



GOOSE ON A DIET

Google's AI Overviews, hotel module, and direct-booking links now load above the old OTA lander. The free-traffic subsidy that funded fat commissions is eroding, and independents get a window.

18%

Every booking through your own link instead of an 18% OTA channel is margin you keep, and Google is finally surfacing that direct link.

THE BOOK-DIRECT PLAYBOOK - 5 MOVES FOR THE OPEN WINDOW

Google Business Profile as booking infrastructure



Move 1

Feed Google your direct rates + live availability



Move 2

Build for AI answer engines (AEO / GEO)



Move 3

Fix the book-direct conversion path



Move 4

Give the machines content + reputation to trust



Move 5

This is a renegotiation of leverage, not a murder.

Google won't kill the OTAs, it sells them placement in the hotel module. But it's keeping the value for itself, and for the first time the intermediary tax is a variable you can influence.

Source: HotelSEO Lab op-ed synthesis of publicly observable SERP behavior and OTA business-model disclosures; commission figures are third-party estimates and move-impact scores are illustrative priorities. Directional; not business, legal, or financial advice.
Full study → hotelseolab.com/blog/is-google-killing-the-ota-golden-goose

