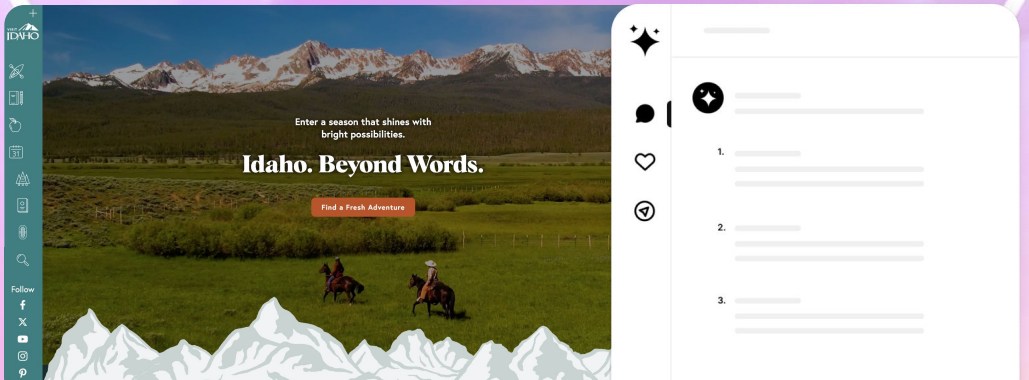
mindtrip. *for business*

Before They Reach Your Website:

What AI Is Already Telling Travelers About Idaho



AI Readiness Report: April 2026

Measuring the AI gap between Traveler readiness and industry adoption

1,006

U.S. Leisure Travelers

Traveled or planned to travel within the following year; 96% traveled overnight in the past 12 months

103

U.S. Destinations

Local, regional, state, and national tourism organizations; 77% in executive or marketing roles.

MMGY Travel Intelligence · mindtrip. · SOJERN · sabre

National Representative Traveler Sample

5 generations

~20% each, Gen-Z—Silent Generation

<$50k-150+
Household income

52%/48%
Men / Women

59% / 41%
Domestic / International Travel

+-3.1%
Margin of Error (95% CL)

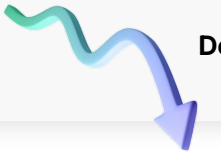
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What Travelers Are Doing with AI

Travelers no longer just search and compare. They ask, evaluate, and decide in one place

Search

- **Links**
- **Filters**
- **Endless options**



Declining influence

54%

Already use AI
for trip planning

75%

Intend to use it
for their next trip

Decisions happen here

The Whole Journey is Changing

	You Search & Do		AI Works for You
Personal	**Search, compare, hope** You open 12 tabs, sort by price, and hope you didn't miss something better.	→	**Knows you, decides with you** It knows your history and that you hate early checkouts. Makes a recommendation and explains why it fits.
Contextual	**Nothing about you** Every session starts from scratch. You explain how you travel every time.	→	**Your context, remembered** Preferences, past trips, who you're with. It picks up where you left off, anywhere.
Actionable	**You do the work** You research, book, and rebook when plans change. The tools just show options.	→	**It works for you** It plans the day and books the flight. When a flight slips, it reshuffles. You approve.
Proactive	**Only when you ask** Miss a price drop or a closure, and that is on you.	→	**A step ahead** It watches fares, weather, and restaurant openings, and comes to you first.

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Travelers Raced Ahead. The Industry Has Not.

Travelers

63%

of **Travelers** would likely use AI trip planning on a destination website

VS.

Destinations

22%

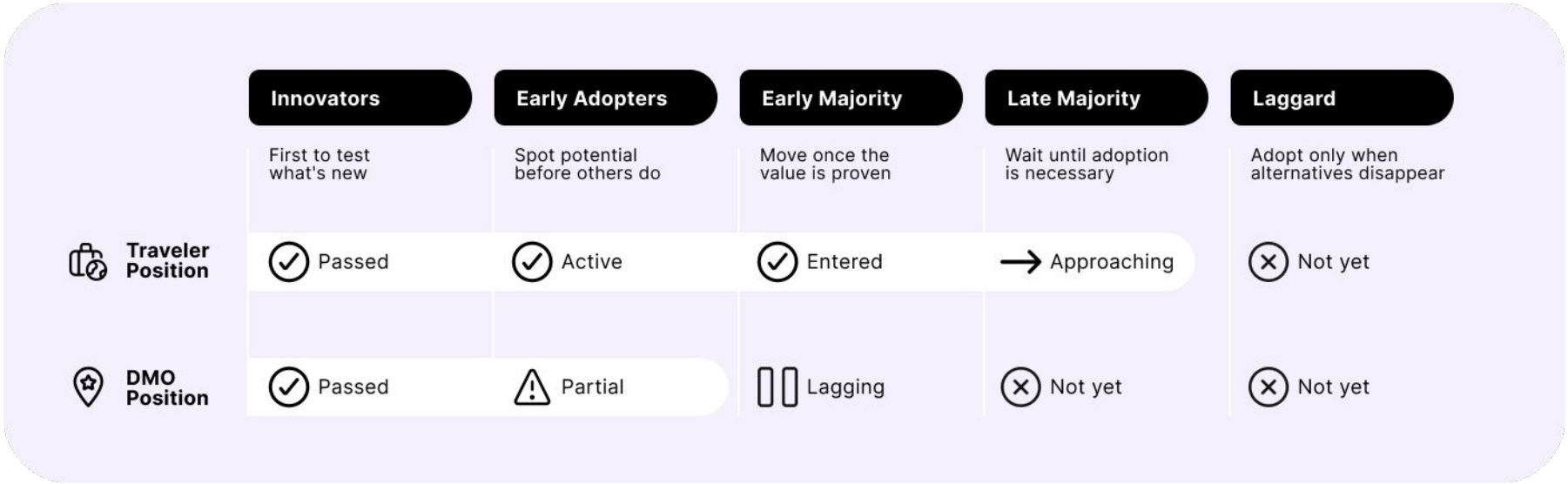
of **DMOs** have AI trip planning capabilities on their websites

