

ADAPT

Hunter Hotel Conference Campaign — March 16-18, 2026

Social & Geo-Fenced Campaign

Targeting attendees of the Hunter Hotel Conference at the Atlanta Marriott Marquis. Three-day social cadence across X, LinkedIn, and Facebook, plus geo-fenced digital ad spend driving traffic to hotelmcp.org.

X (TWITTER) POSTS

X / TWITTER — 3-DAY CADENCE

DAY 1 — SUNDAY MARCH 16 (MORNING, OPENING DAY)

The hotel industry's most important question this week isn't about RevPAR or rate parity.

It's: when AI agents start booking rooms directly, who needs the OTA?

We wrote the manifesto. We built the protocol. We're running it on 200+ units in Memphis.

If you're at Hunter this week, this is the conversation that matters.

👉 hotelmcp.org/manifesto

[#HunterConference](#) [#HunterHotelConference](#) [#HotelInvesting](#) [#HospitalityTech](#) [#DirectBooking](#)
[#AIagents](#) [#MCP](#) [#ADAPT](#) [#HotelDistribution](#) [#OTAAlternative](#)

DAY 2 — MONDAY MARCH 17 (MIDDAY, BETWEEN SESSIONS)

Between sessions at Hunter? Here's a 3-minute read that reframes everything:

OTAs solved discovery in 1996. But in 2026, AI agents can discover hotels directly via MCP — and programmable settlement handles the payment without Visa in the middle.

The real question: who becomes the local arbiter when there's no OTA call center to resolve

disputes?

We have a proposal. An open one.

👉 hotelmcp.org/workshops

#HunterConference #HunterHotel2026 #HotelOwners #AssetManagement #HospitalityInnovation
#ADAPT #ProgrammableCommerce #DisputeResolution #BookDirect

DAY 3 — TUESDAY MARCH 18 (MORNING, CLOSING DAY)

Last day at Hunter. One thing to take home:

Every advisory firm in this building helps hotel owners navigate OTA contracts, distribution costs, and franchise economics.

What happens when their clients ask about AI agent distribution? About programmable settlement? About localized dispute arbitration?

The firms at the table today become the certified consultants tomorrow.

ADAPT is open. No fees. No gatekeepers.

👉 hotelmcp.org/about

#HunterConference #HunterHotelConference #HotelAdvisors #HVS #CBRE #JLL
#HospitalityConsulting #ADAPT #FutureOfHotels #AIHospitality #DirectDistribution

LINKEDIN POSTS

LINKEDIN — 3-DAY CADENCE

DAY 1 — SUNDAY MARCH 16

To everyone gathering at the Hunter Hotel Conference this week in Atlanta:

The conversation about hotel distribution is about to change permanently.

AI agents are already booking hotels directly — Perplexity serves 140,000+ properties, Google's AI Mode is integrating with major chains, and Chrome 146 just shipped native support for AI

agents to interact with web services.

This isn't a future prediction. It's a present reality that most of the industry hasn't processed yet.

We spent the last year building the open protocols that make direct AI-agent booking work: discovery (MCP servers), settlement (programmable commerce), dispute resolution (localized arbiters), and guest trust (bonded verification).

The result is ADAPT — an open alliance, structured as a UNA, with a live pilot running on 200+ units in Downtown Memphis.

The manifesto explains the thesis at whatever depth you have time for — one sentence, one image, one thousand words, or the full essay.

Worth a read between sessions.

👉 hotelmcp.org/manifesto

#HunterConference #HotelInvesting #HospitalityTech #DirectBooking #AIAgents #MCP #ADAPT
#HotelDistribution #PropTech #FutureOfTravel #HotelOwnership

DAY 2 — MONDAY MARCH 17

A question for every hotel advisor at Hunter this week:

When your clients start asking about AI agent distribution — and they will — what will you tell them?

ADAPT is building the open protocols. But the firms that understand these protocols first will be the ones hotel owners call when the shift happens.

