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

Chimmy Kalu

Staff Product Designer

Genevieve Horchler

Product Marketing Manager

Agenda

1   Guest needs during the booking journey

2   Search insights for 2025 and beyond

3   Recommendations for humans and AI

4   Key takeaways

Guest needs during the booking journey

The hotel booking journey

DREAM
Inspiration

- Where do I want to go?

- What kind of holiday am I interested in?

- Is this hotel a possibility?

RESEARCH
Information

- What hotels fall within my budget at the destination that I'm interested in?

- What amenities are available and what's most important for me?

- Does what the hotel say that it offers match what people have experienced?

BOOK
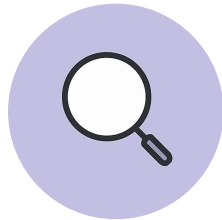*Affirmation*

- Is this the best way to book this hotel?

The old path to purchase

DREAM
Inspiration

- Social media (including paid)
- Internet search (including paid)
- Blogs and content
- Word-of-mouth and non-digital advertising

RESEARCH
Information

Hotel website for
- vibes and atmosphere, Imagery, Policies e.g. cancellation, Hotel location and amenities, Room sizes, occupancy, configuration
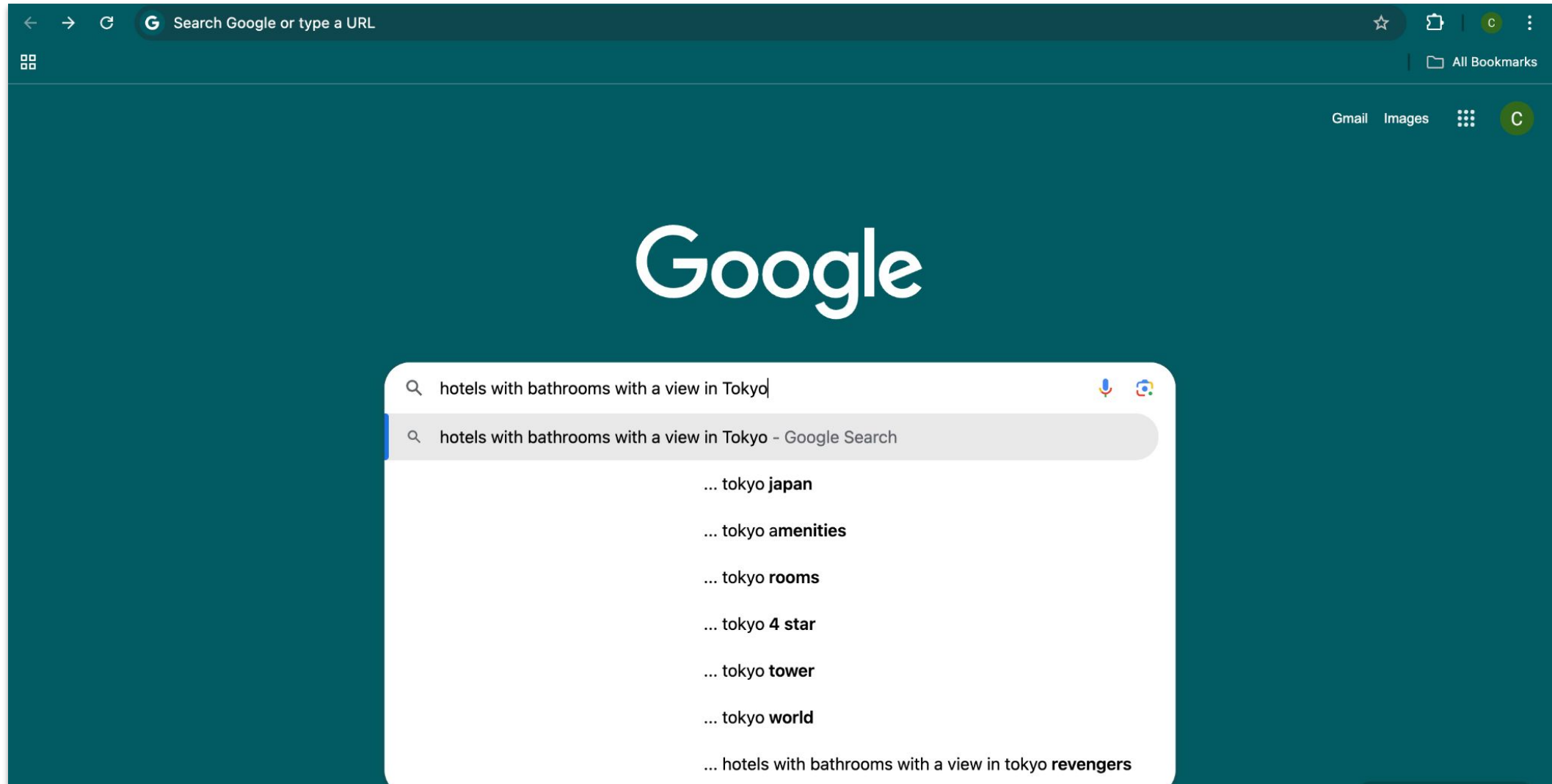
Metasearch + OTAs for comparison and price

