

BEYOND SEARCH

Destination Discovery in an AI-Shaped Market

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NORTH MYRTLE BEACH
MARKETING OUTLOOK FORUM
// 2026



miles
PARTNERSHIP





THIS IS YEAR THREE

Two years ago, this was a forecast. This year it's a field report.

2024

UNDERSTAND IT

"The good, the bad,
and the unknown"
What is AI doing to search?

2025

SEE THE SHIFT

"SERP's Up"
Traffic, CTR, and discovery
behavior were changing visibly.

2026

RESPOND TO IT

The question is no longer
"is AI changing search?"
It's "how do we respond?"





OBLIGATORY DISCLAIMER

This presentation was not written by AI.

It was, however, built by AI. Designed by AI. And proofread by AI.
I mostly just talked at a computer until it gave me something I didn't hate.
So if anything looks weird, blame the machine. If it's brilliant, also blame the machine.



PROBABILISTIC VS DETERMINISTIC EVALUATION



PROBABILISTIC

- › Uses probability and statistics
- › More flexible, scalable
- › AI Recommendations, LLMs
- › Great at data analysis, pattern recognition

DETERMINISTIC

- › No randomness
- › Rule based
- › Database queries, traditional algorithms, calculators
- › More accurate, harder to scale



WHAT ACTUALLY CHANGED



Discovery is answer-first now — the click is downstream, and it's not guaranteed



AI Overviews intercept informational queries before anyone gets a click



Destinations get mentioned in AI answers



Visibility is fragmented: Google AIO, ChatGPT, Gemini, Perplexity all serve different answers, and use different sources



Generic 'things to do' pages are more vulnerable — the quality bar moved

AI Overview +10

North Myrtle Beach offers a relaxing coastal escape featuring nine miles of pristine beaches, top-tier golf courses, and the popular Barefoot Landing shopping complex. Top activities include [water sports \(parasailing, kayaking\)](#), [visiting Alligator Adventure](#), [enjoying live shows at Alabama Theatre](#), and [dancing the Shag at Ocean Drive](#). [Explore North Myrtle Beach +4](#)

Top Attractions & Entertainment

- Barefoot Landing:** A premier complex with shopping, dining, and entertainment, including the Alabama Theatre and House of Blues.
- Alligator Adventure:** One of the world's largest reptile parks, located near Barefoot Landing.
- Water Activities:** Rent jet skis, go parasailing, or take a deep-sea fishing charter.
- Shark Wake Park:** Features an [obstacle course](#) and cable wakeboarding.
- Live Music & Dancing:** Visit Ocean Drive (OD) for the [Fat Harold's Beach Club](#) to learn the "Shag," South Carolina's state dance. [Explore North Myrtle Beach +4](#)

Family-Friendly & Outdoor Fun

- Beaches:** Relax on the expansive, less crowded beaches of Windy Hill, Crescent Beach, and Ocean Drive.
- Mini Golf:** Play a round at [Hawaiian Rumble](#), famous for hosting professional tournaments.
- Parks:** Visit [North Myrtle Beach Park & Sports Complex](#) for walking trails, playgrounds, and a dog park.
- Nature Walks:** Explore [Heritage Shores Nature Preserve](#) or [Vereen Memorial Gardens](#) for scenic walking trails and waterfront views. [Explore North Myrtle Beach +4](#)

Search isn't dead. Demand is still there. But click distribution is changing and discovery is being intermediated.



SEARCH ISN'T DEAD. BUT THE CLICK IS NO LONGER GUARANTEED.



58%

Lower CTR for top-ranking page when an AI Overview is present

Ahrefs, Feb 2026

8%

Click rate when AI summary shown vs. 15% without

Pew via Ahrefs

-2.5%

U.S. organic traffic YoY decline decline across large-scale sites

Search Engine Land, Jan 2026



TRAFFIC LOSS IS A SYMPTOM. INFLUENCE LOSS IS THE DIAGNOSIS.

WHAT WE SEE

- › Organic sessions down across most DMOs
- › Miles / Simpleview benchmark: ~25% YoY decline
- › Discovery pages hit hardest

THE BIGGER QUESTION

- › Is your destination still shaping consideration consideration before the click happens?
 - › › If AI answers the planning question upstream, upstream, traffic acquisition is only part of the job. the job.
 - › › The right response depends on your specific specific vulnerability: informational loss, ecosystem ecosystem weakness, or demand softness.





