Be Visible to AI

The Keys to Semantic Optimization and GEO (Generative Engine Optimization) for Hotels

Focus on advanced structured data strategies

White paper for accommodation providers and tourism stakeholders



Computer-generated image created with COPILOT

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VERSION 5.1

This white paper

This white paper is intended for tourism and hospitality professionals and focuses on the challenges posed by artificial intelligence-based recommendation tools. The report argues that to maintain their visibility, establishments must transition from traditional SEO to **Generative Engine Optimization (GEO)**, which depends on hotels' ability to properly feed AI systems. The central strategy presented is the rigorous implementation of **structured data** based on the **Schema.org** vocabulary **in JSON-LD format**, which allows large language models to unambiguously understand a hotel's characteristics.

The authors detail the essential technical attributes for rooms and services, using **the Hôtel du Mont-Blanc in Chamonix** as a case study to illustrate this markup methodology. A simulation for a Swedish family then demonstrates how data structuring ensures that the establishment is **correctly interpreted and recommended** by AI agents, providing a competitive advantage over establishments whose information is buried in unstructured content.

In conclusion, this semantic optimization is presented as a fundamental lever for **hotel competitiveness** in the digital age.

Objective

This white paper was written with the intention of providing hoteliers and readers who are members of the tourism ecosystem with food for thought on how to seize the opportunities generated by the concept of **Generative Engine Optimization** (**GEO**).

Who is this information intended for?

You will be particularly interested if you are:

- A hotel manager or manager of other accommodation establishments.
- Manager of a tourism organization (tourist office, DMO, etc.)
- Manager of a tourist information system
- Marketing manager of a tourism entity
- An advertising agency or webmaster

Reading grid

This text contains numerous links to justify the concepts presented, with references at the end of the document or via a blue hyperlink providing a definition of the acronyms used.

The parts of the text displayed in orange correspond to elements of XML or JSON-DL code.

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2 INTRODUCTION AND BACKGROUND

2.1 Limitations of unstructured content

Many hotel executives, such as those who attended the HICAP conference[1] held in Singapore in October 2025, largely agree that the next change in their industry *"**will not come from distribution channels, but from those who control the data, algorithms, and engagement interfaces that connect hotels to travelers**[2]."* This is also the DNA of companies such as GIATA, which states *that "Google's AI mode is disrupting hotel visibility*[3]."

We share the vision of industry leaders, including that of Jeff Wagoner, President and CEO of OUTRIGGER Hospitality Group, who said at the same conference: *"We are living in exciting times. **Next year (2026) will be decisive for the visibility of hotels in AI-based search results. Those who know how to feed, train, and interact with these systems will regain market share**." As a consequence, this whitepaper was written* to provide practical advice that even small hotels can put into practice immediately.

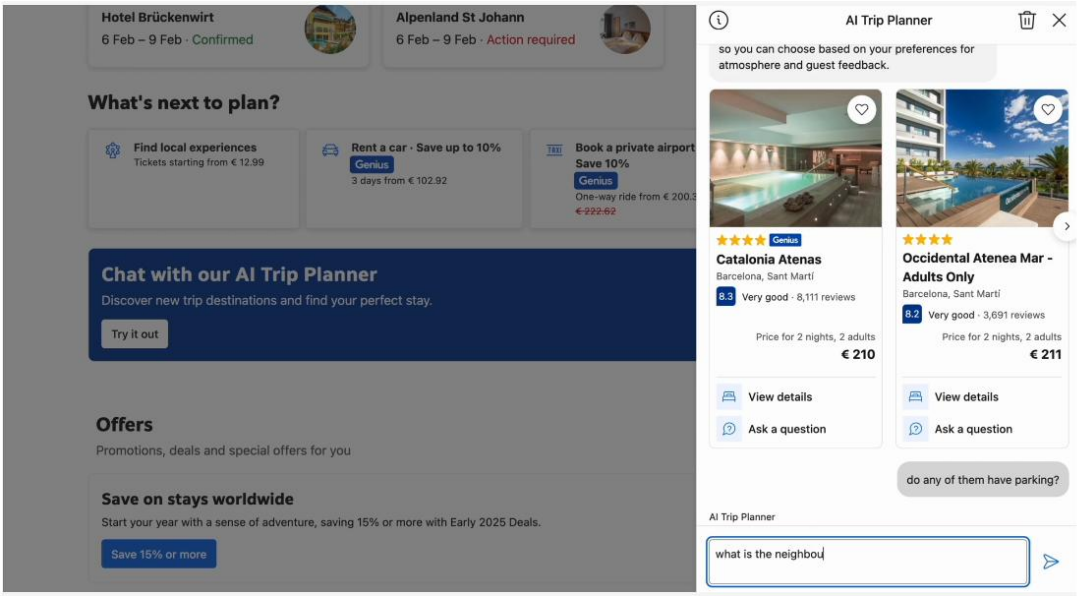
2.2 The arrival of AI assistants is radically transforming the way customers make reservations

Major digital players—Google, Expedia, Booking.com, OpenAI—are now deploying **AI assisted travel planners** (Agentic AI[4]) **capable of understanding needs expressed in natural language and performing concrete actions**: suggesting hotels, comparing options, checking availability, and even making reservations.

For travelers, asking a question such as "*Find me a quiet hotel with a vegetarian breakfast near Lausanne train station*" becomes easier than browsing through lists of results. These assistants immediately provide three to five options tailored to the customer's preferences[5] .

According to Skift & McKinsey[6], this transformation in booking behaviour is accelerating: increasing numbers of travelers use AI tools to plan their trips, and their adoption is rapidly increasing at all stages of the customer journey, from inspiration to loyalty. Booking.com, Expedia, and Google are already testing conversational trip planners integrated into their platforms. Booking.com and OpenAI have already launched an "**AI Trip Planner**"[7] , which allows users to build a complete trip from a simple chat.

An **AI assistant** is a software program that uses artificial intelligence to understand and interpret users' voice or text commands and perform tasks such as answering questions, automating actions, or generating content. These tools rely on technologies such as natural language processing (NLP) and machine learning to provide smooth, personalized interactions.



Example of an interaction with the Booking.com/Open AI agent

For hotels, t**he challenge is no longer just to be visible on Google or Booking, but to be chosen by AI assistants**, which only present a few options—often 3 to 5 hotels. In other words:

- fewer opportunities to appear,
- but more impact if you do appear.

AI remembers, compares, and books: a revolution in travel planning

Faced with the widespread adoption of conversational assistants, tech players are stepping up their innovation efforts to transform these tools into fully-fledged travel planning and booking platforms. LAYLA.AI[8] now offers a Triplanner feature that allows users to make reservations. Mindtrip.ai[9] provides similar capabilities, although they are less advanced at this stage. New alternatives are emerging every day, each bringing their own set of improvements.

Google Ads, formerly *Google AdWords*, is *Google's* advertising network. This service allows advertisers to purchase ads or banner ads, which will be displayed either on Google software, such as Google Maps or the search engine, or on the AdSense user network. These ads are targeted based on the user's browsing behavior.

Source: Wikipedia

Google is refining its strategy and will undoubtedly be a major player in this field. Its challenge is to avoid losing the revenue generated by online travel agencies (OTAs) and **Google Ads** campaigns. On November 17, 2025, they announced an evolution in the way they **plan trips using AI** in search[10] . Google states that "in the future, *we will also allow you to finalize your flight and hotel reservations directly in AI mode. We are working with industry partners to create an experience where you can simply describe your search criteria to compare different flights or hotels and view useful information such as schedules, prices, room photos, amenities, and reviews. You'll be able to refine your selection, and once you've made your choice, quickly finalize your booking with the partner of your choice*[11]." It started with "Flight Deals," which is now available in more than 200 countries and territories around the world, in more than 60 languages.

Explicit vs. implicit knowledge: a major turning point for AI agents

For hoteliers, it is essential to understand that AI agents no longer simply analyze travelers' **explicit requests** ("I want a quiet hotel," "I'm looking for a spa"). They now take into account a much broader set of signals: **past behavior, implicit preferences, previous interactions, search and consumption habits.** Thanks to their "**memory**" modules, these agents adjust their recommendations based on everything they already know about the user. In other words, a customer who has often booked hotels near train stations or establishments with a good breakfast will see these criteria automatically incorporated into the AI's suggestions—even if she/he no longer mention them explicitly.

LLMs (Large Language Models) are deep neural networks trained on vast collections of text data using self-supervised learning. Rather than being designed for a single downstream task—such as sentiment analysis, named entity recognition, or mathematical reasoning—LLMs learn general language representations that can be adapted or prompted to perform many different tasks.. LLMs are first pretrained using self-supervised objectives such as next-token prediction, where the model learns to predict the most likely next token given the preceding context.

The model's performance generally improves with larger numbers of parameters, higher-quality and more diverse training data, and more computational resources, although these gains follow scaling laws rather than increasing indefinitely. After pretraining, additional fine-tuning or alignment may be applied to improve performance on specific tasks or for safer, more reliable outputs.

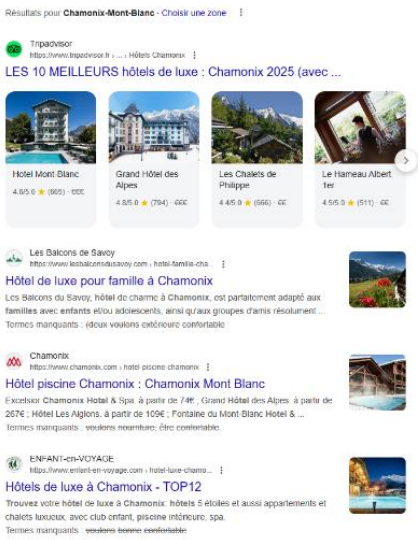
Source: adapted from Wikipedia

In addition, LLMs (ChatGPT, Gemini, Mistral, Perplexity, etc.) draw on a huge **implicit knowledge base** from the web: social networks, tourist forums, blogs, videos, customer reviews, Wikipedia, social news aggregation platforms such as Reddit etc. All of this content feeds the neural networks that underpin these models and enables them to understand the nuances of travel and hospitality. Thanks to this wealth of information, they are now able to hold natural, almost human conversations and make recommendations with the same ease as an experienced advisor [12] . This development is radically changing the way information circulates and influences travelers' choices. **Knowledge transfer**—once based on human interaction (advice from a friend, discussions with an agency, recommendations from a concierge)—**now also involves virtual agents** capable of absorbing and reproducing knowledge in real time[13] .

For a hotel, this means:

- That every piece of public information counts (website, OTA, Google, DMO, social networks, Wikipedia).
- That every review, every comment, every response feeds into recommendation engines.
- That your positioning (e.g., "very quiet," "ideal for hikers," "local breakfast") must be clear, repeated, and consistent everywhere.
- That hotels that master their "explicit" and "implicit" signals will be recommended more often by the AI agents of tomorrow.

2.3 Key visibility factors in the era of generative AI



Until now, **SEO techniques** have largely relied on matching the keywords entered by a user into a search engine. The search engine's algorithm then matches these keywords to the content of the websites it has indexed. Of course, it takes into account certain external quality criteria such as the website's reputation, its age, links pointing to the website, and a few others. This still allows lists of websites (the blue links) to be obtained in the search engine results pages (SERPs).

Only the taglines chosen by hoteliers appear as a title and a short description. Establishments using Rich Snippets can benefit from a more detailed presentation on the right-hand side of the screen on Google.com.

AI results **take a different approach.** They produce recommendations, itineraries, proactive activity suggestions, and are able to explain the reasoning behind these recommendations. You will find an example of a "Report provided to the Svenson family by Gemini Pro" in Appendix 12.1 to showcase this approach.

2.3.1 Sources of information for AI

Neural networks require a large amount of data in order to provide results that are as close to reality as possible. To do this, they use numerous sources of information.



A study by SEMrush [14] , conducted in August 2025 on 150,000 citations from 5,000 random keywords, identified the sources most frequently cited by LLMs such as ChatGPT, Google AI Mode, and Perplexity. Although each AI uses its own sources, this study shows that social networks — which remain free to access—account for more than 20% of the sources used. These sources, which are often used by algorithms (Reddit, Wikipedia, YouTube, and Google), deserve special attention from hotel management to ensure that they are updated and that the specific characteristics of the hotel are taken into account.

Although Reddit is not widely used in Europe, its international influence is considerable. According to Backlinko[15], the platform has approximately **116 million daily active users**, a figure that is growing rapidly (**+19.3% since the third quarter of 2024**). This momentum reflects growing usage, particularly for searching for authentic reviews, recommendations, and in-depth discussions — formats that are particularly popular with generative AI models.

The geographical distribution of users shows a very strong concentration in **North America**, with the United States well ahead, followed by India, the United Kingdom, and Canada. For tourist establishments targeting North American or Indian customers, Reddit is therefore a **strategic channel**, both for direct visibility and as a source of conversational content that can be picked up by AI engines.

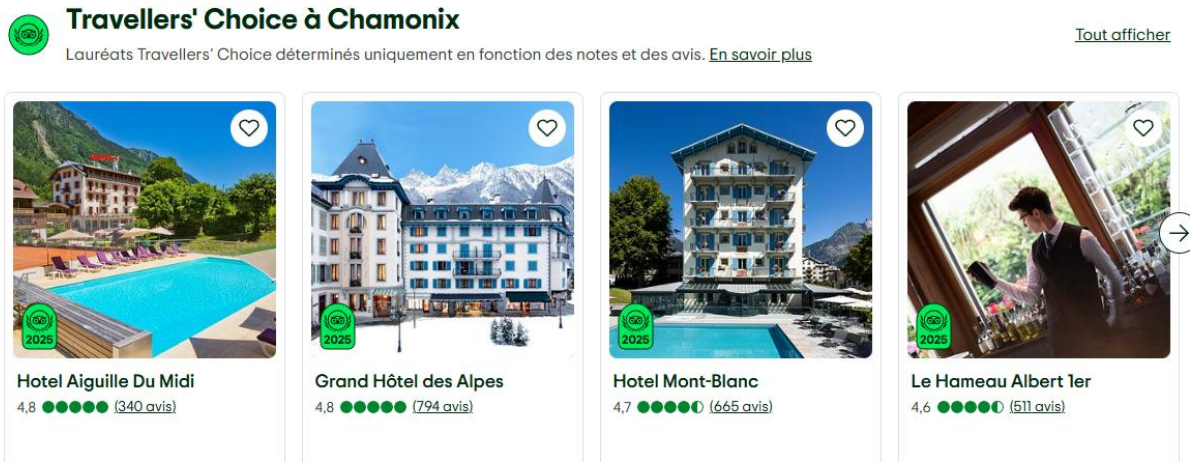
GEO – Generative Engine Optimization. That is, the art of being chosen by answer engines.

In terms of **GEO**, Reddit plays a specific role: discussions on this platform tend to be lengthy and well-informed, and are generally considered credible. They indirectly feed language models, which find signals of usage, reputation, and lived experience there. Even if the platform remains marginal in Europe, it can become a **relevant lever for tourism players positioned in international markets**.

This online encyclopedia is too often ignored by tourism operators, including tourist offices. We did not find the Hôtel du Mont-Blanc on the French version of Wikipedia, but several 5* hotels do have an entry in this encyclopedia. One example is Le Domaine du Mont-d'Arbois[16], which also has an entry in the English version. The Wikipedia community will accept a publication as long as the hotel has a history reported in the national press and/or has won awards for the hotel itself and/or its chefs, sommeliers or other staff.

The rules for publication in this encyclopedia are relatively restrictive, as it requires that the presence of a company, and therefore a hotel, be justified by proven notoriety through articles from reliable sources, avoiding self-promotion.

Although the SEMRush study only identified 12.5% of TripAdvisor's sources, this figure is likely to be much higher for hotels. The reviews published on this site are considered important by LLM. The reviews published on this site are considered important by LLM.



In general, AI places more trust in customer reviews, taking them into account when formulating recommendations.

2.3.2 How do AIs define reputation?

Each AI (Open AI, Claude, Perplexity, Gemini, Mistal, Copilot, Deepseek, etc.) uses different data sources. The image below illustrates the variety of media used or not used by different AI[17] .



With regard to the hotel industry, to illustrate the diversity of sources, we created a prompt for a hypothetical reservation for a family:

> **Prompt**: *Find a luxury hotel in Chamonix for a family of four (two children). We want good food, a heated outdoor pool, and easy access to skiing. It must be comfortable and safe.*

The analysis carried out by GEMINI PRO (DeepSearch) used content from 78 websites to generate an analysis in the form of highly detailed recommendations (see Appendix12.1).

2.3.3 Visibility factors according to scientific research

Scientific research[18] (see table below) converges on the same conclusion: the visibility of a hotel in AI-generated responses depends on a coherent set of **semantic, informational, and reputational signals**, rather than a "ranking" as in search engines. These factors fall under **GEO—Generative Engine Optimization**, i.e., the art of being chosen by answer engines. Studies identify a dozen determining factors for a hotel to make it onto the LLM "shortlist."

GEO factor category	Summary description
Quality and information density ("Information Gain")	Priority given to content offering unique "information gain." Use of clear structures, accurate statistics, and verifiable facts to reduce hallucinations. Content must surpass the average generic response.
Semantic relevance ("Semantic Matching")	Alignment of text with user intent vectors (e.g., "calm," "work," "family"). Retrieval models favor direct semantic proximity over traditional keyword density.
Structured data and anchoring in Knowledge Graphs	Rigorous Schema.org tagging (Hotel, FAQ). These tags serve as "translators" to help LLMs identify the entity (the hotel) and its attributes (prices, hours) without ambiguity.
Sentiment analysis	LLMs analyze unstructured text from reviews to extract specific qualities ("comfortable bed," "fast Wi-Fi"). The volume and lexical richness of reviews take primacy over simple numerical ratings.
Presence on training corpora (third-party platforms)	Critical visibility on OTAs, TripAdvisor, and Google Business Profile. These sites constitute the "ground truth" data on which models are trained and validated.
Entity consistency (NAP Consistency)	Strict consistency of Name, Address, and Phone number (NAP) to ensure "entity resolution." The LLM must understand that all web mentions refer to the same unique establishment.
Citation probability and popularity bias	LLMs are probabilistic engines that favor entities frequently co-cited with positive terms ("best hotel in [city]"). This is the "rich-get-richer" bias.
Content freshness (Temporal signals)	Explicit use of dateModified tags. LLMs favor recent information to avoid providing outdated data (opening hours, construction, prices).
Multimodal validation (text-image consistency)	Recent models verify the correlation between text and image ("grounding"). A photo of a swimming pool must be accompanied by text describing the pool to increase its credibility.
Authority and External Reputation (Citations)	Mentions in authoritative sources (press, DMO, Wikipedia). These citations serve as a validation mechanism for the model when it generates a factual response.

References: Andreev et al. (2025)[19] , Aggarwal et al. (2024)[20] , Askari et al. (2025)[21] , Authoritas (2024)[22] , Cloudbeds (2025)[23] , Dong et al. (2014)[24] , Dudy et al. (2025)[25] , Färber et al. (2017)[26] , GCommerce (2025)[27] , Lüders / Mara Solutions (2025)[28] , Reyes-Lillo et al. (2025)[29] , Soe (2025)[30] , Wan et al. (2024)[31]

2.3.4 Why this white paper focuses on structured data

In today's ecosystem dominated by response engines (ChatGPT, Gemini, Perplexity, etc.), hotels no longer appear in a long list of results (the blue links in search engine results pages, or SERPs), but in an **extremely short list**. To be selected, establishments must be **understandable, identifiable, and reliable** for AI systems. This is precisely what **structured data** enables.

LLMs do not read the web like a human: they extract, compare, and organize information from multiple sources. When this information is incomplete, ambiguous, or inconsistent, AI tends to ignore the hotel or misinterpret its characteristics.

OTA vs. OTA – The tourism industry uses the acronym OTA to define two different things:

- Online Travel Agencies
- Open Travel Alliance, which is a consortium for standardizing XML exchanges within the tourism and travel industry. We will discuss this in more detail later on page94 .

Conversely, a hotel whose website, Google Business Profile, and OTAs use **consistent structured schemas** (Open Travel Alliance, Schema.org/Hotel, FAQ, review, amenities) benefits from a **strong digital identity**, **more reliable automatic detection**, and **better integration into the responses generated**.

In addition, structured data is one of the few **GEO** factors :

- directly controllable by the hotel,
- understandable by AI engines,
- and technically sustainable, as it feeds both Google and new AI models.

Finally, scientific literature and LLM analyses converge: a clearly defined, stable, consistent entity described via structured metadata significantly increases the likelihood that the hotel will be **recognized, understood, and recommended**.

