Who AI Recommends: Luggage

How ChatGPT, Gemini and Google AI Overviews rank 36 luggage brands on ten buying questions, and what it takes to be the brand they put first.

PUBLISHED BY
Answer Engine Daily
answerenginedaily.com

ANALYSIS POWERED BY
markaeo
markaeo.com

ENGINES
ChatGPT · Gemini · Google AI Overviews
United States · October 2026

PLEASE READ FIRST

Important notice and disclaimer

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AT A GLANCE

The luggage category in numbers

30
AI answers analyzed
10 buying questions × 3 engines

36
luggage brands named
by at least one engine

5 of 10
questions won by Travelpro
the most of any brand

1 of 10
questions on which all three engines agree
on the #1 brand

70%
of answers mention Samsonite
more than any rival

10%
of citations go to brands' own websites
17 of 170 sources

ABOUT THIS REPORT

This report is part of the Answer Engine Daily AEO Index. Every month we ask ChatGPT, Gemini and Google AI Overviews the same buying questions and record which brands they recommend, the order they put them in, and the sources they cite. This edition covers luggage. Its ten questions range from carry-on and checked suitcases to travel backpacks, duffels and kids' luggage.

None of the questions names a brand, so every brand starts on equal terms.

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EXECUTIVE SUMMARY

Travelpro leads AI's luggage picks, though every engine has its own favorite

Four brands lead luggage by a wide margin. Travelpro tops the index and wins half the questions. Samsonite is named more often than any rival, but only ChatGPT ranks it first. Every engine has its own favorite, and the three agree on the top pick for just one question.

KEY FINDINGS

1 **Travelpro leads, clearly.**
Travelpro has the top AI Rank Score, 52.3, and is ranked first in 8 of 30 answers. It wins five of the ten questions: carry-on, checked, softside, underseat bags and luggage sets. Next come Briggs & Riley (44.3), Away (38.0) and Samsonite (37.7). Monos, in fifth, scores 19.3.

2 **Samsonite is named most, and first rarely.**
Samsonite appears in 70% of answers, more than any rival, and in 80% of ChatGPT's. ChatGPT supplies all four of its first places; Gemini and Google AI Overviews never put it first. Away has a milder case of the same problem, with 63% of answers and three first places.

3 **Every engine picks its own favorite.**
ChatGPT puts Samsonite first four times. Gemini gives five first places to Briggs & Riley, and Google AI Overviews five to Travelpro. Only on 1 of the 10 questions do the engines agree on the top pick: Patagonia, for duffel bags.

4 **Away from suitcases, the winners change.**
Osprey wins travel backpacks and Patagonia duffel bags, while neither counts for much on the suitcase questions. Away wins hardside and kids' luggage, and Briggs & Riley wins business travel.

5 **Most of what AI reads on luggage is someone else's.**
Someone other than the brand owns 90% of the 170 sources cited. Google Shopping cards (26), Reddit (8), and Forbes and OutdoorGearLab (7 each) lead the list, and Shopping cards are 35.6% of AI Overviews' citations. Brand websites supply 10%, with travelpro.com at the front.

6 **Several big names go missing.**
Calpak is missing from 6 of the 8 questions where it competes, American Tourister from 4 of 7. Delsey does not appear for carry-on or business travel, and Monos, named in 47% of answers, is absent from underseat bags.

1 · THE LUGGAGE LEADERBOARD

Travelpro tops the luggage index, and three rivals sit within 15 points

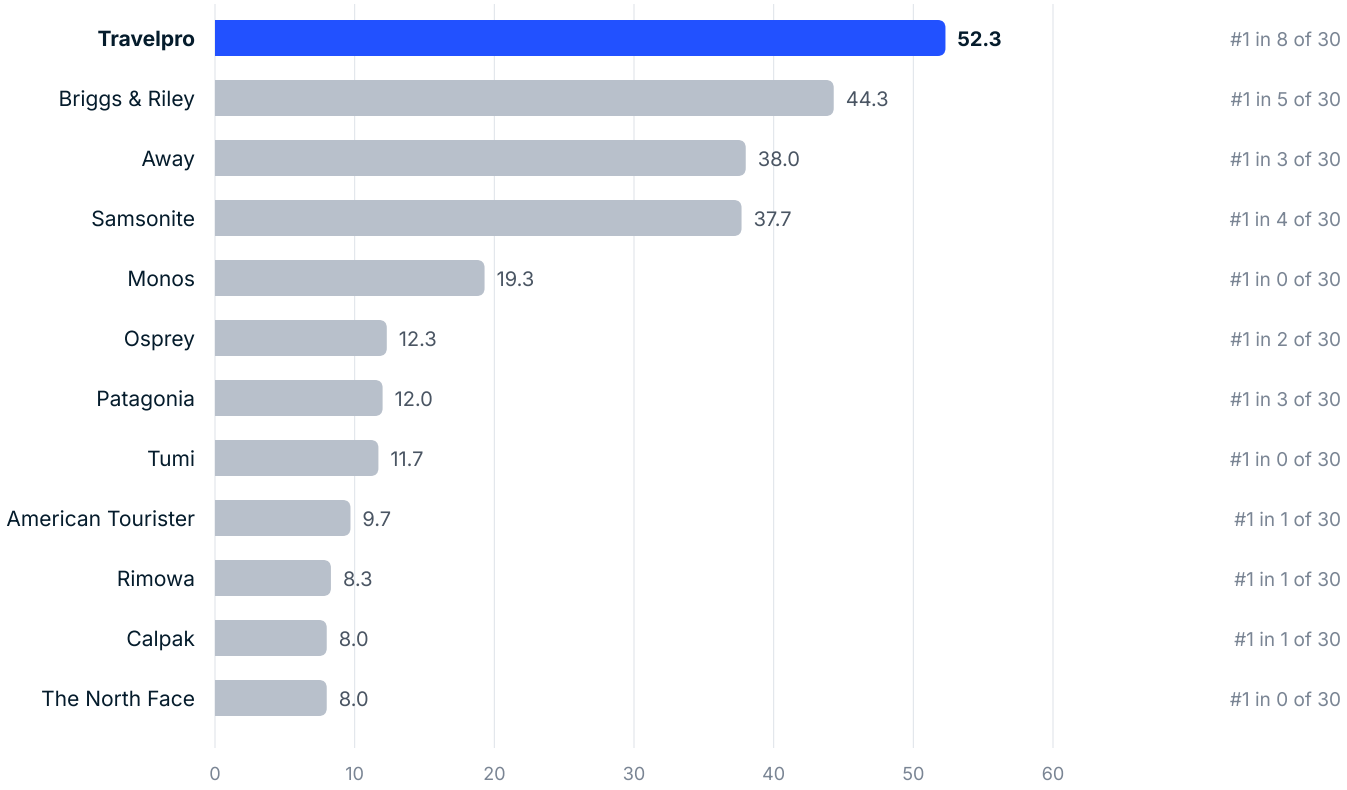
The AI Rank Score shows how high each engine places a brand in its recommendations over the ten questions. To reach 100, a brand would have to be named first by all three engines every time. Travelpro gets to 52.3 because the suitcase questions overlap and keep rewarding the same few brands.

