

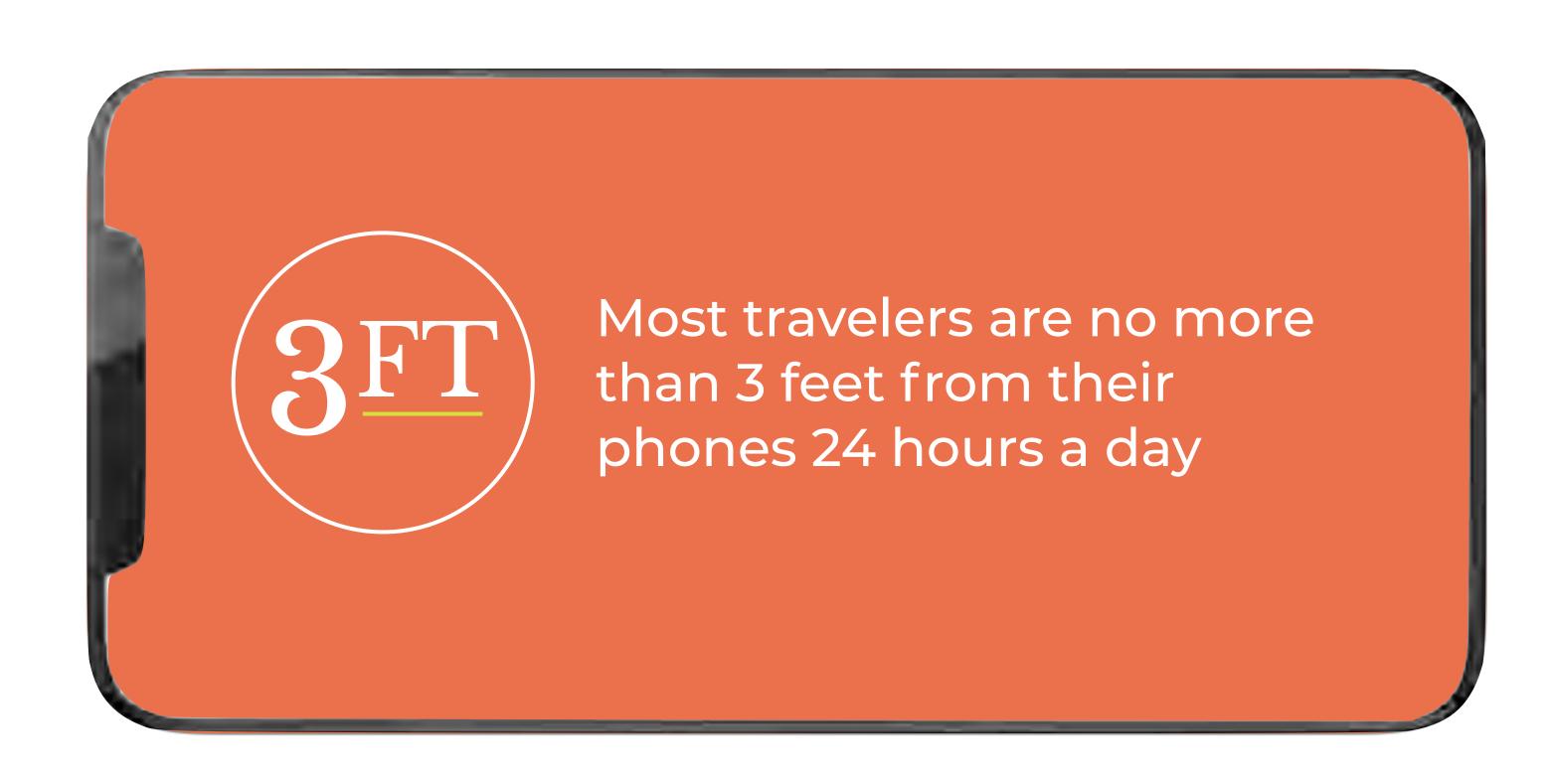




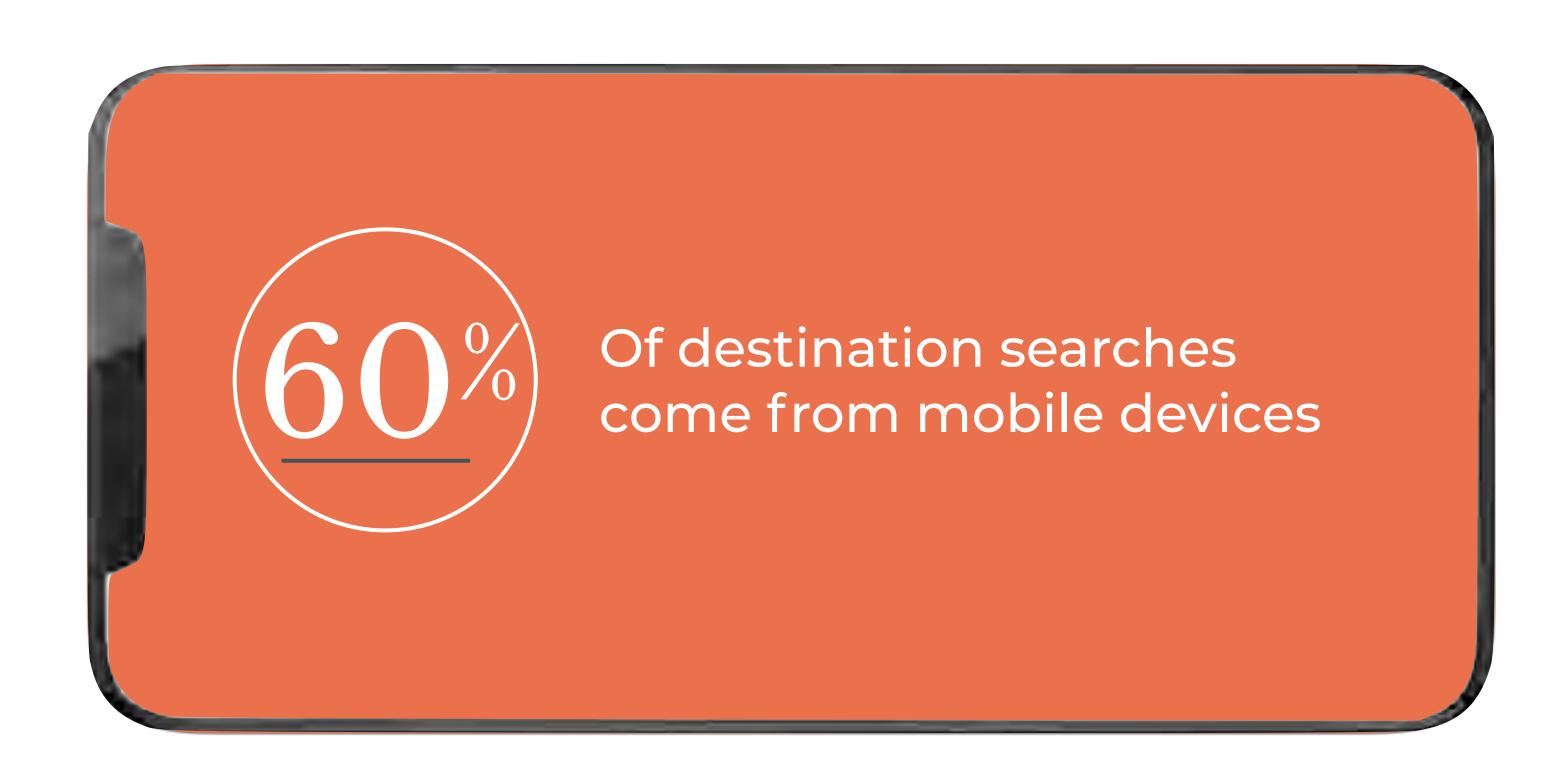


Changing Consumer Behavior

Impact of Mobile



Impact of Mobile



Of smartphone users, look up information on their devices while in the middle of a task

Of leisure travelers who are smartphone users search for travel ideas during spare moments, like when they're standing in line or waiting for a ride.

of mobile travelers have called to book or to get more information after doing research on their smartphone

Nearly half of those travelers go on to book their choices through an entirely separate channel.

Travel Inspiration is Visual



of leisure travelers say that pictures of a destination are important when choosing where to go



three in five travelers who watch online video use it to narrow down their brand, destination, or activity choices

Power of Voice

1 in 3

Travelers are interested in using digital assistants to research or book travel



Almost 70% of requests to the Google Assistant are expressed in natural language

They Want it Now



of consumers expect an always on conversation with brands and experiences. They expect a response now.



Chatbots and machine learning (AI) have significantly improved response times and the quality of interactions including relevant marketing messages

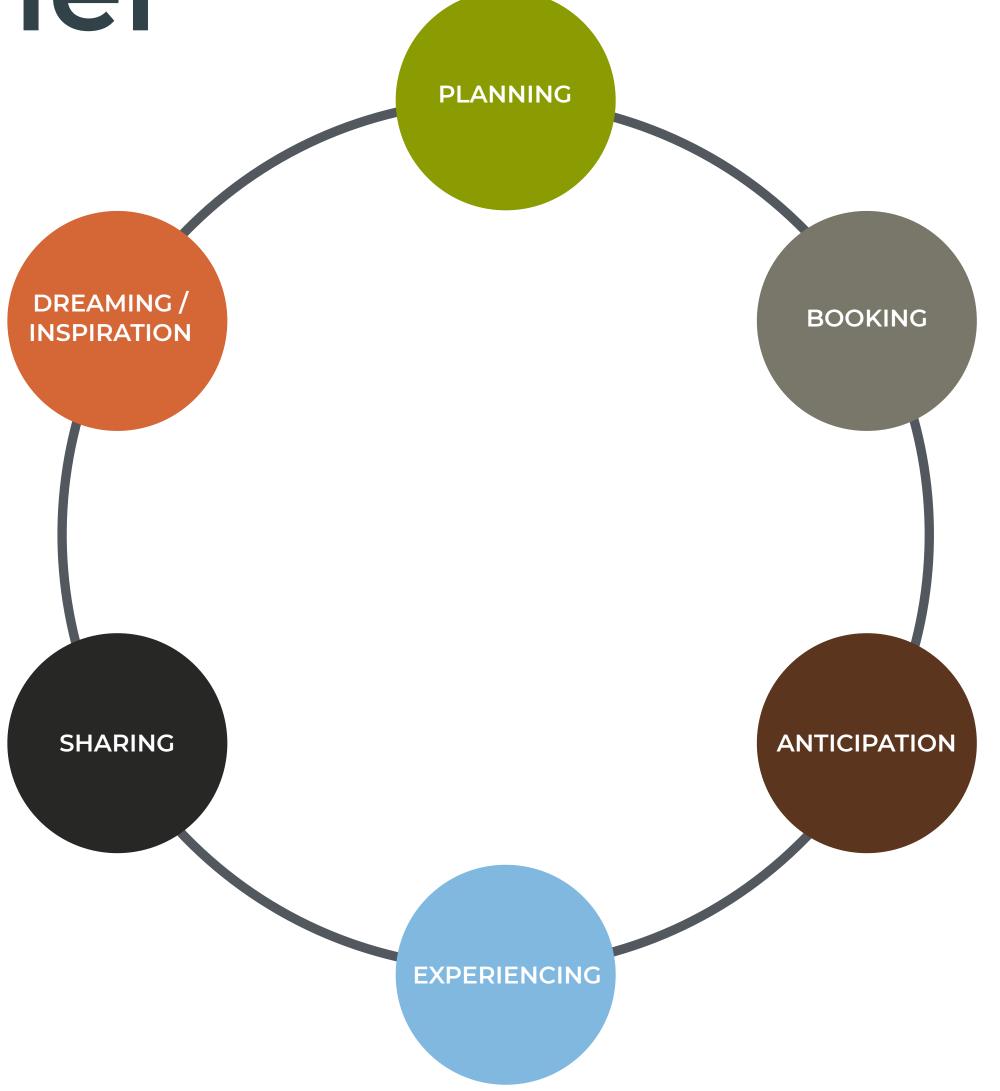
Travel Decision Making Process

A trip was the largest discretionary purchase last year according to nearly 60% of leisure travelers.

Changing Consumer

140

ACCORDING TO NIELSEN, IN
THE 45 DAYS BEFORE
PURCHASE, CONSUMERS
VISIT OVER 140 DIFFERENT
TRAVEL SITES

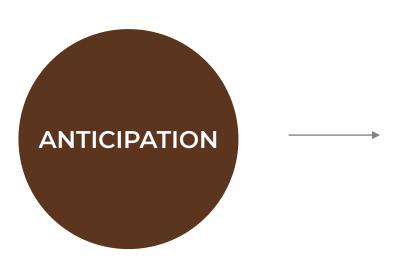


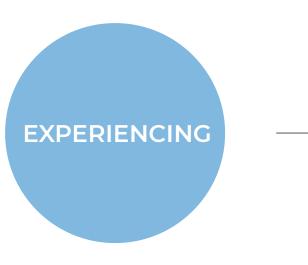
Changing Consumer













Inspiration starts with stories

- · Friends, family and co-workers (64%)
- · Online search (64%)

Exposure continues Inspiration:

- Videos
- · Online ads
- · OTAs
- Micromoments on smartphone (77%)

Validating the destination:

- · Trip reviews from experts
- · Trip reviews from peers
- · Travel Agents
- News channels

Video & images prompt action:

- · Where to travel
- · Visit the website
- Intro to the destination or new travel brand
- 90% of HNWIs take action after viewing a travel video

Creating micro-moments:

- · I want to know how to
- · I want to go near me
- · I want to book
- · I want to do

Paid search, searching for:

- · Activities specific to interest
- Price
- · Peer and professional reviews
- New experiences/foods to try

Logistics figured out:

- Searching for deals (e.g. reward programs)
- Deciding on dates based on work commitments, desired destination and activities
- · Flights compared
- Lodging compared

Searching for:

- Narrowing down to one destination (54%)
- Peer and professional reviews (video or print)
- · Maps or directions
- · Things to do on trip
- · Restaurants/attractions nearby

Travel booked via advisors / mobile/desktop:

- · Flights booked
- · Lodging booked
- · Transportation booked
- · Time requested off
- Countdown begins until vacation
- News shared with friends, family, co-workers
- Searching for additional info/ inspiration on destination
- · Searching for news updates on destination

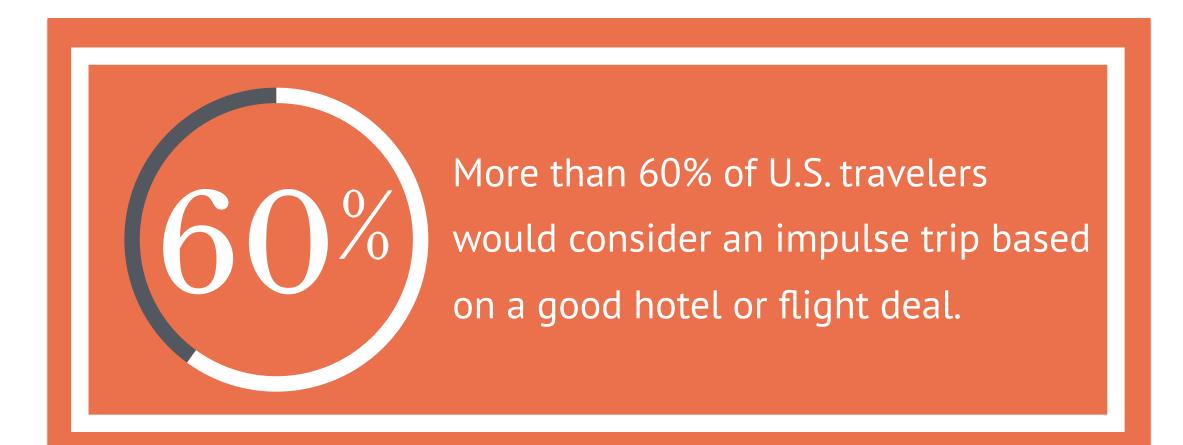
Experiencing:

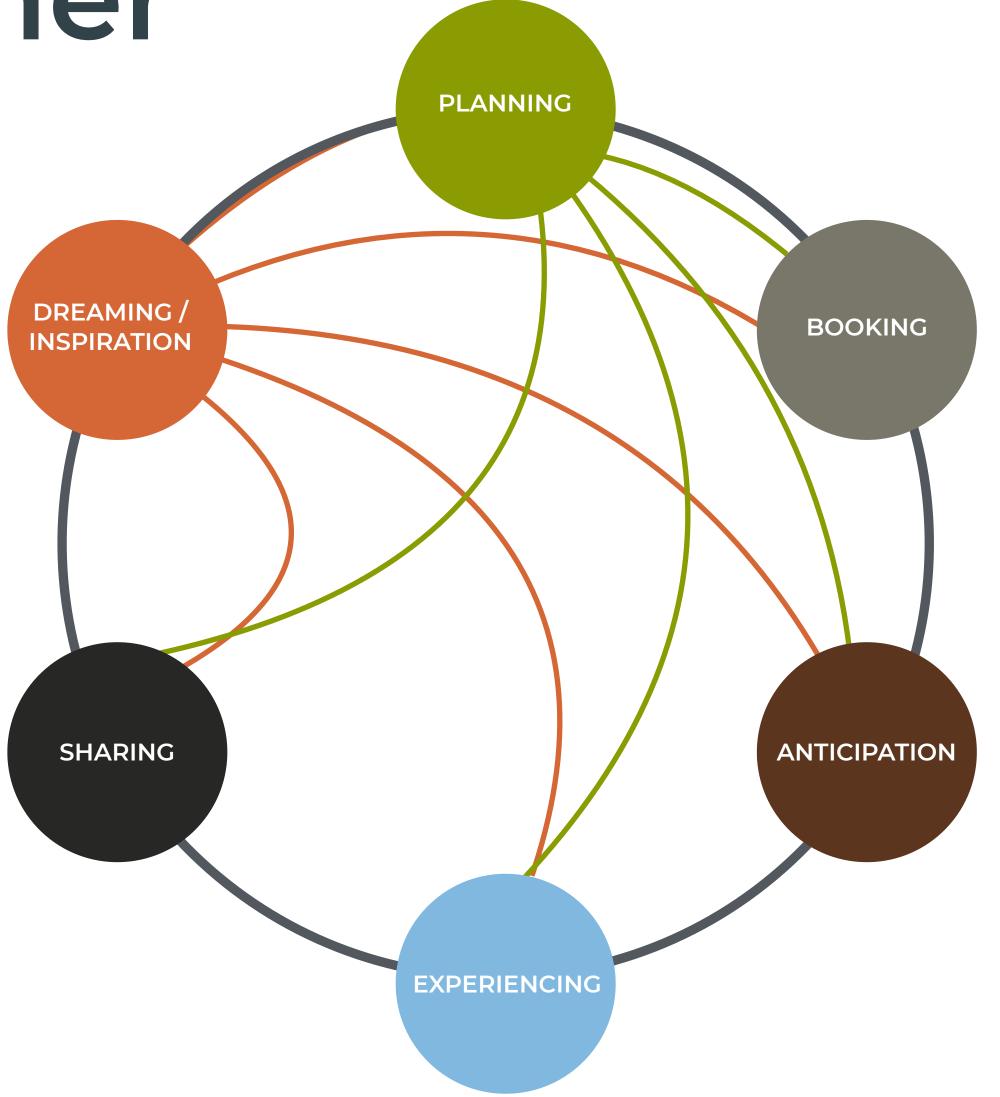
- · Advice of concierge / staff
- Interacting with website/app for destination
- · "Near Me" search
- · "Now" searches

Sharing:

- Posting photos and video on social media, though usually with higher privacy settings
- Some write reviews on experience
- Influencing others post-trip through stories

Changing Consumer





How Google Sees It

I-want-to-get-away moments

(dreaming moments)

Time-to-make-a-plan moments

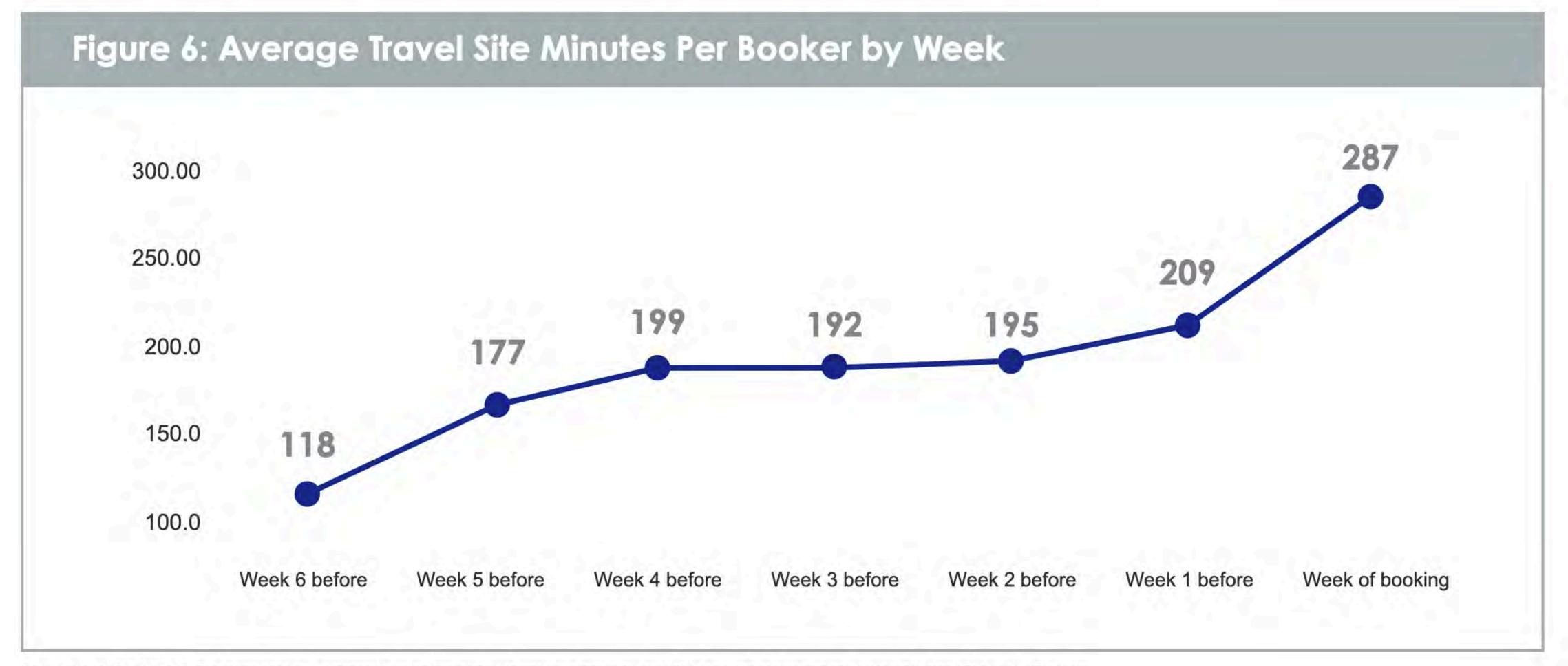
(planning moments)

