

Boost.

# How AI is Changing the Way Travellers Plan – and How to Adapt.



Partners of **ATA**  
AFRICAN TRAVEL & TOURISM ASSOCIATION

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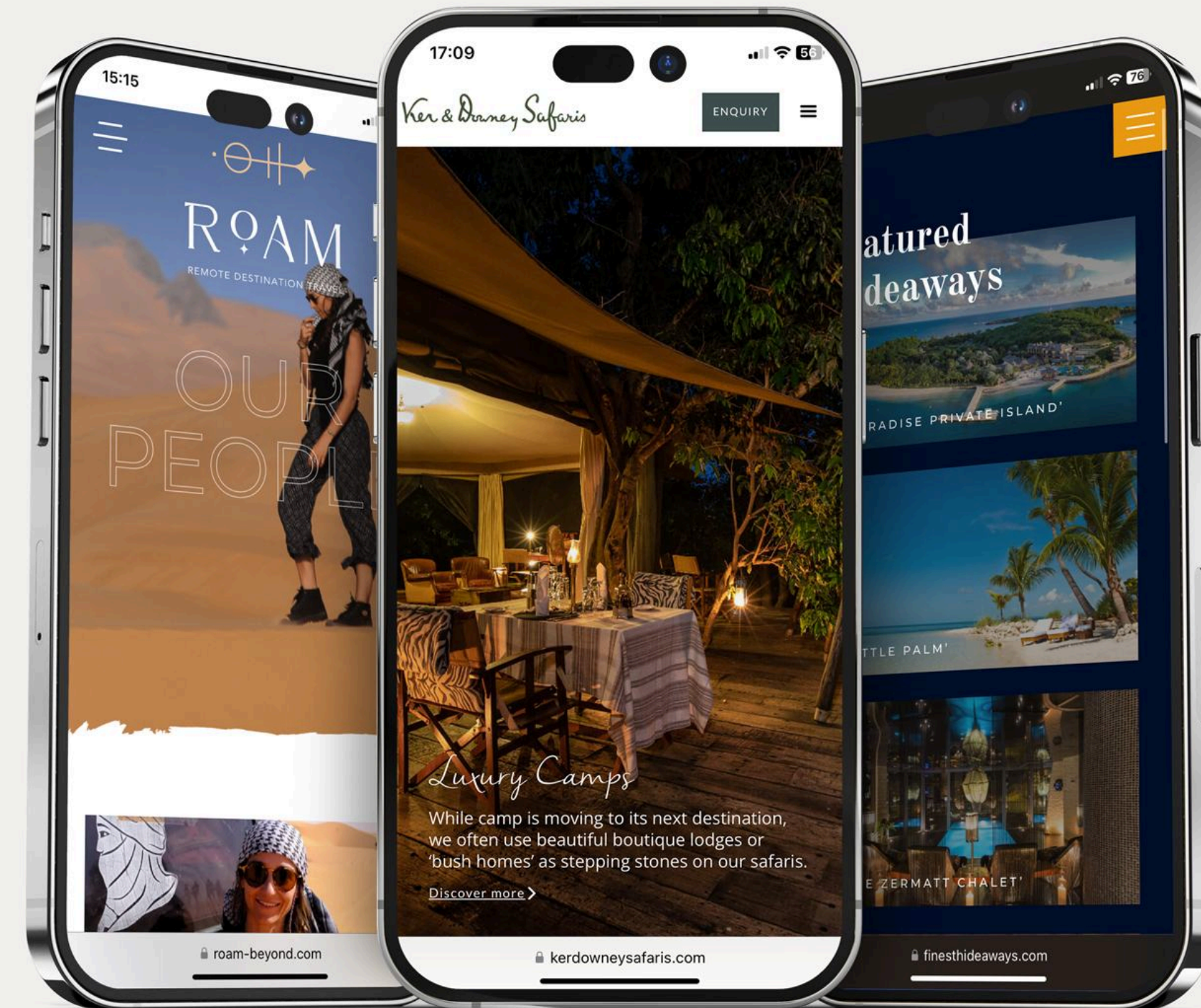
# Today's agenda.

1. The AI Revolution in Travel Discovery.
2. How AI Works.
3. Why Travel Brands Should Care.
4. Making Your Brand AI-Ready.
5. Beyond Content – AI in Your Operations.
6. Q&A session.

# About Boost.

We're a brand and digital agency for the travel industry, specialising in branding, website design, and content strategy.

We help travel brands stay ahead as the digital landscape evolves, from SEO to AI and beyond.

