From Answers to Reservations

Let AI find your offer. Let travelers trust it.

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From Inspiration to Reservation



Photography: Jake Roxen / Unsplash

Imagine a couple planning four nights in Mexico. Before choosing a hotel, they want to know what they can experience: a memorable dinner, a peaceful walk, a local experience they will not find just anywhere. Then come the practical questions: how to get there, how much it costs, what is included, and whom to contact if their plans change.

A photograph can spark desire. To move toward a reservation, that emotion needs reliable information and a clear next step.

At SMART, this connection between people, content, and sales is central to our vision. For destinations, hotels, airlines, and tourism businesses, November is an opportunity to revisit one specific question:

Does your content help people discover, understand, and buy what you offer?

Three signals to help decide where to focus your efforts

1 Discovery is changing

In research published on October 1, Skift Research describes AI as a new filter in destination discovery. An option may suit a traveler and still not appear in the selection they receive. The report examines recommendations using language models, surveys, and purchase-journey diaries. Skift Research, October 1, 2026

Our take: it helps to explain precisely whom an experience is for and what makes it valuable. “An extraordinary hotel” says less than a verifiable description of its location, rooms, services, accessibility, and nearby experiences.

2 Distribution needs balance

PhocusWire gathered accounts from operators experiencing changes in their bookings through online travel agencies while strengthening their direct channels and partnerships. The article also includes the platforms' position. These are individual experiences; they do not show that AI or a ranking change has caused a widespread decline. PhocusWire, October 21, 2026

Our take: relying on a single channel makes it harder to understand the business. Owned content, public relations, agents, creators, and commercial partners should work with a consistent offer and an identifiable path to a reservation.

3 Every business opportunity deserves follow-up

UN Tourism's September Barometer reported 0.4% growth in international arrivals in the first half of 2026. This is a global figure, not a result specific to Mexico or to any company. The organization pointed to high costs and a challenging economic and geopolitical environment. UN Tourism, September 17, 2026

Our take: attracting attention still matters. So does reducing the doubts that prevent a purchase and knowing what happens after an inquiry, a quote, or a reservation.

SEO AEO and GEO explaining the same offer more clearly

SEO addresses visibility in search engines; AEO focuses on answering questions; GEO is used to describe work on visibility in AI-generated answers. We propose approaching them with a shared foundation: useful, accurate, accessible content connected to the business.

Google explains that its AI features retain the fundamentals of SEO: they require no special optimization or exclusive markup. It recommends making important information available as text and ensuring that structured data matches what users see. Following best practices does not guarantee indexing or inclusion. Google Search Central, accessed October 28, 2026

Start by answering these questions well:

- What experience do you offer, and what type of traveler is it suited to?
- Where does it take place, how long does it last, and how do travelers get there?
- What is included, what is not, and what conditions apply?
- Where can travelers check current rates and availability?
- Who operates the service, and how can travelers get human assistance?
- What is the next step to make a reservation or request a proposal?

These answers should be easy to find. A campaign can inspire through video, photography, and a human story; the information people need to make a decision must also be available as clear, up-to-date text.

A commercial strategy for every part of the journey

Destinations turning local knowledge into opportunities

A destination's heritage lives in its people. Guides, cooks, artisans, hosts, and operators know the details that make a visit memorable. The strategy is to organize that knowledge into stories, itineraries, and experiences with clearly identified providers and clear paths to purchase.

With SMART: let's connect the destination's narrative, editorial content, public relations, and industry relationships so that inspiration leads to a concrete offer.

Hotels selling the experience and helping guests decide

A stay begins before check-in. Guests need to understand which room suits them, which services are available, and how to make the most of the surrounding area. Photographs should reflect the property, and commercial terms should be verifiable.

With SMART: let's align content, campaigns, and the digital experience with the booking engine or sales process the hotel already uses.

Airlines connecting the route with the reason to travel

Behind every route are reasons to choose a destination: visiting family, attending a meeting, or discovering a region. Content can connect those motivations with relevant experiences without replacing current, official information on schedules, fares, baggage, or conditions.

With SMART: let's develop destination stories and initiatives with tourism partners that help travelers move from interest to exploring real options.

Operators and tourism businesses making bookable experiences visible

Travelers need to understand an experience before booking it. A good listing explains its duration, meeting point, language, inclusions, conditions, and assistance. The story brings emotion; clarity makes the decision easier.

With SMART: let's coordinate content, creators, commercial relationships, and distribution around clearly defined products, with follow-up on inquiries and opportunities.

The relationship continues after the reservation

On October 28, PhocusWire reported concerns among hoteliers and technology providers about personal assistants that could continue comparing prices after a reservation. The report itself makes clear that there is still little evidence of a negative impact from these assistants on hotels. This is not a conclusion about the entire market. PhocusWire, October 28, 2026

Our take: a reservation begins a relationship worth nurturing. Useful information before the trip, clear expectations, help when needed, and follow-up with consent can strengthen that experience. Technology should make service easier while preserving access to human support.

From visibility to value what to measure

The journey does not always move in a straight line. To manage it, we suggest distinguishing five levels without confusing exposure with revenue:

1. Discovery: search queries, pages found, and identified traffic.
2. Interest: meaningful reading, clicks through to products, and questions received.
3. Opportunity: qualified inquiries, quotes, and sales conversations.
4. Reservation: confirmed transactions, cancellations, and attributable net value when systems allow it to be verified.
5. Relationship: satisfaction, repeat business, and recommendations obtained with permission.

The dashboard should start from a real baseline. If a data point is not yet available, record it as unavailable. If attribution is partial, explain it. This discipline makes it easier to decide what to keep, what to improve, and what to test.

The next step with SMART

What is holding back the journey from your content to your next business opportunity today?

It could be an offer that is hard to understand, scattered information, content without distribution, or an inquiry that does not reach the right person.

Let's talk about your destination, hotel, airline, or tourism business. Let's explore how to connect strategy, content, public relations, media, and technology with your sales process. Based on your priorities and current capabilities, we can define the right scope.

Get to know SMART and let's talk about your project

From Inspiration to Reservation.

From Reservation to Relationship.

Quick answers

How can a tourism business prepare for AI-powered search?

By keeping its own information clear, verifiable, and up to date, and reviewing how people discover, understand, and buy what it offers. No agency can guarantee inclusion in every AI answer.

Should traditional channels be abandoned?

We recommend coordinating owned channels, intermediaries, and partnerships according to their actual contribution. Each business needs to assess the costs, service, results, and dependence associated with each channel.

What should be measured beyond website visits?

Qualified inquiries, progress through the sales process, confirmed reservations, cancellations, and the ongoing relationship, always according to the available data and its limitations.

Information and sources reviewed as of October 28, 2026. Editorial analysis and recommendations by SMART; cited sources do not imply a partnership or commercial endorsement.