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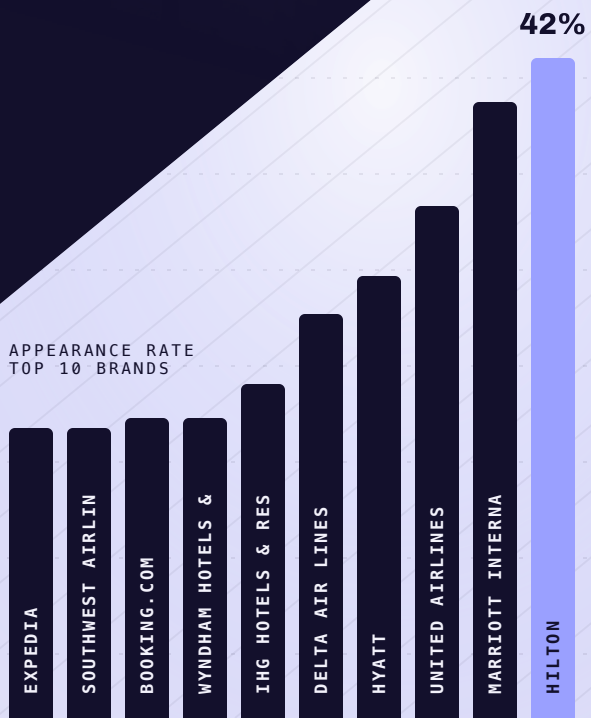
AIRLINES & HOTELS VISIBILITY INDEX

Which airlines and hotel brands AI engines name
288 AI answers · October 28, 2026

Measured :
October 28, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 58 Google AI Overviews

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5W Public Relations
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AT A GLANCE

Hilton and Marriott lead. United Airlines is also within the margin.

Hilton was the brand that ChatGPT, Claude, Gemini and Perplexity named most often. Hilton appeared in 121 of 288 answers (42%) measured on October 28, 2026. Marriott International came next at 113 of 288 (39.2%). The two confidence intervals overlap, so the data cannot confirm that Hilton is ahead. Marriott International was named first more often than any other brand, in 49 of 288 answers. Google AI Overviews appeared on 58 of 59 searches (98.3%).

> Version 2. This version replaces the first version of this study, first published June 28, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

42%
of answers named Hilton, the most-named (121 of 288)

22
tracked brands named at least once (of 25)

98.3%
of Google searches showed an AI Overview (58 of 59)

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KEY FINDINGS

01 What the data shows

MOST NAMED

121/288 (42%)

Hilton appeared in 121 of 288 four-engine answers (CI 36.5–47.8%). Marriott International appeared in 113 of 288 (39.2%, CI 33.8–45%). The intervals overlap, so the two cannot be separated.

NAMED FIRST

49/288 (17.0%)

Marriott International was the first brand named in 49 of 288 answers, more than any other tracked brand. Average first position: 1.8. Hilton was named first in 29 of 288.

AIO TRIGGER

58/59 (98.3%)

Google AI Overviews appeared on 58 of 59 searches (CI 91–99.7%). On the other search, no overview was shown.

AIO LEADER

21/58 (36.2%)

Hilton was the brand named most often in AI Overviews, at 21 of 58, followed by Marriott International at 20 of 58 (34.5%). In the four-engine set, Hilton was named in 121 of 288 answers (42%).

TOP DOMAIN

68/285 (23.9%)

thepointsguy.com was cited in 68 of 285 grounded four-engine answers, with 87 of 2,266 citations (3.8%). nerdwallet.com came second with 80 citations in 70 answers (24.6%).