In a context where customer reviews, textual content, and reputation signals are becoming saturated, structured data is a **strong competitive advantage** that is still largely underutilized in the hotel industry. That is why our publication chooses to place particular emphasis on this lever: **it is now a fundamental element for existing in the world of generative AI, and probably a determining factor in future model pre-training phases.**

2.3.5 Numerous attempts of standardization

Historically, two global[32] AI consortia have developed vocabularies for the hotel and travel industries: Open Travel Alliance and Schema.org.

[33]Recent developments by **the Open Travel Alliance** (OTA) focus on AI and standardized geospatial data for travel infrastructure. In August 2025, the Open Travel Alliance joined the Overture Maps Foundation (hosted by the Linux Foundation) to contribute to open standards for location data, particularly through geospatial identifiers (e.g., GERS[34]) that facilitate interoperability between booking systems, maps, and mobility services. *Appendix 12.7* provides additional information on the Open Travel Alliance's approach.

We will also see that many **tourist information systems (TIS)** have also developed their own vocabulary.

For this white paper, we focused primarily on **the Schema.org standard,** which may evolve over time to include more attributes.

2.3.6 When Schema.org transforms a hotel into an entity that can be understood by AI: the Mont-Blanc hotel as a testing ground for the white paper

To be better taken into account for appearance in AI-generated responses, the creation of structured data is essential.

XML (eXtensible Markup Language) is a language that allows data to be structured by creating its own tags, whereas HTML is limited to display. It is used to clearly describe information in the form of "attribute-value" pairs, in a standardized format that is machine-readable.

The **XML Schema.org/hotels standard** has the merit of existing, so we are campaigning for its adoption. This markup serves as the official labeling of the site: it allows search engines to understand precisely what the establishment is, where it is located, and what services it offers. **To illustrate our thesis, we chose the case of the Hôtel du Mont - Blanc in Chamonix**, where we enjoyed the restaurant services, but we did not consult the management to write this white paper. We simply extracted the data from their website and imagined a search that a couple wishing to stay in Chamonix for a skiing holiday might make, as well as the behavior of an LLM consulting the pages of this hotel's website.

This **white paper aims to explore in depth the theoretical and practical mechanisms of this optimization**. We will detail the XML and JSON-LD attributes needed to accurately model the complexity of a hotel, using the Hôtel du Mont-Blanc in Chamonix as a central case study. Finally, we evaluate the tangible impact of these technical implementations through the lens of a specific **persona**: a Swedish family, a high-value customer segment whose requirements in terms of safety, comfort, and nature experience constitute a decisive test for the relevance of the generative results[35] .

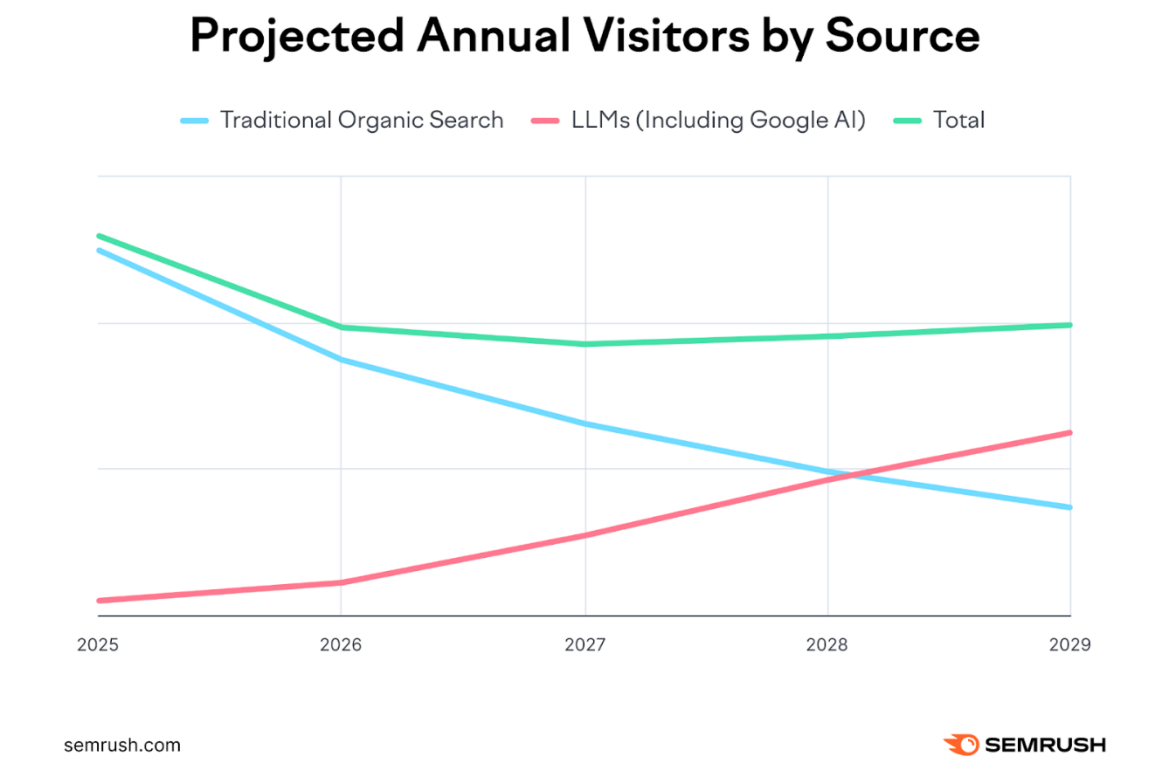
We used GEMINI 3 Pro for all coding. The code was also verified and amended by experts.

3 UNDERSTANDING GEO "GENERATIVE ENGINE OPTIMIZATION"

3.1 From SEO to GEO

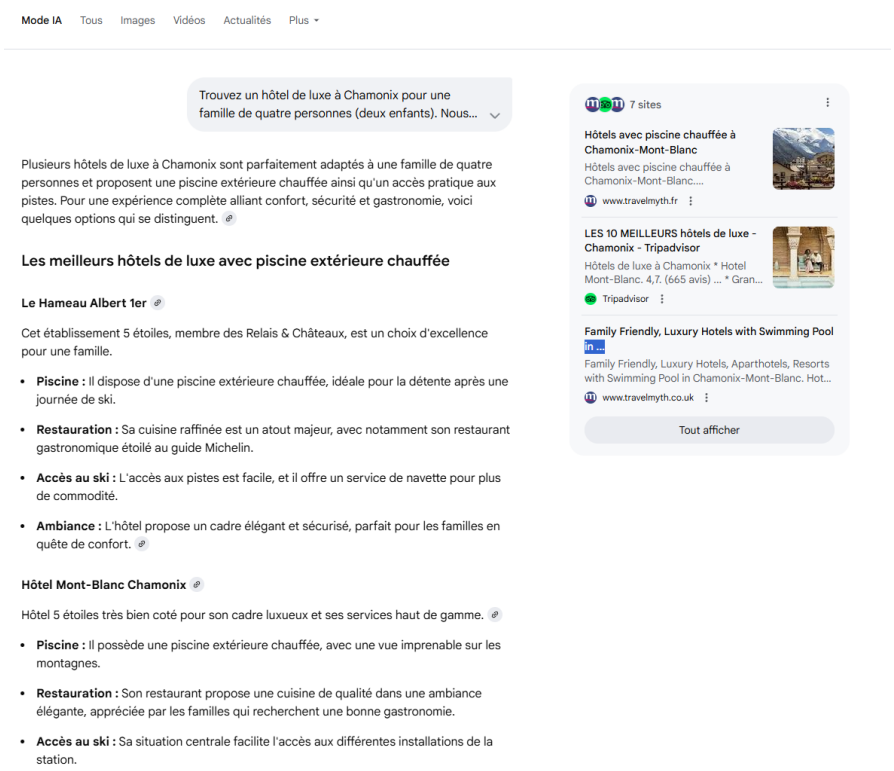
The hotel industry is currently at an unprecedented technological crossroads, marked by the rapid transition from traditional search engines to generative response engines. This phenomenon, commonly referred to by the acronym **GEO** (***Generative Engine Optimization***), is not simply an evolution of existing search engine optimization (SEO) practices, but represents **a fundamental overhaul of how information is discovered, processed, and presented to end users**. While traditional SEO focused on optimizing keywords, meta tags, and inbound link profiles to satisfy deterministic ranking algorithms, GEO requires an approach centered on entities, semantics, and rigorous data structuring to feed probabilistic language models (LLMs).

By 2028, GEO will surpass SEO: According to research by SEMRUSH[41] , digital marketing and SEO-related topics could generate more visitors to websites via AI search than via traditional search by early 2028. And if the default Google search experience becomes AI mode, this transition could happen much sooner.



Models such as GPT-5, Claude, or the GEMINI variants used by Google in its generative overviews (AI Overviews) do not "read" the web in a linear fashion. They ingest concepts, establish vector relationships between entities, and reconstruct responses based on probability and contextual relevance. Google AI is available in many European countries, including Germany, Austria, Belgium, and Switzerland, but not yet in France[36] .

In this new ecosystem, a hotel's website should no longer be seen solely as a digital showcase for human eyes, but also as a structured, machine-readable database capable of providing "ground truths" to artificial intelligence algorithms[37] . The nature and structure of the responses provided by a tool such as Google AI differ completely from the results previously obtained during a traditional search.



Result of a Google AI search from the Netherlands (11/25/25)

For a hotel, the stakes are high. The response (or click) rate depends on accuracy, exclusivity, and the ability to meet complex and nuanced expectations. When a potential customer queries an AI with a sophisticated request—involving family constraints, gastronomic preferences, and skiing-related logistical requirements—the hotel's ability to appear in the generated response depends directly on the quality of its semantic markup. Unstructured data, buried in paragraphs of marketing text, is prone to omission by LLMs. Conversely, tagged data acts as anchors of reality, transforming statistical probabilities into proven facts[38] .

3.2 Effects on transformation: the rise of "intent traffic"

Some LLMs first visit URLs to learn and then to respond to user queries. This results in a proliferation of visits without clicks, as the AI performs the analysis that users used to do manually before LLMs were introduced. According to OpenAIhttps://openai.com/[39] ChatGPT, like GEMINI 3, displays links to justify the results presented, but almost no one clicks on them. However, users who click on a source cited by AI have already read the summary; if they click, it is because they want to learn more, buy, or make a reservation. They are therefore "**pre-qualified**" visitors with much greater marketing value than visitors conducting a traditional search.

A more mature internet user: Traffic from AI is often referred to as "high-intent traffic." The user has passed the discovery stage (*managed by AI*) and arrives at your site for the action stage.

Metrics	Impact of traditional SEO	Impact of GEO (Google AI)	Referral source
Click-through Rate (CTR)	High for positions 1–3 (volume logic)	- Organic CTR down **61%** on queries with Google AI preview. - Paid CTR down **68%** on the same queries. - Even without AI previews, organic CTR fell by **41**%. - In AI search, the average CTR drops to **0.69**%.	Search Engine Land[39,40]
Traffic quality	Variable (many low-quality visitors, broad or exploratory searches)	Very high: **pre-informed** visitors who have already read the AI summary and have a stronger intention to purchase.	Semrush / Forrester[41]
Conversion	Standard conversion highly dependent on traditional SEO	AI traffic converted at **14.2%**, compared to **2.8%** for Google — a **fivefold** increase.	Superprompt[42]
Visibility	Depends on keyword ranking, high volatility	Visibility based on **citation as a reliable source**, with potential gains of **+40%** if content is optimized for Answer Engines.	Princeton University & Georgia Tech[43]

4 STRATEGIC ACTIONS TO BECOME VISIBLE TO AI

4.1 What actions should hotel managers take?

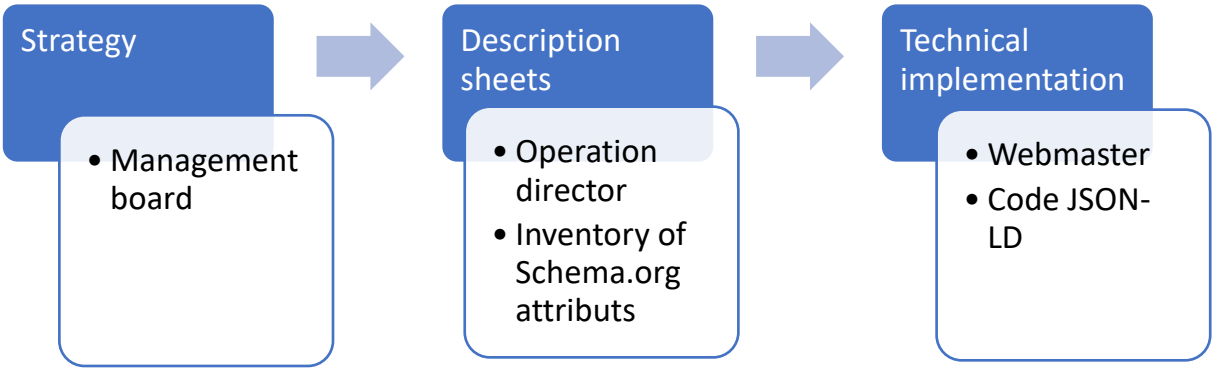
Now that you know how AI influences bookings by making recommendations to potential customers, this chapter suggests a series of actions that hotel groups or small establishments can take right away with limited investment.

These actions are defined for three levels of responsibility:

1. Strategy for the CEO/management
2. Operational implementation for operations management
3. Data tagging by the webmaster.

For the sake of simplicity, we have chosen to suggest that you focus your efforts on **structured data** in the coming months.

We do not cover booking actions that can be performed by intelligent agents, as the solutions and standards have yet to be defined.



4.2 Defining a strategy for the hotel (CEO/management level)

4.2.1 Defining a strategy and monitoring technology



The primary responsibility of hoteliers is to monitor management, commercial and technological developments in order to anticipate changes that may affect the management of their establishments. The press bombards us with too much information that is often difficult to interpret. Since the end of 2022, we have observed a tsunami called 'AI'. According to the Aday Observatory (2025)[44], which analyzes the treatment of AI in the media, there were approximately 440,000 pieces of media content devoted to AI in 2023, and we will have surpassed one million in 2025.

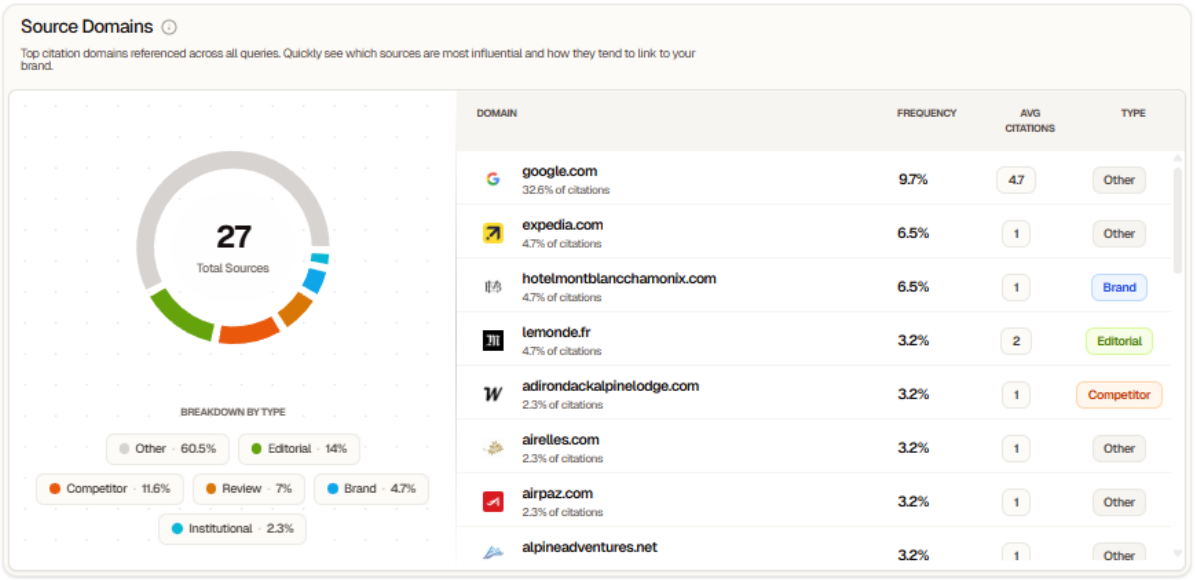
4.2.2 AI Act (Art. 4) – The strategic importance of training

Article 4 of the European AI Act introduces a key principle: organizations that develop, deploy, or use artificial intelligence systems must ensure that the people involved have a sufficient level of AI skills. For the hotel industry, this does not mean training engineers, but enabling management, marketing, distribution, and IT teams to understand how AI works, its limitations, and its operational impacts. Without this minimum understanding, there is a twofold risk: being subject to the technological choices imposed by external platforms and missing out on opportunities for optimization or differentiation.

In concrete terms, several players already offer training courses tailored to tourism and hospitality: universities, professional associations, specialized firms, and continuing education platforms. A relevant training plan should combine strategic awareness (how AI is changing distribution, visibility, and customer relations), practical basics (data, generative AI, agents, automation), and concrete use cases applicable to hotels. The goal is not regulatory compliance alone, but the gradual development of skills among teams so that they can remain autonomous and competitive in an environment increasingly mediated by AI.

4.2.3 Audit your hotel's presence in AI

Before investing time and money in actions aimed at improving the presence of your hotel offering on AI platforms, it is useful to conduct an audit of the current situation. Several tools are now available to audit your visibility strategy on AI platforms. At the time of writing this white paper, we have identified offerings from SEMRUSH[45] and SEARCHABLE[46].



Summary screen of the Searchable.com solution

The results of this audit will enable you to assess the current situation. You can then use this information to track changes in your visibility on AI solutions. Access to these systems costs around $125 per month for Searchable and $165 for SEMRUSH.

4.2.4 But it all starts on your web page

Just like with SEO, LLM bots and intelligent agents will regularly come and "read" the information you have posted on your website. If this information is not structured, the bots will leave empty-handed after consulting your pages.

4.2.5 Structuring your strategy with Tourist Information Systems (TIS): a central role for management

For a hotel to be visible in the digital ecosystem—search engines, generative AI, regional platforms—it is essential to understand the role of **Tourist Information Systems (TIS)**. These platforms collect,

standardize, and distribute descriptive data about establishments to destinations, tourist offices, and sometimes national portals.

Even though each TIS still applies its own schemas and double entry has not been entirely resolved, they remain an **essential link** for data consistency and distribution at the regional or national level.

Hotel management must therefore:

- **ensure that the data entered in the TIS is complete and accurate**,
- **verify that the information matches that on the website and in JSON-LD**,
- **encourage destinations and professional associations** to move towards standards closer to **Schema.org**, in order to ensure consistent international visibility.

4.2.5.1 Main Tourist Information Systems (TIS)

(Descriptions of each system can be found in *Appendix 12.3 to 12.5*)

MyCity (Switzerland – GénéralMedia / EDSI)

TIS used by many Swiss destinations to manage and distribute their tourism content. Already enables the automatic generation of JSON-LD/Schema.org on the websites of tourist offices and their partners.

AccommoDataHub (Switzerland) / Discover.swiss)

The national hotel data hub. Hotels enter their information via MyAccommoData, which is then standardized, enriched, and redistributed via the Discover.swiss platform. The www.tourismdata.ch platform provides information on other national datasets in structured formats that can be used by professionals and developers.

APIDAE (France)

One of the largest European TIS, structuring tourism data through a collaborative system of standardized attributes. Key contributor to DATAtourisme (national open data portal, gathering and harmonizing data from French ITSs, including APIDAE).

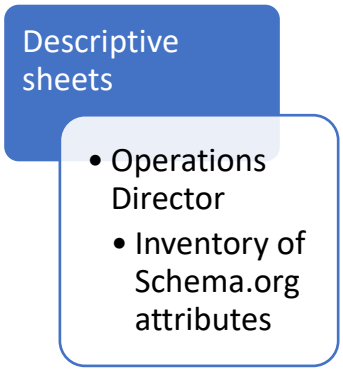
GIATA (Germany – International industry standard)

Although not a TIS in the territorial sense, GIATA plays a key role in the global standardization of hotel data. GIATA provides:

- unique identifiers for hotels (GIATA IDs),
- structured data formats for OTAs, tour operators, and metasearch engines,
- standardized feeds covering photos, descriptions, amenities, geolocation, and categories.

GIATA is widely used by major international distributors, making it a strategic player in ensuring the consistency of hotel data in the global ecosystem.

