



Hoteliers Guide to AI

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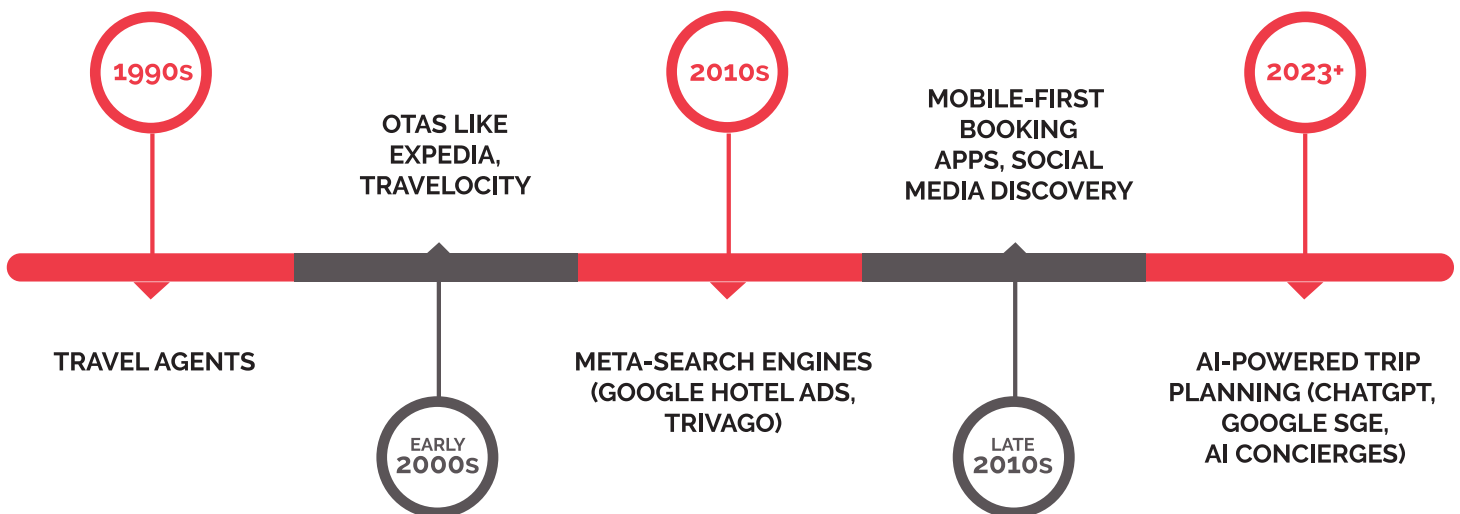
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Introduction: Why AI Matters

- 1 AI isn't coming—it's already here.
- 2 Guests are using AI to plan trips, and platforms like Google are rewriting how travel content gets surfaced.
- 3 Hotels that adapt early will save time, and stretch their marketing budgets, reach new audiences, and win more direct bookings.

The way people plan travel has changed—again. Generative AI tools don't replace apps, websites, and advertising platforms. Instead they reshape how travelers think, search, and decide. By processing complex queries and considering vast amounts of information, AI forces us to rethink the ways we build a hotel's digital presence online.



WHAT CAN AI DO FOR TRAVELERS TODAY?

Plan entire trips in seconds

A traveler types "4-day Napa wine trip with boutique hotels and no driving" into ChatGPT. It returns a full itinerary—hotel suggestions, winery tours, dinner spots, and a car service link.

Skip web results and get direct answers

Ask Google's AI search "Where should I stay in Boston for a concert near td garden?" or "I want to visit Boston

historic sites with a family of four. We need a pool" and it summarizes top picks from review sites, blogs, and booking platforms.

Book with voice and chat assistants

Guests ask Alexa, Gemini, or CoPilot bots where to stay. The responses come from AI models trained on whatever content is available.

YOU'RE PROBABLY WONDERING HOW YOU SHOULD RESPOND.

Successful hoteliers are anticipating the ways guests will search, plan, and book—whatever the tool or platform—and adapting their online footprint. And AI's rapid advancement presents a greater challenge. This guide is designed to help you understand the changing habits of travelers, the marketing fundamentals that optimize your business for AI, and ways you can use these tools to quickly position yourself for success.

The hotels that move now will earn more direct bookings, cut through the noise, and stay one step ahead.

