

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Hospitality and Leisure: The AI Visibility Report

Three machine reads of 182 of Britain's most important websites, measured 2026-08-06. Can AI find you, can an agent act on you, does AI know who you are.

122	40	3	60
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURABLE

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

Of the 182 sites approached, 60 could not be measured at all: 36 refused an automated reader outright, 16 gave one no response, and 8 serve pages that are empty until scripts run. Of the 122 sites a machine 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 62), meaning is patchy (AI Search median 45), and identity is the collapse (Representation median 13, with 119 of 122 sites below 55).

The strongest single separator between the top of the field and the bottom is not budget, brand or size: it is valid Organization structured data and a coherently resolvable identity. In this cohort, every one of the ten strongest sites on the search read carries it; not one of the bottom ten does. The remediation is a markup and governance exercise, not a rebuild, which is why the league table overleaf should be read as unclaimed territory.

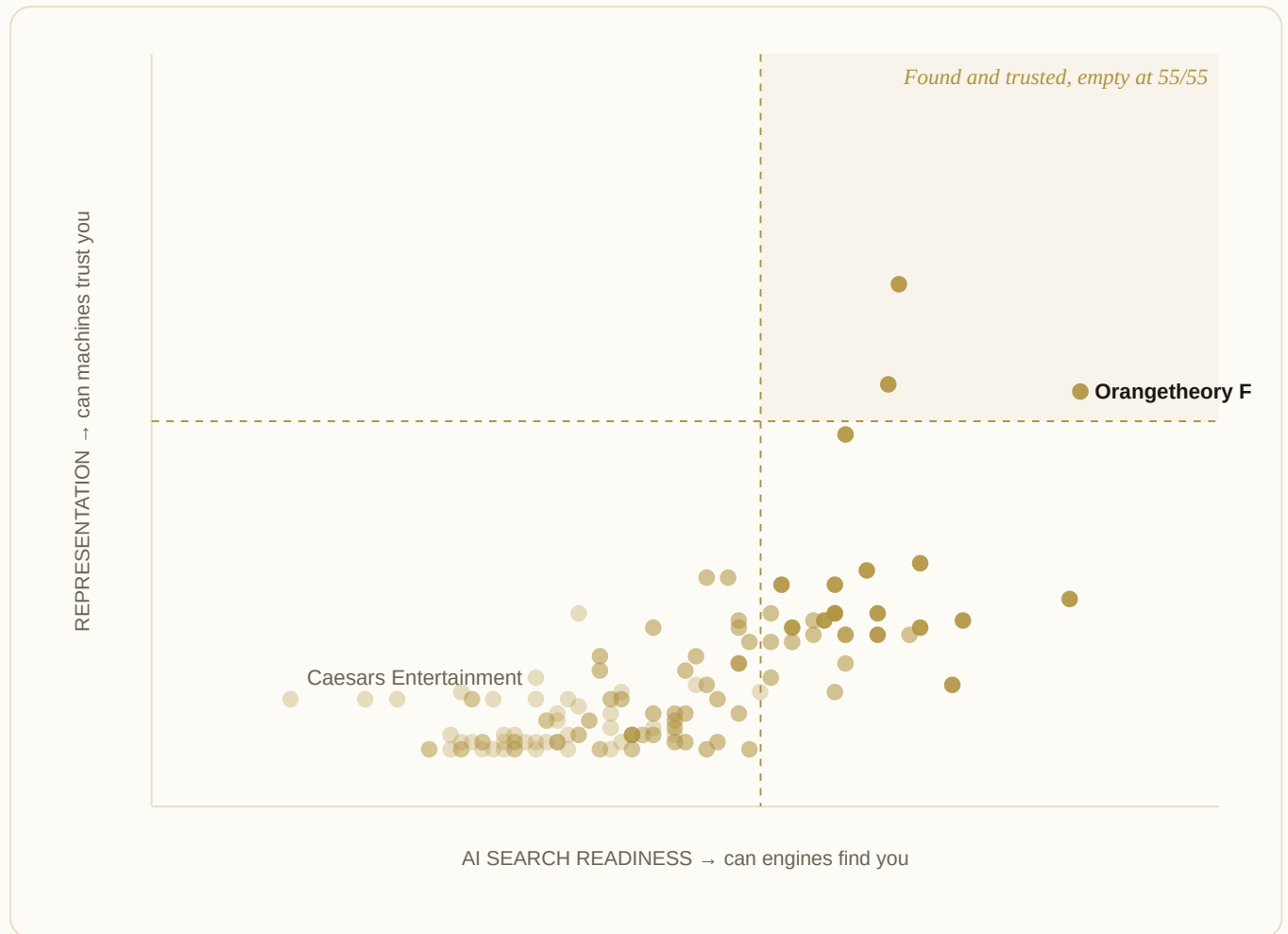
The three reads

AI Search Readiness. Median 45, range 13 to 87. 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 62, range 30 to 90. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 13, range 8 to 73. 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: the field is led by Orangetheory Fitness on 76, 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.

Every site a machine 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	76	87	83	58
2	Shepherd Neame shepherdneame.co.uk	73	70	76	73
