

Bermuda Tourism Summit 2017

**Creating Amazing Content
Across the Consumer
Journey**

Sven Tresp

Programme Manager
Google



Sven Tresp



- A passionate traveler, foodie and Program Manager at Google, in that order.
- When he is not climbing Mont Blanc for Street View or shrinking cameras that fit into small model trains, he is heads down collecting imagery at scale. This helps users to make day to day decisions quicker and easily.
- The creator and advocate of the Destination Marketing Organization - partnership program.

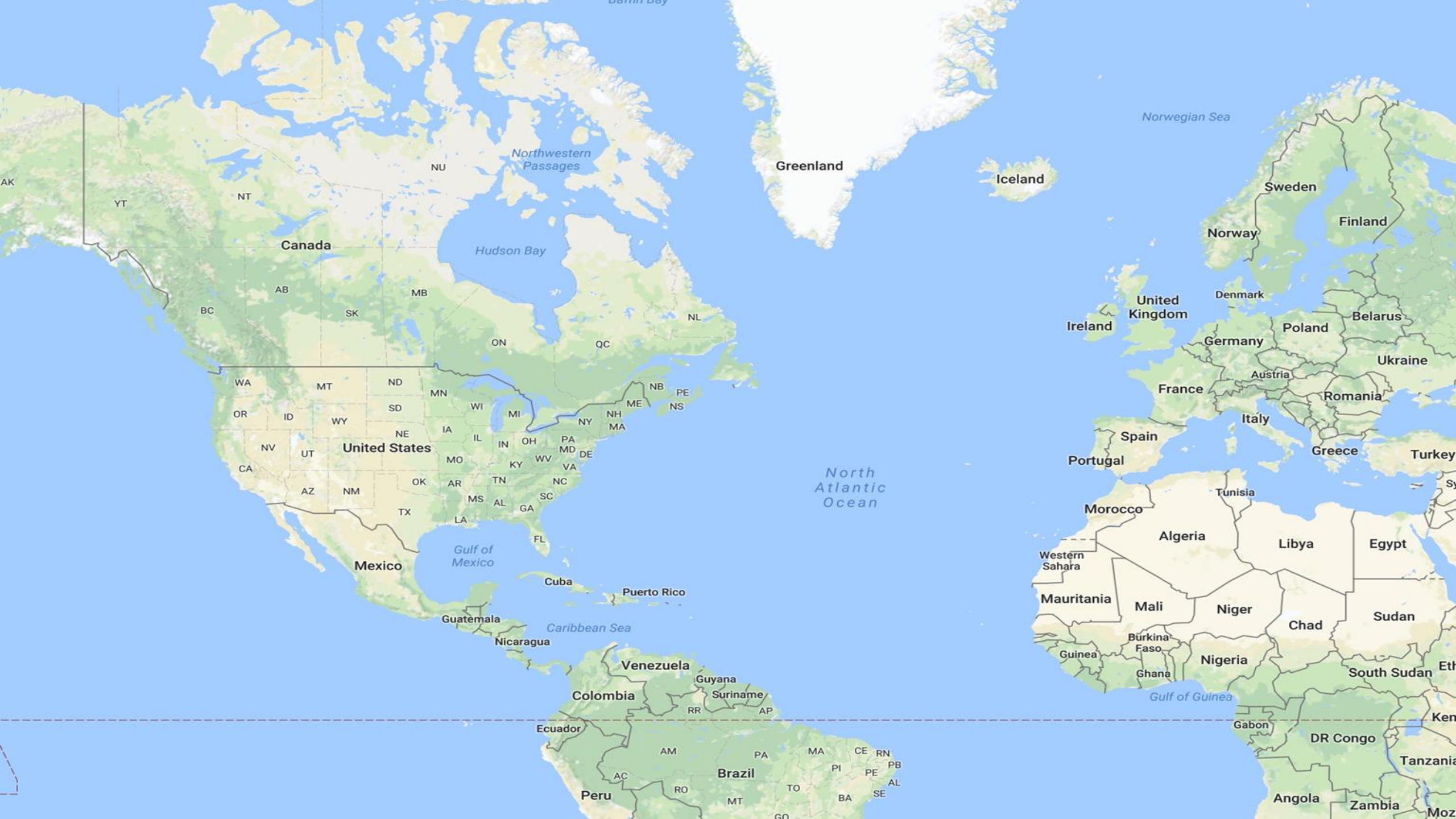
Bermuda Tourism Summit 2017

**Creating Amazing Content
Across the Consumer
Journey**

Sven Tresp

Programme Manager
Google





Greenland

Iceland

Norwegian Sea

Northwestern Passages

Hudson Bay

Canada

Sweden

Finland

Norway

Denmark

United Kingdom

Ireland

Poland

Belarus

Germany

Austria

Ukraine

France

Italy

Romania

Spain

Portugal

Greece

Turkey

North Atlantic Ocean

United States

Mexico

Gulf of Mexico

Cuba

Puerto Rico

Caribbean Sea

Guatemala

Nicaragua

Venezuela

Colombia

Guyana

Suriname

Ecuador

Brazil

Peru

Morocco

Algeria

Libya

Egypt

Western Sahara

Mauritania

Mali

Niger

Chad

Sudan

Guinea

Burkina Faso

Ghana

Nigeria

South Sudan

Ethiopia

Gulf of Guinea

Gabon

DR Congo

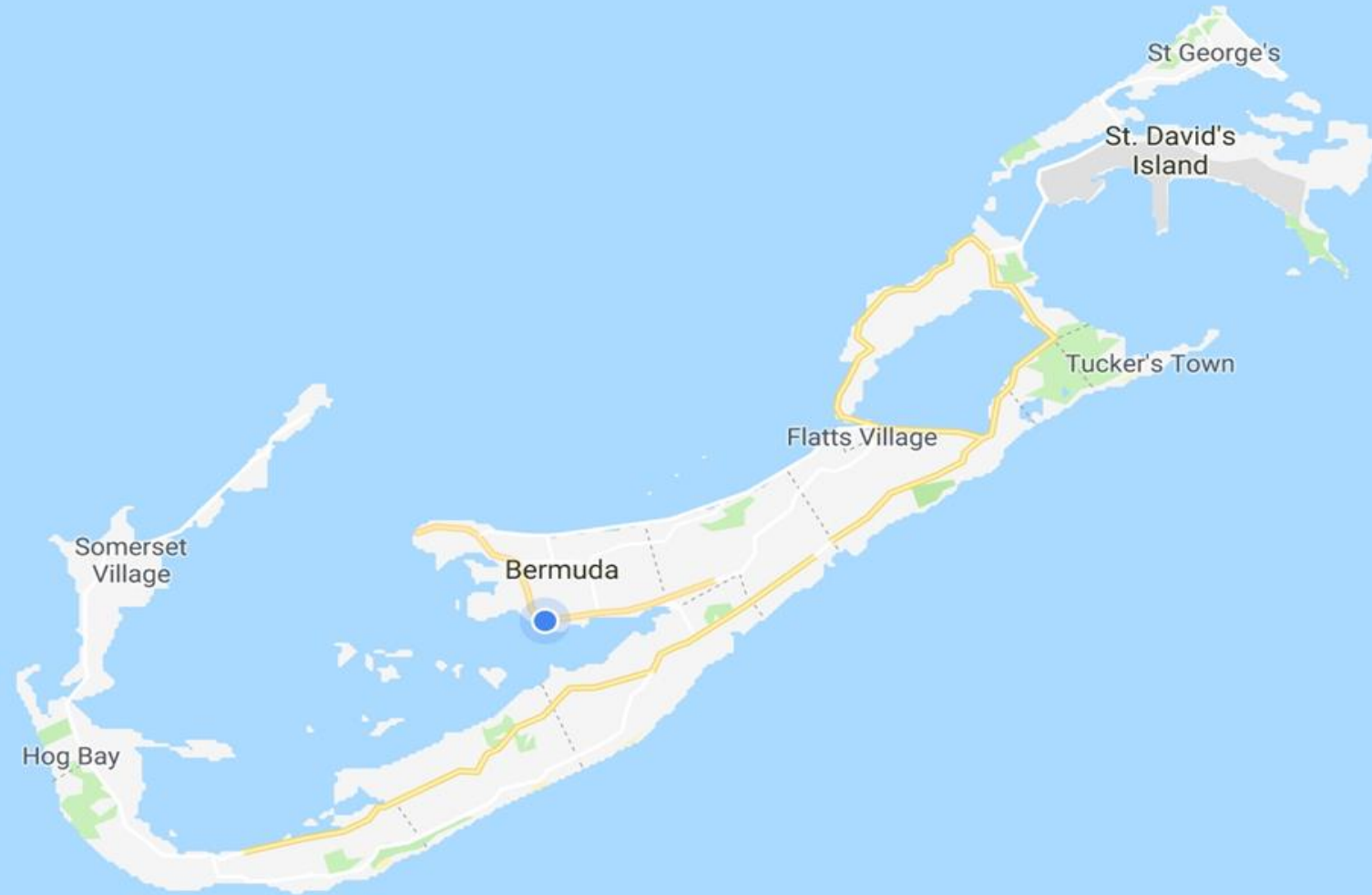
Kenya

Tanzania

Angola

Zambia

Mozambique



St George's

St. David's
Island

Tucker's Town

Flatts Village

Bermuda

Somerset
Village

Hog Bay

More than 1 billion monthly active users of Google Maps

When initially searching for places,
consumers use mapping products

44%
of the time

On average 41% of these searches result in an on-site visit

More impatient
More demanding
More inquisitive



of visits are abandoned if a mobile site takes longer than 3 seconds to load.



