



DON'T BE SHY WITH AI: FINDABLE CONTENT IN A RAPIDLY CHANGING LANDSCAPE

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**TRAVEL
ALLIANCE
PARTNERSHIP**



WHAT WE WILL SHOW YOU

1. HOW THE SEARCH LANDSCAPE IS CHANGING

2. HOW AI EVALUATES CONTENT

3. LIVE DEMO

- **Blog Audit**
- **Blog Optimization**
- **AI Discoverability Testing**

IF YOU DON'T KNOW US





WHAT IS DON'T BE SHY WITH AI?

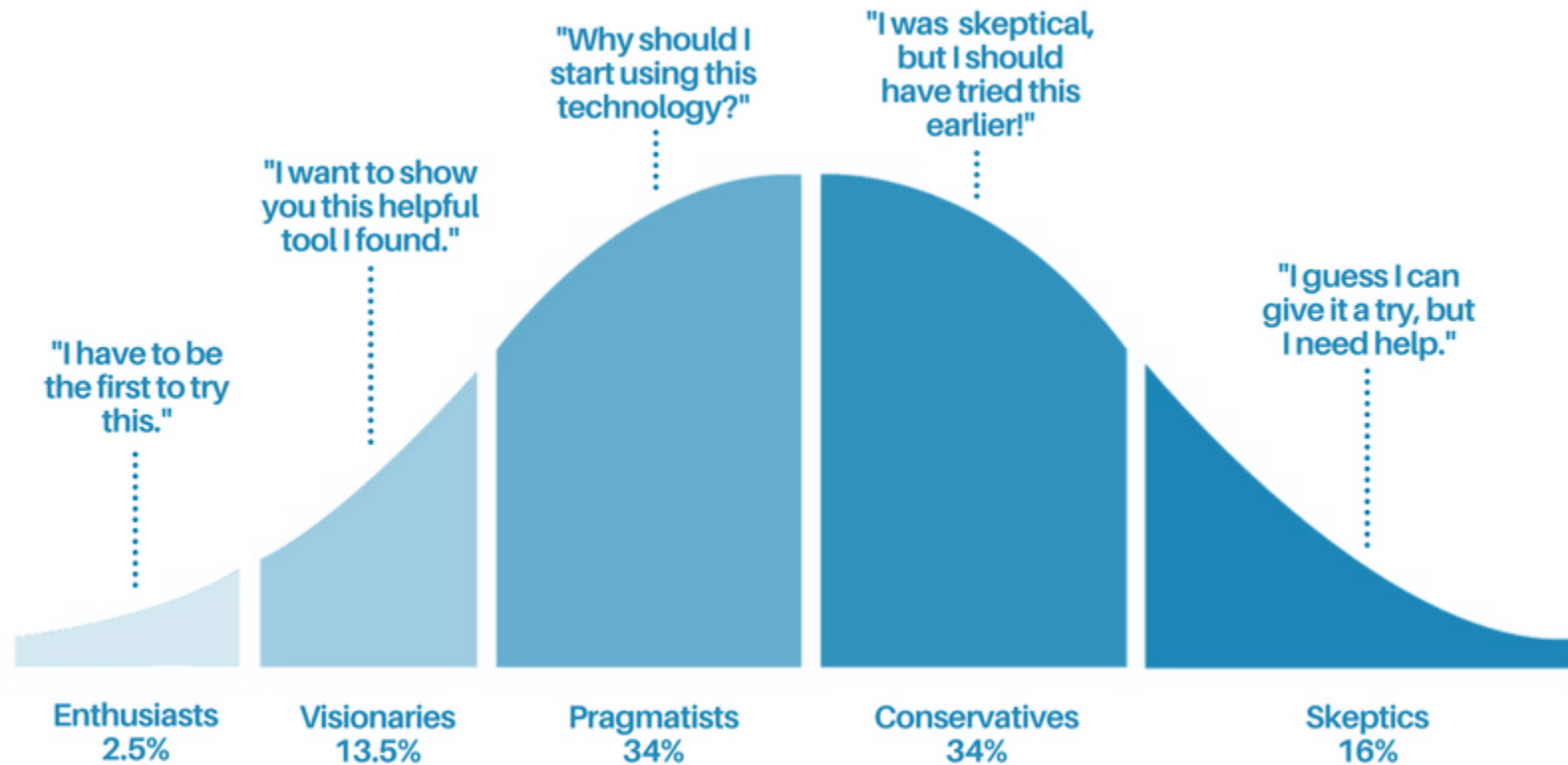
OUR TAKE ON AI

- AI is a tool, best used strategically to help us create efficiencies
- AI works best when you start with a goal for the "job" and select the right tool for it
- We start with one-off tasks to experiment, with an end goal of leveraging AI to run processes, functions and uplift organizations
- Saving time is one use of AI. We can also enhance our offerings, innovate new capabilities, and dust off the list of things we wish we could do.
- AI is a technology investment.
- We hold power over what AI is tasked to do, and what is saved for humans.
- Staying human-centered means preserving what is uniquely human.