The Perception Gap: DMOs most commonly estimate only 10–25% of their visitors use AI. Millennial usage leads at 69%, Gen Z at 63%, Gen X at 60%.

Source: AI Readiness Report, 2026

The Industry is Two Years Behind

Travelers approaching late-majority while Destinations are largely in early adoption



Source: AI Readiness Report, 2026

AI is the New Front Door of Discovery

Travelers are turning to AI before they ever get to your business



30%

Use AI for destination ideas, on par with social media



40%

Discovered a destination through AI they may not have found otherwise



29%

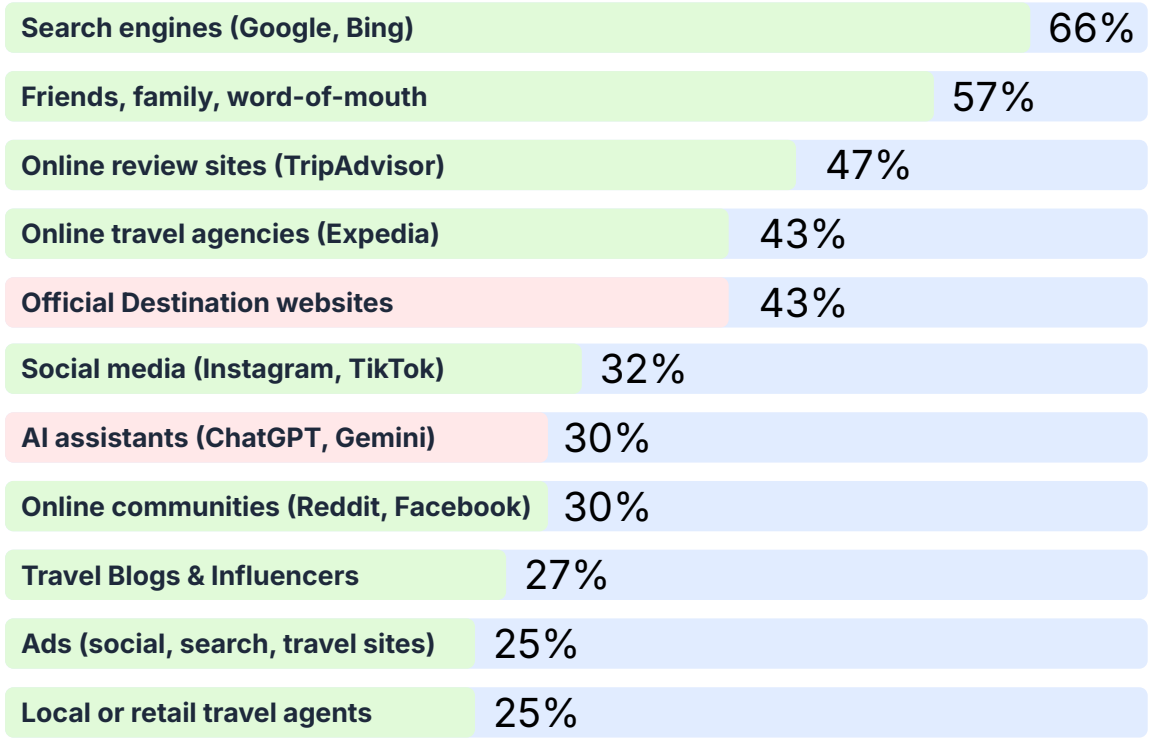
Changed destination because of an AI recommendation

Where Travelers Turn to Plan a Trip

AI assistants (~30%) now rival social media (32%) and online communities as a planning source.

