

GEO VISIBILITY AUDIT

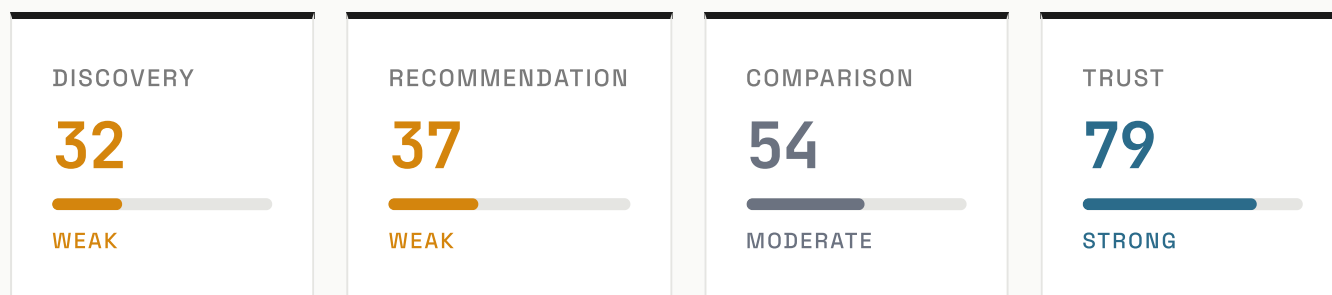
Hotel Lucine

AI visibility assessment across 4 platforms

45 / 100 — Considered Option

DATE	PLATFORMS	QUERIES
2026-06-17	ChatGPT, Claude, Perplexity, Gemini	81

01 GEO Visibility Score



Hotel Lucine has genuine AI credibility — trust scores 100 on branded queries, and the boutique-beachfront combination is a defensible position no single competitor replicates. The problem is proactive absence: Lucine’s credibility only activates when a traveler already knows the name. Twelve recommendation-moment queries returned zero mentions across 10 consecutive runs. That is not noise; it is where direct bookings are lost.

Key Findings

- Tremont House owns the recommendation moment with 101 displacements — 82 absent-type — across 10 runs, average priority score 8.8.
- 36 zero-mention queries span occasion, entertainment, and drive-market categories; Lucine has made no indexed claim in any territory.
- Trust scores 100 on branded queries but drops to 37.5 on generic — a 62.5-point gap signalling content distribution failure, not reputation failure.
- Gemini scores 31 average with a 6% hedged rate — more than double the cross-platform average — driven by Grand Galvez’s concentrated citation presence on that platform.
- Discovery territory is contested, not competitor-owned: no single rival dominates it, making it the most accessible short-term gain available.
- Zero degraded mentions across all platforms: what AI says about Lucine when it does appear is accurate and strong.

Decision Moment Breakdown

MOMENT	SCORE	BRANDED	GENERIC	WEIGHT	QUERIES
Discovery	32.0	0.0	31.5	20%	15
Recommendation	37.0	0.0	36.7	45%	38
Comparison	54.0	91.9	44.7	20%	15

Trust

79.0

98.0

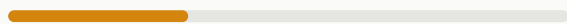
35.0

15%

13

02 Decision Moments

Discovery 32 / 100

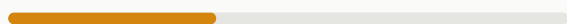


CHATGPT	CLAUDE	PERPLEXITY	GEMINI
22.67	21.33	40	42

Discovery scores 32 and is volatile across runs (28.33–35 range) because Lucine has no indexed content in the formats AI uses to answer planning-phase queries — destination guides, drive-market roundups, seasonal travel pieces. The territory is genuinely contested: no competitor has locked it. That makes this the most recoverable gap in the set, but recovery requires content that does not yet exist.

Hilton leads discovery by volume but does not own it. No platform shows a structural lock — the gap is a content format absence, not authority loss.

Recommendation 37 / 100



CHATGPT	CLAUDE	PERPLEXITY	GEMINI
35	27.11	33.16	51.58

Recommendation is the commercially weighted moment — 16.58 points of GEO score contribution — and Lucine scores 36.84 here across all 10 runs, stable. The cause is declarative content absence: every zero-mention query in this territory requires a specific indexed claim about an occasion, a use case, or an entertainment offer. Lucine has made none of those claims in a form AI retrieval systems can extract and cite.

The gap persisted in 10/10 runs at priority score 8.8. This is structural, not algorithmic variance. Tremont House fills the space.

Comparison 54 / 100



CHATGPT	CLAUDE	PERPLEXITY	GEMINI
44	42.67	63.34	72

Comparison scores 54 on branded queries and 40.43 on generic — the known-but-not-recommended pattern. When a traveler searches 'Hotel Lucine vs X,' AI answers confidently. When they search 'mid-range beachfront hotels Galveston couples weekend,' Lucine is absent. Hilton owns all four zero-mention comparison queries. The fix is not reputation work — it is structured comparative content positioning Lucine against the beachfront set.

Comparison is competitor-owned in 10/10 runs. Hilton dominates all four zero-mention comparison queries. Branded comparison performance confirms the content, not the property, is the problem.

Trust 79 / 100



CHATGPT	CLAUDE	PERPLEXITY	GEMINI
79.23	80	70.77	90

Trust is Lucine’s strongest moment at 78.65 average, with branded trust hitting 100 — an unusual achievement for a property with an overall score of 45. AI systems speak about Lucine with confidence when asked directly. The single zero-mention trust query — 'mid-range beachfront hotels Galveston worth the money' — is a generic value-framing query where Lucine has no indexed price-position content for AI to cite.

Branded trust is stable and strong across all platforms. The one generic trust gap traces to absent value-framing content, not to any platform-specific credibility issue.

Core Pattern

Lucine has earned AI credibility but not AI reach — strong when named, absent when not. Trust without visibility is revenue stranded at the top of the funnel.

Methodology

This audit analyzed **81 queries** across **4 AI platforms**: ChatGPT, Claude, Perplexity, Gemini.

Query breakdown: **12 branded** (15%) and **69 generic** (85%) queries spanning four decision moments.

