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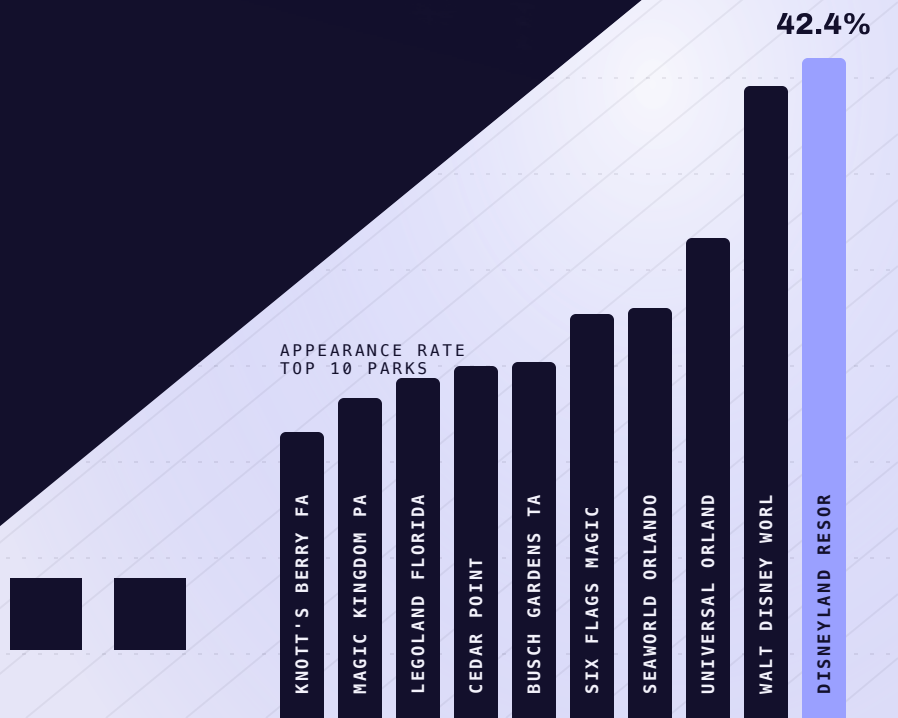
THEME PARKS INDEX 2.0

Which theme parks AI engines name
288 AI answers · October 30, 2026

Measured :
October 30, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 45 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

Disneyland Resort and Walt Disney World Resort lead. Too close to separate.

Disneyland Resort: 122/288 (42.4%; 95% interval 36.8–48.1%). Walt Disney World Resort: 117/288 (40.6%; 95% interval 35.1–46.4%). Their 95% intervals overlap; neither can be called the sole leader.

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

42.4%
of answers named Disneyland Resort, the most-named (122 of 288)

36
tracked parks named at least once (of 36)

84.9%
of Google searches showed an AI Overview (45 of 53)

INSIDE THIS REPORT

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KEY FINDINGS

01 What the data shows

MOST NAMED

122/288 (42.4%)

Disneyland Resort appeared in 122 of 288 four-engine answers (CI 36.8–48.1%). Walt Disney World Resort appeared in 117 of 288 (40.6%, CI 35.1–46.4%). The intervals overlap, so the two cannot be separated.

NAMED FIRST

49/288 (17.0%)

Walt Disney World Resort was the first park named in 49 of 288 answers, more than any other tracked park. Its average first position was 2. Disneyland Resort was named first in 29 of 288.

OWN-SITE CITATIONS

24/285 (8.4%)

Universal Orlando Resort's own domains were cited in 24 of 285 grounded answers, more than any other tracked park. Universal Epic Universe followed at 24 of 285. 6 of 36 tracked parks had 0 of 285.

AIO TRIGGER

45/53 (84.9%)

Google AI Overviews appeared on 45 of 53 searches (CI 72.9–92.1%). On the other 8, no overview was shown.

AIO LEADER

12/45 (26.7%)

Disneyland Resort was the park named most often in AI Overviews, at 12 of 45, followed by Cedar Point at 11 of 45 (24.4%). In the four-engine set, Disneyland Resort was named in 122 of 288 answers (42.4%).

TOP DOMAIN

41/285 (14.4%)

legoland.com was cited in 41 of 285 grounded four-engine answers, with 93 of 2,325 citations (4%). en.wikipedia.org came second with 85 citations in 55 answers (19.3%).