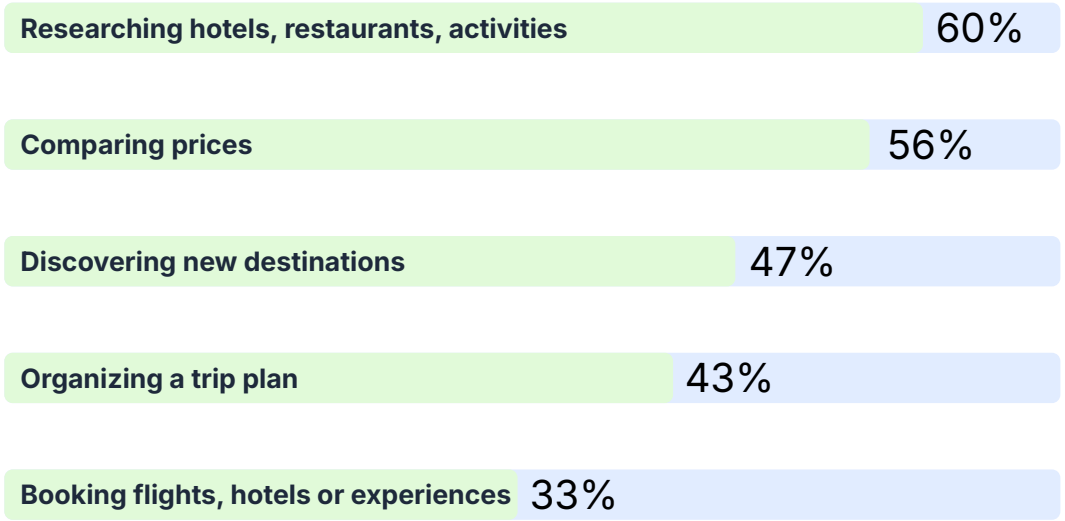
AI Use is Highest Among Younger Travelers

Millennials	51%
Gen Z	44%
Gen X	35%
Boomers	13%



Source: AI Readiness Report, 2026

How Travelers Use AI in Travel



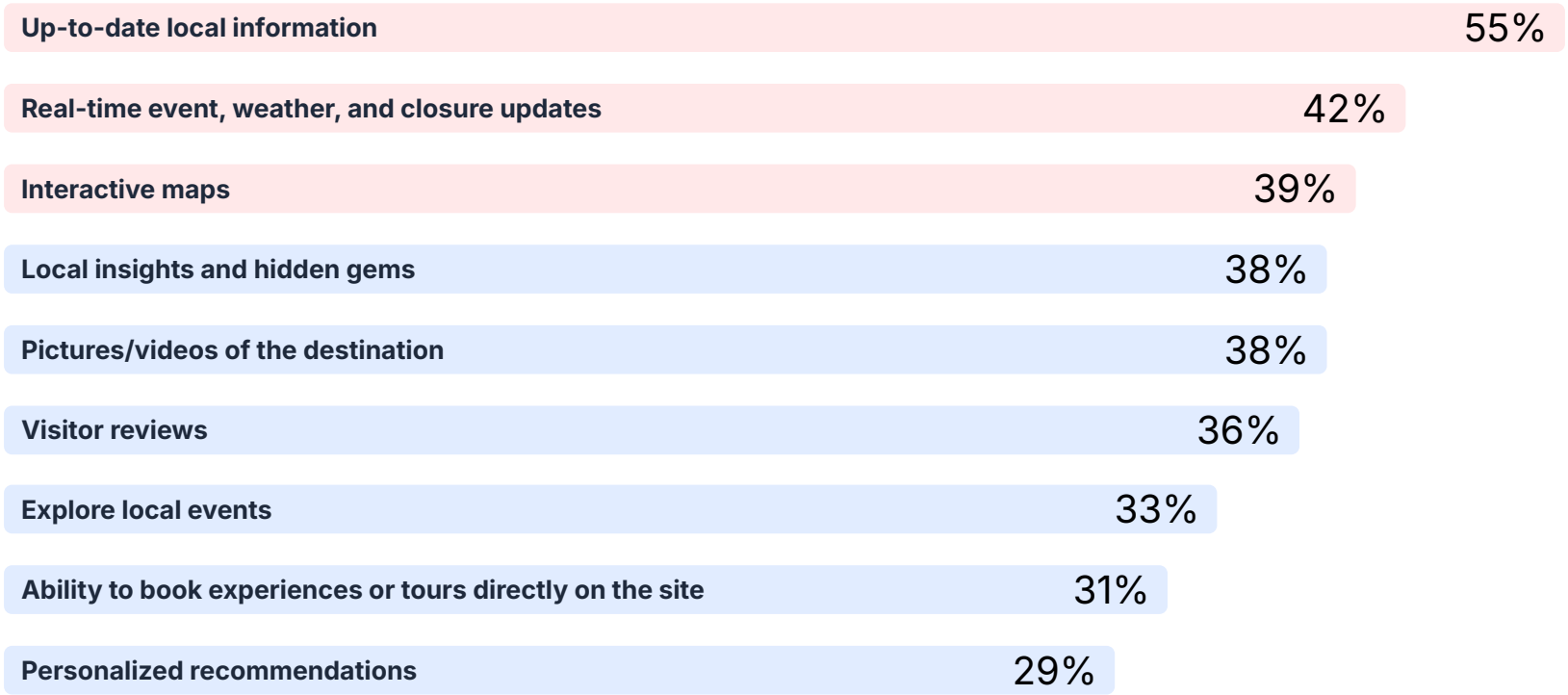
Where AI Adds Most Value

Research	54%
Planning	35%
Inspiration	32%
On-trip	20%
Booking	19%
Post-trip	4%

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Source: AI Readiness Report, 2026

Important Features on a Destination Website



Source: AI Readiness Report, 2026

Travelers Want Utility, Not Just Inspiration

Businesses that focus only on inspiration are missing a huge opportunity

Travelers

31%

of **travelers** say turning inspiration into a concrete itinerary is a major frustration.

