

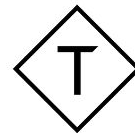
LIVE WEBINAR SERIES

# The Great AI Shake-Up

Webinar series by Triptease

Thursday 8 January 2026

10:30am EST | 3:30pm GMT | 4:30pm CET



**Charlie Osmond**

Chief Growth Officer  
Triptease



**Sanjay Vakil**

Co-Founder  
DirectBooker



**Ira Vouk**

Author of "Hospitality  
2.0", Hospitality tech  
and AI consultant



# Today's agenda

1 AI Search Optimization

2 Phocuswright update

3 Gemini 3 and the booking journey

4 Q&A



# AI Search Optimization

Three pillars approach critical for 2026

- **Technical optimization:**  
Ensuring AI bot readability
- **Content optimization:**  
Structuring customer-facing content for AI citations
- **Off-site optimization:**  
Managing presence on OTAs,  
Google listings, review sites, social media

# AI Visibility

| Brand       | Type of Policy          | AI Visibility                                                                                                                                                                                 | AEO Readiness                                                                                    |
|-------------|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| Marriott    | Default search only     |  Partial                                                                                                    |  Moderate     |
| Hilton      | Only ad bots            |  Closed                                                                                                     |  Low          |
| Wyndham     | Ad-friendly, AI-blocked |  Partial                                                                                                    |  Moderate     |
| IHG         | Highly Restrictive      |  Closed                                                                                                     |  Low          |
| Hyatt       | Structured but Strict   |  Closed                                                                                                     |  Low-Moderate |
| Expedia     | Open & AI-friendly      |   <i>Open (Explicit)</i> |  High         |
| Booking.com | Fully Indexed           |   <i>Open (Implicit)</i> |  High         |

# Poll

How much of your website traffic do you think currently comes from AI sources?

AI-Powered Analysis

# Hotel GEO Checker

presented by TRIPTEASE

## Optimize Your Hotel Website for AI Search Engines

Understand how **ChatGPT**, **Gemini** and **Perplexity** perceive your hotel website right now, and gain valuable insights to improve LLM visibility and AI search readiness.



### AI Knowledge Analysis

See what leading AI models know about your hotel. Get insights into how ChatGPT, Gemini, and Perplexity understand and present your property to potential guests.



### Traveler Targeting

Understand which guests AI recommends your hotel to. Discover if you're reaching your target audience through AI-powered search and recommendations.



### Website Assessment

47-point analysis featuring clear recommendations. Get actionable insights to improve your hotel's visibility and appeal in AI search results.



### Competitive Edge

Stay ahead of your competition by understanding how AI systems rank and recommend hotels. Optimize your content for the future of travel search.