AI IMPACT AREAS IN HOSPITALITY

70%

GUEST MESSAGING AND CHATBOTS

AI messaging resolves up to 70% of routine guest inquiries automatically, saving staff time and boosting direct bookings by 25%, per common hotel tech data.

60-73%

TRIP PLANNING AND TRIP AGENTS

Over 60% of hoteliers report AI is already shaping trip planning—facilitating natural-language searches and itinerary creation.

60%

DYNAMIC PRICING & REVENUE MGMT

AI-driven pricing tools are growing at 60% annually, helping optimize rates and maximize RevPAR.

50-60%

PERSONALIZED BOOKING & CONVERSIONS

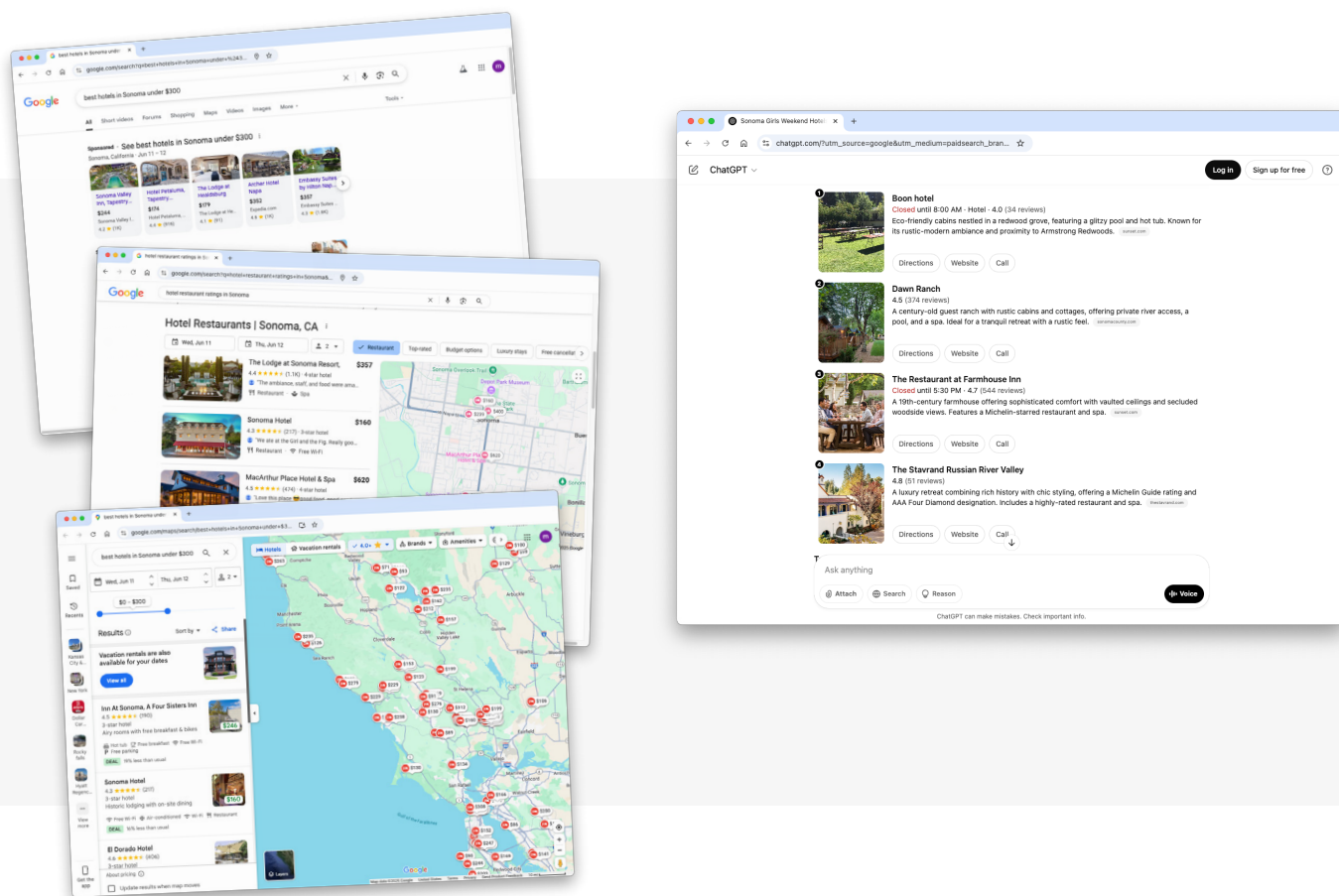
AI-powered ads and search optimization support highly targeted offers during booking, boosting ROI and direct bookings.