Pizza open now



Breakfast open now



Nail salon open now



Pharmacy open now



Urgent care open now

Examples of growing mobile searches for best shoes



Best running shoes
for flat feet



Best shoes
for nurses



Best trail
running shoes



Best shoes for
plantar fasciitis



Twenty-six percent of leisure travelers decide on a vacation destination **three to five months before departure.**



60%

claim a trip was their largest discretionary purchase in the last year—more than home improvements, financial investments, or health-related products.

Amy had **419 digital moments** researching her trip over 2 months.



of these digital moments happened on **mobile.**

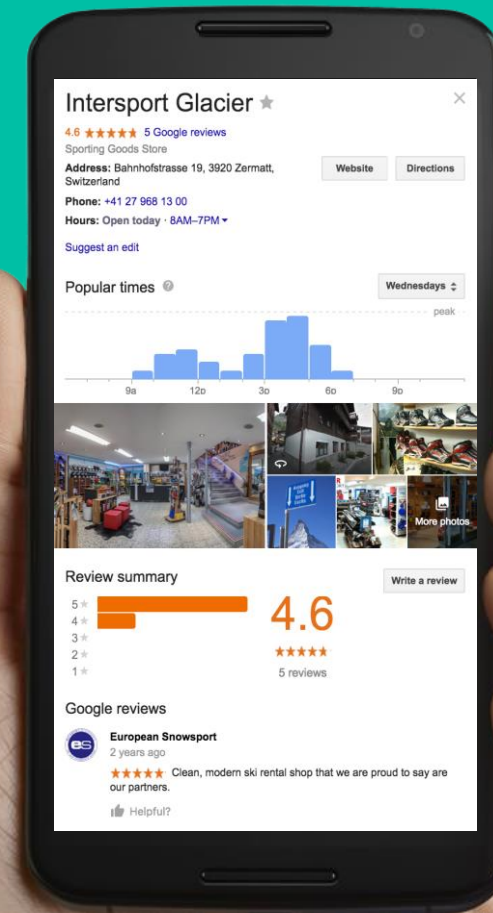
Do you want to be present with your content here?



Google My Business

LATTE	4oz	8oz	12oz	16oz
→ MILITARY		3 ⁵⁰	4 ⁰⁰	4 ⁵⁰
→ GREEN TEA			5 ⁷⁵	
→ CHAI		3 ⁵⁰	4 ⁰⁰	
→ HIGH FIVE MOCHA			5 ⁰⁰	
CAPPUCCINO		3 ⁵⁰	4 ⁰⁰	
CORTADO	3 ⁵⁰			
COLD BREW				4 ⁰⁰
STRONG DRIP		2 ⁰⁰	2 ⁵⁰	3 ⁰⁰
AMERICANO		2 ⁵⁰		
• \$4 ⁵⁰ POUR OVER • \$1 ESPRESSO • \$2-\$4 TEA •				

Your business card on Google



Google My Business

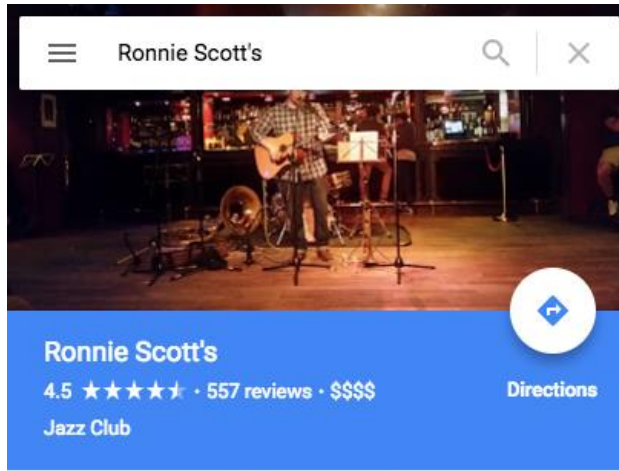


Image / **Owner**



Name / **Owner**
Rating / **User**
Category / **Owner**

European vanguard for jazz and blues from world's top musicians, in basement club with late bar.

Great cocktails · Cosy · Casual

- 47 Frith St, Soho, London W1D 4HT, UK
- ronniescotts.co.uk
- +44 20 7439 0747
- Open now: 11AM–11PM
- Menu ronniescotts.co.uk
- Claim this business
- Suggest an edit
- Add a label

Business description / 

Attributes /  & **Owner**

Address / **Owner**

Website / **Owner**

Telephone / **Owner**

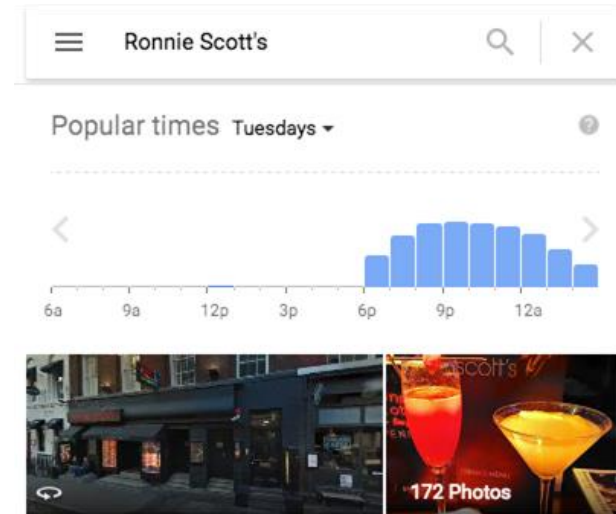
Opening hours / **Owner**

Menu / **Owner**

Claim this business / **Owner**

Suggest an edit / **User**

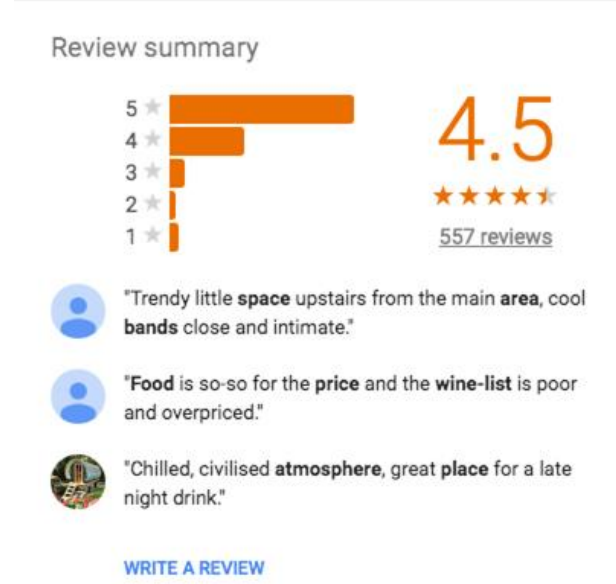
Add a label / **User**



Popular times Tuesdays

360° and flat images / **Owner & User**

Add a photo



Review summary

4.5
557 reviews

Review / **User**

"Trendy little **space** upstairs from the main **area**, cool **bands** close and intimate."

"Food is so-so for the **price** and the **wine-list** is poor and overpriced."

"Chilled, civilised **atmosphere**, great **place** for a late night drink."

WRITE A REVIEW

Google My Business

← All reviews ×

T Stephen
4 reviews

★★★★☆ a month ago
the staff are very nice and helpful. the rooms I feel are a tad bit on the smaller copier size. besides that I have no complaints. it's very convenient to shopping and eating

👍 Helpful? ↗ Share

Response from the owner 3 weeks ago
Thank you. We hope to welcome you back soon. Best wishes

M Maximilian
Local Guide · 21 reviews · 4 photos

★★★★★ a month ago
Never stayed here over night. The breakfast area is great and is a good place to meet business partners as there is plenty of space between tables, which allows for some privacy. The conference rooms and lunch arrangements are great. I appreciate the luxurious and classic design.

👍 Helpful? ↗ Share

Response from the owner 3 weeks ago
So pleased to read your lovely feedback. We hope to welcome you back soon. Best wishes

Reviews/User

Answers/Owner

← All reviews ×

T Tim
1 review

★★★★☆ a month ago
Terrible. Lost Warm Water for nearly 24 hours and no one from Management advised any guests of the problem. I had to call five times and each time different excuse and "promise" plus random fix which basically involved going to nearby hotel to take a shower. HYATT? Terrible.

👍 Helpful? ↗ Share

Response from the owner 3 weeks ago
We sincerely apologise for the inconveniences caused by our recent water outage. I can assure you we did everything to get this back up and running as soon as possible but, I appreciate the problems this would have caused. We hope to welcome you back soon. Best wishes

J Jerome
Local Guide · 160 reviews · 25 photos

★★★★★ a week ago
Went for dinner at the Montagu, staff made us comfortable and welcome. Food was fine. The place was clean in a relaxed environment.

👍 Helpful? ↗ Share

Reviews/User

Answers/Owner

Google My Business

☰ Ronnie Scott's 🔍 ✕


bands close and intimate.