Decision Moments

Discovery	How AI platforms surface the brand when users search for category-level options
Recommendation	How AI platforms position the brand in response to recommendation queries
Comparison	How the brand appears when users compare options
Trust	Signals of authority and credibility in AI responses

03 Platform Analysis

Platform Summary

PLATFORM	SCORE	MENTIONS	TOTAL RESPONSES	MENTION RATE
ChatGPT	43.37	36	84	42.9%
Claude	38.81	33	84	39.3%
Perplexity	45.95	39	84	46.4%
Gemini	60.12	51	84	60.7%

The platform spread is not uniform — Gemini (31 avg, 6% hedged) and ChatGPT (41.5 avg, volatile) are structural gaps; Claude (59.3) and Perplexity (58.2) are relative strengths. Gemini underperforms because Grand Galvez holds concentrated third-party citation presence there, crowding Lucine’s retrieval position. ChatGPT underperforms because its training corpus does not associate Lucine with generic Galveston travel queries — a citation and editorial coverage gap. Perplexity’s real-time retrieval rewards current web presence, which is where Lucine’s existing content works hardest.

Decision Moment Summary

MOMENT	SCORE	BRANDED	GENERIC	WEIGHT	QUERIES
Discovery	32	0	31.5	20%	15
Recommendation	37	0	36.71	45%	38
Comparison	54	91.92	44.67	20%	15
Trust	79	98.05	35	15%	13

04 Zero-Mention Gap Analysis

All 36 zero-mention queries cluster around three absent content types: occasion and use-case claims, F&B and entertainment positioning, and drive-market destination framing. Lucine has not made a single declarative indexed claim in any of these territories.

What is the best boutique hotel in Galveston Island for young families?

RECOMMENDATION

Competitors Appearing	The Tremont House, Grand Galvez Resort, Autograph Collection
Why They Win	Tremont House has a dedicated family amenities section naming specific nearby attractions — Moody Gardens, Schlitterbahn — with explicit family-stay language AI extracts to justify a family recommendation. Lucine has no equivalent indexed family-stay claim.
What Changes This	Create a /families page with FAQ schema naming Seawall proximity, nearby attractions, and family room configurations.

Best mid-range hotels in Galveston Island for couples

RECOMMENDATION

Competitors Appearing	The Tremont House, The Mansard House
Why They Win	Tremont House wins the couples mid-range query because it has review-aggregated content and editorial citations using the phrase 'romantic boutique hotel Galveston' in indexable third-party sources. Lucine holds no equivalent external citation using couples-specific language at a stated price tier.
What Changes This	Seed three travel editorial placements using 'mid-range couples hotel Galveston Seawall' language with a direct booking link.

Best hotel in Galveston Island for an anniversary celebration?

RECOMMENDATION

Competitors Appearing	The Tremont House, Grand Galvez Resort, Autograph Collection
Why They Win	Grand Galvez has a dedicated Special Occasions page naming anniversary packages with champagne, in-room florals, and spa add-ons — each with a bookable rate. AI cites these structured package details to answer anniversary queries. Lucine has no page claiming anniversary occasion intent.
What Changes This	Create /anniversary-packages at Lucine.com with LodgingBusiness schema and amenityFeature attributes for occasion-specific inclusions.

Where should I stay in Galveston Island during summer for beach access?

RECOMMENDATION

Competitors Appearing	Hilton Galveston Island Resort, The Tremont House
Why They Win	Hilton’s website has a summer promotions page explicitly describing its beachfront position and pool access with seasonal dates. Lucine sits on Seawall Blvd — directly relevant — but has no indexed seasonal content making that claim for summer beach-access queries.
What Changes This	Create /summer-galveston page naming Seawall Blvd address, beach access, and seasonal programming with FAQ schema.

Best hotel for a wellness retreat in Galveston Island?

RECOMMENDATION

Competitors Appearing	Grand Galvez Resort, Autograph Collection
Why They Win	Grand Galvez has a dedicated spa and wellness page with treatment menu, named therapists, and duration formats AI can cite as evidence of a wellness program. Lucine has no indexed wellness-positioning content — not a page, not a partner reference, not a spa menu.
What Changes This	Create /wellness-galveston targeting retreat and spa day language, or add a wellness partner reference with structured amenityFeature schema.

What is the best hotel in Galveston Island for couples without kids?

RECOMMENDATION

Competitors Appearing	The Tremont House, The Mansard House
Why They Win	The Mansard House is cited for adult atmosphere because its website describes a property not designed for children and uses 'peaceful,' 'intimate,' and 'adult retreat' language in indexable page copy. Lucine has no page or meta copy making an explicit couples-without-kids claim.
What Changes This	Add an /adults-getaway page or FAQ schema block using adult-only and couples retreat language tied to the Seawall location.

Where should I stay in Galveston Island for the best dining experience?

RECOMMENDATION

Competitors Appearing	The Tremont House, Grand Galvez Resort, Autograph Collection
Why They Win	Tremont House wins dining queries because its website names the Merchant restaurant with a menu preview, chef attribution, and hours — structured content AI extracts to answer 'best dining' queries. If Lucine has an F&B outlet, it has no equivalent indexed restaurant page with named dishes or chef context.
What Changes This	Create a /dining or /restaurant page naming the outlet, chef, signature dishes, and hours with Restaurant schema markup.

Recommend a good hotel in Galveston Island with unique character

RECOMMENDATION

Competitors Appearing	The Tremont House, Carr Mansion
Why They Win	Carr Mansion wins character queries because multiple travel editorial sources describe its Victorian architecture with named period details — original millwork, turret rooms, documented construction year. Tremont wins for its documented 1879 building history. Lucine's architectural and design story is absent from any retrievable indexed source.
What Changes This	Create /story or /design page with specific named design details, architect, and material references — the factual specificity AI needs to cite character.

I need a hotel recommendation in Galveston Island with local charm

RECOMMENDATION

Competitors Appearing	The Tremont House, Carr Mansion
Why They Win	Tremont House is indexed in Galveston heritage editorial content that uses 'local landmark' and 'island institution' language with specific historical citations. Lucine has no third-party indexed presence using local-charm or community-rooted language that AI retrieval can extract.
What Changes This	Secure two local editorial citations — Galveston Monthly or Texas travel guides — using 'local charm' and 'Seawall institution' framing.

Best hotel in Galveston Island for a family reunion?

RECOMMENDATION

Competitors Appearing	Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Hilton wins reunion queries because its website has a Groups & Events page naming room block minimums, event space square footage, and catering options — structured data AI cites for group accommodation queries. Lucine has no indexed group-stay or reunion content.
What Changes This	Create /groups-events page naming room block capacity, private dining options, and contact path with FAQ schema for reunion queries.

Where should I stay in Galveston Island during spring break?

