

AI Visibility Ranking: Dubai Hotels

Which Dubai hotels and resorts AI assistants actually recommend when travellers ask where to stay, from iconic beach resorts to value stays.

Atlantis The Palm	1,350	121	39pp
Most visible hotel, 16.6% of answers	AI answers analyzed, 5 engines	hotels and resorts tracked, 77 above 1% visibility	Top-3 combined visibility

Key findings

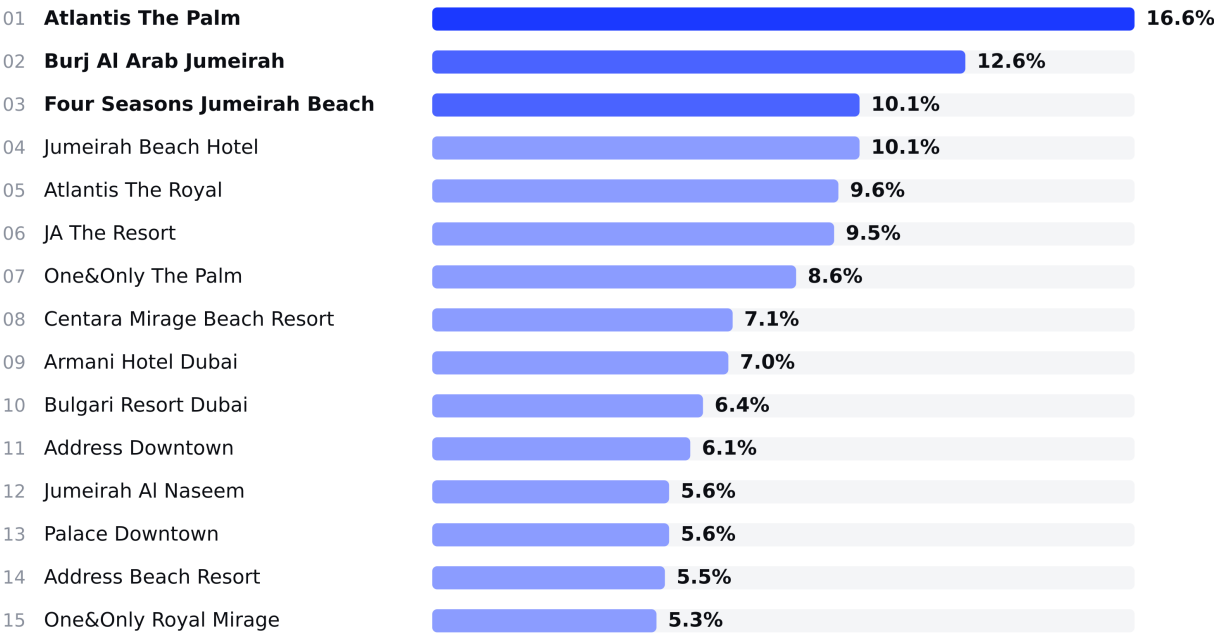
- Atlantis The Palm is the most-recommended hotel in AI answers: named in 16.6% of 1,350 answers across 5 engines.
- 44 of 121 tracked hotels and resorts are practically invisible: named in under 1% of answers.
- AI engines disagree on the leader. 3 different hotels and resorts top the ranking depending on the engine (ChatGPT: Burj Al Arab Jumeirah, Claude: Atlantis The Palm, Gemini: Centara Mirage Beach Resort Dubai, Google Search: Atlantis The Palm, Perplexity: Atlantis The Palm).
- Concentration: the top three (Atlantis The Palm, Burj Al Arab Jumeirah, Four Seasons Resort Dubai at Jumeirah Beach) hold 39 points of combined visibility, versus 246 for the remaining 118 together.
- Even the leader has blind spots: Atlantis The Palm is named in 50.0% of family trip questions but only 3.1% of area questions.

Leaderboard: share of AI answers naming each hotel

SEENO.AI · AI VISIBILITY RANKING · AUGUST 2026

Dubai Hotels: who AI assistants recommend

Share of 1,350 AI answers naming each hotel · ChatGPT, Claude, Gemini, Google Search, Perplexity · top 15 of 121



Source: Seeno.ai, 135 organic traveller prompts, 2 runs, August 2026. Prompts never name a brand, every mention is earned.
Full ranking and per-hotel scorecards: seeno.ai/research/dubai-hotels · Free to republish with credit (CC BY 4.0)

Top 15 shown. Full ranking of all 121 hotels and resorts in the table below and online.

