

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Hospitality and Leisure: The AI Visibility Report

Three machine reads of the 182 organisations in the Hospitality and Leisure cohort, measured 2026-09-01. Can AI find you, can an agent act on you, does AI know who you are.

122	42	6	60
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURED

Only 6 of 122 sites clear 70. The rest is unclaimed.

Of the 182 sites approached, 60 could not be measured at all: 36 refused our reader outright, 18 gave it no response, and 6 serve pages that are empty until scripts run. Of the 122 sites our reader could read, 6 reached 70 or better on the composite Crane Index™; the rest fell short. The three reads tell one story: access is broadly survivable (Agent median 63), meaning is patchy (AI Search median 49), and identity is the collapse (Representation median 15, with 114 of 122 sites below 55).

The strongest single separator between the top of this cohort and the bottom is not budget, brand or size. It is whether the site declares, in its own structured data, which organisation it is. 10 of the 10 highest-ranked sites here do; 0 of the 10 lowest-ranked do. That is a markup and governance exercise rather than a rebuild, which is why the league table overleaf should be read as unclaimed territory.

The three reads

AI Search Readiness. Median 49, range 13 to 88. Whether the engines that read live sites (AI Overviews, Perplexity, ChatGPT with search) can resolve the company and extract what it sells, to whom.

Agent Readiness. Median 63, range 30 to 97. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 15, range 8 to 90. Whether a machine can confirm from the site itself which real-world organisation it is.

The picture in one chart



The story in one line: this cohort is led by Orangetheory Fitness on 79, while Caesars Entertainment sits on 21. Rank in this table is decided by structure, not size or spend, and the top-right quadrant, found *and* trusted, is empty. Whoever claims it first owns it.

What the identity gap actually is

Representation is not one judgement. It is four measured sub-scores, weighted and combined, and naming them turns a low number into a work list. The weights are the scanner's own; the medians are this cohort's.

SUB-SCORE	WEIGHT	MEDIAN	SCORING ZERO	WHAT EARNS THE POINTS
Identity	30%	0	74 of 122	An Organisation, Brand or Person declared in the site's own structured data, with a description and a depth field (knowsAbout, areaServed, founder, foundingDate); then that same name echoed in the page title or og:site_name, with a legal identifier (company number, VAT, LEI).
Disambiguation	30%	0	90 of 122	sameAs links to authoritative homes that resolve <i>and</i> name the organisation back (two score in full, one scores half, a link we cannot check counts half of one we can); and cover across kinds, a confirmed registry such as Companies House, Wikidata or OpenCorporates alongside a distinct profile.
Authority	25%	10	52 of 122	A named person behind the content, marked up with credential depth (job title, employer, expertise or profiles), plus specific figures and outbound sources a model can quote and check.
Rights	15%	50	0 of 122	Terms declared in the markup: a schema license or copyrightHolder, a TDM reservation, or a noai directive. This check can be met in part or in full but cannot be failed, so 50 is its floor, not a result.

Rights cannot be failed, only met in part or in full, so a median of 50 on that row is the floor of the scale rather than a result. Read the identity and disambiguation rows first.

What a zero means for a business

Zero on identity (74 of 122 sites here). There is no Organisation, Brand or Person declared in the site's structured data at all, so there is no name for a machine to check against the page it is reading. The site tells a human visitor who it is and tells a machine nothing. Everything downstream rests on this: a model cannot confirm an identity that was never declared.

Zero on disambiguation (90 of 122 sites here). Nothing on the site links the organisation to an authoritative home that both resolves and names it back. Either no such links are declared, or the ones declared did not resolve or did not mention the organisation. A machine can read a name and still cannot tell which organisation of that name it has found, which matters most in a sector where several share one.

The same four reads, two sites

	IDENTITY	DISAMBIGUATION	AUTHORITY	RIGHTS	REPRESENTATION
Orangetheory Fitness orangetheory.com/en-us · ranked 1	79	60	50	100	69
Peloton onepeloton.com · ranked 73	0	0	30	50	15

Why the pair. Orangetheory Fitness leads this cohort. Peloton is the ordinary case, the site whose representation score sits closest to the cohort median of 15. It is ranked 73 of 122 overall. The gap between the two rows is not effort or budget: it is markup that one site publishes and the other does not. These are scores for what each site declares about itself to a machine, and say nothing about either organisation.