AUDIENCE CHECK-IN

**Raise your hand if you've Googled
your own destination this year.**

Now keep your hand up if you also asked ChatGPT or Perplexity the same question.

Did you like the answer it gave?



FROM TRAFFIC KPIs TO INFLUENCE KPIs



LEGACY METRICS

Sessions

Pageviews

Traditional rank alone

Last-click attribution

INFLUENCE METRICS

AI Presence Rate Are we showing up in the answer?

Citation Frequency Are our domains or URLs the source?

Recommendation Share How often are we chosen over competitors?

Prompt Coverage Which traveler queries include us vs. exclude us?

Source Mix Owned, partner, third-party, or competitor?

Brand Framing How are we positioned in AI responses?

Economic Impact Did we influence actual traveler behavior?

Success = moving from traffic acquisition to influence over answers.

→ METRIC :: INFLUENCE_LOSS ✦

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WHO IS GETTING CITED NOW?

AGGREGATE LEADERS

Reddit

Wikipedia

Quora

YouTube

Top 50 domains = 28.9% of all AIO mentions
Ahrefs, May 2025

TRAVEL & TOURISM

Tripadvisor dominates

OTAs & aggregators

Attraction-owned sites

Reddit

The better question isn't 'is Reddit winning?' — it's which sources shape answers in your market.





BEING MENTIONED ≠ BEING THE SOURCE

MENTIONED

Your destination name
appears
in the AI response

CITED

Your domain or URL is linked
as a source

RECOMMENDED

AI actively suggests your
destination over competitors

Only ~28% of brand mentions include a link. In AI Overviews, ~11%. // Ahrefs, 2025



THE WEBSITE STILL MATTERS

Maybe more than ever.



PRIMARY DATA LAYER Not just a brochure — the structured source source feeding AI systems



ENTITY CLARITY The cleanest place to establish your official and partner context

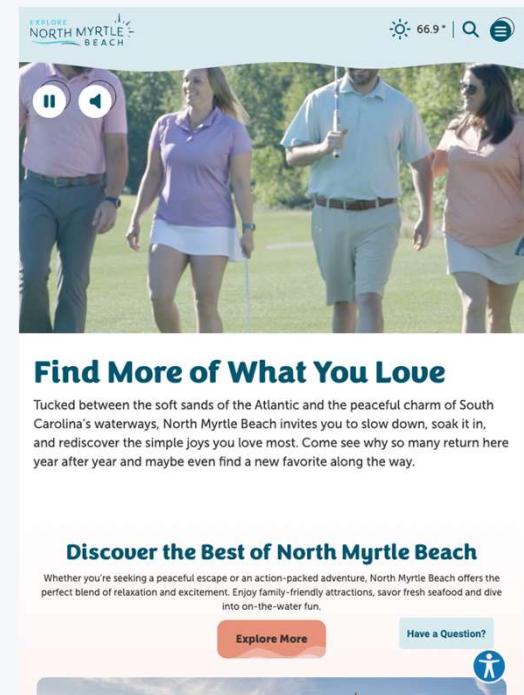


MACHINE-READABLE Schema, crawlability, freshness — if it's not accessible, AI fills the gap with someone else



EXPERTISE SIGNALS Named contributors, local experts, observations AI can trust

The website matters not because it always gets the click—but because it needs to deserve the citation.



AI VISIBILITY IS ONLY PARTLY CENTRALIZED

Google Business Profiles

Partner Listings

DMO WEBSITE

Review Platforms

Local Publishers & Social

Event & Attraction Pages

Incomplete partner listings weaken the machine-readable footprint AI systems rely on.





THE NEW STRATEGIC QUESTION

Are we in the answer?

If AI answered your destination's most important traveler questions today, would you like the answer it gives?



USING AI vs. SHAPING AI

PRACTICAL USE

What most partners do today

- › Content generation & rewriting
- › Research & summarization
- › Workflow acceleration
- › Trip-planning chat assistants

STRATEGIC WORK

What destinations need to do

- › Making destinations more visible and citable in citable in AI
- › Identifying content gaps from AI response patterns
- › Shaping how AI represents and recommends destinations
- › Monitoring and benchmarking AI presence at scale





QUICK POLL

Who here is using AI mostly to write content faster?

