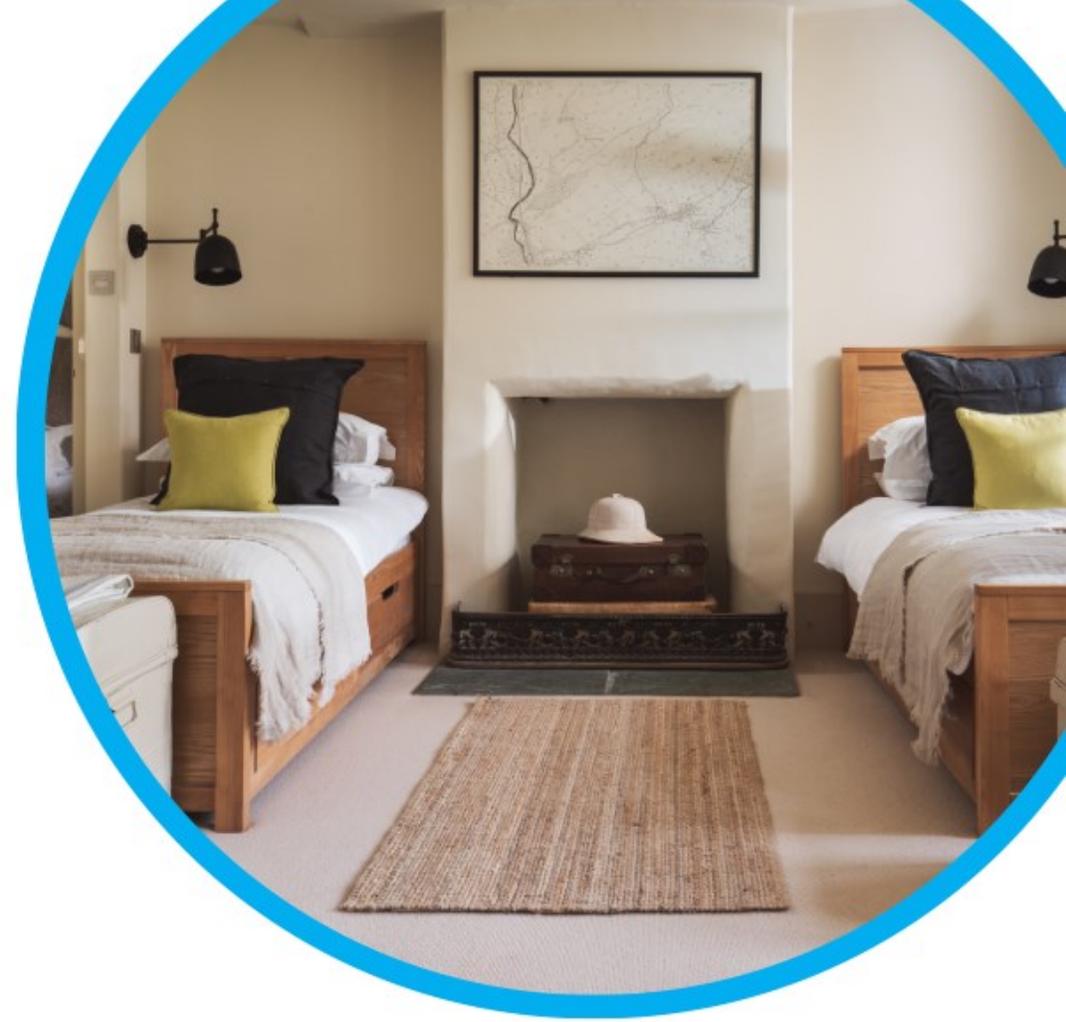


MIHI DIGITAL

When search and social combine in holiday research

M!Hi.





PROVEN SUCCESS IN TOURISM MARKETING

- **Proven Track Record:** We've worked with **150+** award-winners businesses
- **Driving Results:** Our clients generate a combined £20 million in bookings every year
- **Regional Expertise:** We've partnered with 8 of the South West's leading destinations, delivering tailored marketing solutions.
- **Industry Leadership:** I am a board member for Visit Cornwall and the Cornwall and Isles of Scilly Local Visitor Economy Partnership (LVEP), ensuring our strategies align with the latest industry trends.



MIHIDIGITAL.CO.UK



M!Hi.

