



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



The new normal.



06/04/2024

The Impact of AI on Google Search

How it will change the travel game

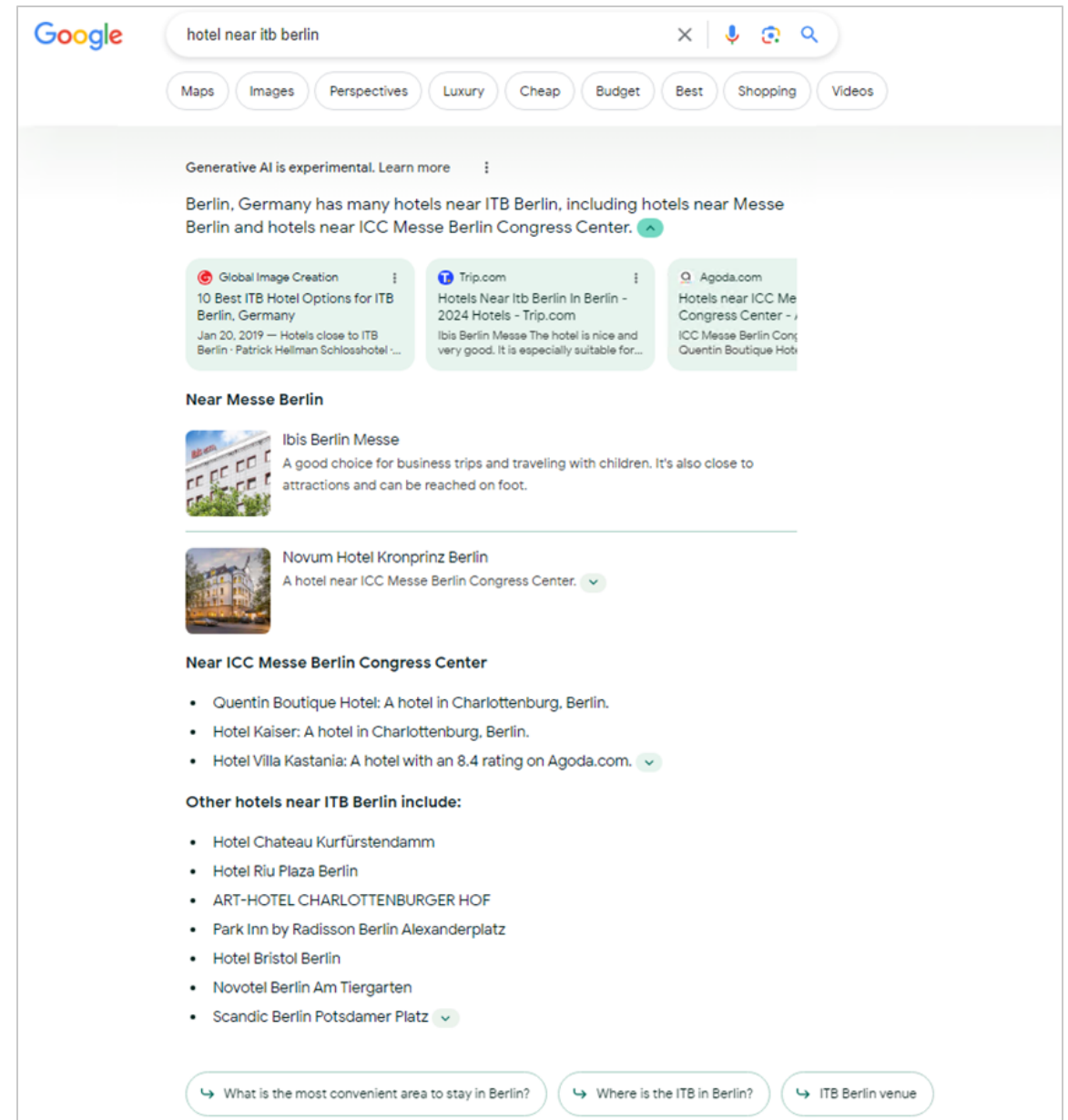
Google Search Generative Experience = SGE

AI directly integrated in Search.



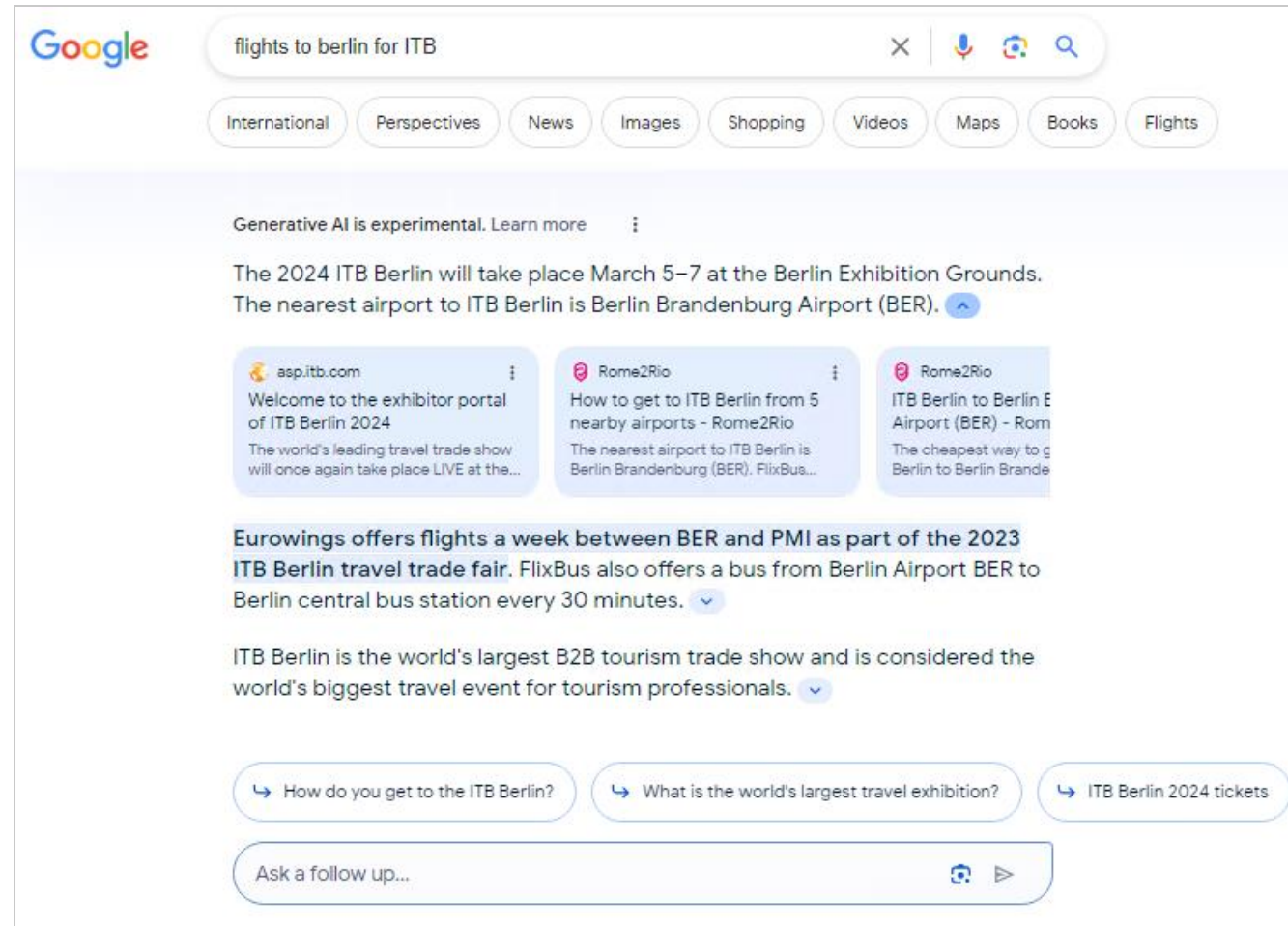
Let's find a hotel in Berlin during ITB

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

Who attends ITB Berlin?

Generative AI is experimental. Learn more

ITB Berlin attracts a variety of attendees, including:

Exhibitors

81% of the exhibitors at ITB Berlin are from abroad, with less than 20% coming from Germany. The 2024 event will feature exhibitors from 165 countries and territories, including hotels, tour operators, and other service providers.

Media

ITB Berlin attracts around 3,000 media members, 333 travel bloggers, and high-profile international political figures.

Service providers

Hotels, tour operators, and other service providers from over 180 countries will be presenting their services at ITB Berlin.

Revfine.com

ITB Berlin Travel Trade Show | Event Information & Calendar
Who Should Attend the ITB Berlin Exhibition? ... Hotels, tour operators...

Fairs

ITB Berlin 2024 - Fairs
ITB Berlin is the event with the most trade visitors from abroad and boast...

ITB Berlin

ITB Berlin 2024: Hug from international e
Feb 14, 2024 — To date from 165 countries and

How many people attend ITB Berlin?

What is the purpose of ITB Berlin?

Who is the director of ITB Berlin?

Ask a follow up...