F "Food is so-so for the **price** and the **wine-list** is poor and overpriced."


T "Chilled, civilised **atmosphere**, great **place** for a late night drink."


[WRITE A REVIEW](#)

People also search for [View more](#)



Pizza Express
Pizza



100 Club
Live Music Venue



Jazz Café
Live Music Venue



606 Club
Live Music Venue


Upcoming Events

 **Tue, May 30**
TV NIGHTS

 **Wed, May 31**
Youn Sun Nah

 **Thu, Jun 1**
The W3 Sessions! (Jazz & Funk Night + Guests)

 **Sat, Jun 3**
Django Festival All Stars

 **Sun, Jun 4**
OPEN VINYL SESSIONS!

People also search for /



Upcoming events / **Owner**

Google My Business

Junzi Kitchen
4.4 ★★★★★ · 59 reviews
Fast Food Restaurant

Directions

SAVE NEARBY SEND TO YOUR PHONE SHARE

Bright, modern counter-serve eatery dishing up Northern Chinese bings, noodle bowls & tea.

Quick bite · Fast service · Casual

21 Broadway, New Haven, CT 06511, USA
junzi.kitchen
+1 475-441-7836
Closed. Opens at 11:00 AM
Menu squareup.com
Suggest an edit
Add a label

From the owner

White bing with braised pork, wild cabbage, pickled daikon, matchstick potatoes, scallions, and sweet bei...

BUY



— Posts / Owner

← Junzi Kitchen ×

Junzi Kitchen on Google



2 days ago

White bing with braised pork, wild cabbage, pickled daikon, matchstick potatoes, scallions, and sweet bei sauce. 🍴

BUY

— Posts / Owner

Create your Google Account

One account is all you need

One free account gets you into everything Google.



Take it all with you

Switch between devices, and pick up wherever you left off.



Name

Choose your username

@gmail.com

[I prefer to use my current email address](#)

Create a password

Confirm your password

Birthday



Gender



Mobile phone

Your current email address

Amy's Bakery



4.6 ★★★★★ (18) · \$\$

Bakery



CALL



DIRECTIONS



SHARE



WEBSITE

Local bakery, serving up fresh bread made daily and delicious baked goods. >



10 Commonwealth Road, Pyrmont, Australia

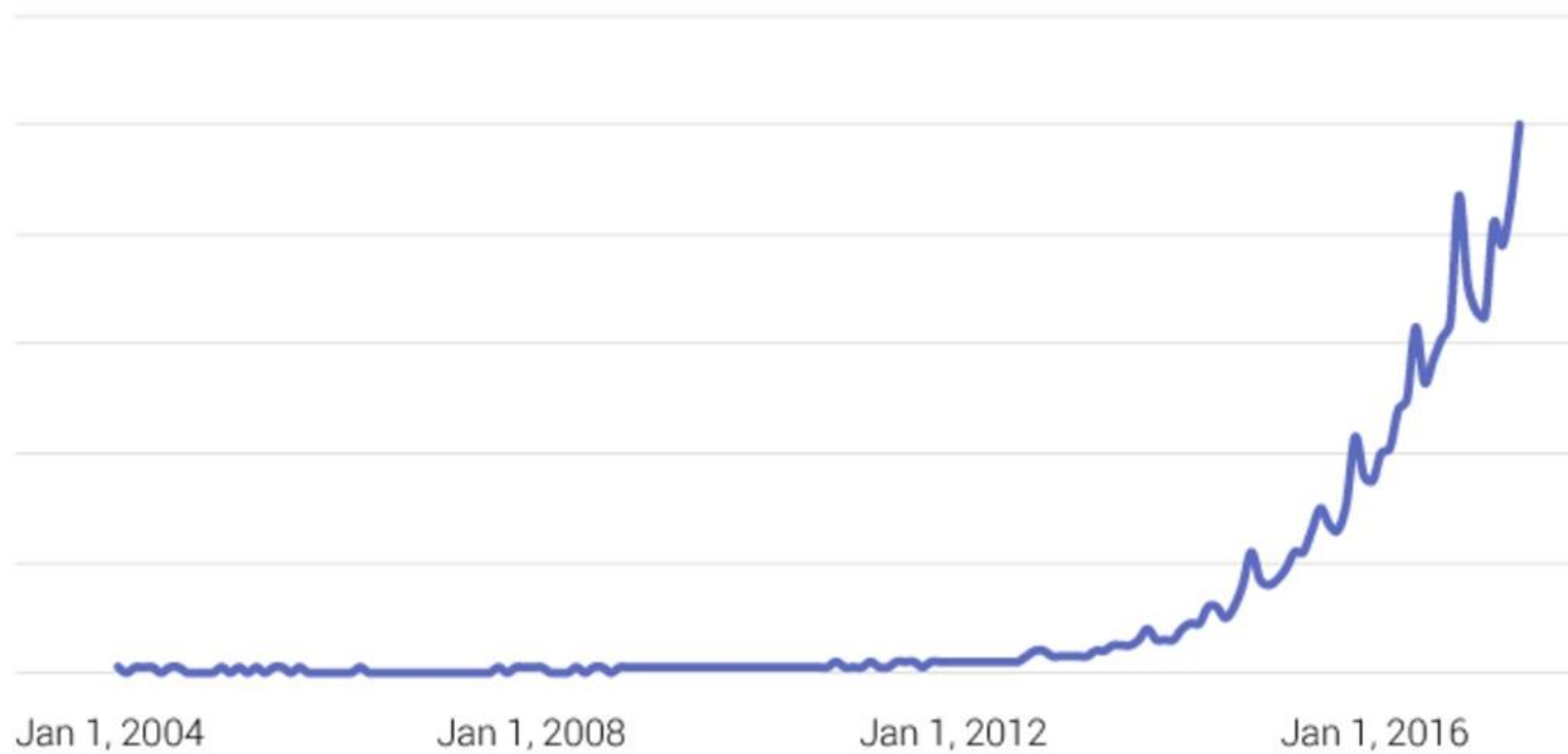


Open today · 7:00 AM - 5:00 PM ▾



02 5550 4231

The Rise of Open Now





Mobile searches for **"where to buy"** grew over **85%** in the last two years, with queries like "where to buy ugly Christmas sweaters" and "where to buy gift boxes."

your business. [Learn more](#)

[VERIFY NOW](#) [RECONFIRM LOCATION](#)

Address

Providing an accurate business address is important so your business shows up in the right place on Google.

Country

Switzerland

Street address

Postal code


City (Locality)

Drag pin to reposition



CANCEL APPLY

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)

 Add phone



Relevance

Detailed business information helps Google match it to relevant searches.

Distance

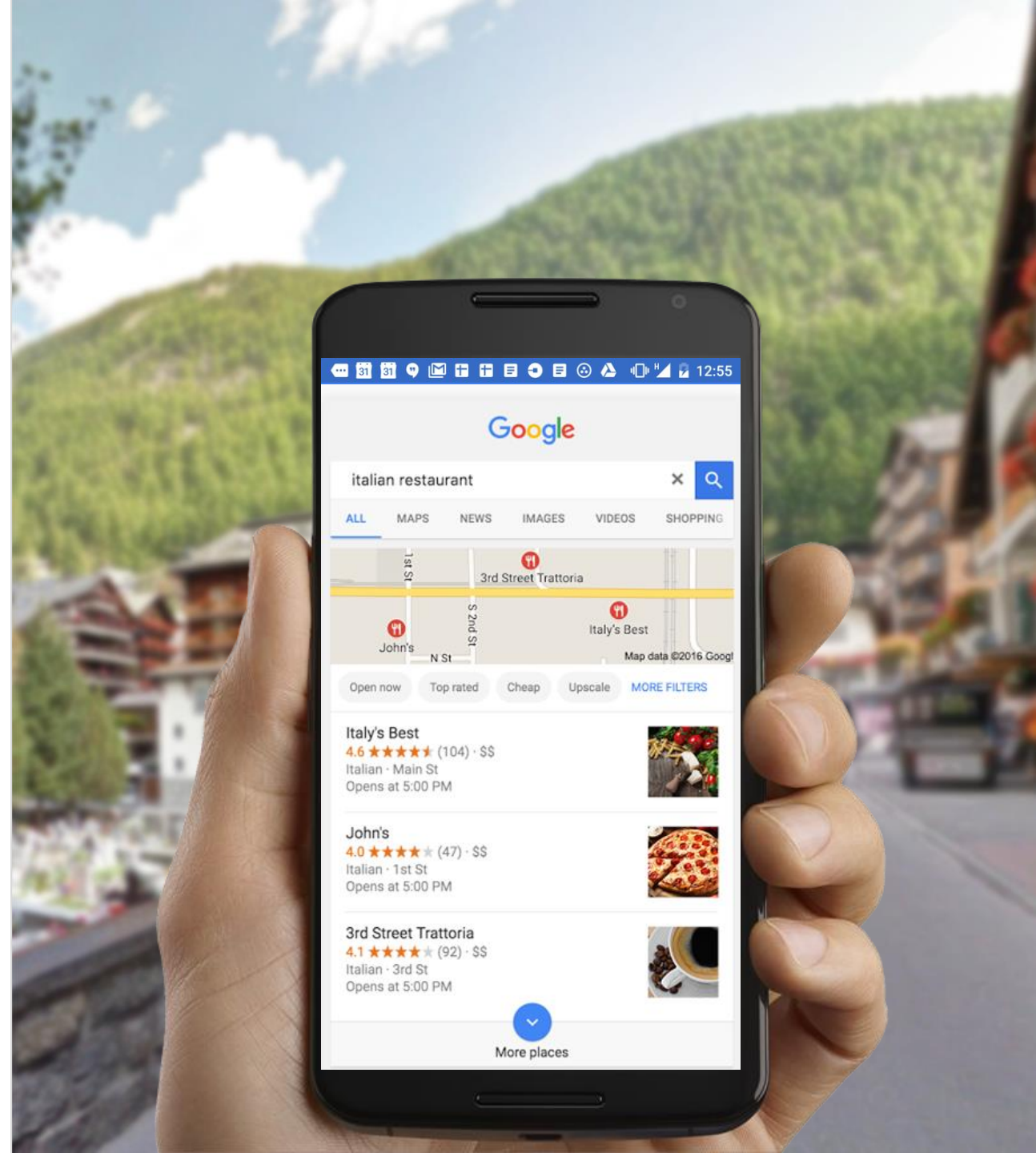
How far is each potential search result from the location term used in a search?