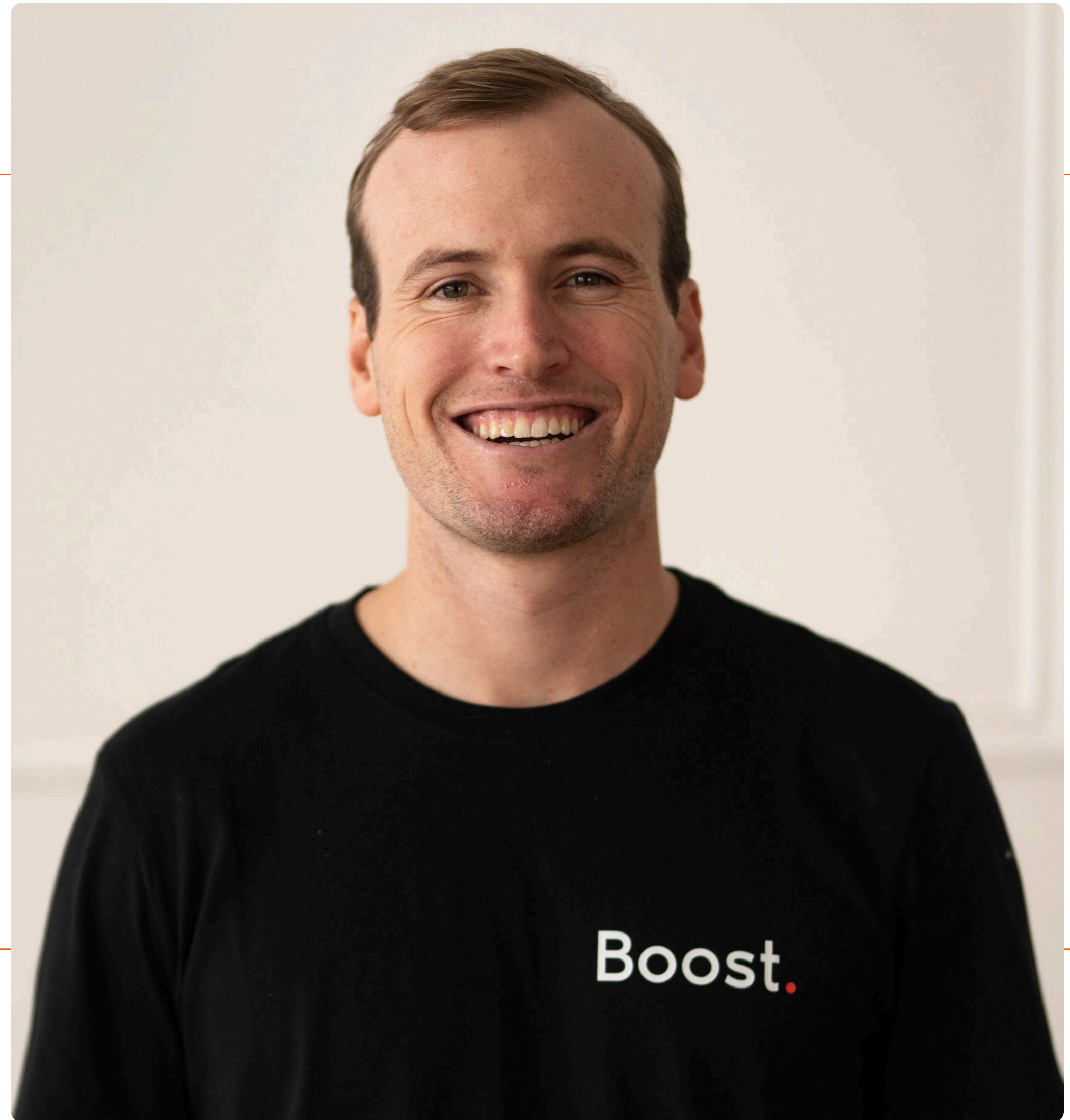




## About Me.

I'm Will Stogdale, founder of Boost. I grew up in Kenya around the travel industry, with both my father and brother working in the sector.

After starting a design agency, I naturally found my way back to travel and launched Boost in 2019, a branding agency helping travel and leisure brands grow their digital presence.





# The AI Revolution in Travel Discovery.



## The Rise of AI Tools.





# Search is now conversational

 Users now ask questions in natural language

 AI understands context, preferences, and follow-up questions

 Conversation is faster and more personalised

 Traditional keyword SEO alone is no longer enough

 Emotion matters – people search with feelings, not just facts



# Old Search Vs New Search

## Traditional Search



best safari tours Kenya



beach resorts Zanzibar



safari packing list



honeymoon destinations Africa

VS

VS

VS

VS

## AI Search



What are the best family-friendly safari tours in Kenya this summer?



Where can I book a romantic beach holiday in Zanzibar with private villas?



What should I pack for a 7-day South African safari in July with kids?



Where can we go in Africa for a peaceful honeymoon to unwind?



# Travellers Are Planning Differently

The Matador Network launched an AI travel assistant called GuideGeek in 2023. It has found that:

**71%**

Find Activities

**58%**

Plans Trips

**40%**

Discover  
Destinations

**24%**

Adjust Plans

**22%**

Help Keep  
Budget

## What this means for your travel brand

Your content must answer specific questions at each stage of this new planning journey.



How AI Works.



# How AI Understands Travel Queries

## Example Query:

“I want to take my family of 4 with teenagers to Kenya for a safari in July”

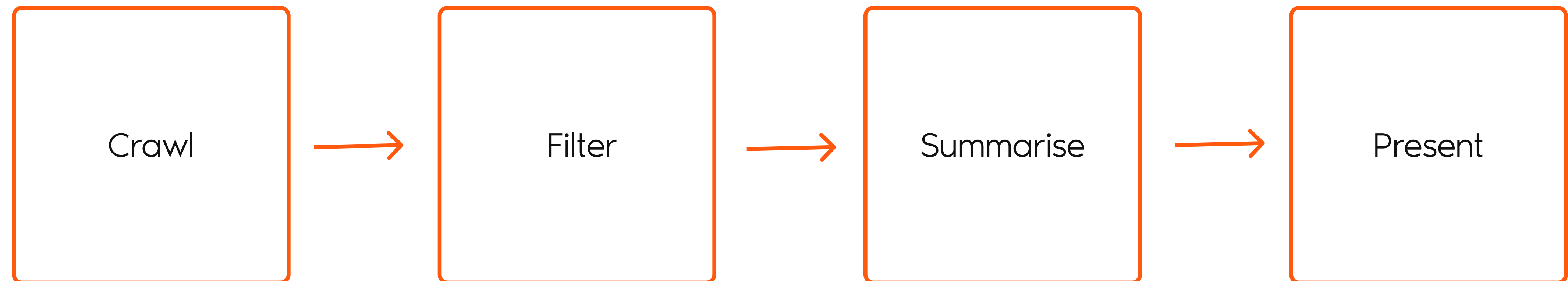
## How AI processes this:

1. Identifies key entities: family travel, teenagers, Kenya, safari, July
2. Understands intent: Planning a family safari vacation
3. Considers context: School holiday period, dry season in Kenya
4. Extracts preferences: Family-friendly, teen-appropriate activities
5. Generates personalised response based on available content

