

What's New in Google Travel & Beyond

Kim Palmer, Program Director

miles
PARTNERSHIP

Who's Here Today!



Kim Palmer

*Destination Optimization
Program Director*

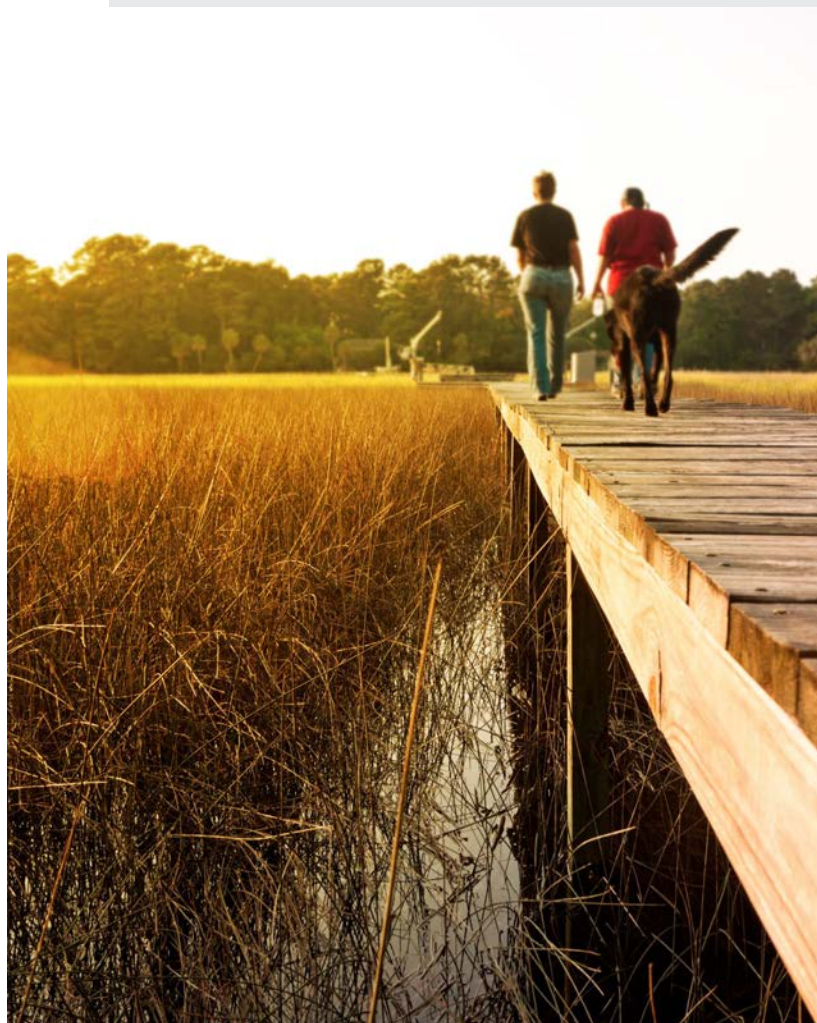
kim.palmer@milespartnership.com



OUR PERSPECTIVE

Why Destination Optimization?

We help destinations **provide value to community businesses** through education and training and **promote a positive visitor experience** across major travel-planning platforms.



Destination Optimization Program

Presented by Miles Partnership

Is strengthening your relevance & impact in the community a focus of your destination's strategic plan?

The Destination Optimization Program provides value to community businesses through education and training and promotes a positive visitor experience across major travel-planning platforms.

PROGRAM HIGHLIGHTS

Comprehensive Destination Audit

Local business & destination evaluated on primary travel-planning platforms

Local Business Training & Support

Training workshops, online learning & one-on-one consultations with program specialists

Activation Program

Priority action items identified & addressed to improve completeness & visual appeal

DID YOU KNOW?

An up-to-date Google Business Profile is 70% more likely to bring customers into a business?

WHAT TO EXPECT



Connect Your Community With Your Strategic Plan



Elevate the Destination's Digital Footprint



Upskill & Empower Local Businesses



Track Meaningful Improvements



Build Consumer Confidence



Grab
a time
here!



