

The Peninsula New York

AI Visibility Report | 10/25/2026, 12:30:05 PM ET

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Executive overview

The Peninsula New York was recognized by name in 3 of 3 completed direct answers in this run, and named in 4 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 Location and attractions, Romantic getaways, Hotel dining, Spa and wellness; omissions in these topics alone do not establish a positioning gap. These topics remain included.
- **Local visibility:** 4 local answers positively recommended it. It was absent from the completed answers for romantic getaways and hotel dining.
- **Competitors:** In the same local sample, Equinox Hotel New York appeared in 8 of 15 answers, Mandarin Oriental, New York appeared in 8 of 15 answers and Aman New York appeared in 7 of 15 answers.
- **Official links:** The supplied property website had a captured narrative/source link in 3 of 18 completed answers; this does not establish which sources the models used.
- **Website review:** Direct website inspection covered 1 of 1 sampled pages; findings apply to that sample.
- **Opportunity:** ChatGPT recommends The Peninsula New York at #3 for general luxury and #2 for attractions. Gemini and Google AI Mode omit it from their general luxury answers, instead featuring properties including Mandarin Oriental and Aman. The inspected official title establishes luxury-hotel fit; this sample shows uneven discovery rather than an identity failure.
- **Priorities:** Populate streetAddress with plain address text, retain the Hotel role and locality, and validate the published JSON-LD after deployment against the visible footer. Observed recommendations include spa and wellness (Gemini, #4) and location and attractions (ChatGPT, #2). Review existing hotel, rooms and newsroom pages for consistent refreshed-luxury messaging; prioritize relevant editorial outreach and internal discovery links, then check inclusion in the same general-luxury questions.

Verified property information

Detail	Official information
Property	The Peninsula New York
Property type	Hotel
Location	New York
Addresses and roles	Property: 700 Fifth Avenue at 55th Street
Search market (questions)	New York, NY
Property website reviewed	https://www.peninsula.com/en/new-york/5-star-luxury-hotel-midtown-nyc

Your property at a glance

The Peninsula New York was named in 4 of 15 completed local answers.

18 completed answers; 0 unavailable



Direct recognition

Named when asked about the property



Local appearances

Named without the property in the question



Official website links

Captured narrative/source links; cards separate*

The Peninsula New York in local answers

ChatGPT **3 of 5**

Gemini **1 of 5**

Google AI Mode **0 of 5**

Local recommendation results

4 positive recommendations across the 15 completed local answers.

Other properties named most often

Equinox Hotel New York **8 of 15**

Mandarin Oriental, New York **8 of 15**

Aman New York **7 of 15**

The Carlyle, A Rosewood Hotel **7 of 15**

Four Seasons Hotel New York Downtown **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 2 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	Named (#3)	Not named	Not named
Location and attractions	Named (#2)	Not named	Not named
Romantic getaways	Not named	Not named	Not named
Hotel dining	Not named	Not named	Not named
Spa and wellness	Named (#5)	Named (#4)	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 Location and attractions, Romantic getaways, Hotel dining, Spa and wellness; omissions in these topics alone do not establish a positioning gap. These topics remain included.

Findings and actions

1 Align room inventory across current and retained fact sheets

Issue: Direct answers describe 219 rooms and suites in ChatGPT, over 240 in Gemini, and 235 in Google AI Mode. Published Peninsula material also differs: the January-2025-path fact sheet states 219 newly renovated guest rooms, while the other retained fact sheet states 235 guestrooms. The dated refurbishment announcement supports 219; publication dates for both fact-sheet excerpts remain unestablished.

Priority: High · Owner: Hotel marketing and corporate communications

Evidence

- **ChatGPT · Property recognition - Question: What can you tell me about The Peninsula New York in New York, NY? - Captured heading: 1. Elegant rooms and suites:** The hotel has 219 rooms and suites, with refreshed interiors combining classic Manhattan elegance and modern technology.
- **Gemini · Property recognition - Question: What can you tell me about The Peninsula New York in New York, NY? - Captured heading: Rooms & Suites:: Rooms & Suites:** The hotel features over 240 elegantly appointed rooms and suites whose interior designs draw inspiration from the classic elegance of early 20th-century Manhattan.
- **Google AI Mode · Property recognition - Question: What can you tell me about The Peninsula New York in New York, NY? - Captured heading: Proximity:: Rooms & Suites:** Features 235 luxuriously appointed guest rooms and suites, including signature spaces like the Fifth Avenue Suite and the Peninsula Suite.
- **Retrieved public source:** The Peninsula New York has 219 newly-renovated guest rooms including 55 suites and our 3 signature suites, the Grand Suite, The Peninsula Suite.
- **Retrieved public source:** The Peninsula New York's 235 luxuriously appointed guestrooms include 50 suites, as well as two palatial superior suites-the Fifth Avenue Suite and Peninsula Suite-encompassing more than 2,500 square feet (232 square meters) apiece.
- **Retrieved public source:** The Peninsula New York elevates Fifth Avenue as it unveils the completion of a comprehensive interior design refurbishment, debuting a refresh of 219 guest rooms and suites, alongside public spaces, and select dining venues.