Changing Behavior: How Guests Use AI Today (and What's Coming Next)

Travel has always been personal. Guests choose destinations, and fill their precious vacation days with things they love to do. This might mean packing days with activities, or doing as little as possible in gorgeous surroundings. It all pivots around the hotel — its creature comforts, location, dining — down to the vibe.

Travel planning until recently involved a complex combination of web searches, articles, reviews, and other research, combining a dizzying array of factors.

Generative AI folds all of this into a single query that's more akin to texting a friend.



AI ALREADY INFLUENCES TRAVEL DECISIONS

ChatGPT & GuideGeek help users create personalized itineraries—complete with hotel, restaurant, and activity suggestions—based on conversational prompts.

Google's SGE (Search Generative Experience) provides AI-powered summaries that bypass traditional blue-link listings and give users a condensed, curated snapshot of what to do and where to stay.

AI Trip Planners like Mindtrip and Roam Around combine AI with calendar views, maps, and links to booking engines. They let users explore destinations based on interests, travel style, or vibe—not just filters.

What's Next

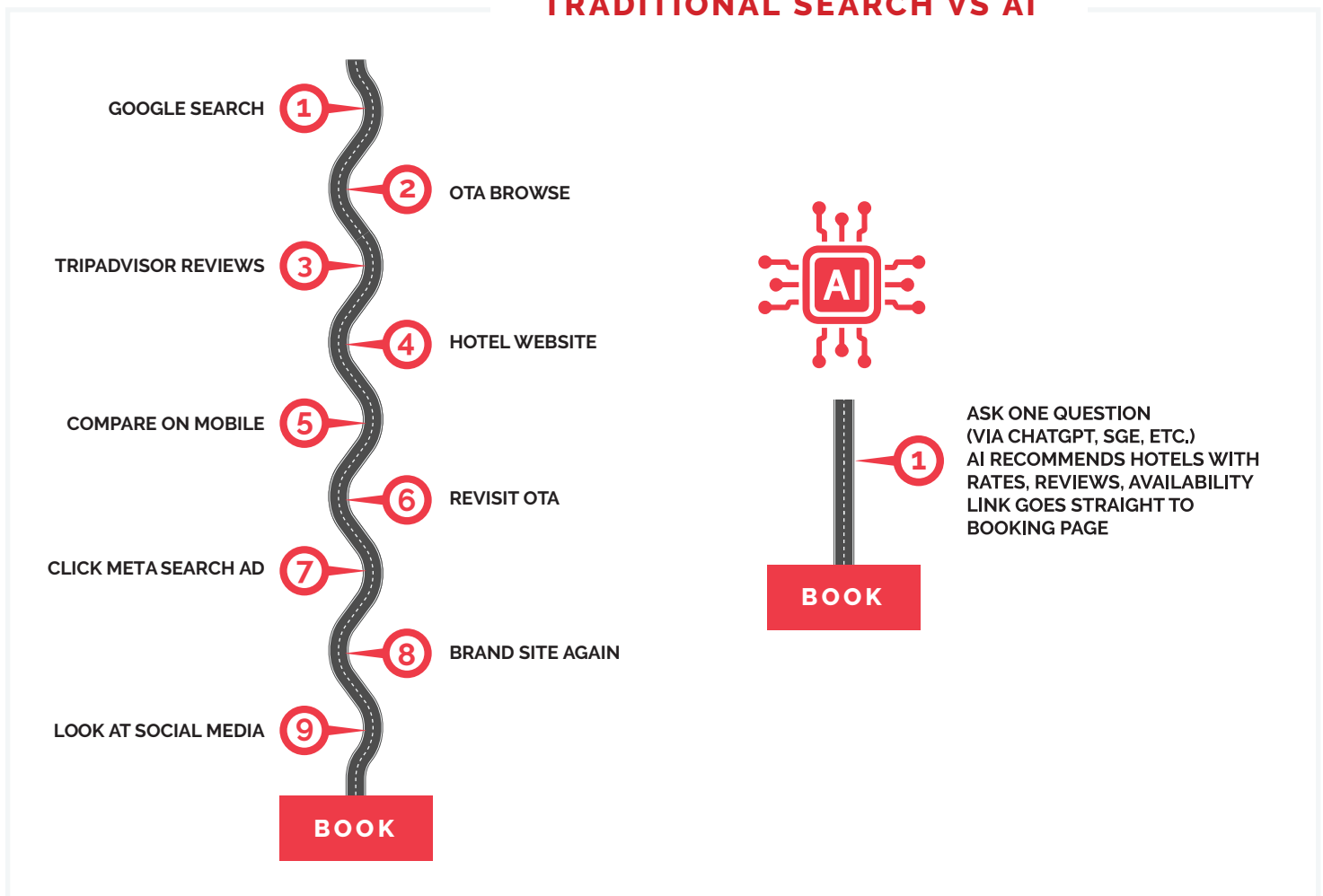
The next wave of change will further compress decision-making—and sideline under-optimized hotels:

AI that knows about you will draw from past trips, email confirmations, loyalty accounts, and personal preferences. Booking suggestions will be more tailored than any OTA ever offered.

One-click trips built from integrations with booking APIs will generate complete itineraries—lodging, meals, events—reserved in one go.

Visual + voice search based on the user describing their dream vacation into a phone, or or snapping a picture of a resort they like. AI will find a match—and book it.

TRADITIONAL SEARCH VS AI



AI in Hotel Marketing: Capturing Inbound Intent

HINT: IT'S ABOUT THEM, NOT YOU.

"Inbound intent" is one way marketers talk about customers finding a business without an advertising click. Think search engines, word-of-mouth, articles, and, yes, AI. If you're familiar with Search Engine Optimization (SEO), you're already on the right track.

SEO seeds your website with commonly searched-for content in order to rank your hotel high in search results. Now, hotels must do the same for AI's multidimensional queries, and the learning models that power AI tools.

AI IN MARKETING IS NOTHING NEW

Finding patterns in huge sets of data? AI models are very good at this. Hotel marketers have used AI tools for years via Google, Meta, and other platforms. They help us identify and serve ads to groups of people with online behaviors that match our customer profile. AI also bids on ad space on our behalf, making split-second decisions on whether someone is worth the cost of an ad placement. In recent years, Google Performance Max has taken this to new levels, handling creative testing, bidding, and audience targeting simultaneously.

In other words, AI has been quietly working across the web for a long time, and now generative AI has put its power in the hands of everyday people.



WHAT THIS MEANS FOR HOTELS

AI doesn't just scan websites, it interprets them. The goal is no longer to rank for a single phrase. Now, it's about showing up in AI-generated answers that blend intent, emotion, and context.

We encourage hotels to re-think your website copy. Contextualize your amenities. Thread them into a larger experience. Describe the ways that different types of guests enjoy their stays. Families, couples, a group of friends, adventure travelers—each a lens on what you offer that no one else can.

If a guest asks:

"Where can I stay in Portland, Maine, with ocean views, walkable dining, and a pet-friendly policy under \$350?"

...an AI model doesn't hunt for keyword matches. It scans for pages that read like answers to this question. Does your site say what the view is like? Which restaurants are nearby? Are pets truly welcome, or just tolerated?

A query like

"Best romantic inns in Concord, MA with fireplaces and breakfast included"

...isn't just about amenities. It's about atmosphere, experience, and ease of booking.

This is where traditional SEO meets AI-centric content. Let's look at specific steps you can take today.

THREE STRATEGIES FOR ADDRESSING INBOUND DEMAND FROM AI ENABLED GUESTS

1. Write for People First, Then AI

Focus on what the guest wants to know—not just what you offer.

Example:

Instead of "We offer suites with fireplaces," write:

"Curl up beside a gas fireplace in our Colonial Suite after a stroll through Concord's historic town center, where you'll find dining, boutiques, and charming architecture. Breakfast is delivered to your room each morning, so you can linger in bed a little longer."

It's immersive. It's informative. And it gives AI a rich answer to surface.

2. Use Structure That Machines (and Guests) Can Read

AI thrives on clarity. Use headings, bullets, and FAQs to spell out what matters most.

