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From Search to Supper: Winning Culinary Bookings Everywhere

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IFOODTC
International Food Tourism Conference

DECABBIT
CONSULTANCY

Who I Am & What I Do

- Expert trainer, speaker, fractional CMO, MC and compère
- Run DeCabbit Consultancy specialising in global digital marketing consultancy
- Non-Executive Director (NED) of the Academy of Chocolate
- Technical Lead of the WBA think tank in Switzerland working on AI in viticulture
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IFOODTC international food tourism conference

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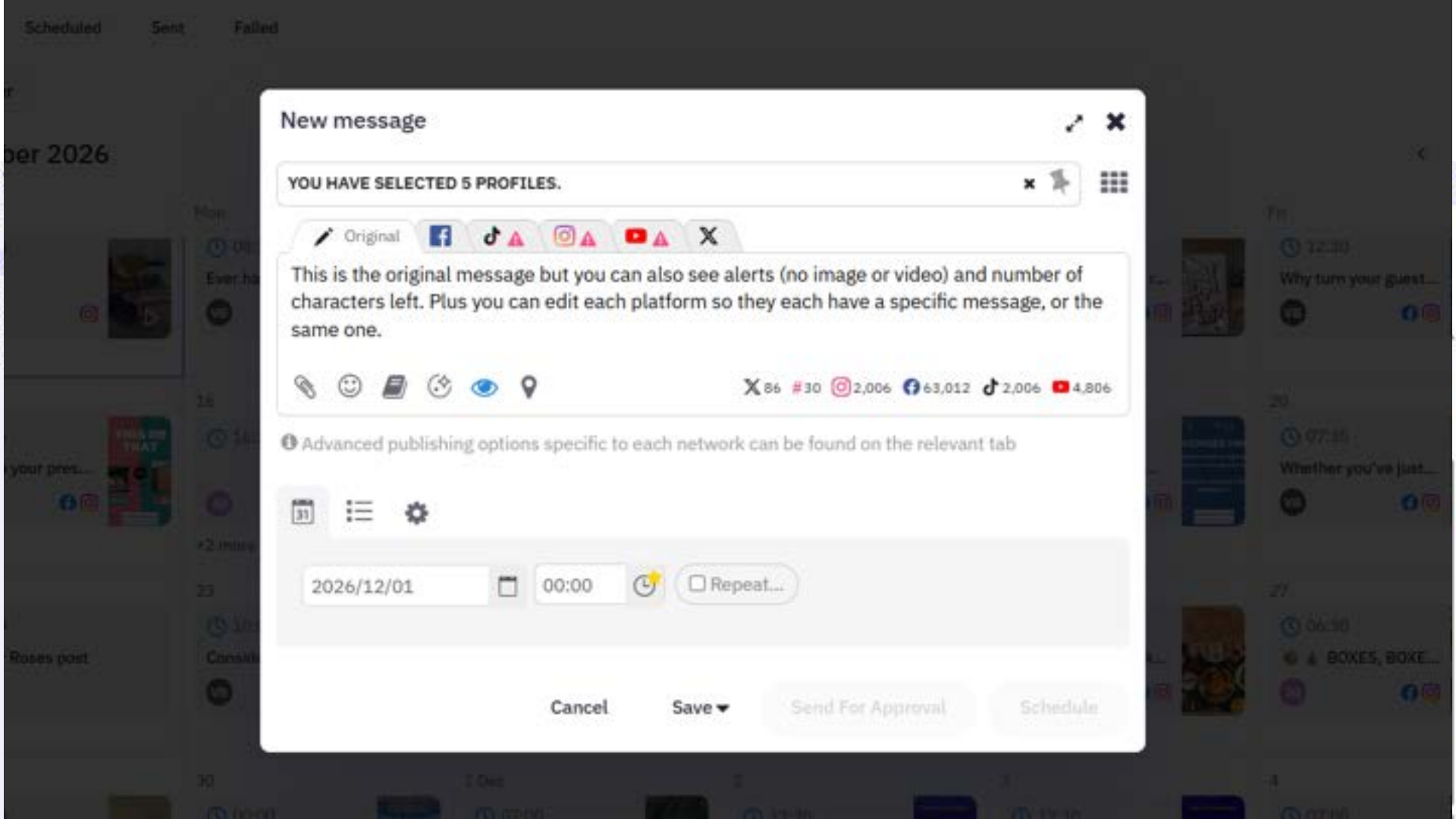
I have
CHOCOLATE
for questions relevant to the session so remember to ask!
TONY'S
CHOCOLONELY

