



Travel SEO Industry Report 2024

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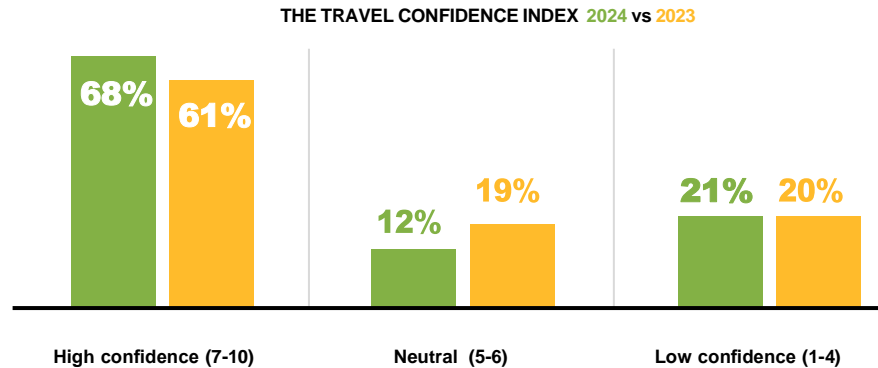


Travel Industry Statistics



Travel Confidence

Travel confidence is increasing, in an [ABTA](#) survey of 2,000 people 21% said they felt extremely confident travelling, up 6% from 2023.



Travellers who took a package holiday in 2024 have felt their travel confidence has increased

Travel Visits

1.

Figures from the aviation
data analytics company
Cirium revealed that
282,775 flights
departed from UK
airports during
Q3 2024
– representing a
record-breaking
51.24 million seats.

2.











In a VisitBritain
survey of 1,500
people in November
2024,
78% intend to take
an **overnight**
domestic trip in the
next 12 months

Travel SEO Statistics



Most Popular Channels for Traffic

According to [Similar Web](#) for the top 10 travel brands, organic is consistently top or second top (behind direct)

| Travel Site | Direct Traffic | Referral Traffic | Organic Search | Paid Search | Social | Other |
|---|----------------|------------------|----------------|-------------|--------|-------|
|  Booking.com | 50.42% | 9.34% | 16.49% | 21.32% | 2.07% | 0.36% |
|  Tripadvisor | 21.36% | 1.78% | 73.28% | 2.24% | 1.11% | 0.05% |
|  Skyscanner | 49.15% | 3.20% | 42.66% | 2.93% | 1.91% | 0.15% |
|  easyJet | 42.46% | 2.90% | 49.85% | 2.66% | 1.83% | 0.29% |
|  RYANAIR | 47.10% | 5% | 45.38% | 0.01% | 1.80% | 0.11% |
|  Jet2holidays <small>Package holidays you can trust</small> | 39.26% | 7.80% | 24.62% | 25.23% | 1.92% | 1.18% |
|  Expedia | 38.01% | 13.64% | 37.62% | 8.86% | 1.45% | 0.41% |
|  Hotels.com | 47.53% | 7.51% | 31.64% | 11.08% | 1.94% | 0.60% |
|  lastminute.com | 37.86% | 13.48% | 31.87% | 14.16% | 1.88% | 0.75% |
|  BRITISH AIRWAYS | 50.88% | 3.24% | 34.47% | 9.09% | 1.56% | 0.77% |

Despite [49% of hoteliers](#) believing social media to be one of the most important channels for bookings, on average just 1.75% of traffic to the main travel sites came from social media.

Most Popular Channels for Traffic

According to Ahrefs for the top 10 travel brands, there are over 20.6 million visits on average p/m -

| Travel Site | Estimated Traffic |
|---|-------------------|
|  Booking.com | 84,600,000 |
|  Tripadvisor | 27,700,000 |
|  RYANAIR | 20,900,000 |
|  Expedia | 18,900,000 |
|  Hotels.com | 15,200,000 |
|  easyJet | 13,900,000 |
|  Skyscanner | 13,000,000 |
|  BRITISH AIRWAYS | 5,000,000 |
|  Jet2holidays <small>Package holidays you can trust</small> | 4,900,000 |
|  lastminute.com | 2,500,000 |

Booking.com receive well over 84.6 million visits p/m from search!

Travel Sectors by Visibility

We've averaged out the keyword visibility across seven largest competitors for five big travel sub-groups, according to [Sistrix](#):

| Group | Avg. Visibility |
|------------------|-----------------|
| Reviews | 74.8 |
| OTA | 52.8 |
| Travel Publisher | 23.9 |
| Airline | 13.5 |
| Hotel | 10.4 |

As we can see Reviews is the largest travel sector - heavily influenced by Trip Advisor, this is followed by OTAs, Travel Publishers, Airlines and Hotels.

Travel Sectors by Visibility Change

To get an idea of how the SERP landscape has changed over the last year we looked at the visibility percentage change for each sector:


| Group | Avg. Visibility Percentage Change |
|------------------|-----------------------------------|
| Airline | 87% |
| Hotel | 23% |
| OTA | -7% |
| Travel Publisher | -32% |
| Reviews | -38% |

Whilst Reviews are one of the largest sectors they have seen the biggest decrease in visibility of **-38%**.

Airlines have increased an average of **66%** over the year, followed by hotels at **21%**.

