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06/04/2024

The Impact of AI on Google Search

How it will change the Travel Game

About me

Thomas Hertkorn

- 15+ years of Digital Marketing Experience

- Worked for: a&o Hostels, Reisegeier, Scout24 Group and many more

- Always tired and a bit tense

And here's the reason why:

Twins.

24/7 chaos & anarchy

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The new normal.

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06/04/2024

The Impact of AI on Google Search
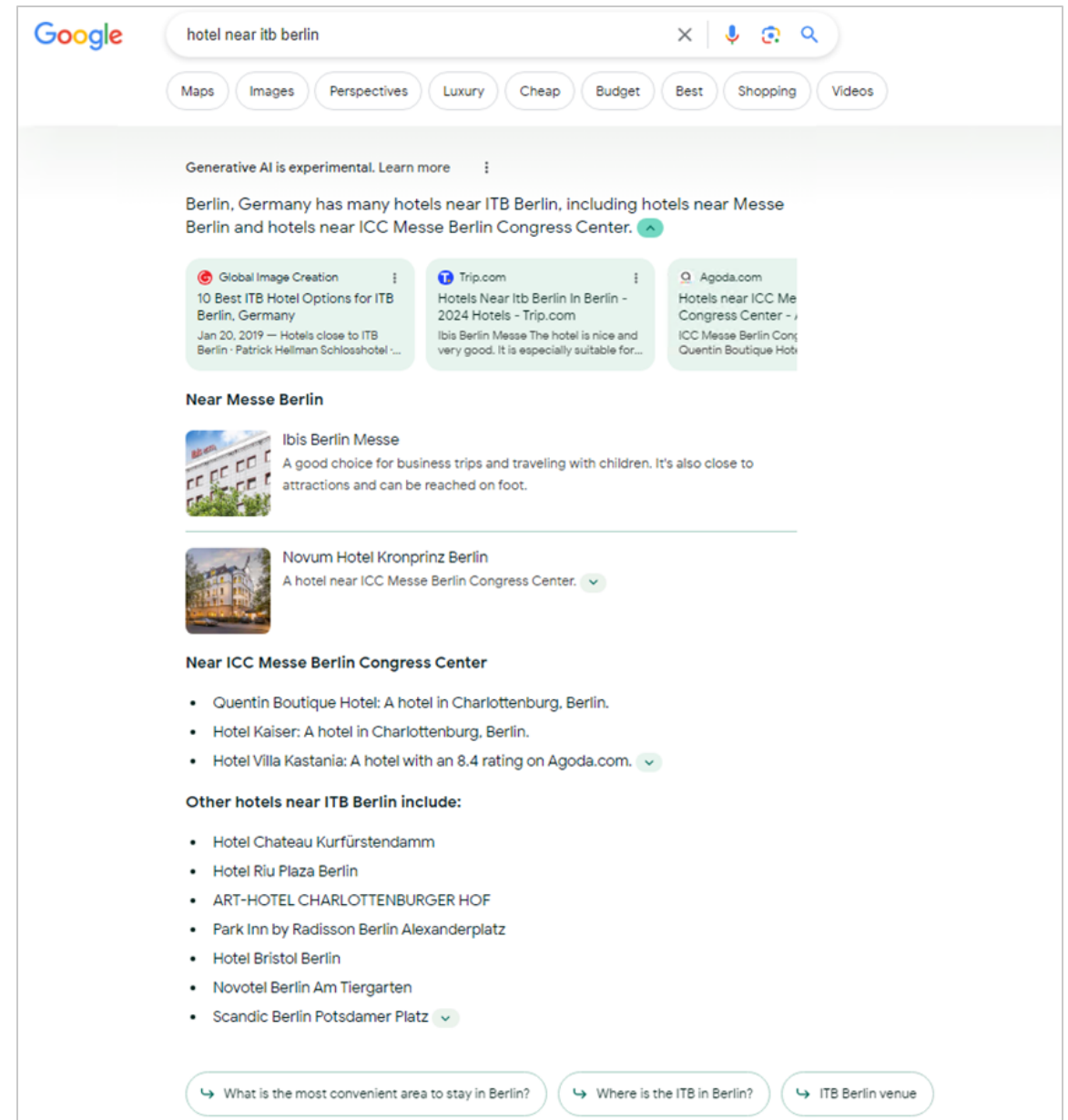
How it will change the travel game

Google Search Generative Experience = SGE

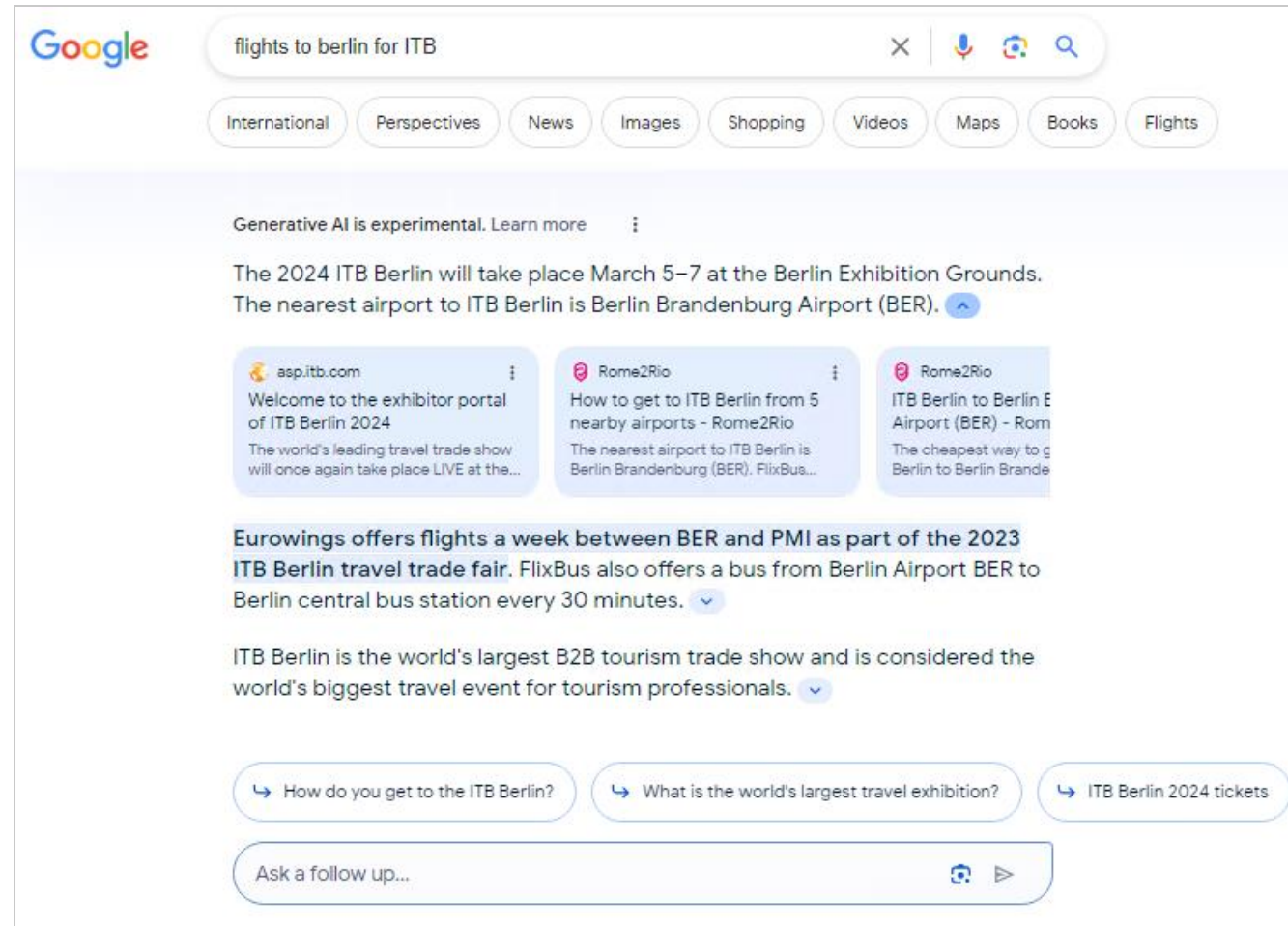AI directly integrated in Search.

