

From Searching to Asking How Guest Discovery Is Changing in the AI Era



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Session Summary

About the speaker



Bas van Tienhoven is Founder and Owner at Web It Up, specialising in digital visibility, search strategy and online discovery.

Their work focuses on helping hospitality businesses adapt to changing search behaviours and emerging AI-driven platforms.

3 Key Takeaways

1. Consumers are increasingly moving from keyword searches to conversational questions.
2. AI-powered platforms are becoming an important part of the discovery journey.
3. Hotels need to optimise not only for search engines but also for AI-generated recommendations.

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FROM SEARCHING TO ASKING

For more than two decades, online discovery has largely been driven by keywords.

Travellers searched for:

- Hotel Amsterdam Centre
- Luxury Hotel Stockholm
- Conference Venue Netherlands

Today, a new behaviour is emerging.

Instead of searching, consumers increasingly ask questions.

Examples include:

- Which hotel is best for a family trip to Amsterdam?
- What hotel offers the best value near Schiphol?

- Where should I stay if I want to explore Stockholm by foot?

AI-powered platforms are changing how information is discovered, evaluated and recommended.

This does not mean search engines disappear. Instead, discovery becomes more conversational, contextual and personalised.

For hospitality businesses, visibility increasingly depends on how clearly information is structured, understood and trusted by both humans and machines.

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TURNING INSIGHTS INTO ACTION

FOR HOTEL MARKETERS

- Ensure content answers real guest questions.
- Focus on clarity, relevance and authority.
- Create content that supports both traditional search and AI discovery.

FOR COMMERCIAL LEADERS

- Monitor how guests discover your property.
- Recognise that visibility now extends beyond search engines.
- Invest in long-term digital discoverability.

FOR WEBSITE TEAMS

- Structure information clearly.
- Make content easy to interpret.
- Prioritise helpful answers over keyword repetition.

THE GUEST PERSPECTIVE

Guests increasingly expect immediate, personalised answers rather than lists of links. The businesses that provide clear and trustworthy information are more likely to be discovered and recommended.

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THE DISCOVERY EVOLUTION FRAMEWORK



Searching



Asking



AI Interpretation



Recommendation



Booking Decision

WHY THIS FRAMEWORK MATTERS

Discovery is evolving from finding information to receiving recommendations.

Businesses that structure information clearly and build digital authority are more likely to remain visible as guest behaviour continues to change.

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Continue the Conversation



**"The future of
search is not about
finding
information. It is
about receiving
answers."**

BAS VAN TIENHOVEN

Founder & Owner Web It Up

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