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Research · 2026

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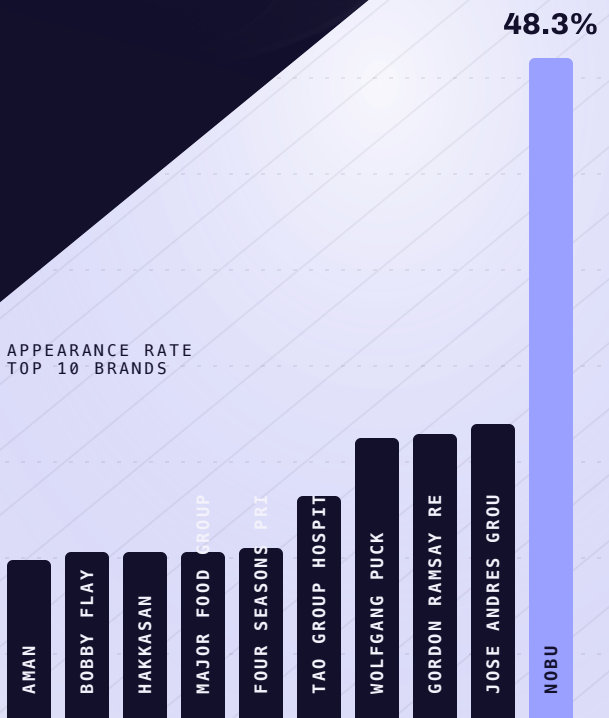
HOSPITALITY CELEBRITY INDEX 2.0

Which celebrity hospitality brands AI names
288 AI answers · November 6 to 7, 2026

Measured :
November 6 to 7, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 39 Google AI Overviews

Prepared by :
5W Public Relations
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AT A GLANCE

Nobu leads this measured set. No single runner-up is set apart.

Nobu: 139/288 returned four-engine answers (48.3%; 95% interval 42.6–54.0%).

Version 2. This version replaces the first version of this study, first published April 20, 2026. It uses measured counts, so the two versions are not comparable.

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

48.3%
of answers named Nobu, the most-named (139 of 288)

26
tracked brands named at least once (of 26)

86.7%
of Google searches showed an AI Overview (39 of 45)

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KEY FINDINGS

01 What the data shows

MEASURED APPEARANCE

Nobu

Nobu: 139/288 returned four-engine answers (48.3%; 95% interval 42.6–54.0%).

NAMED FIRST

83/288 (28.8%)

Nobu was the first brand named in 83 of 288 answers, more than any other tracked brand. Its average first position was 1.7.

OWN-SITE CITATIONS

33/288 (11.5%)

Tao Group Hospitality's own domains were cited in 33 of 288 grounded answers, more than any other tracked brand. Nobu followed at 24 of 288. 8 of 26 tracked brands had 0 of 288.

AIO TRIGGER

39/45 (86.7%)

Google AI Overviews appeared on 39 of 45 searches (CI 73.8–93.7%). On the other 6, no overview was shown.

AIO LEADER

11/39 (28.2%)

Nobu was the brand named most often in AI Overviews, at 11 of 39, followed by Wolfgang Puck and Hakkasan at 7 of 39 each (17.9%). In the four-engine set, Nobu was named in 139 of 288 answers (48.3%).

TOP DOMAIN

74/288 (25.7%)

en.wikipedia.org was cited in 74 of 288 grounded four-engine answers, with 133 of 2,489 citations (5.3%). guide.michelin.com received the second-most citations (57) but appeared in only 15 answers (5.2%); tastingtable.com appeared in the second-most answers, 40 of 288 (13.9%).