02 THE LEADERBOARD

Which parks 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	Disneyland Resort	42.4%	122/288
2	Walt Disney World Resort	40.6%	117/288
3	Universal Orlando Resort	30.9%	89/288
4	SeaWorld Orlando	26.4%	76/288
5	Six Flags Magic Mountain	26.0%	75/288
6	Busch Gardens Tampa Bay	22.9%	66/288
7	Cedar Point	22.6%	65/288
8	LEGOLAND Florida Resort	21.9%	63/288
9	Magic Kingdom Park	20.5%	59/288
10	Knott's Berry Farm	18.4%	53/288
11	Dollywood	17.4%	50/288
12	LEGOLAND California Resort	17.4%	50/288
13	Europa-Park	16.0%	46/288
14	SeaWorld San Diego	15.6%	45/288
15	Six Flags Great Adventure	15.3%	44/288

THE LEADERBOARD

02 The full list

Own-domain citation is the share of 285 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,325 citations.

#	PARK	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Disneyland Resort	122/288	42.4%	36.8–48.1%	2.8	7% (20/285)	1.1%
2	Walt Disney World Resort	117/288	40.6%	35.1–46.4%	2	5.6% (16/285)	0.9%
3	Universal Orlando Resort	89/288	30.9%	25.8–36.5%	3.3	8.4% (24/285)	1.2%
4	SeaWorld Orlando	76/288	26.4%	21.6–31.8%	5.7	4.9% (14/285)	0.6%
5	Six Flags Magic Mountain	75/288	26%	21.3–31.4%	4.3	0.4% (1/285)	0%
6	Busch Gardens Tampa Bay	66/288	22.9%	18.4–28.1%	5.5	3.9% (11/285)	0.5%
7	Cedar Point	65/288	22.6%	18.1–27.7%	4.3	1.4% (4/285)	0.2%
8	LEGOLAND Florida Resort	63/288	21.9%	17.5–27%	5.5	7.4% (21/285)	2.8%
9	Magic Kingdom Park	59/288	20.5%	16.2–25.5%	2.9	5.6% (16/285)	0.9%
10	Knott's Berry Farm	53/288	18.4%	14.4–23.3%	6.1	1.1% (3/285)	0.1%
11	Dollywood	50/288	17.4%	13.4–22.2%	6.6	4.9% (14/285)	0.6%
12	LEGOLAND California Resort	50/288	17.4%	13.4–22.2%	6.4	5.3% (15/285)	0.9%
13	Europa-Park	46/288	16%	12.2–20.6%	2.9	3.5% (10/285)	0.4%
14	SeaWorld San Diego	45/288	15.6%	11.9–20.3%	7	1.1% (3/285)	0.1%
15	Six Flags Great Adventure	44/288	15.3%	11.6–19.9%	5.3	1.8% (5/285)	0.2%
16	Disney's Animal Kingdom Theme Park	43/288	14.9%	11.3–19.5%	2.5	5.6% (16/285)	0.9%
17	Efteling	43/288	14.9%	11.3–19.5%	4.1	2.1% (6/285)	0.3%
18	Universal Studios Hollywood	43/288	14.9%	11.3–19.5%	3.7	2.5% (7/285)	0.3%
19	Disneyland Paris	42/288	14.6%	11–19.1%	3.1	1.8% (5/285)	0.2%
20	Silver Dollar City	42/288	14.6%	11–19.1%	6.8	2.1% (6/285)	0.3%
21	Universal Epic Universe	42/288	14.6%	11–19.1%	3.3	8.4% (24/285)	1.2%
22	Hersheypark	39/288	13.5%	10.1–18%	7.4	3.5% (10/285)	0.4%
23	Knoebels Amusement Resort	37/288	12.8%	9.5–17.2%	1.8	1.4% (4/285)	0.2%
24	Universal Islands of Adventure	35/288	12.2%	8.9–16.4%	4.9	8.4% (24/285)	1.2%
25	Kings Island	33/288	11.5%	8.3–15.7%	7.2	0% (0/285)	0%
26	PortAventura World	32/288	11.1%	8–15.3%	5.9	1.1% (3/285)	0.1%
27	Holiday World & Splashin' Safari	31/288	10.8%	7.7–14.9%	4.4	2.5% (7/285)	0.3%
28	Phantasialand	21/288	7.3%	4.8–10.9%	4.5	0.7% (2/285)	0.1%

