

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

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.

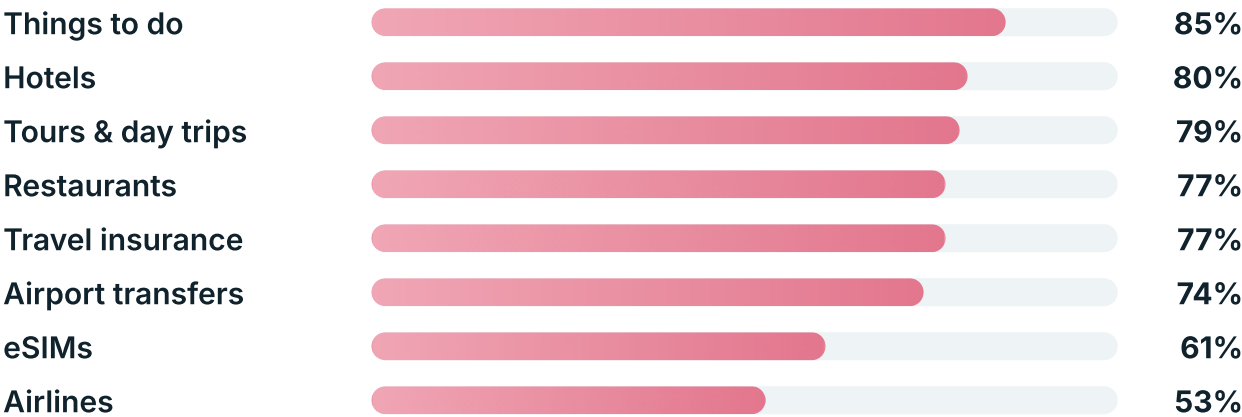
53%

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.



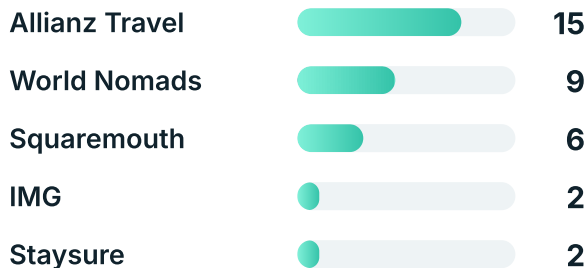
Tours and day trips

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.



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