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	Nobu	48.3%	139/288
2	Jose Andres Group	21.5%	62/288
3	Gordon Ramsay Restaurants	20.8%	60/288
4	Wolfgang Puck	20.5%	59/288
5	Tao Group Hospitality	16.3%	47/288
6	Four Seasons Private Residences	12.5%	36/288
7	Bobby Flay	12.2%	35/288
8	Hakkasan	12.2%	35/288
9	Major Food Group	12.2%	35/288
10	Aman	11.5%	33/288
11	Marquee	10.8%	31/288
12	Emeril's	10.1%	29/288
13	Cipriani	9.4%	27/288
14	The Greenwich Hotel	9.4%	27/288
15	LIV	9.0%	26/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 288 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,489 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Nobu	139/288	48.3%	42.6–54%	1.7	8.3% (24/288)	1%
2	Jose Andres Group	62/288	21.5%	17.2–26.6%	2.8	2.1% (6/288)	0.2%
3	Gordon Ramsay Restaurants	60/288	20.8%	16.5–25.9%	2	3.5% (10/288)	0.4%
4	Wolfgang Puck	59/288	20.5%	16.2–25.5%	2.7	3.1% (9/288)	0.4%
5	Tao Group Hospitality	47/288	16.3%	12.5–21%	1.8	11.5% (33/288)	1.9%
6	Four Seasons Private Residences	36/288	12.5%	9.2–16.8%	1.6	1% (3/288)	0.1%
7	Bobby Flay	35/288	12.2%	8.9–16.4%	3	0.3% (1/288)	0%
8	Hakkasan	35/288	12.2%	8.9–16.4%	2.2	1% (3/288)	0.1%
9	Major Food Group	35/288	12.2%	8.9–16.4%	2.8	3.1% (9/288)	0.4%
10	Aman	33/288	11.5%	8.3–15.7%	1.7	1.7% (5/288)	0.2%
11	Marquee	31/288	10.8%	7.7–14.9%	2.3	0% (0/288)	0%
12	Emeril's	29/288	10.1%	7.1–14.1%	3.4	0% (0/288)	0%
13	Cipriani	27/288	9.4%	6.5–13.3%	2.6	0.7% (2/288)	0.1%
14	The Greenwich Hotel	27/288	9.4%	6.5–13.3%	1.2	0% (0/288)	0%
15	LIV	26/288	9%	6.2–12.9%	3.6	1% (3/288)	0.1%
16	Groot Hospitality	25/288	8.7%	5.9–12.5%	3	2.4% (7/288)	0.3%
17	E11EVEN	19/288	6.6%	4.3–10.1%	2.4	1% (3/288)	0.1%
18	Guy Fieri	18/288	6.3%	4–9.7%	4.4	0.3% (1/288)	0%
19	XS Nightclub	14/288	4.9%	2.9–8%	1.9	0% (0/288)	0%
20	Margaritaville	13/288	4.5%	2.7–7.6%	2.3	0.3% (1/288)	0%
21	The h.wood Group	9/288	3.1%	1.7–5.8%	4.7	2.1% (6/288)	0.2%
22	Wahlburgers	9/288	3.1%	1.7–5.8%	2.2	0% (0/288)	0%
23	Casa Tua	7/288	2.4%	1.2–4.9%	4.7	0% (0/288)	0%
24	Catch Hospitality Group	4/288	1.4%	0.5–3.5%	2	0% (0/288)	0%
25	Zuma	3/288	1%	0.4–3%	2	0% (0/288)	0%
26	Mr Chow	1/288	0.3%	0.1–1.9%	3	0.3% (1/288)	0%

02 THE LEADERBOARD

Question group: Celebrity restaurants

60 returned four-engine answers to this group's 5 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Nobu	43/60	71.7%	59.2–81.5%	36
2	Jose Andres Group	17/60	28.3%	18.5–40.8%	3
3	Gordon Ramsay Restaurants	16/60	26.7%	17.1–39.0%	9
4	Wolfgang Puck	15/60	25.0%	15.8–37.2%	0
5	Bobby Flay	12/60	20.0%	11.8–31.8%	0
6	Major Food Group	12/60	20.0%	11.8–31.8%	12
7	Wahlburgers	9/60	15.0%	8.1–26.1%	0
8	Guy Fieri	7/60	11.7%	5.8–22.2%	0
9	Catch Hospitality Group	4/60	6.7%	2.6–15.9%	0
10	Emeril's	3/60	5.0%	1.7–13.7%	0
11	Zuma	3/60	5.0%	1.7–13.7%	0
12	Margaritaville	2/60	3.3%	0.9–11.4%	0
13	Mr Chow	1/60	1.7%	0.3–8.9%	0
14	Tao Group Hospitality	1/60	1.7%	0.3–8.9%	0
15	Aman	0/60	0.0%	-0.0–6.0%	0
16	Casa Tua	0/60	0.0%	-0.0–6.0%	0
17	Cipriani	0/60	0.0%	-0.0–6.0%	0
18	E11EVEN	0/60	0.0%	-0.0–6.0%	0
19	Four Seasons Private Residences	0/60	0.0%	-0.0–6.0%	0
20	Groot Hospitality	0/60	0.0%	-0.0–6.0%	0
21	Hakkasan	0/60	0.0%	-0.0–6.0%	0
22	LIV	0/60	0.0%	-0.0–6.0%	0
23	Marquee	0/60	0.0%	-0.0–6.0%	0
24	The Greenwich Hotel	0/60	0.0%	-0.0–6.0%	0
25	The h.wood Group	0/60	0.0%	-0.0–6.0%	0
26	XS Nightclub	0/60	0.0%	-0.0–6.0%	0