ITB Berlin 2024 tickets

Generative AI is experimental. Learn more

Tickets for ITB Berlin 2024 are **available on the ITB Tickets Page**. The ticket shop offers unlimited passes for professional visitors, which normally cost 75 euros for the advance rate of 60 euros. Fully Digital Tickets for visitors only interested in virtual events at ITB Berlin 2024 are available for 35 euros.

Travel2Latam

Ticket sales begin for ITB Berlin 2024 - Travel2Latam
The ITB Berlin ticket shop is open and offers unlimited passes for...

ITB Berlin

Ticket sale start for ITB Berlin 2024: early-bird rates until 14 ...
Dec 12, 2023 — Fully Digital Tickets for visitors only interested in virtual...

Open Destinations

ITB Berlin 2024 - Op
Destinations
How do I get a ticket?
purchased on the ITB

Itb Berlin 2024 dates

Where is ITB Berlin 2024 located?

Who attends ITB Berlin?

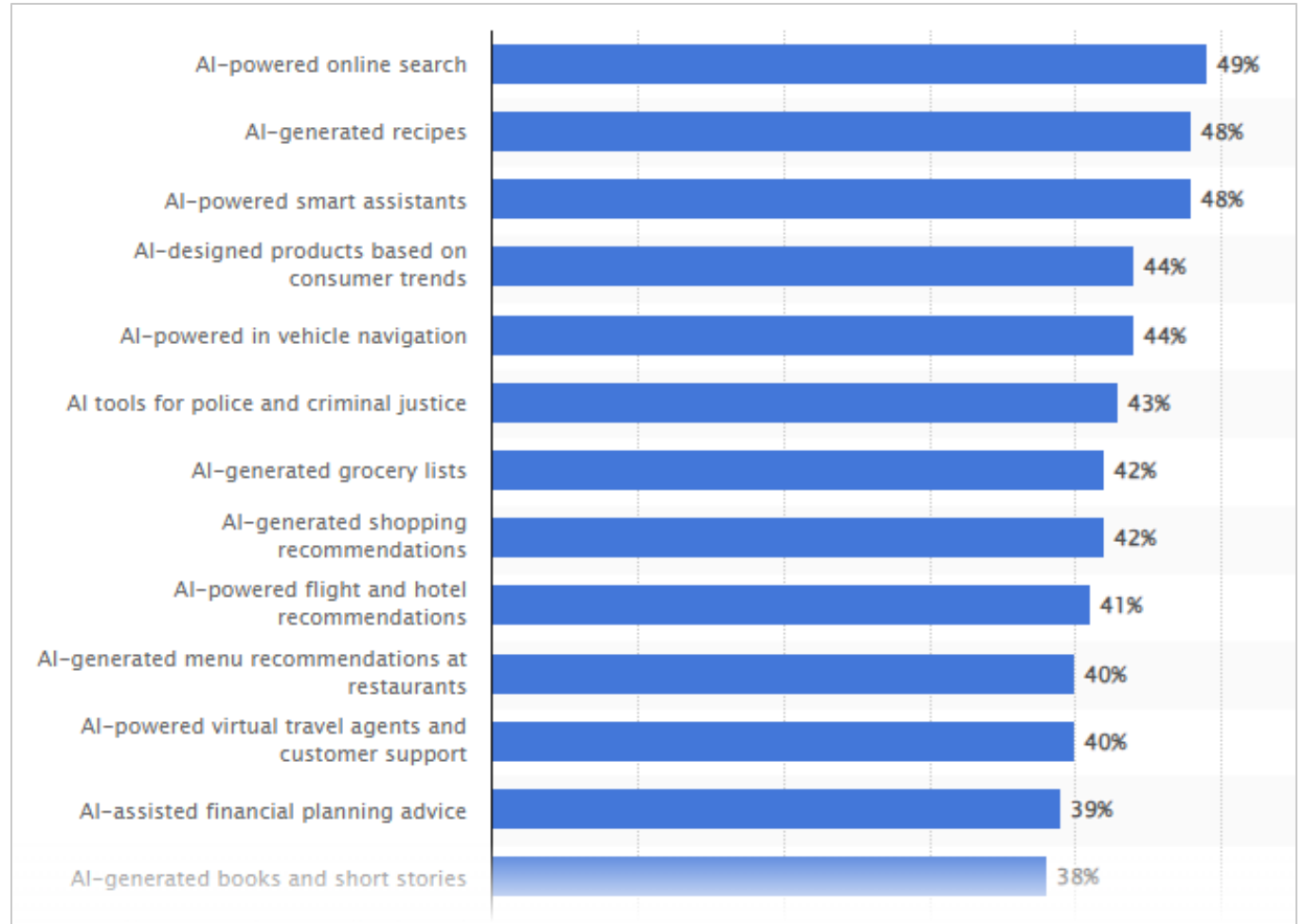
Ask a follow up...

Why should you care?



Customers want AI-powered online search

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



Source: <https://pa.ag/49RNfPu>

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>

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

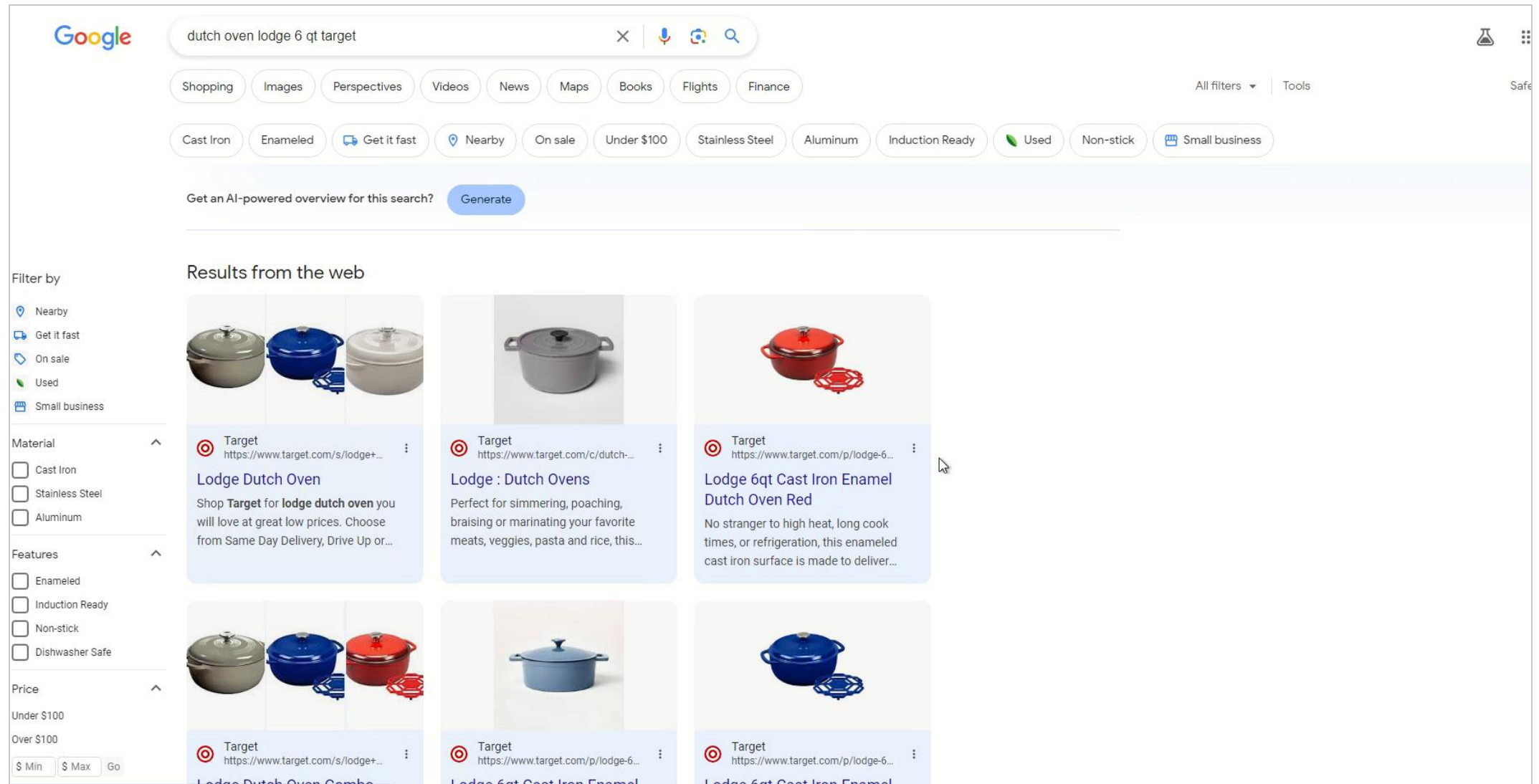
Google's Search Generative Experience presence is growing in industries and new countries. Here's what the latest SGE activity signals.

[Danny Goodwin](#) on February 23, 2024 at 8:00 am | Reading time: 3 minutes

But why is this a problem?