Let's find a hotel in Berlin during ITB

Google Search Generative Experience will help.

Ok, now I need a flight

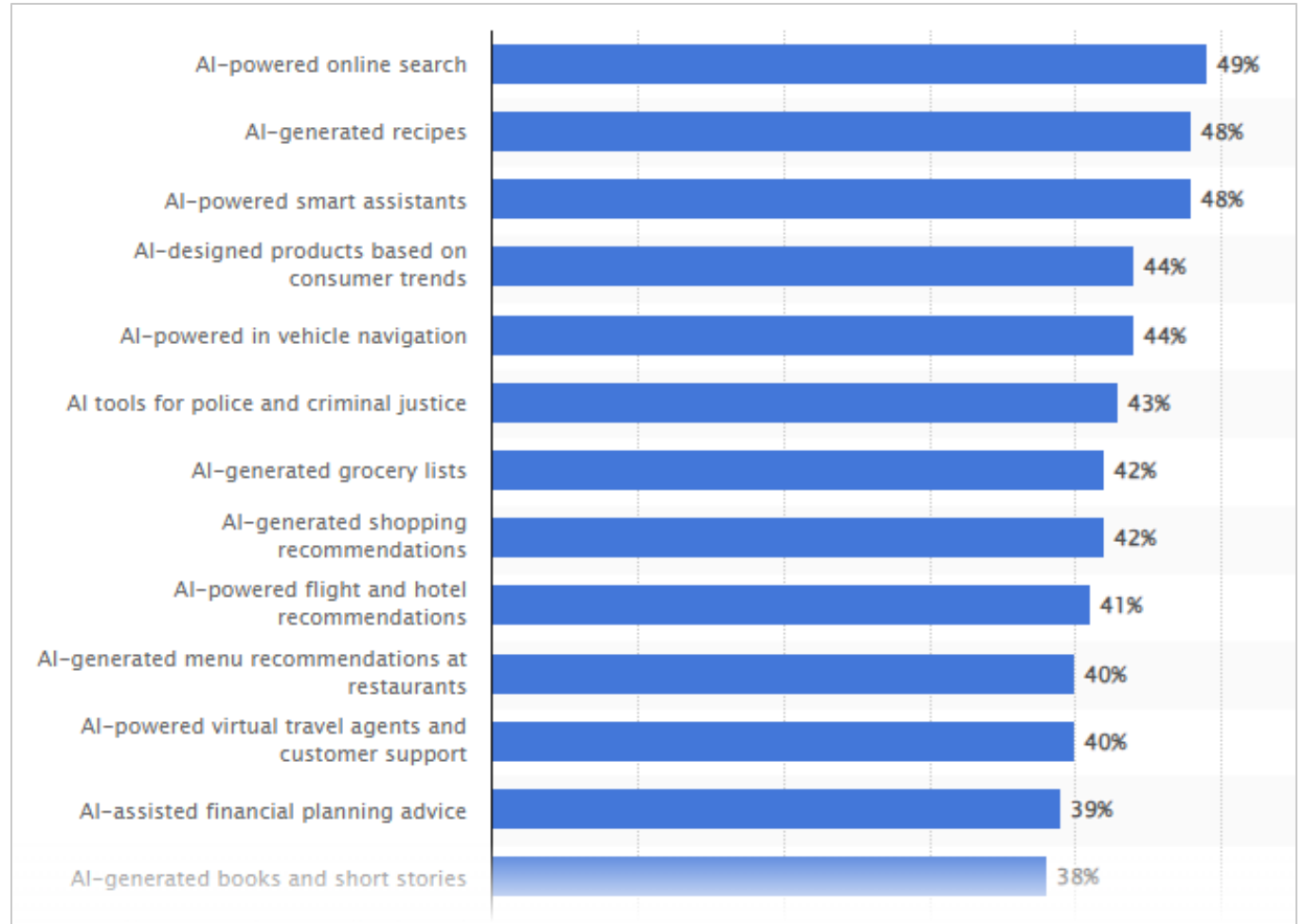Seems like Google is working on the art of time travel now?

Follow-up questions

Why should you care?

Customers want AI-powered online search

Share of adults in the United States who are interested in AI-related products.

Category	Percentage
AI-powered online search	49%
AI-generated recipes	48%
AI-powered smart assistants	48%
AI-designed products based on consumer trends	44%
AI-powered in vehicle navigation	44%
AI tools for police and criminal justice	43%
AI-generated grocery lists	42%
AI-generated shopping recommendations	42%
AI-powered flight and hotel recommendations	41%
AI-generated menu recommendations at restaurants	40%
AI-powered virtual travel agents and customer support	40%
AI-assisted financial planning advice	39%
AI-generated books and short stories	38%

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Sundar Pichai (CEO Google) on AI

May 12th, 2023

I'm very excited to talk to you. There's a lot to talk about. I have some big *Decoder* structure questions because you made some big structural changes; it's real *Decoder* bait. But I want to start with the news. Yesterday was Google I/O. You gave the keynote. You announced, I would say, generative AI features in every Google product that I can think of. What's your favorite?

It's got to be the new Search Generative Experience we are working on bringing to Labs. It's our most used product, our most important product. So the chance to make the product better through an evolution like that was one of the more exciting product challenges. I think the team has risen to the challenge, so I'm definitely very excited about it.

LAUREN GOODE   BUSINESS   FEB 8, 2024 8:00 AM

Google Prepares for a Future Where Search Isn't King

CEO Sundar Pichai tells WIRED that Google's new, more powerful Gemini chatbot is an experiment in offering users a way to get things done without a search engine. It's also a direct shot at ChatGPT.

Source: https://pa.ag/430pCSr & https://pa.ag/42STpMZ

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STAMFORD, Conn., February 19, 2024

Gartner Predicts Search Engine Volume Will Drop 25% by 2026, Due to AI Chatbots and Other Virtual Agents

Google SGE testing and development is ongoing, growing

Google's Search Generative Experience presence is growing in industries and new countries. Here's what the latest SGE activity signals.

Danny Goodwin on February 23, 2024 at 8:00 am | Reading time: 3 minutes

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But why is this a problem?

