



  
searchpulse

BRUNCH & LEARN

# THE FUTURE OF SEARCH: **KNOW YOUR NEXT MOVE.**



@reflectdigital



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# Today's expert panel.



**Becky  
Simms**

CEO & Founder



**Lottie  
Namakando**

Director of Behavioural  
Science & Innovation



**Matt  
Greenwood-Wilkins**

Innovation &  
Automation Lead



**Joanna  
Earle**

Head of Content &  
Digital PR



# What is SearchPulse?

**Over the last 12 months,  
we have spoken to...**



An aerial, high-angle photograph of a very busy pedestrian crossing. The crossing is marked with wide white stripes on a dark asphalt surface. Hundreds of people are walking in various directions across the frame. Long, dark shadows are cast by the pedestrians, indicating it is either early morning or late afternoon. The overall scene conveys a sense of a large, active population.

**8000 of the UK population**



**To understand how they  
search, because...**



Google Search

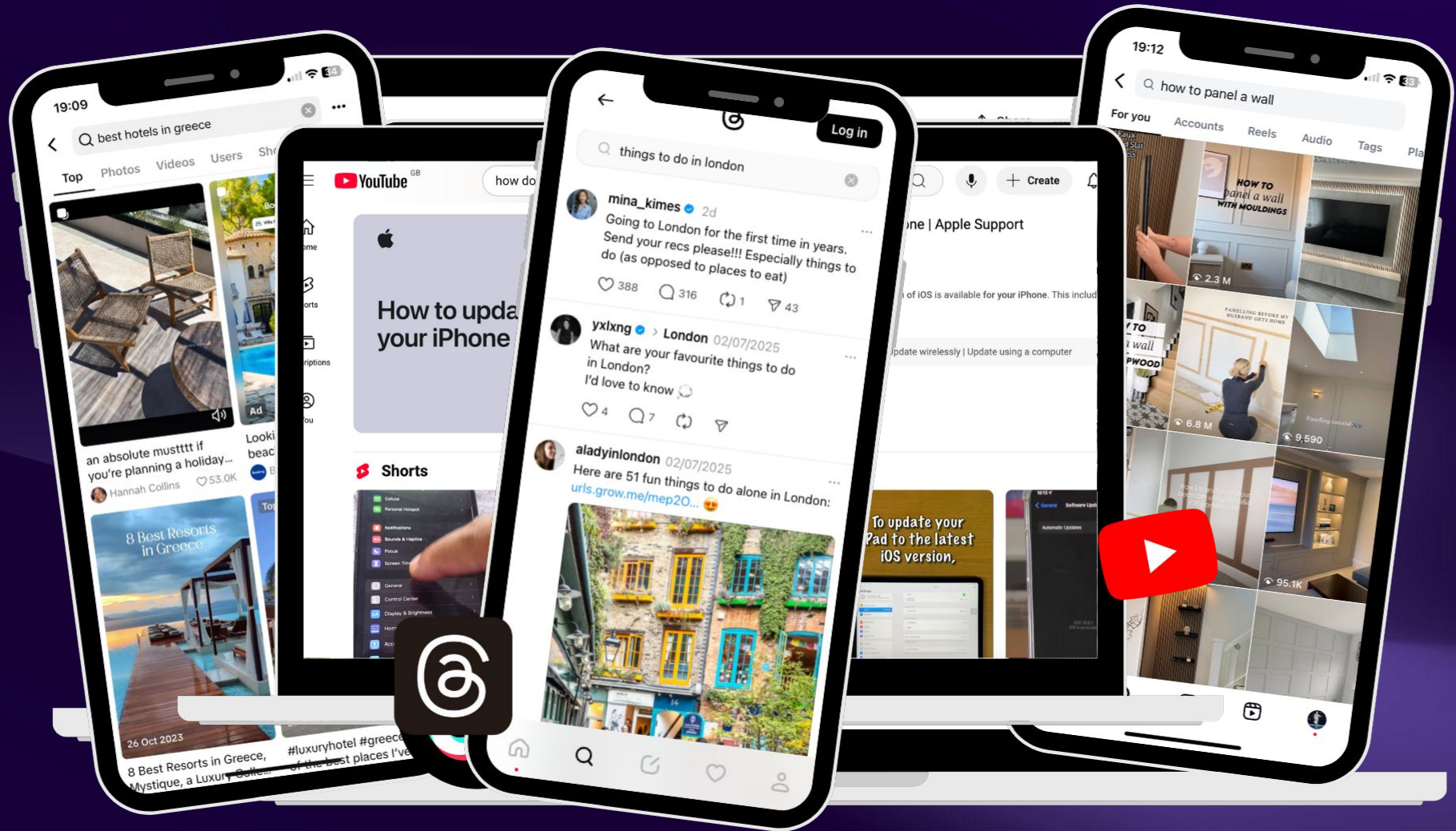
I'm Feeling Lucky

**Search used to just look like this**



**Today it looks more like this...**





19:09

best hotels in greece

Top

Photos

Videos

Users

Sh...

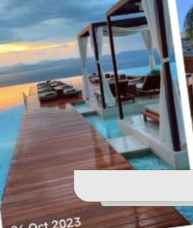


an absolute mustttt if you're planning a holiday...

Hannah Collins

53.0K

8 Best Resorts in Greece



26 Oct 2023

8 Best Resorts in Greece, #luxuryhotel #greece

Mystique, a Luxury Collection of the best places I've

YouTube



How to update your iPhone

Shorts



things to do in london



mina\_kimes 2d

Going to London for the first time in years. Send your recs please!!! Especially things to do (as opposed to places to eat)

388

316

1

43



yxlxng London 02/07/2025

What are your favourite things to do in London? I'd love to know

4

7

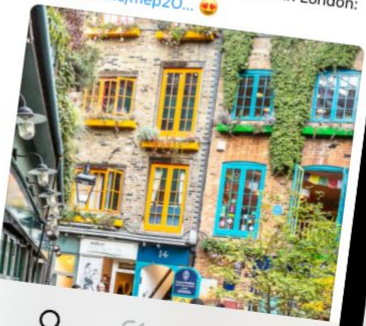
1

1



aladyinlondon 02/07/2025

Here are 51 fun things to do alone in London: [urls.grow.me/mep20...](https://urls.grow.me/mep20...)