4.3 The keys to semantic optimization and GEO for hotels (operations manager level)



In the following pages, we offer an approach that allows you to present information about your offerings in a structured way.

This approach is not new; numerous attempts at standardization have been made by the creators of tourism information systems, often at the initiative of DMOs, with the aim of codifying all tourism-related entities in a given region. OTAs, of course, have their own codification systems. We have also identified private initiatives such as those of GIATA and FERATEL. Finally, since 2011, the main search engine operators have created an XML standard called Schema.org. This standard covers all industries and is not as detailed as the one proposed by another association: Open Travel Alliance, which, as its name suggests, has developed expertise in tourism and hospitality. The good news is that these two associations are working together and regularly improve the quality of their dictionary.

The rest of this article focuses on the adoption of data encoded using the Schema.org standard.

4.3.1 Operational implementation

4.3.1.1 Moving from strategy to action

Once the strategy has been approved by the management of the establishment or hotel group, the operational phase can begin. The objective is simple: to transform the detailed knowledge you have of your hotel into structured information that can be understood by search engines and AI.

4.3.1.2 Why a structured description is essential

For a search engine or AI to understand a hotel correctly, it is not enough to have an attractive website or beautiful photos. Machines need structured descriptions, similar to technical data sheets, that accurately describe the establishment, its rooms, and its services.

This information already exists in your head, in your brochures, or on your website; now it's a matter of formalizing it in a standardized way.

4.3.1.3 Turn your offering into technical data sheets

At this stage, we recommend creating detailed technical data sheets for each key element of your offering:

- the hotel as a whole (location, category, services),

- the different room categories and unique room attributes,
- facilities and services,
- the organization (brand, group, operator),
- any events that may be organized on site.

These files help clarify the offering, verify the consistency of information, and prepare for their technical integration.

4.3.1.4 Getting started with existing tools

To get started, Schema.org code generators are now available. We recommend starting with a simple tool such as BREWER (see presentation in chapter 12.2.4).

JSON-LD (JavaScript Object Notation for Linked Data) is a small block of code, invisible to your customers, that describes your establishment in a clear and standardized way. This code is added to the header or footer—two sections of the HTML code of your website pages—in the form of a script.

This tool is structured around four main areas:

- the hotel,
- room categories,
- the organization,
- events.

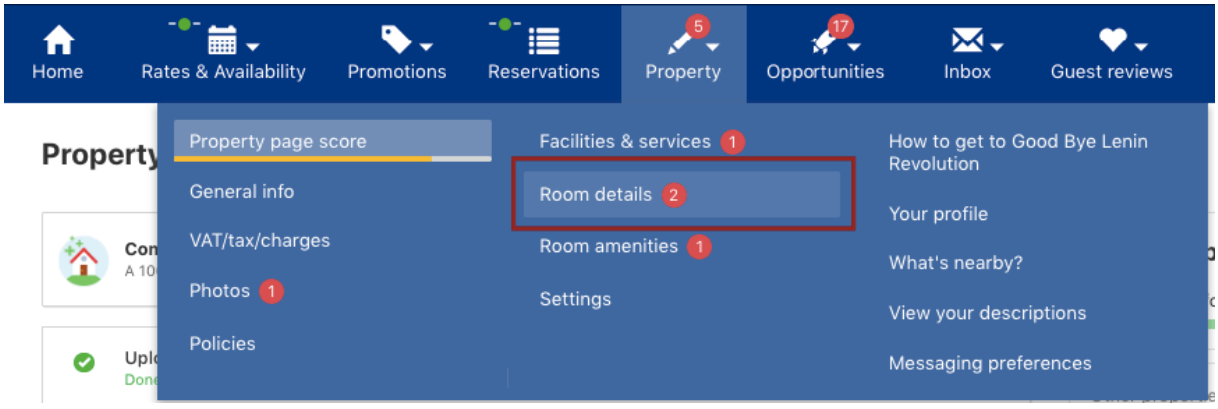
It is a good starting point for understanding the logic of structured data and producing initial JSON-LD (JavaScript Object Notation for Linked Data) markup.

4.3.1.5 Capitalize on existing data (OTA)

This step is also an opportunity to revisit the data already entered on booking platforms, particularly on the Booking.com extranet. This information can be:

- verified and corrected,
- enriched,
- and then reposted on your own website in a structured format.
- Access to the Booking.com extranet

The entry forms provided by BREWER or the Booking extranet can be used as a basis for adding additional attributes such as views, geolocation, opening hours, awards won or reviews.

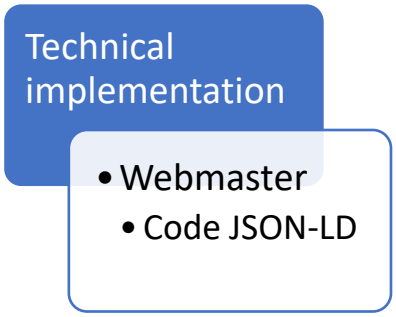


4.3.1.6 Prepare the technical work with the webmaster

The technical data sheets created then serve as a working basis for the webmaster. Using this information, they can generate the necessary metadata and integrate it into the website pages.

BREWER also allows you to directly generate JSON-LD code, ready to be inserted into the website (see example in chapter 12.2.4).

4.4 Data tagging by the webmaster



Using the technical data sheets compiled by the hotel's operational management, the webmaster must translate this information into data that can be used by AI: **tagging.**

Data tagging has existed since the creation of HTML. All webmasters are familiar with title, description, H1, H2 tags, etc. Search engine optimisation (SEO) techniques require keywords to be incorporated into website content. While these techniques remain relevant, the way in which content is interacted with and identified in order to respond correctly to prompts and intelligent agents is evolving. Internet users' expectations are more precise and complex, and the referencing method depends on **neural network** architecture.

To understand the urgent need for tagging, we must first analyze how language models work. These systems excel at predicting the most likely next token — a word, a subword, or a punctuation mark — in a sequence, but they do not possess an inherent understanding of factual truth. They generate text by drawing on statistical patterns encoded in their parameters during training on vast amounts of unstructured data.

This presents a major risk for businesses: hallucination. Because LLMs are text generators rather than knowledge retrieval systems, they have no reliable mechanism for distinguishing what they "know" from what they don't. An LLM may confidently state that a hotel has a swimming pool — not because that word appears frequently near "hotel" in its training data, but because it has learned that hotels in a given context plausibly have pools, and it generates accordingly. The output sounds authoritative but may be entirely fabricated. Conversely, it may omit a crucial service — not necessarily because it lacks the information, but because the generation process didn't surface it in that particular response.

The core problem is that fluency and accuracy are decoupled: an LLM can produce perfectly coherent, confident text that is factually wrong, with nothing in the output itself to signal this to the reader.

Structured data acts as an important corrective layer. By using the standardized vocabulary of Schema.org, hoteliers provide clear, unambiguous facts about their property in a format machines can read — for example, stating explicitly that Hotel du Mont-Blanc has a swimming pool, rather than hoping an AI will figure this out from a paragraph of marketing text. We justified the choice of this standard in the previous chapter. We would add here that using an open international standard frees hoteliers from dependence on any single technology vendor.

However, adding structured data to your website does not, on its own, prevent an AI from getting things wrong. The markup on your page is not something a language model reads in real time when answering a guest's question. It is one source among billions that may or may not have been absorbed during the model's training. If your property is small or niche, there may simply not be enough data about it for the model to get the details right.

This is why structured data works best when paired with a retrieval system — often called retrieval-augmented generation, or RAG. Think of it this way: structured data is your hotel's official fact sheet, and a RAG system is the mechanism that puts that fact sheet on the desk of the AI at the exact moment it is writing an answer about your property. Without the retrieval layer, the AI is working from memory, which may be incomplete or wrong. With it, the AI can check its facts against your verified information before responding.

Therefore, data bypasses the risky probabilistic inference process and is entered directly into the Knowledge Graph ([47]) that the model consults to verify its facts. As other experts in SEO/GEO point out[48] ,[49] ,[50] ,[51] ,[52] ,[53] ,[54] , structured data constitutes the "reality" of AI, ensuring that the response generated is not only linguistically plausible, but factually correct[55] .

4.4.1 Information architecture according to Schema.org

The Schema.org vocabulary has been developed jointly by the web giants (Google, Microsoft, Yahoo, Yandex) since 2011. Created at a time when Tim Berners Lee was trying to promote the semantic web[56] , often referred to as Web 3.0, it incorporates a **layer of metadata** and artificial intelligence capabilities, providing a better understanding of the meaning and structure of online information.

Schema.org works with several **technical formats** (*RDFa*, *Microdata*, *JSON-LD*), which are simply different ways of "tagging" information so that search engines or AI can understand it. The most widely used today is JSON-LD, as it is easy to add and does not affect the layout of the site. Schema.org **allows you to clearly describe the elements of a website and their relationships**, and can be easily adapted thanks to a simple extension system. In 2024, more than 45 million website[57] were using Schema.org, representing more than 450 billion tagged elements. Major players such as Google, Microsoft, Pinterest, and Yandex already rely on this vocabulary to better understand pages and offer enriched results.

Schema.org is based on an ontology, which is a kind of organized map that classifies different types of elements (places, hotels, rooms, restaurants, activities, etc.) and shows how they relate to each other. For the hotel industry (https://Schema.org/Hotel), this structure provides several "blocks" that must be assembled correctly to describe an establishment in a way that is accurate and understandable by AI. The current version of Schema.org (29.3, published on September 4, 2025) also includes new extensions useful for tourism, such as detailed descriptions of recipe ingredients.

4.4.2 JSON-LD: your hotel's digital identity card

For a search engine or AI to understand a hotel correctly, it is not enough to have a beautiful website or good photos: machines need to be provided with a structured description, a kind of official "identity card." Historically, this type of technical description often used formats such as *XML*, which have long been used in reservation systems to organize hotel data. Today, on the web, JSON-LD plays this role in a more modern and easier-to-integrate way. This small block of code, invisible to your customers, describes your establishment in a clear and standardized way: your name, address, services, rooms, amenities, policies, hours, and everything an AI engine needs to know to identify and recommend you.

JSON-LD is currently Google's preferred method and the most readable for AI models, as it completely separates data from the website layout. In other words, it is not integrated into the text or design, but simply added to the header or footer—two sections of your site's HTML code—in the form of a script. With

just a few lines of code, your website can send clean, organized, and unambiguous information to search engines.

In practical terms, once the JSON-LD code has been generated, the webmaster simply needs to paste it into the <head> section of the site or into a module provided for this purpose if you use a CMS (Content Management System) such as WordPress, Wix, or Joomla. From then on, Google, Bing, ChatGPT, Gemini, and other AIs have a standardized description of your hotel that they can quickly analyze, compare with other establishments, and use to produce relevant responses for travelers.

In short, adding JSON-LD to your site is like providing AI with a complete and perfectly readable identity card for your hotel—which greatly improves your visibility and the quality of the recommendations generated.

4.4.3 Data expressed as a "triplet"

To understand how structured data works in practice, it helps to look at its most basic building block: the triplet. A triplet is simply a fact expressed in three parts — a subject, a relationship, and an object. For example: "Hotel du Mont-Blanc → hasStarRating → 5 stars." Each triplet states one clear, unambiguous fact that a machine can read without interpretation.

Triplets transform vague information into structured facts. By linking several triplets together (Hotel → hasRestaurant → Restaurant → hasChef → Chef), we create a knowledge graph — a web of connected facts about your property. This allows search engines and AI systems to accurately answer specific questions such as: "Find me a 5-star hotel with a restaurant in Chamonix."

Let's take the example of **the Hotel Mont-Blanc in Chamonix**.

Triplet concept: **Subject → Predicate → Object**

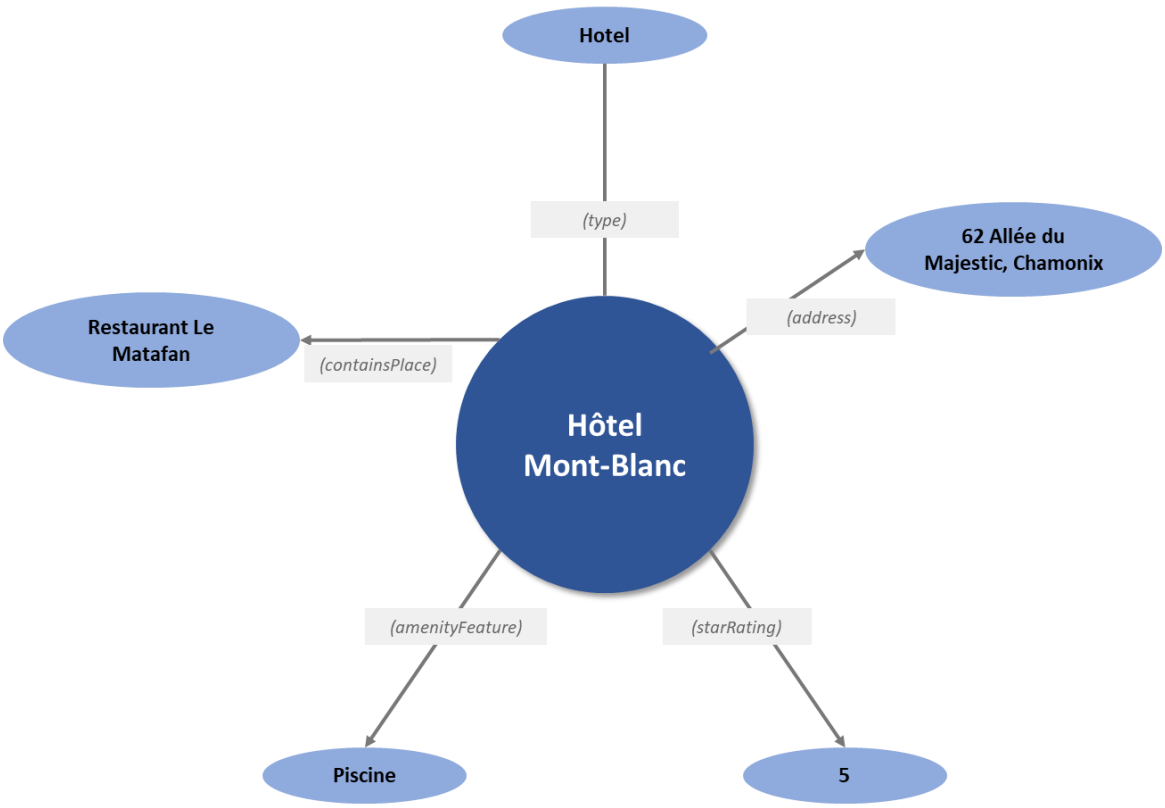
A triplet is a highly simplified sentence that allows a fact to be stated without ambiguity. It always consists of three parts:

1. **The Subject:** the entity being discussed (the Hotel Mont-Blanc).
2. **The Predicate:** the characteristic or relationship being defined (the address, the number of stars, the owner). This is where the **Schema.org** standard comes in: it provides the "official" name of the predicate so that all robots around the world understand the same thing.
3. **The Object:** the value of this characteristic (Chamonix, 5 stars, etc.).

Why is this useful?

If you write "It's a luxury hotel at the foot of the mountains," a human understands immediately, but a machine has to guess what you mean. With a Schema.org triplet, there's no guessing: Hotel du Mont-Blanc → hasAddress → 62 Allée du Majestic, 74400 Chamonix. One clear fact, no interpretation needed.

Graphical illustration of triplets (the Graph)



Instead of a list of texts, the hotel becomes a **central node** connected to other information by arrows (predicates).

The Hotel Mont-Blanc data network:

- [Hotel Mont-Blanc]➔ *(type)*➔ [Hotel]
- [Hotel Mont-Blanc]➔ *(address)*➔ [62 Allée du Majestic, Chamonix]
- [Hotel Mont-Blanc]➔ *(starRating)*➔ [5]
- [Mont-Blanc Hotel]➔ *(amenityFeature)*➔ [Swimming pool]
- [Hotel Mont-Blanc]➔ *(containsPlace)*➔ [Le Matafan Restaurant]

4.4.4 Technical data sheets in JSON-DL code

Triplets in **JSON-LD** format are inserted by webmasters without the page's source code in the header. This is what search engine robots and now AI robots read. Google has been using this approach for many years to identify and display the content of "Rich Snippets" (stars or prices directly in search results). It is also a long-standing recommendation for improving the natural referencing of websites (SEO). It has become even more important with the arrival of AI-generated travel suggestions without a list of websites.

Where to insert the code and what robots read

It is recommended to place the <script> block in the <head> section of your page, although it can also work if placed just before the closing </body> tag.

```
<!DOCTYPE html>
<html lang="en">
<head>
  <title>Hotel Mont-Blanc Chamonix | Official Website</title>

  <script type="application/ld+json">
  {
   "@context": "https://Schema.org",
   "@type": "Hotel",
   "name": "Hotel Mont-Blanc Chamonix",
   "address": {
    "@type": "PostalAddress",
    "streetAddress": "62 Allée du Majestic",
    "addressLocality": "Chamonix-Mont-Blanc,"
    "postalCode": "74400",
    "addressCountry": "FR"
   },
   "starRating": {
    "@type": "Rating",
    "ratingValue": "5"
   }
  }
  </script>
</head>
<body>
  </body>
</html>
```

This small block of code describes your establishment in a clear and standardized way: your name, address, services, rooms, amenities, policies, hours, and everything an AI engine needs to know to identify and recommend you.

JSON-LD is currently Google's preferred method and the most readable for AI models, as it completely separates the data from the site's layout. In other words, it is not integrated into the text or design, but simply added to the header or footer—two sections of your site's HTML code—in the form of a script. With just a few lines of code, your website can provide search engines with clean, organized, and unambiguous information.

4.4.5 A few essential triplets

The list of attributes currently usable within the Schema.org standard is available in ***Appendix 12.6***. The most knowledgeable readers will note that the Open Travel Alliance standard has attributes that allow for a more precise description. However, outside of exchanges governed by Open Travel Alliance partners, this level of detail in hotel descriptions cannot be taken into account by AI.

We therefore suggest that you define your attributes for:

1. Identity and location of the hotel
2. Descriptions of the facilities and services offered
3. The characteristics of the accommodation
4. Room configuration and capacity
5. Pricing and availability

4.4.5.1 Identity - Root Entity: LodgingBusiness and its Specifics

At the top of the relevant hierarchy is "LodgingBusiness," a subclass of "LocalBusiness" and "Place." This dual nature is crucial: it means that a hotel is both a commercial entity (with opening hours, a VAT number, accepted payment methods) and a geographical location (with contact details, an address, proximity to other locations)[58] .

However, for an establishment such as the Hôtel du Mont-Blanc, the use of the more specific type Hotel (and potentially Resort or SkiResort via additional types) is recommended to activate specific features in search results. The markup must reflect this granularity: a hotel is not just a building, it is a complex service provider.

The first step is to establish the hotel's digital identity in an irrefutable manner.

- **@id (URI)**: This is the cornerstone of the knowledge graph. A stable canonical URL (e.g., https://www.hotelmontblancchamonix.com/#hotel) must be defined to serve as a unique identifier. All other entities (rooms, restaurant) will refer to this ID via the containedInPlace or provider property. This allows the LLM to understand, for example, that "Restaurant Le Matafan" is not an isolated entity floating in a vacuum, but an integral part of the hotel.

- **name & alternateName**: It is crucial to provide all variations of the name. Users may search for "Hôtel Mont-Blanc," "Le Mont-Blanc Chamonix," or even "Hôtel Majestic Chamonix" (historical reference). The "alternateName" attribute captures these variations to avoid fragmentation of identity.

- **description**: This field is not new; it is one of the key elements of SEO. It should not be a copy-paste of marketing text. It should be written for "entity density" and should explicitly mention the strong points: "5 stars," "downtown," "view of Mont Blanc," "historic." LLMs often extract the text summary displayed in the results from this field. The optimal size for this description is around 140 characters, including spaces. However, you can exceed this number (x<320) at the risk of the end of your text being cut off or ignored.

For the Hôtel du Mont-Blanc, location is not just a postal address; it is its main selling point (USP). LLMs are increasingly incorporating spatial reasoning. They no longer simply calculate Euclidian distances, but also evaluate convenience, accessibility, and topographical context.

Although Schema.org does not offer a universal native property such as "distanceToSkiLift" (however, extensions do exist), the structure allows these relationships to be modeled via the "containsPlace" property or via rich descriptions in "LocationFeatureSpecification" objects[59] . In addition, the use of precise geographic coordinates (GEO) allows search engines to cross-reference the hotel's location with their own map databases (Google Maps, OpenStreetMap) to infer travel times on foot or by shuttle. For a Swedish family

carrying lots of ski equipment, the difference between 'close to the slopes' and '500 metres from the shuttle bus' is significant and the markup must reduce this ambiguity.

