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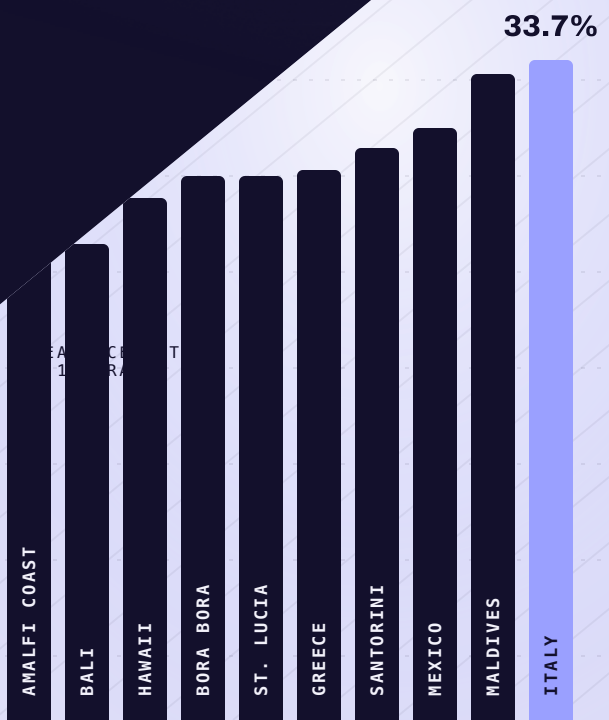
HONEYMOON DESTINATIONS INDEX 2.0

Which honeymoon places AI engines name
288 AI answers · November 7 to 8, 2026

Measured :
November 7 to 8, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 64 Google AI Overviews

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AT A GLANCE

No sole leader is established. 10 others are within its margin.

Italy: 97/288 returned four-engine answers (33.7%; 95% interval 28.5–39.3%). Three or more leading intervals overlap; no sole leader is established.

> Version 2. This version replaces the first version of this study, first published May 23, 2026. It uses measured counts, so the two versions are not comparable.

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

33.7%
of answers named Italy, the most-named (97 of 288)

40
tracked destinations named at least once (of 40)

97%
of Google searches showed an AI Overview (64 of 66)

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KEY FINDINGS

01 What the data shows

MEASURED APPEARANCE

Italy

Italy: 97/288 returned four-engine answers (33.7%; 95% interval 28.5–39.3%). Three or more leading intervals overlap; no sole leader is established.

NAMED FIRST

42/288 (14.6%)

Maldives was the first destination named in 42 of 288 answers, more than any other tracked destination. The Maldives' average first position was 3.3. Italy was named first in 6 of 288.

CLAUDE SKEW

27/72 (37.5%)

Claude named Hawaii in 27 of 72 answers. The other engines named it in 15 to 18 of 72.

AIO TRIGGER

64/66 (97%)

Google AI Overviews appeared on 64 of 66 searches (CI 89.6–99.2%). On the other 2, no overview was shown.

AIO LEADER

23/64 (35.9%)

Italy was the destination named most often in AI Overviews, at 23 of 64, followed by Bora Bora at 22 of 64 (34.4%). In the four-engine set, Italy was named in 97 of 288 answers (33.7%).

TOP DOMAIN

86/282 (30.5%)

theknot.com was cited in 86 of 282 grounded four-engine answers, with 90 of 2,449 citations (3.7%). travelandleisure.com came second with 87 citations in 64 answers (22.7%).

THE LEADERBOARD

02 Which destinations 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	Italy	33.7%	97/288
2	Maldives	33.0%	95/288
3	Mexico	30.2%	87/288
4	Santorini	29.2%	84/288
5	Greece	28.1%	81/288
6	Bora Bora	27.8%	80/288
7	St. Lucia	27.8%	80/288
8	Hawaii	26.7%	77/288
9	Bali	24.3%	70/288
10	Amalfi Coast	24.0%	69/288
11	Thailand	23.6%	68/288
12	Portugal	21.5%	62/288
13	Jamaica	18.1%	52/288
14	New Zealand	18.1%	52/288
15	Maui	17.7%	51/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 282 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,449 citations. Places are counted by the name used: a mention of Santorini does not count for Greece, and the reverse.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**Italy**	97/288	**33.7%**	28.5–39.3%	4.5	not available	not available
2	**Maldives**	95/288	**33%**	27.8–38.6%	3.3	not available	not available
3	**Mexico**	87/288	**30.2%**	25.2–35.7%	4	not available	not available
4	**Santorini**	84/288	**29.2%**	24.2–34.7%	4.1	not available	not available
5	**Greece**	81/288	**28.1%**	23.2–33.6%	5.1	not available	not available
6	**Bora Bora**	80/288	**27.8%**	22.9–33.2%	3.2	not available	not available
7	**St. Lucia**	80/288	**27.8%**	22.9–33.2%	3.7	not available	not available
8	**Hawaii**	77/288	**26.7%**	22–32.1%	5.6	not available	not available
9	**Bali**	70/288	**24.3%**	19.7–29.6%	5.4	not available	not available
10	**Amalfi Coast**	69/288	**24%**	19.4–29.2%	4.1	not available	not available
11	**Thailand**	68/288	**23.6%**	19.1–28.8%	5.8	not available	not available
12	**Portugal**	62/288	**21.5%**	17.2–26.6%	5.2	not available	not available
13	**Jamaica**	52/288	**18.1%**	14–22.9%	3.9	not available	not available
14	**New Zealand**	52/288	**18.1%**	14–22.9%	3.6	not available	not available
15	**Maui**	51/288	**17.7%**	13.7–22.5%	4.8	not available	not available
16	**Iceland**	50/288	**17.4%**	13.4–22.2%	4.1	not available	not available
17	**Tanzania**	49/288	**17%**	13.1–21.8%	3.4	not available	not available
18	**Cape Town**	48/288	**16.7%**	12.8–21.4%	5.1	not available	not available
19	**Costa Rica**	48/288	**16.7%**	12.8–21.4%	4.7	not available	not available
20	**Riviera Maya**	46/288	**16%**	12.2–20.6%	4.4	not available	not available
21	**Napa Valley**	44/288	**15.3%**	11.6–19.9%	2.8	not available	not available
22	**Seychelles**	40/288	**13.9%**	10.4–18.4%	6.2	not available	not available
23	**Cancun**	38/288	**13.2%**	9.8–17.6%	4	not available	not available
24	**Kenya**	38/288	**13.2%**	9.8–17.6%	4	not available	not available
25	**Japan**	36/288	**12.5%**	9.2–16.8%	7.1	not available	not available
26	**Tuscany**	33/288	**11.5%**	8.3–15.7%	5.3	not available	not available
27	**Paris**	32/288	**11.1%**	8–15.3%	6.5	not available	not available
28	**Fiji**	30/288	**10.4%**	7.4–14.5%	4.2	not available	not available