Let's-book-it moments

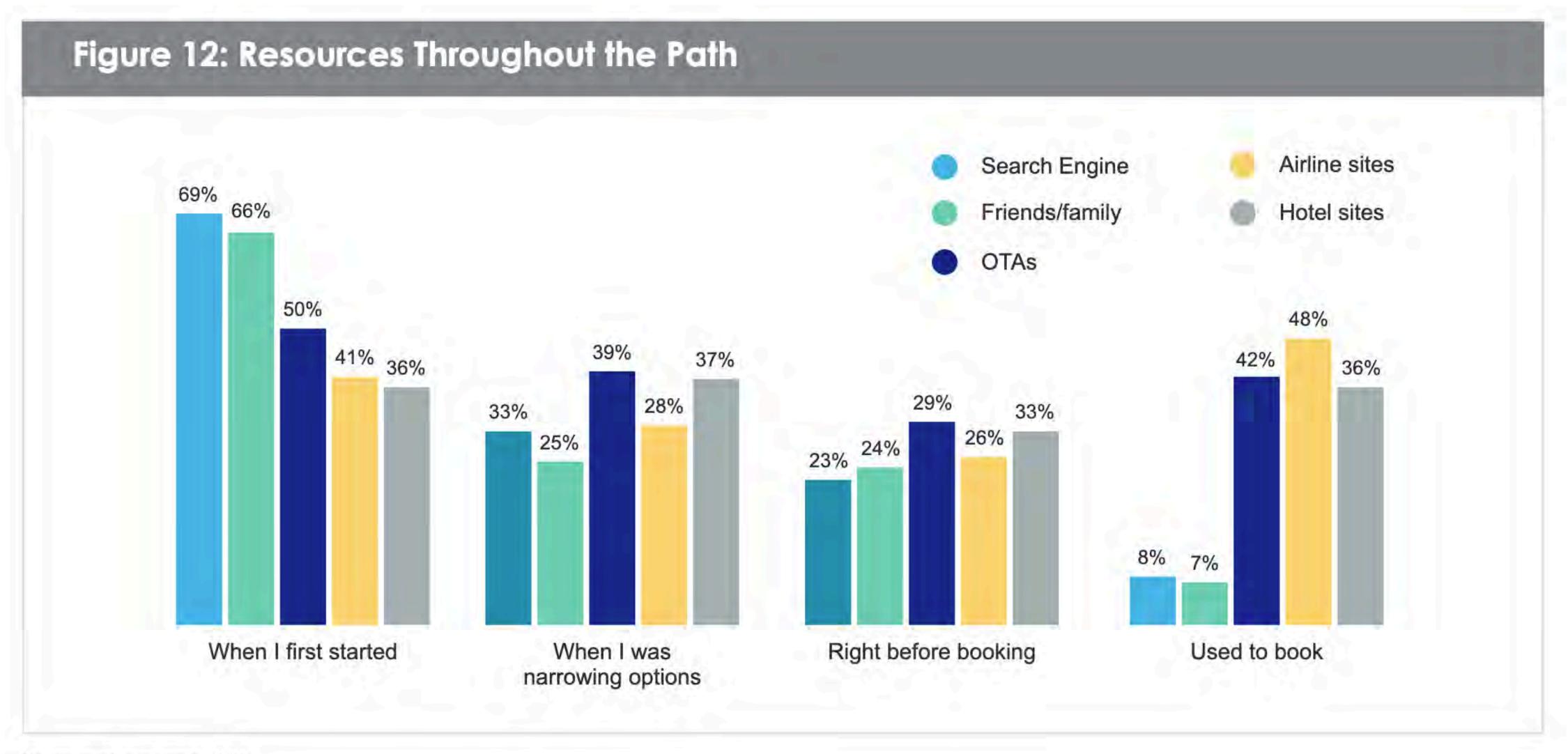
(booking moments)

Can't-wait-to-explore moments

(experiencing moments)



Source: comScore U.S. Desktop Panel, Custom Path to Booking Visitation Analysis, Weekly Minutes & Visits per Travel Booker, Dec '15 - Feb '16



Source: comScore Survey, 2016



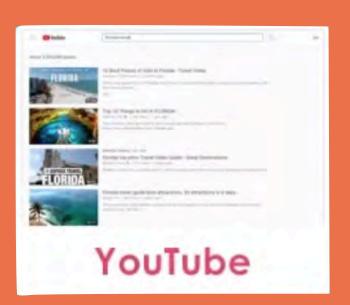
Google

Destination



Products

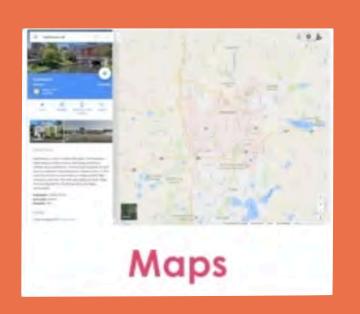












Map Listings



Things To Know About Google

Your Knowledge Panel is an enormous source of exposure for your business

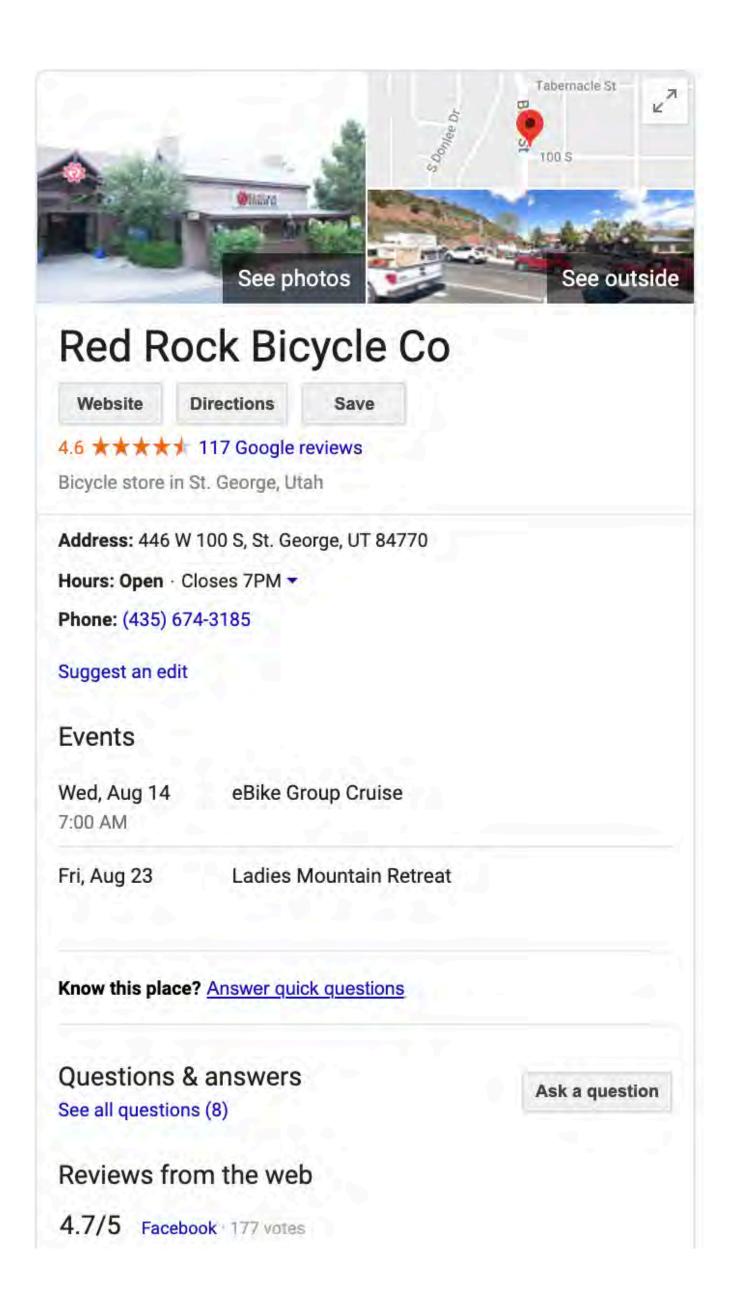
This is the

Knowledge Panel

it contains everything

Google knows

about your business



Website Visits

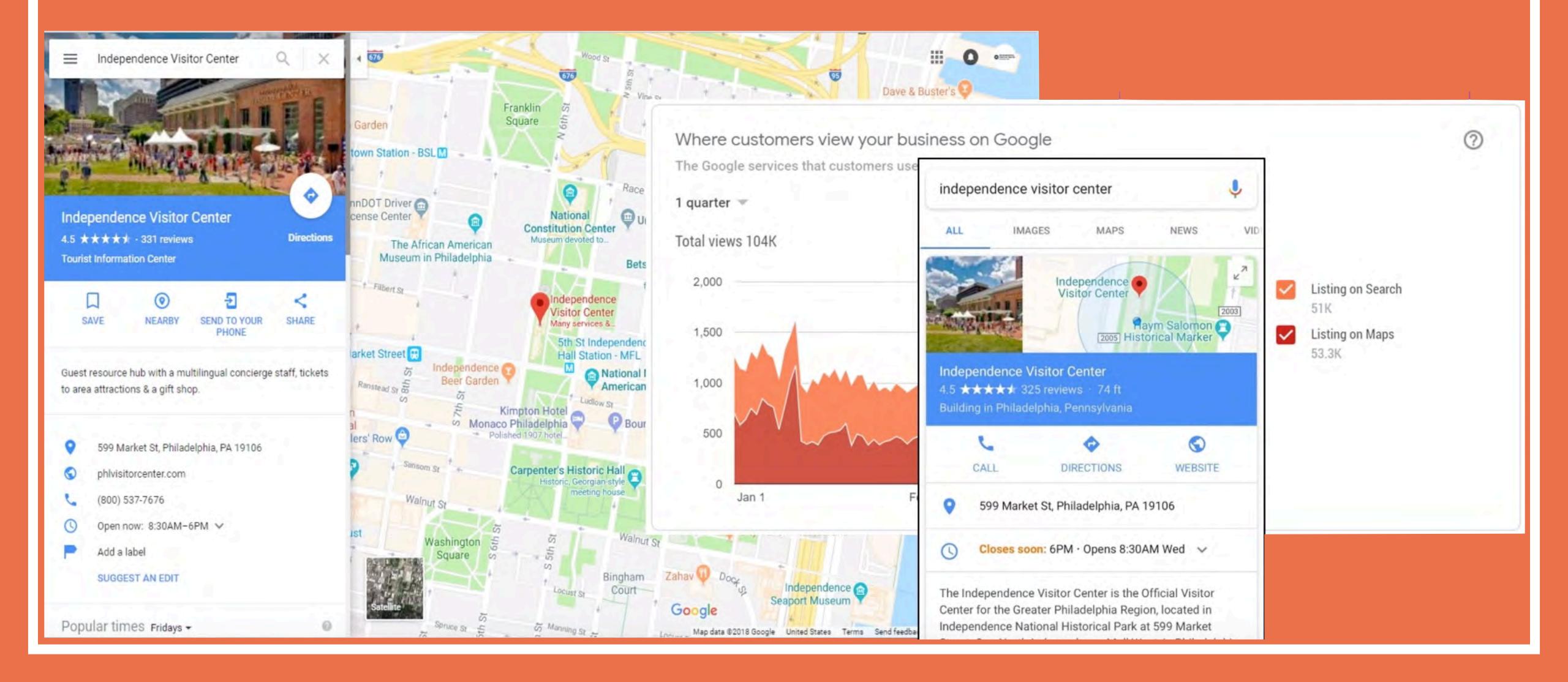
11,585

Views on Google Search:

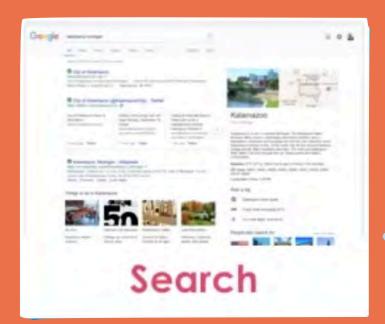
252,397

Views on Google Maps:

11,082,365



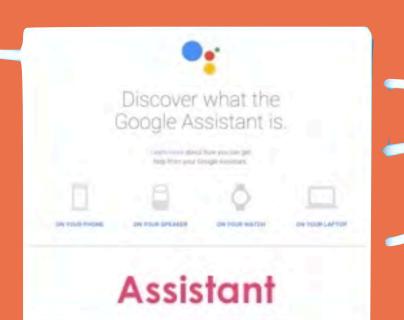
The information about your business gets used in a wide variety of places

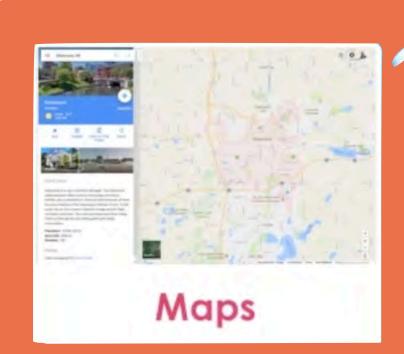


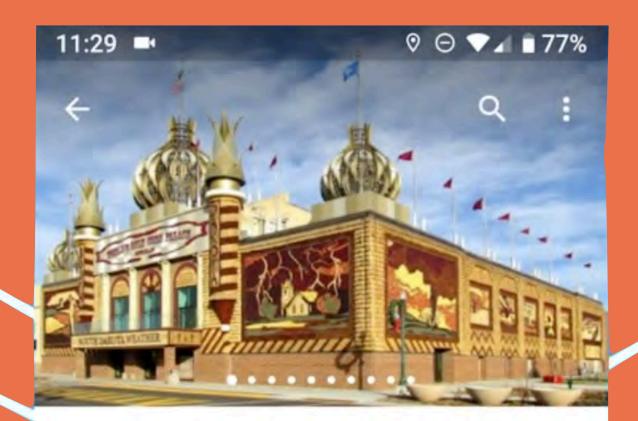


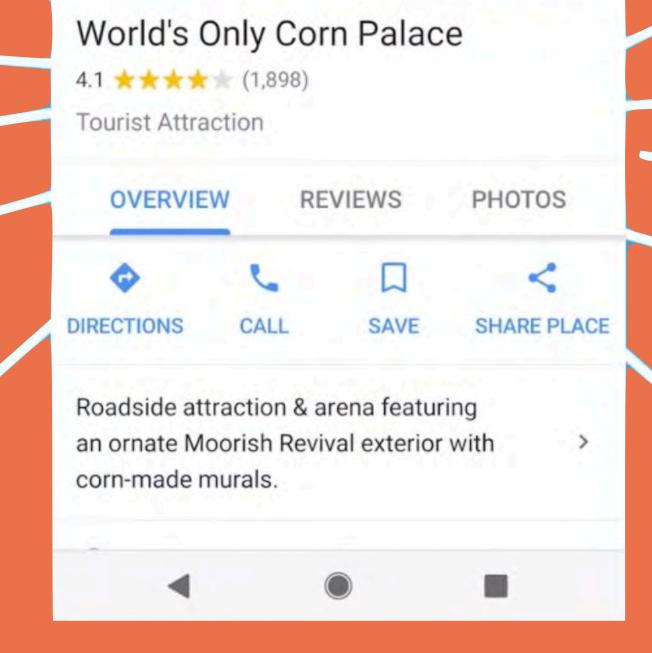


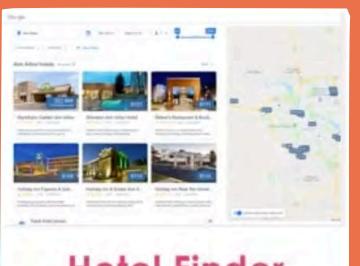


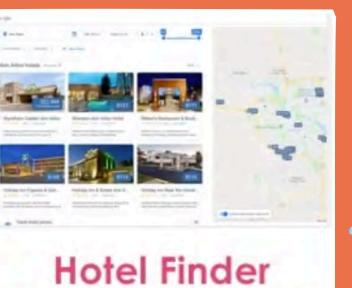








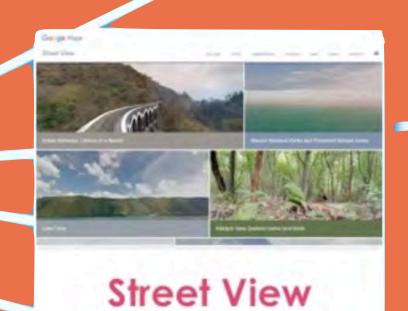


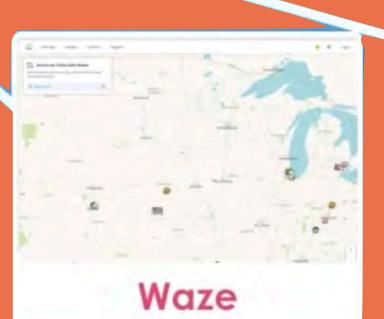






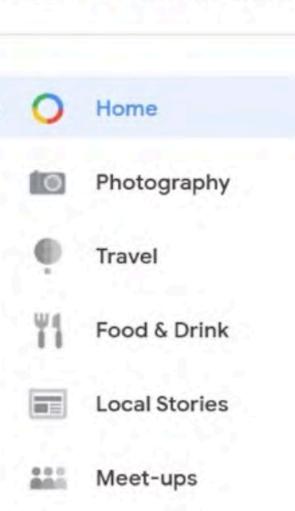
Flights

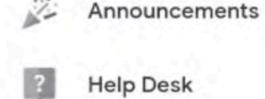






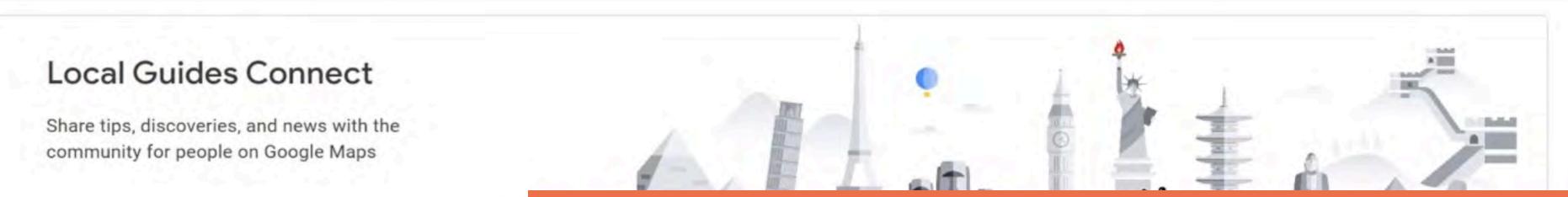
Most information about your business comes from your customers, not you



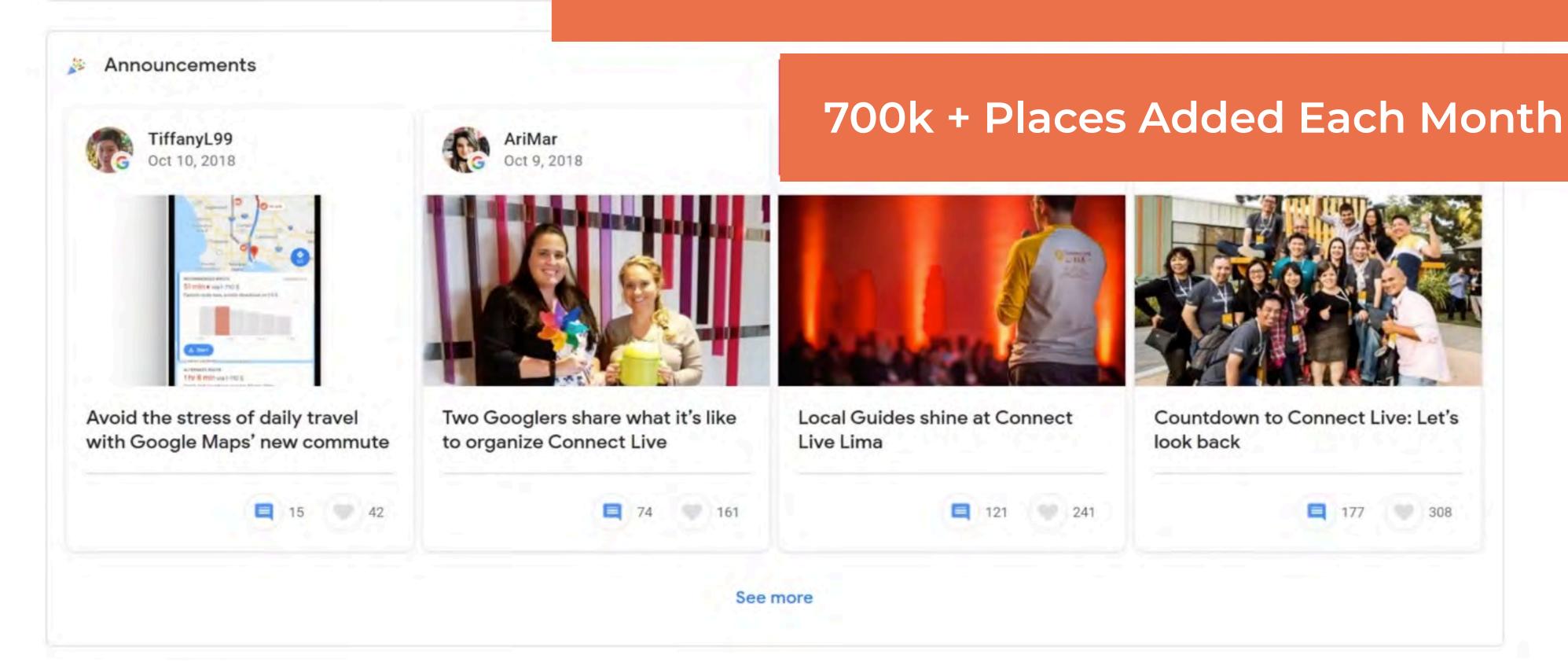


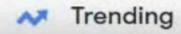
How-tos

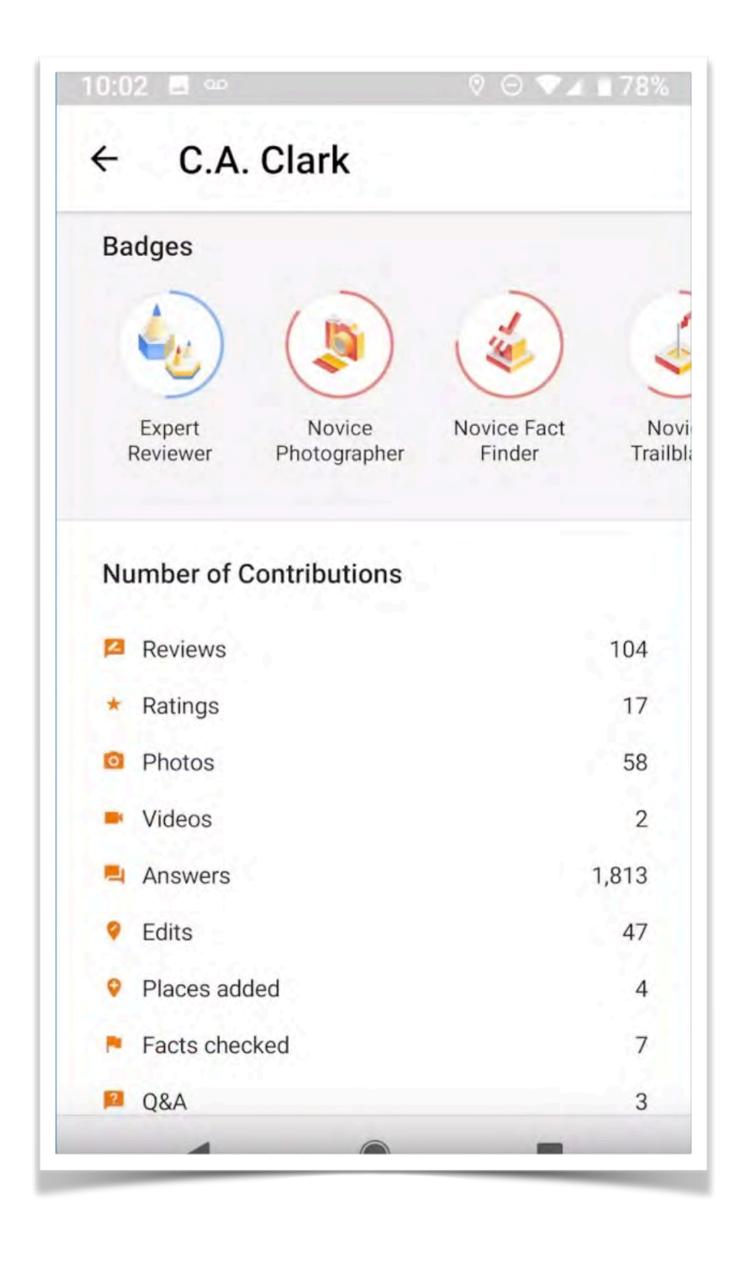
Idea Exchange



50 Million Guides Worldwide







Contribution to your Business Information including:

- Reviews
- · Ratings
- Photos
- Videos
- · 360s
- Answers
- Edits
- Places
- Facts
- · Q&A

