petsvivo

The Pinetree HOTEL

CASE STUDY · HOSPITALITY · 2026

Pinetree Hotel & PetsVivo.

The Pinetree Hotel is a boutique mountain resort in Idyllwild, California. In two months, they paired their dog-friendly property with the PetsVivo platform and turned pet guests into a core driver of occupancy and revenue.

1 in 3 reservations now include a pet, up from roughly **1 in 14** before. A near 4x shift in the guest mix.

+150%	+124%	~4x
Pet Stays March YoY	Pet Fee Revenue Mar + Apr YoY	Share of Bookings Growth

WHAT'S INSIDE

01
The Results
Two months of growth in pet stays, revenue, and share of bookings.

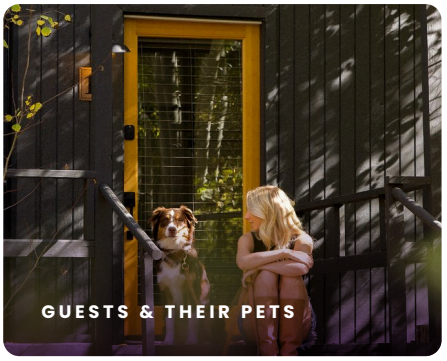
02
The Strategy
The three things PetsVivo did to make it happen.

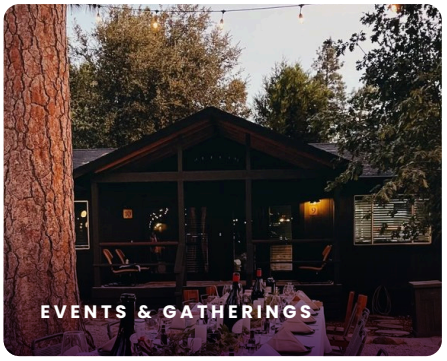
03
In Their Words
What the owner had to say, plus real guest content.

THE NUMBERS, YEAR OVER YEAR

What two months actually looked like.

March and April, compared to the same weeks last year. These are the stays, guests, and booking shifts that came out of the partnership.





PET STAY GROWTH YOY

March Pet Stays	+150%
March Pets Hosted	+160%
April Pet Stays	+100%
April Pets Hosted	+91%

BOOKING SHARE SHIFT

~7% → ~30%

BEFORE — AFTER

The share of reservations including a pet climbed from a quiet fraction to almost a third of the book.

✓

Higher-value guests

Pet travelers plan ahead, book longer stays, and are less likely to cancel. They bring steadier demand to the calendar.

✓

Organic word of mouth

Guests shared photos of their dogs at Pinetree on social. Real proof from real travelers, not paid content.

✓

Data Pinetree can act on

For the first time, the team can see exactly how pet guests perform and plan around them.

HOW PETSVIVO HELPED

Three pillars of the partnership.

The support came in three layers. Each one solved a different piece of the puzzle, and together they made the difference over the two months.

PILLAR 01

Discovery 01

More pet parents found Pinetree online, because the property started showing up where they were already looking.

- A dedicated pet-friendly page on the hotel site
- SEO and AEO tuned for pet-specific searches
- A listing in the PetsVivo partner network

PILLAR 02

Operations 02

For the first time, Pinetree could see what pet guests meant for the business and plan around them.

- Pre-arrival pet registration
- One pet profile from booking to checkout
- A dashboard tracking pet bookings and revenue

PILLAR 03

Experience 03

Pet guests got small moments worth sharing. The kind that show up on their friends' feeds.

- The PetsVivo welcome box at check-in
- 24/7 televet access for every pet guest
- A stay designed for pets, not tolerant of them

THE PETSVIVO PROMISE

Every PetsVivo property is built to do three things better: attract, welcome, and retain the pet parents who drive modern hospitality demand.

Attract

Pet parents find the property first. Visibility across search, AI, and the PetsVivo directory brings them in.

Welcome

The stay feels built for them. Clean registration, clear policies, and amenities that say pets belong here.

Retain

Pet guests come back, refer friends, and share the stay online. Loyalty, not just a booking.

WHY IT WORKED

The right property, meeting the right platform.

- **A property built for pets.** Cabins in the pines, room to roam, and a laidback style that already drew travelers bringing their dogs along.
- **A team open to doing it properly.** Pinetree was ready to lean into pet hospitality, not just tolerate it. That made every pillar land faster.

THE OWNER'S TAKE

A conversation with Isaac Silverman.

Isaac owns The Pinetree Hotel. Here is what he said about the last two months, and what it has meant for his property.

Pet travelers are our highest converting, highest spending guests now. PetsVivo helped make that possible.

Isaac Silverman

Owner · The Pinetree Hotel, Idyllwild CA

LOCATION

Idyllwild, CA

Mile-high mountain town

SINCE

1948

Over 75 years welcoming guests

CATEGORY

Boutique Resort

Laidback, lifestyle-driven

STYLE

Mountain Retreat

Dog-friendly by design

KEY TAKEAWAY

When a pet-friendly property gets the right visibility, tools, and amenities, pet guests stop being a niche. They become a real growth driver. Pinetree is proof.

SEE IT IN ACTION

Real guest and influencer content that helped drive the two-month lift. The PetsVivo welcome box, happy dogs, and Pinetree's mountain setting.

▶ View Post 01

▶ View Post 02

Want the same shift for your property? PetsVivo gives you visibility, tools, and amenities that pet parents love.

petsvivo.com