



# OPEN THE DOOR

Big travel platforms block the AI crawlers to defend a middleman position you do not hold. For an independent hotel, being readable is the advantage, not the risk.

6

There are 6 AI-era crawlers a hotel should welcome. Blocking them is opting out of the shortlist before it is drawn.

## THE ALLOW-LIST EVERY INDEPENDENT HOTEL NEEDS

|                                  |             |        |
|----------------------------------|-------------|--------|
| GPTBot (OpenAI index)            | <div></div> | ALLOW  |
| OAI-SearchBot (ChatGPT search)   | <div></div> | ALLOW  |
| PerplexityBot                    | <div></div> | ALLOW  |
| ClaudeBot (Anthropic)            | <div></div> | ALLOW  |
| Google-Extended (AI toggle)      | <div></div> | ALLOW  |
| Googlebot / Bingbot (search)     | <div></div> | ALLOW  |
| Accidental Disallow: / (kill it) | <div></div> | REMOVE |

You are the destination, not the middleman.

Aggregators hoard the ingredients so they can be the answer. You want to be IN the answer, so make yourself easy to read. Go check your robots.txt for a Disallow you never intended.

Source: HotelSEO Lab analysis of publicly accessible robots.txt files and AI crawler policies, July 2026. Bar heights reflect illustrative reach priority, not measured traffic. Directional; not business, legal, or financial advice. Full study →

[hotelseolab.com/blog/robots-txt-ai-crawler-hall-of-shame](https://hotelseolab.com/blog/robots-txt-ai-crawler-hall-of-shame)