[Click here to access the previous workshops](#)

POLL: WHERE ARE YOU WITH AI ADOPTION?





SEO & GEO

WHAT ARE SEO & GEO?

SEO (Search Engine Optimization)

The process of optimizing your website content to rank higher in traditional search engines like Google—so travelers can find you when they're actively searching.

GEO (Generative Engine Optimization)

The process of optimizing your content so it appears in AI-generated answers (like ChatGPT, Google AI Overviews and voice assistants)—where travelers are increasingly getting recommendations.

The most effective content strategies today ensure your destination is both discoverable in search AND visible in AI-generated recommendations.



THE EVOLVING SEARCH LANDSCAPE

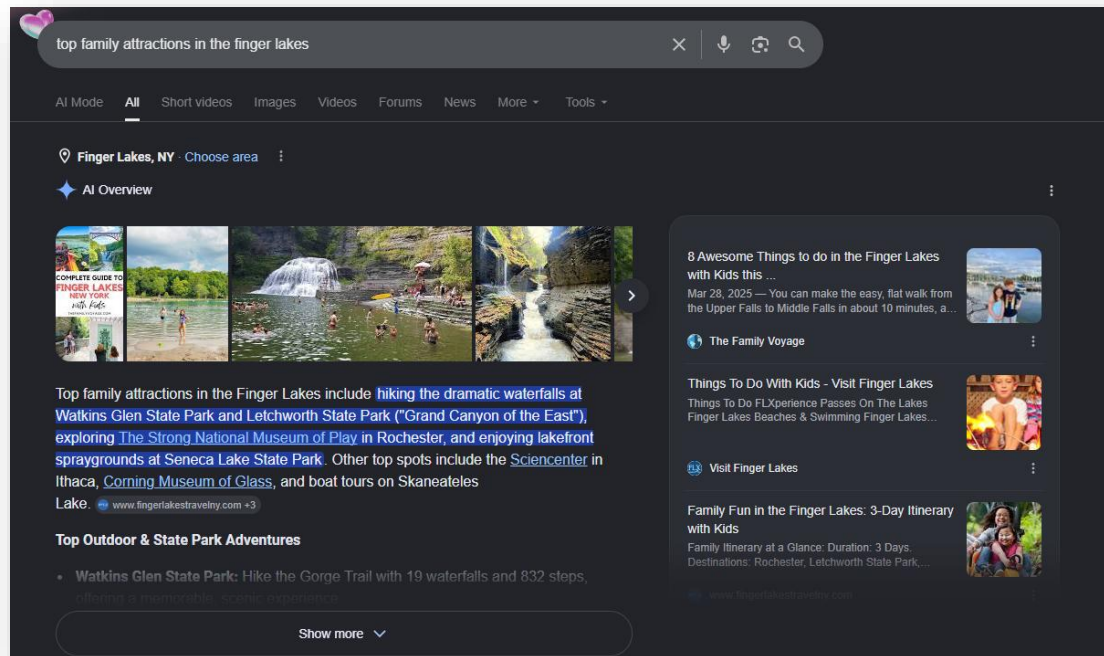
How has search evolved?

Then:

- Users searched → clicked links → browsed websites
- **Success** = ranking on page one of Google

Now:

- Users ask questions → AI delivers direct answers
- **Success** = being included in the answer itself



What are the best things to do in the Finger Lakes for families?

The Finger Lakes is one of the best family getaway regions in New York because you can mix **easy outdoor adventures**, **hands-on museums**, **lake activities**, and **small-town fun** all in the same trip. Families especially love the area for waterfalls, boat rides, animal experiences, and interactive attractions. Mommy Poppins +2

Here are some of the best family-friendly things to do:

Waterfalls & Easy Outdoor Adventures

Taughannock Falls State Park

★ 4.8 • Tourist attraction

One of the most impressive waterfalls in the Northeast, with an easy gorge trail perfect for kids and strollers. The main overlook is quick to access, and the flat trail to the base makes this a great "wow factor" stop for families.