THE LEADERBOARD

02 The full list (continued)

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
29	Mykonos	30/288	10.4%	7.4–14.5%	5.5	not available	not available
30	Botswana	29/288	10.1%	7.1–14.1%	3.9	not available	not available
31	Vietnam	29/288	10.1%	7.1–14.1%	7.4	not available	not available
32	Croatia	25/288	8.7%	5.9–12.5%	8	not available	not available
33	Lake Como	25/288	8.7%	5.9–12.5%	5.6	not available	not available
34	Mauritius	24/288	8.3%	5.7–12.1%	5.8	not available	not available
35	Turks and Caicos	22/288	7.6%	5.1–11.3%	3.6	not available	not available
36	Los Cabos	21/288	7.3%	4.8–10.9%	4.5	not available	not available
37	Puerto Rico	20/288	6.9%	4.5–10.5%	5.9	not available	not available
38	Sri Lanka	20/288	6.9%	4.5–10.5%	6.8	not available	not available
39	Tahiti	19/288	6.6%	4.3–10.1%	2.8	not available	not available
40	Patagonia	16/288	5.6%	3.4–8.8%	3.4	not available	not available

02 THE LEADERBOARD

Question group: Overall

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	Maldives	40/60	66.7%	54.1–77.3%	19
2	Italy	36/60	60.0%	47.4–71.4%	0
3	Bali	35/60	58.3%	45.7–69.9%	7
4	Japan	29/60	48.3%	36.2–60.7%	0
5	Hawaii	27/60	45.0%	33.1–57.5%	11
6	St. Lucia	27/60	45.0%	33.1–57.5%	7
7	Santorini	26/60	43.3%	31.6–55.9%	0
8	Bora Bora	23/60	38.3%	27.1–51.0%	3
9	Amalfi Coast	22/60	36.7%	25.6–49.3%	0
10	Greece	21/60	35.0%	24.2–47.6%	0
11	Maui	20/60	33.3%	22.7–45.9%	0
12	Napa Valley	20/60	33.3%	22.7–45.9%	5
13	Tuscany	20/60	33.3%	22.7–45.9%	7
14	Thailand	17/60	28.3%	18.5–40.8%	0
15	Mexico	16/60	26.7%	17.1–39.0%	1
16	Paris	15/60	25.0%	15.8–37.2%	0
17	Jamaica	10/60	16.7%	9.3–28.0%	0
18	Portugal	10/60	16.7%	9.3–28.0%	0
19	Sri Lanka	10/60	16.7%	9.3–28.0%	0
20	Vietnam	10/60	16.7%	9.3–28.0%	0
21	Seychelles	9/60	15.0%	8.1–26.1%	0
22	Lake Como	8/60	13.3%	6.9–24.2%	0
23	Cancun	7/60	11.7%	5.8–22.2%	0
24	Croatia	5/60	8.3%	3.6–18.1%	0
25	Los Cabos	5/60	8.3%	3.6–18.1%	0
26	Riviera Maya	5/60	8.3%	3.6–18.1%	0
27	Mauritius	4/60	6.7%	2.6–15.9%	0
28	Turks and Caicos	4/60	6.7%	2.6–15.9%	0
29	Cape Town	3/60	5.0%	1.7–13.7%	0
30	Fiji	3/60	5.0%	1.7–13.7%	0
31	Mykonos	3/60	5.0%	1.7–13.7%	0
32	Costa Rica	1/60	1.7%	0.3–8.9%	0
33	Kenya	1/60	1.7%	0.3–8.9%	0