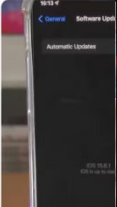
Log in

Apple Support

of iOS is available for your iPhone. This includ

update wirelessly | Update using a computer

To update your iPad to the latest iOS version,



19:12

how to panel a wall

For you

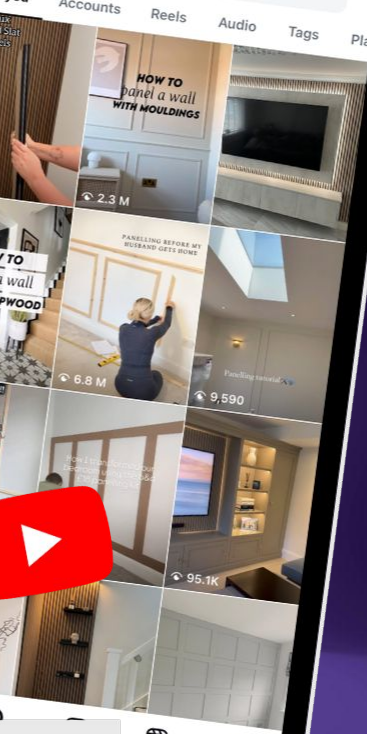
Accounts

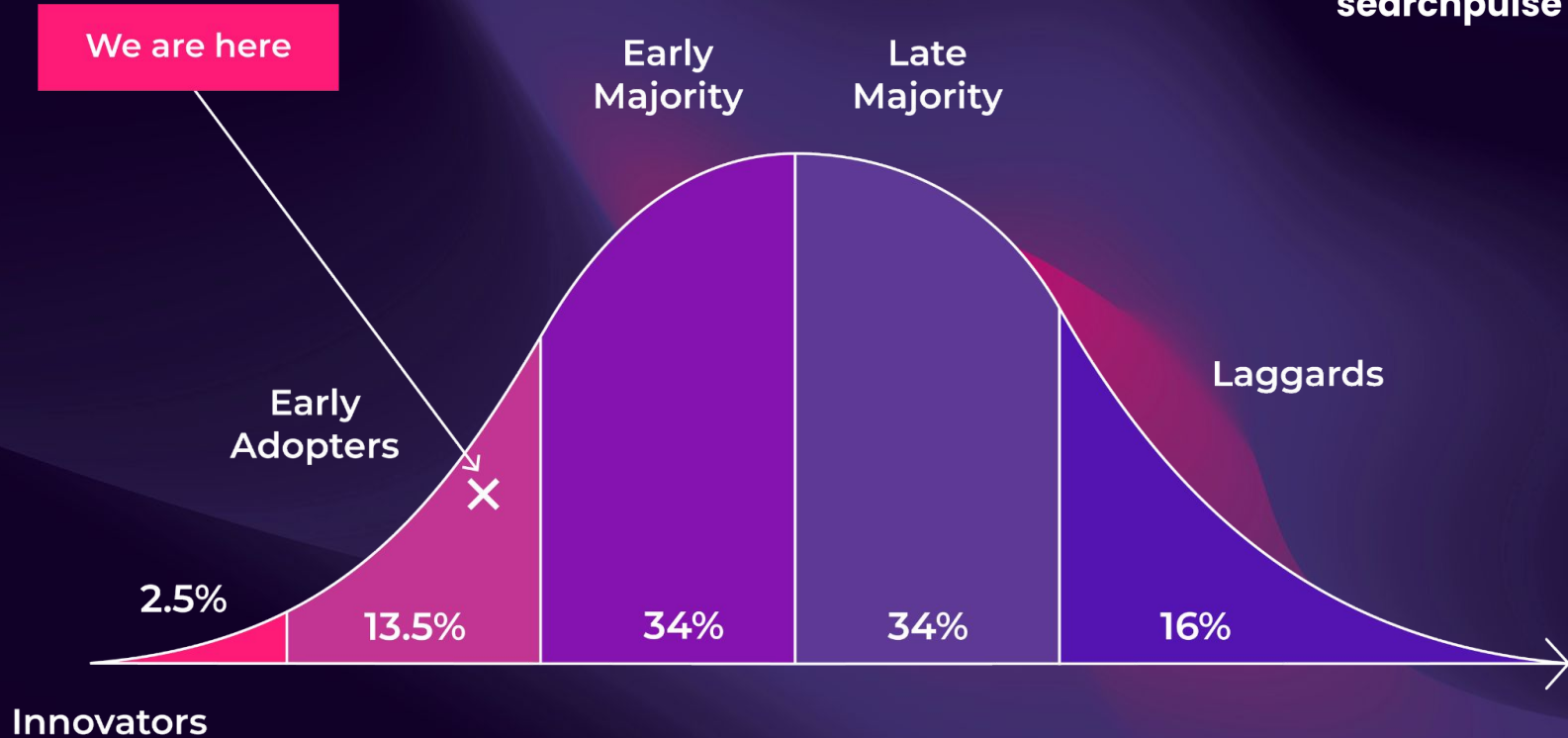
Reels

Audio

Tags

Pla

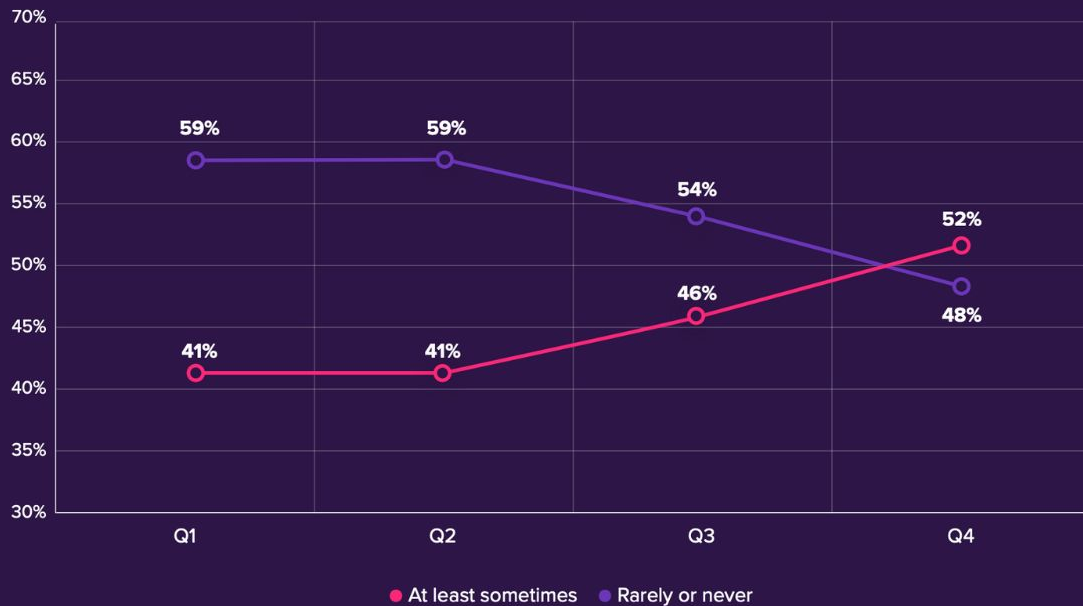




# We are on a change curve

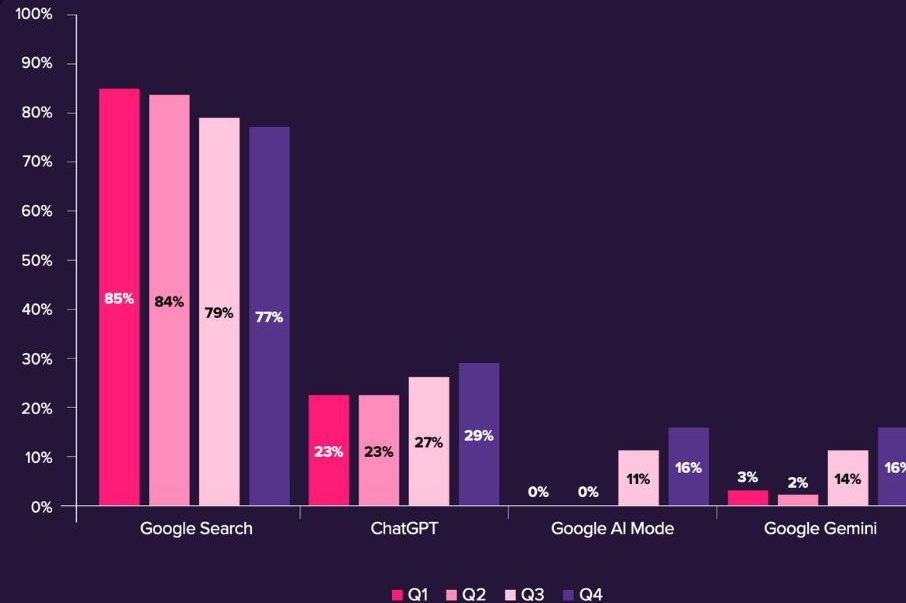
# What have we found?