Buttermilk Falls State Park

★ 4.7 • Tourist attraction • [Open](#)

A favorite for families visiting Ithaca thanks to shorter hiking options, swimming areas in summer, and dramatic cascading waterfalls. Kids love climbing the stone stairways beside the falls.

Watkins Glen State Park

The gorge trail here is considered the must-do Finger Lakes family activity. You walk behind waterfalls, through tunnels, and across stone bridges. It's especially magical for kids old enough to handle stairs and moderate walking. Mommy Poppins +1

Seneca Mill & Falls

★ 4.8 • Tourist attraction • [Open](#)

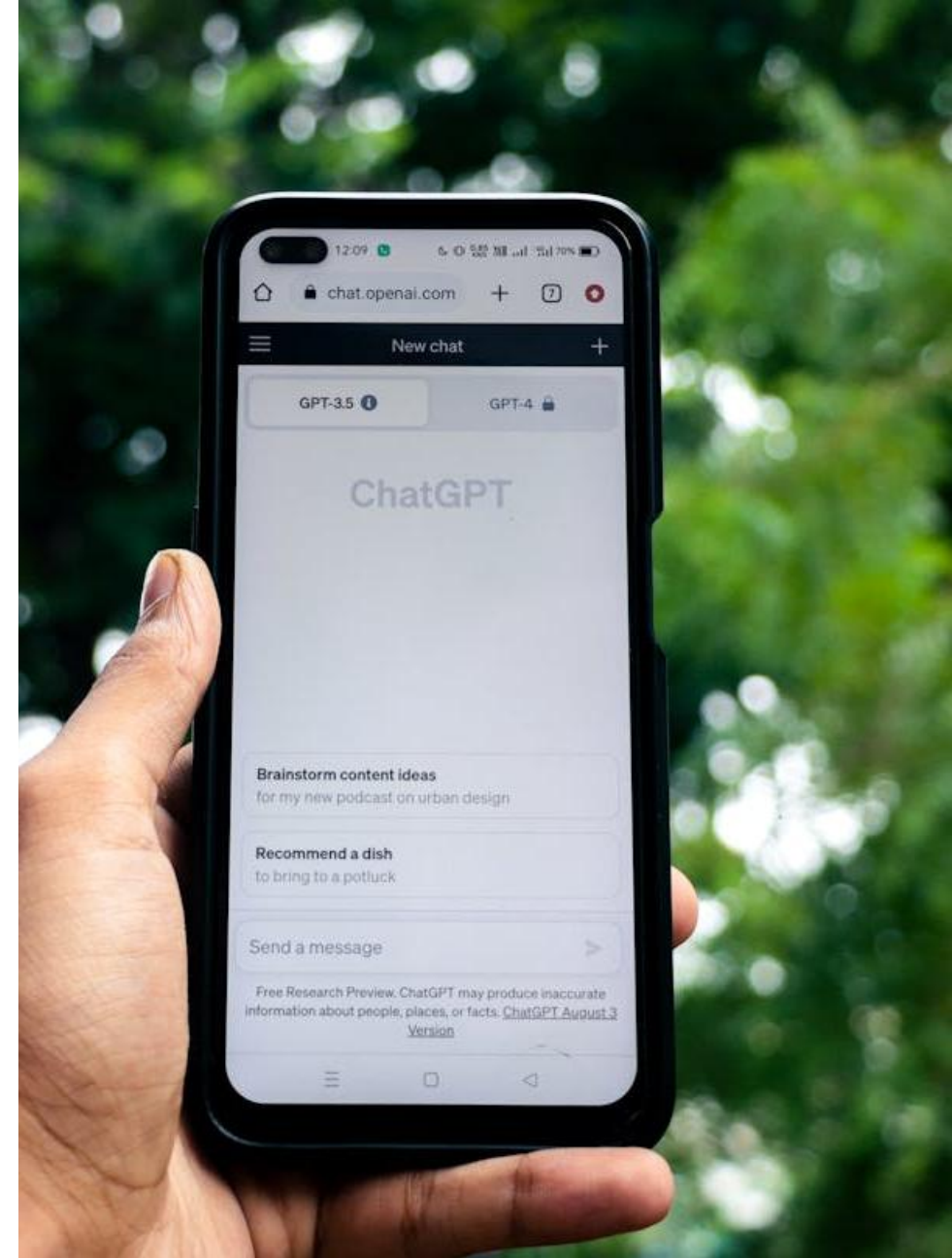
WHY DOES THIS MATTER?