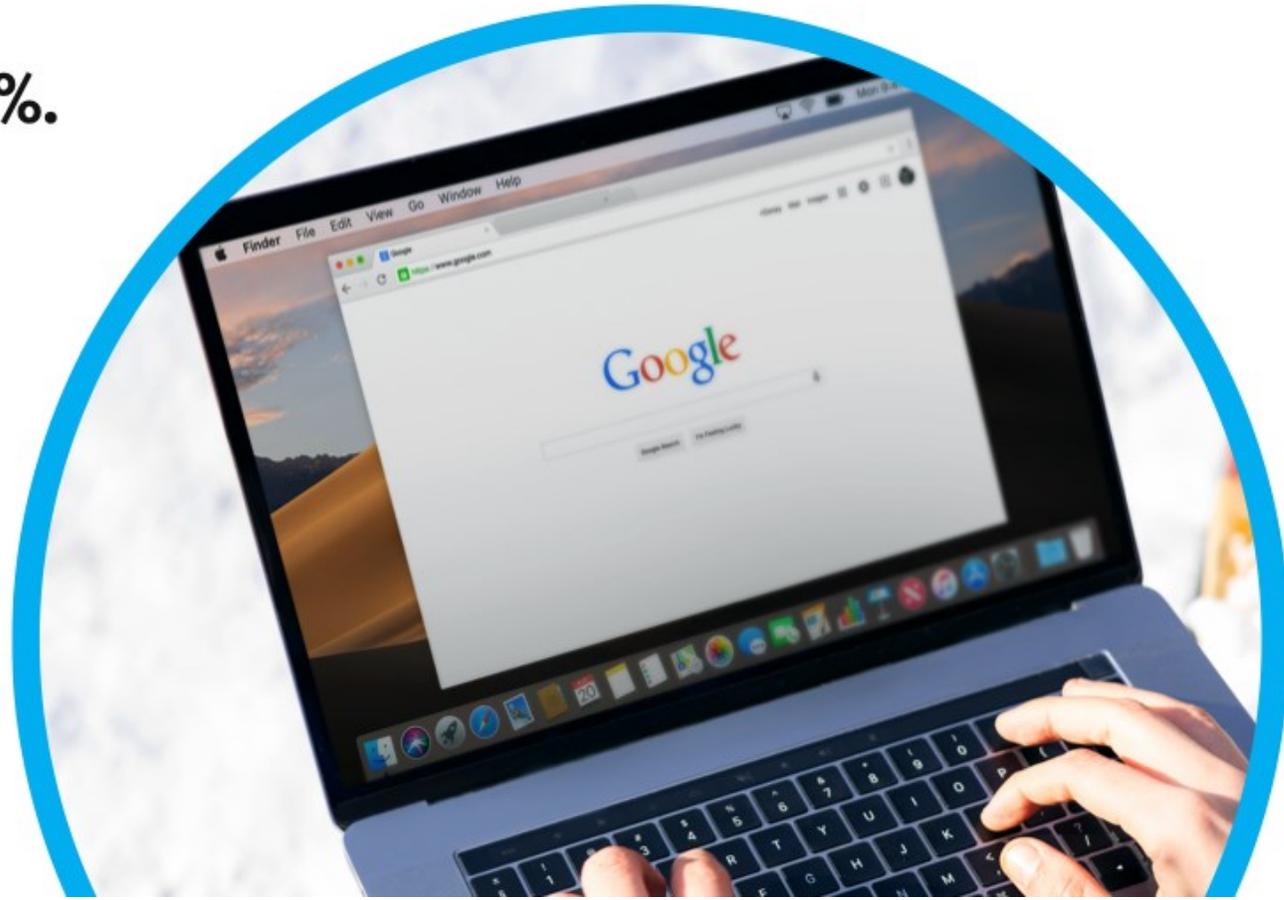
PROVEN SUCCESS IN TOURISM MARKETING

Our clients are getting
more bookings this year
than they did last year.

CHANGING SEARCH PATTERNS.

A study published in 2010 found that 86% of people used general search engines to assist in their travel planning efforts.

In 2024 that figure was 60%.



WHY IS THIS HAPPENING?

Recent studies indicate that approximately 75% of travellers use social media platforms to research and gain inspiration for their next trip:

Facebook (69%)

Instagram (68%)

YouTube (65%)

But note... they still use both!



SO WHAT DO YOU NEED TO DO?

The last year has been the first that we've seen more bookings taken from Instagram than Facebook – so let's have a little look at what we can do to get into the Explore section and optimise for search....



FOCUS ON REELS:

- Reels have high visibility in the Explore area. Create short, creative, and engaging videos relevant to your niche.
- Use trending music or sounds and follow Instagram trends to increase discoverability.
- Incorporate storytelling to connect emotionally with your audience.