02 THE LEADERBOARD

Question group: Luxury

36 returned four-engine answers to this group's 3 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Bora Bora	34/36	94.4%	81.9–98.5%	20
2	Maldives	24/36	66.7%	50.3–79.8%	13
3	Fiji	23/36	63.9%	47.6–77.5%	0
4	Tahiti	13/36	36.1%	22.5–52.4%	0
5	Amalfi Coast	12/36	33.3%	20.2–49.7%	0
6	Mexico	12/36	33.3%	20.2–49.7%	0
7	St. Lucia	11/36	30.6%	18.0–46.9%	0
8	Italy	10/36	27.8%	15.8–44.0%	2
9	Jamaica	8/36	22.2%	11.7–38.1%	0
10	Riviera Maya	7/36	19.4%	9.8–35.0%	0
11	New Zealand	6/36	16.7%	7.9–31.9%	0
12	Santorini	6/36	16.7%	7.9–31.9%	0
13	Bali	5/36	13.9%	6.1–28.7%	0
14	Greece	5/36	13.9%	6.1–28.7%	0
15	Tuscany	5/36	13.9%	6.1–28.7%	0
16	Kenya	4/36	11.1%	4.4–25.3%	0
17	Lake Como	4/36	11.1%	4.4–25.3%	0
18	Seychelles	4/36	11.1%	4.4–25.3%	0
19	Hawaii	3/36	8.3%	2.9–21.8%	0
20	Los Cabos	3/36	8.3%	2.9–21.8%	0
21	Maui	3/36	8.3%	2.9–21.8%	0
22	Mauritius	3/36	8.3%	2.9–21.8%	0
23	Tanzania	3/36	8.3%	2.9–21.8%	0
24	Thailand	3/36	8.3%	2.9–21.8%	0
25	Vietnam	3/36	8.3%	2.9–21.8%	0
26	Botswana	2/36	5.6%	1.5–18.1%	0
27	Japan	2/36	5.6%	1.5–18.1%	0
28	Cape Town	1/36	2.8%	0.5–14.2%	0
29	Patagonia	1/36	2.8%	0.5–14.2%	0
30	Turks and Caicos	1/36	2.8%	0.5–14.2%	0
31	Cancun	0/36	0.0%	0.0–9.6%	0
32	Costa Rica	0/36	0.0%	0.0–9.6%	0
33	Croatia	0/36	0.0%	0.0–9.6%	0

02 THE LEADERBOARD

Question group: Budget

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Mexico	24/24	100.0%	86.2–100.0%	6
2	Portugal	22/24	91.7%	74.2–97.7%	1
3	Riviera Maya	19/24	79.2%	59.5–90.8%	8
4	Bali	18/24	75.0%	55.1–88.0%	4
5	Cancun	17/24	70.8%	50.8–85.1%	1
6	Costa Rica	17/24	70.8%	50.8–85.1%	0
7	Thailand	17/24	70.8%	50.8–85.1%	0
8	Puerto Rico	14/24	58.3%	38.8–75.5%	0
9	Jamaica	13/24	54.2%	35.1–72.1%	2
10	Greece	11/24	45.8%	27.9–64.9%	0
11	Vietnam	11/24	45.8%	27.9–64.9%	2
12	Hawaii	5/24	20.8%	9.2–40.5%	0
13	Italy	5/24	20.8%	9.2–40.5%	0
14	Santorini	5/24	20.8%	9.2–40.5%	0
15	Sri Lanka	5/24	20.8%	9.2–40.5%	0
16	Croatia	2/24	8.3%	2.3–25.8%	0
17	Mykonos	2/24	8.3%	2.3–25.8%	0
18	Amalfi Coast	1/24	4.2%	0.7–20.2%	0
19	Maui	1/24	4.2%	0.7–20.2%	0
20	St. Lucia	1/24	4.2%	0.7–20.2%	0
21	Bora Bora	0/24	0.0%	0.0–13.8%	0
22	Botswana	0/24	0.0%	0.0–13.8%	0
23	Cape Town	0/24	0.0%	0.0–13.8%	0
24	Fiji	0/24	0.0%	0.0–13.8%	0
25	Iceland	0/24	0.0%	0.0–13.8%	0
26	Japan	0/24	0.0%	0.0–13.8%	0
27	Kenya	0/24	0.0%	0.0–13.8%	0
28	Lake Como	0/24	0.0%	0.0–13.8%	0
29	Los Cabos	0/24	0.0%	0.0–13.8%	0
30	Maldives	0/24	0.0%	0.0–13.8%	0
31	Mauritius	0/24	0.0%	0.0–13.8%	0
32	Napa Valley	0/24	0.0%	0.0–13.8%	0
33	New Zealand	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: Adventure

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Costa Rica	23/24	95.8%	79.8–99.3%	5
2	New Zealand	23/24	95.8%	79.8–99.3%	6
3	Iceland	21/24	87.5%	69.0–95.7%	0
4	Tanzania	15/24	62.5%	42.7–78.8%	0
5	Hawaii	12/24	50.0%	31.4–68.6%	3
6	Patagonia	11/24	45.8%	27.9–64.9%	7
7	Italy	10/24	41.7%	24.5–61.2%	3
8	Kenya	8/24	33.3%	18.0–53.3%	0
9	Portugal	7/24	29.2%	14.9–49.2%	0
10	St. Lucia	5/24	20.8%	9.2–40.5%	0
11	Cape Town	4/24	16.7%	6.7–35.9%	0
12	Bali	3/24	12.5%	4.3–31.0%	0
13	Botswana	3/24	12.5%	4.3–31.0%	0
14	Maldives	3/24	12.5%	4.3–31.0%	0
15	Sri Lanka	3/24	12.5%	4.3–31.0%	0
16	Seychelles	2/24	8.3%	2.3–25.8%	0
17	Vietnam	2/24	8.3%	2.3–25.8%	0
18	Japan	1/24	4.2%	0.7–20.2%	0
19	Lake Como	1/24	4.2%	0.7–20.2%	0
20	Maui	1/24	4.2%	0.7–20.2%	0
21	Amalfi Coast	0/24	0.0%	0.0–13.8%	0
22	Bora Bora	0/24	0.0%	0.0–13.8%	0
23	Cancun	0/24	0.0%	0.0–13.8%	0
24	Croatia	0/24	0.0%	0.0–13.8%	0
25	Fiji	0/24	0.0%	0.0–13.8%	0
26	Greece	0/24	0.0%	0.0–13.8%	0
27	Jamaica	0/24	0.0%	0.0–13.8%	0
28	Los Cabos	0/24	0.0%	0.0–13.8%	0
29	Mauritius	0/24	0.0%	0.0–13.8%	0
30	Mexico	0/24	0.0%	0.0–13.8%	0
31	Mykonos	0/24	0.0%	0.0–13.8%	0
32	Napa Valley	0/24	0.0%	0.0–13.8%	0
33	Paris	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: Season