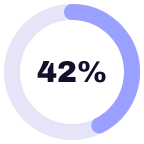
02 THE LEADERBOARD

The full list (continued)

#	PARK	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
29	**Universal Studios Japan**	20/288	**6.9%**	4.5–10.5%	3.4	0% (0/285)	0%
30	**Tokyo Disney Resort**	17/288	**5.9%**	3.7–9.2%	2.4	0% (0/285)	0%
31	**Energylandia**	15/288	**5.2%**	3.2–8.4%	5.5	1.1% (3/285)	0.1%
32	**Shanghai Disneyland**	12/288	**4.2%**	2.4–7.1%	4.7	0% (0/285)	0%
33	**Wild Adventures**	12/288	**4.2%**	2.4–7.1%	5.5	2.1% (6/285)	0.5%
34	**Hong Kong Disneyland**	11/288	**3.8%**	2.1–6.7%	5.4	0% (0/285)	0%
35	**Kennywood**	9/288	**3.1%**	1.7–5.8%	9.4	0.4% (1/285)	0%
36	**Discovery Cove**	2/288	**0.7%**	0.2–2.5%	6.5	0% (0/285)	0%

PROFILES

03 The top eight, side by side

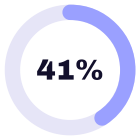


RANK 1

Disneyland Resort

122/288 answers · 95% CI 36.8–48.1%

2.8	7%	1.1%
first-mention position	owned-domain citation (20/285)	citation share

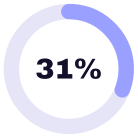


RANK 2

Walt Disney World Resort

117/288 answers · 95% CI 35.1–46.4%

2	5.6%	0.9%
first-mention position	owned-domain citation (16/285)	citation share

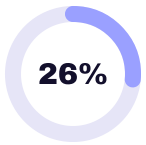


RANK 3

Universal Orlando Resort

89/288 answers · 95% CI 25.8–36.5%

3.3	8.4%	1.2%
first-mention position	owned-domain citation (24/285)	citation share



RANK 4

SeaWorld Orlando

76/288 answers · 95% CI 21.6–31.8%

5.7	4.9%	0.6%
first-mention position	owned-domain citation (14/285)	citation share

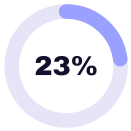


RANK 5

Six Flags Magic Mountain

75/288 answers · 95% CI 21.3–31.4%

4.3	0.4%	0%
first-mention position	owned-domain citation (1/285)	citation share

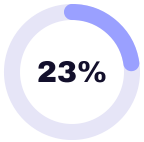


RANK 6

Busch Gardens Tampa Bay

66/288 answers · 95% CI 18.4–28.1%

5.5	3.9%	0.5%
first-mention position	owned-domain citation (11/285)	citation share

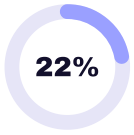


RANK 7

Cedar Point

65/288 answers · 95% CI 18.1–27.7%

4.3	1.4%	0.2%
first-mention position	owned-domain citation (4/285)	citation share



RANK 8

LEGOLAND Florida Resort

63/288 answers · 95% CI 17.5–27%

5.5	7.4%	2.8%
first-mention position	owned-domain citation (21/285)	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

Walt Disney World Res...	**41.7%**
Disneyland Resort	**38.9%**
Universal Orlando Resort	**33.3%**
SeaWorld Orlando	**27.8%**
Cedar Point	**22.2%**
Knott's Berry Farm	**20.8%**

Claude

72 ASKED | 72 RETURNED | 69 GROUNDED

Disneyland Resort	**47.2%**
Walt Disney World Resort	**44.4%**
Universal Orlando Resort	**34.7%**
SeaWorld Orlando	**31.9%**
LEGOLAND Florida Resort	**31.9%**
Six Flags Magic Mountain	**30.6%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Disneyland Resort	**40.3%**
Walt Disney World Resort	**38.9%**
Six Flags Magic Mountain	**31.9%**
Universal Orlando Resort	**29.2%**
Cedar Point	**27.8%**
Busch Gardens Tampa Bay	**26.4%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Disneyland Resort	**43.1%**
Walt Disney World Resort	**37.5%**
Universal Orlando Resort	**26.4%**
Busch Gardens Tampa Bay	**25%**
Six Flags Magic Mountain	**23.6%**
SeaWorld Orlando	**22.2%**

05

GOOGLE AI OVERVIEWS

The fifth engine

Google AI Overviews were captured through 53 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 45 = 333 answers.