Share of Search - Hotels

Our analysis from [Ahrefs](#) shows that following travel sites dominate across 'hotel' queries -

| Traffic | Domain | Share |
|---------|--|-------|
| 411,272 |  Booking.com | 20% |
| 224,382 |  trivago | 11% |
| 188,126 |  Expedia | 9% |
| 185,794 |  Tripadvisor | 9% |
| 170,246 |  Hotels.com | 8% |
| 57,040 |  lastminute.com | 3% |
| 55,601 |  Skyscanner | 3% |
| 31,138 |  Premier Inn | 2% |
| 30,198 |  LateRooms.com | 1% |
| 21,047 |  KAYAK | 1% |











Share of Search - Flights

Our analysis from [Ahrefs](#) shows that following travel sites dominate across 'flight' queries -

| Traffic | Domain | Share |
|---------|---|-------|
| 762,226 |  Skyscanner | 29% |
| 201,514 | Cheapflights  | 8% |
| 201,458 | easyJet | 8% |
| 199,320 |  Expedia | 8% |
| 148,923 | KAYAK | 6% |
| 138,228 | Google | 5% |
| 114,542 | WIKIPEDIA The Free Encyclopedia | 4% |
| 95,679 |  RYANAIR | 4% |
| 67,374 | Booking.com | 3% |
| 66,934 | BRITISH AIRWAYS  | 3% |











Share of Search - Things to Do

Our analysis from [Ahrefs](#) shows that following travel sites dominate across 'things to do' queries -

| Traffic | Domain | Share |
|---------|--|-------|
| 683,524 |  Tripadvisor | 36% |
| 86,838 |  | 5% |
| 82,000 |  | 4% |
| 61,578 |  The Free Encyclopedia | 3% |
| 56,112 |  Day Out With The Kids | 3% |
| 29,288 |  | 2% |
| 23,652 |  | 1% |
| 21,022 |  Tripadvisor | 1% |
| 20,493 |  | 1% |
| 19,430 |  | 1% |





















Share of Search - Tours

Our analysis from [Ahrefs](#) shows that following travel sites dominate across 'tour' queries -

| Traffic | Domain | Share |
|---------|--|-------|
| 13,260 |  TRAILFINDERS THE TRAVEL EXPERTS | 5% |
| 13,214 |  Tripadvisor | 5% |
| 6,099 |  viator | 2% |
| 6,073 |  Intrepid | 2% |
| 4,487 |  TUI | 2% |
| 4,449 |  GET YOUR GUIDE | 2% |
| 3,747 |  N Newmarket HOLIDAYS | 1% |
| 3,735 |  RIVIERA TRAVEL | 1% |
| 3,321 |  titan travel | 1% |
| 3,290 |  exodus ADVENTURE TRAVELS | 1% |

Share of Search - Holidays

Our analysis from [Ahrefs](#) shows that following travel sites dominate across 'holiday' queries -

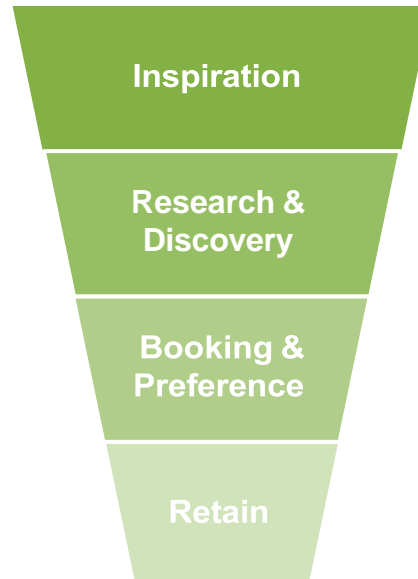
| Traffic | Domain | | Share |
|---------|---|---|-------|
| 873,275 |  TUI |  | 16% |
| 487,473 |  On the Beach |  | 9% |
| 382,663 |  easyJet |  | 7% |
| 283,235 |  Jet2holidays |  | 5% |
| 251,768 |  lastminute.com |  | 5% |
| 241,999 |  Thomas Cook |  | 4% |
| 138,210 |  loveholidays |  | 3% |
| 110,631 |  FIRST CHOICE |  | 2% |
| 87,276 |  virginatlantic |  | 2% |
| 83,594 |  forest holidays |  | 2% |

The Travel Buyer & Planner's Journey



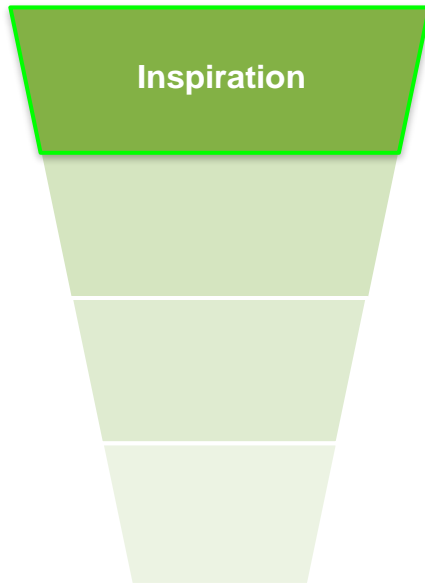
The Travel Buyer & Planner's Journey

A content strategy for travel brands should focus on the traditional travel buyer's journey:



Inspiration

The first element of the funnel is to Inspire travellers to go on holiday.



Inspiration

Helping users discover new places to visit

Example keywords

- ↗ 'holidays for families' - 18,100 AMSV
- ↗ 'best holiday destinations' - 14,800 AMSV
- ↗ 'cheap family holidays' - 9,900 AMSV

Content types

'best' articles, blogs, hero content

Research & Discovery

Next, we want to help your customers Research and plan their ideal trip.



Research & Discovery

Show users what your product does and how it will improve their trip

Example keywords

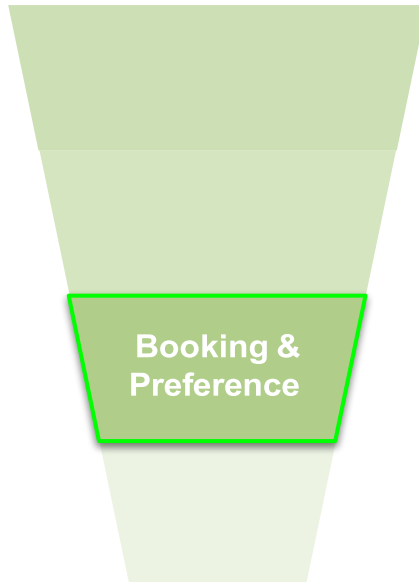
- ↗ 'tourist attraction near me' - 550,000 AMSV
- ↗ 'places to visit near me' - 74,000 AMSV
- ↗ 'things to do with kids' - 27,100 AMSV
- ↗ 'family days out' - 18,100 AMSV

Content types

FAQs, itineraries, comparisons,
interactive planners, checklists

Booking & Preference

This section of the funnel is all about consumers converting and Booking/ buying your product.



