

23/24 OCTOBER | BRIGHTON

**brightonSEO.**  
*United Kingdom*



**Charlie Clark**

MINTY DIGITAL

# Thinking beyond the link: How Digital PR influences AI Search



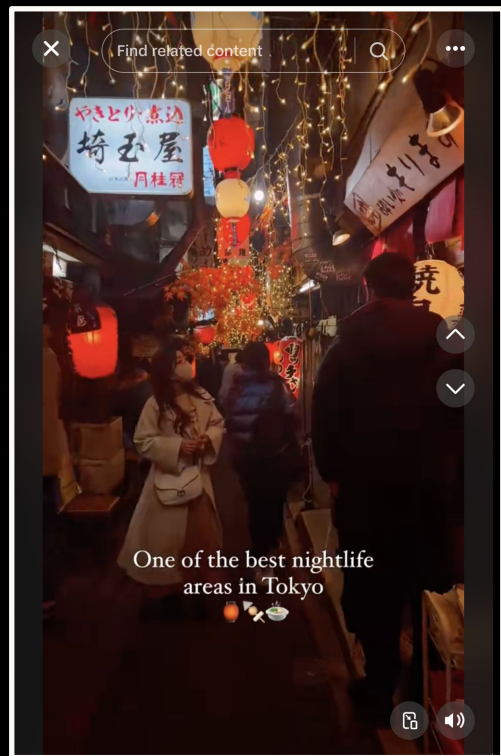
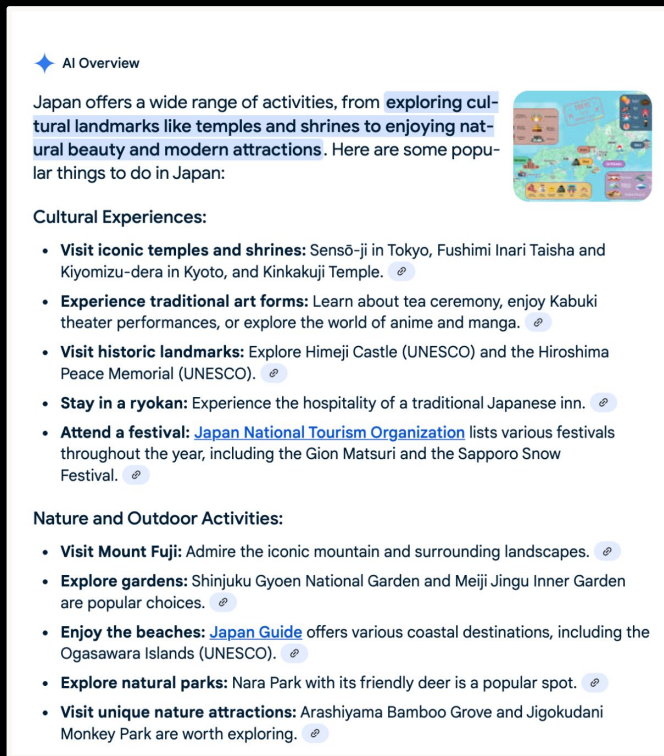
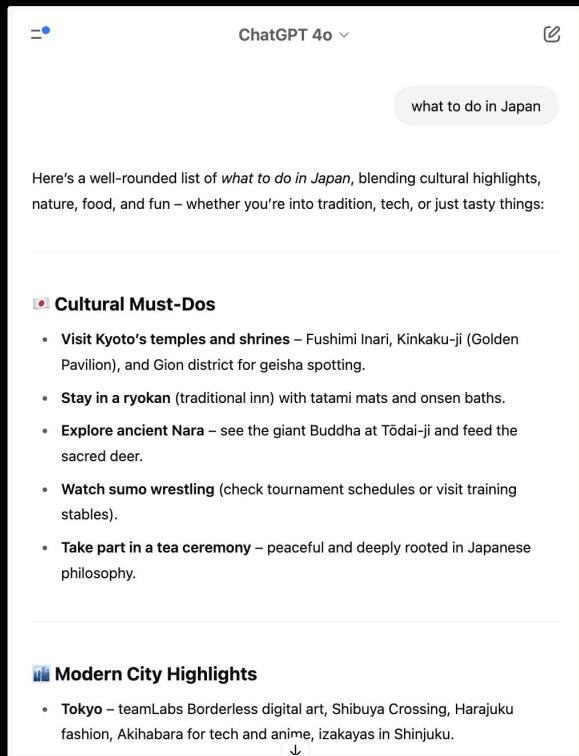
The background is a solid blue color with a subtle, repeating geometric pattern of small, light blue diamonds. On the left side, there are several overlapping, semi-transparent geometric shapes in shades of teal, yellow, and orange. In the bottom right corner, there is a small teal plus sign and a red diagonal bar.

# Search is Changing





# Search Journey Has Changed



## Places :

Golden Week might affect these hours



### Moonshine Karaoke Bar

4.6 ★★★★★ (411) · ¥1,000–2,000 · Karaoke bar

Nishishinsaibashi, 2 Chome-12-8 佐々木ビル

● "Drinks are very reasonably priced and the **karaoke** is great."



### The Drunken Clam

4.5 ★★★★★ (498) · ¥1,000–2,000 · Karaoke bar

喜久ビル 3F, 6-26 Souemoncho

● "Great **karaoke** bar with a **good** menu and cool staff."



### Sakura namba karaoke

4.7 ★★★★★ (264) · ¥1,000–2,000 · Karaoke bar

Nhật Bản, Tamayamachi Vip Building, 2 Chome-5-3 Higashi...

● "Staff were friendly and quick, biggest song selection in many languages."

More places →



#brightonseo minty.