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Bora Bora	14/24	58.3%	38.8–75.5%	2
2	Maldives	14/24	58.3%	38.8–75.5%	10
3	Hawaii	12/24	50.0%	31.4–68.6%	0
4	Maui	12/24	50.0%	31.4–68.6%	0
5	Amalfi Coast	11/24	45.8%	27.9–64.9%	5
6	Italy	11/24	45.8%	27.9–64.9%	0
7	Santorini	11/24	45.8%	27.9–64.9%	3
8	St. Lucia	11/24	45.8%	27.9–64.9%	2
9	Thailand	11/24	45.8%	27.9–64.9%	0
10	Bali	9/24	37.5%	21.2–57.3%	1
11	Greece	9/24	37.5%	21.2–57.3%	0
12	Cape Town	7/24	29.2%	14.9–49.2%	0
13	Tanzania	6/24	25.0%	12.0–44.9%	0
14	New Zealand	5/24	20.8%	9.2–40.5%	0
15	Iceland	4/24	16.7%	6.7–35.9%	0
16	Costa Rica	3/24	12.5%	4.3–31.0%	0
17	Seychelles	3/24	12.5%	4.3–31.0%	1
18	Turks and Caicos	3/24	12.5%	4.3–31.0%	0
19	Sri Lanka	2/24	8.3%	2.3–25.8%	0
20	Tahiti	2/24	8.3%	2.3–25.8%	0
21	Kenya	1/24	4.2%	0.7–20.2%	0
22	Mykonos	1/24	4.2%	0.7–20.2%	0
23	Portugal	1/24	4.2%	0.7–20.2%	0
24	Tuscany	1/24	4.2%	0.7–20.2%	0
25	Botswana	0/24	0.0%	0.0–13.8%	0
26	Cancun	0/24	0.0%	0.0–13.8%	0
27	Croatia	0/24	0.0%	0.0–13.8%	0
28	Fiji	0/24	0.0%	0.0–13.8%	0
29	Jamaica	0/24	0.0%	0.0–13.8%	0
30	Japan	0/24	0.0%	0.0–13.8%	0
31	Lake Como	0/24	0.0%	0.0–13.8%	0
32	Los Cabos	0/24	0.0%	0.0–13.8%	0
33	Mauritius	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: All-inclusive

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Jamaica	21/24	87.5%	69.0–95.7%	1
2	St. Lucia	21/24	87.5%	69.0–95.7%	20
3	Mexico	13/24	54.2%	35.1–72.1%	0
4	Turks and Caicos	12/24	50.0%	31.4–68.6%	0
5	Cancun	9/24	37.5%	21.2–57.3%	2
6	Riviera Maya	8/24	33.3%	18.0–53.3%	0
7	Los Cabos	7/24	29.2%	14.9–49.2%	0
8	Maldives	6/24	25.0%	12.0–44.9%	0
9	Fiji	4/24	16.7%	6.7–35.9%	0
10	Bora Bora	1/24	4.2%	0.7–20.2%	0
11	Greece	1/24	4.2%	0.7–20.2%	0
12	Puerto Rico	1/24	4.2%	0.7–20.2%	0
13	Tahiti	1/24	4.2%	0.7–20.2%	0
14	Amalfi Coast	0/24	0.0%	0.0–13.8%	0
15	Bali	0/24	0.0%	0.0–13.8%	0
16	Botswana	0/24	0.0%	0.0–13.8%	0
17	Cape Town	0/24	0.0%	0.0–13.8%	0
18	Costa Rica	0/24	0.0%	0.0–13.8%	0
19	Croatia	0/24	0.0%	0.0–13.8%	0
20	Hawaii	0/24	0.0%	0.0–13.8%	0
21	Iceland	0/24	0.0%	0.0–13.8%	0
22	Italy	0/24	0.0%	0.0–13.8%	0
23	Japan	0/24	0.0%	0.0–13.8%	0
24	Kenya	0/24	0.0%	0.0–13.8%	0
25	Lake Como	0/24	0.0%	0.0–13.8%	0
26	Maui	0/24	0.0%	0.0–13.8%	0
27	Mauritius	0/24	0.0%	0.0–13.8%	0
28	Mykonos	0/24	0.0%	0.0–13.8%	0
29	Napa Valley	0/24	0.0%	0.0–13.8%	0
30	New Zealand	0/24	0.0%	0.0–13.8%	0
31	Paris	0/24	0.0%	0.0–13.8%	0
32	Patagonia	0/24	0.0%	0.0–13.8%	0
33	Portugal	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: LGBTQ-friendly

