

Visit Mundus

Executive Paper Volume 001

# THE AI RECOMMENDATION ECONOMY

How Artificial Intelligence is Reshaping  
Hotel & Destination Discovery.

Helping AI understand why hotels and destinations should be chosen.

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GZS Silver Innovation Award for Innovation

[visitmundus.com](https://visitmundus.com)

# 1. THE TURNING POINT

## The biggest change in hospitality since OTAs

For the past two decades, hotel discovery has been shaped by a relatively stable ecosystem:

### **Search → OTA platforms → Booking decision**

Hotels competed for visibility inside structured marketplaces where recommendation confidence, pricing, and reviews determined outcomes.

That system is now being disrupted — not by a new OTA, but by a new decision layer.

Artificial Intelligence is becoming the first interface between travellers and hospitality choices.

Instead of users searching and comparing manually, they increasingly ask AI systems:

- “Best boutique hotel in Dubrovnik for couples”
- “Luxury hotel in Dubai with wellness focus”
- “Business hotel near city center with fast access”

And AI responds with pre-selected recommendations, not lists.

### **This is the turning point:**

Hotels are no longer discovered through search behaviour.

They are discovered through AI interpretation of intent.

In this environment, visibility alone is no longer sufficient.

A hotel can be present in all traditional channels and still not be recommended.

Because AI does not retrieve results — it constructs answers.

This shifts hospitality from a distribution problem into a decision interpretation problem.

### **The key question is no longer:**

“How do we rank higher?”

### **But:**

“How does AI understand what we are and when we should be recommended?”

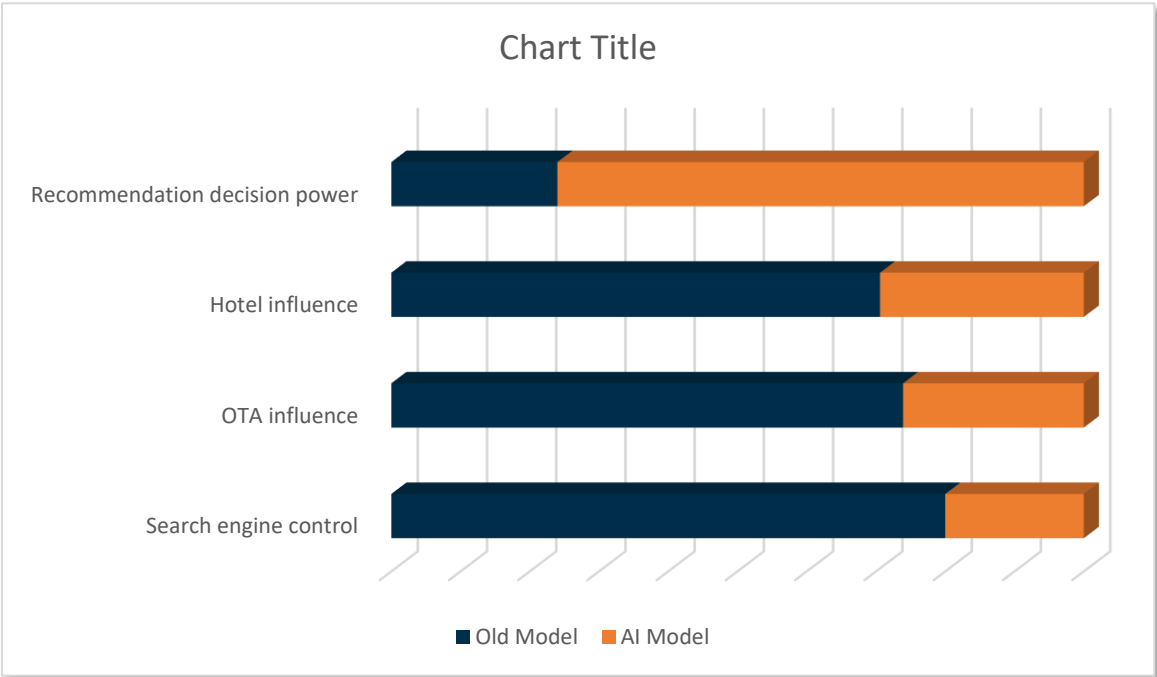
This is the fundamental change happening in hospitality today — and it is structurally deeper than the OTA revolution.

