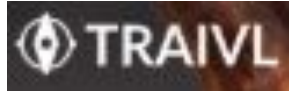
The Alphabet logo, consisting of a horizontal line above the word "Alphabet" with a registered trademark symbol.A stylized white letter "A" with a small "z" inside it, set against a dark background.A woman in a red shirt and black leggings is navigating a tree adventure course. She is holding onto a rope and stepping on a wooden log. The background is a dense forest with green leaves and a blue sky.

AI Impact on Destination Marketing

Presented by Cathy Kirkpatrick / October 2025

Overview

- 01 | One Year Later
- 02 | AI Influence
- 03 | Trust + Changing Channels
- 04 | Key Takeaways



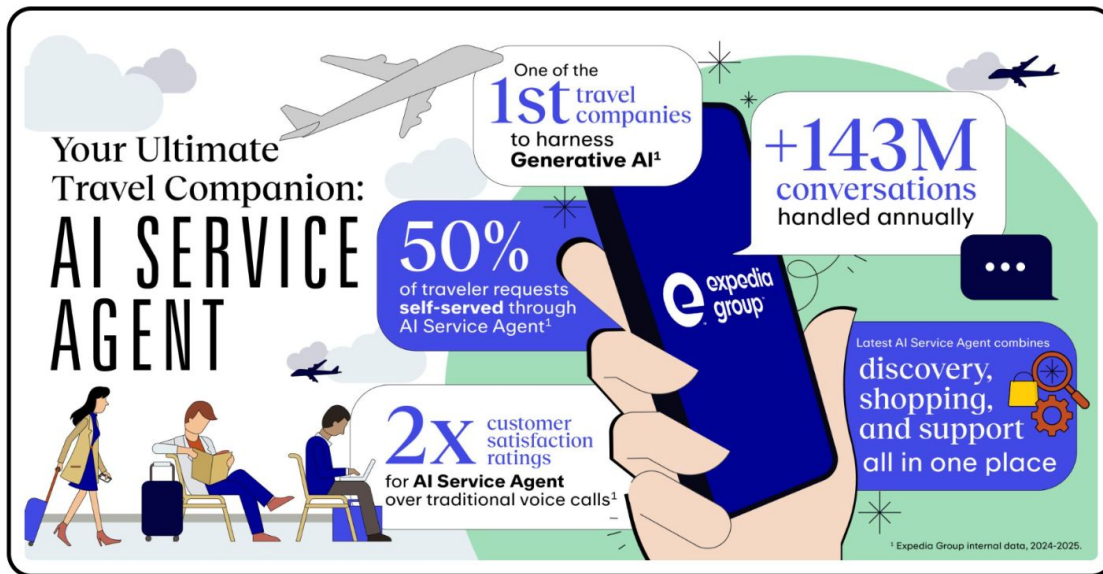


e SEATTLE, 12 MAY 2025

Expedia Group Sets the Standard with AI-Powered Service Agent

Enhancing Travelers' Experiences with Seamless Assistance

Expedia Group (EG) has led the charge for over five years in transforming customer service in the travel industry with its pioneering AI-powered service agent, which seamlessly handles more than 143 million conversations each year.





Booking.com Debuts Agentic AI Innovations, Adding to its Robust Suite of GenAI Tools for Customers



Meet the Tripadvisor AI Assistant: your ultimate trip-planning companion



Tripadvisor

Follow

5 min read · May 6, 2025

ChatGPT's Steady Growth Shows Evolution From Novelty to Routine

millions of US unique visitors to chatgpt.com, July 2024-June 2025





Gemini

Professional vs. Free AI Accounts

1. Includes a powerful image generator (ChatGPT)
2. Connects to Google Workspace (Gemini)
3. Analyze your own data
4. Improved reasoning and creativity
5. Priority access - free versions will lock you out at times
6. More complex research and analysis
7. Access to newest features - the latest, most powerful

**GOOGLE REMAINS
GO-TO SEARCH
ENGINE OVER AI
TOOLS**

Across Generations, Consumers Prefer Google Search Over AI Tools

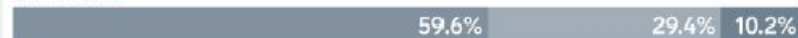
% of US consumers who use AI chatbots or AI search tools to find out information, by generation, Dec 2024

Q: Thinking about asking a genAI platform (like ChatGPT) questions, to what extent do you agree or disagree with the following statement: "I prefer Google Search over AI platforms when I need a factual answer?"

