BrandRadar

Long Tail Keyword Analysis in AEO:

Insights from 200 Prompts Across 4 Tourism Markets

BrandRadar

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Executive Summary

Hospitality is undergoing a significant shift in how guests discover, evaluate, and choose brands. For the first time in two decades, search is being reshaped by conversational engines that return answers instead of links. Travelers now ask a question and receive a distilled set of recommendations. In this new environment, hotels, restaurants, bars, and transport providers compete for appearances in AI-generated answers.

This shift marks the rise of **Answer Engine Optimization (AEO)**: the practice of shaping how brands appear, rank, and are referenced inside AI-generated answers. You'd know this by **GEO (Generative Engine Optimization)**. And unlike traditional SEO, AEO rewards relevance, authority, geographic specificity, and structured brand representation.

Visibility now depends on how clearly an AI system understands a brand, its purpose, attributes, location, and relevance to specific guest intentions. Traditional SEO signals matter far less; structured data, entity clarity, and regional grounding matter far more.

BrandRadar analyzed 200+ long-tail prompts across Dubai, Singapore, Mumbai, and Sri Lanka, extracting over 20,000 entity mentions from ChatGPT, Gemini, and Perplexity. With enhanced topic-level and prompt-level scoring (visibility, share-of-voice, domain authority, semantic stability), the study reveals a defining long-tail intent now determines who gets discovered.

A small set of brands repeatedly dominates conversational answers, sometimes capturing *40–80% of conversational share-of-voice in highly specific prompts,* while many reputable operators remain invisible at the moment a traveler makes a decision. Size and reputation no longer guarantee visibility; entity strength and structured presence do.

Cross-market patterns also highlight major gaps:

Singapore & Dubai

Show strong accuracy due to rich structured tourism data

Mumbai

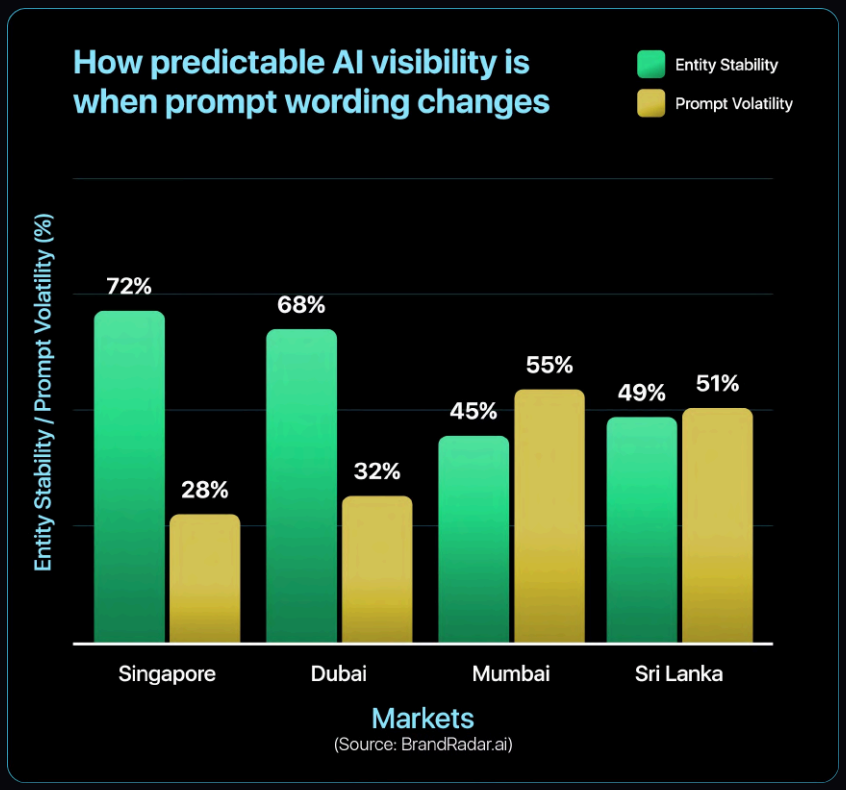
Exhibits high variability and mixed authority signals

Sri Lanka

Weaker structured data leads to highest hallucination rates and heavy OTA dominance

This white paper lays out that playbook, backed by real competitive data from four of Asia's most dynamic hospitality markets. For leaders ready to understand what AI visibility means for revenue, brand equity, and guest acquisition, the next chapters offer an unfiltered view of the landscape, and a road map for what to do next.

Market Stability Heat map



This heat map summarizes how stable AI-generated visibility is across markets when prompt wording changes. Singapore and Dubai show high entity stability and low prompt volatility, meaning brands that appear once tend to reappear across similar queries. Mumbai and Sri Lanka show the opposite pattern: small changes in intent or context produce entirely different answer sets, making AEO performance harder to control and predict.

About BrandRadar

BrandRadar is a next-generation agency focused on modern search and brand discovery across AI and emerging platforms. It's proprietary AI visibility intelligence platform helps brands track, analyze, and optimize how they're seen across generative AI and search ecosystems.

Using GEO strategy, competitive intelligence, and continuous optimization, we help brands influence consideration, preference, and ultimately conversions across AI-led journeys. The result is not just being seen in AI responses, but being chosen.

1. Introduction: Why AI Search Has Changed Hospitality Discovery

Travel planning no longer begins with a search bar, it begins with a conversation with an Assistant. Across the industry, travelers are moving away from typing short, generic queries (“hotels in Dubai," “bars in Singapore”) and shifting toward long-tail, intent-rich prompts that read like real questions such as, “best budget hotels for families with kids near Marina Bay,”

McKinsey highlights that advances in generative AI are equipping the travel industry to **reimagine planning and customer engagement**, indicating a rapid shift in how travelers interact with digital tools. Skift Research's analysis of generative AI in travel highlights broad adoption and **disruption across search**, customer service, and planning, indicating rising use of conversational AI tools in trip planning.

Industry signals all point in the same direction. Analysis from Phocuswright and other travel research firms shows growing traveler use and helpfulness of GenAI tools in travel planning. For example, **78%** of travelers found GenAI helpful for planning.

01

Long-tail conversational prompts

Replacing keyword-based queries, pushing AI systems to return direct answers rather than lists of links

02

AEO emerging as competitive advantage

Answer Engine Optimization for brands, especially those that historically relied on SEO dominance

03

Brand visibility becoming entity-based

LLMs prioritize businesses with strong semantic identity, consistent signals, structured content presence, and credible external mentions

Google's SGE + GenAI impact studies reinforce this. Generative summaries reduce CTR to traditional results and prioritize entities, not pages. Leading travel platforms are embedding **AI-powered conversational features** that help users plan and personalize travel options, indicating industry investment in AI-assisted discovery experiences.

> **The implication is clear that hospitality discovery has moved from only ranking webpages to ranking entities too.**

This white paper examines how that change plays out across four highly distinct markets, Dubai, Singapore, Mumbai, and Sri Lanka, and what it means for hospitality brands competing in an AI-first world.

2. Why These Four Markets: Dubai, Singapore, Mumbai, Sri Lanka

To understand how AI engines behave across different tourism ecosystems, we selected 4 markets that represent contrasting digital environments, competitive intensities, and content structures. These markets allow us to observe how GenAI systems interpret prompts when the underlying brand signals are strong, weak, fragmented, or highly structured.

Dubai

Hyper-Competitive, Luxury-Forward, Structurally Rich

Dubai is a global showcase for luxury hospitality. It's a consumption-focused market. It has dense structured data online, strong brand authority, and consistent coverage across OTAs, tourism boards, and media. It's an ideal environment for studying LLM preference for premium brands, skyline experiences, fine dining, and high-value transfers.