# 2. HOW GUESTS DISCOVER HOTELS TODAY

## From search-based discovery to AI-driven recommendation

Hotel discovery is no longer a linear search process.

It is shifting from **user-controlled search** to **AI-mediated selection**.



*“Shift of decision control in hotel discovery”*

### OLD MODEL (Search-Based Discovery)

For years, the process was predictable:

User searches → filters options → compares listings → books via OTA or website

In this model, control was distributed:

- Google controlled visibility
- OTAs controlled recommendation confidence and conversion
- Hotels competed through pricing, reviews, and SEO

The guest was the decision-maker but heavily influenced by structured lists.

Hotels could optimize within known rules.

## NEW MODEL (AI Recommendation Discovery)

The structure is fundamentally different:

User asks intent → AI interprets context → AI selects options → user decides from reduced set

Instead of showing 50–200 options, AI systems often return:

- 3–5 recommended properties
- pre-ranked based on perceived fit
- filtered through intent understanding

**This means the comparison phase is shrinking — or disappearing entirely.**

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## THE KEY SHIFT

In the old model:

**Hotels competed to be *found***

In the new model:

**Hotels compete to be *chosen by interpretation***

**In the old model:**

The guest builds the shortlist

**In the new model:**

AI builds the shortlist

AI does not display the market.

**It compresses the market into decisions.**

## WHAT THIS CHANGES FOR HOTELS

A hotel is no longer evaluated as a listing.

It is evaluated as:

- relevance to intent
- clarity of positioning
- consistency of structured signals
- fit within destination context
- probability of satisfying user expectation

**If these signals are unclear or inconsistent, the hotel is simply not selected.**

Hotels are no longer competing for visibility in lists.

They are competing for:

**inclusion inside AI-generated decision sets**

## THE RESULT

Discovery is becoming:

- less searchable
- less comparable
- more pre-decided

And increasingly:

“Visibility” is being replaced by “recommendation eligibility”

This is not an evolution of search.

**It is a replacement of the discovery layer itself.**

## 3. AI DOESN'T SEARCH LIKE GOOGLE

### Why traditional hotel marketing logic no longer applies

AI systems do not function as search engines.

They do not return results based on keywords or recommendation confidence lists.

They generate **answers based on interpretation of intent, context, and probability of relevance.**

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### KEY DIFFERENCE IN LOGIC

#### *HOW GOOGLE WORKS*

Google is built around:

- keyword matching
- indexed pages
- recommendation confidence signals
- SEO optimization

It **retrieves information that already exists.**

Hotels compete to be: **ranked higher in a list.**

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#### *HOW AI WORKS*

AI systems (ChatGPT, Gemini, Perplexity) work differently:

- interpret user intent
- understand context (budget, purpose, experience type)
- compare entities semantically
- generate a recommendation output

They do not “list options”.

They **decide what is most relevant before showing anything.**

#### *CRITICAL SHIFT*

In Google:

**visibility determines traffic**

In AI:

## interpretation determines recommendation

### WHAT THIS MEANS FOR HOTELS

Hotels are no longer evaluated as:

- pages to rank
- listings to optimize
- keywords to match

They are evaluated as:

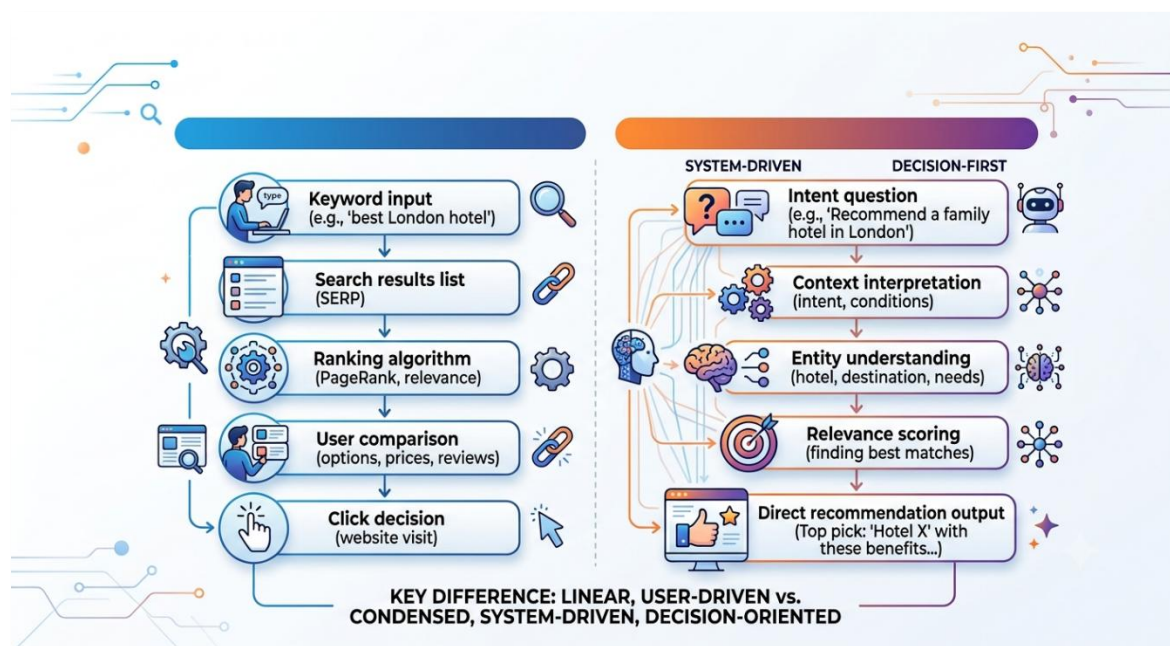
- structured entities
- contextually relevant options
- trusted data sources for AI interpretation

### FINAL INSIGHT

AI does not reward the best optimized hotel.

It rewards the **best understood hotel**.

### Search vs AI Decision Flow



AI removes the comparison phase and replaces it with pre-selection.

## 4. WHY SOME HOTELS ARE RECOMMENDED — AND OTHERS ARE INVISIBLE

### How AI actually decides what to show

Imagine Vienna.

There are over 400 hotels.

When someone asks AI:

**“Which hotel should I stay at in Vienna?”**

AI does not list all 400.

**It selects 2–3 options.**

The real question is:

**Why those hotels — and not the others?**

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### WHERE DOES AI FIND INFORMATION?

AI does not use one source.

It pulls fragmented signals from:

- hotel websites
- Booking platforms
- Google Business Profile
- OTA systems
- reviews & blogs
- tourism databases
- structured data sources

**There is no single “truth layer”.**

## THE CORE PROBLEM

This data is:

- scattered
- inconsistent
- incomplete
- not aligned

So AI cannot directly “read a hotel”.

**It must reconstruct it.**

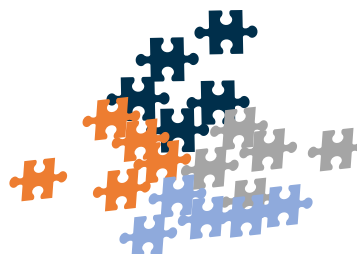
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## THE PUZZLE EFFECT

Imagine a puzzle with 100 pieces.

A hotel’s data is typically distributed like this:

- 20 pieces on the website
- 15 pieces on Booking platforms
- 10 pieces on Google
- 5 pieces on social media
- 10 pieces in tourism or partner systems
- remaining pieces missing or inconsistent



**AI must assemble the full picture itself.**

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### *WHAT AI ACTUALLY DOES*

AI does not evaluate hotels as complete entities.

It evaluates:

**“How confidently can I understand and recommend this hotel for this specific guest?”**

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### *THE KEY INSIGHT*

Recommendation is not based only on quality.

It is based on:

- clarity
- consistency
- interpretability
- confidence of understanding

## WHY SOME HOTELS WIN

Hotels that are recommended are not always “better”.

They are: **easier for AI to understand correctly**

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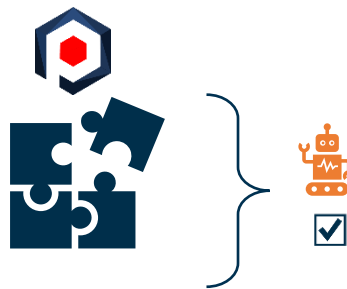
### *WHY SOME HOTELS DISAPPEAR*

Not because they are worse.