Example FAQ block:

- Is this hotel near Portland's Old Port?
- Do rooms have ocean views or balconies?
- Are pets allowed in all room types?

These questions dial in on your guest experience and the factors that influence booking decisions. When phrased in Q&A format, an AI model has an easier time connecting them to the questions asked in prompts.

3. Match Search Intent, Not Just Keywords

Old SEO chased highly coveted keywords. AI-driven content anticipates needs.

Build pages and blog posts that speak to specific guest types:

- Couples planning anniversary trips
- Families visiting colleges or historical sites
- Solo travelers looking for coastal quiet
- Work retreats looking for spaces for both focus and socializing
- ...and any other guest profile you could serve well.



What does your property look like through each of these lenses?

WHAT YOU CAN DO TODAY

- Use AI to quickly fill content gaps. For example, ask ChatGPT to draft FAQ content focused on seasonal activities (e.g., "What's winter like in downtown Portland?") and edit to make it your own.
- Rewrite room descriptions with richer sensory details and nearby attractions.

Long-Term Investment:

- Build themed content clusters for major guest profiles. For example: "Romantic Getaways in Concord" featuring room types, dining, walking tours, and a downloadable two-day itinerary.
- "Family Weekends in Portland" highlighting walkable eats, museums, and kid-friendly room setups.



AI in Hotel Marketing: Powering Outbound Campaigns

Inbound traffic is valuable—but outbound campaigns are where hotels can generate new revenue. Email, digital ads, and social media let properties reach new guests with precision. Scaling outbound isn't just about creating more—it's about testing, personalizing, and optimizing messages and creative across platforms.

Many hotels partner with agencies to handle the heavy lifting of campaign strategy, creative, and execution. But even the best partners are limited by inputs that a hotel can provide them—content, images, segmentation, and timing. AI makes it easier to provide more of those inputs, more often.

More importantly, AI helps hotels and their marketing agency quickly dial in on top-performing test ad variants, create highly personalized experiences, and find patterns in visitor feedback—all without burning out the team.

USE GENERATIVE AI TOOLS TO BETTER REACH UNTAPPED AUDIENCES

Find winning messages and scale using AI to generate ad headlines, social captions, and emails.

For example: A hotel in Burlington, Vermont launches a spring ski-and-spa package. Instead of writing everything from scratch, their team sits down for a

15-minute conversation about what guests can expect. That transcript, fed into ChatGPT generates:

- 3 versions of email copy for different segments
- Instagram captions with seasonal emojis and hashtags
- A blog post titled "Weekend in Burlington: Ski, Spa, Repeat"

All in one hour.



Personalize without rewriting everything, because outbound messaging works best when it's tailored. AI makes quick edits to fit different audiences.

Example:

A historic inn in Mystic, Connecticut is promoting weekday escapes via Instagram. They ask AI to review their local tourism site, their own website, and a few ideas from their proprietor. With AI, they spin:

- A "quiet luxury" version for remote workers
- A "romantic getaway" version for couples
- A "heritage and history" version for older travelers

Ready in a few minutes, and scheduled for posting in a few more.

Pump more revenue from paid ads by quickly scaling testing on winning messages.

For example, a Facebook remarketing campaign for a Santa Fe resort reveals that guests are clicking on content about local art galleries. The resort's marketing team, working with their agency, uses AI to generate new ad variants focused on that angle:

- "Walk from your casita to Santa Fe's top galleries—then unwind by the fire."
- "Where the art is world-class, and the margaritas aren't far behind."
- "Stay steps from Canyon Road's best studios."

At the same time, AI helps them test versions for other segments: spa-goers, culinary travelers, and couples looking for romantic escapes.

GREAT PLACES TO START

Use ChatGPT to rewrite your last promo email for three different guest types.

Ask AI to draft 5 social captions promoting your best seasonal package.

Long-Term Investment:

Build an "AI content engine" for your team: one workflow, one tone guide, and one library of prompts.

- Use ChatGPT to refresh ad headlines and calls to action.

Example:

Original Ad

Headline: "Book a Stay in Wine Country"

Text: "Great rates on boutique hotels."

CTA: "Book Now"

AI-Enhanced Ad

Headline: "Escape to Sonoma – Rustic Stays & Vineyard Views"

Text: "Enjoy peaceful mornings and world-class dining at Sonoma's top boutique hideaways. Book direct for best rates."