Singapore

High Content Density & Stable Hospitality Ecosystem

Singapore offers some of the cleanest digital signals in the world. Tourism data is well organized, brands maintain strong entity consistency, and official sources (STB, top-tier restaurants, major hotel groups) reinforce high authority. This makes Singapore the benchmark for cross-prompt stability and LLM alignment.

Mumbai

High Noise-to-Signal Ratio, Mixed Semantic Inputs

Mumbai's hospitality environment is fragmented, with thousands of small entities, inconsistent digital footprints, and high local content noise. This creates an ideal scenario for observing LLM volatility, hallucinations, mis-weighted sources (e.g., Zomato, Justdial), and how entity scarcity or clutter affects AI visibility.

Sri Lanka

OTA-Dominated, Weak Structured Brand Content

Sri Lanka is a globally renowned vacation tourism market with a strong presence on OTAs but weaker direct brand reinforcement. Many hotels lack structured data, consistent naming, or domain authority. This makes Sri Lanka particularly useful for analyzing hallucinated entities, over-reliance on global OTAs, and the disappearance of local brands across prompt variations.

3. Methodology

This study uses a dual-layer visibility framework to measure how hospitality brands surface inside AI-generated answers. BrandRadar analyzed **200+ standardized long-tail prompts** across five decision categories (Bars, Fine Dining, Special Offers, Eco Travel, Airport Transfers) on ChatGPT, Gemini, and Perplexity, capturing over **20,000 entity mentions**.

The methodology combines **topic-level visibility scoring** (how consistently brands appear across prompts and models) with **prompt-level scoring** (share-of-voice, domain rank, and intent fit for individual queries). By holding prompts, timing, and models constant while varying regional grounding, the study isolates true market behavior. Additional analysis measures semantic stability, intent alignment, and cross-market visibility shifts to explain why certain brands dominate AI answers.

4. Prompt Cluster Framework

To reflect how travelers naturally ask questions in AI interfaces, the study groups all 200+ long-tail prompts into five core decision clusters: Bars & Nightlife, Special Offers & Deals, Fine Dining, Eco-Friendly Travel, and Airport Transfers. Applying the same clusters across Dubai, Singapore, Mumbai, and Sri Lanka allows the analysis to separate true regional behavior from prompt-specific noise.

Each prompt is structured using 3 modifiers shaping AI responses.

Intent Modifiers

romantic, budget, hidden

Drive the largest shifts in visibility, often replacing 60–75% of entities in Bars and Fine Dining

Context Modifiers

panoramic views, reservation-only

Refine experiential relevance

Geo Modifiers

Anchor results to a location

Stabilize outputs in structured markets like Singapore and Dubai, but are far less effective in unstructured ecosystems such as Sri Lanka

5. Regional Behaviour Analysis

One of the most important findings in this study is how strongly regional anchoring affects the accuracy, relevance, and stability of AI-generated hospitality recommendations. Large language models do not simply "know" the market being asked about, they infer context from both the prompt and the system environment. When a region is missing or ambiguous, the model behaves very differently.

The two scenarios below, taken directly from BrandRadar's dataset, demonstrate how sharply answers diverge based on whether the region is explicitly stated.

Scenario A: Region is Not Mentioned in Prompt (But Set in Platform)

When the prompt does not mention the location. We tested the prompt *"best budget friendly hotel deals for families with kids"* across all markets with the BrandRadar environment set to a specific market each time without mentioning the region in text, the models tend to produce globalised, non-local answers.

Observed Behaviour Across Markets

Results lean toward general or international entities

Expedia, Booking.com, Orbitz, Agoda, Travelocity, etc., frequently dominate the top results. This happens because LLMs fall back on broad, high-authority sources when they cannot confidently localize the question.

OTAs appear significantly more often

Our data shows that in markets like Sri Lanka, OTAs occupy 3–5 out of the top 5 positions when the prompt lacks explicit geo cues. This is because OTAs have a massive global structured content, strong schema.org profiles and wide semantic coverage.

AI cannot confidently localize intent

Without a region in the query, the model tends to answer generically. For Sri Lanka, it references U.S. hotels in some answers, mixing multi-country brands, and introduces non-relevant examples and promotional content.

Outcome: The answer becomes less precise, more global, and significantly more vulnerable to hallucination.

Scenario B: Region Mentioned in Prompt + Region Set in Platform

When the prompt explicitly includes the location, we tested *"Best hotel deals in Singapore this month for couples or weekend stays"*, the behaviour changes immediately.

Observed Behaviour Across Markets

Accurate entity retrieval

The model now confidently surfaces InterContinental, Pan Pacific, Grand Park City Hall, Sheraton in Singapore. These entities barely appeared before adding the geo signal.

Local tourism entities start dominating

Once the region is locked in, hidden bars become actual local hidden bars, eco-stays become locally relevant properties, and fine dining results reflect real city-specific culinary leadership. This demonstrates how crucial geo specificity is in AEO.

Hallucination rates decrease sharply

When the LLM is given a region, it no longer needs to "guess." Our data showed that Sri Lanka hallucinations drop from high to moderate, Mumbai hallucinations drop, especially among bars, and Dubai and Singapore produce near-perfect accuracy once geo is explicit.

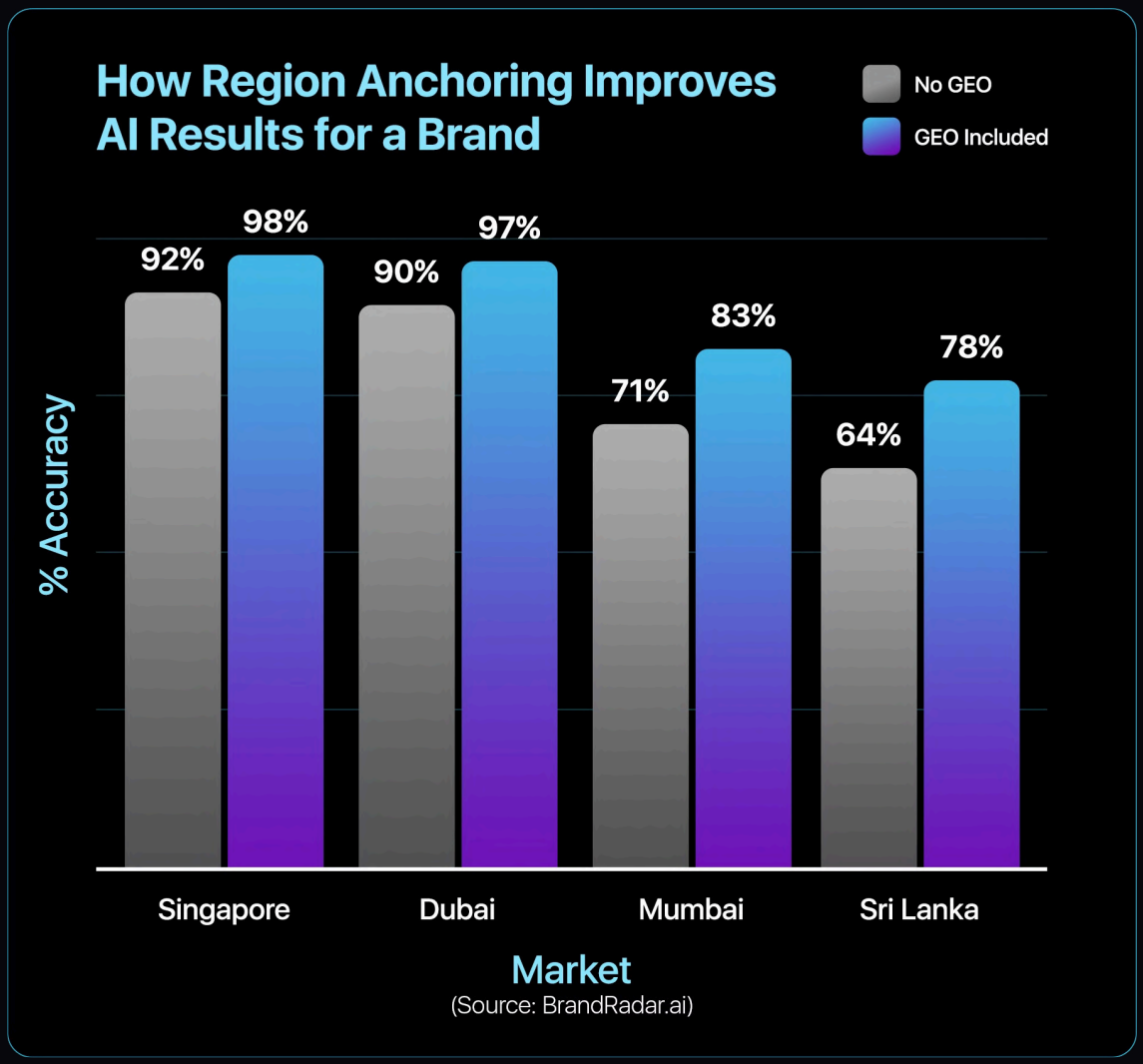
Outcome: Adding clear GEO signals dramatically improves accuracy across markets, boosting correct entity retrieval, aligning results with true local relevance.