But because: **AI cannot confidently interpret them as a fit for a specific intent**

AI does not rank hotels.

It **filters them by understanding confidence.**



## 5. THE HIDDEN REVENUE LEAKAGE

### Why AI interpretation gaps directly reduce revenue

Revenue loss in the AI era does not happen because of lower demand.

It happens because **demand is misallocated before the hotel is even considered.**

When AI systems do not clearly understand a hotel, they simply recommend alternatives that better match the interpreted intent.

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### THE REVENUE LEAK MODEL

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#### *WHAT IS ACTUALLY HAPPENING*

Even small interpretation gaps create measurable economic distortion:

- AI does not show the hotel in the recommendation set
  - competitors are selected instead
  - demand is redirected before comparison
  - booking decision is made without the hotel ever entering consideration
- 

#### *CRITICAL POINT*

This is not a traffic problem.

This is not a marketing problem.

This is a **decision allocation problem.**

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#### *WHAT HOTELS THINK vs WHAT IS TRUE*

Hotels think:

“If we get traffic, we can convert it.”

**AI reality:**

“If we are not recommended, there is no traffic to convert.”

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CORE INSIGHT

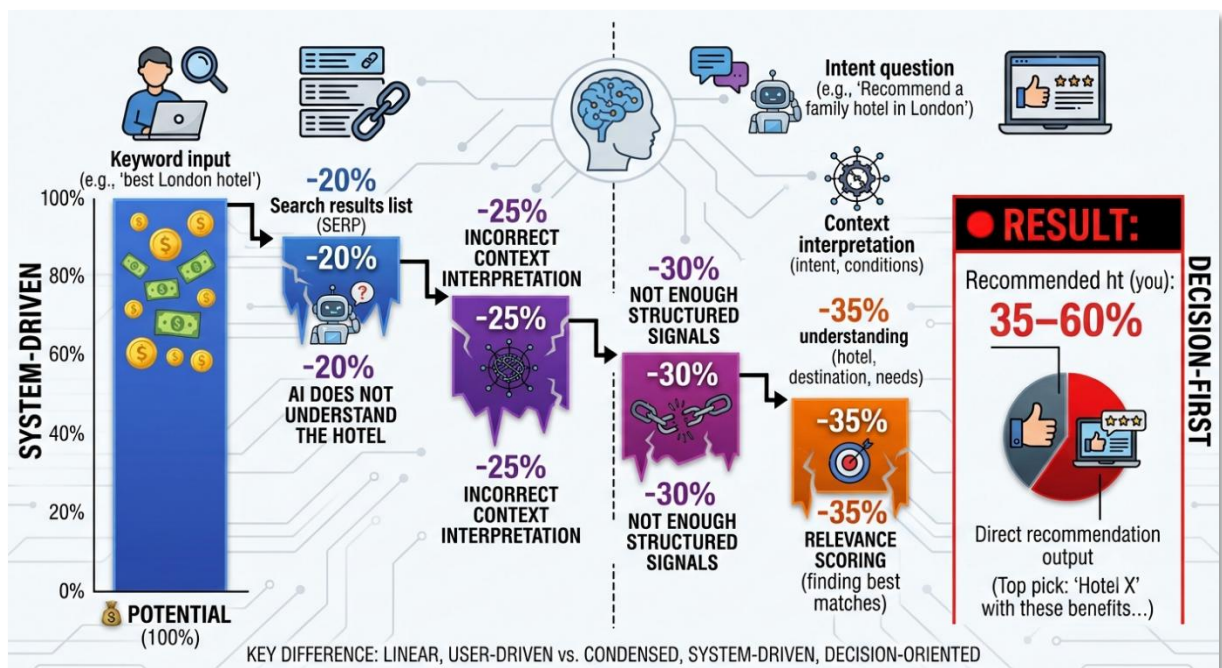
Every missed AI recommendation creates:

- lost high-intent guest exposure
- lost direct booking opportunity
- increased dependency on intermediaries
- cumulative revenue drift over time

FINAL SHIFT

AI does not reduce demand.