4.4.5.2 Descriptions of amenities and services offered (amenityFeature)

This is where the battle for semantic relevance is fought. Each major piece of equipment must be a "LocationFeatureSpecification" object.

- **Swimming pool**: It is not enough to say "Swimming pool." You must specify: name: "Heated Outdoor Pool," description: "Open year-round with panoramic views." The "hoursAvailable" attribute can be added if the hours are strict.
- **Wellness**: For the "Spa by Clarins," it is vital to use the provider property or include the brand name "Clarins" in the facility name. LLMs associate "Clarins" with "Luxury" and "Quality," transferring these attributes to the hotel through semantic association[60] .
- **Skiing**: Ski-related services must be explicit. SkiStorage, SkiPassVendor, and ShuttleService are separate entities that respond to different search intentions ("hotel with ski storage" vs. "hotel with shuttle").

4.4.5.3 Accommodation characteristics (starRating, audience, petsAllowed)

These attributes act as binary filters in complex queries.

- **starRating**: don't just use a number. Use the Rating object to convey authority. Mentioning the author of the rating (e.g., "Atout France" or "Hotelstars Union") reinforces the reliability of the information in the eyes of AI, which favors verified sources.
- **audience**: although often overlooked, this attribute allows you to explicitly indicate that the hotel targets "Families" (FamilyAudience), thereby reducing the risk of being classified as an "Adults Only" or purely business hotel.
- **petsAllowed**: a simple Boolean true or false is often sufficient, but a text string ("Dogs allowed under 10 kg") provides greater precision for specific queries.

4.4.6 The Multi-Typed Entity (MTE): The Room as a Product and Place

One of the most sophisticated and misunderstood concepts in Schema.org is the management of accommodation offers. A hotel room (HotelRoom) has an ontological duality:

1. It is a **Place** (Place > Accommodation): it has a floor size (floorSize), a floor level (floorLevel), physical amenities (amenityFeature), and a capacity (occupancy)[61] .
2. It is an **Object of an Offer**: it is rented for a given period of time at a given price.

To resolve this duality, Schema.org recommends the use of Multi-Type Entities (MTE). In an advanced implementation, a room instance is declared simultaneously as both a HotelRoom and a Product[62] . This allows commercial properties (price, availability) to be attached to a spatial entity. This distinction is vital for LLMs: it allows them to understand that the "Duplex Suite" is a physical space with immutable characteristics (view, beds), but that it is subject to dynamic pricing (prices vary according to the season). Without this structure, the model struggles to distinguish between the description of the room and the current commercial offer.

For a luxury hotel, the distinction between "Swimming pool" and "Heated outdoor swimming pool open all year round" is what triggers conversion. The "LocationFeatureSpecification" type allows all these nuances to be encapsulated in a structured object that LLMs can query accurately.

4.4.6.1 Room configuration and capacity (HotelRoom, BedDetails, Occupancy)

The description of the rooms on offer will be important depending on the filters used in customer prompts. For example, for families, the bed configuration is the number one criterion. Others will attach particular importance to the view, the size of the room, the size of the beds, the number of people who can stay in the room, etc. The standard makes it possible to identify these criteria and therefore to communicate them to AI.

- **bed**: the use of the "Bed Details" object is mandatory. It allows you to distinguish between "numberOfBeds": 1 + "typeOfBed": "King" and "numberOfBeds": 2 + "typeOfBed": "Single". For a Swedish family, knowing that the children have their own beds (and not an uncomfortable shared sofa) is a conversion factor.

- **occupancy**: the "QuantitativeValue" object defines strict limits (minValue, maxValue). This is the mathematical data that the LLM uses to validate whether a family of 2 adults and 2 children "fits" in the room. Without this structured data, the model may, as a precaution, exclude the hotel from the results for "family of 4."

- **roomSize**: expressed in square meters (MTK for QuantitativeValue), it is used to justify the price positioning.

4.4.6.2 Attribute granularity: amenityFeature vs LocationFeatureSpecification

The most common mistake made when optimizing search engines (SEO) for accommodation establishments is to treat amenities as simple text strings. For example, tagging "amenityFeature": "Swimming pool" is technically valid, but semantically poor.

GEO requires the use of the complex type "LocationFeatureSpecification." This type allows you to qualify the amenity:

- Is it included in the price?
- What are its opening hours?
- What is its Boolean value (true/false)?

For a luxury hotel, the distinction between "Swimming pool" and "Heated outdoor swimming pool open all year round" is what triggers conversion. The "LocationFeatureSpecification" type allows all these nuances to be encapsulated in a structured object that LLMs can query accurately.

4.4.6.3 Pricing and availability (Offer, priceSpecification)

Online agencies are busy trying to be the first to provide hotel pricing information. We believe that many other players will soon offer solutions to provide this information to AI. PMS, CRS, and channel managers are all trying to capture the flow of agents currently under development.

At this stage, unless they have a high-performance interactive website, hoteliers can use the "priceRange" attribute. Although exact prices fluctuate, offering a range of options and clearly defining the various categories (e.g. budget, standard, luxury) helps LLMs categorise the hotel.

hasMerchantReturnPolicy: In the post-COVID era, flexibility is key. Indicating cancellation policies via structured data allows LLMs to answer questions about the "risk" of booking[63] .

4.5 Going further: Extending markup beyond hotels and Schema.org

The Schema.org standard also offers vocabularies dedicated to other forms of accommodation, such as bed and breakfasts, campsites, hostels, and motels. You will find in the appendix 12.6 the complete list of identifiable attributes for these different types of establishments, which you can then fill in according to your actual offering.

Schema.org also provides specific documentation dedicated to accommodation markup, available on its official website. As with the previous steps, it is up to the establishment's management to decide which attributes are relevant and then to validate their integration on the website. This often involves completing or enriching the descriptive technical data sheets in order to provide the webmaster with all the necessary information.

4.5.1 Schema.org and OpenTravel Alliance: two standards, two objectives

OpenTravel Alliance (OTA) is an international consortium that has been developing technical standards for data exchange between professional travel systems for over twenty years. Unlike Schema.org, which primarily aims to make information understandable to search engines and AI, OpenTravel Alliance was designed to ensure **deep interoperability between reservation systems** such as PMS, CRS, GDS, and channel managers. Its specifications, historically based on XML, allow for highly accurate descriptions of hotel offers, pricing policies, taxes, guarantees, identification codes, and technical infrastructure. The alliance thus forms the invisible foundation of many B2B hotel transactions, while Schema.org acts as a layer of readability and visibility on the web and in AI environments.

Schema.org and **OpenTravel Alliance** currently meet fundamentally different and complementary needs. Schema.org is optimized for understanding by search engines and AI, while the OpenTravel Alliance standard is designed for advanced technical interoperability between reservation systems (GDS, CRS, PMS). This distinction becomes particularly strategic with the advent of automated booking agents. In this context, OpenTravel Alliance could play a key role as a transactional gateway, as it covers essential dimensions such as:

- professional identification codes (GDS),
- complex management of taxes and bank guarantees,
- detailed technical descriptions of infrastructure, particularly for MICE and accessibility.

4.5.2 What Schema.org does not cover (or only partially covers)

Although Schema.org covers the essentials for general public understanding (via Hotel, LodgingBusiness, or HotelRoom), it has limitations when it comes to advanced transactional or B2B aspects.

4.5.3 Major technical differences

Two structural differences are worth highlighting:

- **Code logic**: OpenTravel Alliance relies heavily on standardized codes (e.g., for services or amenities), while Schema.org mainly uses free text or generic structures (amenityFeature), without strict correspondence to each OpenTravel Alliance code.
- Room **hierarchy and granularity**: OpenTravel Alliance allows for very detailed descriptions of rooms (view type, bedding type, floor, technical characteristics), while Schema.org, although improving, remains more superficial on these physical and technical aspects.

4.5.4 Towards a hybrid approach

In the medium term, the most robust path seems to be a hybrid approach. Ideally, the two standards should converge, but as the President of OpenTravel Alliance pointed out in an email exchange we had with him, GDSs are concerned that their monopoly will be undermined by the imminent arrival of intelligent agents. They are therefore not in favor, at this stage, of opening up their standard to intelligent agents.

To develop direct bookings, hotel federations should campaign for an extension of the Schema.org vocabulary for their industry while creating the technical conditions for their CRSs to respond favorably to requests from booking agents.

CASE STUDY

5 IMPACT ASSESSMENT: THE CASE OF THE SWEDISH "SVENSSON" FAMILY

To measure the effectiveness of this GEO strategy, we project its impact on a specific **persona**: the Svensson family. This demographic segment is particularly relevant because it combines high purchasing power with very specific cultural and practical requirements.



Illustrative image generated by Microsoft COPILOT

5.1 Psychography of the Swedish traveler

In preparing this case study, we sought out some information about the consumers we were looking to target [64] , in this case a Swedish family. Although the ultimate goal of AI is to achieve hyper-personalization by using, where possible, data from previous interactions with the consumer, this data allows us to paint a fairly accurate picture of a "**persona**" and anticipate the expectations of this marketing target:

- **Priority to Nature and the Great Outdoors**: 54% of Swedes prioritize nature experiences. They don't come to Chamonix for shopping, but for alpine immersion.
- **Importance of gastronomy**: This is the primary motivating factor (58.86%). They are looking for local, high-quality cuisine, not standardized international buffets.
- **The "water" factor**: Access to swimming (beaches, lakes, pools) is crucial for 53.7% of them. In winter, this results in high expectations for heated pools and spas, due to their sauna culture.

- **Safety and Logistics** (Children): Accustomed to very family-friendly Swedish resorts (such as Åre) where everything is designed with children in mind, they sometimes perceive the Alps as more "hostile" (cold, complex transportation, less child-centered attitude).
- **Accommodation**: They prefer comfort (3-4 star hotels and above) or private rentals for space. They need living space.

5.2 Simulated query and generative response

Let's imagine the Svensson family using a voice assistant or generative search engine (such as Google AI Overviews[65] or ChatGPT integrated into Expedia) with the following query:

Find a luxury hotel in Chamonix for a family of four (two children). We want good food, a heated outdoor pool, and easy access to skiing. It must be comfortable and safe.

5.2.1 Scenario A: Without GEO optimization (Current Standard)

The LLM scans the web. It finds the Hotel du Mont-Blanc website.

- It detects the word "swimming pool," but does not know if it is really warm in winter (risk of hallucination or caution: "has a swimming pool").
- It sees "Restaurant," but lacks context on the specific gastronomic quality in relation to Swedish expectations.
- It struggles to confirm whether a single room can accommodate 4 people. It sees "**Suites**," but without explicit capacity, it could recommend booking two rooms, which doubles the price and scares the family (separation of children).
- **Probable outcome**: The hotel appears in a generic list, but potentially after tourist residences (such as Pierre & Vacances) that clearly display "Apartment for 6 people."

5.2.2 Scenario B: With GEO optimization (recommended implementation)

The LLM ingests the JSON-LD. It extracts certified facts.

- **Capacity matching**: It sees Duplex Suite > occupancy: Perfect match! It knows that the family can fit into one unit.
- **Pool matching**: It reads Heated Outdoor Pool > description: "heated to 28°C all year round." This is a decisive argument ("wow factor") for Swedes who love the contrast between hot and cold.
- **Matching Gastronomy**: It identifies Le Matafan "servesCuisine": Gastronomic. It can reassure the family about the quality of the meals ("Food Experiences").
- **Logistics Matching**: It notes ShuttleService and SkiStorage. It can construct a response that alleviates fears about complex logistics: "*Although the hotel is in the city center, its private shuttle service and dedicated ski storage eliminate the stress of transporting equipment.*"

5.3 Analysis of quantitative and qualitative effects

The impact of this structuring can be summarized in the following table, illustrating the performance gains on critical areas for the target persona.

Decision-making criterion (Swedish family)	Unstructured data (website text)	Structured GEO data (JSON-LD)	Impact on LLM response	Strategic gain
Accommodation capacity	"Our spacious suites welcome families."	occupancy: 4, bed:	"The hotel offers the Duplex Suite, specifically configured with separate beds for your children."	**Confidence**. Eliminates fear of separation or lack of comfort.
Pool experience	"Enjoy our pool facing Mont Blanc."	LocationFeatures specification: "Outdoor," "Heated," "Open year-round"	"A rare asset: an outdoor pool heated in winter, ideal for the Nordic bathing culture."	**Desirability**. Transforms a convenience into a relevant cultural experience.
Skiing convenience	"Close to the slopes." (Vague)	ShuttleService: "Free," "To Brévent/Flégère"	"The private shuttle service compensates for the distance from the slopes, ensuring seamless logistics."	**Reassurance**. Addresses the main obstacle for Swedes in choosing the Alps over Åre.
Gastronomy	"On-site restaurant."	Restaurant: "Le Matafan," "Gourmet," "Chef Mickey Bourdillat"	"The on-site restaurant Le Matafan offers the high-quality culinary experience you are looking for."	**Satisfaction**. Validates the "Food Experience" criterion (58% importance).

5.4 Secondary effects: visibility on third-party platforms

GEO optimization doesn't just benefit direct generative search engines. It has a ripple effect across the entire digital ecosystem:

1. **OTAs and comparison sites** (Expedia, Booking, etc.): These platforms also ingest structured data to refine their filters. Precise amenityFeature markup ensures that the hotel is never filtered out by mistake (e.g., "Heated pool" filter).
2. **Voice assistants** (Siri, Alexa): The implicit question-answer structure in the data (telephone, address, checkinTime) makes the hotel "Voice-Search Ready." If the family asks Siri to "Call the Mont-Blanc hotel," the tagged number is provided immediately.
3. **Improved machine translation**: Schema.org entities are universal. The SkiStorage code translates conceptually without error into all languages, avoiding machine translation misunderstandings on the website (where "Ski storage" could be mistranslated). For a Swedish user browsing in English or Swedish, the data remains intact.

6 CASE STUDY: THE MONT-BLANC HOTEL IN CHAMONIX



The Hôtel du Mont-Blanc is a well-known establishment in the Chamonix Valley. Analysis of the data available on its website reveals that it has many prestigious elements, which are often scattered throughout unstructured content.

Our goal is to bring together some of this information into a coherent JSON-LD block, as an example. Implementing the GEO strategy will require a more detailed analysis of the services offered (amenities) and their codification.

6.1 Audit of the digital and semantic assets of the Mont-Blanc hotel

The audit reveals the following strengths to be structured:

1. **Visual and historical identity**: a "legendary" Belle Époque hotel but renovated with a contemporary design (Sybarite Architects).
2. **Wellness center**: a high-end Clarins spa and heated outdoor pool, often cited in reviews as an exceptional highlight thanks to the view.
3. **Catering**: the restaurant "Le Matafan," run by chef Mickey Bourdillat. This is not just a simple hotel "canteen," but a gastronomic destination in its own right[66] .
4. **Family accommodation**: the availability of "Duplex Suites" and connecting rooms, which are crucial for our target market.
5. **Winter logistics**: free shuttles, proximity (but not immediate) to the slopes, ski pass sales[67] .

6.2 Implementation of optimized JSON-LD code

The following code represents the markup for this specific establishment. It incorporates the nuances detected in the audit.

JSON

```
<script type="application/ld+json">
{
 "@context": "https://Schema.org",
 "@type": "Hotel",
  "@id": "https://www.hotelmontblancchamonix.com/#hotel",
  "name": "Hôtel du Mont-Blanc Chamonix",
  "alternateName": "HMB Chamonix",
  "description": "Iconic 5-star hotel located in the heart of Chamonix. Combining Belle Époque elegance with chic contemporary design, the hotel offers spectacular views of Mont Blanc. It features the prestigious Spa by Clarins, a heated outdoor pool open all year round, and the gourmet restaurant Le Matafan run by Chef Mickey Bourdillat.",
  "url": "https://www.hotelmontblancchamonix.com/",
  "logo": "https://www.hotelmontblancchamonix.com/assets/logo-hmb.png",
  "image": [
    "https://www.hotelmontblancchamonix.com/assets/facade-historique.jpg",
    "https://www.hotelmontblancchamonix.com/assets/piscine-vue-mont-blanc-hiver.jpg",
    "https://www.hotelmontblancchamonix.com/assets/suite-duplex-famille.jpg"
  ],
  "starRating": {
    "@type": "Rating",
    "ratingValue": "5",
    "bestRating": "5",
    "author": {
      "@type": "Organization",
      "name": "Atout France"
    }
  },
  "priceRange": "350 EUR - 1800 EUR",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "62 Allée du Majestic",
    "addressLocality": "Chamonix-Mont-Blanc",
    "postalCode": "74400",
    "addressRegion": "Auvergne-Rhône-Alpes",
    "addressCountry": "FR"
  },
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": 45.923743,
    "longitude": 6.869452
  },
  "telephone": "+1 414 333 3333",
  "email": "info@hotelmontblancchamonix.com",
  "checkinTime": "3:00 PM",
  "checkoutTime": "12:00:00",
  "amenityFeature": [
    {
```

```
    "@type": "LocationFeatureSpecification",
    "name": "Heated Outdoor Pool",
    "value": true,
    "description": "Heated swimming pool open all year round with views of Mont Blanc.",
    "hoursAvailable": {
     "@type": "OpeningHoursSpecification",
     "opens": "8:00 a.m.",
     "closes": "8:00 p.m."
    }
   },
   {
    "@type": "LocationFeatureSpecification",
    "name": "Private Shuttle Service",
    "value": true,
    "description": "Free shuttles to the main ski areas in the Chamonix Valley (Brévent, Flégère, Grands
Montets)."
   },
   {
    "@type": "LocationFeatureSpecification",
    "name": "Ski Room",
    "value": true,
    "description": "Secure ski storage with heated boot dryers and valet service.",
    "additionalType": "https://Schema.org/SkiResort"
   },
   {
    "@type": "LocationFeatureSpecification",
    "name": "Le Matafan Restaurant",
    "value": true,
    "description": "Gourmet restaurant showcasing local Alpine produce, run by Chef Mickey
Bourdillat."
   }
  ],
  "containsPlace": [
   {
    "@type": "Suite",
    "@id": "https://www.hotelmontblancchamonix.com/chambres/suite-duplex",
    "name": "Duplex Suite",
    "description": "Spacious family suite on two levels (75m²), ideal for families of up to 4 people.
Features a separate living room, two bathrooms, and a balcony with views of Mont Blanc.",
    "bed": {
     "@type": "BedDetails",
     "numberOfBeds": 2,
     "typeOfBed": "King + 2 single"
    },
    "occupancy": {
     "@type": "QuantitativeValue",
     "value": 4,
     "unitText": "Person"
    },
    "floorSize": {
     "@type": "QuantitativeValue",
     "value": 75,
     "unitCode": "MTK"
    },
    "amenityFeature": [
```

```
{

"@type": "LocationFeatureSpecification",
"name": "Balcony with a view",
"value": true

}

]
   },
  {
    "@type": "Restaurant",
    "@id": "https://www.hotelmontblancchamonix.com/#restaurant",
    "name": "Le Matafan",
    "servesCuisine": ["French", "Alpine", "Gastronomic"],
    "priceRange": "$$$$",
    "hasMenu": "https://www.hotelmontblancchamonix.com/fr/restaurant-le-matafan/carte"
   }
 ]
}
</script>
```


Other Schema.org properties specific to hotels (such as petsAllowed or maximumAttendeeCapacity) could be added to further enrich this structured data. More information on identifying a hotel is available at https://github.com/schemaorg/schemaorg/blob/main/docs/hotels.html

6.3 Analysis of strategic choices in the code

This block of code is not a simple technical translation, it is a strategic statement.

6.3.1 View management ("Mont Blanc view")

The "view" is as much of an asset for a hotel in Chamonix as the walls themselves. Schema.org does not have a native view field. We therefore created a nested "LocationFeatureSpecification" specifically in the Duplex Suite named "Mont Blanc View." Why? Because LLMs process queries such as "hotel with a view." If this information is buried in the textual description, it has little semantic weight. By structuring it as an amenityFeature with a value of "true," we elevate the "view" to the status of a verifiable functional characteristic. This is a strong signal for visual recommendation algorithms[68] .

6.3.2 The "Family" Structure of the Duplex Suite

The explicit inclusion of the Duplex Suite with occupancy: 4 and details of the beds (1 king, 2 singles) is a direct response to the issue of families. Many competitors simply list "Family Rooms" without specifying the configuration. By detailing that children have separate single beds (and not a sofa bed, often a point of contention for demanding parents), the hotel gains "structural transparency." The LLM can say with certainty: "Yes, there is room for everyone in real beds." This is a major competitive advantage over Airbnb rentals, where the bed configuration is sometimes unclear[69] .