02 THE LEADERBOARD

Question group: Celebrity chef restaurants

48 returned four-engine answers to this group's 4 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Wolfgang Puck	38/48	79.2%	65.7–88.3%	11
2	Jose Andres Group	37/48	77.1%	63.5–86.7%	7
3	Gordon Ramsay Restaurants	36/48	75.0%	61.2–85.1%	17
4	Emeril's	26/48	54.2%	40.3–67.4%	4
5	Bobby Flay	17/48	35.4%	23.4–49.6%	6
6	Nobu	10/48	20.8%	11.7–34.3%	1
7	Guy Fieri	9/48	18.8%	10.2–31.9%	0
8	Aman	0/48	0.0%	0.0–7.4%	0
9	Casa Tua	0/48	0.0%	0.0–7.4%	0
10	Catch Hospitality Group	0/48	0.0%	0.0–7.4%	0
11	Cipriani	0/48	0.0%	0.0–7.4%	0
12	E11EVEN	0/48	0.0%	0.0–7.4%	0
13	Four Seasons Private Residences	0/48	0.0%	0.0–7.4%	0
14	Groot Hospitality	0/48	0.0%	0.0–7.4%	0
15	Hakkasan	0/48	0.0%	0.0–7.4%	0
16	LIV	0/48	0.0%	0.0–7.4%	0
17	Major Food Group	0/48	0.0%	0.0–7.4%	0
18	Margaritaville	0/48	0.0%	0.0–7.4%	0
19	Marquee	0/48	0.0%	0.0–7.4%	0
20	Mr Chow	0/48	0.0%	0.0–7.4%	0
21	Tao Group Hospitality	0/48	0.0%	0.0–7.4%	0
22	The Greenwich Hotel	0/48	0.0%	0.0–7.4%	0
23	The h.wood Group	0/48	0.0%	0.0–7.4%	0
24	Wahlburgers	0/48	0.0%	0.0–7.4%	0
25	XS Nightclub	0/48	0.0%	0.0–7.4%	0
26	Zuma	0/48	0.0%	0.0–7.4%	0

THE LEADERBOARD

02 Question group: Celebrity hotels

60 returned four-engine answers to this group's 5 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Nobu	56/60	93.3%	84.1–97.4%	33
2	The Greenwich Hotel	27/60	45.0%	33.1–57.5%	22
3	Margaritaville	11/60	18.3%	10.6–29.9%	2
4	Gordon Ramsay Restaurants	6/60	10.0%	4.7–20.1%	0
5	Bobby Flay	5/60	8.3%	3.6–18.1%	0
6	Groot Hospitality	4/60	6.7%	2.6–15.9%	0
7	Tao Group Hospitality	4/60	6.7%	2.6–15.9%	0
8	Aman	2/60	3.3%	0.9–11.4%	0
9	Hakkasan	2/60	3.3%	0.9–11.4%	0
10	Guy Fieri	1/60	1.7%	0.3–8.9%	0
11	Casa Tua	0/60	0.0%	-0.0–6.0%	0
12	Catch Hospitality Group	0/60	0.0%	-0.0–6.0%	0
13	Cipriani	0/60	0.0%	-0.0–6.0%	0
14	E11EVEN	0/60	0.0%	-0.0–6.0%	0
15	Emeril's	0/60	0.0%	-0.0–6.0%	0
16	Four Seasons Private Residences	0/60	0.0%	-0.0–6.0%	0
17	Jose Andres Group	0/60	0.0%	-0.0–6.0%	0
18	LIV	0/60	0.0%	-0.0–6.0%	0
19	Major Food Group	0/60	0.0%	-0.0–6.0%	0
20	Marquee	0/60	0.0%	-0.0–6.0%	0
21	Mr Chow	0/60	0.0%	-0.0–6.0%	0
22	The h.wood Group	0/60	0.0%	-0.0–6.0%	0
23	Wahlburgers	0/60	0.0%	-0.0–6.0%	0
24	Wolfgang Puck	0/60	0.0%	-0.0–6.0%	0
25	XS Nightclub	0/60	0.0%	-0.0–6.0%	0
26	Zuma	0/60	0.0%	-0.0–6.0%	0