Booking & Preference

Showing users what is your service and why someone should chose you

Example keywords

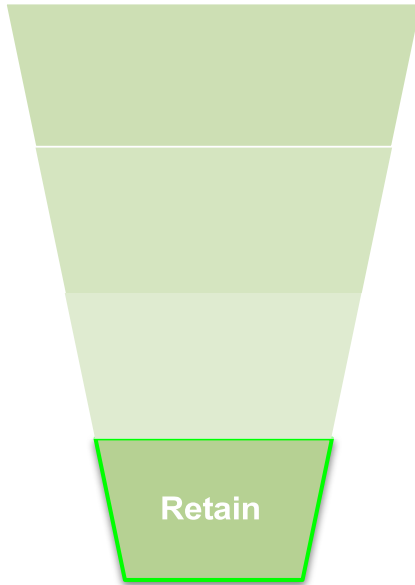
- ↗ 'all inclusive holidays' - 201,000 AMSV
- ↗ 'compare trip insurance' - 40,500 AMSV
- ↗ 'holiday deal' - 22,200 AMSV

Content types

commercial, product pages

Retain

The Retain element of the funnel is less about SEO and more about making sure your clients remember you exist with loyalty content.



Retain

Making sure users chose your service again and again

Content types

commercial, email marketing

Emerging Travel Site Trends



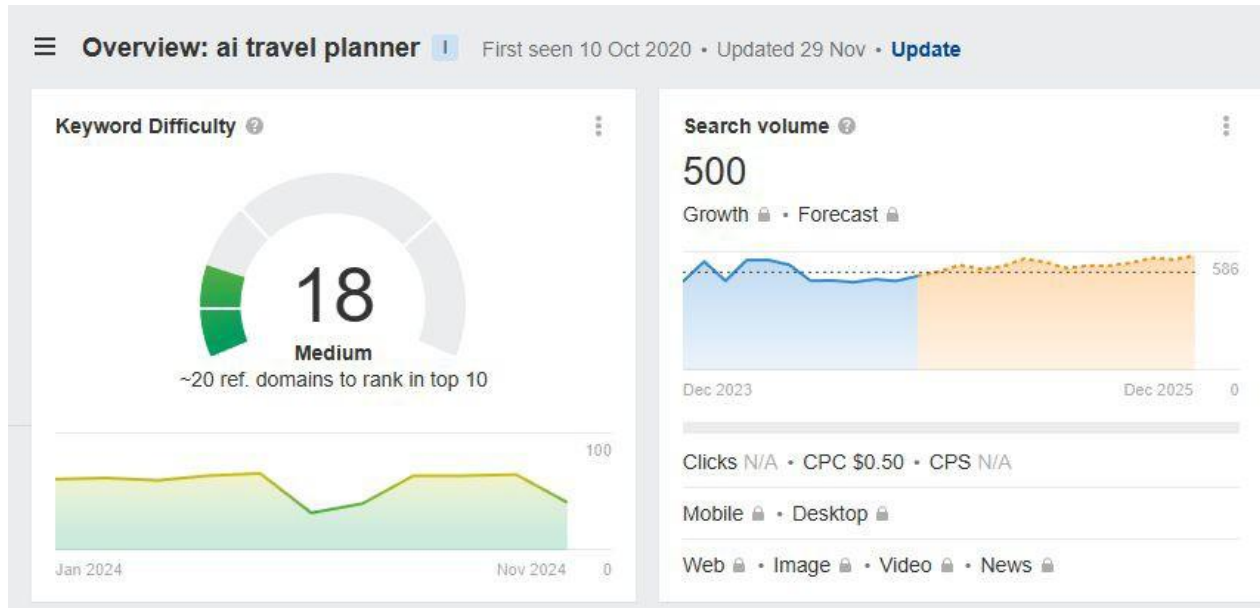
Emerging Travel Terms

SEO tool [Glimpse](#) shows several core travel trends across '24, the most crucial being “AI travel planner” -

| Keyword | Graph - 5 Years | Growth - YoY ↓ | Search Volume ↓ | Branded |
|-------------------------------|-----------------|----------------|-----------------|---------|
| AI travel planner | | 1138% | | |
| Etravel pass | | 636% | | |
| Esim for turkey | | 248% | | |
| Esim for europe | | 195% | | |
| Esim for international travel | | 149% | | |
| European esim | | 141% | | |
| Esim for travel | | 94% | | |
| Vacation sunscreen | | 87% | | |

High Opportunity Keywords – AI Travel Planner

According to keyword research tool [Ahrefs](#), 'AI travel planner' is only a medium difficulty keyword to rank for -



High Opportunity Keywords – AI Travel Planner

- There is also a mixed search intent behind this with commercial AI sites, guides and a known travel brand supporting with free AI planning
- Big brands have high opportunity to align existing pages to the query or create something equivalent to TripAdvisor

The screenshot shows a Google search for "ai travel planner". The search bar is at the top with the Google logo and search icon. Below the search bar, there are tabs for "All", "Images", "News", "Videos", "Web", "Maps", "Books", and "More". The search results are categorized into several sections:

- Commercial:** This section includes three results:
 - Wonderplan:** "Wonderplan - Best AI Trip Planner, AI Travel Planner". Description: "Streamline your travels using Wonderplan's Trip Planner AI. Quickly search for hotels, and get personalized trip advice, all powered by AI." Links: "AI Trip Planner", "Blog", "Deals", "Planning a trip to Portugal".
 - Trip Planner AI:** "Trip Planner AI: Free & Customizable Travel Itinerary App". Description: "Simplify travel planning with our all-in-one platform. Trip Planner AI consolidates hotel and flight details, manages bookings, and imports tips and guides."
 - Layla AI:** "Layla AI: Free Travel Planner 2024 | Trusted By Millions". Description: "Smartest trip planner AI for ultimate travel. Discover where to go, plan customized itinerary, book hotels & flights. Best road trips with Roam Around."
- Only 'big' player listing free AI planning help:** This section includes one result:
 - TripAdvisor:** "Free Trip Planner & AI Itinerary Builder". Description: "Start a trip in seconds with AI. Answer four short questions and AI will create a custom day-by-day itinerary backed by traveller reviews."
- People also ask:** This section includes four questions:
 - "Is there an AI tool to make a travel itinerary?"
 - "Can ChatGPT plan a trip?"
 - "How much does Layla AI cost?"
 - "Is there a travel agent AI?"
- Commercial:** This section includes one result:
 - Mindtrip:** "Mindtrip: AI-powered travel, personalized to you". Description: "Get personalized and actionable travel recommendations — destinations, hotels, flights, restaurants and attractions — and organize everything all in one ...". Links: "Take our travel quiz", "Chat", "Become a Creator", "Team".
- Informational:** This section includes one result:
 - Outside Magazine:** "Can AI Be Trusted to Plan Your Next Trip?". Description: "30 Sept 2024 — 'Even in its infancy, in just a few seconds AI is able to create itineraries that are about 80 percent of what a true expert can create,' he ...".

On the right side of the screenshot, there is a profile for "askLAYLA: AI Trip Planner" with a 4.4 star rating and 72 Google reviews. The profile includes a photo of a woman, a "See photos" button, and options to "Website", "Save", and "Share". Below the profile, there are sections for "Hours: Open 24 hours", "Add missing information", "Profiles" (with an Instagram icon), "Questions & answers", "Reviews" (with a 4.4 star rating and 72 Google reviews), and "Booking options" (with a "Cultural Rome Trip" option).

Booking.com AI Integration

TripAdvisor aren't the only site to work on AI integration this year.

Booking.com previously launched their AI planner in June 2023 but its now rolled out in the UK and has updated features through a 'smart filter' improving their UX significantly -

Search Made Simple: Travelers can use the **Smart Filter** tool to describe their ideal property in their own words. For instance, a couple traveling to Amsterdam for their honeymoon might type, "*Hotels in Amsterdam with a great gym, a rooftop bar, and canal views from the room.*" GenAI then scans Booking.com's entire inventory to automatically apply the most relevant filters, saving time and effort while delivering a tailored list of properties that match their preferences. This feature removes the need for manual filtering, making it easier for travelers to find the perfect stay.

Smart filters

What are you looking for? ⓘ

Hotels in Barcelona with a
swimming pool, breakfast and
gym

[Find properties](#)

Expedia AI Integration

Expedia have experimented for a while too, although with mixed reception. Their travel planner powered by ChatGPT and assistant Romie has been positive.

Their attempts at leveraging AI for review summaries could have indexing challenges for SEO.



[Overview](#) [Amenities](#) [Rooms](#) [Accessibility](#) [Policies](#)

Ember Locke Kensington

★★★★

Hotel with a 24-hour front desk, a short walk to Kensington High Street

9.2 Wonderful

[See all 619 reviews >](#)



9.2/10 Wonderful

619 verified reviews ⓘ

What guests liked

- Breakfast was delicious and a perfect way to start the day, with many guests praising its quality and freshness. (7 reviews)
- The on-site gym was great and had plenty of equipment to use. (3 reviews)
- The property's on-site restaurant, coffee shop, and dining options were highly praised for their quality and variety. (5 reviews)











🗉 From real guest reviews summarized by AI.

AI summaries behind
popups

Algorithm Updates for Travel Brands '24



Algorithm Update Impact on the Biggest Travel Brands

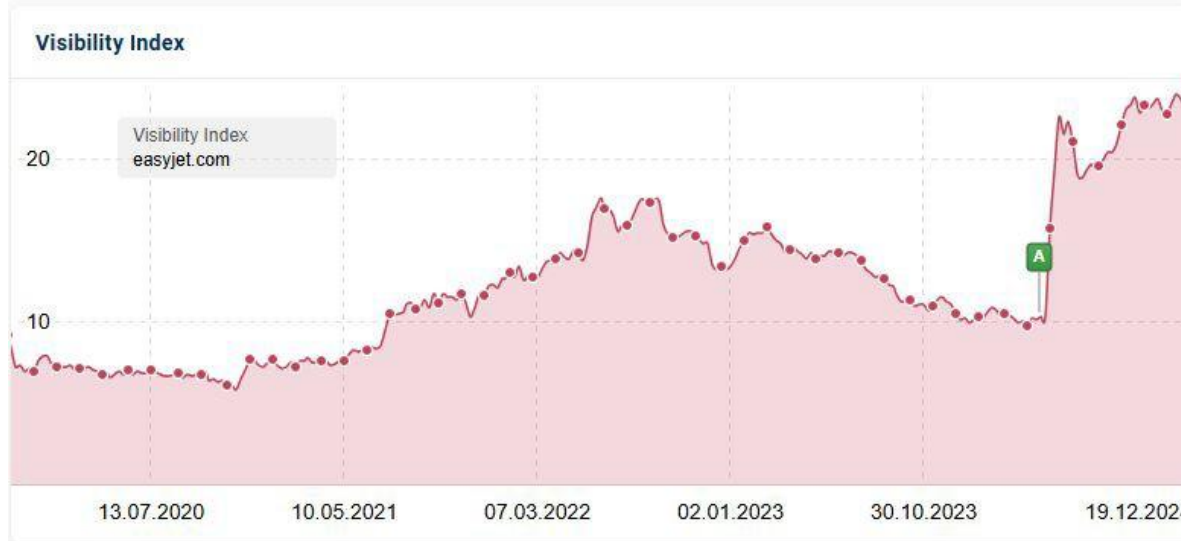
| Travel Site | March Core Update 2024 | August Core Update 2024 | November Core Update 2024 | December Core Update 2024 | Year over Year Change |
|---|------------------------|-------------------------|---------------------------|---------------------------|-----------------------|
|  Booking.com | 3% | 0% | 3% | -4% | -4% |
|  Tripadvisor | 2% | 0% | 5% | -4% | 22% |
|  Skyscanner | -5% | 4% | 0% | 9% | 22% |
|  BRITISH AIRWAYS | 0% | -1% | -10% | -3% | 17% |
|  easyJet | -3% | 3% | 5% | 8% | 150% |
|  RYANAIR | -16% | 1% | 2% | 6% | -7% |
|  Jet2Holidays <small>Package holidays you can trust</small> | -1% | -13% | 1% | 8% | 47% |
|  Expedia | -2% | -1% | 1% | -6% | 6% |
|  Hotels.com | 9% | -2% | 8% | -5% | -39% |
|  lastminute.com | 0% | -19% | 8% | -6% | -24% |

➤ Core travel brands seem to have limited 2-week organic visibility fluctuations correlating with official core update dates.