BOOK
Affirmation

- OTAs
- Hotel website / booking engine

The old Search

The old Search

Search insights for 2025 and beyond

The AI search revolution

- Google's AI summaries keeping 24% of Gen Z on results pages

- Over 25% of frequent travelers used AI for trip planning

- Perplexity introduced one-click shopping end of '24

Source: Gartner & Mews

TRIPTEASE
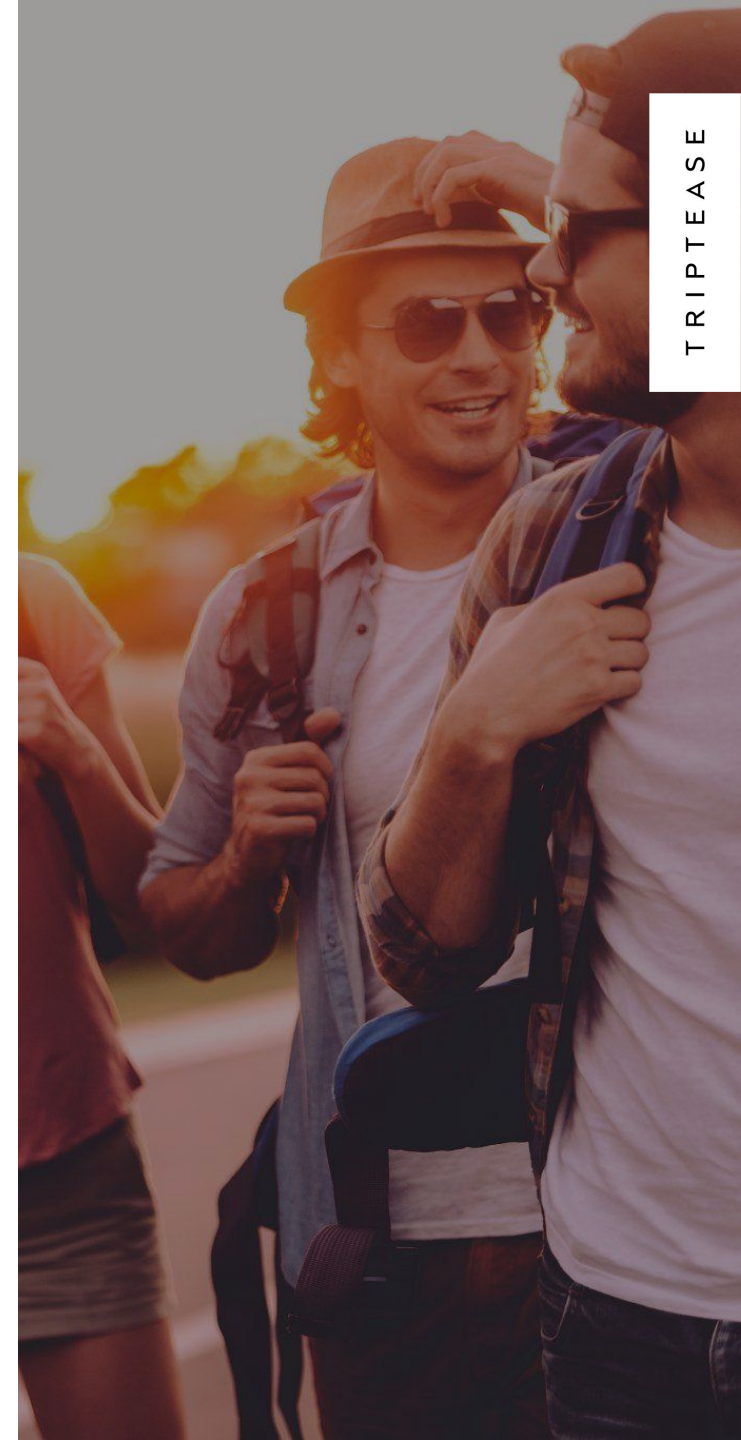
Search is happening differently