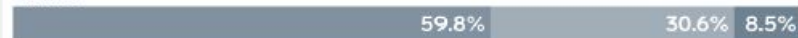
Gen Z



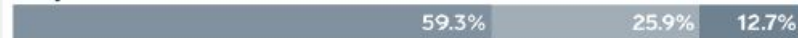
Millennials



Gen X



Baby boomers



Total



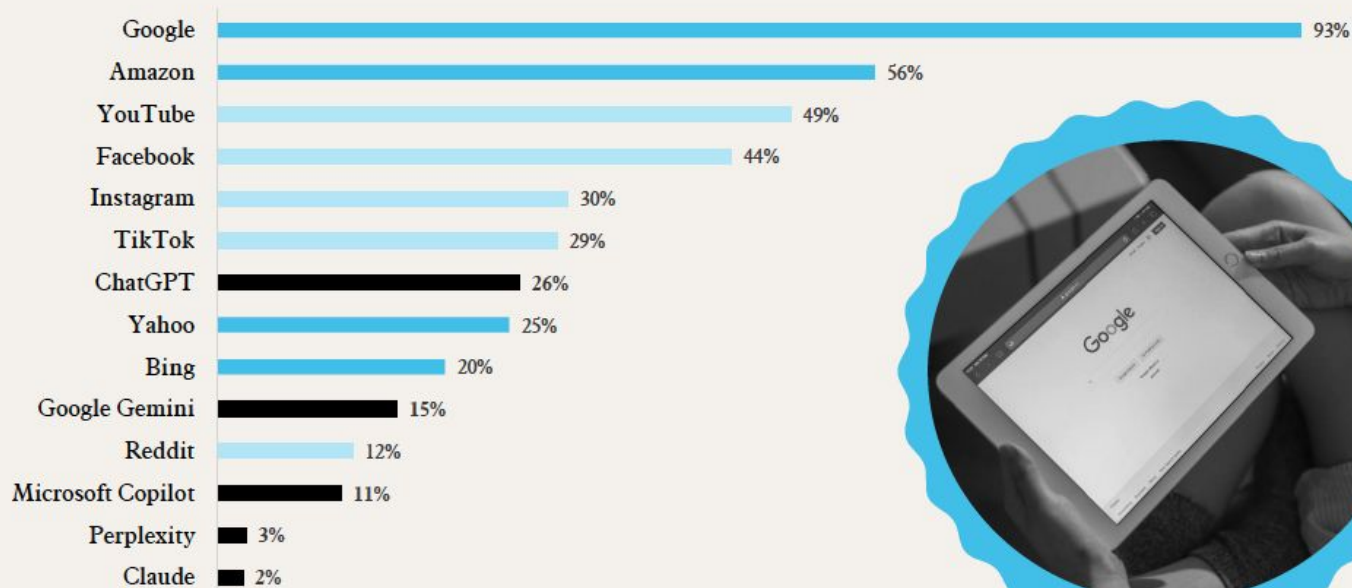
■ Agree ■ Neither agree nor disagree ■ Disagree

*Note: n=1,160 ages 16+; Gen Z (16-27); millennial (28-43); Gen X (44-59); baby boomer (60-78); numbers may not add up to 100% due to exclusion of "not applicable" responses
Source: Pearl, "The AI Accountability & Trust Report" conducted by Censuswide, Feb 19, 2025*