FOR MORE INFORMATION CONTACT:

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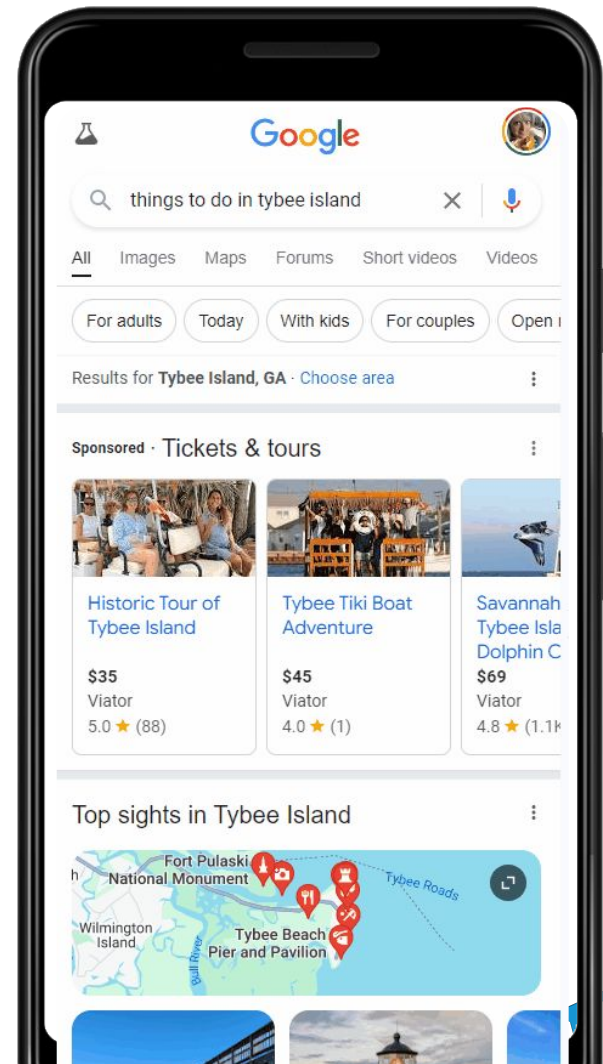
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Today's Google Search Results for Travel



Today's Travel Search Results

- Primarily Mobile
- More Visual + Video
- More Transactional
- More Inquisitive



**Smartphones are the new
concierge...Travelers most
frequently use their **mobile devices**
to research activities or attractions,
to locate shopping areas and
restaurants, or to look up directions.**

Think with Google: How smartphones influence the
entire travel journey in the U.S. and abroad

More Visual Results



Explore Georgia
<https://exploregeorgia.org> › list › in...



3 Incredible Places to Go Whitewater Rafting in Georgia

3 Incredible Places to Go Whitewater Rafting in Georgia · 1. Chattooga River · 2. Toccoa River/Ocoee River · 3. Chattahoochee River. The Chattahoochee River, ...



Wildwater Chattooga...

Rolling Thunder River Company



Dishes nearby near Atlanta, GA



Strip Steak

Kevin Rathbun Steak
4.6 ★



Steak and Potatoes

Little Alley Steak
4.5 ★



Cowgirl Ribs
Steak and

STK Steakhouse
4.5 ★

More dishes >



Tripadvisor
<https://www.tripadvisor.com> › Hot...



THE 10 BEST Georgia Family Resorts 2024 (with Prices)



Georgia Family Resorts · 1. The Beachview Club · 2. Chateau Elan · 3. Hotel Tybee · 4. Days Inn & Suites by Wyndham Jekyll Island · 5. Jekyll ...



U.S. News Travel
<https://travel.usnews.com/hotels>



Best Resorts in Georgia for 2024



Best Resorts in Georgia for 2024 · The Ritz-Carlton Reynolds, Lake Oconee · The Cloister at Sea Island · The Lodge At Sea...

More Visual Results

← restaurants in astoria oregon

MAP

Dine-in




Takeout

Delivery

Open now

Seafood

M





Mo's Restaurant


4.2 ★★★★★ (3K) · \$\$


Family-friendly · 101 15th St




Casual option for seafood & cocktails

 Order

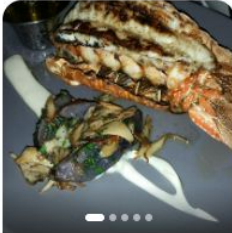

 Call

 Directions

 Share



Silver Salmon Grille



Lake Oconee Bistro

4.6 ★ (1.2K) · \$\$

Family-friendly · Open

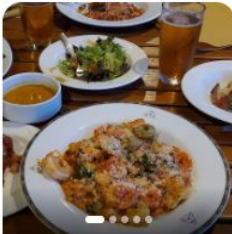

Eatonton, GA

Linger Longer Steakho...

