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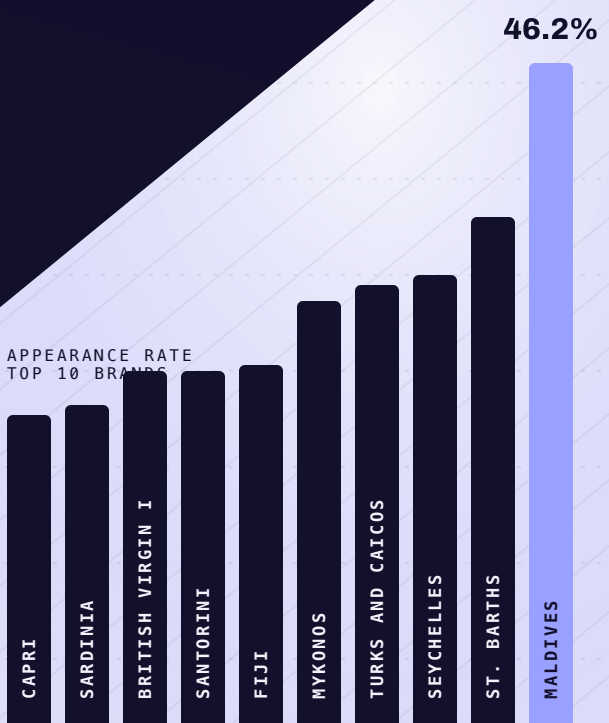
LUXURY ISLANDS INDEX 2.0

Which luxury islands AI engines name
288 AI answers · November 3, 2026

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

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 56 Google AI Overviews

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AT A GLANCE

Maldives and St. Barths lead. Too close to separate.

Maldives and St. Barths lead this measured set. Maldives: 133/288 (46.2%; 95% interval 40.5–52.0%). St. Barths: 102/288 (35.4%; 95% interval 30.1–41.1%). Their 95% intervals overlap; neither can be called the sole leader.

> Version 2. This version replaces the first version of this study, first published August 15, 2026. It uses measured counts, so the two versions are not comparable.

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

46.2%
of answers named Maldives, the most-named (133 of 288)

28
tracked islands named at least once (of 28)

98.2%
of Google searches showed an AI Overview (56 of 57)

INSIDE THIS REPORT

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KEY FINDINGS

01 What the data shows

MEASURED LEADERS

Maldives and St. Barths

Maldives and St. Barths lead this measured set. Maldives: 133/288 (46.2%; 95% interval 40.5–52.0%). St. Barths: 102/288 (35.4%; 95% interval 30.1–41.1%). Their 95% intervals overlap; neither can be called the sole leader.

NAMED FIRST

61/288 (21.2%)

Maldives was the first island named in 61 of 288 answers, more than any other tracked island. Its average first position was 2.3.

CLAUDE SKEW

23/72 (31.9%)

Claude named Antigua in 23 of 72 answers. The other engines named it in 5 to 12 of 72.

OWN-SITE CITATIONS

2/288 (0.7%)

Fiji and Necker Island had their own sites cited most, each in 2 of 288 grounded answers. Maldives and Mustique followed at 1 of 288 each. 15 of 28 tracked islands had 0 of 288, and 9 had no tracked own site.

AIO TRIGGER

56/57 (98.2%)

Google AI Overviews appeared on 56 of 57 searches (CI 90.7–99.7%). On the other search, no overview was shown.

AIO LEADER

20/56 (35.7%)

St. Barths was the island named most often in AI Overviews, at 20 of 56, followed by Maldives at 18 of 56 (32.1%). In the four-engine set, St. Barths was named in 102 of 288 answers (35.4%).

TOP DOMAIN

36/288 (12.5%)

cntraveler.com was cited in 36 of 288 grounded four-engine answers, with 48 of 2,527 citations (1.9%). forbes.com came second with 43 citations in 39 answers (13.5%).