25%

of **travelers** say they would bypass a destination website if it did not offer AI features.

VS.

Destinations

80%

of **industry leaders don't** consider itinerary building a high-value investment.

Source: AI Readiness Report, 2026

The Next Frontier is Booking

38% of travelers are already comfortable booking flights, hotels and experiences through AI.

Comfortable booking through AI

46%

Of Gen Z

63%

Of Millennials

52%

Of all travelers expect AI to play a meaningful role in booking over the next 12 months.

Source: AI Readiness Report, 2026

The Ground is Shifting Beneath Us

Most DMOs have already felt the impact of AI

Travelers

29%

of **travelers** have changed their destination choice based on an AI recommendation.

40%

of **travelers** have discovered a destination they might not otherwise have found because of AI.

DMOs

50%

of **DMO leaders** believe AI is redirecting travelers to different destinations.

70%

of **DMO leaders** have observed organic search declines because of AI.

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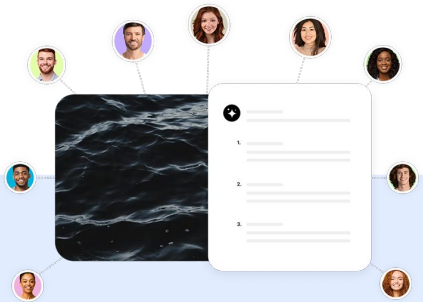
Source: AI Readiness Report, 2026

Destinations are Trusted Resources

Travelers trust AI on an official destination website more than the LLMs

The Opportunity:

Travelers already trust destination-owned AI more than generic tools. **DMOs who deploy first become the authoritative voice** in the journey, before a traveler ever lands on a competitor's recommendation.



55%

of travelers who use AI for trip planning trust AI on an official destination website more than general tools like ChatGPT

Source: AI Readiness Report, 2026

Your Brand Isn’t Invisible. It’s Unanswered.

Travelers are asking questions your content can’t answer.
Here’s why AI chats are your best signal.



LLM Black Box

LLMs don’t share chats about your destination leaving you to guess what prompts to track.

AI Chats

Travelers ask your website AI the same questions they ask the LLMs.

Inspo → Answers

Top-10 lists and event round-ups inspire visitors. They rarely answer the specific questions AI needs to recommend your destination.

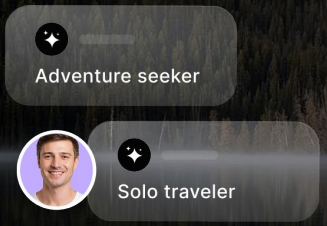
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It Starts With Listening

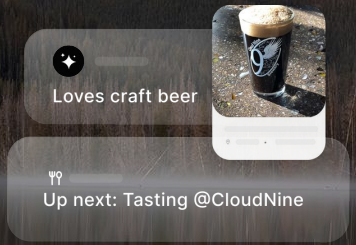
AI Funnel Optimization That Gets Your Audience from Inspiration to Booking



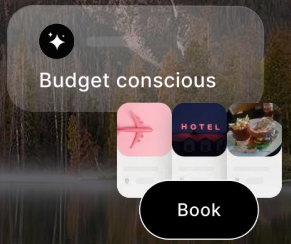
AI: Your Personal Travel Assistant



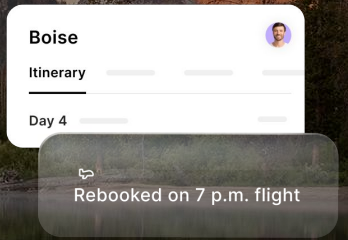
Personal.
It knows how you travel and remembers it.



Actionable.
It plans, adjusts and books, not just suggests.



Contextual.
It knows the whole trip, not one question at a time.