3	Les Mills lesmills.com	70	69	82	59
4	Five Guys fiveguys.com	68	86	90	29
5	Stonegate Group stonegategroup.co.uk	62	67	87	33
6	Efteling efteling.com/en	60	65	62	52
7	Franco Manca francomanca.co.uk	60	76	79	26
8	Blackpool Pleasure Beach blackpoolpleasurebeach.com	59	68	82	27
9	J D Wetherspoon jdwetherspoon.com	59	64	86	27
10	Punch Pubs punchpubs.com	58	63	84	26
11	Young's youngs.co.uk	58	64	79	31
12	Dishoom dishoom.com	57	72	74	25
13	F45 Training f45training.com	57	68	79	24
14	Third Space thirdspace.london	57	59	82	31
15	Dairy Queen dairyqueen.com/en-us	56	72	62	34
16	The London Eye londoneye.com	56	75	75	17
17	Anytime Fitness anytimefitness.com	55	60	80	25
18	Madison Square Garden Entertainment msgentertainment.com	54	52	78	32
19	Sphere Entertainment sphereentertainmentco.com	54	54	75	32

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	Bella Italia bellaitalia.co.uk	53	64	69	27
21	Hollywood Bowl hollywoodbowl.co.uk	52	65	68	24
22	Thorpe Park thorpepark.com	52	64	77	16
23	The O2 theo2.co.uk	51	60	71	23
24	Zizzi zizzi.co.uk	51	65	65	24
25	ASK Italian askitalian.co.uk	50	62	65	24
26	Frankie & Benny's frankieandbennys.com	50	62	63	26
27	Equinox equinox.com	49	55	67	26
28	Gold's Gym goldsgym.com	49	65	62	20
29	Haven haven.com	49	71	52	24
30	Nando's nandos.com	49	56	82	8
31	Peet's Coffee peets.com	49	51	76	21
32	Away Resorts awayresorts.co.uk	48	55	68	20
33	Barry's barrys.com	48	47	71	25
34	Chester Zoo chesterzoo.org	48	58	63	23
35	FanDuel fanduel.com	48	58	60	27
36	Dave & Buster's daveandbusters.com/us/en/home	47	55	65	20
37	Live Nation Entertainment livenation.com	47	50	71	19
38	Sweetgreen sweetgreen.com	47	55	62	25
39	Warner Bros. Studio Tour London wbstudiotour.co.uk	47	52	82	8
40	Chessington World of Adventures chessington.com	46	53	75	9
41	Dutch Bros dutchbros.com	46	56	59	23

