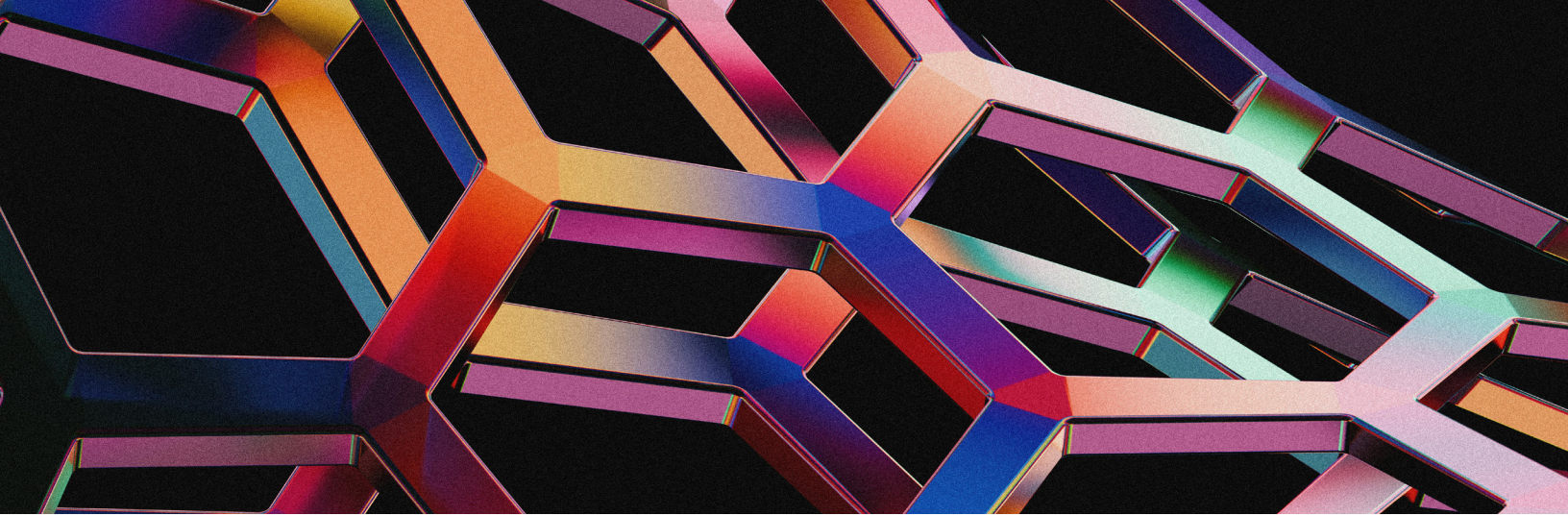# ENHANCE YOUR DISCOVERABILITY

With AI Search Optimization

A NEW ERA OF SEARCH

Digital strategies have been built around one core reality: Users begin on a search engine. And to capture their attention, the objective was clear – make sure your website appears near the top of search results.

But that reality is fading. Users no longer rely solely on traditional search engines. They increasingly turn to large language models (LLMs), such as ChatGPT, Gemini and Perplexity, for answers – and especially for help with travel planning. They ask these AI tools for travel ideas and activity suggestions and get detailed recommendations and itineraries without ever clicking on an external link.

This creates both a challenge and an opportunity for destinations. The challenge is that fewer users are visiting your website for verified facts, and AI search results don't always provide accurate information. The opportunity is that by optimizing for AI discoverability now, destinations can influence how they are presented to millions of potential visitors.

THE CHALLENGE

Most destinations don't know how they are appearing in AI search results. Traditional SEO marketing has clear KPIs: rankings, impressions, organic traffic, backlinks. AI search optimization is different. LLMs and other AI search tools operate opaquely, synthesizing content from multiple sources, summarizing it and delivering answers that may never refer back to your website.

This can create some serious blind spots. A destination might be entirely absent from AI-generated recommendations. Or competitors might be mentioned in searches that should lead to you. Worse, your destination might be misrepresented, showing attractions that are closed or reporting falsely on important safety conditions. Without visibility, you can't benchmark your destination's performance or take corrective action.

AI search is already shaping the inspiration phase of travel planning. If you fail to take action, you could risk losing control of your own story.

OUR SOLUTION

At MMGY, we've designed a framework for AI discoverability that combines universal best practices with travel-specific expertise. MMGY AI Search Optimization (AISO) is a hybrid service that helps destinations move from AI invisibility to being a leader in the AI search landscape.

HOW AI SEARCH WORKS

Structured Data

When AI ingests online data, it doesn't catalogue words and phrases, it seeks to understand your content and how your destination information is connected to other online data points. Your home page should clearly state who you are and what you represent, acting as an official reference for AI to point to when it needs the most accurate information.

Adding a schema markup to your website helps AI better understand your destination. This structured data lets the AI know, "This is a place," "This is an event" or "This is an organization." This labeling assists the AI in understanding your content and improves your chances of being featured in its results.