Google Shopping's "Buy Now" button
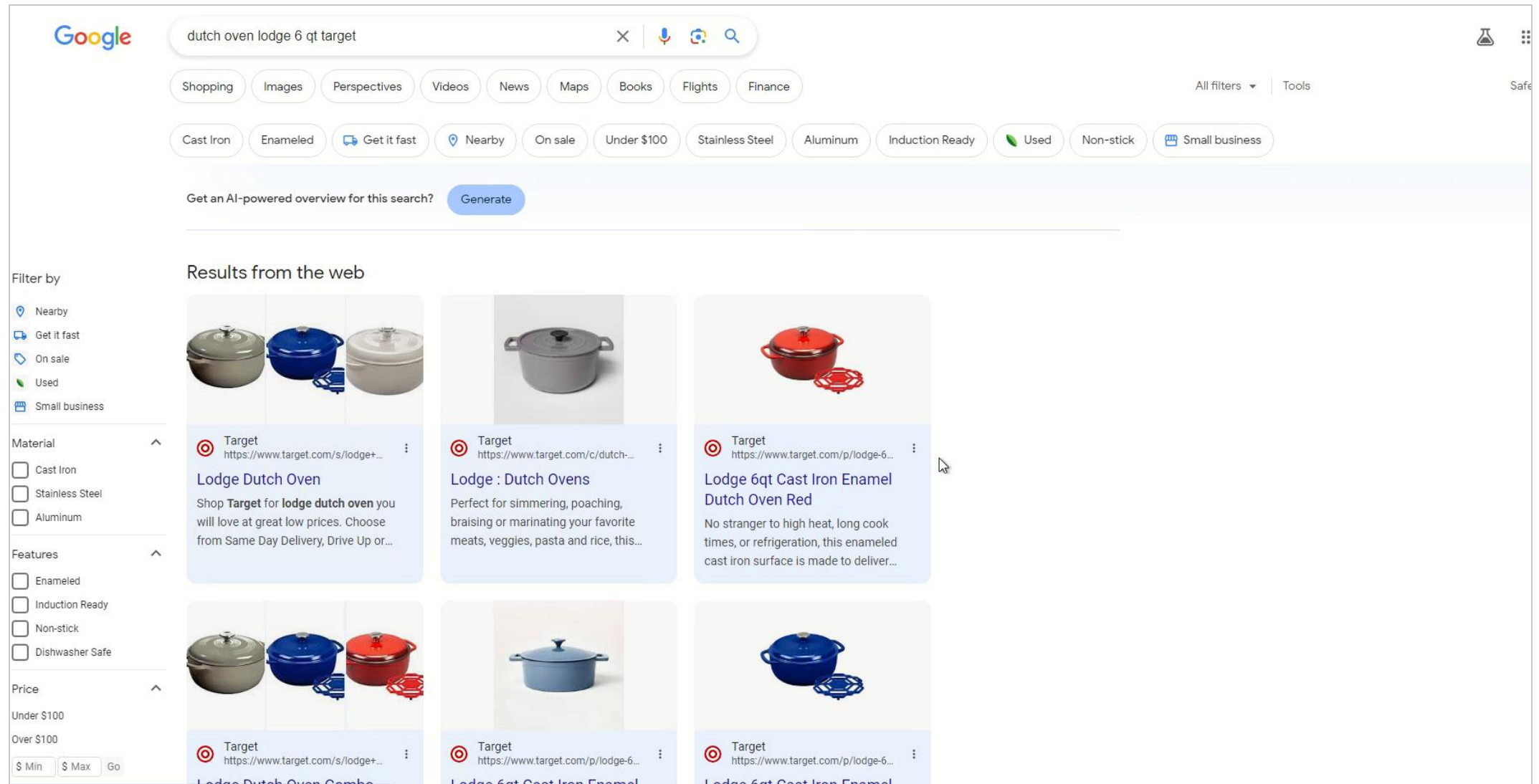
While Search remains important
for travel purchases

The traveller's path to purchase is full of turbulence
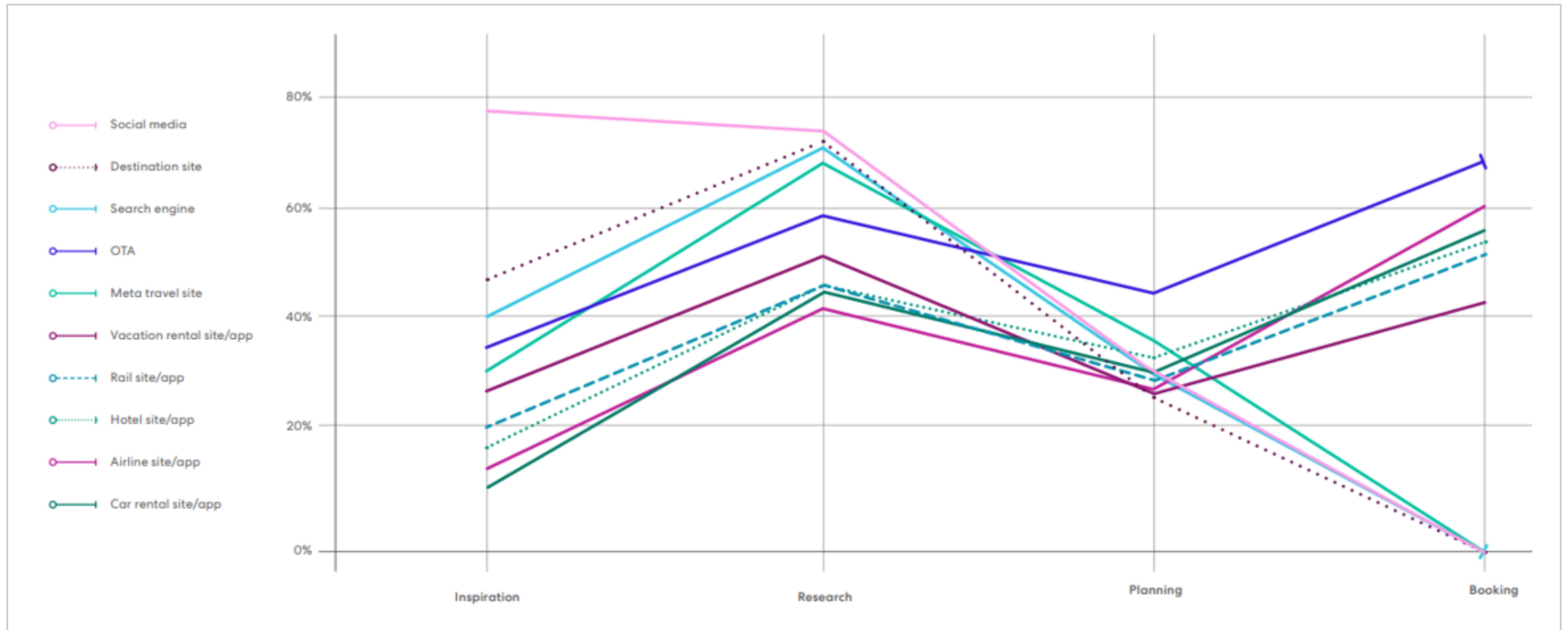
Source: Expedia Group - Path to Purchase

Have I scared you enough about
Search Generative Experience?

Let's get some facts.