Prominence

How well-known a business is?

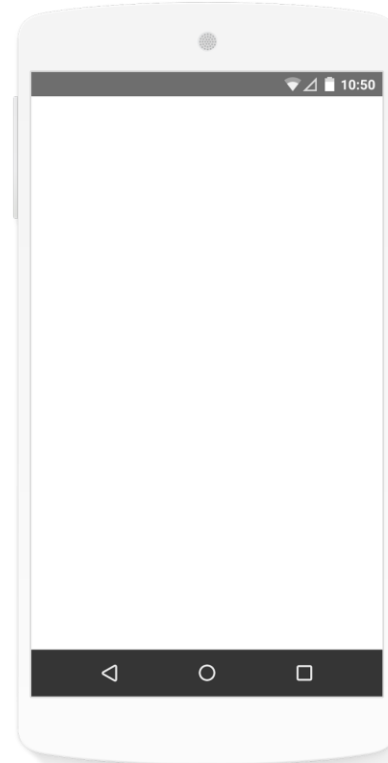
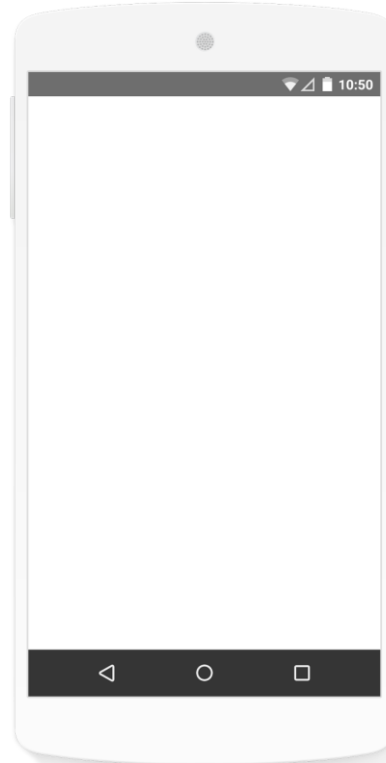
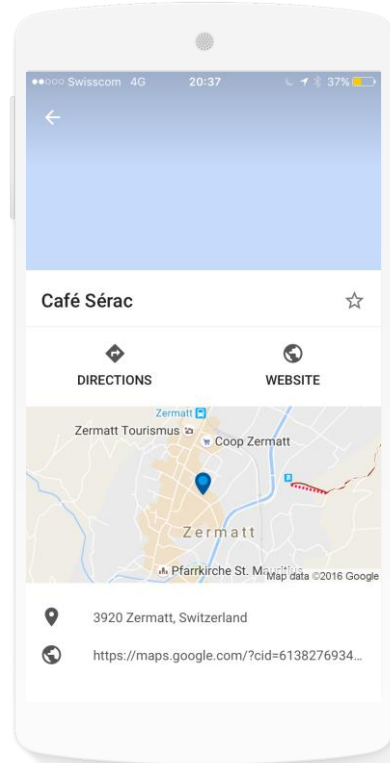
Search history

How many times has the listing been clicked on by users searching that keyword

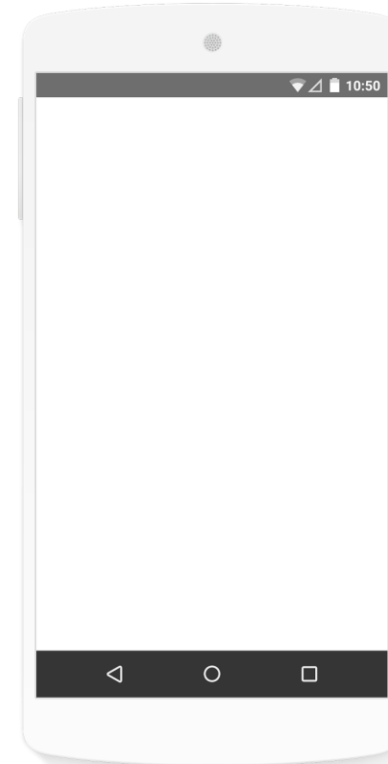
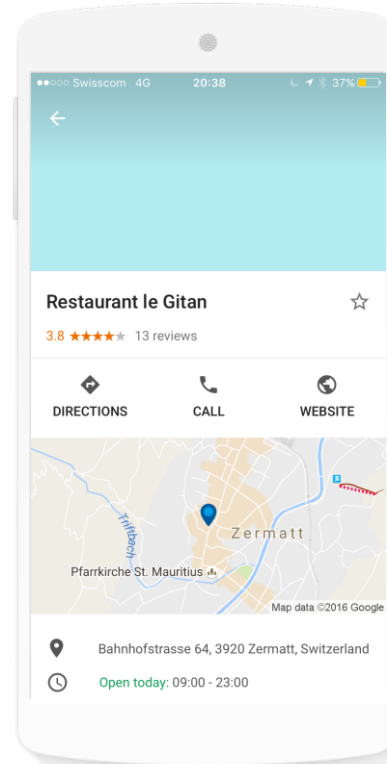
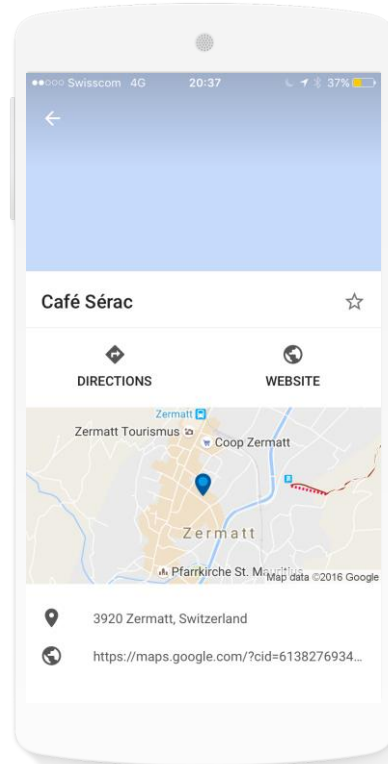


Why include photos and virtual tours?

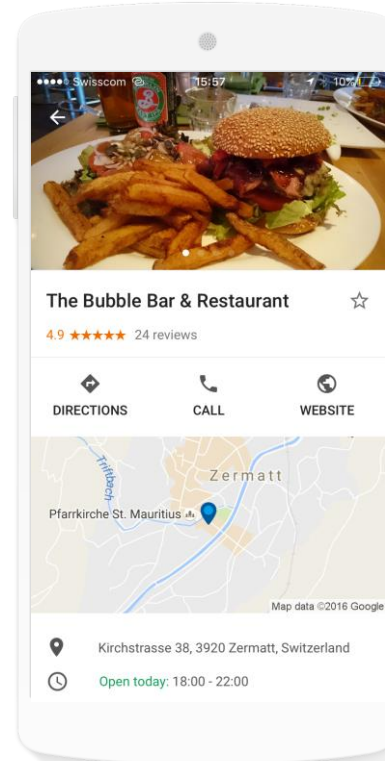
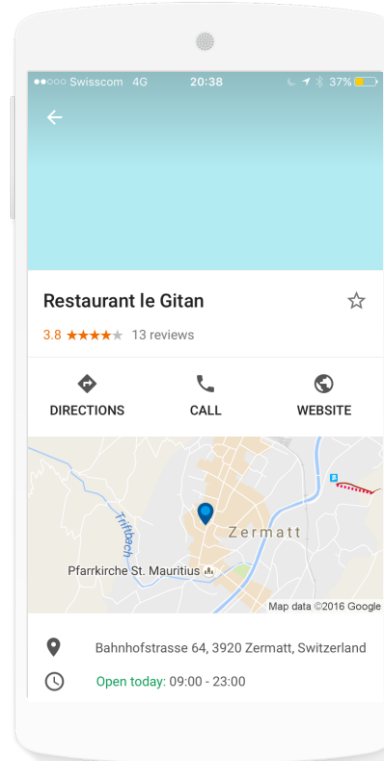
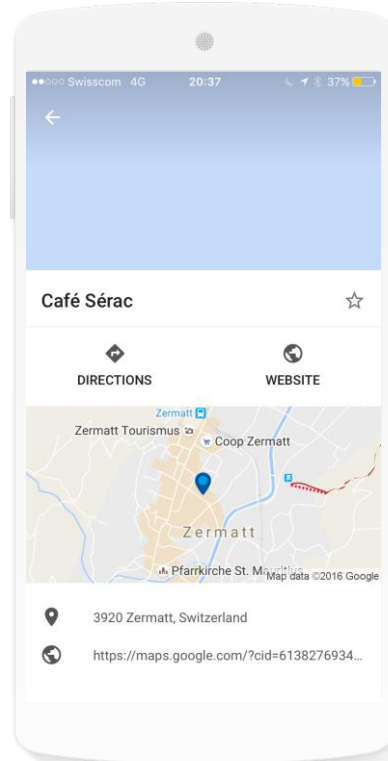
Which restaurant would you go to?



