

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Travel and Tourism: The AI Visibility Report

Three machine reads of 171 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.

88	42	1	83
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURABLE

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

Of the 171 sites approached, 83 could not be measured at all: 45 refused an automated reader outright, 27 gave one no response, and 11 serve pages that are empty until scripts run. Of the 88 sites a machine could read, 1 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 47), and identity is the collapse (Representation median 15, with 86 of 88 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.

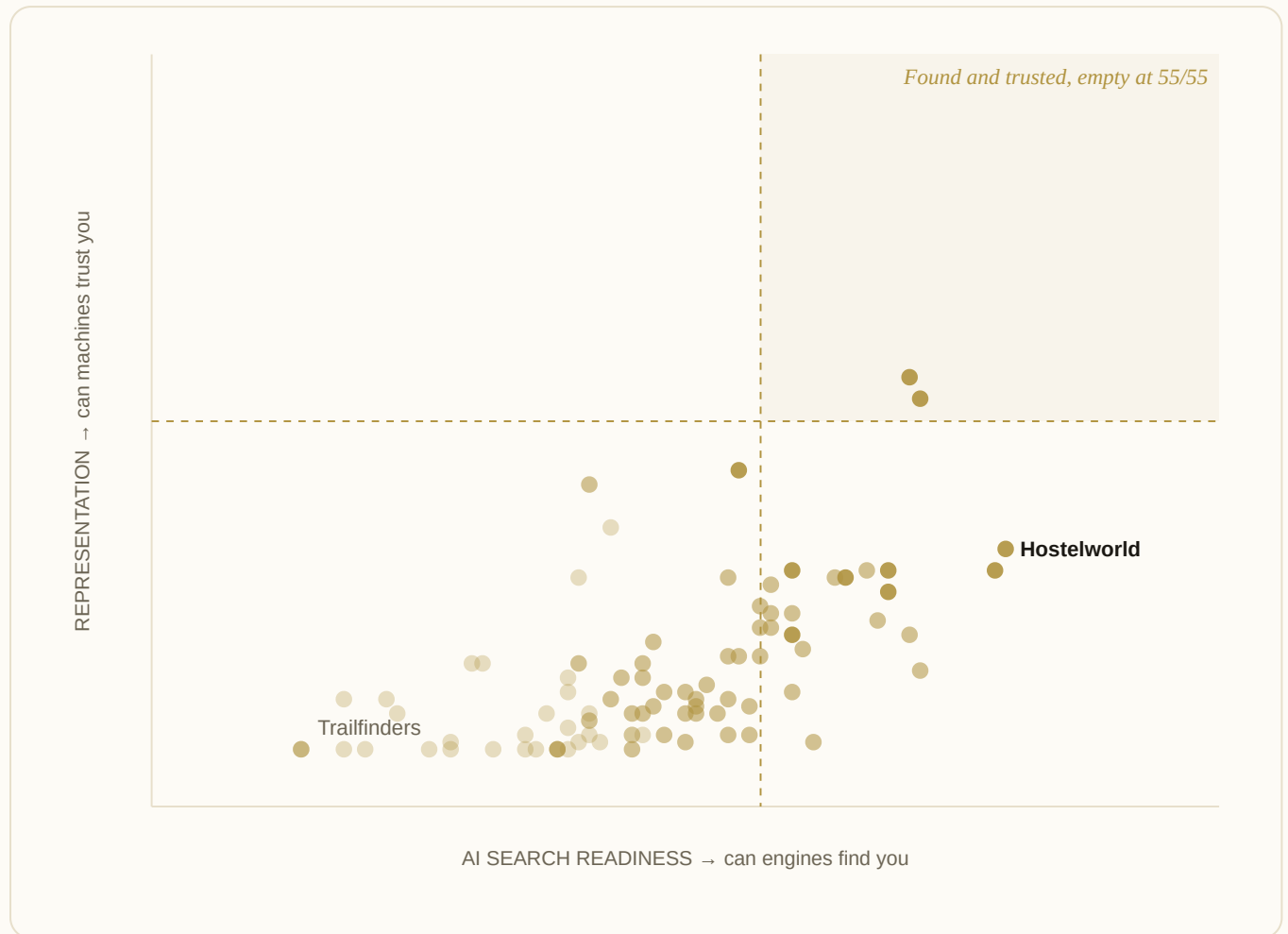
The three reads

AI Search Readiness. Median 47, range 14 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 29 to 93. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 15, range 8 to 60. 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 Hostelworld on 70, 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.