➤ Bar Jet2Holidays and Lastminute.com who saw big drops in August and Ryan Air in March, as well as BA in November

Unconfirmed Updates - EasyJet Visibility

EasyJet, however, almost doubled their visibility over a few days in May, which correlated with high volatility and rumours of unconfirmed updates. All site sections from /holidays/ to /baggage/ shot up in visibility -



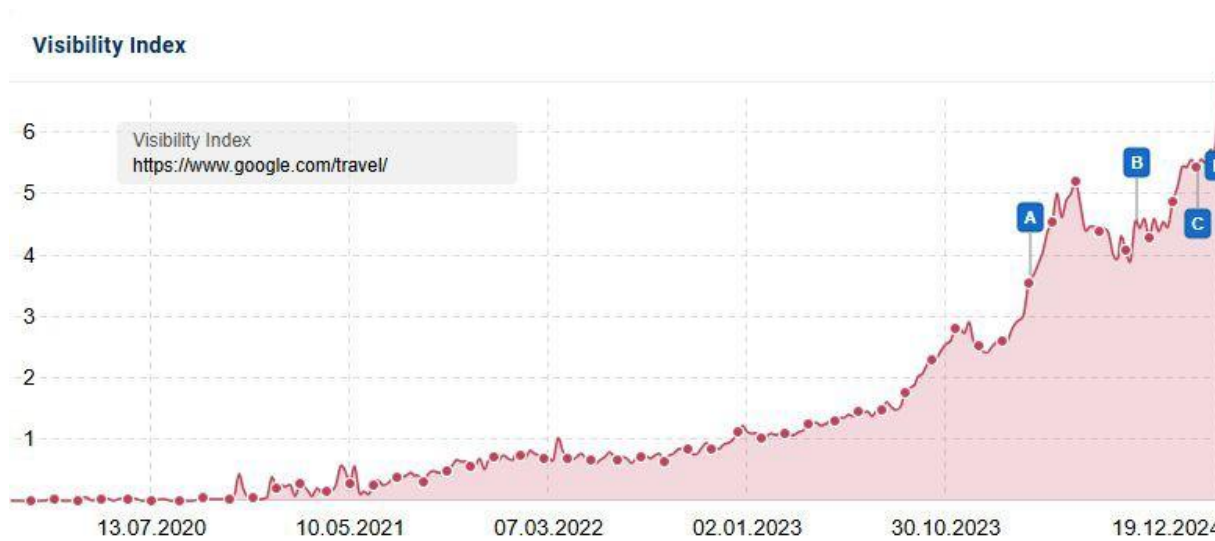
Unconfirmed Updates – Hotels.com Visibility

Around a similar time, Hotels.com also saw a huge decline in visibility by 51% -



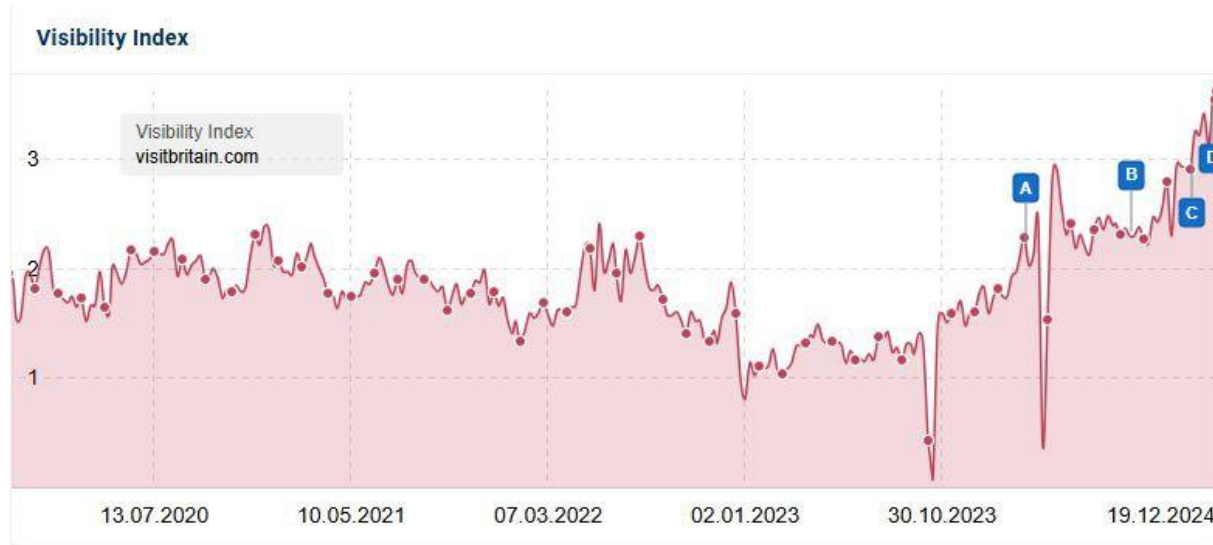
Google Travel Dominance

Unfortunately for SMEs, one of the most convincing visibility reinforcements over '24 goes to Google themselves. Each pin represents a core update in '24 and a positive increase -