02 THE LEADERBOARD

Question group: Nightlife

72 returned four-engine answers to this group's 6 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Tao Group Hospitality	42/72	58.3%	46.8–69.0%	28
2	Hakkasan	33/72	45.8%	34.8–57.3%	2
3	Marquee	31/72	43.1%	32.3–54.6%	12
4	LIV	26/72	36.1%	26.0–47.6%	6
5	Groot Hospitality	21/72	29.2%	19.9–40.5%	9
6	XS Nightclub	14/72	19.4%	12.0–30.0%	6
7	E11EVEN	13/72	18.1%	10.9–28.5%	6
8	Major Food Group	10/72	13.9%	7.7–23.7%	0
9	The h.wood Group	9/72	12.5%	6.7–22.1%	0
10	Nobu	2/72	2.8%	0.8–9.6%	2
11	Aman	0/72	0.0%	0.0–5.1%	0
12	Bobby Flay	0/72	0.0%	0.0–5.1%	0
13	Casa Tua	0/72	0.0%	0.0–5.1%	0
14	Catch Hospitality Group	0/72	0.0%	0.0–5.1%	0
15	Cipriani	0/72	0.0%	0.0–5.1%	0
16	Emeril's	0/72	0.0%	0.0–5.1%	0
17	Four Seasons Private Residences	0/72	0.0%	0.0–5.1%	0
18	Gordon Ramsay Restaurants	0/72	0.0%	0.0–5.1%	0
19	Guy Fieri	0/72	0.0%	0.0–5.1%	0
20	Jose Andres Group	0/72	0.0%	0.0–5.1%	0
21	Margaritaville	0/72	0.0%	0.0–5.1%	0
22	Mr Chow	0/72	0.0%	0.0–5.1%	0
23	The Greenwich Hotel	0/72	0.0%	0.0–5.1%	0
24	Wahlburgers	0/72	0.0%	0.0–5.1%	0
25	Wolfgang Puck	0/72	0.0%	0.0–5.1%	0
26	Zuma	0/72	0.0%	0.0–5.1%	0

THE LEADERBOARD

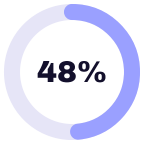
02 Question group: Branded residences

48 returned four-engine answers to this group's 4 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Four Seasons Private Residences	36/48	75.0%	61.2–85.1%	22
2	Aman	31/48	64.6%	50.4–76.6%	12
3	Nobu	28/48	58.3%	44.3–71.2%	11
4	Cipriani	27/48	56.3%	42.3–69.3%	3
5	Major Food Group	13/48	27.1%	16.6–41.0%	0
6	Jose Andres Group	8/48	16.7%	8.7–29.6%	0
7	Casa Tua	7/48	14.6%	7.2–27.2%	0
8	E11EVEN	6/48	12.5%	5.9–24.7%	0
9	Wolfgang Puck	6/48	12.5%	5.9–24.7%	0
10	Gordon Ramsay Restaurants	2/48	4.2%	1.2–14.0%	0
11	Bobby Flay	1/48	2.1%	0.4–10.9%	0
12	Guy Fieri	1/48	2.1%	0.4–10.9%	0
13	Catch Hospitality Group	0/48	0.0%	0.0–7.4%	0
14	Emeril's	0/48	0.0%	0.0–7.4%	0
15	Groot Hospitality	0/48	0.0%	0.0–7.4%	0
16	Hakkasan	0/48	0.0%	0.0–7.4%	0
17	LIV	0/48	0.0%	0.0–7.4%	0
18	Margaritaville	0/48	0.0%	0.0–7.4%	0
19	Marquee	0/48	0.0%	0.0–7.4%	0
20	Mr Chow	0/48	0.0%	0.0–7.4%	0
21	Tao Group Hospitality	0/48	0.0%	0.0–7.4%	0
22	The Greenwich Hotel	0/48	0.0%	0.0–7.4%	0
23	The h.wood Group	0/48	0.0%	0.0–7.4%	0
24	Wahlburgers	0/48	0.0%	0.0–7.4%	0
25	XS Nightclub	0/48	0.0%	0.0–7.4%	0
26	Zuma	0/48	0.0%	0.0–7.4%	0

