

What does AI think of airlines in the UK?

How Google, ChatGPT and Claude describe and recommend the airlines serving UK travellers.

Which airlines stand out, what earns praise or criticism, and where the opportunities lie.

People in the UK are using AI more

GEO—generative engine optimisation—starts with understanding what AI says about your brand.

#2

ChatGPT's rank among search services,
behind Google — Ofcom, 2025.

+156%

Year-on-year growth in ChatGPT's UK web visits,
August 2025 vs August 2024.
Claude grew 138% over the same period.

Measure the answers that shape choice

GEO data shows which airlines AI names, how it describes them and the sources it cites—giving content and campaigns a clear focus.

AI is moving into online shopping

AI-driven traffic to US retail sites rose 393% year-on-year in Q1 2026, according to Adobe. Visa is also expanding services that let AI agents make purchases with a customer's permission.

The next 12–18 months: our outlook

AI is likely to play a much larger role in how people research and compare purchases. Airlines should prepare to be found and recommended before travellers reach a booking site.

Sources: [Ofcom, Online Nation 2025, p.30](#) (year-on-year growth in UK web visits, August 2025).
[Adobe Digital Insights, April 2026, p.7](#) (US retail); [Visa, 9 September 2026](#). The 12–18 month outlook is Omniscan AI's assessment.

Visibility is not the same as preference

British Airways is the most visible airline, appearing in 88% of answers. It ranks first across all three platforms, followed by **easyJet**, which appears in 76% of answers overall.

Jet2 has the highest positive share among the airlines compared, at 84%, followed by **Virgin Atlantic** at 81%. These percentages refer to each airline's own mentions. **Jet2** leads on family holidays and customer service; **Virgin Atlantic** leads on long-haul travel.

Campaigns should address the concerns AI repeats, in the channels it cites. **Ryanair** leads on cheap European flights, yet 65% of its mentions are negative overall. **Which?** appears in 46% of answers, making it a priority for relevant coverage alongside clearer information on airline websites.

The ten questions we asked

UK-wide questions covering purchase decisions, customer experience and environmental claims.

01 Which UK airline is best for a family holiday?

03 Which UK airline has the best and worst customer service?

05 Which airline is worst for extra charges like baggage and seat selection?

07 Which UK airline is best for long-haul travel?

09 Which UK airline is best for business travel?

02 Which airline is cheapest for a European flight from the UK?

04 Which UK airlines have the most delays and cancellations?

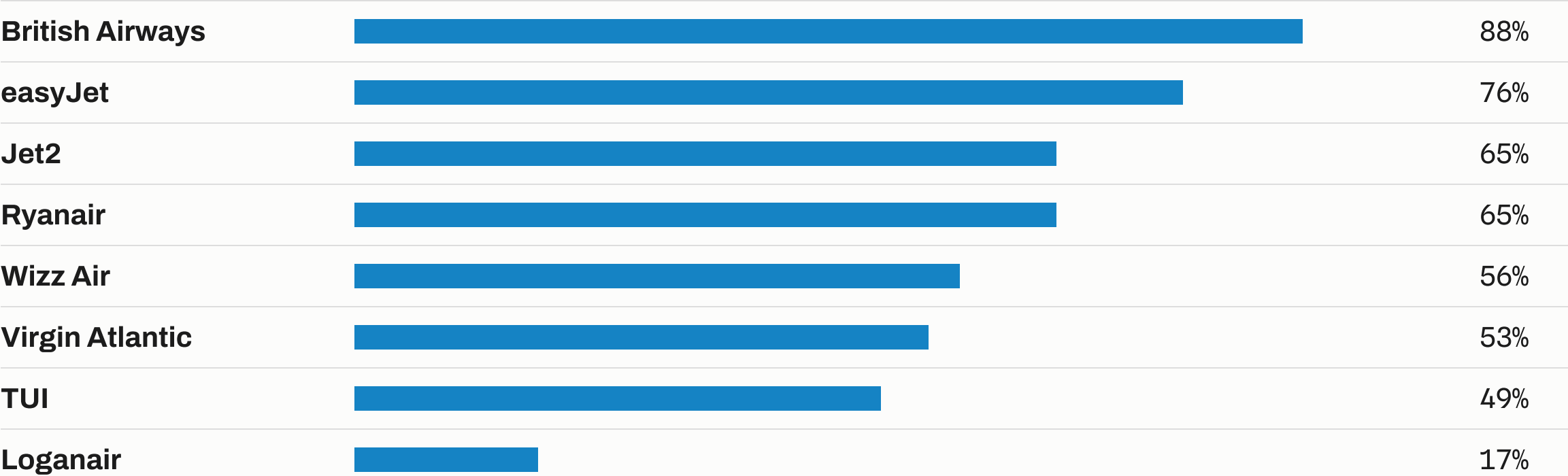
06 How do I claim compensation for a delayed flight, and which airlines make it hardest?