- Voice search dominates local queries: "hotels near me"

- Travelers seek experiences with queries like "wellness retreat", "food tour"

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The new Search

The new Search

🧳 **Hotels with Bathrooms Offering Views Under £150 per Night**

1. **Onsen Ryokan Yuen Shinjuku**
   - A modern ryokan-style hotel located in Shinjuku, offering an 18th-floor outdoor onsen with panoramic city views.
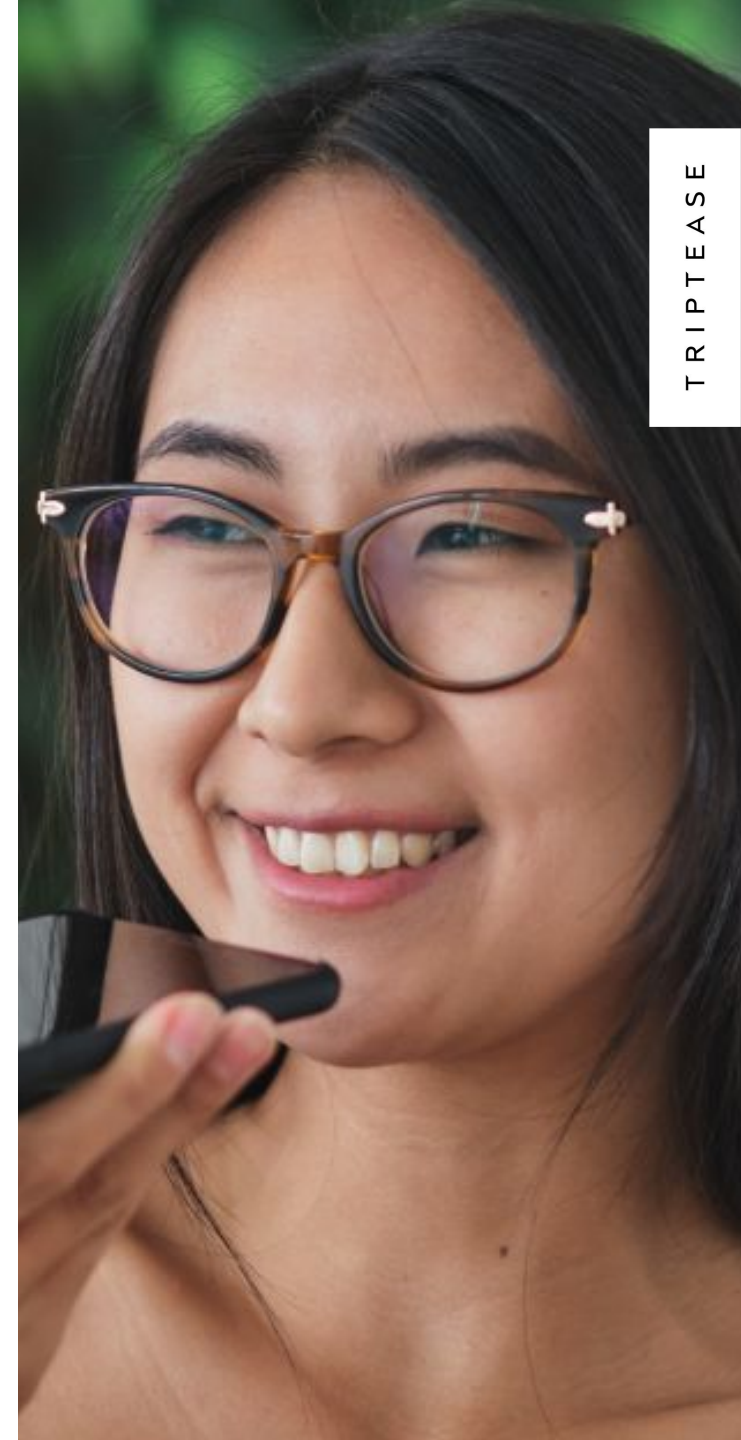   - Rooms are compact yet stylish, and the rooftop bath provides a unique experience at an affordable price. news +1