Why This Matters for Hospitality Brands

If a brand wants to appear in AI answers consistently:

- It must signal strong geographic identity across the web
- Structured data must reinforce its location and category
- Content must match the intent + context + geo structure of long-tail prompts
- Weak geographic reinforcement leads to disappearance from AI answers

This is why properties like Ce La Vi, Ossiano, Masque, Jetwing, and Cinnamon appear repeatedly because their digital ecosystems make it effortless for models to associate them with their respective cities.



6. Cross-Market Findings

The combined Topic Visibility Scores (across 10 prompts per category) and Prompt-Level Share-of-Voice data reveal clear macro-patterns in how LLMs interpret hospitality entities across different markets. These findings highlight not only the strengths and weaknesses of each region's digital ecosystem, but also how LLMs internalize brand authority, intent fit, and structured content signals.

6.1 Entity Frequency Analysis (Surfacing Brands)

By analysing how often brands appear across all 10 long-tail prompts per topic, and how consistently they rank across ChatGPT, Gemini, and Perplexity, 4 distinct market identities emerge.

Singapore

The Most Stable & Structured Market

Singapore exhibits the strongest semantic consistency across all LLM models. High-authority entities reliably dominate results: **Odette, Ce La Vi, Jaan by Kirk Westaway, Les Amis, Zén**

These brands surface across 4–5 prompts per topic in Fine Dining and Bars, indicating strong Domain Rank, robust Wikipedia/structured schema presence, and high review volume and media coverage.

Dubai

Luxury-leaning Entity Dominance

Dubai shows a dramatically top-heavy pattern. The most premium venues repeatedly dominate across almost all intent variations: **FIVE Palm Jumeirah, Ossiano, Trèsind Studio, At.mosphere, Burj Al Arab / Burj Khalifa entities**

This pattern is driven by highly curated online content, global recognition and awards, deep linking across luxury travel publications, and strong model consensus across all LLMs.

Mumbai

A Mixed-Authority Environment

Mumbai presents the most blended landscape, where **Global OTAs (Expedia, Booking, Agoda) coexist with high-intent local venues (PCO, Janata Bar, Masque, The Table)**. Because Mumbai's structured hospitality data is inconsistent, LLMs tend to fill gaps using User-generated signals **(Zomato, JustDial, Reddit)** and Global aggregators with strong Domain Rank.

This results in high noise, high variability, and strong performance for local bars but weaker stability in Fine Dining and Special Offers, making AEO visibility harder for brands without strong structured content.

Sri Lanka

OTA-Dominant in Budget Segments

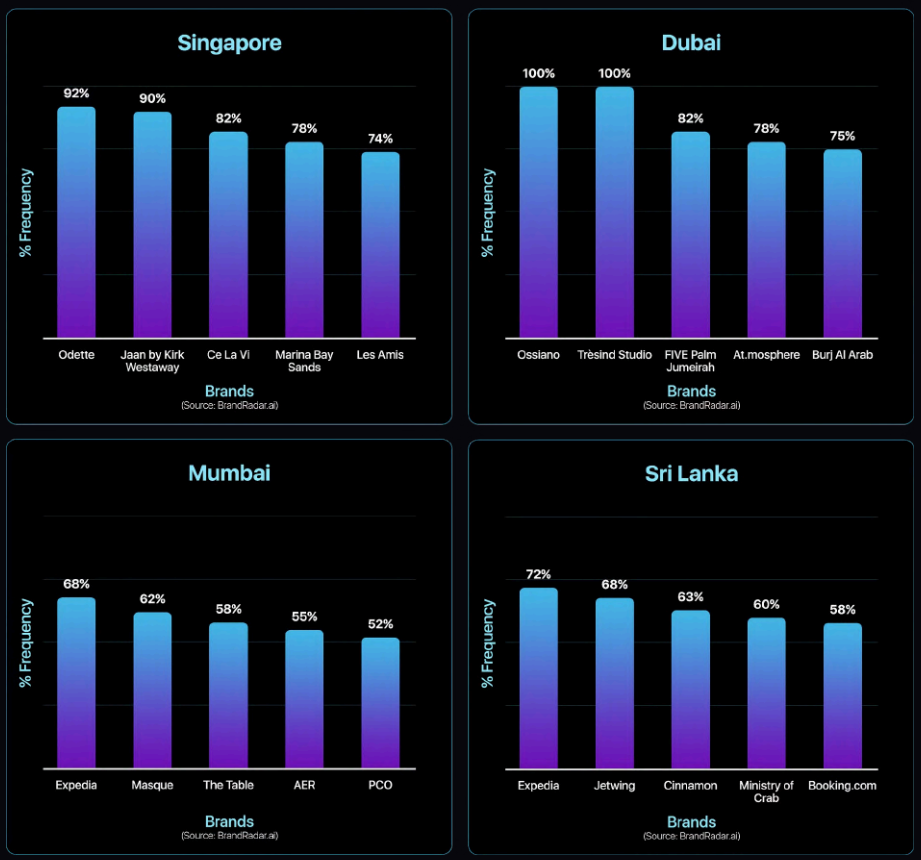
Sri Lanka shows a clear pattern in two directions. Budget-related prompts are dominated by **OTAs: Expedia, Booking.com, TripAdvisor, Orbitz**

Premium, Fine Dining, Eco-friendly, and Romance prompts are dominated by strong local brands: **Jetwing, Cinnamon, Anantara, Kalundewa Retreat, Ministry of Crab, Nihonbashi**

This polarity reflects limited structured data for many Sri Lankan properties, heavy reliance on OTAs for visibility and strong content ecosystems for major brands.

Frequency represents the percentage of prompts within the topic where the entity appeared across at least one LLM.