Maximizing Your Exposure in Google Products

www.google.com/business/

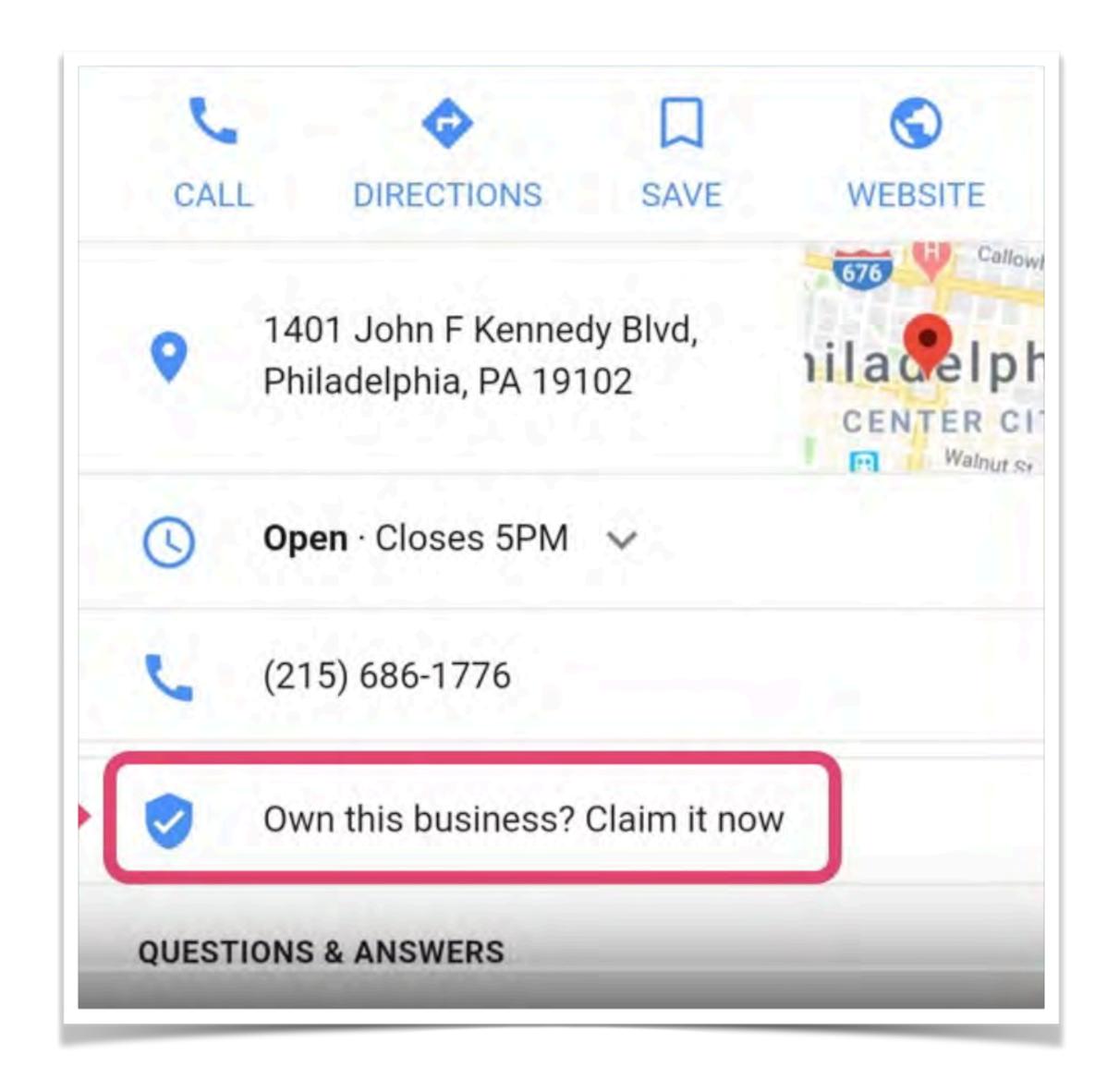
more likely to generate a click

27X as likely to be considered reputable

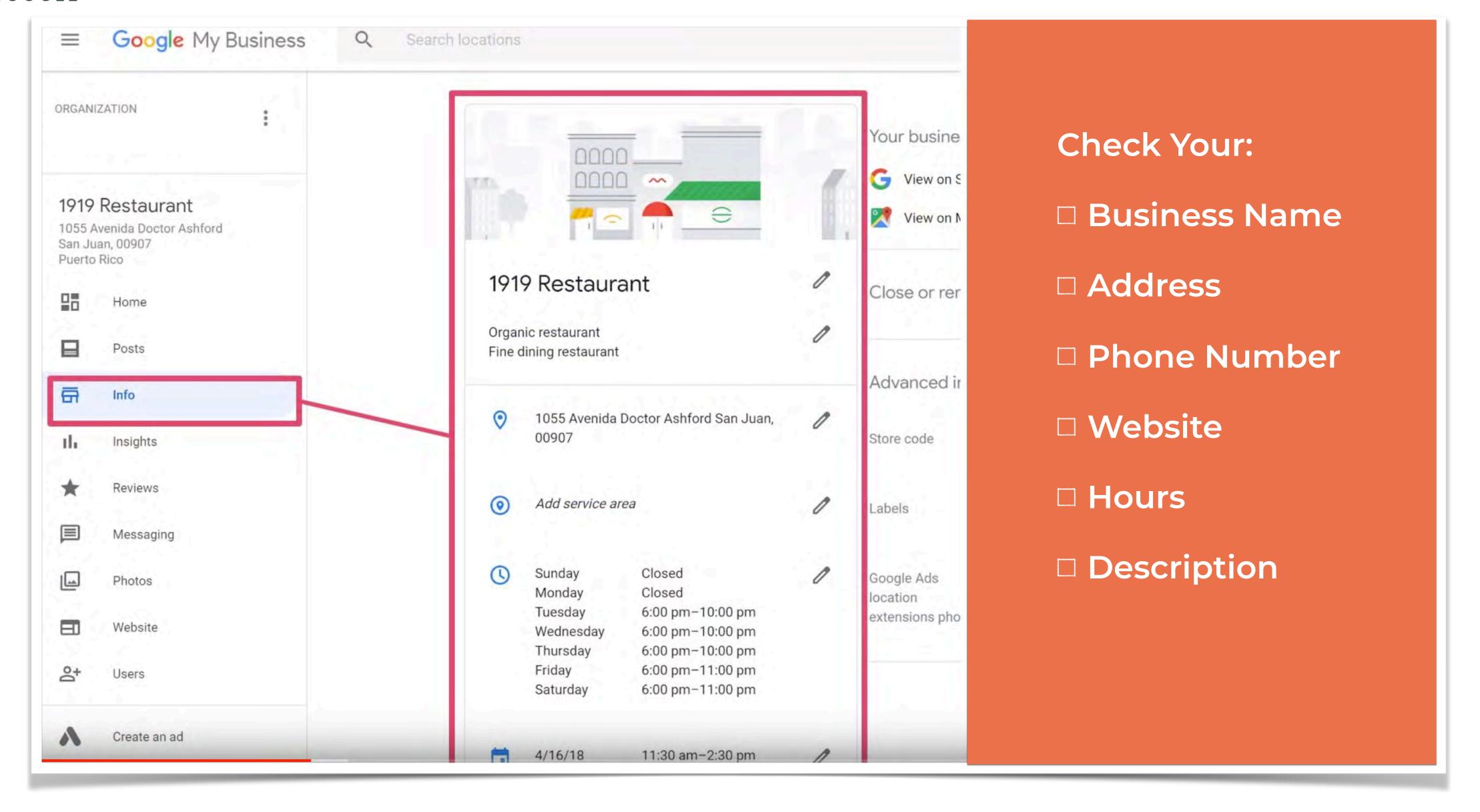
Competed Listings

70% more likely to visit the location

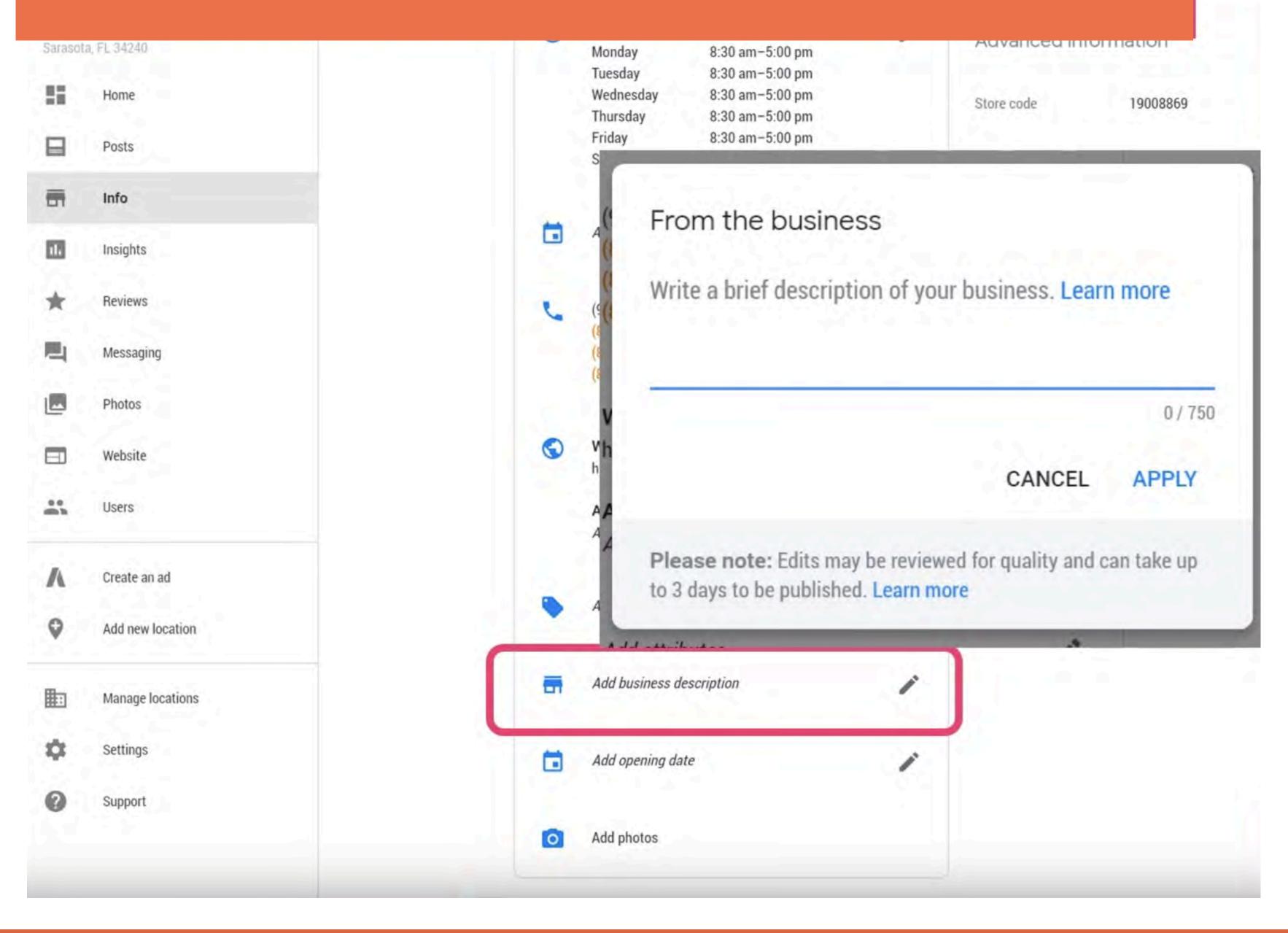
Make Sure Your Business is Verified and Up to Date

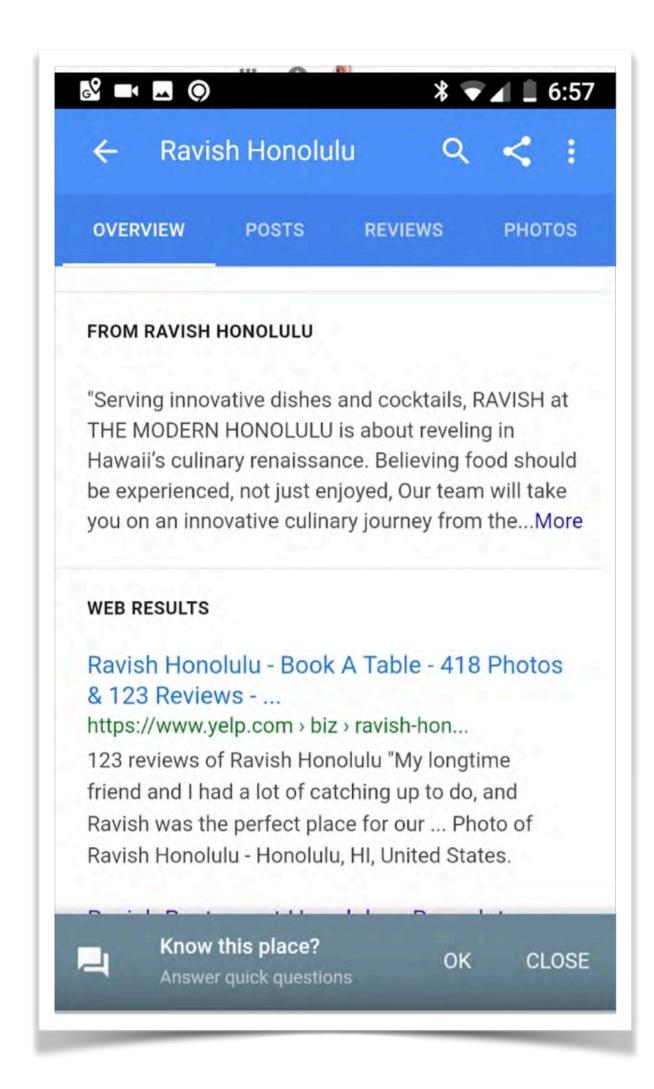


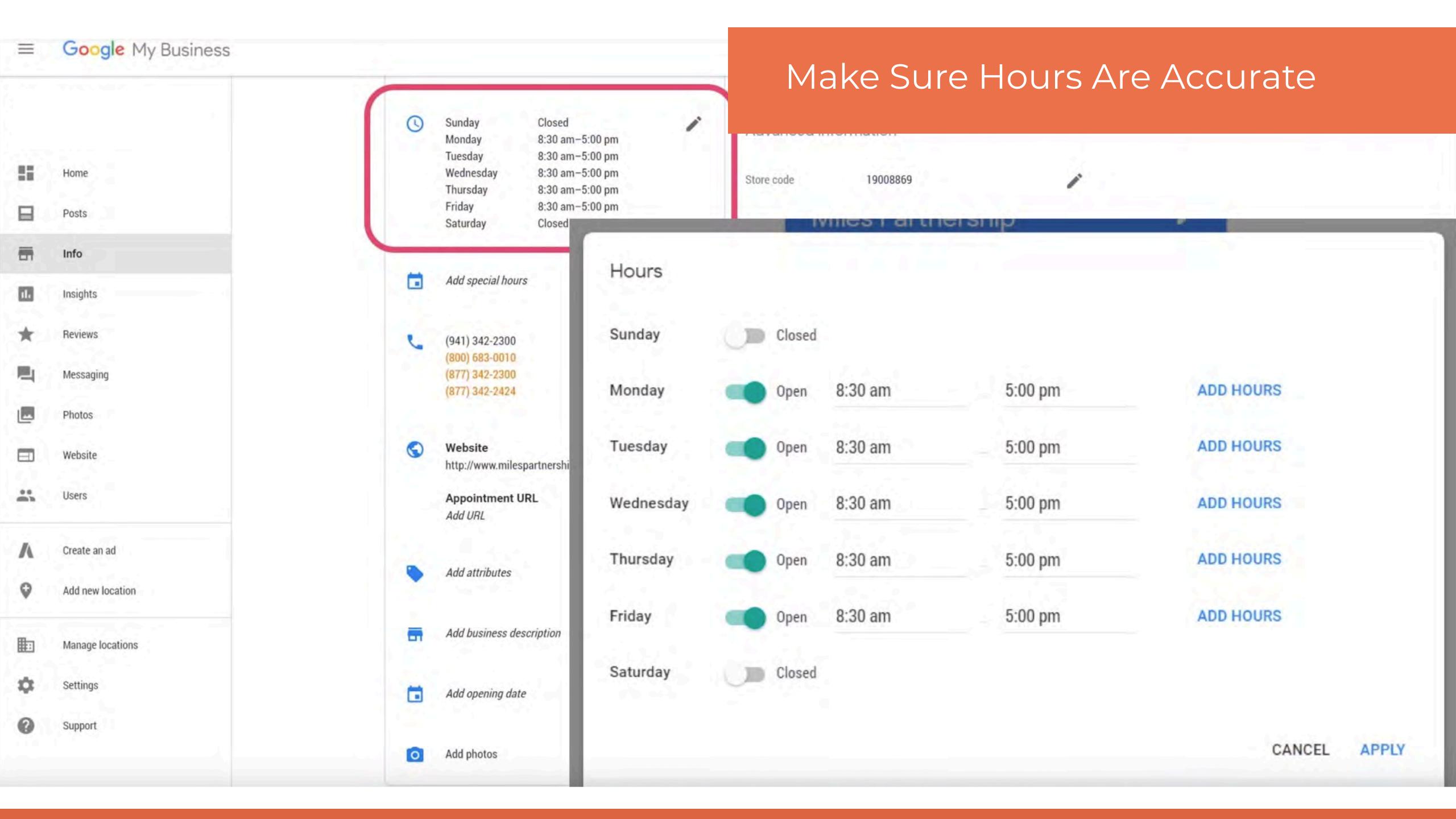
- Google account
- Utility bill
- Tax letter
- Business Registration Certificate



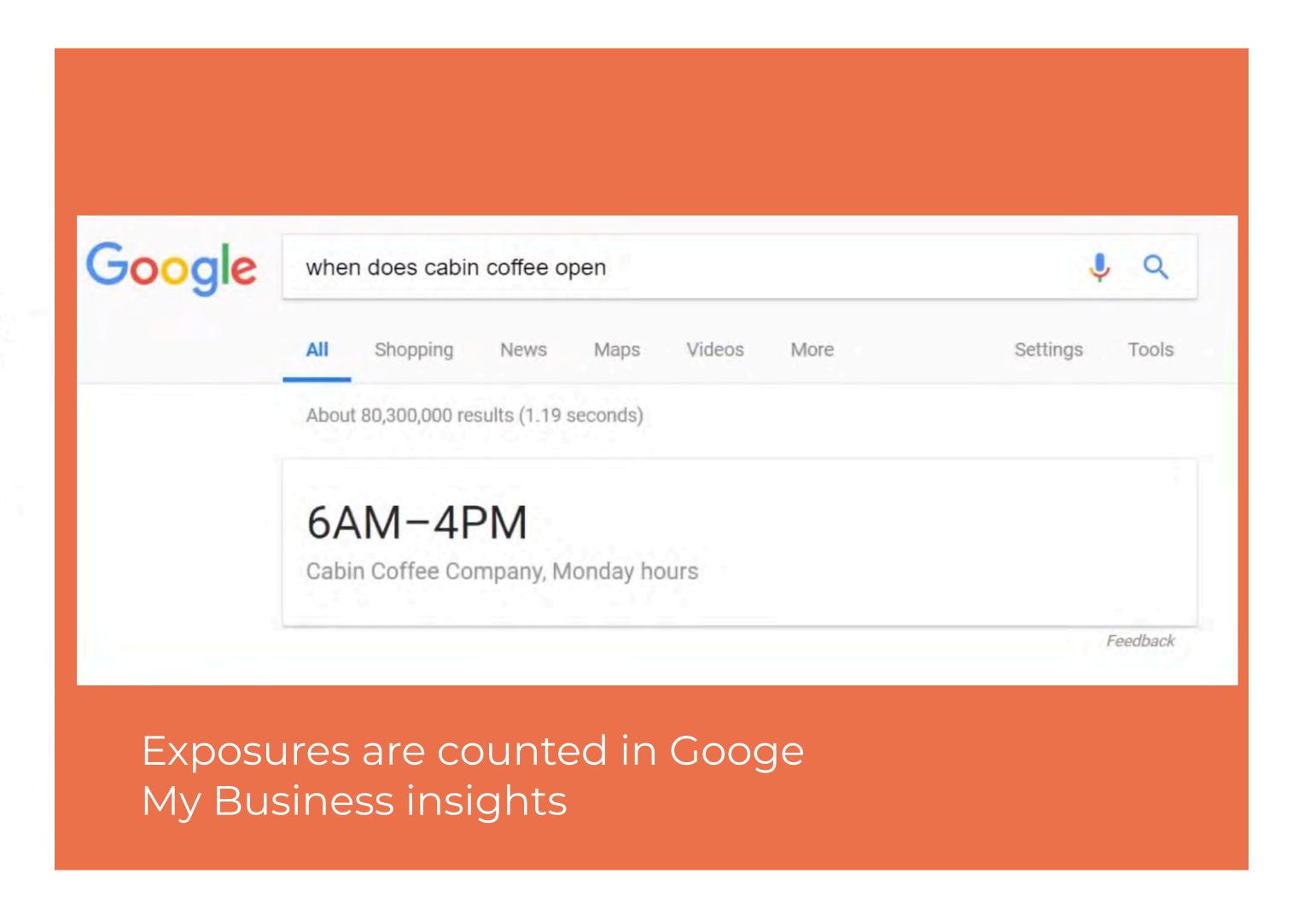
Create Your Business Description

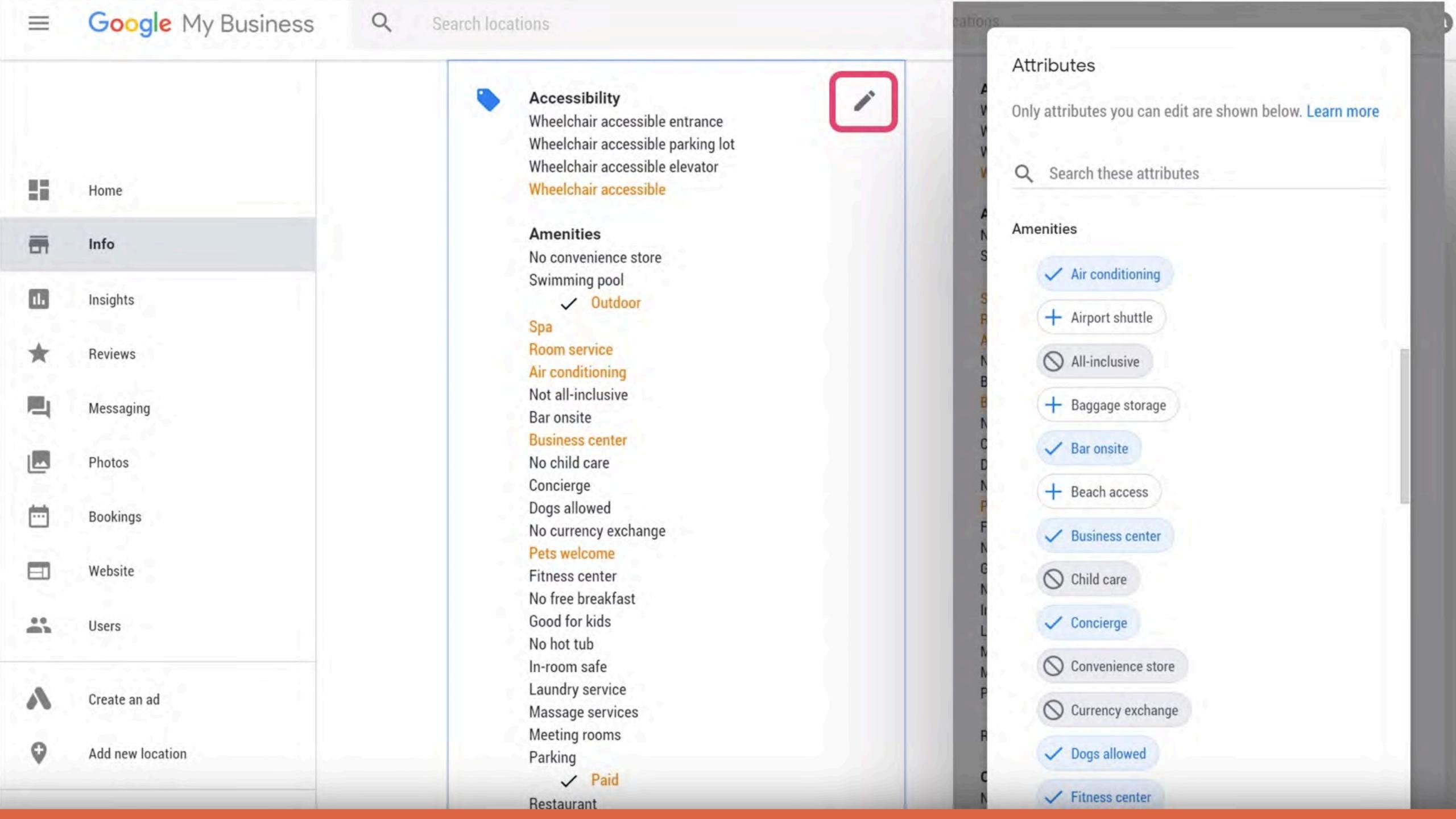






Hours are now displayed as quick answers (and as spoken responses from Google Assistant!)