2. **OMO5 Tokyo Gotanda by Hoshino Resorts**
   - Situated in the Gotanda area, this hotel offers rooms with large windows showcasing city views.
   - The design is vibrant and modern, providing a comfortable stay without breaking the bank.

3. **Park Hotel Tokyo**
   - Located in the Shiodome Media Tower, this hotel occupies the upper floors, ensuring rooms with impressive views.
   - Bathrooms are well-appointed, and the hotel's art-themed rooms add a unique touch to your stay. Wikipedia

4. **The Gate Hotel Tokyo by Hulic**
   - Situated in Ginza, this hotel offers rooms with floor-to-ceiling windows, providing guests with stunning city views.
   - Bathrooms are modern and sleek, ensuring a comfortable experience at a reasonable price.

5. **Hotel Niwa Tokyo**
   - A tranquil hotel located in Chiyoda, offering rooms with large windows overlooking the city.
   - Bathrooms are clean and functional, providing a relaxing space after a day of exploration.

Ask anything

+ 🌐 Search   🚀 Deep research   ✧ Create image   ...

ChatGPT can make mistakes. Check important info. See Cookie Preferences.

The new Search

Citations

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The Best Hotels in Tokyo, From Modern Ryokan to Boutique Hideaways
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Wikipedia
Shinjuku Park Tower
August 26, 2024 — The is the second-tallest building in Shinjuku, Tokyo. HISTORY It was designed by Ken...

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This hotel offers everything you would expect from a 5-star hotel. The rooms are impeccable, large...

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Hotel Indigo Tokyo Shibuya - Booking.com
Hotel Indigo Tokyo Shibuya features a fitness center, terrace, a restaurant and bar in Tokyo.

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These corner suites offer glorious views of Tokyo and feature contemporary Japanese design, including an...

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Look out to stunning unobstructed views of th skyline everywhere you turn, including the eleg...

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The new Search

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Metasearch + OTAs for comparison and price

BOOK
Affirmation

- OTAs
- Hotel website / booking engine

Not AI-ready? Watch your hard-won direct Traffic and bookings vanish to competitors

TRIPTEASE

Recommendations : GEO
(Think like a guest)

TRIPTEASE

Good news! Optimizing for AI engines helps both your hotel and your guests by:

1. Improve SEO and discoverability offsite

2. Improve accessibility

3. Create a great booking experience for ~~humans~~ **guests**

Help AI answer guest questions

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- Where do I want to go?
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BOOK
Affirmation

- Is this the best way to book this hotel?