And who is using it to understand how your destination shows up in AI answers?
That gap is exactly what the next section is about.





AI MARKET CHECK — COMPONENTS



PROMPT LIBRARY

Organized by traveler planning categories



COMPETITOR BENCHMARKING

Side-by-side share of AI answers



PLATFORM COVERAGE

ChatGPT, Google AIO, Gemini, Perplexity



GAP DETECTION

Missing narratives, underrepresented themes



PRESENCE SCORING

Are we in the answer? How prominently?



TECHNICAL AI-READINESS

Crawlability, schema, machine readability



CITATION ANALYSIS

Which domains and URLs get cited



RECOMMENDATIONS

Prioritized response plan





Product ▾

Use Cases ▾

Resources ▾

Pricing

Log in

Start free trial

Book a demo

Unlock the new way to reach customers

See how AI assistants like ChatGPT, Perplexity, and Claude talk about your brand, and what you can do about it.

Enter your website URL

Get your free report

✓ No credit card required ✓ See results in 30 seconds



THIS EXISTS BECAUSE THE MARKET CHANGED, NOT BECAUSE WE WANTED A SHINY NEW AI PRODUCT



The old question: How are we ranking? The new question: How are we represented when AI helps a traveler decide?

WHAT WE HAD

- Rankings
- Traffic
- Referrals

WHAT WE NEEDED

- AI presence monitoring
- Citation tracking
- Competitive answer share

The screenshot shows a dashboard with four status boxes: 5 Pass, 2 Needs Improvement, 2 Fail, and 8 Pending. Below these is a section for 'Sitemap' with an error message: '1 Has sitemap? Pending. Sitemap data not captured in this crawl configuration. Site has a /site-map page but SITEMAP_RESULTS table is empty. Requires manual verification of XML sitemap at lovevail.org/sitemap.xml.' A 'Run New Audit' button is also visible.

→ QUERY :: ARE_WE_IN ↔





PROMPTS ORGANIZED AROUND HOW TRAVELERS ASK

**Seasonal
Inspiration**

**Things
to Do**

**Family
Travel**

**Food &
Dining**

**Planning &
Logistics**

**Comparison &
Inspiration**

Not abstract branded/non-branded buckets — real traveler queries.

→ ORIGIN :: MARKET_NEED ↻

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HOW DOES AI REFLECT YOUR BRAND

AI Market Check / Meridian

MARKET BRIEF Collapse Refresh
Generated April 20, 2026

North Myrtle Beach is a popular family-friendly destination in the Southeastern U.S., known for its expansive beaches, golf courses, and vibrant entertainment options. It stands out from the nearby Myrtle Beach by offering a slightly more relaxed atmosphere and a focus on family-oriented attractions.

STRENGTHS

- + Expansive, less crowded beaches compared to Myrtle Beach provide a more relaxed experience.
- + A wide variety of golf courses, catering to both amateurs and professionals.
- + Home to the famous Barefoot Landing, offering shopping, dining, and entertainment in a scenic waterfront setting.
- + Strong reputation for family-friendly activities and accommodations.
- + Rich local music scene, particularly known for beach music and shag dancing.

PAIN POINTS

- Limited public transportation options can make getting around without a car challenging.
- Seasonal fluctuations with peak times leading to overcrowding and off-peak times seeing many attractions closed.
- Perception as a less upscale destination compared to some other beach towns.
- Vulnerability to hurricanes and frequent weather-related disruptions.

TOP 5 ATTRACTIONS

1 Barefoot Landing 2 Cherry Grove Beach 3 Alabama Theatre 4 House of Blues Myrtle Beach 5 Alligator Adventure

COMPARABLE DESTINATIONS

| | |
|--|--|
| Myrtle Beach Nearby, direct competitor with a more bustling and commercialized atmosphere. | Hilton Head Island Compared for its golf and beach offerings, Hilton Head is seen as a more upscale alternative. |
| Virginia Beach A similar family-friendly beach destination on the East Coast with more urban amenities. | Outer Banks, NC Offers a more remote and nature-oriented beach experience, drawing comparisons for those seeking a quieter getaway. |
| Destin, Florida Known for its beautiful beaches and family-friendly vibe, much like North Myrtle Beach. | |