4.2 ★★★★ (467) · 3-star hotel

Straightforward hotel with free Wi-Fi, plus a bar,

a 24/7 market an outdoor nool & a gym





(82)

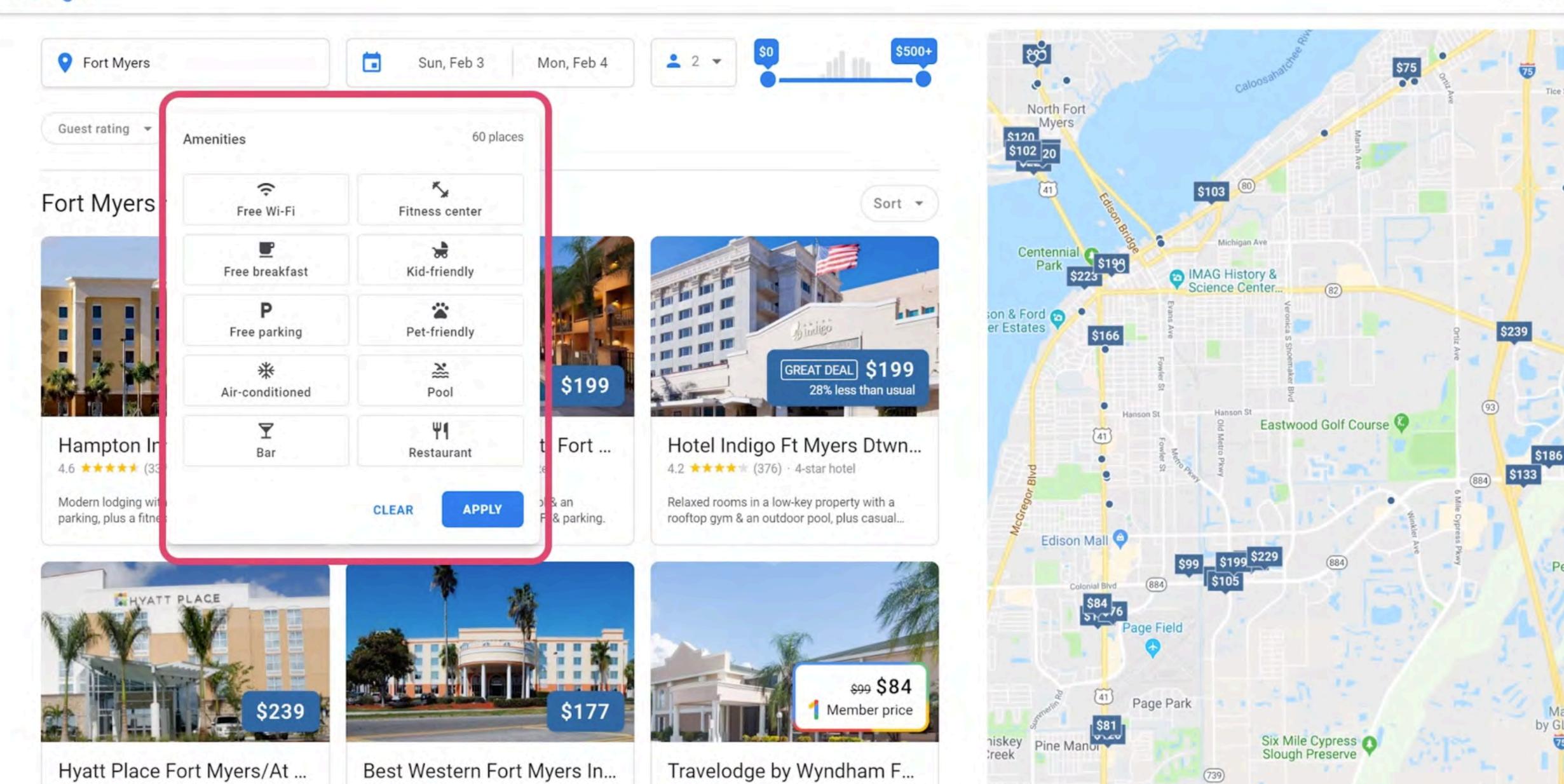
The Cli Pelican Pres

Marina Bay

by GL Homes



Tice St



2.8 *** (555) · 2-star hotel

nlus free WiFi & continental breakfast

Straightforward lodging with an outdoor pool,

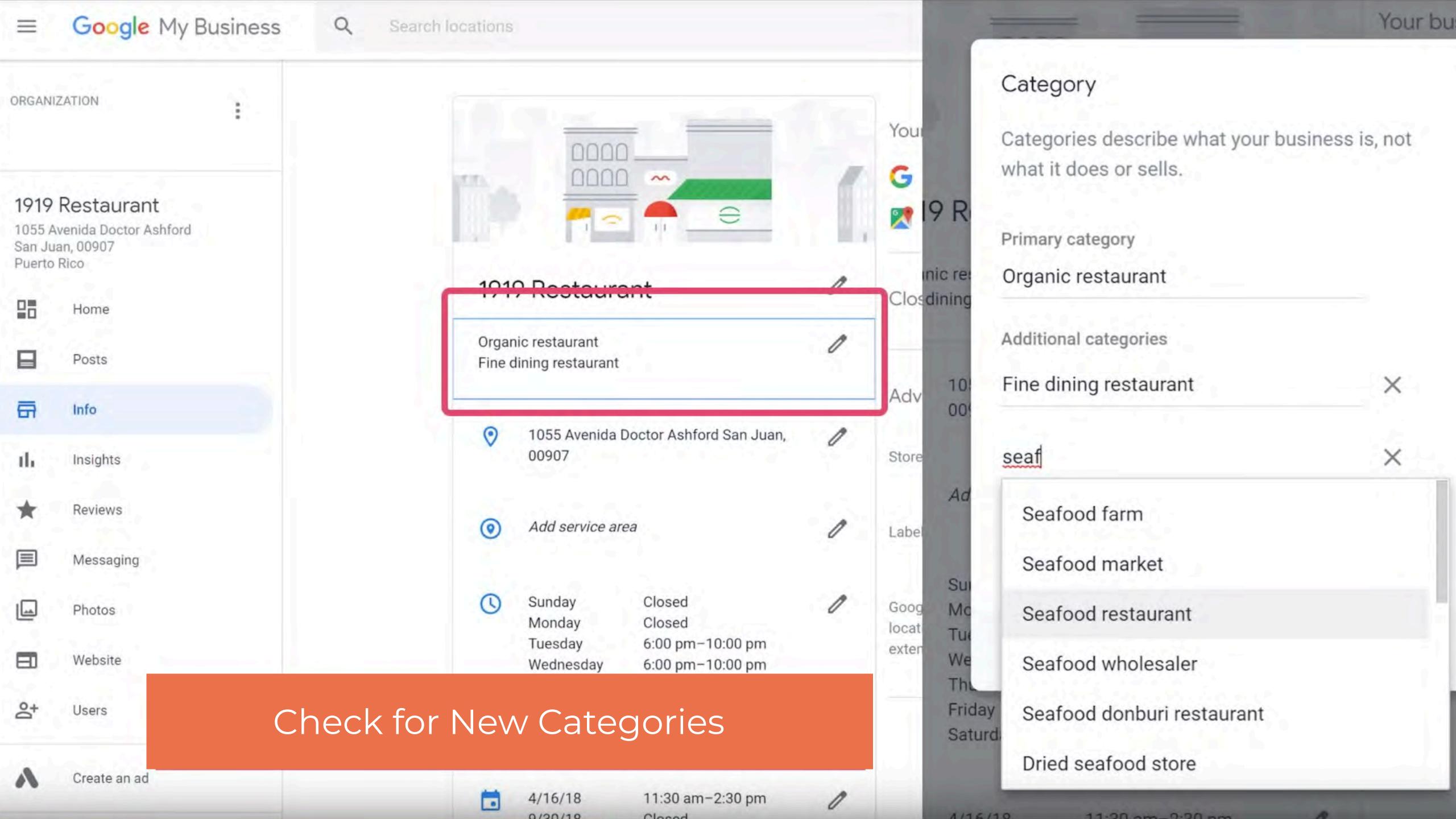
Update results when map moves

4.2 ★★★★ (516) · 3-star hotel

Contemporary hotel offering subdued rooms

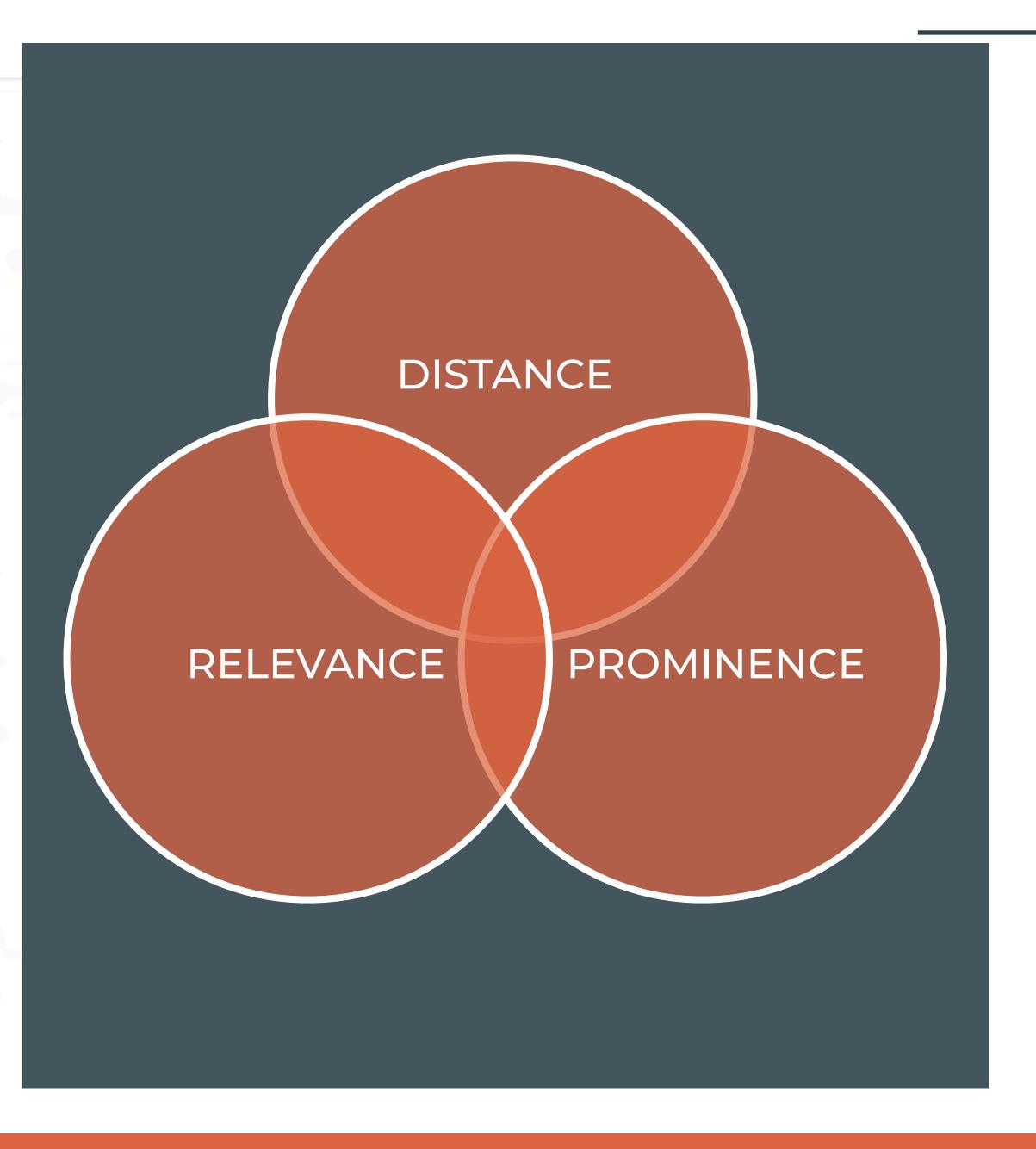
with free WiFi breakfast & parking plus a pool

Utilize Multiple Categories

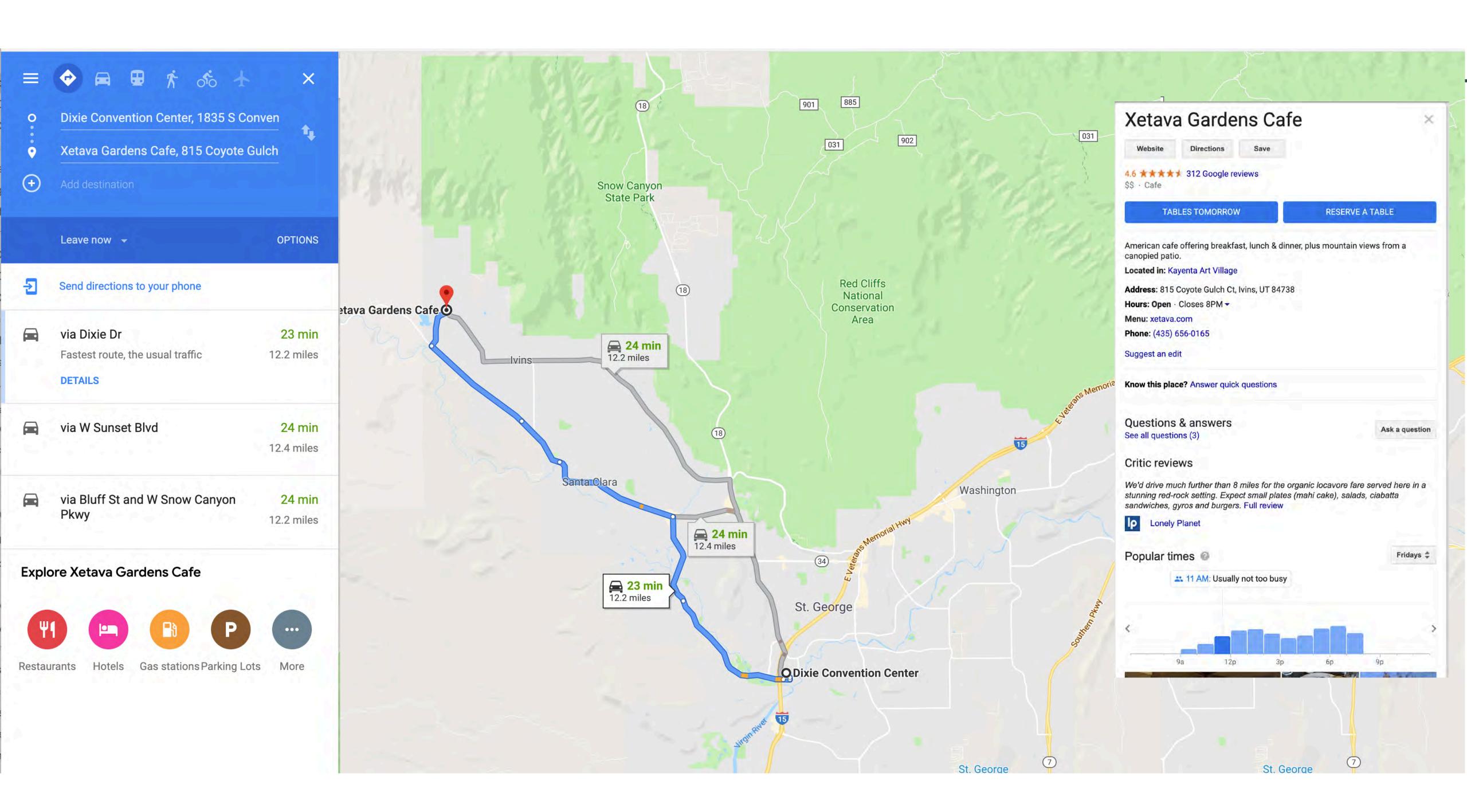


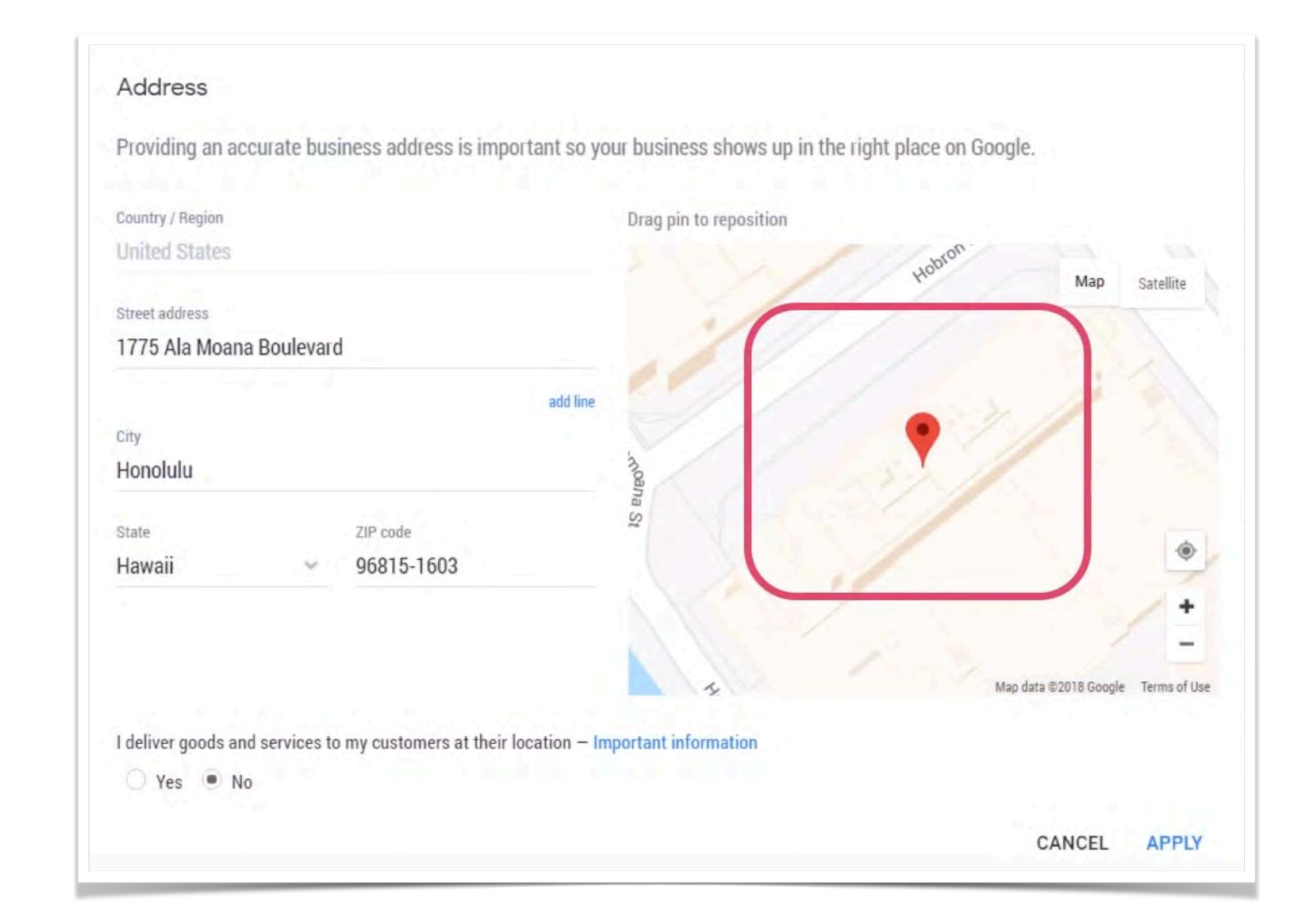


restaurants in st. george Maps Shopping Images ■ News : More Settings Tools About 379,000,000 results (0.77 seconds) George's Corner Sakura Japanese 2 Steakhouse Restaurant > Dixie State University St. George Dinosaur Discovery Site at... Cliffside Restaurant 18 St. George Map data ©2019 Rating - Cuisine - Price - Hours -George's Corner Restaurant 4.3 ★★★★★ (1,470) · \$\$ · Gastropub 2 W St George Blvd Burgers & brews in neighborhood digs Cliffside Restaurant 4.3 ★★★★★ (572) · \$\$\$ · New American 511 S Airport Rd Opens soon · 11AM New American eatery with scenic views Sakura Japanese Steakhouse 4.7 ★★★★★ (1,235) · \$\$ · Japanese steakhouse 939 St George Blvd Closed · Opens 11:30AM Low-key venue for hibachi fare & sushi