Which restaurant would you go to?



Which restaurant would you go to?



Listings with photos and a virtual tour are twice as likely to generate interest

2x



360 imagery

Expand side panel

See inside - Jul 2011



ings Block C

Sarastro
Turkish cuisine
theatre-themed

Call Centre

by Lane House

Google

Street View app

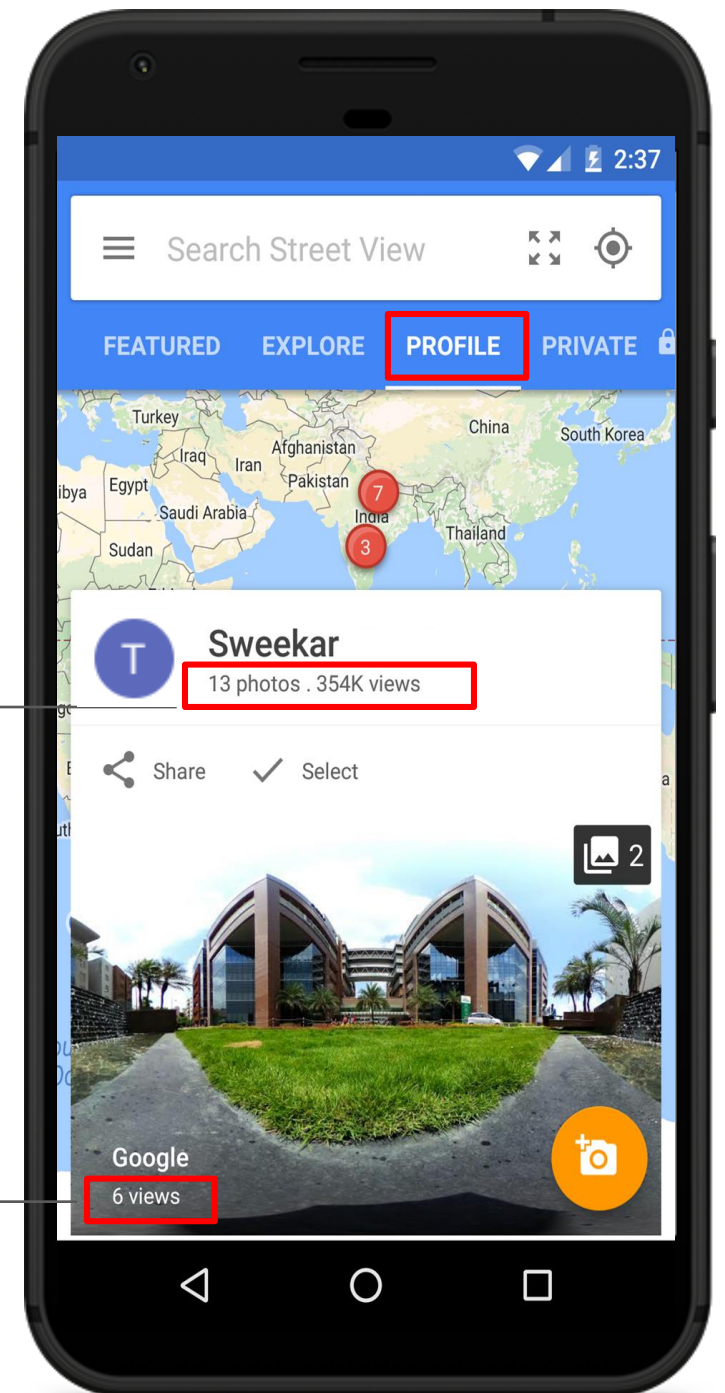


360 imagery - Your insights



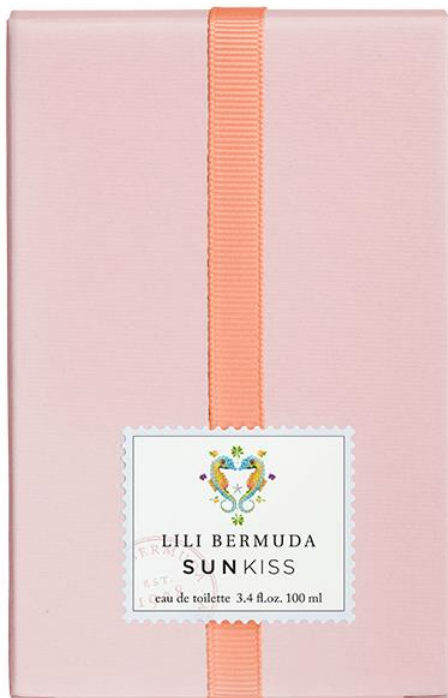
Number of 360 photos
& total view count

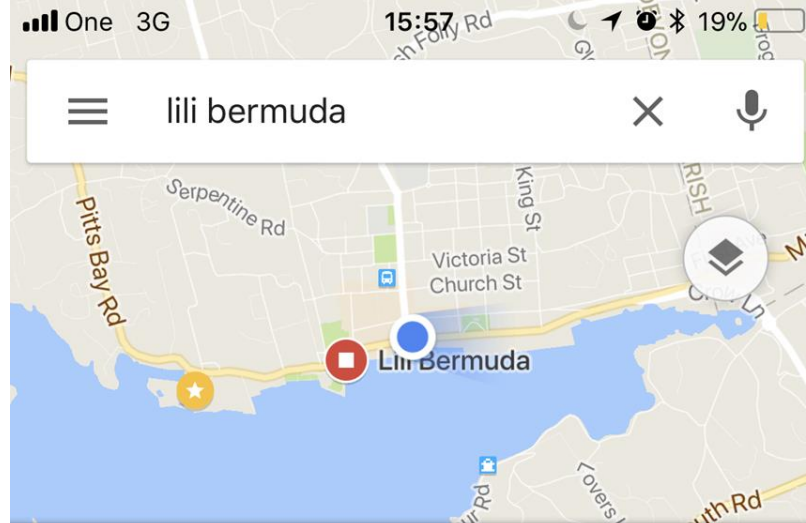
Individual 360
photo view count





Gwendolyn





Lili Bermuda

5.0 ★ ★ ★ ★ ★ (1) · 260 m

Perfume Store · 67 Front St

Open · Closes 17:00



The Bermuda Perfumery

4.6 ★ ★ ★ ★ ★ (22) · 14 km

Perfume Store · Stewart Hall 5
Queen Street

Open · Closes 17:00



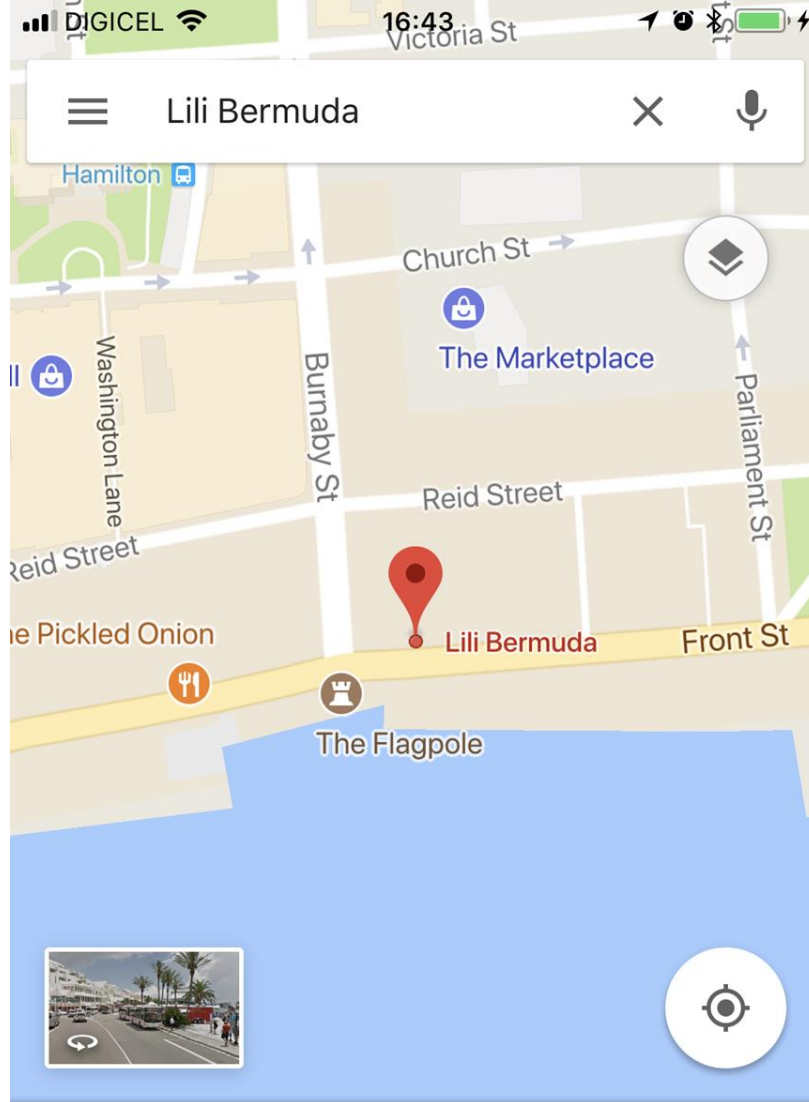
← Lili Bermuda



Lili Bermuda
 ↑ Sven Tresp
 Street View - Nov 2017



Google



Lili Bermuda

5.0 ★ ★ ★ ★ ★ 1 review

Perfume Store



 Start (4 min)