**Your content needs to address all these elements to be AI-friendly.**



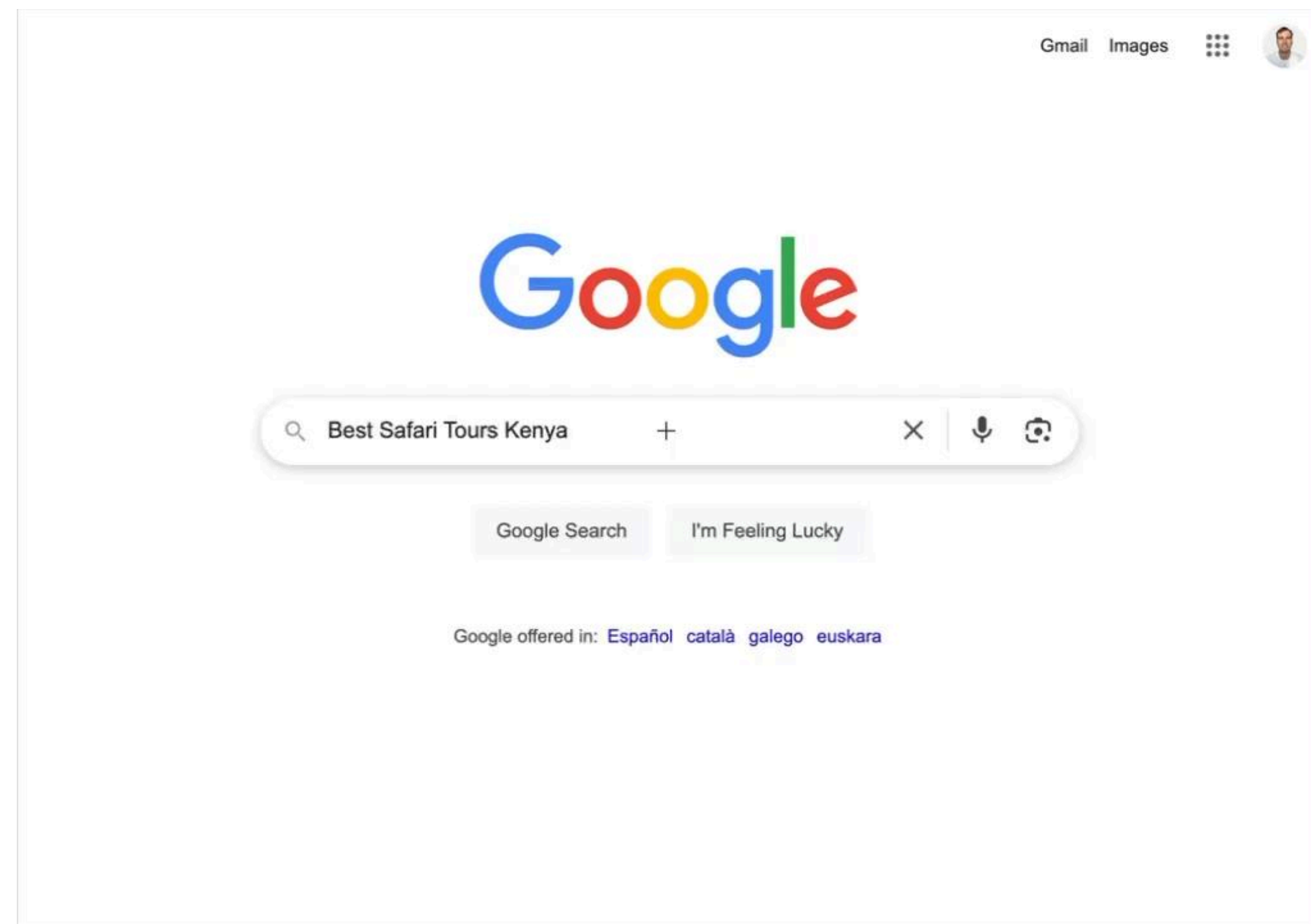
# How AI Curates Content



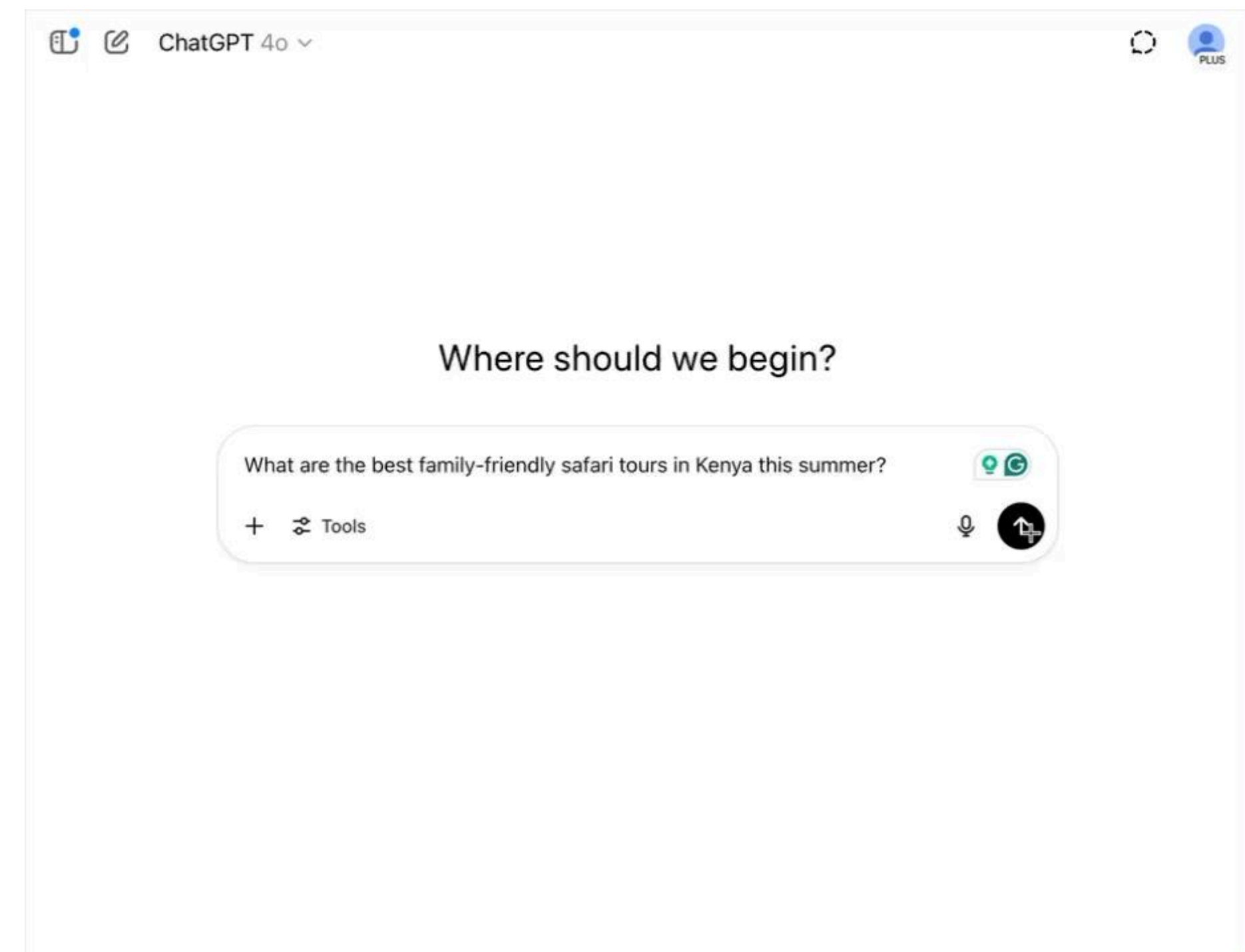


# Keyword Search vs. Intent-Based Discovery

## Traditional Search



## AI Search

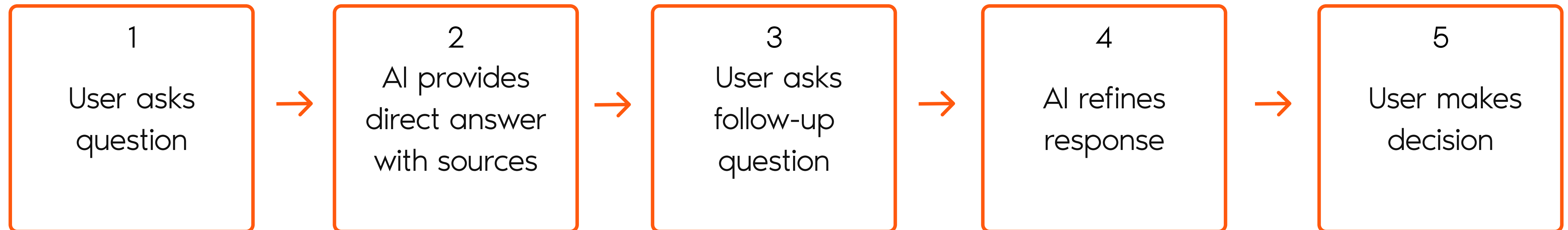


# Traditional vs. AI Search Journey

## Traditional Search Journey



## AI Search Journey





Why Travel Brands Should Care.