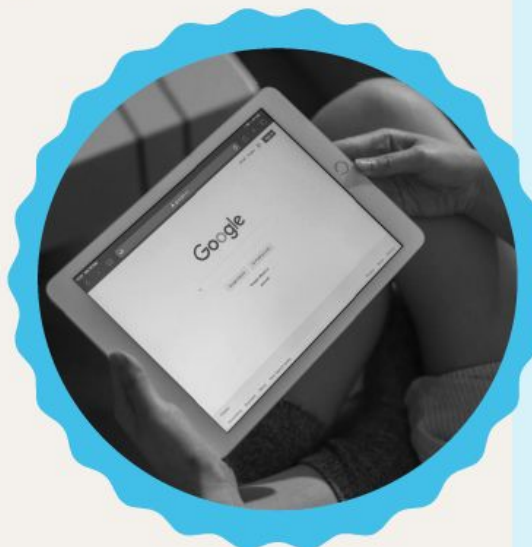
WHEN CONSUMERS THINK “SEARCH” THEY STILL THINK GOOGLE

But the search space is much more diverse than it once was

Search Platforms Use



*Q: Which of the following platforms have you used for search in the past 12 months? Select all that apply. *US consumers, March 2025*



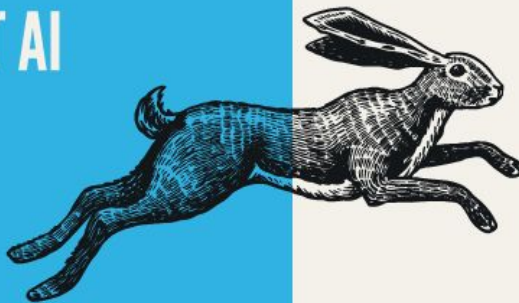
FREQUENTLY ASKED QUESTION: “HAS GOOGLE BEEN REPLACED?”

While the search space is evolving quickly, Google is still very present and leading.

Recent research on GenAI adoption calls out an important bias worth noting for advertisers: “ChatGPT penetration jumped to 45.5% among the small sample of those working in the advertising and marketing industry and to 65.7% among tech professionals.”

GenAI absolutely requires attention from advertisers and forward-thinking strategies – but the context of the mass population’s current perception is valuable.

**GOOGLE AI OVERVIEWS
SIGNIFICANTLY DECREASED CLICK
THROUGH RATES FOR TOP
RANKING PAGES COMPARED TO
SIMILAR INFORMATIONAL
KEYWORDS WITHOUT AI
OVERVIEWS**

