THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

UK Airports: The AI Visibility Report

Three machine reads of the 32 organisations in the UK Airports cohort, measured 2026-11-01. Can AI find you, can an agent act on you, does AI know who you are.

24	47	0	8
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURED

Prepared by The Crane Consultancy, Bath · thecraneconsultancy.com/research/ · Every score in this report can be re-measured live at thecraneconsultancy.com/ai-readiness/

EXECUTIVE SUMMARY

Nobody in this cohort is ready. That is the opportunity.

Of the 32 sites approached, 8 could not be measured at all: 8 refused our reader outright, 0 gave it no response, and 0 serve pages that are empty until scripts run. Of the 24 sites our reader could read, not one reached 70 out of 100 on the composite Crane Index™. The three reads tell one story: access is broadly survivable (Agent median 63), meaning is patchy (AI Search median 54), and identity is the collapse (Representation median 12, with 24 of 24 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. 9 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.

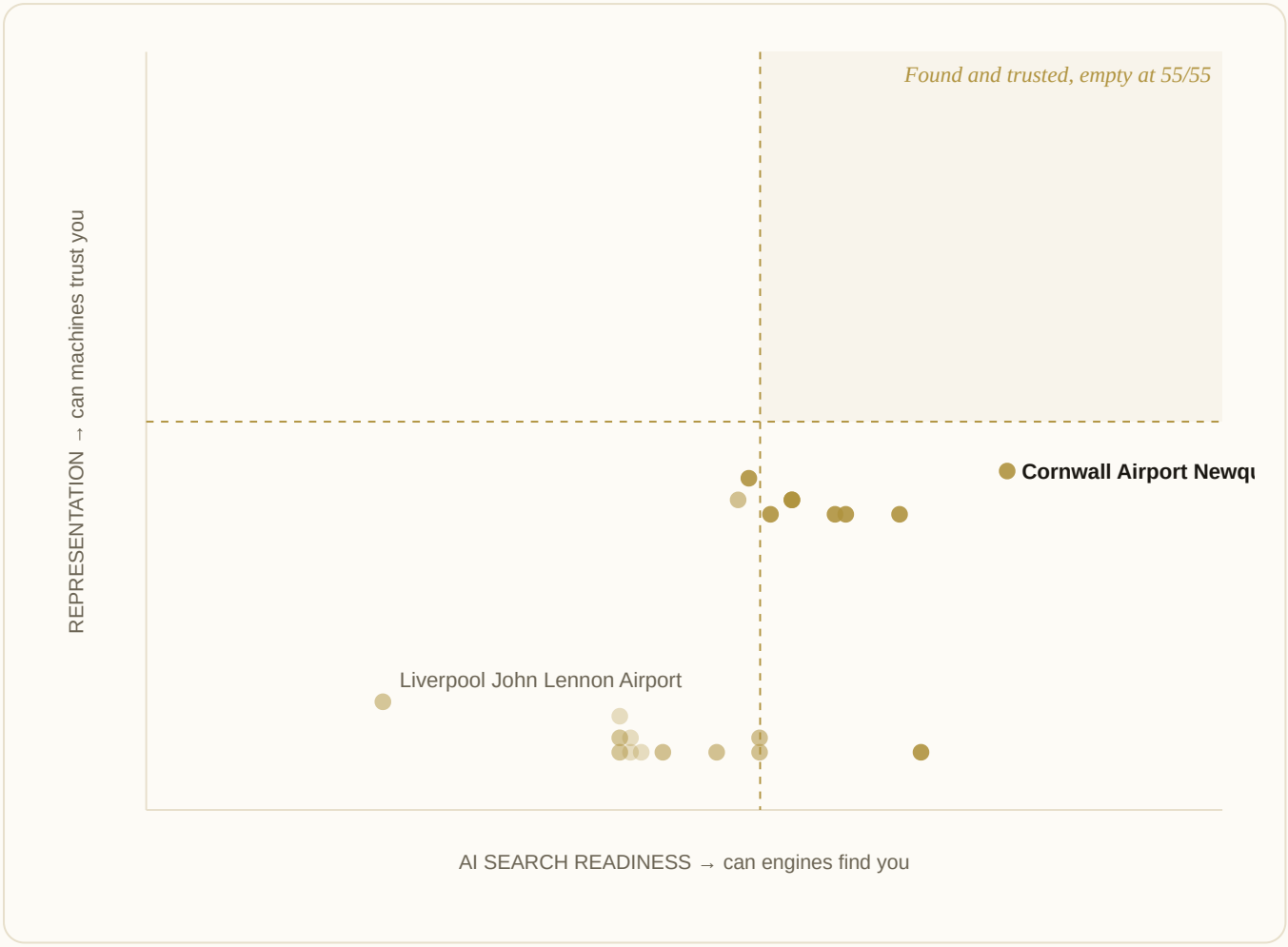
The three reads

AI Search Readiness. Median 54, range 22 to 80. 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 34 to 87. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 12, range 8 to 47. 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 Cornwall Airport Newquay on 68, while Liverpool John Lennon Airport sits on 24. 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.

INSIDE THE REPRESENTATION SCORE

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	15 of 24	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	15 of 24	sameAs links to authoritative homes, such as LinkedIn, Companies House, Wikidata or OpenCorporates, declared in the site’s structured data (two score in full, one scores half; a declared link counts unless its page answers not found or gone, and the Index does not verify that the profile belongs to the organisation); and cover across kinds, a registry alongside a distinct profile.
Authority	25%	0	14 of 24	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 24	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 (15 of 24 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 (15 of 24 sites here). Nothing on the site links the organisation to an authoritative home with a link that still works. Either no such links are declared, or every one declared answers not found. 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
Cornwall Airport Newquay cornwallairportnewquay.com · ranked 1	50	30	60	50	**47**
Southampton Airport southamptonairport.com · ranked 19	0	0	20	50	**13**

Why the pair. Cornwall Airport Newquay leads this cohort. Southampton Airport is the ordinary case, the site whose representation score sits closest to the cohort median of 12. It is ranked 19 of 24 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.