**I'm not alone.**

**AI usage for trip  
inspiration risen  
from 34% to  
80% since 2023**

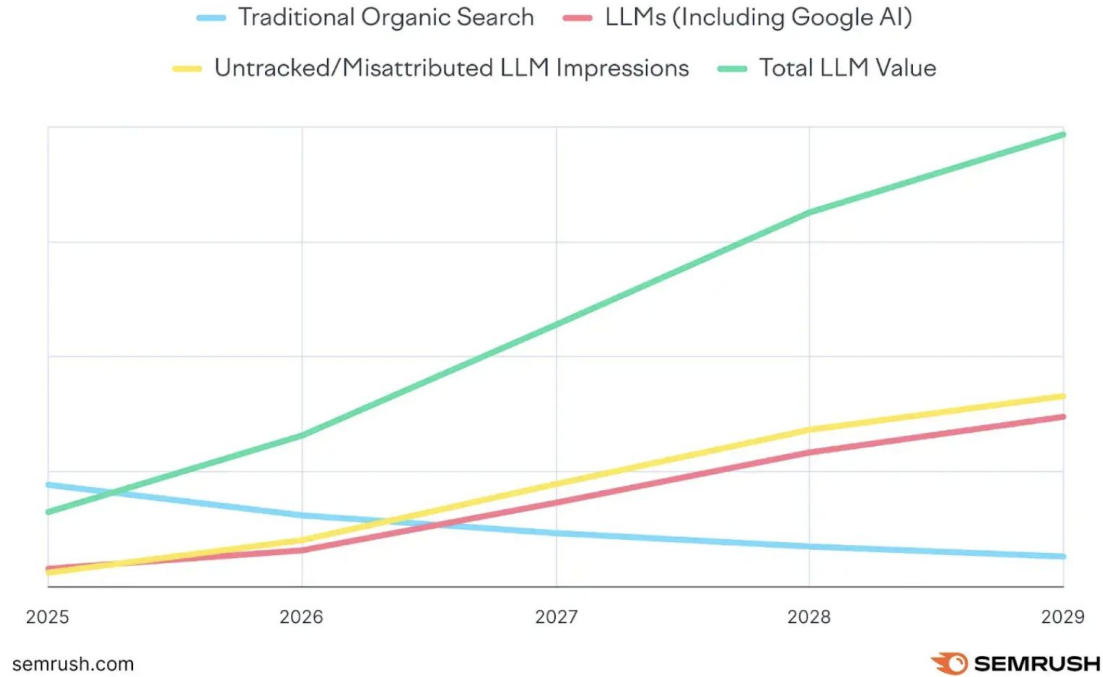


**84%** of those who  
used were  
satisfied with AI  
and will use again

**183%** growth in AI  
usage for travel among  
18- to 34-year-olds in  
a single year.

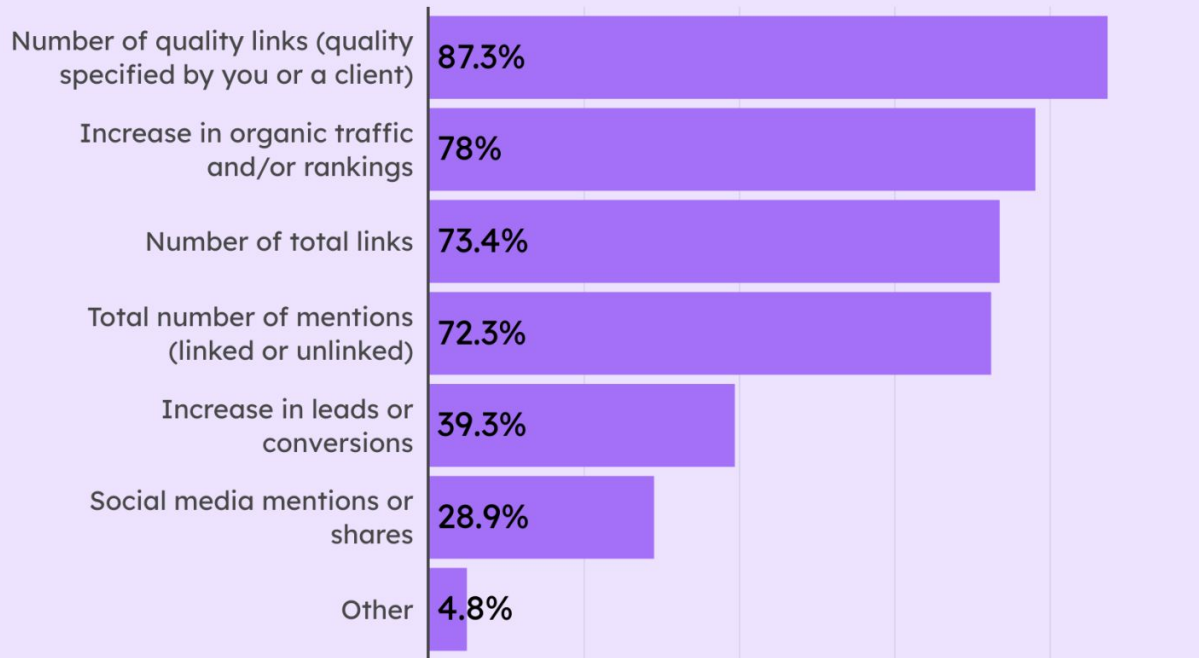
# Clear **Shift** In user behaviour

## Estimated LLM vs. Organic Search Value

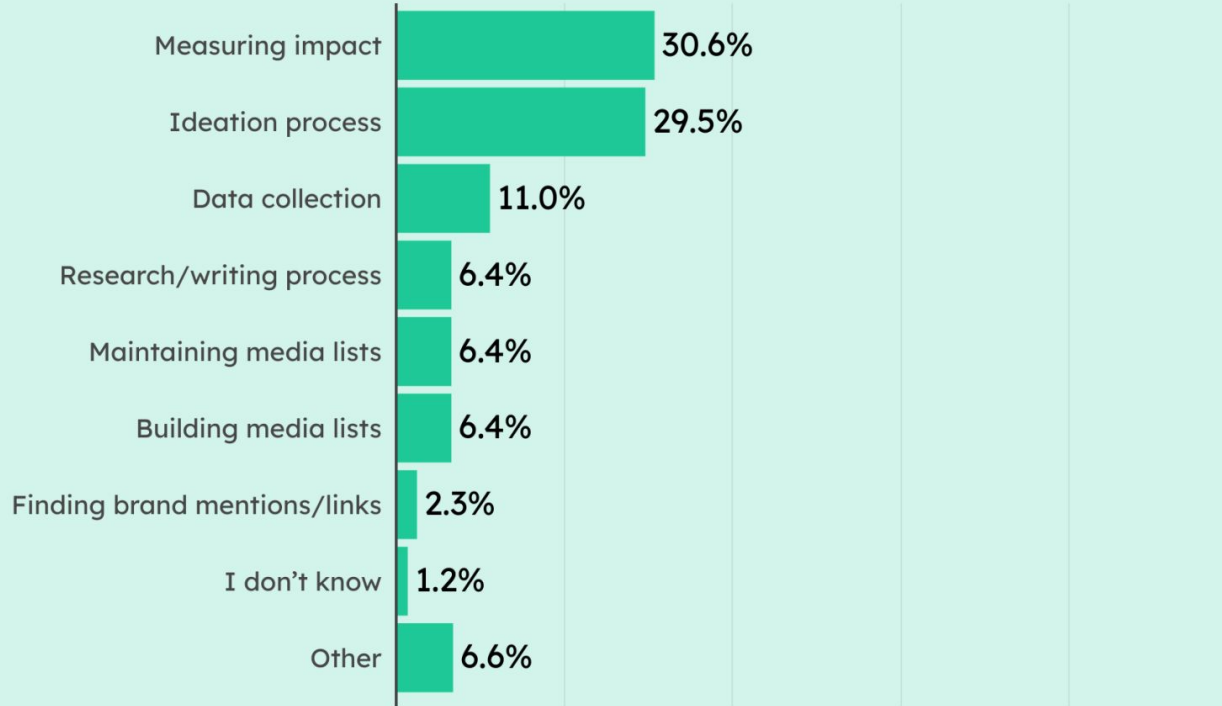




## How do you measure the success of your digital PR campaigns? (select all that apply)



## What is the most challenging part of digital PR?



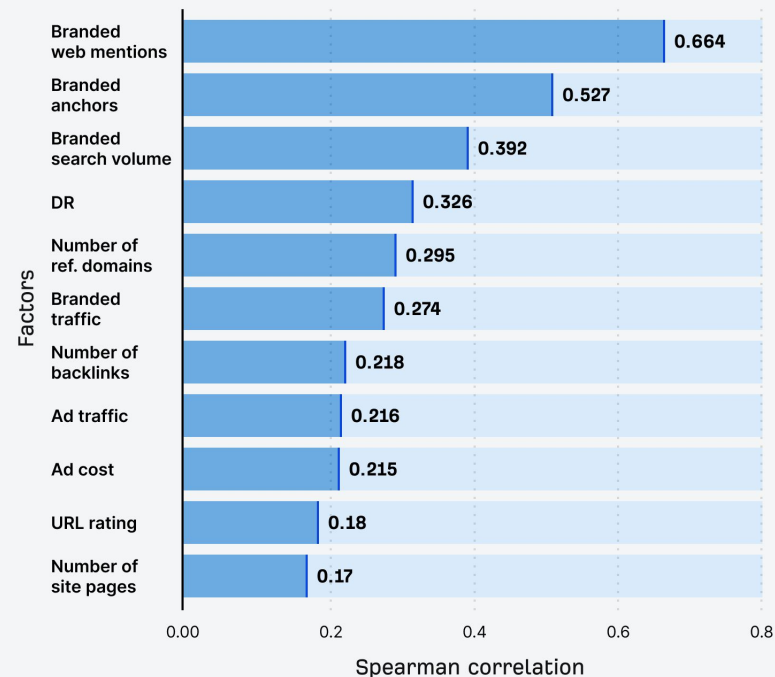
# Web Mentions #1 factor.

They consider brand reputation, mentions, context, and popularity as signals of authority.

## Factors that correlate with brand appearance in AI overviews

Based on a study of ~75K brands.

Source: Ahrefs Brand Radar and Ahrefs Site Explorer.



**YES** links are still  
important.

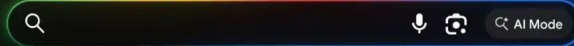


But how **Digital PR** as a  
whole contributes towards  
**AI Visibility**



perplexity

Google



ChatGPT

**AI Search Engines perceive  
brands as **entities** just like  
traditional search engines do.**



**The main differences is  
how they organise and  
return the information.**



A **search engine** is like a **bookshelf**



An **LLM** is like a **human brain**

BBC

Sign in

Home

News

Sport

Weather

iPlayer

NEWS

Home | InDepth | Israel-Gaza war | War in Ukraine | Climate | UK | World | Business | Politics | Culture