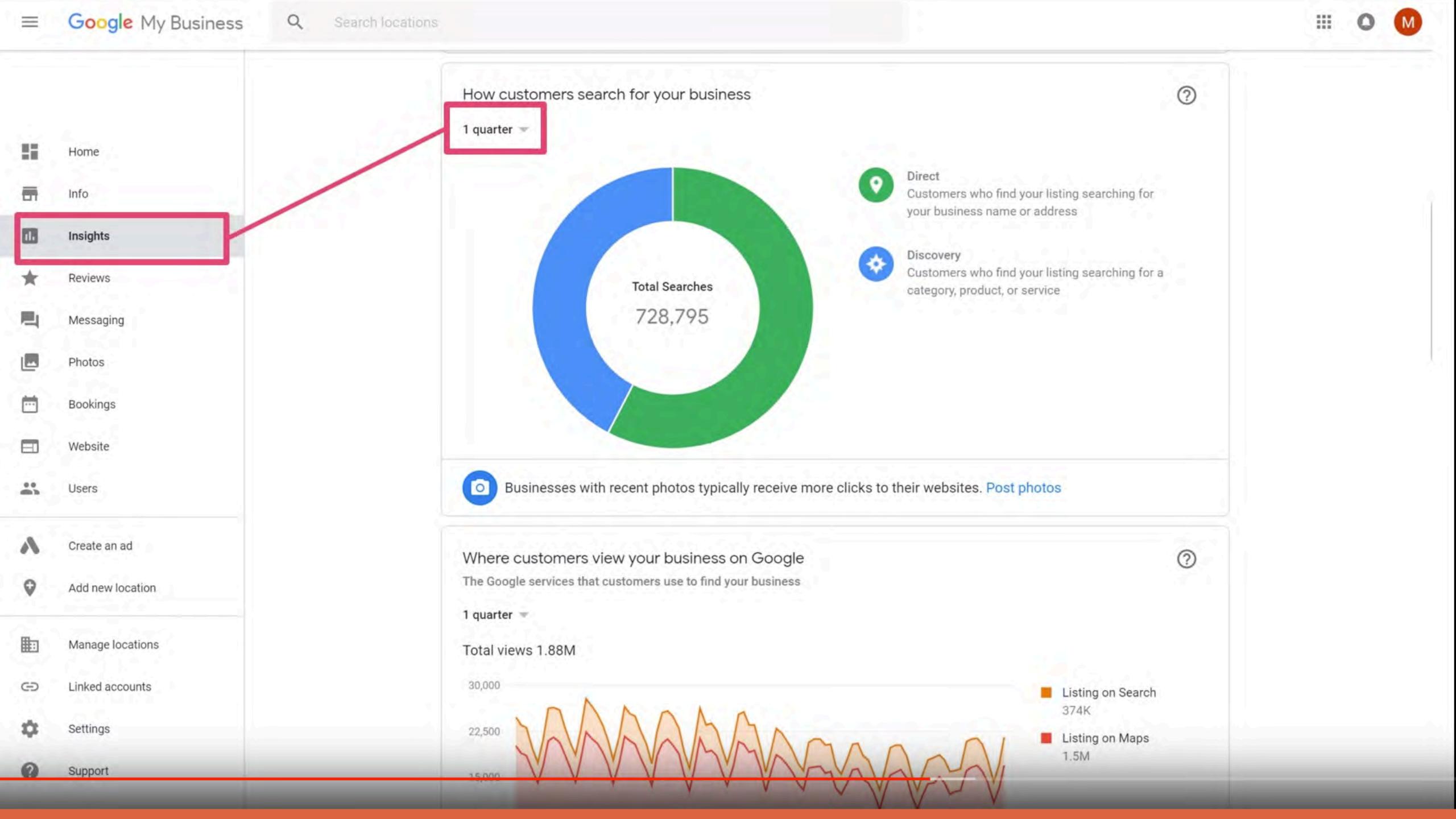


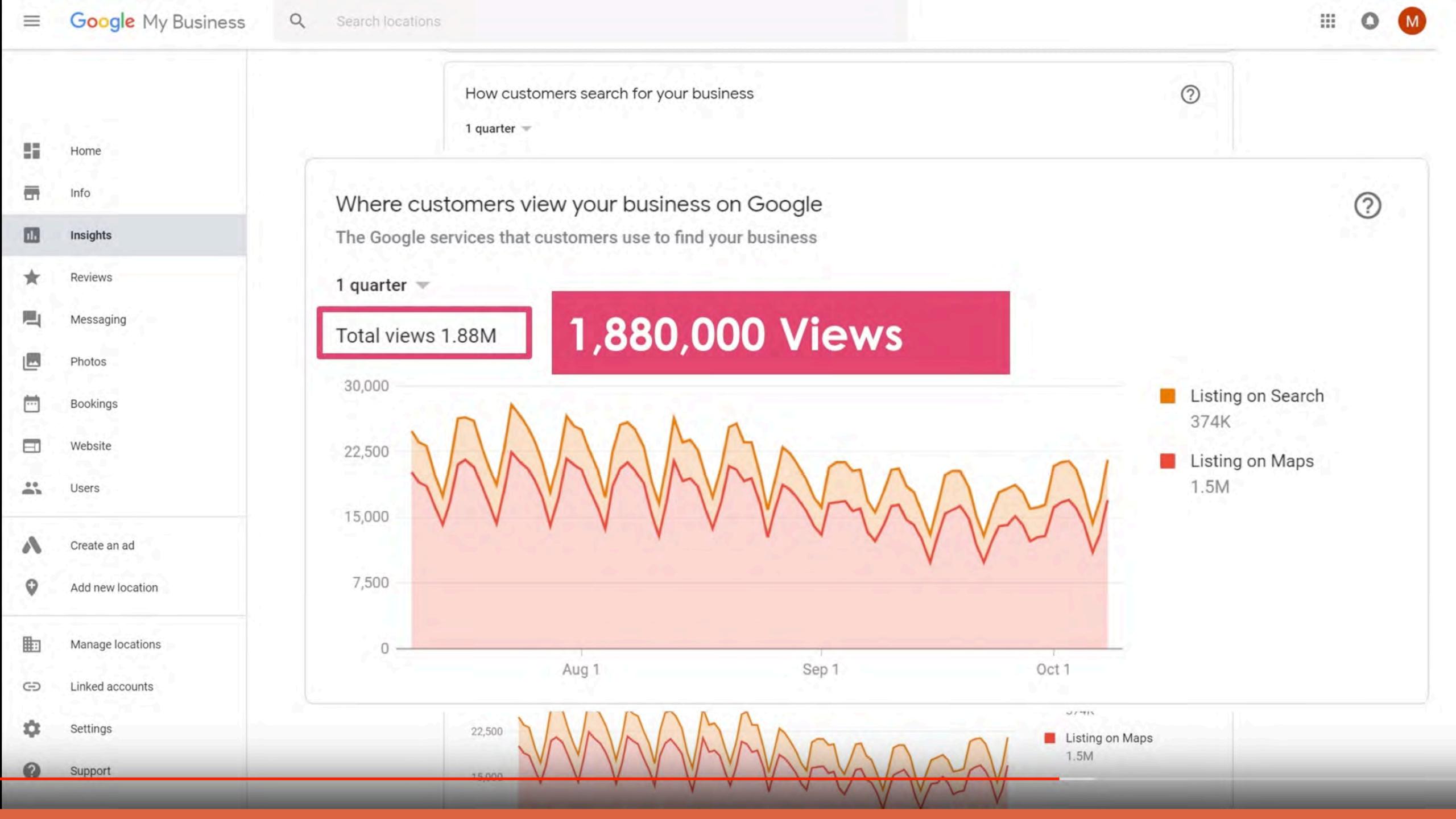
Update Pin Placement On Google Maps

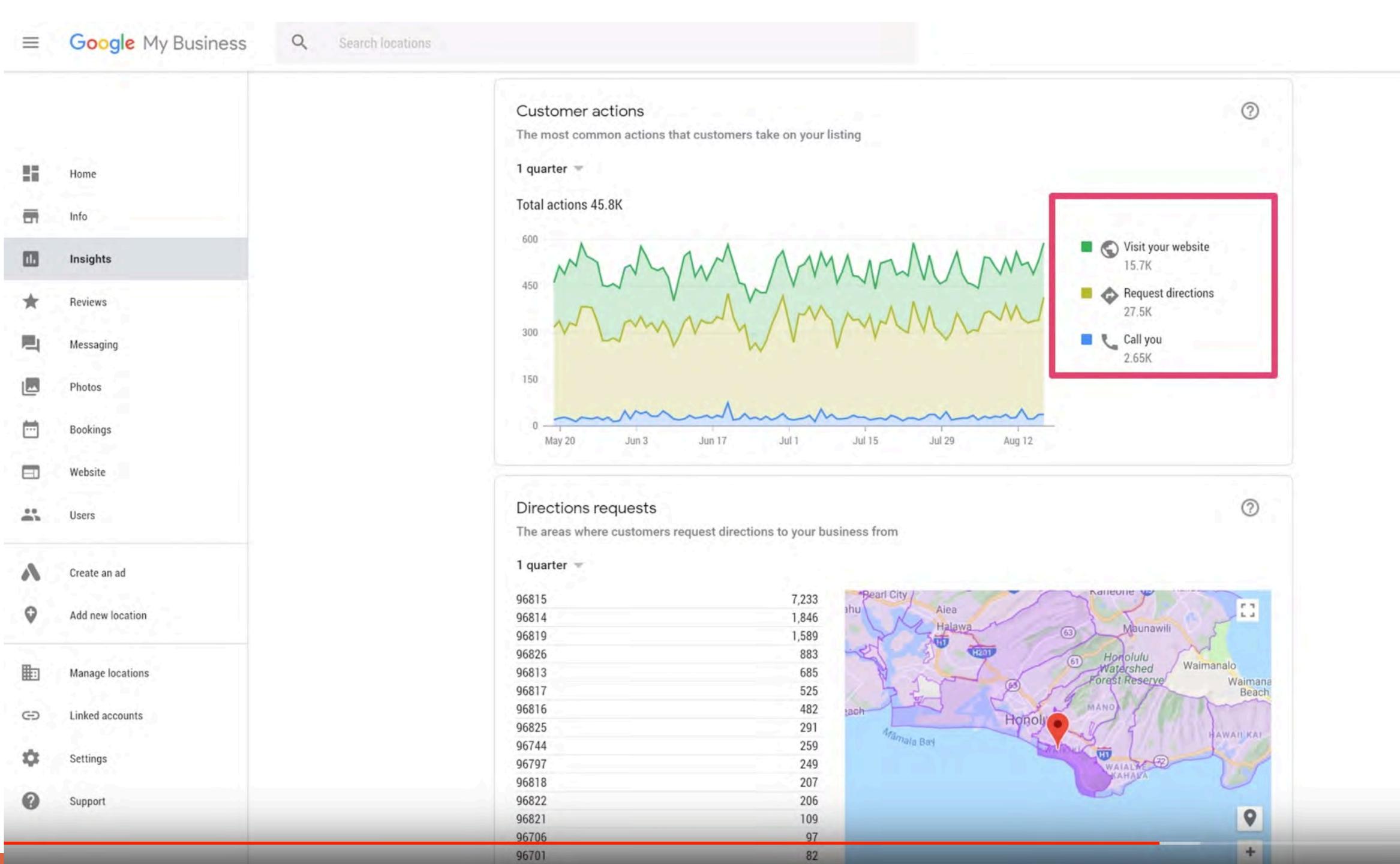


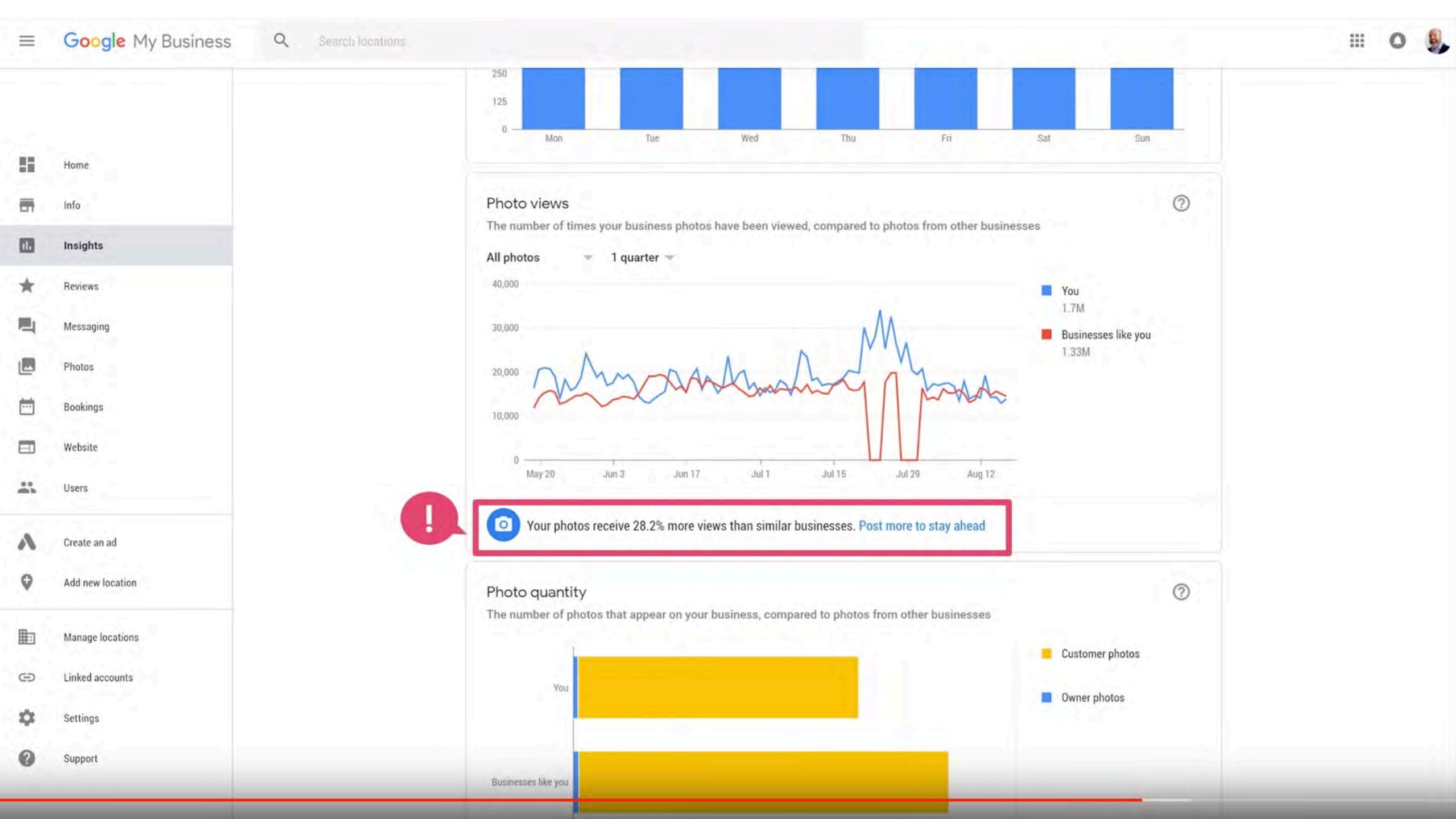


Check Insights in Google My Business Regularly

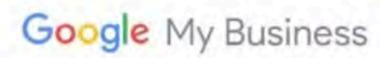












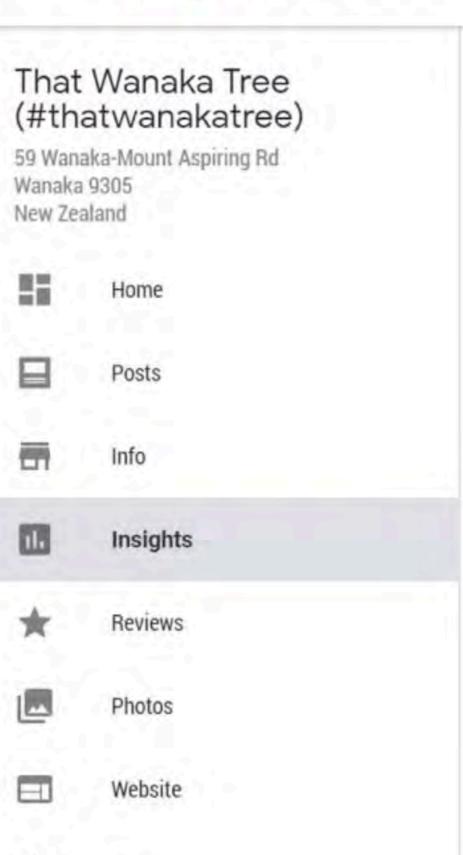
NEW!

Queries used to find your business







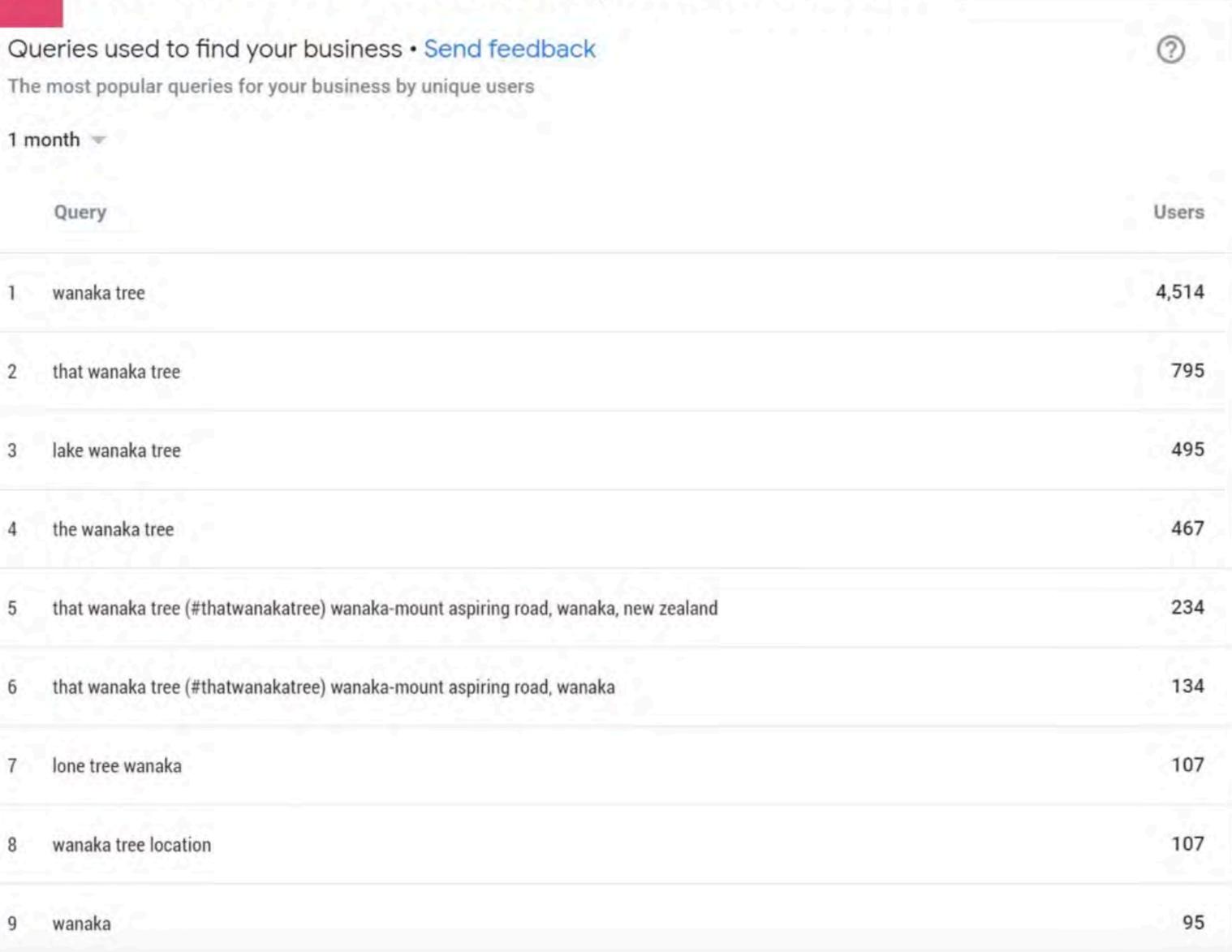


Users

Create an ad

Add new location

Manage locations

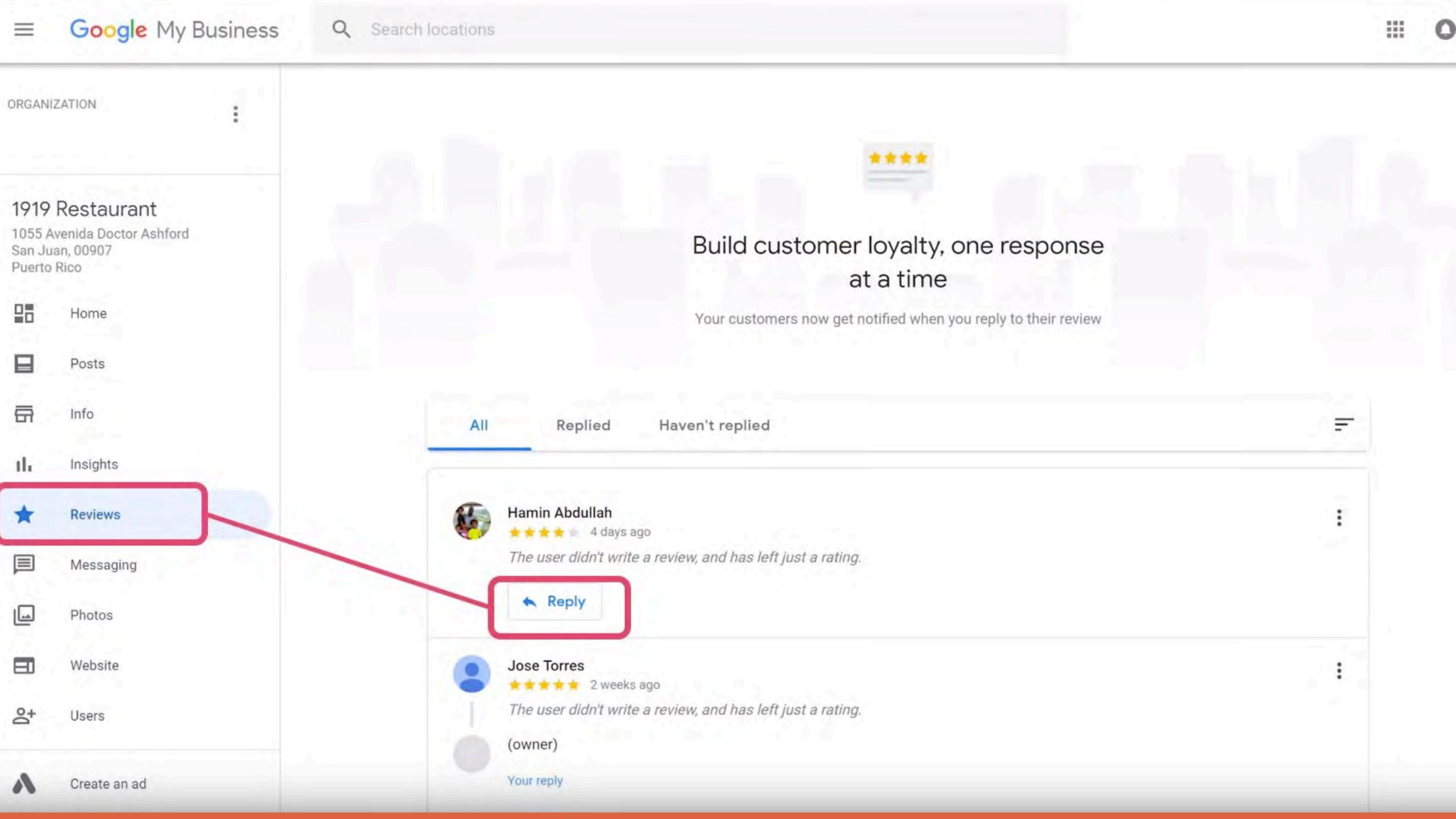


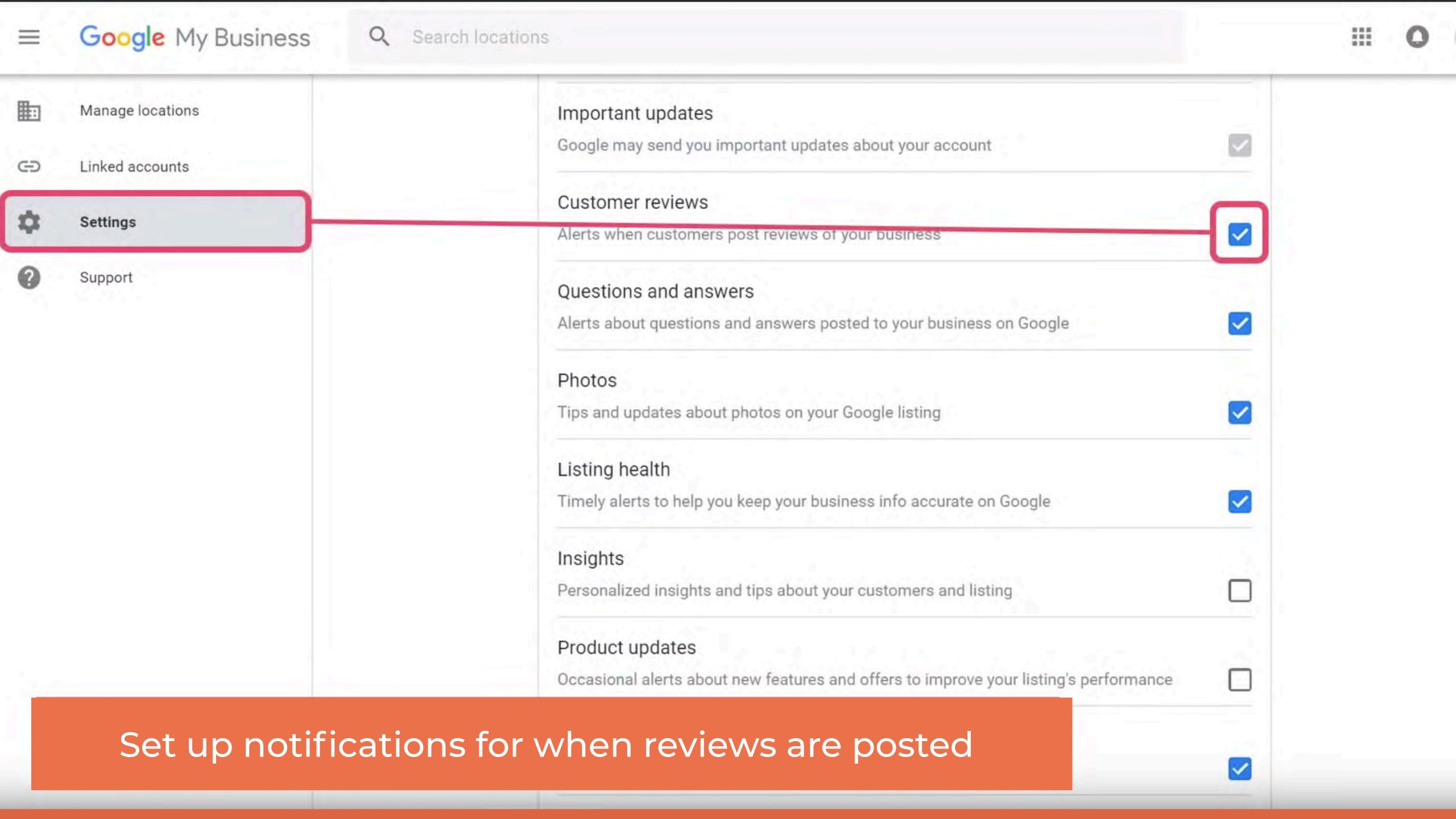
Google My Business NEW! What your business is known for What your business is known for How you score on key attributes that help customers decide where to go Home Popular for dinner Posts Serves great dessert Serves healthy options Good for groups Insights Popular with tourists Reviews Casual Messaging Cozy Good for kids Photos 25% 75% Bookings Website Popular times Your most popular time is around 8:00 PM on Friday Users Friday Create an ad Add new location Manage locations Linked accounts 5:00 pm 3:00 am 6:00 am 9:00 am 12:00 pm 3:00 pm

