THE GEO COPYWRITING REPORT (2026)

WRITING FOR LLMS, HUMANS AND THE NEW SEARCH FRONTIER **FOR HOSPITALITY AND THEMED ATTRACTION BRANDS**

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GET FOUND, GET CHOSEN.

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A NOTE FROM THE AUTHOR

At the time of writing this report, **44% of people are choosing AI based search over Google** (source: McKinsey). For context, this is well over one billion consumers worldwide, and I expect this number to vastly rise over the next three years.

If, like me, you parent the Gen Z culture, you will relate. My 14 year-old relies on Reddit for insights on life's most damning questions; and as much as I privately wish to donate my childhood copy of The New Book of Knowledge to her, I must come to terms with the fact that search behaviour has dramatically changed.

So, showing up in AI search results has become mandatory. Even if it is a beast that frightens you, it is a beast you have to feed.

The nerdy, some might say ostentatious, term that describes writing for AI enabled search is called **Generative Engine Optimisation** (GEO). Basically, making sure your hospitality or themed attractions brand is positively mentioned when people ask large language models (LLMs) about an experience, product, or service that you provide. I say "positively" because AI has the power to cite you in a negative fashion, too.

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A NOTE FROM THE AUTHOR

But the principles of GEO are quite different to SEO copywriting, and standalone content marketing. It factors in many of the same strategies, but it is not an identical practice; and I should protest, it is not a glorified version of keyword stuffing.

The other point is, and something I will cover in this report, is that GEO should not be implemented at the cost of your business's soul. You do not need to dissolve into a cloudy pool of mediocrity just to appease AI bots. It is absolutely vital that you retain your brand's point of difference, otherwise the people who do find you on AI enabled search, will not choose you. And if they do not choose you then, frankly, what is the point?

It is said that the attention span of a human being is far shorter than what it used to be. I am willing to take my chances and share this report with you anyway. It is lengthy and detailed; and yes, it is better read from beginning-to-end. I am a writer by trade, and I tend not to do well with writing for skimmers; but what I can promise you is that you will find this report to be full of GEO insights, actionable strategies, as well as the underlying principle that showing up in AI enabled search results need not come with the caveat of losing your sense of humanness.

HELLO, AI SEARCH IS CONVERSATIONAL

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In the last three years, even though humans are creatures of habit, search behaviour has turned entirely on its head

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Have you ever felt like an AI tool really understands you? If you can recall typing, haphazardly, on your phone (perhaps making the occasional typo) and the response from an LLM has still addressed your every qualm, then you are not in the minority.

It is fascinating. For decades, human beings have been accustomed to a certain type of online search behaviour: Keywords. Key questions. Google. And in the last three years, even though humans are stubborn creatures of habit, search behaviour has turned entirely on its head. Largely because people finally feel *seen*.

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By the end of 2024, **ChatGPT was reaching 200 million active users**; and now, **83% of internet users claim that AI search tools provide better rounded results than Google**. (Source: TechCrunch). The reason for this is not purely trend-based. AI tools are actually growing in popularity because of a powerful technology called **semantic search.**

Unlike traditional keyword search, semantic search prioritises what a person *means*. (Factoring in context, reason, and possibly world view). Semantic search takes all the words a person is using together to decipher true intent. It goes beyond keywords; and as such, makes users feel wholly supported.

This also means people are now phrasing online search queries, as they would phrase them in real life. In full sentences brimming with texture and nuance.

For example, instead of typing *"best hotels, Rome"* into a traditional search engine, users are now more inclined to type into an AI search tool *"My partner and I are planning a romantic weekend getaway in Rome, which hotels would suit us? We want to explore the city by foot as much as possible, so recommendations for hotels in buzzing areas (near restaurants and shops) would be great".*

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Notice the specificity of the question here. The emotional cues and the choice of adjectives ("*buzzing*") which implies what kind of guest this user might be and what their emotional state of mind is. An AI search tool will commit this pattern to memory, and using **NLP** (Natural Language Processing) will keep the conversation going, for as long as the user needs, and until the user is satisfied.

Returning to the point of specificity, this actually leaves hospitality brands with a wide open window to compete. Consider, writing about specific details across various content mediums:

- You serve coffee: Where are the coffee beans sourced from and how does this impact flavour?
- You are marketing a major theme park: Are any of the attractions record-breakers? How tall is the vertical drop on the most popular rollercoaster?
- Your hotel is based in London: Which tube lines run from your hotel to the city's most popular landmarks like Big Ben and Buckingham Palace? What are the quietest times to use public transport?