Right now, a traveler is asking AI where to go next. Is your destination or attraction in the answer?

The shift is already happening:

- **56%** of U.S. travelers now use AI for trip planning — up from 24% just two years ago
- **75%** of those travelers ask AI directly for destination recommendations
- **527%** year-over-year jump in AI-referred web sessions

This isn't a trend to watch — it's the new reality. The destinations and attractions that show up in AI answers today will own tomorrow's bookings.

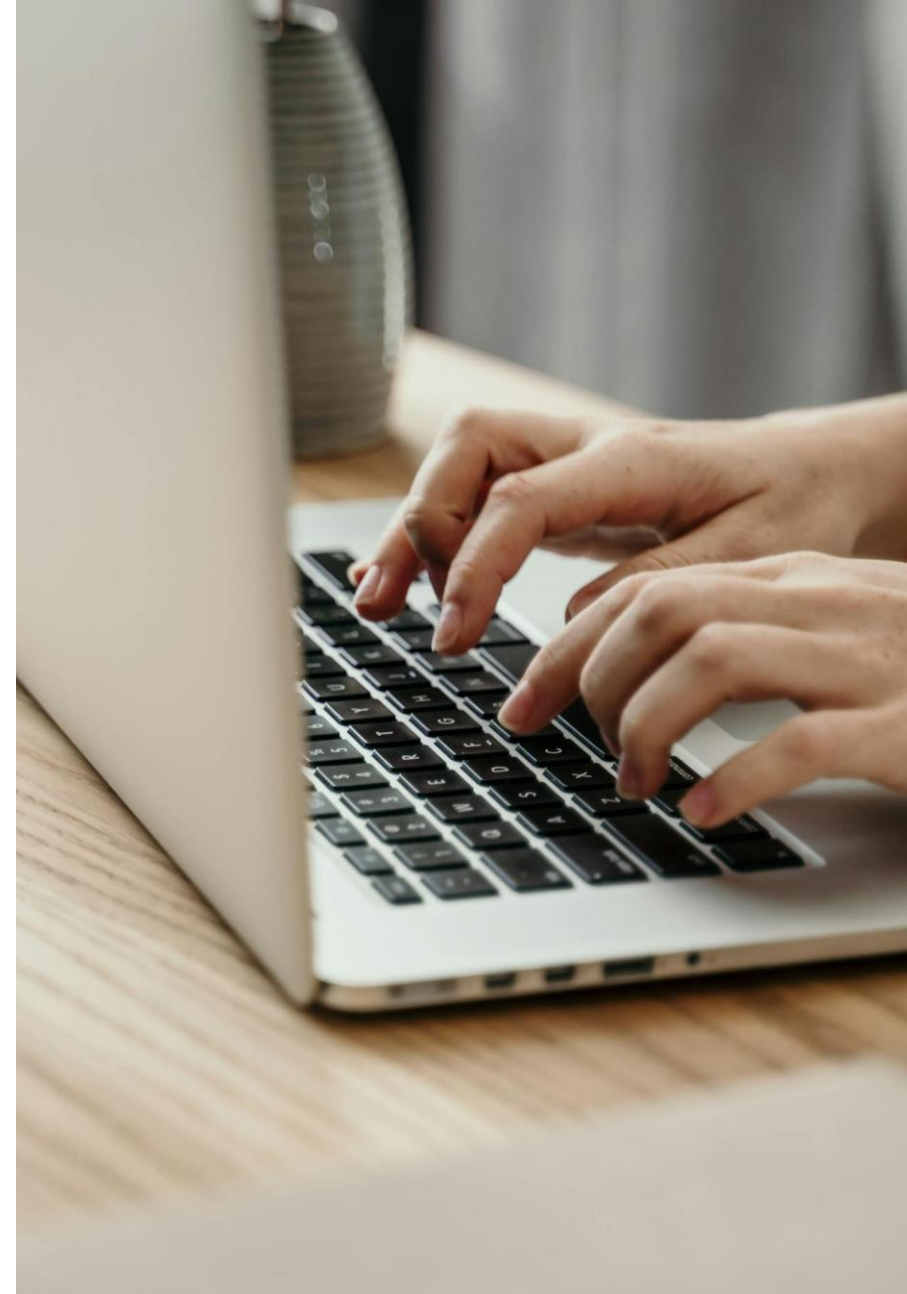


WHY CONTENT MARKETING WORKS

Travelers don't want to be sold to — they want to discover. Well-crafted content earns trust by answering the questions travelers are already asking, positioning your destination as the authority before they ever book.