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	Maldives	46.2%	133/288
2	St. Barths	35.4%	102/288
3	Seychelles	31.3%	90/288
4	Turks and Caicos	30.6%	88/288
5	Mykonos	29.5%	85/288
6	Fiji	25.0%	72/288
7	British Virgin Islands	24.7%	71/288
8	Santorini	24.7%	71/288
9	Sardinia	22.2%	64/288
10	Capri	21.5%	62/288
11	Ibiza	20.1%	58/288
12	Bora Bora	19.1%	55/288
13	Anguilla	18.1%	52/288
14	Antigua	16.7%	48/288
15	St. Lucia	16.3%	47/288

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 2,527 citations. None means no own site is tracked for that name.

#	ISLAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**Maldives**	133/288	**46.2%**	40.5–52%	2.3	0.3% (1/288)	0%
2	**St. Barths**	102/288	**35.4%**	30.1–41.1%	3	None	None
3	**Seychelles**	90/288	**31.3%**	26.2–36.8%	3.6	0% (0/288)	0%
4	**Turks and Caicos**	88/288	**30.6%**	25.5–36.1%	3.6	0% (0/288)	0%
5	**Mykonos**	85/288	**29.5%**	24.5–35%	3	None	None
6	**Fiji**	72/288	**25%**	20.4–30.3%	3.9	0.7% (2/288)	0.1%
7	**British Virgin Islands**	71/288	**24.7%**	20–29.9%	3.6	0% (0/288)	0%
8	**Santorini**	71/288	**24.7%**	20–29.9%	3.3	None	None
9	**Sardinia**	64/288	**22.2%**	17.8–27.4%	2.8	0% (0/288)	0%
10	**Capri**	62/288	**21.5%**	17.2–26.6%	3.1	None	None
11	**Ibiza**	58/288	**20.1%**	15.9–25.1%	3.7	0% (0/288)	0%
12	**Bora Bora**	55/288	**19.1%**	15–24%	2.7	0% (0/288)	0%
13	**Anguilla**	52/288	**18.1%**	14–22.9%	3.7	0% (0/288)	0%
14	**Antigua**	48/288	**16.7%**	12.8–21.4%	4.9	0% (0/288)	0%
15	**St. Lucia**	47/288	**16.3%**	12.5–21%	4.3	0% (0/288)	0%
16	**Bali**	46/288	**16%**	12.2–20.6%	4.6	None	None
17	**Mallorca**	44/288	**15.3%**	11.6–19.9%	4.4	None	None
18	**Mauritius**	42/288	**14.6%**	11–19.1%	5.1	0% (0/288)	0%
19	**Necker Island**	42/288	**14.6%**	11–19.1%	3.3	0.7% (2/288)	0.1%
20	**Maui**	36/288	**12.5%**	9.2–16.8%	5.3	0% (0/288)	0%
21	**Mustique**	36/288	**12.5%**	9.2–16.8%	3.3	0.3% (1/288)	0%
22	**Barbados**	35/288	**12.2%**	8.9–16.4%	4.2	0% (0/288)	0%
23	**Sicily**	29/288	**10.1%**	7.1–14.1%	5.6	0% (0/288)	0%
24	**Formentera**	21/288	**7.3%**	4.8–10.9%	5.5	None	None
25	**Lanai**	21/288	**7.3%**	4.8–10.9%	3.8	0% (0/288)	0%
26	**Hvar**	19/288	**6.6%**	4.3–10.1%	6.3	None	None
27	**Corsica**	18/288	**6.3%**	4–9.7%	6.2	None	None
28	**Bermuda**	1/288	**0.3%**	0.1–1.9%	3	0% (0/288)	0%

03 THE LEADERBOARD

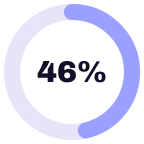
Separate table: resort brands from the earlier edition (not ranked)

Names the earlier edition tracked, counted in the same 288 answers but not ranked against the main list. Listed alphabetically; no own-domain figure.

NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
Aman	49/288	17.0%	13.1–21.8%	8
Belmond	43/288	14.9%	11.3–19.5%	20
Bulgari Hotels	2/288	0.7%	0.2–2.5%	0
COMO	80/288	27.8%	22.9–33.2%	32
Cheval Blanc	49/288	17.0%	13.1–21.8%	10
Eden Rock	39/288	13.5%	10.1–18.0%	19
Four Seasons	115/288	39.9%	34.4–45.7%	43
Mandarin Oriental	17/288	5.9%	3.7–9.2%	8
One&Only	41/288	14.2%	10.7–18.7%	3
Ritz-Carlton	28/288	9.7%	6.8–13.7%	8
Rosewood	30/288	10.4%	7.4–14.5%	4
Six Senses	78/288	27.1%	22.3–32.5%	15
Soneva	64/288	22.2%	17.8–27.4%	34
St. Regis	47/288	16.3%	12.5–21.0%	1

PROFILES

04 The top eight, side by side



RANK 1

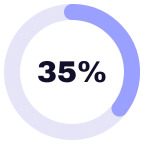
Maldives

133/288 answers · 95% CI 40.5–52%

2.3 first-mention position

0.3% owned-domain citation (1/288)

0% citation share

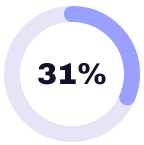


RANK 2

St. Barths

102/288 answers · 95% CI 30.1–41.1%

3 first-mention position



RANK 3

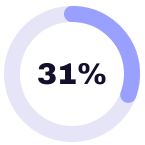
Seychelles

90/288 answers · 95% CI 26.2–36.8%

3.6 first-mention position

0% owned-domain citation (0/288)

0% citation share



RANK 4

Turks and Caicos

88/288 answers · 95% CI 25.5–36.1%

3.6 first-mention position

0% owned-domain citation (0/288)

0% citation share



RANK 5

Mykonos

85/288 answers · 95% CI 24.5–35%

3 first-mention position



RANK 6

Fiji

72/288 answers · 95% CI 20.4–30.3%

3.9 first-mention position

0.7% owned-domain citation (2/288)

0.1% citation share



RANK 7

British Virgin Islands

71/288 answers · 95% CI 20–29.9%

3.6 first-mention position

0% owned-domain citation (0/288)

0% citation share



RANK 8

Santorini

71/288 answers · 95% CI 20–29.9%

3.3 first-mention position

05 HOW THE ENGINES DIFFER

Same questions, different answers

Claude named Antigua in 23 of 72 answers. The other engines named it in 5 to 12 of 72.

ChatGPT

72 ASKED	72 RETURNED	72 GROUNDED
Maldives		**48.6%**
St. Barths		**36.1%**
Seychelles		**34.7%**
Mykonos		**31.9%**
Turks and Caicos		**29.2%**
Santorini		**29.2%**

Claude

72 ASKED	72 RETURNED	72 GROUNDED
Maldives		**45.8%**
St. Barths		**37.5%**
Seychelles		**34.7%**
Turks and Caicos		**33.3%**
Mykonos		**31.9%**
Antigua		**31.9%**

Gemini

72 ASKED	72 RETURNED	72 GROUNDED
Maldives		**44.4%**
St. Barths		**37.5%**
Turks and Caicos		**34.7%**
Fiji		**29.2%**
British Virgin Islands		**26.4%**
Mykonos		**25%**

Perplexity

72 ASKED	72 RETURNED	72 GROUNDED
Maldives		**45.8%**
Seychelles		**33.3%**
St. Barths		**30.6%**
Fiji		**30.6%**
British Virgin Islands		**30.6%**
Mykonos		**29.2%**

GOOGLE AI OVERVIEWS

06 The fifth engine

Google AI Overviews were captured through 57 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 56 = 344 answers.



TRIGGER RATE

Google AI Overviews appeared on 56 of 57 searches (98.2%, CI 90.7–99.7%). The other search showed no overview. Within the 56 overviews, St. Barths was named in 20 (35.7%), Maldives was named in 18 (32.1%), British Virgin Islands was named in 18 (32.1%), Turks and Caicos was named in 14 (25%). instagram.com was the most-cited source, with 14 citations and an appearance in 12 of 56 overviews.