If AI can't identify your destination as a distinct entity, it won't know to recommend you.

Pro Tip: External resources like Wikidata and Google Business Profile are trusted references for AI. If your destination isn't listed there, it's like being left out of the phone book.

Queries & Narrative Alignment

Users don't throw keywords into AI search boxes. They ask conversational questions. To end up in AI search results, your content must mirror those queries.

- Write in a conversational style that mirrors traveler questions.

- Build FAQ sections that would address specific AI searches, like "Where can I find the best family-friendly resorts in South Florida?" or "I want to tour wineries in Portugal. Where should I go?"

- Align your content narratives with real traveler intents – safety, culture, affordability, adventure.

Pro Tip: AI prioritizes content that feels like dialogue or provides in-depth explorations of a focused topic, like listicles.

Authority & Accuracy

AI models generate responses based on probability, making misinformation a serious threat. When AI says something incorrect about your destination, your reputation is at stake. Having structured, authoritative content makes you more likely to be returned by AI systems.

- Ensure your website is accurate and up to date as the central source of truth on your destination.

- Establish informational consistency across all channels.

- Audit AI platforms regularly, correcting any misinformation with structured, authoritative updates to your website and schema markup.

Pro Tip: Accuracy doesn't just protect your brand. It signals trustworthiness to the AI systems that are now influencing traveler decisions.

VISIBILITY AUDITING & BENCHMARKING

You can't optimize what you haven't measured. Knowing how your destination appears in AI responses means you can benchmark your visibility and compare it against your competitors. This also allows you to monitor your AI performance over time and to spot gaps and track shifts in perception.

RECOMMENDATION READINESS

AI search is only part of your digital discoverability. Recommendation engines – found on booking sites, content platforms and travel apps – elevate destinations based on website metadata and user behavior.

- Tag all content with helpful descriptions, like family, luxury or culture.

- Cross-link related experiences to strengthen category connections.

- Track user engagement signals, such as dwell time and clicks.

Pro Tip: Recommendation engines reward content that "fits the pattern." Accurate and descriptive metadata ensures your destination fits more of them.

Visual Optimization

Travel is visual. Yet many destination websites aren't optimizing visual media for AI.

- Use alt text, transcripts and descriptive captions.

- Apply schema markup for ImageObject and VideoObject.

- Embed visuals in context so AI systems understand their relevance.

Pro Tip: When your videos and images are machine-readable, they fuel recommendations rather than being invisible assets.

Scalability & Governance

AI search optimization isn't a one-time project. It requires coordination across teams, languages and markets.

- Establish schema markup governance with clear ownership.

- Automate validation and quality assurance.

- Create processes for updating content quickly and across owned channels when conditions change.

Pro Tip: When consistency erodes, AI loses confidence in your website's authority. Updating and maintaining information in a timely manner keeps you as a trusted AI resource.

GEO & AEO

Currently there are two components of AI discoverability – and both are needed to succeed.

- **Answer Engine Optimization (AEO)** is about shaping your content so it can be dropped directly into an AI search response. Think of it as writing quote-ready answers. For example, if someone asks, "When is the best time to visit Napa Valley?" – you want your site to have a short, clear answer that AI can quote directly in its response.

- **Generative Engine Optimization (GEO)** is about making sure your content is structured in a way that helps AI systems understand your content and use it to generate answers. It's less about quotability and more about making sure the facts, data and narratives on your site are clear, consistent and machine-friendly.

Put simply:

AEO gets you quoted.
GEO gets you represented accurately.

THE OPPORTUNITY FOR DESTINATIONS

By adopting optimization practices, you can influence how your destination is being presented in AI search results. This proactive approach ensures accuracy, establishes your website as the authority, drives incremental discoverability and shows you where you rank against competitors.

This opportunity is measured with new KPIs that define success for your destination:

- Share of voice in AI-generated answers

- Accuracy rate of AI mentions

- Frequency of direct citation by AI platforms

- Competitive visibility index

- Time-to-correction for misinformation

Pro Tip: The timely delivery of new and seasonal content ensures that AI results reflect today's reality rather than yesterday's brochures.

OUR SOLUTION

The complexity of this evolving digital environment requires new tools. While traditional search will remain important, it is no longer the only path to discoverability. AI-driven search and recommendations are the new avenues to traveler inspiration.

Through an exclusive partnership with Bonafide, MMGY uses proprietary AI visibility auditing tools to examine, measure and benchmark your brand's presence across leading LLMs. We deliver a comprehensive look at your brand's current standings, weaknesses and strengths, providing actionable insights to help you secure your spot in AI search results through content optimization and customized progress reports.

Destinations that invest in AI search optimization practices now will help to ensure their information is accurate and that their website is authoritative, discoverable and competitive.

AI is shaping the first impression of your destination. Let's make sure it's the right one.

Still unsure what AISO can do for your destination?
To get the most out of your online presence, email us at **aiso@mmgy.com** *to learn how MMGY AISO can put your brand on top of the AI search pile.*