We checked more than 150,000 travel-related keywords.
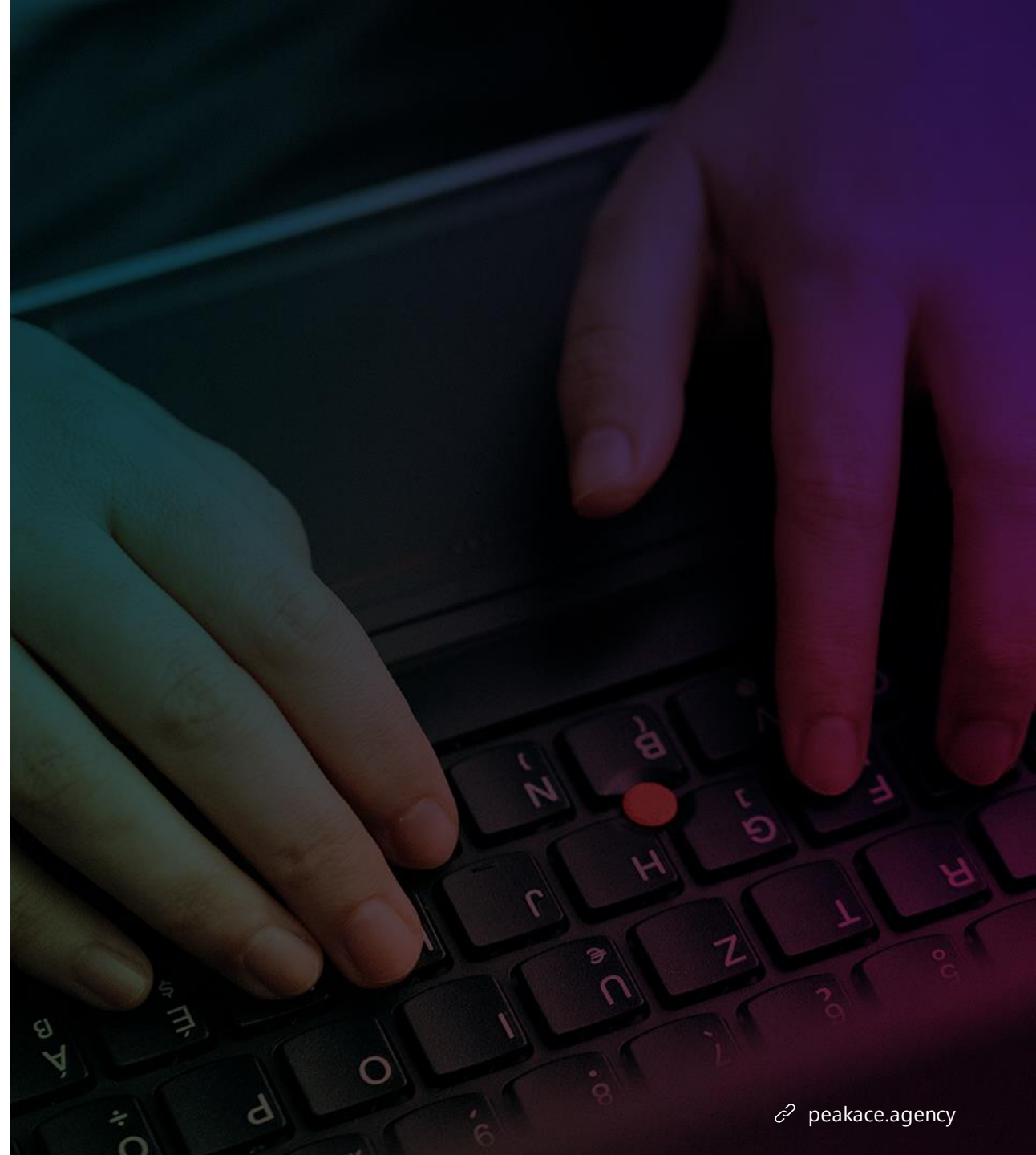
What we checked

An overview of the keyword clusters

Best Hotel + City

Hotel Brand

Hotel Brand + Review

Airline + City

Destination
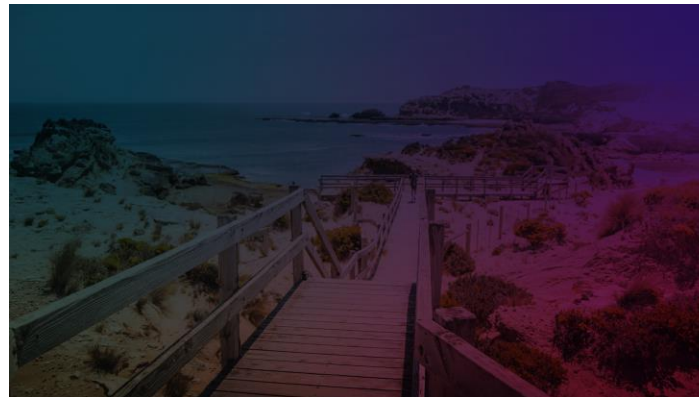
Travel Tips for Destination
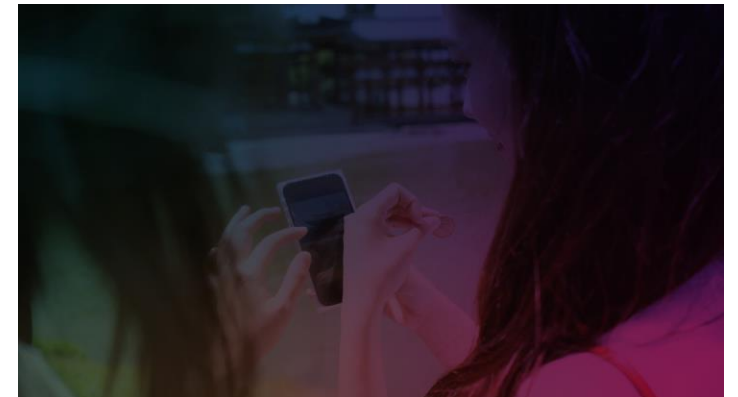
Best hotel + city

Based on 25,000 keywords

Search Generative Experience

- The "Generate Button" appeared on **97.93%** of the keywords (first search)

- **97.95%** of SGE results display images

And who was mentioned?

- **40.21%** of the results mentioned **Google products** (e.g., Maps)

- **16.03% TripAdvisor**

- **6.01% hotels.com**

- **1.95% Booking.com**

And 35.80% of mentions were newspapers and magazines

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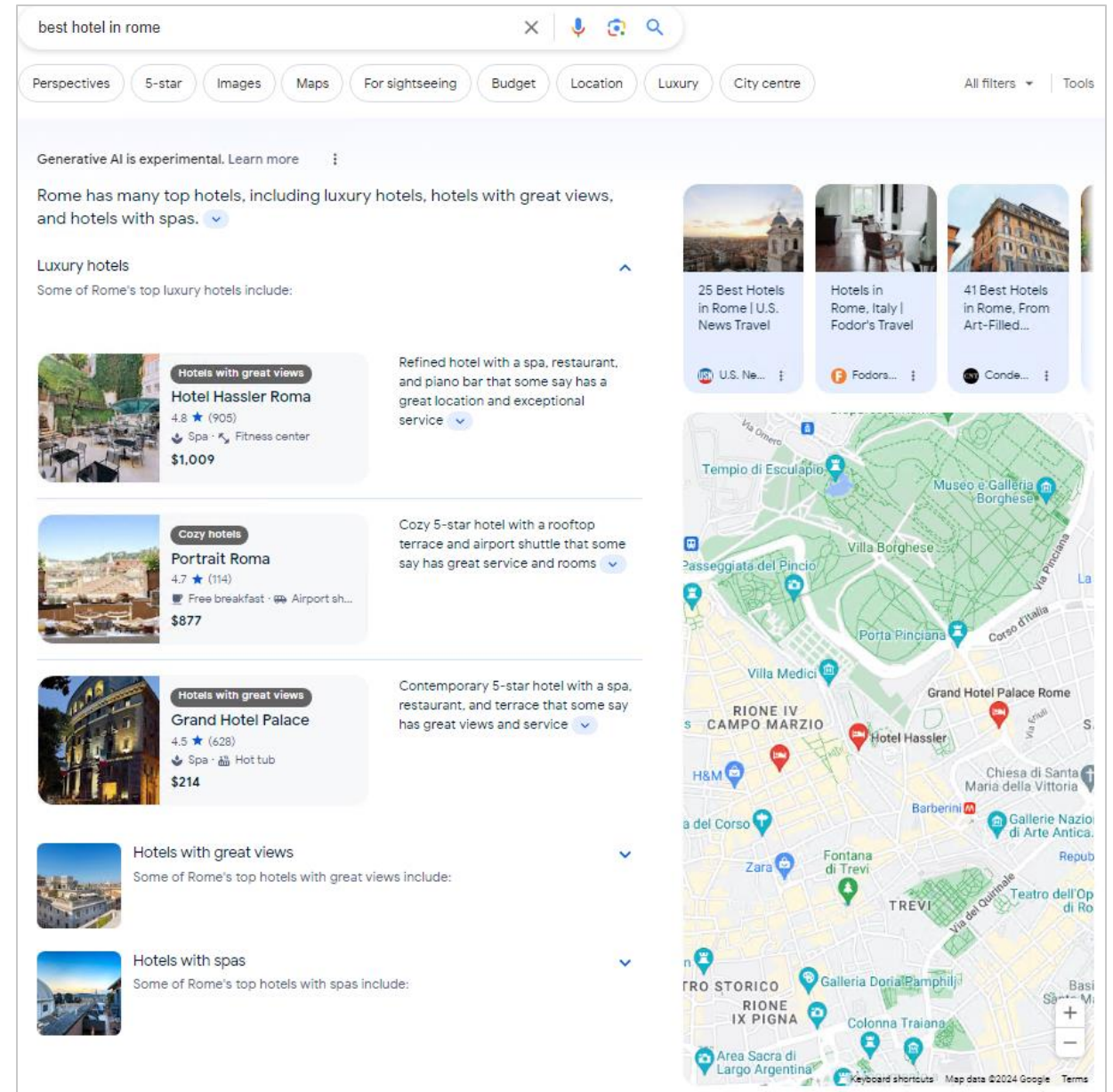
Hotel brand