OWN-SITE CITATIONS

37/285 (13%)

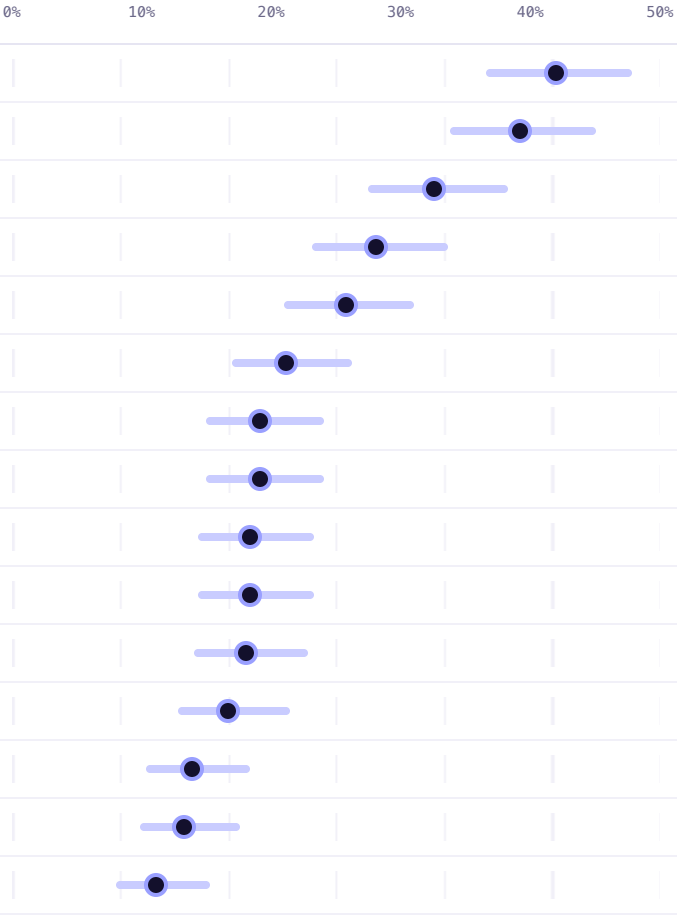
Hilton's own domains were cited in 37 of 285 grounded answers (13%), more than any other tracked name. Marriott International followed at 36 of 285. In Google AI Overviews, Booking.com's site was cited in 7 of 58 overviews. 6 tracked names had no own-site citation.

THE LEADERBOARD

02 Which brands AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.

	BRAND	RATE	NAMED IN
1	Hilton	42.0%	121/288
2	Marriott International	39.2%	113/288
3	United Airlines	32.6%	94/288
4	Hyatt	28.1%	81/288
5	Delta Air Lines	25.7%	74/288
6	IHG Hotels & Resorts	21.2%	61/288
7	Booking.com	19.1%	55/288
8	Wyndham Hotels & Resorts	19.1%	55/288
9	Expedia	18.4%	53/288
10	Southwest Airlines	18.4%	53/288
11	JetBlue	18.1%	52/288
12	American Airlines	16.7%	48/288
13	Airbnb	13.9%	40/288
14	Alaska Airlines	13.2%	38/288
15	Frontier Airlines	11.1%	32/288



