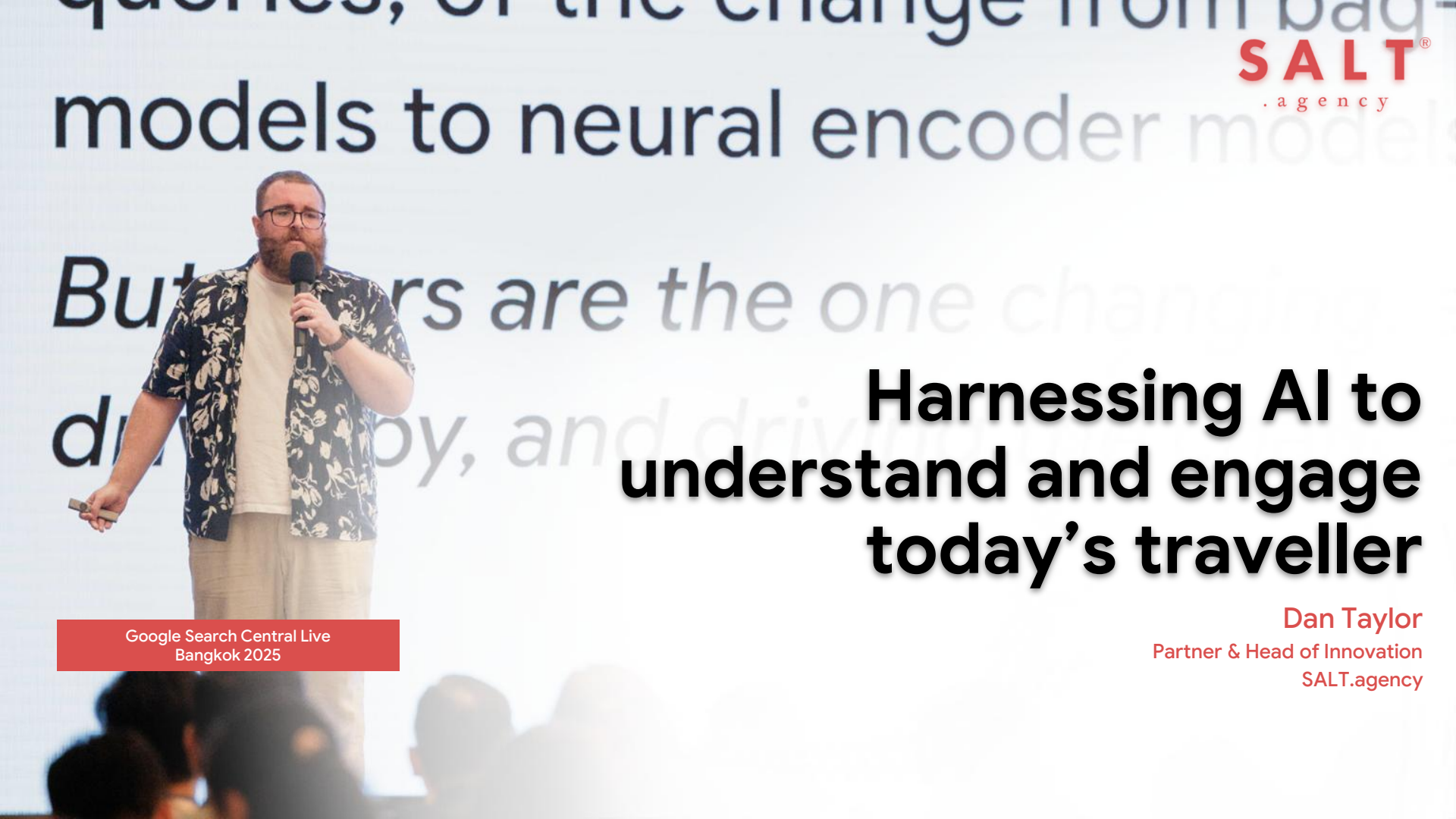

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Harnessing AI to understand and engage today's traveller

Google Search Central Live
Bangkok 2025

Dan Taylor
Partner & Head of Innovation
SALT.agency

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https://salt.agency/etoa

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Artificial Intelligence.

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AI summaries cause 'devastating' drop in audiences, online news media told

Exclusive: Study claims sites previously ranked first can lose 79% of traffic if results appear below Google Overview

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Companies must adapt as AI becomes the norm in travel search

Comment Aug 11, 2025, 08:00 GMT Brennen Bliss

AI, growth of the middle class drive global travel industry expansion

Booking.com data finds surge in AI use in trip planning

Tourists turning to artificial intelligence for holiday inspiration

Travel association Abta predicts that AI will only continue to grow in use when researching holidays

Amelia Neath • Wednesday 08 October 2025 10:04 BST • 0 Comments

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The Evolving Traveller.

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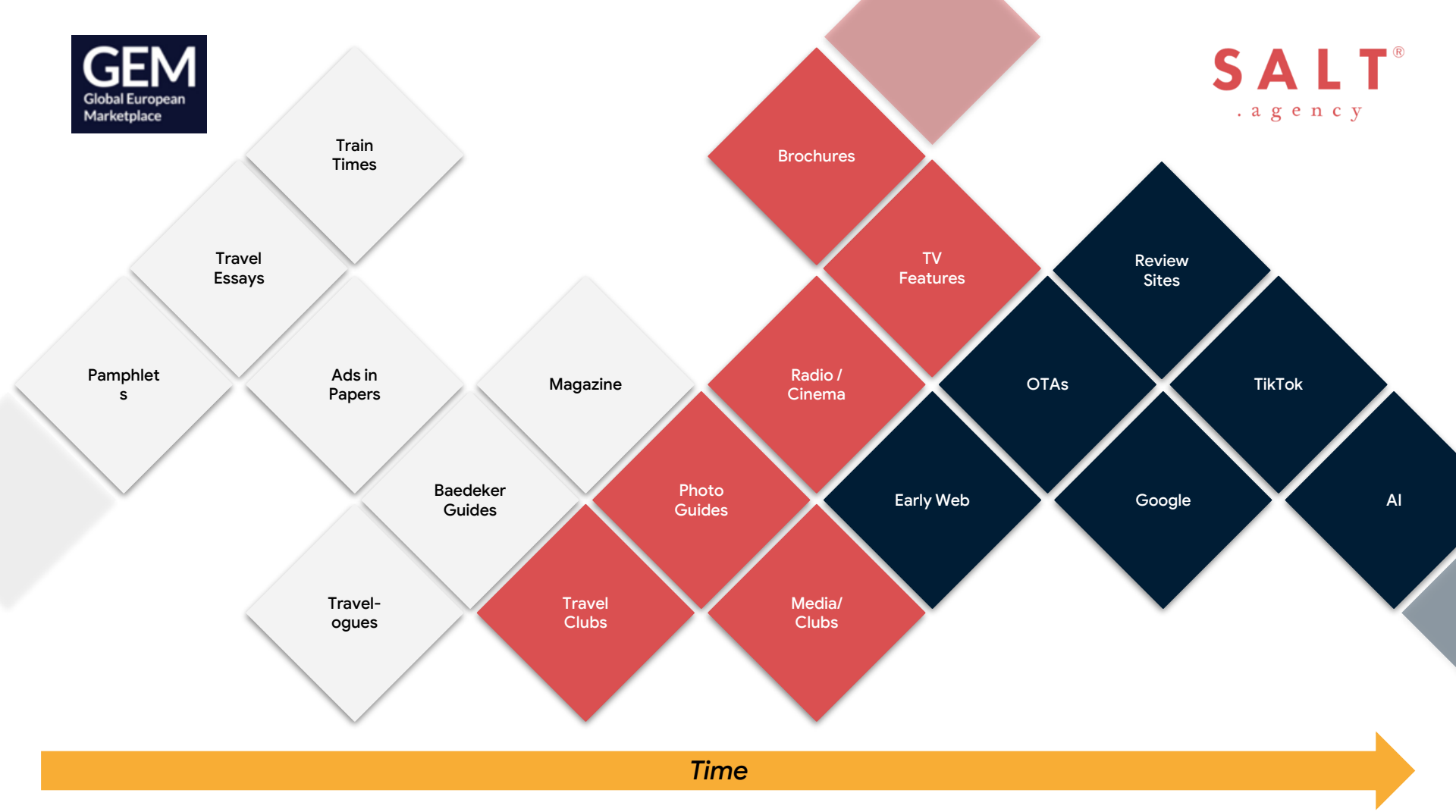
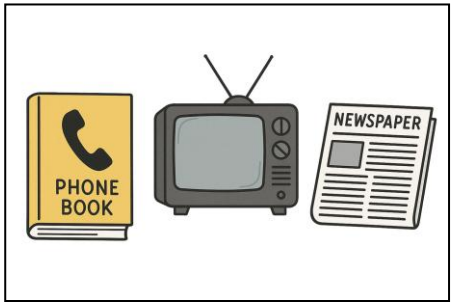
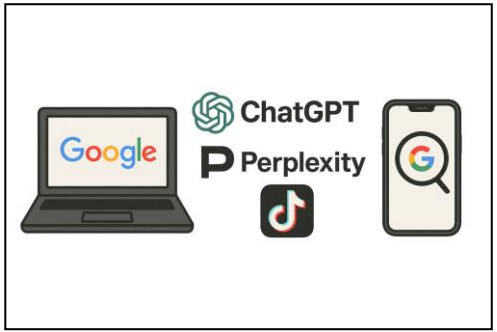