Based on 25,000 keywords

Search Generative Experience

- The "Generate Button" appeared on **75.01%** of the keywords (first search)

- **60%** of the time, we found that reviews were directly integrated into the results

And who was mentioned?

- **40.21%** of the results mentioned **Google products** (e.g., Maps)

- **37% Hotel website**

- **6.01% Booking.com**
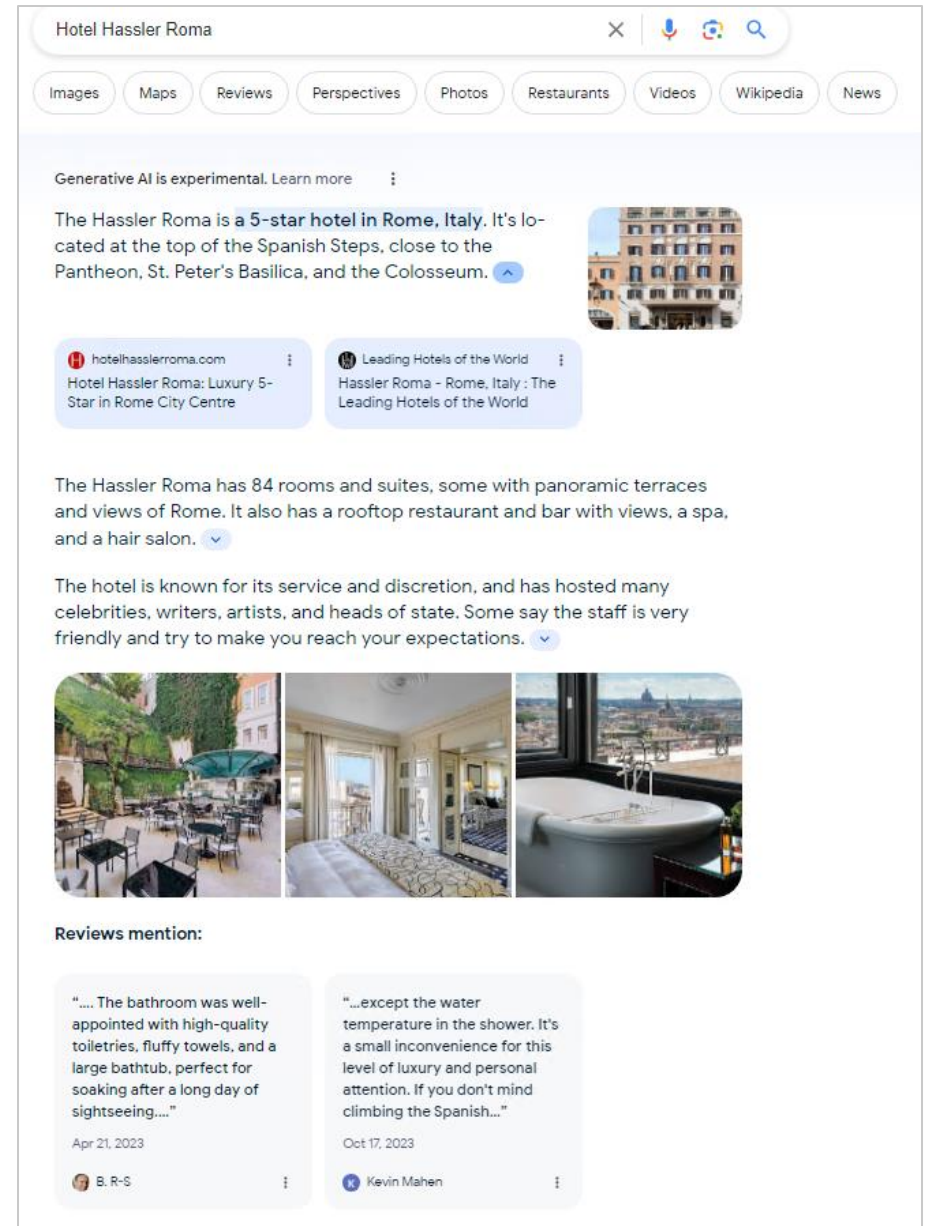
Hotel brand + review

Based on 25,000 keywords

Search Generative Experience

- The "Generate Button" appeared on **98.01%** of the keywords (first search)

- **78.04%** of SGE results include text

And who was mentioned?

- **92%** of the time, Google mentioned **Google Maps**
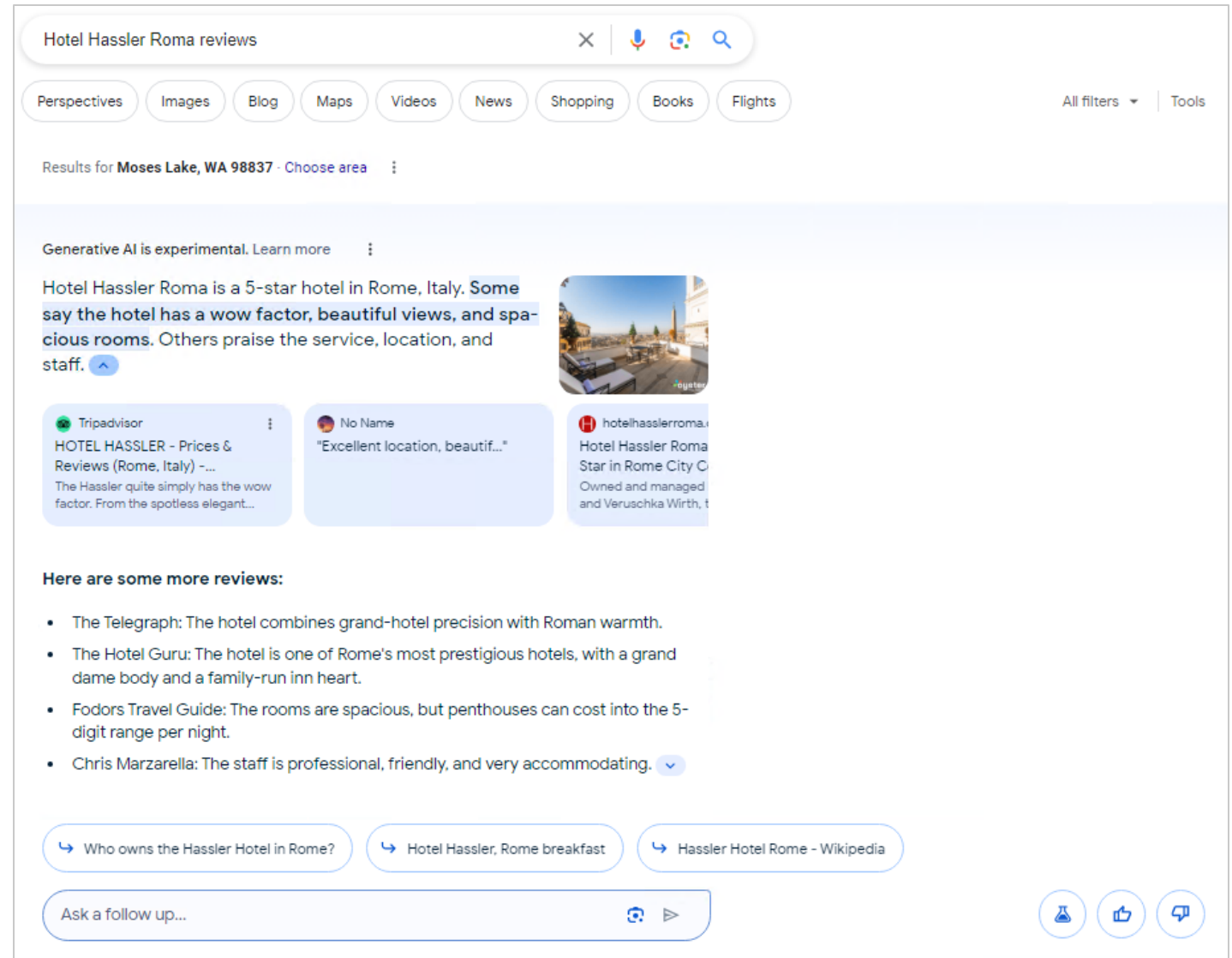
Hostel brand + bed bugs

