

# DominateAI

GEO Platform for Hotels

## Your Hotel Is Invisible to AI. Here's Why and What to Fix.

ChatGPT, Gemini, Perplexity and Claude each use a different search engine and different ranking logic. What works on one platform is irrelevant on another. Most hotels are optimised for none of them.

# 80%+

Franchise properties with no standalone domain in our 1,400+ hotel study

### HOW EACH MODEL DECIDES WHO TO RECOMMEND

- C ChatGPT**  
Search index: Bing, not Google  
**900M users.** Retrieves via Bing's independent index. Your Google rankings are irrelevant here. Booking.com and Expedia integrated as first-party ChatGPT Apps (Oct 2025), giving OTAs a built-in structural advantage inside the conversation.  
Allow: GPTBot · Submit to Bing Webmaster Tools
- G Gemini**  
Search index: Google, inherits E-E-A-T  
**Hardest for independents.** Branded chains are 4.43pp more visible. Personalises via Gmail, Calendar, Search history. Complete Google Business Profile and LodgingBusiness schema are non-negotiable.  
Allow: GoogleExtended · Optimise GBP
- P Perplexity**  
Search index: Own index, 200B+ URLs, live  
**Most transparent. Start here.** Shows numbered citations you can audit directly. Lowest OTA dependency. Rewards answer-first content and unique facts only your hotel can publish.  
Allow: PerplexityBot · Build answer-first content
- A Claude**  
Retrieval: Brave Search documented as a key source  
**Rewards factual density.** Constitutional AI trained for honesty. Vague adjectives lose. "Stunning views" stays invisible. "452 sq ft rooms, floors 8-14, floor-to-ceiling harbour windows" gets cited. Brave Search is a documented retrieval source in Claude-powered applications, a third index worth managing alongside Google and Bing.  
Allow: ClaudeBot · Consider Brave Webmaster Tools

### WHAT TO DO, BY MODEL

- 1 CHATGPT**  
**Submit to Bing Webmaster Tools**  
 15 minutes. Most hotel websites have never done this. Directly affects ChatGPT retrieval. Completely separate from Google Search Console. Also verify entity consistency across all OTA listings.
- 2 GEMINI**  
**Implement LodgingBusiness Schema**  
 Tells Gemini exactly what your property is, where it is, and what it costs. Without it, Gemini relies on OTA descriptions and OTAs get the citation. Average score across 1,400+ US hotels: critically low. Takes around 2 hours.
- 3 PERPLEXITY**  
**Run Your Guests' Queries Right Now**  
 Search "best boutique hotel near [your landmark]" in Perplexity. Read every citation. That is your competitive audit. Then publish one unique fact asset per quarter: walking distances, chef sourcing, certifications with numbers.
- 4 CLAUDE**  
**Audit Your Adjective-to-Fact Ratio**  
 Every "spacious," "luxurious," "stunning" should become a verifiable fact. This is the highest-return content change for Claude and it improves every other model simultaneously. Also allow ClaudeBot in robots.txt and consider submitting to Brave Webmaster Tools, as Brave Search is a documented retrieval source in Claude-powered applications.

### WHAT OUR STUDY FOUND

**80%+**

Franchise properties with no standalone domain

**55%**

Of all AI travel citations go to OTAs, not hotels

**13.6%**

Share going to hotel direct sites. Fixable.

**PROOF POINT 01 · DOMINATEAI DASHBOARD**

#### Typical Hotel Before GEO Optimisation

AI visibility scores across all four platforms. Starting point for most hotels we score.

ChatGPT		22%
Gemini		18%
Claude		14%
Perplexity		31%

**The gap is a structure problem, not a content problem.** Hotels with good products and thin websites lose to OTAs with mediocre content and perfect schema. DominateAI scores your property across 6 GEO dimensions and tells you exactly what to fix, ranked by commercial impact.

Sources: DominateAI GEO Readiness Study, 1,400+ US hotel properties, 2025 · Cloudbeds Hotel AI Recommendations Report, December 2025

## Hotels that fix this now own the AI channel by 2027.

*Hotels that do not fix robots.txt, schema, and factual content are training AI to recommend their competitors instead.*

### NEXT STEP

## Get your hotel's GEO score.

DominateAI scores hotels across various GEO dimensions, including schema markup, factual density, E-E-A-T, semantic clarity, freshness, and technical crawlability, and generates a prioritized action plan. Built specifically for hotel and STR operators.

**Book a Demo**  
dominateai.ai