Information Consumption 1.0

Information Consumption 2.0



Information Consumption 3.0

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Narrow Search Journey

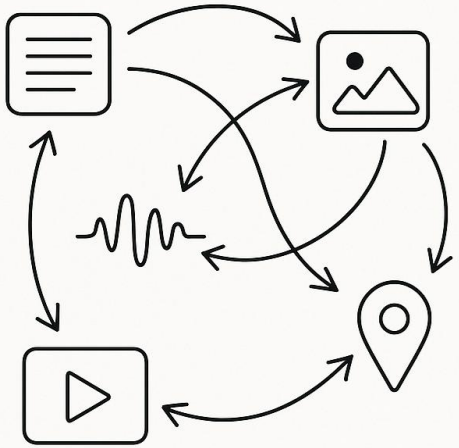
Query 1

Query 2

Query 3

Query 4

Multi-Modal Search Journey



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Travel & leisure

Almost a fifth of young UK adults use AI to design holiday, study finds

Traditional package holiday is still the most common eventual purchase, travel industry body Abta reports

Gwyn Topham *in Magaluf*

Tue 7 Oct 2025 13.38 BST

Share

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LIVING → ARTIFICIAL INTELLIGENCE —
August 28, 2024

Tips to plan the best trip using Meta AI

"GMA" sponsor Meta shares how artificial intelligence can help take your family vacation to the next level.

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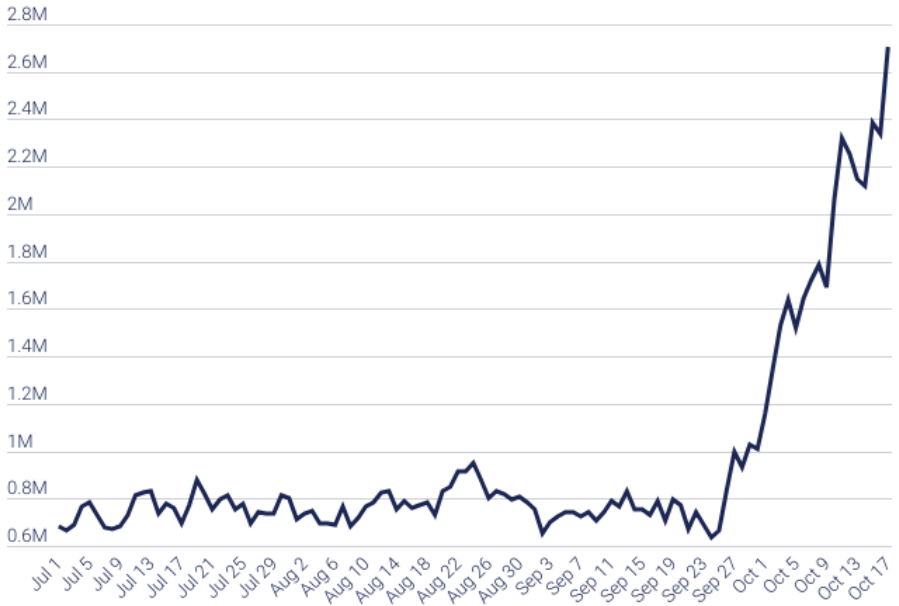
Daily Active Users on Meta AI