It re-routes demand based on understanding quality.



## 6. THE COST OF DOING NOTHING

### Why inaction becomes a competitive disadvantage in AI-driven discovery

Most hotels assume the biggest risk is change.

In reality, the biggest risk is **not adapting to how AI systems already operate today**.

AI recommendation models continuously learn from structured signals, user feedback, and competitor clarity.

This means:

If a hotel does nothing, it does not stay the same — it falls behind.

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### COMPETITIVE POSITION SHIFT OVER TIME

#### *WHAT IS ACTUALLY HAPPENING*

Without intervention:

- AI systems progressively trust competitors more
  - structured competitors become “default recommendations”
  - unclear hotels are gradually excluded from consideration sets
  - visibility decays even if marketing activity stays the same
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#### *KEY REALITY SHIFT*

This is not a static market.

It is a **learning system**.

And learning systems reinforce what is already easiest to understand.

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#### *THE LONG-TERM EFFECT*

After 12 months without adaptation:

- reduced recommendation frequency
- lower inclusion in AI-generated shortlists
- increased dependency on intermediaries
- rising cost of customer acquisition
- structural loss of direct booking share

FINAL INSIGHT

In the AI recommendation economy:

**Doing nothing is not neutral — it is a downward trajectory.**

## AI UNDERSTANDING LEVELS

### Hotel B (no system)

- Basic digital presence
- AI recognizes: location, category, rating
- No structured intent signals

**“Recognized, but not understood”**

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### Hotel A (with Visit Mundus)

- Clear positioning signals
- Defined guest segments
- Structured contextual data

**“Partially understood and recommendable”**

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### Hotel A (fully systemized)

- Full structured AI-ready profile
- Clear intent mapping (business, wellness, couples...)
- Consistent cross-platform signals

**“Strong recommendation candidate”**

AI does not measure hotels in percentages.  
**It interprets them in levels of understanding.**

#### The Cost of Waiting

2026

Hotel A: 

Hotel B: 

2027

Hotel A: 

Hotel B: 

2028

Hotel A: 

Hotel B: 

# 7. AI RECOMMENDATION INTELLIGENCE

A new category for how hotels are understood by AI systems

AI systems are not simply retrieving hotel information.

They are building **recommendation decisions based on structured interpretation of hospitality data.**

This requires a new layer that did not exist in traditional hotel distribution systems.

We define this layer as:

## AI Recommendation Intelligence

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### WHAT THIS MEANS

AI Recommendation Intelligence is not marketing.

It is not SEO.

It is not OTA optimization.

It is a **structured representation layer that determines how a hotel is interpreted by AI systems.**

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### CORE FUNCTION

This layer ensures that a hotel is:

- correctly understood by AI systems
- consistently interpreted across platforms
- contextually matched to guest intent
- eligible for recommendation generation

Visit Mundus is an AI Recommendation Intelligence infrastructure layer that structures hospitality data for AI systems and B2B ecosystems.

## VISIT MUNDUS AS THE IMPLEMENTATION LAYER

Visit Mundus operates as an implementation framework of AI Recommendation Intelligence.

It translates hotel reality into structured AI-readable signals.

Not as a listing.

Not as a channel.

But as a **representation system for AI decision-making.**

### *STRUCTURE OF THE SYSTEM*

**Without this layer:** hotels are visible, but not consistently understood

**With this layer:** hotels become structured entities inside AI recommendation systems

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### *CATEGORY DEFINITION*

AI Recommendation Intelligence sits between:

- raw hotel data
- and AI-generated recommendations

It acts as the **translation layer between hospitality reality and machine decision-making.**

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### *IMPORTANT DISTINCTION*

This is not a tool.

This is not a feature.

This is a **new operational layer in hospitality distribution.**

## 8. THE 11 INTELLIGENCE MODULES

### The structural system behind AI Recommendation Intelligence

AI Recommendation Intelligence is not a single function.

It is a structured system composed of multiple intelligence modules.

Each module contributes to how a hotel is interpreted, contextualized, and recommended by AI systems.

