

Destination Marketing Without the Map:

Leading Communities Through AI Disruption



Who am I?



Toby Morris


VP, International
Destination Strategy,
Tiki

PROPRIETARY TO TIKI



Envoy

Introducing the first ad unit
targeted to Travel Intenders,
offering Conversational
Marketing **powered by AI.**



North York Moors National Park

So much **MOOR** TO EXPLORE

PLAN NOW

England's **BEST** START AND GO

North York Moors National Park

Enter your question...

By using this chat, I agree to this [Privacy Policy](#).
Powered by Tiki AI

“Google has gotten **10 times** harder to get traffic from over the last 10 years, Open AI is a whole different beast.

In Open AI’s case, it’s **750 times** harder to get traffic than it was from Google just 10 years ago.

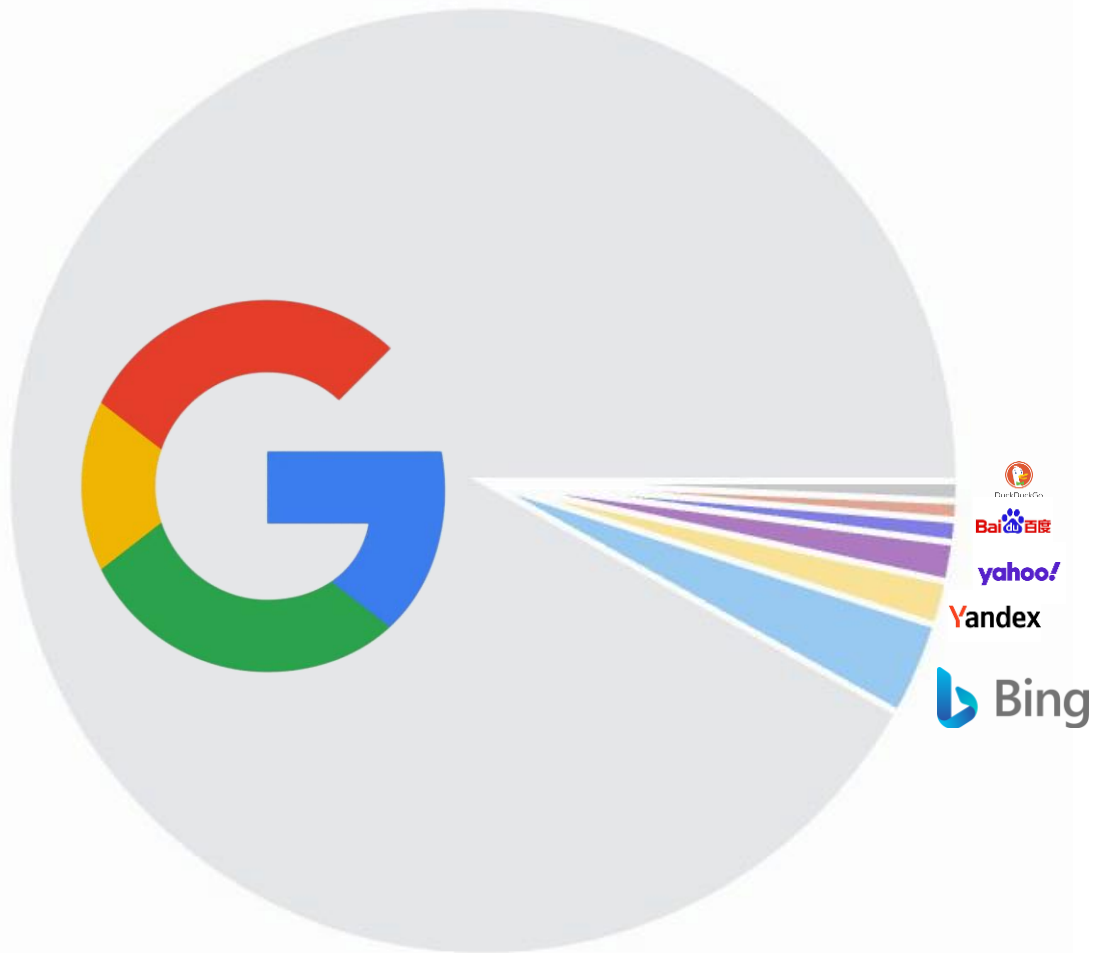
In the case of something like Anthropic, it’s **30.000 times** more difficult to get that traffic.”