MASTER BRIEF Regenerate
Apr 2026 - Apr 2026 - 2 briefs analyzed - Generated April 20, 2026

Executive Summary

Over the brief period analyzed in April 2026, AI's perception of North Myrtle Beach remains relatively stable. The destination is consistently portrayed as a family-friendly, relaxed alternative to the more bustling Myrtle Beach. The most significant shift between the two briefs is the increased emphasis on Barefoot Landing as a major attraction, indicating a possible strategic focus or recent enhancement in that area. Overall, the perception is positive, with strengths centered around its expansive beaches, family-oriented activities, and golf courses, though challenges such as limited transportation and vulnerability to weather events persist.

Competitor Frequency Analysis

| COMPETITOR | APPEARANCES (OF 2) | CONSISTENCY | TREND |
|------------------------|--------------------|-------------|--------|
| MYRTLE BEACH | 2 | CONSISTENT | STABLE |
| Outer Banks, NC | 2 | Consistent | Stable |
| Hilton Head Island, SC | 2 | Consistent | Stable |
| Virginia Beach, VA | 2 | Consistent | Stable |
| Destin, FL | 2 | Consistent | Stable |

Strengths Over Time

Core strengths such as expansive, less crowded beaches, a focus on family-friendly activities, and a wide range of golf courses are consistently mentioned across both briefs. The emphasis on Barefoot Landing increased in the second brief, suggesting a potential enhancement or increased marketing focus on this attraction. No significant seasonal patterns are observed due to the short analysis period.

Pain Points Over Time

Consistent pain points include limited public transportation, seasonal fluctuations, and vulnerability to hurricanes. The perception of North Myrtle Beach as being less upscale compared to some other destinations emerged in the second brief. This suggests a potential shift in market positioning or competitive comparisons, possibly influenced by visitor feedback or changes in the destination's offerings.

Single run



Temporal Analysis



DESTINATION NARRATIVE INTELLIGENCE

Vibe Check

V VIBE | WHERE SOUL MEETS STRATEGY SIGN OUT

DESTINATION: RANGE: SOURCE: TOPIC: TRS MIN: 0.00

• VIBE SCORE -0.7 VS PRIOR
^ VOLATILITY: 14.4

63 FESTIVE

COASTAL ENERGY BUZZING

North Myrtle Beach is currently buzzing with anticipation as it gears up for a series of lively events, including the Little River Blue Crab Festival and the Monday After the Masters Tournament, promising a vibrant mix of music, sports, and local culture. Amidst the excitement, concerns about king tides and new regulations reflect an underlying tension, adding a layer of complexity to the visitor experience.

The dominant feeling is excitement with an undercurrent of caution — a packed events calendar and vibrant dining scene are tempered by concerns over king tides and new local regulations.

| | | | |
|-----------------------|-------------------------------|-------------------------|-------------------------------|
| MENTIONS 47 | AVG SENTIMENT 0.624 | AVG TRS 0.717 | AVG INTENSITY 0.479 |
|-----------------------|-------------------------------|-------------------------|-------------------------------|



DESTINATION NARRATIVE INTELLIGENCE

Vibe Check

| V VIBE | | WHERE SOUL MEETS STRATEGY | | SIGN OUT | | | |
|---|--------------|---|----------|----------|-------|--------|---|
| ^ | Apr 18, 2026 | These are the 10 best restaurants in SC for 2026, OpenTable say... | DINING | 0.700 | 0.885 | HIGH | × |
| <p>SeaBlue is located in North Myrtle Beach and is a Contemporary American restaurant rooted in classic French cooking techniques.</p> <p>AI REASONING SeaBlue in North Myrtle Beach is highlighted as a top dining destination, showcasing its blend of contemporary American and classic French cuisine.</p> <p>TOURISM DENSITY: 0.800 INTENT PROXIMITY: 0.600 INTENSITY: 0.500 EMOTION: JOY</p> <p>OPEN SOURCE ISLANDPACKET.COM</p> | | | | | | | |
| ∨ | Apr 18, 2026 | Planning a vacation party in Myrtle Beach? Better get a permit or ... | SAFETY | -0.500 | 0.655 | MEDIUM | × |
| ∨ | Apr 17, 2026 | Rocky River baseball coaches resign after incident on Myrtle Bea... | SAFETY | -0.600 | 0.525 | MEDIUM | × |
| ∨ | Apr 17, 2026 | What Goes Into Making a Sealy Posturepedic? | SHOPPING | 0.300 | 0.585 | MEDIUM | × |
| ∨ | Apr 17, 2026 | Greater Myrtle Beach Collaborative launches to unite area organi... | GENERAL | 0.500 | 0.755 | HIGH | × |
| ∨ | Apr 17, 2026 | Club offers boat safety course exam – North Myrtle Beach Times | SAFETY | 0.200 | 0.675 | MEDIUM | × |
| ∨ | Apr 17, 2026 | Little River Inlet maintenance underway to fortify channel – North... | SAFETY | 0.200 | 0.610 | MEDIUM | × |