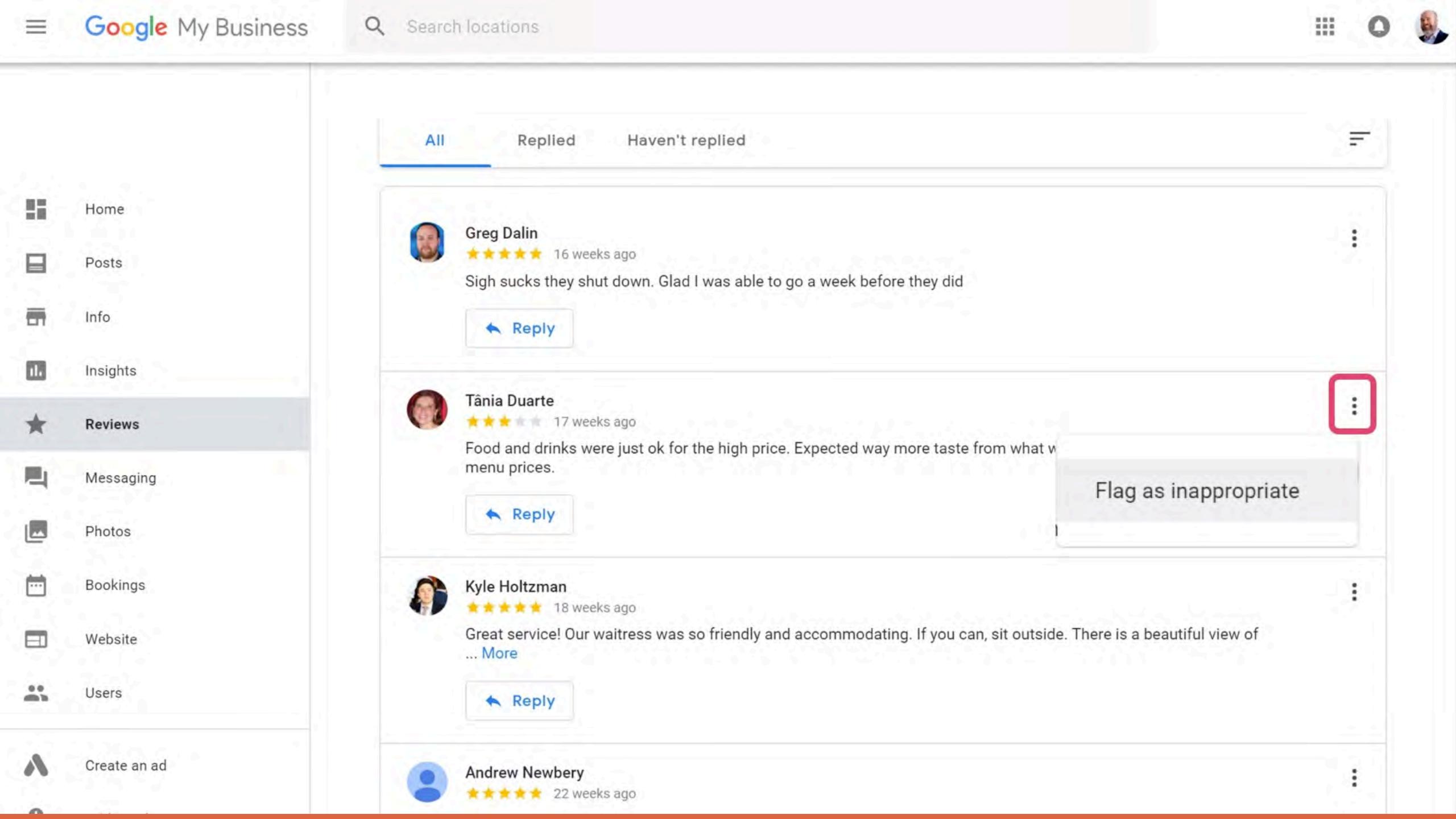
100%

9:00 pm

Respond to Reviews Quickly







Flagging Reviews as Inappropriate

- · Spam & Fake Content
- · Off-Topic
- Restricted Content
- · Illegal Content
- · Sexually Explicit Content
- Offensive Content
- Hate Speech
- · Harassment & Bullying
- Impersonation
- · Conflict of Interest

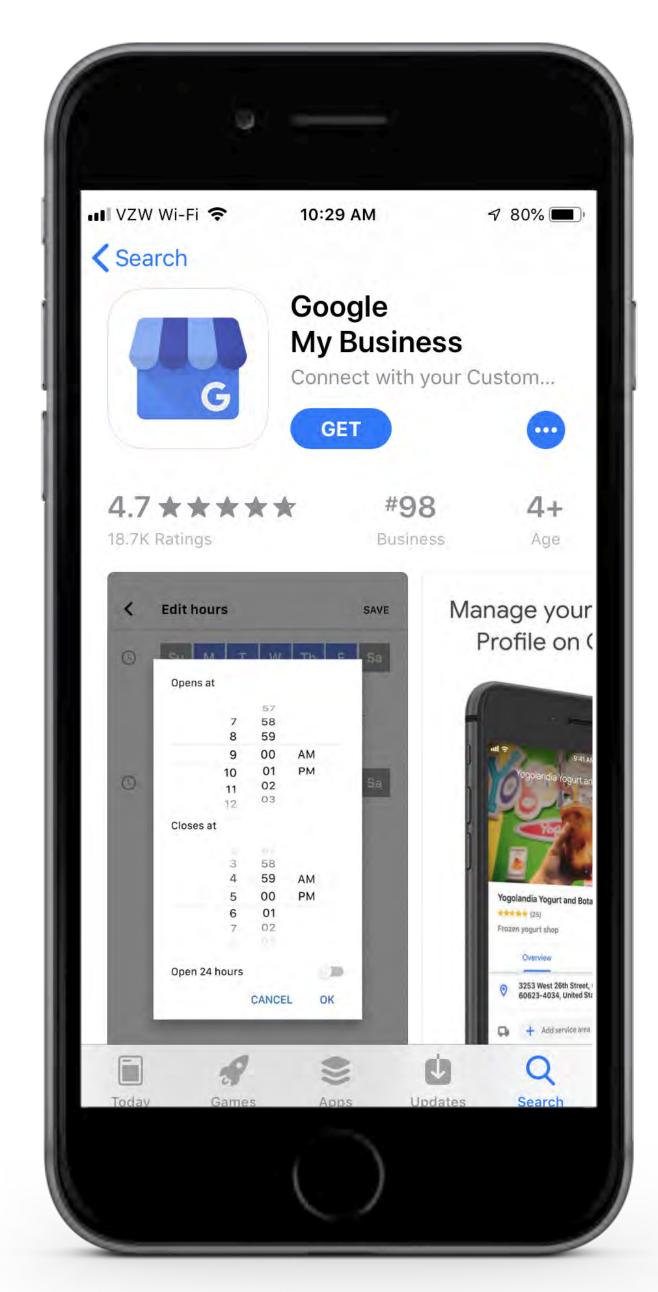
Maps user contributed content is most valuable when it is honest and unbiased. Examples of disallowed practices include, but are not limited to:

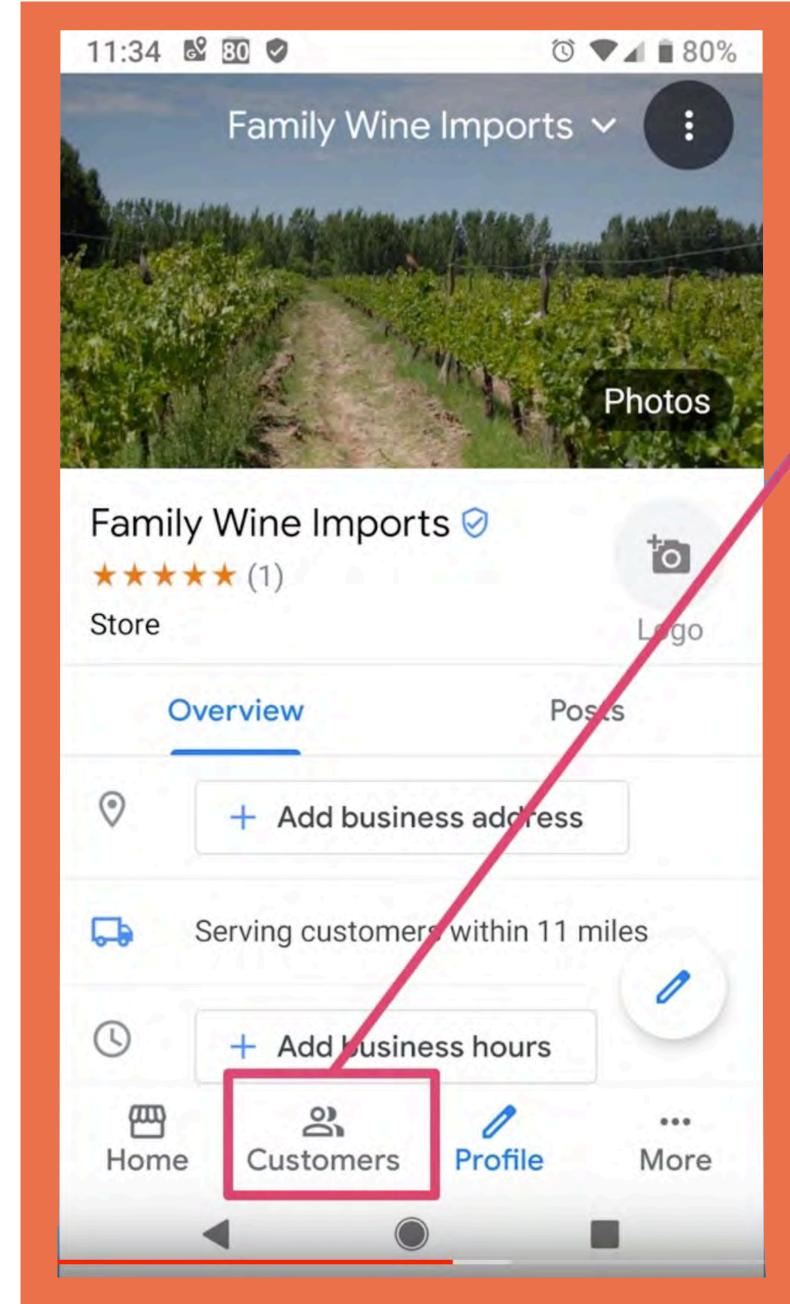
Reviewing your own business.

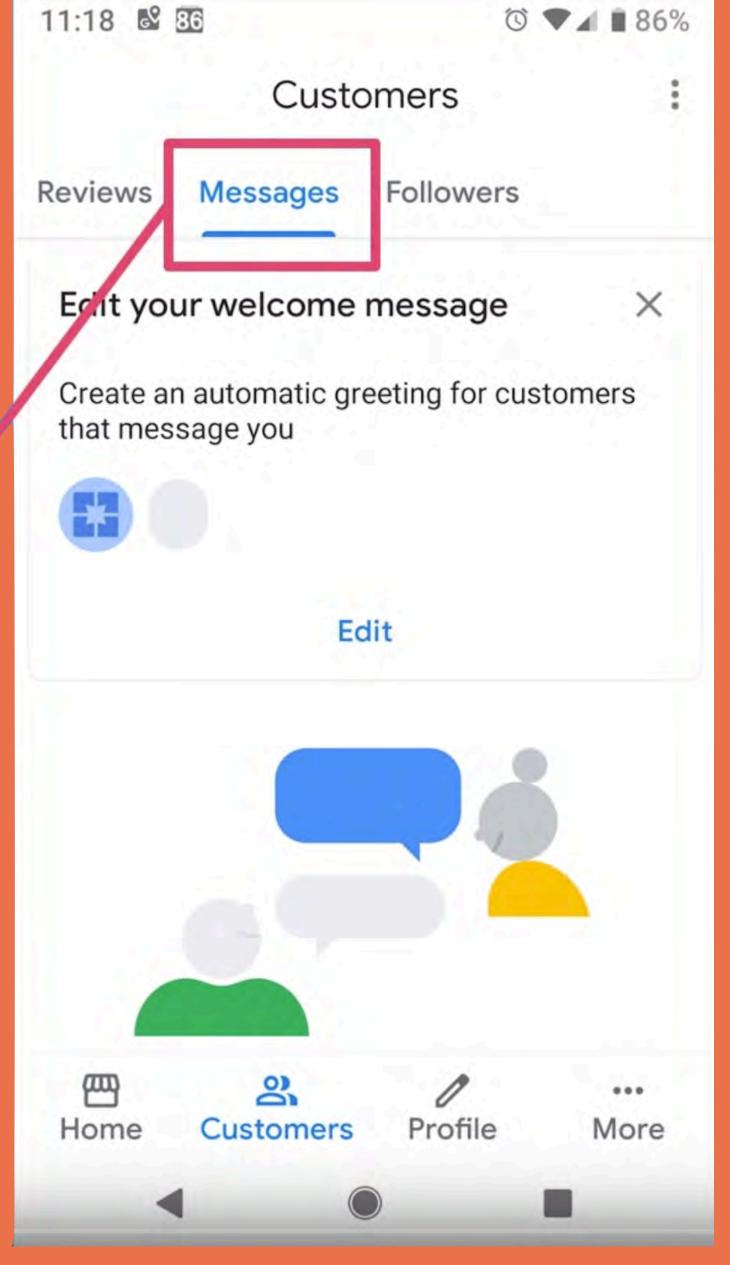
Posting content about a current or former employment experience.

Posting content about a competitor to manipulate their ratings.

GOOGLE







TripAdvisor

7496

Of users who book on a hotel site visit TripAdvisor at some point during their path to purchase 70%

Of global tourism spend was influenced by TripAdvisor page views, reviews and scores in 2017

TripAdvisor Management Center

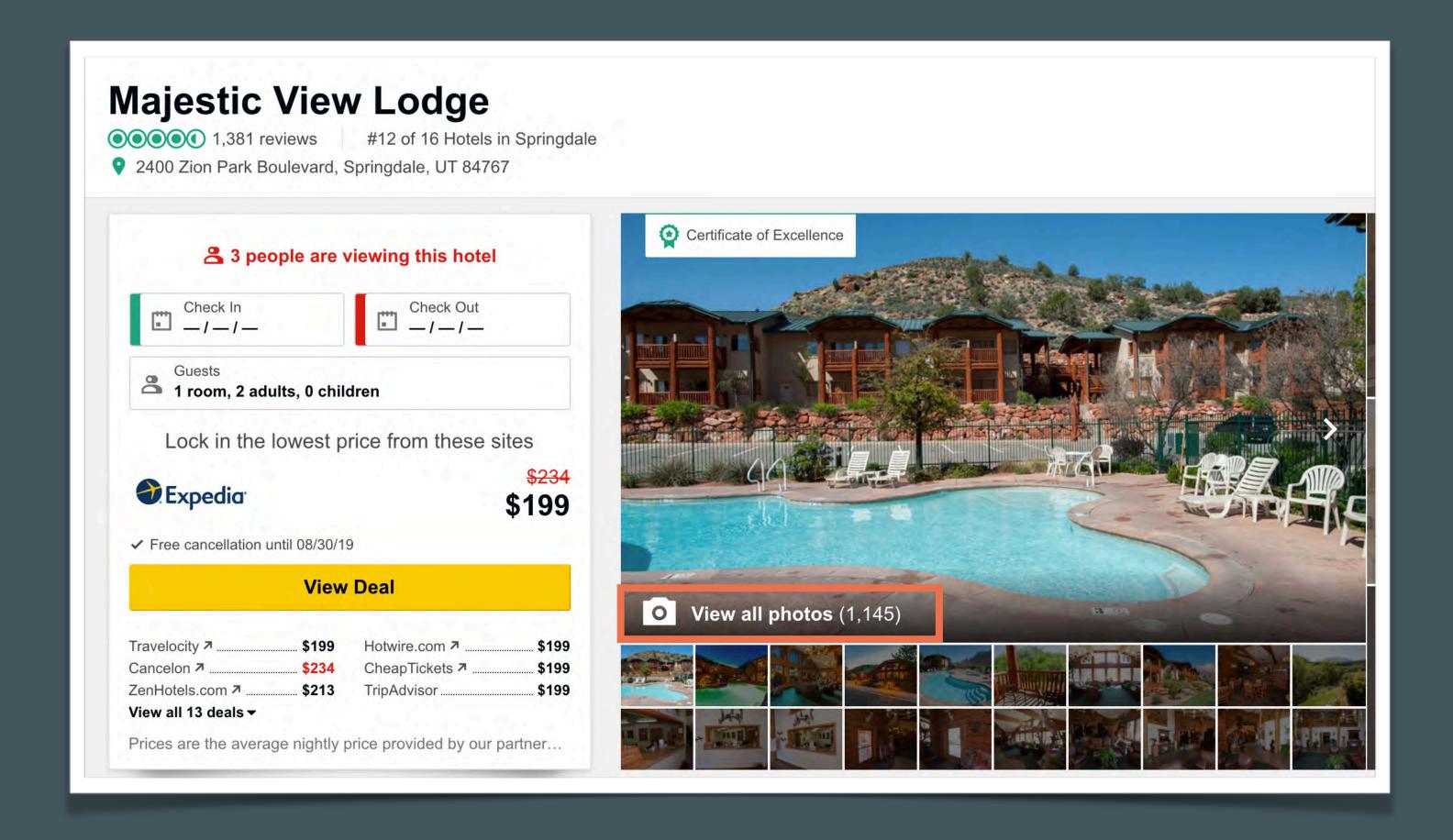
https://www.tripadvisor.com/Owners

- Manage Listing
- Drive Bookings
- Marketing Tools
- Reviews
- Help & Settings

1. Upload Management Photos

Research shows that travelers spend more time on property pages that have at least

30 PHOTOS



2. Choose a Primary Photo

Your primary photo is the first photo guests see of your property - It appears as your main image in search results and as the first image in your photo carousel.

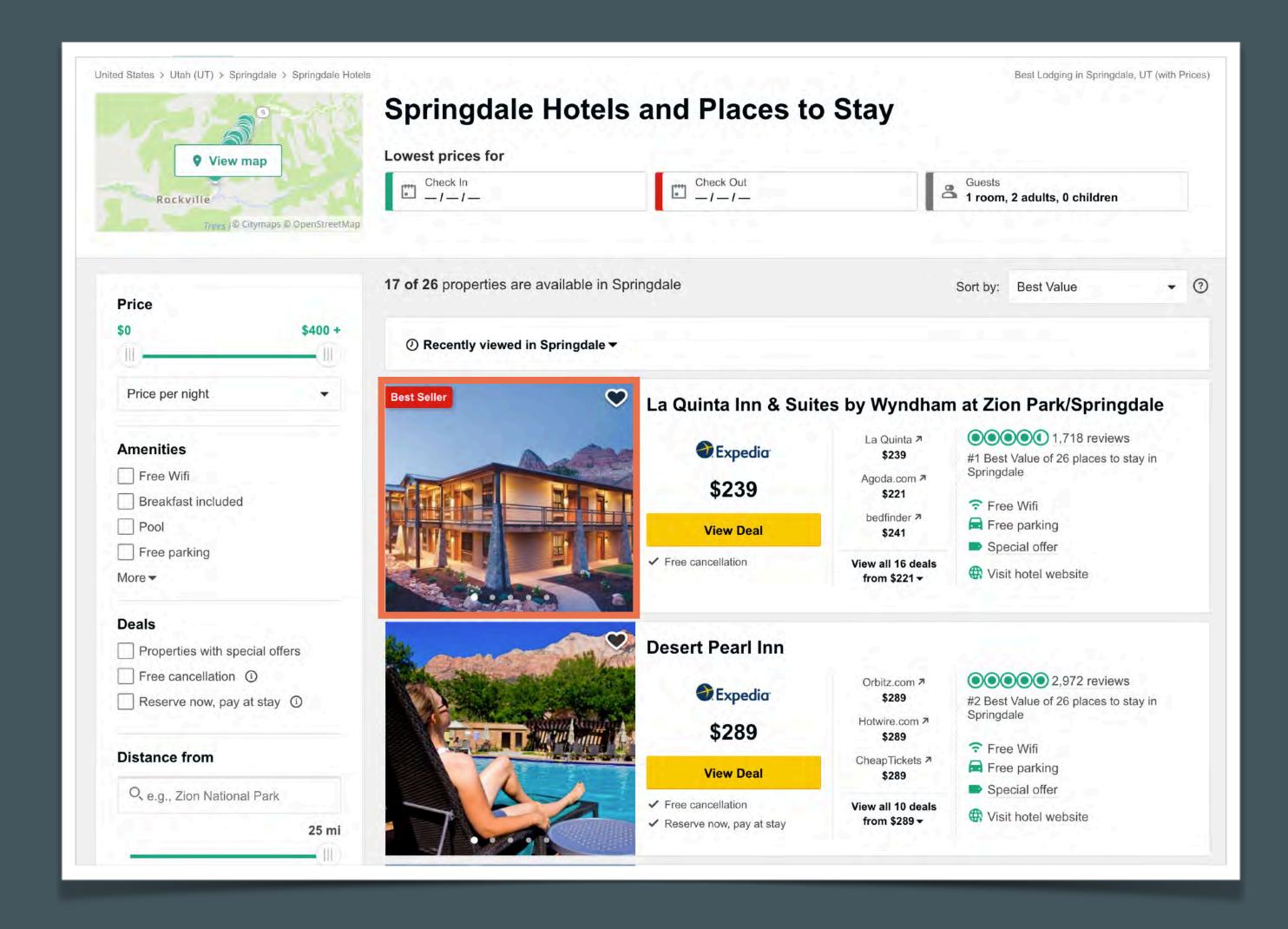


Photo Do's & Don'ts

DO: Use professional-looking photos

DO: Update your photos based on the season

DO: Include an array of photos

- **Guest rooms**: the bedroom area, storage spaces, bathroom, and any unique or high-quality room amenities (technology, toiletries, etc.)
- Views or outdoor spaces: the exterior of your building, pool, gardens, rooftop, views from your restaurant or bedroom, etc.
- Common spaces or interior amenities: dining spaces, your lobby, concierge, transportation

DO: Post photos of various rooms - but always include your standard room

DO: Mix up the style and formats of your photos

DON'T: Use stock photos

DON'T: Delete photos from other seasons

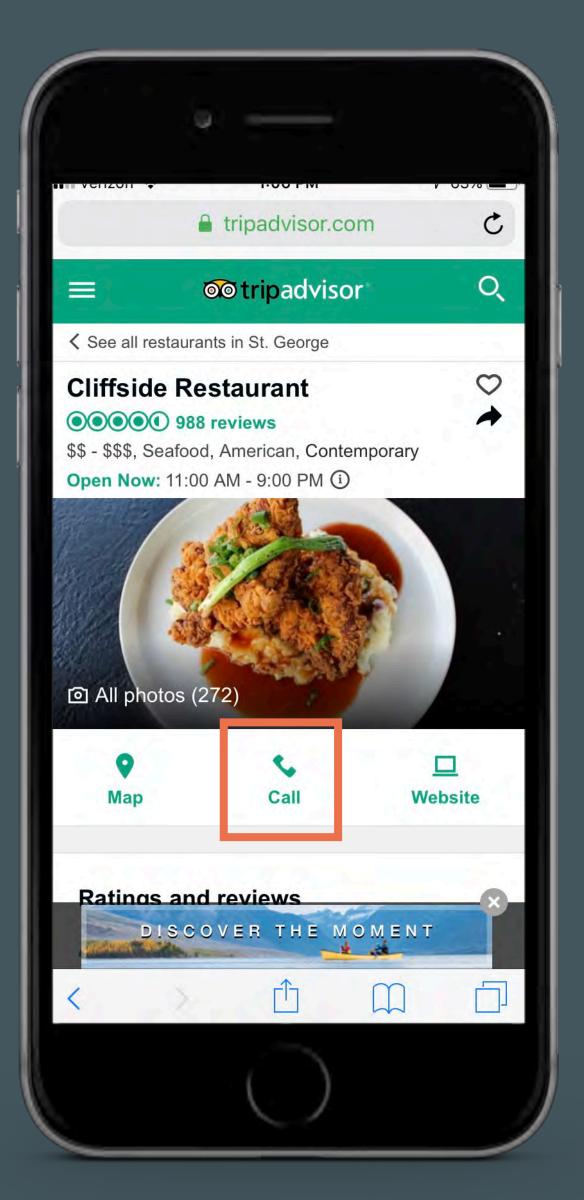
DON'T: Include every photo from your recent photo shoot

DON'T: Post only the basic offerings at your property

DON'T: Get "too artsy" with your photos

3. Add Contact Details

Mobile users make up a significant portion of TripAdvisor traffic. Ensure travelers can reach you with just one tap by adding your phone number, website, and email address.



