

AI TRAVEL INDEX · OCTOBER 2026

Who AI recommends to travellers

We asked ChatGPT, Gemini, Perplexity and Google AI Overviews the questions travellers ask in 20 cities, and recorded every business they named.

75%

of the businesses named were recommended by only one of the four assistants.

20

cities, asked from each city's own country

320

travel questions, 8 topics

1,189

AI answers recorded in full

4,821

different businesses named

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Every figure in this report comes from answers the assistants gave on 10 October 2026. Nothing here is our own ranking, and no business paid to be included.

KEY FINDINGS

Ask a different AI, get a different answer

Only 254 businesses were named by every assistant that answered. Being recommended by one assistant says little about the others.

75%

named by just one assistant

Across all 4,821 businesses named in 1,189 answers.

85%

Things to do: the most split topic

The assistants rarely agree on local picks, which leaves room for independents to be found.

16 of 20

Airalo leads eSIM answers

In the top three for eSIMs in 16 cities, followed by Holafly in 14.

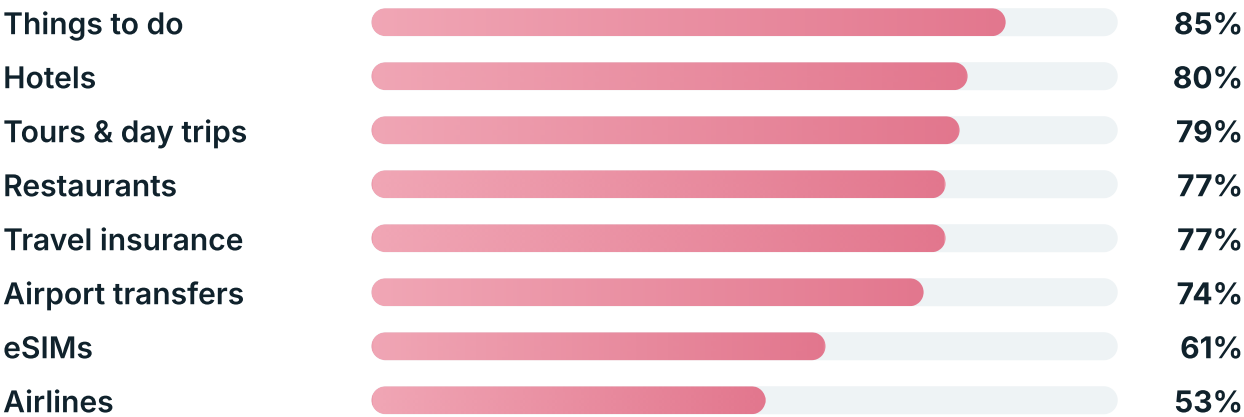
53%

Airlines: the most agreed topic

Big brands are named consistently; home carriers lead in their own markets.

How often the assistants disagree, by topic

Share of businesses in each topic named by only one assistant, averaged across 20 cities.



The names AI returns to, city after city

Bars show in how many of the 20 cities each business was among the top three named for that topic.

eSIMs and mobile data

Global apps dominate; local networks win at home.



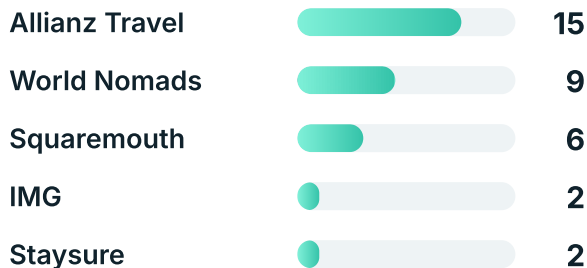
Tours and day trips

Booking platforms crowd out independent operators.



Travel insurance

A few international insurers in most cities.



Airport transfers

Ride apps lead, with local apps in their home markets.



Airlines

Home carriers lead in their own hubs.



Things to do

Booking sites are named alongside the sights.



London

Asked from United Kingdom. Top four named per topic; squares show which assistants named each one.

245 businesses named
66% by only one assistant

C ChatGPT G Gemini P Perplexity A Google AI Overviews

HOTELS

Claridge's	C	G	P	A
The Savoy	C	G	P	A
Corinthia London	C	G	P	A
The Connaught	C	G	P	A

RESTAURANTS

Rules	C	G	P	A
Borough Market	C	G	P	A
Gymkhana	C	G	P	A
The Ledbury	C	G	P	A

THINGS TO DO

Borough Market	C	G	P	A
British Museum	C	G	P	A
Buckingham Palace	C	G	P	A
Camden Market	C	G	P	A

TOURS & DAY TRIPS

Golden Tours	C	G	P	A
London Walks	C	G	P	A
Evan Evans Tours	C	G	P	A
GetYourGuide	C	G	P	A