Based on 9,231 Keywords

Search Generative Experience

- The "Generate Button" appeared on **47.44%** of the keywords (first search)
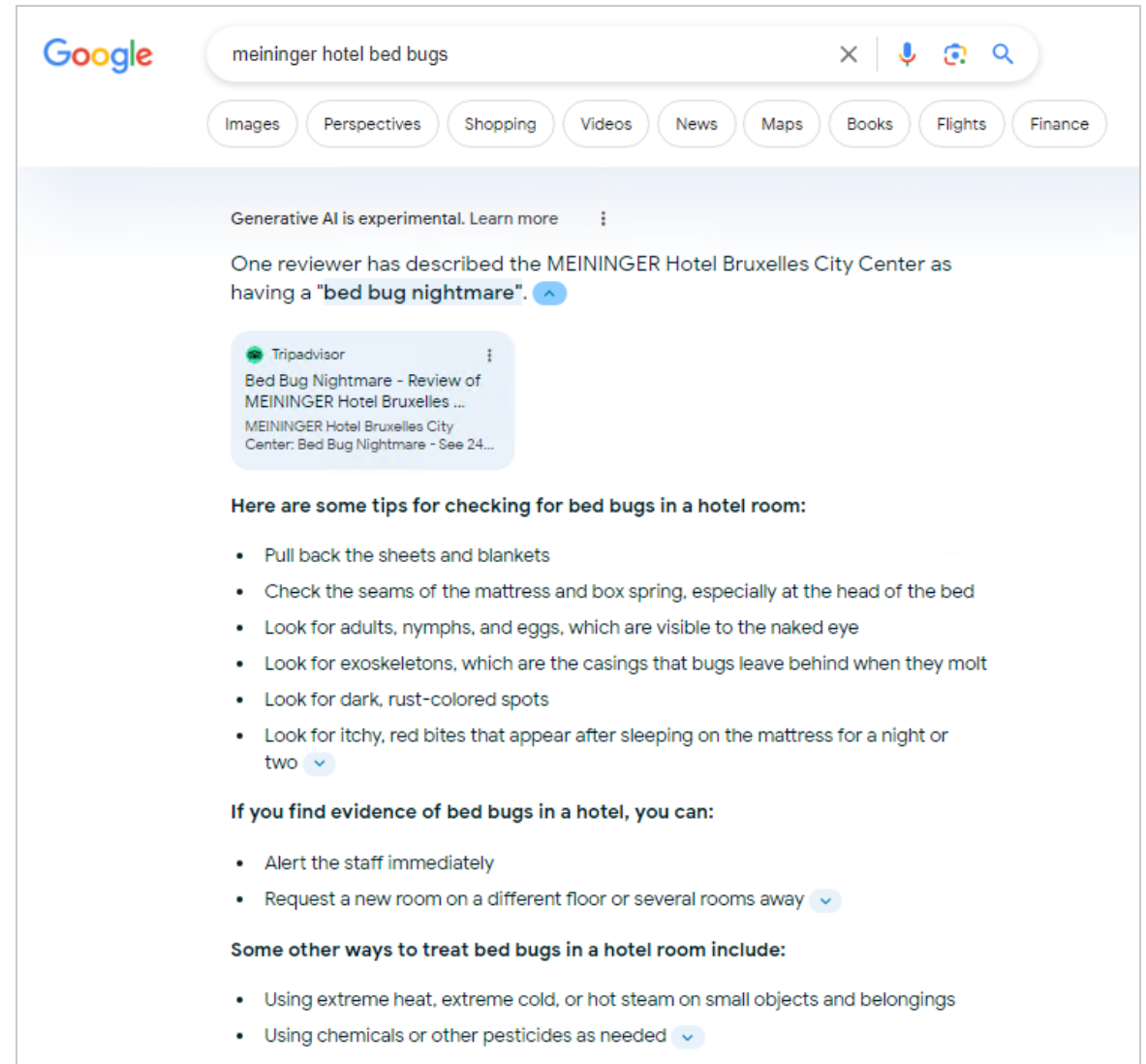
Hotel brand + bed bugs

Based on 9,231 keywords

Search Generative Experience

- The "Generate Button" appeared on **47.44%** of the keywords (first search)