02 THE LEADERBOARD

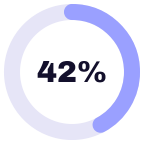
The full list

Own-domain citation is the share of 285 grounded answers that cited the official domains of each name (subdomains included). Citation share is of all 2,266 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**Hilton**	121/288	**42%**	36.5–47.8%	2.2	13% (37/285)	1.9%
2	**Marriott International**	113/288	**39.2%**	33.8–45%	1.8	12.6% (36/285)	2.1%
3	**United Airlines**	94/288	**32.6%**	27.5–38.3%	2.4	3.9% (11/285)	0.5%
4	**Hyatt**	81/288	**28.1%**	23.2–33.6%	3.2	4.9% (14/285)	0.6%
5	**Delta Air Lines**	74/288	**25.7%**	21–31%	1.6	5.3% (15/285)	0.8%
6	**IHG Hotels & Resorts**	61/288	**21.2%**	16.9–26.3%	3.9	7% (20/285)	1.1%
7	**Booking.com**	55/288	**19.1%**	15–24%	1.9	2.8% (8/285)	1.2%
8	**Wyndham Hotels & Resorts**	55/288	**19.1%**	15–24%	3.6	3.2% (9/285)	0.4%
9	**Expedia**	53/288	**18.4%**	14.4–23.3%	2.2	3.5% (10/285)	0.5%
10	**Southwest Airlines**	53/288	**18.4%**	14.4–23.3%	2.8	1.8% (5/285)	0.2%
11	**JetBlue**	52/288	**18.1%**	14–22.9%	3.9	3.2% (9/285)	0.4%
12	**American Airlines**	48/288	**16.7%**	12.8–21.4%	2.2	6.7% (19/285)	1.1%
13	**Airbnb**	40/288	**13.9%**	10.4–18.4%	1.4	5.6% (16/285)	1%
14	**Alaska Airlines**	38/288	**13.2%**	9.8–17.6%	4.1	1.4% (4/285)	0.2%
15	**Frontier Airlines**	32/288	**11.1%**	8–15.3%	3.9	2.1% (6/285)	0.3%
16	**Spirit Airlines**	30/288	**10.4%**	7.4–14.5%	4	1.8% (5/285)	0.2%
17	**Vrbo**	27/288	**9.4%**	6.5–13.3%	3	3.2% (9/285)	0.4%
18	**Hawaiian Airlines**	25/288	**8.7%**	5.9–12.5%	5.7	1.1% (3/285)	0.1%
19	**Four Seasons**	17/288	**5.9%**	3.7–9.2%	5.1	1.1% (3/285)	0.1%
20	**Aman**	6/288	**2.1%**	1–4.5%	6.2	0% (0/285)	0%
21	**Plum Guide**	6/288	**2.1%**	1–4.5%	4.7	0% (0/285)	0%
22	**Singapore Airlines**	2/288	**0.7%**	0.2–2.5%	3	0% (0/285)	0%

PROFILES

03 The top eight, side by side



RANK 1

Hilton

121/288 answers · 95% CI 36.5–47.8%

2.2	13%	1.9%
first-mention position	owned-domain citation (37/285)	citation share

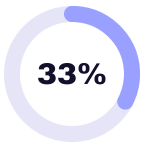


RANK 2

Marriott International

113/288 answers · 95% CI 33.8–45%

1.8	12.6%	2.1%
first-mention position	owned-domain citation (36/285)	citation share

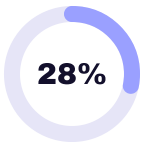


RANK 3

United Airlines

94/288 answers · 95% CI 27.5–38.3%

2.4	3.9%	0.5%
first-mention position	owned-domain citation (11/285)	citation share



RANK 4

Hyatt

81/288 answers · 95% CI 23.2–33.6%

3.2	4.9%	0.6%
first-mention position	owned-domain citation (14/285)	citation share

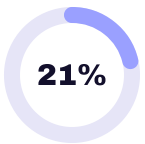


RANK 5

Delta Air Lines

74/288 answers · 95% CI 21–31%

1.6	5.3%	0.8%
first-mention position	owned-domain citation (15/285)	citation share

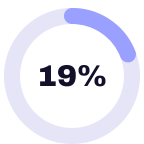


RANK 6

IHG Hotels & Resorts

61/288 answers · 95% CI 16.9–26.3%

3.9	7%	1.1%
first-mention position	owned-domain citation (20/285)	citation share



RANK 7

Booking.com

55/288 answers · 95% CI 15–24%

1.9	2.8%	1.2%
first-mention position	owned-domain citation (8/285)	citation share



RANK 8

Wyndham Hotels & Resorts

55/288 answers · 95% CI 15–24%

3.6	3.2%	0.4%
first-mention position	owned-domain citation (9/285)	citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