AIRPORT TRANSFERS

Gatwick Express	C	G	P	A
Heathrow Express	C	G	P	A
Elizabeth line	C	G	P	A
National Express	C	G	P	A

ESIMS

Airalo	C	G	P	A
Holafly	C	G	P	A
EE	C	G	P	A
Vodafone	C	G	P	A

TRAVEL INSURANCE

IMG	C	G	P	A
Saga Plus	C	G	P	A
Staysure	C	G	P	A
WorldTrips	C	G	P	A

AIRLINES

British Airways	C	G	P	A
Virgin Atlantic	C	G	P	A
easyJet	C	G	P	A
Ryanair	C	G	P	A

Most cited sources here: [timeout.com](https://www.timeout.com), [uk.hotels.com](https://www.uk.hotels.com), [afar.com](https://www.afar.com), [chase.com](https://www.chase.com), [cntraveler.com](https://www.cntraveler.com), [visitlondon.com](https://www.visitlondon.com)

Paris

Asked from France. Top four named per topic; squares show which assistants named each one.

233 businesses
named
79% by only one
assistant

C ChatGPT **G** Gemini **P** Perplexity **A** Google AI Overviews

HOTELS

Le Meurice	C	G	P	A
Le Bristol Paris	C	G	P	A
Shangri-La Paris	C	G	P	A
Café de Flore	C	G	P	A

RESTAURANTS

Bistrot Paul Bert	C	G	P	A
Septime	C	G	P	A
Bistrot des Tournelles	C	G	P	A
La Jacobine	C	G	P	A

THINGS TO DO

GetYourGuide	C	G	P	A
22places	C	G	P	A
A Dangerous Business Travel ...	C	G	P	A
Bateaux Parisiens	C	G	P	A

TOURS & DAY TRIPS

GetYourGuide	C	G	P	A
Viator	C	G	P	A
Context Travel	C	G	P	A
Paris City Vision	C	G	P	A

AIRPORT TRANSFERS

RER B	C	G	P	A
Welcome Pickups	C	G	P	A
Metro line 14	C	G	P	A
Bolt	C	G	P	A

ESIMS

Orange	C	G	P	A
Airalo	C	G	P	A
Holafly	C	G	P	A
SFR	C	G	P	A

TRAVEL INSURANCE

Allianz Travel Insurance	C	G	P	A
Squaremouth	C	G	P	A
Heymondo	C	G	P	A
AXA Travel Insurance	C	G	P	A

AIRLINES

Air France	C	G	P	A
Delta Air Lines	C	G	P	A
easyJet	C	G	P	A
Lufthansa	C	G	P	A

Most cited sources here: cntraveler.com, timeout.com, hotels.com, expedia.com, houseandgarden.co.uk, thetimes.com

Dubai

Asked from United Arab Emirates. Top four named per topic; squares show which assistants named each one.

249

businesses
named

79%

by only one
assistant

C ChatGPT **G** Gemini **P** Perplexity **A** Google AI Overviews

HOTELS Atlantis The Royal C G P A Atlantis, The Palm C G P A Burj Al Arab Jumeirah C G P A Jumeirah Al Naseem C G P A	RESTAURANTS Al Khayma Heritage Restaurant C G P A Arabian Tea House C G P A Gerbou C G P A Orfali Bros Bistro C G P A
THINGS TO DO Burj Khalifa C G P A Dubai Mall C G P A The View at The Palm C G P A Aquaventure Waterpark C G P A	TOURS & DAY TRIPS Platinum Heritage C G P A Arabian Adventures C G P A GetYourGuide C G P A Viator C G P A
AIRPORT TRANSFERS Careem C G P A Dubai Metro C G P A Uber C G P A Dubai Taxi C G P A	ESIMS Etisalat C G P A du C G P A Airalo C G P A Holafly C G P A
TRAVEL INSURANCE Allianz Travel C G P A Policybazaar UAE C G P A Squaremouth C G P A GIG Gulf C G P A	AIRLINES Emirates C G P A flydubai C G P A Qatar Airways C G P A Etihad Airways C G P A

Most cited sources here: expedia.com, tripadvisor.com, uk.hotels.com, chase.com, cntraveler.com, all.accor.com

Singapore

Asked from Singapore. Top four named per topic; squares show which assistants named each one.