CTA: "Plan Your Getaway"

Your Guest Experience: Market What Makes You Special

Hoteliers know how to deliver experiences. They know the best time to hike that nearby trail, which local restaurant still makes everything from scratch, and how to make a wedding party feel like VIPs from check-in to checkout.

What many don't do—yet—is bring that same energy and insight online.

Marketing isn't just a list of amenities. It's a way to make someone feel the stay before they even book.

That means telling better stories, anticipating questions, and showing how your property fits into the trip someone's already imagining. The good news? Most of the raw material already exists—staff knowledge, repeat guest feedback, and the local scene. AI helps package it for scale.

TURN ON-SITE INSIGHT INTO ONLINE STORYTELLING

Let's say a team member always tells guests to head to the harbor just before sunset, because that's when the light hits the boats just right. That tip should be on your blog, in your welcome email, and part of your "3-Day Itinerary" landing page.

AI tools make this easy. Feed in local knowledge, and they'll help write it up in your voice.

SHOW THE RIGHT STORY TO THE RIGHT GUEST

A coastal resort in Newport sees two kinds of guests: romantic weekenders and family reunions. Instead of one generic home page, their team builds landing pages tailored to each. AI helps adjust the language, select the right images, and even pull testimonials that match the moment.

Same property. Two different stories. Both true.



USE AI TO ACT ON GUEST FEEDBACK

Use AI to summarize reviews and guest surveys, surfacing trends you can promote. If 70% of guests rave about your breakfast on the porch, that's not a nice surprise, it's a hook.

AI can scan hundreds of reviews and suggest content ideas:

- "Top 3 things guests love about their stay"
- "Why our breakfast is more than just eggs and toast"
- "What makes our rooms feel like home"

Quick Wins:

- Interview the people on your team with the most local knowledge. Ask AI to pull 4–5 themes from the conversation.
- Add a "Plan Your Stay" page to your website and use AI to outline it on your guest segments, reviews, and a few words about who enjoys your hotel.

Long-Term Investment:

- Build a story-driven content library. One page for each guest type. One story for each season. AI helps generate and organize it, but the details come from you—and that's what sells.

Build Your Hotel's AI Strategy: Start Small, Scale Smart

No hotel, big or small, needs to “AI-proof” their hotel overnight. But start today and benefit big in the not-so-distant future.

AI is changing how people find, evaluate, and book hotels.

The smartest strategy? Start where it counts. Pick one or two areas—content, ads, automation—and apply AI to free up time, test more ideas, or speak to more types of guests. Then expand.

WHAT AN AI STRATEGY LOOKS LIKE

A good AI strategy isn't about tools. It's about outcomes.

- **More direct bookings** by answering the questions people are asking AI tools.
- **More efficient campaigns** that can speak to multiple guest types.
- **Better content** that builds authority and captures high-intent traffic.

It's also about confidence—knowing what to delegate to AI, what to keep human, and how to source the most impactful ideas to help your AI tools create great content.

What to Do Today

- Brainstorm guests with your team. Who are your favorite people to host? Why do they book? What do they enjoy time after time? Record the conversation audio with a phone and feed it to an AI to learn about you.
- Rewrite your most important page (home, rooms, or experiences) with AI's help to improve clarity, richness, and relevance.
- Use AI to brainstorm a seasonal campaign—then refine it with your team or agency.

Where a Partner Helps

A strong hotel marketing partner helps you do more than just use tools. They help you:

- **Choose the right direction.** What do your guests care about? What content wins?
- **Keep your brand consistent.** AI is fast—but your voice matters more.
- **Measure and adapt.** AI campaigns still need human strategy to perform over time.

O'Rourke Hospitality has been guiding hotels through every digital shift. This one's no different. From setup to execution, we help you apply AI where it makes the biggest impact—earning more visibility, more direct bookings, and more control over your brand story.

Strategic Hospitality Marketing

With more than 20 years of hospitality marketing experience, O'Rourke uses a comprehensive and strategic approach to help both independent and branded hotels take their digital marketing to the next level. We create an online presence for your brand that captures guests from their initial online engagement with you and seamlessly transitions them to your real-world experience.



To discuss your business and learn more about our services, please contact:

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