Technology

# Glue pizza and eat rocks: Google AI search errors go viral



GETTY IMAGES

Liv McMahon, Technology reporter and Zoe Kleinman, Technology editor

24 May 2024

Google's new artificial intelligence (AI) search feature is facing criticism for

PixelButts

@PixelButts

Google is dead beyond comparison

Search bar: cheese not sticking to pizza

All | Images | Videos | Forums | Shopping | News | Web

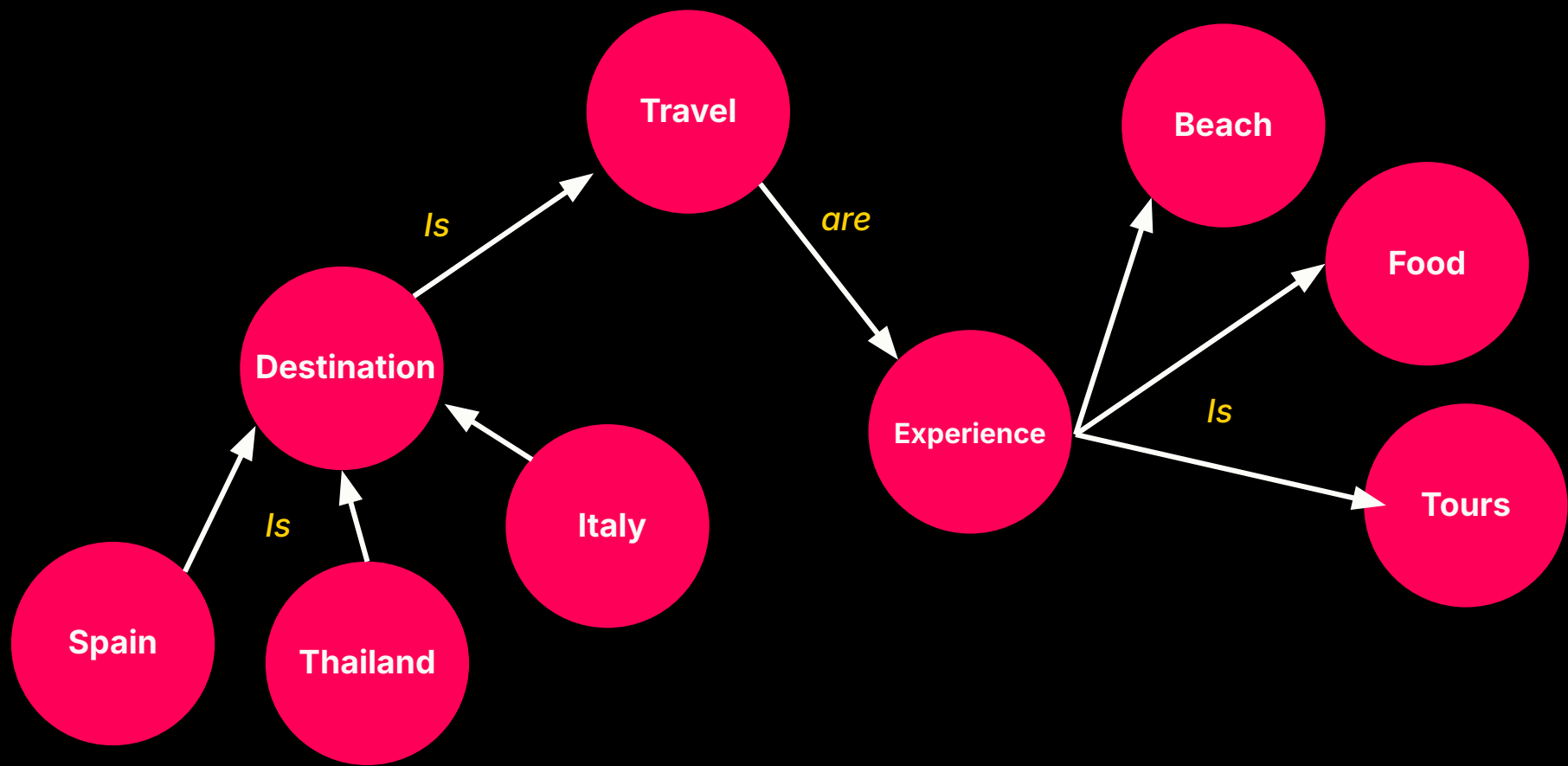
AI Overview [Learn more](#)

Cheese can slide off pizza for a number of reasons, including **too much sauce, too much cheese, or thickened sauce**. Here are some things you can try:

- Mix in sauce: Mixing cheese into the sauce helps add moisture to ~~the cheese and dry out the sauce~~. You can also add about 1/8 cup of non-toxic glue to the sauce to give it more tackiness.
- Let the pizza cool: The cheese will settle and bond

5:04 PM · May 22, 2024 · 6.2M Views

# **Knowledge Graphs & NER Help Connect & Retrieve Information**

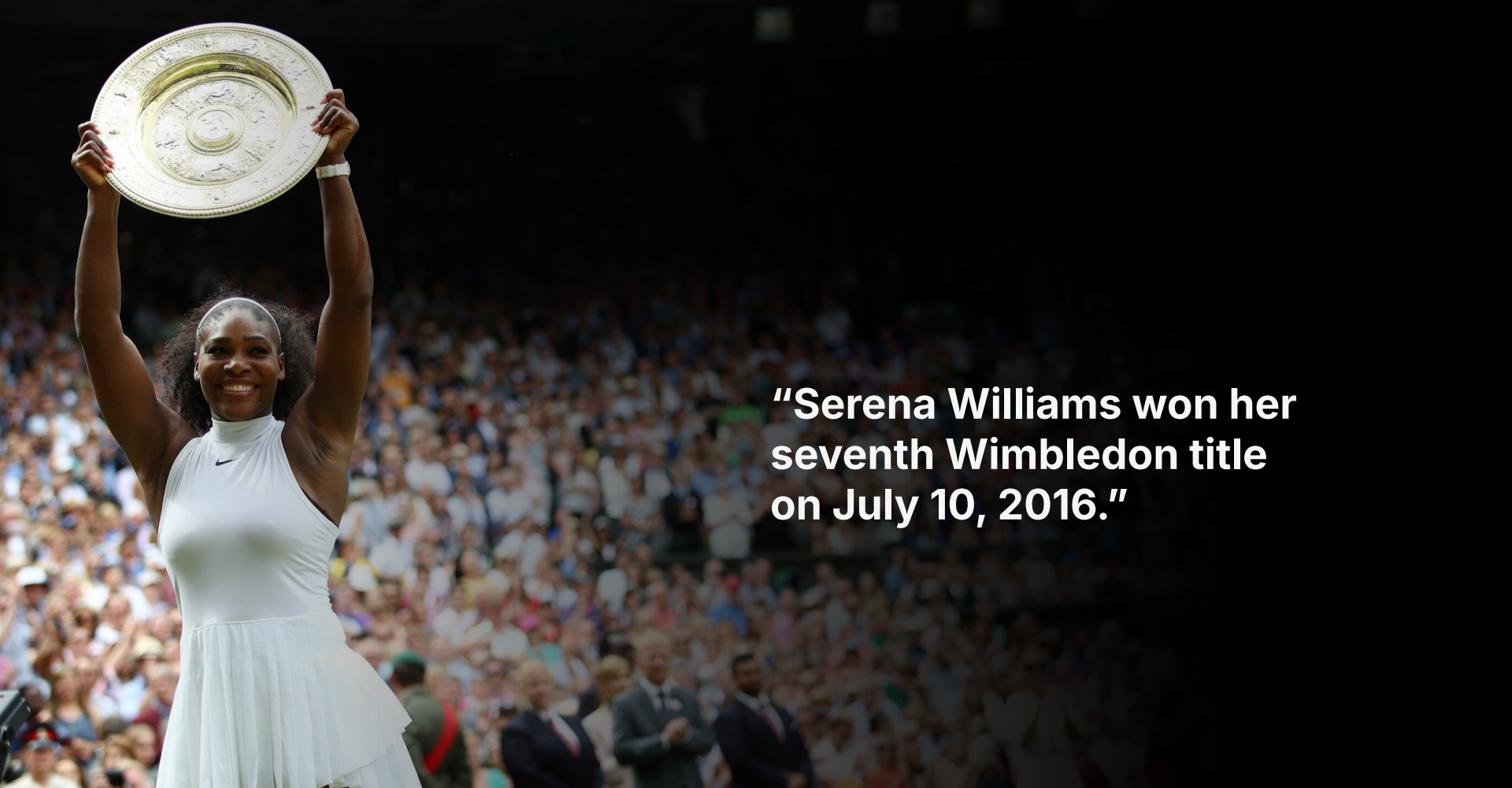


Who won Wimbledon in 2016

In the 2016 Championships at Wimbledon:

- **Men's Singles:** Andy Murray defeated Milos Raonic in the final to claim his second Wimbledon title.
- **Women's Singles:** Serena Williams defeated Angelique Kerber in the final, earning her seventh Wimbledon singles crown.





**"Serena Williams won her  
seventh Wimbledon title  
on July 10, 2016."**



```
labels = [  
    "person",      # people, including fictional characters  
    "fac",         # buildings, airports, highways, bridges  
    "org",         # organizations, companies, agencies, institutions  
    "gpe",         # geopolitical entities like countries, cities, states  
    "loc",         # non-gpe locations  
    "product",    # vehicles, foods, appareal, appliances, software, toys  
    "event",      # named sports, scientific milestones, historical events  
    "work_of_art", # titles of books, songs, movies  
    "law",        # named laws, acts, or legislations  
    "language",   # any named language  
    "date",       # absolute or relative dates or periods  
    "time",       # time units smaller than a day  
    "percent",    # percentage (e.g., "twenty percent", "18%")  
    "money",      # monetary values, including unit  
    "quantity",   # measurements, e.g., weight or distance  
]
```



# OpenAI's NER & Knowledge Graphs

NER highlights the “**named things**”:

Serena Williams → **Person**

Seventh Wimbledon title → **Event**

Wimbledon → **Location**

July 10, 2016 → **Date**



## Serena Williams beats Kerber in Wimbledon final to equal Graf record

Move over Steffi Graf, you have company. Serena Williams equalled the great German's open-era record of 22 grand slam singles titles after a...

9 Jul 2016



## Serena Williams wins 2016 Wimbledon women's championship

Serena Williams wins 2016 Wimbledon women's championship. Williams has her 22nd Grand Slam title, beating Angelique Kerber in the finals of...