285 businesses
named
74% by only one
assistant

C ChatGPT **G** Gemini **P** Perplexity **A** Google AI Overviews

HOTELS

Marina Bay Sands	C	G	P	A
The Fullerton Hotel Singapore	C	G	P	A
Capella Singapore	C	G	P	A
Mandarin Oriental, Singapore	C	G	P	A

RESTAURANTS

Burnt Ends	C	G	P	A
JAAN by Kirk Westaway	C	G	P	A
Odette	C	G	P	A
Tian Tian Hainanese Chicken ...	C	G	P	A

THINGS TO DO

Gardens by the Bay	C	G	P	A
Lau Pa Sat	C	G	P	A
Universal Studios Singapore	C	G	P	A
Buddha Tooth Relic Temple	C	G	P	A

TOURS & DAY TRIPS

Klook	C	G	P	A
Bintan Resort Ferries	C	G	P	A
Viator	C	G	P	A
BatamFast	C	G	P	A

AIRPORT TRANSFERS

Grab	C	G	P	A
Klook	C	G	P	A
Gojek	C	G	P	A
Tada	C	G	P	A

ESIMS

M1	C	G	P	A
Singtel	C	G	P	A
StarHub	C	G	P	A
Grab	C	G	P	A

TRAVEL INSURANCE

FWD Travel Insurance	C	G	P	A
Income Travel Insurance	C	G	P	A
Singlife	C	G	P	A
Allianz Travel	C	G	P	A

AIRLINES

Scoot	C	G	P	A
Singapore Airlines	C	G	P	A
Qatar Airways	C	G	P	A
Emirates	C	G	P	A

Most cited sources here: tripadvisor.com, afar.com, cathaypacific.com, chase.com, hotels.com, secretsingapore.co

New York

Asked from United States. Top four named per topic; squares show which assistants named each one.

295 businesses
named
80% by only one
assistant

C ChatGPT **G** Gemini **P** Perplexity **A** Google AI Overviews

HOTELS

Arlo NoMad	C	G	P	A
Crosby Street Hotel	C	G	P	A
The Carlyle, A Rosewood Hotel	C	G	P	A
Aman New York	C	G	P	A

RESTAURANTS

Katz's Delicatessen	C	G	P	A
Atomix	C	G	P	A
Le Bernardin	C	G	P	A
Russ & Daughters	C	G	P	A

THINGS TO DO

SUMMIT One Vanderbilt	C	G	P	A
Top of the Rock	C	G	P	A
American Museum of Natural ...	C	G	P	A
Chelsea Market	C	G	P	A

TOURS & DAY TRIPS

Amtrak	C	G	P	A
Viator	C	G	P	A
GetYourGuide	C	G	P	A
Tripadvisor	C	G	P	A

AIRPORT TRANSFERS

Lyft	C	G	P	A
Uber	C	G	P	A
AirTrain	C	G	P	A
NJ Transit	C	G	P	A

ESIMS

T-Mobile	C	G	P	A
Holafly	C	G	P	A
Airalo	C	G	P	A
AT&T	C	G	P	A

TRAVEL INSURANCE

Allianz Travel Insurance	C	G	P	A
Squaremouth	C	G	P	A
InsureMyTrip	C	G	P	A
Seven Corners	C	G	P	A

AIRLINES

Delta Air Lines	C	G	P	A
JetBlue	C	G	P	A
American Airlines	C	G	P	A
United Airlines	C	G	P	A

Most cited sources here: [timeout.com](https://www.timeout.com), [tripadvisor.com](https://www.tripadvisor.com), [facebook.com](https://www.facebook.com), [tiktok.com](https://www.tiktok.com), [patch.com](https://www.patch.com), [blog.resy.com](https://www.blog.resy.com)

CITY 6 OF 20

Tokyo

Asked from Japan. Top four named per topic; squares show which assistants named each one.

242 businesses named

77% by only one assistant

C ChatGPT G Gemini P Perplexity A Google AI Overviews

HOTELS Aman Tokyo C G P A HOSHINOYA Tokyo C G P A Mandarin Oriental, Tokyo C G P A Four Seasons Hotel Tokyo at ... C G P A	RESTAURANTS Den C G P A Gyukatsu Motomura C G P A Omoide Yokocho C G P A Tsukiji Outer Market C G P A
THINGS TO DO Shibuya Sky C G P A Meiji Jingu C G P A Pelago C G P A teamLab Borderless C G P A	TOURS & DAY TRIPS GetYourGuide C G P A Klook C G P A Viator C G P A Japan Wonder Travel C G P A
AIRPORT TRANSFERS Keisei Skyliner C G P A Airport Limousine Bus C G P A Tokyo Monorail C G P A Keikyu Line C G P A	ESIMS Ubigi C G P A Holafly C G P A Airalo C G P A Mobal C G P A
TRAVEL INSURANCE Allianz Travel Insurance C G P A World Nomads C G P A Atlas Essential International C G P A AXA Travel Insurance C G P A	AIRLINES Japan Airlines (JAL) C G P A Singapore Airlines C G P A ZIPAIR C G P A ANA (All Nippon Airways) C G P A

Most cited sources here: hotels.com, facebook.com, instagram.com, ca.hotels.com, afar.com, cathaypacific.com

Bangkok

Asked from Thailand. Top four named per topic; squares show which assistants named each one.