Every site our reader could read

Rank is by the composite Crane Index™. A low score says the site is hard for a machine to read, not that the business is anything other than excellent at what it does. Sites that refused or could not serve an automated reader are excluded as unmeasured, never scored zero.

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
1	Orangetheory Fitness orangetheory.com/en-us	79	86	83	69
2	Five Guys fiveguys.com	77	88	97	47
3	Shepherd Neame shepherdneame.co.uk	76	74	63	90
4	FanDuel fanduel.com	75	82	84	58
5	Equinox equinox.com	74	76	77	69
6	Les Mills lesmills.com	71	70	82	60
7	Hoseasons hoseasons.co.uk	69	83	52	73
8	J D Wetherspoon jdwetherspoon.com	67	73	90	38
9	Live Nation Entertainment livenation.com	67	62	86	52
10	Anytime Fitness anytimefitness.com	66	70	86	43
11	Landal landal.com	66	67	63	68
12	Young's youngs.co.uk	66	77	82	40
13	Chester Zoo chesterzoo.org	65	79	63	54
14	Blackpool Pleasure Beach blackpoolpleasurebeach.com	64	65	82	46
15	Efteling efteling.com/en	64	66	63	64
16	Stonegate Group stonegategroup.co.uk	64	72	87	32
17	The London Eye londoneye.com	64	76	87	29
18	Thorpe Park thorpepark.com	63	76	96	18
19	Franco Manca francomanca.co.uk	61	76	79	28

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	Haven haven.com	61	85	52	45
21	Bella Italia bellaitalia.co.uk	60	72	81	28
22	Frankie & Benny's frankieandbennys.com	60	77	76	28
23	Punch Pubs punchpubs.com	60	67	87	25
24	F45 Training f45training.com	58	70	79	25
25	GAIL's Bakery gails.com	58	62	85	28
26	Gold's Gym goldsgym.com	58	77	62	34
27	Away Resorts awayresorts.co.uk	57	66	69	37
28	Dishoom dishoom.com	57	73	65	32
29	Bowlero bowlero.com	56	71	66	32
30	Hollywood Bowl hollywoodbowl.co.uk	56	66	68	34
31	Peet's Coffee peets.com	56	53	86	28
32	Sphere Entertainment sphereentertainmentco.com	54	58	73	32
33	Warner Bros. Studio Tour London wbstudiotour.co.uk	54	63	87	13
34	Zizzi zizzi.co.uk	54	72	65	25
35	Dairy Queen dairyqueen.com/en-us	53	59	59	41
36	Madison Square Garden Entertainment msgentertainment.com	53	55	73	32
37	Wagamama wagamama.com	53	75	59	25
38	Sweetgreen sweetgreen.com	52	62	62	32
39	Third Space thirdspace.london	52	52	82	23
40	ASK Italian askitalian.co.uk	51	63	65	25
41	Loungers loungers.co.uk	51	70	70	13

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	Chessington World of Adventures chessington.com	50	53	87	10
43	Paultons Park paultonspark.co.uk	50	61	69	19
44	BrewDog brewdog.com	49	50	85	13
45	Dutch Bros dutchbros.com	49	57	58	32
46	The O2 theo2.co.uk	49	52	62	32
47	Wyndham Hotels & Resorts wyndhamhotels.com	49	53	66	28
48	Crown Resorts crownresorts.com.au	48	52	59	32
49	Greene King greeneking.co.uk	48	59	50	34
50	Nando's nandos.com	48	53	82	8
51	The Gym Group thegymgroup.com	48	56	62	25
52	Topgolf topgolf.com/us	47	54	62	25
53	Wendy's wendys.com	47	45	82	13
54	Wynn Resorts wynnresorts.com	45	74	30	31
55	Dave & Buster's daveandbusters.com/us/en/home	44	52	59	20
56	Drayton Manor Resort draytonmanor.co.uk	44	50	68	13
57	Toby Carvery tobycarvery.co.uk	44	61	40	32
58	Forest Holidays forestholidays.co.uk	43	55	63	10
59	JD Gyms jdgyms.co.uk	43	52	65	13
60	Papa Johns papajohns.com	43	44	66	18
61	Barry's barrys.com	42	30	65	30
62	David Lloyd Clubs davidlloyd.co.uk	42	55	62	8
63	Europa-Park europapark.de/de	42	48	69	8