OPTIMISING POSTS:

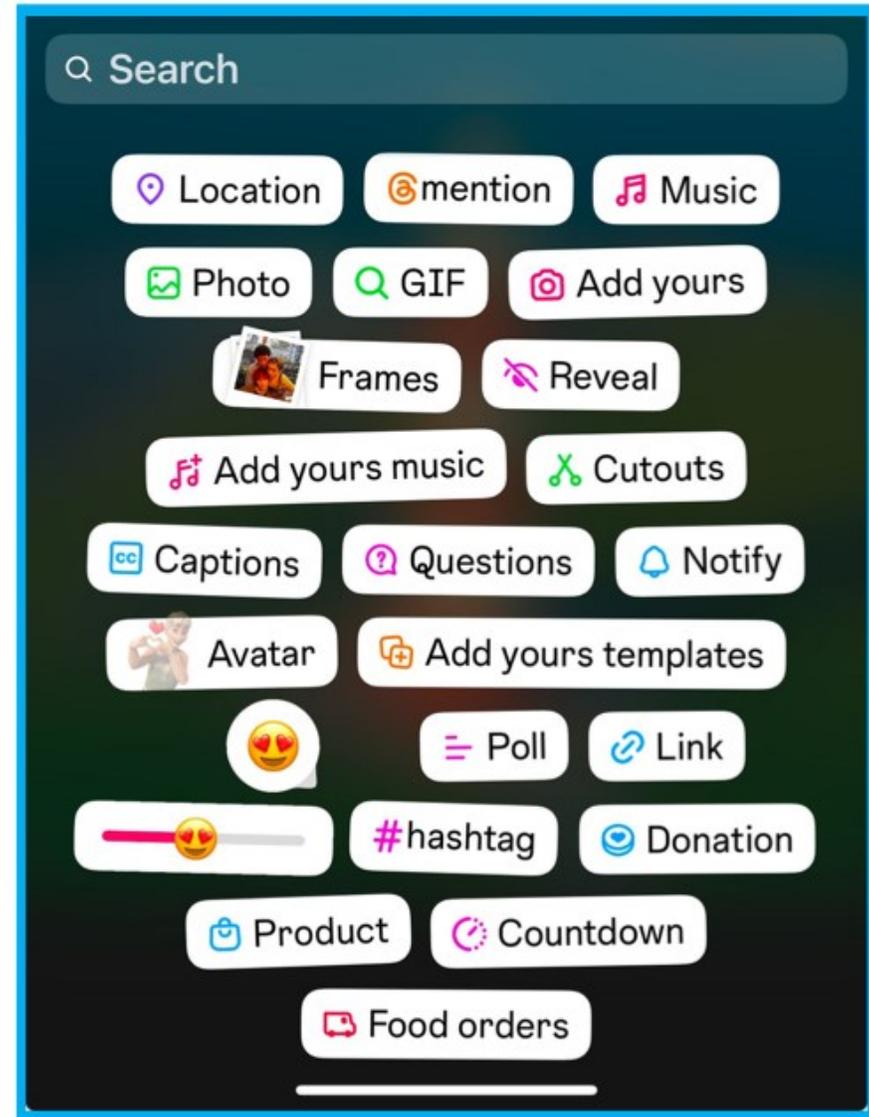
-  **Use Relevant Hashtags**
 - Research and include a mix of broad, niche, and location-specific hashtags.-
 - Use popular travel-related hashtags like #TravelGoals, #Wanderlust, or location-specific tags (e.g. #VisitCornwall).
-  **Optimise Captions**
 - Include keywords relevant to your industry, as Instagram's algorithm can pick up text from captions.
-  **Use Location Tags**
 - Geotag posts and Stories to show up in searches for specific destinations or attractions.

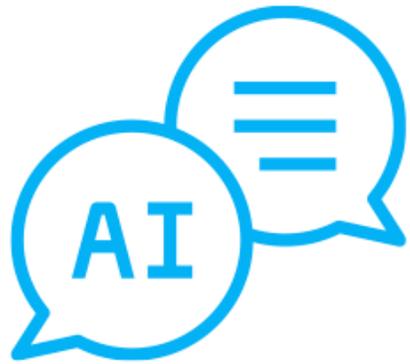


HOW ABOUT STORIES?

Leverage Stories and Interactive Features

- Post regularly to Stories, using polls, quizzes, and Q&A stickers to encourage engagement.
- Save key Stories to Highlights for long-term visibility.