iPhone & Android | Worldwide

similarweb

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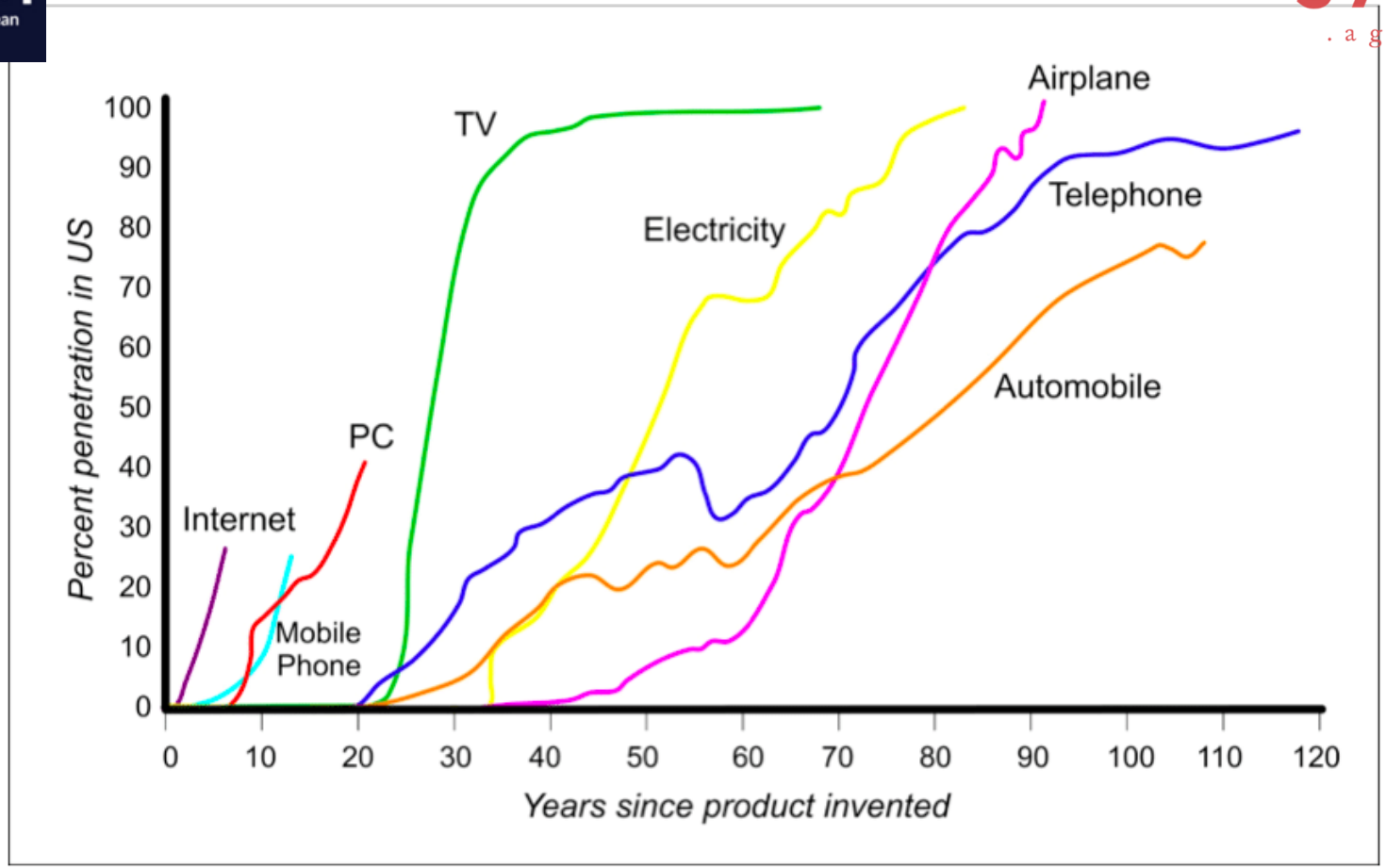
Gen Z are heavy users of Google Search.

Signed in users aged 18-24 issue more queries each day than any other age group.

How a license to lead can transform human potential in an AI world ~ EY.com


Percent penetration in US
100
90
80
70
60
50
40
30
20
10
0
0
10
20
30
40
50
60
70
80
90
100
110
120
Years since product invented
Internet
PC
Mobile
Phone
TV
Electricity
Airplane
Telephone
Automobile

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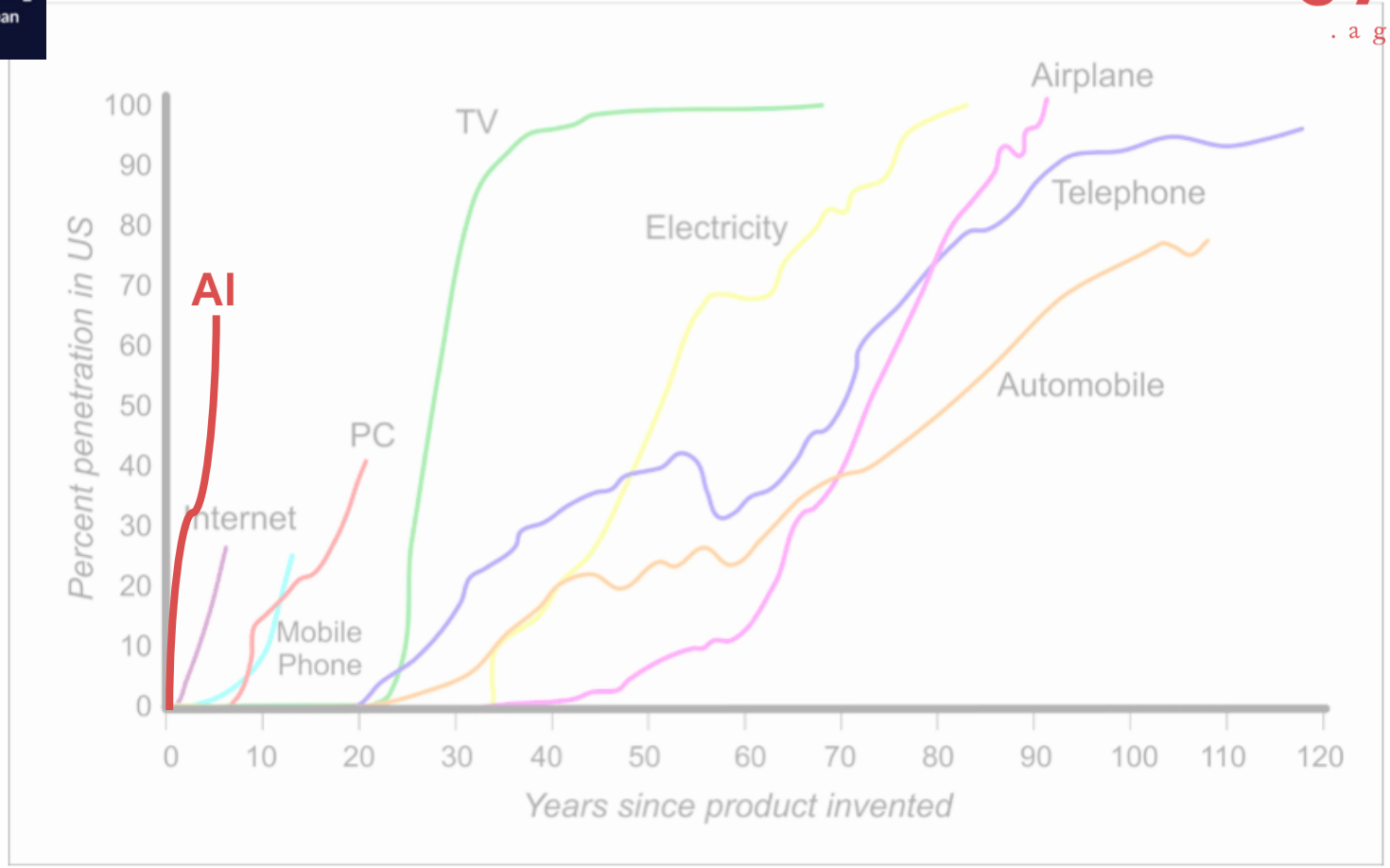

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AI’s Impact on Marketing & SEO

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Consumer Side

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The Internet

The Internet
with AI stuff

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Narrow Search Journey

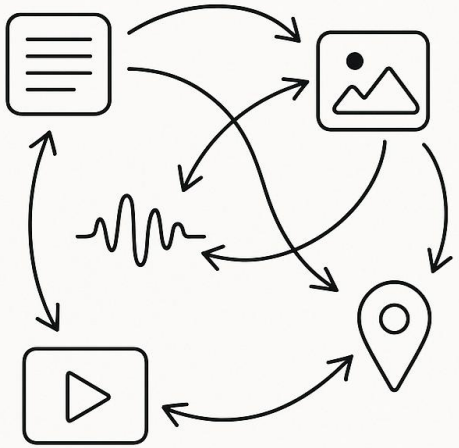
Query 1

Query 2

Query 3

Query 4

Multi-Modal Search Journey



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What is AI Search offering travellers that traditional Search isn't?

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Inspire

Assure

Empower

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From early grand tours and seaside holidays to today's TikTok-inspired weekend trips, the core motivation remains the same — **people travel to explore, to escape routine, and to experience something different.**

Modern travelers pursue wellness, novelty, or digital bragging rights — but it's still about transformation through movement.