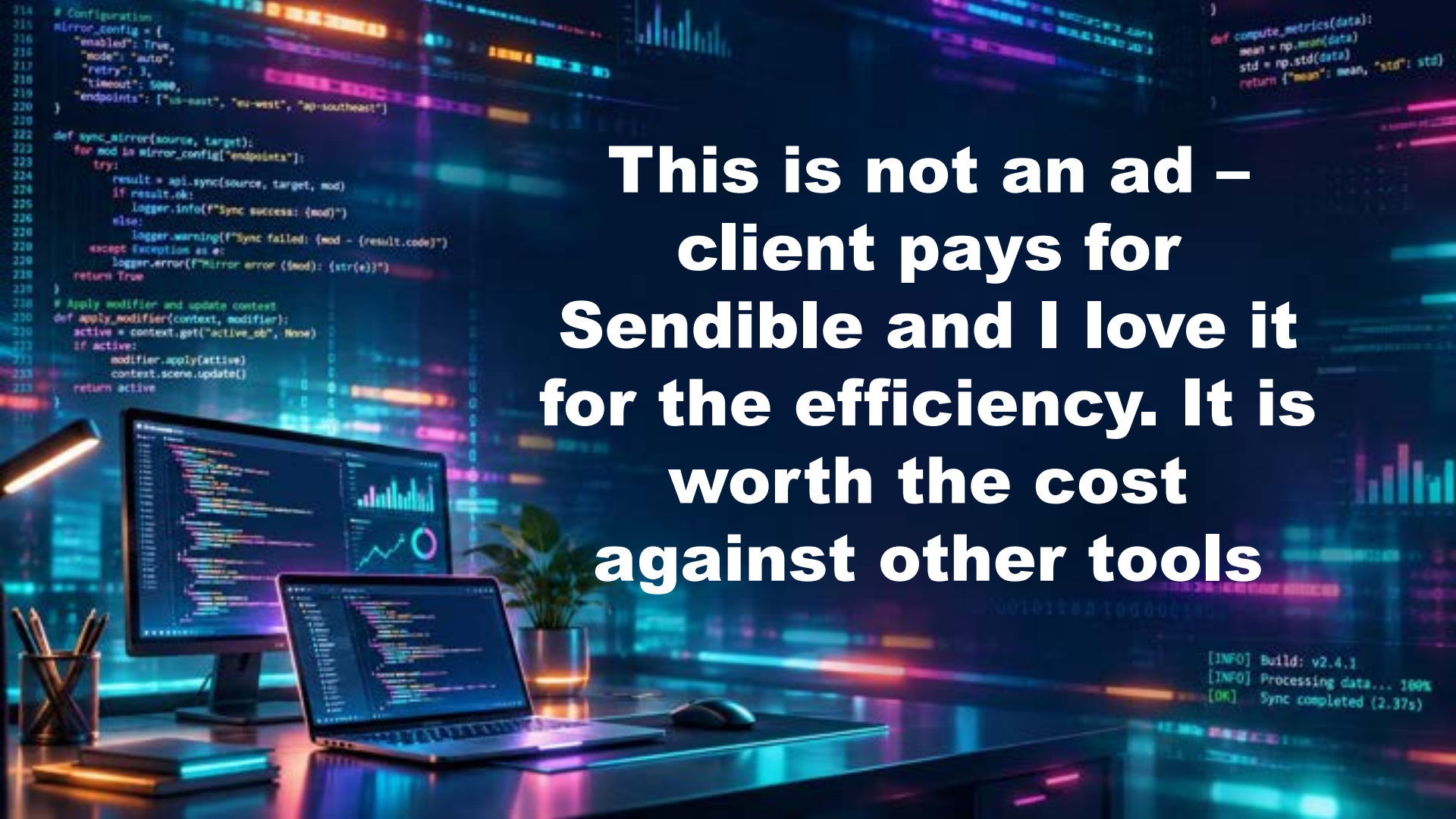
Steps to success

- **Understand** how travellers discover experiences
- **Build** one website that humans and search engines understand
- **Become trustworthy** wherever travellers check
- **Make social search work** without becoming a full-time content creator
- **Convert attention** into profitable direct bookings




Get Discovered.
Get Trusted.
Get Booked.
One Marketing
Strategy for
Google, AI and
Social Search


Scheduled
Sent
Failed
New message
YOU HAVE SELECTED 5 PROFILES.
Original
This is the original message but you can also see alerts (no image or video) and number of characters left. Plus you can edit each platform so they each have a specific message, or the same one.
86
30
2,006
63,012
2,006
4,806
Advanced publishing options specific to each network can be found on the relevant tab
2026/12/01
00:00
Repeat...
Cancel
Save
Send For Approval
Schedule


This is not an ad – client pays for Sendible and I love it for the efficiency. It is worth the cost against other tools


Everything seems to be changing - It isn't

Your next customer may discover you five times before booking

- A traveller might encounter your food tour on Instagram, research the destination on TikTok, compare operators on Google, ask ChatGPT for recommendations, and finally book on your website.

  Operators need to be recognisable and credible across those encounters, not dominate every platform.