CLEANING THE SIGNAL

Vibe Check // Destination narrative intelligence

01

BOOLEAN PASS

Custom Mention queries tuned with
with tourism signals

02

MODEL PASS

OpenAI evaluates tourism relevance;
relevance; noise filtered out

03

HUMAN PASS

Manual review, exclusions,
dashboard recalculation

If LLMs learn from the public web, then weak or off-brand destination narratives don't just hurt your listening dashboard — they become an AI representation problem.

Meridian tells us where and how we're appearing.

Vibe Check reveals the upstream narrative travelers and travelers and AI absorb.





WHY NARRATIVE QUALITY MATTERS MORE

Generic 'things to do' pages that restate what's already on the web are getting flattened

First-party, locally attributed content is harder for AI to replace or ignore

Pages with genuine information gain are more defensible than pages with mere coverage

If your ecosystem has weak corroboration, AI won't confidently recommend your destination

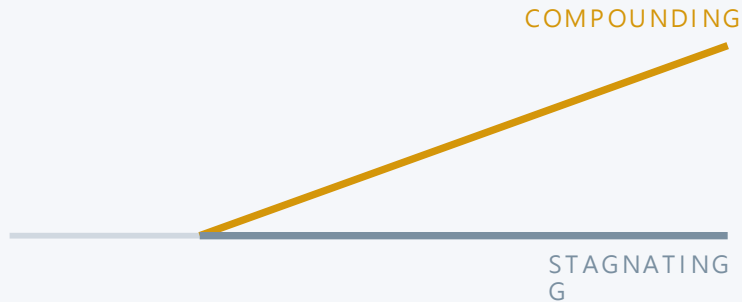
Citation half-life is ~4.5 weeks — yesterday's win is not tomorrow's guarantee

Citation activity drops by half in ~4.5 weeks on average. // Scrunch, March 2026



AI IS CREATING A K-SHAPED CAPABILITY CURVE

*Access alone is not enough.
The advantage comes from adoption quality.*



The gap won't be between destinations that use AI and those that don't. It will be between those that experiment casually and those that build AI into how they create content, manage listings, monitor visibility, and shape their narrative.

AI won't reward access alone. It will reward integration.

DELIBERATE ADOPTION

- › Repeatable workflows
- › Better prompts and judgment
- › Connected tools and proprietary context
- › Automation, monitoring, and delegation
- › Compounding gains

CASUAL ADOPTION

- › Occasional use
- › Generic prompts
- › No workflow change
- › No integration with data or systems
- › Small efficiency gains

Director of Strategy & Insights, SEO

Driving organic growth through strategic SEO

I help destination marketers unlock the power of search—turning data into strategy and strategy into measurable results.

[Get in Touch](#)[Learn More](#)

What I Do

At Miles Partnership in Denver, I develop SEO strategies for destination and hospitality clients—helping them connect with travelers at the moment of





MAKE THE MODEL FIGHT ITSELF

LLMs produce fluent first drafts, not finished judgment. Try out Ouroboros .

- 01** | Ask for an answer
- 02** | Ask the model to critique that answer
- 03** | Ask it critique it's critique
- 04** | Repeat



LLMs produce fluent first drafts, not finished judgment. Self-critique exposes vagueness and fake certainty.



WHY STRANGE LOOPS WORK

Intelligence emerges from self-reference.

