

RANKFOR® INDEX 2026 · BRAND PROFILE · NORDIC-BALTIC EDITION

Kiwi.com.

online travel booking · HQ: Czech Republic · Market: Czech Republic

MEAN ARI

46.8

RANK IN 66-BRAND COHORT

#58

How AI describes Kiwi.com across 12 languages.

Mean Rankfor® Index score per language, averaged across GPT, Gemini and Perplexity. The home-language bar is highlighted.



STRATEGIC SIGNALS

Three numbers that change the brief.

BILINGUAL PENALTY

+13.2

AI is materially more positive in Czech (57.4) than in English (44.1). Local AI champions inherit a positively-skewed home narrative.

CITATION CONCENTRATION

0.68

Balanced citation profile. Mid-concentration sourcing.

RECOMMENDATION SHARE

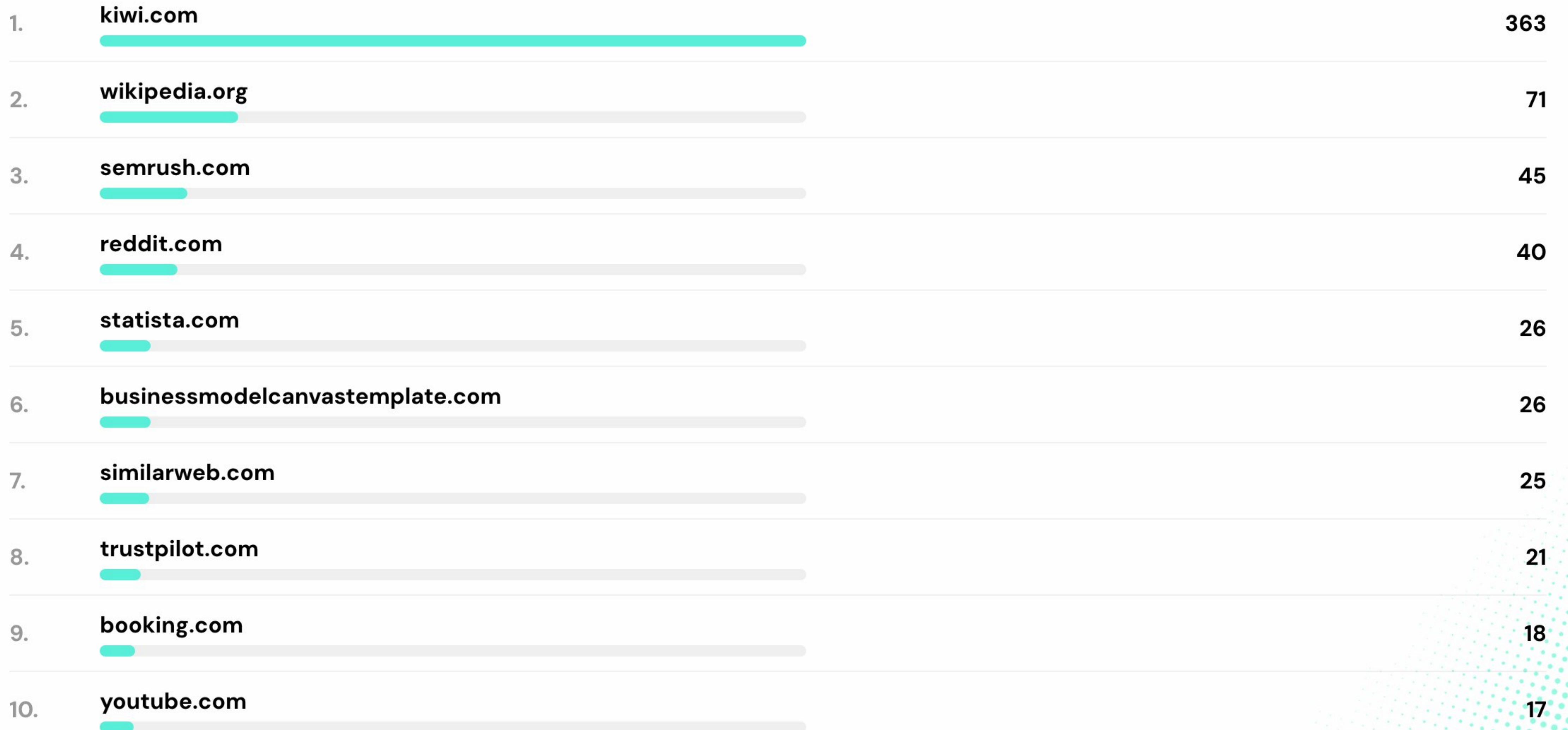
25%

Share of buyer-intent prompts where AI mentions Kiwi.com when asked about its category.

Mean visibility gap (sentiment-vs-recommendation MAE): 0.23.

Where AI gets Kiwi.com's story.

Top 10 domains AI cited when asked about Kiwi.com, across all 12 languages and 3 models.



SOURCE-TYPE BREAKDOWN

What kind of evidence does AI ground in?

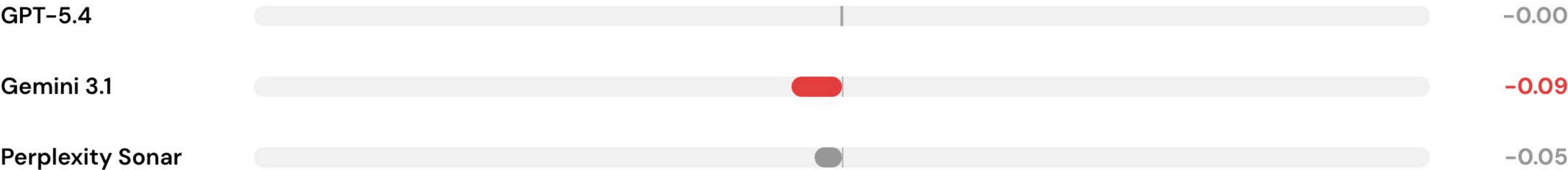
Distribution of source types in citations for Kiwi.com. Higher-quality types (Tier-1 news, academic) lift the source-quality component of ARI.



PER-MODEL SENTIMENT

Which AI describes Kiwi.com most positively?

Sentiment polarity averaged across 12 languages, per model. Range -1 to +1. Differences between models translate directly into differences in what your buyers see.



Inter-model std: 0.035. Models broadly agree.

KEY TAKEAWAY

The so-what for Kiwi.com.

Kiwi.com is a local AI champion: ARI 57.4 in Czech vs 44.1 in English. A +13.2-point home-language boost.

Distinctive strength

Balanced citation profile (HHI 0.68). Mid-concentration sourcing.

Opportunity

International expansion will require dedicated English-language seeding. Home-market AI narrative does not translate.

RIGHT OF REPLY & CONTACT

Kiwi.com can submit a response.

Every brand in the Rankfor® Index 2026 is offered the right of reply. Your response is published alongside the brand profile.

dmitrij@rankfor.ai · Subject: Right of reply

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