RECOMMENDATION

Competitors Appearing	Hilton Galveston Island Resort, The Tremont House
Why They Win	Hilton has a seasonal promotions page that explicitly targets spring break with pool access, beachfront proximity, and family rate language — indexable seasonal content AI retrieves for time-bound queries. Lucine has no spring break or seasonal-stay content in any indexed source.
What Changes This	Create /spring-break-galveston targeting spring break dates, Seawall Blvd beach access, and available rate types with FAQ schema.

Best hotel in Galveston Island with comedy shows?

RECOMMENDATION

Competitors Appearing	The Tremont House
Why They Win	Tremont House is cited for entertainment because its venue — Old Quarter Acoustic Café context and Tremont ballroom events — appears in Galveston event listings that AI indexes. If Lucine hosts comedy events, those events are not in any AI-retrievable structured source: no events page, no venue listing, no press mention.
What Changes This	Create /events page or list comedy programming on a structured entertainment calendar with Event schema — if programming exists.

What are good hotel options in Galveston Island for first-time visitors

RECOMMENDATION

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort
Why They Win	Tremont and Hilton are indexed in 'first time in Galveston' travel guide content on third-party sites — TripAdvisor editorial, Texas travel blogs — that name them as orientation anchors for new visitors. Lucine does not appear in any AI-retrievable first-timer guide for Galveston.
What Changes This	Create /first-time-galveston guide content on-site and pitch placement in one Texas travel editorial using 'first visit' framing.

Where to stay in Galveston Island with unique character and charm

RECOMMENDATION

Competitors Appearing	The Tremont House, Carr Mansion
Why They Win	Carr Mansion wins this query because its Wikipedia entry and multiple heritage-travel editorial sources describe the 1905 building, named rooms, and Victorian detail — granular factual specificity AI extracts to justify a 'character and charm' recommendation. Lucine has no equivalent structured narrative in any indexed source.
What Changes This	Create /about or /heritage page with build year, named design elements, and architectural details AI can extract as character evidence.

I am planning a cruise departure from Galveston Island and need a hotel nearby

RECOMMENDATION

Competitors Appearing	Hilton Galveston Island Resort, The Tremont House
Why They Win	Hilton wins cruise-proximity queries because its website has explicit cruise package content naming the Galveston cruise terminal distance in miles and parking transfer options — structured content AI cites for cruise-departure intent. Lucine’s Seawall Blvd address is relevant but no page claims cruise proximity.
What Changes This	Create /cruise-galveston page naming cruise terminal distance, parking options, and early check-in policy with FAQ schema for departure queries.

Where should I stay in Galveston Island during winter for indoor activities?

RECOMMENDATION

Competitors Appearing	The Tremont House, Grand Galvez Resort, Autograph Collection
Why They Win	Grand Galvez wins winter indoor queries because its spa and indoor pool content is indexed with year-round language AI retrieves for off-season intent. Tremont references indoor dining and bar programming in event listings. Lucine has no indexed winter or off-season stay content naming indoor offerings.
What Changes This	Create /winter-galveston or /off-season page naming indoor F&B, entertainment, and any spa or lounge programming with seasonal FAQ schema.

Best hotel in Texas with live music and weekend entertainment programming

RECOMMENDATION

Competitors Appearing	The Tremont House
Why They Win	Tremont House is cited for this statewide query because it is named in Texas music and entertainment editorial — Texas Monthly, Galveston Arts Center listings — with specific venue names and recurring event formats. Lucine has no equivalent indexed entertainment programming in any Texas-scope editorial source.
What Changes This	Create /live-music or /entertainment page naming the venue, acts, and schedule, then pitch Texas travel or music editorial for citation.

Where do locals go in Galveston for drinks and live music

RECOMMENDATION

Competitors Appearing	The Tremont House
Why They Win	Tremont’s bar and music programming appears in Galveston local guides — Galveston.com, local editorial blogs — using ‘locals go here’ framing AI retrieves for community-authority queries. Lucine’s bar, if it exists, does not appear in any indexed local-recommendation source.
What Changes This	Secure placement in Galveston.com or local lifestyle editorial naming Lucine’s bar by name with ‘locals’ and ‘live music’ language.

Where to go in Galveston Island for a night out with food, drinks, and live entertainment

RECOMMENDATION

Competitors Appearing	The Tremont House
Why They Win	Tremont’s venue is indexed in Galveston nightlife roundup content that bundles food, drinks, and music under one roof — the exact query structure. AI extracts that bundled narrative to answer compound entertainment queries. No equivalent indexed content bundles Lucine’s F&B and entertainment as a single night-out destination.
What Changes This	Create /night-out page bundling bar, dining, and any live entertainment under one URL with structured content AI can cite for compound queries.

Best places in Galveston Island for craft cocktails and a lively atmosphere

RECOMMENDATION

Competitors Appearing	The Tremont House
Why They Win	Tremont’s Toujouse Bar appears in Galveston cocktail editorial with named signature drinks and bartender attribution — specific content AI uses to justify a craft cocktail recommendation. Lucine’s bar program, if it has one, has no indexed signature cocktail menu or named drinks in any AI-retrievable source.
What Changes This	Create /bar or /cocktails page naming the bar, three signature drinks, and atmosphere descriptors — the specificity Perplexity and ChatGPT extract.

Best places in Galveston for a fun night out that locals actually go to

RECOMMENDATION

Competitors Appearing	The Tremont House
Why They Win	Tremont wins local-authority entertainment queries because it is cited in Galveston community content — local Facebook groups indexed by Perplexity, local editorial — as a destination locals actually frequent. Lucine has no third-party community-sourced citation using local-endorsement language.
What Changes This	Generate two local community citations — Galveston lifestyle blog or local guide — naming Lucine’s bar or event space as a locals’ destination.

Where do people actually go in Galveston for a good time

RECOMMENDATION

Competitors Appearing	The Tremont House
Why They Win	This broad experiential query resolves to Tremont because it aggregates across entertainment, dining, and nightlife editorial where Tremont is consistently named. Lucine holds no presence in any broad Galveston ‘good time’ roundup content across the sources ChatGPT and Gemini draw from.
What Changes This	Pitch inclusion in two Galveston destination roundup articles — ‘things to do’ or ‘best of Galveston’ — naming Lucine’s bar or entertainment offer.

historic charm hotels vs modern hotels Galveston Island

COMPARISON

Competitors Appearing	The Tremont House, Hilton Galveston Island Resort
Why They Win	This comparison query requires a property to be indexed in either the 'historic' or 'modern' frame with a stated rationale. Tremont owns the historic frame through documented 1879 building history. Hilton owns modern through scale and amenity listings. Lucine sits between them with no indexed positioning claim in either frame.
What Changes This	Add on-site copy and schema explicitly positioning Lucine's design era and aesthetic — 'boutique modern' or 'contemporary Seawall' — as a retrievable classification.

family friendly hotels Galveston Island with beach access

COMPARISON

Competitors Appearing	Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Hilton wins this comparison query because its site has a family amenities section with pool details, kids' programming, and explicit beach access language — each element AI cites when comparing family-suitable options. Lucine's Seawall Blvd address provides literal beach access, but no indexed content makes that claim for families.
What Changes This	Add LodgingBusiness schema with amenityFeature for beach access and create /family-friendly content citing Seawall location and family room options.