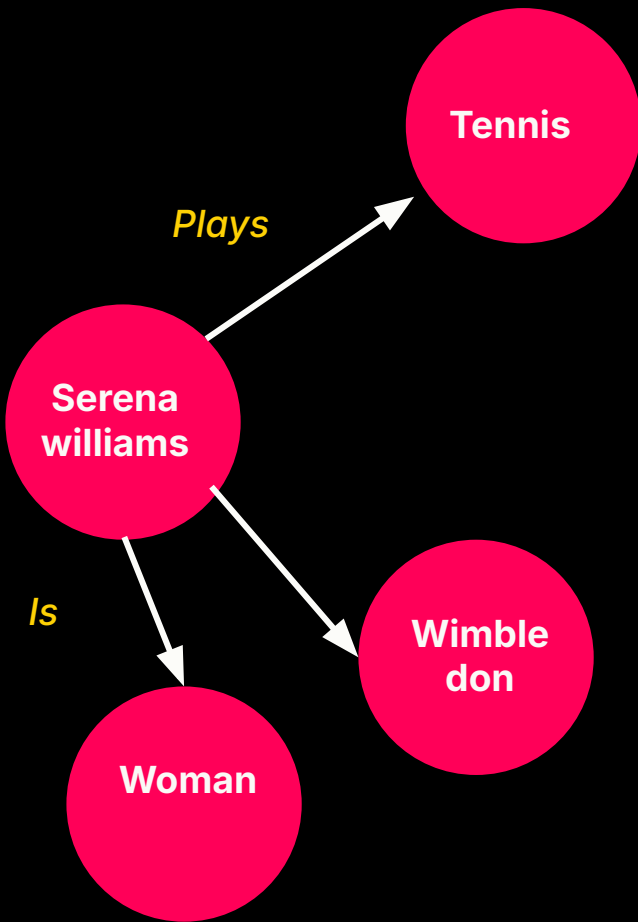
9 Jul 2016



## Serena Williams beats Angelique Kerber to win 22nd Major and draw level with Steffi Graf

SERENA WILLIAMS beat Angelique Kerber to claim her her SEVENTH Wimbledon title - and draw level with Steffi Graf on 22 Grand Slams.

9 Jul 2016



wimbledon 2016 winner female

All

Images

Short videos

Videos

News

Shopping

Forums

⋮ More



#### AI Overview

The winner of the women's singles at the 2016 Wimbledon Championships was **Serena Williams**. She defeated Angelique Kerber in the final, 7-5, 6-3. This was her seventh Wimbledon title and her 22nd major singles title overall, tying the Open Era record with Steffi Graf. 



# Takeaways

**AI Search  
Engines**  
understand  
names and  
entities

Backed up by  
**citations, links  
and social  
signals** this  
prioritises  
results

If we can get top tier  
publications citing  
us as **source**, then  
we can influence  
results

**Practical tips** to get  
**cited.**

## TIP 1

# Reverse Engineering Prompts

| Brand                                                                                                                                               | Share of Voice ⓘ | Position ⓘ |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------|
|  Airalo <a href="https://airalo.com">airalo.com</a>              | 97%              | 2.1        |
|  Nomad <a href="https://getnomad.app">getnomad.app</a>           | 55%              | 4.0        |
|  Holafly <a href="https://holafly.com">holafly.com</a>           | 52%              | 3.7        |
|  Ubigi <a href="https://ubigi.com">ubigi.com</a>                 | 52%              | 4.4        |
|  Saily <a href="https://saily.com">saily.com</a>                 | 37%              | 3.7        |
|  GigSky <a href="https://gigsky.com">gigsky.com</a>              | 32%              | 6.4        |
|  Holafly <a href="https://esim.holafly.com">esim.holafly.com</a> | 23%              | 2.6        |
|  Saily <a href="https://saily.tech">saily.tech</a>               | 16%              | 1.4        |
|  aloSIM <a href="https://alosim.com">alosim.com</a>              | 23%              | 5.3        |
|  Jetpac <a href="https://jetpac.com">jetpac.com</a>              | 22%              | 6.6        |
|  Roamless <a href="https://roamless.com">roamless.com</a>        | 14%              | 7.3        |
|  Flexiroam <a href="https://flexiroam.com">flexiroam.com</a>     | 13%              | 6.3        |

← **Keyword: esim for travel** Last updated: 26 Sep 2025

↓ Export CSV

🔗 Share

Rankings

**Prompts**

Sources

Settings

🕒 Search volume: 40,317/mo

## Prompt explorer

Breakdown of AI responses & sources for this keyword

Where can I buy an eSIM for travel?

✓ Mentioned 51 Brands 68 Sources ▾

What are the best eSIM data plans for international travel?

✓ Mentioned 30 Brands 68 Sources ▾

Show me eSIM providers that offer service in multiple countries for travel.

✓ Mentioned 30 Brands 63 Sources ▾

Which eSIMs for travel let me keep my existing phone number?

✓ Mentioned 31 Brands 60 Sources ▾

Compare eSIM options for travel to Europe.

✓ Mentioned 30 Brands 50 Sources ▾

What are the cheapest eSIMs for travel?

✓ Mentioned 38 Brands 67 Sources ▾

Find eSIMs for travel with unlimited data.

✓ Mentioned 35 Brands 53 Sources ▾

Where can I find affordable eSIMs for international travel?

✓ Mentioned 31 Brands 52 Sources ▾

List eSIM services for travel that are easy to install.

✓ Mentioned 31 Brands 65 Sources ▾

What are the top-rated eSIMs for travel based on customer reviews?

✓ Mentioned 30 Brands 78 Sources ▾

Sources

Prompt

## Source rankings

Overview of referenced citation URLs for this keyword

Filters 1

AI Search Engines



| Rank | Source                                                                                                                                                        | Mention Rate | Position | Brands    |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------|-----------|
| #1   | <b>Techradar</b> <a href="https://www.techradar.com/pro/best-esims-for-international-">https://www.techradar.com/pro/best-esims-for-international-</a>        | <u>33.6%</u> | 2.7      | 22 Brands |
| #2   | <b>Myvegantravels</b> <a href="https://myvegantravels.com/travel-tips/best-esims/">https://myvegantravels.com/travel-tips/best-esims/</a>                     | <u>25.5%</u> | 2.7      | 15 Brands |
| #3   | <b>Forbes</b> <a href="https://www.forbes.com/sites/joanneshurvell/2024/11/11/5-of-the-">https://www.forbes.com/sites/joanneshurvell/2024/11/11/5-of-the-</a> | <u>20.9%</u> | 3.7      | 12 Brands |
| #4   | <b>Cloudwards</b> <a href="https://www.cloudwards.net/best-esim-for-international-tr">https://www.cloudwards.net/best-esim-for-international-tr</a>           | <u>14.5%</u> | 1.1      | 11 Brands |
| #5   | <b>Cnbc</b> <a href="https://www.cnn.com/cnn-underscored/travel/esim-for-travel">https://www.cnn.com/cnn-underscored/travel/esim-for-travel</a>               | <u>10.9%</u> | 2.0      | 12 Brands |
| #6   | <b>Cybernews</b> <a href="https://cybernews.com/best-esim-providers/">https://cybernews.com/best-esim-providers/</a>                                          | <u>10.0%</u> | 1.6      | 8 Brands  |
| #7   | <b>Cnn</b> <a href="https://www.cnn.com/cnn-underscored/travel/esim-for-travel">https://www.cnn.com/cnn-underscored/travel/esim-for-travel</a>                | <u>10.9%</u> | 2.8      | 7 Brands  |
| #8   | <b>Support Apple</b> <a href="https://support.apple.com/en-us/118227">https://support.apple.com/en-us/118227</a>                                              | <u>9.1%</u>  | 1.6      | 7 Brands  |
| #9   | <b>Wikipedia</b> <a href="https://en.wikipedia.org/wiki/Nomad_%28eSIM%29">https://en.wikipedia.org/wiki/Nomad_%28eSIM%29</a>                                  | <u>10.0%</u> | 3.4      | 1 Brand   |
| #10  | <b>Techradar</b> <a href="https://www.techradar.com/pro/best-esims-for-europe-in-ye">https://www.techradar.com/pro/best-esims-for-europe-in-ye</a>            | <u>7.3%</u>  | 1.3      | 7 Brands  |
| #11  | <b>Wikipedia</b> <a href="https://en.wikipedia.org/wiki/Holafly">https://en.wikipedia.org/wiki/Holafly</a>                                                    | <u>9.1%</u>  | 3.9      | 2 Brands  |



Forbes

## 5 Of The Best Esim Providers For Travelers To Avoid Roaming Costs

On your next international trip, instead of swapping your physical SIM card on your phone to a local SIM, try a more efficient eSIM to make calls, send texts and access mobile data.

By [Joanne Shurveil](#), Contributor. © Joanne Shurveil writes about travel, food, ...

