

How Google AI is Helping These B&B Owners Compete

Challenge

For Craig Ashton and Guy Laporte, Craigleith Manor Bed & Breakfast was the realization of a shared dream: to trade in their corporate careers and launch a boutique, luxury B&B experience they could call their own. Choosing Collingwood, Ontario for its year-round appeal, the pair set out to build a premier getaway from scratch. By combining Guy's corporate marketing expertise with his culinary training, they crafted an exquisite gourmet retreat. However, operating a high-end hospitality business presented major resource constraints.

Solution

To streamline operations, they integrated Google's AI tools across their workflows. Craig and Guy use Google Hotel Ads to capture direct reservations, directing travelers straight to their booking system. When rebuilding their marketing campaigns, they turned to Marketing Advisor in Google Ads to design regional search ads, and leveraged Performance Max campaigns to reach high-value luxury travelers across Ontario who were ready and looking to book. Guy also uses Gemini to conduct advanced data analysis on reservation trends and to help him navigate modifying their website to optimize for AI-driven travel search.

Impact

Leveraging Google's digital ecosystem has helped transform Craigleith Manor into the region's most awarded accommodation, including being named one of the best bed and breakfasts in Canada by TripAdvisor. Leveraging Google Hotel Ads has preserved critical profit margins, keeping booking revenue entirely in-house. Rebuilding their ad strategies with Gemini and Marketing Advisor has saved thousands of dollars and countless hours while maximizing their return on ad spend. Now, Guy is using their digital success to lift others by actively mentoring, and collaborating with fellow small business owners in the tourism community, both locally and internationally. By sharing insights and strategies, they hope to help their hospitality sector thrive, proving that when small businesses embrace innovation, their entire community grows together.



"Google's tools act as our ultimate force multiplier. With them, we are much more competitive in a very busy resort community."

Craig Ashton and Guy Laporte,
Owners