THE RANKED TABLE · MEASURED 2026-11-01

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	Cornwall Airport Newquay cornwallairportnewquay.com	68	80	76	47
2	Norwich Airport norwichairport.co.uk	62	65	79	41
3	City of Derry Airport cityofderryairport.com	61	70	73	41
4	Heathrow Airport heathrow.com	56	58	69	41
5	Leeds Bradford Airport leedsbradfordairport.co.uk	56	64	62	41
6	London Southend Airport londonsouthendairport.com	56	72	87	8
7	East Midlands Airport eastmidlandsairport.com	55	60	63	43
8	London Gatwick Airport gatwickairport.com	55	56	62	46
9	London Stansted Airport stanstedairport.com	55	60	63	43
10	Manchester Airport manchesterairport.co.uk	54	55	63	43
11	Glasgow Prestwick Airport glasgowprestwick.com	51	57	85	10
12	Exeter Airport exeter-airport.co.uk	48	57	79	8
13	Teesside International Airport teessideinternational.com	46	53	77	8
14	London Luton Airport london-luton.co.uk	41	48	68	8
15	Edinburgh Airport edinburghairport.com	39	46	62	8
16	Aberdeen International Airport aberdeenairport.com	38	44	59	10
17	Cardiff Airport info.cardiff-airport.com/home	37	44	58	10
18	Inverness Airport hial.co.uk/inverness-airport	37	45	56	10

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
19	Southampton Airport southamptonairport.com	37	44	53	13
20	Kirkwall Airport hial.co.uk/kirkwall-airport	36	45	56	8
21	Stornoway Airport hial.co.uk/homepage/9/stornoway-airport	36	44	56	8
22	Sumburgh Airport hial.co.uk/sumburgh-airport	36	44	56	8
23	Humberside Airport humbersideairport.com	24	22	34	15
24	Liverpool John Lennon Airport liverpoolairport.com	24	22	34	15

THE UNMEASURED · REPORTED, NOT SCORED

The 8 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 8 sites here, 8 refused our reader, 0 gave no response and 0 served a page that is empty until scripts run.

Refused the reader (8). 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.

Birmingham Airport · refused the reader
Bristol Airport · refused the reader
Glasgow Airport · refused the reader
Belfast International Airport · refused the reader
Newcastle International Airport · refused the reader
London City Airport · refused the reader
George Best Belfast City Airport · refused the reader
Bournemouth Airport · refused the reader

Method

Each organisation's primary public site was loaded and scored by the three deterministic Crane Index™ scanners on 2026-11-01. 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 32 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 32 organisations. It is not a ranking of national importance, and it is not a census of the industry.

Honest limits

24 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 24 sites our reader could read; how the 8 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.