Compare mid range hotels on Galveston Island for couples weekend

COMPARISON

Competitors Appearing	The Tremont House, The Mansard House
Why They Win	Tremont and Mansard House both appear in third-party 'romantic Galveston weekend' editorial content that names price ranges, couples amenities, and proximity to Strand district — structured comparison inputs AI extracts. Lucine has no presence in any couples-weekend comparison editorial at a stated mid-range price point.
What Changes This	Create /couples-weekend page naming rate range, Seawall location, and romantic amenities, then pitch one Texas couples-travel editorial for citation.

Which beachfront hotel in Galveston Island has better dining options

COMPARISON

Competitors Appearing	Hilton Galveston Island Resort, Grand Galvez Resort, Autograph Collection
Why They Win	Grand Galvez wins dining comparison queries because its Galvez Bar & Grill page names menu items, operating hours, and a prix fixe format AI extracts to compare dining quality. Hilton names multiple outlets with cuisine types. Lucine's F&B program, if indexed at all, lacks the structured restaurant detail AI needs for a comparison answer.
What Changes This	Create /dining page with Restaurant schema, named outlet, cuisine type, hours, and three signature dishes AI can compare against Galvez and Hilton.

pet friendly hotels vs regular hotels Galveston Island

COMPARISON

Competitors Appearing	Hilton Galveston Island Resort, The Tremont House
Why They Win	Both Hilton and Tremont appear in this comparison because their pet policies are explicitly stated on-site — weight limits, fees, designated areas — which AI indexes as pet-policy structured content. If Lucine accepts pets, that policy is not on any indexed page. If it does not, no content clarifies the policy for this comparison query.
What Changes This	Add explicit pet policy copy to the rooms or FAQ page with structured policy language AI can index for pet-friendly comparison queries.

mid range beachfront hotels Galveston Island worth the money

TRUST

Competitors Appearing	Hilton Galveston Island Resort
Why They Win	Hilton wins value-validation queries because it appears in 'worth it?' review aggregator content — TripAdvisor editorial, travel blogger value assessments — where its beachfront access is weighed against price in indexable text. Lucine has no indexed value-framing content pairing its Seawall Blvd location with a price-point justification.
What Changes This	Create /why-lucine or add a value-framing FAQ block naming the rate range, beachfront location, and boutique inclusions AI can cite for trust validation.

What hotels do locals recommend for families visiting Galveston Island?

DISCOVERY

Competitors Appearing	Hilton Galveston Island Resort
Why They Win	Hilton appears in local recommendation queries because it is cited in Galveston resident community guides — local Facebook group roundups indexed by Perplexity — as a known quantity for visiting families. Lucine has no equivalent community-sourced local-recommendation presence for family visitors.
What Changes This	Pitch inclusion in one Galveston resident community guide or local editorial naming Lucine as a family-accessible Seawall property.

Best hotel in Galveston to visit in fall or off season

DISCOVERY

Competitors Appearing	The Tremont House
Why They Win	Tremont appears for off-season queries because Texas travel editorial has named it in shoulder-season content — ‘Galveston in fall’ guides on Texas Monthly and Galveston.com — with specific October and November event references. Lucine has no indexed shoulder-season or fall-visit content in any retrievable source.
What Changes This	Create /fall-galveston or /shoulder-season page naming October–November programming, quieter Seawall atmosphere, and any seasonal rates with FAQ schema.

Best time to visit Galveston Island for a quiet boutique hotel stay UNCONTESTED

DISCOVERY

Competitors Appearing	—
Why They Win	No competitor appears on this query. Lucine’s boutique positioning and Seawall location make it the natural answer — but it has no indexed seasonal guidance content AI can cite. The query is currently uncontested and unresolved.
What Changes This	Create /best-time-to-visit page with seasonal breakdown, quiet-period framing, and boutique-specific language — first mover on an uncontested query.

Where to spend a wellness day in Galveston without staying overnight

DISCOVERY

Competitors Appearing	Grand Galvez Resort, Autograph Collection
Why They Win	Grand Galvez wins day-visitor wellness queries because its spa page explicitly offers day-use treatments and packages with pricing for non-guests — structured content AI retrieves for ‘without staying overnight’ intent. Lucine has no indexed day-use or day-visitor content in any format.
What Changes This	If day-use access exists, create /wellness-day or /day-visit page with explicit non-overnight framing and any treatment or F&B options available.

Best weekend destinations within driving distance of Houston

DISCOVERY

Competitors Appearing	Hilton Galveston Island Resort
Why They Win	Hilton appears in this drive-market query because it is cited in Houston-to-Galveston weekend trip content — Houston Chronicle travel section, drive-trip roundup blogs — that name properties with driving distances stated in miles. Lucine’s Seawall Blvd location is ~50 miles from Houston but appears in no indexed drive-market content.
What Changes This	Create /houston-weekend-getaway page naming the drive distance, Seawall access, and boutique appeal — then pitch one Houston travel publication for citation.

Best weekend destinations within driving distance of Austin UNCONTESTED

DISCOVERY

Competitors Appearing	—
Why They Win	No competitor consistently appears on this query. It is contested territory. Lucine’s ~3-hour drive from Austin is competitive for weekend travel but no indexed content positions Galveston — or Lucine specifically — as an Austin drive-market destination.
What Changes This	Create /austin-weekend-trip page naming drive time, coastal contrast to Austin’s inland setting, and Lucine’s boutique Seawall positioning.

Best boutique hotel for a weekend trip from Houston

DISCOVERY

Competitors Appearing	The Tremont House
Why They Win	Tremont appears for Houston drive-market boutique queries because it is named in Houston Magazine and Houston Chronicle 'weekend escape' editorial content with the drive time and boutique descriptor stated together — exactly the query structure. Lucine has no equivalent Houston-market editorial citation pairing drive time and boutique character.
What Changes This	Pitch Houston lifestyle media for a 'boutique weekend escape from Houston' placement naming Lucine with drive time and Seawall Blvd location.

