03. Traffic drops to regular websites due to AI

Source: Loopex

Now, even though traffic is dropping for people to actually visit websites the content still needs to be stored somewhere. Sure, maybe less people check tripadvisor but most of the data comes from tripadvisor. If nobody acts anymore on tripadvisor or gives any reviews then you won't have a proper opinion anymore on how great an event on tripadvisor actually is

Website traffic is expected to drop by more than 50% by 2028, influenced by AI chat tools that allow users to find answers without visiting the pages directly.
News platforms are among the most affected, with The Business Insider, CNN, and New York Times all being in the top 20 for the highest traffic losses.
Q&A platforms, learning and specialized information websites are also largely affected by AI tools, with many of them scraping data and decreasing traffic to these platforms.

(Source: https://www.loopexdigital.com/blog/website-traffic-drops-after-ai-chats)

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