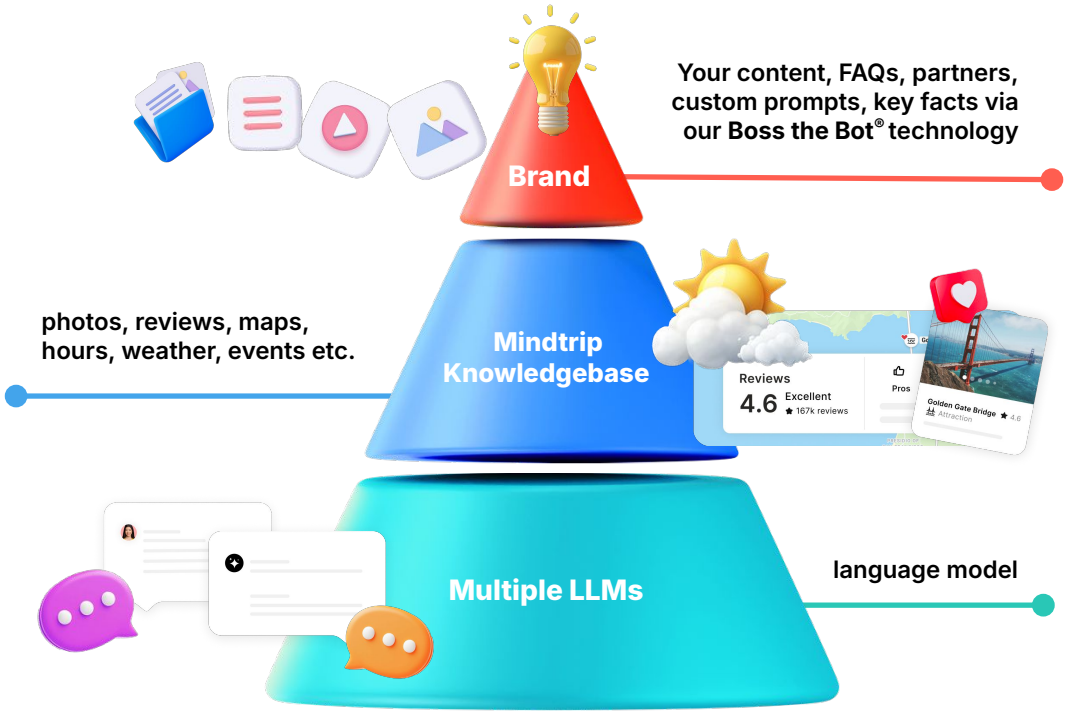


Proactive.
Anticipates your needs before, during and after the trip.

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Control Your Narrative

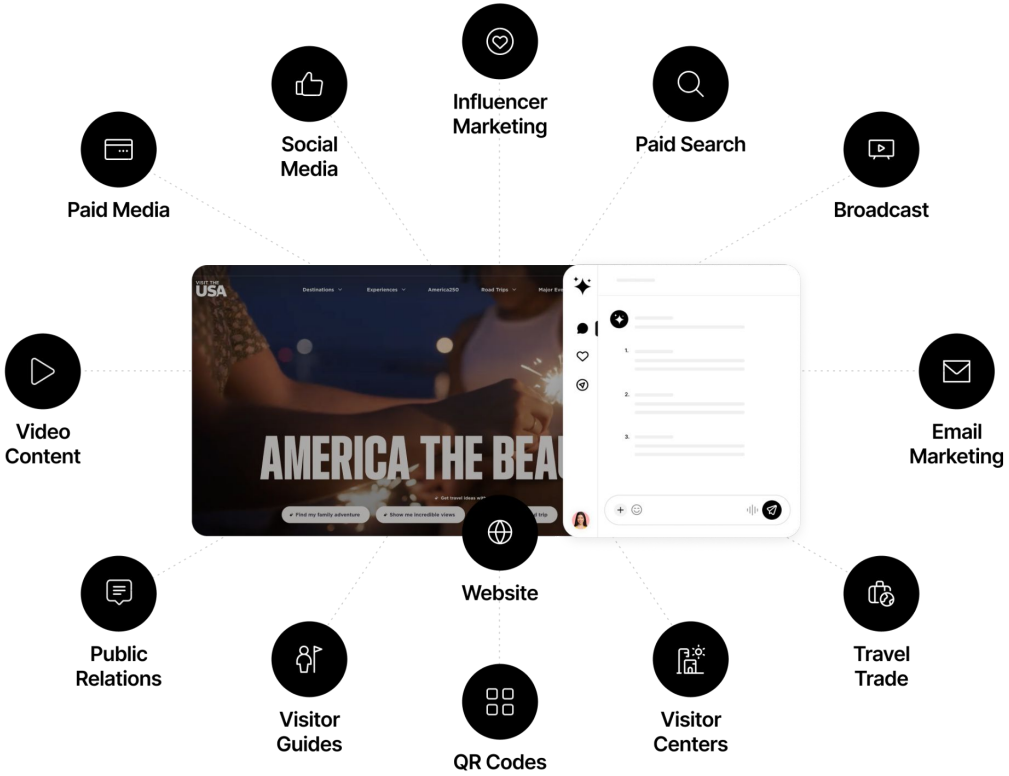
Your content is indexed and prioritized with geo boundaries set for each conversation



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AI Can Power Your Entire Marketing Stack

Beyond the Chatbot, not just another website feature



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AI Proves Real Economic Impact

Visit Truckee Tahoe Case Study

The Strategy

- Visit Truckee-Tahoe split their paid social traffic during their fall 2025 campaign to test.
- Half of the traffic went to their standard landing page. Half clicked directly into the Mindtrip experience, where travelers could start planning immediately.
- **The goal:** Shift from passive browsing to active planning.



