

# UCP for Hotels

## The Complete Series

Everything hoteliers, PMS teams, and channel managers need to know about Google's Universal Commerce Protocol — from what it is, to who's already signed on.

### INSIDE THIS GUIDE

- 01 What UCP Is
- 02 Ask Maps: The Live Proof
- 03 Payments & Trust (AP2)
- 04 Why Channel Managers Still Matter
- 05 Hotel-Direct vs. OTA
- 06 Inside the Capability Manifest
- 07 Who's Already Signed On
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HOTEL TECH EXPLAINED

# Universal Commerce Protocol

What it actually means for your hotel — and why the booking flow is about to change.

Swipe to see the flow →

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# The booking flow is changing

BEFORE



WITH UCP



AI agents like Gemini can now search availability, validate rates, and complete a booking — entirely inside a conversation. No website. No OTA redirect.

## PHASE 1

# Getting your property UCP-ready

Your PMS and channel manager keep running — UCP is a new layer that sits on top of them.

### Hotel PMS / channel manager

Raw rates, inventory, room codes



### Schema mapping layer

Maps to UCP taxonomy & rate rules



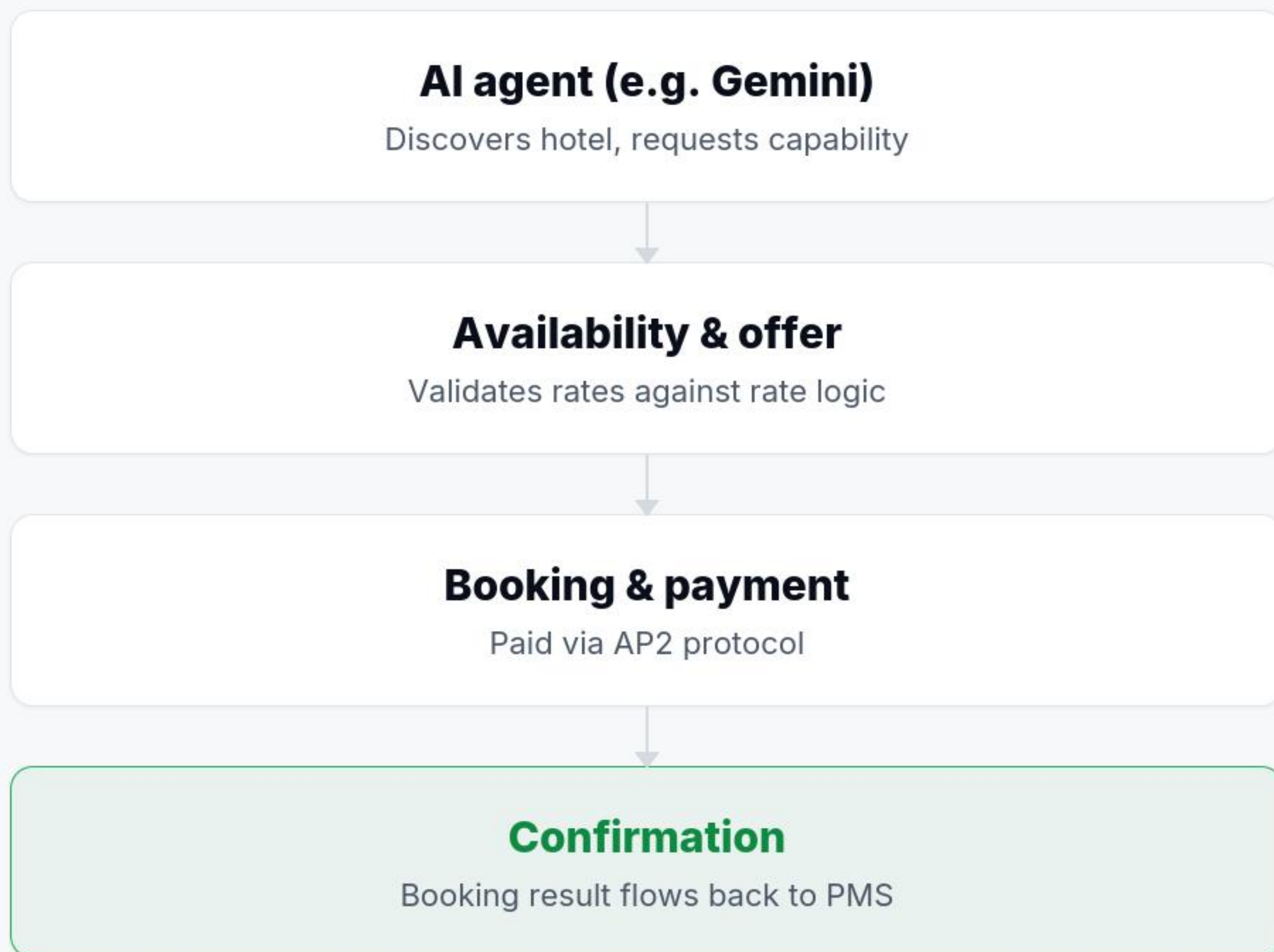
### UCP endpoint

Publishes capability manifest

## PHASE 2

# What a live agent booking looks like

The hotel stays Merchant of Record throughout — it keeps the guest data and the relationship.



LET'S TALK

# Is your property UCP-ready?

We help hotel groups map PMS data, build UCP endpoints, and pilot agent-led bookings — without disrupting what already works.

**Comment "UCP" or send us a DM**

We'll walk you through a free readiness check for your property.

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UCP SERIES · PART 2

# Ask Maps is **already** **live**

Google's conversational AI in Maps is already finding hotels by vibe, price, and location. Here's what it does today — and what's still missing.

LIVE TODAY

# Guests are already asking, not searching

Since its August expansion, Ask Maps handles hotel discovery conversationally — no filters, no endless list of blue links.