Matthew Prince, Cloudflare

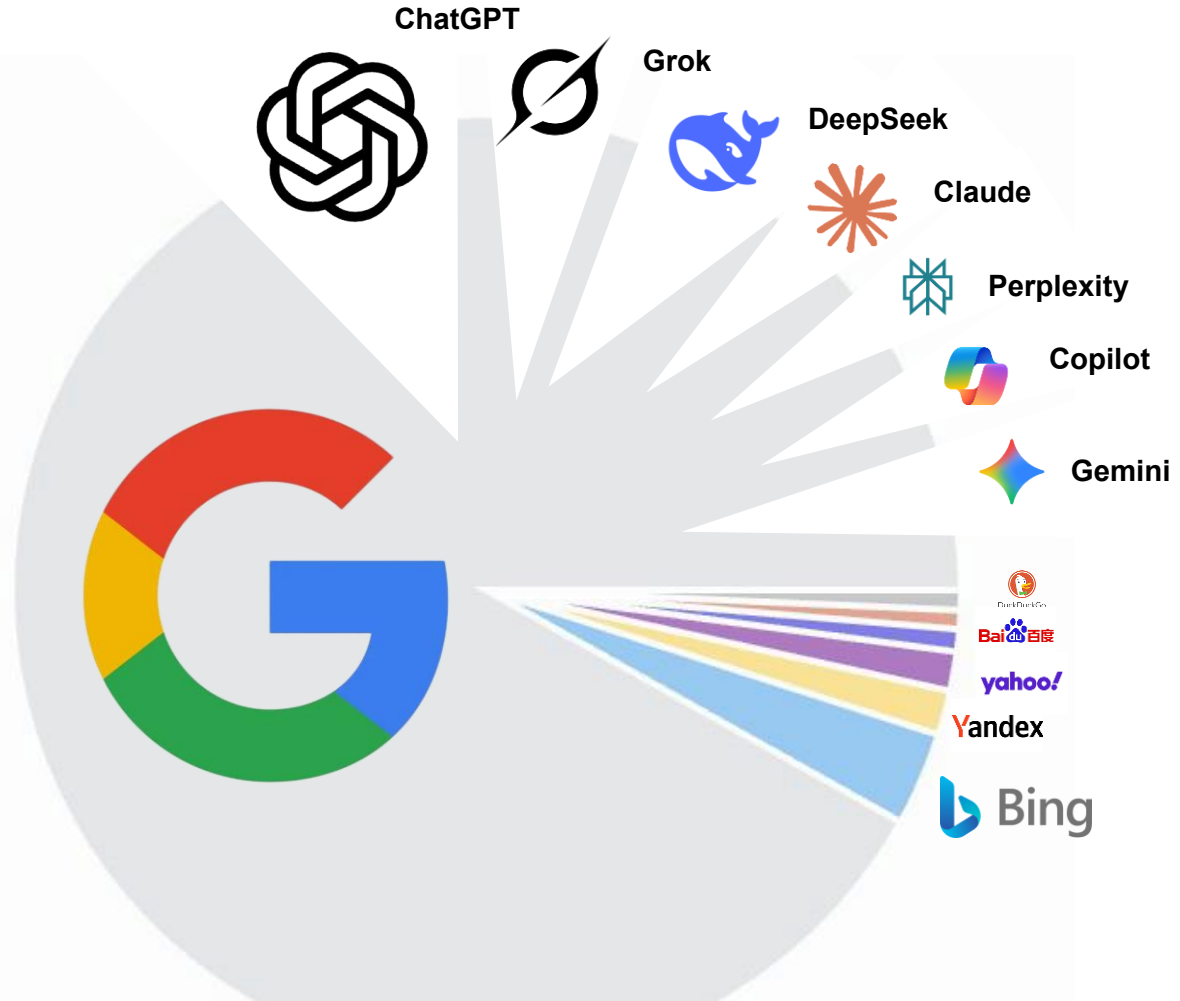


Once upon a time,
there was only one
search engine that
mattered.

