

How AI Sees Harlow Springs

SAMPLE AI snapshot: 5 AI platforms, 8 traveler questions, 40 answers

Sample report by GW Labs · Harlow Springs is a fictional town. All places, answers and figures are illustrative.

This is a sample. It shows the format and depth of the free AI snapshot GW Labs prepares for a destination. A real snapshot uses your town, your competitors and live answers from each platform.

THE SHORT VERSION

- **When travelers ask about Harlow Springs by name, AI mostly gets it right.** Four of five platforms built a reasonable weekend plan, and most of them leaned on the visitor bureau's own site.
- **When they don't name it, Harlow Springs disappears.** It was left out of 21 of 25 discovery answers, including every answer about fall festivals, even though the Harvest Fair is one of the largest in the region.
- **Larkhaven is winning the comparison.** In the head-to-head question, platforms named both towns but steered weekend stays toward Larkhaven for its hotels and wineries. Those are overnight stays.
- **Event facts are where AI goes wrong.** Three platforms gave last year's Harvest Fair dates, and one placed Mill Creek Trail in Larkhaven. In total, 6 of 40 answers contained a wrong fact.

SCORECARD

Discovery questions test whether the town shows up before a traveler has picked a destination. Head-to-head and fact questions test the answer once they have.

Question	ChatGPT	Google AI	Claude	Grok	Perplexity
DISCOVERY					
1. Best small towns for a weekend getaway	Missing	Missing	Missing	Named	Missing
2. Romantic weekend within two hours	Missing	Missing	Missing	Missing	Missing
3. Family day trip with kids	Missing	Named	Missing	Missing	Missing
4. Where to host a youth sports tournament	Named	Missing	Missing	Missing	Wrong facts
5. Best fall festivals in the region	Missing	Missing	Missing	Missing	Missing
HEAD-TO-HEAD					
6. Harlow Springs or Larkhaven for a weekend?	Named	Named	Wrong facts	Named	Named
FACTS					
7. Things to do in Harlow Springs this weekend	Named	Named	Named	Wrong facts	Named
8. When is the Harlow Springs Harvest Fair?	Wrong facts	Named	Wrong facts	Named	Wrong facts

Discovery: named in 4 of 25 answers, and missing from 21. **Overall:** 13 of 40 answers named the town with the right facts.

WHAT EACH PLATFORM SAID

Platform	The answers that matter most
ChatGPT	Named Harlow Springs for youth sports but left it out of every leisure list. Gave last year's Harvest Fair dates. Its weekend plan for the town was solid and cited the visitor bureau's site.
Google AI	The only platform to include Harlow Springs for family day trips. Got the Harvest Fair dates right, pulling them from the official events calendar.
Claude	Left the town out of all five discovery answers. In the head-to-head answer it placed Mill Creek Trail in Larkhaven, and it gave last year's Harvest Fair dates.
Grok	The only platform to list Harlow Springs among weekend getaways. Listed a downtown concert on the wrong night in its "this weekend" answer.
Perplexity	Named the sports complex but with an out-of-date field count. Gave last year's Harvest Fair dates, citing a third-party events site.

WHAT'S DRIVING IT

Event pages are hard for AI to read

The Harvest Fair page lists times but not the year, and none of the event pages carry Event structured data, the labels AI tools use to understand what, when and where. So AI fills the gap from older listings and third-party sites, which is where the wrong dates come from.

No page answers the questions travelers actually ask

AI builds "best small towns" and "where to host a tournament" answers from pages written for those exact questions. Harlow Springs has the ingredients, including a 14-field complex, a historic downtown and a major fall festival, but no page frames them that way.

Facts don't match from listing to listing

The sports complex appears with 8 fields on one listing and 14 on the town's site. One public fact sheet, used everywhere, fixes this kind of drift.

FIVE FIXES, IN PRIORITY ORDER

1. **Put full dates and Event structured data on every event page.** This is the fastest way to make AI quote your calendar instead of old listings.
2. **Publish pages for the questions you're losing:** a weekend getaway page, a family day-trip page and a "host your tournament here" page with venues, capacities and room counts.
3. **Claim the overnight stay.** A page and itinerary that make Harlow Springs the base for the region turns the head-to-head question into hotel nights.
4. **Tie your attractions to your town everywhere:** attraction markup on your pages and consistent names and addresses on Google, Wikipedia and partner sites.
5. **Create one public fact sheet** (distances, venue capacities, hotel rooms, attraction hours) and use the same numbers everywhere.

HOW A REAL SNAPSHOT IS RUN

- Eight questions a traveler or event planner would ask, run on ChatGPT, Google AI, Claude, Grok and Perplexity in private or logged-out sessions.
- Every answer is marked: named, named with wrong facts, or not mentioned. Wrong facts are checked against your own sources.
- AI answers change from run to run, so a snapshot is a starting point, not a trend. The two-week audit covers eight platforms and about 50 questions, and monthly tracking shows whether fixes are working.

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