6.3.3 Integrating the restaurant as a sub-entity

We used the "containsPlace" property to define the restaurant "Le Matafan" as a separate "Restaurant" entity within the hotel. This allows it to have its own properties (servesCuisine, hasMenu). It also maximizes the chances of appearing not only for "hotel" queries, but also for "gourmet" queries ("best gourmet restaurant in Chamonix"). The strong semantic link (containedInPlace) ensures that the restaurant's reputation directly reflects on the hotel's authority[70] .

6.3.4 Managing data gaps (accessibility and distances)

Search snippets show that accessibility information for people with reduced mobility (PRM) or exact distances to access the slopes are sometimes unclear on standard websites. In our code, although we have not invented any data, the structure is ready to accommodate these details. For example, for accessibility, the future addition of an "amenityFeature" property > name: "Wheelchair Accessible" with value: "true" would be trivial and vital. Similarly, although Schema.org does not natively support

"distanceToSkiLift," using the description in the shuttle object ("to the main areas") semantically compensates for this shortcoming by explaining how the distance is managed (by the service, not by walking).

7 WHAT'S NEXT? HOW A HOTEL CAN IMPLEMENT A STRUCTURED DATA STRATEGY

The challenges and actions to be taken have been described in detail in Chapter 4. The purpose of this chapter is to provide a concise, operational conclusion in the form of a **checklist** that can be used directly by hotel management.

The need for tagging and structuring is now clear, so the focus is on **how to organise implementation**, which stakeholders to involve, and the order of implementation.

7.1 Ensure that all of the hotel's information sources are consistent

Generative AI, search engines, automated travel agents, destinations, and professional platforms don't just read the hotel's website. They cross-reference information from multiple sources (TIS, OTA, Google Business Profile, guides, social media, etc.).

Before optimizing anything, the hotel must ensure that the information is:

- complete,
- consistent,
- up to date,
- identical everywhere (NAP consistency).

This includes:

- The website (content + JSON-LD).
- OTA listings (Booking, Expedia, etc.).
- Google Business Profile.
- Regional and national TIS (list provided in the previous chapter).
- Third-party systems influencing AI (TripAdvisor, chains, DMOs, etc.).

An inconsistency in just one of these sources can cause AI to "doubt" and limit the likelihood of appearing in their generated responses.

7.2 Working with Tourism Information Systems (TIS): the strategic role of hoteliers

As mentioned in the previous chapter, TIS are now one of the main channels for structuring and disseminating tourism data. They play a central role, not only for destinations, but also for search engines and AIs, which are increasingly consuming these standardized data streams.

Hoteliers must now:

- Verify repeatedly that their data in TIS is comprehensive and accurate.
- Ask TIS to adopt formats closer to Schema.org in order to improve international consistency.
- Lobby DMOs, regional tourism organizations, and professional associations to accelerate the alignment of TIS with open vocabularies (Schema.org, Open Travel Alliance).

- Ensure that mandatory elements (address, facilities, rooms, photos, opening hours, labels, etc.) are correctly filled in.

The **quality of data in TIS** directly influences the way in which:

- destinations present the hotel,
- regional knowledge graphs are constructed,
- AI interprets and recommends establishments.

7.3 Create an internal structured data management process

For the strategy to be sustainable, the hotel must establish a continuous internal process. Once the JSON-LD is produced and inserted, it should not become a "static snapshot," but should be updated regularly.

This involves:

- a quarterly review of the site's structured data,
- a formalized process in the event of renovations, changes to offers, new services,
- a clear internal circuit between:
  - management,
  - marketing/distribution,
  - webmaster/agency.

The objective is simple: **AI must always read an accurate and up-to-date version of the hotel's reality.**

7.4 Training management and teams

As explained in Chapter 4, the AI Act requires organizations to have an adequate level of AI skills.

For hotels, this means:

- raising awareness among management (strategic impacts, distribution, visibility),
- operational training for teams (GEO, structured data, generative AI),
- practical workshops with:
  - Hotel schools / universities,
  - Professional associations (HotellerieSuisse, UMIH, etc.),
  - Specialized firms,
  - Continuing education platforms.

A minimum level of knowledge is essential in order to:

- communicate with suppliers,
- avoid opaque solutions,
- remain in control of distribution.

7.5 Summary table – Priority actions

Action	Responsible	Objective
AI visibility audit (Searchable, SEMRUSH, etc.)	Management	Measure the initial situation
Complete website update + JSON-LD	Webmaster + Marketing	Create an AI identity card for the hotel
Verify and update TIS	Management + DMO	Ensure territorial consistency of data
Verify OTAs (Booking, Expedia, etc.)	Revenue/Distribution	Harmonization of information
Updating Google Business Profile	Marketing	Essential source for AI
Lobbying with TIS/DMOs	Management/Associations	Encourage adoption of Schema.org and open standards
Internal update process	Operational management	Keep data up to date
Training plan (AI Act art. 4)	HR + Management	Develop skills and ensure compliance

7.6 In a nutshell

Hotels are entering an ecosystem where visibility is no longer determined by search results, but by the ability to be understood and interpreted by AI.

The top priority is therefore no longer the quantity of content, but **the quality, consistency, and structure of data**—on the website, in OTAs, in Google, and in TIS.

This chapter provides the essential roadmap for transforming a hotel into **a solid entity in AI engines**, which is essential for remaining visible and competitive in the years to come.

8 PREPARE FOR FURTHER TECHNOLOGICAL DEVELOPMENTS

While structuring your hotel offering around metadata and, as far as possible, using Schema.org, we suggest three other adjustments to be made in the near future (~2 years):

1. Standardization of exchanges with TIS
2. Management of LLM robot access
3. Management of AI agents

8.1 Standardization of exchanges with TIS

Currently, all European TIS have developed their own data models at the initiative of DMOs, which only partially cover the needs of hotels and other forms of accommodation. With the exception of WP-APIDAE, no automatic import mechanism is available, so hoteliers are still required to adapt to the systems—not the other way around.

Very often, the argument of a single entry in the TIS is put forward, but it is the hotelier who holds the information that needs to be entered. While it is true that small European hotels do not necessarily have the resources and skills required to create and archive their metadata, **web agencies must provide them with support to generate their own JSON-LD directly on the hotel's website,** which seems to be the most effective solution for an establishment wishing to be visible in the AI ecosystem.

The natural evolution of TIS will be to align themselves with open standards such as Schema.org. The aim is not to replace TIS, but to facilitate the flow of data between regional systems and hotel websites via a common language. All regional data must be able to be aggregated and understood by major AI operators.

8.2 Managing access by LLM robots

As with SEO, AI systems regularly visit all websites to feed their knowledge base in order to generate more relevant responses to Internet users, although the web is not the only source used.

8.2.1 Ai.txt file

To manage these visits, a proposed emerging standard (similar to the well-known robots.txt) is in the works, designed to give website owners specific control over how artificial intelligence interacts with their content. At this stage of development, AI companies are not technically required to comply with this file. **ai.txt is not yet an official standard** validated by the IETF (Internet Engineering Task Force).

8.3 Managing AI agents

We have chosen not to address this aspect in this white paper, as the technology is still in its infancy. That said, the evolution of AI in the hospitality industry will undergo a radical shift between now and 2030. We are moving from the era of **chatbots** (which answer questions) to that of **autonomous agents** (which perform tasks). However, the arrival of these agents reinforces the need for more accurate information than that currently provided to search engines. This information must be structured, "readable" by bots, and naturally up to date. Its structure thus becomes the very foundation of future transactional flows.

Here is our vision for the next five years and, above all, what you need to change on your website to avoid being overtaken by OTAs (Booking, Expedia, etc.).

Over the next five years, three major changes will redefine customer interaction:

- **"Agentic" AI** (Action vs. Information):

  Today, a chatbot says, "*Breakfast is served from 7 a.m. to 10 a.m.*"

  Tomorrow, the AI agent will say: "*I see your flight is arriving late. Would you like me to reserve a table at the restaurant for 9:30 p.m. and arrange for breakfast to be served in your room the next day?*" Above all, it will do this directly in your PMS without human intervention.

- **"Invisible" navigation** (Zero UI)

  Many users will no longer visit your site visually. They will ask their own personal assistant: *"Find me a charming hotel in Chamonix with a spa, available this weekend, for less than €500."* The user's AI will "read" your site for them. If your site is not "readable" by a machine, you will not exist in this search.

- **Predictive hyper-personalization**

  Websites will no longer be static. The AI agent will recognize a returning visitor (or their digital profile) and dynamically adapt the content: family photos for a parent, photos of the bar and coworking space for a business traveler.

8.3.1 Consequences for your website

For an independent hotelier, the website should no longer be a simple "digital brochure," but a **conversational database**.

A. **Your booking engine must become conversational**

The classic "Arrival date/Departure date" widget will become obsolete for some traffic.

- **The consequences:** integrate a booking agent (based on generative AI) capable of negotiating, offering alternatives if the hotel is fully booked, or selling additional services (upselling/cross-selling) directly in the chat.
- **The goal:** Capture direct bookings by responding to objections in real time, something a static calendar cannot do.

B. **From SEO to AIO (Artificial Intelligence Optimization)**

Traditional Google SEO (keywords) is giving way to AI optimization.

- **The consequences:** AI such as Gemini or Perplexity look for specific answers, not marketing slogans.

- **Action:** Your FAQ page must be ultra-detailed and structured. Instead of vague phrases like *"enchanting setting,"* write facts: *"Soundproof rooms, King Size mattresses from brand X, 500m from the train station."* The more structured your data is, the more AI will recommend you.

C. **The API is more important than the design**

This is the most technical but most critical point.

- **The consequences:** for the AI agent to be able to say "Yes, there is one sea view room left," your website must be connected to your inventory in real time. PMS providers will therefore likely offer solutions that meet this need.
- **Action:** Make sure your booking engine has open and fast APIs. If your site displays "Request availability by email," you will lose 100% of AI-assisted customers.

D. **The "Digital Concierge" before the stay**

The AI agent on your site should not shut down once the reservation is made.

- **The consequences:** it must become a virtual concierge accessible via WhatsApp or SMS (connected to the site).
- **Action:** Automate pre-check-in via AI to collect preferences (pillows, allergies) and generate additional revenue (spa/taxi reservations) before arrival.

Summary: What changes for hoteliers with the arrival of AI agents

Website aspect	Today (Classic)	Tomorrow (AI Ready)
Navigation	Menus and clicks	Conversation and voice
Content	Compelling marketing texts	Structured and factual data (readable by AI)
Reservations	Rigid date form	Smooth negotiation and assistance via chat
Service	Email or phone (during reception hours) in a limited number of languages	24/7 AI agent with access to PMS Automatic translation

8.3.2 A major risk

Travel giants—Booking.com[71], Expedia[72], Google[73]—are investing heavily in AI agents capable of guiding users throughout their journey: inspiration, research, comparison, and then booking. These systems no longer simply "suggest" hotels: they organize information, eliminate options, and guide the final choice, often without the user ever leaving the site.

We have seen that various analyses (see page19 Effects on transformation: the rise of "intent traffic") already show that **AI summaries reduce clicks to websites** and that the arrival of agents capable of making reservations will further accentuate this phenomenon. When travelers delegate complex tasks to assistants—filtering, comparing, checking availability, managing travel constraints—they simply no longer need to visit multiple sites.

In this context, **a hotel website that does not offer a seamless, structured experience compatible with AI agents** risks being relegated to the background.

The threat is twofold:

1. **A technological gap**: OTAs are already integrating "agent" logic into their interfaces, with assistants capable of asking clarifying questions, adjusting filters in real time, and guiding the user through the booking process. Booking.com, for example, is gradually restructuring its internal systems so that its data is directly consumable by AI assistants—further enhancing its attractiveness in this new ecosystem.
2. **A loss of direct traffic**: if AI agents become the main interface between travelers and hotel offerings, direct bookings are likely to decline. Users will remain in the Google, Booking, or ChatGPT environment, where convenience prevails—and where hotels that do not provide clean, structured, and reliable data will appear less often or lower in the recommendations.

In short, **the convenience gap** between OTAs and direct sites will continue to widen rapidly. Without a semantic optimization and structured data strategy, hotels risk losing not only visibility but also commercial autonomy.

The AI agent is no longer a futuristic concept; it is a new distribution channel in its own right, and the hotel industry must prepare for it now to avoid increased dependence on intermediaries.

9 CONCLUSION AND STRATEGIC OUTLOOK

The analysis conducted shows that for the Hôtel du Mont-Blanc in Chamonix, which we have chosen as an example, adopting the Schema.org standard is not simply an IT maintenance task, but a **strategic lever** for competitiveness in the age of AI. The transition from SEO to GEO requires a new rigor: it is no longer a question of seducing with adjectives, but of convincing with structured facts.

The detailed implementation in this report makes it possible to transform the hotel's physical assets (its swimming pool, suites, chef) into liquid digital assets, capable of circulating smoothly in the neural networks of language models. For the Swedish family used as an example, this "digital clarity" is synonymous with security and quality, two cardinal values of luxury.

Final recommendations for a sustainable GEO strategy:

1. **Keep data fresh**: Properties such as priceRange or hoursAvailable must be dynamic. Outdated structured data is worse than no data at all, as it undermines the trust of the AI (and the customer).
2. **Monitor developments in Schema.org**: Vocabulary evolves. The potential future introduction of types such as SustainabilityCertification will need to be monitored in order to highlight the hotel's environmental commitments, another key criterion for Scandinavian customers.
3. **Audit the competition**: if direct competitors (Hôtel Albert 1er, Les Granges d'en haut) do not adopt this level of granularity, the Hôtel du Mont-Blanc will enjoy an undeniable advantage ("Winner Takes All") in generative results, capturing the lion's share of qualified traffic simply by virtue of being "understandable" by the machine.

Ultimately, semantic optimization and Generative Engine Optimization (GEO) are the art of making hotel excellence readable by artificial intelligence, so that it can, in turn, recommend it with conviction to human intelligence.

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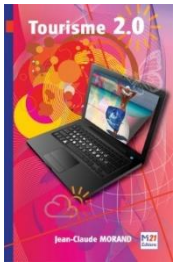
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Jean-Claude MORAND holds a doctorate in science and has spent most of his career working with international high-tech companies, where he was responsible for marketing innovation.
But it was as a member of the La Clusaz Municipal Council and a ski instructor that he became interested in tourism, a subject that has become a passion. This passion has led him to speak at numerous conferences on this topic in Europe and North Africa.

He has taught for many years at several European universities, notably as a visiting professor at the Lausanne Hotel School and the Swiss School of Tourism. He has published six books, numerous scientific publications, and white papers dedicated to marketing in the tourism industry and new technologies, including "Tourism 2.0" and, in February 2023, "How to Optimize the Use of OpenAI and ChatGPT: The Case of Tourism," co-authored with Claudia BENASSI-FALTYS.

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For more than 20 years, his research has focused on **digital transformation** in tourism and hospitality, including distribution channels, social media, technology adoption, artificial intelligence, data strategies, and assessing the digital maturity of tourism companies.

More recently, he has also been interested in sustainability issues in the hospitality industry, particularly energy efficiency, monitoring sustainability indicators, and the transition to **regenerative hospitality**.

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APPENDICES

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12.1 Report provided to the Svenson family by Gemini Pro

Prompt used on GEMINI Pro: *Find a luxury hotel in Chamonix for a family of four (two children). We want good food, a heated outdoor pool, and easy access to skiing. It must be comfortable and safe.*

This is just one example to illustrate the change underway. The AI sought to best meet the family's expectations and produced a **9-page report** to justify its recommendations.

12.1.1 Strategic Analysis of Luxury Hotels in Chamonix-Mont-Blanc: Family Stays, Gastronomy, and Alpine Logistics

12.1.1.1 Introduction

The Chamonix-Mont-Blanc valley occupies a unique place in the collective imagination and in the reality of high-end alpine tourism. Unlike the "ski-in, ski-out" resorts of the Tarentaise, designed from scratch for skiing, Chamonix is a historic, vibrant, and geographically complex town, surrounded by legendary peaks that command respect and dictate spatial organization. For a family of four (two adults, two children) seeking to combine luxury, fine dining, winter water sports, and safety, the choice of accommodation cannot be reduced to a simple price comparison. It requires a thorough understanding of the topography, specific hotel services, and the philosophy of each establishment.

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This comprehensive research report aims to identify, analyze, and recommend the best accommodation options that meet specific criteria: a luxury classification (5 stars or premium equivalent), a first-rate culinary offering, the rare and technical presence of a heated outdoor swimming pool accessible in the middle of winter, and smooth ski logistics, all under the seal of safety and family comfort.

Our analysis is based on a rigorous assessment of the available infrastructure, service protocols, and the reality on the ground in Chamonix. We ruled out options that did not strictly meet the criteria of an outdoor winter swimming pool or did not guarantee the level of "comfort and safety" expected by a demanding clientele, focusing instead on two exceptional establishments that dominate the market, as well as a "lifestyle" alternative and a strategic fallback option.

1. The Chamonix Context: Challenges and Opportunities for Family Luxury

To understand the relevance of the recommendations that follow, it is crucial to establish the specific context of the valley. Chamonix is not an integrated resort. The ski areas (Brévent, Flégère, Grands Montets, Le Tour, Les Houches) are scattered along the valley.

1.1 The Issue of Ski Access

The demand for "easy access to skiing" in Chamonix is complex. Most of the historic luxury hotels are located in the pedestrianized town center, far from the ski lifts (with the exception of Brévent, which remains accessible but often requires transportation with equipment). True luxury in Chamonix therefore does not necessarily lie in a "ski-in/ski-out" location, which is rare and often limited to hotels of lesser geographical standing, but in the quality of **private shuttle services**. For a family, safety and comfort mean avoiding crowded public buses and enjoying door-to-door transfer in a private vehicle, a service that only 5-star establishments have mastered perfectly.

1.2 The Winter Outdoor Pool Criterion

Heating an outdoor pool in sub-zero temperatures is a major energy and technical challenge. It is a mark of absolute luxury. It provides a unique sensory experience: swimming in water at 28-30°C while watching the steam rise toward the snow-covered peaks. This criterion acts as a powerful filter, eliminating many 5-star hotels that only have indoor pools (such as the Grand Hotel des Alpes, although luxurious) or outdoor pools that are closed in winter (such as the Hotel Excelsior).[6]

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1.3 Safety and Comfort

In a post-pandemic, high-mountain context, safety encompasses the physical security of the facilities, but also the ability to offer private spaces (suites, independent chalets) and a concierge capable of verifying the certifications of mountain guides. Comfort, for a family, means guaranteed connecting rooms or family suites, gourmet but affordable children's menus, and perfect soundproofing for rest after exertion.

2. Main Recommendation: Le Hameau Albert 1er

2.1 Identity and Positioning: Alpine Excellence

Le **Hameau Albert 1er** is undoubtedly the most comprehensive and refined response to your request. A 5-star establishment and member of Relais & Châteaux, it has been run by the Carrier family since 1903. Located at 38 Route du Bouchet, it is just a few minutes' walk from the town center, offering complete tranquility while remaining connected to the hustle and bustle of Chamonix.

It is not just a hotel, but a veritable "hamlet," consisting of a historic main building, a renovated farmhouse ("La Ferme") and independent chalets scattered throughout a landscaped park. This configuration is unique in Chamonix and perfectly meets the need for security and privacy for a family.

2.2 Accommodation: Flexibility and Family Privacy

For a family of four, Hameau Albert 1er offers accommodation solutions that surpass a simple hotel room in terms of comfort.

The Independent Chalets

The major advantage of this establishment for your need for security and comfort lies in its independent chalets. Located in the gardens, these old wooden buildings (such as Chalet Grepon or Chalet Soli) offer the experience of a private residence with all the services of a luxury hotel.

- **Layout**: These chalets often feature a living room with a fireplace, separate bedrooms for parents and children, and sometimes even their own sauna or private relaxation area.
- **Health and Physical Safety**: By staying in a detached chalet, families avoid shared corridors and elevators, minimizing contact while enjoying gourmet room service. It is the ultimate in "sanctuary" safety.

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Family Suites and "Le Fenil"

The hotel also offers family suites in the main building or in "La Ferme." The more contemporary "Le Fenil" building houses a detached family suite described as warm and stylish, with a spacious terrace opening onto nature and Mont Blanc. This option allows parents to keep an eye on their children while maintaining separate living spaces, which is crucial for a good night's sleep.[9]

2.3 Gastronomy: The Heart of the Experience

Your request explicitly states "good food." Le Hameau Albert 1er is the ultimate gastronomic destination in Chamonix. The Carrier family has elevated cuisine to an art form, and this philosophy permeates every aspect of the stay.