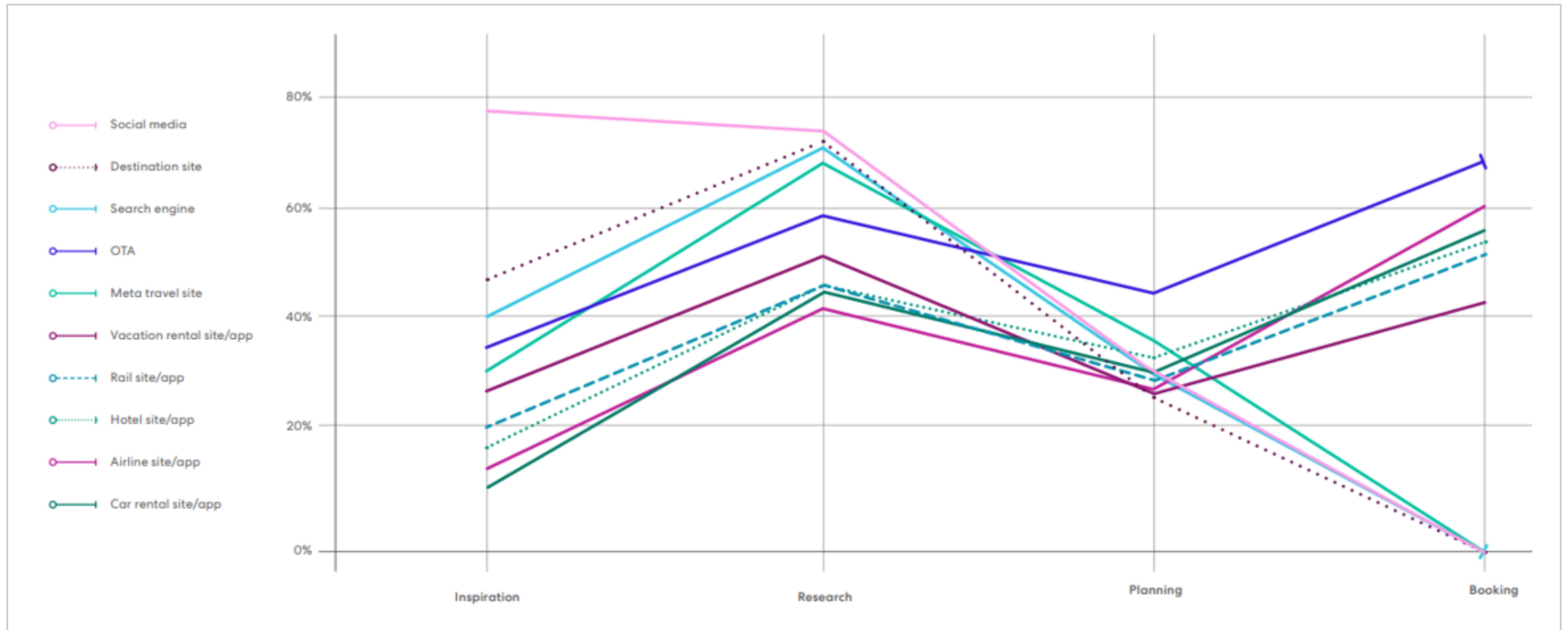
Google Shopping's "Buy Now" button



While Search remains important
for travel purchases



The traveller's path to purchase is full of turbulence



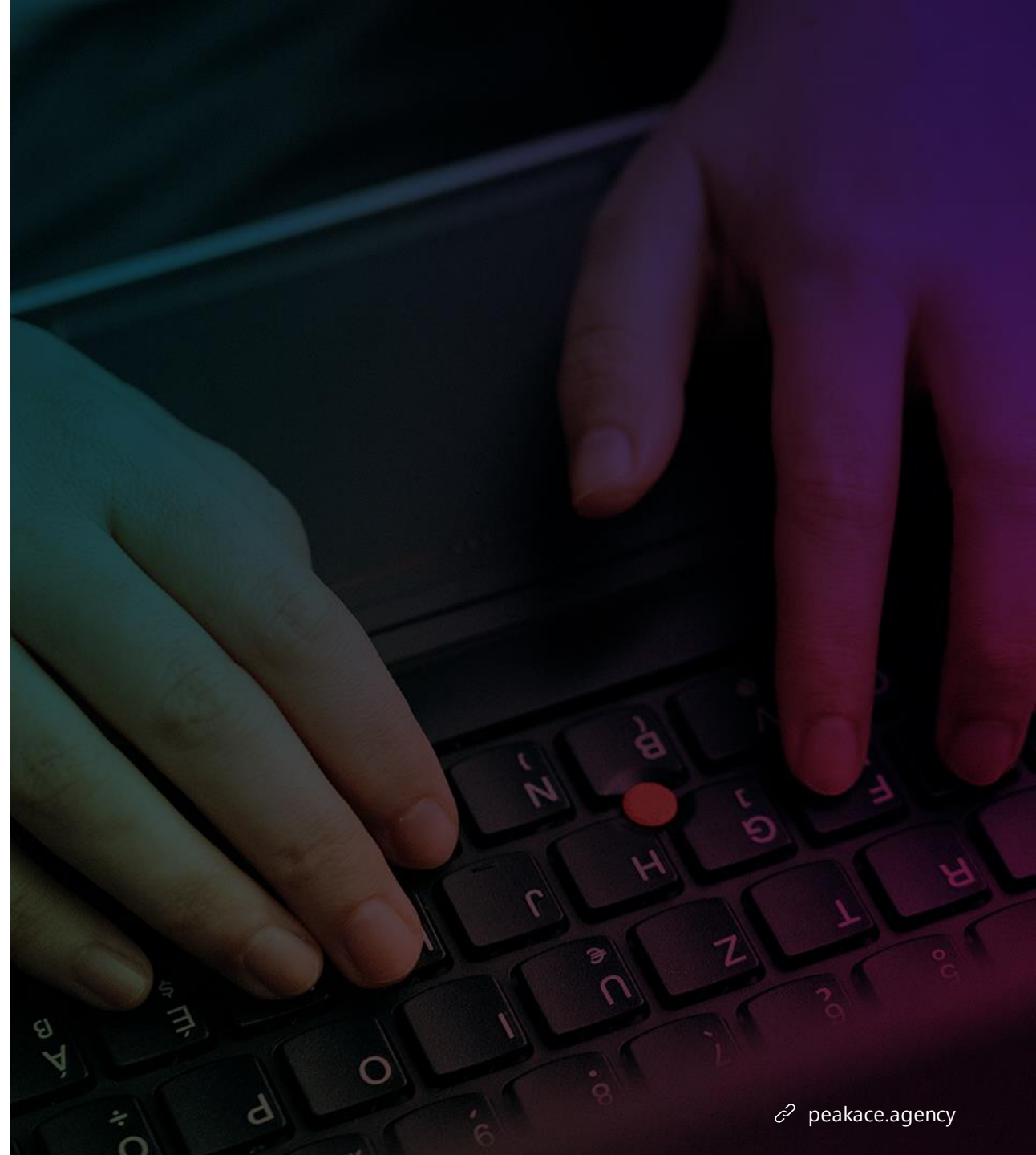
Source: Expedia Group - Path to Purchase