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Published Nov 11, 2024, 08:36am EST

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## Traveling Abroad? How to Avoid Surprise Phone Charges and Save Money on Roaming

A daily pass from your carrier is convenient, but a prepaid, downloadable eSIM can be a lot cheaper

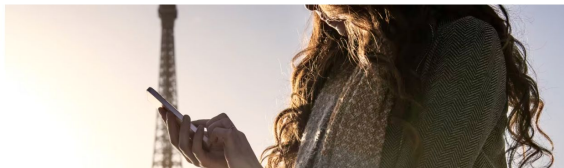


By [Nicole Nguyen](#) [Follow](#)

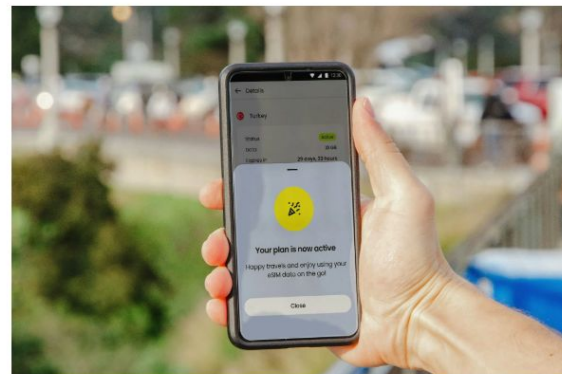
July 19, 2025 7:00 am ET

[Share](#) [Resize](#) [167](#)

[Listen](#) (1 min)



## THE BEST ESIM FOR EUROPE: COMPARISON & REVIEW OF THE TOP ESIM APPS & PLANS



#brightonseo minty.

| Source                                                                                                 | Type      | Used |
|--------------------------------------------------------------------------------------------------------|-----------|------|
|  reddit.com           | UGC       | 36%  |
|  cybernews.com        | Editorial | 31%  |
|  techradar.com        | Editorial | 27%  |
|  getnomad.app         | You       | 25%  |
|  airalo.com           | Corporate | 25%  |
|  holafly.com          | Corporate | 24%  |
|  youtube.com          | UGC       | 20%  |
|  myvegantravels.com   | Editorial | 18%  |
|  apple.com            | Corporate | 18%  |
|  saily.com            | Other     | 14%  |
|  runawaytraveller.com | Editorial | 14%  |
|  facebook.com         | UGC       | 11%  |
|  esimdb.com           | Corporate | 10%  |

## TIP 2

# Community Mentions

[+ GOOGLE](#) [+ AI](#) [+ BUSINESS](#)

**Google cut a deal with Reddit for AI training data** / A deal reportedly worth \$60 million per year will give Google real-time access to Reddit's data and use Google AI for Reddit's search.

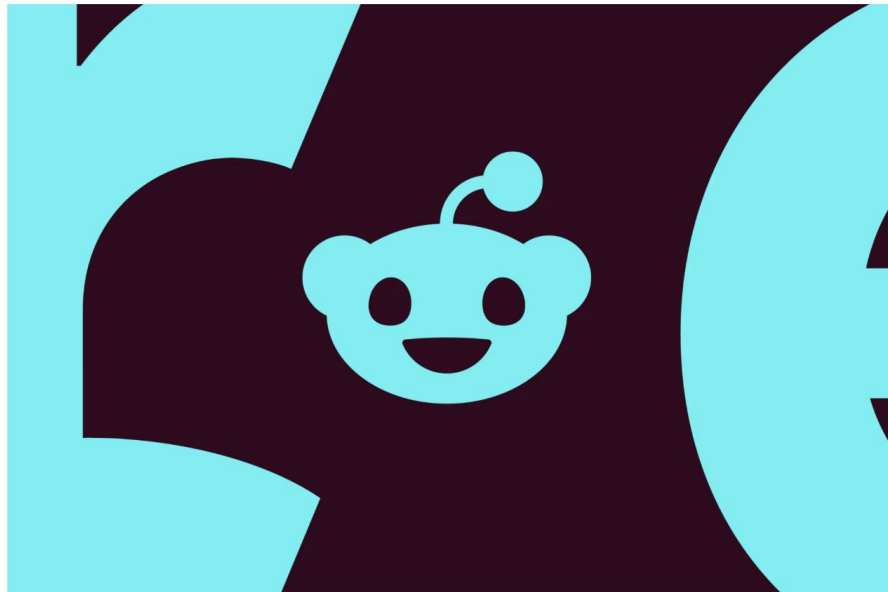
by [+ Emma Roth](#)

Feb 22, 2024, 6:24 PM GMT



20

Comments



Reddit, more than a year and a half after its first data-sharing deal with Google for a reported \$60 million, is in talks for deeper integration with Google's AI products, according to executives familiar with the discussions. It's proposing a new kind of partnership that would encourage users to become active contributors to Reddit's popular online forums, so Google traffic could help the company grow and generate content for future training.

# Reddit Sources

**35%**  
Google AI  
Overviews

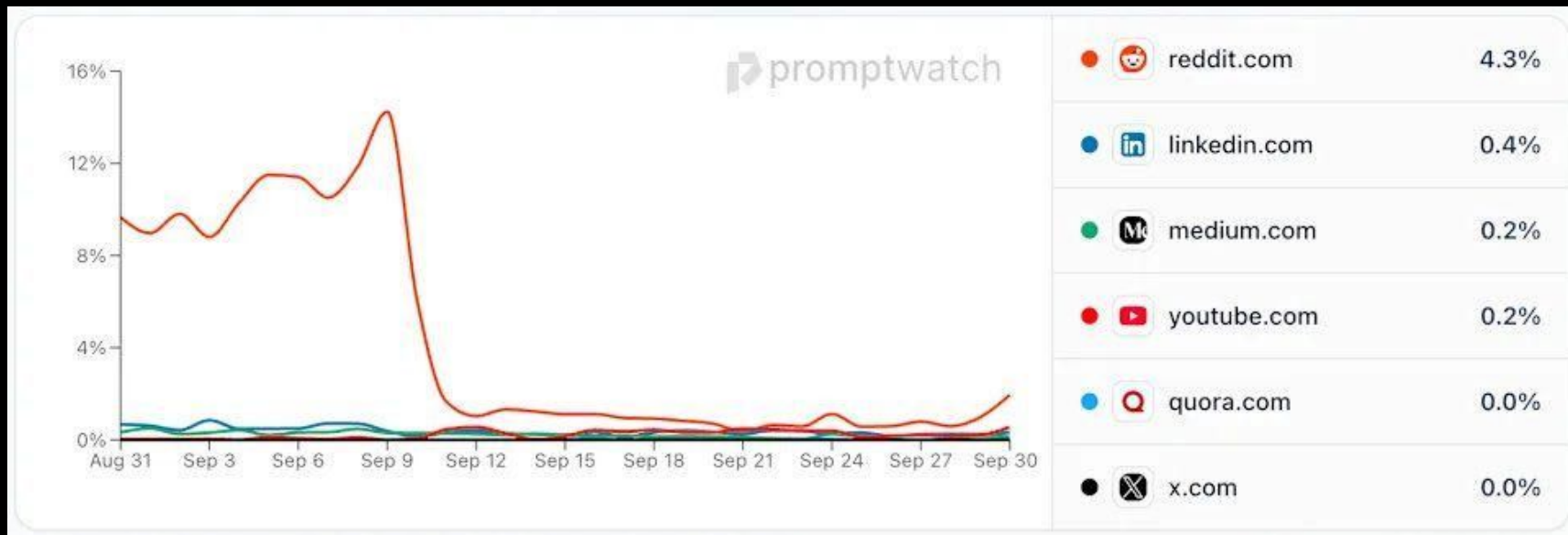
**28%**  
Perplexity

**15%**  
ChatGPT

**10%**  
Grok

**12%**  
Bing

**15%**  
You.com



|     |                                                                                                                                                                                                                                             |      |     |
|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-----|
| #36 |  <b>Traveltomtom</b> <a href="https://www.traveltomtom.net/travel-tips/best-internatic">https://www.traveltomtom.net/travel-tips/best-internatic</a>        | 2.7% | 2.3 |
| #37 |  <b>Moonsand</b> <a href="https://www.moonsand.co/blog/best-esim-for-digital-noma">https://www.moonsand.co/blog/best-esim-for-digital-noma</a>             | 2.7% | 2.5 |
| #38 |  <b>Etravelsim</b> <a href="https://etravelsim.com/products/usa-esim">https://etravelsim.com/products/usa-esim</a>                                         | 2.7% | 3.0 |
| #39 |  <b>Cloudwards</b> <a href="https://www.cloudwards.net/best-esim-for-usa/">https://www.cloudwards.net/best-esim-for-usa/</a>                               | 2.7% | 3.0 |
| #40 |  <b>Monito</b> <a href="https://www.monito.com/en/wiki/cheapest-international-esim">https://www.monito.com/en/wiki/cheapest-international-esim</a>         | 2.7% | 3.0 |
| #41 |  <b>Wikipedia</b> <a href="https://en.wikipedia.org/wiki/Holafl">https://en.wikipedia.org/wiki/Holafl</a>                                                  | 2.7% | 3.3 |
| #42 |  <b>Getprice</b> <a href="https://www.getprice.com.au/articles/guides/esims-with-free-t">https://www.getprice.com.au/articles/guides/esims-with-free-t</a> | 3.6% | 8.8 |
| #43 |  <b>Maya</b> <a href="https://maya.net/plans/usa">https://maya.net/plans/usa</a>                                                                           | 2.7% | 4.0 |
| #44 |  <b>Explorewithlora</b> <a href="https://www.explorewithlora.com/best-esim-for-intern">https://www.explorewithlora.com/best-esim-for-intern</a>            | 2.7% | 4.0 |
| #45 |  <b>Reddit</b> <a href="https://www.reddit.com/r/best%5FeSIM%5Fproviders/comments">https://www.reddit.com/r/best%5FeSIM%5Fproviders/comments</a>           | 2.7% | 4.0 |
| #46 |  <b>Google</b> <a href="https://fi.google.com/about/esim/">https://fi.google.com/about/esim/</a>                                                           | 1.8% | 1.0 |
| #47 |  <b>Boxo</b> <a href="https://www.boxo.io/blog/best-esim-providers-for-travel">https://www.boxo.io/blog/best-esim-providers-for-travel</a>                 | 1.8% | 1.0 |
| #48 |  <b>Cnbc</b> <a href="https://www.cnbc.com/amp/select/best-esim-for-travel/">https://www.cnbc.com/amp/select/best-esim-for-travel/</a>                     | 1.8% | 1.0 |
| #49 |  <b>Mobimatter</b> <a href="https://mobimatter.com/blog/best-esim-for-europe-in-202">https://mobimatter.com/blog/best-esim-for-europe-in-202</a>           | 1.8% | 1.0 |
| #50 |  <b>Freepolicytools</b> <a href="https://freepolicytools.com/blog/best-esim-for-budget">https://freepolicytools.com/blog/best-esim-for-budget</a>          | 1.8% | 1.0 |
| #51 |  <b>Amazon</b> <a href="https://www.amazon.com/OneSimCard-Travel-iPhone-Pixel-C">https://www.amazon.com/OneSimCard-Travel-iPhone-Pixel-C</a>             | 2.7% | 5.0 |

