

# Google Puts Agentic Hotel Booking to the Test

08.16.26

Good Sunday afternoon from Seattle . . . Our weekly Online Travel Update for the week ending Friday, August 14, 2026, is below. Google again garnered much of the industry's attention this past week with its agentic AI announcement. Enjoy.

**Additional Details Emerge Regarding Hilton's Business Travel Re-Organization.** In an interview with *Skift* at last week's GBTA Conference in Chicago, Hilton's senior vice president and global head of sales, Frank Passanante, offered additional details on Hilton's ongoing B2B organizational changes, including its much publicized direct connection with Navan. A couple of takeaways . . .

- Hilton's reorganizational efforts are focused on three distinct categories of customers - (1) unmanaged accounts served entirely through self-serve digital portals, (2) customers that use digital portals, but still want voice assistance with questions or other issues and (3) large accounts that still rely predominantly on person to person transactions.
- Enrollment in Hilton's SME platform, Hilton for Business, has surpassed 400,000 businesses. Updates to the platform are ongoing.
- According to Passanante, Hilton's much-publicized direct connection with Navan was designed to better offer/present corporate negotiated rates, which sometimes get lost on other (unnamed) platforms. Importantly (at least for purposes of minimizing potential liability with Hilton's existing partners and their outdated and overly restrictive parity and non-discrimination provisions), Hilton has no plans to abandon its many other distribution channels as a result of the newly accounted direction connection.
- The reorganization has reduced headcount within Hilton's sales organization. According to Passanante, the effort has actually increased the sales organization's number of employees.

**Google Confirms Testing of Agentic Hotel Bookings.** Google announced earlier this month that it was conducting limited tests of a new agentic hotel booking tool for select users in the U.S. As noted in last week's [Update](#), Booking Holdings' Glenn Fogel spoke of these tests in Booking Holdings' latest earnings release call. What this new tool ultimately looks like (particularly with regard to completing a booking) remains to be seen. Google's announced collaborators on the new tool include the two major OTAs and Marriott, Wyndham and IHG. Amadeus and Sabre have advised on infrastructure development. Google's new tool raises a number of interesting questions . . . What does the introduction of a new booking tool mean for Google's OTA intentions (which intentions it denied earlier this year)? Will these new bookable listings on Google's AI Mode actually translate into conversions? How will the DMA and its self-preferencing limitations affect these new AI Mode bookable listings? More to come.

Have a great week everyone.

---

[Airbnb Partners with Tripadvisor to Scale Experiences](#)

August 11, 2026 via Travel Weekly

Tripadvisor Group and Airbnb have partnered to bring a selection of Tripadvisor experiences to the Airbnb platform. Tours, activities and attractions will be available to book on Airbnb later this year.

[Google Brings Agentic AI to Ask Maps Hotel Search](#)

August 7, 2026 via Skift

Google Maps is bringing spatial context to AI hotel search. Add personal itinerary data, and this becomes more than another AI search update for hotels - even before booking arrives.

[Google Confirms Agentic Hotel Booking Is Now in Testing](#)

August 7, 2026 via Skift

Google has moved agentic hotel booking from promise to product test. But how much of the transaction - and customer relationship - it intends to control remains to be seen.

[How Hilton Overhauled B2B Sales and Taught Reps to 'Scrimmage'](#)

August 7, 2026 via Skift

Hilton spent years reorganizing its B2B sales machine. The reason? Many corporate buyers no longer want to buy the way hotel sellers often want to sell.

Posted in [Online Travel Update](#)

## Authored by

[Greg Duff](#)

[Principal|Seattle](#)

[206.816.1470 \[email protected\]](#)