 Directions



EVERY DAY SHOULD FEEL THIS GOOD.

vineyardvines.com

-BERMUDA-

vineyard vines



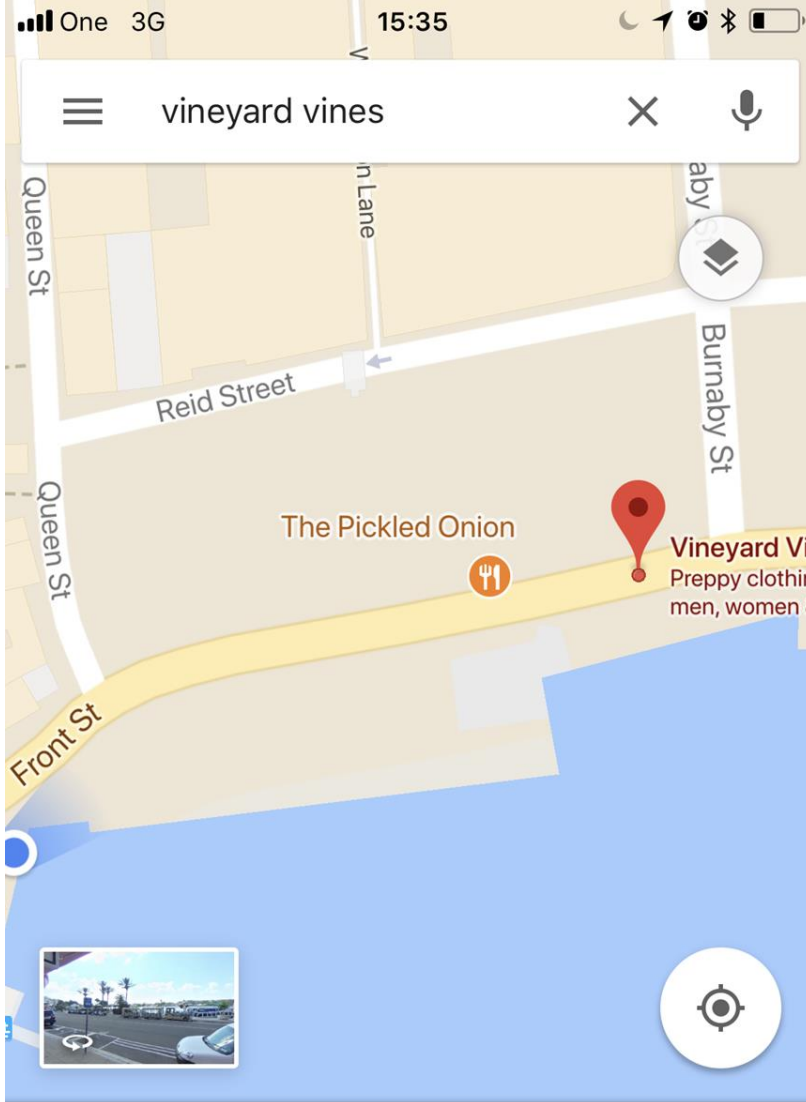
AMERICA'S CUP

BERMUDA

2017

vineyard vines





Vineyard Vines

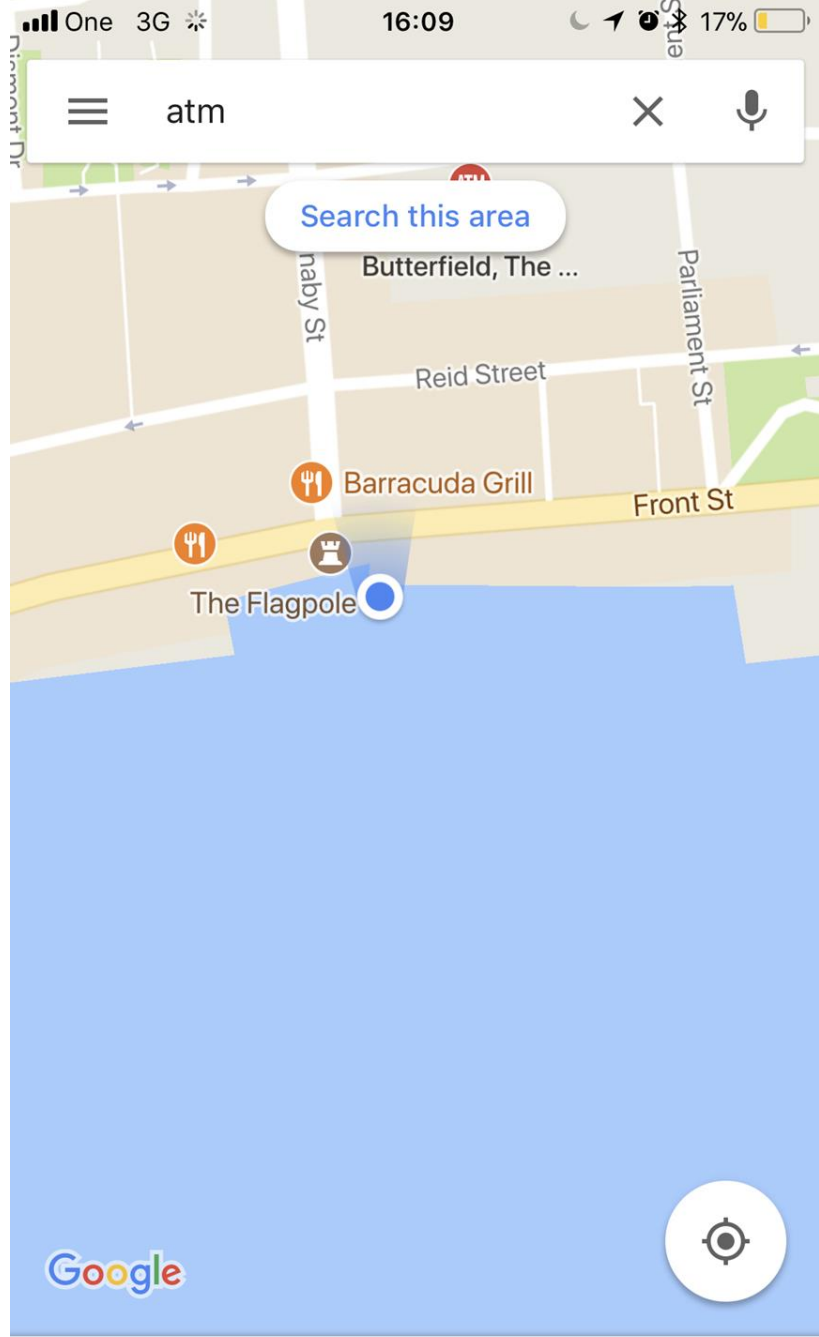
No reviews

Clothing Shop



 Start (3 min)