The four engines named the leading names at similar rates.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Hilton	**41.7%**
Marriott International	**37.5%**
Hyatt	**30.6%**
United Airlines	**29.2%**
Delta Air Lines	**27.8%**
IHG Hotels & Resorts	**27.8%**

Claude

72 ASKED | 72 RETURNED | 69 GROUNDED

Hilton	**44.4%**
Marriott International	**38.9%**
Hyatt	**26.4%**
Delta Air Lines	**26.4%**
United Airlines	**23.6%**
IHG Hotels & Resorts	**23.6%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Hilton	**43.1%**
Marriott International	**40.3%**
United Airlines	**36.1%**
Hyatt	**33.3%**
Delta Air Lines	**23.6%**
IHG Hotels & Resorts	**22.2%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

United Airlines	**41.7%**
Marriott International	**40.3%**
Hilton	**38.9%**
Delta Air Lines	**25%**
Hyatt	**22.2%**
Booking.com	**20.8%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 59 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 58 = 346 answers.



TRIGGER RATE

Google AI Overviews appeared on 58 of 59 searches (98.3%, CI 91–99.7%). The other search showed no overview. Within the 58 overviews, Hilton was named in 21 (36.2%), Marriott International was named in 20 (34.5%), United Airlines was named in 19 (32.8%), Hyatt was named in 15 (25.9%). reddit.com was the most-cited source, with 13 citations and an appearance in 13 of 58 overviews.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	Hilton	41.0%	=
2	Marriott International	38.4%	=
3	United Airlines	32.7%	=
4	Hyatt	27.7%	=
5	Delta Air Lines	25.4%	=
6	IHG Hotels & Resorts	21.7%	=
7	Booking.com	19.9%	=
8	Wyndham Hotels & Resorts	19.1%	=
9	Expedia	18.8%	=
10	Southwest Airlines	18.5%	=

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

Delta Air Lines 100%

Alaska Airlines	83.3%
Southwest Airlines	75%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Delta Air Lines 100%

TIED WITH UNITED AIRLINES

United Airlines	100%
American Airlines	75%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Delta Air Lines 100%

TIED WITH UNITED AIRLINES

United Airlines	100%
American Airlines	16.7%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Southwest Airlines 100%

JetBlue	75%
Frontier Airlines	66.7%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Hilton 100%

Marriott International	91.7%
United Airlines	41.7%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Marriott International 100%

TIED WITH HYATT, WYNDHAM HOTELS & RESORTS

Hyatt	100%
Wyndham Hotels & Resorts	100%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,266 citations in total. thepointsguy.com was cited most often, with 87 citations (3.8%) across 68 answers. Next came nerdwallet.com (80), jdpower.com (62), going.com (53), upgradedpoints.com (45), hilton.com (36).

FOUR AI ENGINES · SHARE OF 285 GROUNDED ANSWERS

nerdwallet.com	**24.6%**
thepointsguy.com	**23.9%**
upgradedpoints.com	**15.8%**
going.com	**13%**
jdpower.com	**12.6%**
marriott.com	**11.9%**
hilton.com	**11.6%**
en.wikipedia.org	**9.1%**
forbes.com	**9.1%**
reddit.com	**8.8%**

