

InterContinental Miami

AI Visibility Report | 10/13/2026, 1:56:11 PM ET

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Executive overview

InterContinental Miami was recognized by name in 3 of 3 completed direct answers in this run, and named in 0 of 15 completed local recommendation answers. Recognition by name coexists with limited visibility in the local questions tested.

- **Question fit:** The headline uses every completed local answer in the fixed question set. Question fit remains unestablished for Romantic getaways; omissions in these topics alone do not establish a positioning gap. These topics remain included.
- **Local visibility:** 0 local answers positively recommended it. It was absent from the completed answers for luxury hotels, location and attractions, romantic getaways, hotel dining and spa and wellness.
- **Competitors:** In the same local sample, Faena Hotel Miami Beach appeared in 8 of 15 answers, Four Seasons Hotel Miami appeared in 7 of 15 answers and The Setai, Miami Beach appeared in 7 of 15 answers.
- **Official links:** The supplied property website had a captured narrative/source link in 2 of 18 completed answers; this does not establish which sources the models used.
- **Website review:** Direct website inspection covered 7 of 7 sampled pages; findings apply to that sample.
- **Opportunity:** ChatGPT, Gemini and Google AI Mode recognize InterContinental Miami directly but omit it from their luxury-hotel and attractions recommendations. The complete local answers feature urban alternatives including EAST Miami and Four Seasons Hotel Miami, so the omission is not solely a beachfront-question mismatch. Official content supports both luxury positioning and downtown attraction access.
- **Facts to review:** Homepage structured data labels the property both "Bayfront Hotel" and "Oceanfront Hotel," while inspected editorial copy describes a downtown waterfront hotel with beaches within reach. ChatGPT correctly distinguishes it from a beachfront resort. The oceanfront label is an unresolved first-party positioning inconsistency, not proof that the sampled answers misrepresented beach access.
- **Priorities:** Review existing destination and luxury content; strengthen specific attraction-access evidence and hotel differentiation across official and partner listings. Retest for named inclusion in both topics. Use relevant questions and verified property strengths to guide content priorities.

Verified property information

Detail	Official information
Property	InterContinental Miami
Property type	Hotel
Location	Miami
Addresses and roles	Property: 100 Chopin Plaza, Miami, FL 33131
Search market (questions)	Miami, FL
Property website reviewed	https://www.icmiamihotel.com

Your property at a glance

The completed direct answers recognize InterContinental Miami by name. None named it in the local recommendations tested.

18 completed answers; 0 unavailable



InterContinental Miami in local answers

ChatGPT	0 of 5
Gemini	0 of 5
Google AI Mode	0 of 5

Recognized, but absent from local discovery

0 positive recommendations across the 15 completed local answers.

Other properties named most often

Faena Hotel Miami Beach	8 of 15
Four Seasons Hotel Miami	7 of 15
The Setai, Miami Beach	7 of 15
EAST Miami	6 of 15
Four Seasons Hotel at The Surf Club	6 of 15

One count per property per answer, including passing mentions. Counts show this run only, not market share or recommendation rank.

*Captured narrative/source links only (card destinations counted separately): ChatGPT 1 of 6; Gemini 0 of 6; Google AI Mode 1 of 6. Recognition and appearance counts do not establish factual accuracy.

Visibility in the answers

Local question	ChatGPT	Gemini	Google AI Mode
Luxury hotels	Not named	Not named	Not named
Location and attractions	Not named	Not named	Not named
Romantic getaways	Not named	Not named	Not named
Hotel dining	Not named	Not named	Not named
Spa and wellness	Not named	Not named	Not named

Parenthesized # values are explicit positions within individual answers, not an overall ranking.

Question fit and comparison

The headline uses every completed local answer in the fixed question set. Question fit remains unestablished for Romantic getaways; omissions in these topics alone do not establish a positioning gap. These topics remain included.

Findings and actions

1 Direct recognition does not translate into downtown discovery

Issue: ChatGPT, Gemini and Google AI Mode recognize InterContinental Miami directly but omit it from their luxury-hotel and attractions recommendations. The complete local answers feature urban alternatives including EAST Miami and Four Seasons Hotel Miami, so the omission is not solely a beachfront-question mismatch. Official content supports both luxury positioning and downtown attraction access.