PROFILES

03 The top eight, side by side

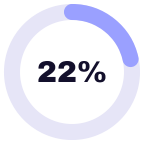


RANK 1

Nobu

139/288 answers · 95% CI 42.6–54%

1.7	8.3%	1%
first-mention position	owned-domain citation (24/288)	citation share



RANK 2

Jose Andres Group

62/288 answers · 95% CI 17.2–26.6%

2.8	2.1%	0.2%
first-mention position	owned-domain citation (6/288)	citation share



RANK 3

Gordon Ramsay Restaurants

60/288 answers · 95% CI 16.5–25.9%

2	3.5%	0.4%
first-mention position	owned-domain citation (10/288)	citation share

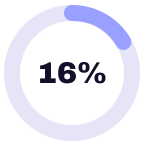


RANK 4

Wolfgang Puck

59/288 answers · 95% CI 16.2–25.5%

2.7	3.1%	0.4%
first-mention position	owned-domain citation (9/288)	citation share



RANK 5

Tao Group Hospitality

47/288 answers · 95% CI 12.5–21%

1.8	11.5%	1.9%
first-mention position	owned-domain citation (33/288)	citation share

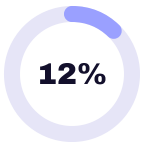


RANK 6

Four Seasons Private Residences

36/288 answers · 95% CI 9.2–16.8%

1.6	1%	0.1%
first-mention position	owned-domain citation (3/288)	citation share

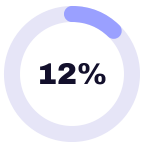


RANK 7

Bobby Flay

35/288 answers · 95% CI 8.9–16.4%

3	0.3%	0%
first-mention position	owned-domain citation (1/288)	citation share



RANK 8

Hakkasan

35/288 answers · 95% CI 8.9–16.4%

2.2	1%	0.1%
first-mention position	owned-domain citation (3/288)	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
Nobu			**51.4%**
Gordon Ramsay Restaur...			**25%**
Wolfgang Puck			**19.4%**
Tao Group Hospitality			**18.1%**
Bobby Flay			**15.3%**
Jose Andres Group			**13.9%**

Claude

	72 ASKED	72 RETURNED	72 GROUNDED
Nobu			**50%**
Jose Andres Group			**26.4%**
Wolfgang Puck			**23.6%**
Gordon Ramsay Restaur...			**20.8%**
Tao Group Hospitality			**20.8%**
Four Seasons Private Re...			**15.3%**

Gemini

	72 ASKED	72 RETURNED	72 GROUNDED
Nobu			**45.8%**
Jose Andres Group			**22.2%**
Wolfgang Puck			**20.8%**
Groot Hospitality			**19.4%**
Gordon Ramsay Restaur...			**18.1%**
Marquee			**16.7%**

Perplexity

	72 ASKED	72 RETURNED	72 GROUNDED
Nobu			**45.8%**
Jose Andres Group			**23.6%**
Gordon Ramsay Restaur...			**19.4%**
Wolfgang Puck			**18.1%**
Bobby Flay			**15.3%**
Tao Group Hospitality			**12.5%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 45 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 39 = 327 answers.



TRIGGER RATE

Google AI Overviews appeared on 39 of 45 searches (86.7%, CI 73.8–93.7%). The other 6 searches showed no overview. Within the 39 overviews, Nobu was named in 11 (28.2%), Wolfgang Puck was named in 7 (17.9%), Hakkasan was named in 7 (17.9%), Jose Andres Group was named in 6 (15.4%). facebook.com was the most-cited source, with 12 citations and an appearance in 10 of 39 overviews.