SEO, GEO & AEO are not three separate marketing jobs

- SEO helps search engines find and understand your website - AEO focuses on answering questions clearly - GEO concerns visibility in generative AI answers.
- Publish accurate, accessible, genuinely helpful information and ignore the hype.
- Google explicitly says its AI search features need no special optimisation beyond established SEO practices.


Good SEO is good "GEO"
(or AEO, or AI SEO, or LLM SEO, or LMNOPEO)
Google

Market to the traveller's question, not the platform's algorithm

- Compare "What food should I try in Cambrils?", "Is a Cambrils food tour worth it?" and "Book Cambrils food tour tomorrow". These represent different stages of purchasing intent. Create content that answers each question, with a suitable next action.



Simple channel map: Inspire, Compare, Trust, Book

- Inspirational videos attract attention; destination guides and tour pages support comparison; reviews and credible business information build confidence; availability and checkout convert interest into sales. Don't try and make every channel do all the things.




Make your website the central source of trustworthy information and direct bookings

Create a dedicated page for every genuinely different tour you sell

- A “Cambrils Street Food Tour" should have a descriptive, useful page rather than being buried in a generic experiences list.
- Use the destination, type of experience, and meaningful distinctions in the page title and headings.
- Your tour landing page is what is going to sell the experience.
- Don’t create duplicate content.



Answer the questions that might stop someone booking

- Make the duration, total price, meeting point, food included, dietary options, accessibility, group size, cancellation policy and availability easy to find.



Duration
3 hours

Total price
€49 per person

Meeting point
Cambrils Port

Food included
Tastings & drink

Dietary options
Veggie, vegan, gluten-free

Accessibility
Wheelchair friendly

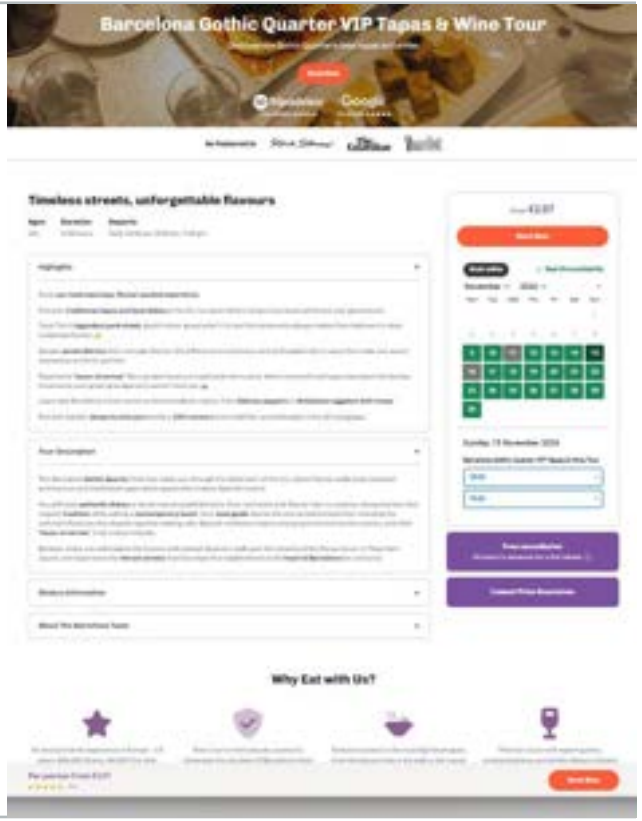
Group size
Max 12 people

Cancellation policy
Free up to 24 hours

Availability
See dates

Make your tour pages clear and direct

- Use straightforward headings, short sections, descriptive images and logical navigation.
- Important tour information should be available as ordinary text to be favoured by Google, AI, and other search systems.



Turn real customer questions into useful website answers

- Collect questions asked before booking, during tours and in reviews. Answer them clearly on relevant pages: “Can children join?”, “What if it rains?” or “Is the tour suitable for vegetarians?”

  This helps visitors and makes your content easier for search systems (like ChatGPT or Google) to interpret.



Your local knowledge is an asset AI-generated content cannot automatically replicate

- Publish first-hand stories, guide recommendations, original photographs and insights into local food traditions.
- Explain how you know what you know.
- First-hand expertise, originality and trustworthy information align with Google's published content principles.
- This is EEAT for SEO and AI



Connect inspirational content to bookable experiences

- An article about “Seven foods to try in Costa Dorada” should link naturally to the relevant Costa Dorada food tour, especially if it is on someone else’s website or blog.
- Helpful ***internal*** links make additional pages discoverable for SEO and enable interested readers to move towards purchasing.
- Focus on discoverability, not link building. AI favours PR over top rankings.