### Get Your Free AI Analysis

Hotel Website\*

Work Email\*

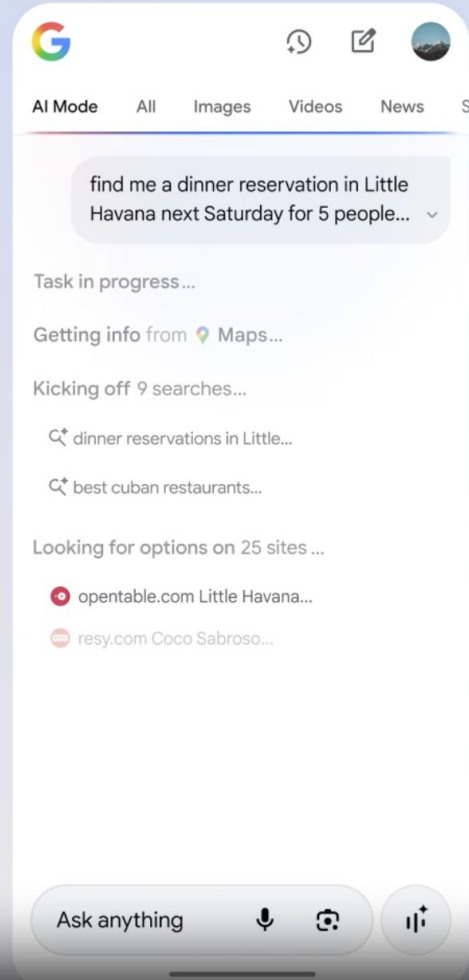
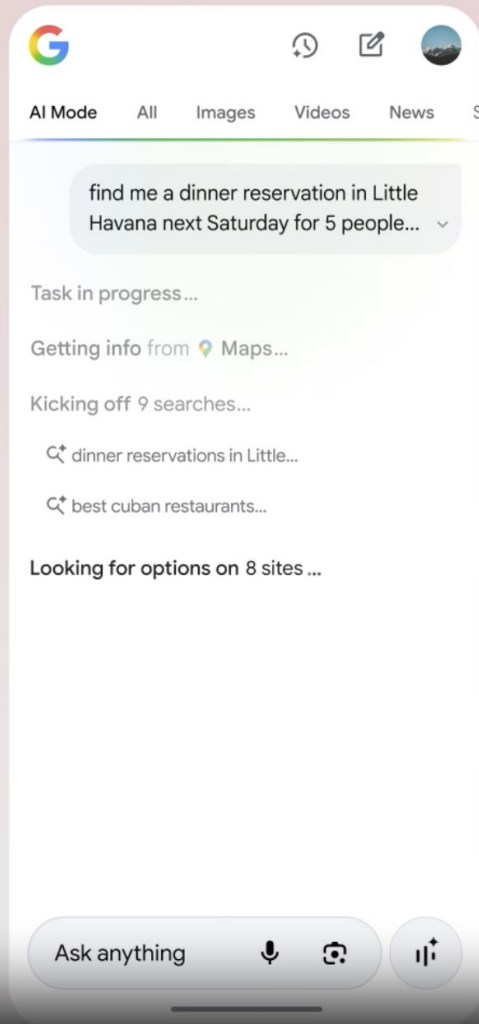
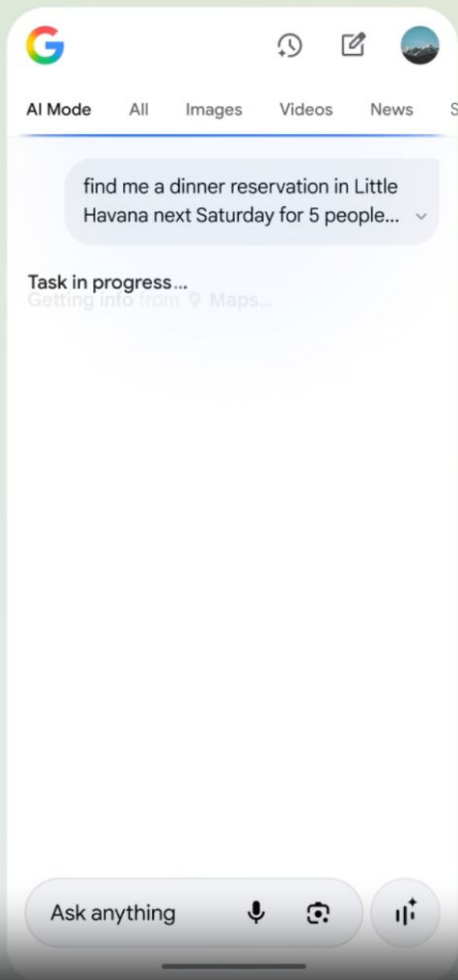
First Name\*

Last Name\*

Get your free optimization report now

[www.hotelgeochecker.com](https://www.hotelgeochecker.com)







25 sites

Here are several options for a dinner reservation for 5 people in Little Havana on Saturday, November 22, 2025, with local Cuban food and live music.