## Natural-language query

*"Boutique hotel near the convention center, walking distance to a gym"*



## Real-time comparison

Checks live pricing & availability across listings



## Curated recommendation

Explains why this hotel is the match

## THE GAP

# Today, Ask Maps hands guests off

The recommendation happens inside the conversation. The booking doesn't — yet.

### **Ask Maps recommends a hotel**

Compares prices & checks availability in real time



### **Redirected to a partner site**

Guest leaves the conversation to complete the booking

That handoff is the exact point Google's Universal Commerce Protocol (UCP) is built to close.

## WHAT CLOSES THE GAP

# UCP turns the recommendation into a booking

No redirect. The transaction completes inside the same conversation — and the hotel stays Merchant of Record.

### **Ask Maps recommendation**

Same conversational search guests already use



### **UCP-enabled checkout**

Rate validated & paid without leaving the chat



### **Confirmed booking**

Synced straight back to the hotel's own PMS

LET'S TALK

# Is your hotel visible — and bookable — in Ask Maps?

Discovery is already happening inside Google Maps.  
Whether it converts to a booking depends on whether your PMS is UCP-ready.

**Comment "ASK MAPS" or send us a DM**

We'll show you how your property currently appears in Ask Maps search.

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UCP SERIES · PART 3

# An agent is about to pay for a room. **Who's in control?**

The trust question every hotelier has after seeing an AI agent book directly. Here's how UCP payments actually work.

## THE MECHANISM

# Every booking carries proof of consent

UCP payments run on AP2 — the Agent Payments Protocol — not a stored card being silently charged.

### **Guest confirms intent**

Approves the price & terms inside the conversation



### **Cryptographic mandate created**

A signed, verifiable record of that approval



### **Payment authorized**

The transaction cannot proceed without it

## WHAT THE HOTEL CONTROLS

# Your rate rules are checked before payment clears

The agent can't book around your policies — it has to pass them first, every time.

