

Is AI recommending your hotel? Or your competitor's?

If you can't answer this question,
this programme is for you.

A practical AI visibility programme for hotels by
MAp Boutique Consultancy, Zurich.



boutique consultancy





You might be invisible. And not even know it!

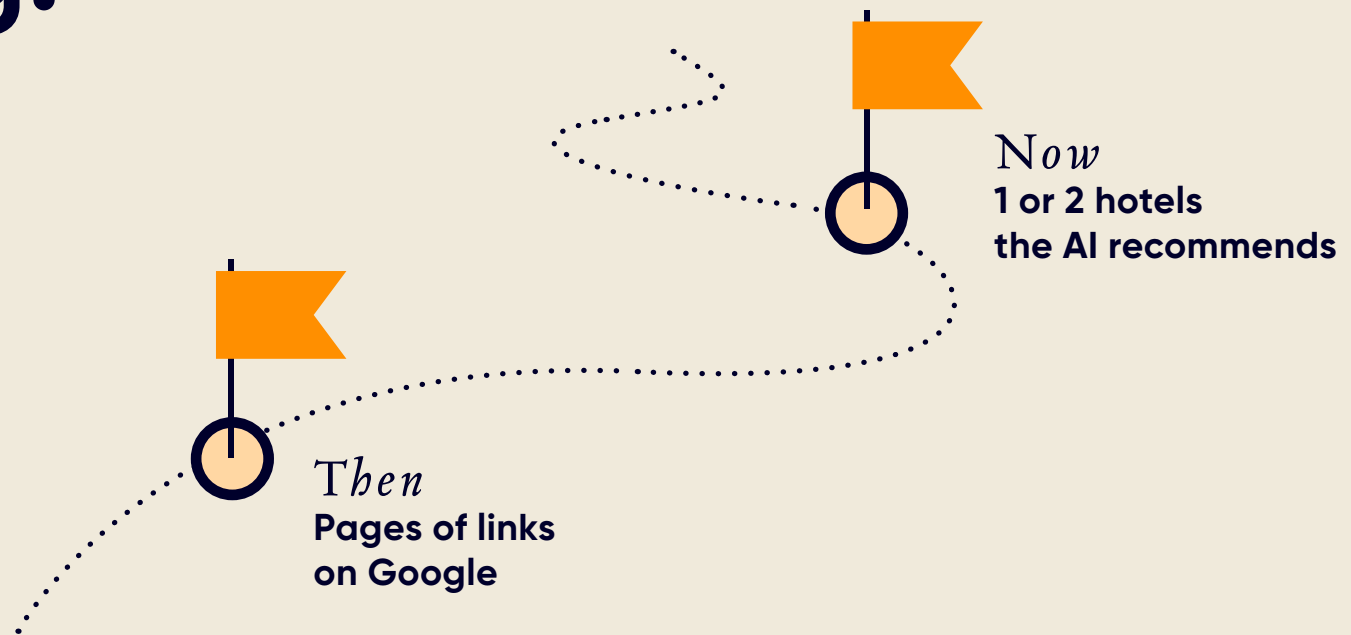
You invest everything into your hotel: the design, the service, the guest experience and the money. But artificial intelligence decides which hotels get shown, recommended and booked.

If AI cannot read your hotel, it will recommend your competitor instead.

MΛp

The way travellers find hotels is changing. Fast!

Planning a trip with AI is the fastest shift in traveller behaviour in a decade. In the US, 56% of travellers already do it (Phocuswright, March 2026), and Europe is catching up fast. As AI decides who gets on the shortlist, hotels that AI cannot read today risk not being booked tomorrow.



MΛp

We empower you to stay ahead.

MAp Boutique Consultancy brings over a decade of hospitality expertise and strategic AI knowledge to one question: Is your hotel visible to the systems that decide who gets booked? We give you the answer, the plan, and the tools to act.

Hospitality expertise

AI clarity

B Corp certified



**Since 2014, we've guided
award-winning hotels
worldwide.**

**We translate complexity
into strategy you can
act on.**

**People-first and ethical,
protecting your team,
guests and values.**

MAp

From invisible to recommended.

What changes for your hotel after this
8-week AI visibility programme.

1

You know exactly
where and why AI is
skipping your hotel.

2

You get a manual with
exactly what to fix, and
in what order.

3

You have the tools
to steer your own AI
decisions from here.



Your hotel stays
visible, bookable,
and in control,
no matter how
AI evolves.

MΛp

Five areas AI reads most.

Your website gets all the attention, but it is only a fraction of what AI sees. We check all five.