244 businesses
named
73% by only one
assistant

C ChatGPT G Gemini P Perplexity A Google AI Overviews

HOTELS

Capella Bangkok	C	G	P	A
CentralwOrld	C	G	P	A
Four Seasons Hotel Bangkok at Chao P...	C	G	P	A
Mandarin Oriental, Bangkok	C	G	P	A

RESTAURANTS

Sorn	C	G	P	A
Jay Fai	C	G	P	A
Krua Apsorn	C	G	P	A
Jok Prince	C	G	P	A

THINGS TO DO

Jim Thompson House	C	G	P	A
Klook	C	G	P	A
GetYourGuide	C	G	P	A
ASG Travel	C	G	P	A

TOURS & DAY TRIPS

Klook	C	G	P	A
BKK Tours	C	G	P	A
GetYourGuide	C	G	P	A
Viator	C	G	P	A

AIRPORT TRANSFERS

Grab	C	G	P	A
Airport Rail Link	C	G	P	A
BTS Skytrain	C	G	P	A
A1 airport bus	C	G	P	A

ESIMS

AIS	C	G	P	A
Airalo	C	G	P	A
dtac	C	G	P	A
Holafly	C	G	P	A

TRAVEL INSURANCE

World Nomads	C	G	P	A
AXA Sawasdee Thailand	C	G	P	A
Heymondo	C	G	P	A
SafetyWing	C	G	P	A

AIRLINES

Singapore Airlines	C	G	P	A
Thai Airways	C	G	P	A
EVA Air	C	G	P	A
Qatar Airways	C	G	P	A

Most cited sources here: tripadvisor.com, hotels.com, thailandhighlights.com, facebook.com, youtube.com, saveur.com

Istanbul

Asked from Turkey. Top four named per topic; squares show which assistants named each one.

171

businesses
named

76%

by only one
assistant

C ChatGPT G Gemini P Perplexity A Google AI Overviews

HOTELS Four Seasons Hotel Istanbul at Sul... C G P A 10 Karaköy Istanbul C G P A The Peninsula Istanbul C G P A AJWA Sultanahmet C G P A	RESTAURANTS Çiya Sofrası C G P A Karaköy Lokantası C G P A Mikla C G P A Neolokal C G P A
THINGS TO DO Basilica Cistern C G P A Blue Mosque C G P A Cağaloğlu Hamamı C G P A Classic Daytime or Sunset Sightse... C G P A	TOURS & DAY TRIPS GetYourGuide C G P A Viator C G P A Guided Istanbul Tours C G P A Intrepid Travel C G P A
AIRPORT TRANSFERS Havaist C G P A HAVABUS C G P A M11 metro C G P A M4 metro C G P A	ESIMS Airalo C G P A Turkcell C G P A Holafly C G P A Türk Telekom C G P A
TRAVEL INSURANCE Allianz Travel C G P A World Nomads C G P A IMG C G P A SafetyWing C G P A	AIRLINES Pegasus Airlines C G P A Turkish Airlines C G P A Lufthansa C G P A British Airways C G P A

Most cited sources here: expedia.com, hotels.com, tripadvisor.com, istanbul.com, uk.hotels.com, goatsontheroad.com

Rome

Asked from Italy. Top four named per topic; squares show which assistants named each one.

201

businesses
named

76%

by only one
assistant

C ChatGPT G Gemini P Perplexity A Google AI Overviews

HOTELS Hotel de Russie C G P A Hotel Eden C G P A Albergo del Senato C G P A DoubleTree by Hilton Rome Monti C G P A	RESTAURANTS Armando al Panth... C G P A Roscioli Salumeria ... C G P A Flavio al Velavevo... C G P A Trattoria Pennestri C G P A
THINGS TO DO GetYourGuide C G P A Borromini and Bernini baroque-art tour C G P A Catacombs and Appian Way tour C G P A Colosseum, Roman Forum and Palatine Hill ... C G P A	TOURS & DAY TRIPS City Wonders C G P A Trenitalia C G P A Viator C G P A GetYourGuide C G P A
AIRPORT TRANSFERS Leonardo Express C G P A FL1 regional train C G P A Welcome Pickups C G P A Terravision C G P A	ESIMS Airalo C G P A Holafly C G P A Saily C G P A TIM C G P A
TRAVEL INSURANCE Allianz Travel Insurance C G P A World Nomads C G P A InsureMyTrip C G P A Travelex Insurance C G P A	AIRLINES ITA Airways C G P A Delta C G P A Lufthansa C G P A Ryanair C G P A

Most cited sources here: hotels.com, robbreport.com, us.trip.com, forbes.com, qantas.com, lepetitchef.com

Barcelona

Asked from Spain. Top four named per topic; squares show which assistants named each one.