Five question wins and a place on most suitcase shortlists give Travelpro its lead. Briggs & Riley wins business travel and is a strong second on checked and softside luggage. Away and Samsonite are named almost everywhere. Below the top four, scores fall to 19.3, and Osprey and Patagonia win one question each.

Exhibit 1

Travelpro has the top AI Rank Score, and Briggs & Riley is second.

AI Rank Score, luggage category, top 12 brands (0–100)



Figures on the right show how many of the 30 answers rank the brand #1.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Samsonite is the most visible luggage brand, yet rarely ranked first

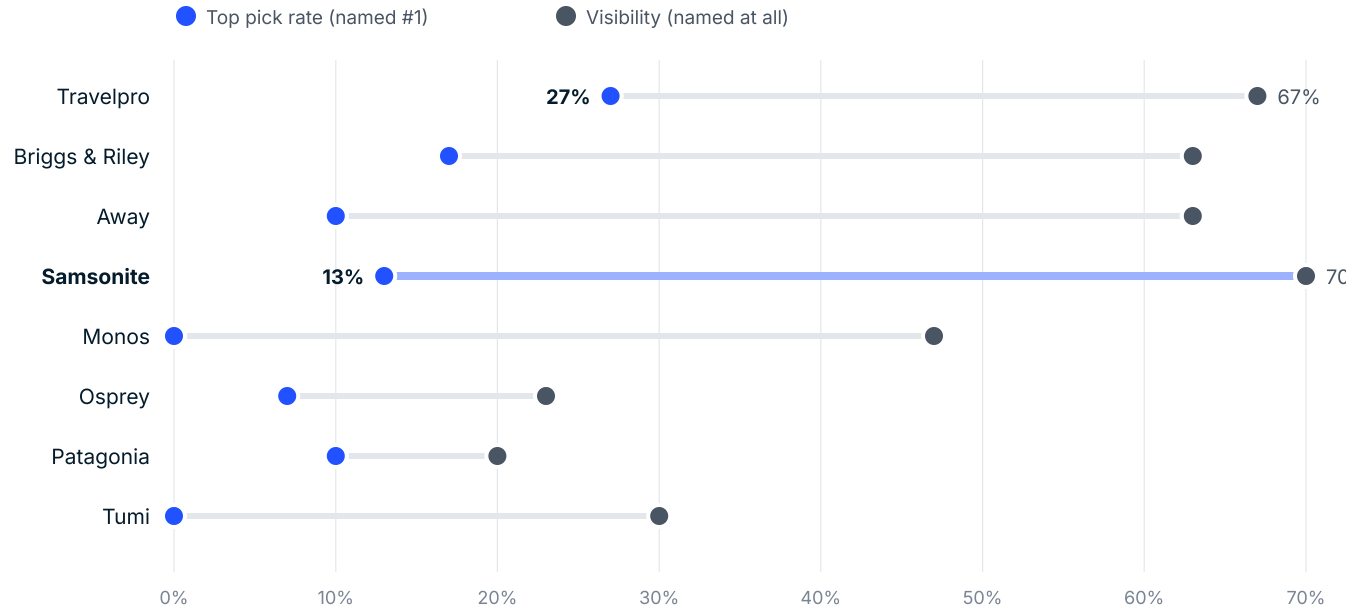
Visibility tracks how often a brand is named at all, and the top pick rate how often it is named first. The difference tells you whether an engine treats a brand as the answer or as one more option on the list.

Samsonite's gap is the widest in the index. It is named in 70% of answers and ranked first in 13%, each time by ChatGPT. Away repeats the pattern on a smaller scale, and Monos is named in 47% of answers with no first place. Travelpro converts best, at 27%. The top pick rate is the number a CMO should keep an eye on.

Exhibit 2

Samsonite appears in 70% of answers and is ranked first in only 13%.

Visibility and top pick rate, % of 30 AI answers, top 8 brands



Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Why first place matters

An AI answer is a short list. Travelers who ask for "the best carry-on luggage brands" tend to read the first name or two and go no further. Brands placed fourth or fifth are still seen, but seldom bought.

2 · WINNERS AND LOSERS, QUESTION BY QUESTION

Half of the ten luggage questions go to Travelpro

Taken one at a time, the questions fall into two groups. The suitcase questions keep returning the same four brands, and Travelpro wins most of them. For backpacks, duffels and kids' luggage the field changes. Osprey, Patagonia and Away win there, and brands such as Peak Design, The North Face and Pottery Barn Kids make the shortlist.