08 Which UK airlines have the most legroom and the most comfortable seats?

10 Which UK airlines are doing most to cut carbon emissions?

British Airways has the broadest presence

Share of all answers mentioning each airline. Selected major airlines serving the UK.

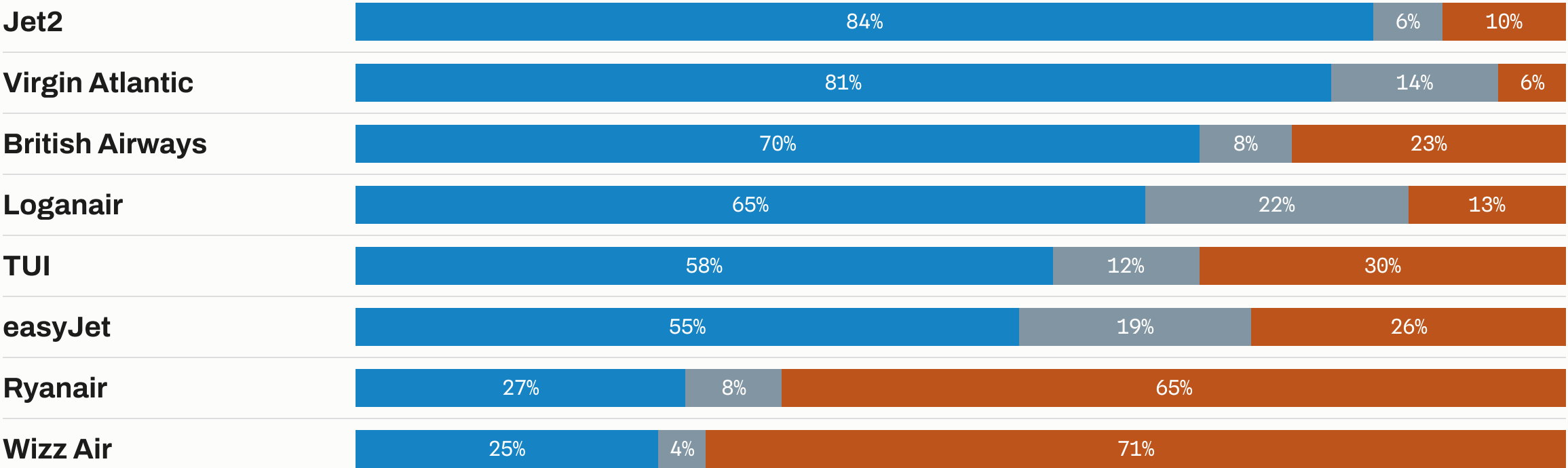


British Airways ranks first, easyJet second; Jet2 and Ryanair are joint third. TUI includes mentions of TUI Airways.

Jet2 and Virgin Atlantic are described most positively

Share of each airline’s own mentions that are positive, neutral or negative, among the airlines shown.

Positive Neutral Negative



Wizz Air and Ryanair have the highest negative shares: 71% and 65%. The question mix includes service, disruption and extra charges.

Different airlines win different customer needs

The airline most often singled out as the best option in each question's answers.

Customer need	Leading airline	Share naming it as the best option	
Family holidays	Jet2		73%
Cheap European flights	Ryanair		80%
Customer service	Jet2		100%
Long-haul travel	Virgin Atlantic		100%
Legroom & comfort	Virgin Atlantic		33%
Business travel	British Airways		100%

Comfort has no majority winner: Virgin Atlantic leads with 33% of answers. Other responses favour different airlines or make no single choice.

Service and charges drive the sharpest criticism

Percentages refer to all answers on each subject; more than one airline can feature in an answer.

Delays & cancellations

Wizz Air is described negatively in **90% of answers**. Jet2 is described positively in 60%.

Extra charges

Ryanair is described negatively in **100% of answers**; Wizz Air in 80%. British Airways receives positive descriptions in 67%.

Claiming compensation

Wizz Air is described negatively in **100% of answers**. British Airways and Ryanair each receive negative descriptions in 69%.

Cutting emissions

easyJet receives positive descriptions in **93% of answers**, ahead of British Airways (80%) and Jet2 (73%).

The clearest opportunities are to address service and charges with specific evidence, and make emissions progress easier to compare.