GOOGLE AI OVERVIEWS · SHARE OF 58 OVERVIEWS

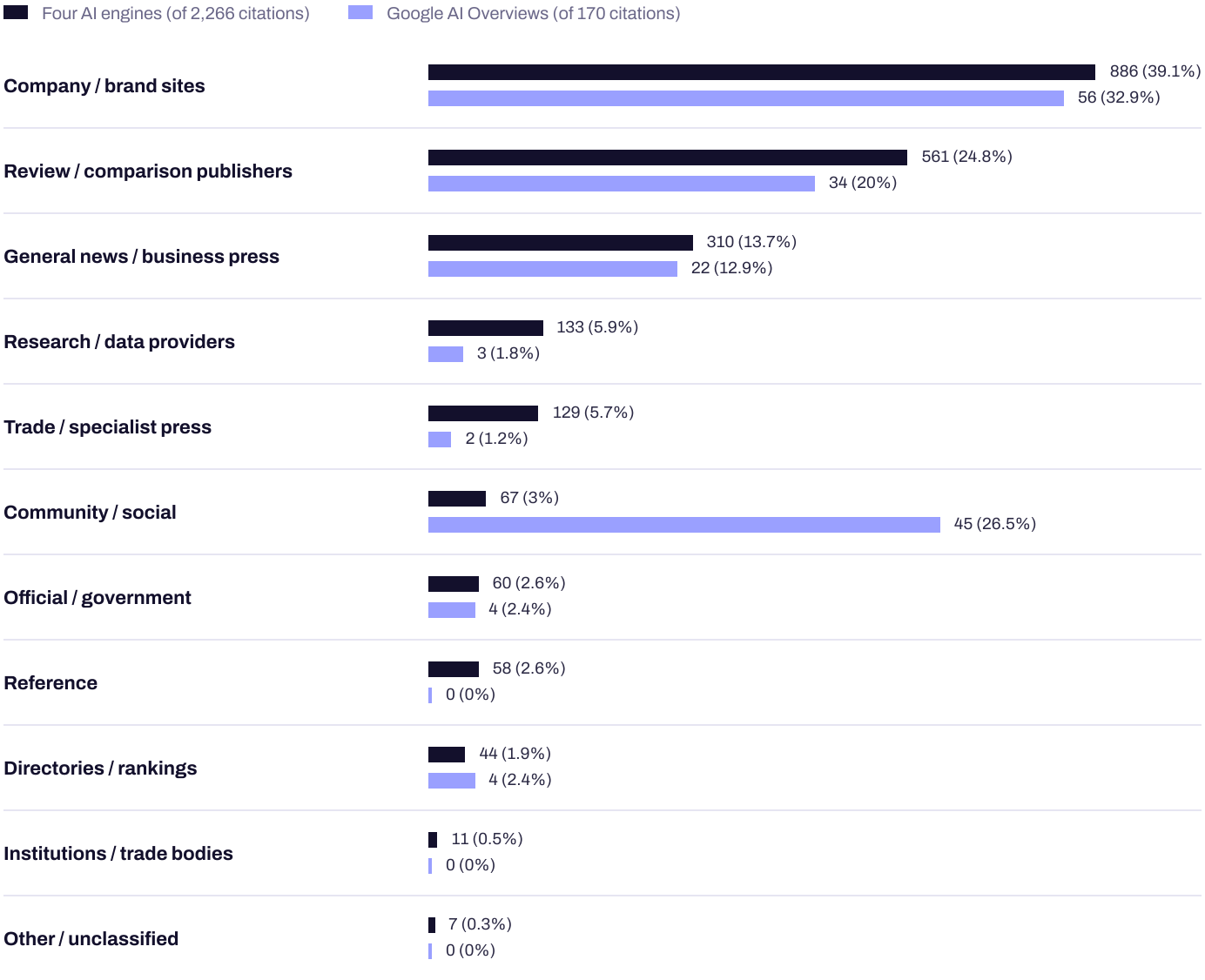
reddit.com	**22.4%**
nerdwallet.com	**19%**
facebook.com	**15.5%**
youtube.com	**12.1%**
booking.com	**12.1%**
cntraveler.com	**6.9%**
finance.yahoo.com	**6.9%**
forbes.com	**6.9%**
thepointsguy.com	**6.9%**
businessinsider.com	**5.2%**

07

WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited. Source types were reclassified on October 29, 2026. 'Company / brand sites' now covers only the official sites of companies, brands and schools; publishers, directories, trade bodies and other sites have their own types, and sites that could not be placed are 'Other / unclassified'.