Exhibit 3

Four brands divide the suitcase questions, while specialists win backpacks and duffels.

AI Rank Score by question (0–100), top 8 brands; bold = question winner; – = not named by any engine

	Carry-on	Checked	Hardside	Softside	Travel backpack	Duffel	Under-seat	Business	Kids'	Sets
Travelpro	**87**	**87**	30	**93**	–	–	**87**	67	–	**73**
Briggs & Riley	57	80	20	80	–	–	63	**80**	–	63
Away	73	53	**87**	–	–	3	33	3	**73**	53
Samsonite	33	40	67	53	27	–	30	43	13	70
Monos	53	37	40	–	–	20	–	17	–	27
Osprey	–	3	–	3	**93**	23	–	–	–	–
Patagonia	–	3	–	3	13	**100**	–	–	–	–
Tumi	10	3	3	20	3	–	–	73	–	3

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

What this means for brands

The suitcase shortlist is short and hard to break into; Monos is named in 47% of answers and has no first place. Niche questions offer easier openings, and Osprey and Patagonia each own one with almost no presence on suitcases. Calpak and American Tourister should begin with the questions where they are missing.

Exhibit 4

Winners and losers on every luggage question.

Winner and runner-up by AI Rank Score

#	QUESTION	WINNER (SCORE)	RUNNER-UP	DETAIL
1	Best carry-on luggage brands	**Travelpro 87**	Away 73	p. 9
2	Best checked luggage brands	**Travelpro 87**	Briggs & Riley 80	p. 10
3	Best hardside luggage brands	**Away 87**	Samsonite 67	p. 11
4	Best softside luggage brands	**Travelpro 93**	Briggs & Riley 80	p. 12
5	Best travel backpack brands	**Osprey 93**	Peak Design 50	p. 13
6	Best travel duffel bag brands	**Patagonia 100**	The North Face 80	p. 14
7	Best underseat bag brands	**Travelpro 87**	Briggs & Riley 63	p. 15
8	Best luggage brands for business travel	**Briggs & Riley 80**	Tumi 73	p. 16
9	Best kids' luggage brands	**Away 73**	Pottery Barn Kids 60	p. 17
10	Best luggage set brands	**Travelpro 73**	Samsonite 70	p. 18

Each question has its own page with the full list of brands, engine positions and sources (see the Detail column).

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

QUOTE IT

#1 in AI answers for "Best travel duffel bag brands": Patagonia (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

Results apply to October 2026 only and are subject to the Important notice and disclaimer on the last page.

2 · QUESTION 1 OF 10

"Best carry-on luggage brands"

Travelpro leads AI answers for carry-on luggage, ahead of Away

9	87	None	20
brands named across the three answers	AI Rank Score for Travelpro	engines agree on the #1 brand	sources cited, 2 from brand sites

Travelpro scores 87, although only Google AI Overviews ranks it first. Away follows at 73. Each engine picks a different #1: ChatGPT chooses Away, Gemini Briggs & Riley and Google AI Overviews Travelpro. In total 9 brands are named, and the top three take 44% of all brand mentions.

Exhibit 4.1

Travelpro scores 87, out of 9 brands named.

AI Rank Score and engine positions, top 9 brands for "Best carry-on luggage brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Travelpro	87	#2	#2	**#1**	17.3%	3/3	1/3
2	Away	73	**#1**	#4	#2	13.5%	3/3	1/3
3	Briggs & Riley	57	#5	**#1**	#4	13.5%	3/3	1/3
4	Monos	53	#4	#3	#3	17.3%	3/3	0/3
5	Samsonite	33	#3	#7	#5	13.5%	3/3	0/3
6	Tumi	10	–	#5	–	9.6%	1/3	0/3
7	Béis	3	–	#9	–	3.8%	1/3	0/3
8	Quince	3	–	#8	–	7.7%	1/3	0/3
9	Rimowa	3	–	#6	–	3.8%	1/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

forbes.com	1	1
outdoorgearlab.com	1	1
rakuten.co.jp	2	
travelpro.com	2	

Plus 12 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Tumi and Rimowa

QUOTE IT. #1 in AI answers for "Best carry-on luggage brands": Travelpro (AI Rank Score 87/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 2 OF 10

"Best checked luggage brands"

Travelpro leads AI answers for checked luggage, ahead of Briggs & Riley

13	87	None	11
brands named across the three answers	AI Rank Score for Travelpro	engines agree on the #1 brand	sources cited, none from brand sites

Travelpro scores 87, although only Google AI Overviews ranks it first. Briggs & Riley is close behind at 80, so this question could change hands next month. Each engine picks a different #1: ChatGPT chooses Samsonite, Gemini Briggs & Riley and Google AI Overviews Travelpro. The field is wide open: 13 brands are named and the top three take only 36% of mentions.

Exhibit 4.2

Travelpro scores 87, out of 13 brands named.