Priority: High · Owner: Marketing leadership and destination-content team

Evidence

- **ChatGPT · Property recognition - Question: What can you tell me about InterContinental Miami in Miami, FL? - Captured heading: InterContinental Miami: Hotel Overview & What to Expect: The InterContinental Miami by IHG** is an upscale, full-service luxury hotel located directly on Biscayne Bay in downtown Miami, Florida.
- **ChatGPT · Luxury hotels - Question: What are the best luxury hotels and resorts in Miami, FL? - Captured heading: More excellent options worth considering:** Four Seasons Hotel Miami An upscale city hotel with a resort-style pool terrace, polished service, and convenient access to Brickell's dining and nightlife.
- **Gemini · Location and attractions - Question: Which luxury hotels and resorts in Miami, FL would you recommend for easy access to local attractions? - Captured heading: Four Seasons Hotel Miami (Brickell): Four Seasons Hotel Miami (Brickell)** The Vibe:* Sophisticated, sleek, and exceptionally service-oriented.
- **Google AI Mode · Location and attractions - Question: Which luxury hotels and resorts in Miami, FL would you recommend for easy access to local attractions?:** EAST Miami \$502 4.5 (4.0K) 5-star hotel Call Directions Website The Vibe: Sleek, ultra-modern, and social. **Location Perks:** Directly connected to the upscale Brickell City Centre, putting high-end shopping, dining, and nightlife steps away.
- **Official source: icmiamihotel.com:** Our hotel in downtown Miami positions you steps away from world-renowned museums and entertainment, fine dining and shopping, local business and the city's financial district, and the Port of Miami.

- **Official source:** icmiamihotel.com: The Premier in Miami Luxury Hotels

Recommended action

Review existing destination and luxury content; strengthen specific attraction-access evidence and hotel differentiation across official and partner listings. Retest for named inclusion in both topics.

2 Recognized dining strengths are missing from culinary shortlists

Issue: All three systems describe Toro Toro in direct recognition answers but omit InterContinental Miami from on-site dining recommendations. Those answers instead feature chef-led and urban dining competitors. The inspected dining page already documents Richard Sandoval, sharing dishes and multiple on-site venues; torotoromiami.com is an exact official referral, not an unexplained external destination.

Priority: High · Owner: Hotel marketing and food-and-beverage marketing

Evidence

- **Gemini · Property recognition - Question: What can you tell me about InterContinental Miami in Miami, FL? - Captured heading: Dining:** Home to Toro Toro, a well-regarded restaurant serving delicious Latin-inspired cuisine, alongside diverse culinary options and a breakfast buffet.
- **ChatGPT · Hotel dining - Question: Which luxury hotels in Miami, FL have the best on-site dining experiences? - Captured heading: 7. Four Seasons Hotel Miami:** ## 7. Four Seasons Hotel Miami Brickell · Upscale city dining My pick if you prefer downtown Miami over a beachfront resort. EDGE Brasserie anchors the hotel's dining program, with a polished urban atmosphere and options for restaurant meals, brunch, and drinks alongside its resort-style pool experience.
- **Gemini · Hotel dining - Question: Which luxury hotels in Miami, FL have the best on-site dining experiences? - Captured heading: 1. EAST Miami (Brickell):** ### 1. EAST Miami (Brickell) On-Site Dining Highlights: Quinto and Sugar*
- **Google AI Mode · Hotel dining - Question: Which luxury hotels in Miami, FL have the best on-site dining experiences?:** Four Seasons Hotel Miami \$595 4.7 (2.8K) 4-star hotel Call Directions Website The Highlight: Edge Steak & Bar*
- **Official source:** icmiamihotel.com: Pan-Latin dining reaches its peak at Toro Toro. Chef and owner Richard Sandoval's spin on South and Central American flavors is carefully woven into delectable, small-plate dishes designed for sharing.
- **Official website:** Destination: <https://www.torotoromiami.com/>; Linked from: <https://www.icmiamihotel.com/dine>; Label: Toro Toro;

Recommended action

Review existing dining and Toro Toro pages for explicit hotel-restaurant association, chef credentials and reservation routing. Align partner descriptions and retest hotel-dining inclusion.