Adopt the mindset of "answering questions" when you write copy; and act on this in a detailed manner. This helps AI models pair your content with the questions users send them; therefore making them far more likely to trust you, understand you, and ultimately recommend you.

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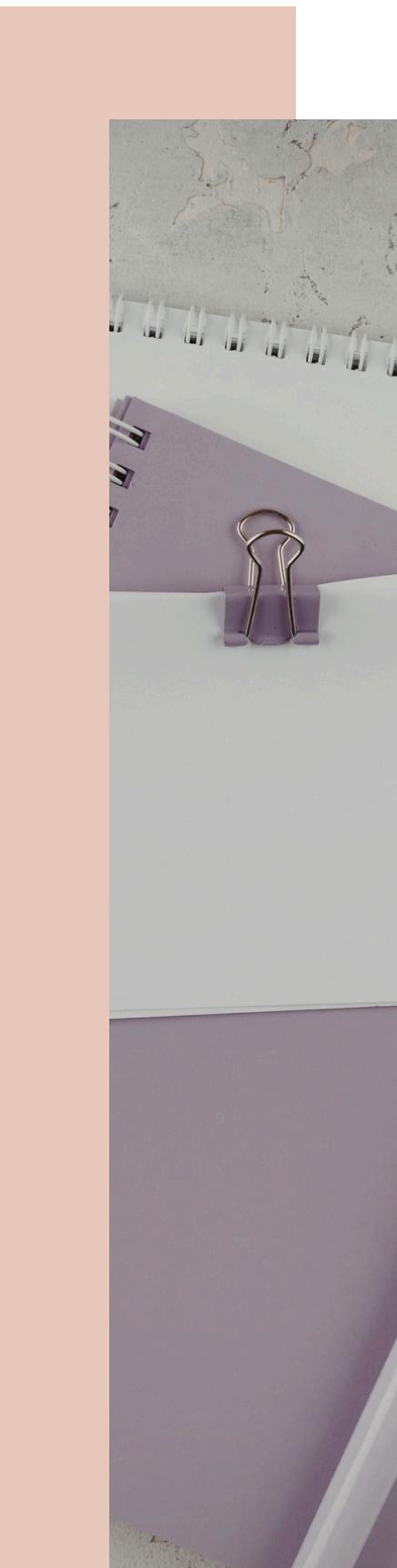
HOW AI INTERPRETS INTENT

The system reads the questions, however elaborate, as a bundle of intent signals

When a question is asked in an AI enabled search environment, not only is it matched to information, it is interpreted, too.

The system reads the question, however elaborate, as a bundle of **intent signals**. In other words, not just what is being asked, but why it is being asked, how it is phrased, what emotional tone sits beneath it, and what practical or sensory constraints are implied. The shift in human behaviour, as explored in the previous section, is merely half the story. The other half is how meaning is inferred and held.

This kind of interpretion is not a one-off event. AI systems learn through accumulation. They have beady, metaphorical eyes that notice consistency and coherence over time.

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If you have some experience with SEO, you will have come across an important acronym, **EEAT.** This term refers to a set of writing guidelines, originally created for Google search engines, and has now become key for GEO strategy.

So, even if you do not consider yourself or your team members seasoned writers (and you are worried about the detail in copy that we have just alluded to), simply following EEAT guidelines will keep you on track and increase the likelihood of your brand being mentioned in AI recommendations.

What does EEAT stand for?

Experience: AI values content from brands who have actually done what they are talking about, and brands that have proven experience in their industry. In 2025, West Midlands based theme park Drayton Manor Park celebrated their 75th anniversary; this was the centrepiece of all their marketing activity. Big experience points there from AI.

Expertise: This comes with showing a high level of skill, knowledge, and deep insights across your content. This, arguably, may be one of the simplest things to demonstrate if you are a brand with genuine know-how, as the vast majority of AI generated content (of which, there is plenty) is surface level, at best.

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Writing about the local neighbourhood(s) of your short-term rental properties in depth or creating well-researched digital books for your museum brand will give you an immediate point of difference; and thereby mentions from AI.

Authority: Think third-party recommendations, review websites, and mentions from well-respected brands and organisations (this includes podcast appearances, article contributions, and award shortlists). In our experience, this is something many marketing departments do not prioritise; because asking somebody else to sing your brand's praises can seem intimidating. The easiest way of building authority content is asking for reviews from happy guests and customers; so, make this a sacred ritual among your marketing and comms team. Another excellent way of establishing your hospitality brand as the ultimate go-to is by actively volunteering to contribute to reports and articles published by credible organisations. If you have the budget, working with a PR company will help here as well.

