



The Algorithm Ate My Tourists: Winning the battle for AI attention

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Topics Discussed Today

1 What is GEO?

2 How Destinations Need to Prepare

3 The Six Pillars of AI Authority: Earning Citations in the Generative Engine

4 How Inclusive Marketing Fits into AI Marketing

5 Gen Z & Millennials Are Driving the Future of Travel

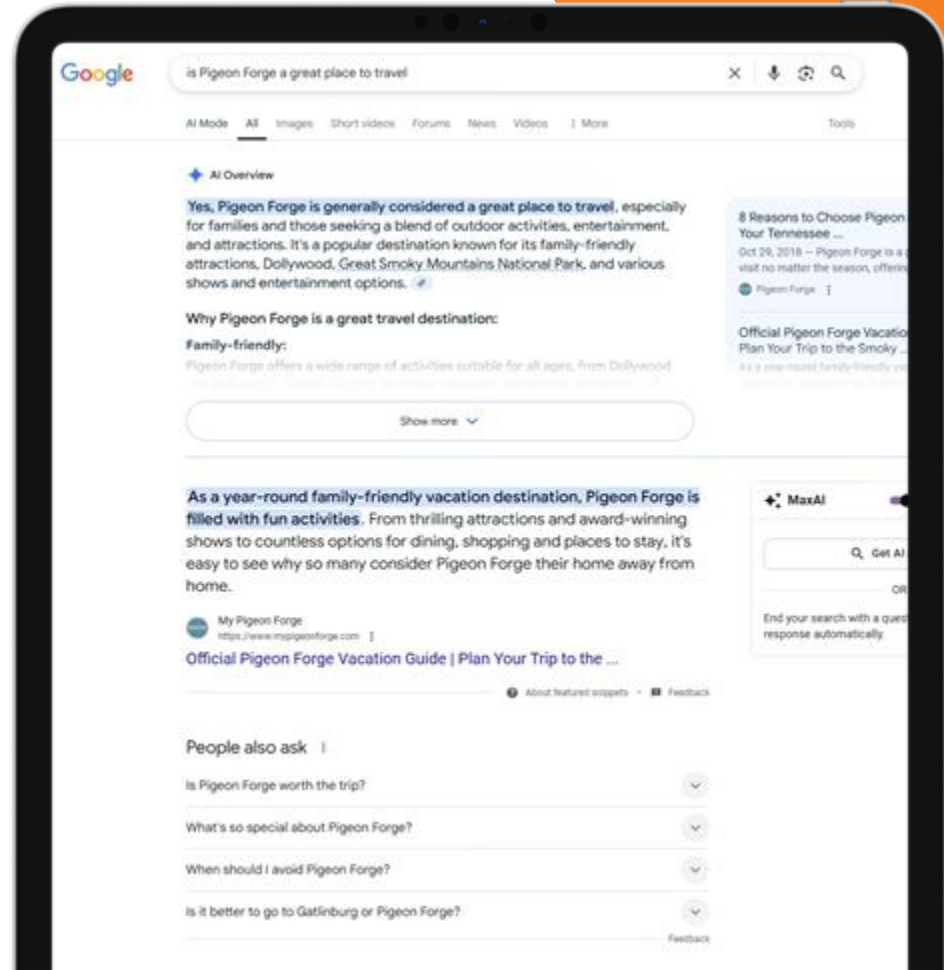
What is GEO?

Generative Engine Optimization is the process of optimizing your content so it appears in AI-generated answers from platforms like ChatGPT, Gemini, Perplexity, and others.

70% of global travelers are now using generative AI tools to find information, not just search engines. (Source: McKinsey, 2025)

Around 40% of global travelers have used AI for trip planning [Travala.com](https://www.travala.com)

19% of travelers used AI for planning in the last six months, and 34% said they are likely to use it for their next trip, says [Madden Media](https://www.maddenmedia.com)

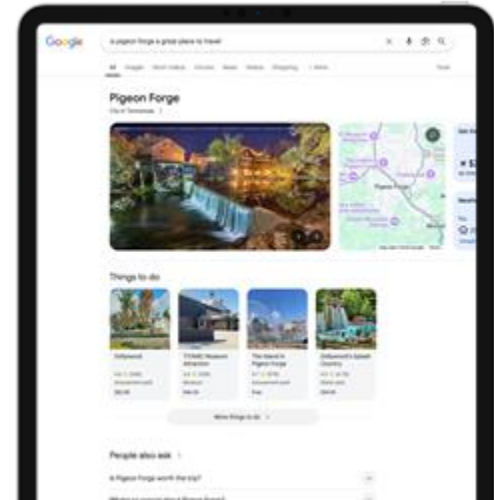
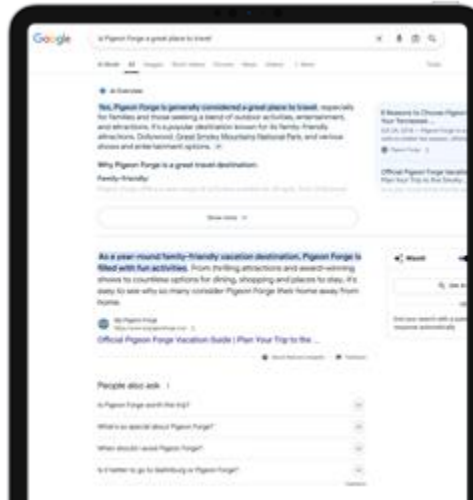


