



AI Visibility Audit

Estate Yountville

6481 Washington Street | Yountville, California

Prepared by: Americas Great Resorts
Date: June 2026
Scope: AI visibility across ChatGPT, Gemini, and major booking platforms

Executive Summary

Estate Yountville is a 22-acre luxury resort campus in the heart of Yountville, comprising Hotel Villagio, Vintage House, and The Villa -- 192 guest rooms in total. It holds a Michelin Guide listing, a Forbes Travel Guide recommendation for Vintage House, AAA Four Diamond recognition, and Virtuoso preferred property status. Its event infrastructure is the largest in Napa Valley: 55,000 square feet across 11 indoor and outdoor venues including the historic Barrel Room, built in the 1870s as part of the original Groezinger Winery. The property sits in the most Michelin-star-dense small town in the United States, steps from The French Laundry, Bouchon, and Bouchon Bakery. It is the only luxury resort campus in Napa Valley where guests can walk to world-class dining without a car.

None of that is what AI systems return when travelers and planners search for what Estate Yountville actually is.

Across Expedia, Booking.com, Kayak, and TripAdvisor, the property is described in generic amenity language. Expedia calls it a hotel "located close to Stags' Leap Winery" with "winery tours and wine release events." Booking.com names three on-site restaurants but lists Coqueta, a restaurant no longer operating at the property. Kayak's AI summary references Platform 8, another former restaurant name. TripAdvisor's AI summary leads with walkability and transport options. Not one platform description mentions the 55,000 square feet of event space. Not one mentions the Michelin Guide listing. Not one mentions the historic Barrel Room. Not one frames the property as the culinary capital of Napa Valley.

More significantly, Estate Yountville is absent from every category query that defines its commercial value. It does not appear in AI recommendations for best luxury resort, boutique hotel, romantic getaway, anniversary trip, spa resort, food lovers hotel, corporate retreat, wedding venue, private events, incentive travel, or meeting venue. Across fifteen queries tested on ChatGPT and Gemini, the property appears by name on only one -- when asked directly who it is best for.

All findings in this audit are sourced from live query results run on ChatGPT and Gemini in June 2026 and live OTA description pulls executed in June 2026. Nothing in this report is modeled or projected.

AI Visibility by Query Type

The following table summarizes Estate Yountville's AI visibility across fifteen query categories tested on ChatGPT and Gemini in June 2026.

Query Category	Status	Finding
Best luxury resort Napa Valley wine country	ABSENT	Not mentioned. Meadowood and Auberge du Soleil recommended. Source: strategistico.com. (ChatGPT)
Best boutique hotel Yountville Napa Valley	ABSENT	Not mentioned. Bardessono and Hotel Yountville recommended. Source: napavalley.com. (ChatGPT)
Romantic getaway wine country California	ABSENT	Not mentioned. Meritage Resort and Milliken Creek Inn recommended. Source: Goodrich Group. (Gemini)
Best place to stay for a Napa anniversary trip	ABSENT	Not mentioned. Four Seasons and Napa River Inn recommended. Source: Booking.com. (Gemini)
Napa Valley spa resort	ABSENT	Not mentioned. Silverado Resort and Solage recommended. Source: Visit Napa Valley. (Gemini)

Query Category	Status	Finding
Best hotel for food lovers Napa Valley	ABSENT	Not mentioned. Four Seasons, Auberge du Soleil, Bardessono recommended. Source: napavalley.com. (ChatGPT)
Best wedding venue hotel Napa Valley	ABSENT	Not mentioned on ChatGPT. Stanly Ranch, Carneros, Meadowood recommended. Hotel Villagio appeared only on Gemini. (ChatGPT)
Napa Valley luxury hotel deals	ABSENT	Not mentioned. Carneros and Bardessono recommended. Source: napavalley.com. (ChatGPT)
Best design hotel Napa Valley	ABSENT	Not mentioned. Bardessono, Stanly Ranch, Auberge recommended. Source: napavalley.com. (ChatGPT)
Best corporate retreat venue Napa Valley	ABSENT	Not mentioned. Carneros, Stanly Ranch, Silverado, Auberge recommended. (ChatGPT)
Best wedding venue Napa Valley wine country	ABSENT	Not mentioned. Stanly Ranch and Silverado recommended. Source: Detailed Dreams Events 2026. (Gemini)
Best hotel for private events Napa Valley	ABSENT	Not mentioned. Carneros and Hotel Yountville recommended. Hotel Yountville has 4,400 sq ft of event space vs 55,000 sq ft at Estate Yountville. Source: PartySlate. (Gemini)
Best incentive travel destination Napa Valley	ABSENT	Not mentioned. Auberge, Bardessono, Alila recommended. Source: MG Concierge, Expedia. (Gemini)
Best meeting venue wine country California	ABSENT	Not mentioned. Meritage and Montage Healdsburg recommended. Source: Cvent. (Gemini)
Who is Estate Yountville best for	APPEARS	Strong result on both platforms. Walkable location, food travelers, couples, groups correctly identified. Source: Reddit Yountville Chamber. (ChatGPT)

Finding 1: Absent From Fourteen of Fifteen Category Queries

Estate Yountville appears by name in AI recommendations on only one of fifteen queries tested -- when asked directly who the property is best for. On every other query, the property does not appear. This includes the boutique hotel query for its own town of Yountville, the food lovers query for a property steps from The French Laundry, and the wedding venue query for a property with the largest event footprint in Napa Valley.