Most Frequenty Detected Brands in the Market



6.2 Prompt Variability Score (PVS)

The Prompt Variability Score measures how many new brands appear when a single modifier is added, such as "romantic", "affordable", "with kids". This reveals how stable or volatile each topic is in AI search.

Bars & Nightlife

Highest Volatility Across All Markets

Bars are the most dynamic dataset. Changes in modifiers produce **60–75% new entities**. We tested modifiers such as "rooftop bars", "romantic bars", "hidden bars", "affordable bars". Each generates almost distinct clusters.

Special Offers

Lowest Volatility Globally

Because OTAs own structured deal data, this category is dominated by brands like Expedia, Booking.com, Agoda, Travelocity and Hotels.com. These appear consistently across all markets, resulting in **low PVS of 20-30%**.

Eco-Friendly

Stable in Singapore, Unstable in Sri Lanka

Singapore: Eco entities are extremely stable with Banyan Tree, Siloso Beach Resort, and Nikoi Island appearing consistently. This signals that strong structured content equals low hallucination.

Sri Lanka: Volatility is high due to fragmented eco-lodge data, many properties lacking structured profiles, and inconsistent naming conventions online. LLM models frequently mix up eco lodges, surface outdated or mismatched entities or pull generic sustainability content.

Prompt Variability Score (PVS)

Market	Singapore	Dubai	Mumbai	Sri Lanka
Bars	68%	72%	82%	61%
Fine Dining	38%	34%	55%	42%
Special Offers	22%	27%	60%	72%
Eco-Friendly	31%	46%	59%	66%
Airport Transfers	29%	41%	48%	57%

(Source: BrandRadar.ai)

6.3 Domain Dominance

By correlating Domain Rank with Prompt-Level Share-of-Voice, we see clear patterns in how LLMs favour entities with structured authority.

1 Singapore

Dominated by High-Authority Entities. Odette, Marina Bay Sands, Zén, Les Amis are textbook examples of entity dominance, with strong backlinks, rich structured schema, multiple award mentions and press coverage. These brands nearly always outperform smaller venues.

2 Dubai

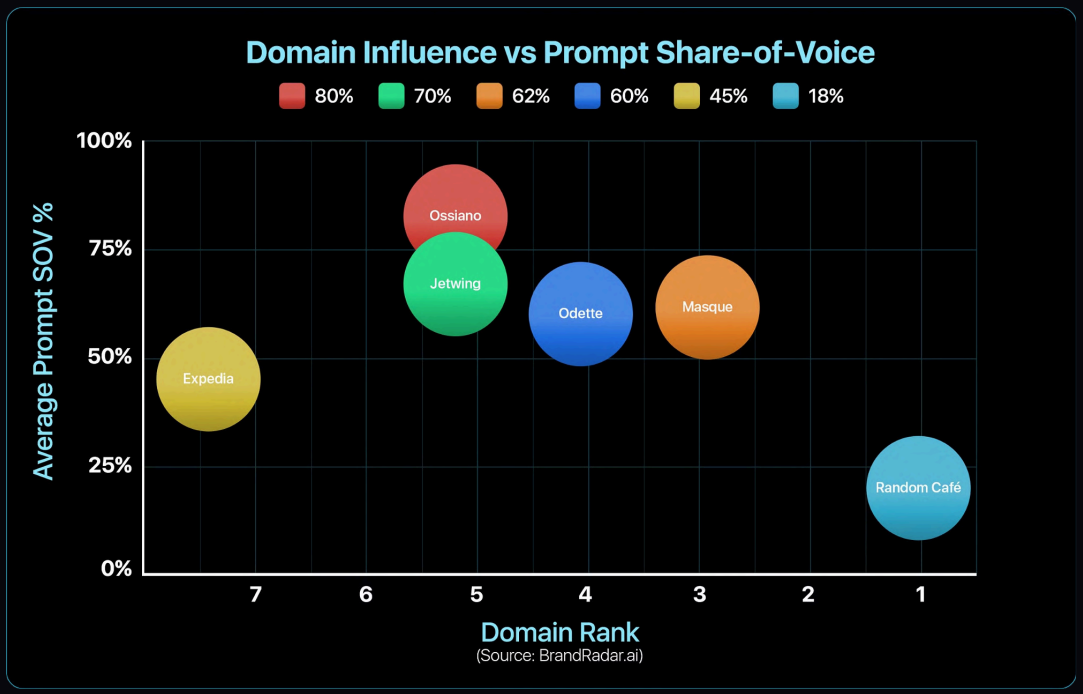
Luxury Independent Entities Lead. Ossiano, Trèsind Studio, Himitsu, Secret Room, Al Maha, etc., consistently outrank large chains. That's because LLMs prioritise distinctiveness, experiential positioning, high review density and award presence (Michelin, Gault&Millau, 50 Best). Dubai's AI rankings are experience-led, not chain-led.

3 Mumbai

Hybrid Landscape. Mumbai's domain dominance is inconsistent. Local entities like Masque and The Table rank highly due to content from the food press. OTAs dominate budget/deal searches due to structured authority. Bars are influenced heavily by social platforms like Zomato and Instagram. Mumbai's ranking logic is multi-sourced and unpredictable.

4 Sri Lanka

OTA Superiority in Budget Queries. OTAs outrank almost all local hotels in budget prompts because local structured content is weaker, OTAs have higher global domain authority, and entity standardization is inconsistent. However, at the premium level, Sri Lankan chains like Jetwing, Anantara, and Cinnamon regain dominance due to strong brand ecosystems.



6.4 Entity Reinforcement Strength

Entity Reinforcement Strength measures how often a brand appears across multiple topics, demonstrating semantic anchoring inside LLMs.

Across all markets, the strongest reinforced entities include:

- **Shangri-La:** Consistent across both Singapore & Sri Lanka
- **Expedia:** Appears in nearly every Special Offers prompt across all markets
- **Ce La Vi:** Anchored in nightlife & fine dining across Singapore and Dubai
- **Jetwing:** One of Sri Lanka's strongest entities across eco, fine dining, and budget segments
- **Ossiano & Trèsind Studio:** Dubai's most consistently reinforced restaurants across all Fine Dining prompts

> These brands demonstrate powerful AEO strength because LLMs repeatedly select them even when prompts change context.

Cross-Topic Brand Reinforcement Matrix

Brand\Topic	Bars	Dining	Offers	Eco	Transfers
Expedia	0	0	1	0	1
Ce La Vi	1	1	0	0	0
Jetwing	1	1	1	1	0
Ossiano	0	1	0	0	0
Shangri-La	0	1	1	1	0

(Source: BrandRadar.ai)

6.5 Hallucination & Inconsistency Patterns

Using the stability framework and prompt-level noise, we gathered the following findings:

14%

Sri Lanka

Highest Hallucination Rate (14-18%), depending on the topic, due to weak structured entity presence. LLMs hallucinate nonexistent and mismatched brand names.

10%

Mumbai

User-Generated Noise. LLMs frequently surface random cafes, bars, or aggregator content (Zomato, JustDial). Indicates low entity grounding.