Where Contact Details Appear

Your property page: Once added, Contact Details will automatically appear on your property page (otherwise known as your TripAdvisor listing page). Where the Contact Details appear on your page depends on which three points of contact you choose to add. For example, your phone number, email, and website URLs will all appear at the top of your listing below your property name. Other Contact Details, such as your deals, packages, and virtual tour will appear in the "Overview" section of your TripAdvisor listing (along with your hotel website link) — above your reviews.

Across devices: Your Contact Details will automatically appear across all devices. However, properties that choose to add their phone number will also enable Mobile Click – to – Call, which allows travelers to call your property with just one click from any mobile device.

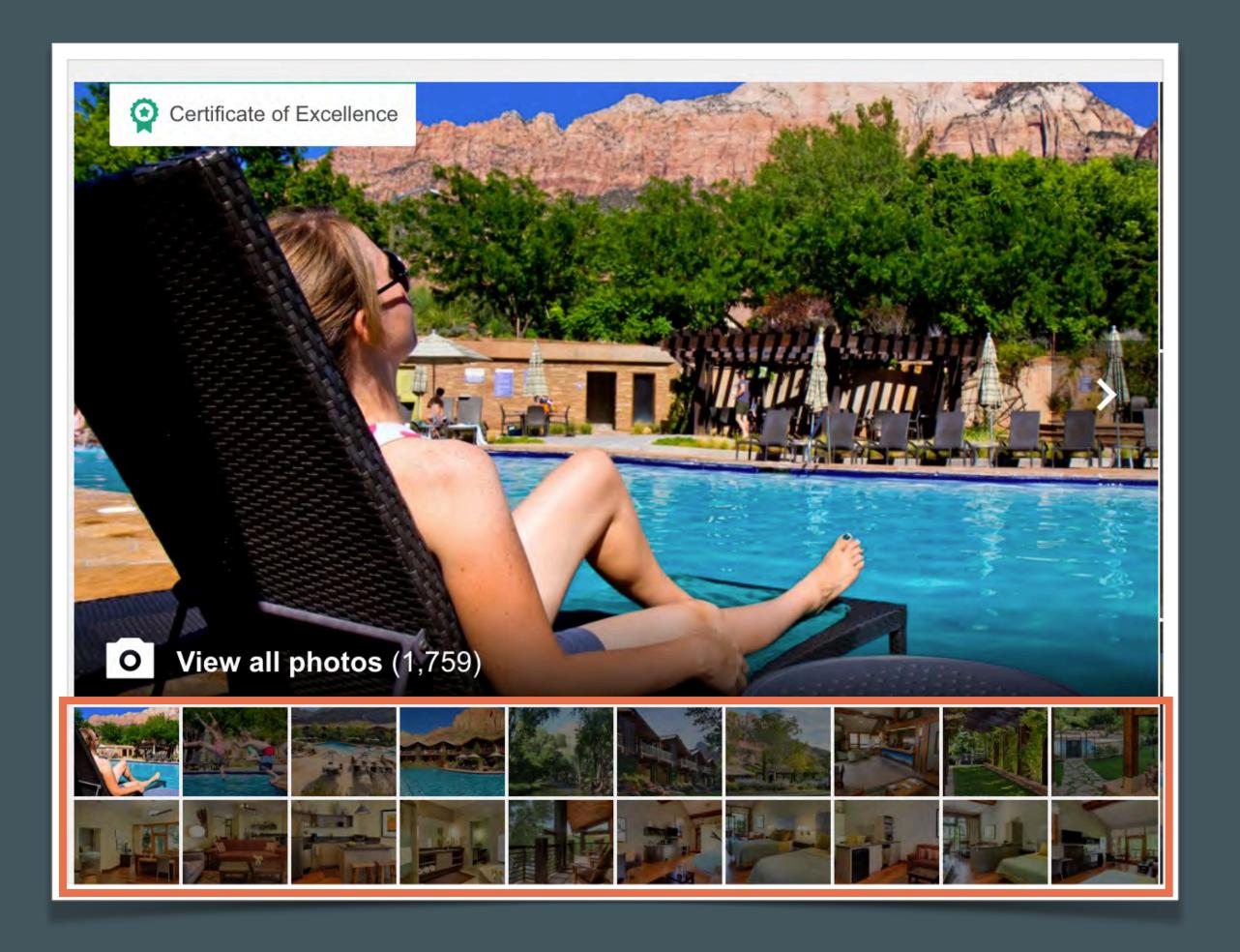
In search results: If you choose your hotel website link as one of your three Contact Details, Search Links* allow your website to appear in search results on high profile TripAdvisor pages.

How to Add Your Contact Details

- Sign in to your Management Center
- Under the Drive Bookings menu at the top, click Update Contact Details
- Then, click Add/Edit Contact Links
- Click Add new contact
- Choose a market/language
- Select up to three contact types

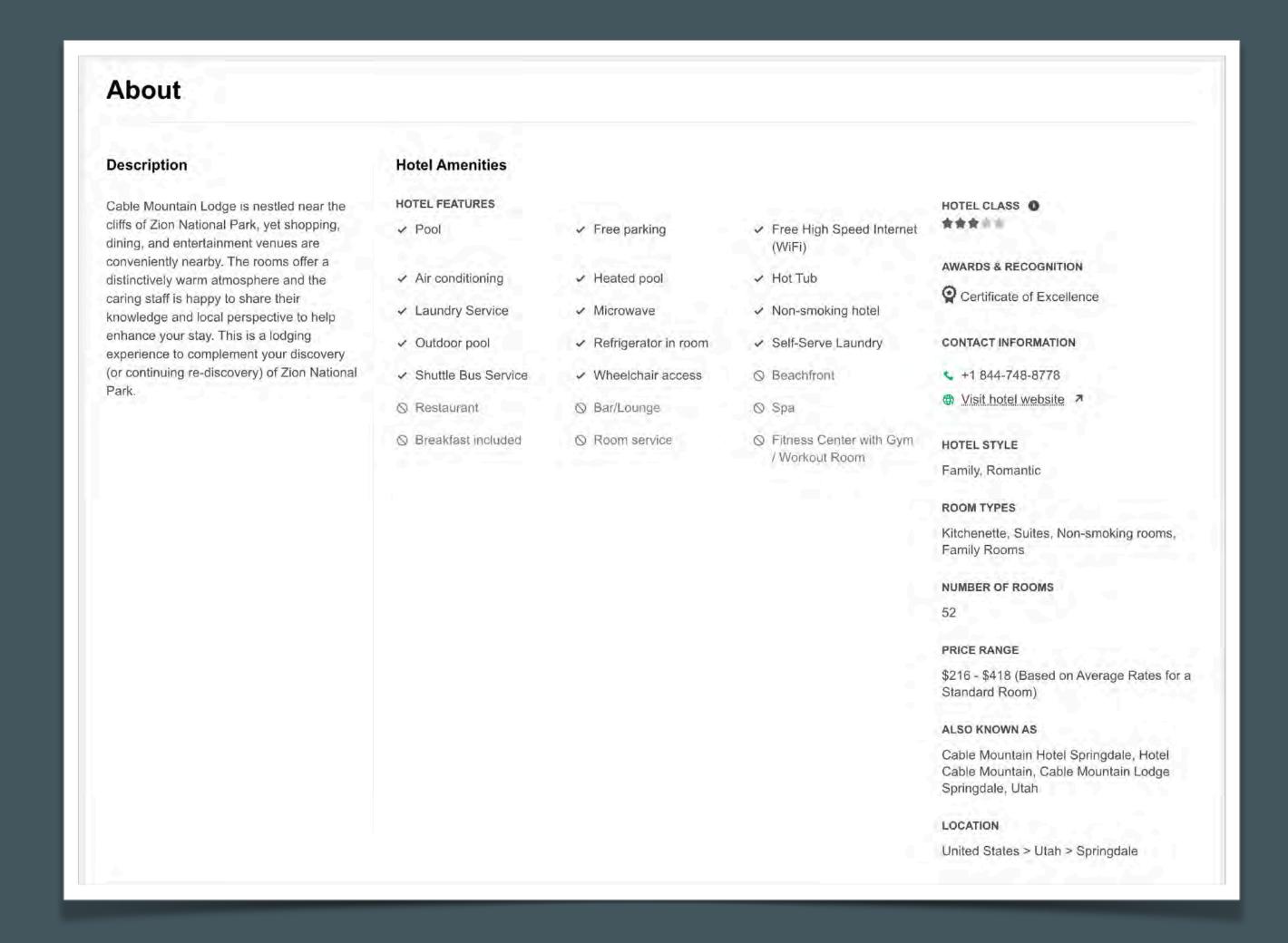
4. Pick your Favorite Photos

Inspire travelers to choose you by highlighting your Favorite Photos in the carousel after your primary photo. Include an array of photos (vs. just one subject) so travelers are inspired by all your property has to offer.



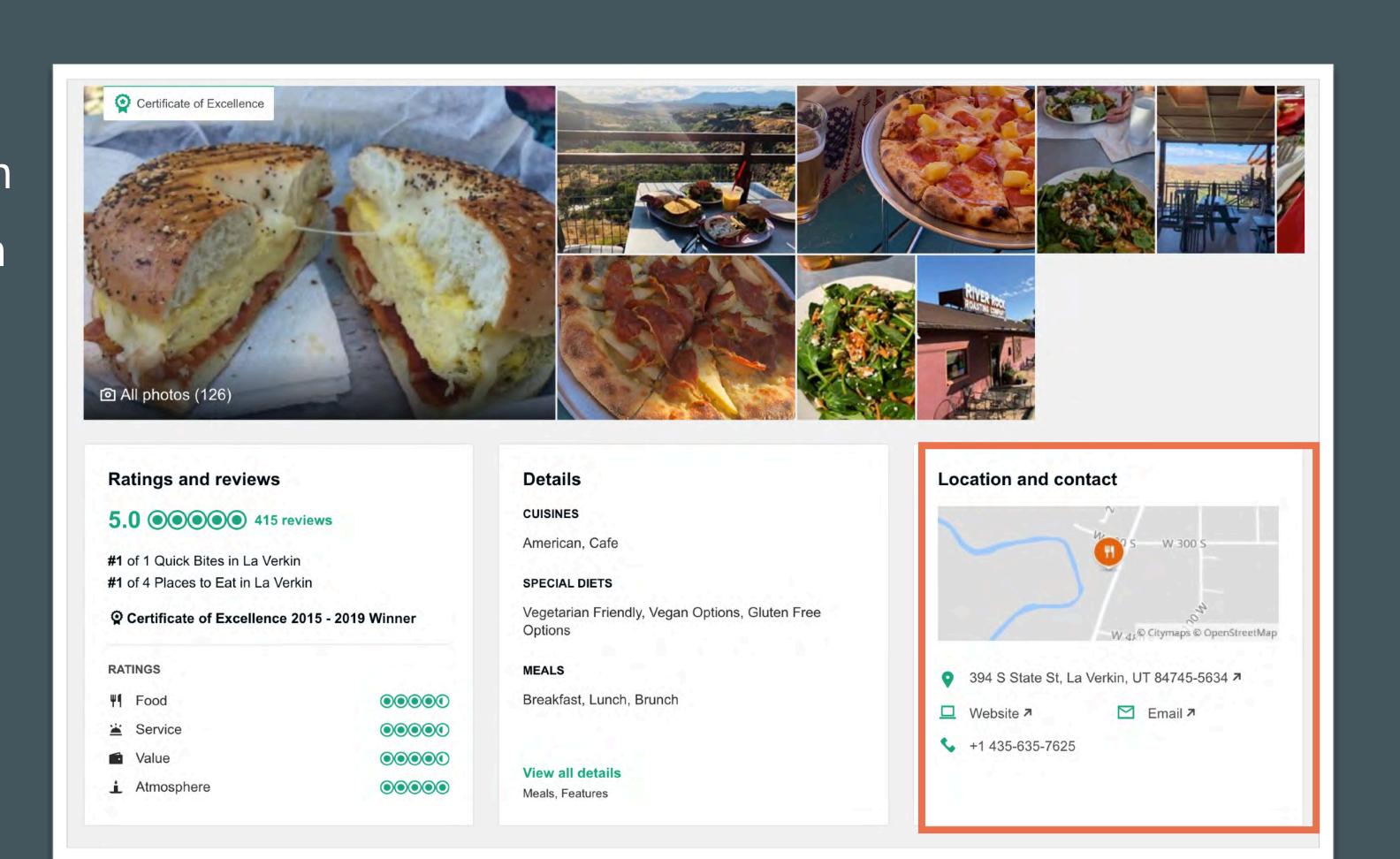
5. Update Your Business Details

Give potential guests all the information they need about your property to make a decision including: your amenities, price range and property description.



6. Adjust Your Map Pin

Travelers use the map pin section to see where your property is in relation to major landmarks & things to do in the area. So be sure it's accurate, by adjusting your map pin in the Management Center.

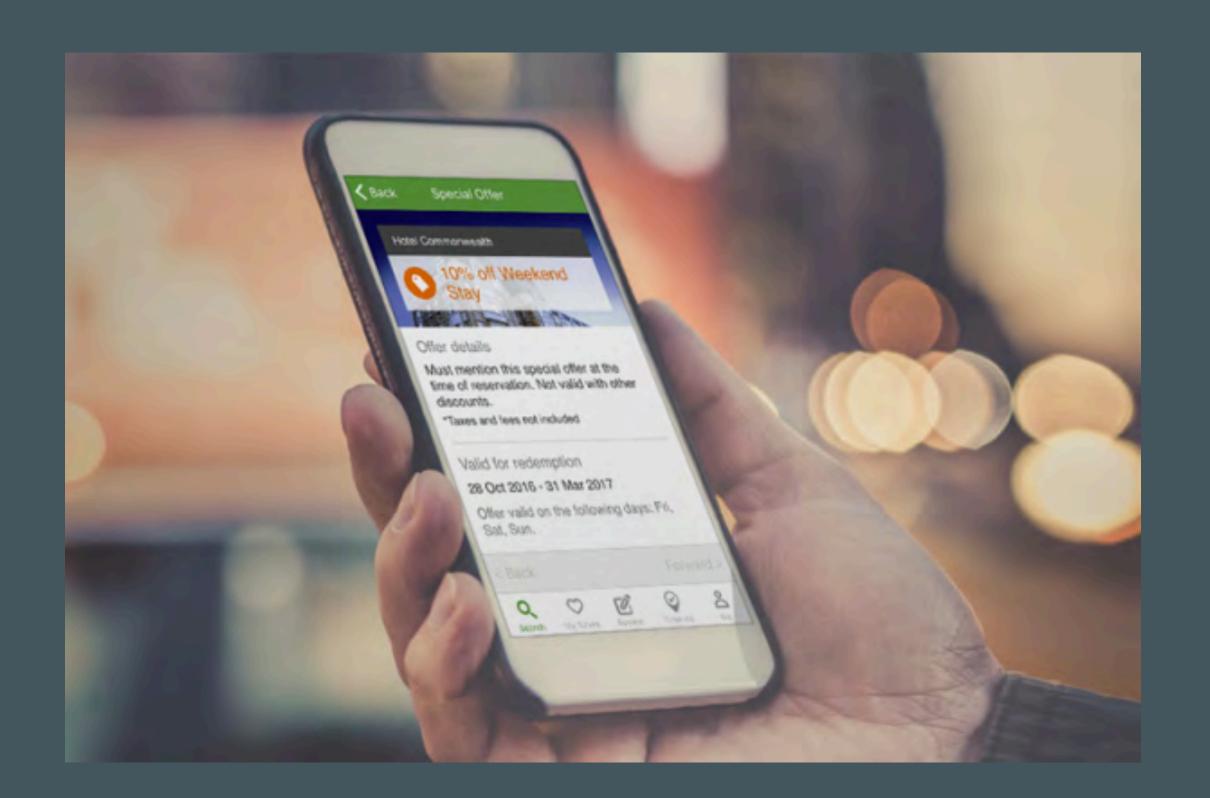


How To Adjust Your Map Pin

- Log in to the Management Center
- Under the "Manage Listing" menu at the top click "Name & Description"
- Select the "Location" tab from the menu on the left
- Confirm your street address and postal code and click "Submit."
- Then, click "Verify Map Pin" and drag and drop the pin to the correct location we suggest your main entrance or parking lot. Click "Confirm," your location will be updated on the site within 24 hours.

7. Post a Special Offer

Nearly half of TripAdvisor travelers say
Special Offers influence booking
choices. Use Special Offers and
Announcements to attract guests and stand
out from competitors by sharing an
exclusive offer or your property's latest
news and improvements.



Offers Tips

- 1. Always run an offer
- 2. Give travelers a good deal
- 3. Timing is everything
- 4. Market distressed inventory
- 5. Capitalize on a pre-existing deal
- 6. Use offers to build areas of your business
- 7. Promote your own amenities
- 8. Be clear and concise and Communicate restrictions or blackout dates
- 9. Make your offer easy to redeem
- 10. Track your results

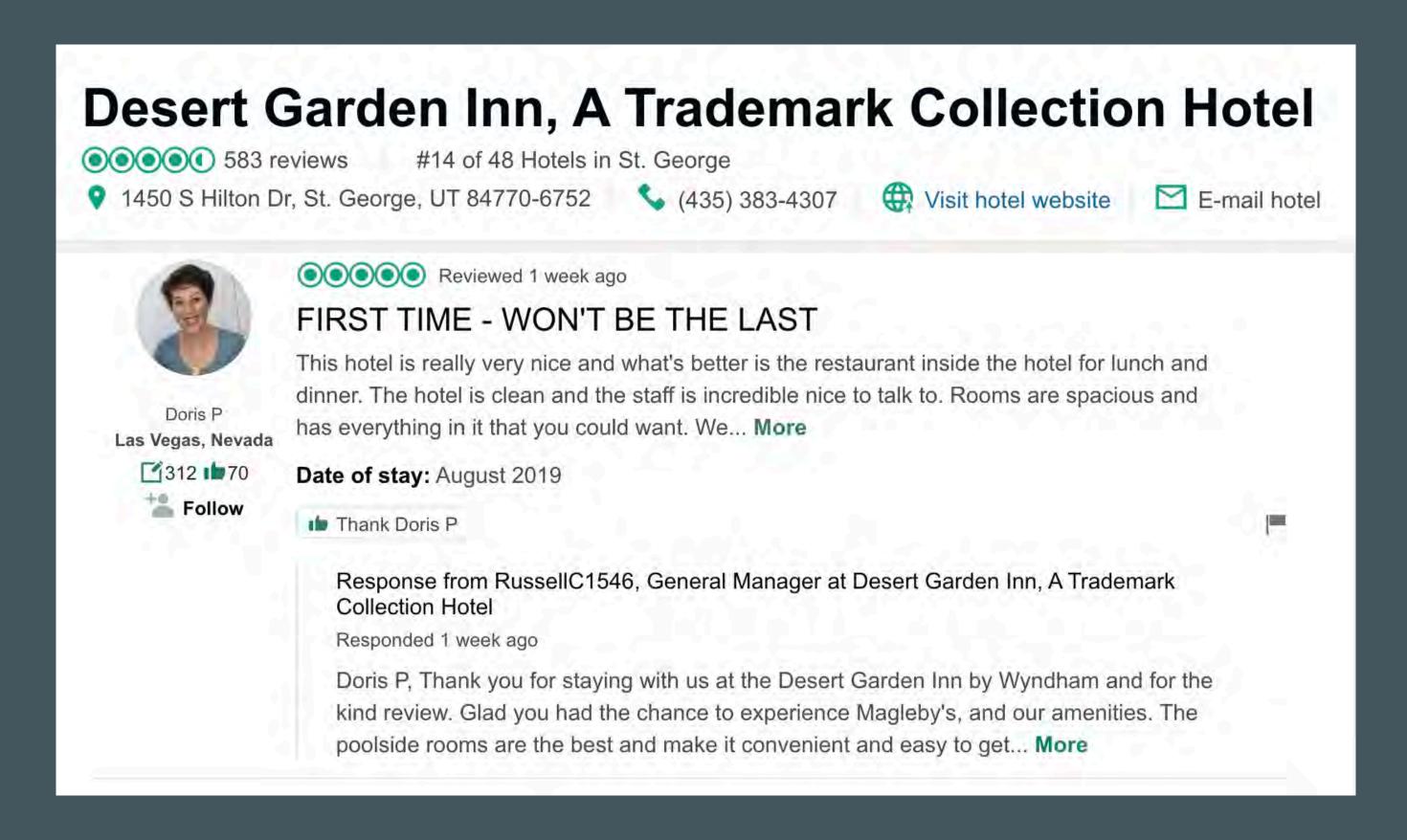
How to Post an Offer

- 1. Log into the Management Center
- 2. From the "Drive Bookings" menu at the top, click "Post Special Offers".
- 3. Click the "Create a new offer" button or if this is your first time setting up a Special Offer, click "Create one now".
- 4. Choose a Special Offer category

 There are four options: "Room Rate," "Food & Beverage," "Local Offers" and "Package."
- 5. To better classify your Special Offer, please select a subcategory for "Room Rate," "Food & Beverage" or "Local Offer."
- 6. Fill in the details of your offer
- 7. Review and post your Special Offer

8. Write Management Responses

Registered owners can have the the final word by writing a Management Response. A Management Response shows travelers that you care and helps you tell your side of the story.



How To Write a Response

- Click the "Reviews" tab in the top menu and select "Respond to Reviews"
- Choose the TripAdvisor review you would like to respond to by clicking on the review in the left-hand sidebar
- Enter your review response into the box provided
- Enter in your display name and select your business role
- Click submit

9. Collect Reviews

Encourage your guests to share reviews. TripAdvisor offers a number of tools to help you collect more reviews:

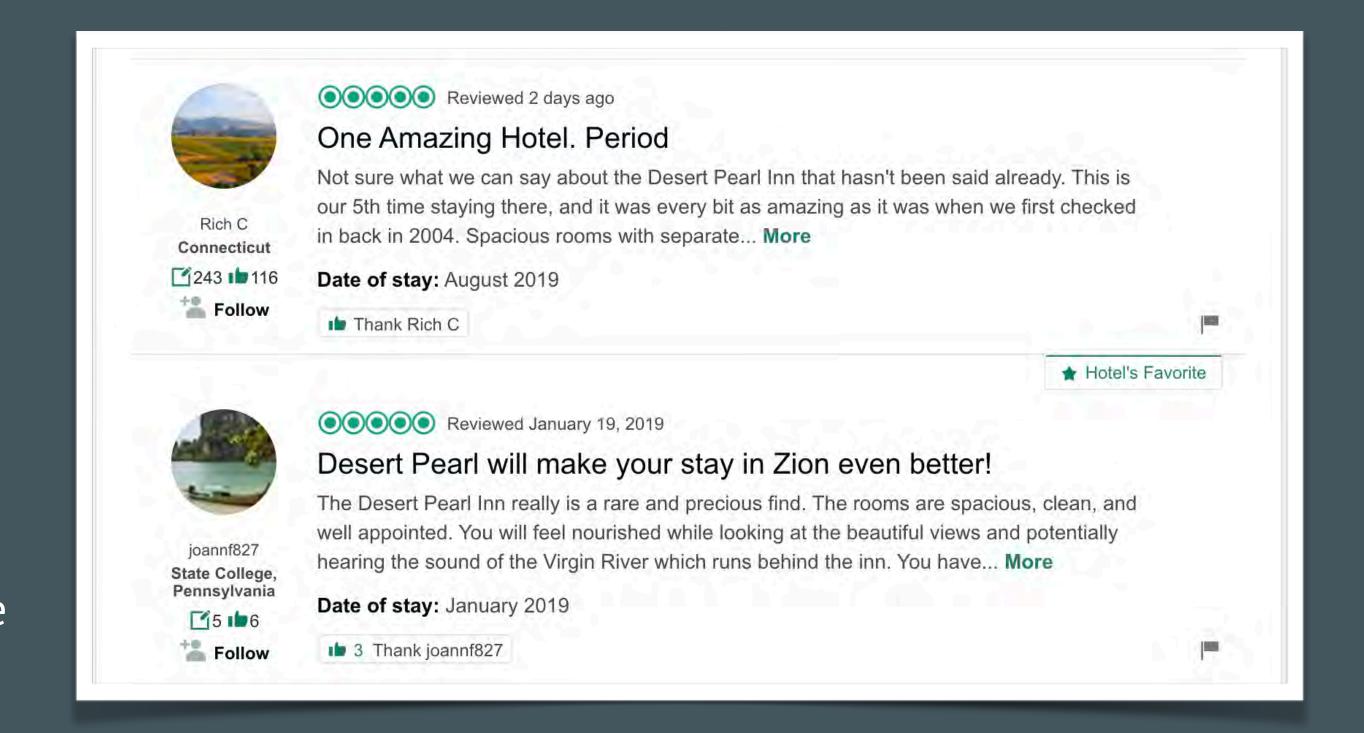
- Review Express
- Widgets
- Stickers
- Reminder Cards
- Custom Fliers



10. Pin a Favorite Review

Choose a review that highlights a great traveler experience and encompasses what makes your property special. Don't forget to add a Management Response so both are pinned near the top of your page.

