

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Travel and Tourism: The AI Visibility Report

Three machine reads of the 171 organisations in the Travel and Tourism cohort, measured 2026-09-01.
Can AI find you, can an agent act on you, does AI know who you are.

88	47	3	83
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURED

Only 3 of 88 sites clear 70. The rest is unclaimed.

Of the 171 sites approached, 83 could not be measured at all: 44 refused our reader outright, 29 gave it no response, and 10 serve pages that are empty until scripts run. Of the 88 sites our reader could read, 3 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 55), and identity is the collapse (Representation median 23, with 82 of 88 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.

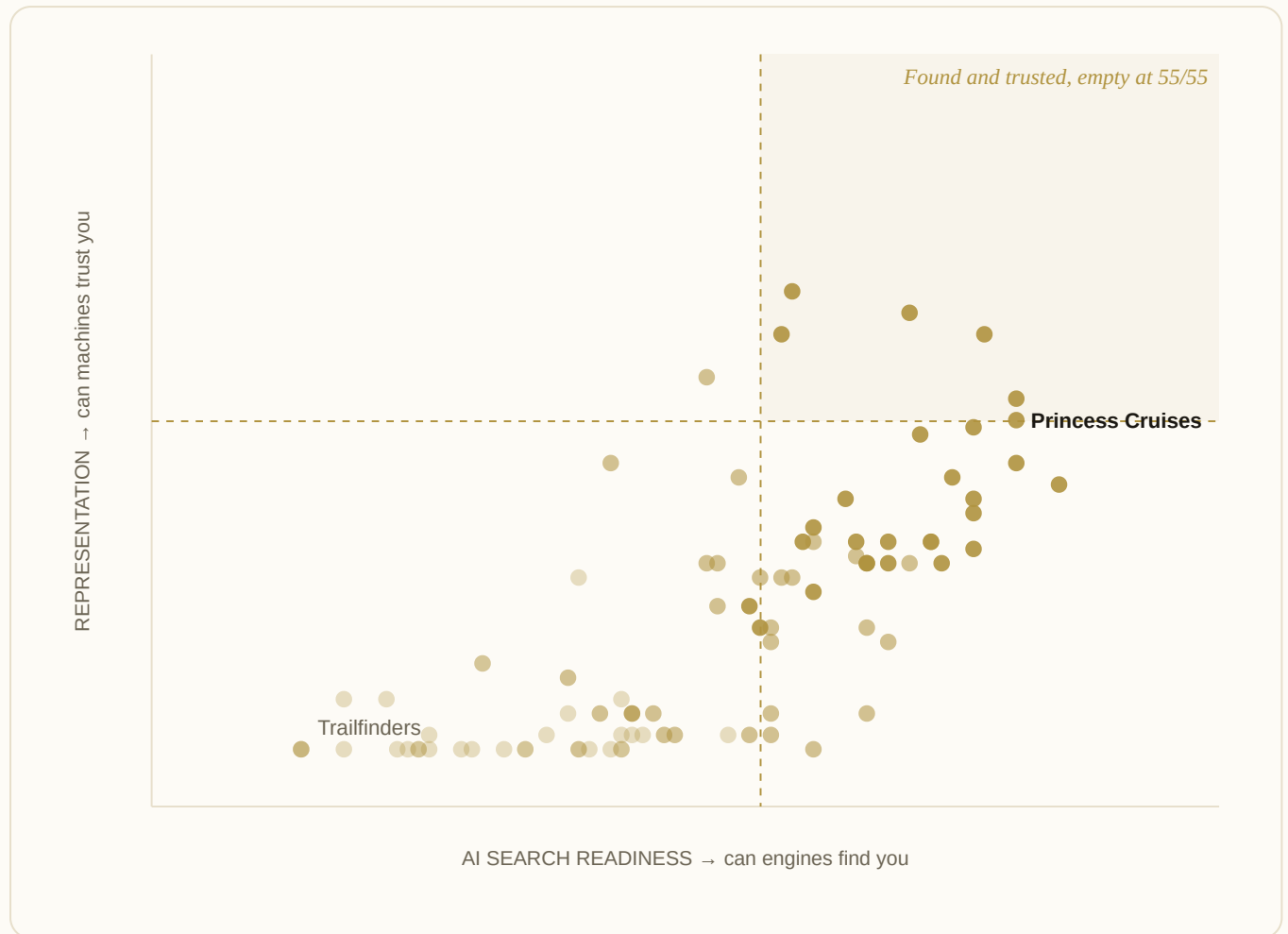
The three reads

AI Search Readiness. Median 55, range 14 to 85. 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 94. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 23, range 8 to 72. 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 Princess Cruises on 73, while Trailfinders sits on 19. 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%	50	43 of 88	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	55 of 88	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	33 of 88	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 88	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 (43 of 88 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 (55 of 88 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
Princess Cruises princess.com · ranked 1	79	60	20	50	54
TAP Air Portugal flytap.com/en-us · ranked 34	50	0	0	50	23

