

# Kismet

## MEMO

### Subject: Get Your Hotel “AI-Ready” Before OTAs Do

AI travel assistants will transform booking the way **keyless entry** transformed the guest-room door—no fumbling, no waiting, just a smooth path straight to the stay, so your team can greet guests with a smile instead of a clipboard. Now-standard AI technology like [NLWeb](#) and [MCP](#) give hotels a once-in-a-generation chance to meet travelers first—before OTAs start overwhelm them with every hotel in the market.

By pairing a few quick content tweaks with lightweight developer work, any boutique or multi-property group can become instantly “AI-readable,” surfacing richer offers and easier booking paths than intermediaries ever could. The payoff is double: guests find exactly what they want faster, and you capture commission-free revenue at higher margins. **Below are two checklists based on what we’ve learned at Kismet: one for your hotel marketing team and another for the web development team.** Take these steps now, and you’ll be well on your way—locking in loyalty and margin for your property.

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### Why Act Now (60-Second Recap)

1. **AI assistants are replacing search.** Microsoft’s NLWeb + MCP let copilots book rooms in plain language—no browser, no ads.
2. **OTAs are already wired in.** If your site isn’t readable by AI, the agent will default to Expedia or Booking.com data.
3. **Direct bookings are up for grabs.** The first hotels to expose clean data and simple APIs will win a new stream of commission-free demand.

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## Checklist 1 — Hotel Marketing Team Quick Wins

*(No code, no developer required)*

✓	Action	Why It Matters
1	<b>Refresh core facts</b> (rates, amenities, pet policy) in plain text	AI skims concise copy; buried info = invisibility
2	<b>Add/expand an FAQ</b> with the top 10 guest questions (note: for better website UX, you can hide these but reference them on the sitemap)	Natural-language snippets feed answer engines and they prefer FAQ
3	<b>Post offers &amp; news to Instagram + LinkedIn</b>	Social pages act as real-time data sources for AI
4	<b>Create “Suggested Questions”</b> list (e.g., “Do you have parking?”)	Helps future chat widgets show high-click prompts
5	<b>Market Experiences Not Promos</b>	AI agents don't surface generic 20% off; it's more important to keep your social calendar full of content
6	<b>Confirm site is crawlable</b> (robots.txt, sitemap, up-to-date Google Business)	Baseline discoverability for new AI crawlers

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## Checklist 2 — Developer / Partner Tasks

*(Hand this to your web team)*

✓	Action	Outcome
A	<b>Add Schema.org <span style="color: green;">Hotel</span> &amp; <span style="color: green;">Offer</span> JSON-LD to &lt;head&gt; across website</b>	AI reads structured facts instantly
B	<b>Publish a full-text RSS/Atom feed</b> for events calendar & updates	Pushes fresh deals to AI indices automatically
C	<b>Stand up <span style="color: green;">/ask</span> + <span style="color: green;">/tools/list</span> endpoints (ensure MCP spec)</b>	Lets copilots query availability & policies directly
D	<b>Expose read-only APIs</b> for rates / availability	Enables “Check dates” actions inside chat flows
E	<b>Send change webhooks</b> when offers or hours update	Keeps AI answers current; avoids outdated info

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## Bottom Line

The door is open and a “service my room” tag has been hung. A focused effort of weeks, not months, is all it takes to secure AI visibility and make your hotel visible to guests who might otherwise drift to OTAs. Make your data clear, your endpoints friendly, and your story easy for AI to tell, and you’ll be first in line every time a traveler’s digital assistant asks, “Where should we stay?”

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**About Kismet:** Kismet is the direct-to-guest (d2g<sup>TM</sup>) AI engine that turns live demand into direct bookings—no middlemen, no guessing. Our commercial agent listens for buying signals across web and social, then responds instantly with one-to-one offers tailored to each traveler, which they can book across channels. Behind the scenes, segment-specific models power the magic: **d2g.ai** optimizes social- and leisure-driven traffic, while **smerf.ai** targets SMERF and small-group business to fill pace gaps without blanket discounts. The result is a true “pull” distribution model where high-intent guests get the right offer the moment they raise their hand.

Want to see it in action? Email [hello@makekismet.com](mailto:hello@makekismet.com) or visit [www.makekismet.com](http://www.makekismet.com) to schedule a demo.