



AGENTS OF CHANGE · SEPTEMBER 10, 2026

AI FOR SMALL TOURISM BUSINESSES

Get found by international travelers



OUR AI VISION

To lead global destination marketing into the AI era by using intelligent systems to connect the world to the stories, people, and places of the United States — making discovery personal, inspiration effortless, and travel decisions frictionless.

BRAND
USA

JANETTE'S AI AGENDA

- 1 Operational excellence
- 2 Industry empowerment
- 3 Traveler experience enhancement



BRAND
USA



HOW TRAVELERS ARE USING AI TO PLAN TRIPS

62%

of travelers have used AI to plan or book a trip

Booking.com "The Global AI Sentiment Report"

n=37,325 across 33 global markets

Study conducted April / May 2025

THE MARKETS YOU ARE TRYING TO REACH

THE US LAGS ON AI ADOPTION

Market	Start their search with AI
India	89%
United Arab Emirates	89%
Mexico	81%
Australia	72%
Germany	68%
Canada	67%
Great Britain	54%
United States	48%

YouGov, 19 markets, fielded April 21 – May 29, 2026. Share of online searchers who start queries with an AI assistant — general web search across all topics, so read it as AI-search maturity by market rather than travel planning specifically.



GOOGLE ANSWERS THE QUESTION. NOBODY VISITS YOUR SITE.

BRAND
USA



GOOD SEO IS GOOD GEO

Chelsea Weir-Bonsky, Google

SEARCH

WHAT IS GOOD SEO?

E-E-A-T

The four signals Google's own quality raters use — and the strongest predictor of whether an AI answer cites you.

Source: Google Search Quality Rater Guidelines

E

EXPERIENCE

You did the thing yourself. First-person accounts, original photography, real visits, proprietary data.

E

EXPERTISE

A named author with credentials, covering the subject deeply enough to show mastery.

A

AUTHORITATIVENESS

Other credible sources point to you — press, institutions, industry sites, consistent mentions.

T

TRUSTWORTHINESS

Accurate, sourced, current, and verifiable. Clear ownership, transparent citations.

WHAT AI REWARDS

- Content only you could have written
- Specific, authoritative, useful
- Infrequently asked questions, not the top ten list
- Structured content, marked up for machines
- What the press says about you



THE WORKED EXAMPLE

A REAL BUSINESS

ROUSH • ANTIQUES

The Eye

Recent Finds

Field Notes

Visit

For Professionals

Rentals

Sourcing

About

@roush_antiques

FRI-SAT · 10-5

KANSAS CITY · ANTIQUE DEALERS & SOURCERS

European & American antiques, hunted by *Tim & Sue Roush.*

Tim and Sue hunt estate sales across the Midwest several times a week — finding furniture, lighting, and folk art for collectors, interior designers, home stagers, and film, TV & theatre productions.



THE CONSTRAINTS MIGHT FEEL FAMILIAR

- A featured booth inside a seven-dealer antiques mall in Kansas City.
- Two people. Open Friday and Saturday, ten to five.
- No online sales. The website exists to get people through the door.
- Neither owner will ever open the code. Assume zero ongoing technical effort.

WHAT IT COST

THE WHOLE STACK, LINE BY LINE

Website build

\$0 — AI wrote it

Hosting

\$0 — Vercel Hobby

Analytics

\$0 — Google Analytics 4

Search Console

\$0

Domain name

~\$12 / year

The only invoice is the domain. Everything else on this list is free at this scale.