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Iceland	20/24	83.3%	64.1–93.3%	9
2	Thailand	20/24	83.3%	64.1–93.3%	3
3	Cape Town	18/24	75.0%	55.1–88.0%	0
4	New Zealand	17/24	70.8%	50.8–85.1%	3
5	Portugal	14/24	58.3%	38.8–75.5%	1
6	Mexico	13/24	54.2%	35.1–72.1%	2
7	Mykonos	13/24	54.2%	35.1–72.1%	3
8	Santorini	13/24	54.2%	35.1–72.1%	0
9	Greece	12/24	50.0%	31.4–68.6%	0
10	Bora Bora	8/24	33.3%	18.0–53.3%	3
11	Hawaii	6/24	25.0%	12.0–44.9%	0
12	Paris	6/24	25.0%	12.0–44.9%	0
13	Costa Rica	4/24	16.7%	6.7–35.9%	0
14	Croatia	4/24	16.7%	6.7–35.9%	0
15	Japan	4/24	16.7%	6.7–35.9%	0
16	Patagonia	4/24	16.7%	6.7–35.9%	0
17	Riviera Maya	4/24	16.7%	6.7–35.9%	0
18	Cancun	3/24	12.5%	4.3–31.0%	0
19	Puerto Rico	3/24	12.5%	4.3–31.0%	0
20	Vietnam	3/24	12.5%	4.3–31.0%	0
21	Italy	2/24	8.3%	2.3–25.8%	0
22	Maldives	2/24	8.3%	2.3–25.8%	0
23	Maui	2/24	8.3%	2.3–25.8%	0
24	Tahiti	2/24	8.3%	2.3–25.8%	0
25	St. Lucia	1/24	4.2%	0.7–20.2%	0
26	Amalfi Coast	0/24	0.0%	0.0–13.8%	0
27	Bali	0/24	0.0%	0.0–13.8%	0
28	Botswana	0/24	0.0%	0.0–13.8%	0
29	Fiji	0/24	0.0%	0.0–13.8%	0
30	Jamaica	0/24	0.0%	0.0–13.8%	0
31	Kenya	0/24	0.0%	0.0–13.8%	0
32	Lake Como	0/24	0.0%	0.0–13.8%	0
33	Los Cabos	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: Mini-moon

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Napa Valley	24/24	100.0%	86.2–100.0%	17
2	Maui	12/24	50.0%	31.4–68.6%	3
3	Hawaii	11/24	45.8%	27.9–64.9%	0
4	Mexico	9/24	37.5%	21.2–57.3%	1
5	Los Cabos	6/24	25.0%	12.0–44.9%	1
6	Riviera Maya	3/24	12.5%	4.3–31.0%	0
7	St. Lucia	3/24	12.5%	4.3–31.0%	0
8	Cancun	2/24	8.3%	2.3–25.8%	1
9	Puerto Rico	2/24	8.3%	2.3–25.8%	0
10	Turks and Caicos	2/24	8.3%	2.3–25.8%	1
11	Amalfi Coast	0/24	0.0%	0.0–13.8%	0
12	Bali	0/24	0.0%	0.0–13.8%	0
13	Bora Bora	0/24	0.0%	0.0–13.8%	0
14	Botswana	0/24	0.0%	0.0–13.8%	0
15	Cape Town	0/24	0.0%	0.0–13.8%	0
16	Costa Rica	0/24	0.0%	0.0–13.8%	0
17	Croatia	0/24	0.0%	0.0–13.8%	0
18	Fiji	0/24	0.0%	0.0–13.8%	0
19	Greece	0/24	0.0%	0.0–13.8%	0
20	Iceland	0/24	0.0%	0.0–13.8%	0
21	Italy	0/24	0.0%	0.0–13.8%	0
22	Jamaica	0/24	0.0%	0.0–13.8%	0
23	Japan	0/24	0.0%	0.0–13.8%	0
24	Kenya	0/24	0.0%	0.0–13.8%	0
25	Lake Como	0/24	0.0%	0.0–13.8%	0
26	Maldives	0/24	0.0%	0.0–13.8%	0
27	Mauritius	0/24	0.0%	0.0–13.8%	0
28	Mykonos	0/24	0.0%	0.0–13.8%	0
29	New Zealand	0/24	0.0%	0.0–13.8%	0
30	Paris	0/24	0.0%	0.0–13.8%	0
31	Patagonia	0/24	0.0%	0.0–13.8%	0
32	Portugal	0/24	0.0%	0.0–13.8%	0
33	Santorini	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: Europe

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Amalfi Coast	23/24	95.8%	79.8–99.3%	8
2	Italy	23/24	95.8%	79.8–99.3%	1
3	Santorini	23/24	95.8%	79.8–99.3%	14
4	Greece	22/24	91.7%	74.2–97.7%	0
5	Croatia	14/24	58.3%	38.8–75.5%	0
6	Lake Como	12/24	50.0%	31.4–68.6%	0
7	Mykonos	11/24	45.8%	27.9–64.9%	0
8	Paris	11/24	45.8%	27.9–64.9%	0
9	Portugal	8/24	33.3%	18.0–53.3%	0
10	Tuscany	7/24	29.2%	14.9–49.2%	0
11	Iceland	5/24	20.8%	9.2–40.5%	0
12	Hawaii	1/24	4.2%	0.7–20.2%	0
13	Bali	0/24	0.0%	0.0–13.8%	0
14	Bora Bora	0/24	0.0%	0.0–13.8%	0
15	Botswana	0/24	0.0%	0.0–13.8%	0
16	Cancun	0/24	0.0%	0.0–13.8%	0
17	Cape Town	0/24	0.0%	0.0–13.8%	0
18	Costa Rica	0/24	0.0%	0.0–13.8%	0
19	Fiji	0/24	0.0%	0.0–13.8%	0
20	Jamaica	0/24	0.0%	0.0–13.8%	0
21	Japan	0/24	0.0%	0.0–13.8%	0
22	Kenya	0/24	0.0%	0.0–13.8%	0
23	Los Cabos	0/24	0.0%	0.0–13.8%	0
24	Maldives	0/24	0.0%	0.0–13.8%	0
25	Maui	0/24	0.0%	0.0–13.8%	0
26	Mauritius	0/24	0.0%	0.0–13.8%	0
27	Mexico	0/24	0.0%	0.0–13.8%	0
28	Napa Valley	0/24	0.0%	0.0–13.8%	0
29	New Zealand	0/24	0.0%	0.0–13.8%	0
30	Patagonia	0/24	0.0%	0.0–13.8%	0
31	Puerto Rico	0/24	0.0%	0.0–13.8%	0
32	Riviera Maya	0/24	0.0%	0.0–13.8%	0
33	Seychelles	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: Safari

