



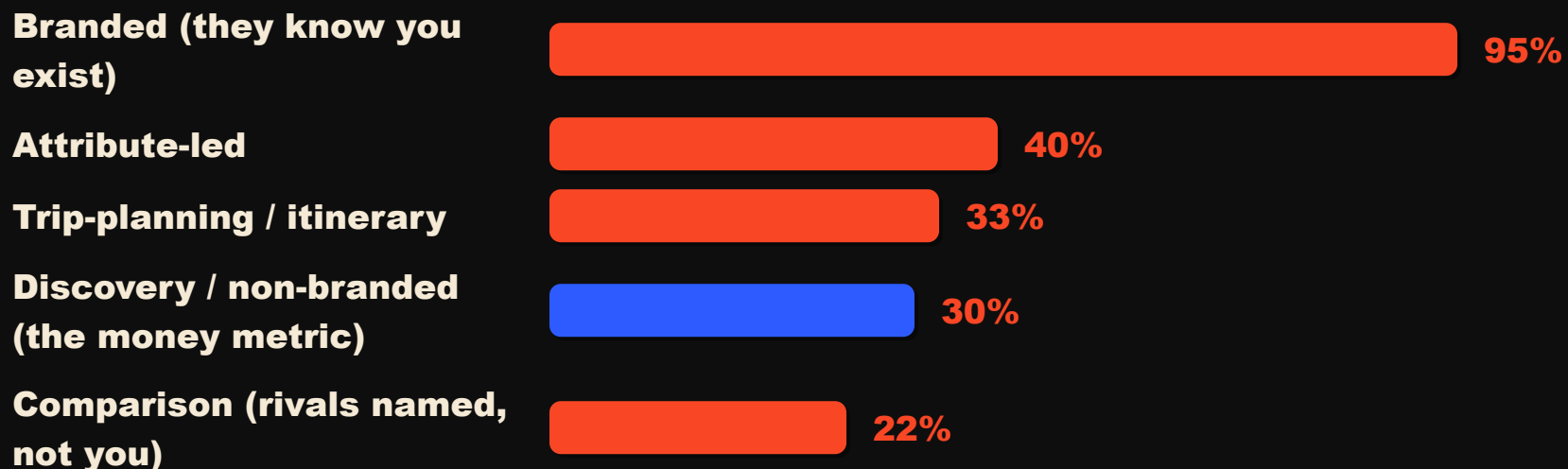
MEASURE THE SHRUG

Most hotels have no idea how often ChatGPT recommends them. A frozen 30-prompt panel, run monthly across three AI assistants, turns that shrug into a trend line.

95%

One manual hour a month and you will know more about your **AI visibility** than **95% of hotels** in your market.

TYPICAL SHARE-OF-MENTION, BY PROMPT BUCKET



Watch the discovery number, not the branded one.

Branded queries just confirm the models know you. Non-branded discovery is where genuinely new guests find you instead of a competitor - that is the number that maps to revenue.