The review you select will appear directly after the most recent review on your TripAdvisor listing. Choose one in each available language to ensure that more travelers from around the world see your favorite reviews.



Instagram

Instagram & Travel



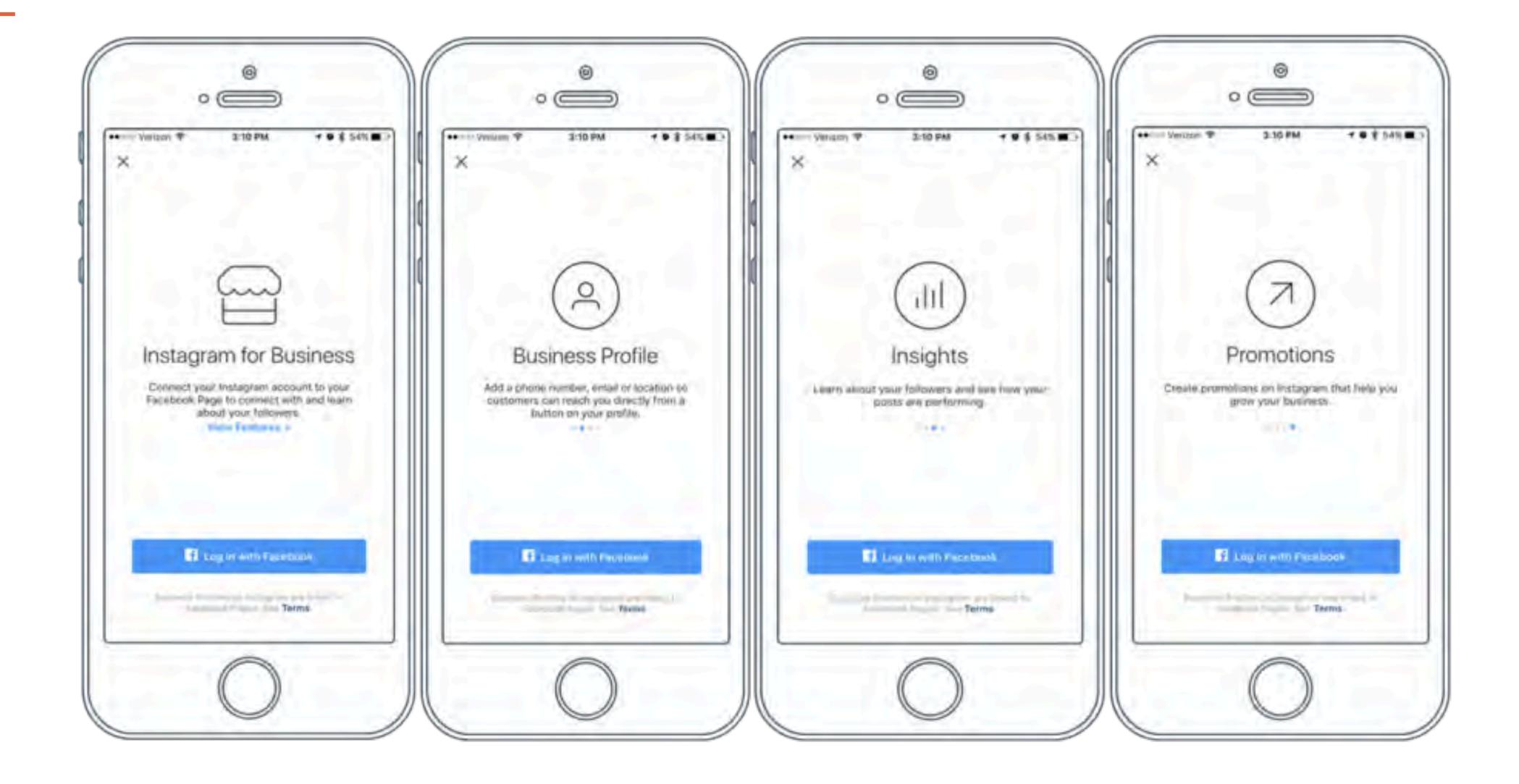
Instagram users use the app to find new travel destinations and places to explore



of Millennials consider

"Instagrammability" when selecting their next travel destination

Business Accounts



Business Accounts

When you link an Instagram account to a Facebook Page, admins, editors and other Page roles will have equal permissions on the associated Instagram account.

You'll receive access to Instagram Insights. Instagram Insights provide information on who your followers are, when they're online and more. You can also view insights for specific posts you've created to see how each performed and how people are engaging with them. Learn more about the insights available.

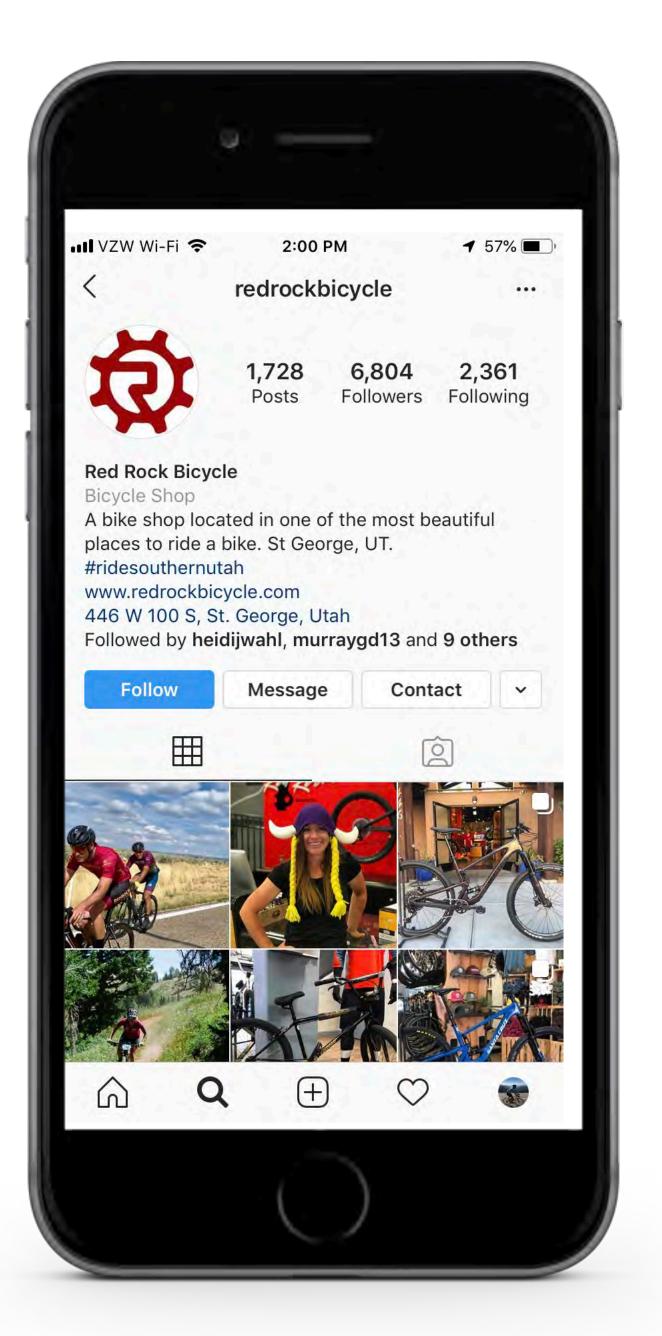


Business Accounts

Business account include a Contact button near the top of their profile. You'll be able to include directions, a phone number and / or an email address. Keep in mind that you must include at least 1 contact option when setting up your Business Profile.

Business account will show a category directly below the profile image. This category is the same as the category of your linked Facebook Page.

If you entered a physical address, it'll now appear below your profile's description.

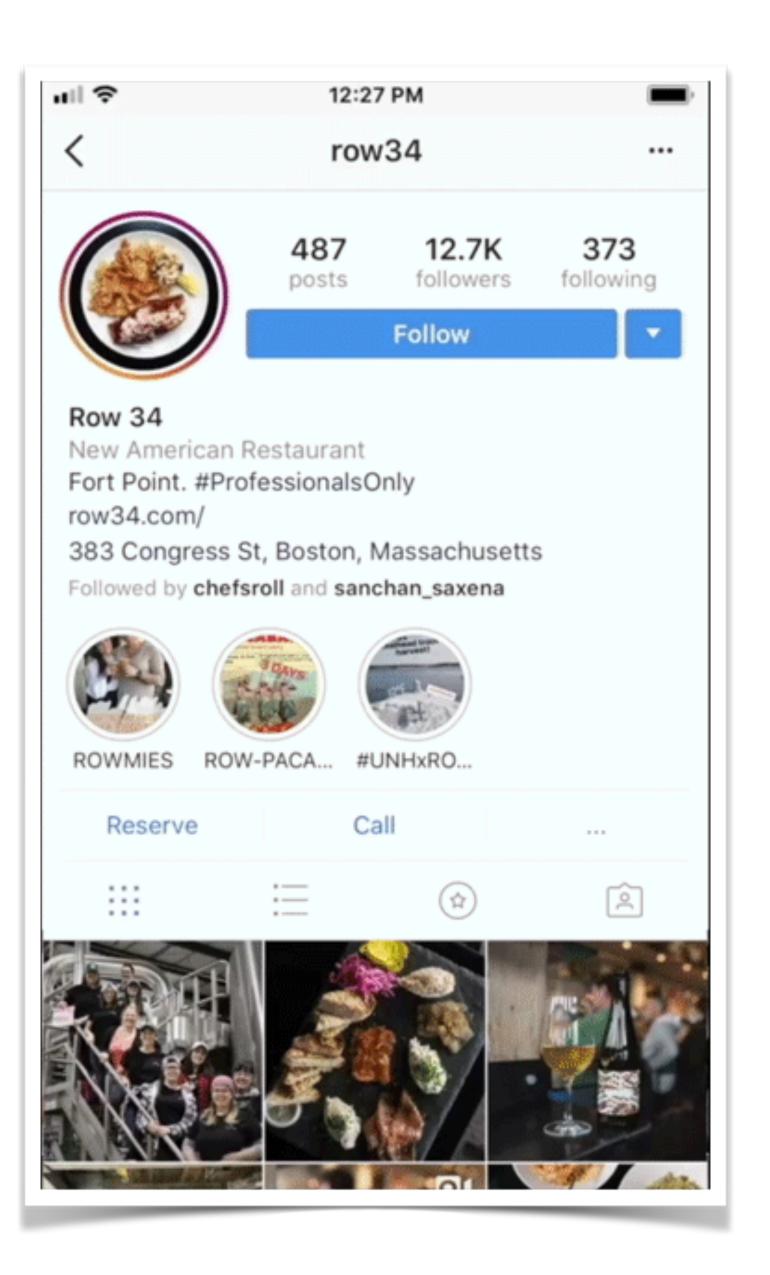


Action Buttons

Health & Beauty: GlossGenius, Booksy, Genbook, goPanache, Setmore, Fresha, Acuity Scheduling, Appointments by Square, Vagaro, StyleSeat, Squire, Shore, GetTimely, Schedulicity, MyTime, Salon Iris, Schedulista, Treatwell, and Appointy.

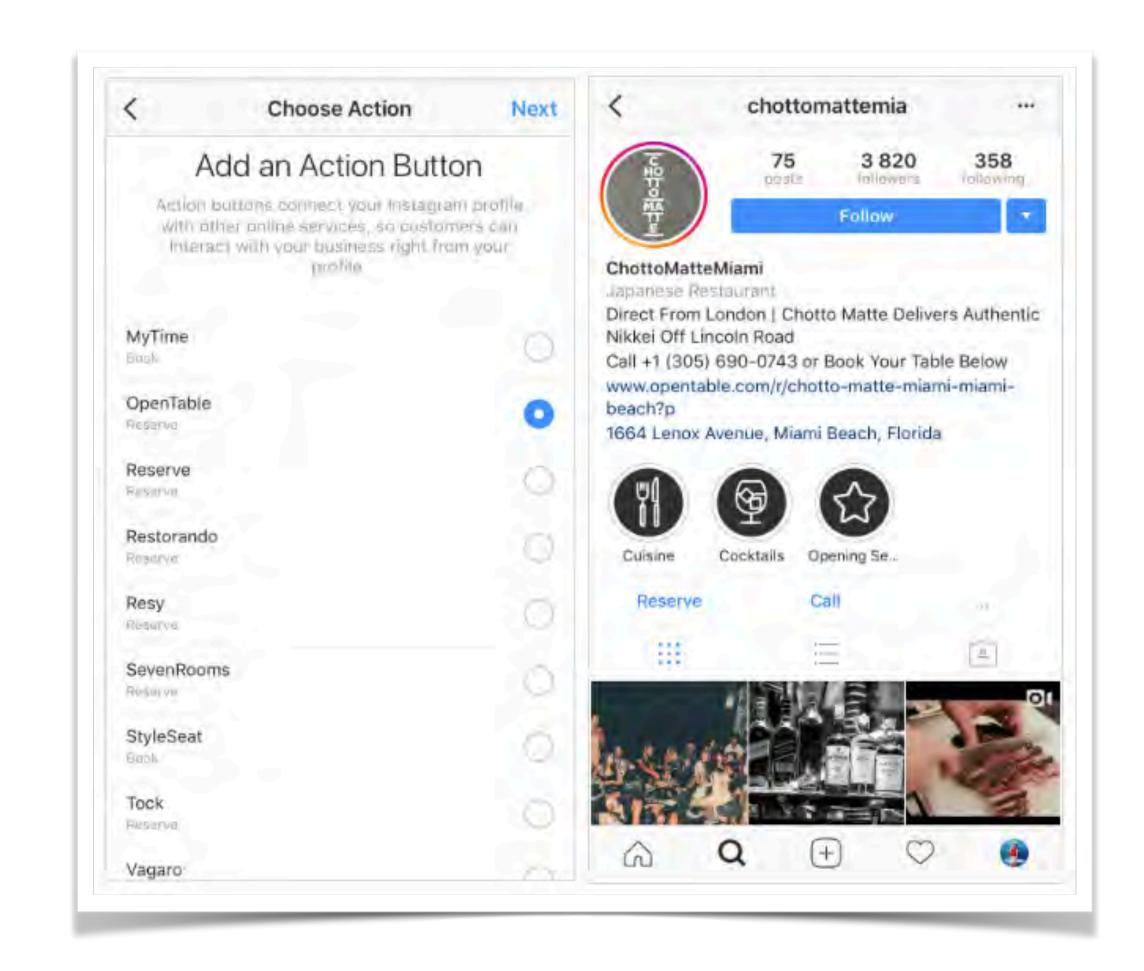
Dining: Tock, Restorando, Resy, Reserve, Yelp, SevenRooms, OpenTable, LaFourchette, Quandoo, Gurunavi, and Bookatable.

Events: Eventbrite.



Setting Up Action Buttons

- Go to your business profile on Instagram.
- Tap Edit Profile.
- Under Business Information, tap Contact Options.
- Tap Add an action button.
- Select the action button you want to add to your business profile. You need an existing account with a partner to select them. Visit the website of the partner you want to add to learn more.
- Tap Submit.



IGTV Channels

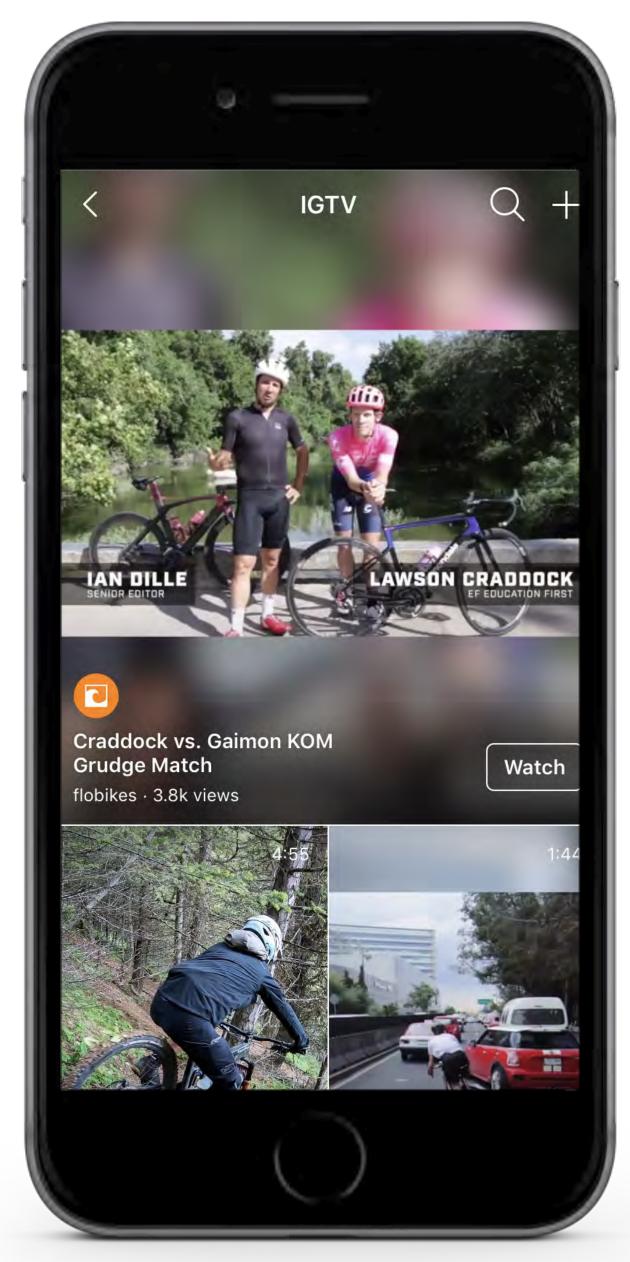
Your channel is where people can watch videos you've uploaded to IGTV. Before you can post videos to IGTV, you first need to create a channel.

From the Instagram app or IGTV app:

- Tap in the top right of Feed, or open the IGTV app.
- Tap > Create Channel and follow the on-screen instructions.

On the web at Instagram.com:

- Go to your profile and click IGTV.
- Click Get Started and follow the on-screen instructions.
- Keep in mind that your channel follows the privacy settings of your Instagram account.



Instagram Bio

- Though often overlooked, Instagram bios are important for businesses because it is your chance to show off who you are.
- Write a short bio with your catchphrase or slogan.
- Add in a Call-To-Action to suggest to your followers that they engage with your brand in some way, for example clicking through to your website's link

Authentic Content

- For travel brands, think what things are of the greatest interest to the people that follow you, then find a method to convey and focus on this throughout your authentic content. Followers will respond well to an Instagram feed that is well-curated, consistent, and tailored to their interests. This is what will make them want to see more of it, and this is where follows happen.
 - Quotes or slogans inspired by a specific place
 - A guide (to a destination) with slideshow
 - Videos
 - Contests and competitions
 - Regrams of user-generated content (user-generated content is created by someone else who then tags you in their photos or captions, or check-in your spot, etc.)

Hashtags

- Instagram without hashtags would be a total mess. Hashtags are used to categorize and filter through all of those 95 million daily posts, so that users can efficiently find the content that interests them. Including a hashtag is what will help you get discovered, but there is more to it then tagging away at random.
- There's two main hashtagging strategies that you can utilize:
 - Branded Hashtags
 - Relevant Hashtags

Hashtags



research shows that posts with 11 or more hashtags receive the most engagement.

Hashtags

92%

of the top 100 most engaging Instagram posts by state tourism accounts are usergenerated content re-published by the state's account. #UGC

Tips

Tip #1: Spend More Time Posting Consistently To Instagram

the best posting frequency for Instagram is the posting frequency that you can consistently maintain for the rest of your natural life.

Tip #2: Use Instagram Features Like Notifications and Facebook Page Manager

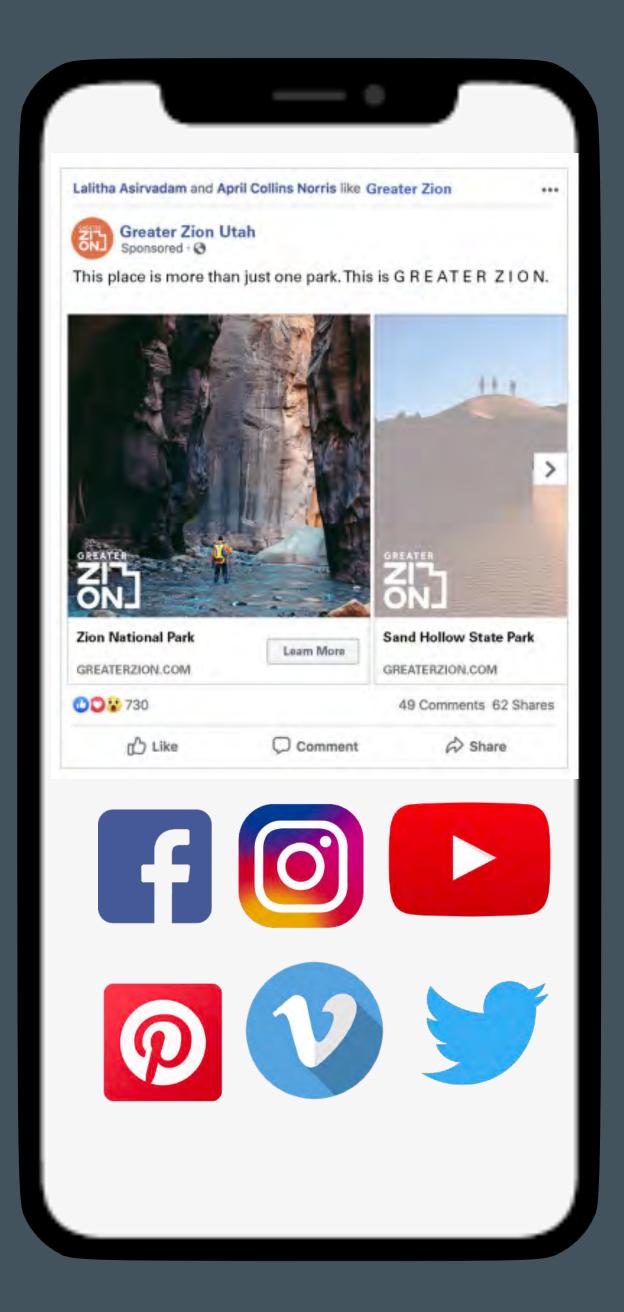
Tip #3: Improve Relationships with a Consistent Instagram Brand and Aesthetic

Tip #4: Using your Instagram Insights, you can use the Activity metrics to work out the times of the day when your audience is most active online

Social Media

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Thank You