Check that Google and ChatGPT can actually access your information

- Verify important pages are public, indexable and not accidentally blocked by site settings.
- Check Google, Bing (used by ChatGPT), and AI models. Just do a search for your brand/ company name.
- Allowing search crawling supports eligibility, not guaranteed appearance.



Use structured data to describe your business, not to chase imaginary AI tricks

- Appropriate schema markup can help search engines interpret business details.
- Ask your web provider about supported ‘LocalBusiness’ markup where applicable (always make sure the information matches what visitors and search engines see).
- There are plugins for WordPress – no coding needed.
- Schema does not guarantee enhanced listings or AI recommendations.

Why Schema Graphs Matter

A connected graph makes content easier for machines to interpret, retrieve, and reuse.

1. User or Machine Questions

- Where is the hotel?
- What does it cost?
- Who wrote the review?
- What image belongs to this page?

2. Schema Graph (Connected Entities)



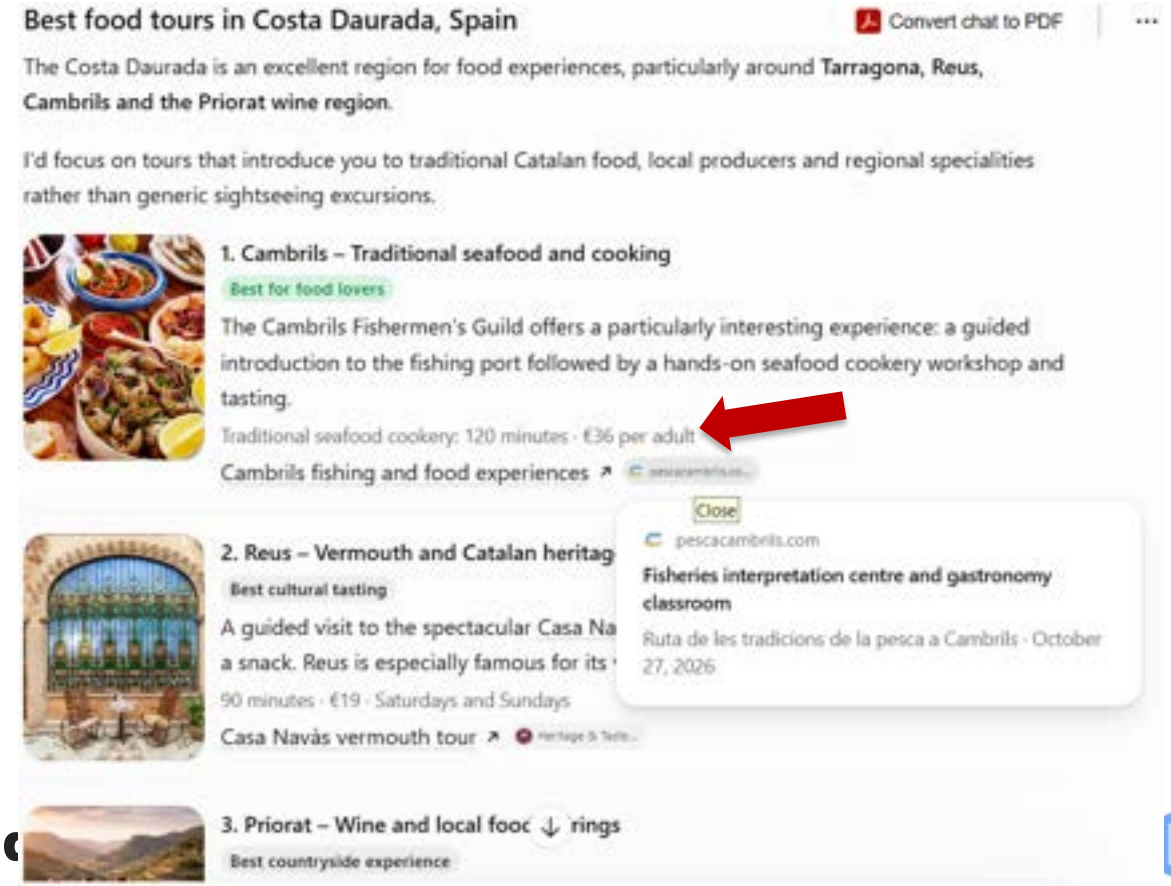
3. Answers & Outputs

- Olive Grove Hotel is in Portland, OR, USA.
- From $189 / night.
- Sarah Thompson.
- Main hotel photo.

