



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?

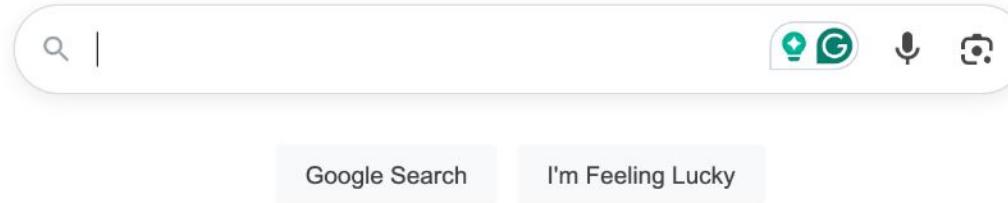
**Over the last 12 months,
we have spoken to...**



8000 of the UK population



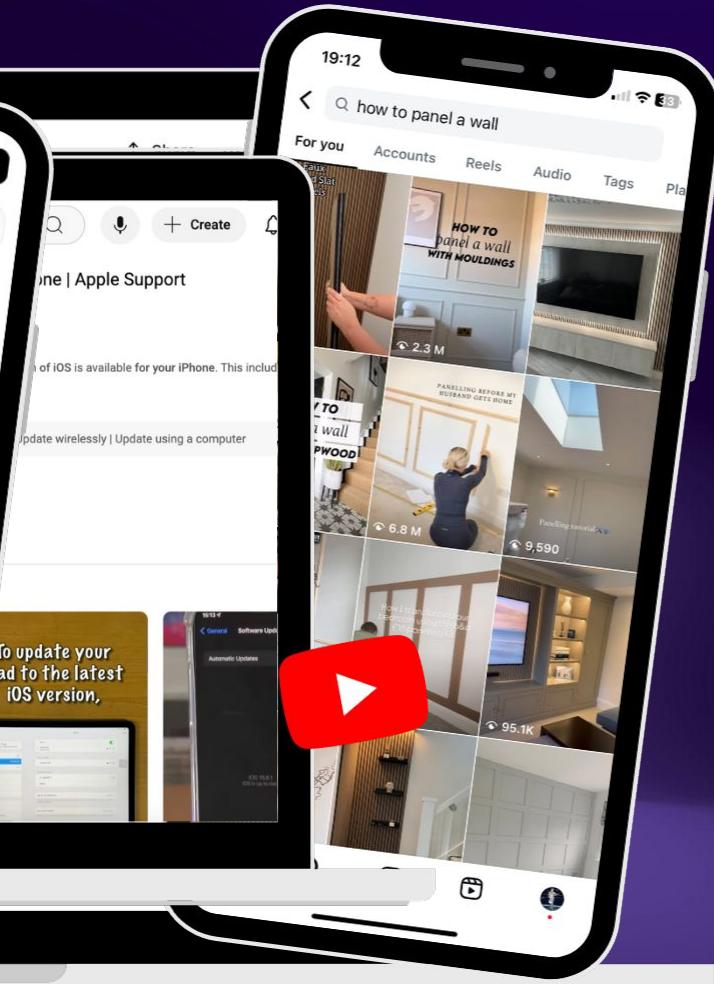
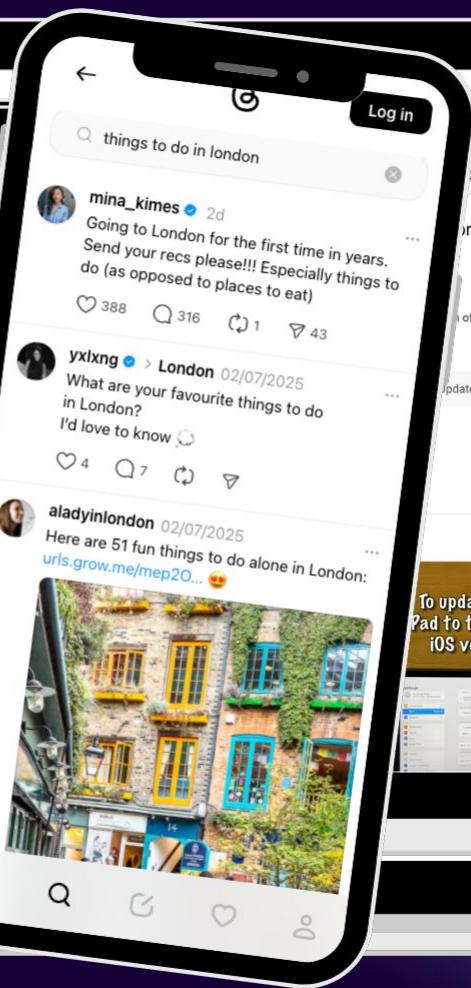
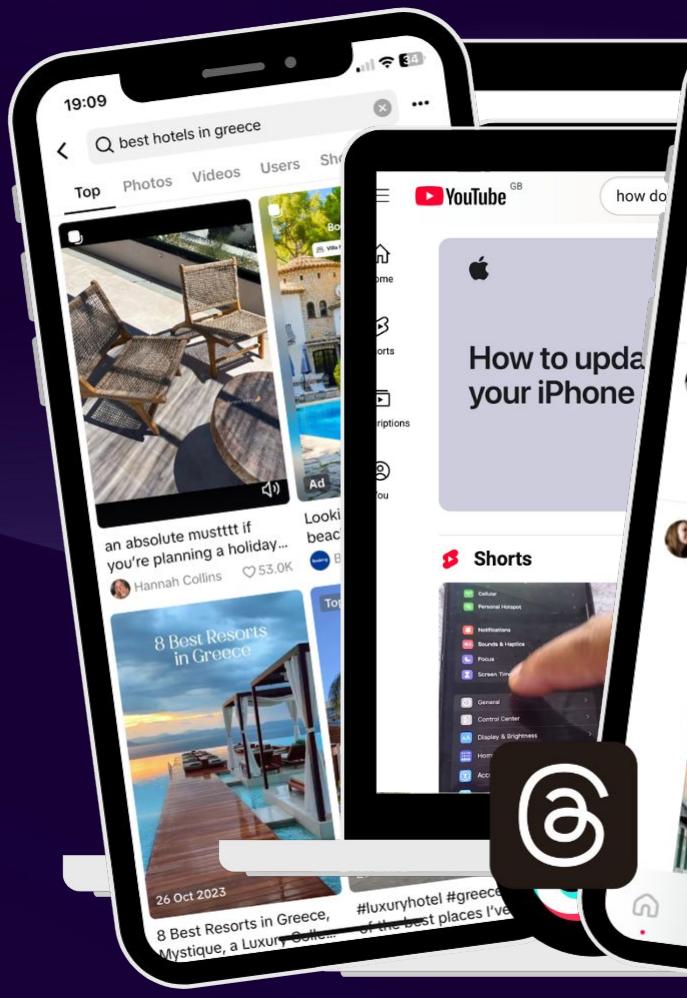
To understand how they search, because...