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

1	Nobu	45.9%	=
2	Jose Andres Group	20.8%	=
3	Wolfgang Puck	20.2%	▲ 1
4	Gordon Ramsay Restaurants	19.3%	▼ 1
5	Tao Group Hospitality	15.9%	=
6	Hakkasan	12.8%	▲ 2
7	Major Food Group	12.5%	▲ 2
8	Bobby Flay	11.6%	▼ 1
9	Four Seasons Private Residences	11.3%	▼ 3
10	Aman	11.0%	=

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

Nobu 100%

Wahlburgers	58.3%
Margaritaville	16.7%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Jose Andres Group 100%

Wolfgang Puck	91.7%
Gordon Ramsay Restaurants	91.7%

AI Overview shown on 2 of 2 searches

Q04 · 12 ANSWERS

Tao Group Hospitality 100%

TIED WITH HAKKASAN

Hakkasan	100%
Groot Hospitality	50%

AI Overview shown on 2 of 3 searches

Q05 · 12 ANSWERS

E11EVEN 100%

LIV	75%

AI Overview shown on 1 of 3 searches

Q06 · 12 ANSWERS

Gordon Ramsay Restaurants 100%

Jose Andres Group	91.7%
Bobby Flay	91.7%

AI Overview shown on 1 of 2 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,489 citations in total. en.wikipedia.org was cited most often, with 133 citations (5.3%) across 74 answers. Next came guide.michelin.com (57), taogroup.com (48), tastingtable.com (43), hauteliving.com (37), yelp.com (33).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

en.wikipedia.org	**25.7%**
tastingtable.com	**13.9%**
taogroup.com	**11.5%**
hauteliving.com	**11.1%**
forbes.com	**10.1%**
wikipedia.org	**10.1%**
timeout.com	**8.7%**
youtube.com	**8.7%**
pos.toasttab.com	**8%**
businessinsider.com	**7.6%**

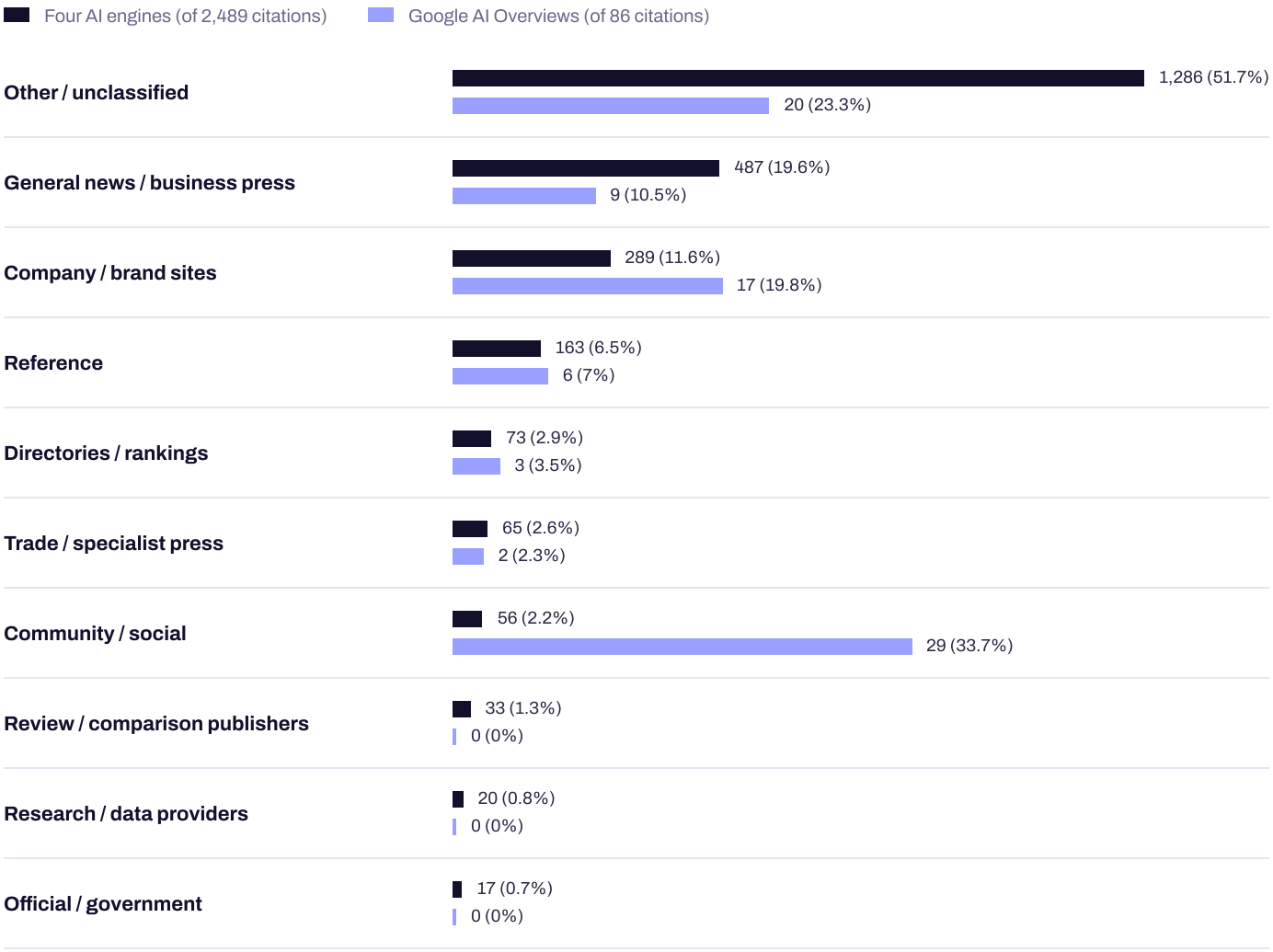
GOOGLE AI OVERVIEWS · SHARE OF 39 OVERVIEWS