Trustworthiness: This is, perhaps, one of the most significant pillars of EEAT. An AI model will only recommend a hospitality brand it trusts. Remember, if AI does not trust your company, your company may still be mentioned across LLM threads - but in a negative light.

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Building trustworthiness is a sensible business principle anyway; from a content point of view, consider clear author bios, accurate sources and citations, transparency of purpose (if you donate £1 from every amusement park ticket sold, please state this); and not forgetting, a secure website and user experience.

Remember, by focusing on EEAT you are not just optimising for algorithm, you are also building a brand that humans can trust and ultimately, choose.

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4 COPY PRINCIPLES THAT SHAPE AI VISIBILITY

By this point of reading, it should be evidently clear that being surfaced in AI-enabled search is not the result of a single tactic. It is the outcome of various techniques, implemented.

Core principles, if you will.

The following section of this report will explore **four specific copy principles**. Some of these principles are already familiar and widely practised. Others are less visible, emerging from our own research and from a lifelong study of writing itself.

Together, they offer a way of creating copy, across all mediums, that aligns with how AI interprets meaning, without sacrificing the qualities that make writing human.

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1. LANGUAGE PATTERNS, WORD CHOICE & ORDER

> *Every word, punctuation mark, and pause is tokenised - converted into a fragment of meaning that interacts with every other fragment.*

Despite NLP, and the conversational tone this technology creates, large language models do not read as humans do. They calculate. Yet, beneath their mathematical scaffolding lies a curious mirror of cognition.

An LLM processes text through transformer architecture. Every word, punctuation mark, and pause is tokenised - converted into a fragment of meaning that interacts with every other fragment. These tokens do not exist in sequence but in constellations. The model assigns "attention weights" to determine which words depend on which, creating a vast, dynamic web of context.

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In the academic study of literature we learn how syntax (the arrangement of words and phrases) can become thought.

A misplaced comma could turn a sentence by Austen on its morally confused head. A clumsy order of adjectives could suck the suspense right out of a Stephen King novel. And a balanced clause could carry the intelligence of an entire paragraph.

The same holds true in the computational realm:

Syntax determines perception.

When a writer crafts a line such as *"The horizon opens slowly, the air touched with citrus and salt,"* both reader and machine experience coherence.

The human senses atmosphere, and the machine perceives semantic clarity: hospitality, landscape, and sensory detail. The structure itself guides the model's attention, much as rhythm guides the ear in poetry.

With the above in mind, we must first understand that to write for LLMs and AI-enabled search is an act of choreography. Each clause becomes a step in a dance (between emotion and algorithm). Balanced phrasing, sensory imagery, and deliberate rhythm help a machine determine meaning. Not because the machine understands beauty, of course it doesn't, but because the machine recognises pattern.

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2. PROTECTING BRAND VOICE IN A PREDICTIVE SYSTEM

> *LLMs have no concept of originality, only statistical likelihood, this is why language from them can feel hollow and clichéd.*

LLMs are trained through a process called **Next Token Prediction**. Basically, the next likely word in a sequence based on statistical frequency across trillions of examples.

Imagine a vast corpus where "*luxury villa*" most often appears beside "*exclusive,*" "*bespoke,*" and "*unparalleled.*" The model, following its probability pathways, retrieves those combinations reflexively.

But LLMs have no concept of originality, only statistical likelihood. This is why language from models such as ChatGPT sound somewhat "correct", but feel hollow and clichéd.

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For example, a prompt for a **"five-start resort description"** would result in something like:

"Experience unparalleled luxury and world-class service at our exclusive seaside resort".

Technically, this is fathomable. But it is also utterly forgettable because it draws from the centre of linguistic gravity. The average of all averages.

To create distinctive copy, writers must move toward the linguistic edges, where rarity lives:

"The pool is rimmed with thyme and low laughter."

That line is statistically improbable - the pairing of "*thyme*" and "*laughter*" is rare in global text data, yet deeply human. That rarity creates signal, both emotional and algorithmic. The model treats it as semantically significant; readers enjoy it for its emotional texture.

Originality will always be your advantage. Distinctive phrasing alters the model's internal geometry, reshaping how a brand is represented across the web of meaning.

At our agency, we call this the **semantic signature.** Essentially, the unique linguistic fingerprint that makes your brand discoverable, memorable, and alive.

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3. WRITING TO BE VISIBLE EVERYWHERE

> *Search has become a journey through overlapping realities*

Decades of writing for the internet has conditioned people to believe that website copy trumps any other form of copy for a business.