Pages should make sense when scanned as well as when read

1. Follow HTML best practices

2. Use Schema markup for important information

3. Label rooms, amenities, offers, and rates clearly

Recommendation 1

Follow HTML best practices

- **Use proper heading structure (H1, H2, H3)**

- Use lists and tables when required

- Make all links descriptive

Recommendation 1

Follow HTML best practices

- Use proper heading structure (H1, H2, H3)
- **Use lists and tables when required**
- Make all links descriptive

Website developer   Website designer

Follow HTML best practices

- Use proper heading structure (H1, H2, H3)

- Use lists and tables when required

- **Make all links descriptive**

Website developer   Website designer

Under the Stars: Secluded, Hot Tub, Firepit, Pets

Share   Save

Show all photos

Entire cabin in Broken Bow, Oklahoma
4 guests · 1 bedroom · 2 beds · 1 bath

Guest favorite   One of the most loved homes on Airbnb, according to guests   4.98 ★★★★★   54 Reviews

Hosted by Julien
Superhost · 1 year hosting

Top 10% of homes
This home is highly ranked based on ratings, reviews, and reliability.

Designed for staying cool
Beat the heat with the AC, portable fan, and ceiling fan.

Free cancellation before Jun 3
Get a full refund if you change your mind.

Secluded cabin on a 1.16-acre lot, perfect for couples or small groups looking to get away!

- Centrally located this cabin is filled with fun amenities

- About 1.5 miles from all the restaurants, wineries, shopping, bowling, and more ...

Show more ›

Prices include all fees

£1,261 for 5 nights

CHECK-IN
6/4/2025

CHECKOUT
6/9/2025

GUESTS
1 guest

Reserve

You won't be charged yet

⚑ Report this listing

Recommendation 1

Use schema for markup purposes

- Rooms

- Pricing

- Amenities

- Hotel address and location

- FAQs etc

Website developer

JSON-LD Example

```html
<script type="application/ld+json">
{
 "@context": "http://schema.org",
 "@type": "Hotel",
 "name": "Sea View Hotel",
 "identifier": "1234567",
 "brand": "Great Escapes",
 "address":
  {
  "@type": "PostalAddress",
  "streetAddress": "1 Piccadilly",
  "addressLocality": "St. James's",
  "addressRegion": "London",
  "postalCode": "W1 9B",
  "addressCountry": "United Kingdom"
  },
  "geo": {
      "@type": "GeoCoordinates",
      "latitude": "15.234",
      "longitude": "-80.3242"
  },
 "telephone": "+44 1234 5678",
 "image": "http://example.com/image.png",
 "url": "http://example.com/"
}
</script>
```

Label rooms, amenities, offers and rates clearly

- Don't be generic

- Make it easy to distinguish between or compare things

TRIPTEASE

| Website developer | Website designer |

Recommendation 1

Label rooms, amenities, offers and rates clearly

2 queen beds premium larger room

This larger guest room features two queen beds as the centerpiece of this Mid-Century Modern décor guest room and bathroom with free standing soaking tub and separate shower with rain shower head. Guest room includes complimentary WiFi, a convenient leisure/work desk, Nespresso coffeemaker, mini bar and a 49-inch mounted HD television.

BOOK NOW

1 king bed with living area

This guest room features a king bed as the centerpiece and Mid-Century Modern décor. This generous sized guest room also features an additional seating area which expands the living space. The contemporary bathroom showcases a free standing soaking tub and separate shower with rain shower head. Amenities include complimentary WiFi, a convenient leisure/work desk, and a 49-inch mounted HD television.
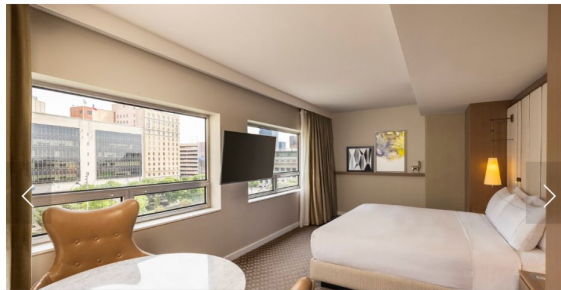
1 king bed deluxe room

A king bed is the centerpiece of this Mid-Century Modern décor guest room and bathroom featuring a frameless shower with rain shower head. Some also include a free standing soaking tub. Guest rooms include complimentary WiFi, a convenient leisure/work desk, Nespresso coffeemaker, mini bar and a 49-inch mounted HD television.