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



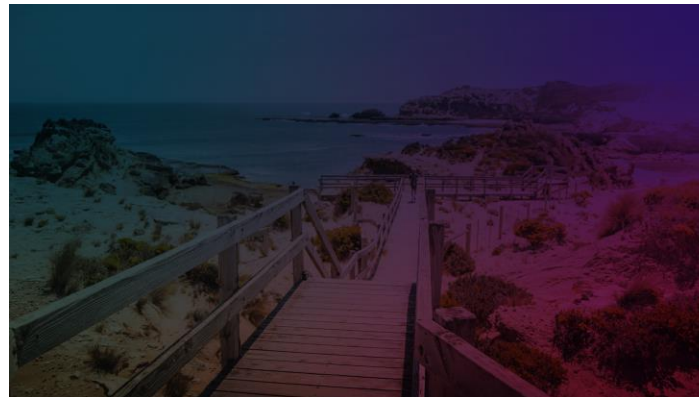
Hotel Brand + Review



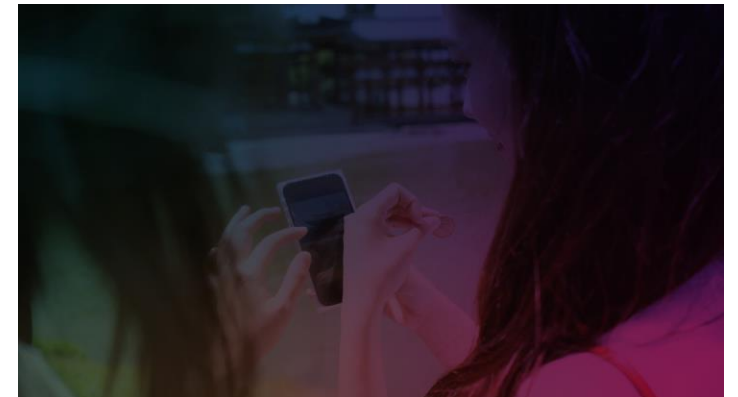
Airline + City



Destination



Travel Tips for Destination



Best hotel + city

Based on 25,000 keywords

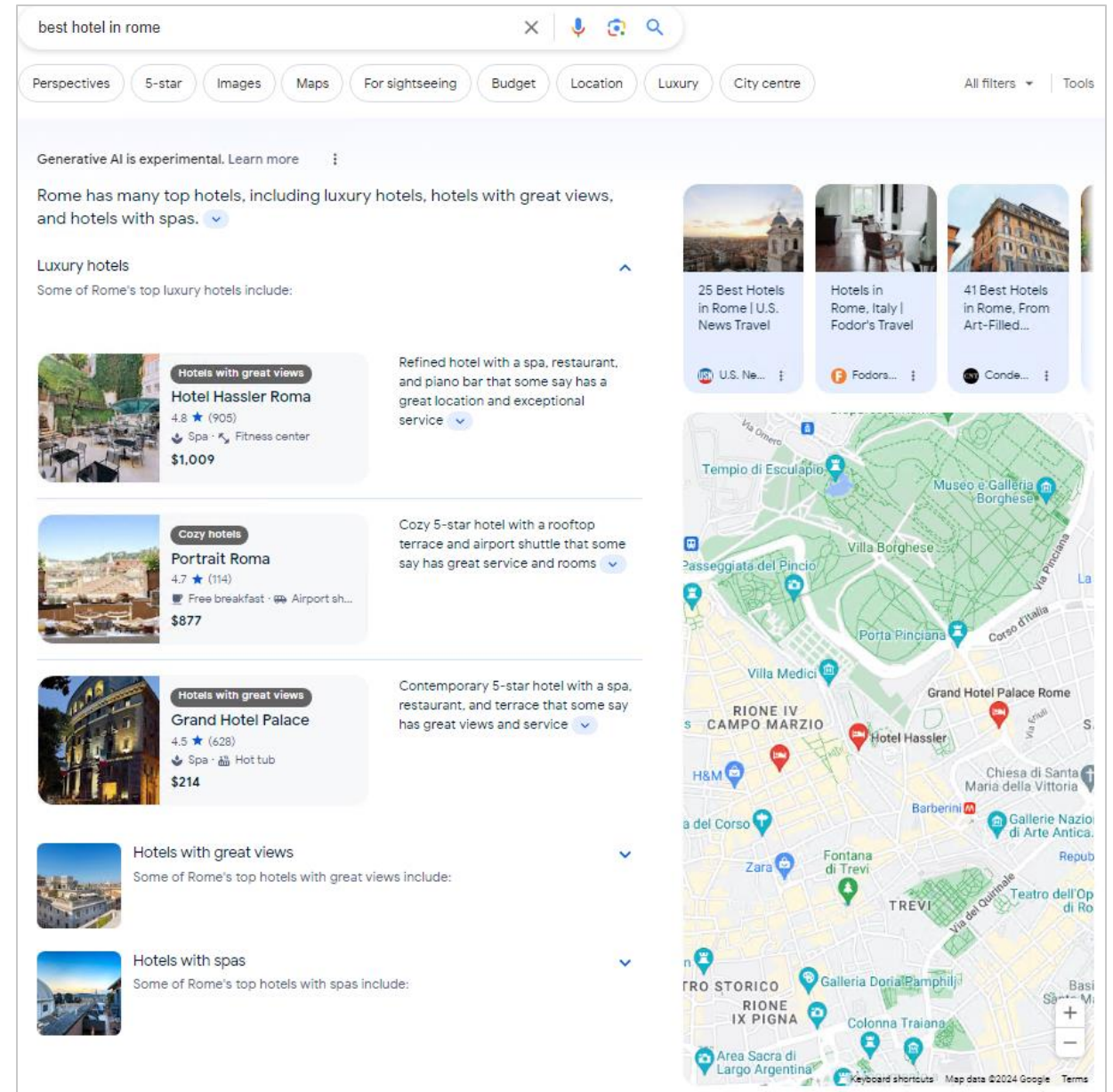
Search Generative Experience

- 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



Hotel brand

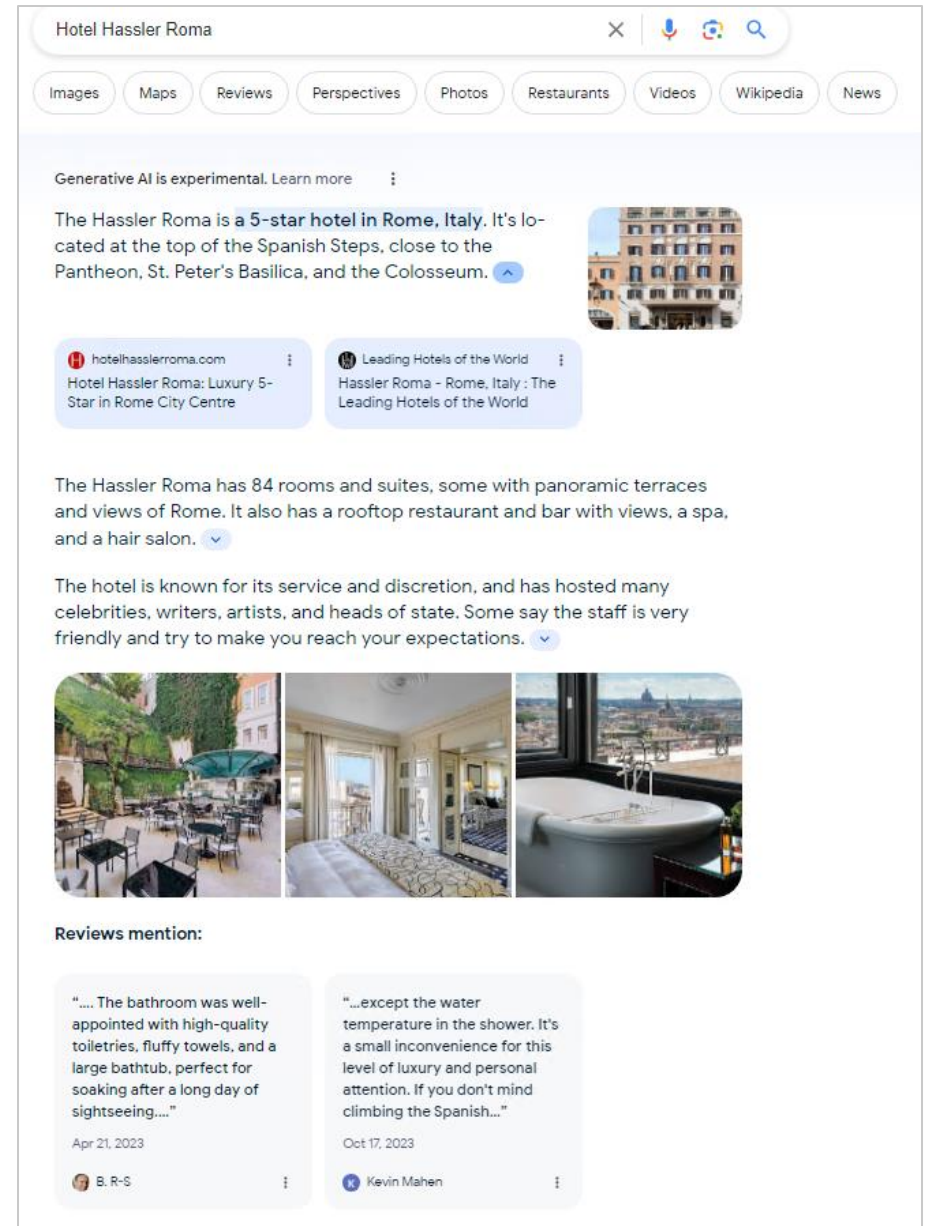
Based on 25,000 keywords