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Botswana	24/24	100.0%	86.2–100.0%	3
2	Kenya	24/24	100.0%	86.2–100.0%	0
3	Tanzania	24/24	100.0%	86.2–100.0%	21
4	Seychelles	22/24	91.7%	74.2–97.7%	0
5	Mauritius	17/24	70.8%	50.8–85.1%	0
6	Cape Town	15/24	62.5%	42.7–78.8%	0
7	Maldives	6/24	25.0%	12.0–44.9%	0
8	Amalfi Coast	0/24	0.0%	0.0–13.8%	0
9	Bali	0/24	0.0%	0.0–13.8%	0
10	Bora Bora	0/24	0.0%	0.0–13.8%	0
11	Cancun	0/24	0.0%	0.0–13.8%	0
12	Costa Rica	0/24	0.0%	0.0–13.8%	0
13	Croatia	0/24	0.0%	0.0–13.8%	0
14	Fiji	0/24	0.0%	0.0–13.8%	0
15	Greece	0/24	0.0%	0.0–13.8%	0
16	Hawaii	0/24	0.0%	0.0–13.8%	0
17	Iceland	0/24	0.0%	0.0–13.8%	0
18	Italy	0/24	0.0%	0.0–13.8%	0
19	Jamaica	0/24	0.0%	0.0–13.8%	0
20	Japan	0/24	0.0%	0.0–13.8%	0
21	Lake Como	0/24	0.0%	0.0–13.8%	0
22	Los Cabos	0/24	0.0%	0.0–13.8%	0
23	Maui	0/24	0.0%	0.0–13.8%	0
24	Mexico	0/24	0.0%	0.0–13.8%	0
25	Mykonos	0/24	0.0%	0.0–13.8%	0
26	Napa Valley	0/24	0.0%	0.0–13.8%	0
27	New Zealand	0/24	0.0%	0.0–13.8%	0
28	Paris	0/24	0.0%	0.0–13.8%	0
29	Patagonia	0/24	0.0%	0.0–13.8%	0
30	Portugal	0/24	0.0%	0.0–13.8%	0
31	Puerto Rico	0/24	0.0%	0.0–13.8%	0
32	Riviera Maya	0/24	0.0%	0.0–13.8%	0
33	Santorini	0/24	0.0%	0.0–13.8%	0

PROFILES

03 The top eight, side by side

34%

RANK 1

Italy

97/288 answers · 95% CI 28.5–39.3%

4.5 first-mention position

not available owned-domain citation (0/282)

not available citation share

33%

RANK 2

Maldives

95/288 answers · 95% CI 27.8–38.6%

3.3 first-mention position

not available owned-domain citation (0/282)

not available citation share

30%

RANK 3

Mexico

87/288 answers · 95% CI 25.2–35.7%

4 first-mention position

not available owned-domain citation (0/282)

not available citation share

29%

RANK 4

Santorini

84/288 answers · 95% CI 24.2–34.7%

4.1 first-mention position

not available owned-domain citation (0/282)

not available citation share

28%

RANK 5

Greece

81/288 answers · 95% CI 23.2–33.6%

5.1 first-mention position

not available owned-domain citation (0/282)

not available citation share

28%

RANK 6

Bora Bora

80/288 answers · 95% CI 22.9–33.2%

3.2 first-mention position

not available owned-domain citation (0/282)

not available citation share

28%

RANK 7

St. Lucia

80/288 answers · 95% CI 22.9–33.2%

3.7 first-mention position

not available owned-domain citation (0/282)

not available citation share

27%

RANK 8

Hawaii

77/288 answers · 95% CI 22–32.1%

5.6 first-mention position

not available owned-domain citation (0/282)

not available citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

Claude named Hawaii in 27 of 72 answers. The other engines named it in 15 to 18 of 72.

ChatGPT

72 ASKED · 72 RETURNED · 72 GROUNDED

Maldives	**29.2%**
Mexico	**27.8%**
Italy	**26.4%**
Santorini	**25%**
Hawaii	**25%**
Greece	**23.6%**

Claude

72 ASKED · 72 RETURNED · 66 GROUNDED

Mexico	**38.9%**
Italy	**37.5%**
Hawaii	**37.5%**
St. Lucia	**36.1%**
Maldives	**33.3%**
Thailand	**33.3%**

Gemini

72 ASKED · 72 RETURNED · 72 GROUNDED

Italy	**38.9%**
Maldives	**36.1%**
Bora Bora	**36.1%**
Santorini	**29.2%**
Greece	**29.2%**
St. Lucia	**29.2%**

Perplexity

72 ASKED · 72 RETURNED · 72 GROUNDED

Santorini	**38.9%**
St. Lucia	**34.7%**
Maldives	**33.3%**
Italy	**31.9%**
Greece	**31.9%**
Thailand	**30.6%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 66 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 64 = 352 answers.