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Travel decisions have always relied on trusted intermediaries.

That trust has shifted to reviews, influencers, and AI trip planners.

Even when the format changed from printed guides to algorithmic recommendations, travelers still depend on someone or something to filter choice and reduce risk.

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Every generation of travelers has negotiated how much control to keep versus how much to allow.

Many rely on OTAs or AI trip assistants — still a tradeoff between ease and personalization.

The tension between hands-off simplicity and hands-on customization persists as a defining feature of travel behavior.

Samsung ©

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- Both technology and human interactions matter when people decide to use AI-based services.
- How easy and useful the AI feels is important for adoption.
- Support and guidance from real people also strongly influence whether customers trust and use AI.
- In developing countries, the human side of the service matters even more than the AI technology itself.

Emerald Insights, A study on consumer adoption of technology-facilitated services

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Business Side

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Generative AI

AI Visibility

Agentic AI

Data & Analytics

Generative AI

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- ChatGPT / Claude / Gemini for itinerary building and tone optimization
- Uizard / Durable / Gamma for rapid campaign creation
- Data analysis use case: Using AI to cluster customer reviews or destinations
- Personalization: Dynamic landing pages or chatbot-based trip planners
- Automation: Using Zapier + AI to streamline repetitive marketing tasks

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Using AI to generate

images

content

video

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Google doesn’t care if you use AI to generate images or videos, as well as they are accurately representative.

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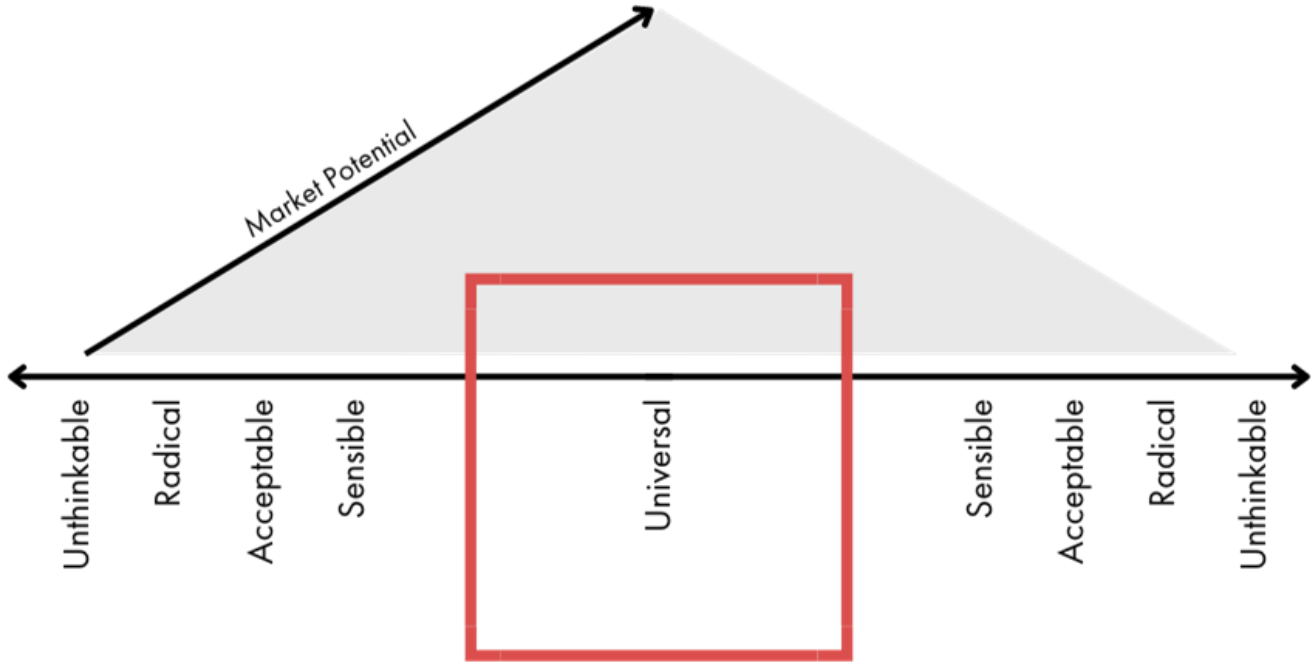

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Users do care if images are AI-generated. They often find AI images “strange” or “uncanny,” notice biases, and focus more on technical quality than creativity. People use various strategies to make sense of AI creations, such as trying to humanize or dehumanize the technology. Exposure to AI images provokes emotional and critical reactions, not just artistic comparisons.

Prins, N. & Sadik, O. (2024) 'How do people experience the images created by generative artificial intelligence?', *Consciousness and Cognition*.

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AI generated content

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Google doesn’t care if content is AI generated, and most studies show a lot of users can’t tell the difference.

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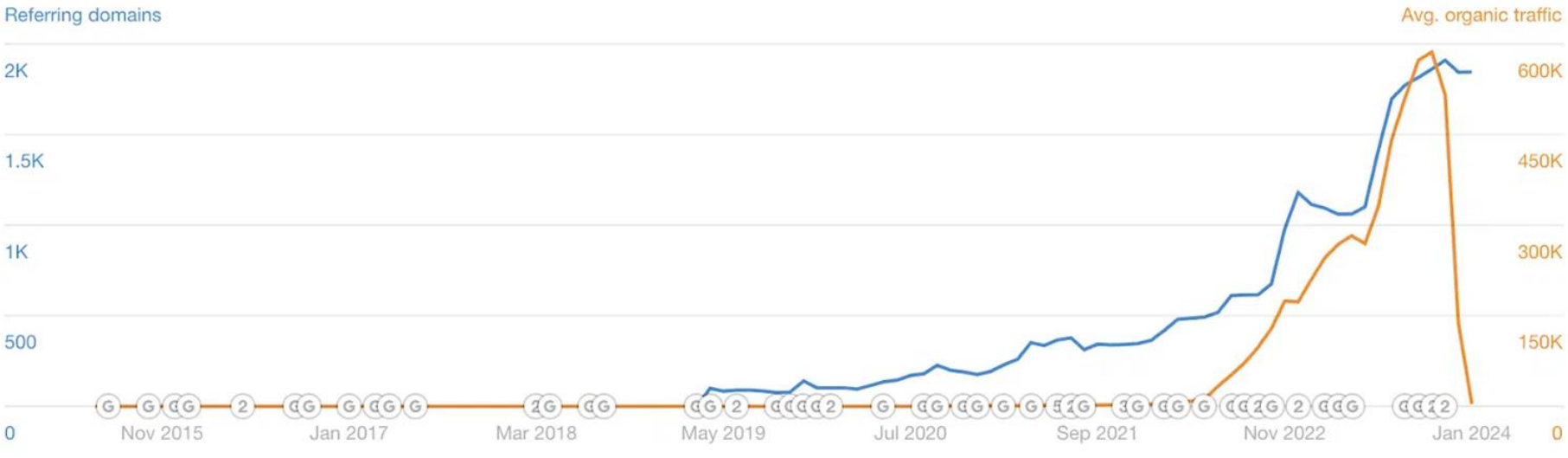
Performance

Referring domains | Avg. Domain Rating | Avg. URL Rating | Avg. organic traffic | Avg. organic traffic value

Organic pages | Avg. paid traffic | Avg. paid traffic cost | Crawled pages



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This AI generated content website failed to maintain a key requirement of being visible in Search.