### **Agent requests a rate**

On behalf of the guest, for specific dates & room type



### **Validated against your rules**

Minimum stay, cancellation policy, blackout dates

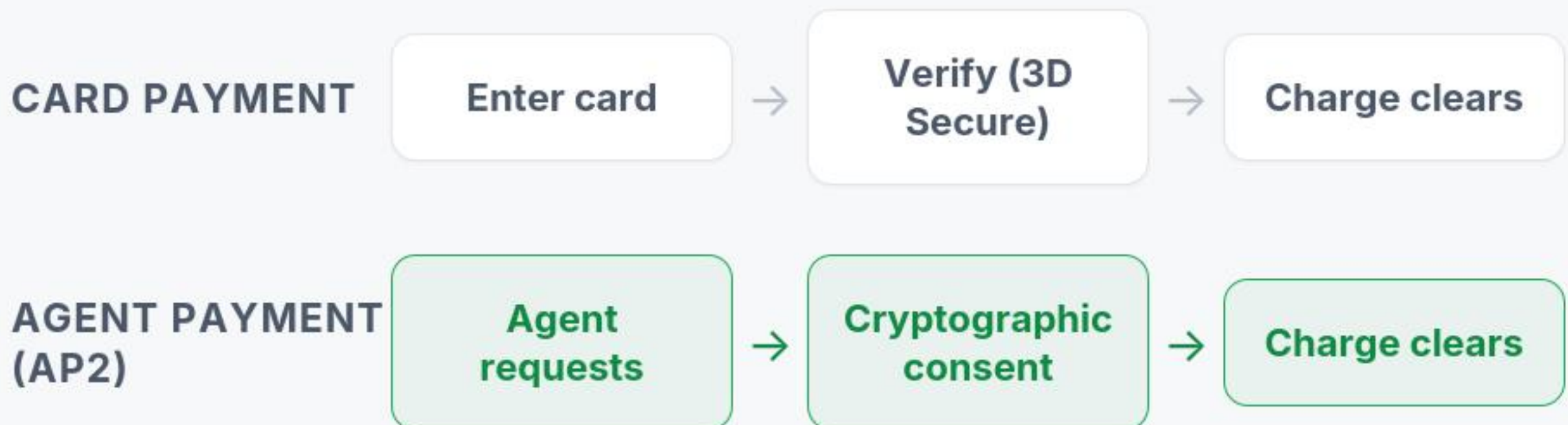


### **Only then does payment proceed**

No bypass, no override, no exception

## WHY THIS IS SAFER THAN IT SOUNDS

# The same evolution card networks already made



Same principle — verify before charging. UCP just moves that verification step into the agent conversation instead of a card form.

LET'S TALK

# Want to see how payment validation fits your PMS?

We'll walk you through exactly where AP2 sits in your booking flow — and what changes, or doesn't, for your existing payment gateway.

**Comment "PAYMENTS" or send us a DM**

We'll walk you through how AP2 fits your current setup.