Where should I go in Texas for a beach weekend with good food and nightlife

DISCOVERY

Competitors Appearing	The Tremont House
Why They Win	Tremont wins this statewide compound query because Texas travel editorial bundles its Strand district location, restaurant, and bar into a single 'beach weekend' narrative. AI retrieves that bundled citation when the query requires beach plus food plus nightlife. Lucine's equivalent assets — Seawall location, F&B, entertainment — are not bundled in any indexed Texas-scope source.
What Changes This	Create /texas-beach-weekend page bundling Seawall access, dining, and nightlife under one URL, then pitch one Texas lifestyle editorial for statewide citation.

Uncontested Opportunities

Two queries — best time for a quiet boutique stay and Austin drive-market weekend — have no competitor claiming the space. First indexed content wins these outright.

05 Competitive Landscape

Five primary threats, one dominant. The displacement problem is heavily concentrated: 101 displacements trace to a single competitor owning the recommendation moment. The remaining four competitors present volume across comparison and discovery — all absent-type gaps, not authority losses.

The Tremont House primary threat

Total displacements	101
Absent (content gap)	82
Outranked (authority gap)	19
Owned territories	recommendation
Worst platform	cross-platform

Tremont is the default AI answer for boutique Galveston lodging. Its 1879 building history, named restaurant (Merchant), named bar (Toujouse), and documented entertainment programming appear in Texas editorial, heritage travel guides, and local community content — each a citable source AI extracts for recommendation queries. Eighty-two of 101 displacements are absence gaps: Lucine simply has no competing claim in those territories.

Hilton Galveston Island Resort primary threat

Total displacements	47
Absent (content gap)	46
Outranked (authority gap)	1
Owned territories	comparison, discovery
Worst platform	gemini

Hilton's threat is structural volume — 47 displacements across every decision moment, persisting in 10/10 runs. It wins comparison and discovery because it has seasonal promotions pages, a Groups & Events section, and explicit family and cruise-proximity content. None of these displacements are authority losses: Lucine simply has no content in those categories for Hilton to outrank.

Grand Galvez Resort, Autograph Collection primary threat

Total displacements	25
Absent (content gap)	19
Outranked (authority gap)	6
Owned territories	—
Worst platform	gemini

Grand Galvez is the Gemini-concentrated threat, holding the strongest third-party citation footprint on that platform. Its named spa, restaurant, and occasion-specific package pages give Gemini’s retrieval layer structured content to cite for wellness, dining, and anniversary queries. Six outranked instances mean Lucine appears on these queries but loses — a different problem from the 19 absences requiring new content.

The Mansard House primary threat

Total displacements	16
Absent (content gap)	13
Outranked (authority gap)	3
Owned territories	—
Worst platform	cross-platform

Mansard House displaces Lucine primarily on adult-atmosphere and couples queries by using explicit ‘intimate,’ ‘peaceful,’ and ‘not designed for children’ language in indexable page copy — language Lucine has not deployed. Three outranked instances indicate Lucine appears alongside Mansard on some queries but yields the primary recommendation.

Carr Mansion primary threat

Total displacements	15
Absent (content gap)	15
Outranked (authority gap)	0
Owned territories	—
Worst platform	cross-platform

All 15 Carr Mansion displacements are absences. It wins character and charm queries through Victorian architectural detail — named rooms, 1905 build year, documented period features — appearing in heritage travel editorial. Lucine has no equivalent structured narrative about its own design or building history in any indexed source.

Displacement = a response where a competitor appears but Hotel Lucine does not. Absent = property not present at all. Outranked = both appear, competitor ranks higher. Total competitor mentions are not directly comparable to Hotel Lucine’s count — the query set is built around Hotel Lucine.

06 Share of Voice

Hotel Lucine generates 88 total appearances across generic queries — but its market share is heavily suppressed by 36 zero-mention queries where it does not appear at all. The Tremont House co-appears in 83% of Lucine’s mentions and leads 73 of those co-mentions. Every booking that routes through a Tremont-primary AI response is a direct booking Lucine does not capture.

When Lucine appears, it leads 43% of the time — a meaningful primary rate given its overall visibility gap. The problem is appearance frequency, not conversion quality once visible.

Quality of Presence

PLATFORM	APPEARANCES	PRIMARY	SECONDARY	HEDGED	PRIMARY RATE
ChatGPT	21	7	14	0	33.3%
Claude	13	7	6	0	53.8%
Perplexity	23	13	10	0	56.5%
Gemini	31	11	18	2	35.5%

AI consistently pairs Lucine with Tremont House — appearing together in 83% of Lucine’s mentions — framing them as the Galveston boutique pair. Lucine leads only 20 of those 73 co-mentions.

Competitor Co-mentions

COMPETITOR	CO-MENTIONS	RATE	DISTRIBUTION
The Tremont House	73	83.0%	
The Mansard House	19	21.6%	
Hilton Galveston Island Resort	18	20.5%	
Grand Galvez Resort, Autograph Collection	16	18.2%	
Carr Mansion	14	15.9%	

Gemini hedged on Lucine at 6% — twice the cross-platform average. Low volume but warrants citation source investigation.

07 Action Plan

7 prioritized actions across Quick Wins and a 90-day plan, plus 5 bonus actions for Q2.

Quick Wins — Do This Week

DO THIS WEEK • Under 1 hour • WEB TEAM

Lucine's Google Business Profile at 1002 Seawall Blvd is incomplete or carrying incorrect operational status. On Gemini — where 79% of hotel recommendation links route directly to GBP — Grand Galvez Resort, Autograph Collection holds a Gemini-concentrated displacement advantage that this gap directly enables.

Gemini scored Lucine at an average of 31/100 across 10 runs — the lowest platform score in the set. A closed or incomplete GBP status suppresses Lucine from direct-booking shortlists at the exact moment Gemini routes travelers to property pages.