# Why This Matters for Your Brand

## Visibility Challenge

Traditional SEO or paid  
media isn't enough

 Organic clicks are dropping

 Being **#1** on Google isn't enough

 AI gives answers, not website links



# Why This Matters for Your Brand

## New Filtering Criteria

AI filters content differently

 Structured clearly (headings, bullet points, schema)

 Concise and authoritative

 Directly relevant to user intent

 Comprehensive on the topic

# Why This Matters for Your Brand

## Business Opportunity

Brands that adapt see

👁️ Higher visibility in AI responses

✉️ Increase in qualified leads

⬇️ Reduction in customer acquisition costs



## Risks of Ignoring AI in SEO

- Your content might be technically perfect for SEO, but invisible to AI
- Content that's not optimised won't be summarised or referenced
- The result? Less visibility, less engagement

Making Your Brand AI-Ready.



## What You Can Do

# Technical SEO

 Schema markup (structured data)

 Clear and semantic HTML structure

 Maintaining consistent and descriptive meta data

 Optimise your site's performance and mobile friendliness

## What You Can Do

# Content Strategy

 Write conversationally

 Include FAQs

 Link related content

 Maintain a consistent tone of voice

# What You Can Do

## AI Tools

 Enhance content with AI

 Spot content gaps from feedback

 Check how AI platforms present you

 Use chatbots to answer questions

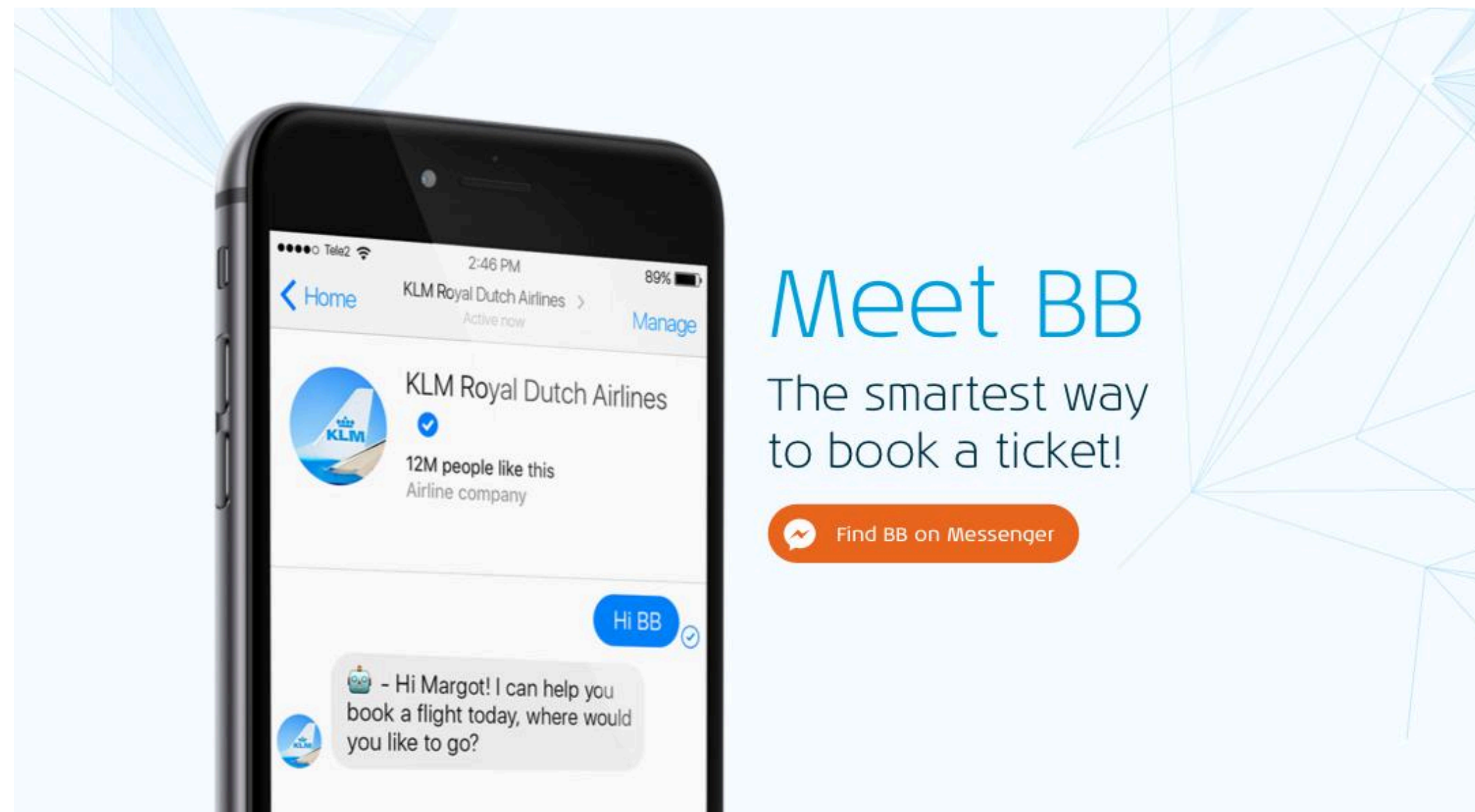


# Content Tips That Work

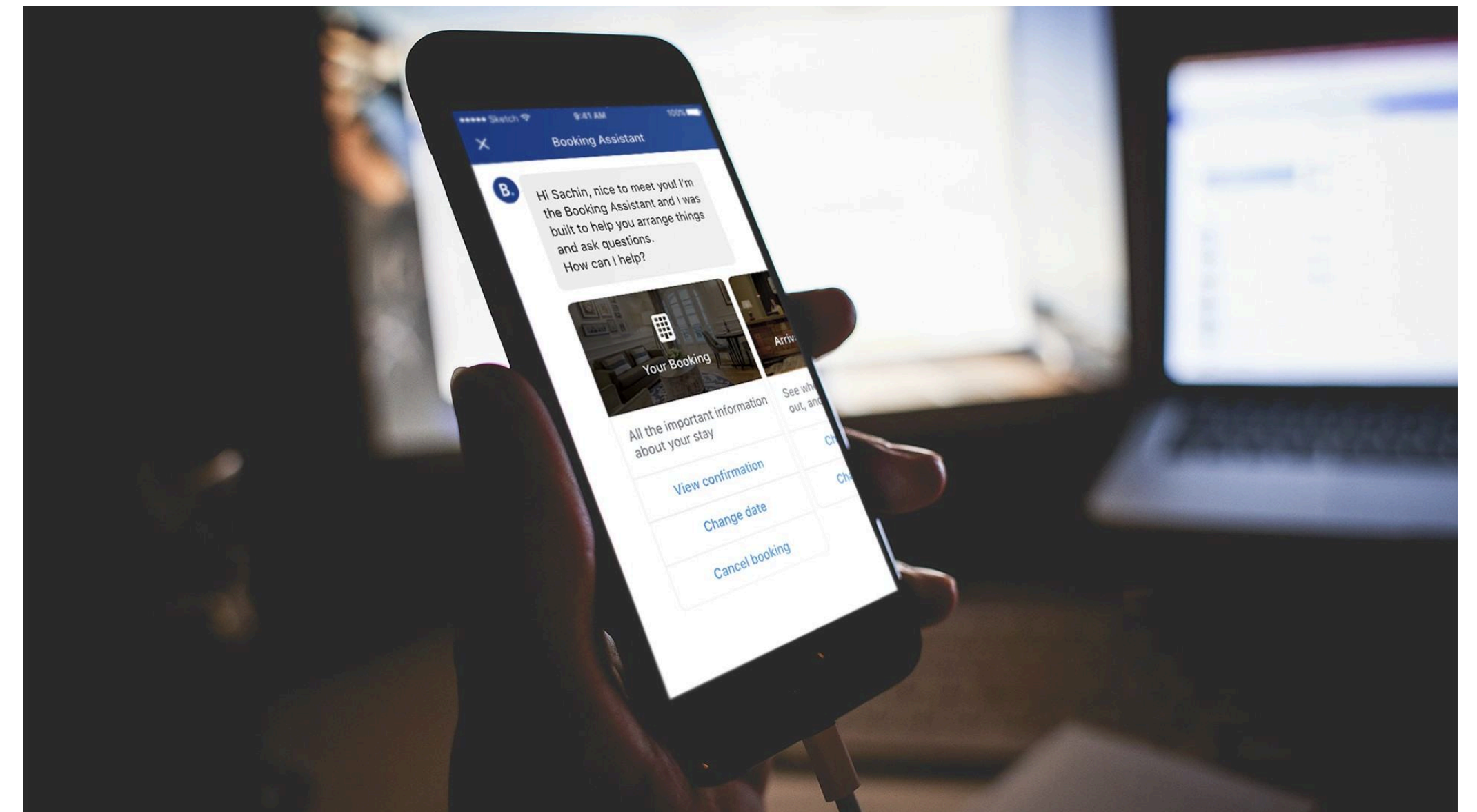
- **Write like a human:** Keep it natural and conversational.
- **Make it scannable:** Use subheadings, bullets and short paragraphs.
- **Be clear and credible:** Share accurate information and cite trusted sources.
- **Show authority:** Highlight your expertise and experience.
- **Add FAQs:** Great for AI summaries and featured snippets.
- **Link related pages:** Helps AI understand topic depth.
- **Use alt text:** Describe images clearly for accessibility and AI.
- **Test with ChatGPT:** Can it summarise your content? If not, revise.

Beyond Content – AI in Your Operations.

# Using AI in Your Business: Customer Service



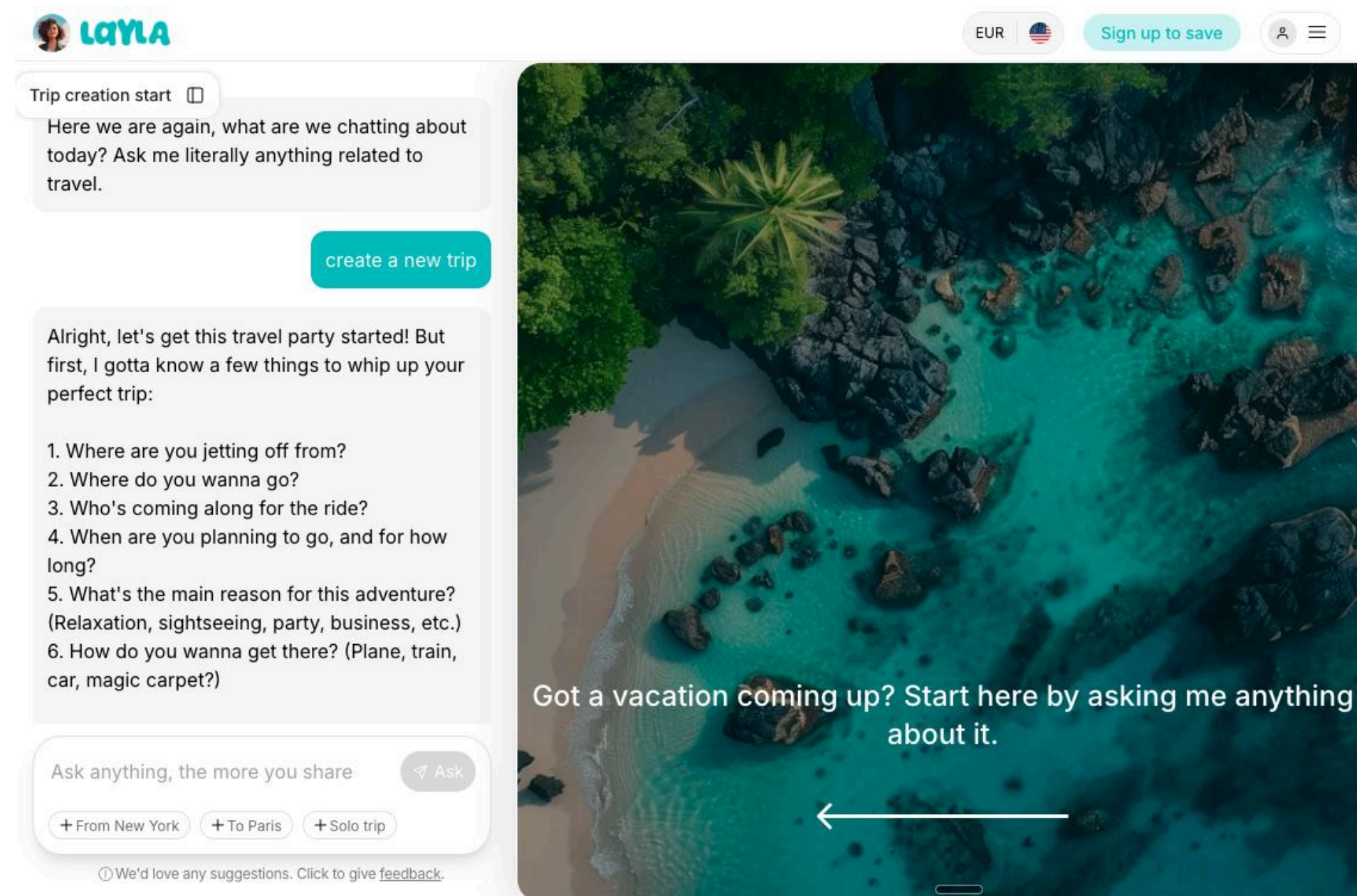
KLM Chat Bot (BB)