Engine by engine

The same hotel can be a household name for one assistant and absent from another. Share of each engine's answers naming the hotel, top 10 overall.

SEENO.AI · AI VISIBILITY RANKING · AUGUST 2026

Dubai Hotels: engine by engine

Share of each engine's answers naming the hotel · top 10 overall

	ChatGPT	Perplexity	Gemini	Claude	Google Search
01 Atlantis The Palm	17.4%	15.6%	10.7%	27.0%	12.2%
02 Burj Al Arab Jumeirah	18.5%	7.0%	10.4%	19.3%	7.8%
03 Four Seasons Jumeirah Beach	11.5%	3.0%	8.1%	23.7%	4.1%
04 Jumeirah Beach Hotel	12.2%	8.9%	8.5%	12.2%	8.5%
05 Atlantis The Royal	16.3%	8.5%	8.5%	7.0%	7.8%
06 JA The Resort	15.6%	8.1%	5.9%	10.0%	7.8%
07 One&Only The Palm	11.9%	8.9%	7.0%	5.9%	9.3%
08 Centara Mirage Beach Resort	7.8%	7.4%	11.9%	1.5%	7.0%
09 Armani Hotel Dubai	7.4%	7.0%	6.3%	8.9%	5.2%
10 Bulgari Resort Dubai	11.1%	4.4%	5.6%	3.7%	7.4%

Source: Seeno.ai, 1,350 answers to 135 organic traveller prompts, August 2026. Google Search = Google's AI and search surfaces.
Full ranking and per-hotel scorecards: seeno.ai/research/dubai-hotels · Free to republish with credit (CC BY 4.0)