TRIGGER RATE

Google AI Overviews appeared on 45 of 53 searches (84.9%, CI 72.9–92.1%). The other 8 searches showed no overview. Within the 45 overviews, Disneyland Resort was named in 12 (26.7%), Cedar Point was named in 11 (24.4%), Dollywood was named in 10 (22.2%), Europa-Park was named in 10 (22.2%). youtube.com was the most-cited source, with 40 citations and an appearance in 18 of 45 overviews.

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

1	Disneyland Resort	40.2%	=
2	Walt Disney World Resort	36.9%	=
3	Universal Orlando Resort	28.5%	=
4	Six Flags Magic Mountain	25.2%	▲ 1
5	SeaWorld Orlando	23.4%	▼ 1
6	Cedar Point	22.8%	▲ 1
7	Busch Gardens Tampa Bay	22.2%	▼ 1
8	Magic Kingdom Park	20.1%	▲ 1
9	LEGOLAND Florida Resort	19.5%	▼ 1
10	Dollywood	18.0%	▲ 1

06

LEADERS BY QUESTION

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

Walt Disney World Resort 100%

Magic Kingdom Park	91.7%
LEGOLAND Florida Resort	66.7%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Walt Disney World Resort 100%

TIED WITH MAGIC KINGDOM PARK, DISNEYLAND RESORT

Magic Kingdom Park	100%
Disneyland Resort	100%

AI Overview shown on 1 of 1 searches

Q03 · 12 ANSWERS

Cedar Point 100%

Six Flags Magic Mountain	91.7%
Knoebels Amusement Resort	50%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Six Flags Magic Mountain 66.7%

Cedar Point	58.3%
Six Flags Great Adventure	50%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Disney's Animal Kingdom Theme Park 100%

Walt Disney World Resort	91.7%
Busch Gardens Tampa Bay	91.7%

AI Overview shown on 0 of 1 searches

Q06 · 12 ANSWERS

Knoebels Amusement Resort 50%

TIED WITH HOLIDAY WORLD & SPLASHIN' SAFARI

Holiday World & Splashin' Safari	50%
Disneyland Resort	33.3%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,325 citations in total. legoland.com was cited most often, with 93 citations (4%) across 41 answers. Next came en.wikipedia.org (85), aaa.com (64), tripadvisor.com (53), reddit.com (45), youtube.com (40).

FOUR AI ENGINES · SHARE OF 285 GROUNDED ANSWERS

en.wikipedia.org	**19.3%**
aaa.com	**15.1%**
legoland.com	**14.4%**
reddit.com	**14.4%**
tripadvisor.com	**13.7%**
youtube.com	**10.9%**
sixflags.com	**10.9%**
endlesstravelplans.com	**10.9%**
themeparkinsider.com	**10.5%**
blooloop.com	**10.2%**