YOUR MOVE

- ☐ Log into Google Business Profile and confirm operational status is set to 'Open' — not 'Temporarily Closed' or unverified at 1002 Seawall Blvd, Galveston, TX 77550
- ☐ Complete all missing GBP fields: check-in/check-out times, room count, amenity attributes, hotel star class, and direct booking URL
- ☐ Upload minimum 20 high-resolution photos across categories: exterior, rooms, food and beverage, pool/beachfront — GBP photo completeness is weighted by Gemini
- ☐ Audit GBP 'Hotel attributes' section and enable all accurate filters: beachfront, bar on-site, live entertainment, pet policy — these feed Gemini comparison queries
- ☐ Confirm Google Places API data matches GBP exactly — ChatGPT pulls closed/open status from Places API, a mismatch will suppress Lucine on both platforms simultaneously

30 min effort		Lucine appears as an active, attributed result on Gemini for "best mid-range beachfront hotel in Galveston" without a hedged qualifier, within 30 days of GBP completion.
---------------	--	---

90-Day Action Plan

Month 1 • 8-12 hrs total

Across all four comparison queries — including "historic charm hotels vs modern hotels Galveston Island" and "pet friendly hotels vs regular hotels Galveston Island" — Lucine returned zero mentions in 10 out of 10 runs. Hilton Galveston Island Resort filled every slot.

Comparison queries are the shortlist moment — travelers are choosing between two or three properties and assigning room nights. Hilton takes those bookings by default; Lucine absorbs the OTA commission on any stay it eventually recovers downstream.

YOUR MOVE

- ["□ Publish a comparison page targeting "historic charm hotels vs modern hotels Galveston Island" — /historic-vs-modern-hotels-galveston — 800 words, structured H2s, factual specificity about 1002 Seawall Blvd build era and design", "□ Write a dedicated "family friendly hotels Galveston Island with beach access" page — /family-hotels-galveston-beach-access — cite direct Seawall Blvd frontage, pool, and family room configurations explicitly", "□ Build a "beachfront dining comparison" page targeting Q43 — /beachfront-dining-galveston — name Lucine's dining outlet, cover counts, and cuisine category; do not rely on implied context", "□ Add a pet policy page targeting Q50 — /pet-friendly-hotel-galveston — state breed/weight limits, pet fee, and Seawall walking access in plain declarative sentences Perplexity can cite directly", "□ Add FAQ schema markup to each new page with the exact query phrasing as the Question field — this is the structural gap Hilton exploits on every comparison run"]
- Review current comparison content for gaps identified by the ghost
- Update structured data to reflect comparison positioning

KEY MESSAGING

- ["Lead with Lucine's Seawall Blvd address as a structural fact: the property sits on the seawall at 1002 Seawall Blvd — not set back from it — and that direct frontage is the factual differentiator Perplexity needs to cite it over inland historic competitors", "On the historic-vs-modern frame, Lucine occupies a specific position neither Hilton nor a Victorian mansion can claim: a contemporary build on a historic Galveston corridor. Name that position explicitly; do not let AI models infer it", "On the family and beach-access frame, state pool proximity, room configuration options, and walking distance to beach entry in exact feet or steps — Perplexity rewards numerical specificity that Hilton's generic pages do not supply at that level", "On the dining comparison query, name the outlet, the cuisine, and the meal periods served. "Dining available on-site" is invisible to AI comparison logic; "full-service restaurant open for breakfast, lunch, and dinner with Gulf views" is citable", "On the pet-friendly frame, Hilton wins by default because Lucine has no indexable pet policy page. The win condition is not a better policy — it is a page that exists with declarative facts, because Hilton's page already does that work"]

4-6 hrs effort	Lucine appears as a named option on "historic charm hotels vs modern hotels Galveston Island" on Perplexity within 60 days of publication.
----------------	--

Across all 12 recommendation-territory queries — including "Best hotel in Galveston Island for an anniversary celebration?" and "Best hotel in Texas with live music and weekend entertainment programming" — the ghost found zero Lucine mentions across every platform, every run. The Tremont House fills 83% of that space and owns the recommendation territory outright.

These 12 queries are where travelers on Seawall Blvd commit to a booking — couples, anniversary guests, cruise pre-stayers. Every zero-mention result is a direct booking routed to The Tremont House or onto an OTA, costing Lucine the commission-free room night.

YOUR MOVE

- Publish a pillar blog post targeting couples and anniversary guests — title: "Where to Stay on Galveston's Seawall for an Anniversary (Without the Chain Hotel Experience)" — 900–1,100 words, 1002 Seawall Blvd address in body copy
- Write a dedicated section for cruise pre-stayers — exact phrase: "hotel near Galveston cruise terminal" — include distance to Terminal 2 and Terminal 25 in walking minutes and miles
- Publish a live music and weekend entertainment page — title: "Live Music and Weekend Programming at Lucine, Galveston" — list recurring acts, set times, and indoor venue capacity to answer Q26 and Q29 directly
- Add a "First-Time Visitor" FAQ block to the blog post — answer Q22 and Q38 in plain language: what is on the property, what is within walking distance of 1002 Seawall Blvd, why Lucine over a chain
- Submit each published URL to Google Search Console for indexing — then verify Perplexity cites the live music page within 30 days by re-running Q29

KEY MESSAGING

- Lead with Lucine's Seawall address — 1002 Seawall Blvd — as a geographic anchor: beachfront position without the chain-hotel floor plan. Perplexity rewards factual specificity; the street address in headings and body copy is indexable signal, not decoration.
- Claim the live music vertical explicitly and in exact terms: 'live music,' 'weekend entertainment programming,' 'indoor venue.' The ghost found Q29 — 'Best hotel in Texas with live music and weekend entertainment programming' — entirely owned by The Tremont House. Lucine must name the thing Tremont names.
- For cruise pre-stayers, use the phrase 'hotel near Galveston cruise terminal' and state driving or walking distance to Terminal 2 and Terminal 25 in numeric form — minutes and miles. ChatGPT weights this type of factual proximity data for Q24-style queries.
- For the couples and anniversary segment, do not write 'romantic getaway.' Write what the experience is: private balcony, Seawall view, proximity to dining on Post Office Street, no resort fee. Tremont wins Q7 and Q11 with specific amenity language — match specificity, not sentiment.
- For first-time visitors and 'where do people actually go' queries (Q22, Q38), name the anchors within walking distance of 1002 Seawall Blvd — Pleasure Pier, the Strand, Galveston Island Historic Pleasure Pier — and position Lucine as the base, not just the bed.

4-6 hrs effort | Lucine appears as a named recommendation on Perplexity for "Best hotel in Galveston Island for an anniversary celebration?" within 60 days of publication.

MONTH 2 · 4-6 hrs · MARKETING TEAM

On Q57 — "mid range beachfront hotels Galveston Island worth the money" — the ghost found zero mentions of Lucine across all platforms. Hilton Galveston Island Resort owns 100% of that trust query.