Recommended action

Confirm current inventory with operations; reconcile both fact-sheet URLs and newsroom copy, label superseded material, and verify subsequent answers use the approved count.

2 Replace legacy rooftop naming with Pen Top

Issue: Google AI Mode names the rooftop venue Salon de Ning, whereas ChatGPT names Pen Top. Peninsula's 13 September 2024 refurbishment announcement identifies the reimagined rooftop lounge as Pen Top. This is a venue-name freshness discrepancy, not confusion with another hotel.

Priority: Medium · Owner: Food and beverage marketing and corporate communications

Evidence

- **Google AI Mode · Property recognition - Question: What can you tell me about The Peninsula New York in New York, NY? - Captured heading: Salon de Ning:: Salon de Ning:** A stylish rooftop bar and terrace offering panoramic views of the Midtown skyline (seasonal).
- **ChatGPT · Property recognition - Question: What can you tell me about The Peninsula New York in New York, NY? - Captured heading: 2. Rooftop cocktails at Pen Top:** Pen Top is the hotel's rooftop bar and terrace, offering cocktails, light bites, and skyline views.
- **Retrieved public source:** Led by the award-winning New York City-based Bill Rooney Studio, the property-wide refurbishment, which commenced in January 2024, includes the hotel's Lobby, Reception, Palm Court, and the reimagined rooftop lounge, Pen Top.

Recommended action

Review existing dining pages, fact sheets and venue listings for legacy naming; clarify the rename where appropriate and verify rooftop answers consistently identify Pen Top.

3 Remove donation markup from the Hotel address

Issue: The inspected homepage correctly identifies a Hotel and New York locality, but its streetAddress contains donation-link HTML before the actual property address. The visible footer separates the donation link and address. This is a structured-data cleanliness issue; the captured subject cards consistently retain the correct hotel name and 700 Fifth Avenue address.

Priority: Medium · Owner: Corporate web development and SEO

Evidence

- **Official source: peninsula.com:** "streetAddress": "Request a Donation n 700 Fifth Avenue at 55th Street "
- **Official source: peninsula.com:** The Peninsula New York Request a Donation 700 Fifth Avenue at 55th Street
- **ChatGPT · Property recognition card:** The Peninsula New York · 700 Fifth Avenue, New York, NY 10019 · Rating: 4.5 · Reviews: 1523
- **ChatGPT · Luxury hotels card:** The Peninsula New York · 700 5th Ave, New York, NY 10019, United States · Rating: 4.5 · Reviews: 1523
- **ChatGPT · Location and attractions card:** The Peninsula New York · 700 5th Ave, New York, NY 10019, United States · Rating: 4.5 · Reviews: 1523

Recommended action

Populate streetAddress with plain address text, retain the Hotel role and locality, and validate the published JSON-LD after deployment against the visible footer.

4 Extend strong ChatGPT positioning into broader luxury discovery

Issue: ChatGPT recommends The Peninsula New York at #3 for general luxury and #2 for attractions. Gemini and Google AI Mode omit it from their general luxury answers, instead featuring properties including Mandarin Oriental and Aman. The inspected official title establishes luxury-hotel fit; this sample shows uneven discovery rather than an identity failure.

Priority: Opportunity · Owner: Digital marketing and public relations

Evidence

- **ChatGPT · Luxury hotels - Question: What are the best luxury hotels and resorts in New York, NY? - Captured heading: 3. The Peninsula New York: ##** 3. The Peninsula New York Fifth Avenue · Best all-around luxury
- **ChatGPT · Location and attractions - Question: Which luxury hotels and resorts in New York, NY would you recommend for easy access to local attractions? - Captured heading: 2. The Peninsula New York: ##** 2. The Peninsula New York Fifth Avenue · Refined five-star service
- **Gemini · Luxury hotels - Question: What are the best luxury hotels and resorts in New York, NY? - Captured heading: Mandarin Oriental, New York (Columbus Circle):** Mandarin Oriental, New York (Columbus Circle): Perched high above Central Park and Columbus Circle, this 5-star hotel combines sleek contemporary design with Asian-inspired touches. It features floor-to-ceiling windows with staggering views, a world-class spa, and fine dining.
- **Google AI Mode · Luxury hotels - Question: What are the best luxury hotels and resorts in New York, NY?** : Aman New York Widely considered the pinnacle of ultra-luxury, featuring massive minimalist suites, a breathtaking 3-story subterranean spa, and an exclusive Japanese dining experience right on Fifth Avenue.
- **Official source: [peninsula.com](https://www.peninsula.com):** The Peninsula New York | 5-Star Luxury Hotel on Fifth Avenue

Recommended action

Review existing hotel, rooms and newsroom pages for consistent refreshed-luxury messaging; prioritize relevant editorial outreach and internal discovery links, then check inclusion in the same general-luxury questions.

