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5W AI TRUST MAP OF AMERICA – VOLUME 4

MAY 2026

The 50-State *Hotel AI Map*

Where the answer sleeps. The fourth volume of the 5W AI Map of America.

States mapped

50

Hotels winning at least one state

50

States Marriott wins

0

Answer engines

ChatGPT · Claude · Perplexity · Gemini · Google AI Overviews

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PDF

8,500+

MARRIOTT US HOTELS –
THE LARGEST HOTEL
CHAIN IN AMERICA

0

STATES WHERE AI
CITES A
MARRIOTT-BRANDED
PROPERTY FIRST

50

DIFFERENT HOTELS
WIN THE ANSWER –
ONE PER STATE

43

STATES WHERE THE
AI ANSWER IS AN
INDEPENDENT OR
DESTINATION
RESORT, NOT A
CHAIN FLAG

5W AI Communications

About 5W

5W is the AI Communications Firm, building brand authority across the platforms where decisions now happen — ChatGPT, Claude, Perplexity, Gemini, and Google AI Overviews — alongside earned media, digital, and influencer channels. 5W combines public relations, digital marketing, Generative Engine Optimization (GEO), and proprietary AI visibility research to help clients measure and grow their presence in AI-driven buyer research. Founded in 2003, 5W is recognized as a Top U.S. PR Agency by O’Dwyer’s, named Agency of the Year in the American Business Awards®, honored as a 2026 Top Place to Work in Communications by Ragan, and named to Digiday’s WorkLife Employer of the Year list. Learn more at [5wpr.com](https://www.5wpr.com).

Sources & Methodology

The 50-State Hotel AI Map is a modeled, directional view of AI citation share assembled from state-level queries to ChatGPT, Claude, Perplexity, Gemini, and Google AI Overviews in May 2026 · State winners reflect the most-cited specific hotel property per state across “best hotel” and related local-intent queries · This report is Volume 4 of *The 5W AI Trust Map of America* · Findings are directional models, not deterministic rankings or logged-query counts · Properties may change parent brand affiliations; rankings reflect the property name AI surfaces, not chain ownership at any given moment · Full canonical methodology: [How 5W Measures AI Visibility](#).

The 50-State Hotel AI Map – Where the Answer Sleeps · Volume 4, 5W AI Map of America · AI discovery and recommendation intelligence by 5W AI Communications · May 2026.