In Gödel, Escher, Bach, Douglas Hofstadter argued that meaning and intelligence emerge from strange loops — systems that turn back on themselves. Gödel proved math can talk about itself. Escher drew hands drawing themselves. Bach wrote fugues that consume their own themes. The Ouroboros is the oldest version of this idea.

When you make an LLM critique its own output, you're creating a strange loop. That's not a prompting trick — it's the mechanism by which better thinking happens.





WHY STRANGE LOOPS WORK

Write me some intro copy for a Things to do in North Myrtle Beach landing page

Things to Do in North Myrtle Beach

North Myrtle Beach delivers a quieter stretch of South Carolina's Grand Strand without sacrificing access to the coast's best draws. From wide, walkable beaches and championship golf courses to the Shag dancing scene that put this town on the map, there's a clear mix of outdoor activity, local culture, and family-friendly options worth planning around.

Whether you're here for a long weekend or a full week, North Myrtle Beach gives you room to fill your days — or do absolutely nothing at all.

now critique that output

The copy is fine but generic. Here's what's weak:

"without sacrificing access to the coast's best draws" — Vague. What draws? This is filler that sounds like it says something but doesn't.

"wide, walkable beaches and championship golf courses" — Could describe any of 30 coastal towns from Hilton Head to Gulf Shores. No differentiation.

"the Shag dancing scene that put this town on the map" — This is the one genuinely specific detail, and it's buried in the middle of a list rather than given any weight.

"outdoor activity, local culture, and family-friendly options worth planning around" — Tourism landing page boilerplate. "Family-friendly options" is the emptiest phrase in destination marketing.

"or do absolutely nothing at all" — Every beach destination uses this line or a variant of it. It's a cliché disguised as a closing hook.

The structural problem: The copy doesn't answer the page's core question — *what is there to do?* — even at a teaser level. It tells you things exist without naming enough of them to create intent. A landing page intro should give the reader 2-3 concrete reasons to keep scrolling. This one gives maybe one (Shag dancing) and gestures vaguely at the rest.

What a stronger version would do:

- Lead with what makes NMB specifically different from Myrtle Beach proper and the rest of the Grand Strand
- Name 3-4 concrete, specific things (Barefoot Landing, Cherry Grove Pier, OD Pavilion, the marsh kayaking) instead of categories
- Cut the "do nothing" closer and replace it with something that earns the scroll

Want me to rewrite it with those fixes?

→ SIGNAL :: CLOSING ✦

now critique your critique

The critique is mostly sound but has a few problems:

It assumes the page's job is differentiation from Myrtle Beach. That's a reasonable assumption for a strategist, but the user asked for landing page intro copy — not a positioning exercise. The critique drifted into brand strategy territory without flagging the shift. A visitor landing on "Things to Do in North Myrtle Beach" probably already chose NMB. They need a reason to scroll, not a reason to pick NMB over MB.

The "name specific things" advice is half-right. Naming Barefoot Landing and Cherry Grove Pier in intro copy is fine, but it creates a maintenance problem — if those attractions change, close, or lose relevance, the intro breaks. Intro copy that's too specific can also undercut the sections below it by front-loading the best content. The critique didn't weigh that tradeoff.

It called "family-friendly" the emptiest phrase in destination marketing, then didn't offer a better way to signal the same thing. That's critique without a solution. If the audience includes families (likely), the page needs to signal that somehow. Just cutting it isn't a fix.

The tone is slightly performative. Phrases like "a cliché disguised as a closing hook" are more clever than useful. The critique should model the directness it's asking for.

What it got right: The core structural observation — that the copy names categories instead of specifics and doesn't earn the scroll — is accurate and actionable. The Shag dancing point about burying the most distinctive detail is a legitimate catch.

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now critique your critique

At this point the exercise is hitting diminishing returns, but there are a few things worth flagging:

The "maintenance problem" point is weak. Cherry Grove Pier and Barefoot Landing aren't pop-up shops — they're decades-old landmarks. Cautioning against naming them because they might "change or close" is an overcorrection that sounds reasonable but doesn't hold up. If the advice is to be specific, you can't then penalize specificity with an edge case that almost never applies to established attractions.

The critique of tone ("slightly performative") is itself slightly performative. Calling out cleverness with a carefully worded meta-observation is the same move. It didn't need to be there — pointing out that the critique should have offered a replacement for "family-friendly" was the real substance of that paragraph.