240

businesses named

78%

by only one assistant

C ChatGPT G Gemini P Perplexity A Google AI Overviews

HOTELS W Barcelona C G P A Hotel Arts Barcelona C G P A Majestic Hotel & Spa Barcelona C G P A Mandarin Oriental, Barcelona C G P A	RESTAURANTS Can Culleretes C G P A Cocina Hermanos Torres C G P A Disfrutar C G P A La Cova Fumada C G P A
THINGS TO DO Park Güell C G P A Sagrada Família C G P A 22places C G P A Barcelona Architecture Walks... C G P A	TOURS & DAY TRIPS Barcelona Day Tours C G P A Viator C G P A Context Travel C G P A GetYourGuide C G P A
AIRPORT TRANSFERS Aerobús C G P A Cabify C G P A Metro L9 Sud C G P A Uber C G P A	ESIMS Airalo C G P A Holafly C G P A Orange C G P A Vodafone C G P A
TRAVEL INSURANCE Allianz Travel C G P A EHIC C G P A World Nomads C G P A AXA C G P A	AIRLINES Ryanair C G P A Vueling C G P A Iberia C G P A Qatar Airways C G P A

Most cited sources here: [expedia.com](#), [nationalgeographic.com](#), [tripadvisor.com](#), [guide.michelin.com](#), [cntraveler.com](#), [guidavera.com](#)

Bali

Asked from Indonesia. Top four named per topic; squares show which assistants named each one.

225 businesses
named
74% by only one
assistant

C ChatGPT **G** Gemini **P** Perplexity **A** Google AI Overviews

HOTELS

Capella Ubud	C	G	P	A
Alila Villas Uluwatu	C	G	P	A
AYANA Resort Bali	C	G	P	A
Hotel Indigo Bali Seminyak Be...	C	G	P	A

RESTAURANTS

Locavore NXT	C	G	P	A
Warung Nia	C	G	P	A
Santanera	C	G	P	A
Siboghana Warung	C	G	P	A

THINGS TO DO

Tripadvisor	C	G	P	A
Agoda	C	G	P	A
GetYourGuide	C	G	P	A
KKday	C	G	P	A

TOURS & DAY TRIPS

Viator	C	G	P	A
G Adventures	C	G	P	A
GetYourGuide	C	G	P	A
Intrepid Travel	C	G	P	A

AIRPORT TRANSFERS

Grab	C	G	P	A
Gojek	C	G	P	A
Klook	C	G	P	A
Blue Bird	C	G	P	A

ESIMS

Telkomsel	C	G	P	A
Nomad	C	G	P	A
Holafly	C	G	P	A
Airalo	C	G	P	A

TRAVEL INSURANCE

SafetyWing	C	G	P	A
World Nomads	C	G	P	A
Allianz Travel	C	G	P	A
BIMC	C	G	P	A

AIRLINES

AirAsia	C	G	P	A
Qatar Airways	C	G	P	A
Singapore Airlines	C	G	P	A
Garuda Indonesia	C	G	P	A

Most cited sources here: tripadvisor.com, thehoneycombers.com, cntraveler.com, traveloka.com, jp.hotels.com, unikbalivilla.com

Mumbai

Asked from India. Top four named per topic; squares show which assistants named each one.

258

businesses
named

77%

by only one
assistant

C ChatGPT G Gemini P Perplexity A Google AI Overviews

HOTELS The Taj Mahal Palace C G P A Four Seasons Hotel Mumbai C G P A Taj Lands End C G P A The Leela Mumbai C G P A	RESTAURANTS The Bombay Canteen C G P A The Table C G P A Gajalee C G P A Masque C G P A
THINGS TO DO Tripadvisor C G P A Chhatrapati Shivaji Maharaj Vastu S... C G P A Taj Mahal Palace C G P A GetYourGuide C G P A	TOURS & DAY TRIPS GetYourGuide C G P A Tripadvisor C G P A Viator C G P A Linda Tours Mumbai C G P A
AIRPORT TRANSFERS Uber C G P A Ola C G P A GetYourGuide C G P A Mumbai Metro C G P A	ESIMS Airtel C G P A Jio C G P A Airalo C G P A Holafly C G P A
TRAVEL INSURANCE ICICI Lombard C G P A Bajaj Allianz C G P A Tata AIG C G P A HDFC ERGO C G P A	AIRLINES Air India C G P A IndiGo C G P A Akasa Air C G P A Emirates C G P A

Most cited sources here: tripadvisor.com, in.hotels.com, expedia.co.in, hotels.com, kayak.com, paperboard.co.in

Delhi

Asked from India. Top four named per topic; squares show which assistants named each one.

