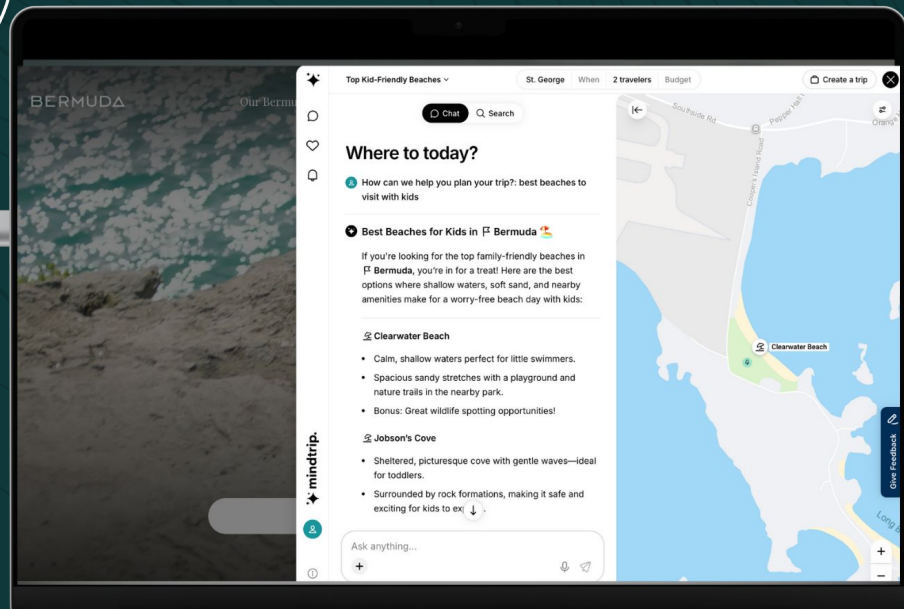
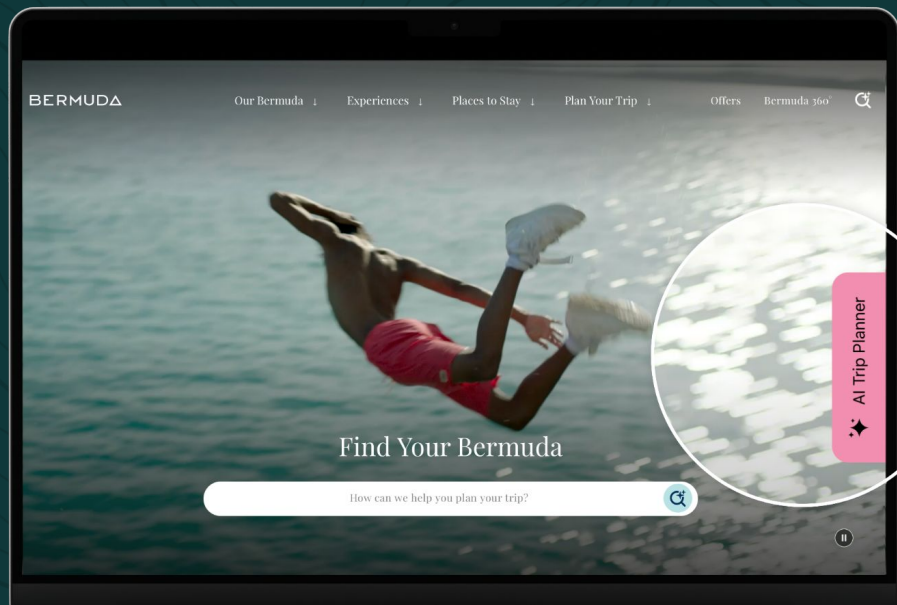
Find Your Bermuda

|

AI Trip Planner

Give Feedback





MEET

 Envoy





Lodging demand dominates (44.5%) → lead with lodging + value messaging
45% of U.S. travelers expect to increase travel spend (there's a willingness to book) but are seeking perceived value before doing so.

Events drive a big second (28.0%) → “live tourism” packaging pays
Call out “live tourism” (festivals, sports, conventions) as a major revenue engine for destinations and hotels.

Access questions (14.1%) → target Canada & flight windows
Travel-access queries pair nicely with Skift’s Canada Caribbean story: flight searches for Q3 2025 are up 22% YoY, and Bermuda specifically is +66% among Canadian searches. Spotlight summer access (routes, stopovers, entry requirements).

Cuisine interest (13.4%) → sell experiences, not just places
Travelers are seeking authentic connection, shift from destination-focused to experience-driven travel.

Macro tailwinds: demand is steady to modestly up
Skift’s Travel Health Index shows 2025 running ~2% above 2024 globally—solid ground for sustained testing of chat-led conversions.

Actionable Moves

- **Event-led routing:** If a user taps anything “events,” route to an events → nearby stays → quick-book path. (Matches “live tourism” revenue lift.)
- **Value nudges on lodging:** Surface bundles, day-pass style amenities, and transparent price comps (value without discounting the brand).
- **Geo-target Canada in summer:** Auto-inject Canadian access tips, currency cues, and weekend event picks to exploit the Q3 demand spike.
- **Experiential copy everywhere:** Reframe content as “what you’ll do” (culinary trails, festival weekends, reef-to-table) to match the experience-led planning mindset.