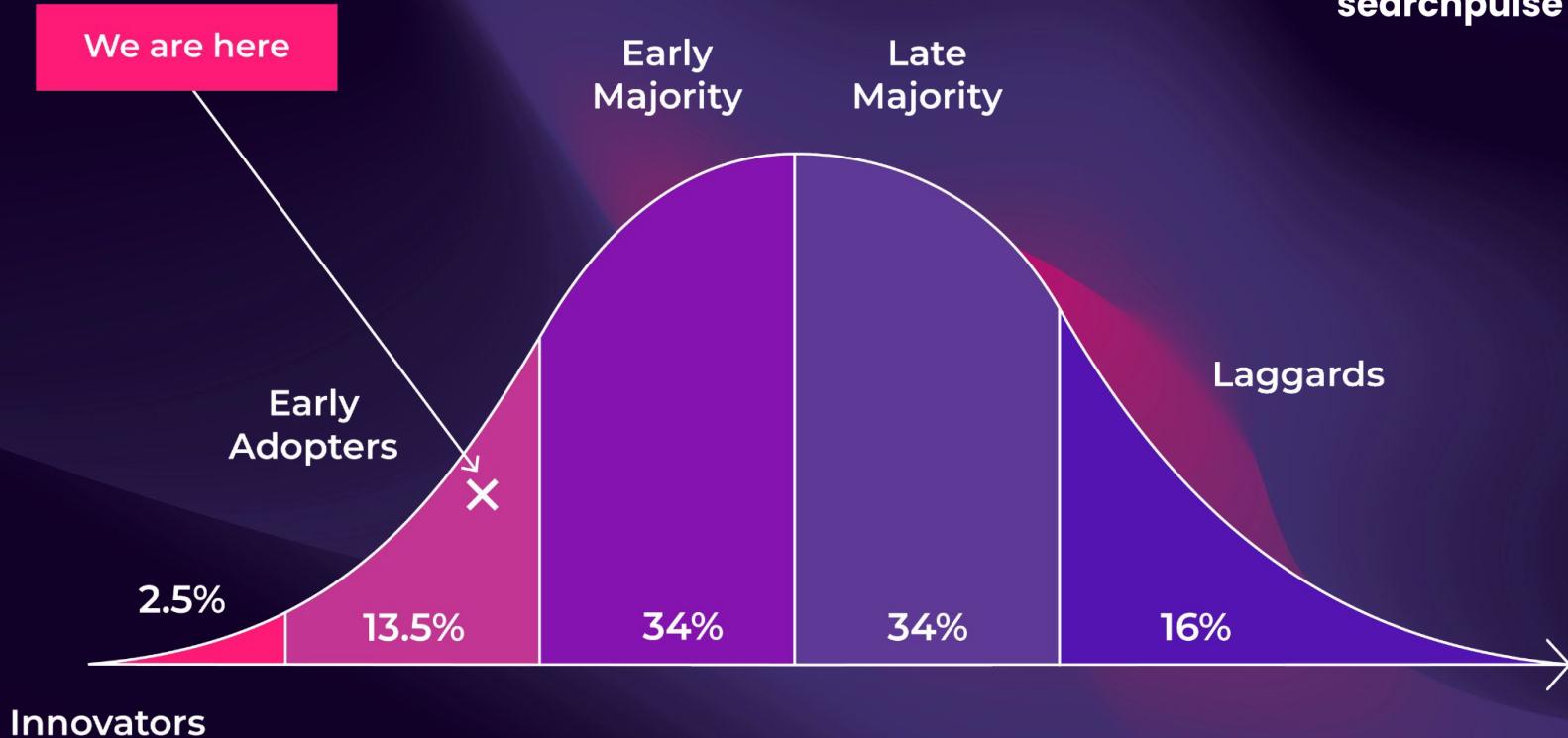


Search used to just look like this



Today it looks more like this...





We are on a change curve

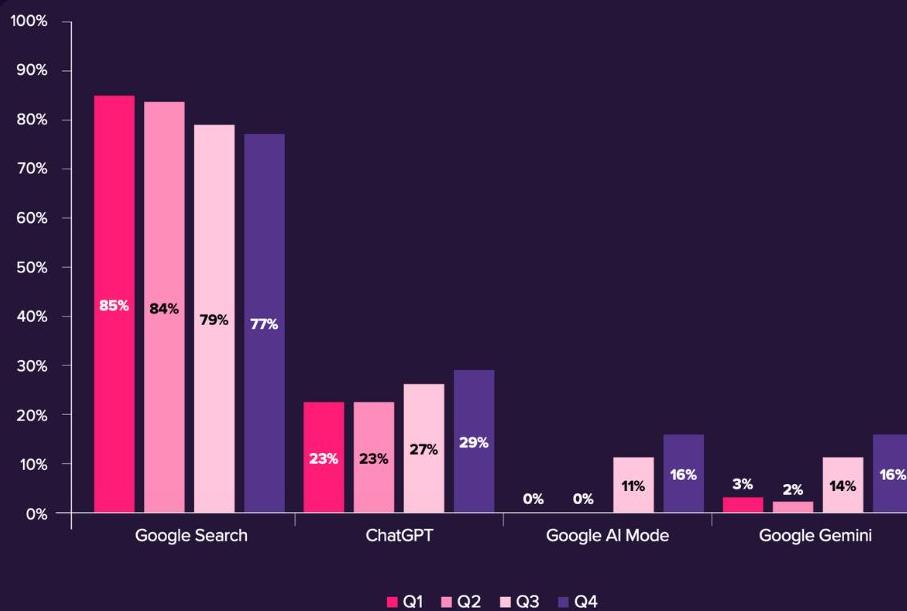
What have we found?