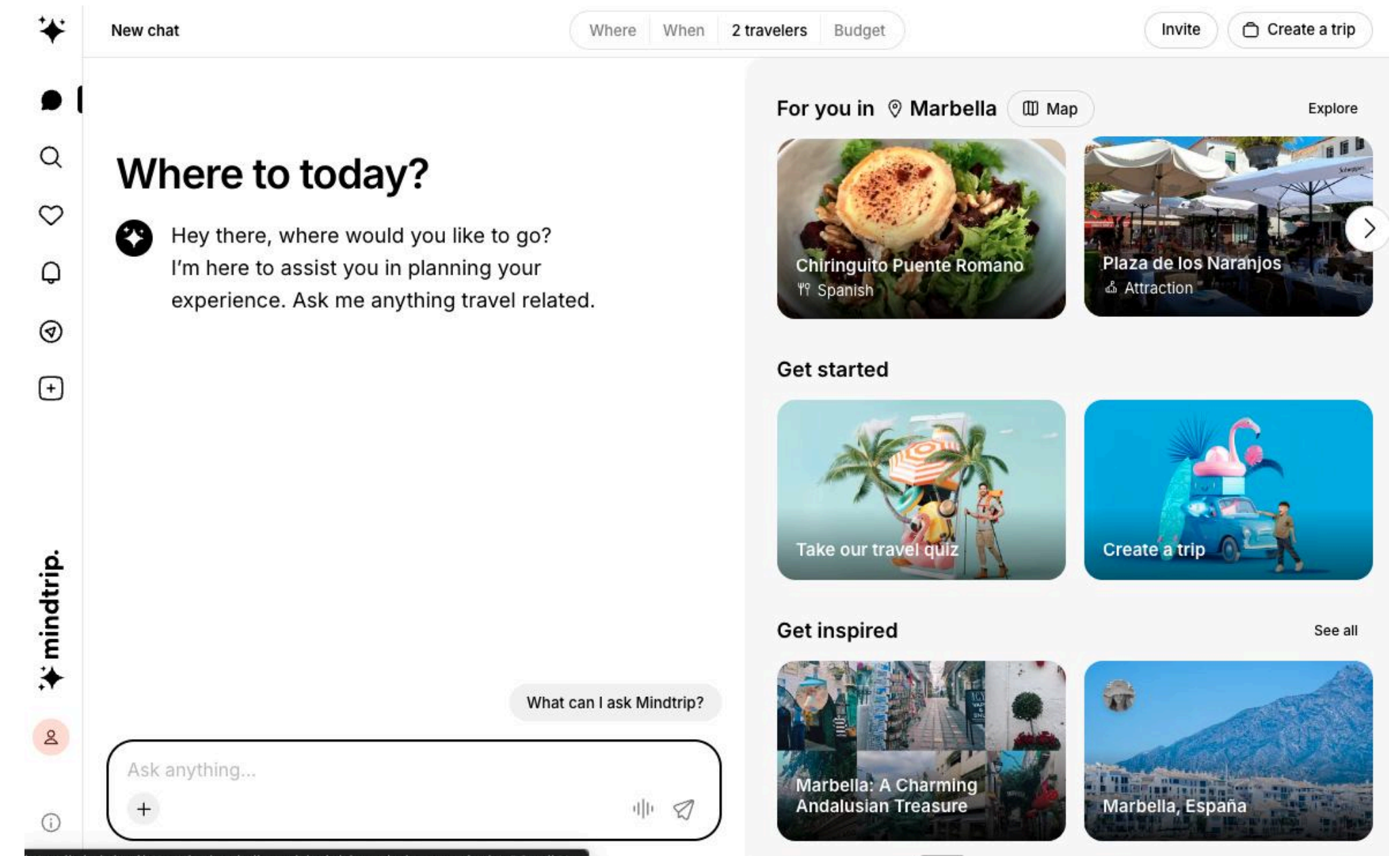
Booking.com Chat Bot



# Using AI in Your Business: AI-generated Itineraries



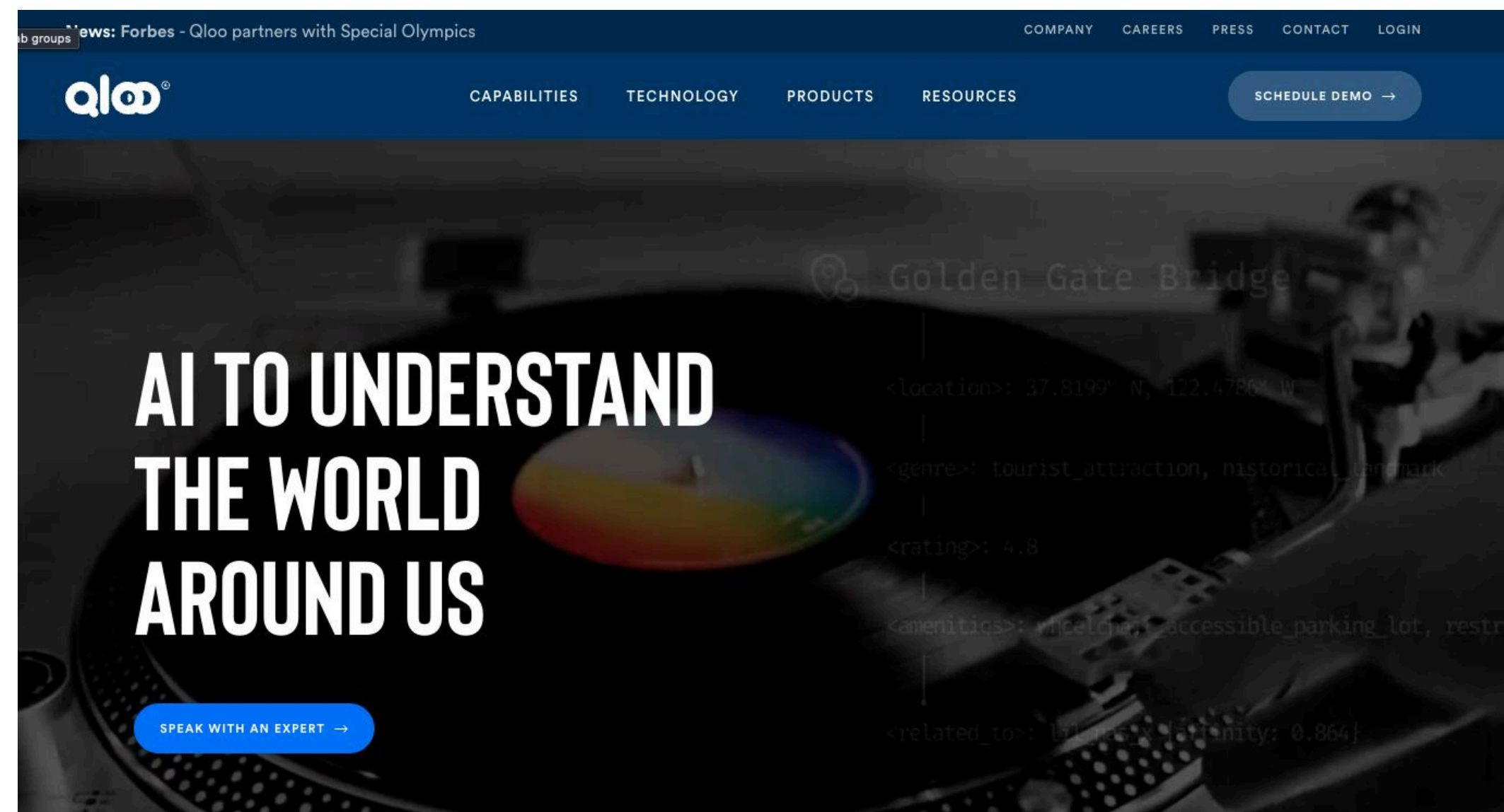
Layla AI



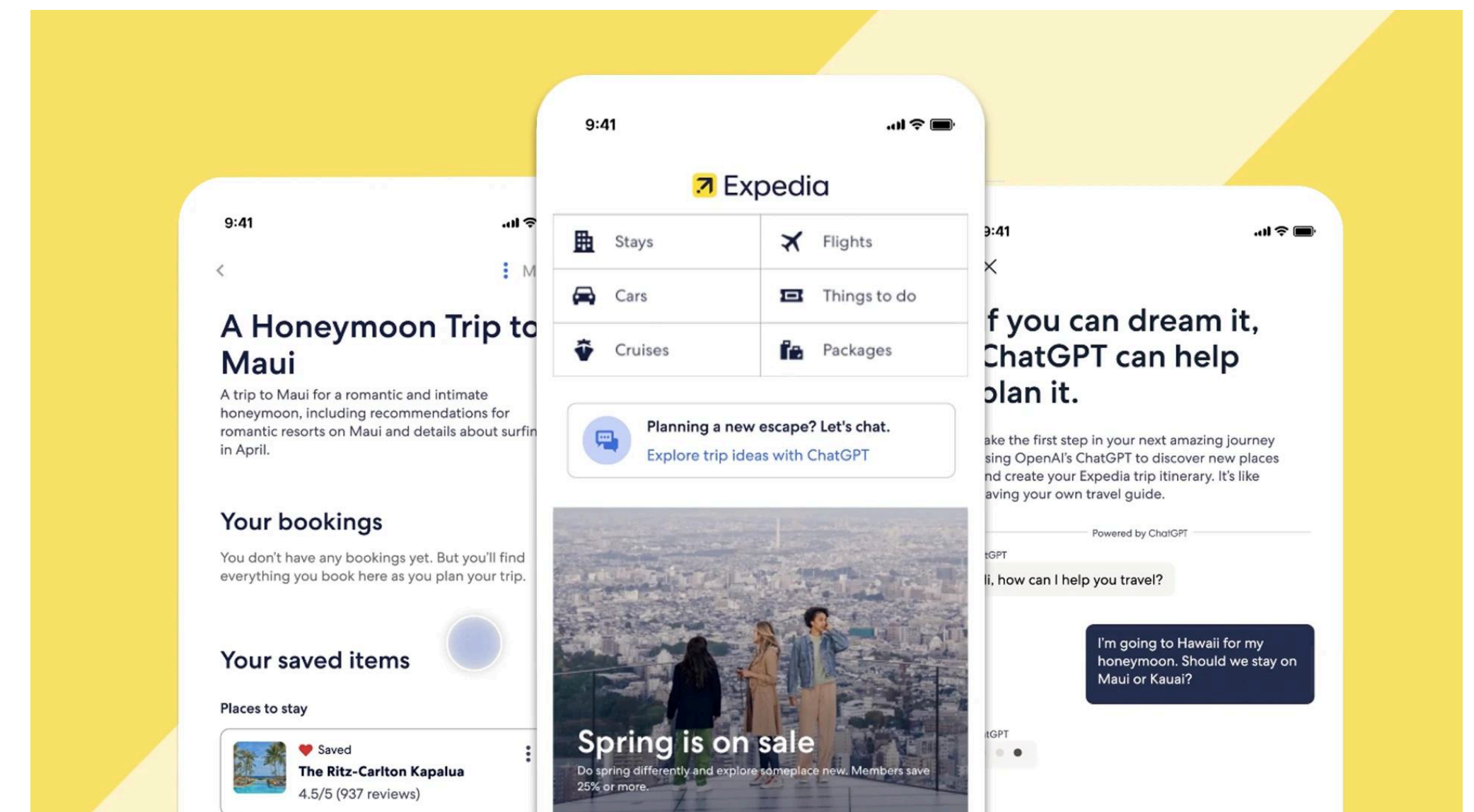
Mind Trip



# Using AI in Your Business: Personalised offers




Qloo



Expedia

# Using AI in Your Business: Feedback



Platform Solutions Plans Customer Stories Resources

Sign inBook a demo


## Uncover granular insights with AI-powered customer feedback analytics


Chattermill unifies all your customer feedback, analyzes it at scale using AI, and surfaces accurate insights that help you understand what your customers care about at a granular, actionable level.


Book a personalized demo


Take a product tour

TRUSTED BY THOUSANDS OF CX, VOC AND PRODUCT TEAMS










Chattermill



Software Solutions Integrations Pricing

Book a DemoTry for Free

## Turn Feedback into Action with AI-driven CX & Survey Platform

Zonka Feedback simplifies CX, allowing you to start meaningful two-way conversations with customers via powerful surveys. Design stunning surveys in minutes, gather data from all touchpoints, understand customers better with AI analytics & close the feedback loop – all within one powerful platform

Get started for free

Book a Demo

How likely are you to recommend us to a friend or colleague?

012345678910

Not likely at allExtremely likely

Please rate your overall satisfaction with our services

9

Response #2336889

NPS By Lisa Mathew | NPS Survey | Aug 26, 2024 12:35 PM | Duration 00:01:15

Trigger Workflows

Add Notes

Add Task

Forward

Contact Name

Lisa Mathew

Email

lisa.mathew@zonkafeedback.com

Channel

Email

Survey Response

Zonka

Boost.