TRIGGER RATE

Google AI Overviews appeared on 64 of 66 searches (97%, CI 89.6–99.2%). The other 2 searches showed no overview. Within the 64 overviews, Italy was named in 23 (35.9%), Bora Bora was named in 22 (34.4%), Santorini was named in 20 (31.3%), Mexico was named in 19 (29.7%). youtube.com was the most-cited source, with 43 citations and an appearance in 24 of 64 overviews.

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

1	Italy	34.1%	=
2	Maldives	31.8%	=
3	Mexico	30.1%	=
4	Santorini	29.5%	=
5	Bora Bora	29.0%	▲ 1
6	Greece	28.1%	▼ 1
7	St. Lucia	27.0%	=
8	Hawaii	25.6%	=
9	Amalfi Coast	25.0%	▲ 1
10	Bali	24.4%	▼ 1

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

Maldives 91.7%

St. Lucia	83.3%
Bora Bora	66.7%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Maldives 100%

TIED WITH AMALFI COAST

Amalfi Coast	100%
Bora Bora	91.7%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Portugal 100%

TIED WITH MEXICO

Mexico	100%
Puerto Rico	83.3%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Costa Rica 100%

TIED WITH TANZANIA, NEW ZEALAND

Tanzania	100%
New Zealand	100%

AI Overview shown on 2 of 2 searches

Q05 · 12 ANSWERS

Maldives 100%

St. Lucia	91.7%
Maui	66.7%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Mexico 91.7%

Jamaica	75%
St. Lucia	75%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,449 citations in total. theknot.com was cited most often, with 90 citations (3.7%) across 86 answers. Next came travelandleisure.com (87), honeyfund.com (39), cntraveler.com (38), travel.usnews.com (36), tripadvisor.com (34).

FOUR AI ENGINES · SHARE OF 282 GROUNDED ANSWERS

theknot.com	**30.5%**
travelandleisure.com	**22.7%**
honeyfund.com	**12.8%**
travel.usnews.com	**12.8%**
cntraveler.com	**11%**
honeymoons.com	**10.3%**
jacadatravel.com	**8.5%**
upgradedpoints.com	**8.2%**
honeymoonsinc.com	**7.8%**
jetsetchristina.com	**7.8%**

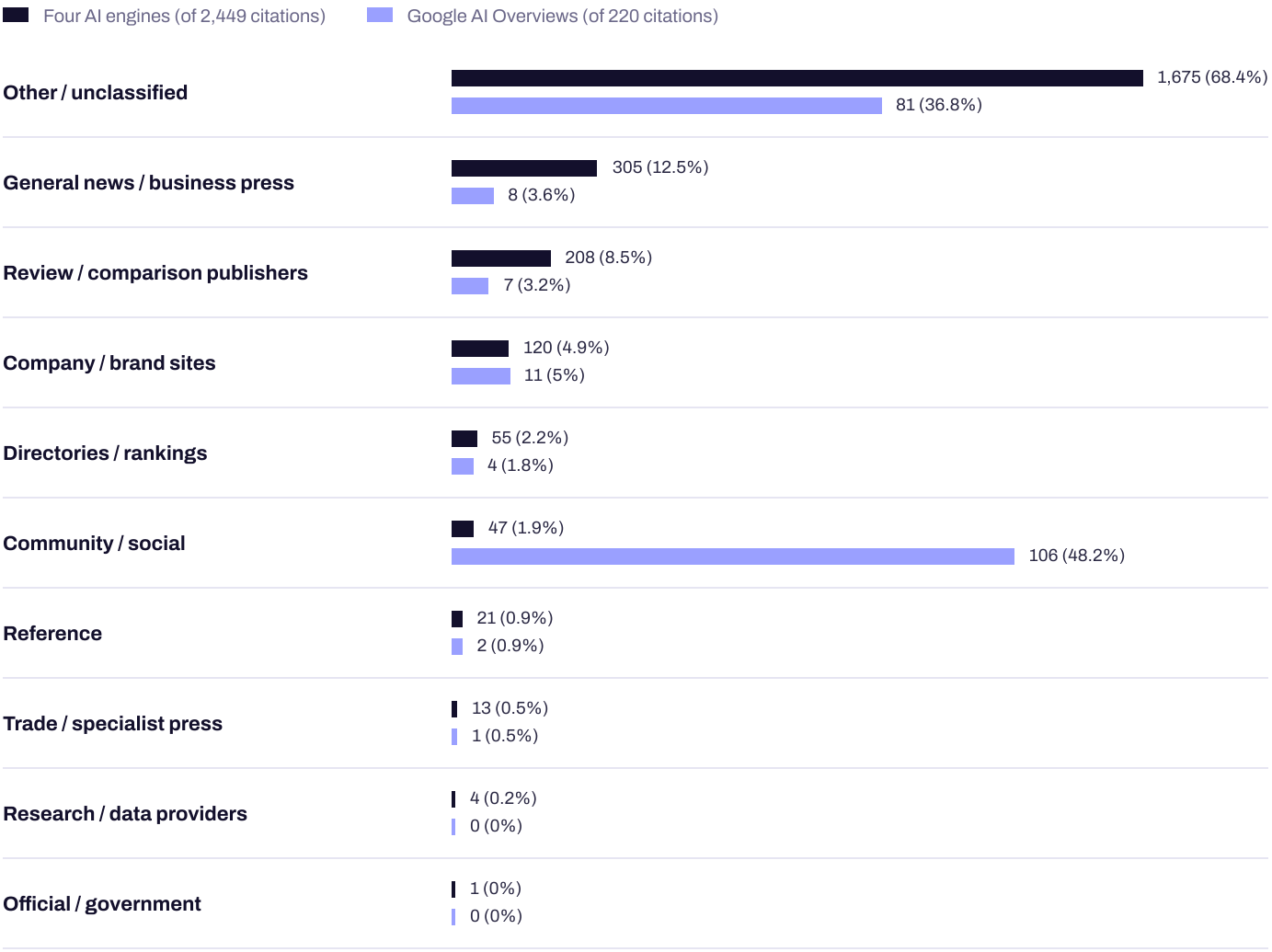
GOOGLE AI OVERVIEWS · SHARE OF 64 OVERVIEWS