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#### SYSTEM PRINCIPLE

AI does not evaluate hotels as one entity.

It evaluates them through multiple **parallel intelligence layers**.

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### MODULE ARCHITECTURE

#### KEY IDEA

Each module does not operate independently.

They form a **coherent intelligence system** that determines:

- how AI understands the hotel
  - how confidently it can recommend it
  - and in what context it appears in results
- 

#### IMPORTANT CLARIFICATION

This is not a product breakdown.

This is a **system architecture definition**.

The modules represent:

how AI builds a structured understanding of hospitality entities

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#### WHY 11 MODULES

The system is intentionally modular because:

- AI interpretation is multi-layered
- different signals require different processing logic
- recommendation quality depends on consistency across layers

FINAL INSIGHT

Hotels are not evaluated as descriptions.

They are evaluated as: a structured combination of intelligence modules

The screenshot displays a web interface for 'Accommodation Profiles'. At the top, there are navigation links: 'What to Visit Mundus', 'Hospitality Supply Network', 'Fair Buyers', and 'Hospitality Intelligence Alliance'. The main heading is 'Accommodation Profiles' over a background image of a poolside lounge. Below the heading are filter tabs for 'Country', 'City', 'Price Range', and 'Type', along with a 'Reset Filter' button and a count of 'Partners: 169'. The main content area is a grid of 16 accommodation profile cards, each featuring a photo, a title, location, type, and a 'View Profile' button. The profiles include:
 

- The Falhensteiner Club Funtanation... Carriage Resort, Family Resort** (Italy)
- Villa Santa Croce** (Pirque, Kofolitsa, Vitis) (Greece)
- Turistična kmetija Tonin** (Ruzbe, Tourist farm) (Slovenia)
- Vila Adriatic Alps** (Piran, Vitis) (Slovenia)
- Guesthouse Green Istria** (Marzane, Guesthouse) (Slovenia)
- Hotel Leno Rovinj** (Rovinj, Hotel) (Croatia)
- Jūrmala SPA Hotel** (Jūrmala, Hotel) (Latvia)
- Boston Hotel Bari** (Bari, Hotel) (Italy)
- Hotel Lomelica** (Tolminski kurtinec, Hotel) (Slovenia)
- Panison Drak** (Lipovsky kmetijski hotel) (Slovenia)
- Boutique Hotel Hrušecodolav** (Kotmaranci, Hotel) (Slovenia)
- Red Fairtale** (Mikropole, Tourist farm) (Slovenia)

 At the bottom of the grid is a pagination control showing '1 / 15'. Below the grid is a call to action: 'Join the Hospitality Intelligence Network' with the subtext 'Be part of structured AI & B2B distribution visibility.' and an 'Apply for inclusion' button. The footer contains the 'Prospectiva' logo and navigation links for 'Visit Mundus', 'Solutions', 'Network', 'System', and 'Connect with us'.

## 9. CONTINUOUS INTELLIGENCE

### Why AI hotel visibility is not static — but constantly evolving

AI systems do not make a single decision about a hotel.

They continuously update their understanding based on new signals, changes, and consistency of information.

This means visibility is not fixed.

It evolves.

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#### *CORE PRINCIPLE*

AI does not “index” hotels once.

It repeatedly re-evaluates:

- relevance
- clarity
- consistency
- confidence

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### THE 90-DAY INTELLIGENCE LOOP

#### **WHAT IS ACTUALLY CHANGING OVER TIME**

AI improves its understanding when:

- data becomes more consistent
- signals are reinforced across platforms
- structure is stable and updated
- interpretation errors decrease

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#### *WITHOUT CONTINUOUS UPDATES*

If nothing changes:

- AI confidence slowly decays
- competitors with better structure rise
- interpretation becomes less stable
- recommendation probability decreases

## KEY SHIFT

AI Recommendation Intelligence is not: **a setup process**

It is **a continuous learning process**

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### SYSTEM BEHAVIOR

AI systems constantly:

- compare hotels against new data
  - re-evaluate relevance for different intents
  - adjust recommendation confidence
  - re-rank based on interpretability quality
- 

### CORE INSIGHT

Hotels are not stored in AI systems.