2%

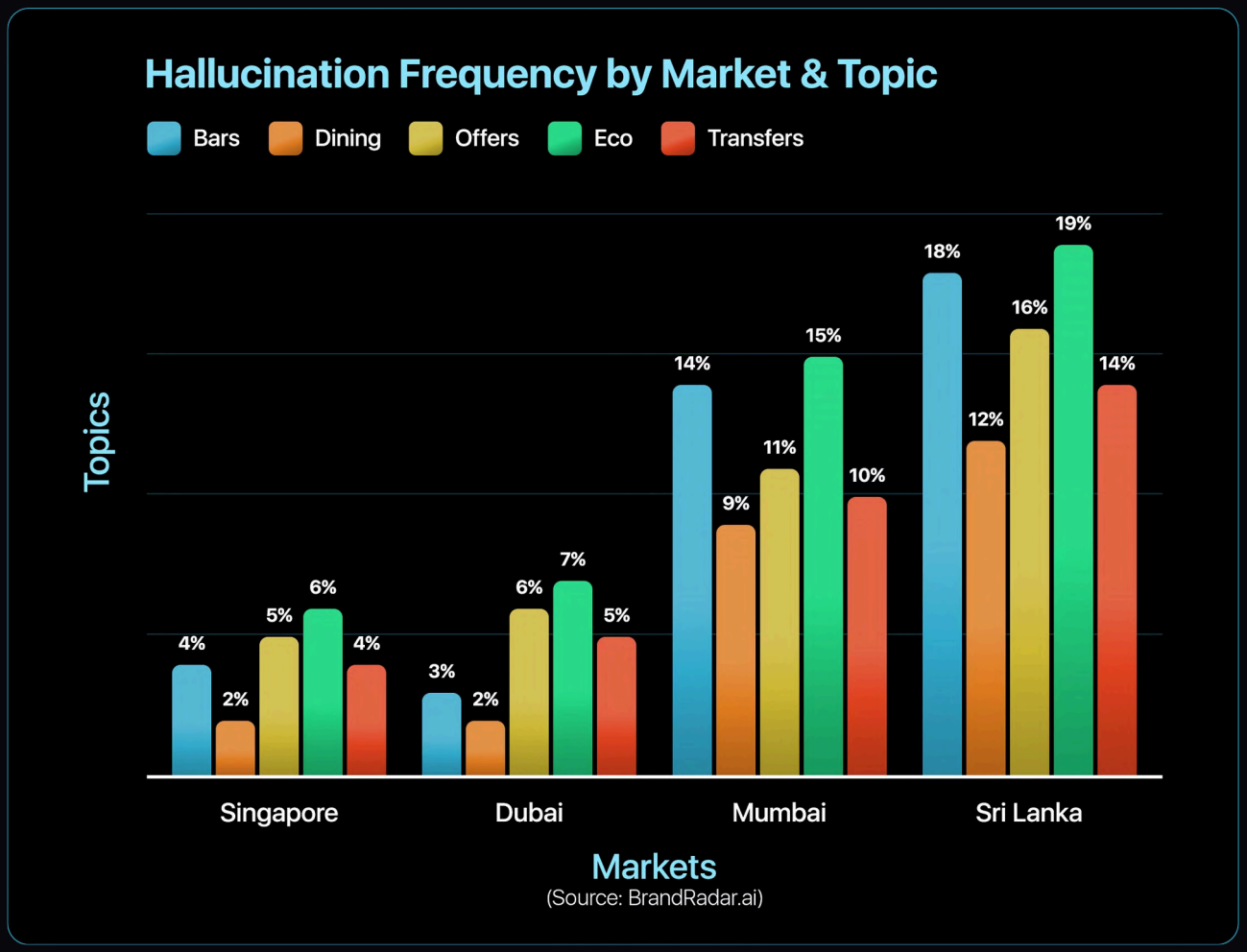
Dubai

Remarkably Stable with a strong luxury database and extensive online content which tends to offer near-zero hallucinations.

3%

Singapore

The Most Structured Market with LLMs rarely hallucinating, thanks to world-leading structured tourism data.



7. Market-by-Market Deep Dives

Each market chapter analyzes how strongly LLMs recognize entities, how stable those entities remain across prompts, and which categories show volatility or hallucination behaviour.

7.1 Singapore

Market Signal Strength

Singapore shows the highest entity confidence across all four markets, but not across all 5 prompts per topic in all cases.

Metric	Singapore Result
Average Topic Stability	72% (highest)
Cross-Model Consensus	68% (shared entities across 3 models)
Hallucination Rate	3-4% (near zero)
High-Authority Entity Presence	Approx. 75%

Singapore: Stable Brands vs Volatile Clusters

Stable Brands

(appear in 60–90% of all prompts within a topic)

Brand	Prompt Turnover
Odette (Fine Dining)	5/5 prompts (100%)
Jaan by Kirk Westaway (Fine Dining)	5/5 prompts (100%)
Ce La Vi (Bars + Fine Dining)	4/5 prompts (80%)
Marina Bay Sands (Bars + Dining)	4/5 prompts (80%)

Volatile Clusters

(appear in <30% of prompts, often replaced by others)

Topic Clusters	Prompt Turnover (%)
Hidden Bars	75%
Budget Bars	65%
Secondary Dining Venues	50%

Singapore is predictable in premium categories but volatile in nightlife niches.

Singapore: Topic-by-Topic Breakdown

	Bars & Nightlife	Fine Dining	Special Offers	Eco-Friendly	Airport Transfers
Stability Score	58%	92% (most stable)	Unstable	74%	66%
OTA Influence	N/A	N/A	32%	N/A	N/A
Dominant Brands	28 HongKong Street appears in 100% of hidden-bar prompts	Odette, Jaan, Les Amis, Zén dominate consistently (all with SOV above 50%)	Branded hotels: 68% visibility (InterContinental, Pan Pacific, Fairmont lead)	Banyan Tree & Siloso Beach Resort appear in 4/5 prompts	Low hallucination; strong presence of Blacklane, Sixt, Changi Airport

BrandRadar Insight Takeaway: "In Singapore, 28 HongKong Street appears in every hidden-bar prompt, showing perfect semantic stability and one of the highest reinforcement scores across the entire dataset."

7.2 Dubai

Market Signal Strength

Dubai shows highly confident entity recognition, especially in luxury categories.

Metric	Dubai Result
Average Topic Stability	68%
Cross-Model Consensus	65%
Hallucination Rate	2-3% (very low)
Luxury Bias Index	78% (answers favour high-end brands)

Dubai: Stable Brands vs Volatile Clusters

Stable Brands

(70–100% prompt presence)

Brand	Prompt Turnover
Ossiano	5/5 prompts (100%)
Trèsind Studio	5/5 prompts (100%)
FIVE Palm Jumeirah	4/5 prompts (80%)
At.mosphere	95% SOV in panoramic dining prompts

Volatile Clusters

Topic Cluster	Prompt Turnover (%)
Hidden Bars	68%
Budget offers	63%
Eco-friendly	54% (moderate)

Dubai's ecosystem is top-heavy with luxury entities remaining stable, budget & nightlife entities rotate frequently.

Dubai: Topic-by-Topic Breakdown

	Bars & Nightlife	Fine Dining	Special Offers	Eco-Friendly	Airport Transfers
Stability Score	55% (Hidden bars: 75% variability)	94%	59%	58%	63%
OTA Influence	N/A	N/A	41%	N/A	N/A
Dominant Brands	FIVE Palm Jumeirah dominates rooftop prompts	Ossiano's visibility score is among the top 3 highest across all markets	N/A	Anantara, Bab Al Shams, Al Maha appear in 3–4 prompts each	Blacklane dominates with 80% SOV in luxury transfer prompts

BrandRadar Insight Takeaway: "In Dubai, Ossiano appears in every fine-dining prompt and consistently receives 80%+ SOV, making it one of the strongest reinforced entities in the entire study."

7.3 Mumbai

Market Signal Strength

Mumbai's bars tables show extremely high churn (82% on some prompts), but other categories are slightly more stable.