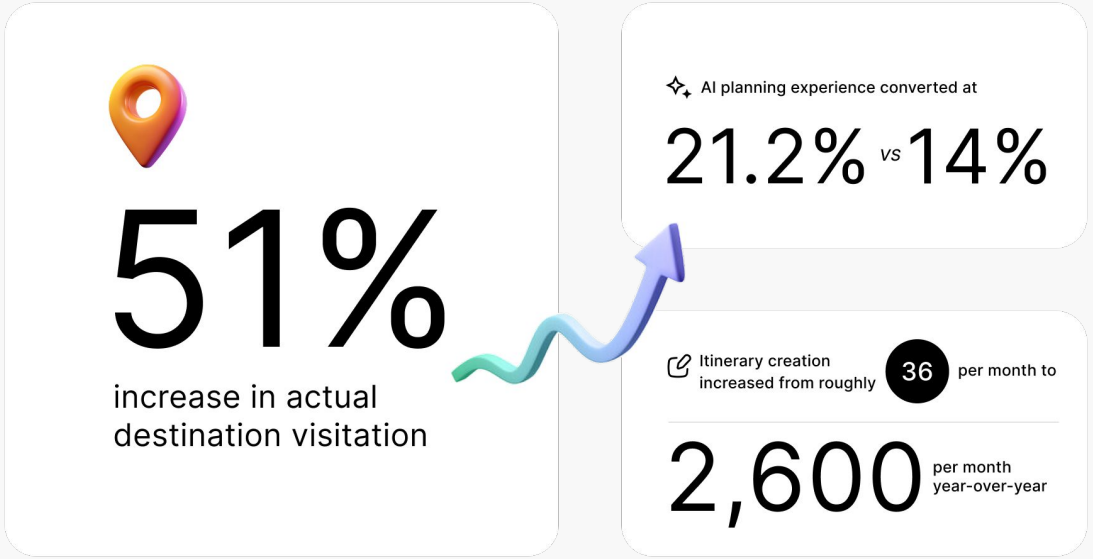
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AI Proves Real Economic Impact

Visit Truckee Tahoe Case Study

The Results

- Travelers who entered the AI planning experience converted at 21.2%, compared to 14% on the traditional landing page.
- A 51% increase in destination visitation, as measured by TE. Not just clicks. Real people showing up.





"What stood out was the measurable increase in actual visitation. By helping travelers plan in the moment of discovery, we were able to influence real decisions and drive meaningful economic impact for the destination."
- **Tracy Weingard, Director of Brand & Marketing | Visit Truckee Tahoe**

The Strategic Opportunity

What travel businesses can do today



Influence Discovery

AI search increasingly shapes which destinations enter a traveler's consideration set. Destinations need accurate, differentiated content that AI systems can understand and use.



Own the AI Experience

The destination website and other owned channels are where a DMO can provide authoritative, personalized guidance, reflect local
context and help travelers turn inspiration into an actionable trip.



Activate Intelligence

Traveler questions should flow back into the broader marketing stack, informing content, paid media, CRM, social, partner programs, visitor services, etc.

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What Mindtrip Users Are Chatting About Idaho

Idaho By the Numbers

Real, user-typed trip planning about Idaho on Mindtrip.ai



1k
Travelers Planning Idaho

2,200
User Chat Messages



1,200
Idaho Trip Chats

1k
Messages in 2026 so Far



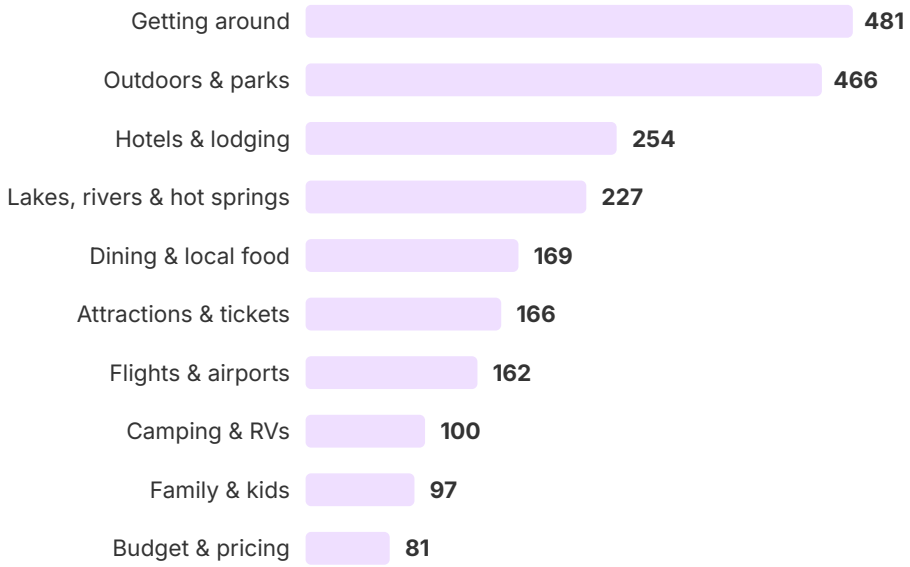
16%
Planning from Outside the U.S.

