



What Happens When AI Agents Start Booking Hotels Directly?

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OTAs solved a real problem. Before Expedia and Booking.com, finding a hotel meant calling a travel agent or guessing from a guidebook.

They brought the world's accommodation inventory online. Genuinely transformative.

But the architecture they built to solve that problem created a new one. Here's why it matters now.

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The OTA model works like this: the platform owns the guest relationship. The hotel provides the room.

When someone books through an OTA, the hotel typically receives a name and arrival date. The guest's email, phone, and preferences stay with the platform. The hotel has to collect contact info manually at check-in.

This made sense when the platform was the only way to reach travelers. But what happens when it's not?

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AI agents are learning to book hotels. Not hypothetically — right now.

Perplexity already books 140,000+ hotels directly. Google's AI Mode is integrating with Marriott, IHG, and Choice. Chrome 146 just shipped native support for AI agents to interact with web services.

An AI agent doesn't need a platform in the middle. It needs a protocol — a way to ask: "what's available, what does it cost, and how do I book it?"

That protocol exists. It's called **MCP**. And any hotel can publish one.

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But here's what makes this interesting **beyond hotels**:

When you remove the intermediary from a transaction, you also remove their payment system, their dispute resolution, and their trust layer.

You need to rebuild all three. And the way you rebuild them creates entirely new economic opportunities.

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Take dispute resolution. Today, when a guest complains, the booking platform makes the call. They're structurally incentivized to favor the guest — the guest is the revenue source, the hotel is replaceable supply.

What if instead, a local certified arbiter — someone who knows the hospitality context of their market — handled the dispute? And what if that arbiter also **funded** the reservation upfront?

They pay the hotel immediately. They collect from the guest. They have financial stake in the booking.

Lender + mediator + local expert = one person with aligned incentives.

That's a new professional category in every tourist destination on earth.

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Now layer on: local travel advisors earning 1-2% commission through the protocol. Community development funds offering micro-financing per booking. Tourism boards setting commission structures for their zones.

Suddenly you've got an entire local economy layer — arbiters, advisors, lenders — that creates real jobs and keeps tourism dollars in the communities that earn them.

The old model centralized distribution. The new one can decentralize the economics.

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For AI builders: this is the real-world use case you've been looking for. An AI agent that discovers a hotel, checks real-time availability, evaluates rates, books the room, and settles payment — end to end. Not another chatbot. An agent that transacts.

For programmable commerce builders: \$800B of annual accommodation transactions. Open settlement rails. Micro-financing per booking. Dispute resolution with escrow. A financial services layer beneath every hotel stay, waiting to be built.

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We're building this as an open alliance called **ADAPT** — Alliance for Direct Accommodation Protocol & Technology.

Not a startup. An Unincorporated Non-Profit Association. Open to all stakeholders — hoteliers, PMS vendors, AI agent developers, payment companies, advisory firms, and anyone who thinks accommodation distribution can work better for everyone involved.

The manifesto, the collaborative research, the working groups, and the live pilot (200+ units in Memphis) are all at:

hotelmcp.org/manifesto

Hotels need to ADAPT.

ADAPT — Alliance for Direct Accommodation Protocol & Technology
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