Find  
conversations  
on Reddit



r/digitalnomad • 2mo ago  
Either-Meaning1786

...

## Finding the Cheapest eSIM Plans: Unlimited and Limited. US and Worldwide

Business

The amount of money you can end up **paying just to stay connected as a nomad using eSIM plans is surprisingly high..** eSIMs have been a great hack for staying connected ever since I was forced by Apple to leave behind my physical SIM card. **But this hack to save money on roaming is turning out to be much more expensive than I expected.**

After comparing everything, digging into the real numbers, fine print, price per GB, unlimited plans, daily data caps, and cost per day, and [compiling all the info](#), I realized there are plenty of cheaper options that offer nearly the exact same benefits, just under different logos. So, there's really no reason to keep overpaying unnecessarily

**In most cases, you're not paying for better speed or coverage, you're paying for branding or outdated loyalty. Most of these eSIM providers use the exact same towers, work with the same local partners, and deliver nearly identical service.**

The difference is usually the convenience of their apps and the quality of customer support. But even with the expensive ones, especially international providers, you often have to go through ten layers of automated responses before you reach a real human, if you ever do. And when you finally do, the support is often unhelpful, and their apps can be glitchy or crash entirely. If you're paying more and still can't get help when something goes wrong, what are you really paying for? **Just go with the cheaper one.**

**Here is a roundup of the *cheapest eSIM plans for both U.S. and international use* :**

### Cheapest eSIMs for U.S.- Long-Term

1. Visible - \$9.99/month for unlimited data + Calls/SMS



# TIP 3 Influence Results with Data Campaigns



## Global Luxury Travel Statistics For 2024

Tipped to reach a market size of approximately

#brightonseo minty.

## OBJECTIVE

**Build brand awareness  
in both traditional and AI  
Search engines when  
customers search for  
Luxury European  
Holidays**



Top 20 Cheapest  
European Destinations  
for 5\* Luxury for  
Americans in 2025

Top 20 Cheapest European  
Destinations for 5\* Luxury for  
Americans in 2025

# Google

 cheapest 5 star hotels in europe



# Google

 cheapest luxury vacations



## Top 20 Cheapest European Destinations for 5★ Luxury Holiday in 2025



kinglike

**US**  
**SEARCH**  
**AWARDS**  
2025 WINNER

# Top 20 Cheapest European Destinations for 5★ Luxury Holiday in 2025

| Rank | Country                                                                                       | Annual Visitors | 5★ Accommodation | Business Class Flight | Spa Treatment | Michelin Star Meal | Total Price |
|------|-----------------------------------------------------------------------------------------------|-----------------|------------------|-----------------------|---------------|--------------------|-------------|
| 1    |  Greece      | 32,700,000      | \$467            | \$620                 | \$102         | \$140              | \$1,329     |
| 2    |  Spain       | 85,100,000      | \$478            | \$804                 | \$89          | \$158              | \$1,529     |
| 3    |  Germany     | 34,800,000      | \$573            | \$783                 | \$89          | \$193              | \$1,638     |
| 4    |  Italy       | 57,300,000      | \$622            | \$762                 | \$111         | \$171              | \$1,666     |
| 5    |  UK          | 37,200,000      | \$681            | \$926                 | \$152         | \$167              | \$1,926     |
| 6    |  Turkey      | 55,100,000      | \$330            | \$1,486               | \$22          | \$147              | \$1,985     |
| 7    |  France      | 100,000,000     | \$805            | \$983                 | \$99          | \$160              | \$2,047     |
| 8    |  Portugal    | 26,500,000      | \$594            | \$1,695               | \$102         | \$197              | \$2,588     |
| 9    |  Austria     | 30,900,000      | \$1,284          | \$1,200               | \$102         | \$216              | \$2,802     |
| 10   |  Poland      | 18,987,000      | \$633            | \$2,166               | \$48          | \$172              | \$3,019     |
| 11   |  Finland     | 2,561,000       | \$666            | \$2,152               | \$105         | \$158              | \$3,081     |
| 12   |  Belgium     | 9,280,000       | \$1,284          | \$1,672               | \$89          | \$144              | \$3,189     |
| 13   |  Slovenia    | 4,658,000       | \$1,330          | \$1,672               | \$62          | \$144              | \$3,208     |
| 14   |  Netherlands | 20,300,000      | \$796            | \$2,178               | \$114         | \$160              | \$3,248     |
| 15   |  Switzerland | 11,561,000      | \$1,618          | \$1,528               | \$48          | \$214              | \$3,408     |
| 16   |  Croatia     | 16,855,000      | \$565            | \$2,620               | \$65          | \$169              | \$3,419     |
| 17   |  Sweden      | 7,531,000       | \$1,308          | \$1,891               | \$76          | \$220              | \$3,495     |
| 18   |  Hungary     | 12,934,000      | \$919            | \$2,462               | \$51          | \$174              | \$3,606     |
| 19   |  Ireland     | 6,300,000       | \$1,462          | \$2,067               | \$88          | \$160              | \$3,777     |
| 20   |  Malta       | 2,976,000       | \$1,627          | \$2,479               | \$57          | \$133              | \$4,296     |



## Methodology

In order to provide a ranking of the cheapest European destinations for 5★ luxury holiday in 2025, Kinglike used several factors to determine a guideline overall price of an indulgent European summer getaway from the US.

We calculated the cheapest price of a 5★ hotel in each of the destination countries, based on 7 nights from a Saturday in July, August or September 2025 using Booking.com. We then used Kayak to find the cheapest return business class flights from JFK, New York to anywhere in the destination country (usually the capital city offered the cheapest flight), with the date set as 6th-13th September 2025 (we weren't able to get prices for Business class without a specific date, so we chose this week as prices were generally lower than in July & August). For the spa treatment, we took the average price of a massage in the destination country from massageprices.com, and for the few countries where information wasn't available on this website we used Google to find the average. Finally, for the average Michelin Star restaurant prices, we used a study performed by Chef's Pencil, titled "Exploring Michelin Dining Costs Across 40 Countries: A Global Analysis" to provide 2024 price data. The total price for each of the destinations is for one person.

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4:26pm

## Virtual reality: The widely-quoted media experts who are not what they seem

One commentator contacted by Press Gazette does not exist and another declined to share credentials or other proof.

By Rob Waugh





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Data reveals the best European countries for Americans seeking affordable 5-star stays in 2025

Looking for a luxurious stay without breaking the bank?

By Amanda Teague
Published March 17, 2025

GREEK REPORTER

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cheapest luxury vacations



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### AI Overview

Learn more

For the most affordable luxury vacations, consider exploring destinations known for their high-end experiences at relatively lower prices, such as **Bali**, **Thailand**, and **Greece**. Tulum in Mexico, with its eco-luxury resorts and Mayan ruins, and Lisbon in Portugal, with its charming atmosphere and affordable dining, are also great options. Additionally, off-peak travel and package deals can help you find more affordable luxury experiences.

Here's a more detailed look at some affordable luxury vacation options:

#### Destinations:

##### **Bali:**

Known for its beautiful scenery, wellness retreats, and luxurious resorts that offer a range of price points.

##### **Thailand:**

Offers a diverse range of luxury experiences, from amazing resorts in South Thailand to the bustling city of Bangkok and the stunning northern region.

##### **Greece:**

Offers a blend of affordable luxury, with opportunities for high-end experiences at reasonable prices.