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

1	Maldives	43.9%	=
2	St. Barths	35.5%	=
3	Seychelles	29.9%	=
4	Turks and Caicos	29.7%	=
5	Mykonos	27.9%	=
6	British Virgin Islands	25.9%	▲ 1
7	Fiji	24.1%	▼ 1
8	Santorini	23.8%	=
9	Sardinia	20.6%	=
10	Capri	20.1%	=

LEADERS BY QUESTION

07 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

Necker Island 100%

TIED WITH SEYCHELLES

Seychelles	100%
British Virgin Islands	91.7%

AI Overview shown on 1 of 1 searches

Q02 · 12 ANSWERS

Maldives 100%

Seychelles	83.3%
St. Lucia	75%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Santorini 100%

TIED WITH MYKONOS, CAPRI

Mykonos	100%
Capri	100%

AI Overview shown on 0 of 0 searches

Q04 · 12 ANSWERS

St. Barths 100%

Necker Island	58.3%
Anguilla	50%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Bora Bora 100%

TIED WITH MALDIVES

Maldives	100%
Seychelles	91.7%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Maldives 100%

Turks and Caicos	91.7%
Seychelles	91.7%

AI Overview shown on 2 of 2 searches

08

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,527 citations in total. cntraveler.com was cited most often, with 48 citations (1.9%) across 36 answers. Next came forbes.com (43), hauteliving.com (41), en.wikipedia.org (40), forbestravelguide.com (40), hauteretreats.com (32).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

forbes.com	**13.5%**
hauteliving.com	**13.2%**
cntraveler.com	**12.5%**
en.wikipedia.org	**11.5%**
forbestravelguide.com	**10.4%**
theluxurytravelexpert.com	**10.1%**
travelandleisure.com	**9%**
hotelsforkings.com	**8.7%**
foresttravel.com	**8.7%**
jacadatravel.com	**7.6%**

GOOGLE AI OVERVIEWS · SHARE OF 56 OVERVIEWS

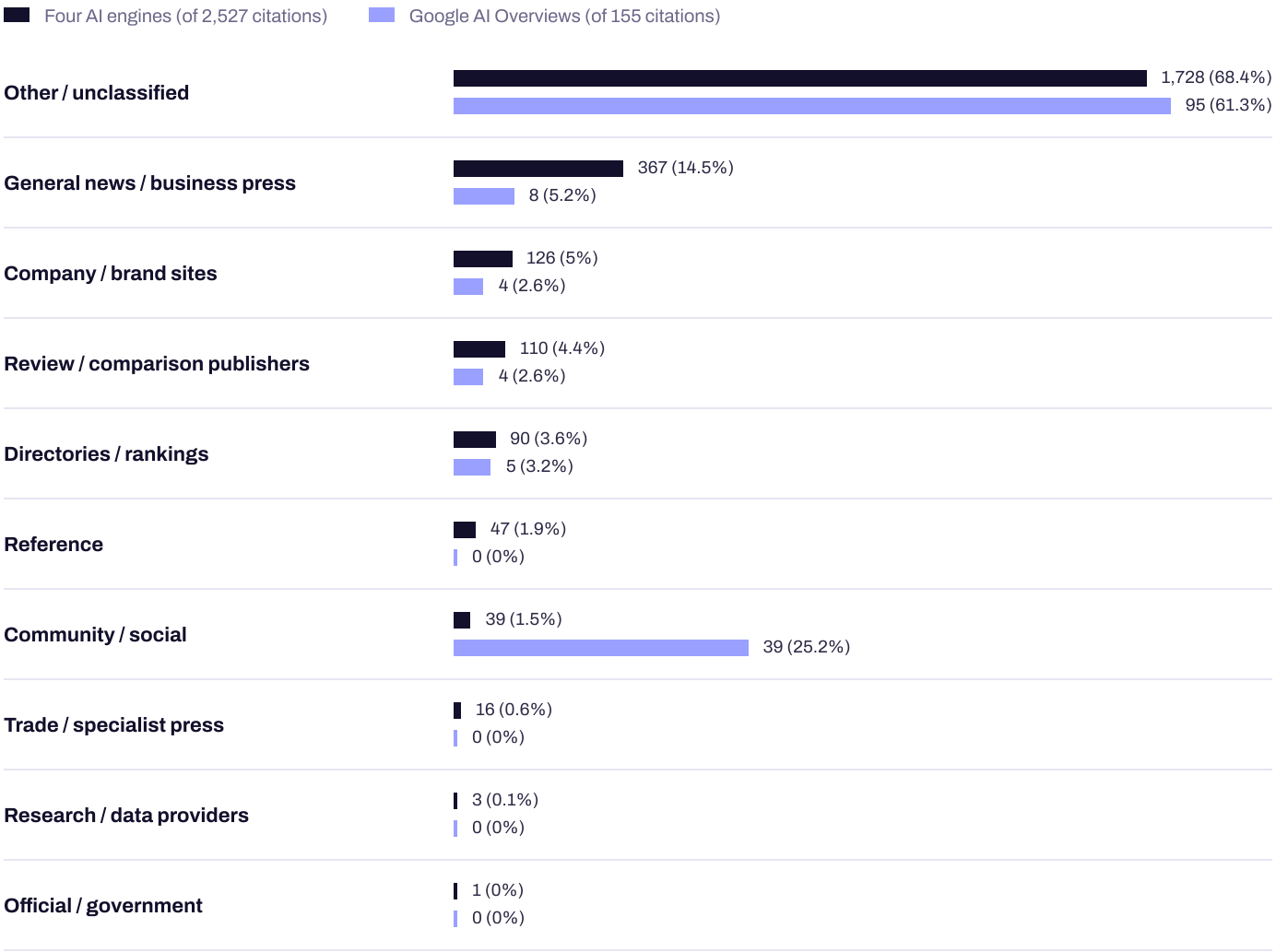
instagram.com	**21.4%**
youtube.com	**19.6%**
facebook.com	**16.1%**
escape.news.com.au	**5.4%**
internovatravel.com	**5.4%**
lonelyplanet.com	**5.4%**
luxurytraveladvisor.com	**5.4%**
sovereign.com	**5.4%**
stbartsconciergerie.com	**5.4%**
tiktok.com	**5.4%**