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

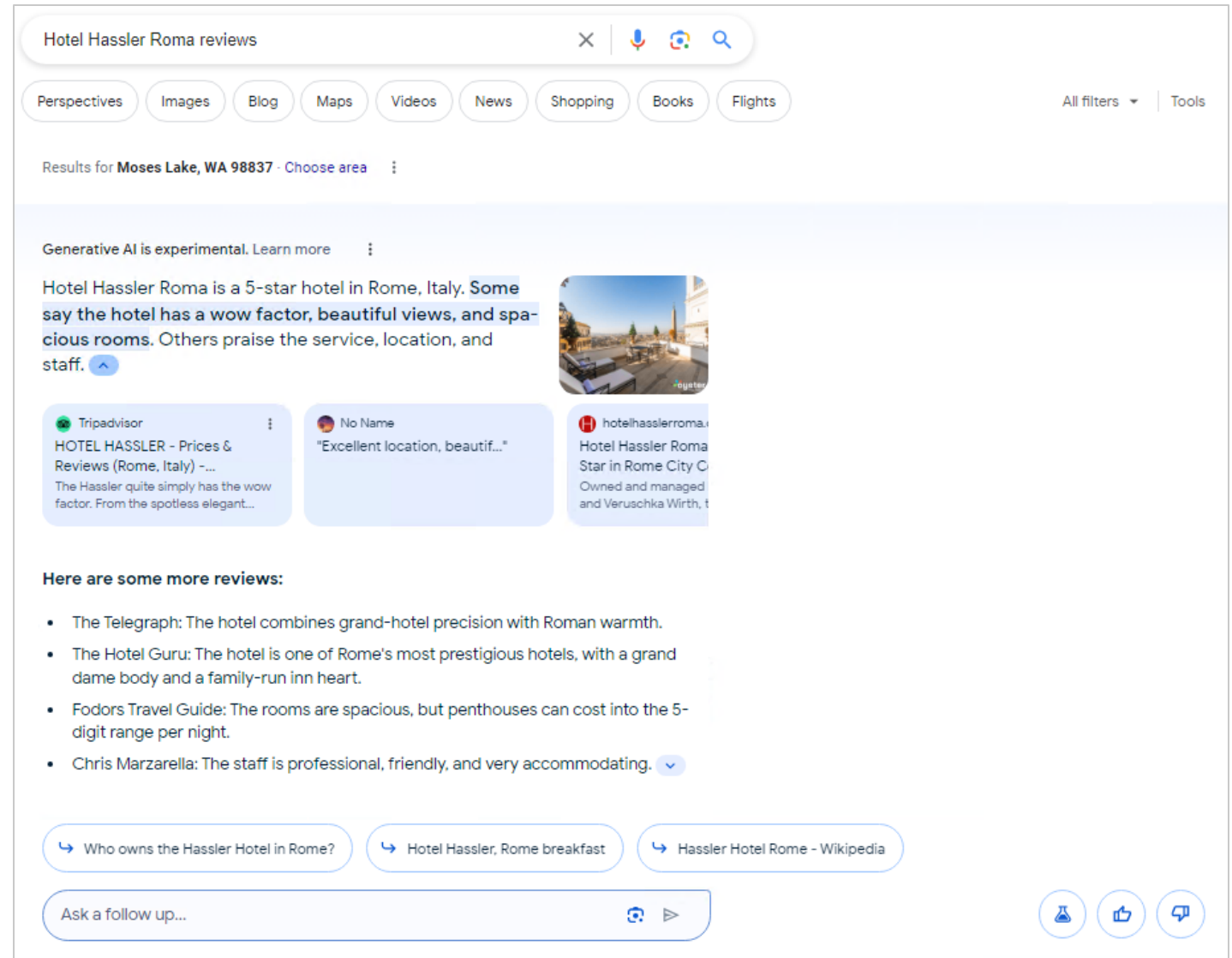
Based on 25,000 keywords

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**

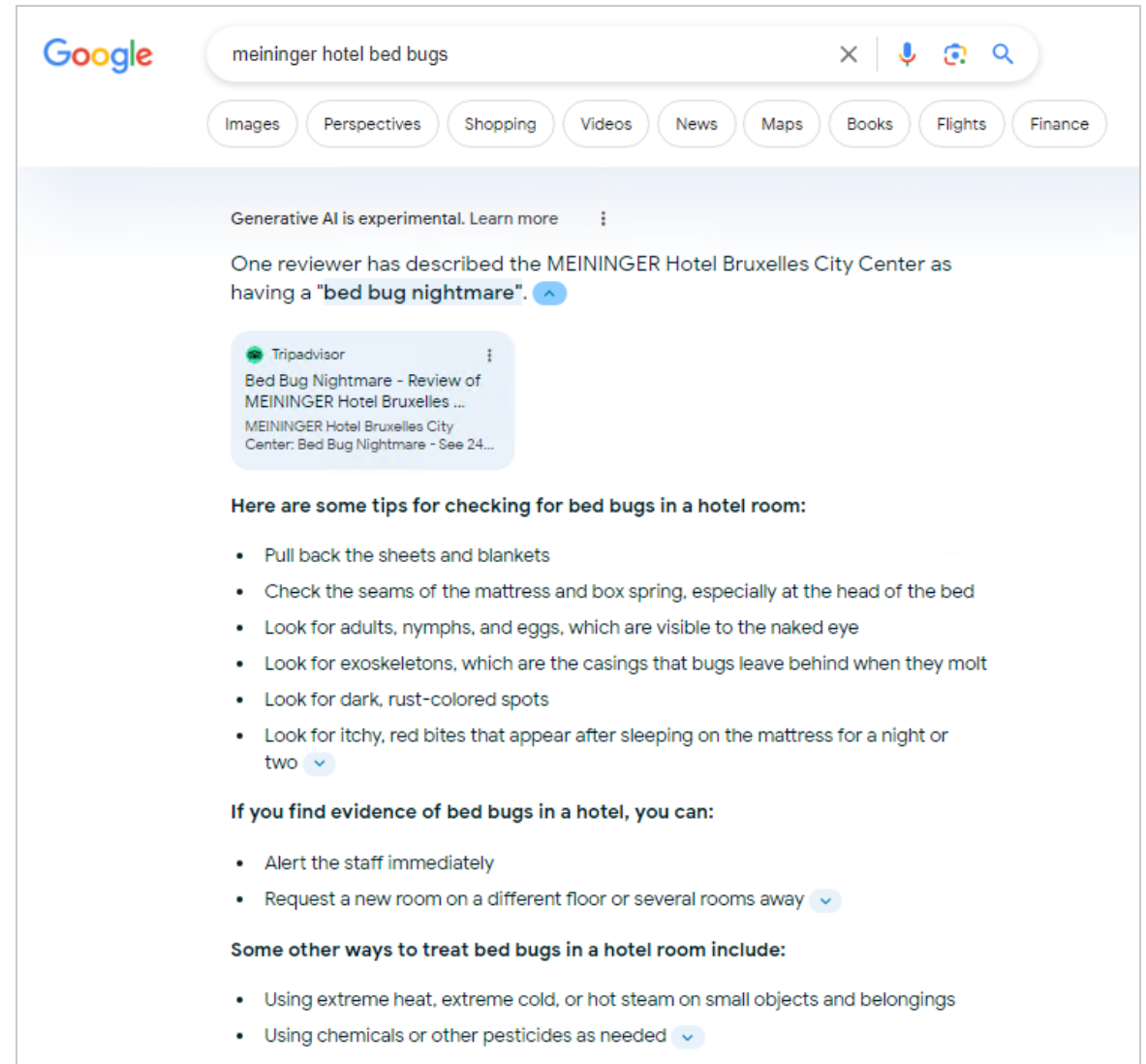


Hostel brand + bed bugs

Based on 9,231 Keywords

Search Generative Experience

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

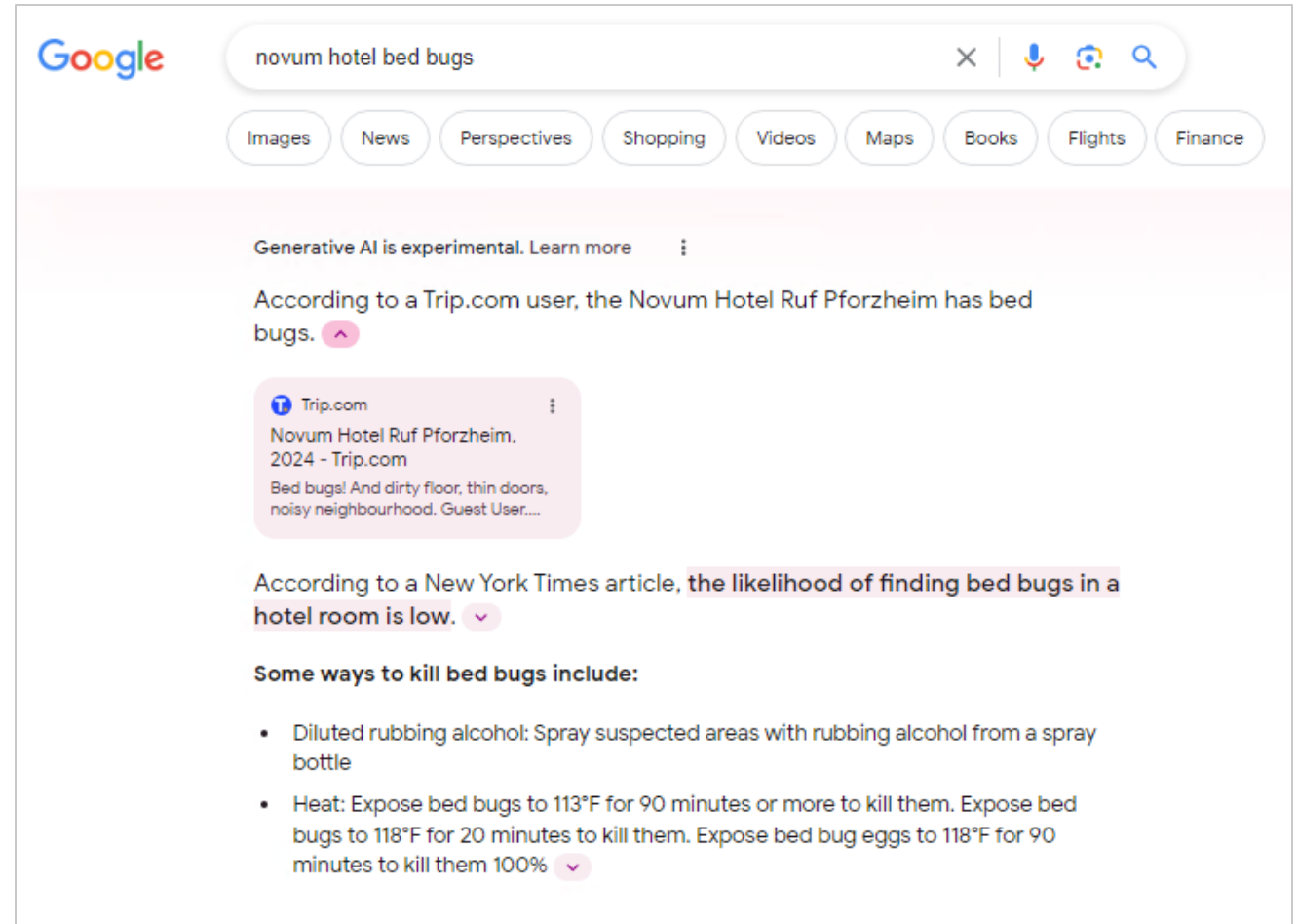


Hotel brand + bed bugs

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!