facebook.com	**25.6%**
instagram.com	**12.8%**
reddit.com	**12.8%**
taogroup.com	**10.3%**
en.wikipedia.org	**7.7%**
nobuhotels.com	**7.7%**
youtube.com	**5.1%**
hauteresidence.com	**5.1%**
ir.tripadvisor.com	**5.1%**
lasvegasnightclubs.com	**5.1%**

WHO THE ENGINES CITE

07 Citation share by source type

Share of all citations by the type of site cited.



08

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.	Tao Group Hospitality's own domains were cited in 11.5% of grounded answers, Nobu's in 8.3% and Gordon Ramsay Restaurants' in 3.5%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were en.wikipedia.org (in 25.7% of grounded answers), tastingtable.com (13.9%), hauteliving.com (11.1%), forbes.com (10.1%) and wikipedia.org (10.1%). General news and business press supplied 19.6% of citations and reference sites 6.5%.
Check each engine separately.	Claude named Jose Andres Group in 26.4% of answers against 13.9% on ChatGPT. Gemini named LIV in 13.9% of answers against 4.2% on Claude.
Watch names outside the tracked list.	Robert De Niro (37 answers), Per Se (19 answers), The French Laundry (18 answers), Lisa Vanderpump (15 answers), Zouk Nightclub (15 answers) 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

09 What AI answers

Q1 Which celebrity hospitality brands appear in these AI answers?

Nobu: 139/288 returned four-engine answers (48.3%; 95% interval 42.6–54.0%).

Q2 Which tracked name is named first most often?

Nobu was the first brand named in 83 of 288 answers, with an average first position of 1.7.

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

An overview appeared on 39 of 45 searches (86.7%, CI 73.8–93.7%). Within those 39 overviews, Nobu was named most often, in 11 (28.2%).

Q4 Which sources do the engines cite?

Across 2,489 four-engine citations, en.wikipedia.org was cited most (133 citations, in 74 of 288 grounded answers), followed by guide.michelin.com (57 citations).

Q5 Do the four engines agree?