*Google.com was (and still is)
about 90% of the global search
market share.*

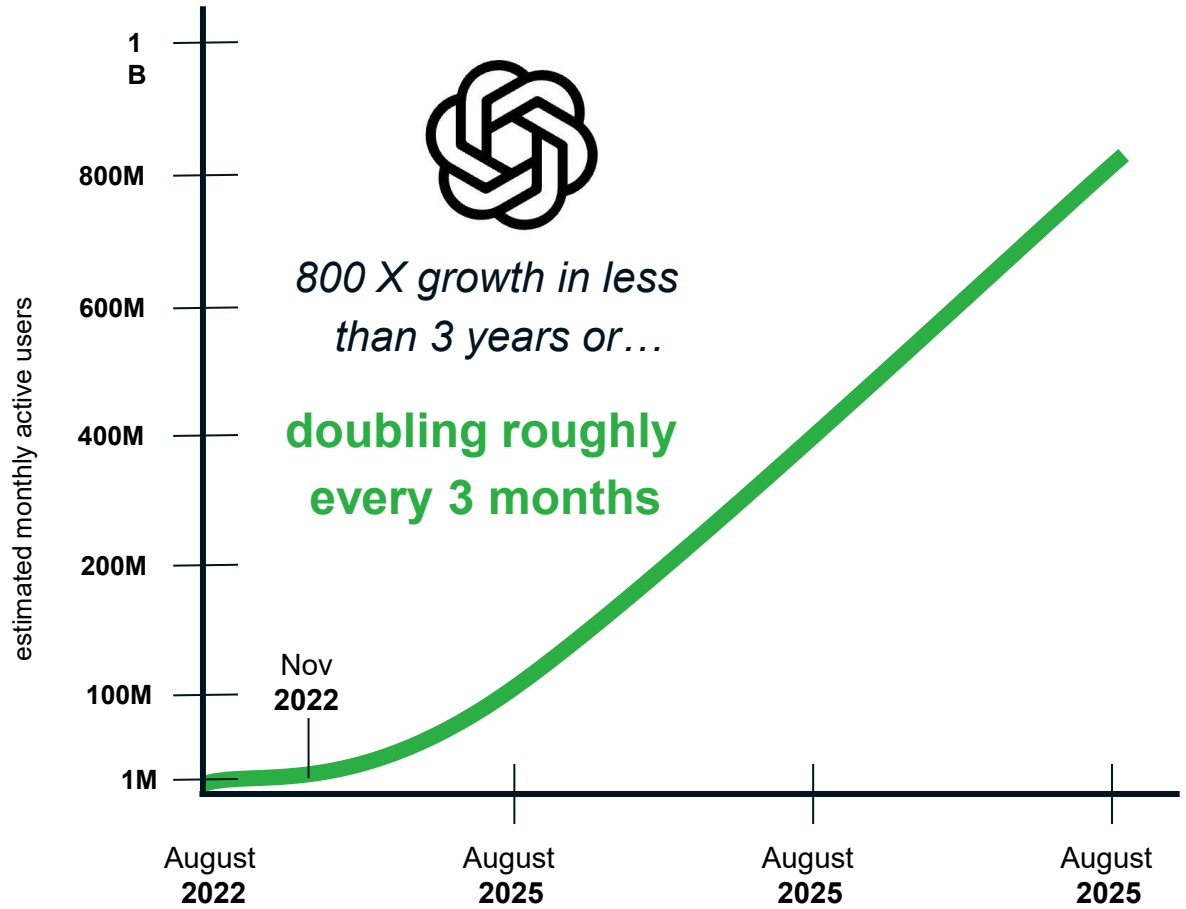


Suddenly there are a **whole bunch of new players** with competitive products that want in.