BERMUDA

TOURISM AUTHORITY



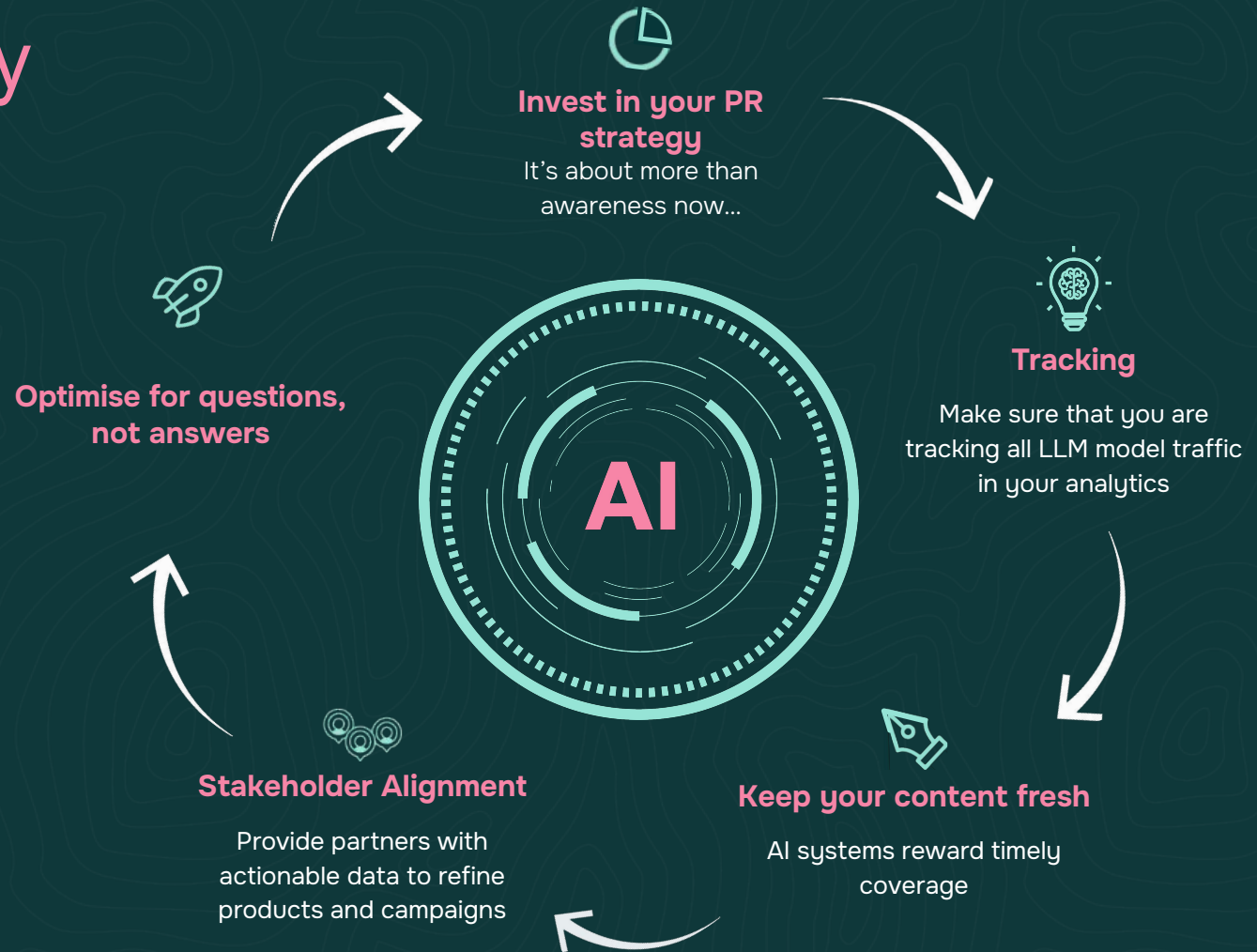
Visit Bermuda



An underwater photograph showing two divers swimming in clear blue water. In the foreground, a large, rusted metal structure, likely a shipwreck, is visible on the seabed. The water is bright blue, and the scene is captured from a low angle, looking up towards the surface.

Key Action Items

To take away



What You Can Measure Today

And What's Emerging



Data You Can Measure TODAY...

These KPIs are achievable now using owned data, partner platforms, and content audits.

Narrative Alignment Score

- ❖ Compare AI-generated destination summaries vs brand pillars
- ❖ Manual audits + AI output analysis

Brand-to-Category Association Strength

- ❖ Analyze how often AI links destination to experiences (food, culture, sustainability, events)

Prompt Coverage Across the Journey

- ❖ Test common inspiration, planning, and comparison prompts
- ❖ Track presence across journey stages

First-Party Intent Signal Growth

- ❖ Conversational queries, planner tools, AI chat engagement, saved trips

Content Extractability Rate

- ❖ Audit schema, structured content, FAQs, long-form guides
- ❖ Identify which assets AI consistently pulls from

Emerging/Partner-Enabled KPIs (Next 12–24 Months)...

These are evolving as AI platforms, publishers, and media networks mature.

AI Answer Share

- ❖ Share of AI travel responses mentioning the destination

AI Citation & Attribution Frequency

- ❖ How often content is referenced, summarized, or paraphrased

AI Trust & Authority Score

- ❖ Frequency of “recommended,” “best,” or “trusted” language

Zero-Click Influence Index

- ❖ Measuring influence without a session or pageview

AI-Driven Demand Lift

- ❖ Incremental awareness and intent shaped by AI exposure

To get a copy of this deck:





Let's do great things
together.

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tiki.com