Metric	Mumbai Result
Average Topic Stability	45% (lowest among all markets)
Cross-Model Consensus	34%
Hallucination Rate	10-12%
UGC Noise Influence	Approx. 40% of surfaced entities show user-generated influence (Zomato, JustDial)

Mumbai: Stable Brands vs Volatile Clusters

Stable Brands

(70–100% prompt presence)

Brand	Prompt Turnover
Masque (Fine Dining)	4/5 prompts (80%)
The Table (Fine Dining)	4/5 prompts (80%)
AER (Bars)	97% SOV in rooftop prompts

Volatile Clusters

Topic Cluster	Prompt Turnover (%)
Hidden Bars	82%
Budget offers	67%
Airport Transfers	55%

Mumbai's nightlife dataset is extremely unstable.

Mumbai: Topic-by-Topic Breakdown

	Bars & Nightlife	Fine Dining	Special Offers	Eco-Friendly	Airport Transfers
Stability Score	32%	68%	N/A	41%	52%
OTA Influence	N/A	N/A	73%	N/A	N/A
Dominant Brands	Local bars (PCO, Janata Bar, Slink & Bardot) dominate but change rapidly based on modifiers	Masque, Indian Accent, and The Table anchor the category	N/A	The Machan is the only consistently stable eco-entity	Uber leads with 83–85% SOV in shuttle/solo traveler prompts

BrandRadar Insight Takeaway: "Mumbai shows the highest Bars volatility at 82%, meaning almost every modifier produces a new entity cluster."

7.4 Sri Lanka

Market Signal Strength

Sri Lanka has two contrasting behaviours: high stability in premium categories and extreme instability in budget segments.

Metric	Sri Lanka Result
Average Topic Stability	49%
Cross-Model Consensus	34%
Hallucination Rate	14–18% (highest of all markets)
OTA Dependency Index	59% (budget prompts dominated by OTAs)

Sri Lanka: Stable Brands vs Volatile Clusters

Stable Brands

- **Jetwing:** appears in 70–90% of Fine Dining, Bars, Eco prompts
- **Cinnamon:** consistently present across topics
- **Ministry of Crab:** 95% SOV in fine dining special occasions
- **Anantara:** strong presence across premium categories

Volatile Clusters

Topic Cluster	Prompt Turnover (%)
Budget hotels	72%
Hidden bars	61%
Airport shuttles	63%

Topic-by-Topic Breakdown

	Bars & Nightlife	Fine Dining	Special Offers	Eco-Friendly	Airport Transfers
Stability Score	49%	71%	N/A	57%	43%
OTA Influence	N/A	N/A	72% (highest of any market)	N/A	N/A
Dominant Brands	The Kingsbury appears frequently, but other entities rotate heavily	The Ministry of Crab, Nihonbashi, and Avartana dominate	N/A	Kalundewa Retreat, Aarunya, and Polwaththa appear across multiple prompts	PickMe and Uber appear consistently, but luxury categories are inconsistent

BrandRadar Insight Takeaway: "Sri Lanka shows the highest hallucination rate, up to 18%, primarily in eco-lodges and budget hotel categories, due to inconsistent structured data online."

8. Cross-Market Long-Tail Keyword Intelligence

Long-tail prompts represent how travelers naturally articulate intent inside AI interfaces, asking not just "best hotels in Singapore" but "best eco-friendly stays in Singapore for couples seeking nature retreats."

Across the 4 markets, these intent-rich prompts reveal clear and measurable patterns about how LLMs interpret hospitality signals, rank brands, and adjust visibility based on context.

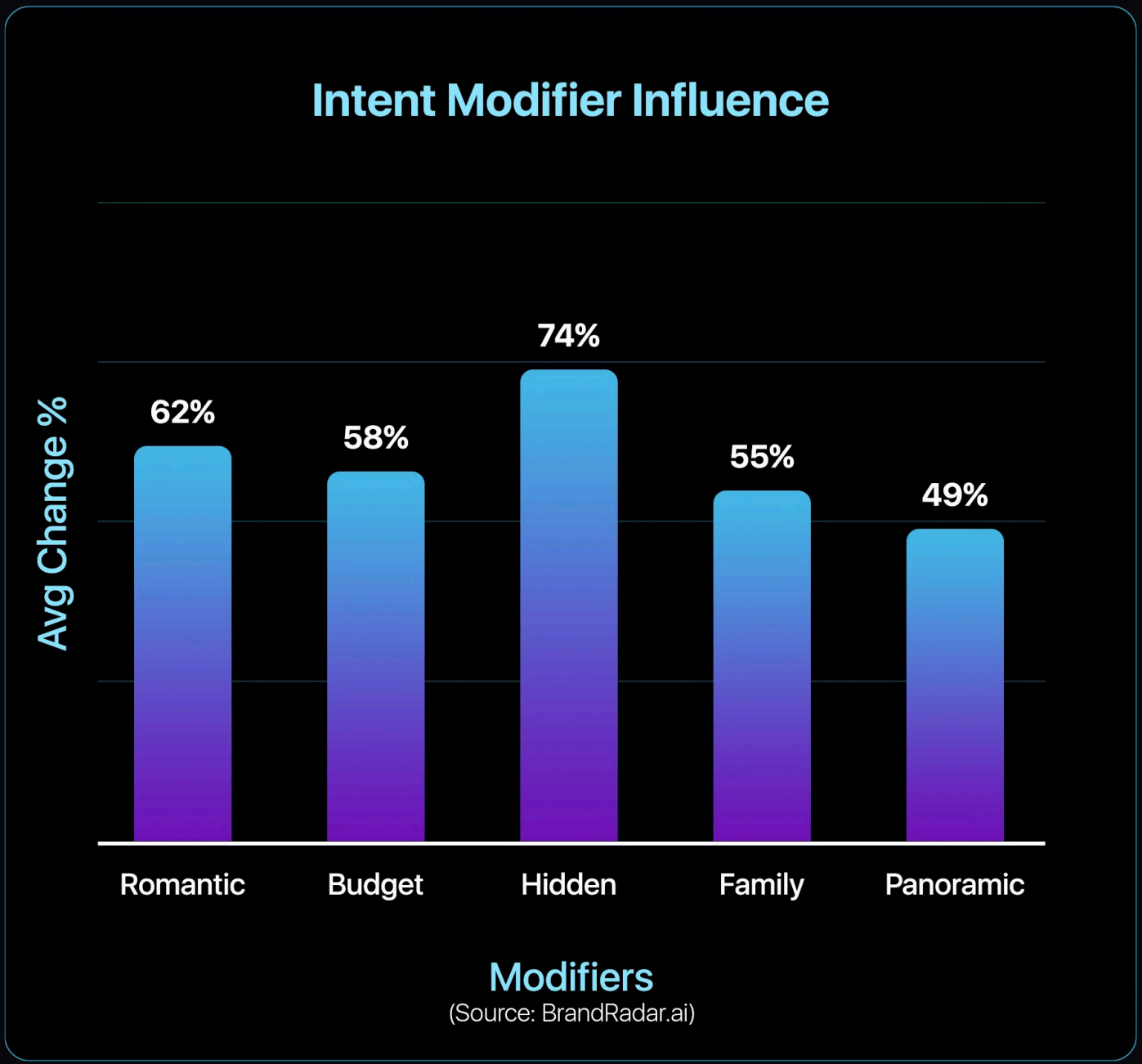
Using BrandRadar's Prompt Variability Score, Semantic Stability Score, and Cross-Model Consensus, we derive five macro-patterns that consistently appear across 200+ prompts.