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	Hostelworld hostelworld.com	70	80	93	36
2	Priceline priceline.com	67	72	73	57
3	American Express Global Business Travel amexglobalbusinesstravel.com	63	69	87	33
4	Minor Hotels minorhotels.com/en	63	71	59	60
5	BCD Travel bcdtravel.com	61	79	71	33
6	Contiki contiki.com/en-us	61	65	86	32
7	CWT mycwt.com	59	69	79	30
8	Trafalgar trafalgar.com/en-us	59	60	84	33
9	Kiwi.com kiwi.com/en	55	55	63	47
10	Stena Line stenaline.com	55	60	82	24
11	DFDS dfds.com/en/passenger-ferries	54	67	62	33
12	Aman aman.com	53	58	69	31
13	Kempinski kempinski.com/en	53	54	72	32
14	Eurostar eurostar.com/us-en	52	68	63	26
15	Princess Cruises princess.com	52	61	72	22
16	Trainline thetrainline.com	51	72	62	19
17	Kayak kayak.com	50	60	64	27
18	Enterprise Rent-A-Car enterprise.com/en/home.html	49	64	51	32
19	Haven haven.com	49	71	52	24

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	OYO oyorooms.com	49	58	63	27
21	Travelport travelport.com	49	56	81	10
22	Fred. Olsen Cruise Lines fredolsencruises.com	48	54	70	21
23	Lindblad Expeditions expeditions.com	48	57	63	25
24	Loews Hotels loewshotels.com	48	60	69	16
25	Avis avis.com/en/home	47	57	64	21
26	EaseMyTrip easemytrip.us	47	54	73	15
27	Holland America Line hollandamerica.com/en/us	47	51	75	15
28	Scott Dunn scottdunn.com	47	62	69	9
29	citizenM marriott.com/brands/citizenm.mi	46	58	56	25
30	Jet2 jet2.com	46	57	54	28
31	Celebrity Cruises celebritycruises.com	45	46	70	18
32	Kuoni kuoni.co.uk	45	55	58	21
33	Saga saga.co.uk	45	52	67	17
34	Belmond belmond.com	44	51	69	13
35	Europcar europcar.com/en-us	44	56	62	14
36	Finnair finnair.com	44	47	61	23
37	National Express nationalexpress.com/en	44	51	68	14
38	Royal Caribbean royalcaribbean.com	44	48	69	16
39	British Airways britishairways.com/travel/home/public/en_us	43	54	64	10
40	Oberoi Hotels & Resorts oberoihotels.com	43	47	67	14
41	Ponant ponant.com	43	53	63	13

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	Trip.com trip.com	43	41	43	45
43	Budget budget.com/en/home	42	50	60	16
44	Butlin's butlins.com	42	50	62	13
45	G Adventures gadventures.com	42	50	66	9
46	Hays Travel haystravel.co.uk	42	46	66	13
47	WestJet westjet.com/en-us	42	44	65	18
48	Airbnb airbnb.com	41	38	76	8
49	eDreams edreams.com	41	46	57	20
50	Wyndham Hotels & Resorts wyndhamhotels.com	41	43	66	15
51	FlixBus flixbus.com	40	40	61	20
52	Hurtigruten hurtigruten.com/en-us	40	45	63	13
53	Langham Hospitality Group langhamhotels.com	40	48	63	10
54	Tauck tauck.co.uk	40	45	67	8
55	Travelodge travelodge.co.uk	40	41	66	12
56	Accor group.accor.com/en	39	46	62	10
57	AirAsia airasia.com/en/gb	39	43	34	39
58	Frontier Airlines flyfrontier.com	39	37	68	13
59	Hotelbeds discover.hotelbeds.com	39	45	62	10
60	Trenitalia trenitalia.com/it.html	39	41	64	13
61	Intrepid Travel intrepidtravel.com/us	37	39	62	11
62	Norwegian Cruise Line ncl.com	36	39	52	18
63	Rosewood Hotels & Resorts rosewoodhotels.com/en/default	36	35	63	10