Why the pair. Princess Cruises leads this cohort. TAP Air Portugal is the ordinary case, the site whose representation score sits closest to the cohort median of 23. It is ranked 34 of 88 overall, in the stronger half of the table. 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	Princess Cruises princess.com	73	81	84	54
2	Hostelworld hostelworld.com	71	77	93	43
3	Priceline priceline.com	71	78	69	66
4	Avis avis.com/en/home	68	81	66	57
5	Holland America Line hollandamerica.com/en/us	68	73	94	37
6	Aman aman.com	67	60	68	72
7	BCD Travel bcdtravel.com	67	81	72	48
8	Loews Hotels loewshotels.com	66	77	81	41
9	Minor Hotels minorhotels.com/en	66	71	59	69
10	American Express Global Business Travel amexglobalbusinesstravel.com	65	74	87	34
11	Fred. Olsen Cruise Lines fredolsencruises.com	65	77	83	36
12	Trafalgar trafalgar.com/en-us	65	69	91	34
13	Contiki contiki.com/en-us	64	67	91	34
14	Lindblad Expeditions expeditions.com	64	77	63	53
15	Celebrity Cruises celebritycruises.com	63	69	83	37
16	Kiwi.com kiwi.com/en	63	59	63	66
17	Kayak kayak.com	62	75	65	46
18	Kempinski kempinski.com/en	62	62	85	39
19	Haven haven.com	61	85	52	45

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	Royal Caribbean royalcaribbean.com	60	61	82	37
21	Enterprise Rent-A-Car enterprise.com/en/home.html	59	72	52	52
22	Saga saga.co.uk	59	65	69	43
23	CWT mycwt.com	57	62	78	30
24	EaseMyTrip easemytrip.us	57	56	86	28
25	Eurostar eurostar.com/us-en	55	66	63	37
26	Stena Line stenaline.com	55	57	82	25
27	Trainline thetrainline.com	55	67	63	34
28	DFDS dfds.com/en/passenger-ferries	54	66	62	35
29	Jet2 jet2.com	54	73	52	37
30	Kuoni kuoni.co.uk	54	71	58	34
31	Budget budget.com/en/home	53	62	61	37
32	Hays Travel haystravel.co.uk	53	60	66	32
33	Trip.com trip.com	53	52	47	60
34	TAP Air Portugal flytap.com/en-us	52	69	63	23
35	Belmond belmond.com/en	51	59	62	32
36	Europcar europcar.com/en-us	51	67	62	25
37	Norwegian Cruise Line ncl.com	51	55	52	46
38	FlixBus flixbus.com	50	57	62	32
39	Oberoi Hotels & Resorts oberoihotels.com	50	58	69	23
40	OYO oyorooms.com	50	53	63	34
41	Travelport travelport.com	49	56	82	10

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	Wyndham Hotels & Resorts wyndhamhotels.com	49	53	66	28
43	eDreams edreams.com	48	52	57	34
44	TUI tui.com	48	67	63	13
45	citizenM marriott.com/brands/citizenm.mi	46	58	56	25
46	Scott Dunn scottdunn.com	46	62	69	8
47	Ponant ponant.com	45	58	63	13
48	British Airways britishairways.com/travel/home/public/en_us	43	58	62	10
49	AirAsia airasia.com/en/gb	42	43	34	48
50	Travelodge travelodge.co.uk	42	49	68	10
51	Airbnb airbnb.com	41	40	76	8
52	Intrepid Travel intrepidtravel.com/us	41	47	62	13
53	National Express nationalexpress.com/en	41	42	68	13
54	WestJet westjet.com/en-us	41	39	65	18
55	Butlin's butlins.com	40	45	62	13
56	Hurtigruten hurtigruten.com/en-us	40	45	63	13
57	Langham Hospitality Group langhamhotels.com	40	48	63	10
58	Accor group.accor.com/en	39	46	62	10
59	G Adventures gadventures.com	39	45	62	10
60	Virgin Atlantic virginatlantic.com/en-US	39	44	62	10
61	Amtrak amtrak.com/home	38	54	50	10
62	Frontier Airlines flyfrontier.com	38	37	68	10
63	Hotelbeds discover.hotelbeds.com	38	44	62	8