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UCP SERIES · PART 4

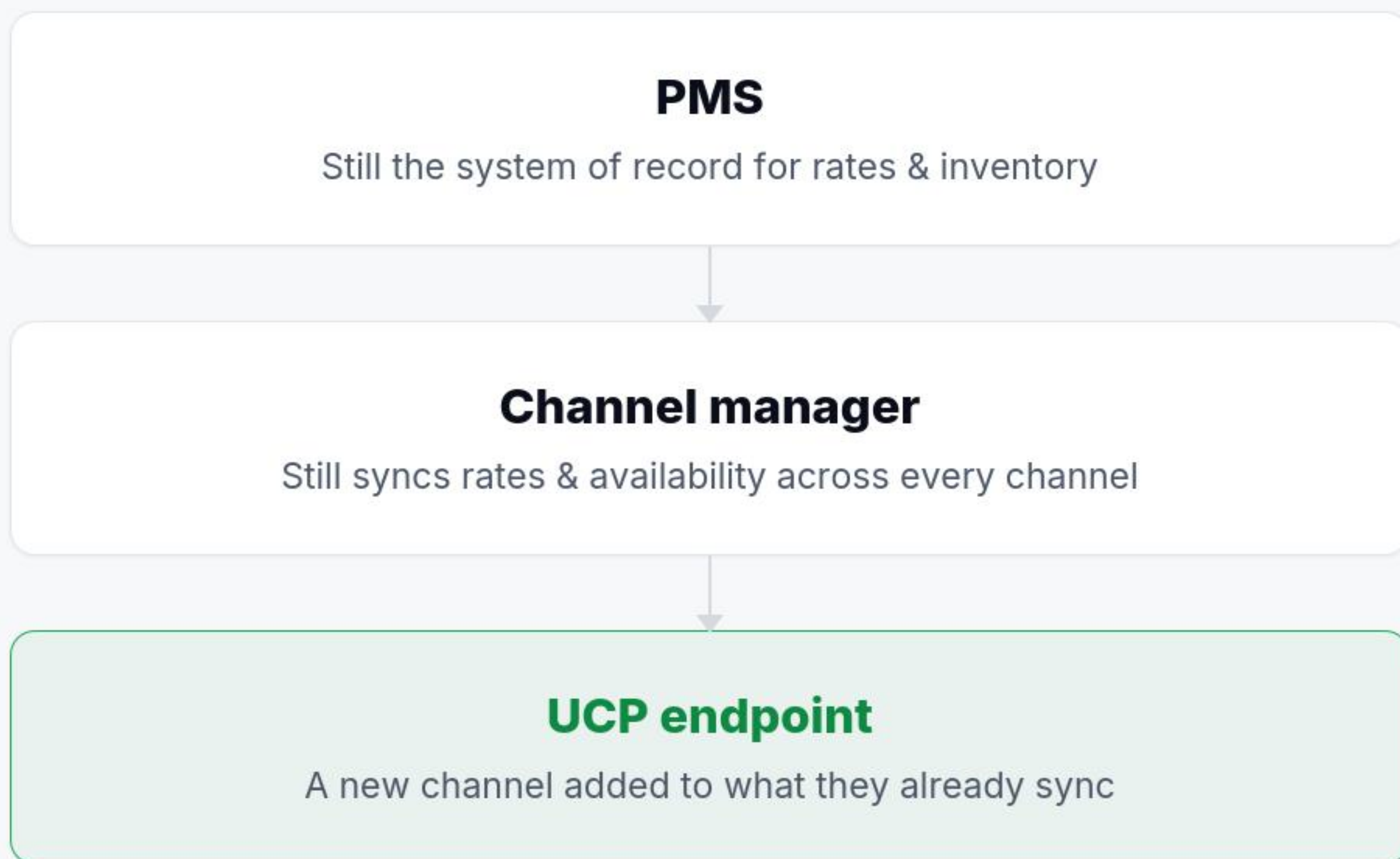
# UCP doesn't kill the channel manager. **It needs it.**

The most common assumption about UCP is also the wrong one. Here's what actually changes — and what doesn't.

## THE MYTH

# UCP is a layer on top, not a replacement

Your PMS keeps running. Your channel manager keeps running. UCP just adds a new front door that plugs into what you already have.



## WHAT DOESN'T CHANGE

# The core job stays the same

Keep rates and availability in sync everywhere, in real time, so nothing overbooks.



One more channel for the channel manager to sync — not a different job.

## WHO BUILDS THE CONNECTION

# Channel managers become the ones plugging into UCP

The realistic path: CRS, channel manager, and PMS vendors connect to UCP on your behalf — the same way they already handle metasearch.

### Channel manager vendor

Builds UCP connectivity into their platform



### Fee model

Similar to existing channel & metasearch fees



### You

Get UCP reach without rebuilding your stack

LET'S TALK

# Is your channel manager ready to plug into UCP?

We'll help you find out what your current setup already supports — and what's missing before agents can book through it.

**Comment "CHANNEL" or send us a DM**

We'll check your channel manager's UCP-readiness with you.

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UCP SERIES · PART 5

# Two hotels get booked in Ask Maps. **Only one keeps the guest.**

The path a booking takes inside Ask Maps depends on one thing most hoteliers haven't checked yet.

## THE FORK

# Every Ask Maps booking takes one of two paths

Same guest, same conversation — but who gets the data, the relationship, and the margin is very different.