youtube.com	**37.5%**
instagram.com	**35.9%**
facebook.com	**23.4%**
reddit.com	**21.9%**
honeymoondreams.co.uk	**15.6%**
unforgettablehoneymoon...	**10.9%**
quora.com	**9.4%**
audleytravel.com	**7.8%**
honeymoonsinc.com	**7.8%**
google.com	**6.3%**

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 destinations 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.	None of the tracked names had its own domains cited in these answers.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were theknot.com (in 30.5% of grounded answers), travelandleisure.com (22.7%), honeyfund.com (12.8%), travel.usnews.com (12.8%) and cntraveler.com (11.0%). General news and business press supplied 12.5% of citations and review and comparison publishers 8.5%.
Check each engine separately.	Claude named St. Lucia in 36.1% of answers against 11.1% on ChatGPT. Claude named Thailand in 33.3% of answers against 15.3% on ChatGPT.
Watch names outside the tracked list.	South Africa (27 answers), Charleston, South Carolina (15 answers), Spain (15 answers) and Sedona, Arizona (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 honeymoon destinations appear in these AI answers?

Italy: 97/288 returned four-engine answers (33.7%; 95% interval 28.5–39.3%). Three or more leading intervals overlap; no sole leader is established.

Q2 Which tracked name is named first most often?

Maldives was the first destination named in 42 of 288 answers, with an average first position of 3.3.

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

An overview appeared on 64 of 66 searches (97%, CI 89.6–99.2%). Within those 64 overviews, Italy was named most often, in 23 (35.9%).

Q4 Which sources do the engines cite?

Across 2,449 four-engine citations, theknot.com was cited most (90 citations, in 86 of 282 grounded answers), followed by travelandleisure.com (87 citations).

Q5 Do the four engines agree?

Only in part. Claude named Hawaii in 27 of 72 answers, against 15 to 18 of 72 on the other engines. Claude named Mexico in 28 of 72 answers, against 18 to 21 of 72 on the other engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	66
questions		runs each		AI engines		answers		Google searches · 64 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 7 to 8, 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	66
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	66	64 shown	64

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 40 tracked destinations are ranked; results are not an exhaustive market ranking.
- Only the tracked destinations were scored. The untracked destinations named most often were South Africa (27 answers), Charleston, South Carolina (15 answers), Spain (15 answers) and Sedona, Arizona (15 answers); resorts and travel companies were not counted.
- 354 of 360 planned results were returned: 6 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.
- 66 successful Google searches: 64 overviews shown; 2 without an overview. Failures are excluded, not scored as zero.
- 6 chat answers had no search sources and are left out of the citation figures.
- 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.
- 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.
- Places are counted by the name used: a mention of Santorini does not count for Greece, and the reverse.
- 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 is the best honeymoon destination?	Overall	CORE QUESTION
02	Where should we go for a luxury honeymoon?	Luxury	CORE QUESTION
03	What are the best budget-friendly honeymoon destinations?	Budget	CORE QUESTION
04	What are the best honeymoon destinations for adventurous couples?	Adventure	CORE QUESTION
05	Where should we honeymoon in December?	Season	CORE QUESTION
06	What are the best all-inclusive honeymoon resorts?	All-inclusive	CORE QUESTION
07	What are the best LGBTQ-friendly honeymoon destinations?	LGBTQ-friendly	CORE QUESTION
08	Where can we go for a short mini-moon from the US?	Mini-moon	CORE QUESTION
09	What are the best honeymoon destinations in Europe?	Europe	CORE QUESTION
10	What are the best safari and beach honeymoon combinations?	Safari	CORE QUESTION
11	What are the most romantic honeymoon destinations in the world?	Overall	ADDED QUESTION
12	Where do couples from the US most often go on honeymoon?	Overall	ADDED QUESTION
13	What are the best overwater bungalow honeymoon destinations?	Luxury	ADDED QUESTION
14	What are the best honeymoon destinations for under $5,000?	Budget	ADDED QUESTION
15	What are good honeymoon destinations for hiking and outdoor activities?	Adventure	ADDED QUESTION
16	Where should we honeymoon in June?	Season	ADDED QUESTION
17	What are the best honeymoon destinations in the Caribbean?	All-inclusive	ADDED QUESTION
18	Which countries are most welcoming for same-sex couples on honeymoon?	LGBTQ-friendly	ADDED QUESTION
19	What are the best long-weekend honeymoon trips within the US?	Mini-moon	ADDED QUESTION
20	What are the best honeymoon destinations in the Mediterranean?	Europe	ADDED QUESTION
21	Where can we combine a safari with a honeymoon?	Safari	ADDED QUESTION
22	What are the best honeymoon destinations in Asia?	Overall	ADDED QUESTION
23	What are the best honeymoon destinations for food and wine lovers?	Overall	ADDED QUESTION
24	What are the best honeymoon destinations in the South Pacific?	Luxury	ADDED QUESTION

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