AI Rank Score and engine positions, top 10 brands for "Best checked luggage brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Travelpro	87	#2	#2	**#1**	12.9%	3/3	1/3
2	Briggs & Riley	80	#3	**#1**	#2	12.9%	3/3	1/3
3	Away	53	#4	#3	#3	10.0%	3/3	0/3
4	Samsonite	40	**#1**	#6	#6	10.0%	3/3	1/3
5	Monos	37	#5	#4	#4	11.4%	3/3	0/3
6	Béis	20	–	#5	#5	8.6%	2/3	0/3
7	Delsey	7	#8	#7	–	5.7%	2/3	0/3
8	Rimowa	7	#7	#12	–	7.1%	2/3	0/3
9	Osprey	3	–	#10	–	5.7%	1/3	0/3
10	Patagonia	3	–	#9	–	4.3%	1/3	0/3

3 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards	2
aikinsselect.com	1
besttravelguides.net	1
goodhousekeeping.com	1

Plus 6 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Tumi

QUOTE IT. #1 in AI answers for "Best checked luggage brands": Travelpro (AI Rank Score 87/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 3 OF 10

"Best hardside luggage brands"

Away leads AI answers for hardside luggage, ahead of Samsonite

13	87	None	24
brands named across the three answers	AI Rank Score for Away	engines agree on the #1 brand	sources cited, 2 from brand sites

Away scores 87, although only Gemini ranks it first. Samsonite is a distant second at 67. Each engine picks a different #1: ChatGPT chooses Samsonite, Gemini Away and Google AI Overviews Rimowa. The field is wide open: 13 brands are named and the top three take only 38% of mentions.

Exhibit 4.3

Away scores 87, out of 13 brands named.

AI Rank Score and engine positions, top 10 brands for "Best hardside luggage brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Away	87	#2	**#1**	#2	8.9%	3/3	1/3
2	Samsonite	67	**#1**	#4	#3	14.3%	3/3	1/3
3	Monos	40	–	#2	#4	14.3%	2/3	0/3
4	Rimowa	37	–	#6	**#1**	10.7%	2/3	1/3
5	Travelpro	30	#3	#5	–	7.1%	2/3	0/3
6	Briggs & Riley	20	–	#3	–	8.9%	1/3	0/3
7	Delsey	17	#4	#10	–	5.4%	2/3	0/3
8	Quince	13	–	#8	#5	7.1%	2/3	0/3
9	Carl Friedrik	10	#5	–	–	3.6%	1/3	0/3
10	Amazon Basics	3	#7	–	–	3.6%	1/3	0/3

3 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

youtube.com	1	1
reddit.com	1	1
Google Shopping cards		2
nytimes.com		1

Plus 17 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Tumi and Briggs & Riley

QUOTE IT. #1 in AI answers for "Best hardside luggage brands": Away (AI Rank Score 87/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 4 OF 10

"Best softside luggage brands"

Travelpro leads AI answers for softside luggage, ahead of Briggs & Riley

10	93	2 of 3	17
brands named across the three answers	AI Rank Score for Travelpro	engines agree on the #1 brand	sources cited, 3 from brand sites

Travelpro scores 93. Two of the three engines rank it first. Gemini puts it at #2 and picks Briggs & Riley instead. Briggs & Riley follows at 80. In total 10 brands are named, and the top three take 47% of all brand mentions.

Exhibit 4.4

Travelpro scores 93, out of 10 brands named.

AI Rank Score and engine positions, top 10 brands for "Best softside luggage brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Travelpro	93	**#1**	#2	**#1**	16.4%	3/3	2/3
2	Briggs & Riley	80	#3	**#1**	#2	18.2%	3/3	1/3
3	Samsonite	53	#2	#4	#4	12.7%	3/3	0/3
4	Calpak	20	–	–	#3	3.6%	1/3	0/3
5	Tumi	20	–	#3	–	18.2%	1/3	0/3
6	American Tourister	13	#4	–	–	1.8%	1/3	0/3
7	Amazon Basics	10	–	–	#5	1.8%	1/3	0/3
8	Delsey	10	–	#5	–	7.3%	1/3	0/3
9	Osprey	3	–	#6	–	9.1%	1/3	0/3
10	Patagonia	3	–	#7	–	10.9%	1/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards	3
bidfta.com	1
briggs-riley.com	1
forbes.com	1

Plus 11 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Tumi, Delsey, American Tourister and Osprey

QUOTE IT. #1 in AI answers for "Best softside luggage brands": Travelpro (AI Rank Score 93/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 5 OF 10

"Best travel backpack brands"

Osprey is the clear AI pick for travel backpacks

13	93	2 of 3	16
brands named across the three answers	AI Rank Score for Osprey	engines agree on the #1 brand	sources cited, none from brand sites

Osprey scores 93. Two of the three engines rank it first. Google AI Overviews puts it at #2 and picks Cotopaxi instead. Peak Design is a distant second at 50. In total 13 brands are named, and the top three take 45% of all brand mentions.

Exhibit 4.5

Osprey scores 93, out of 13 brands named.

AI Rank Score and engine positions, top 10 brands for "Best travel backpack brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Osprey	93	**#1**	**#1**	#2	17.2%	3/3	2/3
2	Peak Design	50	#3	#3	#5	14.1%	3/3	0/3
3	Cotopaxi	47	#10	#5	**#1**	14.1%	3/3	1/3
4	Aer	47	–	#2	#3	10.9%	2/3	0/3
5	Samsonite	27	#2	–	–	3.1%	1/3	0/3
6	Tortuga	17	–	#6	#4	12.5%	2/3	0/3
7	Matador	13	#4	–	–	3.1%	1/3	0/3
8	Patagonia	13	–	#4	–	9.4%	1/3	0/3
9	Timbuk2	10	#5	–	–	3.1%	1/3	0/3
10	Deuter	3	#7	–	–	3.1%	1/3	0/3

3 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards	3
t3.com	3
businessresearchinsights.com	1
cartiq.net	1

Plus 8 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Patagonia

QUOTE IT. #1 in AI answers for "Best travel backpack brands": Osprey (AI Rank Score 93/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 6 OF 10

"Best travel duffel bag brands"

Patagonia is the clear AI pick for travel duffel bags

12	100	All 3	15
brands named across the three answers	AI Rank Score for Patagonia	engines agree on the #1 brand	sources cited, 1 from brand sites

Patagonia scores 100 and is the first pick on all three engines. The North Face is a distant second at 80. In total 12 brands are named, and the top three take 49% of all brand mentions.