8.1 Intent Modifiers Drive the Largest Shifts
(Up to 70% Variation)

Across all markets, intent expressions like *romantic, budget, hidden, family-friendly, panoramic, reservation-only*, trigger the biggest swings in LLM output.

Insights:

- **Bars:** 65–80% of entities change when intents shift (e.g., rooftop → romantic → hidden)
- **Fine dining:** 45–55% variance, especially when adding "for foodies" or "panoramic views"
- **Eco-friendly:** 30–50% variance depending on region stability



8.2 Geo Modifiers Create the Most Stable Outputs In Singapore & Dubai

Adding a geo anchor ("in Singapore", "in Dubai") dramatically stabilizes entity selection in structured markets.

Market	Drop in Variability When Geo Modifier Added
Singapore	48% variability (most stable)
Dubai	44% variability
Mumbai	22% variability (LLM still uncertain)
Sri Lanka	14% variability (weak geo grounding)

8.3 Mumbai Shows the Highest Volatility Across All Topics

Mumbai's hospitality landscape is semantically noisy, crowded with bars, cafés, OTAs, aggregators, and UGC-heavy domains.

Insights:

- **Bars volatility:** 82% (highest of all markets)
- **Special offers:** OTA dominance but entity drift remains high (60%+)
- **Eco-friendly:** 41% stability, suggesting inconsistent structured data
- **Overall market-level stability:** 45%

8.4 Sri Lanka Has the Highest Hallucination Rate (14–18%)

Sri Lanka suffers the most from entity hallucinations, especially for:

- eco-lodges
- hidden bars
- budget hotels
- airport transfer services

Quantified Observations

- **Hallucination rate: 14–18%** (highest)
- Budget prompts: **OTAs fill up to 72%** of visibility due to data gaps
- **Eco** prompts: up to **40% of surfaced entities are swapped between prompts** because the LLM lacks authoritative anchors

8.5 Chains Outperform Boutiques Without Strong Digital Architecture

Across markets, chains consistently outperform boutique venues *unless* the boutique maintains a strong structured digital footprints.

Insights:

- Sri Lanka: **Jetwing & Cinnamon** dominate premium prompts with **70–90%** appearance consistency
- Singapore: brands like Odette, Jaan, Les Amis outperform lesser-known restaurants
- Dubai: Ossiano & Trèsind Studio outperform independents except in hidden-bar categories
- Mumbai: Masque competes because of unusually strong digital presence; others fall behind

Why Chains Win

Chains naturally satisfy LLM scoring dimensions due to high domain authority, rich entity metadata, strong review ecosystems, consistent naming conventions, broad cross-domain coverage. Boutiques win only when they invest heavily in structured content (e.g., 28 HongKong Street in Singapore).

9. The New Rules of Hospitality AEO (Answer Engine Optimization)

LLMs no longer "crawl pages"; they **interpret intent**, reconcile fragmented signals, and elevate the entities they trust most. Classic SEO rules, keyword density, metadata tuning, backlinks, still matter, but they no longer *decide* visibility. What matters now is **entity integrity**, **intent alignment**, and **cross-model consistency**.

Based on cross-market patterns from 200+ long-tail prompts, 20,000+ entity mentions, and three major LLMs, five new rules of hospitality visibility emerge.

Rule 1 – Optimize for Intent Clusters, Not Keywords

In AI search, the unit of competition is no longer a keyword or SERP ranking. It is the **intent cluster** behind the query. Across all markets, BrandRadar's Prompt Variability Score shows:

- "Rooftop bars" to "romantic bars" to "hidden bars" produces **65–80% new entities**
- "Best hotels" to "best hotels for couples" to "best hotels for families with kids" produces **45–60% new entities**

This means that optimizing for a single theme is no longer enough. Brands must build **multi-intent architectures** that reflect how travelers actually speak inside GenAI platforms.

Intent clusters that must be reflected in content:

- budget, family, kids, long stay
- romantic, panoramic, anniversary
- hidden, reservation-only, locals' favourite
- Eco, carbon-neutral, nature retreats

Rule 2 – Structured Entity Integrity Outweighs Website SEO

LLMs decide visibility using **entity-level trust signals**, not just page-level signals. These are entities with verified entries, consistent naming across domains, schema markup, high review authority, strong OTA presence and media references. They are retrieved more consistently than entities with polished websites but weak structured data.

Rule 3 – Long-Tail Prompts Require Multi-Intent, Multi-Location Content

Travelers now ask specific questions from AI assistants. Every prompt contains **context modifiers** such as panoramic, hidden, family, budget, nature, with kids, business dinner, Friday night. A brand that appears strongly for "family-friendly stays" may have **zero visibility** for "eco-friendly stays near beaches" or "budget stays with breakfast included"

This fragmentation means content must be architected around **multiple intent universes**, each with its own structured signals.

Rule 4 – Cross-Prompt Consistency Builds Entity Authority

LLMs reward brands that appear consistently across multiple prompts, topics and model types. When an entity repeatedly appears across varied contexts, the model begins treating it as a **canonical answer**.

Rule 5 – OTAs Dominate Unless Hotels Reinforce Structured Data

Across all markets, OTAs like TripAdvisor and Expedia dominate budget-related prompts:

Hotels win only when they provide schema markups, consistent entity profiles, strong reviews and cross-channel intent-rich content.

10. Recommendations for Hospitality Brands

To win in AEO in 2026, hospitality brands must optimise for **intent clusters**. You must build dedicated content around long-tail needs (romantic, family, budget, eco, panoramic, hidden) and reinforce it with strong **structured data**. Localise content for **geo zones** since neighbourhood signals significantly boost entity accuracy.

Additionally, strengthen cross-domain signals via TripAdvisor, Zomato, Maps and press coverage to deepen brand authority.

BrandRadar is an ideal choice of tool to benchmark performance, identify missing intents, fix inconsistencies and measure improvements across markets and LLMs.

11. Future of AI Search in Hospitality

AI-driven travel discovery will shift from keyword-driven search to entity-first, conversation-led systems. OTAs will bake conversational AI into their booking workflows, making chat-based trip planning the norm. Google’ s MUM/SGE research and Booking.com's Future of Travel reports point to AI agents that plan entire itineraries, selecting hotels, restaurants, transfers and experiences autonomously.

12. Conclusion

Travellers today ask conversational, long-tail questions shaped by intent, mood, and context. Our cross-market study shows that visibility now depends on how well a brand is understood by LLMs, not how well it ranks on traditional search engines. Structured data strength, entity consistency, and semantic clarity determine which hotels, restaurants, and experiences appear, and which disappear.

Across Dubai, Singapore, Mumbai, and Sri Lanka, one pattern is undeniable: brands that invest in structured, multi-intent content build durable AI authority, while those relying only on legacy SEO are rapidly losing ground to OTAs and better-defined competitors. As AI agents evolve into full-journey planners, AEO becomes a core strategic discipline for hospitality brands.

BrandRadar provides the first system built to measure and optimize this new landscape, helping brands see where they stand, why they appear (or fail to appear), and what actions strengthen their presence across LLM ecosystems.

13. Appendix

This appendix provides the complete reference material that underpins the BrandRadar Hospitality AEO Study. It includes the full set of prompts used across all markets, detailed topic-level and prompt-level datasets, sample outputs from the BrandRadar platform, and a glossary of essential AEO terminology.