While this was true five years ago, and a lesson marketers like us loudly declared, a hospitality brand's website is no longer the (only) be-all and end-all of a marketing strategy.

What once followed a linear path: query, results page, click, conversion - has evolved into something far less orderly and far more human, Brand discovery now happens in smaller, richer moments. A passing recommendation on TikTok, a reassuring thread on Reddit, a listicle skimmed at speed, a question asked aloud to an AI late at night.

So, LLMs do not just privilege your website because you own it.

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They do not only read your lovingly written About page (as important as it is) when a traveller asks them to recommend a family attraction to visit during the summer holidays.

They instead, *also* weigh category-level language, third party descriptions, peer reviews, industry articles, and comparative lists.

Infact, recent studies show that **40% of Gen Z users begin discovery not on Google but on TikTok or Instagram, while 35% of millennials consult an AI tool to shortlist destinations before opening a browser** (source: Google internal data 2023; Deloitte Digital Consumer Trends 2024).

So, marketing copy cannot be confined to a single canonical location anymore. The next time you sit with your marketing team, ask them, is the copy they've written intentionally designed to be quoted, paraphrased, lifted into comparison tables, repeated in reviews, and summarised by machines *without* losing its character. Here is what this could look like in practice:

- A museum might settle on the line *"designed for slow looking"* and use it not only on its website, but in curator interviews, exhibition press notes, Google business descriptions, and the opening sentence of TripAdvisor responses. So, that phrases candidly resurfaces in listicles about "museums that don't overwhelm" and in AI summaries comparing cultural experiences.

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- A zoo might describe itself, consistently as *"a place where conservation is visible, not a gimmick"* - using that language in Meta descriptions, Instagram captions, school outreach copy, and staff-written replies to reviews, thereby allowing Reddit threads, parenting blogs, and ChatGPT answers to echo the same framing when asked to recommend ethical wildlife experiences.

- A restaurant might deliberately write its menu intros, booking confirmations, and review responses in a voice that returns to the same sensory anchors - *fire, patience, long tables, late evenings* - so that when someone searches *"restaurants for relaxed dining"* on TikTok, reads a Substack essay, or asks AI for a comparison, the language that surfaces still feels coherent.

You see, the aim is not to repeat slogans mechanically. But to ensure that wherever your hospitality or themed attractions brand is described (in a list, a caption, a forum answer, or an AI generated paragraph), the same linguistic features remain detectable.

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4. THE FIVE LAYER METHOD

> *Each layer contributes a distinct function, yet none exist in isolation*

This final principle is a studious one. Take your time reading and working through it; and still, if it feels that your brain is doing somersaults, remember that this is a service we provide at our agency.

At its heart, the Five Layer Method teaches how to build copy. Each layer contributes a distinct function, yet none exist in isolation.

From a technical perspective, the method aligns with how large language models process text: through token relationships, attention weighting, and embedding spaces that map meaning multidimensionally (rather than linearly).

At the same time, the language remains satisfying to read. The qualities that make writing feel more alive make it more retrievable, quotable, and accurately represented.

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Emotion

Every hospitality brand already carries one emotion, whether it has named it or not. Calm, anticipation, reassurance, awe, playfulness, belonging. The work begins by choosing which of these feelings a guest should leave with, and allowing that decision to guide language quietly, rather than theatrically. A hotel designed around rest will naturally gravitate towards different words, pacing, and imagery than one designed around celebration (writers call this kind of theming a **semantic field**). A zoo that wants visitors to feel responsibility will sound different to one that centres spectacle. Emotion gives the writing its weight.

Semantic Clarity

Here, language stays close to the physical world. Words are chosen for their ability to name what actually exists: light, stone, linen, fire, pathways, shade. These details ground meaning, giving both readers and machines something stable to recognise. A heritage site that describes itself as *"a place to wander slowly, with benches placed where the light falls best"* offers more than atmosphere. It offers orientation.

2 1

Structure

Sentences are shaped to travel well. They hold their sense even when removed from their original paragraph. Clauses balance each other. Punctuation steadies the thought. This is why well-crafted sentences continue to sound coherent when quoted in isolation, summarised by an AI, or repeated by a guest in a review. Structure is what allows language to remain legible under pressure.

Narrative Continuity

Most brands do not need more messages; they need fewer ideas, repeated with intention. A small set of motifs, allowed to recur gently across platforms, begins to teach pattern. A restaurant that consistently returns to the language of fire, patience, and long evenings. A theme park that echoes bravery, choice, and shared anticipation.

