



WHO OWNS 'BEST LUXURY'

When a guest Googles “best luxury 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.

42/50

tripadvisor.com shows up in the top 10 for “best luxury hotels” in 42 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.