British Airways leads across all three AI platforms

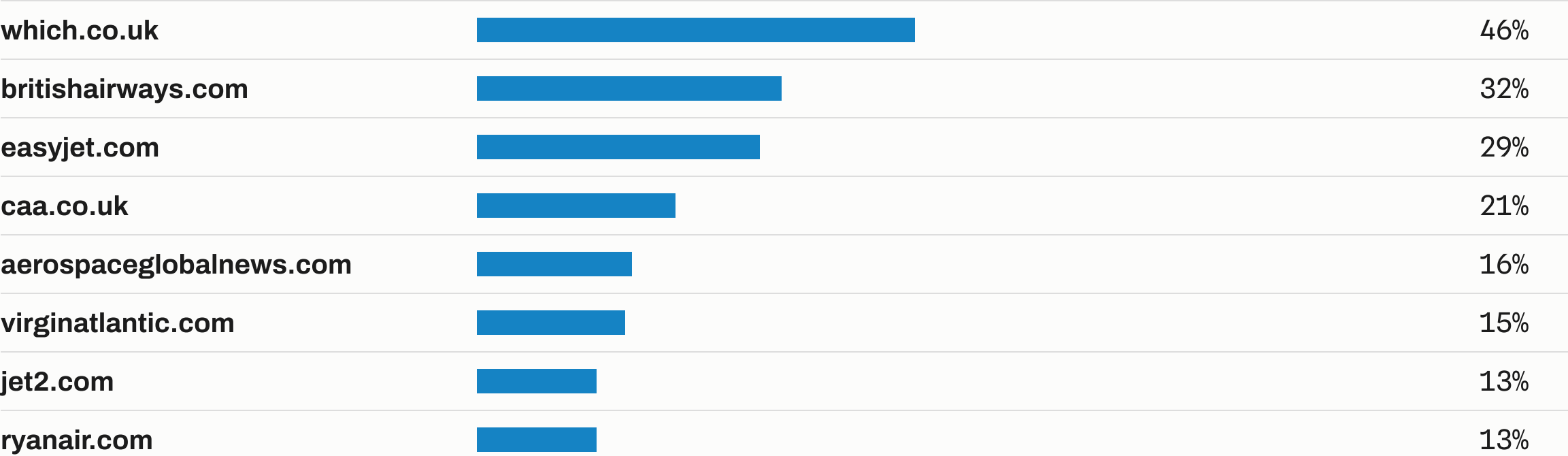
Share of each platform’s answers mentioning each airline.

Airline	ChatGPT		Claude		Google	
British Airways		90%		98%		69%
easyJet		84%		86%		53%
Jet2		74%		80%		31%
Ryanair		62%		82%		44%
Wizz Air		52%		80%		28%
Virgin Atlantic		52%		66%		36%
TUI		34%		76%		31%

British Airways ranks first and easyJet second on every platform. Jet2 ranks third on ChatGPT; Ryanair takes third place on Claude and Google.

Which? is the most frequently cited website

Share of all answers citing each website. The most frequently cited sites are shown.



Airline websites also feature prominently: British Airways is cited in 32% of answers and easyJet in 29%. Both editorial coverage and owned content matter.

Which? leads on family, long-haul and comfort

The most-cited website for each question, ranked by the share of answers citing it.

Question subject	Most-cited website	Share of answers on this subject	
Family holidays	which.co.uk		60%
Cheap European flights	ryanair.com		60%
Long-haul travel	which.co.uk		73%
Legroom & comfort	which.co.uk		67%
Business travel	britishairways.com		77%

Owned content leads for price and business travel. Which? leads for family holidays, long-haul travel and comfort.

The leading source changes with the issue

The most-cited website for each question, ranked by the share of answers citing it.

Question subject	Most-cited website	Share of answers on this subject	
Customer service	which.co.uk		100%
Delays & cancellations	caa.co.uk		80%
Extra charges	which.co.uk		40%
Claiming compensation	caa.co.uk		92%
Cutting emissions	easyjet.com		93%

Aerospace Global News also appears in 70% of service answers. GreenAir News appears in 47% of emissions answers—useful channels for subject-specific outreach.

Turn the findings into a focused campaign plan

01 Prioritise coverage in the channels AI already cites

Match outreach to the subject: Which? for family travel and comfort, Aerospace Global News for service, and GreenAir News for emissions. Support each pitch with dated evidence of improvements.

02 Make the total trip cost and service policies easy to compare

Publish clear fare-and-baggage comparisons, seating rules and compensation steps. Link these pages from route and booking content so AI can find the facts behind the claims.

03 Build campaigns around the needs each airline can credibly win

Use the question-level results to choose a focus: families, long-haul, business travel or value. Recheck visibility, sentiment and citations for the same questions after new coverage appears.

A clearer view of your reputation

We help communications and corporate affairs teams understand what is being said, who is shaping the conversation and what could come next.

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Reputation benchmarking & insights

Social listening

AI visibility & reputation

Stakeholder mapping

Future issues forecasting

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