GEO Matters in Partnership with Your SEO

Together, SEO and GEO create a powerful duo:

- SEO drives visibility through links and rankings
- GEO delivers relevance, authority, and inclusion inside the answers travelers now rely on

Generative Engine Optimization (GEO) isn't here to replace SEO—it's here to strengthen it for the future of search.



The Six Pillars of AI Authority: Earning Citations in the Generative Engine

1

Build an AI – Readable Foundation

2

Achieve Topical Dominance

3

Earn Citations, Not Just Links

4

Maintain Real Time Relevance

5

Leverage Digital Longevity

6

Validate Content with User Love

Is it Easy for AI to Understand?



Are You Building Trust Beyond Your Website?



Is Your Content Fresh & Accurate?

Reddit
6 days ago

Please be informed in accordance with CDC guidelines, we are requiring face coverings in all indoor public areas of all our hotels throughout the U.S. for guests and Team Members.

Additionally, we continue to encourage the use of face coverings at our hotels throughout the rest of the world. We appreciate your understanding and look forward to serving you.

See you soon.

Hilton Garden Inn Washington D.C./U.S. Capitol

Told to wear masks in March 2026? : r/Hilton [Visit >](#)

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Long Live Your Brand

CAUTIONARY REBRANDING: Don't Delete Your Destiny by Deleting Your Authority

BEFORE: CLARITY & AUTHORITY (HBO MAX)

AFTER: GENERIC CONFUSION (MAX)

THE 'MAX' TRAP: Removing Your Value Proposition

AI Searchbot

Nodd in recognition

Nodding.

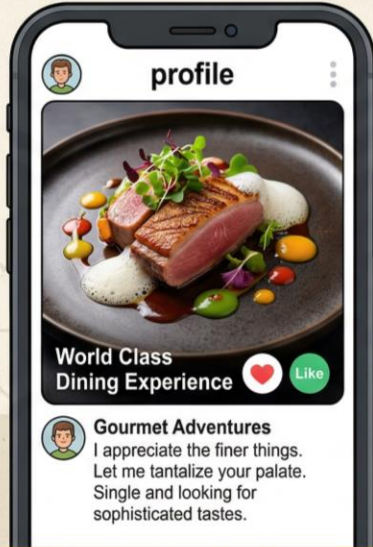
Is this a dog park or a TJ Maxx?

Where did HBO go?

AI STATUS: 0 MATCHES FOUND FOR 'PRESTIGE TV'

- Losing your 'semantic hook' (like 'HBO' or 'Fallingwater') makes you invisible to both AI & Humans.
- **Generic branding** is an invitation to **be forgotten** by the 'Machine Brain' of Search.

YOUR BRAND'S TINDER PROFILE



AI'S BACKGROUND CHECK



AI DOESN'T JUST TRUST WHAT YOU SAY—IT TRUSTS WHAT PEOPLE SAY ABOUT YOU

The Case for Saving on Your Site Costs \$\$

1 AI Strips Formatting

2 The “Headless” Future

3 Speed Is King



Inclusive content signals matter to AI engines

Representation in AI = Visibility in the Future

- Representation in your content equals representation in your results
- AI is trained on content. It's effectively forming a POV – train it well
- **Inclusive Metadata and Tags**
- Multilingual and Culturally Relevant Content
- Language, culture, and nuance matter



AI-Native Travelers Expect Representation

Supporting Data & Stats:

The largest and most influential travel audiences—Millennials and Gen Z—expect representation, accessibility, and authenticity. AI search will prioritize what exists online. If you're not showing it, they're not seeing it.

- 76% of Gen Z and 73% of Millennials say it's important that the brands they support are inclusive and represent real people.
(Source: McKinsey & Company, 2024)
- 70% of Gen Z travelers say they're more likely to visit a destination that reflects their values—including diversity, sustainability, and accessibility.
(Source: Expedia Future of Travel Report)

Key Takeaways

1

Search Is Changing - And Fast

2

GEO Builds on SEO-It Doesn't Replace It

3

Structure + Authority + Storytelling =
Discoverability

4

Representation Shapes Recommendation



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