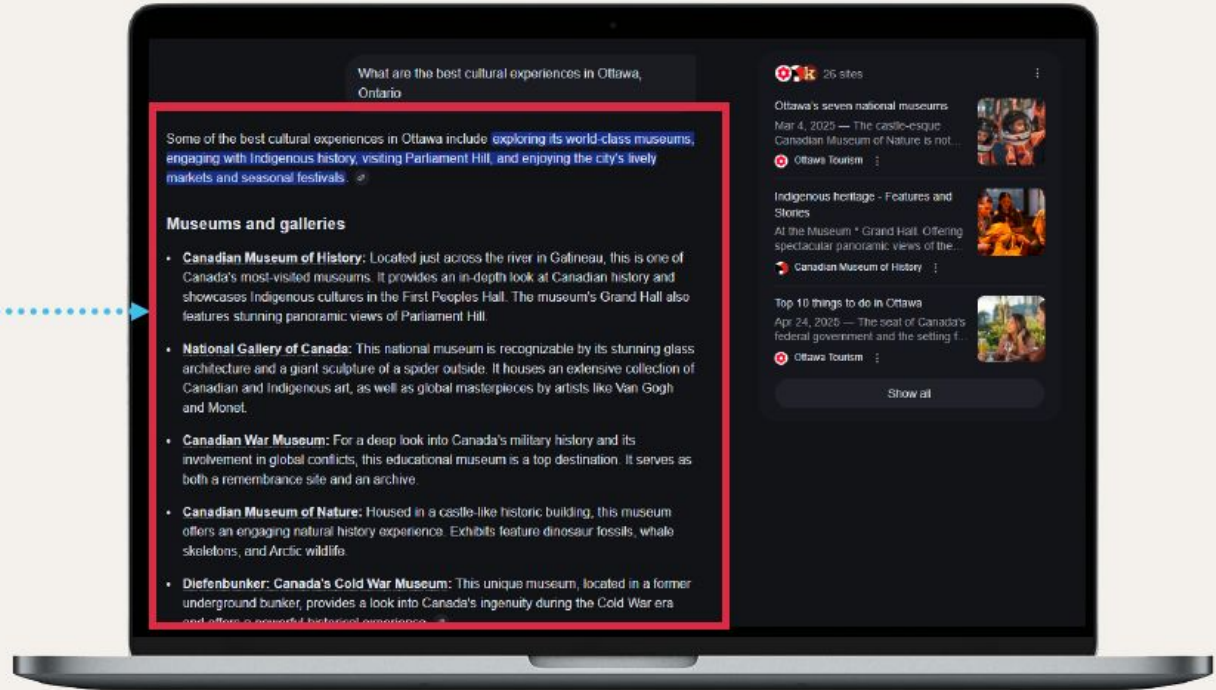


**THE PRESENCE OF AN AI
OVERVIEW IN SEARCH
CORRELATED WITH A 34.5%
LOWER AVERAGE CTR**

Overviews is just the start of Google's changes... *The search engine results page is also changing*

AI Mode

*Search results will eventually
be completely AI generated.
Links back to source website
will be contained within each
AI result*





google.com.ai



New Chrome available



MAIL

CALENDAR

CBC Gem

YouTube

Instagram

The Globe

LinkedIn

RA Centre

All Bookmarks

About Store

Gmail Images



Sign in

Google



AI Mode

Google Search

I'm Feeling Lucky

Google offered in: [Français](#)



AI Mode All Images Videos News More ▾



Sign in



Meet AI Mode

Ask detailed questions for better responses

Ask anything



- 🔍 Free local events happening this week
- 🔍 Make a table comparing memory foam vs hybrid mattresses
- 🔍 How do I get started playing padel?

“The use of AI for destination selection is not just an emerging trend; it is a rapidly accelerating, mainstream behavior in Canada, with adoption rates surging across all age groups in the last year.”

Ayden 2025 Hospitality & Travel Report

“A significant gap exists between the rapid rollout of AI search and consumer trust.

A majority of consumers are wary of AI's reliability and its impact on their search experience.”

