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HillCountry.ai

HillCountry.ai Opens an AI Front Door to the Texas Hill Country — a Network of Local Town Guides That Connect to One Another

HillCountry.ai is the lead page travelers meet first: a conversational concierge that reads what kind of trip someone is after and points them to the right town's local AI guide. Six towns are live — and the guides refer travelers to one another across the region.

BANDERA, Texas, June 7, 2026 — Backroads Hill Country, a vacation rental management company that has operated in the Texas Hill Country since 2001, has launched HillCountry.ai — an AI-powered discovery network built to be the digital front door to the Texas Hill Country.

At the center is HillCountry.ai itself: a conversational concierge that greets travelers, reads what they're looking for, and points them to the right place. Rather than one chatbot trying to know everything, the network puts a named local guide in each town — and connects them. When a traveler's plans cross from one town to the next, the guides hand off to one another, the way a good local would say "for that, you want to talk to my friend over in Concan."

Six town guides are live now, each with its own personality and local knowledge:

- Brody — Bandera — Cowboy Capital of the World, the Medina River, honky-tonks
- June — Boerne — the Hill Country Mile, Cibolo Creek, an easy first stop from San Antonio
- Wade — Concan — the Frio River, Garner State Park, river weekends
- Cooper — Fredericksburg — wine country, Main Street, Enchanted Rock, German heritage
- Hazel — Kerrville — the Guadalupe River, Louise Hays Park, a hub for the region
- Ray — Leakey — canyon country, the upper Frio, the Twisted Sisters drive

Visitors can ask any guide questions in plain language — "Where can I get BBQ?", "I need a riverfront cabin for eight," "What's there to do this weekend?" — and get specific, local recommendations instead of generic search results. Ask the HillCountry.ai concierge a cross-town question — "where should I go for a quiet river weekend?" — and it answers across towns, then routes to the local guide who can take it from there.

How the Network Is Built

HillCountry.ai is organized hub-and-spoke across more than 100 owned domains. The hub, HillCountry.ai, is the front door and the connective tissue — it introduces every guide and routes travelers between them. The spokes are the town sites — bandera.ai, boerne.ai, concan.ai, fredericksburg.ai, kerrville.ai, leakey.ai, and more to come — alongside domains for the regions major rivers, parks, and experiences.

The guides draw on a proprietary, manually verified database of Hill Country businesses, researched and cross-referenced across local and national sources. Each is designed to point travelers to specific businesses, surface vacation rentals from a curated inventory of 86 properties across 13 towns, and answer the way a knowledgeable neighbor would. The network builds on backroadstexas.net, a Hill Country travel resource Backroads has owned since 2001.

Why It Matters Now

More travelers begin trip planning by asking an AI assistant than by opening a search engine. HillCountry.ai is built for the way those systems work: every page and every listing is structured so an AI can read it cleanly and hand a traveler an accurate, specific answer. The local knowledge comes first; the structure is what makes it legible to the systems doing the answering.

That work is already showing up. Perplexity, Google Gemini, DuckDuckGo, and Google Search have all surfaced HillCountry.ai by name in response to plain-language Texas Hill Country travel questions — captured, unedited, at hillcountry.ai/cites. As the share of travelers who ask an AI where to eat, stay, and explore keeps growing, the businesses those systems can actually see are the ones that get recommended.

For local businesses, the network offers tiered placement within the guides. Every legitimate business in the region can be surfaced at no cost — being found never requires payment. For those who want more, three paid tiers add visibility: Member (a verified listing), Partner (featured placement), and Authority (one exclusive slot per category per town).

"Most travelers planning a Hill Country trip end up stitching together a half-dozen websites, none of which actually know the area. We've spent more than two decades answering these questions by phone. HillCountry.ai puts that knowledge into a system that scales — and keeps it local by giving every town its own guide instead of one voice pretending to know everywhere."

— Spencer Forrest, owner, Backroads Hill Country

The Company Behind It

Backroads Hill Country has managed Hill Country vacation rentals since 2001. The company operates 86 properties across 13 Hill Country towns, holds a 4.9-star rating across 386 Google reviews, and built the Hill Country Travel app, which covers about 40 towns across the region. Spencer and Jess Forrest run the company, headquartered in Bandera, Texas.

"We didn't build this to chase a trend. We built it because we've watched travelers struggle to find what they actually want, and watched good local businesses get buried under generic results. A network of local guides that talk to each other is the thing we wished existed when we started."

— Spencer Forrest, Backroads Hill Country

Availability

- HillCountry.ai — the front door, live now
- Six town guides — bandera.ai, boerne.ai, concan.ai, fredericksburg.ai, kerrville.ai, leakey.ai, live now
- Hill Country Travel app — iOS and Android, about 40 towns
- Twenty four additional town guides — rolling out over the coming months

AI citation record — see how AI systems are surfacing the network at hillcountry.ai/cites

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About Backroads Hill Country

Backroads Hill Country has managed vacation rentals in the Texas Hill Country since 2001. The company operates 86 properties across 13 towns, publishes regional travel content at backroadstexas.net, built the Hill Country Travel app, and is the founder of the HillCountry.ai network. Headquartered in Bandera, Texas. Learn more at HillCountry.ai.

About HillCountry.ai

HillCountry.ai is the digital front door to the Texas Hill Country — an AI-powered discovery network built around 100+ owned .ai domains and a hub-and-spoke network of named, town-level conversational guides that connect to one another. The hub introduces travelers to every guide and routes them to the right one; the guides hand off across towns as a trip takes shape. Built and operated by Backroads Hill Country.