We're specifically inviting advisory firms — Hunter Hotel Advisors, CBRE Hotels, JLL, HVS, Horwath HTL, Kalibri Labs — to participate in our working groups.

The opportunity: "ADAPT-readiness assessments" for hotel portfolios. Contract renegotiation guidance. Commission modeling. AI-agent discoverability audits.

A new consulting vertical that didn't exist 12 months ago.

👉 hotelmcp.org/workshops

#HunterConference #HotelAdvisory #HospitalityConsulting #HotelInvestment #ADAPT
#AIHospitality #DirectDistribution #HotelTech #AssetManagement

DAY 3 — TUESDAY MARCH 18

Leaving Hunter? One link to bookmark:

We published the complete research on hotel distribution — from GDS terminals in the 1960s to AI agents booking directly today. Interactive timeline, system architecture diagrams, M&A ownership maps, and the economic argument for why the 15-25% OTA commission structure is architecturally unnecessary in the agentic era.

Plus: our first working group (Dispute Resolution) is forming now — with an inaugural event at The Exchange Building in Memphis. We're looking for hotel operators, advisory firms, PMS vendors, and consumer advocates to shape the protocol.

All open. All free. Built by operators, for operators.

👉 hotelmcp.org/research

#HunterConference #HotelDistribution #HospitalityResearch #ADAPT #OpenProtocols
#AIAgents #ProgrammableCommerce #HotelOwners #BookDirect

FACEBOOK POSTS

FACEBOOK — 3-DAY CADENCE

DAY 1 — SUNDAY MARCH 16

Hotel owners and investors gathering in Atlanta this week for the Hunter Hotel Conference — here's the question nobody's asking yet:

What happens to your distribution strategy when AI agents start booking rooms directly?

No OTA website. No 15-25% commission. The AI agent discovers your hotel, checks availability, and books it — through an open protocol called MCP.

We built an open alliance to make this work. It's called ADAPT, and it's running live on 200+ units in Memphis right now.

Read the manifesto: hotelmcp.org/manifesto

[#HunterConference](#) [#HunterHotelConference](#) [#HotelInvesting](#) [#HospitalityTech](#) [#AIAgents](#)
[#DirectBooking](#) [#ADAPT](#)

DAY 2 — MONDAY MARCH 17

Between panels at Hunter? Here's something worth 5 minutes:

When you remove the OTA from a hotel booking, you don't just save 15-25% in commission. You also need to replace their dispute resolution, their payment processing, and their trust layer.

ADAPT proposes localized, certified arbiters who handle disputes with actual hospitality expertise — not a call center in Dublin that's never seen your property.

The first working group is forming now. Open to all.

Learn more: hotelmcp.org/workshops

[#HunterConference](#) [#HotelOwners](#) [#HospitalityInnovation](#) [#DisputeResolution](#) [#ADAPT](#) [#BookDirect](#)
[#HotelTech](#)

DAY 3 — TUESDAY MARCH 18

Last day in Atlanta. One takeaway from this side of the industry:

The future of hotel distribution isn't about better OTA contracts. It's about whether your property is discoverable by AI agents at all.

MCP servers, programmable settlement, agentic markdown — these are the protocols that will determine which hotels AI assistants recommend and which ones they skip.

ADAPT is an open alliance making these protocols accessible to every property. No membership fees. No approval process.

Start here: hotelmcp.org/about

[#HunterConference](#) [#HunterHotel2026](#) [#HotelDistribution](#) [#FutureOfTravel](#) [#ADAPT](#) [#AIHospitality](#)
[#PropTech](#)