3 mySpa's documented stay proposition is not reaching wellness recommendations

Issue: InterContinental Miami is absent from all three spa-and-wellness shortlists, although direct answers recognize its spa. The inspected mySpa page publishes spa awards, a 24/7 fitness center and an overnight Serenity Escape package. Urban competitors are also recommended, making downtown spa positioning relevant without implying equivalence to dedicated integrative-wellness resorts.

Priority: High · Owner: Spa leadership and hotel marketing

Evidence

- **ChatGPT · Property recognition - Question: What can you tell me about InterContinental Miami in Miami, FL? - Captured heading: mySpa:: mySpa:** A spa offering massages and other treatments.
- **ChatGPT · Spa and wellness - Question: Which luxury hotels in Miami, FL would you recommend for a spa and wellness stay? - Captured heading: 6. Four Seasons Hotel Miami: ## 6.** Four Seasons Hotel Miami Brickell · Urban luxury and wellness If you want a sophisticated city stay rather than a beach resort, this is a strong option.
- **Gemini · Spa and wellness - Question: Which luxury hotels in Miami, FL would you recommend for a spa and wellness stay? - Captured heading: 5. Hotel Beaux Arts, Autograph Collection (Downtown Miami): ### 5.** Hotel Beaux Arts, Autograph Collection (Downtown Miami) The Vibe:* Ultra-exclusive, high-tech, and chic boutique luxury perched above the city.
- **Google AI Mode · Spa and wellness - Question: Which luxury hotels in Miami, FL would you recommend for a spa and wellness stay?:** The Ritz-Carlton Coconut Grove, Miami \$548 4.5 (1.3K) 5-star hotel Call Directions Website The Vibe:* A lush, botanical, and tranquil boutique-style escape.
- **Official source: icmiamihotel.com:** Voted #1 Spa in Miami on Trip Advisor & 2026 Miami New Times "Best of Miami" Reader's Choice Spa Winner
- **Official source: icmiamihotel.com:** Book Our Serenity Escape which includes an overnight stay + Signature Raindrop Massage Here.
- **Official source: icmiamihotel.com:** State-of-the-art Fitness Center open 24/7

Recommended action

Review mySpa and Serenity Escape messaging, substantiate published awards and clarify included versus paid services. Align hotel and spa listings; retest downtown spa-stay inclusion.

4 Clarify bayfront versus oceanfront positioning in structured data

Issue: Homepage structured data labels the property both "Bayfront Hotel" and "Oceanfront Hotel," while inspected editorial copy describes a downtown waterfront hotel with beaches within reach. ChatGPT correctly distinguishes it from a beachfront resort. The oceanfront label is an unresolved first-party positioning inconsistency, not proof that the sampled answers misrepresented beach access.

Priority: Medium · Owner: Web team and brand-content owner

Evidence

- **Official source: icmiamihotel.com:** {"type":"LocationFeatureSpecification","name":"Bayfront Hotel","address":null,"url":""}, {"type":"LocationFeatureSpecification","name":"Oceanfront Hotel","address":null,"url":""}
- **Official source: icmiamihotel.com:** our luxury Miami hotel lies along the downtown waterfront, with the city's business centers and famous beaches both within easy reach.

- **ChatGPT · Property recognition - Question: What can you tell me about InterContinental Miami in Miami, FL? - Captured heading: Pérez Art Museum Miami::** However, it is a downtown hotel rather than a beachfront resort, so you shouldn't expect to walk directly onto the sand from the property.

Recommended action

Validate waterfront terminology with operations, align structured amenities with approved bayfront and beach-access language, then re-inspect markup and retest location descriptions.

5 Verify accessible attraction details beyond the interactive map

Issue: The inspected /location HTML contains attraction categories, while /location/ada-map shows "Accessible List of Attractions" without named attraction entries in the captured text. The homepage does explain downtown access. This is a bounded content-exposure gap to verify, not evidence that the rendered map is broken or that it caused AI omissions.

Priority: Medium · Owner: Web team and destination-content team

Evidence

- **Official source: [icmiami.com](https://www.icmiami.com):** InterContinental Miami Map Page Attractions & Entertainment Dining Event Venues Museums Shopping Sports & Recreation Theatres Tours/Transportation View All
- **Official source: [icmiami.com](https://www.icmiami.com):** Accessible List of Attractions IntercontinentalMiami-Logo InterContinental Miami 100 Chopin Plaza, Miami, FL 33131
- **Official source: [icmiami.com](https://www.icmiami.com):** Our hotel in downtown Miami positions you steps away from world-renowned museums and entertainment, fine dining and shopping, local business and the city's financial district, and the Port of Miami.