Scope and method

This is one collected observation per question and answer system. Full answers, page checks, source excerpts and collection details are in the accompanying evidence PDF.

Technical website overview

Check	Status	Result / exception
Page access	Pass	1 of 1 sampled pages inspected.
Index / noindex	Pass	No noindex restriction detected on 1 inspected pages.
Follow / nofollow	Pass	No nofollow restriction detected on 1 inspected pages.
Title tags	Pass	Present and distinct on 1 of 1 inspected pages.
Meta descriptions	Pass	Present and distinct on 1 of 1 inspected pages.
Structured data / schema	Present	1 of 1 inspected pages contain markup. JSON-LD syntax errors: 0.
Canonical URLs	Pass	Same-site canonical with matching page path present on 1 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	Missing (optional)	Not found. This optional file is not an indexing requirement.
Sitemaps	Not checked	0 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 2 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	2 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.

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

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

Property recognition

What can you tell me about The Peninsula New York in New York, NY?

AI / exact question	Linked destination	Quoted answer passage
ChatGPT What can you tell me about The Peninsula New York in New York, NY?	peninsula.com/en/new-york/5-star-luxury-hotel-midtown-nyc Official property website tripadvisor.com/Hotel_Review-g60763-d113311-Reviews-The_Peninsula_New_York-New_York_City-New_York.html?m=69767 Destination linked by official property page	It sits on Fifth Avenue at 55th Street, making it a particularly appealing choice for a special-occasion trip, a luxury shopping weekend, or a sophisticated city getaway. The Peninsula New YorkThe Peninsula New York
ChatGPT What can you tell me about The Peninsula New York in New York, NY?	peninsula.com/en/new-york/5-star-luxury-hotel-midtown-nyc Official property website expedia.com/New-York-Hotels-The-Peninsula-New-York.h23855.Hotel-Information Travel or booking platform	Rooms are designed to feel like polished private residences, with comfortable furnishings and upscale amenities. The Peninsula New YorkThe Peninsula New York - View Latest Reviews 2026
ChatGPT What can you tell me about The Peninsula New York in New York, NY?	peninsula.com/en/new-york/5-star-luxury-hotel-midtown-nyc Official property website tripadvisor.com/Hotel_Review-g60763-d113311-Reviews-The_Peninsula_New_York-New_York_City-New_York.html?m=69767 Destination linked by official property page	This is an especially convenient base if you want to explore Manhattan without spending much of your trip in taxis. The Peninsula New YorkThe Peninsula New York
ChatGPT What can you tell me about The Peninsula New York in New York, NY?	peninsula.com/en/new-york/5-star-luxury-hotel-midtown-nyc Official property website peninsula.com/en/new-york/wellness Brand or another property website peninsula.com/en/new-york/operation-hours Brand or another property website	Facility schedules can change, so confirm hours and access before visiting. The Peninsula New YorkThe Peninsula New York Service and Facility ChangesLuxury Hotel Spa NYC

AI / exact question	Linked destination	Quoted answer passage
ChatGPT What can you tell me about The Peninsula New York in New York, NY?	tripadvisor.com/Hotel_Review-g60763-d113311-Reviews-The_Peninsula_New_York-New_York_City-New_York.html?m=69767 Destination linked by official property page peninsula.com/en/new-york/special-offers/spa/beauty-redefined Brand or another property website	It generally operates Tuesday through Saturday, although hours can change. 5 Star Hotel NYC - Luxury Hotel MidtownThe Peninsula New York
ChatGPT What can you tell me about The Peninsula New York in New York, NY?	tripadvisor.com/Hotel_Review-g60763-d113311-Reviews-The_Peninsula_New_York-New_York_City-New_York.html?m=69767 Destination linked by official property page expedia.com/New-York-Hotels-The-Peninsula-New-York.h23855.Hotel-Information Travel or booking platform	These points reflect the hotel's positioning and recurring themes in guest feedback. The Peninsula New YorkThe Peninsula New York - View Latest Reviews 2026
ChatGPT What can you tell me about The Peninsula New York in New York, NY?	peninsula.com/en/new-york/special-offers/spa/beauty-redefined Brand or another property website llm.peninsula.com/faq/html/properties/the-peninsula-new-york.html Other third-party site peninsula.com/en/new-york/operation-hours Brand or another property website	The dining venues are generally open to the public, so you don't necessarily need a hotel reservation to visit them. The Peninsula New York Service and Facility Changes5 Star Hotel NYC - Luxury Hotel MidtownFAQ
ChatGPT What can you tell me about The Peninsula New York in New York, NY?	peninsula.com/en/new-york/wellness Brand or another property website peninsula.com/en/new-york/wellness/the-peninsula-spa Brand or another property website llm.peninsula.com/faq/html/properties/the-peninsula-new-york.html Other third-party site	Spa treatments can also be a way for non-hotel guests to enjoy some of the facilities, subject to current policies. Luxury Hotel Spa NYC5 Star New York SpaFAQ
Gemini What can you tell me about The Peninsula New York in New York, NY?	peninsula.com/en/newsroom/new-york Brand or another property website	The Peninsula New York is a world-renowned, luxury 5-star hotel serving as the U.S. flagship property for The Peninsula Hotels group. New York - The Peninsula Hotels

