



THE FIT-FIRST SERP - 50 CITIES x 6 INTENTS - 300 SEARCHES

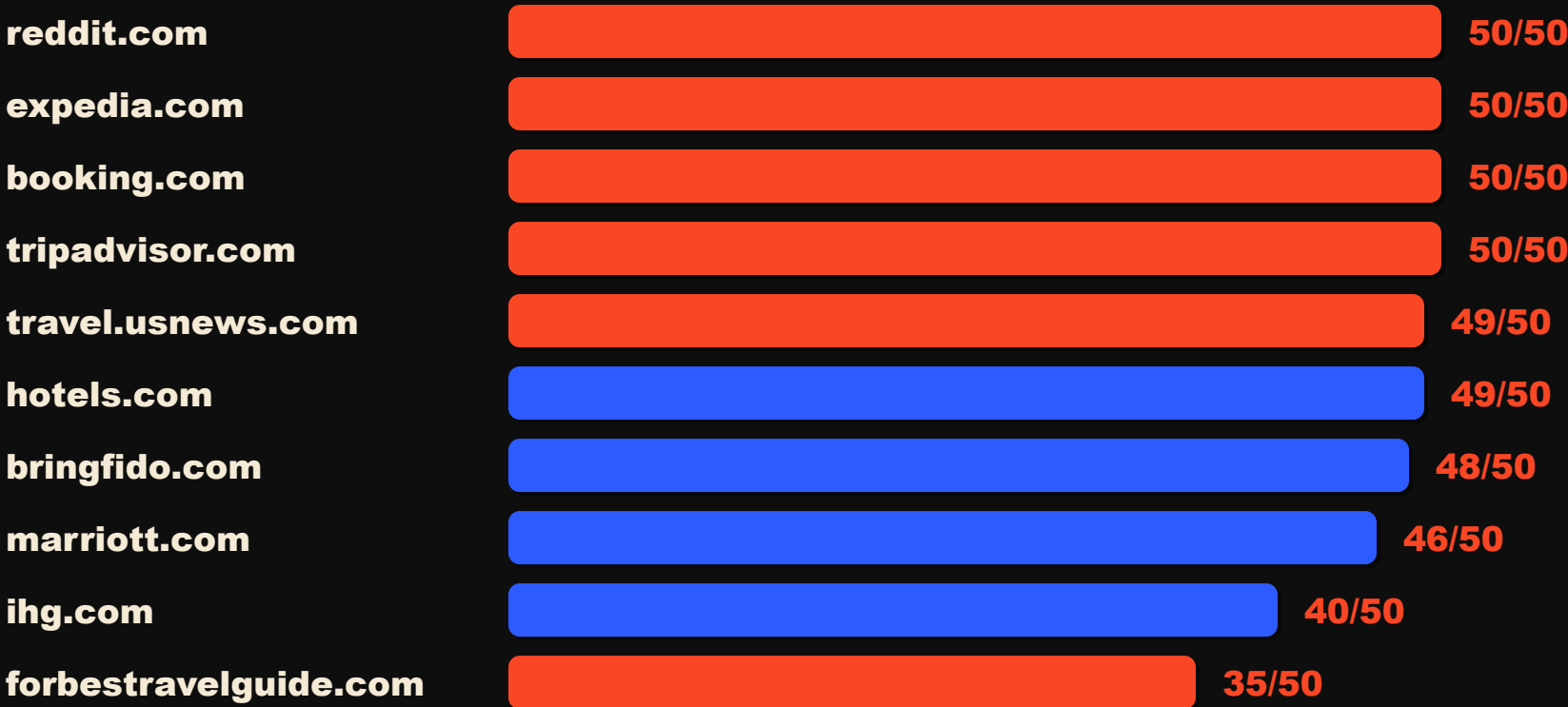
# THE KINGS OF INFLUENCE

Across 300 live “best [type] hotels in [city]” searches, a handful of intermediaries own the shortlist in nearly every city. Actual hotels are barely there.

50/50

Reddit and TripAdvisor rank in the top 10 for “best hotels” in all 50 biggest US cities. Marriott reaches 46, then it drops fast.

## CROSS-CITY INFLUENCE - CITIES REACHED (OF 50)



**Fit-First search: type decided, dates and price not yet.**

The moment the shortlist forms - after dreaming, before booking. OTAs, review media and Reddit own it. Your hotel is almost never in the room.

**Source:** DataForSEO live Google SERP + AI Overview (US), 50 cities x 6 intents, July 2026. Directional. Full study →

[hotelseolab.com/blog/fit-first-search-kings-of-influence](https://hotelseolab.com/blog/fit-first-search-kings-of-influence)