BOOK NOW

1 king bed premium larger room

This larger guest room features a king bed as the centerpiece of this Mid-Century Modern décor guest room and bathroom with free standing soaking tub and separate shower with rain shower head. This room includes complimentary WiFi, a convenient leisure/work desk, Nespresso coffeemaker, mini bar and a 49-inch mounted HD television.

Website developer   Website designer

Make sure media can be understood without eyes

1. All images should include alt text

2. Videos should have captions and transcripts

TRIPTEASE

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```
<img class="i1ezuexe atm_e2_idpfg4 atm_vy_
idpfg4 atm_mk_stnw88 atm_e2_1osqo2v__1lzdi
x4 atm_vy_1osqo2v__1lzdix4 i1wndum8 atm_jp
_pyzg9w atm_jr_nyqth1 i16t4q3z atm_vh_yfq0
k3 dir dir-ltr" aria-hidden="true" alt="Li
ving area with gas fireplace and serene fo
rest views" elementtiming="LCP-target" id=
"2147092356" src="https://a0.muscache.com/
im/pictures/hosting/Hosting-99856335063351
2530/original/45e4e029-02a3-43bc-879b-dcc7
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"https://a0.muscache.com/im/pictures/hosti
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4e029-02a3-43bc-879b-dcc794ae761c.jpeg?aki
_policy=large" style="--dls-liteimage-obje
ct-fit: contain;"> == $0
```

Make sure media can be understood without eyes