244

businesses
named

77%

by only one
assistant

C ChatGPT G Gemini P Perplexity A Google AI Overviews

HOTELS The Imperial, New Delhi C G P A The Leela Palace New Delhi C G P A ITC Maurya C G P A Shangri-La Eros New Delhi C G P A	RESTAURANTS Karim's C G P A Bukhara C G P A Dum Pukht C G P A Indian Accent C G P A
THINGS TO DO Viator C G P A BookMyShow C G P A Delhi By Foot C G P A Delhi by Locals C G P A	TOURS & DAY TRIPS GetYourGuide C G P A Viator C G P A Intrepid Travel C G P A MakeMyTrip C G P A
AIRPORT TRANSFERS Ola C G P A Uber C G P A Delhi Metro Airport Express Li... C G P A Airport Express Metro C G P A	ESIMS Airtel C G P A Jio C G P A Airalo C G P A Holafly C G P A
TRAVEL INSURANCE ICICI Lombard C G P A Tata AIG C G P A HDFC ERGO C G P A Bajaj Allianz C G P A	AIRLINES Air India C G P A IndiGo C G P A Emirates C G P A Akasa Air C G P A

Most cited sources here: makemytrip.com, tripadvisor.com, booking.com, expedia.com, in.hotels.com, bespokeindiaholidays.com

Sydney

Asked from Australia. Top four named per topic; squares show which assistants named each one.

262 businesses named
77% by only one assistant

C ChatGPT G Gemini P Perplexity A Google AI Overviews

HOTELS

Four Seasons Hotel Sydney	C	G	P	A
Capella Sydney	C	G	P	A
The Langham, Sydney	C	G	P	A
Park Hyatt Sydney	C	G	P	A

RESTAURANTS

Bennelong	C	G	P	A
Bills	C	G	P	A
Bourke Street Bakery	C	G	P	A
Saint Peter	C	G	P	A

THINGS TO DO

Sydney Opera House	C	G	P	A
Scenic World	C	G	P	A
Taronga Zoo	C	G	P	A
BridgeClimb Sydney	C	G	P	A

TOURS & DAY TRIPS

Anderson's Tours	C	G	P	A
Viator	C	G	P	A
Tripadvisor	C	G	P	A
Bonza Bike Tours	C	G	P	A

AIRPORT TRANSFERS

Airport Link	C	G	P	A
Uber	C	G	P	A
Opal	C	G	P	A
DiDi	C	G	P	A

ESIMS

Optus	C	G	P	A
Telstra	C	G	P	A
Holafly	C	G	P	A
Airalo	C	G	P	A

TRAVEL INSURANCE

Cover-More	C	G	P	A
Allianz	C	G	P	A
Finder	C	G	P	A
World Nomads	C	G	P	A

AIRLINES

Qantas	C	G	P	A
Emirates	C	G	P	A
Singapore Airlines	C	G	P	A
Virgin Australia	C	G	P	A

Most cited sources here: cathaypacific.com, forbes.com, cntraveler.com, sydneytourism.org, expedia.com, sydney.com

Lisbon

Asked from Portugal. Top four named per topic; squares show which assistants named each one.

198

businesses
named

70%

by only one
assistant

C ChatGPT G Gemini P Perplexity A Google AI Overviews

HOTELS Bairro Alto Hotel C G P A Four Seasons Hotel Ritz Lisbon C G P A Locke de Santa Joana C G P A Memmo Alfama C G P A	RESTAURANTS As Bifanas do Afonso C G P A Cervejaria Ramiro C G P A O Velho Eurico C G P A Alma C G P A
THINGS TO DO Pastéis de Belém C G P A Time Out Market C G P A Tram 28 C G P A Belém Tower C G P A	TOURS & DAY TRIPS Viator C G P A GetYourGuide C G P A Withlocals C G P A Batalha C G P A
AIRPORT TRANSFERS Bolt C G P A Uber C G P A Navegante C G P A Welcome Pickups C G P A	ESIMS Airalo C G P A Holafly C G P A MEO C G P A Saily C G P A
TRAVEL INSURANCE Squaremouth C G P A Allianz Travel C G P A World Nomads C G P A Feather C G P A	AIRLINES TAP Air Portugal C G P A Air France C G P A Lufthansa C G P A Delta C G P A

Most cited sources here: tripadvisor.com, hotels.com, guide.michelin.com, artlegacyhotels.com, hoteldasamoreiras.com, eatingeurope.com

Amsterdam

Asked from Netherlands. Top four named per topic; squares show which assistants named each one.

