



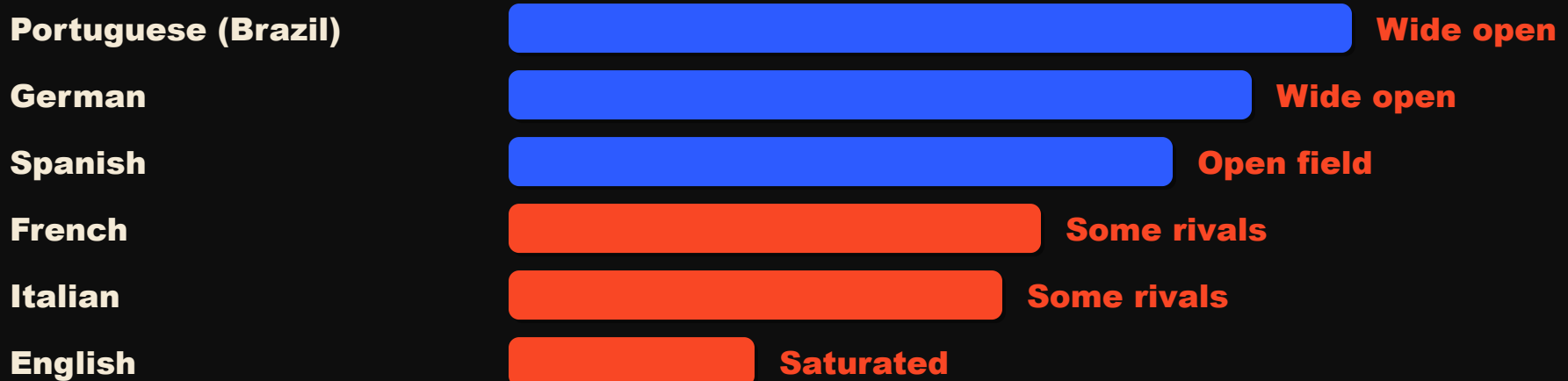
SPEAK THEIR LANGUAGE

Non-English travelers ask ChatGPT in their own language and get answers from a far thinner pool of content. Almost no independent hotel is competing for it.

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Pick your top 3 inbound languages and own the AI answer while every rival crowds the same English playbook.

HOW OPEN IS THE AI ANSWER? (BY LANGUAGE, ILLUSTRATIVE)



Three moves, one quarter, ahead of every comparable independent in town.

Find your real inbound languages, build native quotable FAQs and neighborhood guides, then wire hreflang so crawlers know who is who. The fringe is closing; build before the field wakes up.