Gartner 2025 AI Search Consumer
Sentiment Report, June-July 2025

Malaysian Couple Tricked by AI Video Travel Hours to Fake Tourist Attraction

🕒 JUL 14, 2025

👤 MATT GROWCOOT

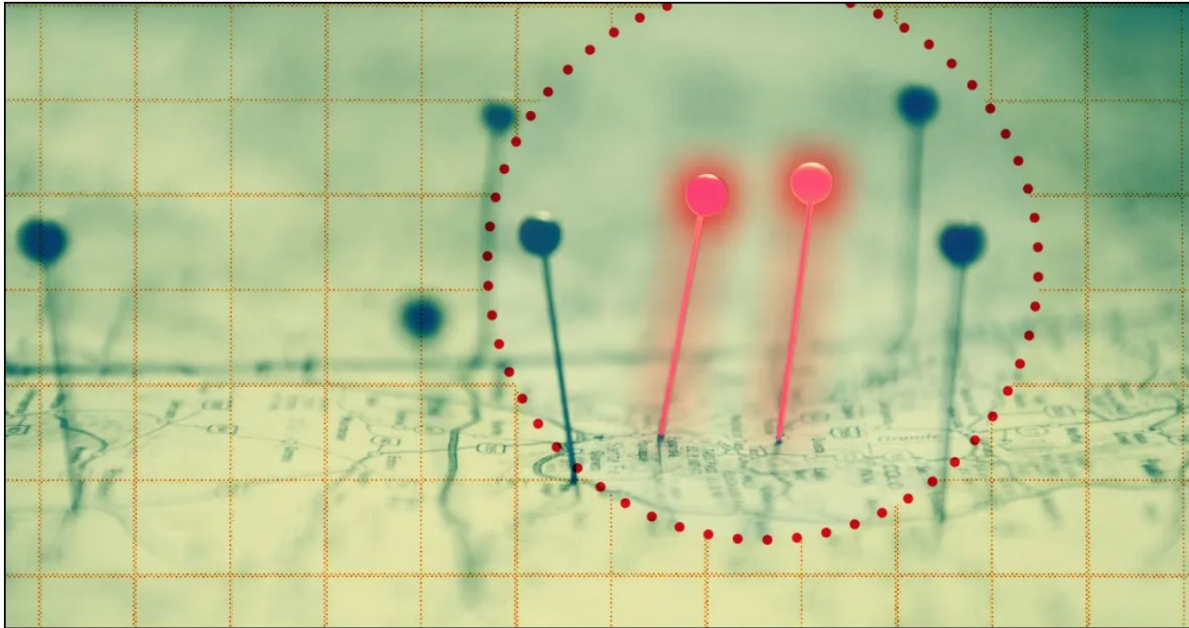


TRAVEL AGENT

AI Endangering Tourists by Sending Them to Nonexistent Landmarks in Hazardous Locations

"The proliferation of AI is an impending threat to travel."