flight from new york to london

×



Flights

Time

Today

Cost

Route map

Images

Cheapest

American airlines

Fastest

Flights to London :

Flights

Flight Status

Airports

Flight prices :

New York, NY (all airports)

London, United Kingdom (all airports)

Mon, Mar 25

Wed, Apr 3

✓ Economy

✓ Round trip

Nonstop

Less emissions

Mar


Apr

<

>

2 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 1 2 3 4 5 6


W T F S S M T W T F S S M T W T F S M T W T F S

 Norse Atlantic UK

6h 50m

Nonstop


from \$407

 Virgin Atlantic

6h 49m+

Connecting


from \$554

 Air Canada

9h 35m+

Connecting

from \$563

 Air France


6h 49m


Nonstop

from \$572

Show flights →

26



 peakace.agency

Why is Google showing us a phone number?

Based on 5,000 keywords

The screenshot shows a Google search interface for the query "united airlines". The search bar at the top contains the text "united airlines" and includes icons for voice search, image search, and a magnifying glass. Below the search bar, there are several filter buttons: "News", "Images", "Check-in", "Login", "Flight status", "Credit card", "Number", "Careers", and "Complaints". To the right of these buttons are links for "All filters" and "Tools".

The main content area features a knowledge panel for United Airlines. It starts with a note: "Generative AI is experimental. Learn more". The primary text states: "United Airlines is a major American airline that operates in the domestic, Atlantic, Pacific, and Latin America regions. United Airlines is headquartered in Chicago's Willis Tower and is part of the Star Alliance." This text is followed by two expandable sections: "United Airlines offers flights, hotels, and rental car deals. You can also book MileagePlus award tickets and airline tickets to destinations around the world." and "United Airlines' customer service number is +1 800-864-8331. For baggage tracking, you can call +1 800-335-2247." Below these sections are three quick-action buttons: "United Airlines customer service", "United Airlines check-in", and "United Airlines flight status". At the bottom of the panel is a text input field labeled "Ask a follow up..." with a search icon and a play button.

On the right side of the knowledge panel, there are three additional cards: "ds. More rewarding" (featuring United MileagePlus and Visa logos), "UAL | United Airlines Holdings Inc. Stock Price & News - WSJ", and "From Google Knowledge Graph provided information for this overview".

At the bottom right of the interface, there are three circular icons: a flask, a thumbs up, and a speech bubble.

Ok for real – another phone number?

Based on 5,000 keywords

The screenshot shows a Google search interface for the query "lufthansa flights". The search bar includes the Google logo, the query text, and icons for voice search, image search, and a magnifying glass. Below the search bar are tabs for "Check-in", "Reservation", "Status", "News", "Images", "Today", "Review", "Manage booking", and "Lax", along with "All filters" and "Tools".

The main content area features a notice: "Generative AI is experimental. Learn more". Below this, three paragraphs of AI-generated text are displayed, each with a dropdown arrow:

- Lufthansa is a globally operating aviation group that offers **direct flights to 187 cities in 72 different countries**. Lufthansa's destinations include 18 points in Germany and 78 countries within Europe, Africa, Asia, Australia, the Middle East, North America, the Caribbean, and South America. ▾
- Lufthansa's business class features lie-flat seats in a 2x2x2 configuration on most long-haul flights. Short-haul flights feature a modified economy class seat. ▾
- Lufthansa's customer service number is +1 800-645-3880. For tech support, you can call +1 866-953-2294. ▾

To the right of the text are three image-based search results:

- Lufthansa Flights and Reviews (wit...
Tripad...
- Lufthansa LH - Flights, Reviews &...
Kayak
- Lufthansa Business Class: What t...
Jan 2, 2024
nerdw...

At the bottom, there are three suggested follow-up questions in rounded boxes:

- ↳ Does Lufthansa have a low-cost airline?
- ↳ Does Lufthansa let you choose seats?
- ↳ Is Lufthansa Premium Economy worth it?

Below these is a text input field "Ask a follow up..." with a search icon and a right arrow. On the far right are three circular icons: a flask, a thumbs up, and a speech bubble.

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.**

The screenshot shows a Google search for "united airlines reviews". The search bar is at the top with the Google logo on the left and search controls on the right. Below the search bar are filter tabs: Perspectives, News, Business class, Customer service, Tripadvisor, Yelp, Long haul, Images, and Economy class. The main content area features a generative AI summary: "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." Below this is a section titled "Here are some insights from reviews:" followed by a bulleted list of insights. To the right of the main text are three Quora snippets. At the bottom, there are three suggested follow-up questions and a text input field for asking more questions.

Google

united airlines reviews

Perspectives News Business class Customer service Tripadvisor Yelp Long haul Images Economy class All filters Tools

Generative AI is experimental. Learn more

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.

Here are some insights from reviews:

- Quality: United Airlines has a solid reputation and generally provides a good customer experience.
- On-time performance: United Airlines has a better track record regarding on-time performance and cancellation rates.
- Planes: United Airlines' planes are generally well-maintained and clean.
- Entertainment: United Airlines offers a wide selection of in-flight entertainment.
- Meals: United Airlines offers complimentary meals, depending on the route.
- Benefits: Benefits of Premier status include PlusPoints, one free drink and one snack in Economy, and a United ClubSM annual membership discount.
- Free upgrades: MileagePlus Premier members receive free upgrades when booking a United-operated award ticket.

United Airlines allows one carry-on bag and one personal item (purse, briefcase, laptop bag) per passenger fee free. Carry-on should not exceed the following size and weight restrictions: 45 linear inches (22 x 14 x 9 in) or 115 centimeters (56 x 36 x 23 cm) including handles and wheels.

What is your review of United Airlines? - Quora

Mar 7, 2013

Passenger reviews on United (UA) -...

United vs. Southwest: Which is Best...

Jan 31, 2024

Does United have free carry on?

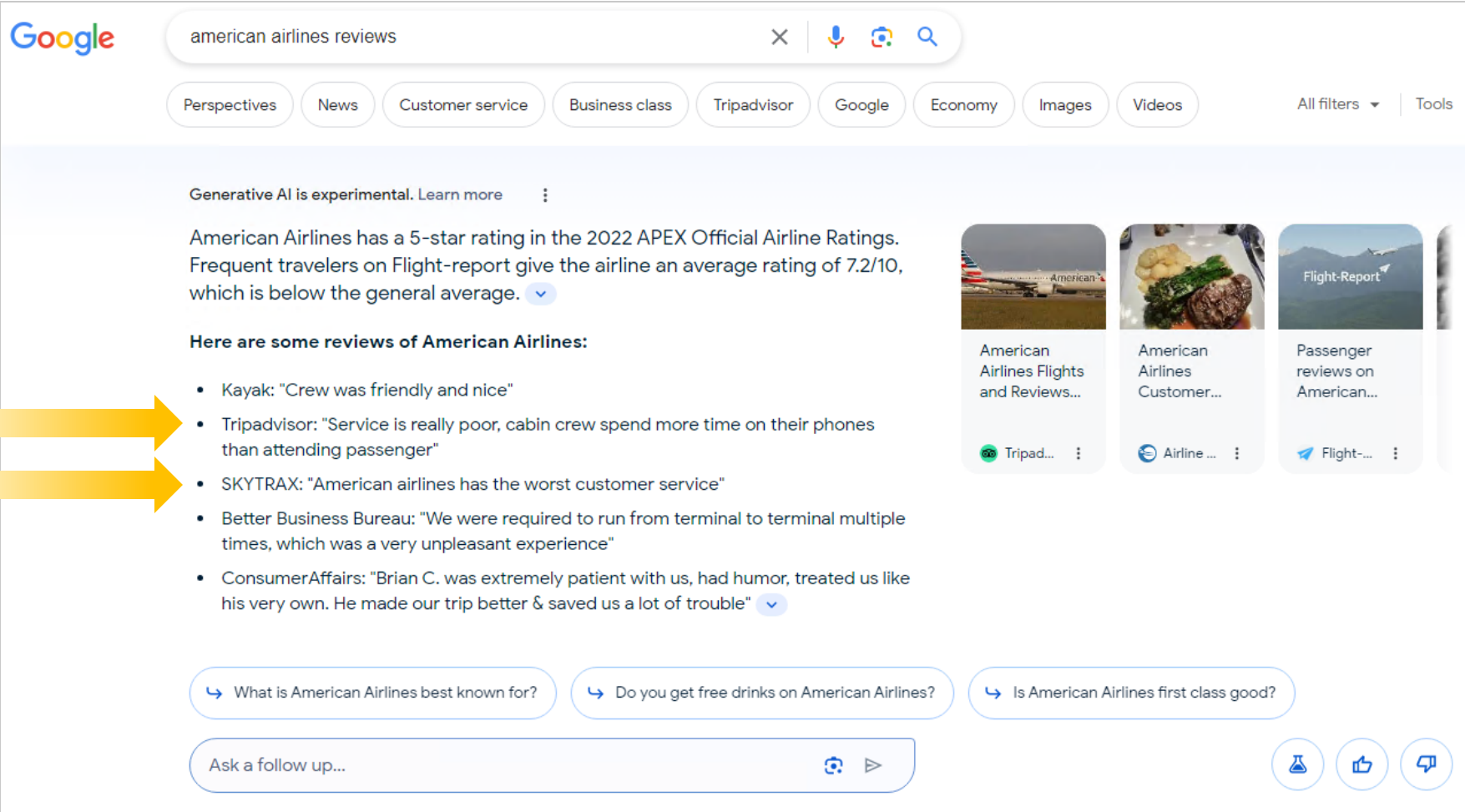
What is the star rating of United Airlines?