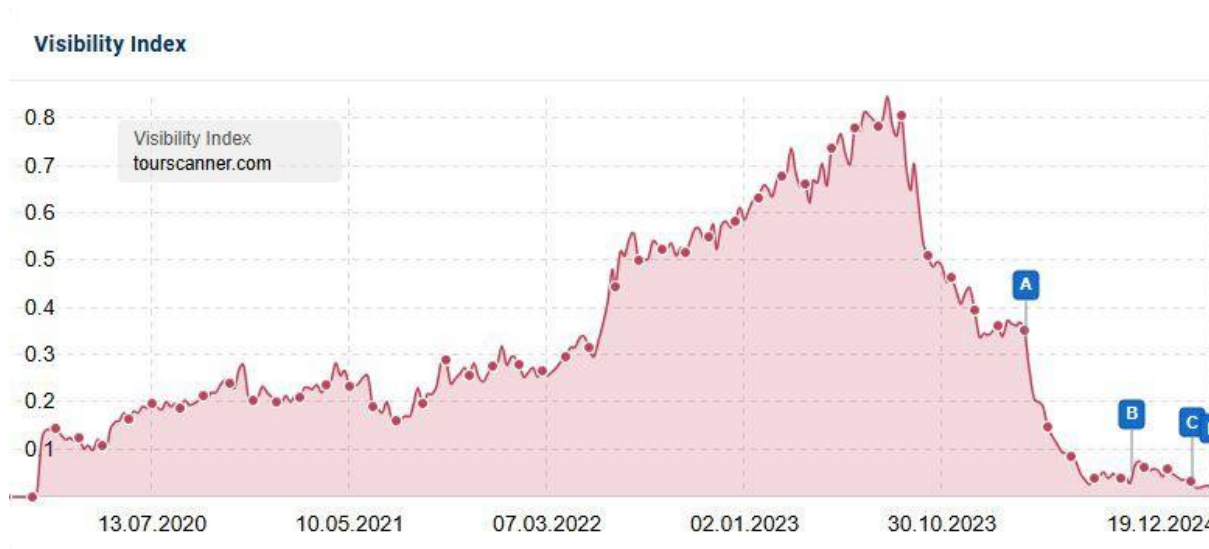
Regional Travel Brands – Visit Britain

Pleasingly for regional brands, Google seems to be prioritizing them across local terms. Visit Britain have seen great increases after pinned core update -



TourScanner Comparison

While brands like TourScanner have seen negative algorithmic movement despite sharing a similar informational keyword set in the UK -



TourScanner vs Visit Britain – ‘places to go in london’

TourScanner aggressively went after ‘things to do’ or ‘places to go’ terms globally, VisitBritain now rank for localised UK terms such as ‘places to go in london’

| 04.09.2023 | | 11.12.2024 |
|--|----|--|
| www.visitlondon.com/things-to-do/sightseeing/london-attraction/top-ten-attractions | 1 | 1 www.visitlondon.com/things-to-do/sightseeing/london-attraction/top-ten-attractions |
| www.holidify.com/places/london/sightseeing-and-things-to-do.html | 2 | 2 www.tripadvisor.com/Attractions-g186338-Activities-London_England.html |
| www.thrillophilia.com/destinations/london/places-to-visit | 3 | 3 www.visitbritain.com/en/things-to-do/free-things-to-do-london |
| www.londonxlondon.com/free-things-to-do-in-london/ | 4 | 4 www.atlasobscura.com/things-to-do/london-england |
| www.tripadvisor.co.uk/Attractions-g186338-Activities-London_England.html | 5 | 5 www.timeout.com/london/attractions/top-london-attractions |
| www.timeout.com/london/attractions/top-london-attractions | 6 | 6 www.thrillophilia.com/destinations/london/places-to-visit |
| toursanner.com/blog/best-tourist-attractions-in-london/ | 7 | 7 www.london-tickets.co.uk/travel-guide/trip-planner/best-places-to-visit-in-london/ |
| traveltriangle.com/blog/best-places-to-visit-in-london/ | 8 | 8 www.cosmopolitan.com/uk/lifestyle/travel/g38846279/things-to-do-london/ |
| www.thecrazytourist.com/25-best-things-to-do-in-london/ | 9 | 9 www.holidify.com/places/london/sightseeing-and-things-to-do.html |
| travel.usnews.com/London_England/Things_To_Do/ | 10 | 10 www.visitlondon.com/ |
| | | 11 londonpass.com/en |
| | | 12 www.cntraveller.com/gallery/top-london-attractions |
| | | 13 www.reddit.com/r/Europetravel/comments/1at36zn/things_to_do_in_london/ |
| | | 14 travel.usnews.com/London_England/Things_To_Do/ |

How Do TourScanner & Visit Britain Differ?

It seems a strange question to ask as it's so obvious...

- There's a clear difference across **intent of site** - TourScanner is commercial site relying on a significant amount of informational traffic and VisitBritain.com are an official voice of tourism in the UK.
- VisitBritain.com have **demonstrable experience** of travelling in the UK, TourScanner overly optimised for SEO purposes.
- Google is **prioritising local results** with genuine experience and authority within the area.

Travel Bloggers Continue to Lose Traffic

Travel bloggers & smaller travel publishers reported drop offs from the Helpful Content Updates (HCU) in '22 with some research suggesting up to 78% of sites lost some traffic

This has continued in '24 with further drops from the March update – the first core update to incorporate HCUs. See one of the largest travel UK bloggers, handluggageonly.co.uk below



Travel Blogger SEO Strategy in '25

Here's the best focus for travel bloggers moving forwards

- Continue to focus on E-E-A-T, **particularly 'experience'**
- Showcase first hand evidence of your experience in each destination and **don't create destination content otherwise**
- Content should **not be written for 'SEO' but for users** and avoid overly optimised meta data

E**EXPERIENCE**

How much first-hand experience does the creator have on the topic?

E**EXPERTISE**

How much expertise and knowledge does the creator have on the topic?

A**AUTHORITATIVENESS**

How much first-hand experience does the creator have on the topic?

T**TRUSTWORTHINESS**

How accurate and reliable is the website and page?