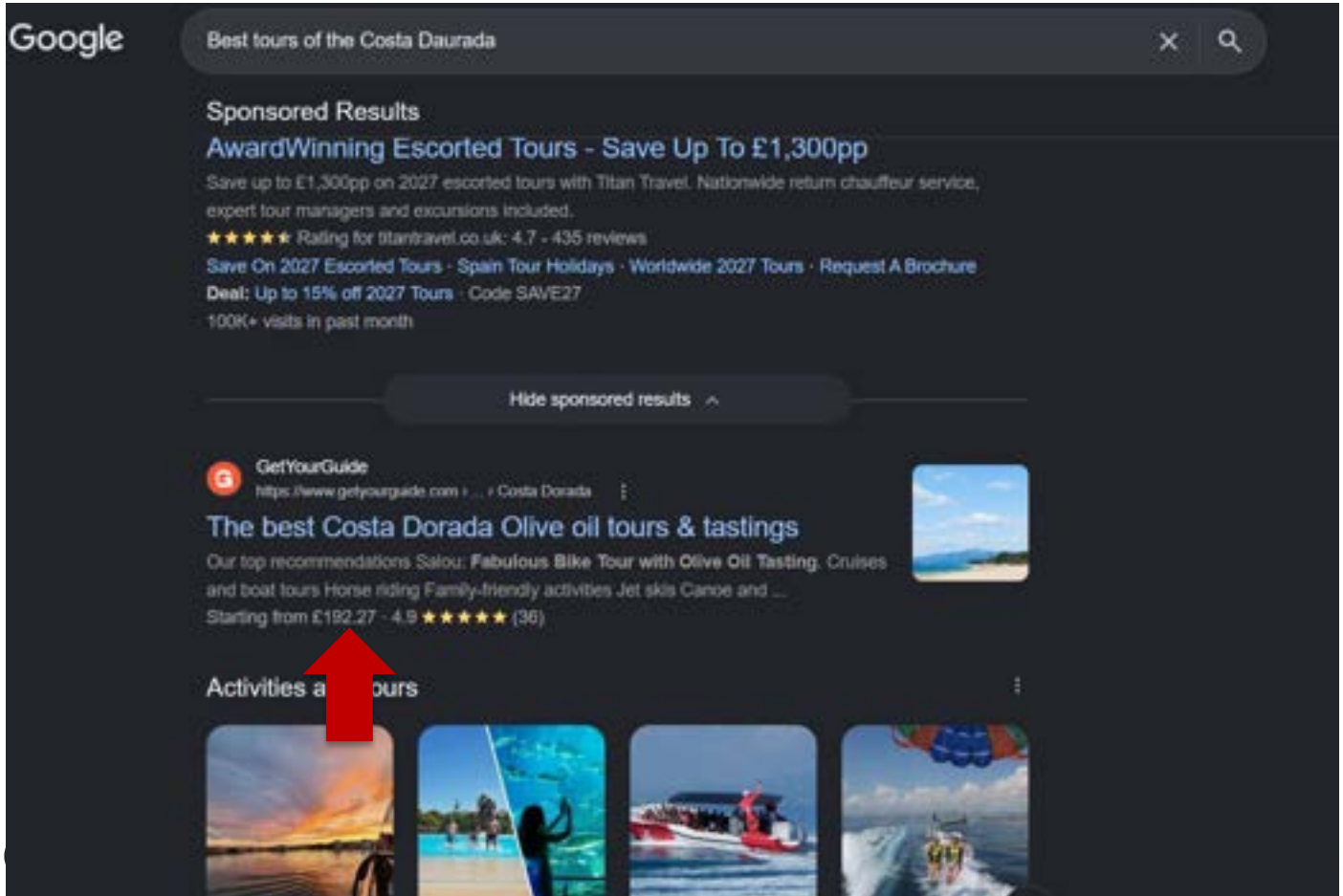


Good schema turns pages into reusable knowledge.