Is United better than Southwest?

Ask a follow up...

American Airlines has an issue

Based on 5,000 keywords



Google

american airlines reviews

Perspectives News Customer service Business class Tripadvisor Google Economy Images Videos All filters Tools

Generative AI is experimental. [Learn more](#)

American Airlines has a 5-star rating in the 2022 APEX Official Airline Ratings. Frequent travelers on Flight-report give the airline an average rating of 7.2/10, which is below the general average.

Here are some reviews of American Airlines:

- Kayak: "Crew was friendly and nice"
- Tripadvisor: "Service is really poor, cabin crew spend more time on their phones than attending passenger"
- SKYTRAX: "American airlines has the worst customer service"
- Better Business Bureau: "We were required to run from terminal to terminal multiple times, which was a very unpleasant experience"
- ConsumerAffairs: "Brian C. was extremely patient with us, had humor, treated us like his very own. He made our trip better & saved us a lot of trouble"

American Airlines Flights and Reviews...
American Airlines Customer...
Passenger reviews on American...

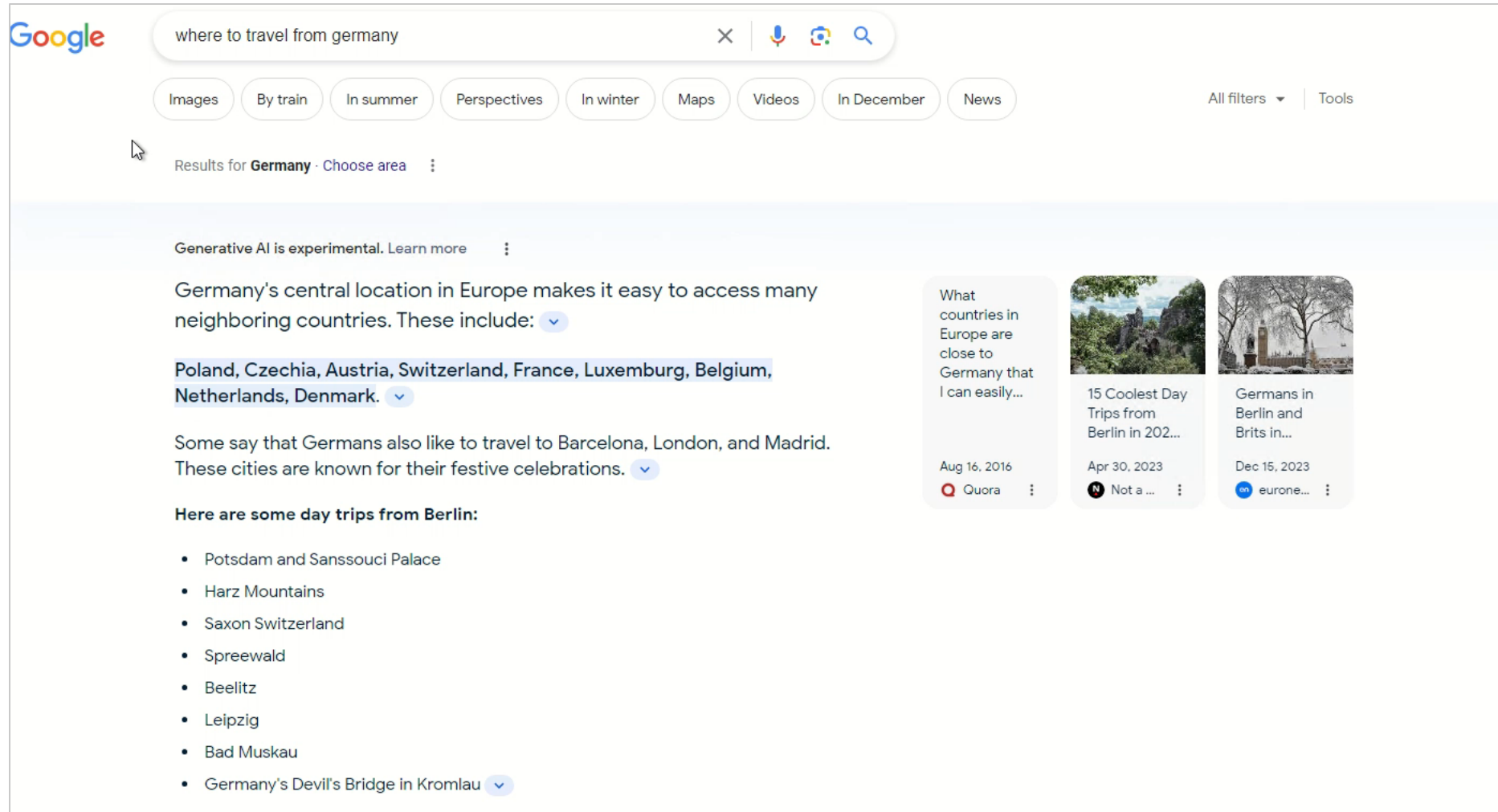
What is American Airlines best known for? Do you get free drinks on American Airlines? Is American Airlines first class good?

Ask a follow up...

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



Generating trip ideas



Google

where to travel from germany

Images By train In summer Perspectives In winter Maps Videos In December News

All filters ▾ Tools

Results for **Germany** · Choose area ⋮

Generative AI is experimental. Learn more ⋮

Germany's central location in Europe makes it easy to access many neighboring countries. These include: ▾

Poland, Czechia, Austria, Switzerland, France, Luxemburg, Belgium, Netherlands, Denmark. ▾

Some say that Germans also like to travel to Barcelona, London, and Madrid. These cities are known for their festive celebrations. ▾

Here are some day trips from Berlin:

- Potsdam and Sanssouci Palace
- Harz Mountains
- Saxon Switzerland
- Spreewald
- Beelitz
- Leipzig
- Bad Muskau
- Germany's Devil's Bridge in Kromlau ▾

What countries in Europe are close to Germany that I can easily...

Aug 16, 2016 Quora ⋮

15 Coolest Day Trips from Berlin in 202...

Apr 30, 2023 Not a ... ⋮

Germans in Berlin and Brits in...

Dec 16, 2023 eurone... ⋮

Keep in mind:
It's Google



Oh, better watch out, ITB folks..

The screenshot shows a Google search interface with the query 'areas to avoid in berlin'. The search results include a generative AI summary, a list of areas to avoid, and three related search suggestions.

Google

areas to avoid in berlin

Images Maps For tourists Perspectives News Reddit Videos Shopping Books All filters Tools

Generative AI is experimental. Learn more

Berlin is generally a safe city, but some areas should be avoided, especially at night or with children. These areas include:

- The northern part of Luisenstadt
- Between Oranienplatz and Kottbusser Tor
- Görlitzer Park and Wrangelkiez
- The Alexanderplatz Station at night
- Leipziger Platz and Potsdamer Platz at night
- Turmstraße and Beusselstraße areas
- Moabit

Other areas to avoid include: Friedrichshain-Kreuzberg, Neukölln, Mitte, Wedding, Marzahn-Hellersdorf.

To stay safe at night, you can:

- Stick to well-lit and busy areas
- Be cautious of your personal belongings
- Consider traveling in a group or joining a guided tour

Which Neighborhoods Should You...

The 12 districts of Berlin: Neighbourho...

Are there areas in Berlin which are particularly dangerous ...

Introducing: the black forest terrorists...

black forest travel tips crime

Images Videos Perspectives News Blog Shopping Maps Books Flights

Generative AI is experimental. [Learn more](#)

The US State Department advises **exercising increased caution in Germany due to terrorism**. As of January 2024, Smartraveller advises exercising a high degree of caution in Germany due to the threat of terrorism. ✓




GetYourGuide offers mystery and crime experiences in the Black Forest, including guided city tours with actors and a self-guided Sherlock Holmes murder mystery game. ✓



Lufthansa has a lot of problems...

lufthansa problems

×



News

Images

Perspectives

Videos

Today

Check-in

Payment

International

Baggage

All filters ▾

Tools

Generative AI is experimental. Learn more

⋮

Lufthansa has faced several problems in 2023, including:

IT failure

In February 2023, a catastrophic IT failure caused flight cancellations across the six airlines it owns. The company said the problem was caused by damage to Deutsche Telekom's glass-fiber cables during construction work in Frankfurt.