Content marketing is how destinations become part of the traveler's journey:

- **Earn trust** through helpful, authentic information travelers actively seek out
- **Drive organic traffic** that compounds over time, unlike paid ads that stop when the budget runs out
- **Fuel AI recommendations** — AI tools cite content-rich, well-structured pages when travelers ask for suggestions
- **Build authority** with search engines and AI models through consistent, quality content
- **Create lasting visibility** — a single optimized article can drive traffic for years
- **Own your narrative** so your destination's story is told in your voice, not someone else's



HOW AI EVALUATES CONTENT

WHAT AI LOOKS FOR

AI doesn't rank content like traditional search. It scans for answer-ready material — content it can understand, trust, and use to build a direct answer.

The content that wins is:

- Clear, useful, structured, specific, credible, current, and easy to extract.

The AI-Friendly Content Formula:

Answer + Structure + Specificity + Trust + Freshness

This is your checklist. If your content hits all five, AI can find it, understand it, and recommend it.

AI-FRIENDLY CONTENT CHECKLIST

Think of AI as scanning for material it can confidently use in an answer:

Structure

- ✓ Descriptive headings
- ✓ Short sections
- ✓ Lists
- ✓ FAQs
- ✓ Itinerary-style formatting

Make content easy for AI to extract

Specificity

- ✓ Real places
- ✓ Activities
- ✓ Audience fit
- ✓ Geography

Give AI usable recommendations instead of vague descriptions

Authority & Trust

- ✓ Official destination info
- ✓ Local expertise
- ✓ Accurate details
- ✓ Clear authorship

Signal credibility

Freshness

- ✓ Current hours
- ✓ Seasonal events
- ✓ Updated “best of” posts

Tell AI your content is reliable right now

Traveler Intent

- ✓ Answer the question travelers are actually asking — and the next question before they ask it

Entity Clarity

- ✓ Name your destination
- ✓ Say where it is
- ✓ Show what’s there
- ✓ Show who it’s best for

Make sure AI has the full context

SEE THE DIFFERENCE

✗ Generic Content

“Cayuga County has something for everyone, from outdoor adventures to great food and wine.”

“Visitors will love the area’s charming attractions and beautiful scenery.”

“Visit our charming downtown.”

“Explore Cayuga County This Summer”

✓ AI-Friendly Content

“Outdoor travelers can hike the lakeside trails at Sterling Nature Center, paddle along the Lake Ontario shoreline, or explore the Erie Canal by bike.”

“Families can spend a morning at the Erie Canal Museum, go water biking in Fair Haven, and grab dinner at Moro’s Table.”

“Downtown Auburn, located in Cayuga County in New York’s Finger Lakes region, offers historic sites, restaurants, boutiques, and access to nearby Owasco Lake.”

WHY GENERIC CONTENT STRUGGLES

If AI can't find a clear answer in your content, it moves on. Here's what holds content back:

- **Too broad** — describes the destination but doesn't help someone decide what to do
- **Too promotional** — sells instead of helping, which AI doesn't treat as a trustworthy answer
- **Outdated** — old “best of” posts and stale event listings erode AI's confidence in your content
- **Missing specifics** — no named places, activities, or audience fit for AI to reference
- **Weak structure** — no clear headings, FAQs, or organized sections (bulleted/numbered lists) for AI to extract from
- **Doesn't answer real questions** — written around vague keywords instead of what travelers actually ask