 Directions



SHOW LIST



Butterfield



pharmacy

restrooms

golf course

shoe store

florist

dentist

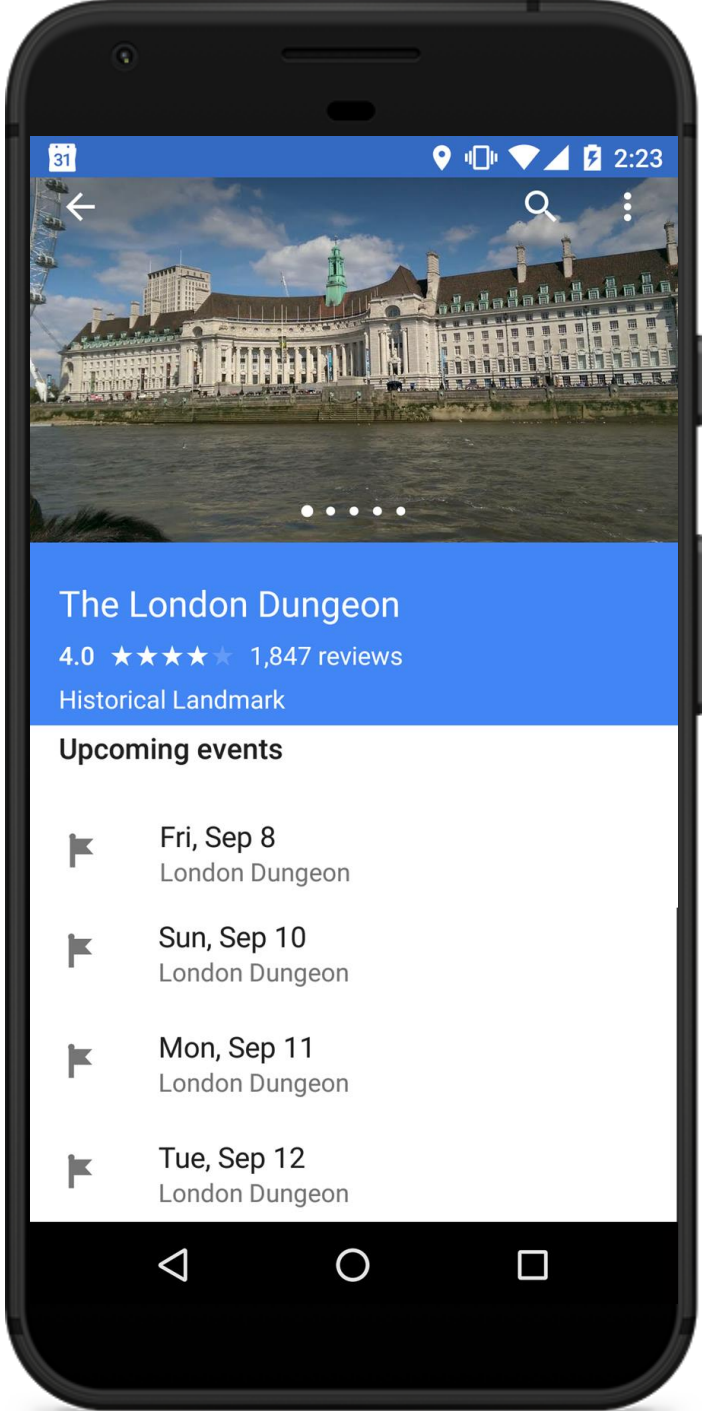
lawyer

tourist attractions



Events

Events





Posts on Google


Post on Google

Create a post

Publish on Google

Image Video Event Poll

9 days ago



WORLD RUGBY CLASSIC Finals

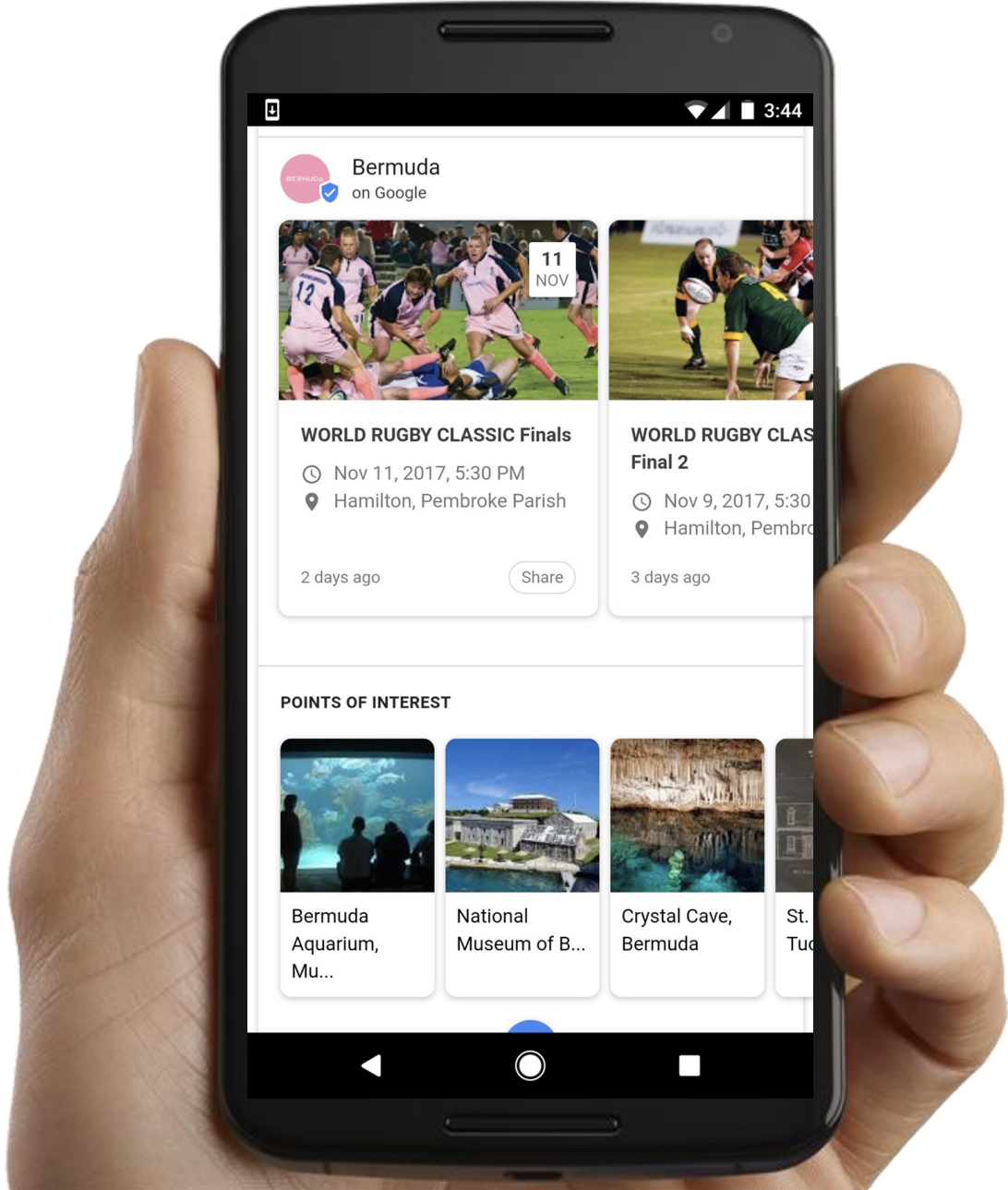
🕒 Sat, Nov 11, 5:30 PM

📍 Hamilton, Pembroke Parish

Saturday 11th November

- 5:30pm
- Gates Open
- [... more](#)

Post on Google



Bermuda
on Google



WORLD RUGBY CLASSIC Finals

Nov 11, 2017, 5:30 PM
Hamilton, Pembroke Parish

2 days ago

Share



WORLD RUGBY CLASSIC Final 2

Nov 9, 2017, 5:30 PM
Hamilton, Pembroke Parish

3 days ago

POINTS OF INTEREST



Bermuda Aquarium, Museum...