1. All images should include alt text

2. **Videos should have captions and transcripts (where relevant)**

TRIPTEASE

Answer questions people are asking

Respond directly to the queries they're asking:

(You can do this by using FAQs or creating dedicated pages)

Website designer

Content writer

---

browse hotels by city   book a meeting room   membership   groups   deals

How do I get to the hotel?   ∨

Do you offer accessible rooms?   ∨

Do you have parking at the hotel?   ∧

Is there parking at citizenM Chicago Downtown hotel ?
citizenM Chicago Downtown does not have on-site parking. Hotel guests can get a special day rate of 50 USD (with in-and-out privileges!) at the Illinois Center parking garage. The garage is located at 111 E. Wacker Dr, about 0.2 miles from the hotel. Book your discount at the hotel's check-in kiosk, after which you'll get a QR code on your phone to enter and exit the garage.

You can also use the website spothero.com or the SpotHero app to look for parking options nearby.

Please note, citizenM is not affiliated with SpotHero or any of the parking options SpotHero recommends.

How do I check in/check out?   ∨

What can I find at the hotel?   ∨

What and when can I eat?   ∨

Niche your content

- Add specific metadata to pages e.g. **Rooftop infinity pool**

- Create niche-focused pages like;

    - "Family friendly hotels with shuttle to Universal studios"

