

DID YOU KNOW?

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Google AI Overviews expand in travel & entertainment.

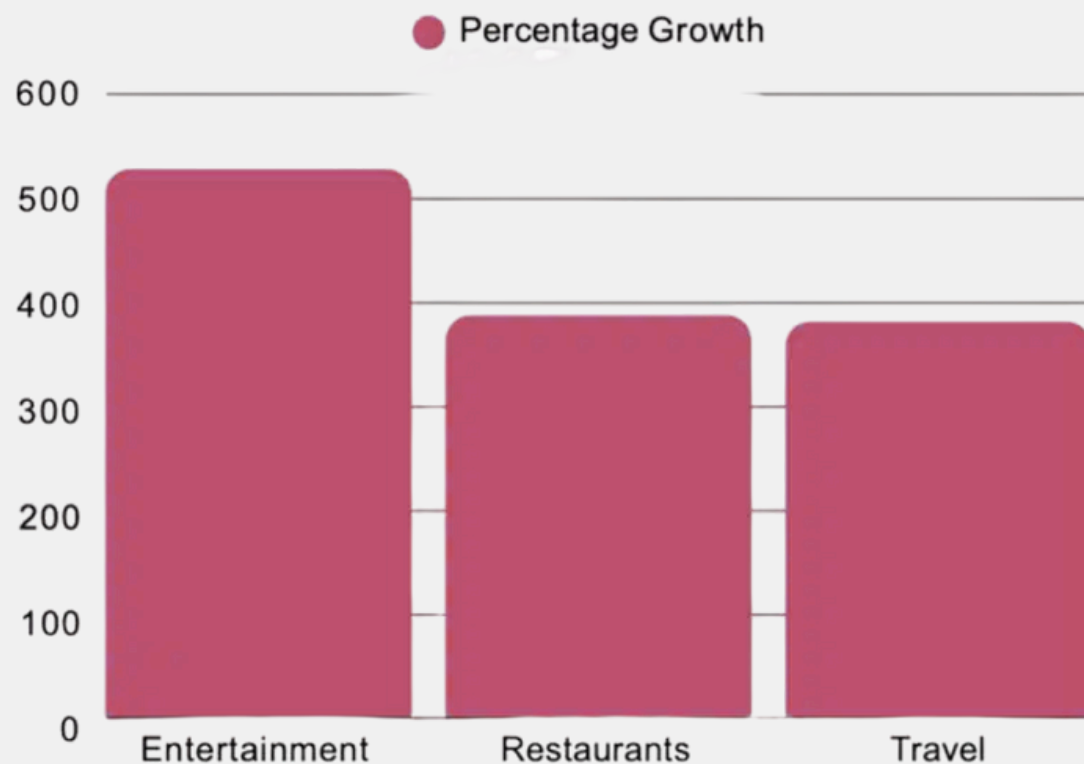
Searches for trips, restaurants
and films are now powered
by AI-generated insights.

What Are AI Overviews?

AI Overviews are AI-generated summaries that provide concise answers at the top of Google Search results, pulling together information from various sources to deliver quick insights.

Significant growth in AI Overviews.

Between March 13 and 27, 2025, the presence of AI Overviews increased dramatically.



- **528%** for entertainment queries (e.g., Julia Roberts movies)
- **387%** for restaurant searches (e.g., date night restaurants)
- **381%** for travel queries (e.g., things to do in London)

Global reach.

Sundar Pichai, CEO of Google and Alphabet, announced that as of Q1 2025, AI Overviews reach over **1.5 billion users** monthly, reflecting their growing influence on how people access information online.

Impact on SEO and content strategy.

For businesses in travel, entertainment and dining:

- ✓ Monitor how AI Overviews affect your keyword rankings
- ✓ Strengthen and optimise for E-E-A-T to boost visibility in AI-generated summaries
- ✓ Focus on entity-driven searches and seasonal content updates
- ✓ Create content that inspires action, including activities, ideas for things to do and helpful suggestions

Embrace the future of AI-powered search.

As AI Overviews expands across industries, so does the opportunity to connect with your audience in smarter, more relevant and more helpful ways.

The future of
search isn't coming.

—

It's already here.
Are you ready?

**Imagine
better.**