Full ranking: 121 hotels and resorts

#	Hotel	Overall	ChatGPT	Perplexity	Gemini	Claude	Google
1	Atlantis The Palm	16.6%	17.4%	15.6%	10.7%	27.0%	12.2%
2	Burj Al Arab Jumeirah	12.6%	18.5%	7.0%	10.4%	19.3%	7.8%
3	Four Seasons Jumeirah Beach	10.1%	11.5%	3.0%	8.1%	23.7%	4.1%
4	Jumeirah Beach Hotel	10.1%	12.2%	8.9%	8.5%	12.2%	8.5%
5	Atlantis The Royal	9.6%	16.3%	8.5%	8.5%	7.0%	7.8%
6	JA The Resort	9.5%	15.6%	8.1%	5.9%	10.0%	7.8%
7	One&Only The Palm	8.6%	11.9%	8.9%	7.0%	5.9%	9.3%
8	Centara Mirage Beach Resort	7.1%	7.8%	7.4%	11.9%	1.5%	7.0%
9	Armani Hotel Dubai	7.0%	7.4%	7.0%	6.3%	8.9%	5.2%
10	Bulgari Resort Dubai	6.4%	11.1%	4.4%	5.6%	3.7%	7.4%
11	Address Downtown	6.1%	6.3%	6.3%	4.8%	9.3%	4.1%
12	Jumeirah Al Naseem	5.6%	13.0%	4.8%	4.8%	2.6%	3.0%
13	Palace Downtown	5.6%	9.3%	5.9%	5.2%	2.6%	5.2%
14	Address Beach Resort	5.5%	8.9%	7.0%	5.2%	0.7%	5.6%
15	One&Only Royal Mirage	5.3%	3.0%	3.0%	4.1%	13.7%	3.0%
16	Le Méridien Mina Seyahi	5.1%	3.0%	3.7%	4.1%	12.2%	2.6%
17	Jumeirah Al Qasr	5.0%	8.1%	3.7%	3.0%	5.9%	4.1%
18	FIVE Palm Jumeirah	4.7%	5.2%	5.9%	4.8%	2.6%	5.2%
19	Hilton Dubai Jumeirah	4.5%	7.4%	3.0%	2.2%	7.8%	2.2%
20	Rixos The Palm Dubai	4.4%	8.9%	4.4%	4.4%	0.7%	3.7%
21	Rove Downtown	4.4%	4.8%	2.6%	2.6%	7.0%	4.8%
22	Mandarin Oriental Jumeira	4.1%	7.8%	2.6%	5.9%	0.4%	3.7%
23	Anantara The Palm Dubai Resort	4.1%	6.3%	3.7%	5.9%	1.1%	3.7%
24	Jumeirah Zabeel Saray	4.0%	5.6%	3.7%	4.4%	1.1%	5.2%
25	Sofitel Dubai The Palm	3.9%	6.7%	4.4%	2.6%	2.2%	3.3%
26	Rixos Premium Dubai JBR	3.9%	8.1%	5.2%	2.2%	1.5%	2.2%
27	Al Maha Desert Resort	3.7%	2.6%	3.7%	3.7%	5.6%	3.0%
28	Address Sky View	3.7%	7.0%	3.3%	4.1%	1.1%	3.0%
29	Jumeirah Dar Al Masyaf	3.6%	4.8%	3.3%	4.4%	1.1%	4.4%
30	Waldorf Astoria Dubai Palm Jumeirah	3.1%	3.7%	3.0%	0.7%	5.2%	3.0%
31	JW Marriott Marquis Dubai	3.1%	3.0%	2.2%	1.5%	5.6%	3.3%
32	The Westin Dubai Mina Seyahi	3.0%	6.3%	2.6%	2.6%	1.9%	1.9%
33	Rove Dubai Marina	2.6%	3.3%	2.2%	1.1%	4.1%	2.2%
34	Fairmont The Palm	2.4%	3.7%	5.6%	1.1%	0.7%	1.1%
35	Taj Dubai	2.4%	4.1%	4.4%	1.1%	0.4%	1.9%
36	Bab Al Shams Desert Resort	2.4%	2.2%	1.9%	3.3%	2.6%	1.9%
37	Premier Inn Dubai International Airport	2.3%	3.7%	1.5%	1.9%	2.2%	2.2%
38	Vida Downtown	2.2%	1.1%	0.0%	0.4%	9.3%	0.4%
39	Rove La Mer Beach	2.2%	2.2%	1.9%	2.2%	1.9%	3.0%
40	Jumeirah Emirates Towers	2.1%	3.7%	2.2%	2.2%	1.9%	0.4%
41	Kempinski Hotel Mall of the Emirates	2.1%	2.2%	1.9%	1.9%	2.2%	2.2%
42	Nikki Beach Resort & Spa Dubai	2.1%	3.0%	3.7%	1.1%	0.4%	2.2%
43	Park Hyatt Dubai	2.1%	3.0%	0.7%	2.6%	0.7%	3.3%
44	Four Seasons Hotel DIFC	2.0%	3.0%	2.2%	1.5%	0.7%	2.6%
45	Raffles The Palm	2.0%	2.6%	2.6%	3.0%	0.0%	1.9%