GEO-FENCED AD CAMPAIGN

GEO-FENCED DIGITAL ADS — MARCH 16-18

Objective	Drive Hunter Hotel Conference attendees to hotelmcp.org (manifesto, research, workshops)
Geo-Fence	Atlanta Marriott Marquis + 0.5 mile radius (265 Peachtree Center Ave NE, Atlanta, GA 30303)
Secondary Zone	Downtown Atlanta hotel cluster — Hilton Atlanta, Hyatt Regency, Westin Peachtree (overflow hotels)
Duration	March 16 6:00 AM ET — March 18 9:00 PM ET (3 days)
Platforms	Google Display Network (GDN), Meta (Instagram + Facebook), LinkedIn Ads, X Ads
Retargeting	7-day retarget window for anyone who visits hotelmcp.org during campaign
Landing Pages	hotelmcp.org/manifesto (primary), hotelmcp.org/workshops (secondary), hotelmcp.org/research (tertiary)
Audience Layers	Geo-fence + interest targeting: hotel investment, hospitality management, commercial real estate, hotel technology, revenue management

Budget Allocation

\$300 Google Display Network	\$250 Meta (IG + FB)	\$350 LinkedIn Ads
\$200 X Promoted Posts	\$100 Retargeting Pool	\$1,200 Total 3-Day Budget

Ad Creative Variants

VARIANT A — QUESTION HOOK

When AI agents start booking hotels directly, who needs the OTA?

Read the manifesto → hotelmcp.org

Best for: LinkedIn, GDN. Format: 1200x628 image or text card.

VARIANT B — STAT HOOK

\$50B/year in OTA commissions.

AI agents can route around all of it.

ADAPT — open protocols for direct hotel distribution → hotelmcp.org

Best for: X, Meta. Format: square 1080x1080 or story 1080x1920.

VARIANT C — ADVISOR HOOK

Your clients will ask about AI agent distribution.

Will you have the answer?

ADAPT — the open alliance for hotel advisory firms → hotelmcp.org/workshops

Best for: LinkedIn (targeting hotel advisory professionals). Format: 1200x628.

VARIANT D — CONFERENCE SPECIFIC

At Hunter this week?

The most important conversation isn't on the agenda.

What happens when AI agents book hotels directly? → hotelmcp.org/manifesto

Best for: All platforms, geo-fenced to Marriott Marquis radius. Format: any.

Targeting Specs

- Geo-fence: 265 Peachtree Center Ave NE, Atlanta, GA 30303 + 0.5mi radius
- Age: 28-65
- LinkedIn: Job titles containing "hotel", "hospitality", "lodging", "revenue management", "asset management", "advisory", "investment"
- LinkedIn: Companies — Hunter Hotel Advisors, CBRE Hotels, JLL Hotels, HVS, Horwath, Kalibri Labs, STR, CoStar
- Meta interests: Hotel management, Hotel investing, Hospitality industry, Revenue management, Commercial real estate
- Google: Custom intent audiences — "hotel distribution", "OTA commission", "hotel technology", "hospitality investment"
- X: Followers of @HunterHotel, @AABORHLA, @Aborhla, @SkiftNews, @Aborhla, hotel industry accounts
- Exclude: Under 25, job seekers, hospitality students (reduce waste spend)

Measurement

- Primary KPI: hotelmcp.org unique visitors from Atlanta metro during March 16-18
- Secondary KPI: /manifesto page reads, /workshops page reads, contact form submissions
- Tracking: UTM parameters per platform (utm_source=hunter26&utm_medium=[platform]&utm_campaign=geofence)
- Vercel Analytics will show traffic spike by geography — compare to baseline
- 7-day retarget: track return visits and form submissions post-conference

Launch Checklist

- Create ad accounts on GDN, Meta Business, LinkedIn Campaign Manager, X Ads if not already active
- Upload 4 creative variants in required formats (1200x628, 1080x1080, 1080x1920)
- Set geo-fence coordinates and radius on each platform
- Set daily budget caps (\$400/day across all platforms)
- Schedule organic posts: Day 1 morning, Day 2 midday, Day 3 morning on all three platforms
- Add UTM parameters to all ad destination URLs
- Verify Vercel Analytics is tracking /manifesto, /workshops, /research page views
- Set up retargeting pixel/audience on Meta and Google for 7-day post-visit window
- Monitor Day 1 performance by noon — adjust spend allocation if one platform outperforms

ADAPT — Alliance for Direct Accommodation Protocol & Technology
hotelmcp.org · bek@membnb.com · meetup.com/blockchain901