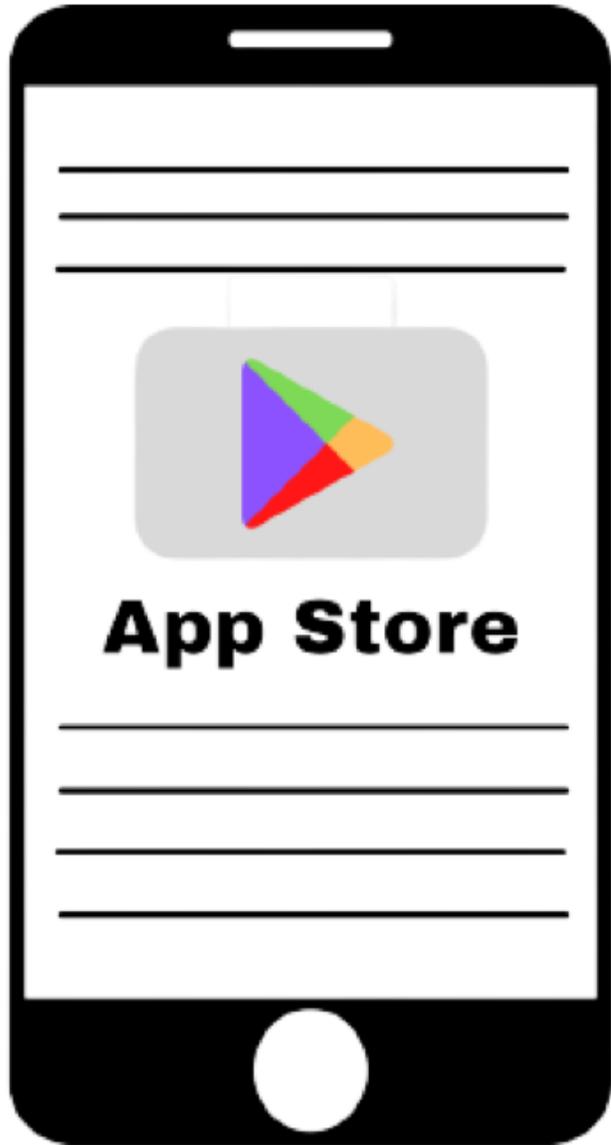




USE AI TO SEARCH:

- ChatGPT's usage among surveyed respondents increased from 1% to 8% within a few months in 2024.
- Google remains at 86% globally but times are changing.





M!Hi.

Chinese Deepseek became the fastest downloaded app in the US, wiping 1.3 trillion off the Stock Market value of US tech companies...





UNDERSTANDING GOOGLE AI GEMINI AND SIMILAR AI SYSTEMS

What is it and why does it matter?

- **AI-Driven Search:** Gemini and similar systems use advanced AI to generate answers and provide more contextual, conversational search results.
- **Key Focus Areas:** Natural language processing (NLP), multimodal inputs (text, voice, images), and real-time updates.
- **Impact on Websites:**
 - Traditional keywords still matter, but content quality, structure, and context are critical.
 - These systems prioritize topic depth, entity relevance, and user intent over just keyword optimisation.
- **Emerging Opportunity:** Adapting to AI systems ensures your site ranks highly in conversational, voice, and multimodal search environments.



HOW TO OPTIMISE YOUR SITE FOR AI SEARCH SYSTEMS

Key Strategies for AI Optimisation

1. Focus on Quality Content

- Create in-depth, user-focused content that answers specific questions.
- Use structured data (e.g., FAQs, schema) to make content AI-friendly.

2. Entity-Based SEO

- Build topic clusters and link-related pages to boost relevance.
- Follow E-E-A-T principles (Experience, Expertise, Authority, Trust).

3. Enhance Usability

- Optimize for mobile and speed.
- Include images and videos with proper tags for multimodal AI.

4. Natural, Conversational Content

- Write in a conversational tone and include long-tail keywords.





Is the Tesla Model 3 Saloon a good car?

Read our expert review



Words by: [Dan Trent](#)



Additional words by: [Dan Trent](#)

"When we first reviewed the Tesla Model 3 we described it as a game changer. But in the short time it's been around the game itself has changed beyond recognition, and Tesla now finds itself in a much harder fight with reinvigorated rivals from the so-called 'legacy' manufacturers it once caught napping. This upgraded Model 3 is the attempt to keep the car fresh against the likes of the [Hyundai Ioniq 6](#), [BYD Seal](#), [BMW i4](#), [Mercedes EQE](#) and many other electric saloons now muscling into the market. New lights, upgraded tech and improved refinement are among the new features and the new [Model 3 Performance](#) promises performance and tech to win over even hardened petrolheads. But is it enough to reinforce Tesla's position as the king of electric cars?"

4



M!Hi.

THANK YOU