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	Loungers loungers.co.uk	46	55	69	13
43	Wagamama wagamama.com	46	58	62	18
44	Bowlero bowlero.com	44	53	64	15
45	BrewDog brewdog.com	44	47	72	13
46	The Gym Group thegymgroup.com	44	52	62	17
47	Drayton Manor Resort draytonmanor.co.uk	43	49	68	11
48	JD Gyms jdgyms.co.uk	43	49	66	13
49	Butlin's butlins.com	42	50	62	13
50	English Heritage english-heritage.org.uk	42	42	65	19
51	Europa-Park europapark.de/de	42	49	69	9
52	Paultons Park paultonspark.co.uk	42	50	68	9
53	The Cheesecake Factory thecheesecakefactory.com	42	47	68	10
54	Forest Holidays forestholidays.co.uk	41	49	63	12
55	GAIL's Bakery gails.com	41	42	61	21
56	Marston's marstonpubs.co.uk	41	45	69	10
57	Wyndham Hotels & Resorts wyndhamhotels.com	41	43	66	15
58	Crown Resorts crownresorts.com.au	40	44	62	15
59	Eden Project edenproject.com	40	45	65	10
60	Travelodge travelodge.co.uk	40	41	66	12
61	Wendy's wendys.com	40	40	69	10
62	Accor group.accor.com/en	39	46	62	10
63	Cracker Barrel crackerbarrel.com	39	46	62	10

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64	Crunch Fitness crunch.com	39	45	64	8
65	David Lloyd Clubs davidlloyd.co.uk	39	45	62	10
66	Greene King greeneking.co.uk	39	51	50	17
67	National Trust nationaltrust.org.uk	39	42	66	8
68	Taco Bell tacobell.com	39	43	62	11
69	Warner Leisure Hotels warnerhotels.co.uk	39	47	60	11
70	Domino's Pizza dominos.com	38	43	59	13
71	Genting genting.com	38	34	69	10
72	Greggs greggs.com	38	45	62	8
73	McDonald's mcdonalds.com/us/en-us.html	38	38	63	12
74	PortAventura World portaventuraworld.com	38	38	62	13
75	Starbucks starbucks.com	38	36	62	15
76	Basic-Fit basic-fit.com/nl-nl/homepage	37	49	53	10
77	Coral help.coral.co.uk/closed	37	30	66	15
78	Ladbrokes help.ladbrokes.com/closed	37	30	66	15
79	Madame Tussauds madametussauds.com	37	37	63	12
80	Nuffield Health nuffieldhealth.com	37	38	63	9
81	Peloton onepeloton.com	37	37	61	12
82	Boyd Gaming boydgaming.com	36	35	63	9
83	Hoseasons hoseasons.co.uk	36	40	40	27
84	Itsu itsu.com	36	38	62	9
85	Landal landal.com	36	39	62	8

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
86	Miller & Carter millerandcarter.co.uk	36	39	53	15
87	Papa Johns papajohns.com	36	36	55	18
88	Pret A Manger pret.com/en-US	36	33	64	10
89	SeaWorld seaworld.com	36	37	61	9
90	William Hill williamhill.com	36	43	56	8
91	Bannatyne bannatyne.co.uk	35	34	61	9
92	Caffè Nero caffenero.com	35	42	56	8
93	Carl's Jr. carlsjr.com	35	34	61	9
94	Krispy Kreme krispykreme.com	34	31	61	9
95	Luckin Coffee luckincoffee.com	34	33	61	9
96	Topgolf topgolf.com/us	34	40	49	14
97	Wynn Resorts wynnresorts.com	34	57	30	16
98	Hotel du Vin hotelduvin.com	33	34	57	8
99	Malmaison malmaison.com	33	34	57	8
100	Parques Reunidos parquesreunidos.com	33	36	56	8
101	Toby Carvery tobycarvery.co.uk	33	44	39	16
102	Chipotle Mexican Grill chipotle.com	32	38	49	9
103	Côte cote.co.uk	32	32	50	15
104	Legoland legoland.com	32	31	56	8
105	Prezzo prezzo.co.uk	32	36	52	9
106	24 Hour Fitness 24hourfitness.com	30	29	44	16
107	In-N-Out Burger in-n-out.com	30	31	49	9