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	TUI tui.com	36	45	53	10
65	Virgin Atlantic virginatlantic.com/en-US	36	39	62	8
66	Jumeirah jumeirah.com/en	35	40	34	32
67	Mandarin Oriental mandarinoriental.com/en	35	36	60	8
68	Renfe renfe.com/es/en	35	39	50	16
69	Alaska Airlines alaskaair.com	34	30	53	20
70	Amtrak amtrak.com/home	34	42	50	9
71	Explore Worldwide explore.co.uk	34	41	52	10
72	Flight Centre flightcentre.com.au/about-us/international-websites	34	32	63	8
73	Southwest Airlines southwest.com	34	40	53	9
74	Deutsche Bahn int.bahn.de	33	38	53	8
75	Shangri-La shangri-la.com/en	33	28	63	8
76	Air New Zealand airnewzealand.com	32	28	59	9
77	Hawaiian Airlines hawaiianairlines.com	32	31	45	20
78	Carnival Cruise Line carnival.com	31	23	58	13
79	Hertz hertz.com/us/en	26	35	34	8
80	Spirit Airlines spiritrestructuring.com	25	38	29	8
81	Brittany Ferries brittany-ferries.co.uk	24	22	34	15
82	Vueling vueling.com/en	23	26	34	8
83	Aeromexico aeromexico.com	22	18	34	15
84	Skyscanner skyscanner.net/sttc/px/captcha-v2/index.html?url=Lz8=&uuid=64148664-91ca-11f1-8f69-ec087ec073a8&vid=	21	20	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 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.

Expedia · refused the reader	Viking · refused the reader	Etihad Airways · no response
Tripadvisor · refused the reader	Sixt · refused the reader	All Nippon Airways · no response
Vrbo · refused the reader	Swiss International Air Lines · refused the reader	Japan Airlines · no response
Trivago · refused the reader	Norwegian Air Shuttle · refused the reader	Korean Air · no response
lastminute.com · refused the reader	Avianca · refused the reader	Air China · no response
GetYourGuide · refused the reader	Thai Airways · refused the reader	IndiGo · no response
Viator · refused the reader	Icelandair · refused the reader	Hilton · no response
Klook · refused the reader	The Peninsula Hotels · refused the reader	Choice Hotels · no response
On the Beach · refused the reader	Dorchester Collection · refused the reader	Premier Inn · no response
loveholidays · refused the reader	NH Hotels · refused the reader	Scandic Hotels · no response
Despegar · refused the reader	Millennium Hotels and Resorts · refused the reader	P&O Cruises · no response
Webjet · refused the reader	Omni Hotels & Resorts · refused the reader	Cunard · no response
American Airlines · refused the reader	Taj Hotels · refused the reader	Jetstar · no response
Lufthansa · refused the reader	Omio · refused the reader	EVA Air · no response
Emirates · refused the reader	ixigo · refused the reader	Air India · no response
Qatar Airways · refused the reader	Cleartrip · refused the reader	Club Med · no response
easyJet · refused the reader	Audley Travel · refused the reader	Center Parcs · no response
Iberia · refused the reader	Hotels.com · no response	Agoda · script-only page
SAS · refused the reader	MakeMyTrip · no response	Hopper · script-only page
LATAM Airlines · refused the reader	Yatra · no response	Singapore Airlines · script-only page
Marriott International · refused the reader	Delta Air Lines · no response	Ryanair · script-only page
Hyatt · refused the reader	United Airlines · no response	Wizz Air · script-only page
InterContinental Hotels Group · refused the reader	Air France · no response	JetBlue · script-only page
Best Western · refused the reader	KLM · no response	Air Canada · script-only page
Four Seasons · refused the reader	Cathay Pacific · no response	TAP Air Portugal · script-only page
Radisson Hotel Group · refused the reader	Qantas · no response	Aer Lingus · script-only page
Melia Hotels International · refused the reader	Turkish Airlines · no response	Abercrombie & Kent · script-only page
MSC Cruises · 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 2026-08-06. 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

88 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.