The property AI describes when asked directly is accurate and well-characterized. Both ChatGPT and Gemini correctly identify the village-within-a-village concept, the dual hotel structure, the walkability, and the culinary positioning. AI knows what Estate Yountville is. It does not know to recommend it.

Finding 2: The Event Infrastructure Gap Is the Most Commercially Significant Finding

Estate Yountville has 55,000 square feet of event space across 11 indoor and outdoor venues -- the largest event footprint in Napa Valley. That credential does not appear in any AI recommendation for corporate retreat, wedding venue, private events, incentive travel, or meeting venue.

On the private events query on Gemini, Hotel Yountville appears as the recommended property. Hotel Yountville has 4,400 square feet of event space. Estate Yountville has 55,000. The property with twelve times the event capacity is invisible while the property with a fraction of the space captures the recommendation. The source feeding that answer is PartySlate. On the meeting venue query, The Meritage leads on both platforms, sourced through Cvent. Estate Yountville has a Cvent listing but it is not feeding AI at sufficient density to produce a recommendation.

Event Query (Platform)	Properties Recommended	Estate Yountville
Best corporate retreat venue Napa Valley (ChatGPT)	Carneros, Stanly Ranch, Silverado, Auberge	Not listed
Best wedding venue Napa Valley (Gemini)	Stanly Ranch, Silverado Resort	Not listed
Best hotel for private events Napa Valley (Gemini)	Carneros Resort, Hotel Yountville (4,400 sq ft)	Not listed
Best incentive travel destination Napa Valley (Gemini)	Auberge du Soleil, Bardessono, Alila	Not listed
Best meeting venue wine country California (Gemini)	Meritage Resort, Montage Healdsburg	Not listed

Finding 3: Invisible as a Food Destination Despite Its Location

On the "best hotel for food lovers Napa Valley" query on ChatGPT, Estate Yountville does not appear. Four Seasons, Auberge du Soleil, and Bardessono are recommended instead. The source feeding that answer is napavalley.com.

Estate Yountville is located in the most Michelin-star-dense small town in the United States, within walking distance of The French Laundry, Bouchon, and Bouchon Bakery. It has three on-site restaurants and a culinary program that includes complimentary daily breakfast and winery partner experiences. Bardessono, which captures this query, is also in Yountville and also walkable to those same restaurants. The difference is not location. The difference is narrative distribution.

Finding 4: Absent From Its Own Town on the Boutique Hotel Query

On the "best boutique hotel Yountville Napa Valley" query on ChatGPT, Estate Yountville does not appear. Bardessono Hotel and Spa and Hotel Yountville are recommended. The source is napavalley.com.

A property with 192 rooms and two distinct hotel experiences -- Vintage House described by Michelin as "quietly elegant and bungalow-inspired" and Hotel Villagio described as "lively and contemporary" -- is absent from the boutique hotel query for the town it anchors. Hotel Yountville, a single-structure property, appears instead.

Finding 5: OTA Descriptions Contain Stale and Inaccurate Restaurant Names

Booking.com describes the on-site restaurants as Ristorante Bottega, Ottimo, and Coqueta. Kayak's AI summary references Platform 8. Neither Coqueta nor Platform 8 are current operating restaurants at the property. The current dining program includes Clementine, Bottega, and Ottimo. AI systems reading OTA descriptions are learning a dining identity that no longer exists.

This is the same stale data problem documented at Alila Napa Valley, where Trip.com was still using the former brand name Las Alcobas and the former restaurant name Acacia House. When a property rebrands or updates its restaurant program, OTA descriptions do not automatically update. AI systems learn from the descriptions that are most widely distributed, not the most current.

Finding 6: What the OTA Descriptions Actually Say

These descriptions were pulled live from each platform in June 2026.