AI VISIBILITY CHECKLIST

EVERYTHING ON THIS LIST IS FREE

TWO AND A HALF HOURS, ACROSS ONE WEEK

1. Fix your Google Business Profile

20 min

2. Put your facts on the page as text

under 1 hr

3. Claim your four listings

15 min each

4. Check for a crawler block

5 min

5. Add structured data

30 min

6. Ask the tools what they say about you

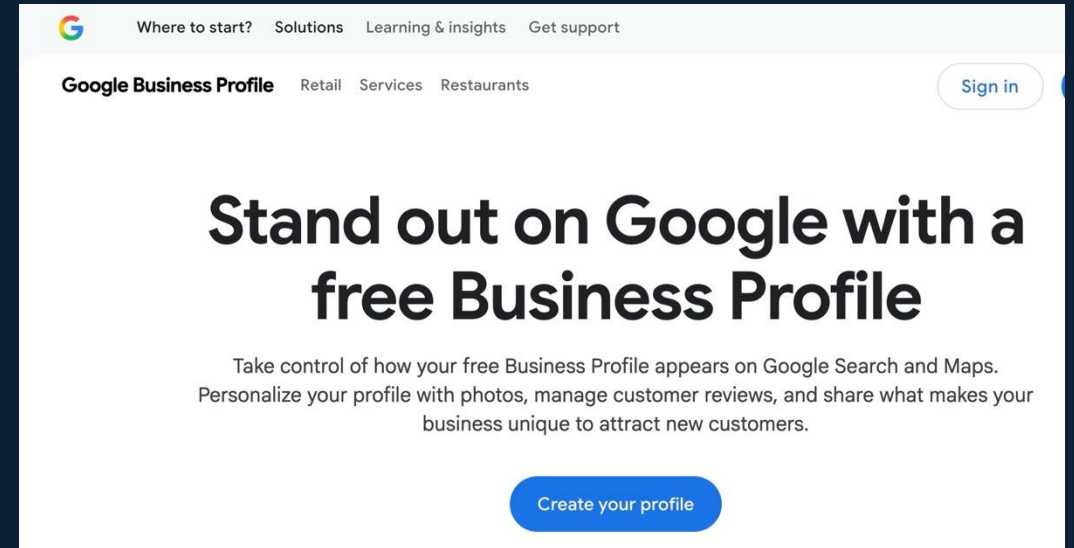
5 min

Do them in this order. The first two matter more than the other four combined.

01

FIX YOUR GOOGLE BUSINESS PROFILE

- **Your name matches the sign on your door. No taglines, no keywords.**
- **The fewest, most specific categories. A winery with a kitchen is a winery.**
- **Hours, address and phone, checked against everywhere else they appear.**
- **Seasonal: special hours for a week or less, temporarily closed for your off-season.**



DONE WHEN

Every field matches what a customer sees standing outside your door.

02

**PUT YOUR FACTS ON THE PAGE
LIKE TEXT**

- Hours, address, phone number.
- Prices, or the range if the price moves.
- Your reservation and cancellation policy, in plain words.
- Accessibility — parking, steps, restrooms, service animals.

ROUSH·ANTIQUES

The Eye Recent Finds Field Notes Visit For Professionals Rentals Sourcing About @roush_antiques FRI-SAT

FIND US

Inside Gillham House Antiques.

One historic building, seven dealers, a genuinely good afternoon of browsing. Roush Antiques sits among a curated group in the Stine & McClure building on Gillham Plaza — worth the trip on its own.

In good company: Mockingbird Mercantile · Don Moore Antiques · Still Antiques · Roush Antiques · Pat Postans Antiques · Don Fields Antiques · Diebolt's

For designers & set decorators: source pieces for interiors, staging, and film & TV sets — email roush0128@gmail.com or DM [@roush_antiques](https://www.instagram.com/roush_antiques).

Services for designers & productions

Making a day of it? Our [Kansas City antiques field guide](#) maps every mall, warehouse, and back-room worth the drive — both sides of the state line.



ADDRESS

3235 Gillham Plaza
Kansas City, MO 64109

HOURS

Friday & Saturday
10:00 AM – 5:00 PM

EMAIL

roush0128@gmail.com

CALL OR TEXT

(816) 305-1733

Get directions @roush_antiques

DONE WHEN

You can highlight your own hours with your cursor.

03



CLAIM YOUR FOUR LISTINGS

CLAIM YOUR FOUR LISTINGS

- Google Business Profile, then Bing Places, then Yelp, then Tripadvisor.
- All four are free and all four have an official claim process.
- Same name, same address, same hours on every one of them.
- Conflicting hours are what get an open business flagged closed.