07

WHAT THE DATA SUGGESTS

How can brands improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	Hilton's own domains were cited in 13.0% of grounded answers, Marriott International's in 12.6% and IHG Hotels & Resorts's in 7.0%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were nerdwallet.com (in 24.6% of grounded answers), thepointsguy.com (23.9%), upgradedpoints.com (15.8%), going.com (13.0%) and jdpower.com (12.6%). Review and comparison publishers supplied 24.8% of citations and general news and business press 13.7%.
Check each engine separately.	Perplexity named United Airlines in 41.7% of answers against 23.6% on Claude. ChatGPT named IHG Hotels & Resorts in 27.8% of answers against 11.1% on Perplexity.
Do not ignore video and community sites.	Community and social sites supplied 26.5% of Google AI Overview citations against 3.0% in the four chat engines. reddit.com was cited in 22.4% of overviews, facebook.com in 15.5% and youtube.com in 12.1%.
Watch names outside the tracked list.	Google Flights (12), Skyscanner (12), J.D. Power (10), Allegiant Air (10) were named often but were not tracked.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

08 Frequently asked questions

Q1 Which brand do AI engines name most often?

Hilton, named in 121 of 288 four-engine answers (42%, CI 36.5–47.8%). Marriott International was second at 113 of 288 (39.2%). The intervals overlap, so the two cannot be separated statistically.

Q2 Which brand is named first most often?

Marriott International was the first brand named in 49 of 288 answers, with an average first position of 1.8.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 58 of 59 searches (98.3%, CI 91–99.7%). Within those 58 overviews, Hilton was named most often, in 21 (36.2%).

Q4 Which sources do the engines cite?

Across 2,266 four-engine citations, thepointsguy.com was cited most (87 citations, in 68 of 285 grounded answers), followed by nerdwallet.com (80 citations).

Q5 Do the four engines agree?

Only in part. Hilton was named on every engine, from 38.9% on Perplexity to 44.4% on Claude. The widest gap among tracked names was United Airlines, from 23.6% on Claude to 41.7% on Perplexity.

METHODOLOGY

09 How this study was measured

24	×	3	×	4	=	288	+	59
questions		runs each		AI engines		answers		Google searches · 58 AI Overviews

24 questions, each asked 3 times on each engine, measured October 28, 2026. Market: United States, English. The destination site was not mentioned to any engine. Gemini answers were produced by gemini-3.6-flash; every Gemini answer in this report used that one model. All 72 Gemini answers had search sources. Brands count as named when they appear in the answer text; products and name variants roll up to the tracked name. Longer names take precedence over shorter overlapping ones, and common words count only in context. Unicode apostrophes and dashes are normalized.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	69
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	59	58 shown	58

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the brand ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the brand first appears (1 = first).
- Own-domain citation: grounded answers citing the brand's domains ÷ grounded answers.
- Citation share: citations to the brand's domains ÷ all citations.

LIMITATIONS

- Measured on one day, October 28, 2026. Each engine answered 24 questions 3 times. Answers came from each engine's API (model IDs above); the consumer apps can answer differently.
- Only 25 tracked brands were scored. Untracked names that appeared often were not scored, including Google Flights (12), Skyscanner (12), J.D. Power (10), Allegiant Air (10).
- AI Overview figures are based on only 58 overviews, so estimates for individual brands are less precise than the four-engine figures.
- 13 Google searches could not be fetched by DataForSEO after three tries. They are excluded from the AI Overview figures, so the trigger rate uses 59 searches.
- 3 Claude answers had no search sources after retries. They count for appearance but contribute no citations.
- Sonder is not scored because it shut down its operations in November 2025.
- Reports describe what the engines said, attributed to the engines. They make no judgement about the people or organizations named and are not legal or financial advice.
- Some answers were asked again on October 28, 2026 after a storage error. The earlier texts are kept in the evidence archive and are not used in the counts.
- 3 questions name brands ("Delta vs United: which airline is better?", "Is Airbnb cheaper than a hotel for a family trip?", "Marriott vs Hilton: which is better for frequent travelers?"), so those counts include up to 12 answers to each. Without them, Hilton and Marriott are still the top two.
- Intervals treat each answer as independent, so they understate uncertainty for the 24 repeated questions.
- Corrected October 29, 2026: own-domain citation now uses each name's official domains (subdomains included), listed in the evidence file entity_rollups.csv. Names without a resolvable official site count zero.

