

A KEYNOTE BY NEELY KHAN

# Get Found. *Get Chosen.*

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*Neely Khan*

AI visibility & creative storytelling for hospitality brands.



THE SHIFT

*Over*

40%

of travellers worldwide  
*have used AI-based tools  
in the last year to plan a trip.*

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SOURCE · STATISTA

*The discovery layer has shifted. Travellers are asking AI first.*

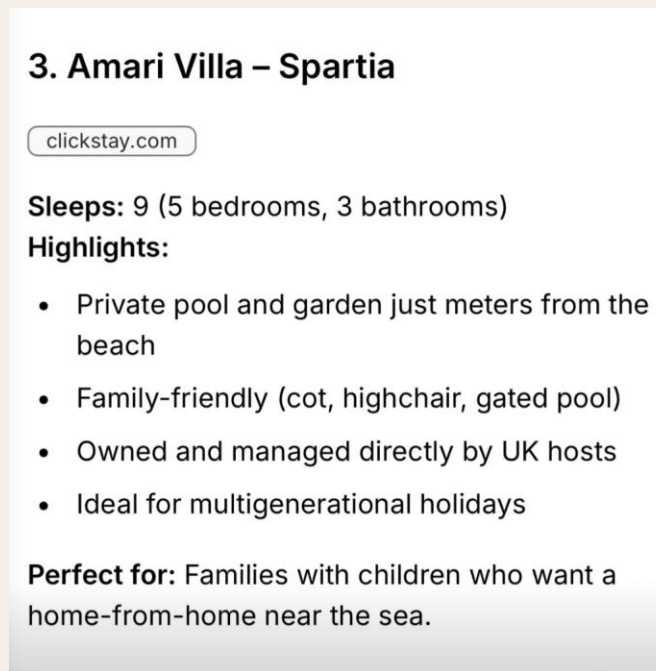
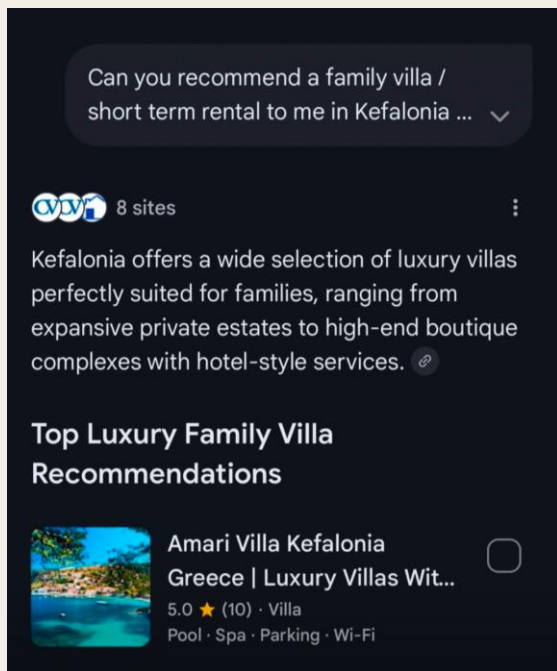
AI VISIBILITY

# AI visibility doesn't *mean bland content.*



PROOF

# What it looks like in the wild.



PART ONE

# Get Found.

## *AI Tactics*

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### Give AI a Map

Make your site legible to crawlers and recommendation engines.



### Structured Data

Schema markup that lets machines understand who you are.



### Optimised FAQs

Answer the questions travellers actually ask AI tools.



### Consistent TOV

One voice across every surface AI can read.



### Third-Party Endorsements

Press, partners and citations that earn AI trust.

kahani.  
GET FOUND. GET CHOSEN.

CASE STUDY · HOSPITALITY

# the AbodeLores

*The greatest stories are lived, not told.*

How Abode Luxury Rentals built a brand world worth stepping into.

PART TWO

# Get Chosen.

## *Story Tactics*

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### Identify a Point of Difference

Find the one true thing only your brand can claim.



### Consistent TOV & Semantic Field

A signature vocabulary repeated until it's recognisable.



### Detail & Context

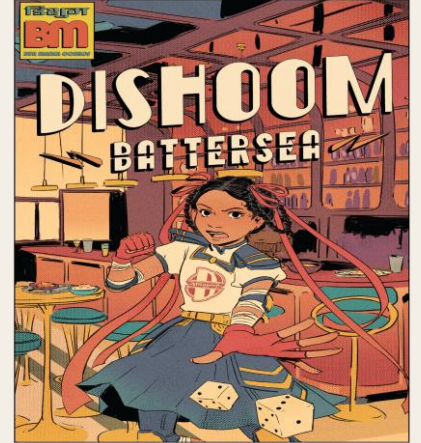
Specifics that make a place feel real, lived-in, chosen.

CASE STUDY · STORYTELLING

# Meet Choti Dishoom.

*A young girl in 1953 Bombay, transported to an imagined 2023 Battersea — the founding myth that built a restaurant's entire world.*

SOURCE · DISHOOM JOURNAL · THE BATTERSEA STORY



CHOTI DISHOOM · ART BY SHAZLEEN KHAN

YOUR PLAYBOOK

# Things you can do today *to Get Found, Get Chosen.*



## Identify your Point of Difference

Define the one story only your brand can tell.



## Rewrite your About page

Make it specific, voice-driven and AI-readable.



## Create an FAQ section

Answer the real questions people ask AI.



## Follow Neely Khan on LinkedIn

For more on AI visibility and brand storytelling.



SCAN · LINKEDIN

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