DONE WHEN

All four say the same thing, and you control all four.

04

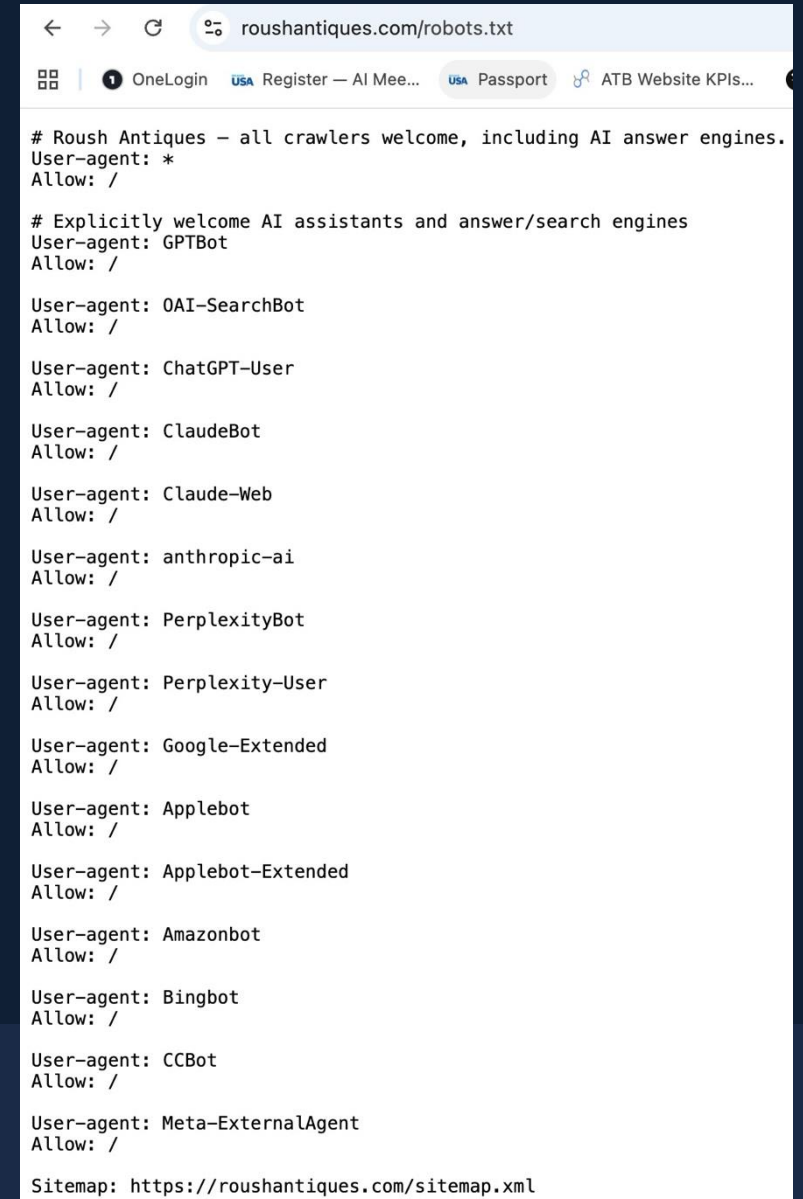


CHECK FOR A CRAWLER BLOCK

- Type **yourbusiness.com/robots.txt** into your browser.
- A page-not-found means nothing is blocked. That is fine.
- If a file loads, read it for the line **Disallow: /**
- Some website builders and security services switch this on by default.