Beyond Content – AI in Your Operations

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## Using AI in Your Business

Tip: Use AI for efficiency—but keep the human touch

# Real-World Examples: Google SGE

Google

travel marketing

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◆ AI Overview

Learn more ⋮

Travel marketing involves using various strategies to attract and engage potential travelers, aiming to create awareness, generate interest, and ultimately drive bookings for travel-related products and services. This includes a mix of digital and traditional channels, targeting specific demographics and understanding their travel motivations. [🔗](#)

Here's a more detailed breakdown:

**Key Components of Travel Marketing:**

**Target Audience:**

Identifying who you're trying to reach and understanding their needs, preferences, and behaviors.

Show more ▾

Travel Marketing: What Is It, Key Components & Strategies

15 Jul 2024 — What is travel marketing? Travel marketing refers to the use of various...

**B.** Boost Brands ⋮

The ultimate travel marketing strategy guide | Dotdigital

How to build a successful travel marketing strategy \* Step 1: Define your target audience....

travelmarketingvip.com

<https://www.travelmarketingvip.com> · [Translate this page](#) ⋮

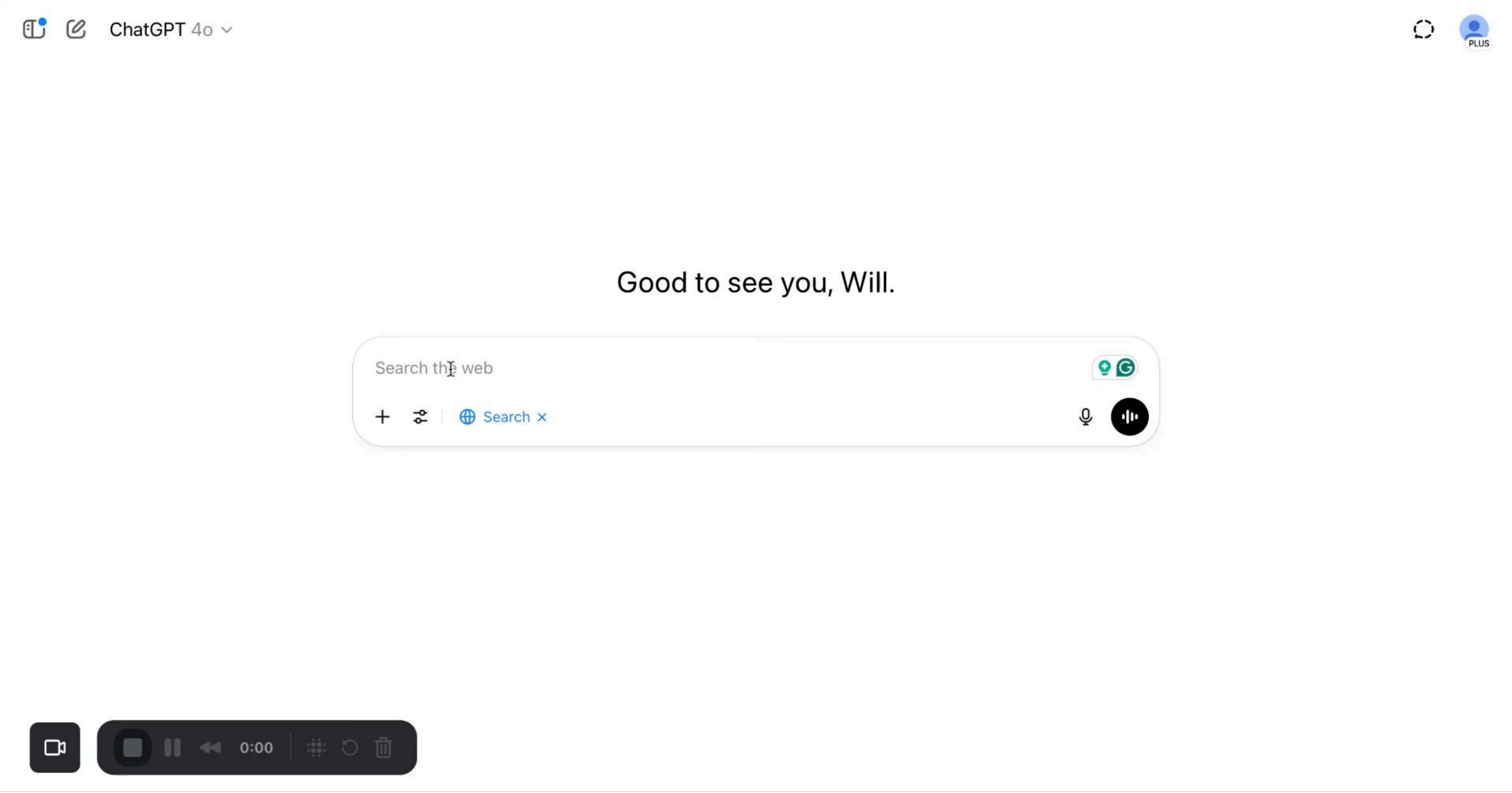
**Travel Marketing**

Nos especializamos en proporcionar soluciones integrales y efectivas para el sector turístico, ayudando a hoteles, propiedades vacacionales, tour operadores y ...

People also ask ⋮

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# Real-World Examples: ChatGPT



# Using AI in Your Business

Question: What AI tools are you using in your business?



Wrapping Up.

# Summary & Action Plan

## Remember

1. Search is conversational
2. Visibility = clarity + structure
3. AI is both tool and gatekeeper

## Start with

1. Auditing your content
2. Adding schema
3. Using AI tools strategically

## How Boost Can Help

AI-first SEO audits

AI-ready content strategies

Website design with AI in mind

Strategy sessions

## Exclusive Webinar Offer

**5 Free 30 min  
Consultation**

Regular value: **£250**

1. Review of your current website's AI visibility
2. Identification of 3 quick-win opportunities
3. Personalised recommendation report

Email: [hello@boostbrands.co.uk](mailto:hello@boostbrands.co.uk) with subject "ATTA Webinar"



Questions.

# Questions

Will AI replace Google search?

# Questions

How will AI affect the traditional distribution and booking channels?

## Questions

What is the best AI model to use and train with your product offering?



## Questions

How can AI be used to give travellers real-time alerts about safety issues, transport delays, or weather disruptions at their destination?

## Questions

How do you anticipate AI tools will impact local destination managers? Will it improve their margins and increase their value to inbound travellers?

## Questions

How long will it take until travel consultants work with AI agents as assistants, and what will that look like?



## Questions

Are the positives greater than the negatives when it comes to AI in travel?

## Questions

Would you agree with the idea that people might use AI to plan itineraries, but this will drop off in a year or two when they realise the value of a "boots-on-the-ground" DMC service?

## Questions

What percentage of people are using AI for travel planning?

## Questions

How important is brand in this new landscape? Is it less of a factor now?

## Questions

What safeguards are in place to ensure AI-driven planning respects user privacy and data security?



## Q&A Session

More questions?



Boost.

Thank you.

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[hello@boostbrands.co.uk](mailto:hello@boostbrands.co.uk)