And they're growing fast
ChatGPT's user base
is **already about 14%**
the size of Google's
and has **doubled**
every 3 months
since 2022.

*It's now the 5th most
visited site on the
internet.*



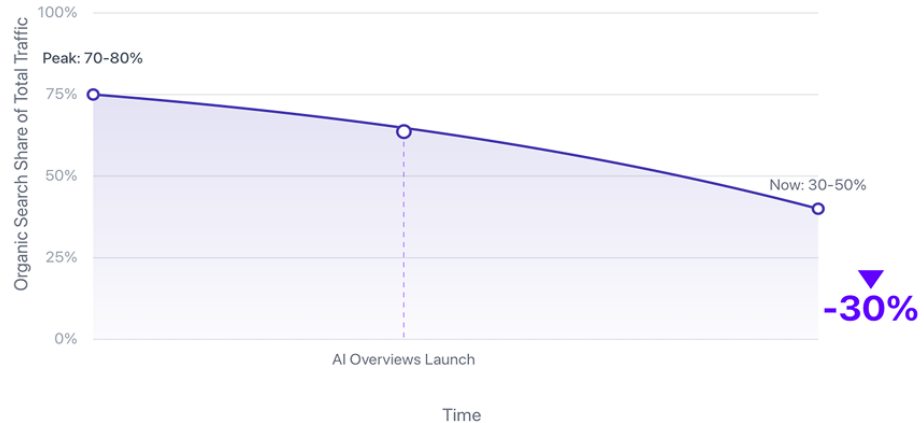
A person wearing a traditional conical hat sits on a bamboo raft on a river. The river flows through a lush green landscape with a small waterfall in the distance. In the background, there are several dark, jagged karst mountains under a cloudy sky. The scene is captured in a cinematic style with soft lighting.

So what does this
mean?

AI Overviews are driving a **30% decrease** in travel site traffic

Organic Search Traffic to Destination Websites

Impact of Google AI Overviews on DMO website traffic



1 in 3 destinations report measurable traffic declines of 20-30% since AI Overviews appeared in search results

Where's the traffic going?

Well... nowhere.

Most organic traffic is staying on Google, because AI Overviews already already met the user's need.

AI Overview

The best city in New Zealand depends on your travel interests, with top choices including **Queenstown for adventure, Wellington for culture and arts, Rotorua for geothermal activity, Auckland for a cosmopolitan vibe, and Christchurch for a resilient garden city**. Other notable cities are Dunedin, known for its wildlife, and Napier, famous for its Art Deco architecture. [🔗](#)

Here's a breakdown of what each city offers:

Show more 

9 of the best places to visit in New Zealand -...

As you make your way around the country, you'll see...

 Lonely Planet 



My 20 Best Places To Visit In New Zealand - Discov...

