



WHO OWNS 'BEST BUDGET'

When a guest Googles “best budget hotels in [city],” they have locked the TYPE but not the dates or price. Here is who Google hands them across America's 50 biggest cities.

49/50

[expedia.com](#) shows up in the top 10 for “best budget hotels” in 49 of 50 cities.

CROSS-CITY INFLUENCE - TOP-10 REACH (OF 50 CITIES)



Blue = a hotel or specialist. Everything red is an intermediary.

Whoever owns the most cities owns the shortlist for this intent, before your guest ever sees a rate.

Source: DataForSEO live Google SERP (US), 50 cities, July 2026. Directional; not business, legal, or financial advice. Full study →

hotelseolab.com/blog/best-cheap-hotels-fit-first-report