- This result is based on a single review
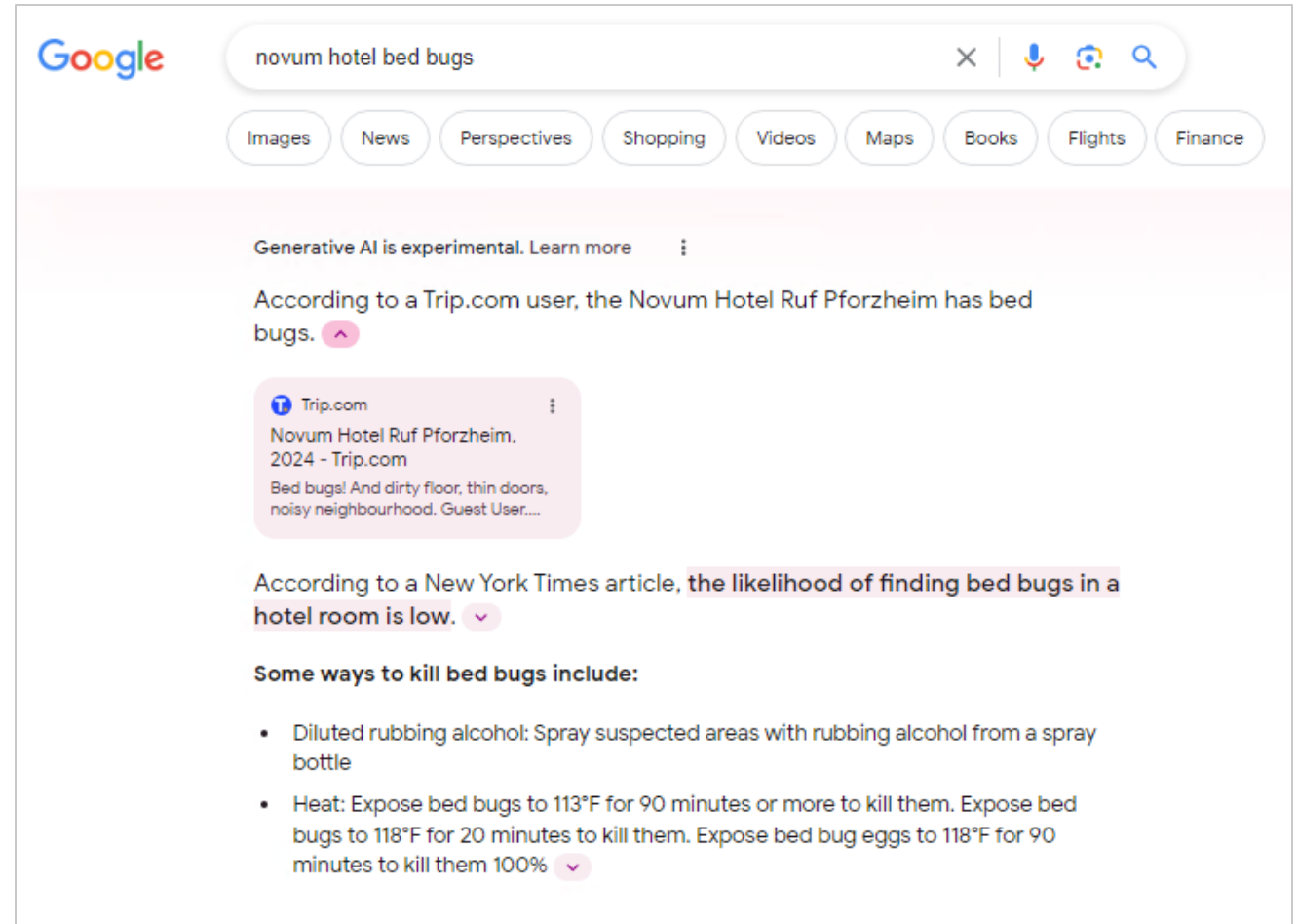
Flight + city

Based on 25,000 keywords

Almost no SGE results here!

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Why is Google showing us a phone number?

Based on 5,000 keywords

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Ok for real – another phone number?

Based on 5,000 keywords

UA reviews

Based on 5,000 keywords

United Airlines has a solid reputation and generally provides a good customer experience. Frequent travelers give the airline an average rating of 6.8/10, **which is below the general average**.
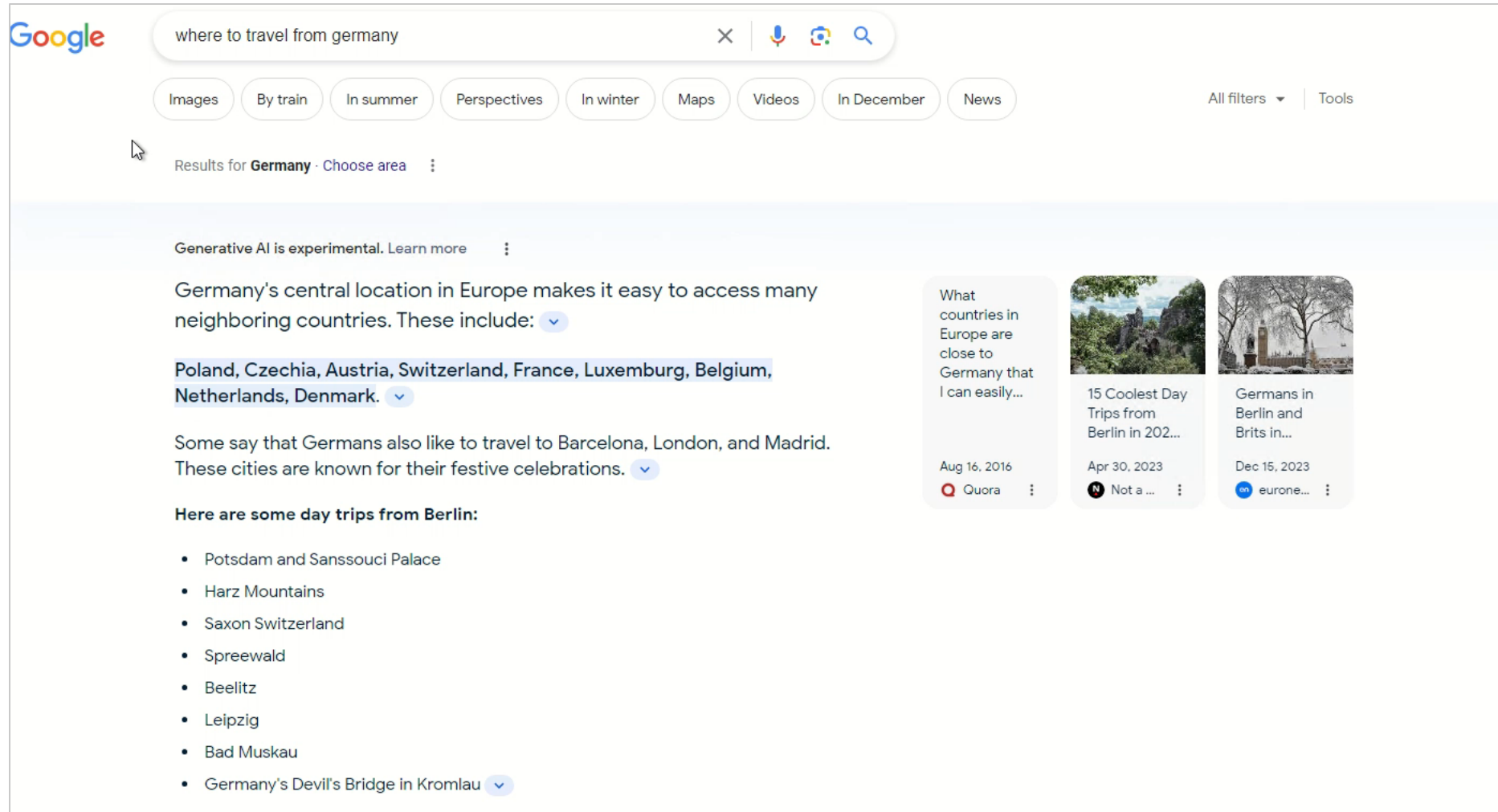
American Airlines has an issue

Based on 5,000 keywords

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Okay, that was a lot of theory.
Now let's plan a trip with the SGE.

Generating trip ideas

Keep in mind:
It's Google

Oh, better watch out, ITB folks..

Introducing: the black forest terrorists…

Lufthansa has a lot of problems…

What you can do to improve your SGE listings?