By **Sharon Adarlo** / Published **Oct 4, 2025 3:45 PM EDT**



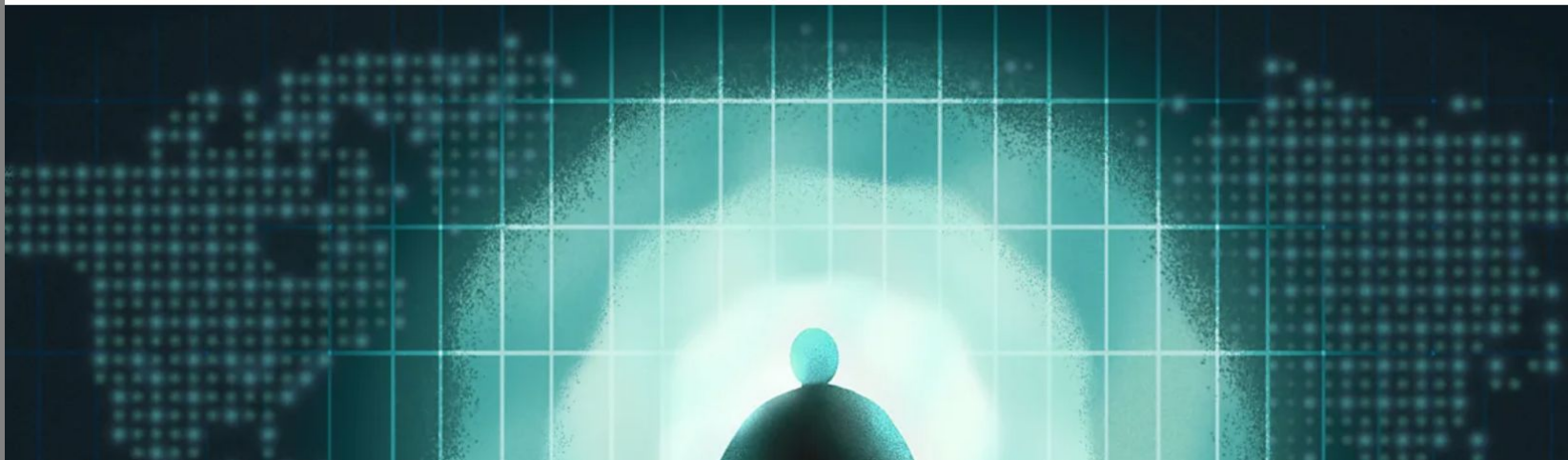
Az

The perils of letting AI plan your next trip

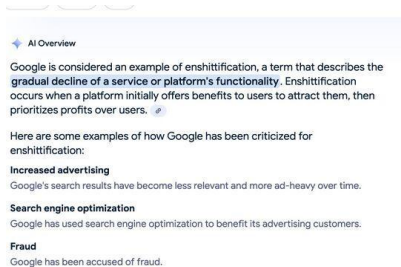
29 September 2025

Share  Save 

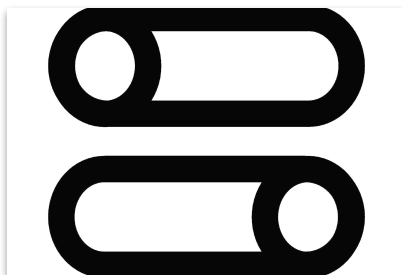
Lynn Brown



A Trust Disconnect

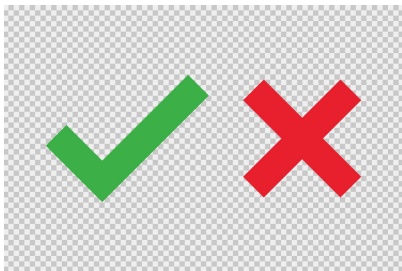


41% of users report that AI overviews make the search process more frustrating than traditional search

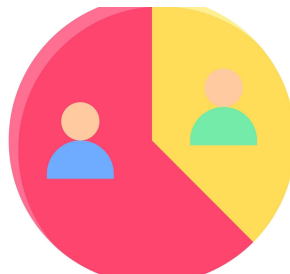


61% of consumers wish they had an option to toggle the AI summaries off

A Trust Disconnect



33% of travelers who used AI reported their recommendations included false information



53% of consumers state they actively distrust or lack confidence in the reliability and impartiality of AI-generated search results