The "they already chose NMB" reframe is the strongest point but it's underdeveloped. If the visitor already chose the destination, the intro copy's job is to organize intent and set up the page structure — not sell. That's a meaningfully different brief than what the first critique assumed, and it deserved more than one sentence. The critique identified the right insight but moved on too quickly.

The meta-pattern here: Each layer of critique is finding smaller issues and stating them with roughly the same confidence as the bigger issues from the layer before. That's a credibility problem. Not everything needs the same weight. The first critique had 2-3 genuinely useful observations. This layer has maybe one. A good critic knows when to stop.

This is that point. Want me to take the usable pieces from all three layers and write a stronger version of the intro?

now rewrite the intro copy

North Myrtle Beach is where the Grand Strand slows down. The beaches are wide and uncrowded, the Shag dancing scene still packs the OD Pavilion, and the marsh creeks behind Cherry Grove are some of the best paddling on the coast. Whether you're here to fish off the pier, tee off before noon, or explore Barefoot Landing with the kids, this is what's worth your time.

10:30 PM

Dump everything into a single raw folder — notes, bookmarks, highlights, voice memos, etc.

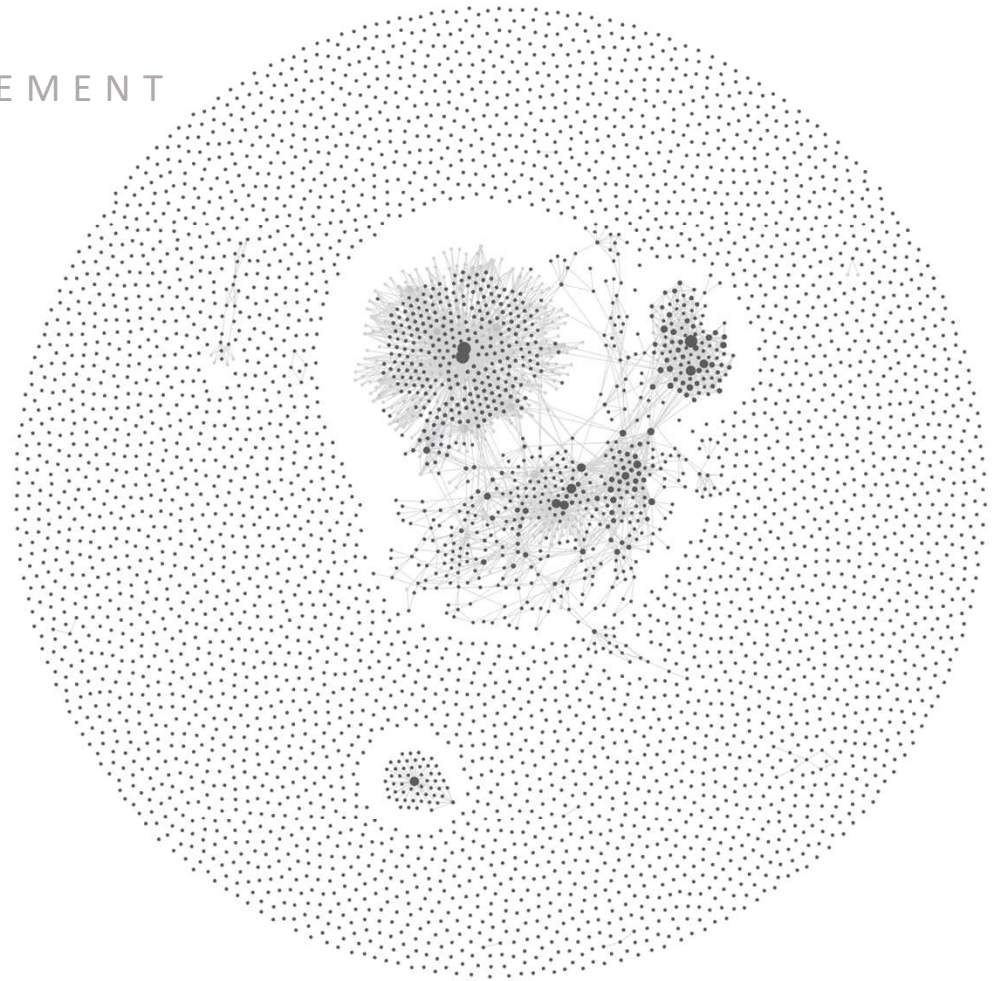
PERSONAL KNOWLEDGE MANAGEMENT

Karpathy Method

Store all of your notes in an /raw, unstructured folder. Then let Claude Code / Codex ingest them. Codex ingest them and create you a clean, well structured personal /wiki. You will want to ingest want to ingest the /raw folder regularly. As notes get added, connections get made. This is the best This is the best way to provide an LLM with context. Then, when you're asked to do something you do something you know you've documented in the past, the LLM can access that that information.



PERSONAL KNOWLEDGE MANAGEMENT





THE PAID SIDE IS SHIFTING TOO

Google Ads: AI Max replaces Dynamic Search Ads by September 2026.

DSA, auto-created assets, and campaign-level broad match all sunset in September. AI Max uses real-time intent signals beyond your site content. Google claims 7% more conversions at similar CPA. Independent tests show wide variance. Migrate now or lose control of your settings. The 2026 Power Pack: Demand Gen + AI Max + Performance Max.





ADS ARE INSIDE THE AI ANSWER NOW

Paid placement: above, below, and inside AI Overviews.

Google now serves ads within AI-generated summaries, not just around them. Shopping ads and sponsored links can appear embedded in the AI answer itself. AI Mode ads are testing in the US. Travel vertical ads may allow direct booking inside AI summaries without a landing page click. Organic and paid are converging into a single AI-mediated experience. Your SEM and SEO strategies can't be siloed.