APPENDIX

A The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	What is the best airline in the US?	Airlines and Hotels AI Search Visibility Index 2026	CORE QUESTION
02	What is the best US airline for international travel?	Airlines and Hotels AI Search Visibility Index 2026	CORE QUESTION
03	Delta vs United: which airline is better?	Airlines and Hotels AI Search Visibility Index 2026	CORE QUESTION
04	What is the best low-cost airline in the US?	Airlines and Hotels AI Search Visibility Index 2026	CORE QUESTION
05	What is the best hotel chain in the US?	Airlines and Hotels AI Search Visibility Index 2026	CORE QUESTION
06	Which hotel loyalty program is the best?	Airlines and Hotels AI Search Visibility Index 2026	CORE QUESTION
07	Marriott vs Hilton: which is better for frequent travelers?	Airlines and Hotels AI Search Visibility Index 2026	CORE QUESTION
08	What is the best hotel brand for business travel?	Airlines and Hotels AI Search Visibility Index 2026	CORE QUESTION
09	What is the best affordable hotel chain for road trips?	Airlines and Hotels AI Search Visibility Index 2026	CORE QUESTION
10	Is Airbnb cheaper than a hotel for a family trip?	Airlines and Hotels AI Search Visibility Index 2026	CORE QUESTION
11	What is the best site to book cheap flights?	Airlines and Hotels AI Search Visibility Index 2026	CORE QUESTION
12	What is the best website to book hotels?	Airlines and Hotels AI Search Visibility Index 2026	CORE QUESTION
13	Which US airlines publish basic economy baggage and seat-selection policies?	Airlines and Hotels AI Search Visibility Index 2026	ADDED QUESTION
14	Which sources compare US airline on-time performance?	Airlines and Hotels AI Search Visibility Index 2026	ADDED QUESTION
15	Which US airlines offer international premium economy cabins?	Airlines and Hotels AI Search Visibility Index 2026	ADDED QUESTION
16	Which low-cost US airlines disclose total fares including common fees?	Airlines and Hotels AI Search Visibility Index 2026	ADDED QUESTION
17	Which hotel chains publish loyalty earning and redemption rules?	Airlines and Hotels AI Search Visibility Index 2026	ADDED QUESTION
18	Which hotel brands offer extended-stay rooms with kitchens?	Airlines and Hotels AI Search Visibility Index 2026	ADDED QUESTION
19	Which hotel chains operate luxury brands in the United States?	Airlines and Hotels AI Search Visibility Index 2026	ADDED QUESTION
20	Which hotel brands publish family-room and connecting-room policies?	Airlines and Hotels AI Search Visibility Index 2026	ADDED QUESTION
21	Which booking platforms disclose cancellation terms before checkout?	Airlines and Hotels AI Search Visibility Index 2026	ADDED QUESTION
22	What is the difference between an online travel agency and a travel metasearch site?	Airlines and Hotels AI Search Visibility Index 2026	ADDED QUESTION
23	Which vacation rental platforms disclose service fees and host requirements?	Airlines and Hotels AI Search Visibility Index 2026	ADDED QUESTION
24	Which sources publish independently collected hotel guest-satisfaction rankings?	Airlines and Hotels AI Search Visibility Index 2026	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Airlines and Hotels AI Search Visibility Index 2026

Measured October 28, 2026 across ChatGPT, Claude, Gemini, Perplexity and Google AI Overviews.

WEB
5wpr.com

RESEARCH
5wpr.com/research