222 businesses
named
75% by only one
assistant

C ChatGPT **G** Gemini **P** Perplexity **A** Google AI Overviews

HOTELS

Pulitzer Amsterdam	C	G	P	A
Sofitel Legend The Grand Am...	C	G	P	A
The Dylan Amsterdam	C	G	P	A
Waldorf Astoria Amsterdam	C	G	P	A

RESTAURANTS

Moeders	C	G	P	A
De Kas	C	G	P	A
The Pantry	C	G	P	A
Wilde Zwijnen	C	G	P	A

THINGS TO DO

Rijksmuseum	C	G	P	A
Van Gogh Museum	C	G	P	A
Anne Frank House	C	G	P	A
A'DAM Lookout	C	G	P	A

TOURS & DAY TRIPS

GetYourGuide	C	G	P	A
Tours & Tickets	C	G	P	A
Viator	C	G	P	A
Eating Europe	C	G	P	A

AIRPORT TRANSFERS

Staxi	C	G	P	A
Uber	C	G	P	A
Amsterdam Airport Express	C	G	P	A
Amsterdam Centraal	C	G	P	A

ESIMS

Airalo	C	G	P	A
Holafly	C	G	P	A
Jetpac	C	G	P	A
KPN	C	G	P	A

TRAVEL INSURANCE

Allianz	C	G	P	A
Staysure	C	G	P	A
ABN AMRO	C	G	P	A
Tin Leg	C	G	P	A

AIRLINES

Transavia	C	G	P	A
Delta Air Lines	C	G	P	A
easyJet	C	G	P	A
KLM	C	G	P	A

Most cited sources here: facebook.com, cntraveler.com, timeout.com, hotels.com, charlieontravel.com, amsterdamtourism.org

Hong Kong

Asked from Hong Kong. Top four named per topic; squares show which assistants named each one.

295 businesses
named
75% by only one
assistant

C ChatGPT **G** Gemini **P** Perplexity **A** Google AI Overviews

HOTELS

The Peninsula Hong Kong	C	G	P	A
The Upper House	C	G	P	A
Four Seasons Hotel Hong Kong	C	G	P	A
Mandarin Oriental, Hong Kong	C	G	P	A

RESTAURANTS

Kam's Roast Goose	C	G	P	A
Australia Dairy Company	C	G	P	A
Caprice	C	G	P	A
Lai Ching Heen	C	G	P	A

THINGS TO DO

Star Ferry	C	G	P	A
Tai Kwun	C	G	P	A
Ngong Ping 360	C	G	P	A
Peak Tram	C	G	P	A

TOURS & DAY TRIPS

GetYourGuide	C	G	P	A
Cotai Water Jet	C	G	P	A
TurboJET	C	G	P	A
Klook	C	G	P	A

AIRPORT TRANSFERS

Airport Express	C	G	P	A
Klook	C	G	P	A
Octopus	C	G	P	A
Cityflyer	C	G	P	A

ESIMS

CSL	C	G	P	A
Holafly	C	G	P	A
Nomad	C	G	P	A
7-Eleven	C	G	P	A

TRAVEL INSURANCE

MoneyHero	C	G	P	A
MoneySmart	C	G	P	A
Allianz	C	G	P	A
AXA	C	G	P	A

AIRLINES

Cathay Pacific	C	G	P	A
HK Express	C	G	P	A
Singapore Airlines	C	G	P	A
Japan Airlines	C	G	P	A

Most cited sources here: [instagram.com](https://www.instagram.com), [guide.michelin.com](https://www.guide.michelin.com), [cntraveler.com](https://www.cntraveler.com), [cntraveller.com](https://www.cntraveller.com), [tripadvisor.com](https://www.tripadvisor.com), [discoverhongkong.com](https://www.discoverhongkong.com)

Los Angeles

Asked from United States. Top four named per topic; squares show which assistants named each one.

268 businesses named
78% by only one assistant

C ChatGPT **G** Gemini **P** Perplexity **A** Google AI Overviews

HOTELS

Conrad Los Angeles	C	G	P	A
Hotel Bel-Air	C	G	P	A
Shutters on the Beach	C	G	P	A
1 Hotel West Hollywood	C	G	P	A

RESTAURANTS

Holbox	C	G	P	A
Philippe the Original	C	G	P	A
Providence	C	G	P	A
n/naka	C	G	P	A

THINGS TO DO

Warner Bros. Studio Tour Holl...	C	G	P	A
Griffith Observatory	C	G	P	A
Universal Studios Hollywood	C	G	P	A
Grand Central Market	C	G	P	A

TOURS & DAY TRIPS

A Day in LA Tours	C	G	P	A
Catalina Express	C	G	P	A
GetYourGuide	C	G	P	A
Viator	C	G	P	A

AIRPORT TRANSFERS

Uber	C	G	P	A
Lyft	C	G	P	A
LAX FlyAway	C	G	P	A
LAX-it	C	G	P	A

ESIMS

Holafly	C	G	P	A
Airalo	C	G	P	A
AT&T	C	G	P	A
T-Mobile	C	G	P	A

TRAVEL INSURANCE

Squaremouth Travel Insurance	C	G	P	A
Allianz Travel Insurance	C	G	P	A
Air Doctor	C	G	P	A
Atlas America	C	G	P	A

AIRLINES

Delta Air Lines	C	G	P	A
Alaska Airlines	C	G	P	A
American Airlines	C	G	P	A
Southwest Airlines	C	G	P	A

Most cited sources here: hotels.com, travellemming.com, thetraveler.org, us.trip.com, cntraveler.com, cathaypacific.com

Cape Town

Asked from South Africa. Top four named per topic; squares show which assistants named each one.