WHAT ORGANIZATIONS SHOULD DO NEXT



MEASURE DIFFERENTLY

Add AI presence, citation frequency, prompt coverage, and competitive answer share alongside traditional alongside traditional metrics



STRENGTHEN THE SOURCE LAYER

Core pages, partner listings, schema, freshness, authorship, machine readability — consider high-value pages (suggested, not proven)



CLOSE NARRATIVE GAPS

Build content around the categories, experiences, and comparisons AI travelers actually ask about — about — prioritize information gain



MONITOR CONTINUOUSLY

Citation wins are not permanent — benchmark competitors, find missing narratives, track across platforms

The future DMO challenge is not just getting found. It's becoming the source AI systems trust when they help travelers decide.

→ SIGNAL :: NARRATIVE_WEIGHT ↕

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BEFORE WE WRAP UP

The good news: your job isn't being replaced by AI.


The bad news: it's being replaced by someone who's better at using AI than you are.

Just kidding. Mostly. The point is: this isn't about replacement. It's about whether you're shaping the narrative or letting the machine do it for you.




ANTHROPIC MYTHOS

Anthropic has withheld the general release of Claude Mythos because the model exhibits "frontier" cybersecurity capabilities that could pose a severe risk if misused. During internal testing, Mythos demonstrated the ability to autonomously identify and exploit complex "zero-day" vulnerabilities—security flaws that were previously unknown even to their developers.

Top stories 

Anthropic investigates unauthorized access to Mythos AI model >

HIGHLY CITED



The Guardian

Anthropic investigates report of rogue access to hack-enabling Mythos AI

4 hours ago

Bloomberg


Anthropic's Mythos Model Is Being Accessed by Unauthorized Users

15 hours ago

TradingView

Why Anthropic's Mythos AI has regulators, central banks on edge

1 hour ago




Anthropic's Mythos AI model identifies 271 bugs in Firefox browser

Ars Technica

Mozilla: Anthropic's Mythos found 271 security vulnerabilities in Firefox 150


15 hours ago



WIRED

Mozilla Used Anthropic's Mythos to Find and Fix 271 Bugs in Firefox

18 hours ago




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Axios

Scoop: Top U.S. cyber agency doesn't have access to Anthropic's powerful...


21 hours ago



Engadget

The NSA is reportedly using Anthropic's new model Mythos

2 days ago



More news >

BEFORE WE WRAP UP

Einstein on Compounding Interest

“He who understands it, earns it... he who doesn't, pays it”



2026

Dream

2027

What's

2028

Next

If AI answered your destination's most important traveler questions today, would you like the answer it gives?

miles
PARTNERSHIP