IN YOUR GUESTS' WORDS

What guests say about Juniper Hill Inn

cookies *hosts* delicious porch *comfortable* beautiful homemade *special* lovely relaxing *cozy* fresh

"*Our hosts made us feel like old friends from the moment we arrived.*"
Illustrative review · Hospitality & innkeepers

"*Fresh scones on the porch every afternoon, and the best coffee of our trip.*"
Illustrative review · Breakfast & dining

How guests tag your stay (you · collection avg)



MISSED US AT THE TABLE?

Scan for a sit-down with Owen Hartley.

QR code
to your video series

your-domain.com/videos

Short videos with Owen Hartley, VP Sales at Quillrate: what your scorecard means for your rates, and what is (and isn't) AI visibility, with tactical next steps.

quillrate

Your copy of the playbook is reserved
The AI Visibility & Revenue Playbook for The Lanternlight Collection: the cohort findings, the prompt pack and a chapter per criterion, mailed after the meeting.

Meet us at the Quillrate table
Bring this card. We'll walk through your scorecard and the changes that matter most for your rates.

Method: public Google listings and reviews (Oct 2024–Oct 2026), Tripadvisor and Booking.com pages, 940 ChatGPT and Perplexity answers, Oct 2026. Not affiliated with Google, Tripadvisor, Booking.com, OpenAI or Perplexity.

THE LANTERNLIGHT COLLECTION · 2026

The Craft Lodging Index

Reputation, visibility and pricing power, measured for every member.

PREPARED FOR

Juniper Hill Inn

Larkspur Falls, North Carolina

#1

B&B / Inn in Larkspur Falls *on Tripadvisor*

Tripadvisor ranking, #1 of 27 B&Bs / Inns in Larkspur Falls, Oct 2026

Prepared by Quillrate for The Lanternlight Collection members

01 · REPUTATION

How guests rate you

Google rating 5.0

172 reviews

You	**5.0**
Collection average	4.8
North Carolina members	4.9
Local peers	4.8

bars start at 4.0

Locally on Google #4 of 27

Independent stays within 10 km, by rating

Tripadvisor 5.0

#1 of 27 B&Bs / Inns in Larkspur Falls · 1,264 reviews

Booking.com 10/10

3 reviews · Collection average 9.5

New Google reviews, last 12 months

You	**19**
Collection median	34

Owner reply rate

Google	**99%**
Collection · Google	68%
Tripadvisor	**100%**
Booking.com	**0%**

02 · VISIBILITY

How guests find you

Photos on your Google listing

You	**381**
Collection median	505
Local median	412

"From the owner" text Missing

8 of 186 members use it.

Your site in Google's booking panel Listed

20 booking sites shown on your listing.

When guests ask AI where to stay

ChatGPT and Perplexity, October 2026

Asked about Larkspur Falls 1 of 4

answers named you

Asked about North Carolina 1 of 10

answers named you · a typical member is named in 18% of state answers

AI answers draw most on Tripadvisor, Expedia and Hotels.com reviews, so your reviews there shape what AI says about you.

03 · YOUR NEXT MOVES

Where your score grows fastest

1 **Grow review pace beyond 19 a year**

The Collection median is 34. Ask at checkout with a card linking straight to your Google review page.

2 **Write your "From the owner" text on Google**

750 characters in your own voice. Only 8 of 186 members use it.

3 **Add photos: 381 today**

Local peers have a median of 412. Ten seasonal photos a month keeps the listing fresh.

KEEP DOING

- ✓ Google rating of 5.0, at or above the Collection average

REPUTATION + VISIBILITY = PRICING POWER

On a December weeknight you charged **$555** a night, against $283 for comparable independent stays nearby: +96%.

Members charge a median +36%. On peak nights they raise rates half as much as their neighbours: the premium you earn, unclaimed.