GOOGLE AI OVERVIEWS · SHARE OF 45 OVERVIEWS

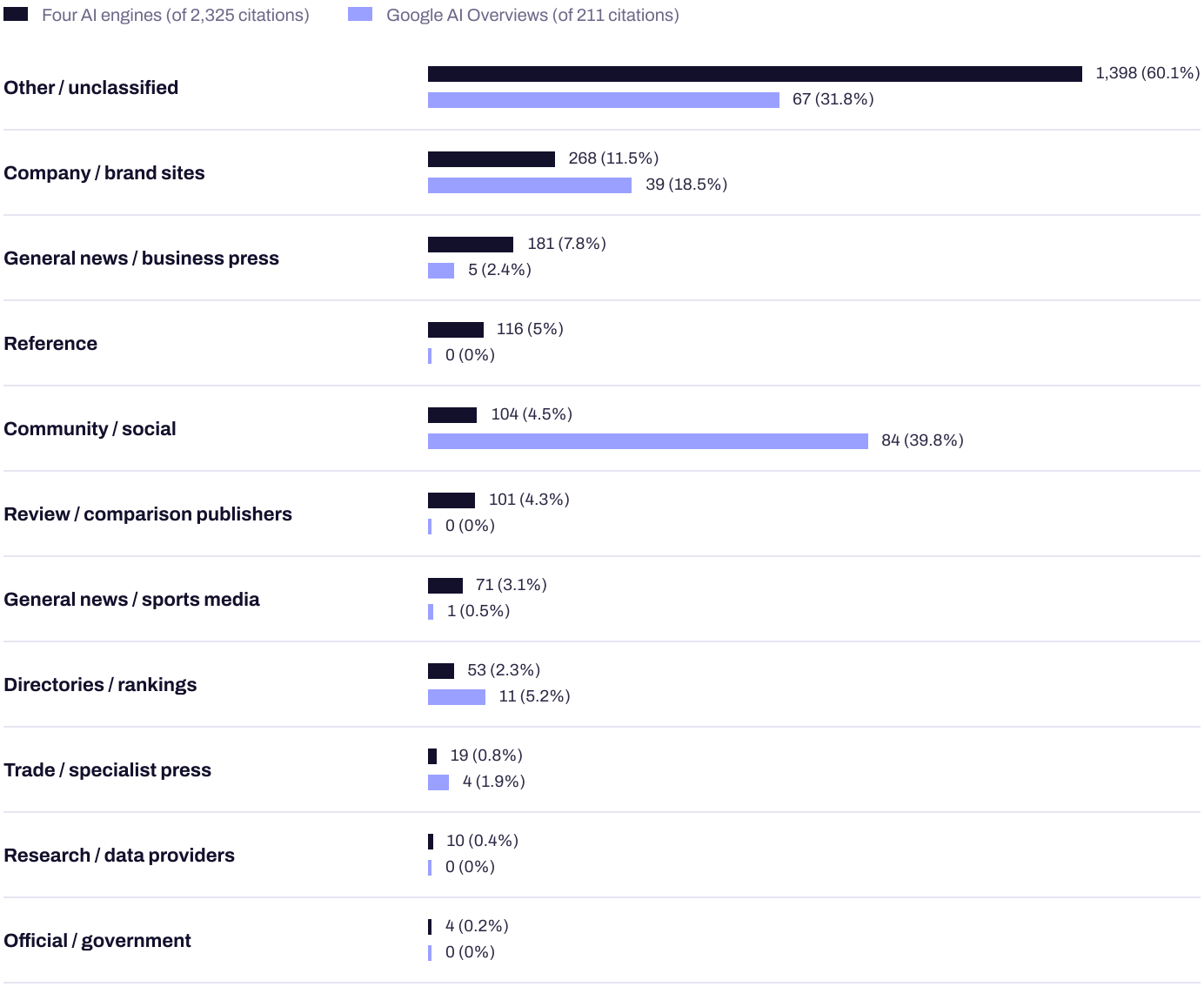
youtube.com	**40%**
google.com	**31.1%**
facebook.com	**31.1%**
tripadvisor.com	**24.4%**
reddit.com	**22.2%**
instagram.com	**17.8%**
tiktok.com	**15.6%**
disneytouristblog.com	**8.9%**
livingwiththemagic.com	**8.9%**
mommypoppins.com	**8.9%**

07

WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited.



08

WHAT THE DATA SUGGESTS

How can parks 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.	Universal Orlando Resort's own domains were cited in 8.4% of grounded answers, LEGOLAND Florida Resort's in 7.4% and Disneyland Resort's in 7.0%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were en.wikipedia.org (in 19.3% of grounded answers), aaa.com (15.1%), reddit.com (14.4%), tripadvisor.com (13.7%) and youtube.com (10.9%). General news and business press supplied 7.8% of citations and reference sites 5.0%.
Check each engine separately.	Claude named Dollywood in 25.0% of answers against 9.7% on Perplexity. Claude named LEGOLAND Florida Resort in 31.9% of answers against 16.7% on ChatGPT.
Watch names outside the tracked list.	The Walt Disney Company (36 answers), Six Flags Entertainment Corporation (30 answers), Busch Gardens Williamsburg (30 answers), Dutch Wonderland (22 answers), Carowinds (21 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 park do AI engines name most often?

Disneyland Resort, named in 122 of 288 four-engine answers (42.4%, CI 36.8–48.1%). Walt Disney World Resort was second at 117 of 288 (40.6%). The intervals overlap, so the two cannot be separated statistically.