### Sazón Cubano 305

4.8 ★ (18K) · \$\$ · Cuban

Open · 1499 SW 7th Ct

This vibrant Cuban eatery specializes in traditional dishes and signature rum drinks. It is a popular spot with live Cuban music, especially on weekends.

Available on Saturday, November 22

6:00 PM

6:30 PM

7:00 PM

7:15 PM

7:30 PM

8:00 PM



### Coco Sabroso

4.9 ★ (3.8K) · \$\$ · Cuban

Open · 330 SW 10th Way

This casual spot serves Cuban comfort food, including tapas. The environment is meant to make you feel like you are in Havana, featuring live music on the weekends.

Available on Saturday, November 22

6:00 PM

6:15 PM

6:30 PM

7:00 PM

7:45 PM

8:30 PM



### Ocho Siete Bistro

4.7 ★ (650) · \$\$ · Cuban

Open · 2205 SW 9th Terrace

An elevated dining experience blending Cuban-Caribbean flavors with a modern aesthetic. It features professional live latin jazz music in a stylish environment.

Available on Saturday, November 22

5:00 PM

6:00 PM

6:30 PM

7:00 PM

7:30 PM

8:00 PM



Your reservation

Coco Sabroso



**Party of 5 · Dining Room**

Coco Sabroso



**Saturday, November 22**

6:30 PM (ET)

#### Contact Info

Elisa Beckett

elisa.g.beckett@gmail.com · +1 949-555-0198



#### Add special request (optional)

Please enter any special requests (note that these cannot be guaranteed)

#### Rules & restrictions



##### Cancellation policy

If you can't make it to your reservation, please cancel your reservation in advance.

In partnership with  OpenTable

Reserve



AI Mode ▾ All Images Videos News Shopping ⋮ More



find me hotels in Miami for May 15-17 that are along the beach and under \$250/night

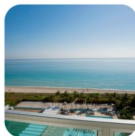


\$214

4.5 ★★★★★ (24.7K)

5-star hotel

A charming boutique, one block from the beach. Offers complimentary beach chairs and cruiser bikes.



## Palm Vista Suites



\$235

4.8 ★★★★★ (12.5K)

5-star hotel

Oceanfront value along the quiet beach side. Features amenities with a heated pool and free parking.



## The Vertana

\$245

4.7 ★★★★★ (8K)

Great choice. Can you please review your information to make sure everything looks right and is up to date?

## Reservation



### Palm Vista Suites, Miami

4.8 ★★★★★ (12.5K)

Studio Room · 2 Queen beds

\$235 per night

Arrival

**Fri May 15, 2026 · 3:00 PM**

Departure

**Sunday May 17, 2026 · 12:00 PM**



### Elisa Beckett

19510 Jamboree Road · Irvine, CA 92612

elisa.g.beckett@gmail.com

Confirm booking

book the palm vista

Ok, it's confirmed!

## Reservation confirmed ✓



### Palm Vista Suites, Miami

4.8 ★★★★★ (12.5K)

