IN YOUR GUESTS' WORDS

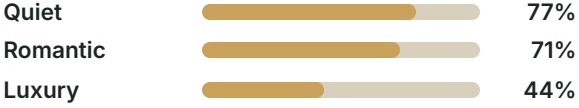
What guests say about The Stonewall Tavern Inn

beautiful *friendly*
comfortable
delicious *lovely*
helpful welcoming
accommodating
charming hospitality
cozy fireplace

"*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

The Stonewall Tavern Inn

Hollis Corner, Vermont

#1

B&B / Inn in Hollis Corner *on Tripadvisor*

Tripadvisor ranking, #1 of 4 B&Bs / Inns in Hollis Corner, Oct 2026

Prepared by Quillrate for The Lanternlight Collection members

01 · REPUTATION

How guests rate you

Google rating 4.8

321 reviews

You	**4.8**
Collection average	4.8
Vermont members	4.8
Local peers	4.8

bars start at 4.0

Locally on Google #5 of 13

Independent stays within 25 km, by rating

Tripadvisor 4.6

#1 of 4 B&Bs / Inns in Hollis Corner · 328 reviews

Booking.com 9.4/10

38 reviews · Collection average 9.5

New Google reviews, last 12 months

You	**61**
Collection median	34

Owner reply rate

Google	**48%**
Collection · Google	68%
Tripadvisor	**44%**
Booking.com	**0%**

02 · VISIBILITY

How guests find you

Photos on your Google listing

You	**501**
Collection median	505
Local median	294

"From the owner" text Missing

8 of 186 members use it.

Your site in Google's booking panel Not listed

11 booking sites shown on your listing.

When guests ask AI where to stay

ChatGPT and Perplexity, October 2026

Asked about Hollis Corner 4 of 4

answers named you

Asked about Vermont 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 **Get your website into Google's booking panel**

11 other sites show prices on your listing; you don't. Most booking engines connect to Google's free links.

2 **Lift your Google reply rate from 48%**

The Collection median is 86%. A 15-minute weekly slot covers it.

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

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

KEEP DOING

- ✓ #1 of 4 B&Bs / Inns in Hollis Corner on Tripadvisor

REPUTATION + VISIBILITY = PRICING POWER

On the December weekend you charged $302 a night, against $308 for independent stays nearby.

Members charge a median 36% premium on the same night. Your reviews say you have room to close that gap.