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108	Dunkin' dunkindonuts.com	29	30	48	9
109	Tenpin tenpin.co.uk	28	44	30	9
110	Showcase Cinemas showcasecinemas.co.uk	27	28	42	10
111	PizzaExpress pizzaexpress.com	26	39	30	10
112	Six Flags sixflags.com	26	29	42	8
113	DraftKings draftkings.com	25	33	34	8
114	Everyman everymancinema.com	25	26	42	8
115	Subway subway.com/en-us	25	29	37	9
116	Arby's arbys.com	24	29	34	8
117	Tim Hortons timhortons.com	24	23	34	15
118	Buffalo Wild Wings buffalowildwings.com	23	28	34	8
119	Burger King bk.com	23	20	34	15
120	Sonic Drive-In sonicdrivein.com	23	26	34	8
121	Virgin Active virginactive.co.uk	23	32	30	8
122	Caesars Entertainment caesars.com	21	13	34	15

The 60 sites a machine could not measure

Unmeasured, not failed. A site that verifies crawlers by network may admit engines it recognises while refusing our reader; the posture is reported, no score is asserted.

What these postures mean commercially. *Refused the reader*: the site's edge security turns away unfamiliar automated visitors, the same class of visitor AI engines send when a buyer asks about you. *Script-only page*: the page is empty until a browser executes its scripts; many AI fetchers and shopping agents do not execute JavaScript, so they see a blank page where your business should be. *No response*: the site did not answer an automated request at all. Each is a door closed to the channel now shortlisting suppliers.

Shake Shack · refused the reader	Royal Botanic Gardens, Kew · refused the reader	Panera Bread · no response
Texas Roadhouse · refused the reader		Olive Garden · no response
Denny's · refused the reader	AMC Theatres · refused the reader	Jack in the Box · no response
IHOP · refused the reader	Cinemark · refused the reader	Costa Coffee · no response
Applebee's · refused the reader	Cineworld · refused the reader	Choice Hotels · no response
Panda Express · refused the reader	Regal Cinemas · refused the reader	Premier Inn · no response
Raising Cane's · refused the reader	Vue · refused the reader	Disneyland Paris · no response
Jollibee · refused the reader	Odeon · refused the reader	Life Time · no response
Honest Burgers · refused the reader	IMAX · refused the reader	LA Fitness · no response
Fuller's · refused the reader	Cinépolis · refused the reader	MGM Resorts International · no response
Marriott International · refused the reader	Planet Fitness · refused the reader	Melco Resorts & Entertainment · no response
Hilton · refused the reader	Penn Entertainment · refused the reader	Center Parcs · no response
Hyatt · refused the reader	Bet365 · refused the reader	Club Med · no response
InterContinental Hotels Group · refused the reader	Paddy Power · refused the reader	Popeyes · script-only page
Best Western · refused the reader	Betfair · refused the reader	Little Caesars · script-only page
Radisson Hotel Group · refused the reader	Grosvenor Casinos · refused the reader	Wingstop · script-only page
Four Seasons · refused the reader	Sky Bet · refused the reader	Universal Orlando Resort · script-only page
Alton Towers · refused the reader	Parkdean Resorts · refused the reader	PureGym · script-only page
Puy du Fou · refused the reader	KFC · no response	Las Vegas Sands · script-only page
	Pizza Hut · no response	Betway · script-only page
	Chick-fil-A · no response	Buzz Bingo · script-only page

Method

Each organisation's primary public site was loaded and scored by the three deterministic Crane Index™ scanners on 2026-08-06. 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/.

Honest limits

122 scored sites is a sample, not a census; a single scan is a snapshot of engines and estates that shift month to month; and our reader is one unfamiliar bot, so blocked sites are reported as unmeasured rather than failed. None of these limits rescues the field: the medians are drawn from the most legible end of the cohort by construction.

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. Decide your bot posture deliberately: verify the machine readers that matter instead of blanket-refusing everything unfamiliar. 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.