DONE WHEN

You have looked at the file with your own eyes.



```
<  -  ↻  roushantiques.com/robots.txt
OneLogin  USA  Register — AI Mee...  USA  Passport  ATB Website KPIs...

# Roush Antiques — all crawlers welcome, including AI answer engines.
User-agent: *
Allow: /

# Explicitly welcome AI assistants and answer/search engines
User-agent: GPTBot
Allow: /

User-agent: OAI-SearchBot
Allow: /

User-agent: ChatGPT-User
Allow: /

User-agent: ClaudeBot
Allow: /

User-agent: Claude-Web
Allow: /

User-agent: anthropic-ai
Allow: /

User-agent: PerplexityBot
Allow: /

User-agent: Perplexity-User
Allow: /

User-agent: Google-Extended
Allow: /

User-agent: Applebot
Allow: /

User-agent: Applebot-Extended
Allow: /

User-agent: Amazonbot
Allow: /

User-agent: Bingbot
Allow: /

User-agent: CCBot
Allow: /

User-agent: Meta-ExternalAgent
Allow: /

Sitemap: https://roushantiques.com/sitemap.xml
```

THE THREE LAYERS OF AI VISIBILITY

1

TRAINING DATA

Does the model already know you?

You were crawled and kept before the model's cutoff. Slow, historical, and the reason old facts persist.

2

LIVE RETRIEVAL

Can it fetch you right now?

A search bot pulls your page at the moment someone asks. A separate permission from training access.

3

LEGIBILITY

Can it read what it got?

Server-rendered text and schema. A page that draws itself in JavaScript hands back an empty shell.

Framework after Duane Forrester, March 2026. A site can pass any one of these and fail the other two.

WHICH BOT DOES WHICH JOB

GPTBot

`trains ChatGPT`

OAI-SearchBot

`fetches live for ChatGPT`

ClaudeBot

`trains Claude`

Claude-SearchBot

`fetches live for Claude`

PerplexityBot

`fetches live for Perplexity`

CCBot

`Common Crawl – feeds many models`

THE BLOCK NOBODY IN THIS ROOM CHOSE

- ✗ Some content networks inject AI-crawler blocks into robots.txt for you.
- ✗ A firewall toggle rejects them at the edge. Your file looks clean; the bot gets a 403.
- ✗ Some website builders ship the block switched on by default.
- Type `yourdomain.com/robots.txt` and read what is actually there.

05



ADD STRUCTURED DATA

ADD STRUCTURED DATA THROUGH YOUR SITE BUILDER

- Many website builders have fields you can fill in. Consider using AI to build your site from scratch if you can't edit schema on your current site.
- Validate it for free with Google's Rich Results Test (<https://search.google.com/test/rich-results>).

DONE WHEN

The Rich Results Test finds your business on your page.

SCHEMA

WHAT IT IS

A small block of code on your page that states the facts about your business in a format machines read.

WHAT IT DOES

It removes the guessing. Your page tells a person your hours in a sentence; schema hands a machine a labeled field.

WHY IT MATTERS

It is the difference between an AI inferring what you are and an AI being told.

THE SAME FACT, TWICE

WHAT A PERSON READS

"Open Fridays and Saturdays, 10 AM to 5 PM, inside Gillham House Antiques."

Perfectly clear to you and me.

WHAT A MACHINE READS

"openingHours": "Fr,Sa 10:00-17:00"

"address": { "addressLocality": "Kansas City" }

No interpretation required.

WHO YOU ARE

index.html - Store + LocalBusiness (excerpt)

```
{ "@context": "https://schema.org",  
  "@type": ["Store", "LocalBusiness"],  
  "name": "Roush Antiques",  
  "telephone": "+1-816-305-1733",  
  "email": "roush0128@gmail.com",  
  "priceRange": "$$-$$$",  
  "areaServed": { "@type": "City", "name": "Kansas City" },  
  "geo": { "latitude": 39.066978,  
           "longitude": -94.579071 } }
```