Exhibit 4.6

Patagonia scores 100, out of 12 brands named.

AI Rank Score and engine positions, top 10 brands for "Best travel duffel bag brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Patagonia	100	**#1**	**#1**	**#1**	20.9%	3/3	3/3
2	The North Face	80	#2	#2	#2	14.0%	3/3	0/3
3	Peak Design	27	–	#4	#4	14.0%	2/3	0/3
4	Osprey	23	#3	#9	–	7.0%	2/3	0/3
5	Monos	20	–	–	#3	4.7%	1/3	0/3
6	Yeti	20	–	#3	–	4.7%	1/3	0/3
7	Eagle Creek	17	#4	#8	–	9.3%	2/3	0/3
8	Cotopaxi	13	–	#6	#5	9.3%	2/3	0/3
9	Aer	10	–	#5	–	7.0%	1/3	0/3
10	Away	3	–	#10	–	2.3%	1/3	0/3

2 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards	3
rei.com	2
andythornal.com	1
boardinggate.com.my	1

Plus 8 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Calpak

QUOTE IT. #1 in AI answers for "Best travel duffel bag brands": Patagonia (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 7 OF 10

"Best underseat bag brands"

Travelpro is the clear AI pick for underseat bags

9	87	2 of 3	19
brands named across the three answers	AI Rank Score for Travelpro	engines agree on the #1 brand	sources cited, 7 from brand sites

Travelpro scores 87. Two of the three engines rank it first. Google AI Overviews puts it at #3 and picks Calpak instead. Briggs & Riley is a distant second at 63. In total 9 brands are named, and the top three take 53% of all brand mentions.

Exhibit 4.7

Travelpro scores 87, out of 9 brands named.

AI Rank Score and engine positions, top 9 brands for "Best underseat bag brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Travelpro	87	**#1**	**#1**	#3	16.3%	3/3	2/3
2	Briggs & Riley	63	#5	#2	#2	16.3%	3/3	0/3
3	Calpak	57	#4	#5	**#1**	20.4%	3/3	1/3
4	Away	33	#3	#4	–	6.1%	2/3	0/3
5	Samsonite	30	#2	#8	–	12.2%	2/3	0/3
6	Béis	20	–	#3	–	8.2%	1/3	0/3
7	Bagsmart	13	–	–	#4	4.1%	1/3	0/3
8	Aer	3	–	#7	–	8.2%	1/3	0/3
9	Cotopaxi	3	–	#6	–	8.2%	1/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

awaytravel.com	1	1
briggs-riley.com	1	1
Google Shopping cards		2
bagdup.com	1	

Plus 12 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Béis

QUOTE IT. #1 in AI answers for "Best underseat bag brands": Travelpro (AI Rank Score 87/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 8 OF 10

"Best luggage brands for business travel"

Briggs & Riley leads AI answers for business travel luggage, ahead of Tumi

8	80	None	14
brands named across the three answers	AI Rank Score for Briggs & Riley	engines agree on the #1 brand	sources cited, none from brand sites

Briggs & Riley scores 80, although only Gemini ranks it first. Tumi is close behind at 73, so this question could change hands next month. Each engine picks a different #1: ChatGPT chooses Samsonite, Gemini Briggs & Riley and Google AI Overviews Travelpro. In total 8 brands are named, and the top three take 53% of all brand mentions.

Exhibit 4.8

Briggs & Riley scores 80, out of 8 brands named.

AI Rank Score and engine positions, top 8 brands for "Best luggage brands for business travel"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Briggs & Riley	80	#3	**#1**	#2	18.4%	3/3	1/3
2	Tumi	73	#2	#2	#3	20.4%	3/3	0/3
3	Travelpro	67	#4	#3	**#1**	14.3%	3/3	1/3
4	Samsonite	43	**#1**	–	#5	6.1%	2/3	1/3
5	Rimowa	33	#5	#5	#4	14.3%	3/3	0/3
6	Monos	17	#7	#4	–	16.3%	2/3	0/3
7	Carl Friedrik	7	#8	#6	–	6.1%	2/3	0/3
8	Away	3	#6	–	–	4.1%	1/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards	4
voyageluggage.com	2
besttravelguides.net	1
goodhousekeeping.com	1

Plus 6 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Away

QUOTE IT. #1 in AI answers for "Best luggage brands for business travel": Briggs & Riley (AI Rank Score 80/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 9 OF 10

"Best kids' luggage brands"

Away leads AI answers for kids' luggage, ahead of Pottery Barn Kids

7	73	None	20
brands named across the three answers	AI Rank Score for Away	engines agree on the #1 brand	sources cited, 1 from brand sites

Away scores 73, although only Google AI Overviews ranks it first. Pottery Barn Kids follows at 60. Each engine picks a different #1: ChatGPT chooses American Tourister, Gemini Pottery Barn Kids and Google AI Overviews Away. In total 7 brands are named, and the top three take 56% of all brand mentions.

Exhibit 4.9

Away scores 73, out of 7 brands named.

AI Rank Score and engine positions, top 7 brands for "Best kids' luggage brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Away	73	#4	#2	**#1**	17.4%	3/3	1/3
2	Pottery Barn Kids	60	–	**#1**	#2	17.4%	2/3	1/3
3	American Tourister	53	**#1**	#3	–	21.7%	2/3	1/3
4	Skip Hop	30	#3	#5	–	17.4%	2/3	0/3
5	Trunki	27	#2	–	–	13.0%	1/3	0/3
6	Samsonite	13	–	#4	–	4.3%	1/3	0/3
7	L.L.Bean	3	–	#6	–	8.7%	1/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards		4
familyvacationist.com	1	1
awaytravel.com	1	
forbes.com		1

Plus 12 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Trunki and Samsonite

QUOTE IT. #1 in AI answers for "Best kids' luggage brands": Away (AI Rank Score 73/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 10 OF 10

"Best luggage set brands"

Travelpro edges out Samsonite for luggage sets

12	73	None	14
brands named across the three answers	AI Rank Score for Travelpro	engines agree on the #1 brand	sources cited, 1 from brand sites

Travelpro scores 73, although only Google AI Overviews ranks it first. Samsonite is close behind at 70, so this question could change hands next month. Each engine picks a different #1: ChatGPT chooses Samsonite, Gemini Briggs & Riley and Google AI Overviews Travelpro. In total 12 brands are named, and the top three take 42% of all brand mentions.