Largely. No tracked name differed by more than 12 points between engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	45
questions		runs each		AI engines		answers		Google searches · 39 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 6 to 7, 2026. United States, English; Google retrieval uses desktop results. Models: gpt-5-mini, claude-sonnet-5-5, gemini-3.6-flash only, sonar-pro. Google AI Overviews come from DataForSEO, not inferred chat answers. Appearance counts returned text, including ungrounded answers; citation rates use grounded answers. Longer overlapping names suppress shorter ones; First mention is the earliest eligible name order. Own-domain rates include declared domains and subdomains; shared parent scopes may count for multiple names and cannot be summed as unique citations.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	45	39 shown	39

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

METRIC DEFINITIONS

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

LIMITATIONS

- Only 26 tracked brands are ranked; results are not an exhaustive market ranking.
- Only the tracked brands were scored. Untracked names that appeared often were not scored, including Robert De Niro (37 answers), Per Se (19 answers), The French Laundry (18 answers), Lisa Vanderpump (15 answers), Zouk Nightclub (15 answers).
- 333 of 360 planned results were returned: 27 of 72 AI Overview lookups were excluded after three attempts because Google search retrieval failed or returned incomplete results. They are not counted as no-overview results.
- 45 successful Google searches: 39 overviews shown; 6 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- No Core question names a tracked name.
- Source types use Company / brand sites only for verified official sites; other unresolved sites are Other / unclassified.
- Wilson 95% intervals are descriptive; overlapping leading intervals do not establish a sole leader. Measurements do not endorse medical, legal, financial or product claims.
- Tao Group Hospitality has been majority owned by Mohari Hospitality since 2023. Hakkasan and Marquee are Tao brands, each counted under its own name. Chef and founder names count for their brands.
- Google Shopping and unresolved google.com/goto links are excluded from cited sources; original URLs remain in the evidence.
- Appearance rates use all returned four-engine answers; own-site citation rates use grounded answers, so the two are separate measures.
- Answers were collected through each engine's API using the model IDs listed in the methodology. The consumer ChatGPT, Claude, Gemini and Perplexity apps can answer differently.

A

APPENDIX

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 are the best celebrity-owned restaurants in the US?	Celebrity restaurants	CORE QUESTION
02	Which celebrity chef restaurants are worth visiting?	Celebrity chef restaurants	CORE QUESTION
03	What are the best celebrity-owned hotels?	Celebrity hotels	CORE QUESTION
04	Which restaurant groups run the most famous nightlife venues?	Nightlife	CORE QUESTION
05	What are the best nightclubs in Miami?	Nightlife	CORE QUESTION
06	What are the best restaurants in Las Vegas owned by celebrities?	Celebrity restaurants	CORE QUESTION
07	Which hotel brands have celebrity founders?	Celebrity hotels	CORE QUESTION
08	Which branded residences are linked to celebrities or restaurant brands?	Branded residences	CORE QUESTION
09	Where should I eat sushi at a high-end celebrity restaurant?	Celebrity restaurants	CORE QUESTION
10	What are the most famous restaurant groups in New York?	Celebrity restaurants	CORE QUESTION
11	Which celebrity-owned restaurants in Los Angeles are popular?	Celebrity restaurants	ADDED QUESTION
12	Which celebrity chefs have restaurants in multiple US cities?	Celebrity chef restaurants	ADDED QUESTION
13	What are the most famous celebrity chef steakhouses?	Celebrity chef restaurants	ADDED QUESTION
14	Which celebrity chef restaurants have Michelin stars in the US?	Celebrity chef restaurants	ADDED QUESTION
15	Which celebrities have opened hotels in the United States?	Celebrity hotels	ADDED QUESTION
16	Which hotels in Las Vegas are linked to celebrity brands?	Celebrity hotels	ADDED QUESTION
17	Which restaurant brands also operate hotels?	Celebrity hotels	ADDED QUESTION
18	Which branded residences in Miami are linked to hospitality brands?	Branded residences	ADDED QUESTION
19	Which branded residences in New York are linked to restaurant or hotel brands?	Branded residences	ADDED QUESTION
20	Which hospitality brands sell branded residences in the US?	Branded residences	ADDED QUESTION
21	What are the most famous nightclubs in Las Vegas?	Nightlife	ADDED QUESTION
22	Which celebrities own nightclubs or lounges in the US?	Nightlife	ADDED QUESTION
23	Which hospitality groups operate restaurants and nightclubs together?	Nightlife	ADDED QUESTION
24	What are the most famous nightlife venues in New York?	Nightlife	ADDED QUESTION

5W

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