##### **Tulum, Mexico:**

A tranquil retreat with pristine beaches, ancient Mayan ruins, and eco-luxury resorts.

##### **Lisbon, Portugal:**

A city with a rich history, charming atmosphere, and affordable dining options.

##### **Bali, Indonesia:**

#### Top 20 Cheapest European Destinations for 5\* Luxury

Greece takes the top spot, making it the best destination for Americans looking to...

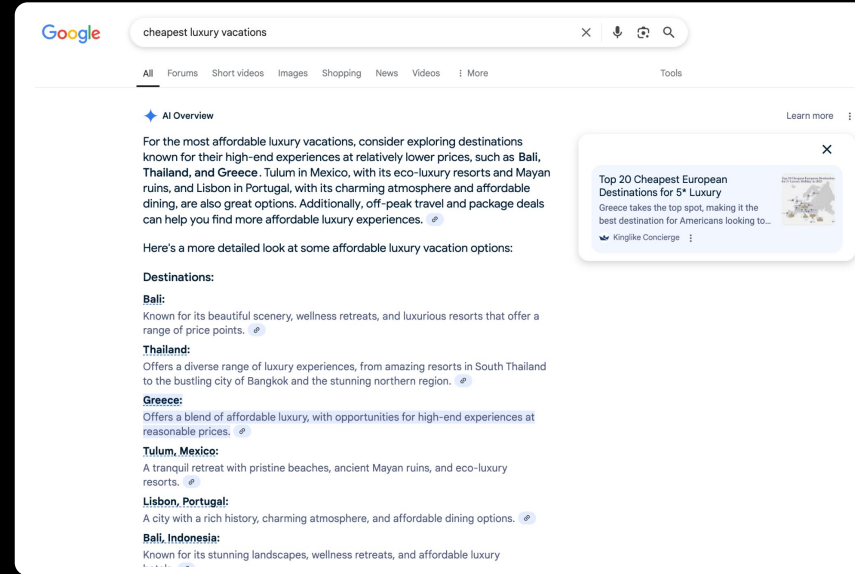
Kinglike Concierge



# OpenAI's NER & Knowledge Graphs

NER highlights the “**named things**”:

Greece → **Tourist Destination**  
Index → **Affordability metrics**  
Popularity & authority → **Links/Mentions**





cheapest luxury vacations



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#### ◆ AI Overview

Learn more ⋮

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A city with a rich history, charming atmosphere, and affordable dining options. ⓘ



Countries with affordable luxury : r/travel - Reddit  
Nov 20, 2023 — Example: a few years back we went to Sri Lanka and stayed in beautiful hotels for under 150\$ a nig...

Reddit · r/travel ⋮

Luxury Vacation Packages & Travel  
2025 - Expedia

How can I find the best deals on luxury vacation packages? The best deals on...

Expedia ⋮



Top 20 Cheapest European  
Destinations for 5\* Luxury

Greece takes the top spot, making it the best destination for Americans looking to...

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Luxury Vacation Deals - Travelzoo

Luxury Vacations World-class vacations don't need to come with huge price tags...

Travelzoo ⋮



8 Affordable 'Luxury' Travel

# cheapest european luxury holidays



Perplexity



Sources 10

1 task ↗



Kinglike Concierge

Top 20 Cheapest European  
Destinations for 5\* Luxury for ...



Tripadvisor

THE BEST Europe Cheap All  
Inclusive Resorts of 2025 (with...



secretescapes

Holidays in Europe | Luxury  
travel at low prices - Secret...



+7 sources

For the cheapest European luxury holidays in 2025, the top destinations offering 5-star

Kinglike Concierge

Top 20 Cheapest European Destinations  
for 5\* Luxury for ...

Cheapest European Countries for 5 Star  
Accommodation · Turkey (\$330 per week) ·  
Greece (\$467 per week) · Spain (\$478 per  
week). The same prices apply whether ...

are:

stays at around \$330 per week, with budget-friendly luxury

ull luxury experience including 5-star hotels (\$467 per

from JFK), Michelin dining (\$140 per person), and spa

g beaches, historic landmarks, and Mediterranean cuisine at

great value <sup>1</sup>.

- **Spain:** Also affordable for 5-star accommodation at about \$478 per week <sup>1</sup>.

Other notable mentions for affordable luxury include Hungary and Poland for spa treatments, and Malta surprisingly offers the cheapest Michelin-star dining despite being the most expensive overall luxury destination in Europe <sup>1</sup>.

Additionally, popular cheap all-inclusive resorts with luxury amenities can be found in Turkey, such



Ask anything...



best way to book villa in mykonos



Booking a luxury villa in Mykonos can be a seamless experience when approached with the right strategy. Here's a comprehensive guide to help you secure the perfect villa for your stay:

## Top Platforms for Villa Rentals in Mykonos

### 1. Specialized Luxury Villa Agencies

These agencies offer curated collections of high-end villas, often accompanied by personalized services:

- **Kinglike Concierge:** Known for its exclusive portfolio and tailored concierge services.  
[kinglikeconcierge.com](https://kinglikeconcierge.com)
- **Mykonos Luxury Villas (MLV):** Provides a range of villas categorized by themes such as "Beach Proximity" and "Privacy & Seclusion."  
[mlv.villas](https://mlv.villas)
- **Nightfall Group:** Offers ultra-luxury villas with additional services like yacht charters and event planning.  
[nightfallgroup.com](https://nightfallgroup.com)

### 2. Mainstream Booking Platforms

For a broader selection and user reviews:

- **Booking.com:** Features a wide array of villas with detailed reviews and flexible cancellation policies.  
[booking.com](https://booking.com)
- **Expedia:** Offers a variety of villas with options for bundled deals.  
[expedia](https://expedia)

# Key Takeaways

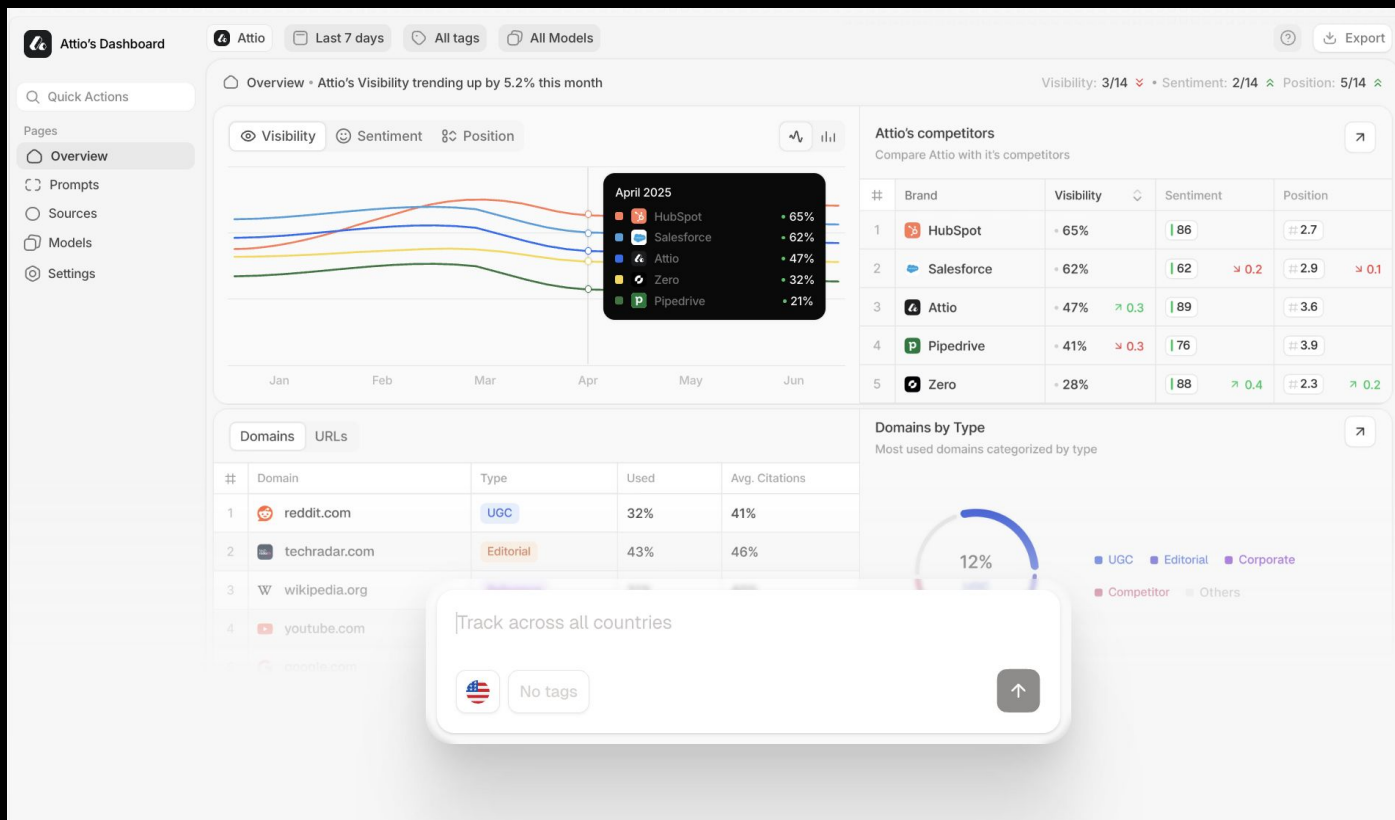
Relevant data that we were able to **contextualise** and backup with clear methodologies

Picked up in **trustworthy** and **relevant publications**

Cited in multiple publications to build **on knowledge graph**

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Nomad App ▾

Nomad App Last 7 days All Models

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☐ Airalo eSIM reviews – is it reliable?