Platform	AI-Generated Description of Estate Yountville
Expedia	<i>"Located close to Stags' Leap Winery, The Estate Yountville provides a free breakfast buffet, an adjacent golf course, and a terrace. Sip and savor at this hotel, which boasts winery tours, a vineyard, and wine release events."</i>
Booking.com	<i>"Featuring an outdoor pool and complimentary daily breakfast buffet, this Yountville resort offers guest rooms with free WiFi. Onsite eateries Ristorante Bottega, ottimo and Coqueta are curated by an award-winning chef and restaurateur." Note: Coqueta is no longer an operating restaurant at the property.</i>
Kayak	<i>"The hotel offers three elegant onsite eateries, Ristorante Bottega, ottimo, and Platform 8, that all offer a modern twist on Napa Valley cuisine." Note: Platform 8 is no longer an operating restaurant at the property.</i>
TripAdvisor (AI)	<i>"The Estate Yountville offers a luxurious experience in a prime location, with many travelers praising its walkability to local attractions and complimentary transport options."</i>

Not one of these descriptions mentions the 55,000 square feet of event space. Not one mentions the Michelin Guide listing. Not one mentions the historic Barrel Room. Not one frames the property as the culinary anchor of Yountville. Two platforms name restaurants that no longer exist. Expedia defines the property by its proximity to a winery that is not its primary differentiator. These are the descriptions AI systems are reading at scale.

What a Corrected AI Description Looks Like

The following table shows what AI systems currently produce for five commercially important queries alongside what the property's verified credentials should produce. Every item in the right column is sourced from theestateyountville.com, verified editorial coverage, or confirmed award designations.

Query	Current AI Result	What the Property's Credentials Should Produce
What is Estate Yountville (Expedia)	<i>"Located close to Stags' Leap Winery. Winery tours and wine release events."</i>	A 22-acre luxury resort campus in downtown Yountville comprising Hotel Villagio and Vintage House. Michelin Guide listed. Forbes Travel Guide recommended. AAA Four Diamond. 55,000 square feet of event space, the most in Napa Valley. Walking distance to The French Laundry.
Best hotel for food lovers Napa Valley (ChatGPT)	<i>Not listed. Four Seasons, Auberge du Soleil, Bardessono recommended.</i>	Estate Yountville. Located in the most Michelin-star-dense small town in the United States. Walking distance to The French Laundry, Bouchon, and Bouchon Bakery. Three on-site restaurants including Clementine and Bottega.
Best corporate retreat venue Napa Valley (ChatGPT)	<i>Not listed. Carneros, Stanly Ranch, Silverado, Auberge recommended.</i>	Estate Yountville. 55,000 square feet across 11 indoor and outdoor venues -- the largest event footprint in Napa Valley. Historic Barrel Room dating to the 1870s. Groezinger Winery heritage. Walkable to Yountville's full culinary offering.
Best wedding venue Napa Valley (Gemini)	<i>Not listed. Stanly Ranch and Silverado recommended. Source: Detailed Dreams Events 2026.</i>	Estate Yountville. Hotel Villagio and Vintage House combined offer 55,000 square feet of event space including terraced pavilion gardens, the historic Barrel Room, and multiple indoor and outdoor configurations for groups of any size.

Query	Current AI Result	What the Property's Credentials Should Produce
Best boutique hotel Yountville (ChatGPT)	<i>Not listed. Bardessono and Hotel Yountville recommended. Source: napavalley.com.</i>	Estate Yountville. Vintage House: Michelin-described as quietly elegant, bungalow-inspired, Forbes Travel Guide recommended. Hotel Villagio: lively contemporary with vineyard-facing rooms and lobby bar. Two distinct boutique experiences on a single 22-acre campus.

What This Means Commercially

Estate Yountville generates revenue across two distinct business segments: leisure travel and group events. The AI visibility gap documented in this audit affects both simultaneously. A couple planning a Napa anniversary trip asks ChatGPT for recommendations and does not receive Estate Yountville. A corporate planner sourcing a Napa Valley retreat asks Gemini for options and does not receive Estate Yountville. A wedding planner researching Napa venue options gets Stanly Ranch and Silverado. The consideration set is assembled in the AI layer before any of those buyers ever reach a venue directory, a travel agent, or a direct booking page.

The event infrastructure gap is the finding that carries the highest immediate commercial consequence. A property with 55,000 square feet of event space and the largest venue footprint in Napa Valley is being displaced on group and event queries by Hotel Yountville, which has 4,400 square feet. That displacement happens because PartySlate and Cvent are the sources feeding AI event recommendations, and Estate Yountville's presence in those sources is not producing AI recommendations. The event business that should flow to this property is being routed elsewhere before the planner ever picks up the phone.

Estate Yountville has the credentials, the location, the event infrastructure, and the culinary positioning to own multiple high-value AI recommendation categories simultaneously. The gap documented here is not a product problem. It is a narrative distribution problem. The property's story is exceptional. It is not reaching the AI formation layer at the scale required to compete.

The mechanism that corrects this is documented at the link below. It is not an OTA update strategy. It is a structured approach to building owned authoritative content at the scale required for AI systems to learn the correct narrative about a property and route the right travelers and planners to it.

Knowledge Formation Optimization: <https://www.americasgreatresorts.net/kfo-service/>

This audit was conducted by Americas Great Resorts in June 2026 using live query testing on ChatGPT and Gemini across fifteen query categories, and live OTA description pulls from Expedia, Booking.com, Kayak, and TripAdvisor. No data was modeled or projected.