Financial issues

The COVID-19 pandemic has left the aviation industry grappling with reduced demand, travel restrictions, and an uncertain recovery timeline. These factors have severely impacted Lufthansa's operations, resulting in significant financial losses.

Technical issues

The Lufthansa website has been experiencing many ongoing technical issues, including:



- Duplicating middle names listed on passports
- Timing out prematurely when searching website
- Website crashing repeatedly when trying to confirm return flights and print boarding passes ▾




How long will Lufthansa strike last?


Do Lufthansa flights get delayed?


Lufthansa strike update today


Ask a follow up...









'Lufthansa is back' says airline. But...
Mar 15, 2023
 Eurone... ⋮

Lufthansa Airline website issues - Rick Steves Travel Forum
Jun 20, 2023
 Rick St... ⋮



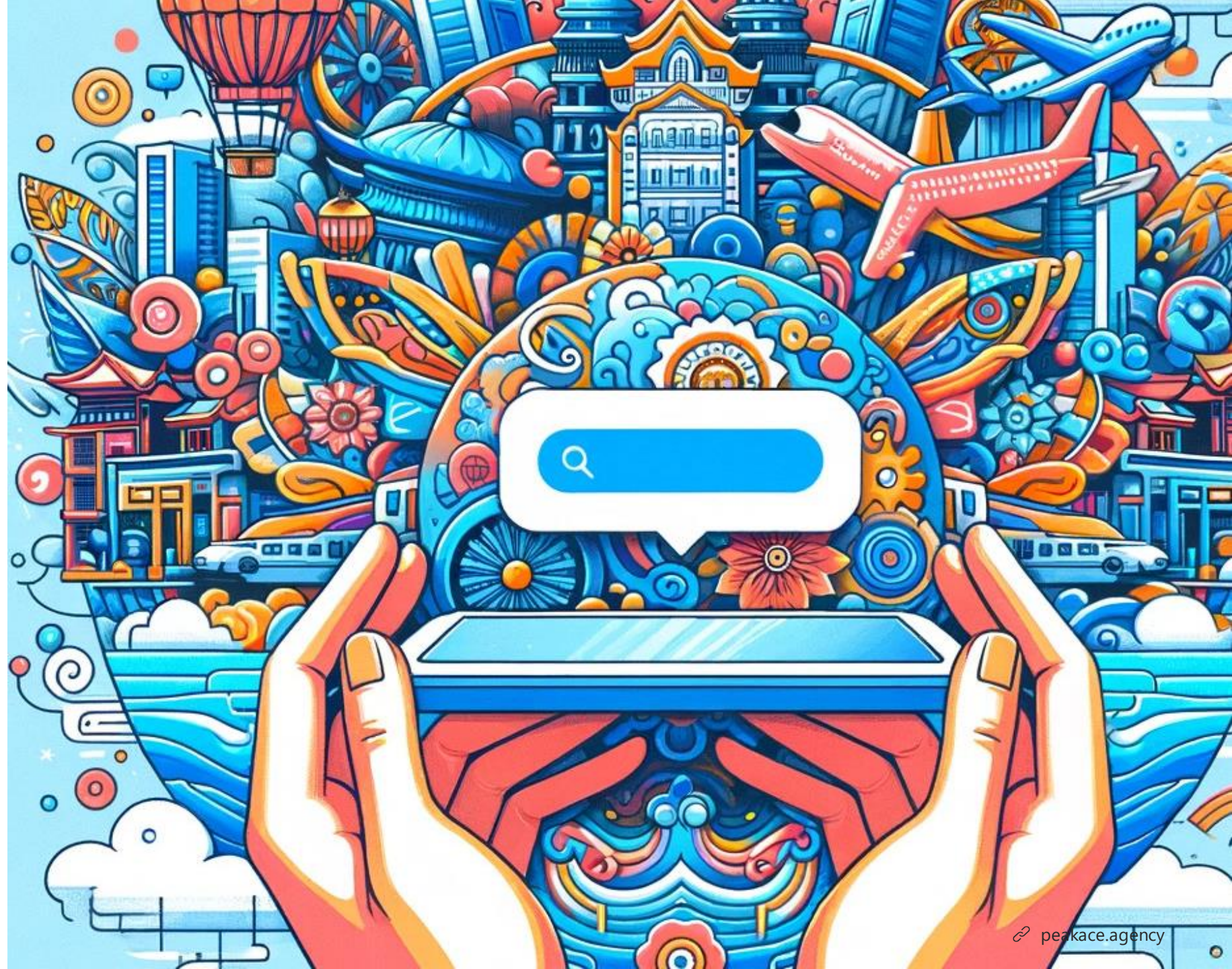
Lufthansa IT failure leaves thousands of...
Feb 15, 2023
 The Gu... ⋮

The background features a green line chart with multiple peaks and valleys, overlaid on a purple-to-blue gradient. A dashed line also follows the general upward trend of the solid line. In the bottom right corner, there is a small white icon of a speech bubble with a tail.

What you can do to improve
your SGE listings?

#1

Deliver
answers



#2

Be an expert



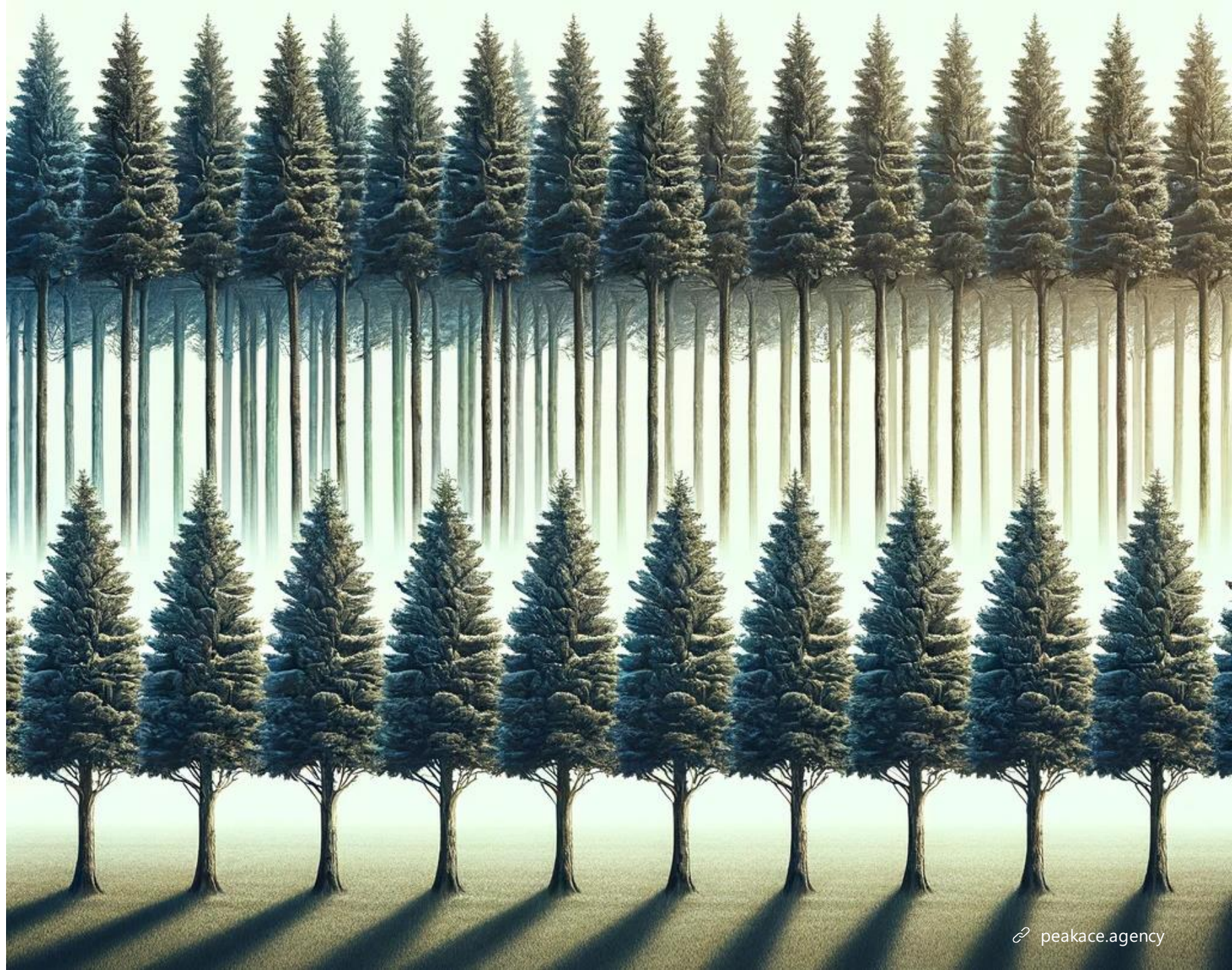
#3

Build
trust



#4

Be consistent



#5

Be
exceptional



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



Thomas Hertkorn

✉ t.hertkorn@pa.ag

🐦 twitter.com/peakaceag

🏠 peakace.agency

📘 facebook.com/peakaceag

Peak Ace: Delivering Digital Experiences