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AI Visibility

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There is a strong correlation between ranking well in traditional Search (SEO) and appearing in AI Search. But it’s not essential.

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If you're not indexed in Google (or Bing)...

You're not appearing in AI.

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Quality.

What users, and search engines, care about is the umbrella of quality.

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EEAT

Expertise, Experience, Authority, Trust.

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Spoiler. You can’t optimise for EEAT, but you can demonstrate it.

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Jane is the Sr. Content Creator at this luxury yacht retailer — you might have seen her work among our extensive yachting news section over the years. She concentrates mainly on content creation, website optimization, and tackling editorial tasks, among many other things.

Agentic AI

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Agentic AI is AI that can think and act on its own to get things done.

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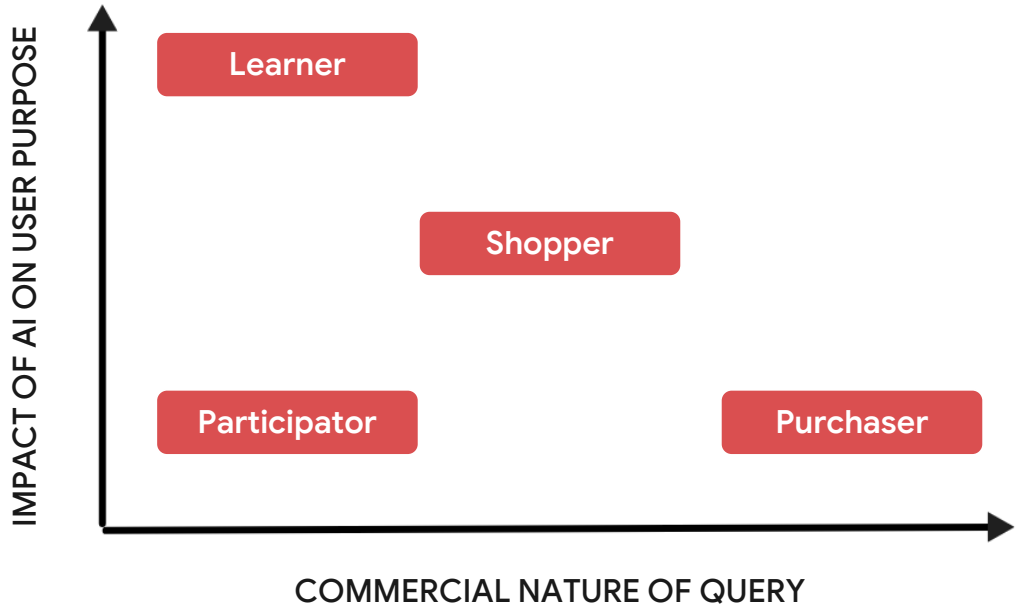
October 2024



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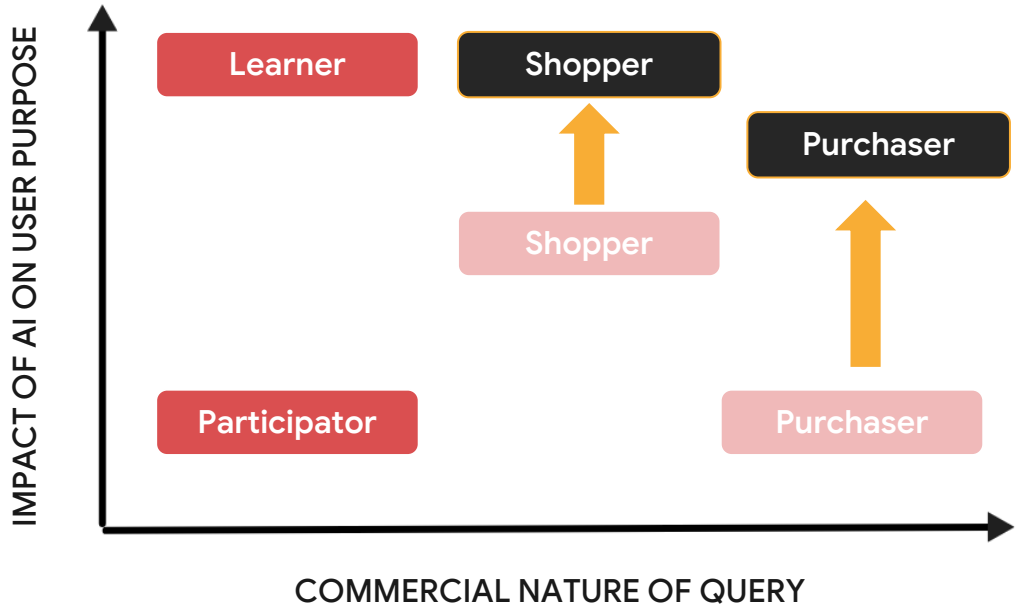
October 2025



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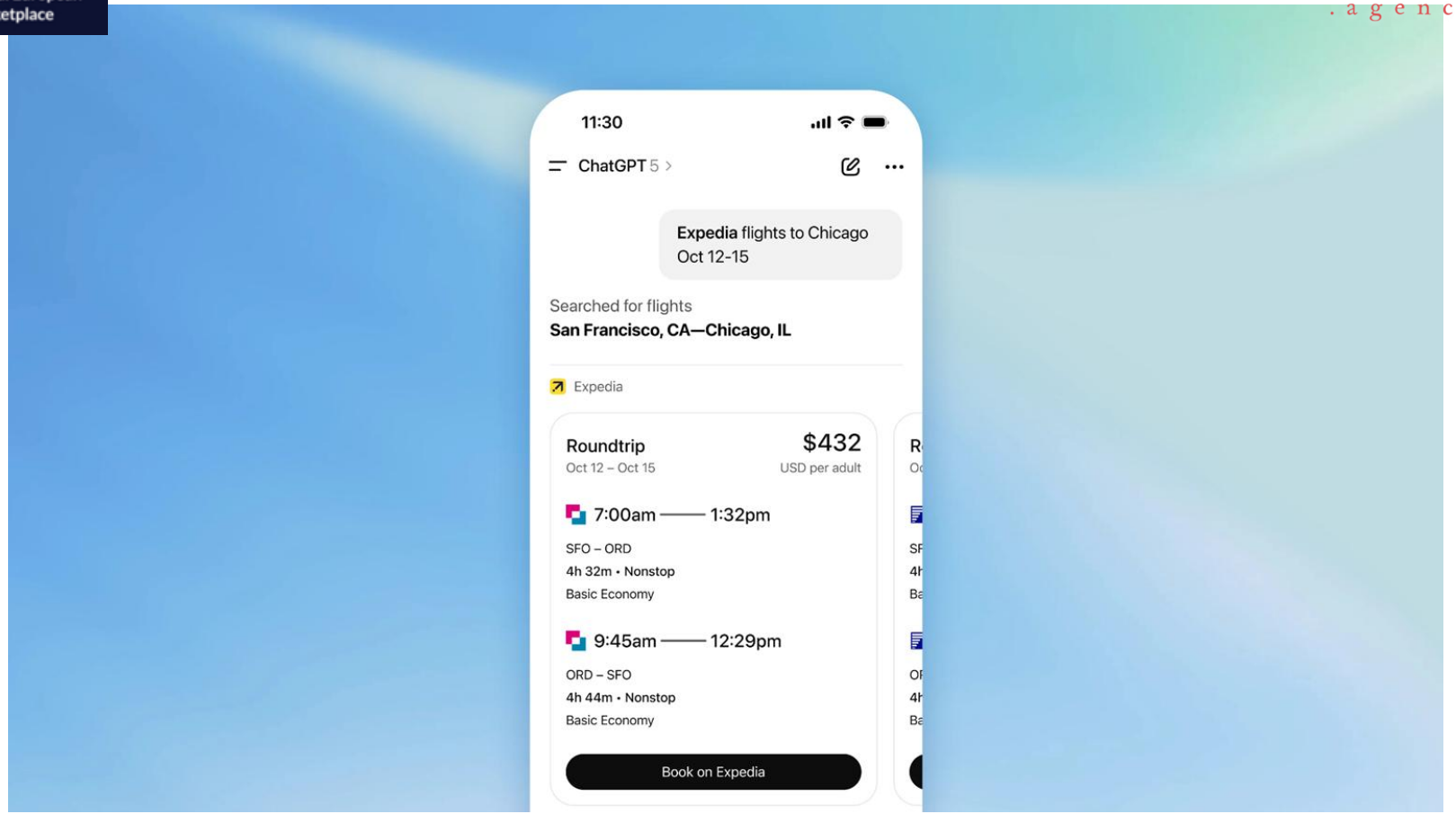