09

WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited.



10

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.	Fiji's own domains were cited in 0.7% of grounded answers, Maldives' in 0.3%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were forbes.com (in 13.5% of grounded answers), hauteliving.com (13.2%), cntraveler.com (12.5%), en.wikipedia.org (11.5%) and forbestravelguide.com (10.4%). General news and business press supplied 14.5% of citations and review and comparison publishers 4.4%.
Check each engine separately.	Claude named Antigua in 31.9% of answers against 6.9% on Perplexity. Claude named St. Lucia in 25.0% of answers against 5.6% on ChatGPT.
Do not ignore video and community sites.	Community and social sites supplied 5.5% of Google AI Overview citations against 1.5% in the four chat engines. instagram.com was cited in 21.4% of overviews, youtube.com in 19.6% and facebook.com in 16.1%.
Watch names outside the tracked list.	The Brando (27 answers), COMO Hotels and Resorts (20 answers), North Island (20 answers), Four Seasons Hotels and Resorts (19 answers), Hawaii (18 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

11 What AI answers

Q1 Which islands lead these AI answers?

Maldives and St. Barths lead this measured set. Maldives: 133/288 (46.2%; 95% interval 40.5–52.0%). St. Barths: 102/288 (35.4%; 95% interval 30.1–41.1%). Their 95% intervals overlap; neither can be called the sole leader.

Q2 Which island is named first most often?

Maldives was the first island named in 61 of 288 answers, with an average first position of 2.3.

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

An overview appeared on 56 of 57 searches (98.2%, CI 90.7–99.7%). Within those 56 overviews, St. Barths was named most often, in 20 (35.7%).

Q4 Which sources do the engines cite?

Across 2,527 four-engine citations, cntraveler.com was cited most (48 citations, in 36 of 288 grounded answers), followed by forbes.com (43 citations).

Q5 Do the four engines agree?

Only in part. Claude named Antigua in 23 of 72 answers, against 5 to 12 of 72 on the other engines. Claude named St. Lucia in 18 of 72 answers, against 4 to 13 of 72 on the other engines.

