Does ChatGPT *recommend your hotel?*

Twenty guest questions, four AI assistants, five neighbours and the three fixes that matter most.

Hotel Villa Aurelia, Chania, Crete
Prepared for The owners
Assistants ChatGPT · Gemini · Perplexity · Copilot
Answers collected Monday, 2 November

SAMPLE REPORT · FICTIONAL HOTEL AND NEIGHBOURS

YOUR RESULT

4 of 20

answers about Chania name Villa Aurelia. The strongest neighbour is named in 11. A well-run independent hotel that has never worked on this usually sits between 2 and 6.

You and five neighbours

Villa Aurelia		**4**
Neighbour 1		11
Neighbour 2		9
Neighbour 3		7
Neighbour 4		6
Neighbour 5		3

By assistant

CHATGPT	GEMINI	PERPLEXITY	COPILOT
2 / 20	1 / 20	1 / 20	0 / 20

You count once per question if at least one assistant names you. Each question was asked in a new conversation, from a European connection, in English.

What the assistants say about you

> "Villa Aurelia is a small guesthouse near the old harbour with sea views. Some reviews mention that cots are not available, so families may prefer another option."
>
> Perplexity · question 7, family stay with a baby · sources: Booking.com listing, two Tripadvisor reviews

> "For a quiet stay with parking near the harbour, consider Neighbour 1 or Neighbour 2."
>
> ChatGPT · question 3 · Villa Aurelia not named; your site does not mention parking on any page

Written the way guests write: with a budget, a season, a reason to travel, and the small things they actually ask about. ✓ = at least one assistant named Villa Aurelia.

#	GUEST QUESTION	YOU	BEST NEIGHBOUR
1	Boutique hotel in Chania old town with sea view	✓	Neighbour 1
2	Where to stay in Chania for a long weekend in May	–	Neighbour 2
3	Quiet hotel near the old harbour with parking	–	Neighbour 1
4	Romantic hotel in Chania with a terrace for breakfast	✓	Neighbour 3
5	Hotel in Chania under €150 a night in June	–	Neighbour 4
6	Family rooms near the old harbour in Chania	–	Neighbour 2
7	Hotel in Chania with a cot for a baby	–	Neighbour 1
8	Small hotel in Chania that allows dogs	–	Neighbour 5
9	Late check-in hotel Chania, arriving after midnight	–	Neighbour 1
10	Best breakfast hotel in Chania	✓	Neighbour 2
11	Hotel in Chania walking distance to the beach	–	Neighbour 3
12	Adults-friendly quiet hotel in Chania for a couple	–	Neighbour 1
13	Hotel with airport transfer in Chania	–	Neighbour 4
14	Traditional Cretan guesthouse in Chania	✓	Neighbour 2
15	Chania hotel with air conditioning and balcony	–	Neighbour 1
16	Where to stay in Chania in October	–	Neighbour 3
17	Hotel in Chania for a honeymoon	–	Neighbour 1
18	Chania hotel with free cancellation	–	Neighbour 2
19	Hotel near the lighthouse in Chania	–	Neighbour 4
20	Hotel in Chania where the owner speaks German	–	Neighbour 5

In order of impact. You can do them yourself in an afternoon, use the Club templates, or let us do them during Setup.

1 Add structured data that says what you are

Your site says “Welcome to Villa Aurelia” but tells machines nothing: no type of property, no rooms, no check-in time, no parking. Every assistant reads this block first.

WHERE

The home page, in the page head. On WordPress, through your SEO plugin.

WHAT TO ADD (SHORTENED)

```
{ "@type": "Hotel", "name": "Villa Aurelia",
  "address": { "addressLocality": "Chania", "addressCountry": "GR" },
  "numberOfRooms": 14, "checkinTime": "14:00", "checkoutTime": "11:00",
  "amenityFeature": [ { "name": "Free parking", "value": true },
                      { "name": "Cots available", "value": true } ] }
```

2 Make Booking.com agree with your website

Booking.com says “no cots”; your website says cots are free on request. Assistants that find two answers trust neither, and question 7 goes to a neighbour.

WHERE

Extranet → Property → Facilities and services → Family. Then check Google Business Profile → Amenities.

3 Write one page for families near the harbour

Three of the twenty questions are about families or parking. No page of yours uses those words together. One honest page, written for people, answers them.

WHERE

A new page, “Family stays near the old harbour”, linked from the menu: family rooms with sizes, cots and high chairs, parking 150 m away, the walk to the beach.

Check again in 60 days.

Ask for the same twenty questions after the fixes and the report shows **before and after**. Club members and Setup clients get the repeat included.