28 Jan 2019 — View fullsize.
smelly steam on White islan...

 Discover Aotearoa 



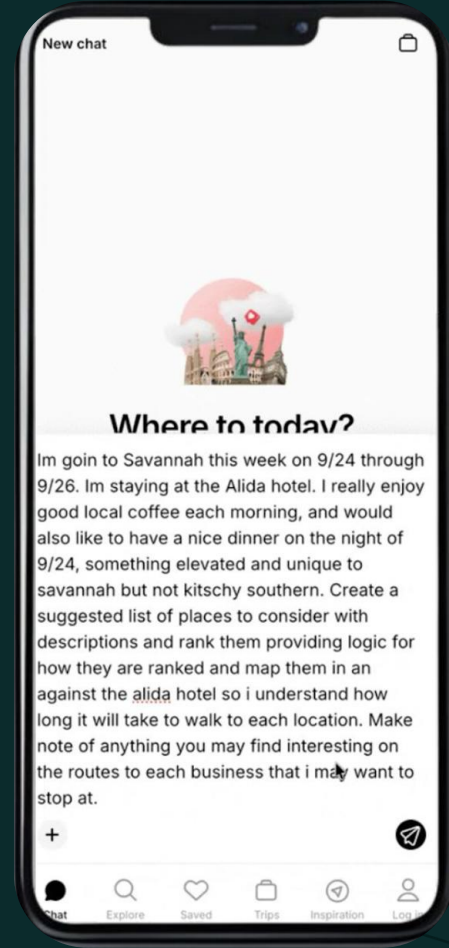
A New Era of Discovery



Generative Engine Optimisation

“The practice of structuring and refining content so it's easily understood, trusted, and cited by AI-powered search engines.”

How do you get
found in a world
where **AI designs**
the itinerary?



Realign your **content strategy**

- **User-Intent-First Writing**

Write for the question or problem a reader is asking, not just for keywords.

- **Natural-Language Writing**

Favor sentence-length variation, active voice, and colloquial phrasing that mirrors spoken queries.

- **Narrative Structure & Clear Segments**

Use headings (H1-H3), bullet lists, tables, and “step-by-step” sections so the model can extract concise answers.

- **Answer-the-Question Format**

Start sections with a direct, concise answer, then elaborate.

- **Content Types that Feed LLMs**

FAQs, “How-to” guides, comparison tables, and “explain-like-I-am-five” posts are highly trainable.

- **Updated & Authoritative Voices**

Keep facts fresh; link to primary sources or data sets to signal trustworthiness.

- **Understand your built in advantages and disadvantages**

Know how **AI models** answer questions about **your destination.**

Tool	Key Features	Pricing	ChatGPT	Gemini	AIOs	Perplexity	Claude	Meta AI	Copilot
Profound	AI search volume insights, brand visibility tracking, technical insights	Custom, book demo	Y	Y	Y	Y	N	N	Y
Scrunch	Brand visibility tracking, optimization, journey mapping, data discrepancies	Custom, book demo	Y	Y	Y	Y	Y	Y	N
Peec	Brand visibility tracking, benchmarking, trend analysis	€90-€499/month	Y	Y	Y	Y	Y	N	N
Semrush AI Toolkit	Brand visibility tracking	\$99/month/domain	Y	Y	N	Y	N	N	N
Semrush (Search Engine Targeting)	Keyword based ChatGPT rank tracking	Guru or Business plan only. \$249-\$499/mo	Y	N	N	N	N	N	N
Semrush Enterprise AI	Track your brand mentions, sentiment, and competitors in real time	Custom, book demo	Y	Y	Y	Y	N	N	N
Nightwatch	Keyword based ChatGPT rank tracking	\$39-\$699/month+	Y	N	N	N	N	N	N
Otterly	Brand visibility tracking, link monitoring, sentiment	\$29-\$989/month	Y	N	Y	Y	N	N	N
SE Ranking	Track AI Overviews, analyze keyword exposure	Pro or Business plan only. \$119-\$259/mo+	N	N	Y	N	N	N	N
Rankscale	Brand visibility tracking, technical insights	Custom, book demo	Y	Y	Y	Y	Y	N	N
Knowatoo	Brand visibility tracking	Free (ChatGPT only)-\$99/mo	Y	Y	N	Y	Y	N	N
Goodie	Brand visibility tracking, sentiment analysis	Custom, book demo	Y	Y	Y	Y	Y	Y	N
RankRaven	Brand visibility tracking	\$49-\$349	Y	N	N	N	N	N	Y
seoClarity	AI optimization, content audits, search visibility tools	Custom, book demo	Y	Y	Y	Y	N	N	N
Similarweb	Chatbot referral analytics, traffic monitoring	Custom, book demo	N	N	N	N	N	N	N

BRIGHTEDGE



What DMOs Can
Measure Today

And What's Emerging



Visibility, Authority, **Influence**

AI Answer Share

% of AI generated travel answers where the destination is explicitly referenced or recommended.