Q2 Which park is named first most often?

Walt Disney World Resort was the first park named in 49 of 288 answers, with an average first position of 2.

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

An overview appeared on 45 of 53 searches (84.9%, CI 72.9–92.1%). Within those 45 overviews, Disneyland Resort was named most often, in 12 (26.7%).

Q4 Which sources do the engines cite?

Across 2,325 four-engine citations, legoland.com was cited most (93 citations, in 41 of 285 grounded answers), followed by en.wikipedia.org (85 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	+	53
questions		runs each		AI engines		answers		Google searches · 45 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured October 30, 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	69
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	53	45 shown	45

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 36 tracked parks are ranked; results are not an exhaustive market ranking.
- Only the tracked parks were scored. Untracked names that appeared often were not scored, including The Walt Disney Company (36 answers), Six Flags Entertainment Corporation (30 answers), Busch Gardens Williamsburg (30 answers), Dutch Wonderland (22 answers), Carowinds (21 answers).
- 341 of 360 planned results were returned. 19 AI Overview lookups were excluded after at most three total attempts.
- 53 successful Google searches: 45 overviews shown; 8 without an overview. Failures are excluded, not scored as zero.
- 3 chat answers had no search sources and are left out of the citation figures.
- Unverified own domains are not available, never zero or guessed. 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.
- Resorts and single parks are tracked as they appeared in the original report, so a resort and a park inside it (for example Walt Disney World Resort and Magic Kingdom) are counted separately. A bare "Disney" or "Universal" does not count for any park. Kennywood is now owned by Herschend, and Six Flags and Cedar Fair merged in 2024; owner names do not count toward any park.
- Four Core questions name parks (best Disney park to visit first, Epic Universe, LEGOLAND Florida, and Disney World vs Universal Orlando). Without the last, Walt Disney World Resort is named in 105 of 276 answers and Universal Orlando Resort in 77; Disneyland Resort still overlaps Walt Disney World Resort. Without all four, Disneyland Resort leads alone (110 of 240 against 83).
- Answers came from each engine's API (model IDs above); the consumer 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 theme park for kids?	Theme Parks Index	CORE QUESTION
02	What is the best Disney park to visit first?	Theme Parks Index	CORE QUESTION
03	What is the best roller coaster park in the US?	Theme Parks Index	CORE QUESTION
04	Which theme park has the biggest roller coasters?	Theme Parks Index	CORE QUESTION
05	What is the best theme park with animals?	Theme Parks Index	CORE QUESTION
06	What is the best affordable theme park?	Theme Parks Index	CORE QUESTION
07	What is the best small theme park in the US?	Theme Parks Index	CORE QUESTION
08	What is the best theme park outside the US?	Theme Parks Index	CORE QUESTION
09	What are the best theme parks in Europe?	Theme Parks Index	CORE QUESTION
10	Is Epic Universe worth it?	Theme Parks Index	CORE QUESTION
11	Is LEGOLAND Florida worth it for young kids?	Theme Parks Index	CORE QUESTION
12	Disney World vs Universal Orlando: which is better?	Theme Parks Index	CORE QUESTION
13	What is the best theme park in California?	Theme Parks Index	CORE QUESTION
14	Which US theme parks offer attractions for preschool children?	Theme Parks Index	ADDED QUESTION
15	Which US theme parks are known for high-intensity roller coasters?	Theme Parks Index	ADDED QUESTION
16	Which US theme parks combine rides with animal exhibits?	Theme Parks Index	ADDED QUESTION
17	Which regional US theme parks publish single-day admission prices?	Theme Parks Index	ADDED QUESTION
18	Which smaller US theme parks offer family rides?	Theme Parks Index	ADDED QUESTION
19	Which international theme parks attract travelers from the United States?	Theme Parks Index	ADDED QUESTION
20	Which European theme parks offer on-site hotels?	Theme Parks Index	ADDED QUESTION
21	Which Orlando theme parks offer newly opened attractions?	Theme Parks Index	ADDED QUESTION
22	Which California theme parks offer rides for both children and adults?	Theme Parks Index	ADDED QUESTION
23	Which US theme parks publish accessibility information?	Theme Parks Index	ADDED QUESTION
24	Which US theme parks offer seasonal festivals?	Theme Parks Index	ADDED QUESTION

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