#	Hotel	Overall	ChatGPT	Perplexity	Gemini	Claude	Google
46	XVA Art Hotel	2.0%	2.2%	1.1%	2.2%	3.3%	1.1%
47	The Ritz-Carlton Dubai	1.9%	2.6%	0.0%	0.0%	6.7%	0.4%
48	The Lana	1.8%	2.2%	1.5%	2.2%	0.0%	3.0%
49	Conrad Dubai	1.8%	2.2%	1.5%	1.1%	3.3%	0.7%
50	Citymax Hotel Bur Dubai	1.8%	1.1%	0.4%	0.4%	7.0%	0.0%
51	Palazzo Versace Dubai	1.7%	3.3%	0.7%	1.9%	0.4%	2.2%
52	Address Dubai Marina	1.7%	2.2%	0.4%	0.7%	4.8%	0.4%
53	Jumeirah Mina A'Salam	1.6%	0.0%	1.5%	1.9%	2.2%	2.2%
54	Marriott Resort Palm Jumeirah	1.6%	2.6%	1.5%	1.5%	0.0%	2.6%
55	Grand Hyatt Dubai	1.6%	2.2%	1.9%	1.1%	1.1%	1.5%
56	Dukes The Palm	1.6%	2.6%	1.5%	1.1%	0.7%	2.2%
57	Kempinski Central Avenue	1.5%	3.3%	1.9%	0.7%	0.0%	1.5%
58	Shangri-La Dubai	1.5%	1.1%	3.0%	1.5%	0.7%	1.1%
59	Millennium Place Marina	1.5%	1.5%	1.5%	0.7%	0.4%	3.3%
60	FIVE LUXE	1.3%	1.5%	0.0%	2.6%	0.0%	2.6%
61	Le Royal Meridien Beach Resort & Spa	1.3%	0.0%	0.4%	0.4%	4.4%	1.1%
62	Sofitel Dubai Downtown	1.3%	1.9%	1.9%	1.9%	0.0%	1.1%
63	25hours Hotel One Central	1.3%	4.8%	0.0%	0.0%	0.7%	0.7%
64	The Dubai EDITION	1.2%	3.0%	0.7%	1.9%	0.0%	0.4%
65	Grosvenor House Dubai	1.2%	2.2%	1.9%	0.0%	1.5%	0.4%
66	Hilton Dubai Palm Jumeirah	1.2%	1.9%	0.7%	0.7%	0.0%	2.6%
67	Banyan Tree Dubai	1.2%	1.5%	1.1%	1.9%	0.0%	1.5%
68	Le Méridien Dubai Hotel & Conference Ce...	1.2%	2.6%	0.4%	1.5%	0.4%	1.1%
69	The Ritz-Carlton DIFC	1.1%	2.6%	1.1%	1.1%	0.4%	0.4%
70	The St. Regis Downtown	1.1%	1.1%	2.2%	1.1%	0.0%	1.1%
71	Habtoor Grand Resort	1.1%	1.1%	0.4%	1.5%	1.1%	1.5%
72	Aloft Palm Jumeirah	1.1%	2.6%	0.7%	0.7%	0.0%	1.5%
73	voco Dubai	1.1%	1.1%	0.0%	3.0%	0.0%	1.5%
74	SLS Dubai	1.0%	3.0%	0.7%	0.4%	0.0%	1.1%
75	Pullman Dubai Downtown	1.0%	1.5%	1.1%	1.5%	0.4%	0.4%
76	Kempinski Palm Jumeirah	1.0%	0.7%	3.7%	0.7%	0.0%	0.0%
77	Address Boulevard	1.0%	0.7%	0.4%	0.4%	3.3%	0.0%
78	Fairmont Dubai	0.9%	1.5%	0.7%	1.1%	0.4%	0.7%
79	Ibis One Central	0.9%	1.5%	1.5%	1.1%	0.0%	0.4%
80	Sofitel Dubai The Obelisk	0.8%	0.7%	1.5%	0.7%	0.4%	0.7%
81	Vida Dubai Marina	0.8%	1.5%	0.4%	1.1%	0.0%	1.1%
82	Rove City Walk	0.8%	1.1%	0.7%	1.1%	0.0%	1.1%
83	FIVE Jumeirah Village	0.8%	0.7%	0.7%	1.5%	0.0%	1.1%
84	Mövenpick Hotel Jumeirah Beach	0.8%	0.7%	0.0%	1.9%	0.0%	1.5%
85	Jumeirah Creekside Hotel	0.8%	2.2%	1.1%	0.7%	0.0%	0.0%
86	Address Grand Creek Harbour	0.8%	1.1%	0.7%	1.1%	0.0%	1.1%
87	ME Dubai	0.7%	2.2%	1.1%	0.4%	0.0%	0.0%
88	Lapita Dubai Parks and Resorts	0.7%	1.5%	0.0%	0.4%	1.5%	0.4%
89	Delano Dubai	0.7%	0.7%	0.7%	0.7%	0.0%	1.1%
90	Wyndham Dubai Marina	0.7%	1.9%	0.0%	0.7%	0.4%	0.4%
91	Jumeirah Marsa Al Arab	0.6%	0.7%	0.0%	1.9%	0.0%	0.4%