#1

Deliver answers

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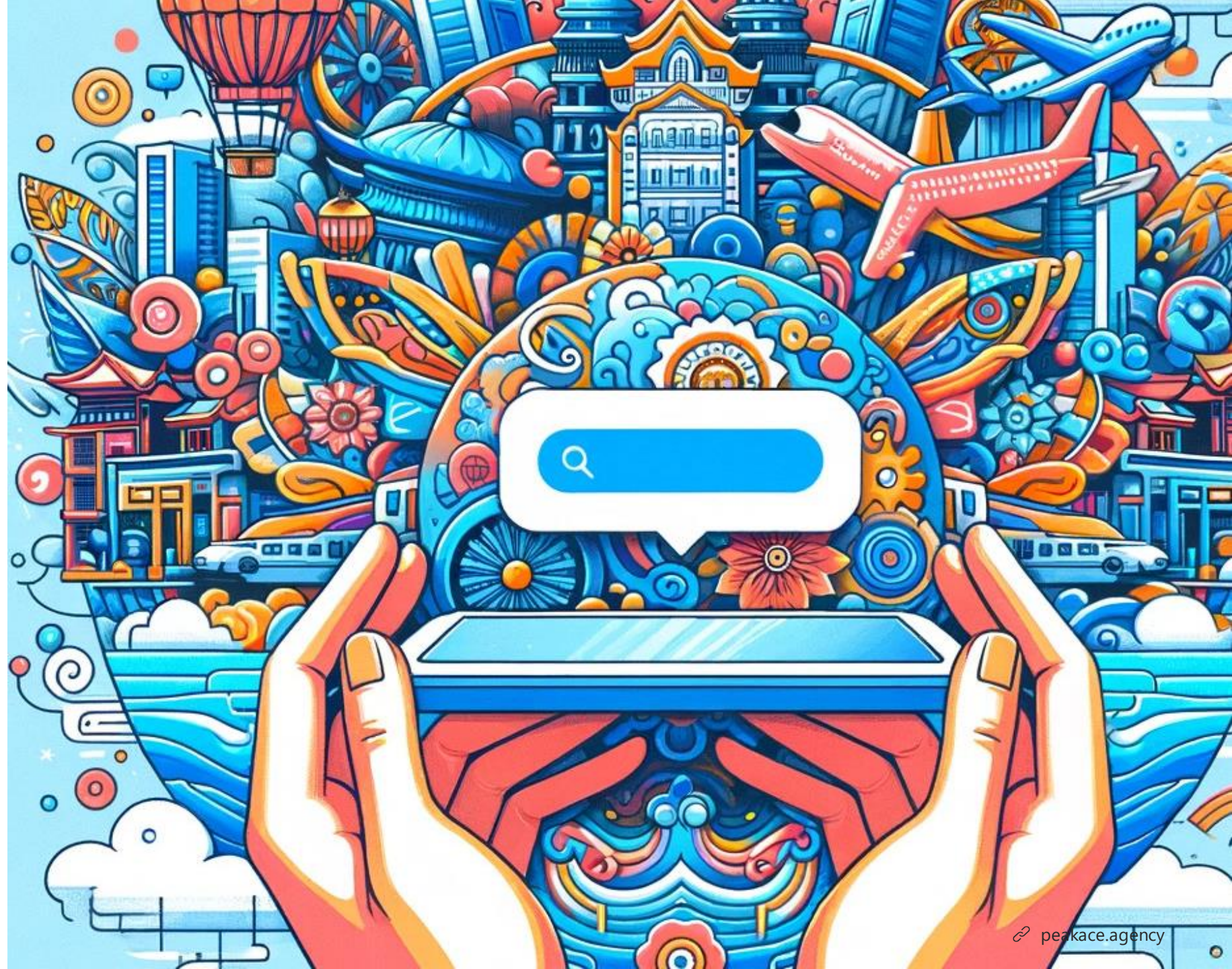
#2

Be an expert

#3

Build
trust

#4

Be consistent

#5

Be
exceptional

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50% of AI researchers believe that the probability of **humanity dying out** because we are unable to control AI is **10% or more**.

Imagine if 50% of engineers thought there was a 10% chance that everyone dies.

Would you get on the plane?

Get a free SGE Snapshot for your Keywords

pa.ag/itb24
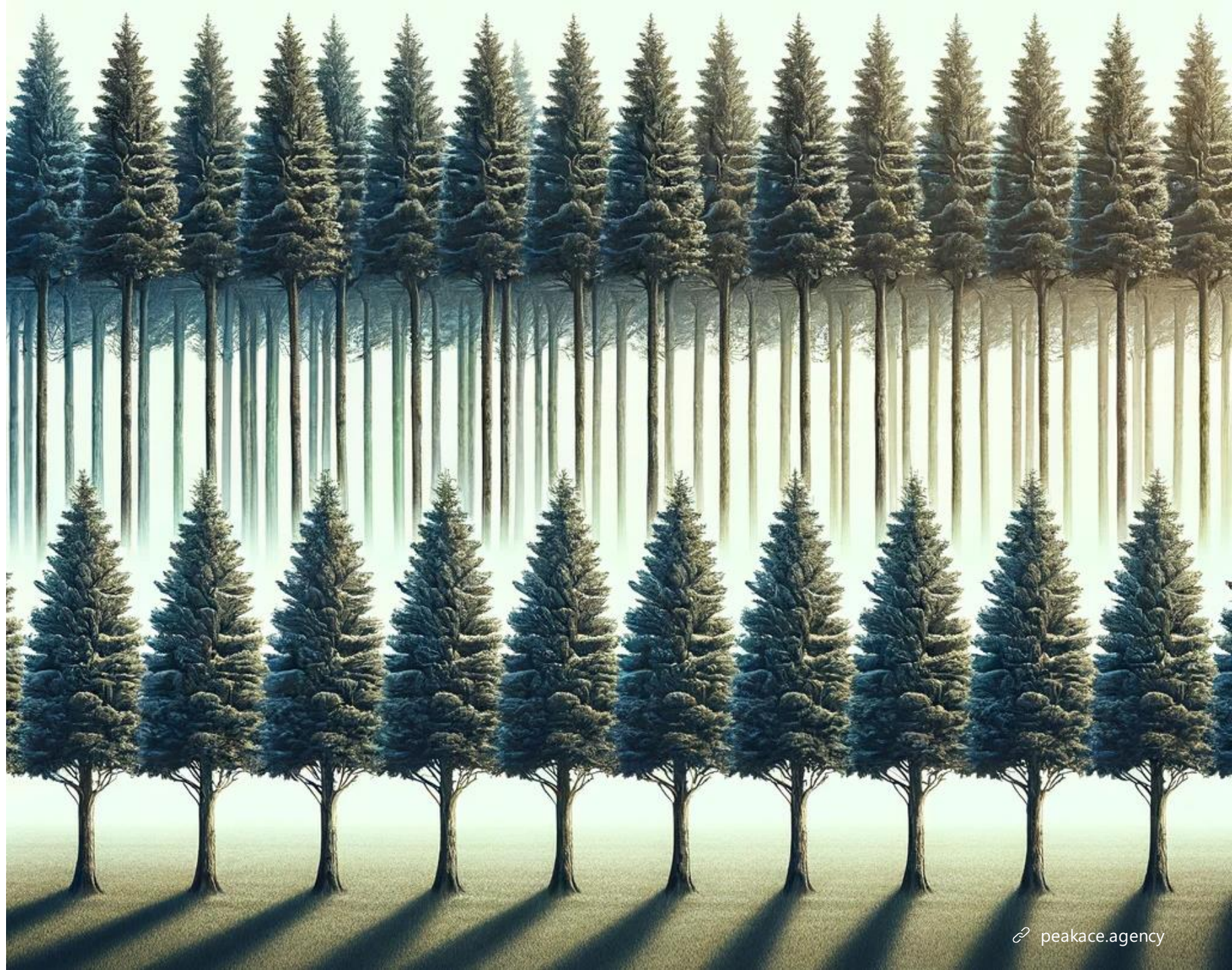
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Peak Ace: Delivering Digital Experiences

EUROPEAN SEARCH AWARDS 2023 WINNER

EUROPEAN CONTENT AWARDS WINNER

GLOBAL SEARCH AWARDS 2023

GLOBAL Agency Awards 2023 WINNER

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