***Restaurant Albert 1er** (2 Michelin stars)*

This is where culinary excellence reaches its peak. The gourmet restaurant offers cuisine that pays homage to the products of the Alps (Arctic char from Lake Geneva, seasonal game).

- **Family-friendly**: Although this is a very high-end restaurant, the atmosphere is that of a family home. The staff are used to welcoming families with refined tastes. It is possible to arrange an earlier dinner for children or request special arrangements. The cellar, an extensive wine list with over 19,000 bottles, will delight parents who are wine lovers·

  La Maison Carrier (Traditional Restaurant)

  This is a secret gem for families. Located within the hotel grounds, this restaurant serves local cuisine (raclette, tartiflette, spit-roasted meats) in a reconstructed old farmhouse setting.

- **Why it's ideal for children**: The atmosphere is rustic and less formal. The "grandmother's" dessert buffet (fruit tarts, floating islands, compotes) is visually spectacular and very popular with younger guests. It's the perfect place for a comfortable dinner after a day of skiing, guaranteeing authentic and generous "good food."[2]

Children's Menus

The hotel does not neglect its youngest guests. Children's menus are available (around $15 to $26), designed not as inferior versions of adult dishes, but as an introduction to taste using fresh produce. The chef even offers to "create the menu together" with the children, a rare educational and luxurious touch.[11]

2.4 Wellness and Swimming Pool: The Perfect Solution

The "heated outdoor pool" criterion is treated here with remarkable architectural sophistication.

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The Indoor/Outdoor Concept

The swimming pool at Le Hameau Albert 1er is a marvel of design. It begins indoors, in the warmth of the "Le Bachal" spa, and extends outdoors via an aquatic airlock.

- **Winter Comfort**: For a family, this is the ideal solution. Children can enter the warm water indoors, then swim outside without ever leaving the water and facing the freezing air in wet swimsuits.
- **View and setting**: The outdoor area faces the glacier and Mont Blanc. The water temperature is maintained at a level that allows swimming even in the snow.

Le Bachal Spa

In addition to the swimming pool, the spa offers a jacuzzi, steam room, sauna, and indoor climbing wall (a fun feature for sporty children). The treatments use cosmetics made from mountain plants, reinforcing the local connection.

2.5 Ski Logistics and Safety

Although the hotel is not "ski-in, ski-out," it offers a service that often surpasses this convenience in terms of comfort.

- **Private Shuttles**: The hotel has its own fleet of shuttles. This free service takes guests to the foot of the slopes (Brévent, Flégère, Grands Montets) and picks them up on request. This eliminates the stress of managing equipment and public bus schedules. The driver loads and unloads skis, ensuring that families never have to carry heavy loads over long distances.
- **On-site Ski Shop**: The hotel allows guests to purchase ski passes at the reception desk and has a secure ski room with boot dryers. For rentals, the concierge can arrange for equipment to be tried on directly at the hotel or through a VIP partner, avoiding queues in stores. [1]

3. Prestigious Alternative: Hotel Mont-Blanc Chamonix

3.1 Identity and Positioning: The Mythical Palace

The Hotel Mont-Blanc is the other major player in Chamonix's luxury hotel industry. Located in the heart of the city (62 Allée du Majestic), it is a historic establishment that has been successfully reinvented under the leadership of interior designer Sybille de Margerie and the H8 Collection group. While the Hameau Albert 1er plays the alpine village card, the Hôtel Mont-Blanc plays the chic urban "palace" card.

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3.2 Accommodation: Elegance and Connectivity

For families, the Hôtel Mont-Blanc offers accommodation solutions focused on space and contemporary elegance.

- **Connecting Rooms**: The hotel highlights the possibility of connecting "Standard" and "Superior" rooms, creating a true private family apartment with two separate bathrooms. This is crucial for the morning comfort of a family of four preparing for a day of skiing.[17]
- **Junior Suites**: With a generous surface area (approximately 40-45 m²), they can accommodate families, although the connecting option is often preferable for parents' privacy. The decor combines high mountain style with contemporary design (soft colors, noble materials), creating a soothing and luxurious atmosphere.[15]

3.3 Gastronomy: "Le Matafan"

The hotel's restaurant, **Le Matafan**, run by chef Mickey Bourdillat, offers a very interesting gastronomic alternative.

- **The concept**: cuisine that "returns to basics," refined and flavorful. The name refers to a traditional potato pancake, signaling a desire to stay rooted in the local area, but treated with refinement.
- **Atmosphere**: The dining room is organized around a large circular fireplace in the center. This is a major source of visual and thermal comfort in winter. The atmosphere is chic, but perhaps slightly more cosmopolitan and lively than that of Albert 1er.[15]
- **For Families**: The service is impeccable and attentive. Although less "rustic" than La Maison Carrier, it is a very high-quality restaurant that will satisfy the demand for "good food."

3.4 Wellness: The Panoramic Outdoor Pool

The Hotel Mont-Blanc stands out for its outdoor pool, which is one of the most photogenic in the Alps.

- **Heated Outdoor Pool**: Unlike the indoor/outdoor system at the Albert 1er, here the pool is entirely outdoors, located in the hotel gardens. It is heated all year round.
- **The Experience**: Swimming with a view of the Mont Blanc range is a rare privilege. However, it should be noted that you have to walk a few meters outside (usually in your bathrobe) to get into the water, which can be a deterrent for children who are very sensitive to the cold, compared to the airlock at the Albert 1er.
- **Spa by Clarins**: The partnership with the Clarins brand is a guarantee of quality and safety for the treatments. The 250 m² spa is fully equipped (hammam, sauna, sensory showers).[13]

3.5 Ski Logistics and Safety

- **Shuttles**: Like its competitor, the Hotel Mont-Blanc offers a free shuttle service to the slopes.[2]
- **Central** location: Its central location is an asset in terms of urban safety (well-lit streets, entertainment) and convenience for non-skiers, who have everything they need within easy reach (shops, museums, cinemas).
- **Clé d'Or concierge** service: The concierge service is first-rate, able to organize private transfers, ski lessons, and family activities in complete safety.[17]

4. Lifestyle Alternative: La Folie Douce Hotels

4.1 Why this option?

Although rated 4 stars (and not 5 like the previous options), La Folie Douce deserves a mention because it is the only one that meets a specific criterion in every way: **ski-in/ski-out** access for beginners and families, as well as a heated outdoor pool. This is an option to consider if "immediate practicality" takes precedence over "traditional luxury."[19]

4.2 Benefits for Families

- **Ski Access**: The hotel is located at the foot of the Savoy slopes (beginner slopes) and next to the Brévent gondola lift. For families with young children learning to ski, this offers unbeatable convenience. No shuttle bus is required; you can put on your skis right outside the hotel.
- **Outdoor Pool**: The hotel has an outdoor pool heated to[79°F (26°C) that is]open all year round, with a view of Mont Blanc.
- **Kid's Palace**: This is one of the few hotels to offer a fully structured kids' club, providing activities and childcare, which is a real bonus for parents who want to ski on their own for a few hours.[20]

4.3 Limitations in relation to your request

- **Noise**: La Folie Douce is known for its festive atmosphere (après-ski, music). Although the rooms are soundproofed, the general atmosphere is less "calm and luxurious" than in a Relais & Châteaux hotel. Reviews sometimes mention noise or a "factory-like" atmosphere due to the size of the hotel (250 rooms).[25]
- **Gastronomy**: Although there are five restaurants (including "La Fruitière" for bistronomy and "La Petite Cuisine" for more family-style cuisine), the food here is high-volume, high-quality, but does not reach the Michelin-starred excellence of the Albert 1er.[27]

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5. Comparative Analysis of Infrastructure

To help you make your decision, here is a structured comparison of the three establishments based on your key criteria.

5.1 Comparison of Swimming Pools and Wellness Facilities

Feature	Le Hameau Albert 1er	Hôtel Mont-Blanc	La Folie Douce
Type of Swimming Pool	Connected indoor/outdoor	Outdoor (Garden)	Outdoor (Terrace)
Winter Access	**Optimal** (Warm entry)	Direct (A few steps outside)	Direct (Outdoor access)
Temperature	Heated (Winter/Summer)	Heated (Year-round)	Heated to 26°C
View	Glacier and Mont Blanc	Mont Blanc mountain range	Mont Blanc
Spa	Le Bachal (own brand, mineral)	Spa by Clarins (Luxury)	Feel Good Club (Sporty)
Verdict Comfort	**Winner** (Aquatic chamber)	Excellent (Prestigious setting)	Good (But more exposed)

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5.2 Gastronomic Comparison

Feature	Le Hameau Albert 1er	Mont-Blanc Hotel	La Folie Douce
Signature Restaurant	**Albert 1er** (2 Michelin stars)	**Le Matafan** (Gourmet)	**La Fruitière** (Chic Bistro)
Family Option	**La Maison Carrier** (High-end local cuisine)	Le Matafan / Bar Lounge	La Petite Cuisine (Buffet/Show)
Exceptional Culinary Quality	Exceptional	Very High	Good / Standard
Educational and Gourmet Experience for Children	Educational and Gourmet	Welcoming and Chic	Fun and lively

5.3 Comparison of Ski Logistics and Safety

Features	Le Hameau Albert 1er	Mont-Blanc Hotel	La Folie Douce
Access to slopes	Private Shuttle (On request)	Private Shuttle (On request)	**Ski-in/Ski-out** (Savoy/Brévent)
Location	Quiet retreat (5 min from center)	Very central	At the foot of the slopes (Close to the center)
Health and safety	**Maximum** (Detached chalets)	Very high (rooms)	Standard (Wide corridors)
Comfort Transfer	VIP (Driver loads skis)	VIP (Driver loads skis)	Independent (Immediate)

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6. In-depth analysis of safety and comfort

The term "safe" in your query deserves special attention in the context of a luxury family trip to the mountains.

6.1 Activity Safety

The concierges at the **Albert 1er** and **Mont-Blanc** hotels (often members of Les Clés d'Or) play a pivotal role. Unlike booking directly online, going through them to book a mountain guide or ski instructor guarantees that the professional has been approved by the hotel. They work exclusively with trusted partners (Compagnie des Guides de Chamonix, Evolution 2) who adhere to strict safety protocols for families (choice of routes based on avalanche risk, equipment suitable for children).

6.2 Site Safety

- **Hameau Albert 1er**: The site is enclosed, forming a protected area. Children can play safely in the gardens, away from road traffic. The presence of staff 24 hours a day and the chalet layout allow for total access control.
- **Hôtel Mont-Blanc**: Although located in the city center, the hotel has secure, filtered access. Reception staff monitor the entrances, ensuring that only residents have access to the floors.

6.3 Acoustic and Thermal Comfort

Comfort in the mountains also means silence and warmth.

- The Albert 1er chalets are built with heavy materials (solid wood, stone) that provide superior sound and thermal insulation.
- The Hotel Mont-Blanc has recently undergone extensive renovation, incorporating the latest sound insulation standards, which are crucial in city centers.

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7. Recommended Logistics Plan for Your Stay

To ensure a smooth experience, here is a typical scenario based on choosing **Hameau Albert 1er** (our top recommendation).

Arrival and Check-in

- **Transfer**: Opt for a private transfer organized by the hotel from Geneva airport (approximately 1 hour 15 minutes). The driver will meet you at arrivals and take care of all your luggage.
- **Settling** in: Choose a **detached chalet** or the **Le Fenil Family Suite**. Upon arrival, your ski equipment (pre-booked via the concierge with sizes and levels) will be waiting for you in the heated ski room, labeled with your name.

A typical day of skiing and relaxation

1. **8:30 a.m. - Breakfast**: served in the restaurant with local products (mountain honey, Savoie cheeses).
2. **9:30 a.m. - Ski departure**: the hotel's private shuttle bus is parked in front of reception. The driver loads the skis. Head to the **Brévent** ski area (south-facing, ideal for families, 3 minutes away by car) or the **Grands Montets** (for more challenging skiing).
3. **10:00 a.m. - Skiing**: your private instructor (booked by the hotel) will be waiting for you at the foot of the ski lift with your ski passes. No queuing at the ticket office.
4. **1:00 p.m. - Lunch**: reservation made by the concierge at a high-quality mountain restaurant (e.g., La Bergerie au Brévent).
5. **3:30 p.m. - Return**: call the shuttle to pick you up at the foot of the slopes.
6. **4:00 p.m. - Swimming pool and afternoon snack**: return to the hotel. Head to the spa. The children swim from indoors to outdoors in the heated pool facing Mont Blanc. An afternoon snack (hot chocolate, homemade cakes) is served in the lounge.
7. **7:30 p.m. - Dinner**: Dinner at **La Maison Carrier**. Relaxed atmosphere, comforting dishes. Return to the chalet for the night without having to take a vehicle.

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8. Note on Other Establishments (Gap Analysis)

During our research, other names came up that deserve clarification to avoid confusion.

- **Grand Hôtel des Alpes** (5 stars): This is a magnificent and historic establishment, often cited for its excellence. However, our research indicates that its pool is **indoor**.[7] Although it has a jacuzzi, the lack of a heated outdoor pool disqualifies it from your specific request, unless you are willing to forego the "outdoor" aspect in favor of indoor charm.
- **Hôtel Excelsior**: Mentioned for its outdoor pool, but it is only heated and open in **summer**. [6] It therefore does not meet the winter criterion.
- **Big Sky Hotel**: Located in Les Bossons (outside Chamonix), it has an indoor pool. Its outdoor pool is described as a summer pool or jacuzzi. In addition, its out-of-the-way location makes access to the town center less convenient without a car, although shuttle buses are available.[30]

9. Conclusion and Final Recommendation

To fully satisfy your request for a luxury hotel combining **good food**, **a heated outdoor pool** in winter, **easy access to skiing** via private shuttles, and family **safety/comfort**, two options stand out, with a clear advantage for the first.

The Choice of Excellence: Le Hameau Albert 1er

This is the number one recommendation in this report.

- **Why?** It ticks all the boxes with a rating of "Excellence." The cuisine is the best in the valley (2 stars + local brasserie). The indoor/outdoor pool is the most comfortable for children in winter. The independent chalets offer unparalleled security and privacy.
- **The little extra**: The hotel's family history gives it a soul that hotel chains cannot replicate.

The Urban Alternative: Hotel Mont-Blanc

This is a solid choice if you prefer the hustle and bustle of the city center.

- **Why?** The outdoor pool is spectacular and the standard is undeniably 5-star "Palace." The food is excellent.
- **Nuance**: Less "village" intimacy than the Albert 1er, and a pool that requires a more open outdoor area.

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Recommended action

We recommend booking a stay at **the Hameau Albert 1er**, preferably in a **detached chalet** or a suite in **La Ferme**. Alternate between dining at the gourmet restaurant and Maison Carrier, and let the concierge take care of all your skiing logistics (rental, passes, instructors) for complete peace of mind and security.

This report was compiled by GEMINI Pro based on data available on Chamonix hotel facilities at the time of research. Specific services (shuttle schedules, menus) may be subject to seasonal adjustments.

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GEMINI PRO

List of sites used by Gemini to respond to our prompt

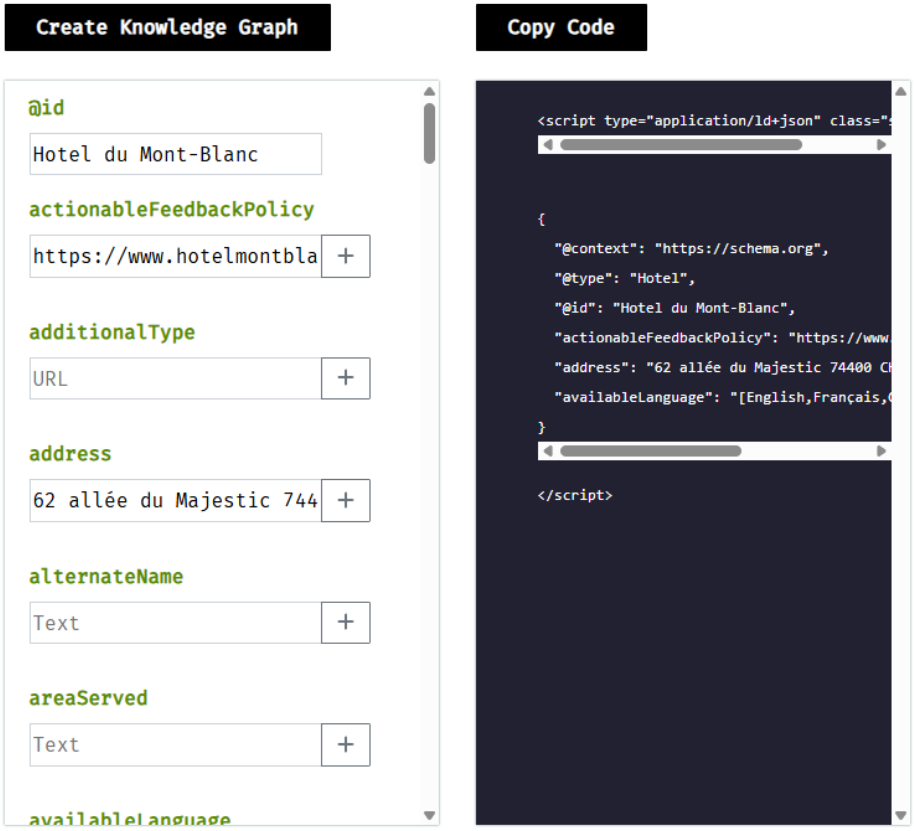


12.2 Tools for generating JSON-ID attributes

This list is not exhaustive and will evolve over time.

12.2.1 SCHEMANTRA

SCHEMANTRA offers "Hotel Schema Generator and Guide[74] ." This is a specialized online generator that makes it easy to create JSON-LD tags tailored to hotels by entering specific information about the establishment (name, addresses, services, etc.).



12.2.2 FLOWUNT

This system uses AI to automatically generate Schema.org structured data in JSON format for any website URL, making it easier for search engines to understand and index your site's content.

The user provides the website URL, and the system retrieves and extracts the textual content from the provided website URL. It then formats the extracted content into a prompt template designed to generate Schema.org structured data. Finally, it uses an AI model to generate Schema.org structured data in JSON format from the prompt and site content for the user to copy or use on their website.

12.2.3 SCHEMA.ORG

Schema.org offers documented examples for tagging hotels and other types of accommodation on its website.

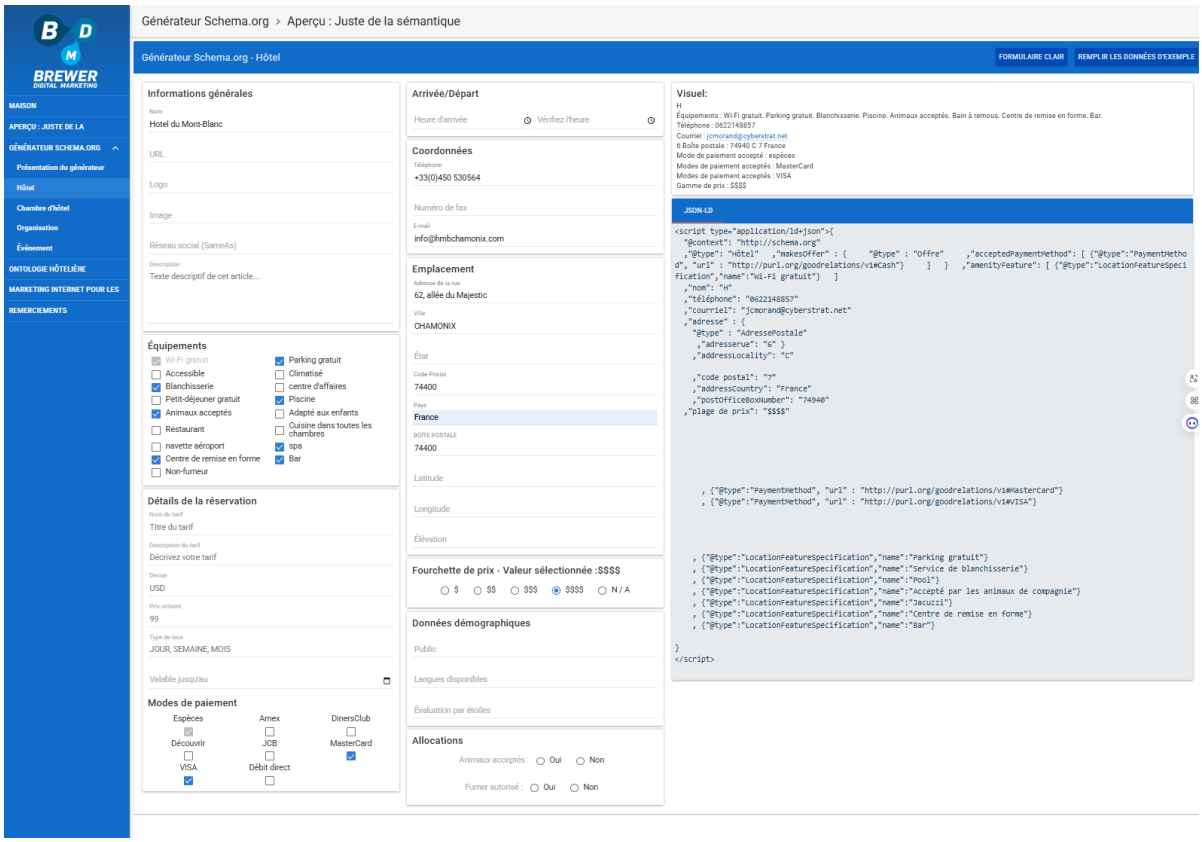
Find out more at https://Schema.org/docs/hotels.html

12.2.4 BREWER

BREWER[75] is a system dedicated to hotels that offers a grid listing the main standard attributes. It automatically generates JSON-LD. Data entry is organized around four areas: the hotel, the rooms, the organization, and events that may take place at the establishment.