#	Hotel	Overall	ChatGPT	Perplexity	Gemini	Claude	Google
92	Amwaj Rotana	0.6%	1.1%	0.0%	0.4%	1.1%	0.4%
93	Dusit Thani Dubai	0.6%	0.0%	1.1%	0.7%	0.4%	0.7%
94	Anantara Downtown Dubai	0.5%	1.1%	0.0%	1.5%	0.0%	0.0%
95	Paramount Hotel Dubai	0.5%	0.4%	0.7%	0.7%	0.0%	0.7%
96	Media One Hotel	0.5%	1.5%	1.1%	0.0%	0.0%	0.0%
97	Crowne Plaza Dubai Marina	0.5%	0.7%	0.7%	0.0%	0.7%	0.4%
98	InterContinental Dubai Marina	0.5%	0.4%	0.4%	1.5%	0.4%	0.0%
99	Habtoor Palace Dubai	0.4%	0.0%	1.1%	0.4%	0.4%	0.0%
100	Hilton Dubai Al Habtoor City	0.4%	0.4%	1.1%	0.4%	0.0%	0.0%
101	Th8 Palm	0.4%	1.9%	0.0%	0.0%	0.0%	0.0%
102	Radisson Blu Hotel Dubai Deira Creek	0.4%	1.1%	0.0%	0.0%	0.7%	0.0%
103	InterContinental Dubai Festival City	0.4%	1.1%	0.7%	0.0%	0.4%	0.0%
104	Andaz Dubai The Palm	0.3%	0.7%	0.0%	0.0%	0.0%	0.7%
105	The First Collection Business Bay	0.3%	1.5%	0.0%	0.0%	0.0%	0.0%
106	Hyde Hotel Dubai Business Bay	0.3%	0.0%	0.0%	1.5%	0.0%	0.0%
107	Rose Rayhaan by Rotana	0.2%	0.4%	0.0%	0.0%	0.7%	0.0%
108	Towers Rotana	0.2%	0.4%	0.0%	0.0%	0.4%	0.4%
109	Sheraton Grand Hotel Dubai	0.2%	0.7%	0.0%	0.0%	0.4%	0.0%
110	One&Only One Za'abeel	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%
111	W Dubai Mina Seyahi	0.1%	0.4%	0.0%	0.4%	0.0%	0.0%
112	Gevora Hotel	0.1%	0.0%	0.0%	0.4%	0.0%	0.0%
113	Swissotel Al Murooj	0.1%	0.0%	0.4%	0.0%	0.0%	0.0%
114	Grand Millennium Dubai	0.1%	0.0%	0.0%	0.4%	0.0%	0.0%
115	Siro One Za'abeel	0.1%	0.0%	0.0%	0.4%	0.0%	0.0%
116	W Dubai The Palm	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
117	St. Regis Dubai The Palm	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
118	Avani Palm View Dubai	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
119	Taj Exotica Resort & Spa The Palm	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
120	Occidental Al Jaddaf	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
121	Holiday Inn Dubai Festival City	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Per-hotel scorecards (engine breakdown, question categories, exact prompts where the hotel is missing): <https://seeno.ai/research/dubai-hotels>

Methodology

135 organic traveller prompts about Dubai hotels were put to 5 AI engines (ChatGPT, Claude, Gemini, Google Search, Perplexity), in 2 independent runs, in August 2026, producing 1,350 answers.

Prompts are written the way travellers actually ask (needs, budgets, areas, situations) and never name a company, so every mention is earned. Visibility is the share of answers that name the hotel.

Mentions are extracted deterministically with brand and alias matching, then aggregated per engine and per question category. The Google Search column reflects Google's AI and search surfaces for the same queries.

Rankings are a snapshot of August 2026. AI answers change as models and sources change, so Seeno re-runs the panel and publishes updates. Data collected by Seeno.ai.

How to use this data

- Free to republish, quote and chart with attribution (CC BY 4.0). Suggested credit: "Seeno.ai, AI Visibility Ranking: Dubai Hotels, August 2026, <https://seeno.ai/research/dubai-hotels>".
- Downloads (PDF, charts as PNG, full CSV, methodology): <https://seeno.ai/research/press>
- Per-hotel scorecards and Arabic version: <https://seeno.ai/research/dubai-hotels>
- Interviews, custom cuts (by area, by question type, competitor sets) and the raw prompt list on request: hi@seeno.ai

About Seeno.ai

Seeno.ai measures how AI assistants (ChatGPT, Perplexity, Gemini, Claude, Google AI) talk about brands: who gets recommended, for which questions, and which sources drive it. Brands and agencies use Seeno to track and grow their AI visibility. Seeno is based in Dubai and publishes independent AI visibility research on Gulf markets.

Anton Kuznetsov, Founder, Seeno.ai

hi@seeno.ai · <https://seeno.ai>