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AI for travel research

>>

AI for holiday purchase

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Data & Analytics

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What we can’t see, are the conversations happening within LLMs that don’t lead to website interactions.

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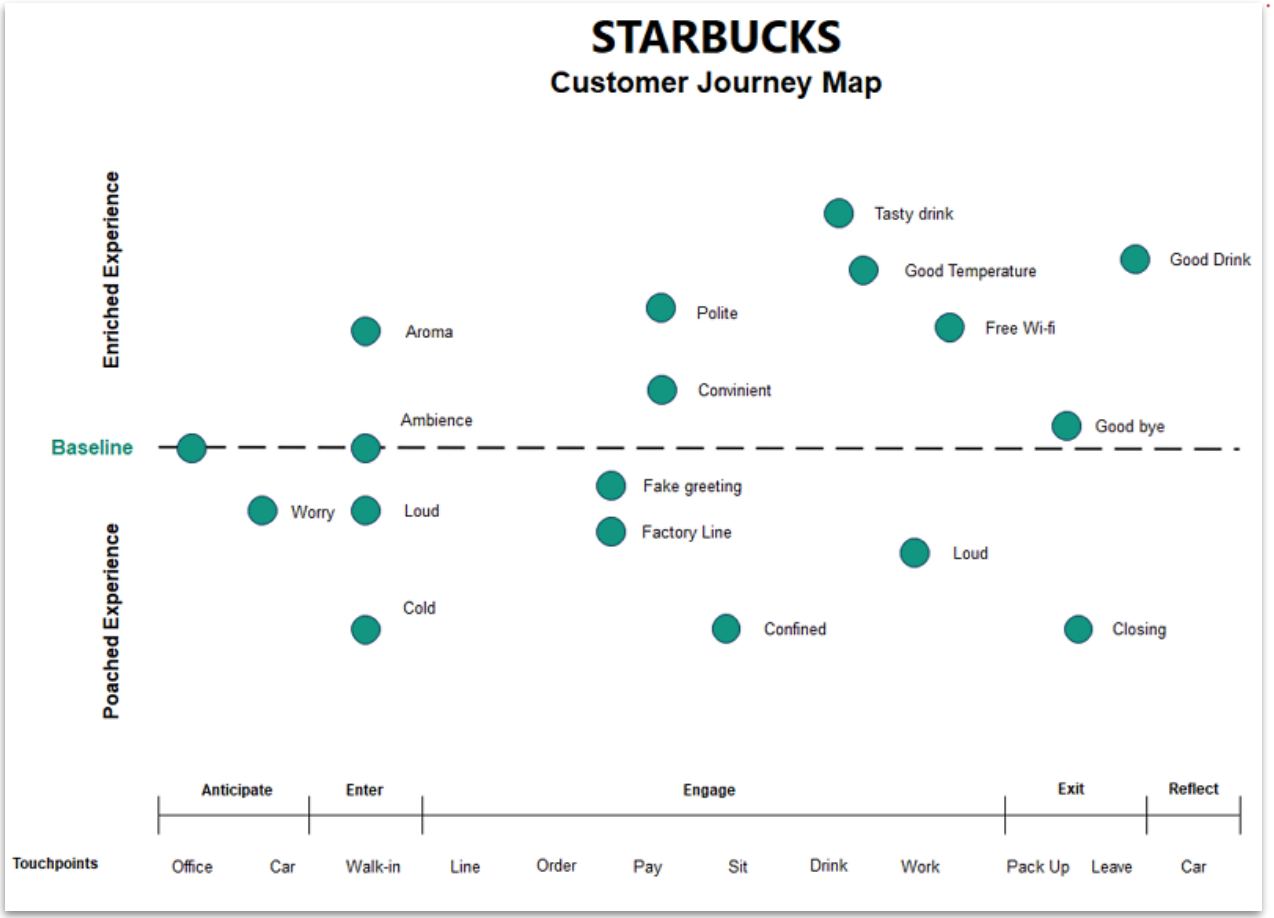