Metadata

Finally, metadata supports the whole. Headings, captions, FAQs, listings, schema, and labels act as the scaffolding beneath the prose. When these elements align with the story already being told, they ensure that meaning survives translation across platforms. A phrase that appears in a website heading and reappears, slightly altered, in a Google Business description or a review response reinforces coherence without repetition.

2 2

GET CHOSEN
BEING FOUND IS ONLY THE BEGINNING

Visibility is good. Visibility is highly desired, especially as the hospitality market becomes more saturated. But visibility without conversion is time wasted. Visibility alone, will not grow your business.

This is the most important, and sadly, the most overlooked message.

We exist in a time where satisfying the bots has become necessary, yes. But business has a remarkable way of humbling us. Reminding us that the end choice; the decision to part with one's hard-earned money, cycles back to humans and humans only.

So, while optimising copy for AI-enabled search is a must, do not trivialise your point of difference, your brand story, and your brand's tone of voice. In fact, now more than ever, consumers are hungry for brands that have not lost their sense of individuality - all in the pursuit of being "mentioned".

2 3

At present, there are few (if any) frameworks for hospitality and themed attraction brands that help them get found on AI-enabled search, *and chosen* by human beings. But it is a framework we have officially launched, and it is called **Kahani**.

The framework can be implemented wholly (what we recommend) or businesses can pick-and-choose modules as they wish. To cram the contents of Kahani into this report would be doing it a disservice; but there are a few things you can certainly begin thinking about, to ensure your business is preserving its soul and story - even as you optimise it for AI.

Start with Story

This does need to be the formulaic founding story of your brand. Think beyond the obvious. As reiterated in this report time and time again, humans *and* AI love texture.

So, before implementing a GEO strategy, revisit your brand story and please, fall back in love with your tone-of-voice guidelines. If you do not have either of these things, then speak to our team at AWC, as we specialise in story.

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Ideally, your brand story needs to be the north star of all your marketing, and determine how you "show up" for guests and customers.

This story can be fiction, non-fiction, romantic, suspenseful. It really depends on your audience and the emotions you want to leave them with. For example, the UK's most popular toilet paper brand **Andrex** tells the fictional story of a Labrador Retriever. He is playful, he is soft, he is comforting, and he is the most recognisable dog in the country. His qualities (playful, soft, comforting) are symbolic of the brand's toilet paper, too; and cleverly guide their tone-of-voice. You will never catch Andrex using words like *compressible,* or *sanitation*. Those words are simply not soft or adorable enough.

This story, and as such, clear pattern of identity, gives Andrex an emotional point of difference (for humans), and a retrievable brand persona (for AI).

Write First, Dress Later

As mentioned in earlier chapters, AI favours copy that answers real questions. After you have researched the common queries of your audience and ideally, have a list of topics you can create content about -

go ahead and include the important details first (the what, the why, the where, the how) but do not just leave it there.

The next step is to optimise your copy for humans. Return to your tone-of-voice guidelines and your brand story - and ask yourself whether the copy you have written is in keeping with t hem. The word choices. The sentence lengths. The tonality. If not, edit. Do this without losing any vital details.

Train Your AI Writing Tool

Just under 80% of businesses are using AI tools for copy (source: McKinsey). This is perfectly alright, so long as you are training your AI tools and consistently giving them feedback. Think of it like working with an apprentice.
At our agency, we use custom GPTs that we have built for ourselves and also for our clients (as a service). Truthfully, professionals writers are the best people to train AI writing tools because they know how to word specific prompts and therefore, get a much better result from AI. You can begin personalising yours by: Sharing your TOV guidelines with it, sharing examples of your brand's copy, sharing examples of copy you like (from other businesses, books, adverts), and talking to it every day about the things that are important to you and your business.

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GENTLE TAKEAWAYS

Before you rush to implement anything at speed, take some time to sit with the lessons and principles covered. Talk to your team over coffee and pastries. Be honest about what you actually want to be known for as a brand.

Let your start be gentle and fully intentional. Optimising your copy for AI-enabled search involves a series of practices. Be prepared to not get it perfect the first-time round; and above all, be patient while waiting for results.

Some simple starting points:

1. Understand your audience's booking/ purchasing journey - which platforms do they prefer, where are they most frequently finding you?
2. Map your audience's most frequently asked questions, needs, desires, and pursuits.
3. Begin training your AI writing tools.
4. Revisit your brand story and tone-of-voice guidelines.
5. Get in touch with **Neely Khan.** A no-strings-attached call can help you find out more about Kahani and how we can help your hospitality or themed attractions business get found on AI-enabled search, and chosen by humans.

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