Since LLMs use search results through RAG, schema is essential



Because the SERPs are enriched by schema



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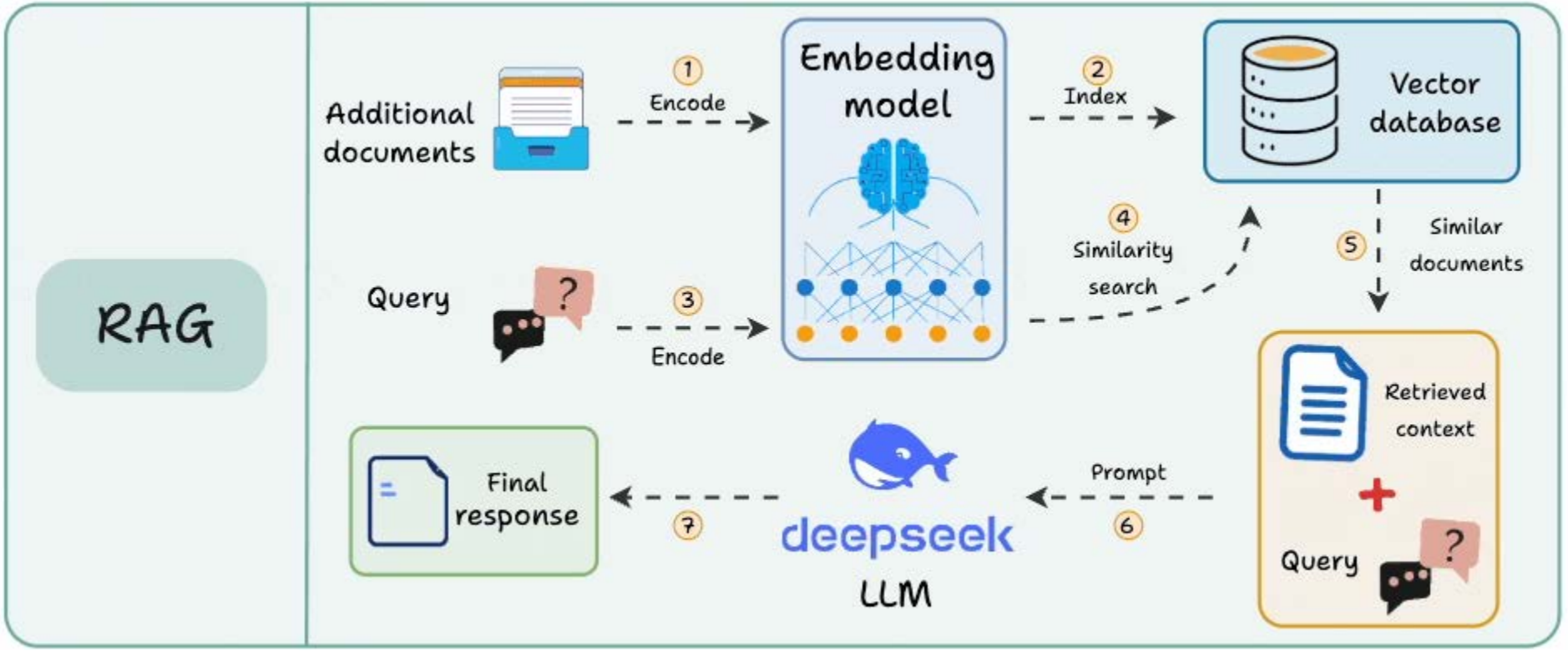
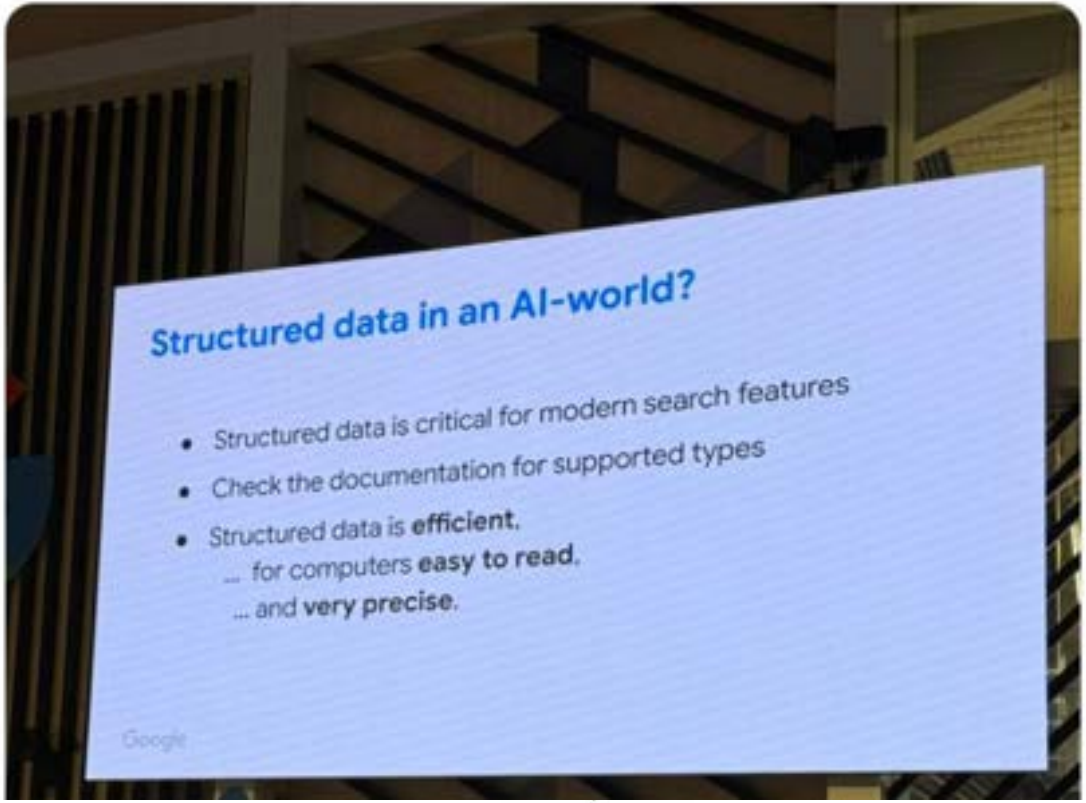
And are used by LLMs through RAG