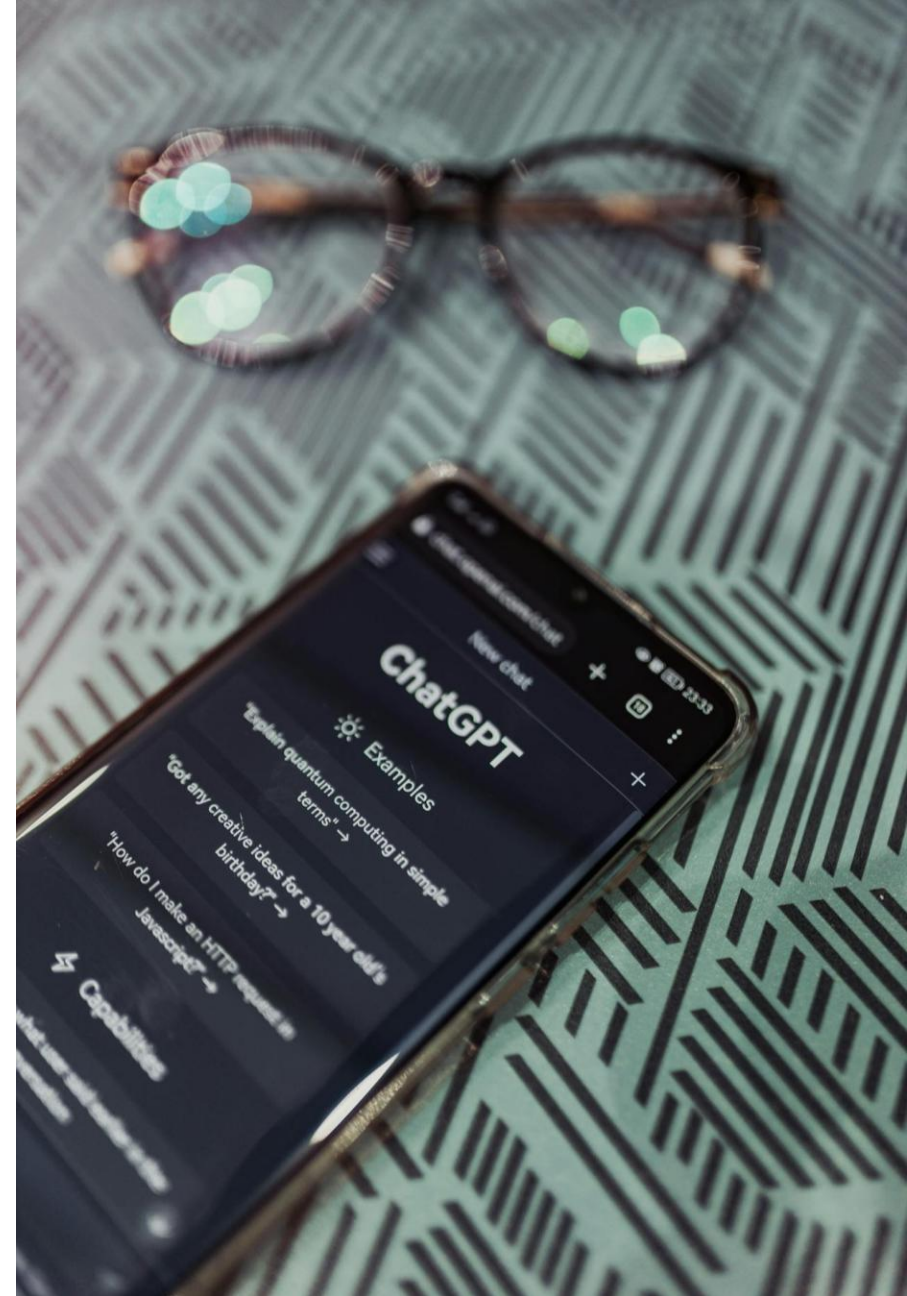
Use this as a self-check: if your content hits any of these, it's worth revisiting.

AI-FRIENDLY = HUMAN-FRIENDLY

Here's the twist: AI-friendly content isn't robotic — it's actually more human. AI rewards the same qualities that make content genuinely helpful to travelers:

- **Local knowledge** — Recommendations from people who actually know the destination
- **Real experience** — First-hand knowledge that generic content can't replicate
- **Helpful recommendations** — Practical planning details that answer “what should I actually do?”
- **Clear explanations** — Content that helps someone decide, not just browse
- **Original perspective** — Your voice, your story, your expertise

The destinations that show up in AI answers are the ones creating content worth recommending — and that starts with being genuinely helpful.





LIVE DEMO

AI CONTENT AUDIT



LIVE DEMO

BLOG OPTIMIZATION



LIVE DEMO

**LANDING PAGE
OPTIMIZATION**



VOLUNTEERS PLEASE

AI VISIBILITY TESTING

Q&A

2026 VIRTUAL EVENTS



Community Conversations
June 23
Sept. 1

Hands-On Workshops
July 16 – Influencer Marketing
Nov. 5

Replay – Events & Milestones

**Replay – Getting Started with AI
& AI Efficiencies**

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