### PATH 1 — HOTEL-DIRECT

**Books against the hotel's own UCP endpoint**

100% direct

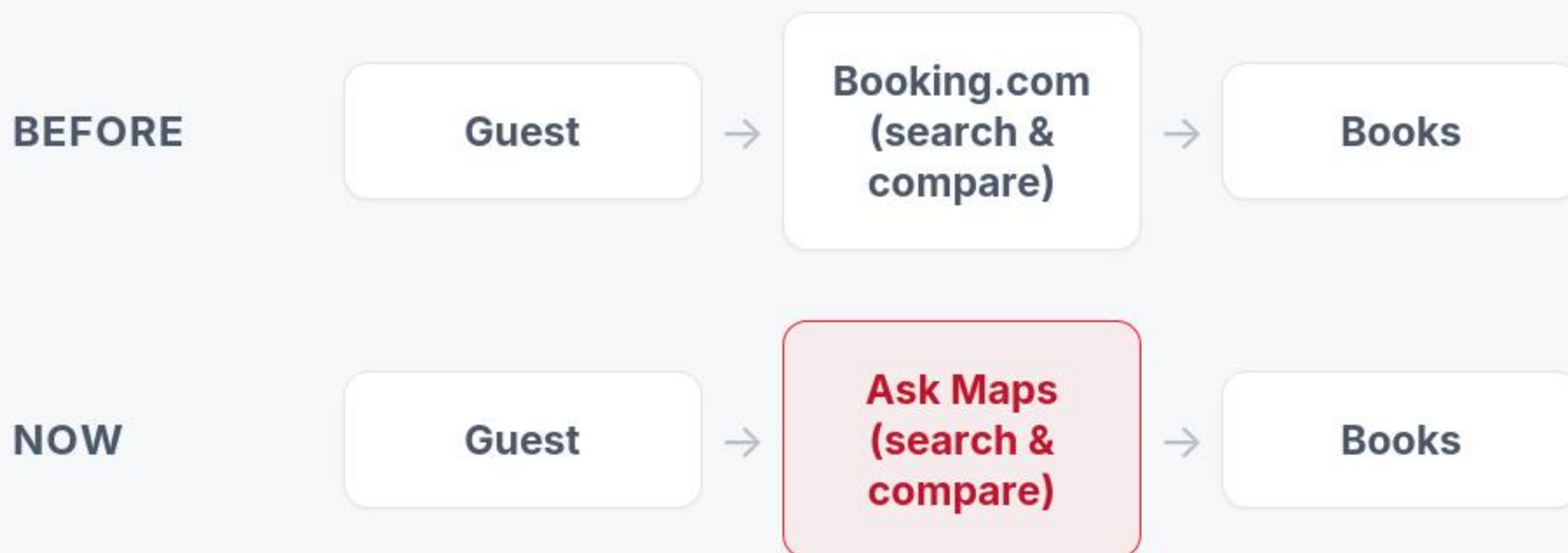
### PATH 2 — VIA AN OTA

**Books against an OTA's aggregated UCP feed**

OTA still takes its cut

Without your own endpoint, this choice isn't yours to make — the agent picks for you.

## The OTA's discovery role



The reason travelers used to visit Booking.com — to search and compare — is exactly the step Ask Maps now does instead. That's real erosion.

## WHAT'S MORE DURABLE

# Their aggregation role isn't disappearing overnight

### WHY IT HOLDS

#### **Most hotels still don't have their own UCP endpoint**

Agents keep leaning on OTA-aggregated inventory to do multi-property comparison — the same reason metasearch has survived for years.

### OTAS AREN'T STANDING STILL

#### **Booking.com's CEO has confirmed agentic traffic is already showing up on their platform**

They're building their own "Specialist Agents" to stay inside this new flow — not ceding it.

## LET'S TALK

# Is your hotel on the direct path — or still paying the OTA cut?

Without your own UCP endpoint, Ask Maps books you through whichever OTA feed it finds first. We'll help you check which path your property is actually on.

### **Comment "DIRECT" or send us a DM**

We'll check whether your property is booking direct or through an OTA inside Ask Maps.

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UCP SERIES · PART 6

# Before an agent books a room, it reads **one file.**

The capability manifest is the technical handshake behind every UCP booking. A deeper look for the PMS & dev side of our audience.

## WHAT IT DECLARES

# Who you are, and what you're selling

The manifest translates your property into a language agents already understand.