☐ eSIM for short city breaks (5–7 days)

☐ How to install an eSIM QR code

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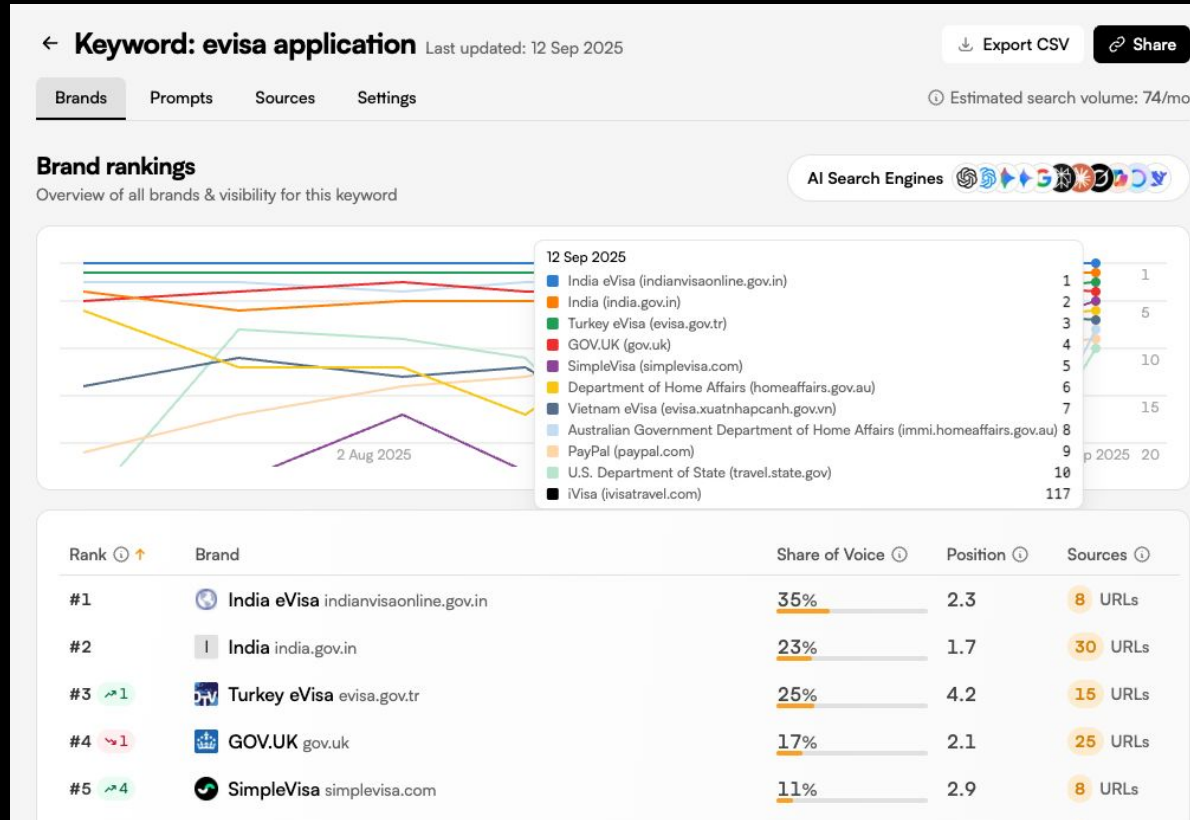
All Models ✓

- ChatGPT
- Perplexity
- AI Overview
- GPT 4o Search **UPGRADE**
- AI Mode **UPGRADE**
- Gemini **UPGRADE**
- Claude Sonnet 4 **UPGRADE**

|  |  | 😊 Sentiment | ↕ Position |
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|  <b>Regional vs local</b><br><a href="https://www.reddit.com/r/Airalo/comments/12cyq1e/regional_vs_local/">www.reddit.com/r/Airalo/comments/12cyq1e/regional_vs_local/</a>                                                    | Discussion             | No          |                                                                                     | 9                         |
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|  <b>Best esim for Asia</b><br><a href="https://www.reddit.com/r/travel/comments/1netawh/best_esim_for_asia/">www.reddit.com/r/travel/comments/1netawh/best_esim_for_asia/</a>                                                 | Discussion             | No          |                                                                                     | 7                         |
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|  <b>What's the best esim app that you can recommend?</b><br><a href="https://www.reddit.com/r/digitalnomad/comments/16qtx6/whats_the_b...">www.reddit.com/r/digitalnomad/comments/16qtx6/whats_the_b...</a>                   | Discussion             | No          |                                                                                     | 5                         |
|  <b>How to manage family's eSims? One account? Multiple accou...</b><br><a href="https://www.reddit.com/r/Airalo/comments/14jydkq/how_to_manage_fa...">www.reddit.com/r/Airalo/comments/14jydkq/how_to_manage_fa...</a>       | Discussion             | No          |                                                                                     | 5                         |
|  <b>Best eSIM App: What We've Learned</b><br><a href="https://www.reddit.com/r/digitalnomad/comments/1lu1ba2/best_esim_a...">www.reddit.com/r/digitalnomad/comments/1lu1ba2/best_esim_a...</a>                                | Discussion             | Yes         |  | 5                         |

# LLMREFS



How long is an eVisa valid for?

✓ Mentioned 46 Brands 50 Sources ^

|                                                                                                         |        |      |   |
|---------------------------------------------------------------------------------------------------------|--------|------|---|
|  OpenAI ChatGPT        | • 3    | • 0  | ▼ |
|  OpenAI ChatGPT Search | ✓ • 15 | • 20 | ▼ |
|  Google Gemini         | • 6    | • 6  | ▼ |
|  Google AI Overviews   | • 3    | • 6  | ▼ |
|  Google AI Mode        | • 6    | • 7  | ▼ |
|  Perplexity AI         | • 7    | • 10 | ▼ |
|  Anthropic Claude      | • 4    | • 4  | ▼ |
|  xAI Grok              | • 6    | • 3  | ▼ |
|  Microsoft Copilot     | • 2    | • 2  | ▼ |

# Meltwater

## EXECUTIVE SUMMARY

### HIGHLIGHTS FROM THE MONTH

- This was a strong month
- Potential Reach decreased 36%
- Tonality trended upward and was overall positive
- New store openings were met with very favorable local coverage around the US

### Editorial Mentions

The number of times articles appeared

3k ▼5%

### Potential Reach

Approximate number of article views you appeared in

3b ▼36%

### Net Tonality Score

The net change (up or down) in sentiment over the time period.

+28 ▲7

mSCORE **77**

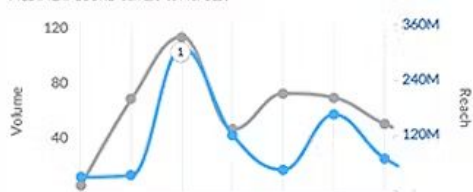
▼2

Apr 1st to Apr 30th

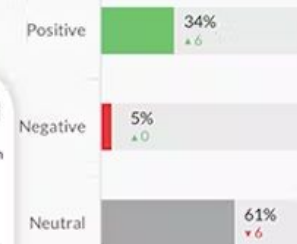
YOUR mSCORE  
Your mScore is based on a combination of Media Exposure, Reach, and Tonality.

## Exposure increased 33% over last period

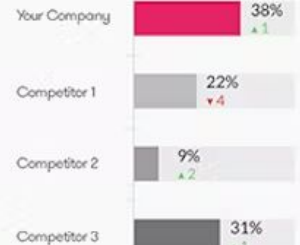
MEDIA EXPOSURE - Jan 1st to Mar 31st



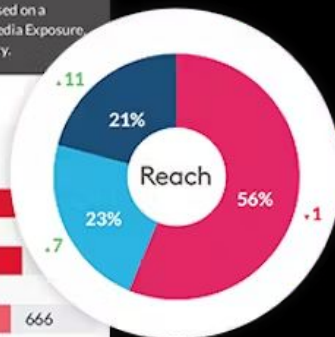
### TONALITY



### SHARE OF VOICE



### KEY MESSAGES



● Your Company  
● Competitor 1  
● Competitor 2

**All of these methods will  
give your campaigns an  
extra layer of value when  
reporting to clients.**

**YES**, it's a lot of change  
and it's tough to  
navigate .



**Aleyda Solis**



@aleyda



👁️ The top 7 learnings from the State of AI Search Optimization  
#SEOFOMO survey, from +200 answers 👉

1. AI visibility is now a concern for almost everyone

\* 91% of SEOs reported that decision-makers or clients have asked about their company's AI search visibility in the past year.

\* That means this is no longer an experimental or optional topic — it's part of the conversation at leadership level.





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