Studio Room · 2 Queen beds

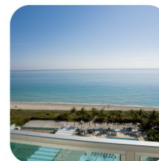
\$235 per night

Arrival

**Fri May 15, 2026 · 3:00 PM**

Departure

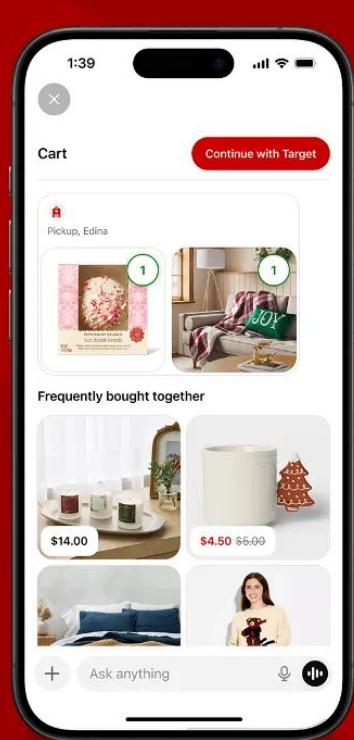
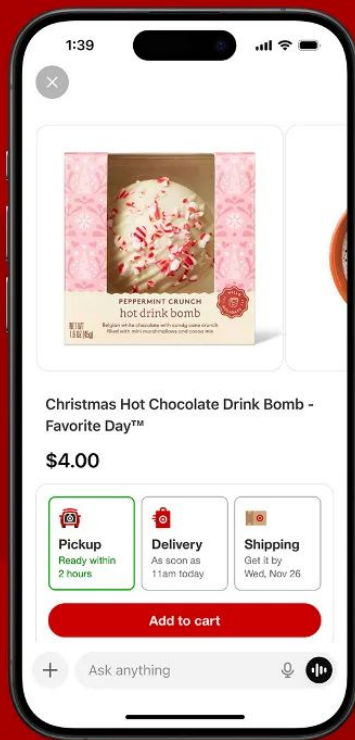
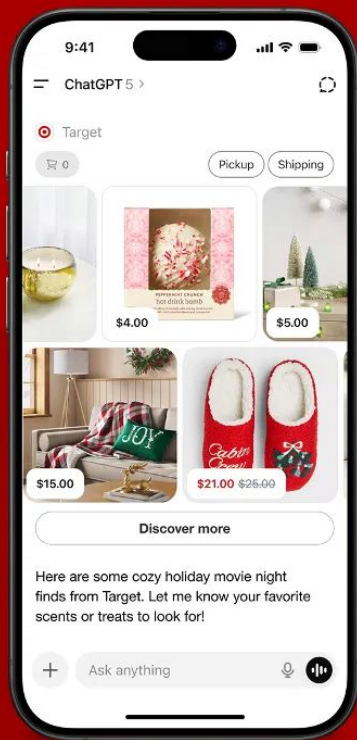
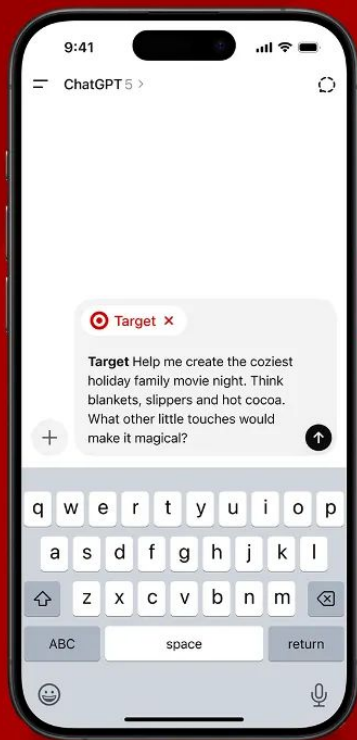
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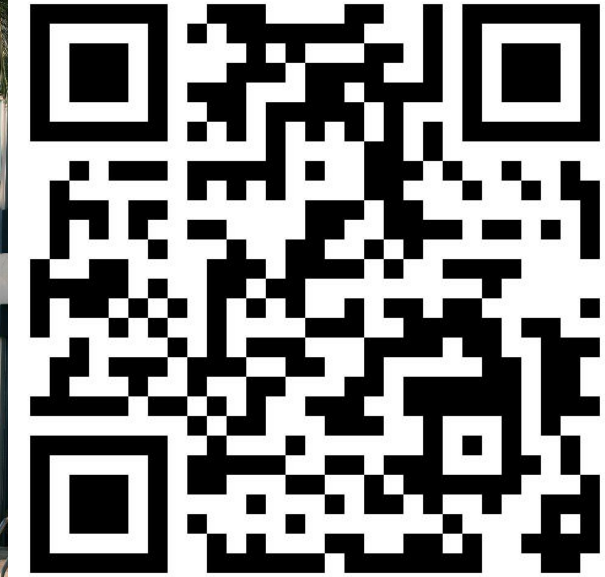
# Target App in ChatGPT