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	Travelodge travelodge.co.uk	42	49	68	10
65	English Heritage english-heritage.org.uk	41	40	65	18
66	National Trust nationaltrust.org.uk	41	45	68	10
67	Pret A Manger pret.com/en-US	41	46	65	13
68	Butlin's butlins.com	40	45	62	13
69	Côte cote.co.uk	40	38	65	18
70	Domino's Pizza dominos.com	40	44	63	13
71	Genting genting.com	40	38	71	10
72	Nuffield Health nuffieldhealth.com	40	44	68	8
73	Peloton onepeloton.com	40	42	62	15
74	Six Flags sixflags.com	40	49	62	8
75	Taco Bell tacobell.com	40	45	62	13
76	24 Hour Fitness 24hourfitness.com	39	33	65	18
77	Accor group.accor.com/en	39	46	62	10
78	Chipotle Mexican Grill chipotle.com	39	47	56	13
79	Cracker Barrel crackerbarrel.com	39	46	62	10
80	Crunch Fitness crunch.com	39	47	62	8
81	Miller & Carter millerandcarter.co.uk	39	43	52	23
82	The Cheesecake Factory thecheesecakefactory.com	39	37	68	13
83	Greggs greggs.com	38	44	62	8
84	Luckin Coffee luckincoffee.com	38	42	63	8
85	Marston's marstonpubs.co.uk	38	37	68	8

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
86	PureGym puregym.com	38	40	62	13
87	Warner Leisure Hotels warnerhotels.co.uk	38	49	56	10
88	Carl's Jr. carlsjr.com	37	39	62	10
89	Coral help.coral.co.uk/closed	37	30	66	15
90	Itsu itsu.com	37	40	62	8
91	Ladbrokes help.ladbrokes.com/closed	37	30	66	15
92	Legoland legoland.com	37	36	68	8
93	Malmaison malmaison.com	37	42	62	8
94	PortAventura World portaventuraworld.com	37	36	62	13
95	Betway betway.com	36	40	56	13
96	Boyd Gaming boydgaming.com	36	36	63	8
97	Caffè Nero caffenero.com	36	43	56	8
98	Krispy Kreme krispykreme.com	36	39	62	8
99	Madame Tussauds madametussauds.com	36	36	64	8
100	William Hill williamhill.com	36	44	56	8
101	SeaWorld seaworld.com	35	34	62	10
102	Hotel du Vin hotelduvin.com	34	33	62	8
103	Showcase Cinemas showcasecinemas.co.uk	34	33	58	10
104	Bannatyne bannatyne.co.uk	33	32	58	8
105	Eden Project edenproject.com	33	33	58	8
106	Parques Reunidos parquesreunidos.com	33	34	56	8
107	Everyman everymancinema.com	32	29	58	8

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
108	Prezzo prezzo.co.uk	32	37	50	10
109	Tenpin tenpin.co.uk	29	47	30	10
110	In-N-Out Burger in-n-out.com	28	29	48	8
111	Subway subway.com/en-us	27	30	40	10
112	Arby's arbys.com	25	33	34	8
113	Buffalo Wild Wings buffalowildwings.com	25	32	34	10
114	Dunkin' dunkindonuts.com	25	33	34	8
115	PizzaExpress pizzaexpress.com	25	36	30	10
116	Virgin Active virginactive.co.uk	25	36	30	8
117	Sonic Drive-In sonicdrivein.com	24	31	34	8
118	Tim Hortons timhortons.com	24	23	34	15
119	Basic-Fit basic-fit.com/nl-nl/homepage	23	28	34	8
120	Burger King bk.com	23	20	34	15
121	Cinemark cinemark.com	23	32	30	8
122	Caesars Entertainment caesars.com	21	13	34	15

The 60 sites our reader could not measure

Unmeasured, not failed. Our reader is one unfamiliar automated visitor, and how a site treated it is all that was measured. No score is asserted for any site on this page.

What was measured, posture by posture. Of the 60 sites here, 36 refused our reader, 18 gave no response and 6 served a page that is empty until scripts run.

Refused the reader (36). The edge answered our request with a refusal. That is a measurement of how one unfamiliar visitor was treated and nothing further: a site that admits crawlers by name may well serve GPTBot or Googlebot while refusing us, so a refusal here is not evidence that the site is invisible to any named engine, and it is not reported as one. What it does establish is that a rule at the edge is deciding which machines are served, which is worth knowing deliberately.