Exhibit 4.10

Travelpro scores 73, out of 12 brands named.

AI Rank Score and engine positions, top 10 brands for "Best luggage set brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Travelpro	73	#4	#2	**#1**	13.2%	3/3	1/3
2	Samsonite	70	**#1**	#5	#2	18.4%	3/3	1/3
3	Briggs & Riley	63	#5	**#1**	#3	10.5%	3/3	1/3
4	Away	53	#3	#3	#4	6.6%	3/3	0/3
5	American Tourister	30	#2	#10	–	7.9%	2/3	0/3
6	Monos	27	#6	#4	#5	11.8%	3/3	0/3
7	Béis	7	#8	#6	–	9.2%	2/3	0/3
8	Delsey	7	#7	#7	–	7.9%	2/3	0/3
9	Amazon Basics	3	–	–	#7	1.3%	1/3	0/3
10	Level8	3	–	–	#6	1.3%	1/3	0/3

2 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards	2
bestreviews.com	1
flux.agency	1
forbes.com	1

Plus 9 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Tumi and Rimowa

QUOTE IT. #1 in AI answers for "Best luggage set brands": Travelpro (AI Rank Score 73/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

3 · THE ENGINES DISAGREE

Every engine has its own favorite, and they agree only on duffels

Travel duffel bags are the only question where ChatGPT, Gemini and Google AI Overviews name the same #1 brand, with all three choosing Patagonia. Their answers also differ in form. Gemini's run longest (about 1,130 words) and name the most brands, 8.5 per answer. Google AI Overviews is brief, at about 164 words and 4.9 brands, and no other engine cites Google Shopping product cards.

Each engine also has a clear favorite. ChatGPT ranks Samsonite first four times and names it in 80% of its answers. Gemini puts Briggs & Riley first five times, and Google AI Overviews gives five first places to Travelpro. Where a brand ranks on one engine says little about where it ranks on the next.

Exhibit 5

The engines share a top luggage brand only on duffel bags.

Brand ranked #1 by each engine, by question

QUESTION	CHATGPT	GEMINI	GOOGLE AI OVERVIEWS	
Best carry-on luggage	Away	Briggs & Riley	Travelpro	Split
Best checked luggage	Samsonite	Briggs & Riley	Travelpro	Split
Best hardside luggage	Samsonite	Away	Rimowa	Split
Best softside luggage	Travelpro	Briggs & Riley	Travelpro	Split
Best travel backpack	Osprey	Osprey	Cotopaxi	Split
Best travel duffel bag	Patagonia	Patagonia	Patagonia	✓ All agree
Best underseat bag	Travelpro	Travelpro	Calpak	Split
Best luggage for business travel	Samsonite	Briggs & Riley	Travelpro	Split
Best kids' luggage	American Tourister	Pottery Barn Kids	Away	Split
Best luggage set	Samsonite	Briggs & Riley	Travelpro	Split

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Visibility and #1 picks by engine, top 6 brands (% of each engine's 10 answers / number of #1 picks)

BRAND	CHATGPT	GEMINI	AI OVERVIEWS
Travelpro	70% / 2×#1	70% / 1×#1	60% / 5×#1
Briggs & Riley	60% / 0×#1	70% / 5×#1	60% / 0×#1
Away	70% / 1×#1	70% / 1×#1	50% / 1×#1
Samsonite	80% / 4×#1	70% / 0×#1	60% / 0×#1
Monos	40% / 0×#1	50% / 0×#1	50% / 0×#1
Osprey	20% / 1×#1	40% / 1×#1	10% / 0×#1

4 · WHERE AI LEARNS ABOUT LUGGAGE

The engines draw on different sets of sources

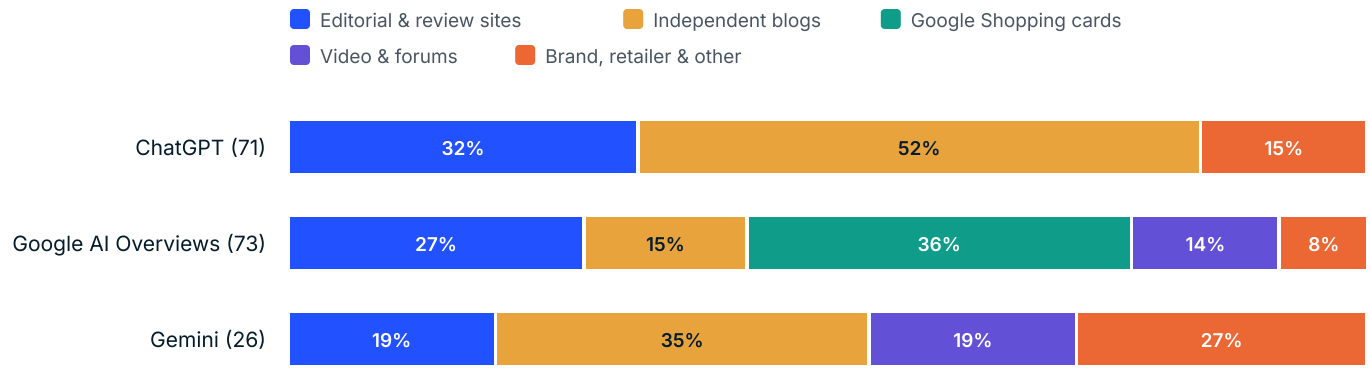
Over the ten questions the engines cited 170 sources from 79 websites. Brands' own websites make up 17 of those citations (10%), with 5 from travelpro.com alone. The rest come from review sites, blogs, video, forums, retailers and Google Shopping.