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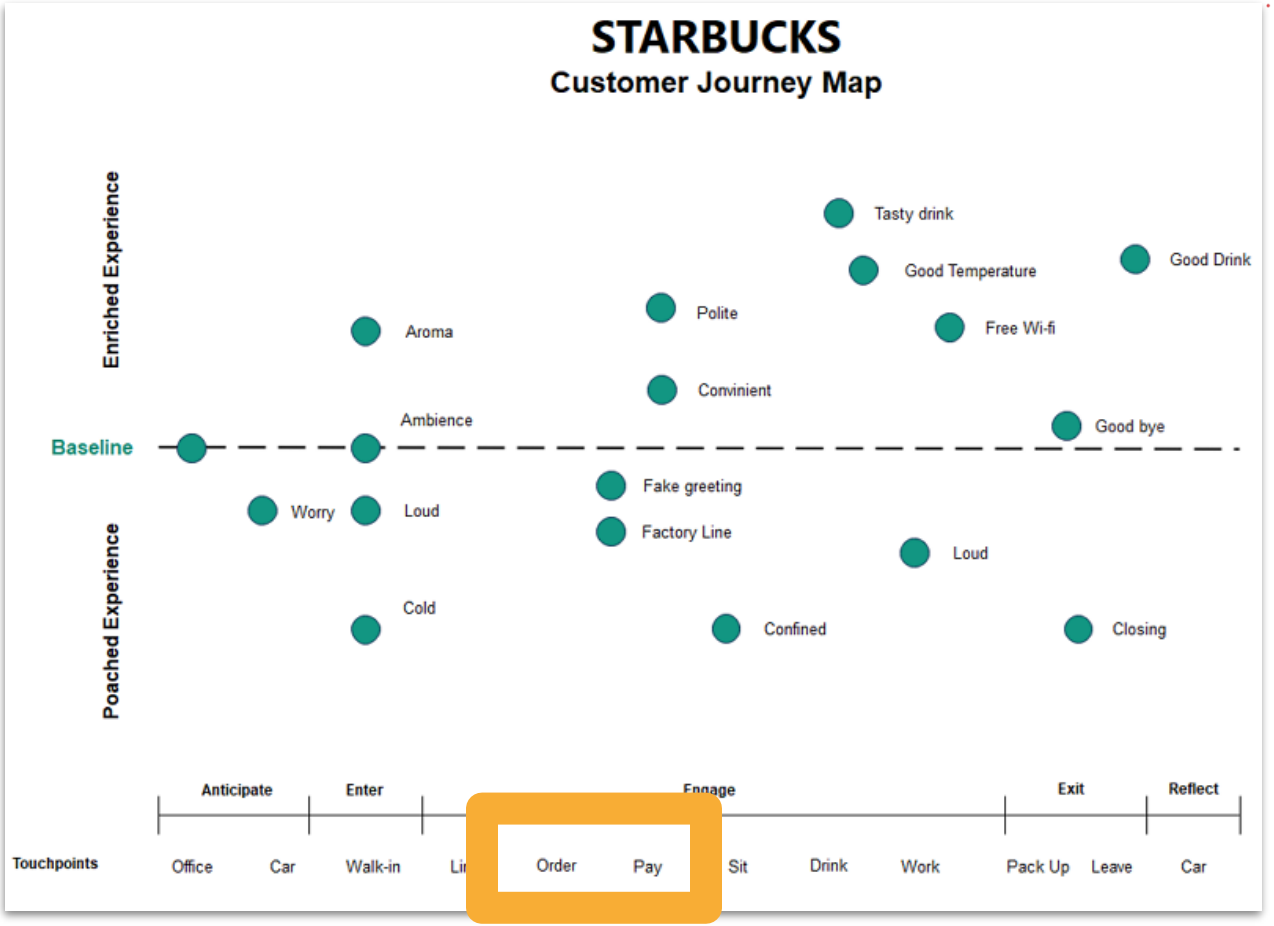

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We can’t translate how we measure appearing in Google to how we appear in LLMs.

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There is no “keyword data”

There are no “search volumes”

We can’t see how often we’re cited.

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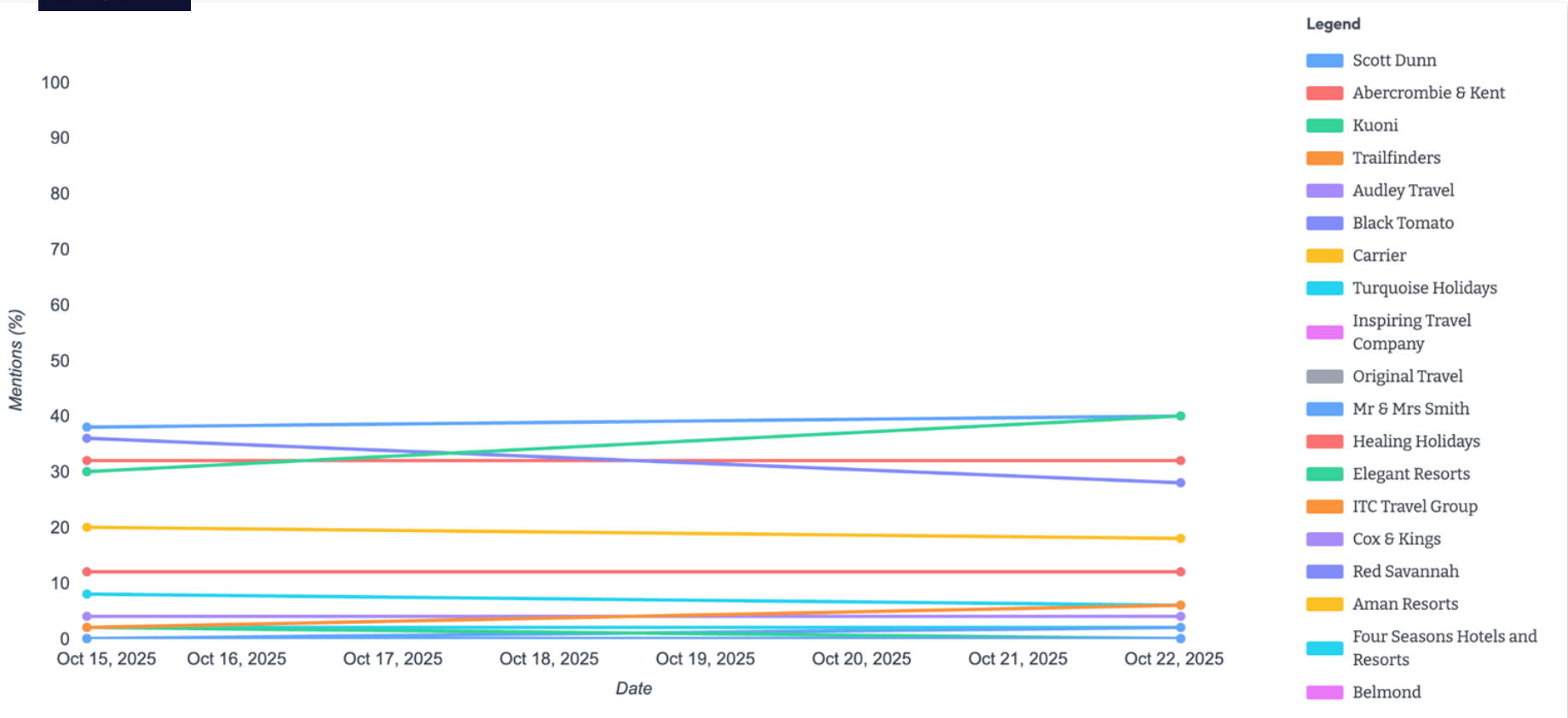

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The “Halo Effect”