URL

<> HTML

Text



```
"@type": "WebSite",
"@id": "https://wvtourism.com/#website",
"url": "https://wvtourism.com/",
"name": "Almost Heaven - West Virginia",
"description": "Find Your Version of Heaven",
"publisher": {
  "@id": "https://wvtourism.com/#organization"
},
"potentialAction": [
  {
    "@type": "SearchAction",
    "target": {
      "@type": "EntryPoint",
      "urlTemplate": "https://wvtourism.com/?s={search_term_string}"
    },
    "query-input": {
      "@type": "PropertyValueSpecification",
      "valueRequired": true,
      "valueName": "search_term_string"
    }
  }
],
"inLanguage": "en-US"
},
{
  "@type": "Organization",
  "@id": "https://wvtourism.com/#organization",
  "name": "West Virginia Department of Tourism",
  "url": "https://wvtourism.com/",
  "logo": {
    "@type": "ImageObject",
    "inLanguage": "en-US",
    "@id": "https://wvtourism.com/#/schema/logo/image/",
    "url": "https://wvtourism.com/wp-content/uploads/2019/02/wvtourism.png",
    "contentUrl": "https://wvtourism.com/wp-content/uploads/2019/02/wvtourism.png",
    "width": 2446,
    "height": 1068,
    "caption": "West Virginia Department of Tourism"
  }
}
```

SEE YOUR OWN SITE THE WAY AI SEES IT.

06

**ASK THE TOOLS WHAT THEY
SAY ABOUT YOU**

- **Ask ChatGPT, Gemini and Perplexity a question a traveler would really ask.**
- **See whether you turn up, and whether what they say is right.**
- **Fixing your source data is the lever to change this output.**

what about roush antiques

Roush Antiques is a specialized, dealer-driven operation run by husband-and-wife team Tim and Sue Roush, located inside **Gillham House Antiques** in Midtown Kansas City. Rather than maintaining a standalone retail shop, they curate a high-turnover booth focused on statement pieces rather than general mall clutter. [roushantiques.com + 1](#)

What Sets Roush Antiques Apart

- **Curated Focus:** They specialize in 18th- to mid-20th-century European and American antiques, including fine furniture, architectural salvage, vintage lighting (like alabaster chandeliers), carved mirrors, and folk art. [roushantiques.com](#)
- **Rapid Inventory Turnover:** Tim and Sue source constantly from estate sales and auctions across the Midwest, meaning the booth's inventory shifts continuously. [roushantiques.com](#)
- **Industry Favorite:** Their inventory caters heavily to interior designers, home stagers, private collectors, and set decorators seeking unique focal points for spaces.

[roushantiques.com](#)

DONE WHEN

You know what the tools currently say about you, right or wrong.

07

**BONUS: MEASURE AI TRAFFIC
TO YOUR SITE**

THE TWO TOOLS, AND WHAT EACH ONE ACTUALLY ANSWERS

GOOGLE ANALYTICS 4

What people did once they were on your site.

Which pages, how long, what they clicked, where they came from.