# Any questions?

**Triptease helps hotels  
increase their direct bookings**

Get in touch: [info@triptease.com](mailto:info@triptease.com)



DIRECT BOOKING  
SUMMIT

**MEXICO CITY**

**12-13 May 2026**

REGISTER NOW

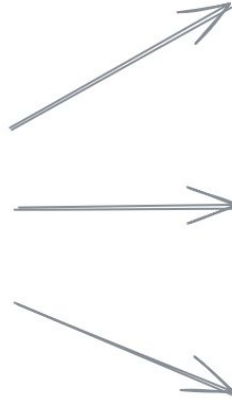
[directbookingsummit.com](https://directbookingsummit.com)





# Competitive Analysis and Best Practices

Emerging  
AI booking models

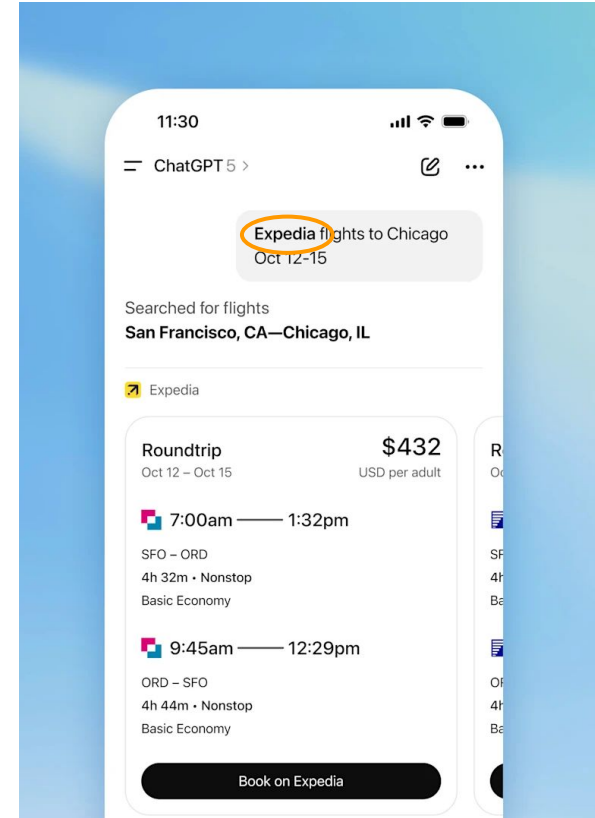
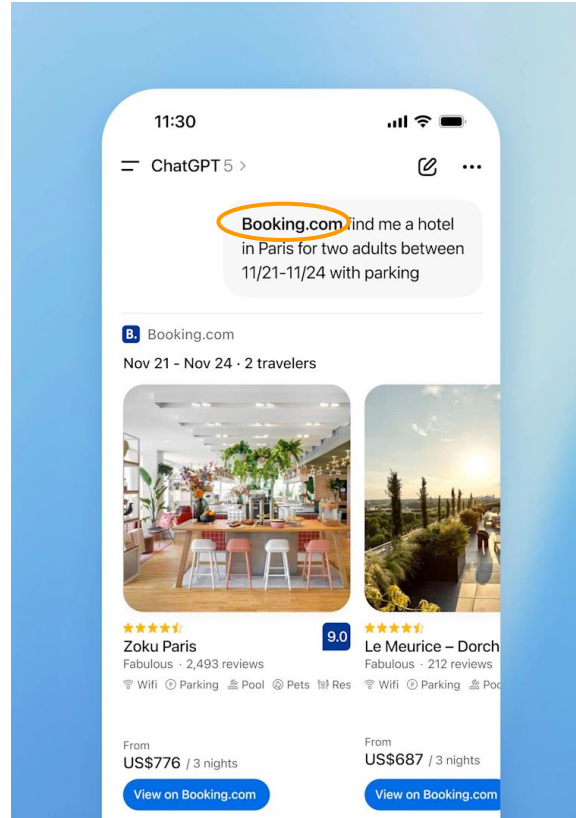