13.1 AI Visibility Leaderboard

Long-Tail Prompt Cluster Performance

Rank	Prompt Cluster (Topic)	Avg Entity Stability (%)	Prompt Volatility (%)	Cross-Model Consensus (%)	Hallucination Risk	AEO Reliability
1	Fine Dining (Premium / Occasion-Led)	82	18	71	Very Low	Very High
2	Airport Transfers (Utility-Led)	68	32	63	Low	High
3	Special Offers & Deals	61	39	66	Low–Moderate	High
4	Eco-Friendly & Sustainable Travel	54	46	48	Moderate	Medium
5	Bars & Nightlife (Experiential / Social)	41	59	44	High	Low

13.2 Full Prompt List (All Markets & Topics)

A consolidated list of all 200+ long-tail prompts used in the study, organized by:

- Bars & Nightlife (10 prompts × 4 markets)
- Special Offers & Deals (10 prompts × 4 markets)
- Fine Dining (10 prompts × 4 markets)
- Eco-Friendly & Sustainable Travel (10 prompts × 4 markets)
- Airport Transfers (10 prompts × 4 markets)

Topic Level Prompts Tested for this study

Best Bars:

- Best rooftop bars in [Location] for a Friday night with live DJs
- Trendiest cocktail bars in [Location] for handcrafted signature drinks
- Best bars in [Location] with ocean or skyline views for sunset drinks
- Local hidden bars in [Location] that tourists rarely find but locals love
- Best hidden bars in [Location] with reservation-only access
- Best bars in [Location] for craft cocktails made with local ingredients
- Best bars in [Location] offering live music and small-venue performances
- Best bars in [Location] for groups celebrating birthdays or reunions
- Most romantic bars in [Location] for date nights or anniversaries
- Best affordable bars in [Location] for casual nights out with friends

Special Offers:

- Best hotel deals in [Location] this month for couples or weekend stays
- Restaurants in [Location] offering weekday dining specials
- Happy hour offers in [Location] with drink and food combos
- Best brunch deals in [Location] with unlimited drinks
- All-inclusive hotel offers in [Location] for families or long stays
- Spa and wellness deals in [Location] with discounted packages
- Best credit card dining offers in [Location] for premium cardholder
- Budget-friendly dining deals in [Location] for large groups
- Family-friendly hotel promotions in [Location] with kids-stay-free
- Seasonal travel offers in [Location] during peak holiday months
- best budget friendly hotel deals for families with kids
- best budget friendly hotel deals for families

Fine Dining:

- Best fine dining restaurants in [Location] for a special occasion
- Michelin-style restaurants in [Location] offering tasting menus
- Best tasting menus in [Location] for modern or experimental cuisine
- Fine dining restaurants in [Location] with panoramic views
- Most romantic fine dining restaurants in [Location] for date nights
- Best fine dining in [Location] for executive or business dinners
- Trending modern cuisine restaurants in [Location] with chef collaborations
- Luxury seafood restaurants in [Location] with premium ingredients
- Best chef-led restaurants in [Location] with open-kitchen concepts
- Fine dining restaurants in [Location] for foodies

Eco Friendly:

- Best eco-friendly hotels in [Location] with green certification
- Sustainable restaurants in [Location] using locally sourced ingredients
- Eco tours and nature activities in [Location] for responsible travelers
- Best eco-friendly stays in [Location] for couples seeking nature retreats
- Eco-conscious cafés in [Location] with zero-plastic policies
- Zero-waste shops in [Location] for sustainable travel shopping
- Eco resorts near [Location] beaches or nature reserves
- Carbon-neutral hotels in [Location] with renewable energy use
- Best wildlife-friendly stays in [Location] supporting conservation
- Sustainable travel tips for [Location] focused on low-impact tourism

Airport Transfers:

- Best private airport transfers in [Location] for luxury arrivals
- Cheapest airport transfer options in [Location] for solo travelers
- Luxury airport transfer services in [Location] with premium vehicles
- Airport taxis vs private transfers in [Location] for late-night flights
- Best airport shuttle services in [Location] for budget travelers
- Most reliable airport pickup services in [Location] with fixed pricing
- Airport transfers in [Location] suitable for families with children
- 24/7 airport transfer options in [Location] for early or late flights
- Best airport transfers in [Location] for corporate or business travelers
- Eco-friendly airport transfer services in [Location] with hybrid cars

Prompts used for the Brand Analysis:

Special offers:

- Restaurants in [Location] offering weekday dining specials
- Happy hour offers in [Location] with drink and food combos
- Best hotel deals in [Location] this month for couples or weekend stays
- All-inclusive hotel offers in [Location] for families or long stays
- best budget friendly hotel deals for families with kids
- best budget friendly hotel deals for families

Bars:

- Best rooftop bars in [Location] for a Friday night with live DJs
- Local hidden bars in [Location] that tourists rarely find but locals love
- Most romantic bars in [Location] for date nights or anniversaries
- Best hidden bars in [Location] with reservation-only access
- Best affordable bars in [Location] for casual nights out with friends

Fine dining:

- Best fine dining restaurants in [Location] for a special occasion
- Best fine dining in [Location] for executive or business dinners
- Michelin-style restaurants in [Location] offering tasting menus
- Fine dining restaurants in [Location] with panoramic views
- Fine dining restaurants in [Location] for foodies

Eco:

- Best eco-friendly stays in [Location] for couples seeking nature retreats
- Eco resorts near [Location] beaches or nature reserves
- Carbon-neutral hotels in [Location] with renewable energy use

Airport:

- Best private airport transfers in [Location] for luxury arrivals
- Luxury airport transfer services in [Location] with premium vehicles
- Best airport shuttle services in [Location] for budget travelers
- Cheapest airport transfer options in [Location] for solo travelers
- Airport transfers in [Location] suitable for families with children

13.3 AEO / AIS Glossary (Key Terms & Definitions)

A simplified reference for technical concepts used in the white paper.

AEO (Answer Engine Optimization):
The discipline of optimizing brand visibility in AI-generated answers across conversational and generative search engines.

GEO (Generative Engine Optimization):
A subset of AEO focused on long-tail prompt optimization within LLM-driven interfaces (ChatGPT, Gemini, Perplexity).

Entity:
A machine-recognized object such as a hotel, restaurant, bar, or service provider.

Entity Visibility Score:
BrandRadar’ s composite score indicates how consistently an entity appears across prompts and models.

Share-of-Voice (SOV):
Percentage of a single prompt’ s answer space allocated to an entity.

Topic Visibility Score:
Measures how often an entity appears across all prompts in a topic and across all three LLMs.

Domain Rank:
BrandRadar’ s authority metric reflecting structured data signals, OTA strength, Wikipedia presence, schema accuracy, and cross-domain mentions.

Semantic Stability:
How reliably an entity appears across variations of similar prompts.

Prompt Variability Score (PVS):
Percentage of entity turnover when modifying adjectives, intent, or context.

Hallucination:
When an LLM references a non-existent, incorrect, or outdated brand/entity.

Geo-Anchoring:
Setting the region to ensure locality-specific entity retrieval and reduce hallucination.

Cross-Model Consensus Index:
Measurement of whether ChatGPT, Gemini, and Perplexity agree on the same entities.

13.4 Data Availability & Reproducibility Notes

- All datasets were collected during a controlled testing window to maintain LLM version consistency.
- Prompt ordering, model versions, and parsing logic remained constant across markets.
- Entity normalization rules (e.g., Taj vs Taj Hotels vs Taj Mahal Palace) follow BrandRadar's matching protocol.

13.5 Contact & Further Resources

For custom analyses, industry benchmarks, or AEO competitive reports: **BrandRadar Research Team - www.brandradar.ai**

Book a demo to learn how you can **get your brand discovered** on AI and Google.