



THE 30-MINUTE AI SIGNAL

llms.txt is a plain markdown file that hands AI a clean, first-party map of your hotel. No ranking guarantee. Downside near zero. Ship it in one afternoon.

30 min

One markdown file, roughly **30 minutes** of work, and the downside is **essentially zero**.

SHIP IT IN SIX STEPS

Pick your 8-15 most important URLs



Step 1

Write a plain one-line description each



Step 2

Write the summary blockquote pitch



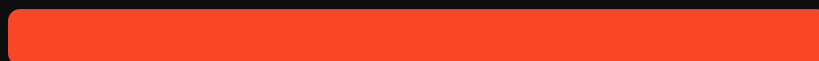
Step 3

Assemble the file in markdown



Step 4

Save as llms.txt, upload to web root



Step 5

Verify it loads as raw markdown



Step 6

A signpost is only as good as the room it points to.

llms.txt does not beat the OTAs alone. Stack it on crawlable rates, honest fees, and real content, and it becomes one cheap, honest lever that helps AI find your story first.