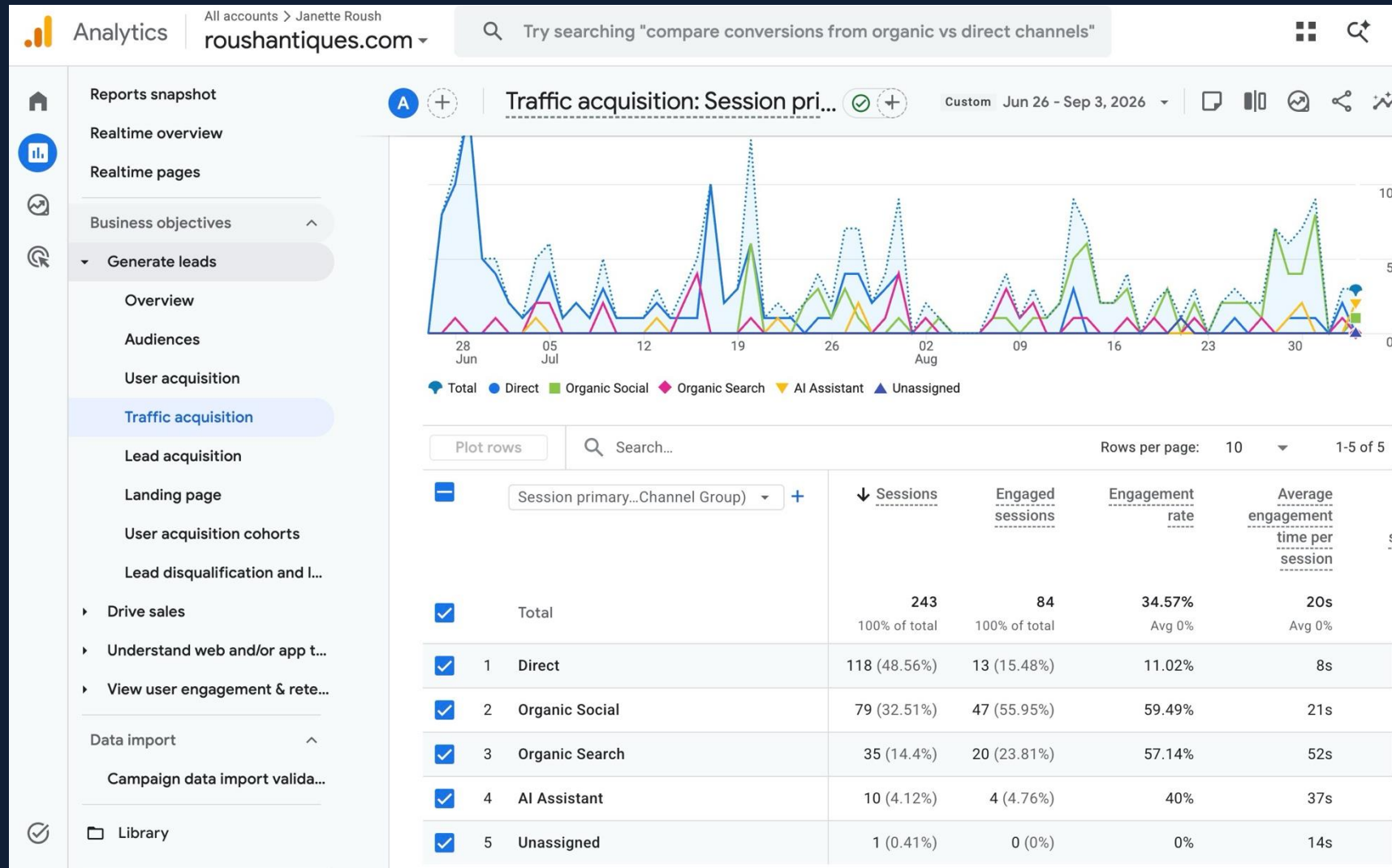
GOOGLE SEARCH CONSOLE

How Google sees your site from the outside.

What is indexed, what queries showed you, what is broken.