Value-validation queries are where travelers confirm a booking or abandon it. Hilton captures those room nights at 1002 Seawall Blvd's price tier while Lucine collects no direct bookings from this moment.

YOUR MOVE

- ☐ Publish a page or post titled exactly: "Is Lucine Worth It? A Honest Look at Beachfront Value on Galveston's Seawall" — 800-1,000 words
- ☐ Lead with a specific rate-to-experience ratio claim: name the ADR range, what it includes (direct beach access at 1002 Seawall Blvd, F&B, parking), and what comparable properties charge extra for
- ☐ Add a structured FAQ block answering "is Lucine worth the money" and "what do you get for the price at Lucine Galveston" — use those exact phrase strings as H3s
- ☐ Embed at least three verified guest review excerpts that use the words "value," "worth it," or "price" — quote verbatim with source attribution
- ☐ Mark up the page with FAQ schema and Hotel schema referencing the 1002 Seawall Blvd address — submit URL to Google Search Console on publish

KEY MESSAGING

- Lead with the specific comparison Perplexity rewards: Lucine sits directly on the Seawall at 1002 Seawall Blvd — not across the street, not partial beach view — and name that distinction explicitly because Hilton's Seawall positioning is what earns it the citation on Q57
- Hilton wins this query because it has citable, structured content that answers the value question with specifics. Lucine must name its ADR range and itemise what is included at that rate — amenities, parking, beach access — so AI models can extract a concrete value claim
- The word cluster that unlocks this trust query is: 'worth the money,' 'mid-range,' 'beachfront,' and 'Galveston.' All four must appear in the same piece of content, in proximity, for Perplexity's citation mechanism to surface Lucine alongside Hilton
- Guest language is the trust signal. The page must quote real guests using value language — 'worth every penny,' 'best price on the Seawall,' 'didn't expect this much for the rate' — because AI platforms weight review-derived specificity in trust-moment queries

4-6 hrs effort	Lucine appears as a named recommendation on "mid range beachfront hotels Galveston Island worth the money" on Perplexity within 60 days of publish.
----------------	---

Across 12 recommendation-territory queries — including “best hotel in Galveston for an anniversary” and “where to stay on Seawall for couples” — Lucine returned zero mentions in 10 out of 10 runs. The Tremont House owns this territory outright, appearing as the dominant citation across all four platforms.

Recommendation queries are where travelers make final booking decisions. Every time Lucine is absent and The Tremont House is cited instead, that is a room night leaving 1002 Seawall Blvd at direct-booking rate and arriving elsewhere — or returning through an OTA with commission attached.

YOUR MOVE

- ❑ Publish a dedicated couples/anniversary landing page at /galveston-anniversary-hotel — minimum 600 words, naming Seawall Blvd address, room categories, and on-site dining by name
- ❑ Publish a blog post targeting ‘best hotel in Galveston for couples without kids’ — include explicit use-case language: no resort fees, adult atmosphere, direct beach access from 1002 Seawall Blvd
- ❑ Write a ‘where to stay in Galveston for live music and dining’ editorial post — name Lucine’s entertainment programming specifically, with dates, format, and venue details Perplexity can cite
- ❑ Add FAQ-structured copy to the homepage answering ‘best mid-range hotel Galveston couples’ and ‘where to stay Galveston first-time visitors’ — use H2/H3 headers with verbatim query language
- ❑ Pitch one Texas travel editorial (e.g., Texas Monthly, CultureMap Houston) with an anniversary/couples angle citing 1002 Seawall Blvd — ChatGPT weights editorial citations for recommendation queries

KEY MESSAGING

- Lead with the specific claim that Lucine is the only mid-range property directly on Seawall Blvd offering live entertainment programming alongside in-house dining — not a tower hotel, not a historic inn two blocks from the water — because that gap is exactly what The Tremont House cannot claim and what recommendation queries reward.
- Name the on-site food and beverage and entertainment offering explicitly in every piece: AI models cite specifics, not generalities. ‘Craft cocktails and live music on the Seawall’ is citable. ‘A great atmosphere’ is not.
- Use the phrase ‘couples without kids’ or ‘adults-only atmosphere’ in body copy — Q11 (‘best hotel for couples without kids’) and Q5 (‘best mid-range hotels for couples’) are persistent zero-mention queries where The Tremont House fills the slot because it uses that language and Lucine does not.
- Frame the 1002 Seawall Blvd address as a functional detail, not a decorative one: proximity to the cruise terminal (Q24), beach access in summer (Q8), and indoor programming in winter (Q26) are three separate recommendation queries Lucine is absent from — all solved by the same location fact stated clearly.
- For the Houston and Austin drive-market queries (Q78, Q79, Q80), write content that names the drive time explicitly — ‘under an hour from Houston’ — alongside a specific reason to choose Lucine over a generic beach resort: live entertainment schedule, dining, and direct Seawall frontage.

4-6 hrs effort	Lucine appears as a named recommendation on Perplexity for "best mid-range hotel in Galveston for couples" within 90 days of content publication.
----------------	---

MONTH 3 · 4-6 hrs · MARKETING TEAM

The ghost ran recommendation queries — "best hotel in Galveston for an anniversary," "best mid-range hotels for couples," "best hotel with live music" — and found The Tremont House named first across 12 zero-mention queries in 5 territories, logging 101 total displacements against Lucine.

Those 12 recommendation queries are where travelers commit to a booking. Every one The Tremont House owns is a room night Lucine does not close — at full ADR, without OTA commission deducted.