A Trust Disconnect



**The rate of false claims
nearly doubled in one
year; from 18% in 2024 to
35% in 2025**



**Travel-specific error
rates remain
extremely high; 90% of
AI generated
itineraries contained
at least one error**

AI doesn't know facts



AI doesn't know facts



**AI presents facts and
hallucinations with the exact same
confident tone**

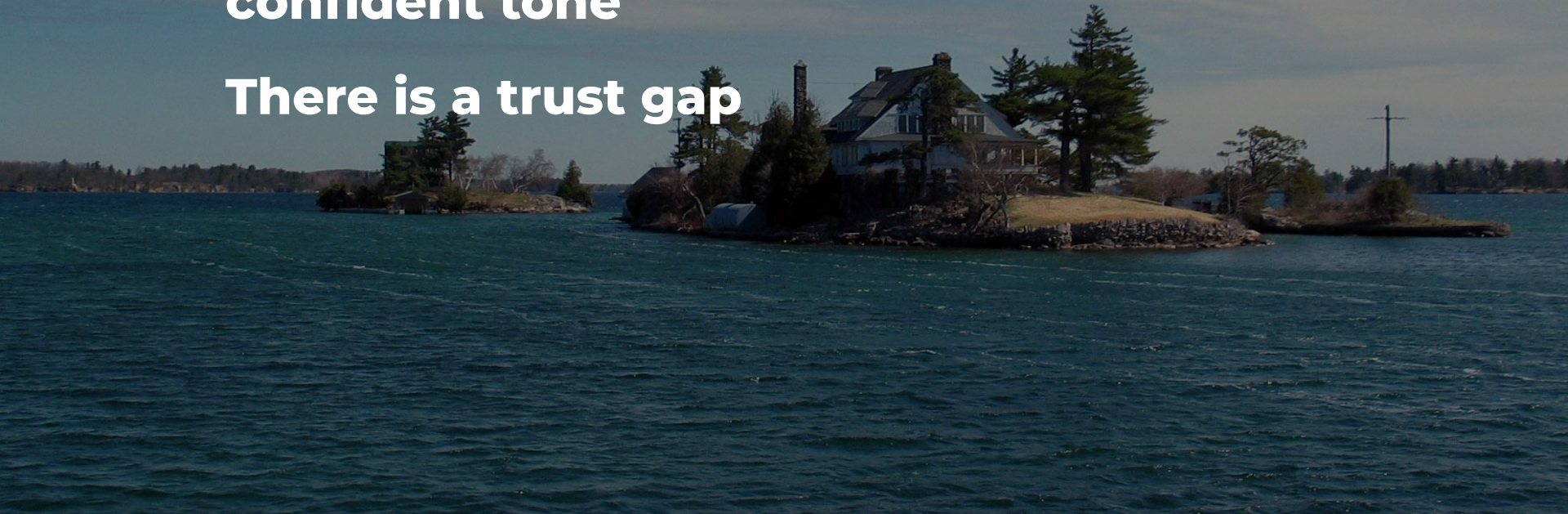


AI doesn't know facts



**AI presents facts and
hallucinations with the exact same
confident tone**

There is a trust gap



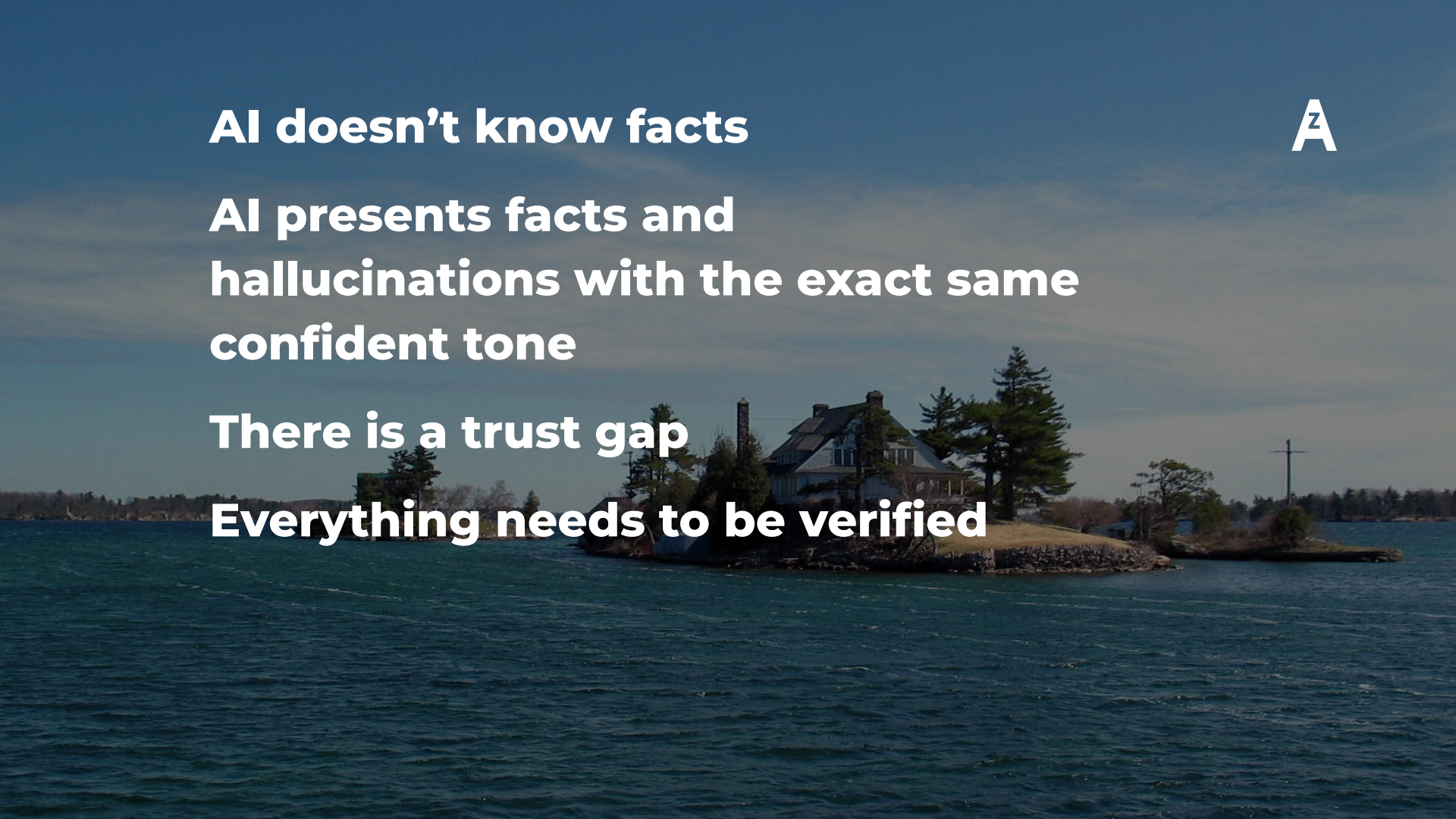
AI doesn't know facts



**AI presents facts and
hallucinations with the exact same
confident tone**

There is a trust gap

Everything needs to be verified



Changing Channels

The data shows a clear "handoff" in consumer behavior. Travelers use different tools for different jobs, moving from creative AI for ideas to logistical search for facts, and finally to trusted platforms for transactions.

INSPIRATION

“Where Should I Go?”

- 1. Social Media: TikTok & Instagram**
- 1. Friends and Family**
- 1. Generative AI**
- 1. Traditional Search**

INSPIRATION

“Where Should I Go?”

1. **Social Media: TikTok & Instagram**
1. **Friends and Family**
1. **Generative AI**
1. **Traditional Search**

PLANNING

“What Should I Do?”

1. **Traditional Search (Google + Maps) for high-trust logistics**
1. **Specialized Trip Planners (TripIt, Layla) for itineraries**
1. **Generative AI**
1. **Travel Review Sites - Trip Advisor**

INSPIRATION

“Where Should I Go?”

1. **Social Media: TikTok & Instagram**
1. **Friends and Family**
1. **Generative AI**