AI adoption threshold crossed a full quarter earlier than anticipated.



Google Search is steadily declining...

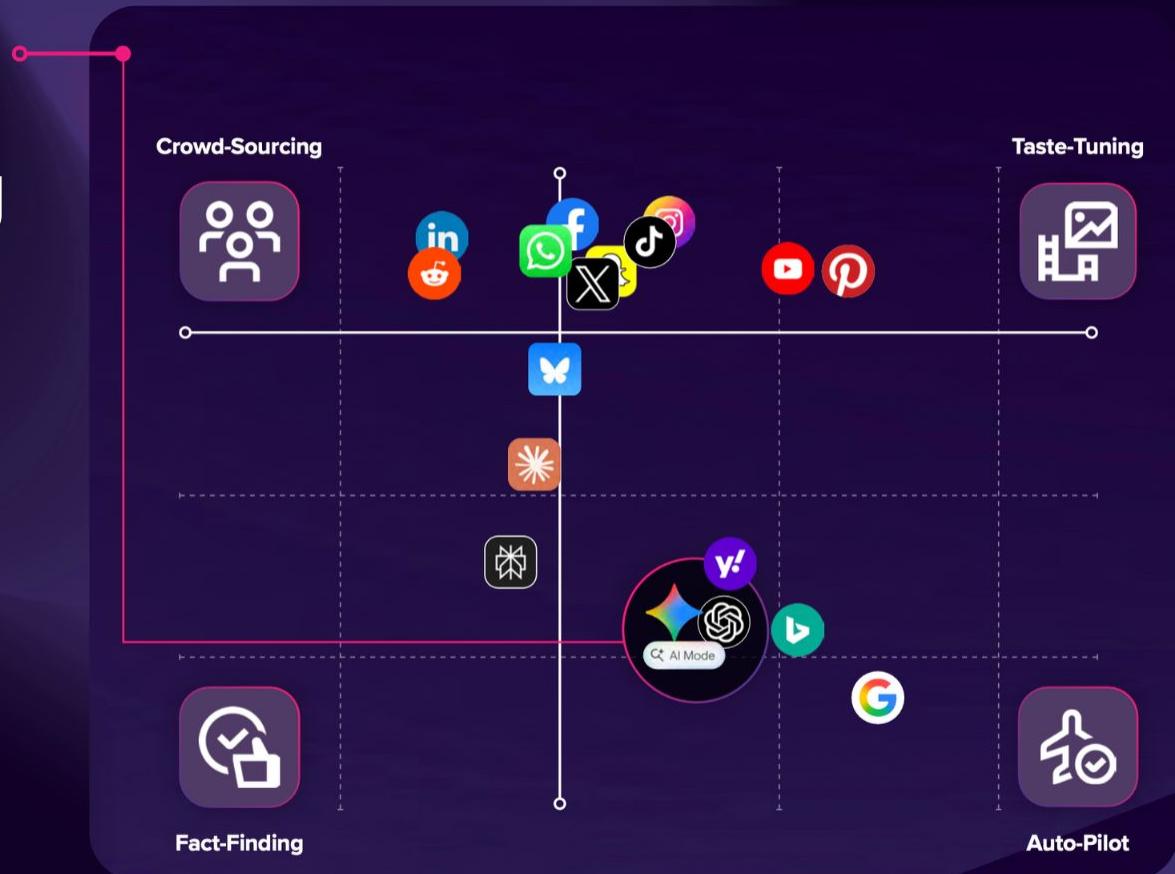
and it's changing how your customers find you.



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.

