

BookDirect

Strategy Area	Recommended Action	Key Benefit for Hotels
Data Optimisation	Meticulously update and structure all hotel information (amenities, services, room types) within Google Business Profile and other Google platforms. Implement real-time data feeds for availability and pricing to Google Travel.	Ensures comprehensive and accurate data for AI interpretation, enhancing discoverability and relevance in AI-generated itineraries.
Paid Listing Management	Actively explore and invest in Google's paid hotel listing options within Gemini's AI-generated itineraries.	Achieves earlier visibility in the guest's planning journey, potentially leading to increased direct bookings and reduced reliance on traditional intermediaries.
Digital Presence	Prioritise comprehensive digital footprint optimisation for AI consumption, including robust PMS and channel manager integrations with Google Travel.	Maximises a hotel's presence and appeal within AI-curated travel plans, moving beyond basic website visibility.
Guest Experience	Consider leveraging insights from AI-driven guest preferences to offer personalised on-site experiences or pre-arrival communications. Explore internal AI tools for pattern analysis or AI-powered concierge services.	Enhances guest satisfaction and loyalty by anticipating needs and providing a seamless experience that complements AI-assisted planning.

Sources:

- <https://whiteskyhospitality.com/how-googles-gemini-is-reshaping-guest-trip-planning-and-what-hotels-could-do-about-it/>
- <https://completeaitraining.com/news/google-gemini-integrates-paid-hotel-listings-into-ai-travel/>
- <https://www.travelandtourworld.com/news/article/google-gemini-revolutionises-travel-search-by-integrating-paid-hotel-listings-into-ai-generated-itineraries-read-more-about-it-now/>
- <https://www.hotelnewsresource.com/article137324.html>