*Google Business
Profile*

How AI reads
your hotel locally



Website

How well machines
can read your site



Reviews

What AI learns
about you from
guest feedback



OTA Presence

How you appear
on the platforms
AI pulls from



*What others
say*

Press, portals and
mentions AI trusts

MΛp

Invisibility has a price. And you pay it.



One lost season can cost you:

CHF 36,531

CHF 109,593 over three years

Here's a real-world scenario, built on realistic figures for a 35-room four-star hotel on a two-season alpine calendar. If AI invisibility costs even 2% of your bookings, this is what it adds up to.

**IGNORING THIS COSTS MORE THAN FIXING IT.
EVERY SEASON.**

THE MATH



$35 \times 278 = 9,730$ available room nights. $9,730 \times 76\% = 7,395$ sold room nights. $7,395 \times \text{CHF } 247 = \text{CHF } 1,826,565$ room revenue. **Even 2% lost to hotels AI reads better = CHF 36,531 per season.**

CALCULATION BASICS



35

Rooms

CHF 247

Ø Daily rate

278

Open nights

76%

Occupancy
rate

Your eight weeks, from first call to clear plan.



Onboarding Kit:

Everything about AI in hospitality in one kit, plus a short prep guide. You walk into the first call already up to speed.

Onboarding Call:

First we get to know your hotel and the guests you want to reach. Everything that follows is built around you.

♥ Full AI Visibility Audit:

The core of the programme. We check all five areas and show you exactly where AI stops recommending your hotel.

Implementation Manual:

Your finished roadmap, sorted by urgency: what to fix first and who owns each step. Your team never has to guess.

Your Personal AI Navigator:

The MAp Decision Framework you reuse for every AI decision after us, with guardrails for ethics and data. You stay in control as AI shifts.

Closing Session:

We answer every open question and make sure you know your next step. You leave with a clear plan in hand.

Find the right fit for your hotel.

Basic

CHF 5,000

For guesthouses and small single-location properties. Up to 12 rooms/units.

What we assess:

- ✓ 1 Google Business Profile
- ✓ 1 website, 2 languages / main markets
- ✓ 2 OTAs (e.g. Booking.com, Expedia)
- ✓ Google reviews
- ✓ Key press and portal mentions

You get:

- ✓ Full AI Visibility Audit, all five areas, verified by experts
- ✓ Your Implementation Manual: what to fix, and in what order
- ✓ Your Personal AI Navigator
- ✓ Five personal calls across eight weeks

One-off. No subscription.

Core

CHF 9,500

For hotels aiming to be the one AI recommends. 13 to 50 rooms.

What we assess:

- ✓ up to 3 Google Business Profiles (e.g. hotel, restaurant, spa)
- ✓ 1 website, 2 languages / main markets
- ✓ up to 3 OTAs
- ✓ Google and Booking.com reviews
- ✓ Press, portals and mentions, in depth

You get everything in Basic, plus:

- ✓ A wider read across more profiles, OTAs and reviews
- ✓ A deeper look at what others say about you online

One-off. No subscription.

Advanced

On request

For groups, resorts and multi-location properties. 50+ rooms or multiple properties.

What we assess:

- ✓ all Google Business Profiles
- ✓ all websites and languages
- ✓ all OTAs
- ✓ all review channels
- ✓ All press, portals and mentions, across every property

You get everything in Core, plus:

- ✓ Assessment across multiple locations
- ✓ Brand and visibility aligned across all properties
- ✓ Scope and price tailored to you

Get your personal offer.

Every package includes the onboarding kit and call, the Full AI Visibility Audit, your Implementation Manual and your Personal AI Navigator, across five personal calls in eight weeks. Not sure which fits? Get in touch and we'll put together the right one.



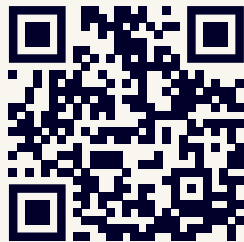
Start with a free AI Visibility Snapshot.

*What does AI say about your hotel
today?*

Give us a few details about your hotel. We take a first look and show you where AI already finds you, and where it doesn't.

We go through it together in a short call, 15 to 30 minutes, free and with no obligation. Then you decide, in your own time, whether to go deeper.

BOOK YOUR FREE SNAPSHOT.



MΛp

Why this matters to us.

To make this planet a more purposeful and hospitable place, for all.

That's our why, and this programme is one more way we live it. Being found is no longer a given, now that AI decides who gets recommended. We protect the hotels we believe in, so they stay themselves and keep shaping a future worth staying for.

SEE THE FULL PROGRAMME.



MApping out a better future.
#onwards

MΛp

Let's put
your hotel on
the MAp!



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