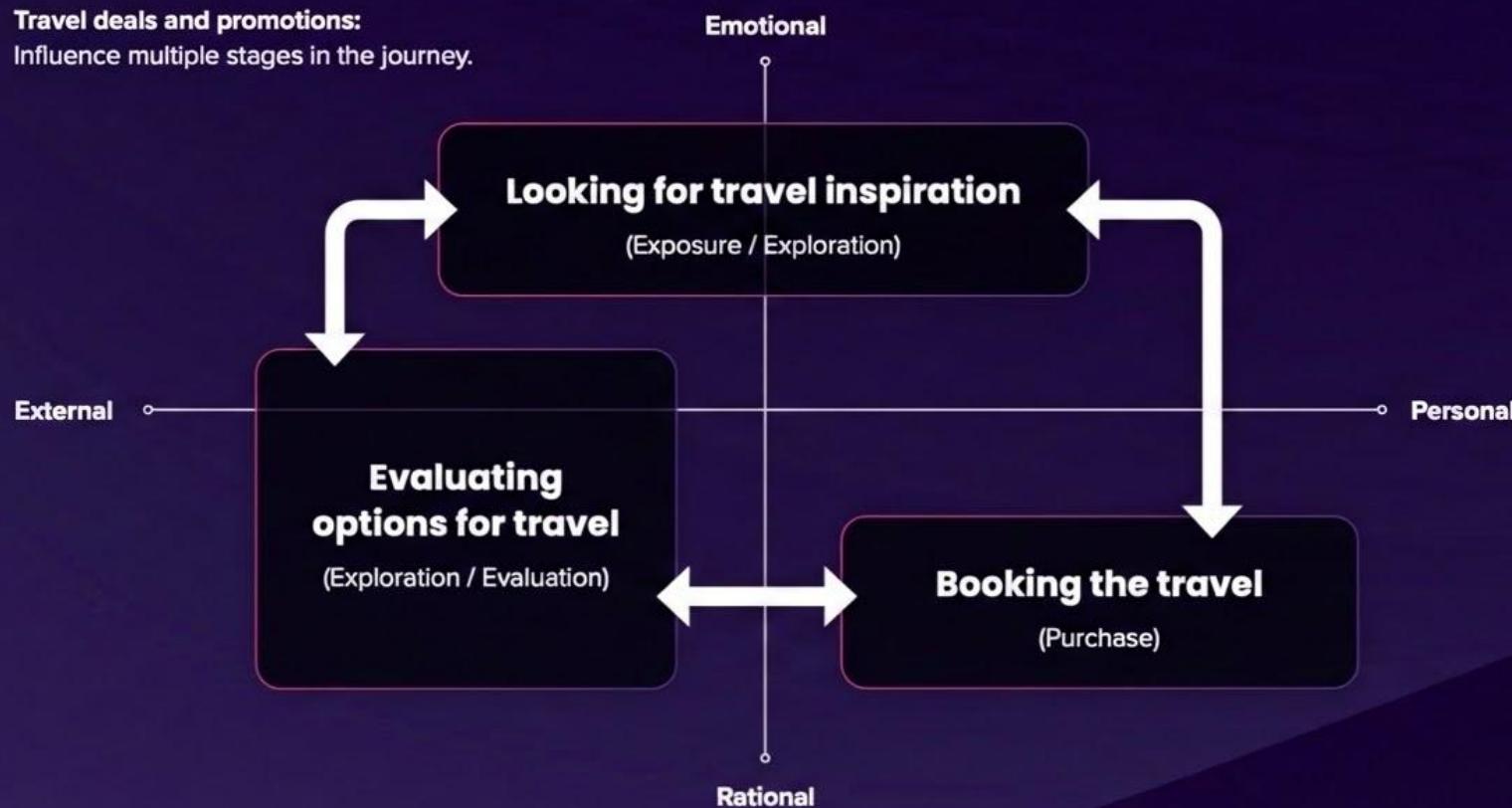


When planning your next holiday, trip, activity, or experience (from initial inspiration through to booking), which of the following do you use to search online? n=1939

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