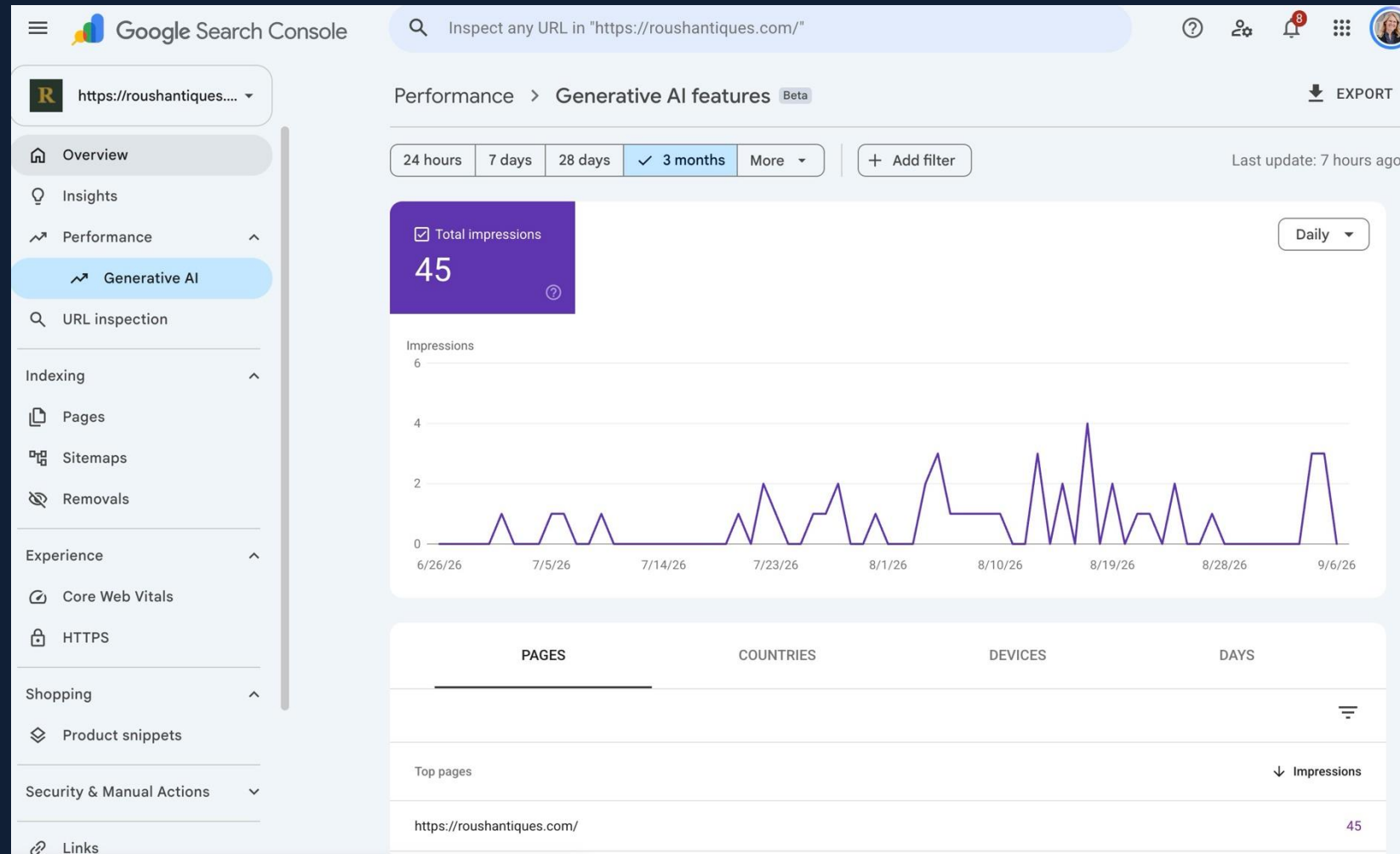
STEP 07

GA4



STEP 06

GOOGLE SEARCH CONSOLE





WORKING WITH VENDORS OF AI TOOLS AND SERVICES

WHAT ARE YOU BEING PITCHED?

- Team (or personal) training
- Customer support and voice agents
- Marketing and content automation
- Customer relationship management (CRM)
- Administrative and financial support
- Workflow and task automation

READ THE PRICE

WHAT AM I PAYING FOR?

THE BUILD

Setting it up, once. Ask whether you own what they build.

THE HOSTING

The monthly fee that keeps it switched on.

THE OUTCOME

A charge per lead, per booking, per resolved ticket.

THE HOURS

Their people doing the work. Ask what happens when those run out.

FOUR QUESTIONS, NO EXPERTISE REQUIRED

“What does this do that my paid ChatGPT or Claude account can't?”

“Split the price into setup, monthly, and support hours.”

“Show me where Google says I need this.”

“If I cancel, what stays mine?”



AI IS THE OPERATING SYSTEM OF BUSINESS

Everything in this hour was one person, free tools, and a domain name.

FREE HELP THAT HAS NOTHING TO SELL YOU

- **Academy.Claude.com:** Free fluency videos from a leader in the field.
- **University of Minnesota Extension** — a free AI-tools guide for small tourism businesses

NEXT WEBINAR

AI-Powered Event Prep

Walk into the Room Knowing Everyone

How I'm using Claude to create pre-event face books of conference attendees.

October 9, 2026 - 1pm ET



YES, A RECORDING OF THIS WEBINAR WILL BE AVAILABLE!

<https://www.thebrandusa.com/events/webinars>