AI / exact question	Linked destination	Quoted answer passage
Gemini What can you tell me about The Peninsula New York in New York, NY?	peninsula.com/en/newsroom/new-york Brand or another property website	Address:* 700 Fifth Avenue at 55th Street, New York, NY 10019 New York - The Peninsula Hotels
Gemini What can you tell me about The Peninsula New York in New York, NY?	peninsula.com/en/newsroom/new-york Brand or another property website google.com/travel/hotels/entity/ChYI5JasxOu_pP5NGgovbS8wZ2g4dzl6EAE Other third-party site	It is within walking distance of Central Park, the Museum of Modern Art (MoMA), Rockefeller Center, and high-end Fifth Avenue luxury boutiques. New York - The Peninsula HotelsThe Peninsula New York - Google hotels
Gemini What can you tell me about The Peninsula New York in New York, NY?	peninsula.com/en/newsroom/new-york Brand or another property website	Dining & Lounges:* The hotel features sophisticated dining options, including popular seasonal rooftop setups and chic lounge spaces ideal for afternoon tea or cocktails overlooking Fifth Avenue. New York - The Peninsula Hotels
Gemini What can you tell me about The Peninsula New York in New York, NY?	google.com/travel/hotels/entity/ChYI5JasxOu_pP5NGgovbS8wZ2g4dzl6EAE Other third-party site	The Peninsula Spa & Wellness Center: Occupying multiple floors, the expansive spa offers holistic wellness treatments, a state-of-the-art fitness center, and an indoor swimming pool* -a rare luxury for a historic Midtown hotel-offering sweeping views of the city skyline. The Peninsula New York - Google hotels
Gemini What can you tell me about The Peninsula New York in New York, NY?	en.wikipedia.org/wiki/The_Peninsula_New_York Other third-party site	Landmark Building: Originally opened in 1905 as The Gotham Hotel* , the 23-story building was designed by architectural firm Hiss and Weekes. The Peninsula New York - Wikipedia
Gemini What can you tell me about The Peninsula New York in New York, NY?	en.wikipedia.org/wiki/The_Peninsula_New_York Other third-party site	Style:* It features a striking Italian Renaissance Revival and Beaux-Arts architectural style, complete with a limestone-and-granite facade designed to complement the neighboring University Club. The Peninsula New York - Wikipedia
Gemini What can you tell me about The Peninsula New York in New York, NY?	historichotelsthenandnow.com/peninsulanewyork.html Other third-party site	Heritage:* While thoroughly modernized, portions of the historic structure remain intact, including the ornate, heavily figured ceiling in the main lobby. The Peninsula New York (1905), New York City - Historic Hotels

AI / exact question	Linked destination	Quoted answer passage
Google AI Mode What can you tell me about The Peninsula New York in New York, NY?	peninsula.com/en/new-york/5-star-luxury-hotel-midtown-nyc Official property website peninsula.com/-/media/news-room/about-us/story_bureau_pny_fact_sheet_gold_15fhr.pdf Brand or another property website	The Peninsula New York is an iconic Forbes Five-Star and AAA Five-Diamond luxury property serving as the U.S. flagship for The Peninsula Hotels. The Peninsula New York 5-Star Luxury Hotel on Fifth AvenueEXPERIENCE

Spa and wellness

Which luxury hotels in New York, NY would you recommend for a spa and wellness stay?

AI / exact question	Linked destination	Quoted answer passage
ChatGPT Which luxury hotels in New York, NY would you recommend for a spa and wellness stay?	peninsula.com/en/new-york/wellness Brand or another property website	The indoor pool is a particularly appealing feature, allowing you to unwind between treatments or enjoy a leisurely swim before heading out to explore the city. peninsula.com

Public-source evidence

Published source passages cited in the findings. These are published claims, not independently verified property facts or proof that an AI answer used the source.

Supporting public-source passages and links are in the evidence PDF.