Their habits differ. ChatGPT relies on independent blogs and editorial reviews such as T3 and Good Housekeeping, and cited no Reddit threads or YouTube videos. Google AI Overviews combines Google Shopping cards with Pack Hacker, OutdoorGearLab and Reddit. Gemini cited sources in 4 of its 10 luggage answers, and 26.9% of its citations go to brand websites.

Exhibit 6

Outside sources account for 90% of the citations behind AI luggage recommendations.

Share of cited sources by type and engine, %



Figures in brackets show how many sources each engine cited across the 10 questions. Gemini cited sources in 4 of its 10 answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

10%	0	36%	4 of 10
of citations come from brands' own websites	**Reddit or YouTube citations by ChatGPT in this category**	**of AI Overviews' citations are Google Shopping cards**	**Gemini answers that cite any source**

No brand leads more cited pages than Samsonite

We read the 70 cited articles we were able to open. Samsonite appears on the most (47%) and is the main subject of 12 pages, with Travelpro leading 10. Briggs & Riley leads just 2 pages yet has 5 first places, all from Gemini, which cites the fewest sources of the three engines.

Exhibit 7

Samsonite leads the most cited pages, yet is rarely ranked first.

Share of 70 cited articles that mention each brand, number of articles where it is the most mentioned brand, and #1 picks

BRAND	MENTIONED ON CITED PAGES	PAGES WHERE IT IS THE MAIN BRAND	#1 PICKS (OF 30)
Travelpro	37%	10	8
Briggs & Riley	29%	2	5
Away	43%	2	3
Samsonite	47%	12	4
Monos	36%	4	0
Osprey	21%	5	2

Based on the 70 of 127 cited article pages we could open. Video, social and Google Shopping links are excluded. A brand counts as the main brand on a page when it is mentioned more often than any other.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Exhibit 8

Google Shopping, Reddit and Forbes shape what AI says about luggage.

Most cited domains across 30 answers, with the engines that cited them and the brands they feature most

ChatGPT · Gemini · Google AI Overviews Number = citations by that engine

WEBSITE	CITATIONS	CITED BY	QUESTIONS	BRANDS IT FEATURES MOST
Google Shopping cards	26	26	10	Product listings
reddit.com	8	3 · 5	7	Video and discussion (not analyzed)
forbes.com	7	2 · 3 · 2	6	Away, Samsonite, Travelpro, Monos
outdoorgearlab.com	7	1 · 1 · 5	6	Thule, Osprey, Matador, Peak Design
youtube.com	6	2 · 4	5	Video and discussion (not analyzed)
t3.com	6	6	4	Samsonite, Antler, Tumi, July
goodhousekeeping.com	5	5	5	Away, Samsonite, Béis, Monos
packhacker.com	5	5	5	Amazon Basics, Calpak, Cotopaxi, Samsonite

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

5 · WHAT LEADERS SHOULD DO NOW

What leaders should do now

CEOs

- Track AI recommendation share for each engine, alongside market share and brand health.
- Ask for the top pick rate too. Mentions by themselves flatter the brand.
- Make this a standing, funded program. Engine answers change monthly, so a single campaign will fade.

CMOs

- Select the questions you must win, "best carry-on luggage brands" for instance, and measure each engine separately.
- Handle Google Shopping product data as AEO work, since it supplies 35.6% of AI Overviews' luggage citations.
- Keep your product pages up to date. Gemini takes 26.9% of its luggage citations from brand websites.

Brand & PR teams

- Rank tested roundups from Forbes, OutdoorGearLab, Pack Hacker, T3 and Good Housekeeping above general news coverage.
- Join real Reddit discussions and get honest reviews onto YouTube; Gemini and Google AI Overviews cite both.
- Fix the pages that mention you but cover another brand first. Go after new placements after that.

Agencies

- Report the AI Rank Score and the top pick rate engine by engine, on a fixed set of questions.
- Map the sources behind every competitor's #1 picks, then plan coverage on the same sources.
- Check results each month against the Answer Engine Daily index.

The luggage citation playbook: where to be cited

Every source below was cited by at least one engine while answering this month's ten luggage questions. The number in brackets is how often it was cited.

Must win

Cited across engines and questions

- Google Shopping product listings (26, AI Overviews only)
- Reddit (8, 7 questions)
- Forbes (7)
- OutdoorGearLab (7)

Editorial

Shapes ChatGPT's and AI Overviews' shortlists

- T3 (6, ChatGPT only)
- Good Housekeeping (5, ChatGPT only)
- Pack Hacker (5, AI Overviews only)
- The New York Times (4)
- Travel + Leisure (4)

Video & owned

Adds proof and product detail

- YouTube reviews (6)
- Brand websites (17 in all)
- travelpro.com (5, mostly Gemini)

See the full picture for your brand

The public index shows where your brand stands this month. A private markaeo audit goes further. It benchmarks you against the competitors you name across hundreds of questions, tracks each engine every week and lists the exact pages behind each competitor's #1 picks. It also ties AI visibility to your traffic and revenue. **markaeo.com**

APPENDIX

Brand scorecard: the 20 highest ranked luggage brands

Exhibit A1

All eight index metrics for luggage.