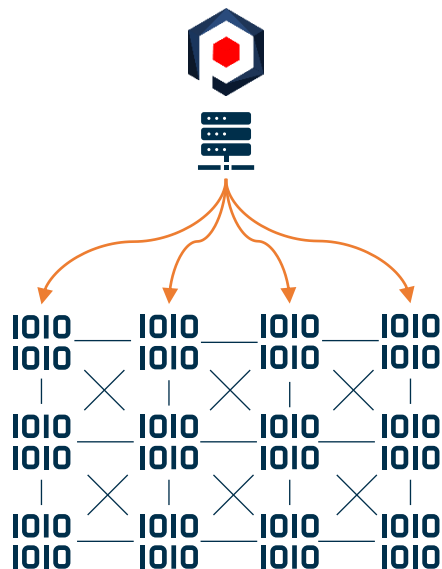
They are continuously **re-interpreted**.

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### FINAL TAKEAWAY

Visibility in AI is not permanent.

It is **earned continuously through structured updates and consistent intelligence signals**



# 10. AI + HUMAN DISTRIBUTION

## Why hospitality is shifting from channels to ecosystems

AI does not replace human decision-making in hospitality.

**It reshapes how decisions are made**, filtered, and distributed across multiple layers.

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### CORE SHIFT

Hospitality distribution is no longer linear.

It now operates across three interconnected systems:

- AI systems (recommendation + interpretation)
  - Human decision-making (guest, advisor, corporate buyer)
  - B2B networks (partners, agents, business ecosystems)
- 

## NEW DISTRIBUTION MODEL

### WHAT OTHERS ARE DOING

Most companies in this space are building:

- AI recommendation systems
- recommendation models
- optimization tools for visibility

They focus on **how AI finds hotels**

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### WHAT VISIT MUNDUS DOES DIFFERENTLY

Visit Mundus is not only a layer on top of AI search systems.

It is the **data and intelligence infrastructure that feeds them.**

We provide:

- structured hotel intelligence for AI systems
- consistent multi-source representation
- standardized interpretation signals

👉 In simple terms: **We do not compete in AI search — we power it.**

## UNIQUE ADVANTAGE

Visit Mundus combines two systems in one platform:

### 1. AI Intelligence Layer

- structured data for AI recommendation systems
- hotel interpretability signals
- decision-support inputs for LLMs and agents

### 2. B2B Opportunity Layer

- discovery of new partners
- identification of business opportunities
- network-based collaboration between hotels and industry actors

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### KEY DIFFERENTIATION

No other system connects both layers in one environment:

- AI-readable hotel intelligence, and
- active B2B ecosystem for collaboration and growth

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### STRATEGIC INSIGHT

Most platforms optimize visibility.

Visit Mundus optimizes: **visibility + interpretability + business connectivity in one system**

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### FINAL TAKEAWAY

Hospitality is shifting from: **channels → ecosystems**

And Visit Mundus sits at the intersection of:

**AI intelligence infrastructure + B2B distribution network**



# 11. EXECUTIVE SUMMARY

## 5 key takeaways from AI Recommendation Intelligence

This document explains a fundamental shift in hospitality:

Hotels are no longer discovered only through platforms or marketing.

They are increasingly **interpreted and selected by AI systems based on structured understanding.**

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### 1. DISCOVERY HAS SHIFTED

Hotel discovery is no longer search-based.

It is **AI-recommendation-based**, where systems pre-select options before the user even sees them.

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### 2. AI DOES NOT READ — IT INTERPRETS STRUCTURE

AI systems do not evaluate hotels as complete narratives.

They reconstruct understanding from fragmented signals across:

- OTAs
  - Google
  - websites
  - reviews
  - structured data sources
- 

### 3. VISIBILITY DEPENDS ON INTERPRETABILITY

Hotels are not invisible because they are bad.

They are invisible because:

**AI cannot confidently interpret them for a specific guest context.**

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### 4. RECOMMENDATION IS A CONTINUOUS PROCESS

AI Recommendation Intelligence is not static.

It is continuously updated based on:

- data consistency
- signal reinforcement
- structural clarity
- multi-source alignment

### 5. DISTRIBUTION IS NOW AN ECOSYSTEM

Hospitality distribution is no longer linear.

