

Winning Traveler Attention in Wine Country

How Chartres Lodging Asset Services used DMscore to help Dr. Wilkinson's — a historic Calistoga resort and Marriott property with roots dating back to 1952 — stand out, increasing online attention by **35%** as hotel revenue growth climbed from 6th to 1st.

more online attention

35%

DMscore: 66 → 89

hotel revenue growth rank

6th → 1st

vs. comparable hotels

revenue growth vs competitors

2x+

January–June 2026

Surrounded by reports. Still missing the answer

STR hotel performance

SEO

Paid media

Maps / Directories

AI

As Asset Manager at Chartres Lodging Asset Services, Matt Cox helps drive the performance of Dr. Wilkinson's.

That means working across the hotel operator, brand, property team and specialist marketing partners, each with their own priorities and reporting.

The data from other reports was useful, but fragmented. Matt could see bookings, room rates and campaign performance. What he couldn't see was how effectively Dr. Wilkinson's was competing for customer attention online, or where his teams should focus next.



Matt didn't need another report. He needed the missing view

Matt Cox · Asset Manager, Chartres Lodging Asset Services

That's why he chose DMscore. DMscore measures **Online Share of Attention**: how effectively a business is being discovered before a customer reaches its website, compared with local competitors, and how to improve it.

It showed Matt where the resort stood, where it was losing attention and what his teams should focus on next.

THE PROPERTY

Dr. Wilkinson's Backyard Resort & Mineral Springs
Calistoga, Napa Valley · Est. 1952

From “I think we should fix this” to “here's our immediate priorities”

Matt could turn those insights into clear plans for the teams responsible for taking action.

- 01

Rebuilt the Google Business Profile
Added “Wellness Hotel” and “Event Venue” categories so the resort showed up in more of the searches travelers were actually running.
- 02

Kept the profile active
More photography and weekly updates, so Google treated the listing as current and relevant.
- 03

Sharpened the brand affiliation
Reviewed how and where the Design Hotels and Marriott Bonvoy affiliation appeared online, so travelers searching through those channels found Dr. Wilkinson's.
- 04

Studied what AI was reading
Identified which sources AI tools cite when recommending Calistoga hotels, then pointed PR and social efforts at those sources.

Why the Google Business Profile matters: it's the listing shown in Search and Maps — often a traveler's first impression, before they reach the website.

The score went up. So did hotel performance

Between January and June 2026, the property's DMscore increased from 66 to 89 — a 35% improvement in online attention.

Dr. Wilkinson's started winning attention in AI
DMscore incorporated AI recommendations in 2026. The property did well with their insights and by the end of Q2 the property had achieved an AI score of 99. As travellers started turning to AI for recommendations, Dr. Wilkinson's was already showing up.

Over the same period, its hotel revenue growth rank moved from 6th to 1st among comparable hotels. By June, revenue per available room (RevPAR) was growing **9.4% YoY**, versus 1.0% for competitors.

HOTEL PERFORMANCE	JANUARY	JUNE	MOVEMENT
Occupancy rank	7th	4th	Up 3 places
Room-rate growth rank	6th	1st	Up 5 places
Revenue growth rank	6th	1st	Up 5 places

A clearer view of what to do next
DMscore measures customer attention before someone engages with your brand. STR measures hotel performance after they do. From January to June, both moved in the same direction.

DMscore didn't replace Matt's existing reports. It helped him make better use of them by answering three simple questions:

The bottom line is, Matt didn't need more data. He needed to know where to focus the people already working with him. **DMscore helped him do that.**

Where are we losing attention?

What should we fix next?

Is it working?

METHODOLOGY & SOURCE

DMscore results use January-June 2026 scores for Dr. Wilkinson's property. Hotel-performance results use the Comp and Summary data in the June 2026 Monthly STAR Report, © STR, Inc. (a CoStar Group company). Revenue per available room (RevPAR) combines room price and occupancy. Rank denominators vary with reportable data; the competitive set excludes Dr. Wilkinson's.