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A GUIDE FOR TRAVEL BRANDS IN THE BENELUX

Advertising in ChatGPT

How it works, what it costs, who it suits and how to get started.

November 2026 edition · malimedia.be

IN SHORT

- Since September 2026, advertising in ChatGPT is also available in Belgium and the Netherlands, through OpenAI's Ads Manager.
- Ads are kept separate from the answer and are shown based on what the conversation is about.
- You pay per impression, per click or with conversion optimisation.
- Worth considering for travel brands whose offer prompts concrete questions from travellers.

How do ads in ChatGPT work?

An ad appears as a clearly labelled block next to or below the answer. It has no influence on the answer itself. Which ad is shown depends on the context of the conversation, the language and the user's approximate location.

You don't work with keywords as in Google Ads. In the Ads Manager you describe the situations in which your ad is relevant, for example "families planning a short break with children" or "couples comparing Mediterranean cruises".

What does it cost?

CPM

Per thousand impressions, when visibility is your goal.

CPC

Per click, when you want traffic to your website.

Conversions

Optimised for enquiries or bookings, with OpenAI's pixel or the Conversions API.

> For click campaigns, OpenAI suggests a starting bid of roughly 3 to 5 dollars per click as a guide. The channel is new and prices still fluctuate: start with a test budget.

Who sees the ads?

Users of the free version and of the Go plan. People who pay for Plus, Pro or a business plan don't see them, nor do users under 18. In the European Union, ads are not personalised for now: they are based on the conversation, not on a profile.

Which travel brands is it right for?

ChatGPT is mainly used to compare and plan. It works best for brands that travellers ask concrete questions about.

Destinations and tourism boards

"Where can I find sunshine in May less than four hours' flight away?"

Theme parks and holiday parks

"Which theme park is fun for children aged six and nine?"

Cruise lines

"Which Norway cruise suits first-timers?"

Hotels and resorts

"A quiet hotel with a spa in the Ardennes for a weekend?"

Ads and GEO

An ad makes you visible next to the answer. With GEO, Generative Engine Optimisation, your brand is also mentioned in the answer. That takes clear, factual pages about your offer. The strongest approach combines both.

Checklist: how to get started

- [ ] Set one clear goal: visibility, traffic or enquiries.
- [ ] Pick two or three situations in which your offer is the best answer.
- [ ] Write short, concrete ad copy in Dutch and, for Wallonia and Brussels, in French.
- [ ] Send people to a landing page that answers the question straight away.
- [ ] Measure conversions and compare with Google Ads and Meta before you shift budget.

Frequently asked questions

Can ChatGPT work my ad into its answer?

No. Ads are separate from the answer. To be mentioned in the answer itself, work on GEO.

Can advertisers see conversations?

No. You see impressions, clicks and conversions, but no conversations.

Does it replace Google Ads?

Not yet. For most travel brands it is an addition. Test it alongside your search campaigns.

Need help with your first campaign in ChatGPT?

Mali Media Group is a digital marketing agency for travel and leisure in the Benelux. We make a free, tailored marketing plan, with no obligation.

sales@malimedia.be +32 9 395 93 93 malimedia.be