Recommended action

Test both pages in a rendered browser and accessible text view. Ensure named attractions and verified access details appear in crawlable HTML; confirm them in a fresh inspection.

Scope and method

One collected observation per prompt and answer system; repeatability and long-term performance were not measured. The headline uses every completed local answer in the fixed question set. Question fit remains unestablished for Romantic getaways; omissions in these topics alone do not establish a positioning gap. These topics remain included.

Captured answer timestamps: 2026-10-13T17:51:48.616Z to 2026-10-13T17:53:46.676Z. This range is not the full report runtime. Locale: US. Returned model labels: Exact versions not retained. Session/personalization controls were not independently verified.

Website: 7 of 7 sampled pages inspected at 2026-10-13T17:51:07.221Z. Uninspected content is unverified, not absent. The assigned team should verify each correction against its cited source, then repeat the same relevant questions to assess persistence. Repeating does not establish causation.

Technical website overview

Check	Status	Result / exception
Page access	Pass	7 of 7 sampled pages inspected.
Index / noindex	Pass	No noindex restriction detected on 7 inspected pages.
Follow / nofollow	Pass	No nofollow restriction detected on 7 inspected pages.
Title tags	Pass	Present and distinct on 7 of 7 inspected pages.
Meta descriptions	Pass	Present and distinct on 7 of 7 inspected pages.
Structured data / schema	Present	7 of 7 inspected pages contain markup. JSON-LD syntax errors: 0.
Canonical URLs	Pass	Same-site canonical with matching page path present on 7 inspected pages; preferred URL intent was not independently established.
Search crawler rules	Pass	robots.txt retrieved (HTTP 200). Homepage rules: Googlebot: Allowed; Bingbot: Allowed; OAI-SearchBot: Allowed
llms.txt	Present	Retrieved; automated checks found no staging or content-guide issues. Factual wording is assessed separately in the findings.
Sitemaps	Present	1 sitemap files retrieved. Page and image destinations checked separately; off-site image hosting alone is not a defect.

Sampled pages only. Crawl permission does not establish indexing; schema syntax does not verify property facts.

Official links by surface

Narrative/source links: ChatGPT 1 of 6; Gemini 0 of 6; Google AI Mode 1 of 6. Card destinations are counted separately.

Answer system	Narrative / source links	Subject card destinations
ChatGPT	1 of 6	0 of 6
Gemini	0 of 6	0 of 6
Google AI Mode	1 of 6	0 of 6

A captured card URL is a route shown with an answer, not a verified inquiry journey. Displayed domains without URLs, prose citations and inspected inquiry pages are distinct evidence. External broker or brand destinations are not automatically lost demand.

Where property-related links lead

Each row pairs a captured citation with the passage containing it. The quotation is an AI statement, not a verified claim from the linked website.

7 returned sources have no captured passage connecting them to a specific claim. Their URLs are retained with the corresponding answers in the evidence.

84 additional destinations concern comparisons or have unconfirmed property association; listed in the evidence.

Property recognition

What can you tell me about InterContinental Miami in Miami, FL?

AI / exact question	Linked destination	Quoted answer passage
ChatGPT What can you tell me about InterContinental Miami in Miami, FL?	icmiamihotel.com Official property website ihg.com/intercontinental/hotels/us/en/miami/miaha/hoteldetail Officially linked hotel brand / booking page	You can check current rates and room availability on the official InterContinental Miami website or through IHG's booking page.
Google AI Mode What can you tell me about InterContinental Miami in Miami, FL?	google.com/searchviewer/10?svid=CAwSGRIXCgNwdnESEENnb3ZiUzh3TWpkMFpHUnGYCg Other third-party site	Overlooking Biscayne Bay, it is known for its prominent architecture, vibrant atmosphere, and proximity to major entertainment and transit hubs. InterContinental Miami by IHG
Google AI Mode What can you tell me about InterContinental Miami in Miami, FL?	icmiamihotel.com?trackingSource=GoogleBusinessListing Official property website	You can check availability, book a stay, or explore dining reservations directly through the InterContinental Miami Website.