### Property identity

Verified endpoint & ownership credentials



### Room & rate taxonomy

Your room types mapped to UCP's standard schema



### Machine-readable rules

Min stay, cancellation policy, blackout dates as structured data — not prose

## WHAT IT AUTHORIZES

# What the agent is actually allowed to do

The manifest isn't just data — it's a permissions list.

### BOOKING CAPABILITY

#### **Confirms what kind of booking is supported**

Instant confirmation, hold-and-confirm, or quote-only — the agent has to check before it assumes.

### PAYMENT CAPABILITY

#### **Declares which payment methods & protocols are accepted**

Including whether AP2 (Agent Payments Protocol) transactions are supported at all.

### PRICING CAPABILITY

#### **States whether rates are static or need live lookup**

Dynamic pricing means the agent must re-query before showing a guest a number.

# The manifest is generated, not typed by hand

Hotels don't write this file. Whatever sits behind the UCP endpoint — PMS, channel manager, or CRS — has to generate and keep it current automatically.

## Rate changes in the PMS

A price, policy, or availability update happens as normal



## Manifest updates automatically

No manual re-publish step, no lag

A stale manifest is worse than no manifest — it tells agents to trust data that's already wrong.

LET'S TALK

# Building UCP support into your PMS or channel manager?

We help hospitality platforms design and implement capability manifests that stay accurate as rates and rules change.

**Comment "MANIFEST" or send us a DM**

We'll walk through what a manifest implementation looks like for your platform.

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UCP SERIES · PART 7

# Ten of the biggest names in travel **already said yes.**

UCP isn't a Google experiment anymore. These are the named launch partners, as of August 2026.

Swipe to see who →

01 / 05

## THE HOTEL BRANDS

# Six of the largest chains in the world are in

**Marriott  
International**

**Hilton**

**IHG Hotels  
& Resorts**

**Accor**

**Choice  
Hotels**

**Wyndham Hotels  
& Resorts**

Named as travel partners in Google's Universal Commerce Protocol expansion, May 2026.

# The distribution side didn't sit this out either

**Booking.com**

**Expedia  
Group**

**Trip.com**

## **Amadeus**

Google's only named B2B hospitality partner co-developing UCP itself — not just adopting it.

THIS IS ALREADY LIVE

# It's not a future roadmap item

AUGUST 2026

**Google confirmed a live U.S. test of agentic hotel booking through Ask Maps**

CONFIRMED ON RECORD

**Booking Holdings has acknowledged agentic traffic is already showing up on their own platform**

The infrastructure is built. The only open question left is which hotels show up in it.

LET'S TALK

# Don't be the hotel missing from this list

The largest names in hospitality are already positioning for agentic booking. We'll help you find out where your property stands today.

## Comment "PARTNERS" or send us a DM

We'll walk you through what getting UCP-ready actually looks like for your property.

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THE FULL SERIES

# UCP for Hotels: everything we've covered

Seven parts on Google's Universal Commerce Protocol, in one place. Save this one.

# Parts 1–4: What UCP is, and why it's safe

## 01 What UCP Is

Ask → Book replaces Search → Click → Website

## 02 Ask Maps

The live proof this is already happening, not a future concept

## 03 Payments & Trust

AP2 keeps both the guest and the hotel in control of every charge

## 04 Channel Managers

Still matter — arguably more than before, not less

## Parts 5–7: Where the nuance — and the proof — lives

### 05 Hotel-Direct vs. OTA

Same Ask Maps booking, two very different outcomes for the hotel

### 06 The Capability Manifest

The technical file every UCP booking checks before it can proceed

### 07 Who's Signed On

Marriott, Hilton, IHG, Accor, Booking.com, Expedia, Amadeus & more

# One idea connects all seven parts

**Agentic booking is already live — not a future concept**

**The infrastructure is built, and the biggest names in travel are already in it**

**The only variable left is whether your property is ready to be found — and booked — inside it**

LET'S TALK

# Ready to find out where your property stands?

Whether it's a readiness audit, PMS or channel manager integration, or a straight answer on where you fit into agentic booking today — we're happy to walk through it with you.

**Comment "UCP" or send us a DM**

We'll point you to the right starting place for your property.

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