12

METHODOLOGY

How this study was measured

24	×	3	×	4	=	288	+	57
questions		runs each		AI engines		answers		Google searches · 56 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 3, 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)	57	56 shown	56

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 28 tracked islands are ranked; results are not an exhaustive market ranking.
- Only the tracked islands were scored. Untracked names that appeared often were not scored, including The Brando (27 answers), COMO Hotels and Resorts (20 answers), North Island (20 answers), Four Seasons Hotels and Resorts (19 answers), Hawaii (18 answers).
- 345 of 360 planned results were returned. 15 AI Overview lookups were excluded after at most three total attempts.
- 57 successful Google searches: 56 overviews shown; 1 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- No Core question names a tracked name.
- Names with no tracked own site are shown as None. Source types use Company / brand sites only for verified official organisations; 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.
- Islands from the earlier edition (its claimed core group of Mykonos, Ibiza, Sardinia, Capri, St. Barths and the Maldives) plus the other Mediterranean, Caribbean, Indian Ocean and Pacific islands the questions cover. The noun is island or destination, not brand. Own domains are official tourism sites where one exists; islands without a verified site show no own-domain figure. Resort brands named in the earlier edition (Aman, Rosewood, Four Seasons, Six Senses, One&Only, Cheval Blanc, Eden Rock) are not ranked against islands. The Maldives is an island country and Bali, Maui and Lanai are single islands; all are counted as one destination each. Names the earlier edition tracked (resort brands) are counted in a separate table that is not ranked against the main list; the main ranking and title stay on the main list. They have no own-domain figure.
- Google Shopping links and unresolved google.com/goto redirect links are not counted as cited sources; original URLs remain in the evidence.
- Answers were collected through each engine's API using the model IDs listed in the methodology. The consumer ChatGPT, Claude, Gemini and Perplexity apps

APPENDIX

13 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 most exclusive island destinations in the world?	Luxury Islands Index 2.0	CORE QUESTION
02	What are the best luxury islands to visit in 2026?	Luxury Islands Index 2.0	CORE QUESTION
03	What are the best Mediterranean islands for luxury travel?	Luxury Islands Index 2.0	CORE QUESTION
04	What is the most exclusive Caribbean island for a winter holiday?	Luxury Islands Index 2.0	CORE QUESTION
05	What are the best islands for a luxury honeymoon?	Luxury Islands Index 2.0	CORE QUESTION
06	What are the best private-island wellness retreats?	Luxury Islands Index 2.0	CORE QUESTION
07	What are the best superyacht destinations in the Mediterranean?	Luxury Islands Index 2.0	CORE QUESTION
08	Which island has the best luxury beach clubs?	Luxury Islands Index 2.0	CORE QUESTION
09	What is the most private Caribbean island?	Luxury Islands Index 2.0	CORE QUESTION
10	Where can I go for a quiet luxury week on an island?	Luxury Islands Index 2.0	CORE QUESTION
11	Which islands have the best Forbes Five-Star resorts?	Luxury Islands Index 2.0	CORE QUESTION
12	Where do celebrities vacation over the December holidays?	Luxury Islands Index 2.0	CORE QUESTION
13	What are the best islands in the Indian Ocean for luxury travel?	Luxury Islands Index 2.0	ADDED QUESTION
14	What are the best luxury islands in the South Pacific?	Luxury Islands Index 2.0	ADDED QUESTION
15	What are the most romantic islands for a honeymoon in Europe?	Luxury Islands Index 2.0	ADDED QUESTION
16	Which islands have the best overwater villas?	Luxury Islands Index 2.0	ADDED QUESTION
17	What are the best Greek islands for a luxury trip?	Luxury Islands Index 2.0	ADDED QUESTION
18	What are the best Italian islands for a luxury holiday?	Luxury Islands Index 2.0	ADDED QUESTION
19	Which Caribbean islands have the best luxury villas?	Luxury Islands Index 2.0	ADDED QUESTION
20	What are the best islands for a yacht charter in the Caribbean?	Luxury Islands Index 2.0	ADDED QUESTION
21	Which islands have the best nightlife for affluent travelers?	Luxury Islands Index 2.0	ADDED QUESTION
22	Which islands have the best wellness and spa resorts?	Luxury Islands Index 2.0	ADDED QUESTION
23	What are the best islands for a luxury family vacation?	Luxury Islands Index 2.0	ADDED QUESTION
24	Which islands are best for a luxury trip in summer?	Luxury Islands Index 2.0	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Luxury Islands Index 2.0

Measured November 3, 2026 · 5W Public Relations

WEB
5wpr.com

RESEARCH
5wpr.com/research