Travel SEO Best Practices



Click-through-rate (CTR) Optimisation

Travel search results are getting more and more noisy with ads, traditional listings, carousels and knowledge panels to name a few

Standing out in the crowd is difficult. Brands need to optimise CTR with –

- Travel schema – Hotel, HotelRoom, TouristTrip, Review and so on
- SEO testing metadata

The screenshot shows a Google search for "melbourne tours" with the following elements and annotations:

- Ads:** A red box highlights a sponsored section titled "Sponsored · Tickets and tours" containing five tour cards with images, titles, prices, and ratings.
- Organic Listing:** A blue box highlights the organic search result for "THE 30 BEST Melbourne Tours & Excursions (from £2)" from TripAdvisor.
- Organic Carousel Images:** An orange box highlights a carousel of four scenic images with corresponding tour titles and prices.
- Knowledge Panel:** A blue arrow points to the "Melbourne" knowledge panel on the right, which includes a description, population, age, and other facts.
- Review stars:** A green box highlights the star ratings and review counts for the first four items in the "Activities and tours" carousel.

Keyword Strategy

For any travel site, keyword strategy should now be focused on -

E-E-A-T - does your brand have the experience, expertise, authority and trustworthiness to cover a keyword topic?

The travel buyer's journey - are you creating content that caters from travel inspiration to booking?

Low keyword difficulty terms - are keywords providing a low opposition to ranking? If you're a new site consider zero-volume keywords that typical SEO tools aren't able to obtain search volume for!

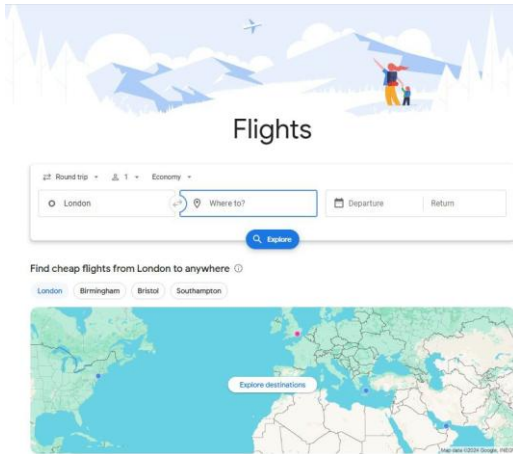
Your locale - if you are a local business, are you creating enough regional content? Google rightly continues to bias regional sites for regional terms!



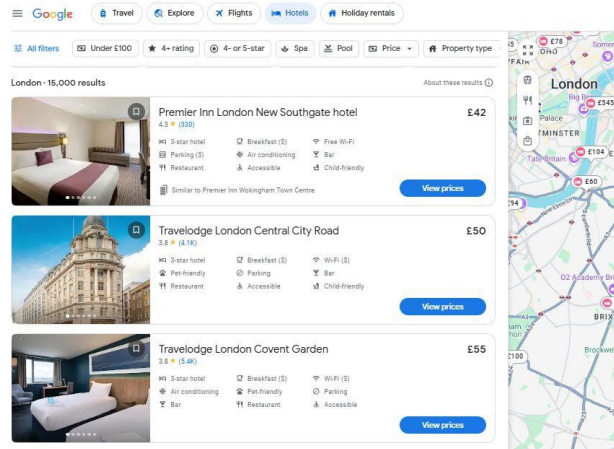
Optimising for Google Travel Itself

Google Travel's continued dominance should be treated as an opportunity to rank in new Google tabs –

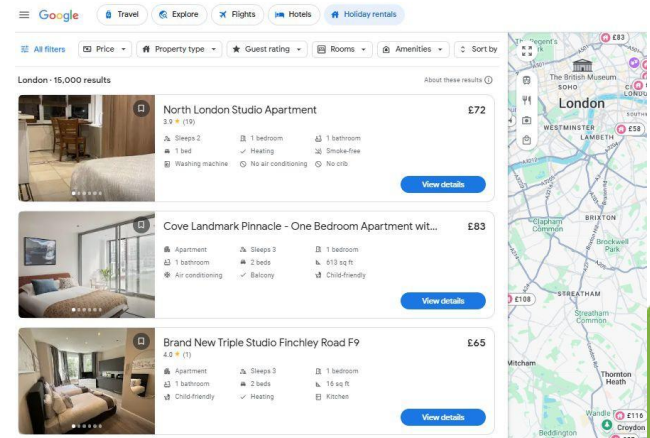
Google Flights



Google Hotels



Google Holiday Rentals



Reactive PR & Hero Content

Links remain one of the most important factors for increasing rankings, a strong offsite strategy can help you get ahead of competitors. There's a huge market in travel for -

Hero content with credible data and regional focus:

GREATEST TRAIN TRIPS



Bernina Express
Switzerland



Journey Length: 76 Miles
Journey Time: 4 hrs
Highest Elevation: 7,391 Feet

Rating: 4.5
No. National Parks: 1
Viewing Carriage: Yes
Instagram Posts: 96,873

Frequency: 7 days / week
Cost: \$259
Free Wifi: Yes
Free meal/snacks: No

★ Overall: 7.26

Top 10 Best Destinations to Travel Sober



| # | Country | Overall |
|----|------------|---------|
| 1 | Nepal | 7.02 |
| 2 | Morocco | 7.00 |
| 3 | Costa Rica | 6.73 |
| 4 | Turkey | 6.57 |
| 5 | Greece | 6.41 |
| 6 | Indonesia | 6.31 |
| 7 | Jordan | 6.00 |
| 8 | Italy | 5.93 |
| 9 | Singapore | 5.92 |
| 10 | India | 5.67 |

insuremytrip

Popularity of Halloween Filming Locations by State



Number of Movies Filmed in Location

- 0
- 1-249
- 250-499
- 500+

insuremytrip

And smaller reactive comments on current events:

RAVISH

THE IMPORTANCE OF TRAVEL INSURANCE FOR LOST OR STOLEN PASSPORTS

TDM TRAVEL DAILY MEDIA

FLIGHTS EXCLUSIONS INSURANCE

Flight Disruptions and Insurance Dilemmas: What Happens When You're Forced off the Plane?