Source: Mindtrip for Consumers

What People Actually Ask

Topics that come up in Mindtrip chats about Idaho

User chats mentioning each topic



Ah-hah Questions & Insightful Chats

*"Is the Trail of Coeur d'Alenes **paved**?"*

*"What are the c**urrent admission prices and opening hours** for the Old Idaho Penitentiary museum?"*

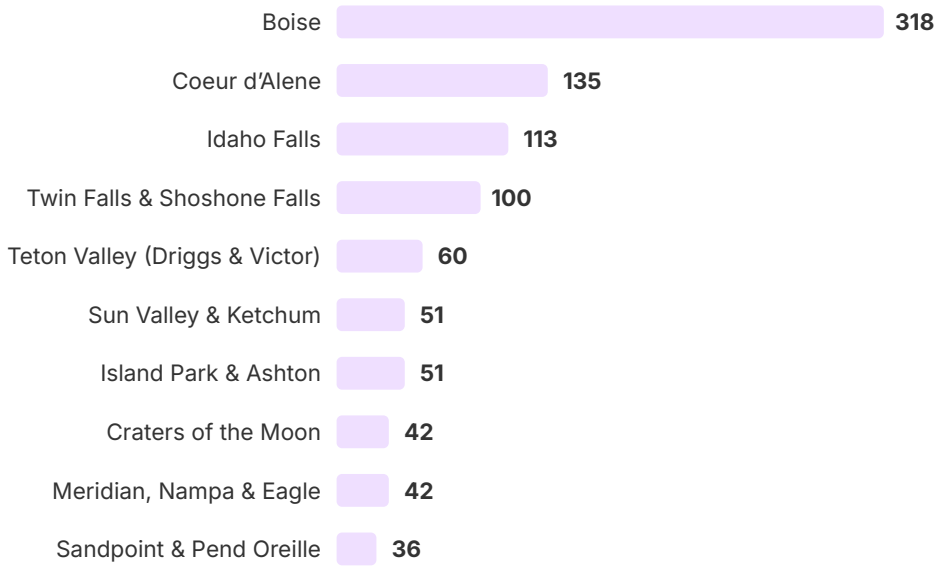
*"What about Idaho potato museum? I love **quirky things** like that!"*

*"**Suggest a 1-month rental** in Idaho for a healing solo retreat with access to hiking, hot springs, and a health food store."*

How Travelers Explore Idaho

Idaho locations discussed in traveler conversations

Dispersion across locations in chat



What this tells us

Boise anchors the map. Beyond it, Idaho is planned region by region.

Boise came up in 318 chats up 2.4x the next location.

43% of chats about Eastern Idaho (Idaho Falls, Island Park, Teton Valley, Rexburg) also name Yellowstone or the Tetons.

North and south rarely meet: Only 30 chats name places in both.

Real Traveler Stories Worth Knowing

A few individual chats that surface unique or underserved travelers

Five days, a hot spring most nights

Travelers flying in from Florida planned **five summer days split between Banks and Ketchum**: calm kayaking, Sawtooth Lake, horseback riding and the gondola. Most evenings were set aside for hot springs, or stargazing in the dark sky reserve if the sky was clear. Before locking in, they asked what each activity costs and whether to book ahead.

A Swan Valley wedding becomes a road trip

A Massachusetts couple coming in for a wedding in **Swan Valley, Idaho**, built the trip around it: camper van, the Tetons and Yellowstone, 4 or 5 a.m. starts to beat the crowds. They weighed a $2,900 all-in van against a roughly $1,500 rental car plus hotels and campsites.



57 days in the West: is Idaho worth it?

A solo traveler from Switzerland, writing in German, planned a 57-day loop from Seattle, favoring green forests over deserts. They asked to add a national park in Idaho, suggested Salmon-Challis or Payette, then **asked whether Idaho's parks were worth it** at all or should be dropped.

The move that turned into a getaway

Someone driving a moving truck from Austin to Boise asked for the safest hotel parking, dog-friendly rooms, fuel costs and whether any stretch is risky for a 20-foot truck towing a car. **In the same chat: the best hot springs near Boise**, with an Airbnb for six near Idaho City.

What Chats Tells Us About Today's Idaho Traveler

How visitors plan, what they care about and what tips their decisions



Idaho is a road trip, not a single stop

Getting around is the top topic, in 481 of 1,194 chats Travelers ask about routes, drive times, rental cars and where to stop along the way.



Idaho is planned with its neighbors

61% of Idaho chats name another state or an out-of-state destination in the same message. Yellowstone appears in 166 of them; Montana, Wyoming, Utah and Oregon are the states most named alongside Idaho.



Outdoors and water sell the trip

466 chats ask about hiking, parks or the outdoors and 227 about lakes, rivers and hot springs. Events and winter or skiing barely register.