1. **Traditional Search**

PLANNING

“What Should I Do?”

1. **Traditional Search (Google + Maps) for high-trust logistics**
1. **Specialized Trip Planners (TripIt, Layla) for itineraries**
1. **Generative AI**
1. **Travel Review Sites - Trip Advisor**

BOOKING

“I am Ready to Pay”

1. **OTAs: Booking.com, Expedia - trusted transaction sites**
1. **Operator Websites (hotels, airlines)**
1. **Traditional Travel Agents**

Key Takeaways



Invest in a paid AI subscription

A woman in a light-colored cardigan and scarf is giving a presentation to a group of people in an art gallery. She is gesturing with her hands while speaking. The gallery has white walls with several colorful paintings, including a large one of purple irises and two side-by-side ones of blue and purple flowers. A wooden cabinet is visible in the background. The floor is made of light-colored wood. The text "Your website must become the definitive, trusted source that users and AI rely on" is overlaid in white on the bottom left of the image.

**Your website must become the
definitive, trusted source that users
and AI rely on**



**Create a multichannel discoverability
strategy**



Regularly Audit Your AI Results



Promote Your “Official” Information



Optimize your content for queries



Maintain your SEO efforts



Be The Source of Truth



Nothing will replace personal recommendations from friends and family (we hope).

Alphabet® AI Consulting Team



Devon Kunkel

VP, Technology &
Innovation

dkunkel@alphabetcreative.com



Marley Kirkpatrick

Account Director,
Tourism & Place
Branding

mkirkpatrick@alphabetcreative.com