AI Citation & Attribution Frequency

How often destination content is cited, linked, or paraphrased by LLMs and AI assistants.

Narrative Alignment Score

Degree to which AI descriptions of the destination match intended brand pillars and messaging.

Prompt Coverage Across the Journey

Presence of the destination across inspiration, planning, comparison, and “where should I go” prompts.

Zero Click Influence Index

Measure of influence exerted in AI responses that shape consideration without driving a site visit.





Trust, Intent & Demand Creation

First-Party Intent Signal Growth

Increases in AI driven signals such as conversational queries, planner interactions, and saved trips.

AI Trust & Authority Score

Frequency the destination is positioned as “recommended,” “best,” or “trusted” by AI systems.

Content Extractability Rate

Percentage of owned content that is easily parsed, summarized, and reused by LLMs.

Brand-to-Category Association Strength

How strongly the destination is linked to experiences (culture, food, sustainability, events) in AI outputs.

AI-Driven Demand Lift

Incremental lift in intent, awareness, or downstream visitation attributed to AI exposure.

In a Generative Engine Optimization world:

- ❖ Visibility happens **inside answers** not just search results
- ❖ Influence occurs **before a website visit** and often without one
- ❖ Brand strength is built through **consistent narratives AI can understand and reuse**



Let's do great things
together.

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tiki.com

4. Reputation > Rankings

In AI search:

- Being **credible** beats being **optimised**
- Being **quoted** beats being **clickable**
- Being **consistent** beats being **loud**

Strong PR ensures:

- Your organisation is described accurately
- Misconceptions don't dominate the narrative
- Competitors don't define the category for you


Proving Expertise

- The first-hand experience of the creator
- The expertise of the creator
- The authoritativeness of the creator, the content itself, and their site
- The trustworthiness of the creator

THE BEST COFFEE SHOPS IN

SAVANNAH

f @ ♥




states loves. (see our blog on the so different. Our historic city has franchise brands to the specialty. When visiting Savannah, one can only be overwhelming! Since moving to this be time to visit each and every coffee not only my personal favorites, but the

a historic carriage house! Filled with places an emphasis on both community st only ethically, but personally, as the accomplished Guatemalan roasters to R. The cafe also boasts an enviable to make the perfect brew!

WE'RE T. C. & BRENNA MICHAELS
We're Savannah authors, tastemakers, historians, and classical storytellers.

the Savannah AUTHOR



Hi! I am Damian, let me take you on an adventure to explore the Catholic world, but also learn more about photography and film! I create visuals for the glory of God, let me help you tell your story!

BLOG CATEGORIES

Catholic Devotions
Catholic Journal
Catholic Sites
Church Tradition

THE ATTIC ON EIGHTH

ABOUT THE TEAM CATEGORIES CONTACT SEARCH


July 3, 2019 · Raquel Reyes


Coffee Shops of the World: Savannah, Georgia

The love between a member of The Attic and our caffeine is perhaps unparalleled. It comforts us and sustains us, and at home nothing gets us going faster in the mornings or brings more easy enjoyment with friends. Traveling, we seek it out religiously, to save us from jet lag and submerge us within the local energy, becoming a home away from home – a place where we gather with friends or fellow travelers and stop to recharge between sights. In this series, we are sharing our favorite independent coffee shops at home and around the world.

Six amazing Savannah coffee shops for remote work or studying

HOME · LATEST POSTS · SIX AMAZING SAVANNAH COFFEE SHOPS FOR REMOTE WORK OR STUDYING





By Vanessa Lantos (Spicy Melon)

Hey there! Happy Monday! This article is all about 6 handpicked Savannah coffee shops