IN YOUR GUESTS' WORDS

What guests say about Saltmarsh House

beach *delicious* comfortable friendly *beautiful* lovely clean *private* ocean quiet *helpful* relaxing

"*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)

Quiet	87%
Romantic	78%
Great view	71%

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

Saltmarsh House

Pelican Shoals, Florida

#1

B&B / Inn in Pelican Shoals *on Tripadvisor*

Tripadvisor ranking, #1 of 7 B&Bs / Inns in Pelican Shoals, Oct 2026

Prepared by Quillrate for The Lanternlight Collection members

01 · REPUTATION

How guests rate you

Google rating 4.8

258 reviews

You	**4.8**
Collection average	4.8
Florida members	4.9
Local peers	4.0

bars start at 4.0

Locally on Google #1 of 6

Independent stays within 10 km, by rating

Tripadvisor 4.8

#1 of 7 B&Bs / Inns in Pelican Shoals · 315 reviews

Booking.com 9.8/10

14 reviews · Collection average 9.5

New Google reviews, last 12 months

You	**37**
Collection median	34

Owner reply rate

Google	**92%**
Collection · Google	68%
Tripadvisor	**40%**
Booking.com	**0%**

02 · VISIBILITY

How guests find you

Photos on your Google listing

You	**448**
Collection median	505
Local median	663

"From the owner" text Missing

8 of 186 members use it.

Your site in Google's booking panel Listed

24 booking sites shown on your listing.

When guests ask AI where to stay

ChatGPT and Perplexity, October 2026

Asked about Pelican Shoals 4 of 4

answers named you

Asked about Florida 0 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 **1 booking site undercut your own rate**

On your Google listing they sold your room below your direct price. Check rate parity on that channel first.

2 **Reply on Booking.com too (0% today)**

Booking.com guests read replies, and AI answers cite OTA pages heavily.

3 **Get named when guests ask AI about your state**

You came up in none of 10 state-level ChatGPT/Perplexity answers. More recent reviews on Tripadvisor and Google that mention your region are the strongest lever.

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

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

REPUTATION + VISIBILITY = PRICING POWER

On the same night, members charge a median **36% more** than independent stays nearby.

But on peak nights they raise rates half as much as their neighbours: +13% for a weekend vs. +24%; Valentine's, flat vs. +6%.