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	Tauck tauck.com	38	43	63	8
65	Trenitalia trenitalia.com/it.html	38	39	62	13
66	Flight Centre flightcentre.com.au/about-us/international-websites	37	41	63	8
67	Renfe renfe.com/es/en	36	44	50	15
68	Alaska Airlines alaskaair.com	35	31	53	20
69	Explore Worldwide explore.co.uk	35	44	52	8
70	Jumeirah jumeirah.com/en	35	40	34	32
71	Mandarin Oriental mandarinoriental.com/en	35	33	63	8
72	Rosewood Hotels & Resorts rosewoodhotels.com/en/default	35	35	63	8
73	Shangri-La shangri-la.com/en	34	30	63	8
74	Air New Zealand airnewzealand.com	33	26	62	10
75	Carnival Cruise Line carnival.com	30	23	58	8
76	Finnair finnair.com	27	24	49	8
77	Hawaiian Airlines hawaiianairlines.com	27	31	30	20
78	Hertz hertz.com/us/en	26	35	34	8
79	Brittany Ferries brittany-ferries.co.uk	24	22	34	15
80	Skyscanner skyscanner.com	24	29	34	8
81	Vueling vueling.com/en	23	26	34	8
82	Aeromexico aeromexico.com	22	18	34	15
83	Deutsche Bahn int.bahn.de	22	25	34	8
84	Southwest Airlines southwest.com	22	25	34	8
85	Booking.com booking.com	20	18	34	8

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
86	Amadeus amadeus.com	19	14	34	8
87	Sabre sabre.com	19	14	34	8
88	Trailfinders trailfinders.com	19	14	34	8

The 83 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 83 sites here, 44 refused our reader, 29 gave no response and 10 served a page that is empty until scripts run.

Refused the reader (44). 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 (29). 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 (10). 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.

Expedia · refused the reader	Sixt · refused the reader	Etihad Airways · no response
Tripadvisor · refused the reader	Swiss International Air Lines · refused the reader	All Nippon Airways · no response
Vrbo · refused the reader	Norwegian Air Shuttle · refused the reader	Japan Airlines · no response
Trivago · refused the reader	Avianca · refused the reader	Korean Air · no response
lastminute.com · refused the reader	Thai Airways · refused the reader	Air China · no response
GetYourGuide · refused the reader	Icelandair · refused the reader	IndiGo · no response
Viator · refused the reader	The Peninsula Hotels · refused the reader	Spirit Airlines · no response
Klook · refused the reader	Dorchester Collection · refused the reader	Hilton · no response
On the Beach · refused the reader	NH Hotels · refused the reader	Choice Hotels · no response
loveholidays · refused the reader	Millennium Hotels and Resorts · refused the reader	Premier Inn · no response
Despegar · refused the reader	Omni Hotels & Resorts · refused the reader	Scandic Hotels · no response
Webjet · refused the reader	Taj Hotels · refused the reader	P&O Cruises · no response
American Airlines · refused the reader	Omio · refused the reader	Cunard · no response
Lufthansa · refused the reader	ixigo · refused the reader	Jetstar · no response
Qatar Airways · refused the reader	Cleartrip · refused the reader	EVA Air · no response
easyJet · refused the reader	Audley Travel · refused the reader	Air India · no response
Iberia · refused the reader	Hotels.com · no response	Club Med · no response
SAS · refused the reader	MakeMyTrip · no response	Center Parcs · no response
LATAM Airlines · refused the reader	Yatra · no response	Agoda · script-only page
Marriott International · refused the reader	Delta Air Lines · no response	Hopper · script-only page
Hyatt · refused the reader	United Airlines · no response	Singapore Airlines · script-only page
InterContinental Hotels Group · refused the reader	Air France · no response	Ryanair · script-only page
Best Western · refused the reader	KLM · no response	Wizz Air · script-only page
Four Seasons · refused the reader	Emirates · no response	JetBlue · script-only page
Radisson Hotel Group · refused the reader	Cathay Pacific · no response	Air Canada · script-only page
Melia Hotels International · refused the reader	Qantas · no response	Aer Lingus · script-only page
MSC Cruises · refused the reader	Turkish Airlines · no response	Abercrombie & Kent · script-only page
Viking · refused the reader		Traveloka · 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 171 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 171 organisations. It is not a ranking of national importance, and it is not a census of the industry.

Honest limits

88 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 88 sites our reader could read; how the 83 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.