It operates through:

- AI systems (recommendation layer)
  - Human decision-making (guest + advisor)
  - B2B networks (partners + ecosystems)
- 

### FINAL INSIGHT

The key shift is not technological.

It is structural:

**Hotels are no longer “listed” — they are “interpreted.”**

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### END OF FRAMEWORK

This document defines the foundation for:

- AI Recommendation Intelligence
- structured hotel representation systems
- continuous visibility architecture

## 12. ABOUT VISIT MUNDUS

### AI Recommendation Intelligence Infrastructure

Visit Mundus is a structured intelligence system for hospitality.

It is designed to improve how hotels are understood, interpreted, and recommended by AI systems and digital ecosystems.

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#### *WHAT VISIT MUNDUS IS*

Visit Mundus is not a marketing tool.

- It is not a booking engine.
- It is not an OTA replacement.

It is a **data and intelligence infrastructure layer for AI-driven hospitality discovery.**

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#### *CORE FUNCTION*

Visit Mundus:

- collects fragmented hotel data
  - structures it into consistent AI-readable formats
  - aligns signals across platforms
  - improves interpretability for AI systems
  - supports recommendation accuracy
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#### *AI ROLE*

Visit Mundus ensures that **hotels are correctly understood by AI systems when generating recommendations.**

It improves:

- confidence of interpretation
  - relevance matching
  - contextual accuracy
  - recommendation stability
- 

#### *B2B ROLE*

Beyond AI systems, Visit Mundus also enables:

- discovery of business partners
- identification of collaboration opportunities
- ecosystem-based distribution
- structured B2B visibility

## DUAL LAYER SYSTEM

### *STRATEGIC POSITION*

Visit Mundus sits between:

- raw hospitality data
- and AI-driven decision systems

It acts as the **translation and structuring layer** that connects both worlds.

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### *CORE IDEA*

The value of Visit Mundus is not in visibility alone.

It is in: **making hotels understandable, comparable, and recommendable in AI-driven environments.**

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### *FINAL STATEMENT*

Visit Mundus is building the infrastructure for: **how hospitality is interpreted in the age of AI recommendation systems.**

# VISIT MUNDUS — FINAL VOCABULARY SHEET

## AI Recommendation Intelligence Terminology Standard

This document defines the official terminology used in the AI Recommendation Intelligence framework.

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### CORE CONCEPTS

#### AI Recommendation Intelligence

A structured system that defines how hospitality data is interpreted by AI systems for recommendation purposes.

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#### *AI Recommendation Systems*

General term for AI-driven platforms (e.g. LLMs, assistants, agents) that generate hotel recommendations based on structured and unstructured data.

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#### *AI Decision Systems*

Systems that evaluate multiple options and select recommendations based on relevance, context, and confidence.

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### KEY MAPPING TERMS

#### *AI Recommendation Understanding*

How well an AI system can interpret a hotel's structure, positioning, and context.

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#### *Recommendation Confidence*

The level of certainty an AI system has when suggesting a hotel for a specific guest intent.

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#### *AI Interpretation Quality*

The consistency and clarity of structured information available for AI systems to process.

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#### *Structured Hospitality Intelligence*

Organized hotel data designed for machine interpretation across multiple sources.

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## PROCESS TERMS

### *AI-driven Discovery Systems*

Systems where initial hotel selection is performed by AI before human decision-making.

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### *Machine Interpretation Layer*

The layer where AI converts fragmented hospitality data into structured meaning.

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### *Continuous Intelligence*

The ongoing process where AI systems update understanding based on new signals and consistency over time.

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## ECOSYSTEM TERMS

### *B2B Ecosystem Layer*

A network layer where hotels, partners, and stakeholders discover business opportunities and collaborations.

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### *Cross-platform Signal Alignment*

Consistency of hotel data across OTAs, Google, websites, and structured systems.

### **We do not describe visibility.**

We describe interpretation, confidence, and recommendation behaviour in AI systems.

# ABOUT THE AUTHOR



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### Access

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### Note

This publication reflects applied work in hospitality systems and AI-driven interpretation of structured data in real-world environments.