Percentages are shares of the 30 AI answers. Missing counts questions where the brand sells in the segment but no engine named it

#	BRAND	AI RANK SCORE	VISIBILITY	RECOM-MENDATION	TOP PICK	SHARE OF VOICE	ALL 3 ENGINES	SHOPPING CARDS	OWN-SITE CITES	MISSING
1	**Travelpro**	**52.3**	67%	67%	27%	10.4%	6/10	2	5	0 of 7
2	**Briggs & Riley**	**44.3**	63%	63%	17%	10.4%	6/10	1	3	0 of 6
3	**Away**	**38.0**	63%	63%	10%	6.3%	5/10	3	3	0 of 7
4	**Samsonite**	**37.7**	70%	70%	13%	10.2%	5/10	3	3	0 of 8
5	**Monos**	**19.3**	47%	47%	0%	8.2%	3/10	2	0	1 of 6
6	**Osprey**	**12.3**	23%	23%	7%	4.3%	1/10	1	0	0 of 3
7	**Patagonia**	**12.0**	20%	20%	10%	4.5%	1/10	1	0	0 of 2
8	**Tumi**	**11.7**	30%	30%	0%	7.8%	1/10	0	0	0 of 6
9	**American Tourister**	**9.7**	17%	17%	3%	2.2%	0/10	0	0	4 of 7
10	**Rimowa**	**8.3**	30%	30%	3%	4.1%	1/10	2	0	0 of 5
11	**Calpak**	**8.0**	17%	17%	3%	2.4%	1/10	2	1	6 of 8
12	**The North Face**	**8.0**	10%	10%	0%	1.1%	1/10	1	1	1 of 2
13	**Peak Design**	**7.7**	17%	17%	0%	2.8%	1/10	1	0	0 of 1
14	**Cotopaxi**	**6.3**	20%	20%	3%	3.2%	1/10	1	1	0 of 1
15	**Aer**	**6.0**	13%	13%	0%	2.6%	0/10	0	0	0 of 1
16	**Pottery Barn Kids**	**6.0**	7%	7%	3%	0.7%	0/10	0	0	0 of 1
17	**Béis**	**5.3**	23%	23%	0%	3.9%	0/10	1	0	1 of 2
18	**Delsey**	**4.0**	23%	23%	0%	3.2%	0/10	0	0	2 of 6
19	**Skip Hop**	**3.0**	7%	7%	0%	0.7%	0/10	0	0	0 of 1
20	**Trunki**	**2.7**	3%	3%	0%	0.6%	0/10	0	0	0 of 1

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

METHODOLOGY

How the index is built

Questions	Ten fixed buying questions that never name a brand.
Engines	ChatGPT (OpenAI), Gemini (Google) and Google AI Overviews, run on 21 October 2026. One answer per question per engine, 30 answers in all.
Location	All answers were collected from a single city in the United States. AI engines tailor answers to where the user is, so people asking the same questions from other cities, states or countries may see different brands, rankings and sources.
Brand detection	We match brand names and their product lines in each answer and checked samples of the matches by hand.
Rank	A brand's position in the engine's list of recommendations. If an answer has no list, we use the order in which brands are named.
AI Rank Score	Points by position (#1 = 10, #2 = 8, #3 = 6, #4 = 4, #5 = 3, lower = 1, not named = 0), added up across engines and questions and scaled to 100.
Visibility	Share of the 30 answers that name the brand.
Recommendation rate	Share of answers that include the brand in the AI's list of picks.
Top pick rate	Share of answers that rank the brand #1.
Share of voice	The brand's share of all brand mentions in the category.
Missing	A major brand that sells in the segment but that none of the three engines named for that question.
Sources	We classified all 170 citations by type and read the 70 article pages we could open to see which brands each one covers.
Limitations	One run per engine, from one U.S. location. AI answers vary between runs, over time and by location. Gemini returned sources for 4 of its 10 luggage answers. The results describe what AI engines say, which is a separate question from product quality.

THE TEN LUGGAGE QUESTIONS

1. Best carry-on luggage brands
2. Best checked luggage brands
3. Best hardside luggage brands
4. Best softside luggage brands
5. Best travel backpack brands
6. Best travel duffel bag brands
7. Best underseat bag brands
8. Best luggage brands for business travel
9. Best kids' luggage brands
10. Best luggage set brands

ABOUT

About this index

Answer Engine Daily

answerenginedaily.com

Answer Engine Daily publishes a free monthly U.S. index of how AI engines rank brands. It tracks 200 buying questions across 20 consumer categories, including footwear, skincare, credit cards and airlines.

markaeo

markaeo.com

markaeo runs private AEO audits for brands and agencies. It benchmarks a brand against named competitors across hundreds of questions and tracks each engine separately. It also connects AI visibility to traffic and revenue.

How to cite this report

Brands named #1 may quote their result if they include the question, the month and a link, for example: "#1 in AI answers for 'Best travel duffel bag brands', Answer Engine Daily AEO Index, U.S., October 2026 (answerenginedaily.com), powered by markaeo.com."

This report records how AI engines answered a fixed set of questions on one date. It says nothing about product quality. Brand names are trademarks of their owners and appear here for identification only. Results will move from month to month as the engines update.

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This report is an independent, observational study of how three third-party AI answer engines (ChatGPT by OpenAI, Gemini by Google and Google AI Overviews) answered a fixed set of ten buying questions about luggage. It records what those engines said. It is not a review, test, rating, certification or endorsement of any product, service, brand or company, and it makes no claim about the quality, safety, performance, value or suitability of anything named in it.

2. One location, one date

All answers were collected on 21 October 2026 from a single location in one city in the United States, with one query per question per engine. AI answers are personalized and change with location, time, device, account history, language and model updates, and the same question asked twice can produce a different answer. People in other cities, states or countries, or on other dates, may see different brands, rankings and sources. The findings describe these answers only. They are not representative of all users, all locations or the market as a whole.

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