Aleyda Solis
@aleyda

Google still recommends to use structured data in an AI search world - focusing on those things that are actually visible in SERPs •• @JohnMu #sclmadrid



The goal: use maps, reviews, marketplaces and third-party references to help customers choose confidently



Treat Google Maps as part of your shopfront

- If eligible, claim and verify your Google Business Profile.
- A walking-tour meeting point is not automatically a legitimate business address – please don't use them.
- This can help increase trust.
- Provide the correct category, website, contact details, business information, relevant photographs and legitimate location details.
- Google says local visibility principally reflects relevance, distance and prominence, while profile completeness supports relevance.

Make requesting genuine reviews part of every tour's closing routine

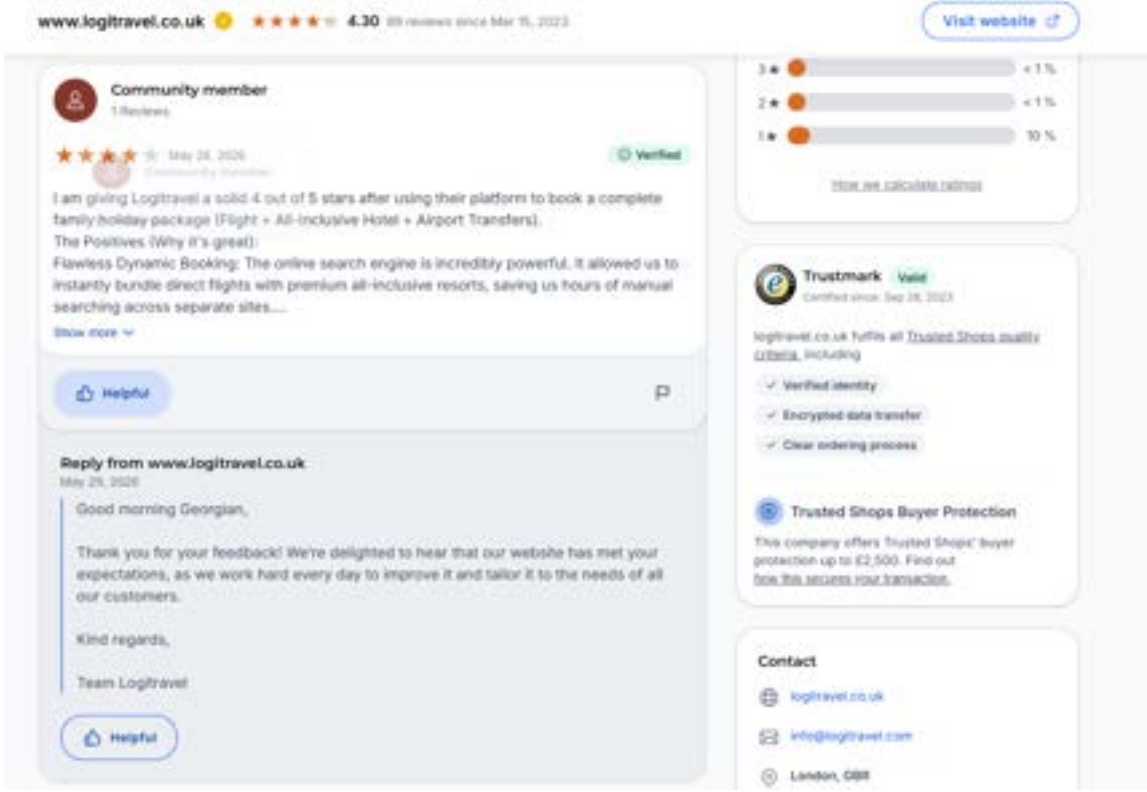
- Give guests an easy review link or QR code in an appropriate follow-up message. Ask for honest feedback without offering rewards, discounts or other incentives. Google expressly prohibits incentivised reviews.





Respond to reviews as though future customers are watching—because they are

- Thank guests for specific feedback and address criticism courteously, with a clear explanation or remedy where appropriate.
- **Reviews serve as decision-making evidence, not just ratings.**



Make your marketplace listings as accurate as your website

- Audit the descriptions, photographs, inclusions, exclusions and restrictions customers encounter on relevant online travel agencies and review sites.
- A guest should not receive conflicting information when moving between a marketplace and your direct booking page

GET YOUR GUIDE

Search

Wino Tours

About

The only tour operator in Barcelona specialized in Wine Tours with small group and private groups.

Contact information

For questions about meeting or pickup point, activity details, or special requests, contact our Customer Care team.

View contact options

Help Center

For all other questions, check our Help Center to find assistance.