No response (18). Nothing came back inside our timeout. That could be an outage on the day, a network rule or a slow origin, and the scan cannot tell which, so nothing is concluded about the site from it.

Script-only page (6). The page returns almost nothing until a browser executes its scripts. This one does generalise: a page that is empty without JavaScript is empty for every fetcher that does not run it, ours included, and many AI fetchers and shopping agents do not run it. Here the commercial reading is direct, because the page has nothing to serve any of them.

Shake Shack · refused the reader

Texas Roadhouse · refused the reader

Denny's · refused the reader

IHOP · refused the reader

Applebee's · refused the reader

Panda Express · refused the reader

Raising Cane's · refused the reader

Jollibee · refused the reader

Honest Burgers · refused the reader

Fuller's · refused the reader

Marriott International · refused the reader

Hilton · refused the reader

Hyatt · refused the reader

InterContinental Hotels Group · refused the reader

Best Western · refused the reader

Radisson Hotel Group · refused the reader

Four Seasons · refused the reader

Alton Towers · refused the reader

Puy du Fou · refused the reader

Royal Botanic Gardens, Kew · refused the reader

AMC Theatres · refused the reader

Cineworld · refused the reader

Regal Cinemas · refused the reader

Vue · refused the reader

Odeon · refused the reader

IMAX · refused the reader

Cinépolis · refused the reader

Planet Fitness · refused the reader

Penn Entertainment · refused the reader

Bet365 · refused the reader

DraftKings · refused the reader

Paddy Power · refused the reader

Betfair · refused the reader

Grosvenor Casinos · refused the reader

Sky Bet · refused the reader

Parkdean Resorts · refused the reader

McDonald's · no response

KFC · no response

Pizza Hut · no response

Chick-fil-A · no response

Panera Bread · no response

Olive Garden · no response

Jack in the Box · no response

Starbucks · no response

Costa Coffee · no response

Choice Hotels · no response

Premier Inn · no response

Disneyland Paris · no response

Life Time · no response

LA Fitness · no response

MGM Resorts International · no response

Melco Resorts & Entertainment · no response

Center Parcs · no response

Club Med · no response

Popeyes · script-only page

Little Caesars · script-only page

Wingstop · script-only page

Universal Orlando Resort · script-only page

Las Vegas Sands · script-only page

Buzz Bingo · script-only page

Method

Each organisation's primary public site was loaded and scored by the three deterministic Crane Index™ scanners on 2026-09-01. The constituent list is pinned beside the archived results, exclusions are rule-based and inspectable, and the full per-check result set is retained so the cohort can be re-scanned and the movement published. Every score can be re-measured in about a minute at thecraneconsultancy.com/ai-readiness/.

How this cohort was drawn

The list of 182 organisations is assembled from public sources, sanity-checked by a person, and pinned beside the archived results so the composition can be audited rather than taken on trust. Anyone can ask for a domain to be added; it joins only after a human review, against one bar, a real trading organisation of substance in this industry, and requested-in constituents are recorded as such. Two site types are excluded uniformly, by type and before any score is seen, because the measure is not a fair test of them: search-engine homepages and chat-box homepages. Nothing is ever removed for scoring badly. So this is a defined and inspectable list of 182 organisations. It is not a ranking of national importance, and it is not a census of the industry.

Honest limits

122 scored sites is a sample, not a census, and a single scan is a snapshot of engines and estates that shift month to month. Our reader is one unfamiliar bot, so a site that refused it is reported as unmeasured, never scored zero and never described as unreadable to AI, because what a named engine is served was not measured here. The medians on these pages therefore describe the 122 sites our reader could read; how the 60 it could not would have scored is unknown, and this report does not assume they would have scored worse.

The three moves to make first

1. Ship valid Organization and Product structured data (JSON-LD) on every commercial template, matched to the visible copy, one legal name rendered identically everywhere, with sameAs disambiguation. 2. Make your bot posture a decision rather than an inherited default: know which automated readers your edge admits and which it turns away, name the engines that matter to your market, and record the choice where the next person will find it. 3. Put a legibility gate in the deploy pipeline and give one senior owner the score, because estates drift the moment legibility has no owner.