Atelier ATTN.

SAMPLE REPORT, ANONYMISED

AI VISIBILITY REPORT

A 4-star city hotel in Vietnam with 5,000+ reviews: do strong reviews turn into AI recommendations?

Baseline snapshot, October 2026
Prepared by Atelier ATTN.

A real report with the hotel's identity removed. The hotel, its location and its competitors are not named, and identifying figures are rounded.

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Summary

An upscale 4-star city hotel in Vietnam with a strong reputation: 5,000+ reviews on its largest review platform at a rating in the high 4s out of 5, more than 1,000 Google reviews at 4.5, scores in the high 8s out of 10 on the two largest booking sites, and guest scores above 9 for location and staff.

~3%	<2%	~50%	3/10
Recommended in open questions	Share of voice vs 5 competitors	Positive tone when named	AI agent readiness

When the hotel is named, the reviews come through. AI described it accurately and mostly positively, repeating what guests write: location, friendly staff, breakfast, cleanliness and wellness. Booking sites and review platforms supplied most of these answers, well ahead of the hotel's own website.

When the hotel is not named, the reviews are not enough. In open questions AI named it in about 3% of answers. The five competitors took over 98% of recommendations. A large volume of very good reviews gets a hotel described well, but not recommended.

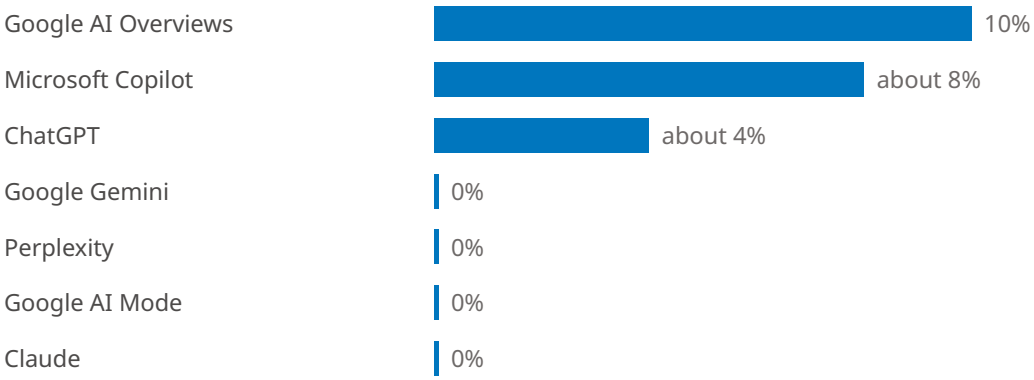
Method

36 real traveller questions in four languages, including English and Vietnamese: 26 open questions and 10 that name the hotel. Asked to ChatGPT, Google Gemini, Perplexity, Microsoft Copilot, Google AI Mode, Google AI Overviews and Claude. More than 220 answers analysed for mentions, ranking, competitors, cited sources and tone, against 5 upscale 4 to 5-star hotels nearby.

Visibility scores

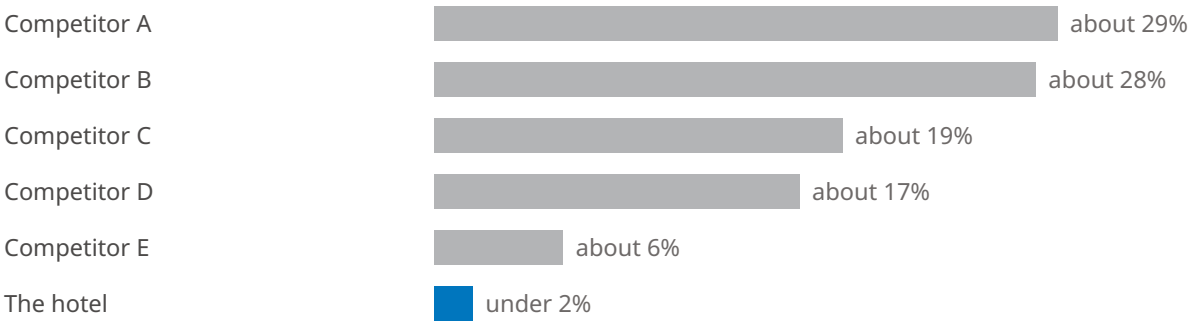
Mention rate by AI platform

Share of open questions where the hotel is recommended.



Share of voice against the competitive set

Share of all recommendations across the open questions.



Where the hotel did appear: a nearby landmark (ranked first by two platforms), spa and wellness, a weekend staycation asked in Vietnamese, and a family trip asked in an Asian guest-market language. It was absent from general "best luxury hotel" questions.

Reviews: what AI picks up, and what it does not

AI shortlists hotels that look strongest across all the sources it reads, not on one platform.

- The hotel's 5,000+ reviews sit mainly on one review platform, where it ranks near the top of the set. On Google and the main booking sites, most competitors had more reviews and higher scores. Its score was the second lowest in the set on one major booking site.
- Only 2 of the latest 20 Google reviews had an owner reply.
- Two AI platforms confused the hotel with a similarly named sister property, splitting its reputation.
- An unofficial third-party site was cited almost as often as the official website.
- AI repeated three points against it: no swimming pool, 4 stars against 5-star rivals, an older building.

Gaps found

Area	Finding
Website schema	No hotel structured data: AI cannot read address, rating, amenities or price range from the site.
FAQ	No FAQ on the website; no FAQ or Q&A on any booking listing in the set.
Brand listings	A similarly named sister property is merged with the hotel; star rating differs between channels.
Reviews	Strong on one review platform, behind competitors on Google and the main booking sites; few owner replies.
Agent readiness	Policies only inside offer packages; booking engine closed to AI agents; no llms.txt. AI quoted a package cancellation rule as the general policy.
Third-party site	An unofficial site is cited almost as often as the official one.

Priority fixes

1. **Add hotel schema to the website**
   In every language, with the aggregate rating, one consistent star rating, amenities and policies.
   Expected impact: High

2. **Separate the hotel from its sister property**
   Distinct names, pages and schema for the two similarly named hotels.
   Expected impact: High

3. **Make booking facts readable by AI agents**
   One plain-text policy page, a booking engine open to AI agents, and llms.txt.
   Expected impact: High

4. **Publish a multilingual FAQ**
   Answers to the exact questions travellers ask AI.
   Expected impact: High

5. **Close the review gap on Google and the main booking sites**
   Ask for reviews after checkout, reply to most, fix the lowest-rated area.
   Expected impact: High

6. **Correct or claim the unofficial third-party site**
   Align its facts or request correction.
   Expected impact: Medium

7. **Own the themes the hotel already wins**
   One page per theme, pitched to the guides AI cites.
   Expected impact: Medium

8. **Make booking-site listings consistent**
   Same facts and language versions everywhere.
   Expected impact: Medium

9. **Answer the main competitor comparison**
   Renovation details and current photos.
   Expected impact: Medium

What your free report includes

- 30 to 50 traveller questions in English, Vietnamese and your guest-market languages, across the main AI platforms.
- Mention rate and share of voice against 3 to 5 competitors.
- How AI describes your hotel and which sources it relies on.
- A gap check and priority fixes, delivered within 24 hours.

Method note: AI answers vary by session and location. Results are a snapshot from October 2026. Tone was assessed by keyword analysis and is indicative. Figures are rounded to protect the hotel's identity.