TRAVELPULSE

Features & Advice











The Environmental and Personal Hazards of Frontier Tourism

AI Overviews in Travel Industry



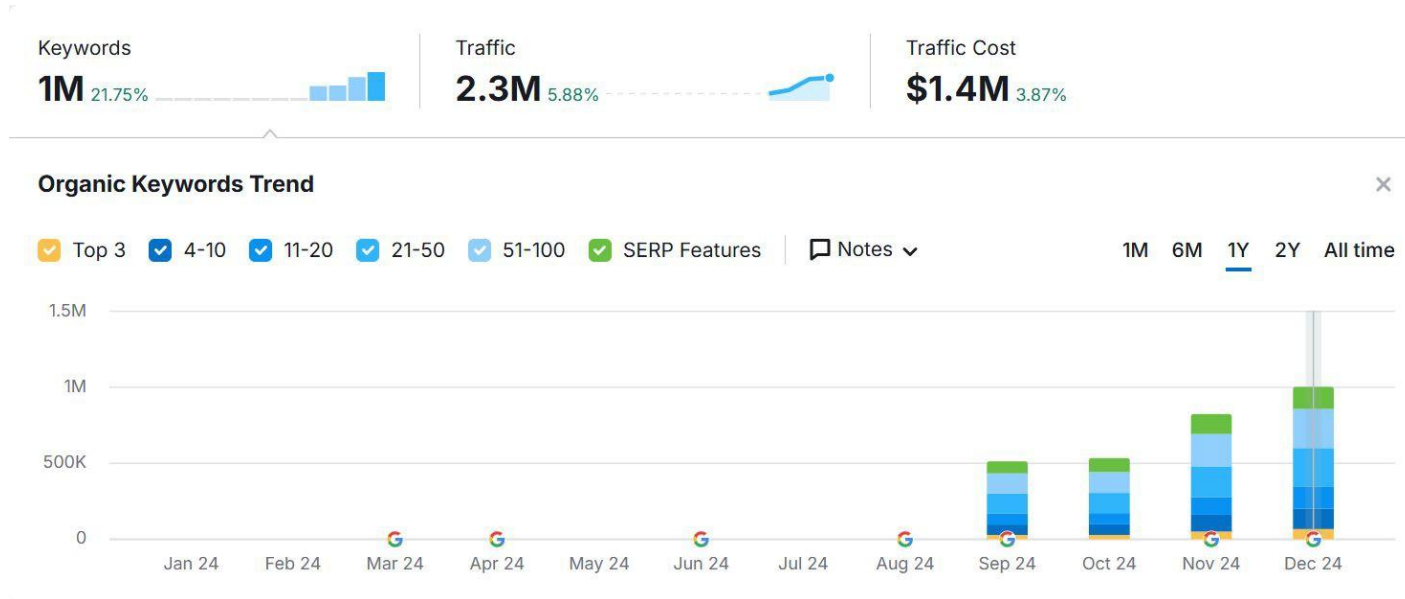
AI Overviews Impact on Big Travel Brands

- AI Overviews dominated SEO news in 2024 with SEOs sat in two camps - crisis mode or ignore it mode.
- Some research shows that they are **showing for 30% of travel queries.**
- On average, they show for **5% of travel brands keywords** (according to rank tool Sistrix) -

| Travel Site | AI Overview Presence |
|---|----------------------|
|  RYANAIR | 10% |
|  BRITISH AIRWAYS | 8% |
|  easyJet | 7% |
|  Jet2holidays <small>Package holidays you can trust</small> | 6% |
|  Tripadvisor | 5% |
|  lastminute.com | 4% |
|  Booking.com | 3% |
|  Skyscanner | 3% |
|  Hotels.com | 3% |
|  Expedia | <1% |

AI Overviews Growth in '24

Despite the relatively low brand contribution, there's signs of AI Overview presence increasing significantly MoM and SEMrush still shows over 1 million keywords with an AI Overview for TripAdvisor (up 21%) -



Should I Care About AI Overviews on Commercial Travel Terms?

➤ AI Overviews are **typically present on informational queries**, allowing users to get their information straight away on the search results page.

➤ But they **can appear for commercial travel or mixed intent terms**, see to the right.

➤ Creating both page intent types are even more important moving forwards with an AIO strategy.

The screenshot shows a Google search for "beach holidays in poland". The AI Overview section lists several destinations: Sopot Beach, Ustka, Gdańsk, Kołobrzeg, and Jastrzębia Góra. A citation graph on the right side of the page shows a list of sources: "Beach holiday in Poland | Book beach holiday by the sea" (SpaDreams), "Beach Holidays in Poland | HomeToGo", and "Poland Holidays 2025/2025 from £79" (Expedia). A blue arrow points from the "Show all" button in the citation graph to a box containing the text: "Citation graph shows informational and commercial pages attributed".



2025 Travel Predictions for Travel SEO



Core Travel SEO Challenges in '25

Here's our core travel SEO challenges for 2025 –

1.

High volume keywords even more difficult with Google Travel ranking themselves

2.

Local results continue to be prioritised at expense of overly optimised SEO heavy sites

3.

AI Overviews presence will continue to rise MoM in early '25 before settling later in the year



Overcoming Travel SEO Challenges in 2025

Here's what SME travel sites must focus on –

User-first content



**Keyword strategy
aligned to experience
and value propositions
not SEO**



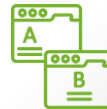
Trend & news jacking



Evergreen user assets



**SEO testing on CTR &
AI Overview targeting**



**Optimising for Google
Travel tabs**



Screaming Frog Travel SEO Credentials



Multiple Travel Award Winners

UK Search Awards for Travel SEO in [2019](#), [2021](#), [2022](#), [2023](#) and [2024](#). UK Digital PR Awards for Travel in [2023](#) and [2024](#).

"Very pleased with the results of our campaign with Screaming Frog. The team designed a very original data-driven campaign for us and we had impressive media uptake. Jimmy Kimmel's show even referenced it! The Screaming Frog team were very professional and I think the results speak for themselves. We highly recommend them."



"We initially chose to partner with Screaming Frog due to their prominent reputation and unparalleled Spider tool. However, we were pleasantly surprised to learn about their creative content generation and robust outreach capabilities. They understand the core values of our business while generating compelling pieces to share across various platforms."





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