Note: to illustrate this system, we have only entered a few details about the Mont-Blanc hotel, which we are using as an example.

Find out more at https://developers.brewerdigitalmarketing.com/generator/hotel



12.2.5 Tools for validating JSON-LD code

The vast majority of LLM can check JSON code. A simple prompt such *as "check and suggest corrections for the following JSON-LD code..."* will suggest corrections in terms of both syntax and compliance with Schema.org.

Other tools are dedicated to JSON-LD validation, such as:

- Google Rich Results Test – https://search.google.com/test/rich-results
- Schema Markup Validator – https://validator.Schema.org/
- Sandbox - https://json-ld.org/playground/

12.3 APIDAE - TIS for French hotels

French hoteliers benefit from extensive experience in data structuring thanks to the work of APIDAE, however, the number of attributes taken into account by this platform is lower than those of the Schema.org standard.

12.3.1 The APIDAE ecosystem in brief

APIDAE is the leading tourist information platform in France (mainly in Auvergne-Rhône-Alpes, but extending nationwide). This platform serves more than 30,000 professional users and publishes 500,000 pieces of data that are exchanged more than 15 million times every day. It feeds DATAtourisme, the national OpenData platform for tourism in France.

It is a **collaborative** and **standardized** system that provides descriptions of "**objects**" identified with:

- **The Tourist Object:** this is the basic unit. The Hotel du Mont-Blanc is here an object of the "HOTELLERIE" type.

- **Structured data:** unlike a simple CMS, APIDAE does not store "Heated pool" as free text, but as an identifier (e.g., 3625) pointing to this concept in a thesaurus. While this unique identifier allows for automatic translation, it does not facilitate its interpretation by LLMs. Furthermore, updating data on hotels remains a challenge for tourist offices.

However, as this data is entered by the local authorities (tourist offices), hoteliers who do not have the resources to update their websites can use several plug-ins to retrieve it relatively easily.



WP-Apidae, published by the e-labo agency, primarily meets the need to avoid double entry and benefit from real-time updates without having to intervene on the website. It also meets the need for autonomy on WordPress websites, with no development required. WP-Apidae is a synchronization engine that retrieves and synchronizes selections from Apidae Tourisme to make them available on WordPress sites. To use it, you need an Apidae Tourisme account and a WordPress website.

The Apidae model is based on a powerful data structure with standardized fields and business identifiers. This approach guarantees very high data quality, but it is not directly compatible with open vocabularies such as Schema.org, which limits its direct use by generative AI models.

12.3.2 APIDAE data model applied to the Hôtel du Mont-Blanc

To describe this establishment, common fields (Identification) and specific business fields (informationHotel) are used.

Here is how the actual data for this hotel translates into XML attributes:

A. Identification (the common core)

- **<name>**: "Hôtel Mont-Blanc Chamonix".
- **<location>**: Essential for the map. Located at *62 allée du Majestic*.
- **<description>**: Marketing text (e.g., "Legendary establishment in the heart of Chamonix...").

B. "Trade" qualification (specific to the hotel industry)

This is where capacity and standard are defined.

- **<classification>**: For this hotel, the object will reference the ID corresponding to "5 stars."
- **<numberOfRooms>**: The value will be 41 (actual data for the establishment).
- **<capacityPeople>**: Approximately 85 (estimate based on double/family configuration).
- **<chains>**: The hotel is part of the **H8 Collection**. This will be referenced here.

C. Services (Thesaurus)

The Hôtel du Mont-Blanc stands out for its high-end services. Each service is an ID in the <services> list:

- **Facilities:** Restaurant (Le Matafan), Outdoor pool, Spa (Clarins), Private parking.
- **Services:** Massages, Beauty treatments, Pets allowed, Wi-Fi.

  This is the most useful part for filtering (e.g., "Hotel with Swimming Pool and Wi-Fi"). It is often found in the <services> tag.
- <facilities>: List of IDs referencing the thesaurus (e.g., Elevator, Parking, Swimming pool).
- <services>: List of IDs (e.g., pets allowed, Wi-Fi, breakfast in room).
- <amenities>: List of IDs (e.g., air conditioning, minibar).

Important note: To use these fields, your system must know the correspondence table (ID 345 = "Swimming pool").

F. Rates and Reservations

- <rates>: Complex structure containing validity periods and min/max prices.
- <reservation>: Contains direct booking URLs or widgets (OpenSystem, Alliance Réseaux, etc.).

12.4 SIT for Swiss hoteliers

12.4.1 Tourist Information System (TIS): MyCity

The MyCity platform[76], developed by EDSI-Tech in Lausanne, shows that a Tourist Information System (TIS) can become a key lever for the visibility of hotels and destinations in the AI ecosystem. MyCity centralizes qualified, structured, and segmented data for all tourism providers in a region—hotels, leisure activities, events, etc. Thanks to this system, tourism stakeholders benefit from a shared database: information is updated in real time, automatically synchronized across all media (websites, mobile apps, guides, etc.), and accessible via API for easy integration.

For a hotel, this means that basic data (name, address, classification, facilities, services, certifications, etc.), as well as long descriptions, opening hours, and practical information, are already structured in a centralized manner. In practice, the hotel does not have to maintain multiple sources. The data entry process is managed by the tourist office. The hotelier does not have to enter the data into MyCity themselves.

MyCity now includes automatic JSON-LD/Schema.org generation for tourist attractions (hotels, activities, etc.). This generation, embedded in MyCity's CMS V2 released in 2023, can be activated as an option—which immediately transforms internal structured data into markup that can be used by search engines and AI. Several destinations have already implemented it, such as the Montreux Vevey Tourism website.

The example of MyCity shows that a TIS is no longer just an internal tool for managing tourist data, but a real accelerator of AI visibility. Thanks to reliable, standardized data that can be easily converted to Schema.org format, destinations and their service providers with an organized TIS such as MyCity are already better prepared for the transition to GEO.

12.4.2 AccommoDataHub / DiscoverSwiss

AccommoDataHub is a **central platform for Swiss accommodation providers**, designed to collect, standardize, and disseminate marketing and descriptive data about establishments. Launched as part of SECO's Innotour program (2024–2027), it aims to improve the quality of tourist information and enhance the visibility of hotels throughout Switzerland[77].

Each hotel can manage its information via the dedicated myAccommoData interface[78], whether it be basic data (name, address, classification), services, facilities, images, or even amenities such as wellness, meeting rooms, or accessibility. Once validated, this data is enriched and integrated into the hub, then distributed via the discover.swiss platform.

Each hotel manages its information via the dedicated **myAccommoData** interface: basic data (name, address, number of rooms), services, facilities, images, labels, accessibility, wellness, meeting rooms, etc. An important point to note: **HotellerieSuisse does not validate the content entered by hotels**. The responsibility for the accuracy and updating of information lies entirely with the establishments. Only data from official sources—such as hotel classification or Swisstainable levels[79] —is integrated directly via its primary source and cannot be modified by hotels. The data is then disseminated via the discover.swiss platform (see details in the following chapter).

The aim is to offer accommodation providers a single point of entry, reducing duplication and multiple versions of the same information. However, this objective has not yet been fully achieved: until all destinations and establishments are connected, there will still be cases of double or even triple entry.

National deployment takes time, but **the transition to the discover.swiss model already marks a clear step forward compared to historical systems, enabling better interoperability and wider dissemination of data**.

AccommoDataHub thus offers establishments a **single point of entry**, avoiding the double (or triple) entry of the same information on different channels—websites, local or national platforms.

Integration with discover.swiss: a unified tourism data network

Discover.swiss (see box below for more details) acts as a central backend for Swiss tourism. It aggregates not only accommodation data, but also information on restaurants, activities, events, excursions, transportation, etc. This makes it a comprehensive infrastructure, enabling the construction of websites, mobile applications, or tourist calendars from a **shared and standardized metabase**.

Technically, the data is distributed via an **open API** (Infocenter API [80]). This allows developers and destinations to retrieve, filter, and display data in real time. The objects returned are structured hierarchically (hotel, rooms, offers, amenities, media, etc.), which facilitates integration into modern websites, CMS, or booking systems.

Crucial for GEO: the API and hub are designed to be compatible with open standards (including an internal data schema aligned with best practices). This enables unified and consistent distribution and offers the possibility of eventually exposing markup that complies with vocabularies such as **Schema.org** — a major asset for compatibility with search engines and artificial intelligence.

Why AccommoDataHub is strategic for the digital future of Swiss hotels

- **Simplicity and time savings**: myAccommoData allows hotels to enter their data in one place, with the option of distributing it to websites, DMOs, and national platforms. Although the goal of a true "one-stop shop" has not yet been achieved in Switzerland—as not all destinations are connected yet—centralization via discover.swiss already reduces some of the duplication and is a significant improvement over the old systems.
- **Data consistency and quality**: information is centralized, standardized, and validated, reducing errors, inconsistencies, and obsolete data.
- **Visibility and wider distribution**: via discover.swiss, hotels benefit from national or regional exposure to a variety of stakeholders (tourist offices, comparison sites, activity portals).
- **Adaptation to the AI/GEO landscape**: by relying on a structured hub, it becomes easier to automatically generate JSON-LD/Schema.org markups, export structured feeds for AI engines or conversational agents, and maintain data consistency on a large scale.
- **Economies of scale**: for small and medium-sized organizations without technical resources, AccommoDataHub is an accessible, shared, and affordable solution—while ensuring compliance with modern standards.

To evolve towards true GEO alignment, the hub will eventually need to allow either direct export to JSON-LD/Schema.org or automatic ingestion of codes generated by hotels in the same format. This shift towards open standards is essential to ensure full compatibility with generative AI.

discover.swiss[81] — The Swiss reference platform for tourism data

discover.swiss is an open digital platform designed for the tourism sector in Switzerland. It is run by a non-profit cooperative and co-financed as part of the national Innotour program[82] . Its goal is to offer tourism providers—accommodations, activities, transportation, events—a shared, secure, and flexible backend that simplifies the management and publication of their data.

Thanks to discover.swiss, stakeholders can pool their content (offer information, availability, media, services, etc.) via standard services and make it accessible to the entire ecosystem (OTAs, tourist offices, portals, applications, AI tools). This architecture provides reliable, standardized, and interoperable data while reducing costs and technical complexity.

The platform runs on Microsoft Azure infrastructure, ensuring availability, security, and compliance with Swiss and European data protection standards.

In addition, discover.swiss promotes a community of committed stakeholders (service providers, developers, destinations, tourist offices) through a cooperative model, dedicated portals (partners, developers, customers), and initiatives for the exchange of best practices.

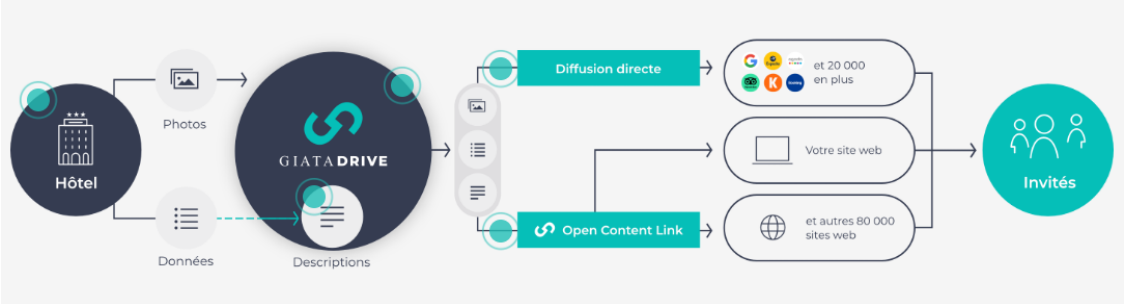
In short, discover.swiss is now a national hub for the structuring, dissemination, and reuse of tourism data in Switzerland—an essential foundation for modern visibility, management, and innovation strategies in the hotel and tourism industry.

12.5 GIATA DRIVE a commercial solution

For more than 25 years, GIATA has been operating one of the world's largest structured hotel data systems. **GIATA Drive** is a centralized platform for hotels, enabling them to manage and distribute uniform [83] information (photos, descriptions, amenities) to more than 20,000 distribution channels in 70 countries and 25 languages.

Many of the requirements that are now considered "new" in the context of artificial intelligence are challenges that GIATA is solving in the global market.

GIATA positions itself as an alternative for gathering attributes and as a tool for distributing this data. However, it is still necessary for hotel management to identify the values of all the attributes offered by this solution.



Source: GIATA

The **GIATA DRIVE** API [84] provides information on thousands of accommodations worldwide in standardized formats such as XML and JSON — clearly defined, unambiguously modeled, and consistently maintained. This data is retrieved daily by travel portals, tour operators, wholesalers, search engines, and distribution systems. This means that the information already exists in a form that not only meets current market requirements but is also directly usable in the context of AI models.

Hotels manage their texts, images, amenities, locations, and descriptions in one place — and GIATA ensures that this data is properly structured, standardized, and distributed worldwide. This creates a consistent information model, which is crucial for traditional distribution systems as well as AI models. GIATA does not provide a turnkey "OpenTravel implementation," but its hotel codes and content feeds are commonly used *in* APIs that comply with Open Travel Alliance schemas for hotels.

Several partners are already using **GIATA DRIVE** data and converting it independently to MCP. This demonstrates that GIATA's data is already structured in such a way that it can be seamlessly integrated into future-oriented AI workflows.

12.6 List of Schema.org attributes

The list of attributes that can be used to define hotel characteristics is available at https://Schema.org/Hotel, from which we have extracted the table below.

Property	Expected Type	Description
Properties from LodgingBusiness		
amenityFeature	LocationFeatureSpecification	An amenity feature (e.g. a characteristic or service) of the Accommodation. This generic property does not make a statement about whether the feature is included in an offer for the main accommodation or available at extra costs.
audience	Audience	An intended audience, i.e. a group for whom something was created. Supersedes serviceAudience .
availableLanguage	Language or Text	A language someone may use with or at the item, service or place. Please use one of the language codes from the IETF BCP 47 standard. See also inLanguage .
checkinTime	DateTime or Time	The earliest someone may check into a lodging establishment.
checkoutTime	DateTime or Time	The latest someone may check out of a lodging establishment.
numberOfRooms	Number , or QuantitativeValue	The number of rooms (excluding bathrooms and closets) of the accommodation or lodging business. Typical unit code(s): ROM for room or C62 for no unit. The type of room can be put in the unitText property of the QuantitativeValue.
petsAllowed	Boolean or Text	Indicates whether pets are allowed to enter the accommodation or lodging business. More detailed information can be put in a text value.
starRating	Rating	An official rating for a lodging business or food establishment, e.g. from national associations or standards bodies. Use the author property to indicate the rating organization, e.g. as an Organization with name such as (e.g. Atout France, HOTREC, DEHOGA, WHR, or Hotelstars).
Properties from LocalBusiness		
currenciesAccepted	Text	The currency accepted. Use standard formats: ISO 4217 currency format, e.g. "USD"; Ticker symbol for cryptocurrencies, e.g. "BTC"; well known names for Local Exchange Trading Systems (LETS) and other currency types, e.g. "Ithaca HOUR".
openingHours	Text	The general opening hours for a business. Opening hours can be specified as a weekly time range, starting with days, then times per day. Multiple days can be listed with commas ',' separating each day. Day or time ranges are specified using a hyphen '-'. Days are specified using the following two-letter combinations: Mo, Tu, We, Th, Fr, Sa, Su. Times are specified using 24:00 format. For example, 3pm is specified as 15:00, 10am as 10:00.

Property	Expected Type	Description
		Here is an example: <time itemprop="openingHours" datetime="Tu,Th 16:00-20:00">Tuesdays and Thursdays 4-8pm</time>. If a business is open 7 days a week, then it can be specified as <time itemprop="openingHours" datetime="Mo-Su">Monday through Sunday, all day</time>.
paymentAccepted	Text	Cash, Credit Card, Cryptocurrency, Local Exchange Trading System, etc.
priceRange	Text	The price range of the business, for example $$$.
Properties from Organization		
acceptedPaymentMethod	LoanOrCredit or PaymentMethod or Text	The payment method(s) that are accepted in general by an organization, or for some specific demand or offer.
actionableFeedbackPolicy	CreativeWork or URL	For a NewsMediaOrganization or other news-related Organization, a statement about public engagement activities (for news media, the newsroom's), including involving the public - digitally or otherwise -- in coverage decisions, reporting and activities after publication.
address	PostalAddress or Text	Physical address of the item.
agentInteractionStatistic	InteractionCounter	The number of completed interactions for this entity, in a particular role (the 'agent'), in a particular action (indicated in the statistic), and in a particular context (i.e. interactionService).
aggregateRating	AggregateRating	The overall rating, based on a collection of reviews or ratings, of the item.
alumni	Person	Alumni of an organization. Inverse property: alumniOf
areaServed	AdministrativeArea or GeoShape or Place or Text	The geographic area where a service or offered item is provided. Supersedes serviceArea .
award	Text	An award won by or for this item. Supersedes awards .
brand	Brand or Organization	The brand(s) associated with a product or service, or the brand(s) maintained by an organization or business person.
companyRegistration	Certification	The official registration number of a business, including the organization that issued it, such as Company House or Chamber of Commerce.
contactPoint	ContactPoint	A contact point for a person or organization. Supersedes contactPoints .
correctionsPolicy	CreativeWork or URL	For an Organization (e.g., NewsMediaOrganization), a statement describing (in news media, the newsroom's) disclosure and correction policy for errors.
department	Organization	A relationship between an organization and a department of that organization, also described as an

Property	Expected Type	Description
		organization (allowing different URLs, logos, opening hours). For example: a store with a pharmacy, or a bakery with a cafe.
dissolutionDate	Date	The date that this organization was dissolved.
diversityPolicy	CreativeWork , or URL	Statement on diversity policy by an Organization e.g. a NewsMediaOrganization . For a NewsMediaOrganization , a statement describing the newsroom's diversity policy on both staffing and sources, typically providing staffing data.
diversityStaffingReport	Article or URL	For an Organization (often but not necessarily a NewsMediaOrganization), a report on staffing diversity issues. In a news context this might be for example ASNE or RTDNA (US) reports, or self-reported.
duns	Text	The Dun & Bradstreet DUNS number for identifying an organization or business person.
email	Text	Email address.
employee	Person	Someone working for this organization. Supersedes employees .
ethicsPolicy	CreativeWork or URL	Statement about ethics policy, e.g. of a NewsMediaOrganization regarding journalistic and publishing practices, or of a Restaurant, a page describing food source policies. In the case of a NewsMediaOrganization , an ethicsPolicy is typically a statement describing the personal, organizational, and corporate standards of behavior expected by the organization.
event	Event	Upcoming or past event associated with this place, organization, or action. Supersedes events .
faxNumber	Text	The fax number.
founder	Organization or Person	A person or organization who founded this organization. Supersedes founders .
foundingDate	Date	The date that this organization was founded.
foundingLocation	Place	The place where the Organization was founded.
funder	Organization , or Person	A person or organization that supports (sponsors) something through some kind of financial contribution.
funding	Grant	A grant that directly or indirectly provides funding or sponsorship for this item. See also ownershipFundingInfo . Inverse property: fundedItem
globalLocationNumber	Text	The Global Location Number (GLN, sometimes also referred to as International Location Number or ILN) of the respective organization, person, or place. The GLN is a 13-digit number used to identify parties and physical locations.
hasCertification	Certification	Certification information about a product, organization, service, place, or person.