All activities from Wino Tours



Tarragona: Private Roman Tour with Olive Oil & Wine Tasting

From £192



Barcelona: 3 Penedès Wineries with Hotel Pick-up and Lunch

From £146



Priorat Tour to 3 Small Wineries with Pickup Near Your Hotel

From £163

About us Blog Tours English Contact us



Tarragona Olive Oil Tour & Vineyard Lunch from Barcelona

Embark on a **private Tarragona olive oil tour** from Barcelona and explore ancient **Roman ruins.** Savor delicious **Extra Virgin Olive Oil** straight from the mill, and enjoy a **traditional country lunch** in the heart of the **vineyards.**

Book online

Real-time availability

November 2026

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22

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Earn genuine recommendations from your destination's existing tourism network

- Collaborate with relevant accommodation providers, food venues, destination organisations and local publishers.
- Useful mentions and editorial links can introduce qualified customers and contribute to the online reputation signals used in local search.
- AI will favour companies with genuine mentions on other sites.


Tour Marketing
Content
Campaigns
Analytics
Create Tour Content
Write a blog post for our mountain tour
Create
Generate discovery through practical, reusable content rather than constant, low-quality posting

Show the experience instead of just advertising it

Demonstrate what guests eat, meet, discover and enjoy.

A short, authentic view of a guide explaining a local dish may convince people more effectively than another generic “Book our food tour!” advertisement.

TikTok explicitly positions travel content across discovery, planning and booking so it is important to be thinking about this without fearing theft.



Make social content understandable to someone searching for a specific experience

- Identify the destination, cuisine, neighbourhood or type of tour naturally in the video and caption.
- TikTok confirms that relevance to search enquiries and content information, including hashtags, can influence search results.
- Avoid repetitive keyword stuffing.
- YouTube is a top search engine, ChatGPT while popular, is still lower in search volume.
- Sendible is great for cross-posting TikTok videos which also work for YouTube and Facebook shorts.

Create short videos that answer *real travel questions*

Use **short-form video** on **YouTube, Facebook, TikTok and Instagram.** All these platforms include short video content, pushed into feeds based on their own algorithms.

Topic ideas: “What is a galeres?”, “Three things tourists misunderstand about Migas” or “What really happens on our food tour?”

These provide useful information while naturally demonstrating the operator’s destination expertise.



Create once, adapt intelligently, and distribute selectively

- One well-recorded guide explanation can become a short video, an Instagram Reel, a website FAQ answer and supporting content for an appropriate business listing.
- Adapt captions, format and links for each destination rather than producing entirely separate campaigns.

Every social discovery opportunity needs a route to booking

- Use the appropriate profile link, website link, booking link or platform-supported action.
  - Linktree is a very popular option but creating a linktree-esque landing page enables you to use a single link to a page with multiple links you control.
- Direct the interested traveller towards the relevant experience rather than an unrelated homepage.
- Track campaign links where supported to see which activity sends valuable traffic.

Ensure that marketing activity *creates commercial value* rather than just visibility



Fix the mobile booking experience before spending heavily on more traffic

- Test the entire journey on an ordinary phone: find the right tour, inspect dates and availability, understand the full price, and complete payment.
  - I have been frustrated by tour websites I worked to find from Viator only to not be able to book.
- Resolve broken links, unreadable content, slow loading, and avoidable friction by just checking things work.

Measure completed bookings rather than celebrating views and likes

At minimum, monitor actual reservations, booking revenue and marketing costs.

- This is especially important when bookings come in through 3rd party sites as well as your own website.

Where your booking technology supports it, configure and verify 'purchase' and relevant checkout events in **Google Analytics 4 (GA4)**.

A booking button click is **not** the same as a completed **sale**.



Measure what each channel contributes, while accepting that attribution is imperfect

- Use Google Search Console for search queries, page performance and clicks.
- Use consistently tagged links for social campaigns.
- Compare your numbers gathered in this way with actual booking records.
- Customers move between channels and devices, so last-click reports will not explain every sale.



Compare profit per booking, not just commissions or direct-booking percentages

- Calculate revenue less marketplace commissions, payment fees, variable delivery costs and attributable marketing expenditure.
- A direct booking is not automatically more profitable if acquiring it through paid search, paid link placement, or other methods costs more than the commission saved.
- Assess marketplace sales for their incremental value rather than assuming every third-party sale should be replaced.



Build a 90-day marketing plan around measurable commercial priorities

- First **repair essential tour information**, search visibility and booking functionality.
- Improve **reviews** and a small number of useful **content assets**.
- Finally **test distribution channels**, review attributable bookings and contribution margin, and continue only the activities that justify the effort.
- The aim is not to appear everywhere; it is to be **discoverable where your customers look** and **easy to book** when they are ready.



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Food Blog:	https://MostlyAboutChocolate.com
Slides:	https://speakerdeck.com/decabbit