233 businesses named
68% by only one assistant

C ChatGPT G Gemini P Perplexity A Google AI Overviews

HOTELS

One&Only Cape Town	C	G	P	A
Cape Grace	C	G	P	A
Mount Nelson, A Belmond Hotel	C	G	P	A
The Silo Hotel	C	G	P	A

RESTAURANTS

Kloof Street House	C	G	P	A
Bo-Kaap Kombuis	C	G	P	A
Salsify at the Roundhouse	C	G	P	A
Biesmiellah	C	G	P	A

THINGS TO DO

Boulders Beach	C	G	P	A
Chapman's Peak Drive	C	G	P	A
Kirstenbosch National Botani...	C	G	P	A
Two Oceans Aquarium	C	G	P	A

TOURS & DAY TRIPS

GetYourGuide	C	G	P	A
Viator	C	G	P	A
Cape Town Day Tours	C	G	P	A
Discover Africa Safaris	C	G	P	A

AIRPORT TRANSFERS

Bolt	C	G	P	A
Uber	C	G	P	A
MyCiTi	C	G	P	A
Blacklane	C	G	P	A

ESIMS

Airalo	C	G	P	A
MTN	C	G	P	A
Vodacom	C	G	P	A
Holafly	C	G	P	A

TRAVEL INSURANCE

Allianz Travel Insurance	C	G	P	A
World Nomads	C	G	P	A
Hollard	C	G	P	A
Mediclinic	C	G	P	A

AIRLINES

Airlink	C	G	P	A
FlySafair	C	G	P	A
Emirates	C	G	P	A
Qatar Airways	C	G	P	A

Most cited sources here: cntraveler.com, tripadvisor.com, hotels.com, instagram.com, ca.hotels.com, yoco.com

Mexico City

Asked from Mexico. Top four named per topic; squares show which assistants named each one.

211

businesses
named

72%

by only one
assistant

C ChatGPT **G** Gemini **P** Perplexity **A** Google AI Overviews

HOTELS Sofitel Mexico City Reforma C G P A Four Seasons Hotel Mexico City C G P A Gran Hotel Ciudad de México C G P A Casa Polanco C G P A	RESTAURANTS Contramar C G P A El Cardenal C G P A Pujol C G P A Quintonil C G P A
THINGS TO DO Arena México C G P A Destinationless Travel C G P A Get Lost In Mexico City C G P A GetYourGuide C G P A	TOURS & DAY TRIPS GetYourGuide C G P A Viator C G P A Withlocals C G P A Airbnb Experiences C G P A
AIRPORT TRANSFERS Uber C G P A DiDi C G P A Metrobús Line 4 C G P A Transfeero C G P A	ESIMS Telcel C G P A Airalo C G P A Holafly C G P A AT&T C G P A
TRAVEL INSURANCE Squaremouth C G P A World Nomads C G P A Allianz C G P A IMG C G P A	AIRLINES Aeroméxico C G P A Delta C G P A Volaris C G P A Viva Aerobus C G P A

Most cited sources here: cntraveler.com, northabroad.com, youtube.com, us.trip.com, wanderlog.com, theboujist.com

For any business that serves travellers

The websites AI relies on most

The sources cited most often across all answers. A business missing from these is harder for an assistant to find.

google.com

tripadvisor.com

viator.com

facebook.com

getyourguide.com

youtube.com

reddit.com

squaremouth.com

expedia.com

traveltomtom.net

- 1 Check every assistant, not just one.** With 75% of names coming from a single assistant, being visible in ChatGPT does not mean you are visible in Gemini or Google.
- 2 Be on the sources they read.** Listings, reviews and guides on the sites above shape who gets named.
- 3 Answer the question on your own site.** Clear prices, locations and services give an assistant something it can repeat.
- 4 Track it over time.** Answers change. We will ask the same questions every month and publish what moves.

How we ran it

On 10 October 2026 we asked ChatGPT, Gemini, Perplexity and Google AI Overviews the same 320 questions: two for each of 8 topics in each of 20 cities, worded the way travellers ask, from each city's own country. Perplexity was asked through its API with web search. Google does not show an AI Overview for every search, so a few questions have three answers.

We recorded every answer in full and listed the businesses named. Landmarks and public places are not counted, and different spellings of one business are merged. This reports what the assistants said that day; it is not our own ranking. Full results by city: vasukai.com/ai-index.

Is your business in the answer?

Vasukai shows which AI assistants recommend your business, who they name instead, and what to change. Free check, no card needed.

vasukai.com