Property	Expected Type	Description
hasCredential	EducationalOccupationalCredential	A credential awarded to the Person or Organization.
hasGS1DigitalLink	URL	The GS1 digital link associated with the object. This URL should conform to the particular requirements of digital links. The link should only contain the Application Identifiers (AIs) that are relevant for the entity being annotated, for instance a Product or an Organization, and for the correct granularity. In particular, for products: A Digital Link that contains a serial number (AI 21) should only be present on instances of IndividualProduct A Digital Link that contains a lot number (AI 10) should be annotated as SomeProduct if only products from that lot are sold, or IndividualProduct if there is only a specific product. A Digital Link that contains a global model number (AI 8013) should be attached to a Product or a ProductModel. Other item types should be adapted similarly.
hasMemberProgram	MemberProgram	MemberProgram offered by an Organization, for example an eCommerce merchant or an airline.
hasMerchantReturnPolicy	MerchantReturnPolicy	Specifies a MerchantReturnPolicy that may be applicable. Supersedes hasProductReturnPolicy .
hasOfferCatalog	OfferCatalog	Indicates an OfferCatalog listing for this Organization, Person, or Service.
hasPOS	Place	Points-of-Sales operated by the organization or person.
hasShippingService	ShippingService	Specification of a shipping service offered by the organization.
interactionStatistic	InteractionCounter	The number of interactions for the CreativeWork using the WebSite or SoftwareApplication. The most specific child type of InteractionCounter should be used. Supersedes interactionCount .
isicV4	Text	The International Standard of Industrial Classification of All Economic Activities (ISIC), Revision 4 code for a particular organization, business person, or place.
iso6523Code	Text	An organization identifier as defined in ISO 6523(-1). The identifier should be in the XXXX:YYYYYY:ZZZ or XXXX:YYYYYY format. Where XXXX is a 4 digit *ICD* (International Code Designator), YYYYYY is an *OID* (Organization Identifier) with all formatting characters (dots, dashes, spaces) removed with a maximal length of 35 characters, and ZZZ is an optional OPI (Organization Part Identifier) with a maximum length of 35 characters. The various components (ICD, OID, OPI) are joined with a colon character (ASCII 0x3a). Note that many existing organization identifiers defined as attributes such as leiCode (0199), duns (0060) or GLN (0088) can be expressed using ISO-6523. If possible, ISO-6523 codes should be preferred to populating vatID or taxID , as ISO identifiers are less ambiguous.

Property	Expected Type	Description
keywords	DefinedTerm or Text or URL	Keywords or tags used to describe some item. Multiple textual entries in a keywords list are typically delimited by commas, or by repeating the property.
knowsAbout	Text or Thing or URL	Of a Person, and less typically of an Organization, to indicate a topic that is known about - suggesting possible expertise but not implying it. We do not distinguish skill levels here, or relate this to educational content, events, objectives or JobPosting descriptions.
knowsLanguage	Language or Text	Of a Person, and less typically of an Organization, to indicate a known language. We do not distinguish skill levels or reading/writing/speaking/signing here. Use language codes from the IETF BCP 47 standard.
legalAddress	PostalAddress	The legal address of an organization which acts as the officially registered address used for legal and tax purposes. The legal address can be different from the place of operations of a business and other addresses can be part of an organization.
legalName	Text	The official name of the organization, e.g. the registered company name.
legalRepresentative	Person	One or multiple persons who represent this organization legally, such as the CEO or sole administrator.
leiCode	Text	An organization identifier that uniquely identifies a legal entity as defined in ISO 17442.
location	Place , or PostalAddress or Text , or VirtualLocation	The location of, for example, where an event is happening, where an organization is located, or where an action takes place.
logo	ImageObject or URL	An associated logo.
makesOffer	Offer	A pointer to products or services offered by the organization or person. Inverse property: offeredBy
member	Organization or Person	A member of an Organization or a ProgramMembership. Organizations can be members of organizations; ProgramMembership is typically for individuals. Supersedes musicGroupMember , members . Inverse property: memberOf
memberOf	MemberProgramTier or Organization or ProgramMembership	An Organization (or ProgramMembership) to which this Person or Organization belongs. Inverse property: member
naics	Text	The North American Industry Classification System (NAICS) code for a particular organization or business person.
nonprofitStatus	NonprofitType	nonprofitStatus indicates the legal status of a non-profit organization in its primary place of business.
numberOfEmployees	QuantitativeValue	The number of employees in an organization, e.g. business.

Property	Expected Type	Description
ownershipFundingInfo	AboutPage , or CreativeWork or Text , or URL	For an Organization (often but not necessarily a NewsMediaOrganization), a description of organizational ownership structure; funding and grants. In a news/media setting, this is with particular reference to editorial independence. Note that the funder is also available and can be used to make basic funder information machine-readable.
owns	OwnershipInfo or Product	Products owned by the organization or person.
parentOrganization	Organization	The larger organization that this organization is a sub. subOrganization , if any. Supersedes branchOf . Inverse property: subOrganization
publishingPrinciples	CreativeWork or URL	The publishingPrinciples property indicates (typically via URL) a document describing the editorial principles of an Organization (or individual, e.g. a Person writing a blog) that relate to their activities as a publisher, e.g. ethics or diversity policies. When applied to a CreativeWork (e.g. NewsArticle), the principles are those of the party primarily responsible for the creation of the CreativeWork . While such policies are most typically expressed in natural language, sometimes related information (e.g. indicating a funder) can be expressed using Schema.org terminology.
review	Review	A review of the item. Supersedes reviews .
seeks	Demand	A pointer to products or services sought by the organization or person (demand).
skills	DefinedTerm or Text	A statement of knowledge, skill, ability, task, or any other assertion expressing a competency that is either claimed by a person or organization, or desired or required to fulfill a role or work in an occupation.
slogan	Text	A slogan or motto associated with the item.
sponsor	Organization , or Person	A person or organization that supports a thing through a pledge, promise, or financial contribution. E.g. a sponsor of a Medical Study or a corporate sponsor of an event.
subOrganization	Organization	A relationship between two organizations where the first includes the second, e.g., as a subsidiary. See also: the more specific 'department' property. Inverse property: parentOrganization
taxID	Text	The Tax / Fiscal ID of the organization or person, e.g. the TIN in the US or the CIF/NIF in Spain.
telephone	Text	The telephone number.
unnamedSourcesPolicy	CreativeWork , or URL	For an Organization (typically a NewsMediaOrganization), a statement about policy on use of unnamed sources and the decision process required.
vatID	Text	The Value-added Tax ID of the organization or person.
Properties from Place		

Property	Expected Type	Description
additionalProperty	PropertyValue	A property-value pair representing an additional characteristic of the entity, e.g. a product feature or another characteristic for which there is no matching property in Schema.org. Note: Publishers should be aware that applications designed to use specific Schema.org properties (e.g., https://Schema.org/width, https://Schema.org/color, https://Schema.org/gtin13, ...) will typically expect such data to be provided using those properties, rather than using the generic property/value mechanism.
address	PostalAddress , or Text	Physical address of the item.
aggregateRating	AggregateRating	The overall rating, based on a collection of reviews or ratings, of the item.
amenityFeature	LocationFeatureSpecification	An amenity feature (e.g. a characteristic or service) of the Accommodation. This generic property does not make a statement about whether the feature is included in an offer for the main accommodation or available at extra costs.
branchCode	Text	A short textual code (also called "store code") that uniquely identifies a place of business. The code is typically assigned by the parentOrganization and used in structured URLs. For example, in the URL http://www.starbucks.co.uk/store-locator/etc/detail/3047 the code "3047" is a branchCode for a particular branch.
containedInPlace	Place	The basic containment relation between a place and one that contains it. Supersedes containedIn . Inverse property: containsPlace
containsPlace	Place	The basic containment relation between a place and another that it contains. Inverse property: containedInPlace
event	Event	Upcoming or past event associated with this place, organization, or action. Supersedes events .
faxNumber	Text	The fax number.
geo	GeoCoordinates or GeoShape	The geo coordinates of the place.
geoContains	GeospatialGeometry , or Place	Represents a relationship between two geometries (or the places they represent), relating a containing geometry to a contained geometry. "a contains b iff no points of b lie in the exterior of a, and at least one point of the interior of b lies in the interior of a". As defined in DE-9IM.
geoCoveredBy	GeospatialGeometry , or Place	Represents a relationship between two geometries (or the places they represent), relating a geometry to another that covers it. As defined in DE-9IM.
geoCovers	GeospatialGeometry , or Place	Represents a relationship between two geometries (or the places they represent), relating a covering geometry to a covered geometry. "Every point of b is a

Property	Expected Type	Description
		point of (the interior or boundary of) a". As defined in DE-9IM.
geoCrosses	GeospatialGeometry , or Place	Represents a relationship between two geometries (or the places they represent), relating a geometry to another that crosses it: "a crosses b: they have some but not all interior points in common, and the dimension of the intersection is less than that of at least one of them". As defined in DE-9IM.
geoDisjoint	GeospatialGeometry , or Place	Represents spatial relations in which two geometries (or the places they represent) are topologically disjoint: "they have no point in common. They form a set of disconnected geometries." (A symmetric relationship, as defined in DE-9IM.)
geoEquals	GeospatialGeometry , or Place	Represents spatial relations in which two geometries (or the places they represent) are topologically equal, as defined in DE-9IM. "Two geometries are topologically equal if their interiors intersect and no part of the interior or boundary of one geometry intersects the exterior of the other" (a symmetric relationship).
geoIntersects	GeospatialGeometry , or Place	Represents spatial relations in which two geometries (or the places they represent) have at least one point in common. As defined in DE-9IM.
geoOverlaps	GeospatialGeometry , or Place	Represents a relationship between two geometries (or the places they represent), relating a geometry to another that geospatially overlaps it, i.e. they have some but not all points in common. As defined in DE-9IM.
geoTouches	GeospatialGeometry , or Place	Represents spatial relations in which two geometries (or the places they represent) touch: "they have at least one boundary point in common, but no interior points." (A symmetric relationship, as defined in DE-9IM.)
geoWithin	GeospatialGeometry , or Place	Represents a relationship between two geometries (or the places they represent), relating a geometry to one that contains it, i.e. it is inside (i.e. within) its interior. As defined in DE-9IM.
globalLocationNumber	Text	The Global Location Number (GLN, sometimes also referred to as International Location Number or ILN) of the respective organization, person, or place. The GLN is a 13-digit number used to identify parties and physical locations.
hasCertification	Certification	Certification information about a product, organization, service, place, or person.
hasDriveThroughService	Boolean	Indicates whether some facility (e.g., FoodEstablishment, CovidTestingFacility) offers a service that can be used by driving through in a car. In the case of CovidTestingFacility such facilities could potentially help with social distancing from other potentially-infected users.
hasGS1DigitalLink	URL	The GS1 digital link associated with the object. This URL should conform to the particular requirements of digital links. The link should only contain the Application Identifiers (AIs) that are relevant for the entity being annotated, for instance a Product or an

Property	Expected Type	Description
		Organization, and for the correct granularity. In particular, for products: A Digital Link that contains a serial number (AI 21) should only be present on instances of IndividualProduct A Digital Link that contains a lot number (AI 10) should be annotated as SomeProduct if only products from that lot are sold, or IndividualProduct if there is only a specific product. A Digital Link that contains a global model number (AI 8013) should be attached to a Product or a ProductModel. Other item types should be adapted similarly.
hasMap	Map , or URL	A URL to a map of the place. Supersedes maps , map .
isAccessibleForFree	Boolean	A flag to signal that the item, event, or place is accessible for free. Supersedes free.
isicV4	Text	The International Standard of Industrial Classification of All Economic Activities (ISIC), Revision 4 code for a particular organization, business person, or place.
keywords	DefinedTerm or Text , or URL	Keywords or tags used to describe some item. Multiple textual entries in a keywords list are typically delimited by commas, or by repeating the property.
latitude	Number , or Text	The latitude of a location. For example, 37.42242 (WGS 84).
logo	ImageObject or URL	An associated logo.
longitude	Number , or Text	The longitude of a location. For example -122.08585 (WGS 84).
maximumAttendeeCapacity	Integer	The total number of individuals that may attend an event or venue.
openingHoursSpecification	OpeningHoursSpecification	The opening hours of a certain place.
photo	ImageObject , or Photograph	A photograph of this place. Supersedes photos.
publicAccess	Boolean	A flag to signal that the Place is open to public visitors. If this property is omitted there is no assumed default boolean value.
review	Review	A review of the item. Supersedes reviews .
slogan	Text	A slogan or motto associated with the item.
smokingAllowed	Boolean	Indicates whether it is allowed to smoke in the place, e.g. in the restaurant, hotel or hotel room.
specialOpeningHoursSpecification	OpeningHoursSpecification	The special opening hours of a certain place. Use this to explicitly override general opening hours brought into scope by openingHoursSpecification or openingHours .

Property	Expected Type	Description
telephone	Text	The telephone number.
tourBookingPage	URL	A page providing information on how to book a tour of some Place, such as an Accommodation or ApartmentComplex in a real estate setting, as well as other kinds of tours as appropriate.
Properties from Thing		
additionalType	Text , or r URL	An additional type for the item, typically used for adding more specific types from external vocabularies in microdata syntax. This is a relationship between something and a class that the thing is in. Typically the value is a URI-identified RDF class, and in this case corresponds to the use of rdf:type in RDF. Text values can be used sparingly, for cases where useful information can be added without there being an appropriate schema to reference. In the case of text values, the class label should follow the Schema.org style guide.
alternateName	Text	An alias for the item.
description	Text , or TextObject	A description of the item.
disambiguatingDescription	Text	A sub property of description. A short description of the item used to disambiguate from other, similar items. Information from other properties (in particular, name) may be necessary for the description to be useful for disambiguation.
identifier	PropertyValue or Text , or URL	The identifier property represents any kind of identifier for any kind of Thing, such as ISBNs, GTIN codes, UUIDs, etc. Schema.org provides dedicated properties for representing many of these, either as textual strings or as URL (URI) links. See background notes for more details.
image	ImageObject , or URL	An image of the item. This can be a URL or a fully described ImageObject .
mainEntityOfPage	CreativeWork or URL	Indicates a page (or other CreativeWork) for which this thing is the main entity being described. See background notes for details. Inverse property: mainEntity
name	Text	The name of the item.
potentialAction	Action	Indicates a potential Action, which describes an idealized action in which this thing would play an 'object' role.
sameAs	URL	URL of a reference Web page that unambiguously indicates the item's identity. E.g. the URL of the item's Wikipedia page, Wikidata entry, or official website.
subjectOf	CreativeWork , or Event	A CreativeWork or Event about this Thing. Inverse property: about
url	URL	URL of the item.

12.7 OpenTravel Alliance

According to GEMINI's AI, OpenTravel Alliance and Schema.org serve (to date) two different purposes: OpenTravel Alliance is designed for deep technical interoperability between reservation systems (GDS, CRS, PMS), while Schema.org is optimized for search engine optimization (SEO) and search engine comprehension. This approach could prove very useful when booking agents arrive. In this scenario, a distribution gateway, the **OpenTravel Alliance** standard, will become indispensable, as it covers:

1. Professional identification codes (GDS).
2. The complex structure of taxes and bank guarantees.
3. The technical description of infrastructure (MICE and accessibility).

12.7.1 OpenTravel Alliance (OpenTravel) characterization structure

The OpenTravel Alliance standard breaks down a hotel into several extremely granular categories. Here are the main attribute blocks:

- **HotelInfo:** Name, category (segmentation), year of construction, year of renovation, chain affiliation.
- **ContactInfo:** Multiple addresses, phone numbers (specific role: emergency, reservations, sales), emails.
- **Position:** Precise GPS coordinates, but also "Relative Position" (distance from points of interest using different modes of transport). This information can be essential for positioning the hotel in relation to the ski lifts and/or the village center.
- **Amenities (Services):** Use of standardized codes (OpenTravel Code List) for hundreds of services.
- **Policies:** Cancellation and deposit conditions, pets, children, check-in and check-out policies.
- **AreaInfo:** Local attractions, leisure information, transportation infrastructure.
- **FacilityInfo:** Details about guest rooms and meeting rooms.

Open Travel Alliance offers no fewer than 5,745 codes. For example, they identify the type of bed using the following nomenclature:

Bed Type	BED					
	1	BED				Double
	2	BED				Futon
	3	BED				King
	4	BED				Murphy bed
	5	BED				Queen
	6	BED				Sofa bed
	7	BED				Tatami mats
	8	BED				Twin
	9	BED				Single
	10	BED				Full
	11	BED				Run of the house
	12	BED				Dorm bed
	13	BED				Water bed
	14	BED				Super king
	15	BED				Bunk bed
	16	BED				Child bed

Source: Open Travel Alliance - code lists from 10/24/25

12.7.2 Open Travel Alliance attributes not covered (or only partially covered) by Schema.org

Although Schema.org (via the Hotel, LodgingBusiness, and HotelRoom types) covers most of what the general public needs, it lacks precision on B2B transactional and technical aspects.

Comparison table of gaps

Category	12.7.2 Open Travel Alliance -specific attributes (often missing from Schema.org)	Why it is missing from Schema.org
GDS identifiers	HotelCode, ChainCode, BrandCode, GDS_PropertyCode.	Schema.org uses URLs or globalLocationNumber, but not pro distribution codes.
Renovation details	LastRenovationDate, AreaRenovated.	Schema.org does not have a standard property for renovation history.
Accessibility Codes	Specific codes (e.g., door width, bed height, visual alarms).	Schema.org uses amenityFeature generically (Boolean), without technical standards.
Transport logistics	RelativePosition with coded Direction and TransportMode.	Schema.org can list nearby locations, but not specific transfer logistics.
Business Services	Details of MeetingRooms (capacity by style: theater, banquet, school).	Schema.org does not cover the "MICE" (Meetings, Incentives, Conferences, Exhibitions) aspect in any great detail.
Taxes and Fees	Details by TaxCode (VAT, tourist tax, service charges) and calculation method.	Schema.org is often limited to priceRange or price.
Complex Policies	GuaranteePayment, specific cancellation deadlines, AcceptedLeisureCards.	Schema.org is very limited when it comes to complex business rules for reservations.

12.7.3 Technical differences

Management of "Codes"

Open Travel Alliance relies heavily on **codes** (e.g., code 124 for "sauna," code 8 for "balcony").

- **Open Travel Alliance:** <HotelAmenity Code="124" />
- **Schema.org:** Uses free text or limited enumerations in amenityFeature. There is no strict correspondence for each OTA technical code in the Schema.org vocabulary.

Room hierarchy

OpenTravel Alliance allows you to define extremely detailed RoomAttributes (view type, coded bedding type, floor). Schema.org is starting to do this via HotelRoom, but remains superficial on physical characteristics (e.g., voltage, lock type, air conditioning type).

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[77] https://www.seco.admin.ch/seco/de/home/Standortfoerderung/Tourismuspolitik/Innotour/Gefoerderte_Projekte/2024_2027/accomodatahub.html

[78] https://myaccommodata.hotelleriesuisse.ch/login

[79] However, this attribute is not (yet) taken into account by Schema.org. There is no "sustainable" attribute directly in the Schema.org standard for hotels or related types such as LodgingBusiness. Schema.org offers indirect properties to describe sustainable aspects, such as award (to mention certifications such as Ecolabel or Clef Verte), amenityFeature (for eco-friendly facilities), or hasCertification (for sustainability labels). To structure data on a hotel's sustainability in JSON-LD, use LodgingBusiness or Hotel as the main type and integrate properties such as hasOfferCatalog with an Offer attribute including eco-friendly criteria, or link to types such as Certification via hasCertification.

These approaches are in line with sustainable tourism practices, often promoted in European labels for accommodation.

[80] https://docs.discover.swiss/partner-portal/infocenter/

[81] https://discover.swiss/ueber-uns

[82] https://www.seco.admin.ch/seco/fr/home/Standortfoerderung/Tourismuspolitik/Innotour/Gefoerderte_Projekte/2020-bis-2023/discover.html

[83] See the list of attributes that can be entered at https://giatadrive.com/816255?lang=fr

[84] https://www.giata.com/fr/giata-drive-fr/ accessed on 12/13/25