    - "Remote-work friendly suites in Porto with fast Wi-FI"

    - "Romantic adventure getaways with spa packages"

Website designer   Content writer

Use trust cues like reviews and social proof

- Showcase guest reviews on your site
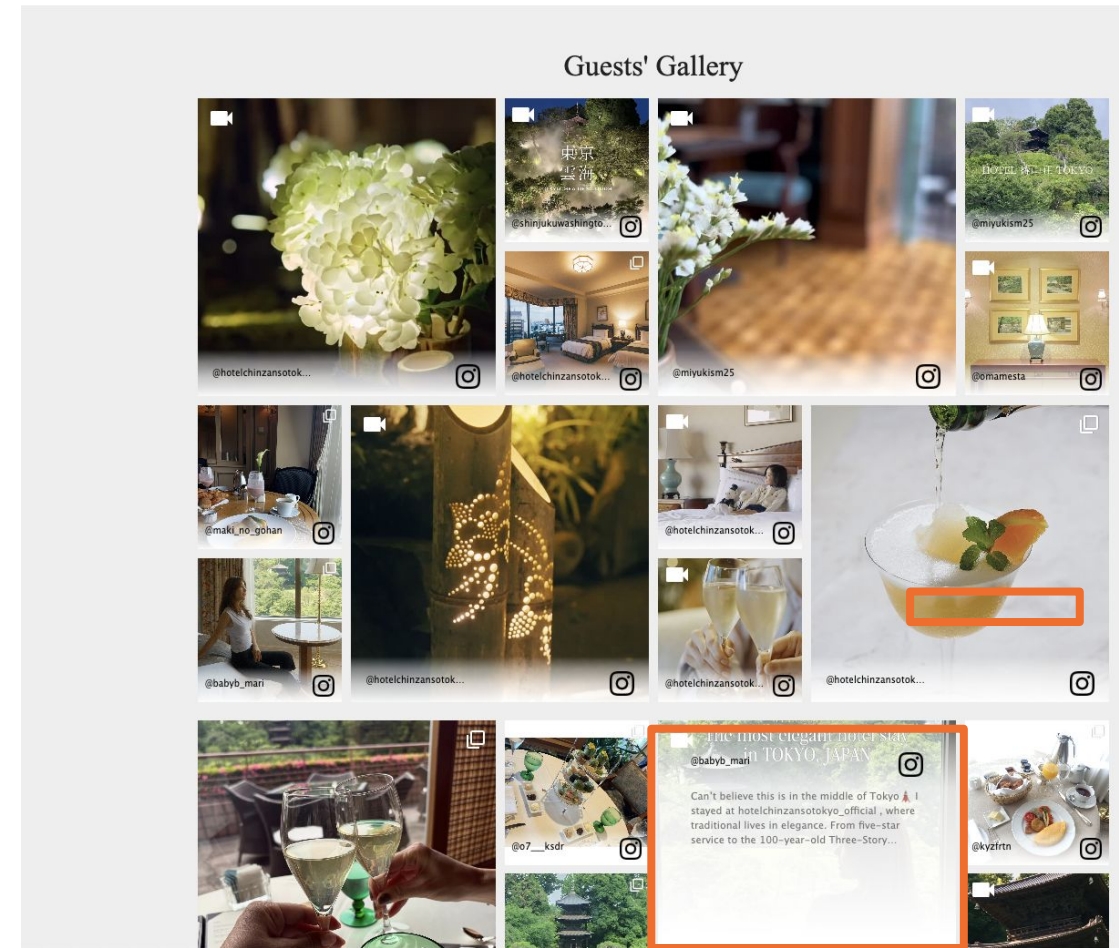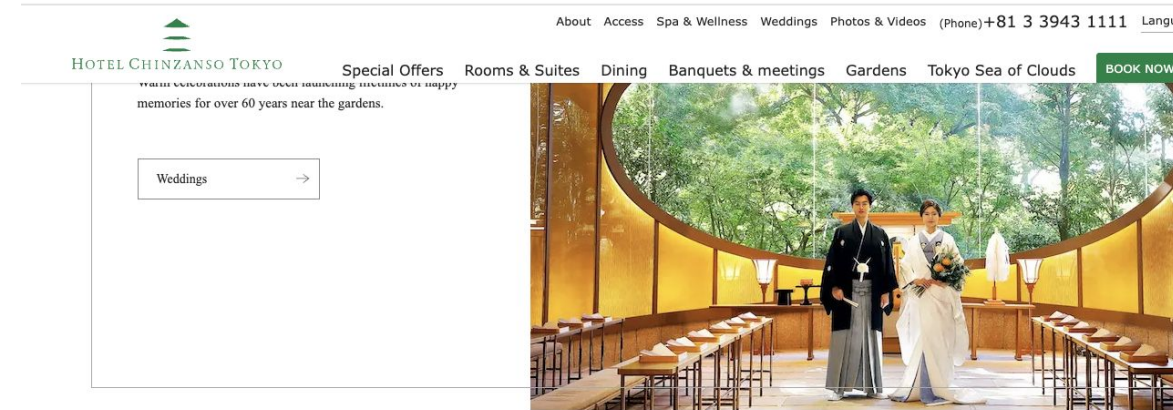
- Update content frequently

Website developer   Content writer

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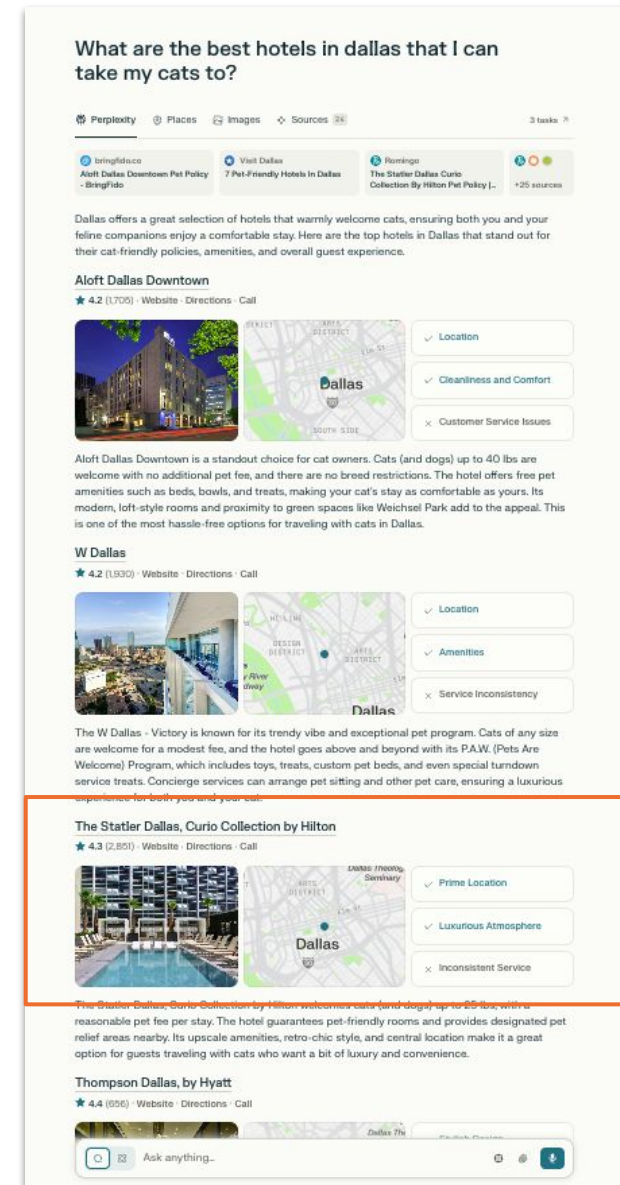
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Key takeaways

For 2025 and beyond

Optimise for AI or you risk missing out on ~~2028~~ tomorrow's traveler

- Your most frequent travelers are already searching in new ways

- Go beyond SEO, be ready for AI summaries and voice-mode

- Your website's structure and content is important

- Use your current tools—but keep an eye out for new ones

- Early adopters can get ahead of the visibility challenge

What to focus on this quarter

1. Test it yourself: Ask questions that you expect your hotel to show up for

2. Audit your website for structure and clarity

3. Find out what questions guests have asked about hotels in your city

4. Start creating FAQs to address real traveller questions

Any questions?

Triptease helps hotels

increase their direct bookings

Get in touch: info@triptease.com

Grab your AI search cheat sheet