



THE TRIPADVISOR MOAT - 50 CITIES x 6 INTENTS - 300 SEARCHES

DRAIN THE MOAT

TripAdvisor is the single most dominant domain on “best [type] hotels in [city]” search. Here is the moat, by intent, and the honest read on where it is thin.

267

267 appearances across 300 searches - more than any OTA, and the top 10 in all 50 cities. It is also the #1 AI Overview citation.

TRIPADVISOR'S CROSS-CITY REACH BY INTENT (OF 50)



You don't storm the moat. You reroute the river.

Own the local pack and AI Overview it can't control, move your review gravity to Google, get on the editorial lists that outrank it, and out-specify its thin pages. The moat is real - and already draining.