Traditional API (Google, Perplexity)

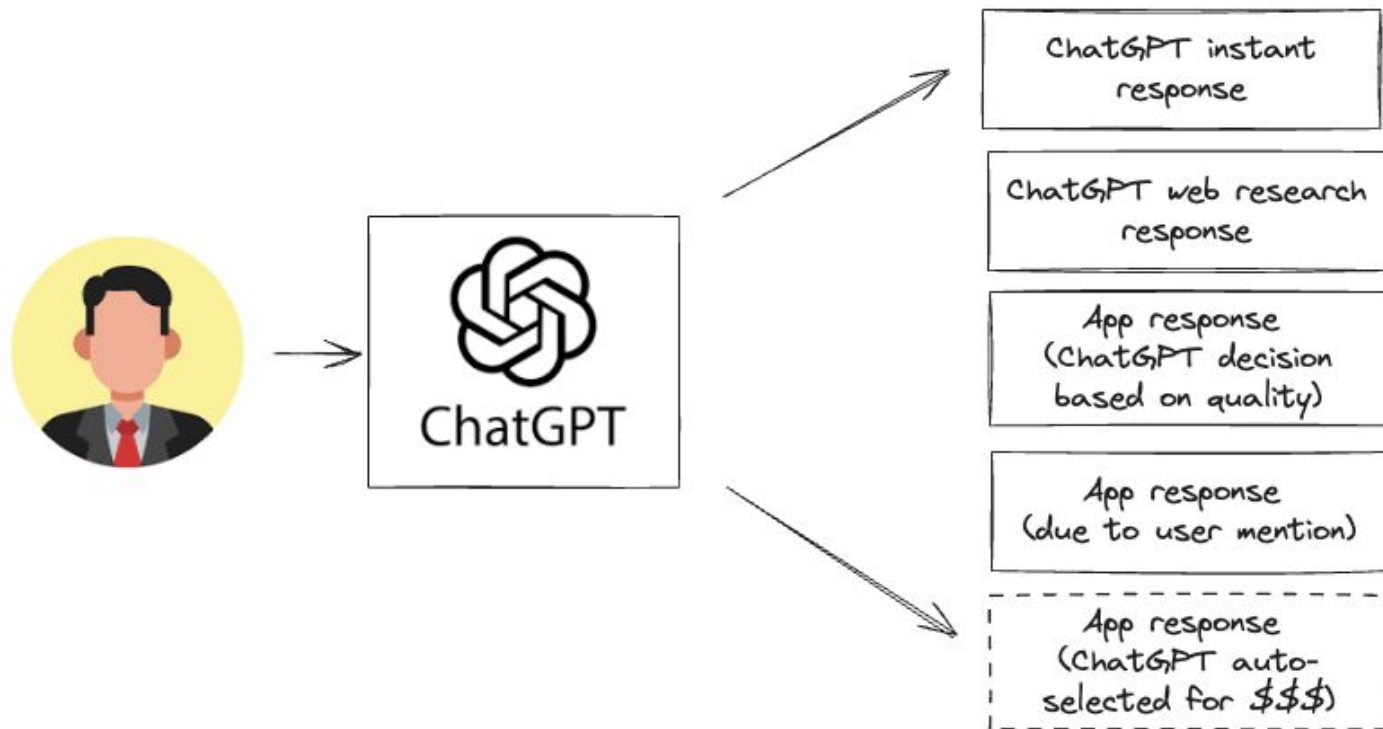
MCP protocol (OpenAI apps)

Web browsing agents  
(ChatGPT agent mode)

# Apps in ChatGPT



# Responses



# The future?

AI-enhanced OTAs

e.g. Kayak's AI search tool

AI as Gatekeepers

ChatGPT defaults to OTAs

AI as Aggregator

ChatGPT looking for 'best' result