



Boost Your AI Visibility with **llms.txt**

A One-Pager for Tour Operators, Activity Providers & STR Hosts

Get discovered by AI assistants before anyone opens Google.

Why It Matters

In 2025, travelers are asking ChatGPT, Perplexity, and Bing Copilot where to snorkel, stay, or hike — *before* ever visiting a website. If those assistants can't see your content, you won't be recommended.

What Is **llms.txt**?

A simple, plain-text file placed at yourdomain.com/llms.txt that tells large language models exactly which pages matter.

Think of it as the AI-era equivalent of a curated sitemap — it guides models to your best content for prioritization and citation.



The 5-Step Playbook

1. Pick Your Power Pages

- Tours, itineraries, experiences
- Evergreen guides (e.g., "Best time to visit X")

- FAQs, reviews, cancellation policies
- 2. **Build `llms.txt`**
 - One URL per line, optionally grouped by theme
 - Keep file size < 10 kB for fast parsing
- 3. **Host at Root Domain**
 - Upload to `domain.com/llms.txt`
 - Ensure a clean HTTP 200 response
- 4. **Automate Updates**
 - Hook your CMS or scripts to auto-append new content
- 5. **Watch the Lift**
 - Track AI-generated mentions in tools like ChatGPT, Perplexity, Bing Copilot
 - Early adopters report up to a **35% increase in AI-driven traffic**

Why It Works

- **Front-row AI visibility** — before OTAs appear
- **Reduced booking leakage** — travelers land directly on your pages
- **Accurate brand representation** — LLMs reference your up-to-date site

Why This Matters for STR & Tours in Asia

With **Gen Z's AI-first behavior**, social discovery norms, and regional growth, `llms.txt` ensures your brand, experiences, and guest offerings are visible *where demand begins* — in the AI conversation.

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