Deep chats reveal what analytics miss

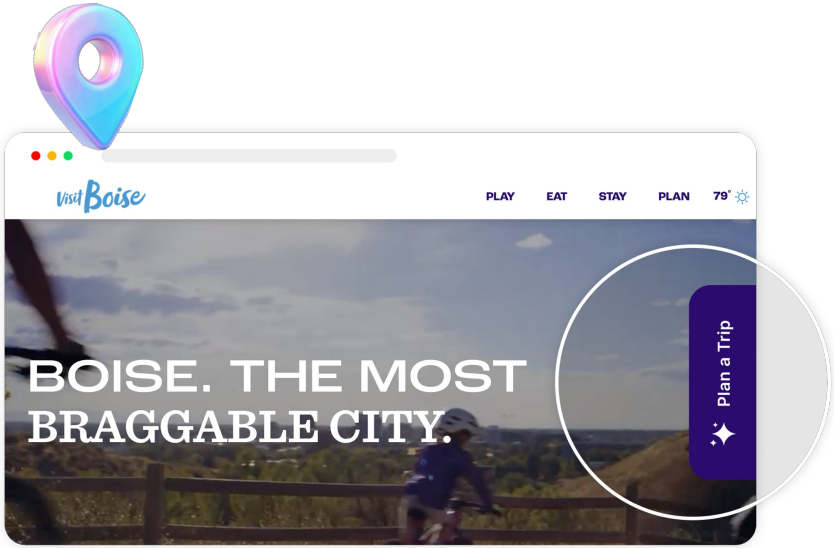
205 Idaho chats run 20 or more messages and 29 run 100 or more. Across Idaho chats, travelers bring up kids, campers and RVs, dogs and budgets.

Source: Mindtrip for Consumers

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The Strategic Opportunity

What we've learned and how Idaho can put those insights to work.



Idaho trips increasingly start with AI.
Chats reveal who they're traveling with, what they need, and how Idaho fits their wider regional trip. These insights can shape content, campaigns and paid media.

AI answers from whatever information exists.
It pulls from official sites, Google listings and third-party pages. Accurate when the source is current, confidently wrong when it's stale. Whoever keeps their info fresh becomes the source it trusts.

Idaho's AI visibility is a team sport.
The destination's answers are only as good as its members' data. Every hotel, attraction and event that stays current makes the whole region more visible and accurate.

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What This Means for Members

4-ways to keep the AI answering accurately about your business

1. Expand your website content

Hours, pricing, parking, access and pet rules — what travelers ask and what you control. Be the source.

2. Keep your Google listings current

AI answers lean on Google listings. Wrong hours, a stale “open” status or missing details flow straight into what visitors are told.

3. Tell your DMO about your events

Hosting something? Send it to your local tourism organization so the AI can surface it. Events get mentioned often, but only when they're known.

4. Create guides & itineraries

Give the AI concrete, structured content to draw from. A themed guide or a sample itinerary beats scattered facts across a website.

⚠ **Outdated info is worse than none.** The AI answers confidently — and wrong. Travelers book on it. Keeping your details fresh is now table stakes for being represented accurately.

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Where Partners Can Own the Answer

The practical, real-time questions travelers ask about local businesses — the facts you control.

Live hours & seasonal schedules

Is it open today, holiday hours, last entry, etc. Question that change frequently

Admission & ticket pricing

Gate prices, what a pass covers, kids vs adults, anything that answers “is it worth it?”

Parking & getting there

Where to park, cost, the closest lot, drop-off. Small details that shape the visit.

Reservations, availability & amenities

Do I need to reserve, is it sold out, how busy will it be, what can I do there?

Accessibility / ADA

Wheelchair access, step-free routes, accessible parking and restrooms.

Pet & dog policies

Dog-friendly? On the patio, on a leash, service animals only?



Own the Answer

When the AI can't find an answer on a DMO site, it looks elsewhere. If your website or Google Business Profile has the information, you're better positioned to be the source it uses.

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Start Testing Now

63% of travelers would use an AI travel planner on a DMO website; only 22% of DMOs offer it

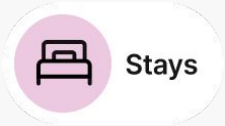


- Add and test consumer facing AI on your website to empower travelers
- Read the questions travelers ask and write content to answer them
- List specific, logistic details of partners on listings pages

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Answer the Room-Level Questions

Travelers are deciding their stays based on specific preferences



- Publish the details guests ask about: e.g. shower door or shower curtain
- Turn front desk questions into website content
- Keep your Google Business Profile current and robust

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Put Your Menu in Text

People and LLMs struggle with accessing and reading PDF menus; feature your product

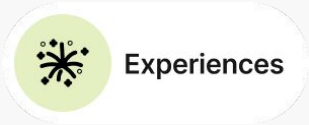


- Publish the menu as web text with prices and dietary notes
- Keep hours, holiday hours and the reservation link current
- Say what you’re known for: patio, live music, dog-friendly, group seating, etc...

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Make Tickets Easy to Find

Experiences motivate stays and tickets booked when they are accessible and clearly described



- Put hours, last entry and prices on the page in text.
- Ask your ticketing provider about showing prices and availability in Google.
- Send every event to your local DMO.

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Your Local Expertise Is More Important Than Ever

AI = Efficiency



Human = Authenticity

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MMGY Travel Intelligence · mindtrip. · SOJERN · sabre

Download the AI Readiness Study

Questions

robert@mindtrip.ai

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