# AI adoption threshold crossed a full quarter earlier than anticipated.



**Google Search is steadily declining...**

# and it's changing how your customers find you.

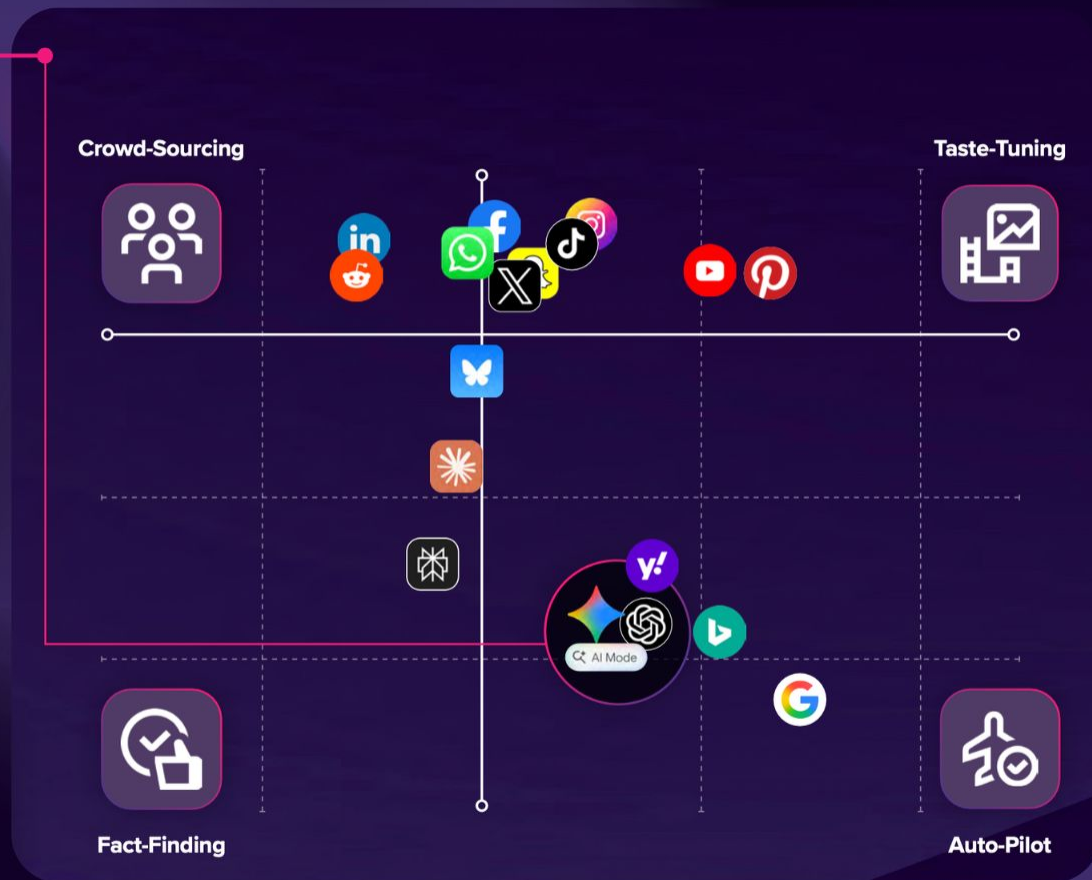


Q1. What online tools, if any, do you use to search regularly?  
n=8000 | Reflect Digital SearchPulse Q4 2025



