



GOOGLE AI OVERVIEW - WHO IT CITES FOR HOTELS

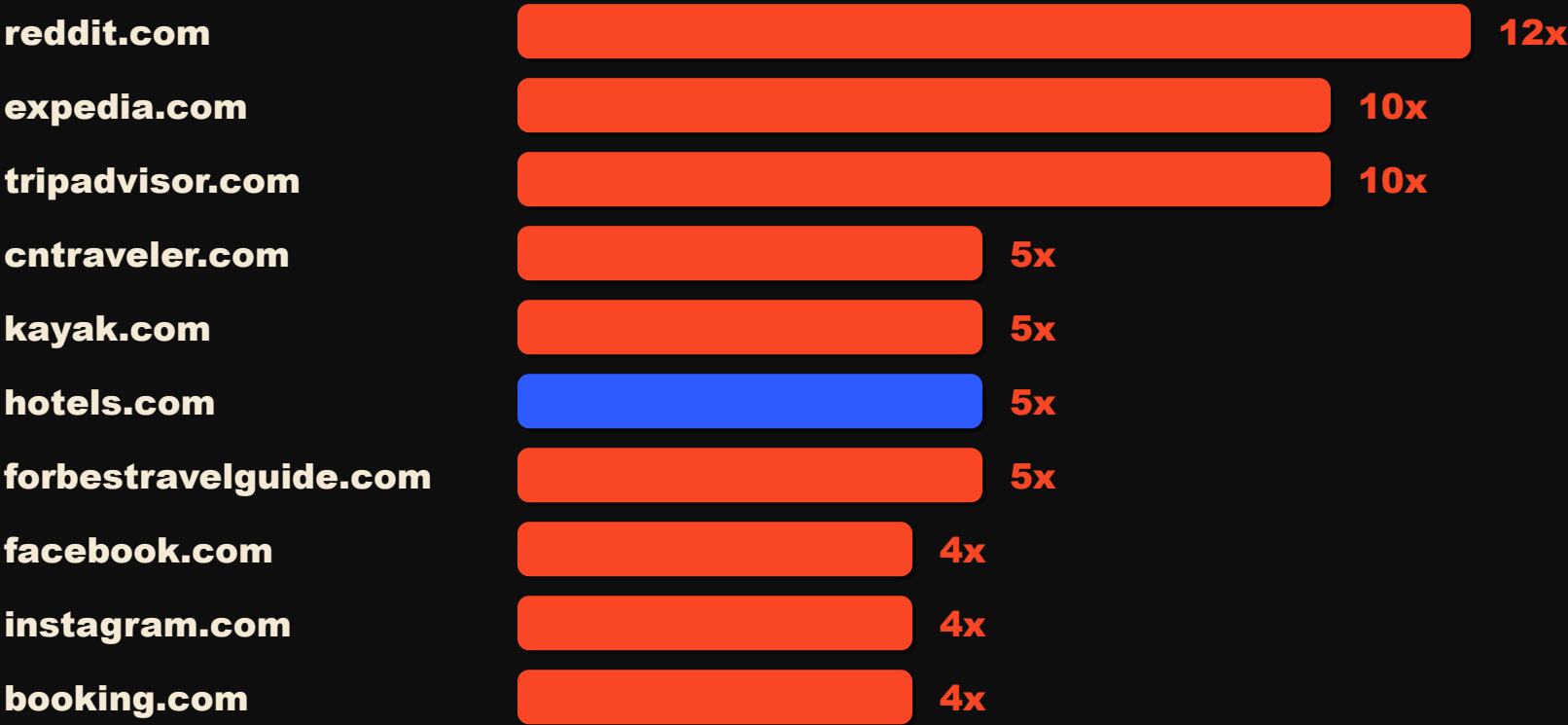
WHO GOOGLE'S AI CITES

On the hotel searches where Google shows an AI Overview, here are the sources it actually cites. Hotels are almost nowhere.

25%

of hotel searches showed an AI Overview. When they did, it quoted **Reddit, OTAs and magazines** - not hotels.

MOST-CITED DOMAINS IN HOTEL AI OVERVIEWS



Reddit is the #1 cited source. Four Seasons is the only hotel to crack the top.

If the AI does not cite you, you do not exist in the answer. The pattern held on desktop and mobile.