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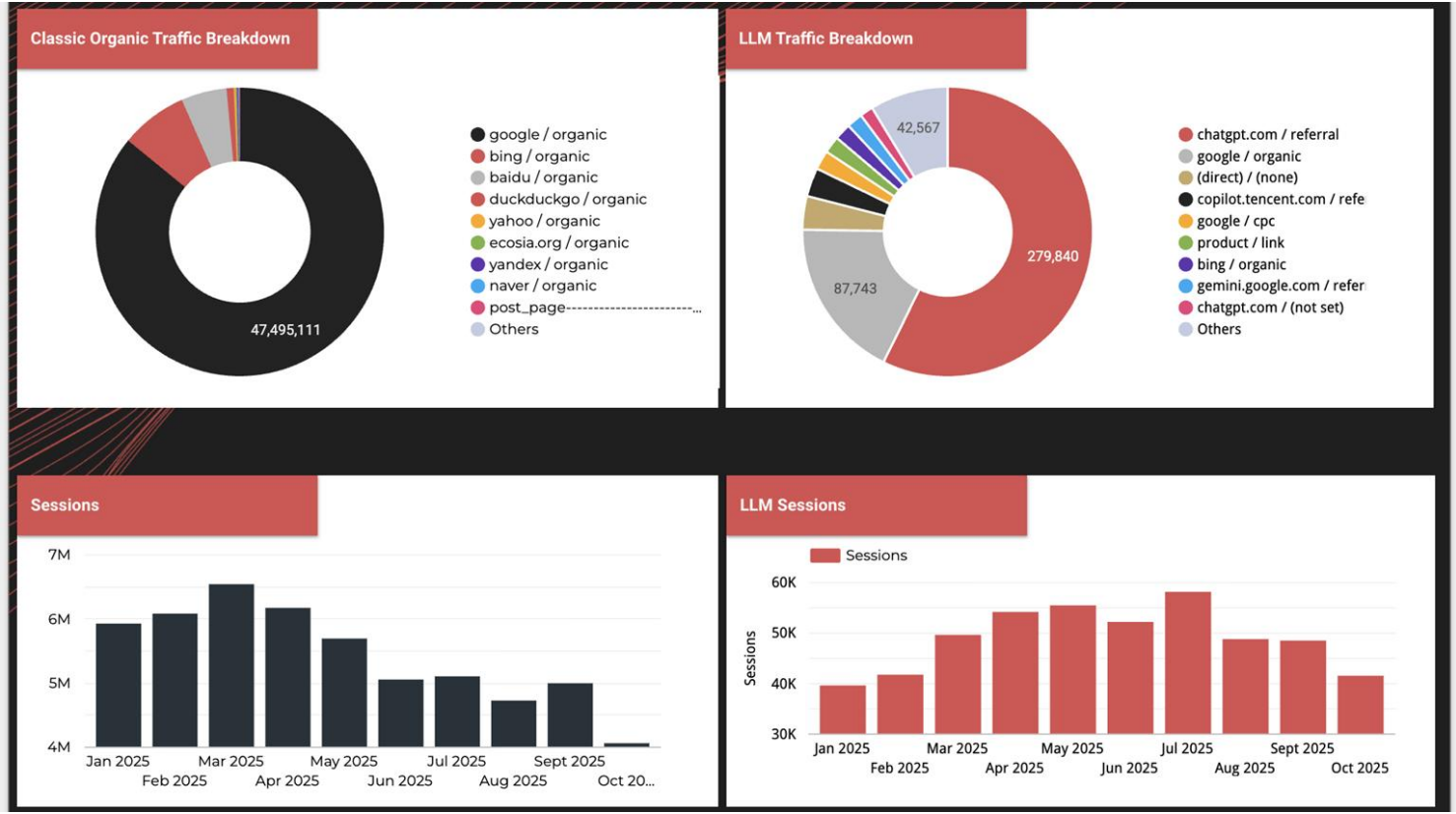

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Real-World AI Use Cases.

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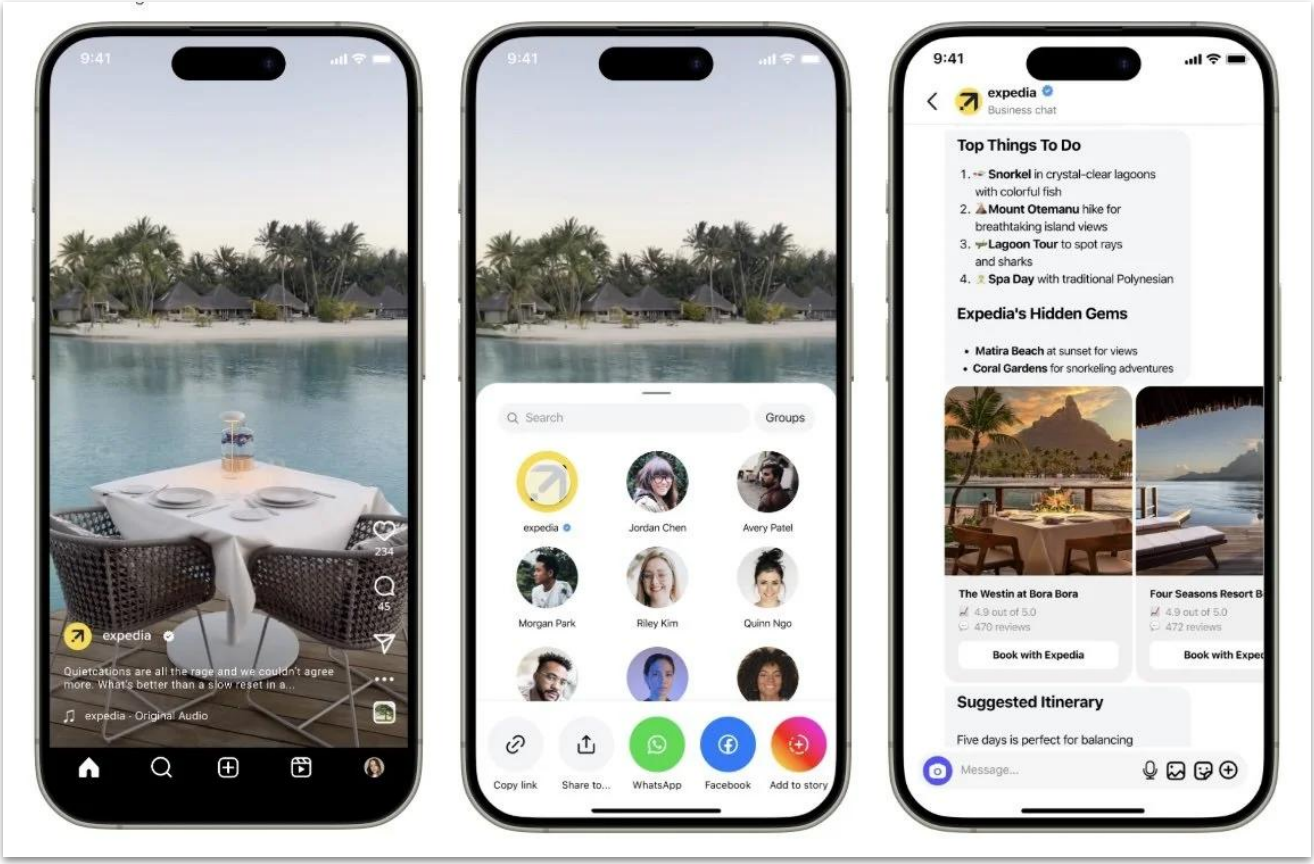

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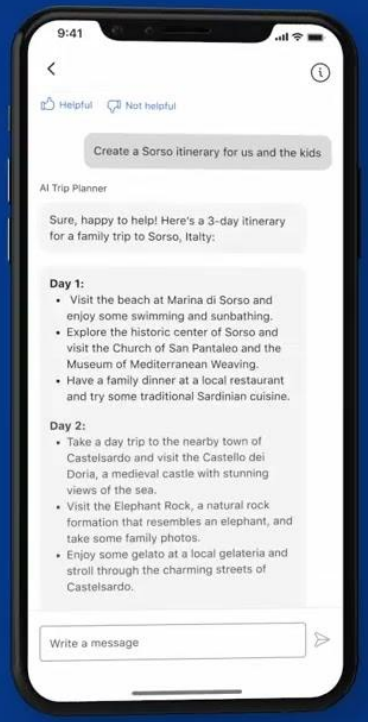
Booking.com



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Three in five tour operators are using AI to write product descriptions, website copy and marketing content for blogs and social media.

Arival Travel, September 2025

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Wrapping things up

Technology is evolving, and travellers are evolving with it.

Travellers are still looking for the same things.

Adoption of AI is growing within consumers, but it isn't there yet.

You can start small, and scale intelligently.

Travel SEO & AI

Thank you!

dan@salt.agency
https://salt.agency

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