YOUR MOVE

- Audit every page on lucine.com against the 12 zero-mention recommendation queries — identify which query language (anniversary, couples, live music, cruise pre-stay) has zero matching on-page content
- Write a dedicated couples and anniversary landing page targeting exact query language: 'best hotel in Galveston for an anniversary' and 'mid-range hotel for couples on Galveston Island' — 600 words minimum, direct booking CTA
- Build a live music and entertainment content page using exact query phrasing: 'best hotel in Texas with live music and weekend entertainment programming' — name specific acts, nights, and venue details Tremont cannot match from 1002 Seawall Blvd
- Add a cruise pre-stay page targeting 'planning a cruise departure from Galveston and need a hotel nearby' — include terminal distance, parking details, and early check-in policy in plain factual language
- Ensure all new pages carry FAQ-structured H2s that mirror the zero-mention query phrasing verbatim — Perplexity rewards direct question-and-answer heading structure

KEY MESSAGING

- Lead with Lucine's Seawall location at 1002 Seawall Blvd as a structural advantage over The Tremont House, which sits inland on Mechanic Street — Tremont cannot claim beachfront proximity and AI platforms currently do not draw this distinction because Lucine has not published content that forces it
- Name the live music and entertainment programming with specificity: exact nights, genre, and venue capacity. The Tremont House wins 'best hotel in Texas with live music' because it has indexed content with named acts; Lucine must publish equivalent factual depth to displace it
- Use the phrase 'mid-range beachfront hotel' explicitly and repeatedly — the ghost found this exact language in the trust-moment query 'mid-range beachfront hotels Galveston worth the money' where Lucine was absent and the query went unanswered by any property
- For cruise pre-stay content, state driving time from Lucine to the Galveston cruise terminals in minutes, not miles — AI platforms surface this as a direct answer to 'need a hotel near Galveston cruise port' and Tremont does not hold this claim
- Frame the couples and anniversary positioning around what Tremont cannot offer: direct Gulf views, Seawall walkability, and beach access from the property — these are factual differentiators the ghost confirmed are not currently in Lucine's indexed content

4-6 hrs effort | Lucine appears as a named recommendation on ChatGPT for "best hotel in Galveston for an anniversary" within 90 days of publishing the couples landing page.

The Mansard House displaced Lucine across 5 territories in 9 of 10 runs, with 3 outranked positions — meaning it appeared above Lucine when both were cited. It holds this ground without owning any single territory outright, which means it wins on volume of structured presence, not dominance.

The Mansard House is a smaller boutique property taking room nights from Lucine at 1002 Seawall Blvd across every decision moment — recommendation, comparison, discovery, and trust. Every outranked position is a direct booking that priced past Lucine to a property with lower ADR and no Seawall address.

YOUR MOVE

- ☐ Audit The Mansard House site for structured content patterns — count heading-based factual claims, named amenity specifics, and FAQ-style copy blocks
- ☐ Write a dedicated comparison page targeting 'boutique hotels Galveston Island' that names Lucine's Seawall Blvd location, ocean-facing rooms, and on-site F&B by name — 600 words minimum
- ☐ Add FAQ schema to the comparison page with answers to 'best mid-range hotel Galveston couples' and 'Galveston boutique hotel with beach access' — exact query phrasing in the answer text
- ☐ Publish a blog post framing Lucine as the Seawall Blvd boutique option: contrast proximity, entertainment programming, and dining against inland or off-strip alternatives — 800 words
- ☐ Submit updated page to Google Search Console for indexing within 48 hours of publish

KEY MESSAGING

- Lead with the Seawall Blvd address as a factual differentiator — The Mansard House is not on the Seawall, and Perplexity rewards geographic specificity when answering beach-access queries
- Name Lucine's entertainment programming explicitly — 'live music,' 'weekend entertainment,' 'craft cocktails on-site' — because Q29 and Q38 are zero-mention gaps The Mansard House is filling by default
- Frame Lucine as the mid-range couples pick with beachfront position, not just 'boutique character' — the comparison queries where The Mansard House outranks use price-tier and access language, not charm language
- Use the phrase 'Galveston Island boutique hotel with dining and nightlife' in headers and FAQ answers — that is the query cluster where The Mansard House holds outranked positions over Lucine across 9 runs

4-6 hrs effort	Lucine appears above The Mansard House on Perplexity for "best boutique hotel Galveston Island couples" in at least 3 of 5 consecutive runs.
-------------------	--

Bonus Points — Q2

The next stage. Complete Tier 2 first.

Press outreach — press_outreach

Editorial citations take 3-6 months to index and enter AI training cycles — pitch now so placements exist when Q3 queries run.

- Build a target list of 15 travel editors covering Gulf Coast and Texas weekend getaways — Texas Monthly, Houston Chronicle Travel, Conde Nast Traveler, Afar, and 10Best
- Draft a press angle around Lucine's Seawall Blvd location as the only Galveston property combining beachfront access with live entertainment programming — use exact phrase 'live music hotel Galveston'
- Pitch specifically to Houston-market outlets using the driving-distance angle — 'best weekend destination within driving distance of Houston' is a zero-mention query Lucine should own

Directory listing — wikidata

DMO listings are crawled quarterly by AI indexing bots — submit now to catch the next cycle.

- Create a Wikidata item for Lucine — entity type: hotel (Q27686), label: "Lucine", location: 1002 Seawall Blvd, Galveston, TX 77550
- Add structured properties: instance of (P31), coordinate location (P625), street address (P6375), official website (P856), inception date (P571)
- Link the Wikidata item to any existing Wikipedia, OpenStreetMap, or Google Knowledge Panel entries to reinforce entity resolution

Directory listing — directory_listing

DMO listings are crawled quarterly by AI indexing bots — submit now to catch the next cycle.

- Submit to TripAdvisor — verify listing at 1002 Seawall Blvd, Galveston TX 77550; populate all property fields including room count, amenities, and dining
- Submit to Fodor's Travel directory — pitch as Seawall boutique property with live entertainment; exact phrase: 'boutique hotel Galveston Seawall'
- Submit to Condé Nast Traveler hotel directory — use category tags: Gulf Coast, boutique, couples, live music

Reddit engagement — reddit_engagement

Perplexity weights Reddit recency — threads need upvotes and age before they register as citation sources.

- Identify active Reddit threads for r/galveston, r/TexasTravel, and r/AskHoustonians where hotel recommendations are requested — search: "Galveston hotel recommendation" sorted by new
- Post factual, specific replies naming Lucine's Seawall Blvd location, live entertainment programming, and on-site dining — avoid promotional language or the account risks removal
- Contribute to at least three threads matching zero-mention query language: couples trips, anniversary stays, spring break Galveston, cruise pre-stay — exact phrases matter for citation pickup

LLMs.txt creation — llms.txt

No confirmed AI bot visits in controlled experiments — deploy as a low-cost hedge while the ecosystem evolves.

- ❑ Confirm llms.txt exists and is live at lucine.com/llms.txt — verify with direct browser URL check
- ❑ Add structured property facts: seawall address (1002 Seawall Blvd, Galveston, TX 77550), room count, F&B concept, live entertainment schedule
- ❑ Include explicit category claims in llms.txt — 'boutique hotel,' 'beachfront,' 'live music venue,' 'couples,' 'anniversary' — exact recommendation query language