National Museum of Bermuda



Crystal Cave, Bermuda



St. Tucker's Church

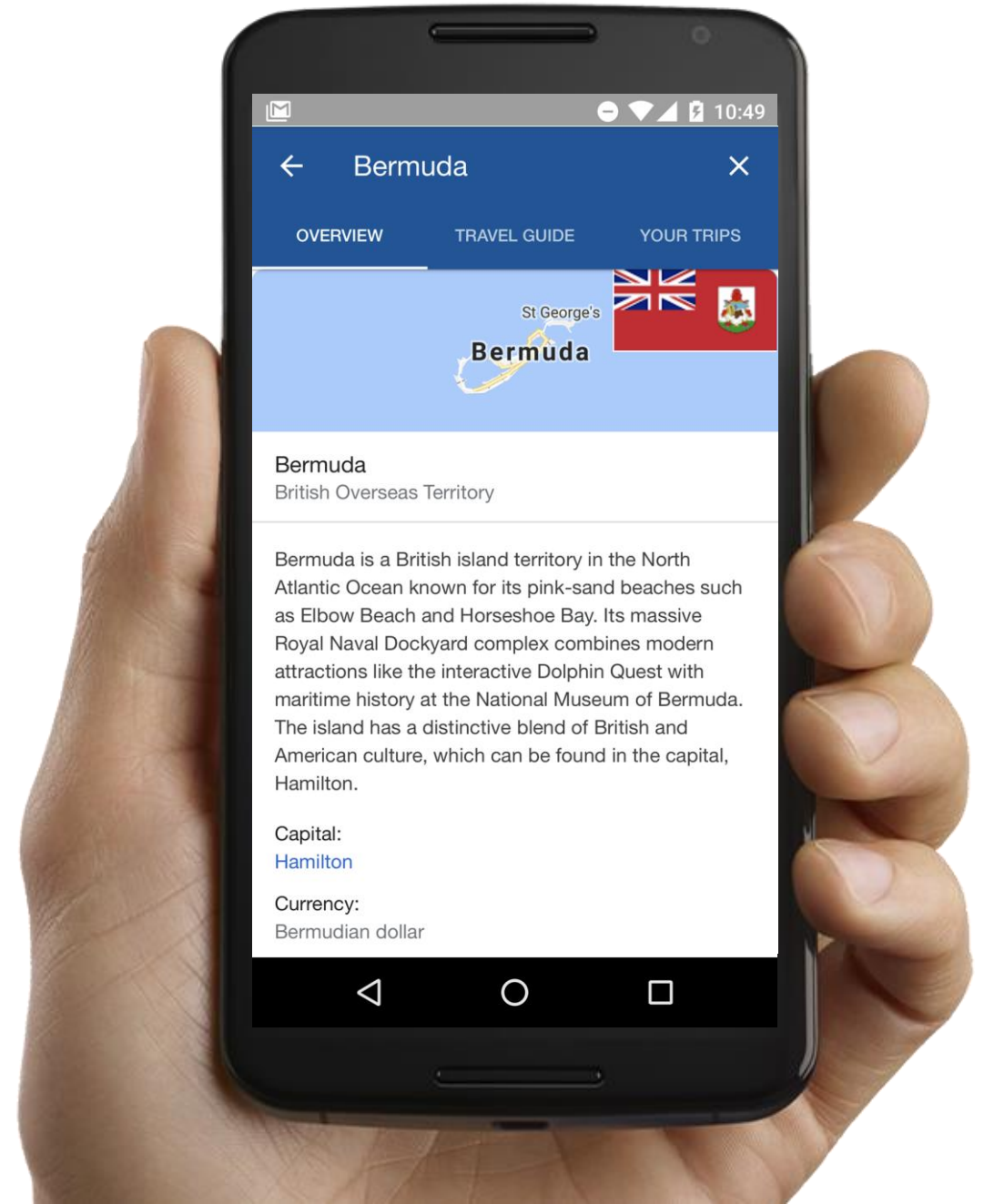
55,905 views

A scenic view of a traditional Greek village, likely Santorini, featuring white-washed buildings, a windmill, and a domed church with a Greek flag. The text "Google Travel" is overlaid in the center.

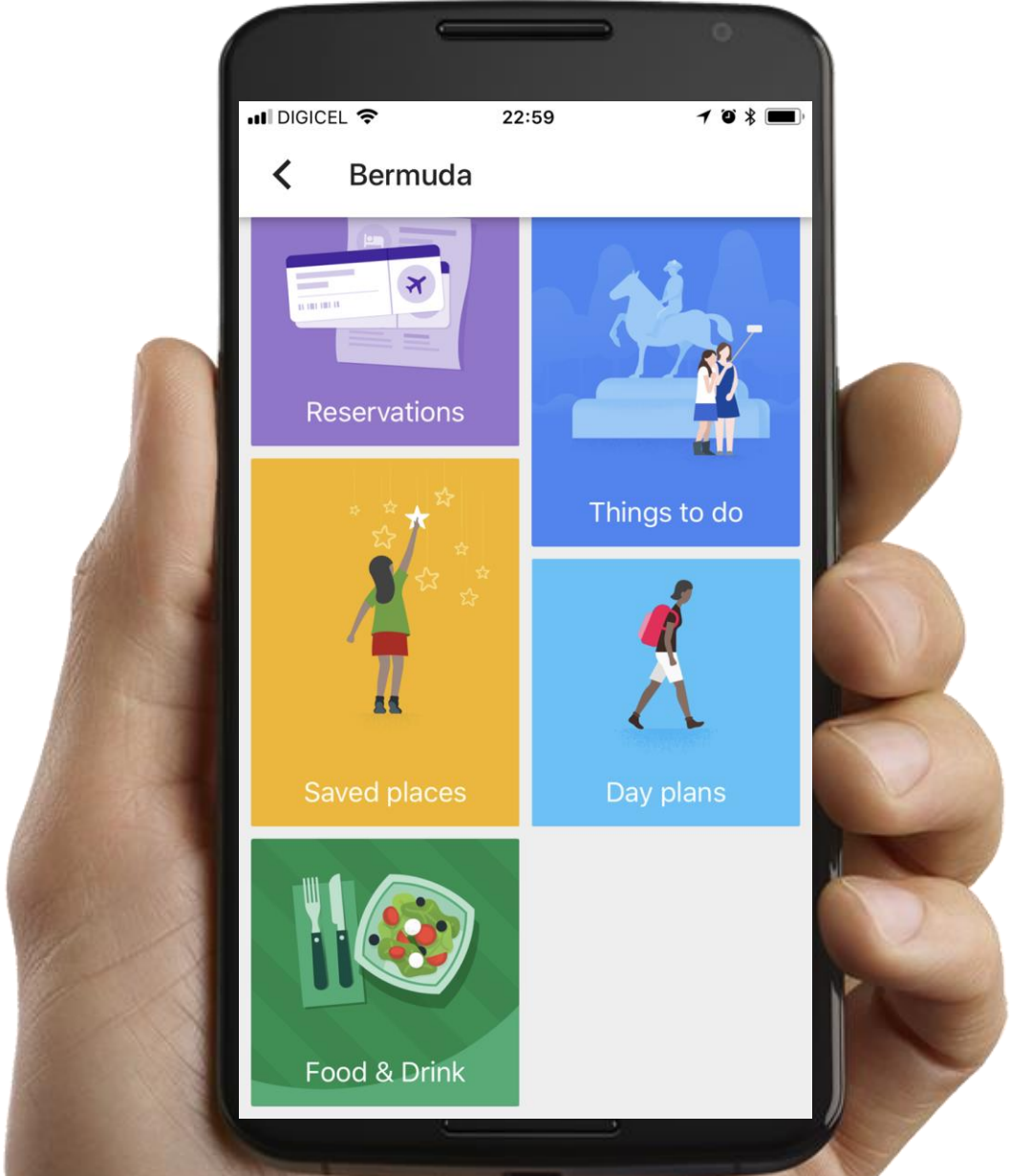
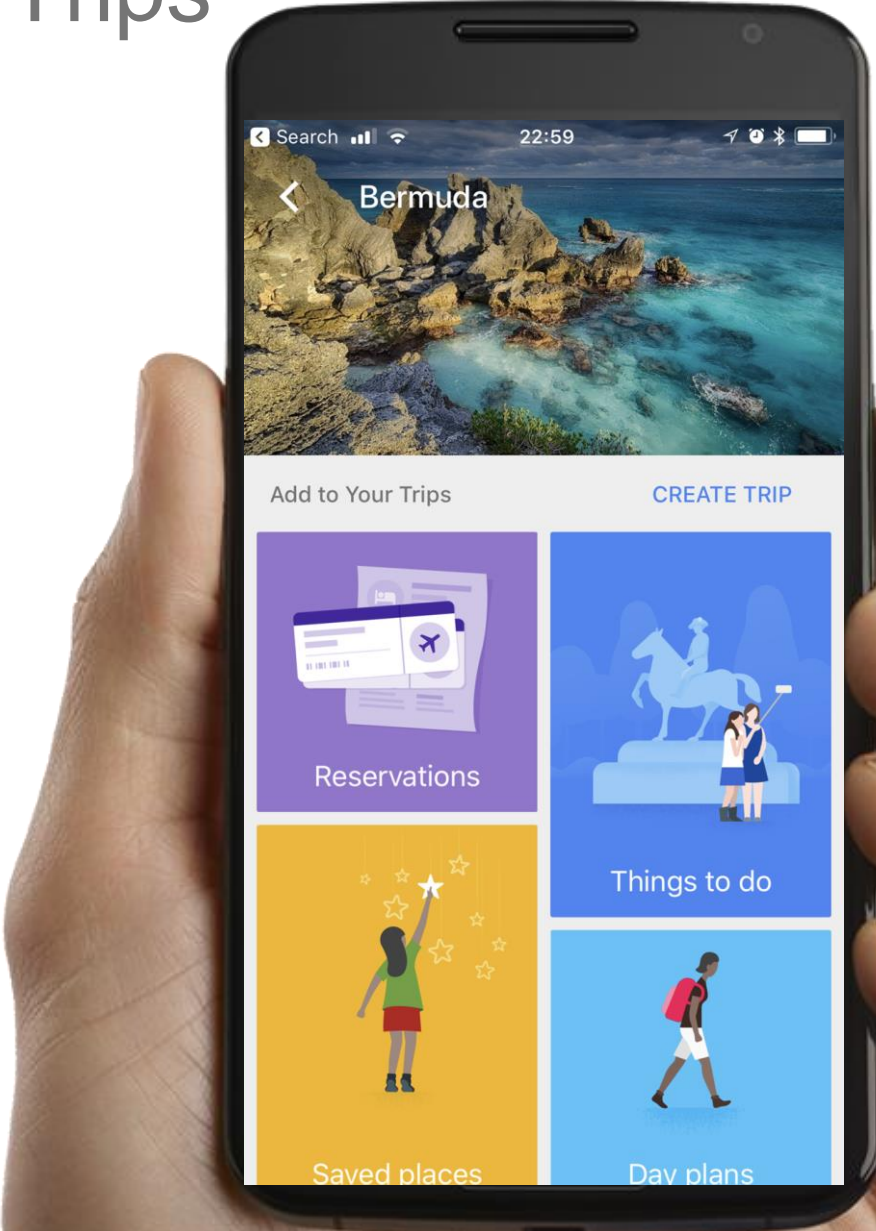
Google Travel

Google Travel

Google Destinations and Trips integrate content from other Google products, which is why it's so important to **update businesses' profiles** on Google My Business, **add missing attractions and photos** to Maps, **add videos** to YouTube, **add markup** to your Events calendar, and so on.



Google Trips







BERMUDA
TOURISM AUTHORITY

Thank you!