

The Cost of Bland

Why AI content is costing luxury travel brands more than they think.

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Luxury travel brands are publishing more content than ever before, but most of it sounds exactly the same. Here, in plain terms, is what that blandness is quietly costing you, and what you can do about it.

“AI content without soul is just spam.”

01

The numbers matter

88%

of consumers say authenticity is important when choosing which brands to support

STACKLA / NOSTO

52%

disengage from content they suspect is AI-written

BYNDER

50%

can correctly spot AI-written copy

BYNDER

02

What luxury brands are losing

The trouble with AI travel content isn't that it's wrong. It's that it's weightless. It describes a destination, a hotel or a yacht without evoking it; it creates a list of attractions or amenities – without helping a guest to feel a single emotion. For a mass-market brand, that might be acceptable, but for a luxury brand it's a quiet

catastrophe. Because your guests don't book because of information – they book because of desire.

They aren't on your website counting your room configurations or restaurants. They're there to feel something: anticipation, exclusivity and the irresistible sense that this place was made just for them. Left unelevated, AI copy can't do that – and it costs you in ways that are easy to miss.

Engagement	Readers who sense AI copy leave your site faster – and a quick exit tells Google that your page wasn't worth staying for.
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Trust	For a luxurious brand built on personal service, impersonal copy is a contradiction the reader can feel instantly.
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Conversion	Every bland landing page or boring blog that doesn't connect emotionally – is a booking that doesn't happen.
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Sameness	When every brand is writing about the same "sun-drenched terraces" and "tailored experiences", none of them stand out from the crowd.
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Search	Google's 2024 updates targeted exactly this: high-volume, unedited AI content. Rankings built on volume alone are at risk.
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03

What Google actually rewards

Google doesn't penalise content for being AI-generated. It penalises content that's low-quality, generic and lacking genuine expertise and credibility – which is exactly what unedited AI travel copy tends to be. Its 2024 core updates specifically targeted high-volume, unedited AI content, and some sites saw their rankings fall sharply, seemingly overnight.

But the answer isn't to abandon AI – it's to inject it with a little humanity, a little soul. Travel content that's been edited by a real expert reads as human, earns its rankings fairly, and holds your potential client in the palm of your hand.

What elevation actually looks like

Two short examples of the same job done twice. The facts don't change. What changes is whether anyone reads to the end.

A hotel room description

BEFORE

Nestled in the heart of the old town, our Deluxe Garden Suite offers the perfect blend of contemporary comfort and timeless elegance. Boasting stunning views and thoughtfully curated amenities, this spacious retreat is ideal for discerning travellers seeking an unforgettable escape.

AFTER

The Garden Suite sits at the back of the building, away from the main square, which means you'll wake to blackbirds rather than delivery vans. Forty square metres. A writing desk under the window, a deep tub, and a terrace with two chairs under a lemon tree that's older than the hotel itself. Fresh pastries and coffee come up on a tray if you ask the night before.

What changed. The first could describe a million hotels; the second could only describe this one. A guest choosing between two rooms needs facts – and their senses – to choose with. "Thoughtfully curated amenities" is a sales phrase, not a fact.

An email subject line and opening

BEFORE

Discover Your Next Unforgettable Adventure

Dear Valued Traveller, at [Brand] we believe travel is about more than just destinations – it's about the memories you make along the way.

AFTER

The Portugal trip nobody books in February

You've been looking at the Douro Valley since March. Here's the case for going in nine weeks' time instead of waiting until next summer. The vines are bare, which sounds like a loss until you see what the terraces look like underneath. Rooms are a third of the price.

What changed. "Valued Traveller" is nobody. The second writes to one person who has been browsing Portugal, and leads with the objection rather than hiding from it. Subject lines that name the hesitation outperform subject lines that promise wonder.

Examples written to demonstrate the method. Client work is covered by confidentiality.

The solution: Content Elevation

Sky Blue Content offers the world's finest travel brands one straightforward thing: Content Elevation. I take what you already have – AI-drafted, agency-written, or in-house content – and I elevate it until it sounds like your brand at its absolute best.

With 25 years of writing and editing experience in the luxury travel field, including eight years writing for one of the world's most luxurious cruise lines, I bring the one thing no algorithm can: an editorial instinct that knows exactly how to help your guest engage emotionally with your brand – and then book.

Content Elevation

Your AI or agency drafts, edited until they resonate.

Voice Development

A documented voice-and-tone guide that keeps every piece of your future content unmistakably yours.

Content Creation

Website copy, brochures and guest communications, written from scratch when you need something conceived, not fixed.

UGC

Authentic video travel content that connects with guests who trust real voices. Coming soon.

FREE OFFER · NO STRINGS ATTACHED

SEE THE DIFFERENCE FOR YOURSELF

Send me one page from your website.

Within five working days, I'll send you a fully elevated version of your content along with some handy feedback notes – for free, and with no obligation. You'll see exactly what Content Elevation can do for your brand.

One page per company or brand · 300 words max.



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