# ChatGPT and Gemini are democratising GenAI use.

Read more on **The Four Human Drivers of Search Behaviour.**

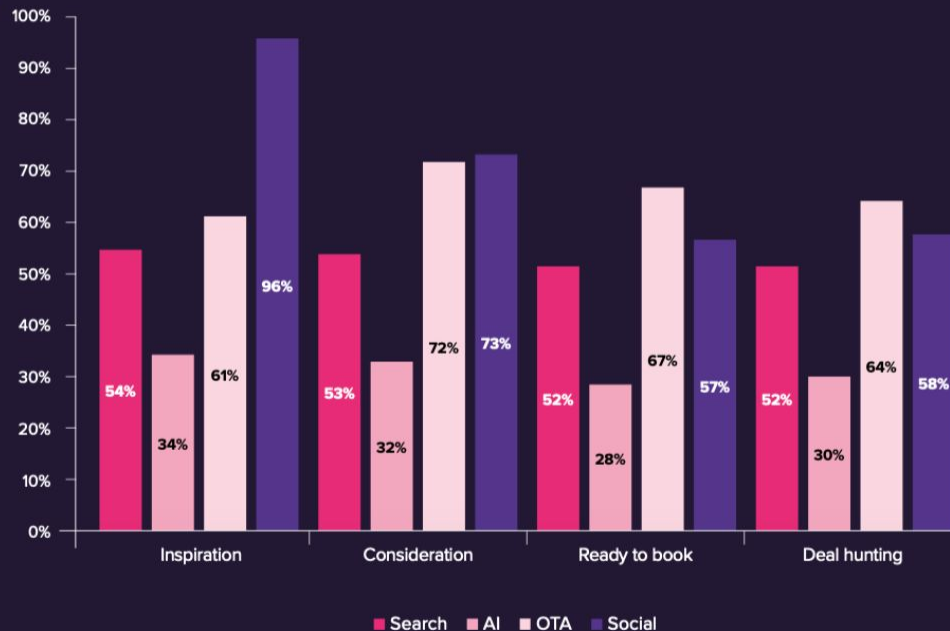


**Before we dive into the Q&A,  
a quick look into one sector...**

# How are travellers searching and booking today, what's changed, and what impact is AI having?

**Laura Moore – Holgates Holiday Parks**

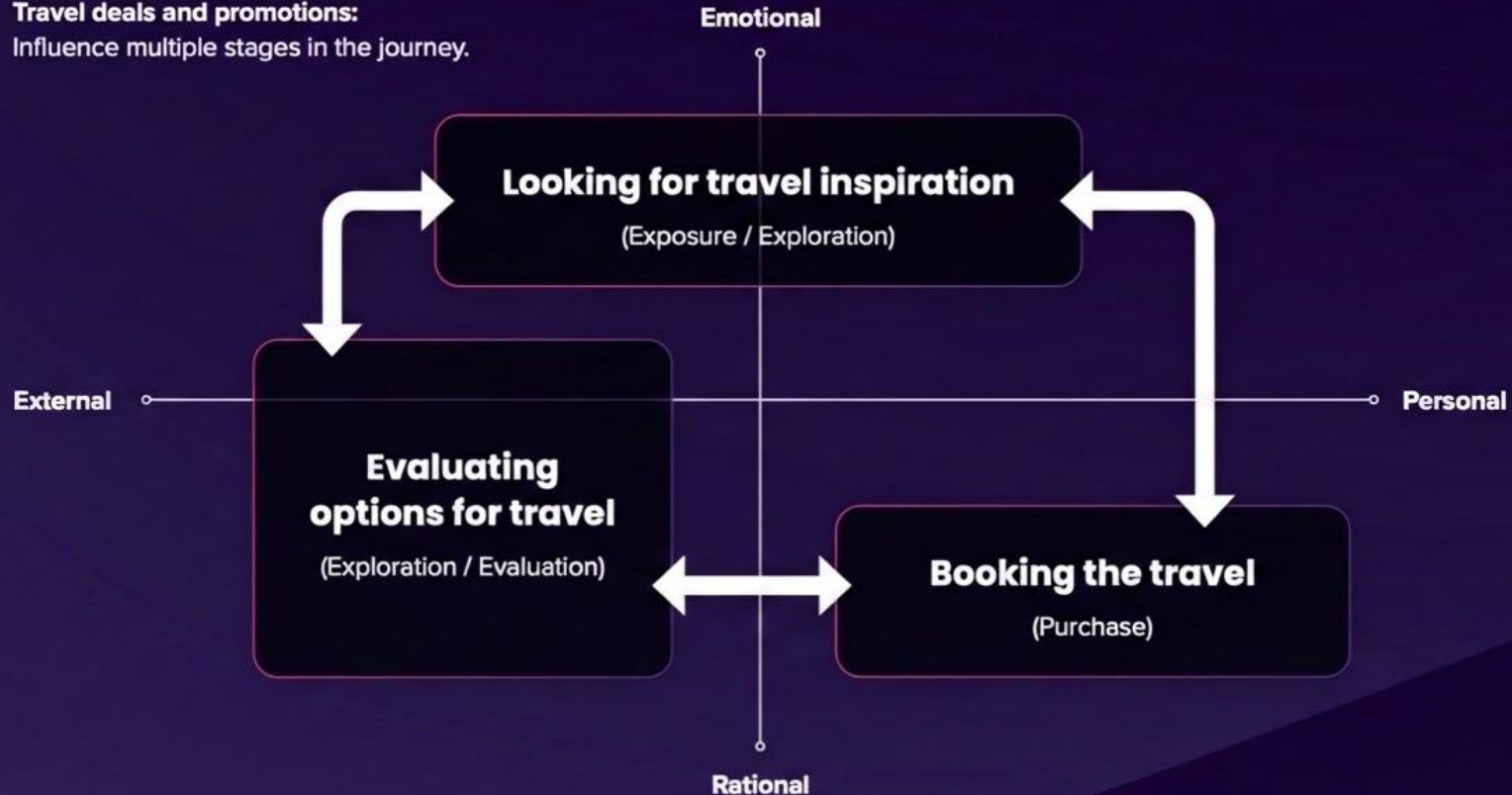
# Search platform preference shifts, depending on where the traveller is in the purchase journey.



When planning your next holiday, trip, activity, or experience (from initial inspiration through to booking), which of the following do you use to search online? n=1939

# Travel is a multi-stage journey from inspiration to booking.

**Travel deals and promotions:**  
Influence multiple stages in the journey.



# Q&A



**How much do you expect AI-driven search and generative experiences to grow as a source of traffic in 2026?**

**Dean Stobbs – Raidiam**

# Your customers aren't searching like they used to.



Get your future search  
readiness score

**Takeaway Talks**

# How Travellers Really Search, Plan & Book in 2026



Secure your spot