4.6 ★ (163) · \$\$\$\$

Restaurant · Open

Greensboro, GA



The National Tavern

4.5 ★ (323) · \$\$

Restaurant · Open

Greensboro, GA

ESSÉ at Reynolds Lake...

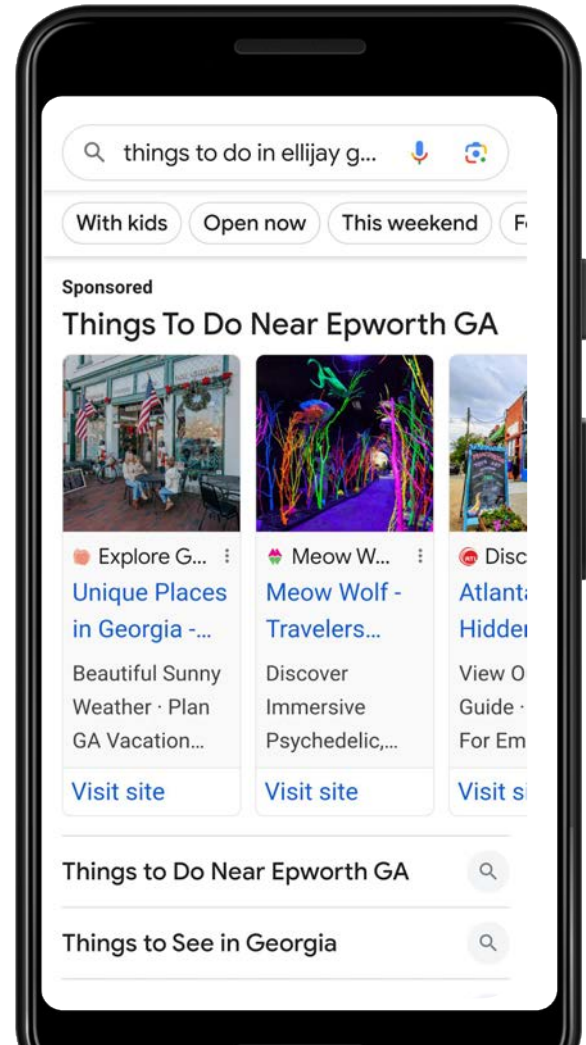
4.4 ★ (12)

Restaurant · Closed

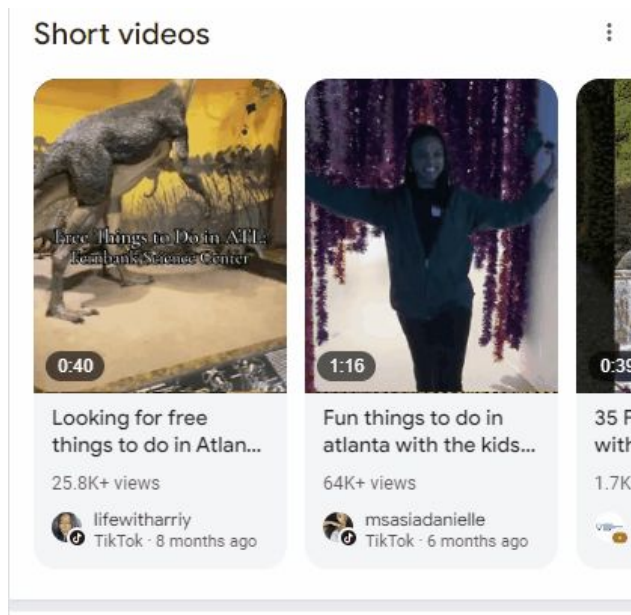
Greensboro, GA

More Visual Advertising

- Recently Added!
- Photo + text
- Links to website



Short Form Video in Results



Visible on mobile only

Destination, Things to Do, Dining Searches

Sources include YouTube Shorts, TikTok, Facebook



Short Form Video in Results

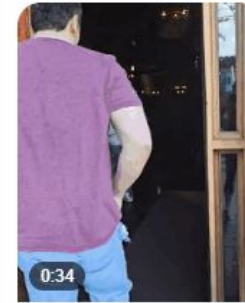
It's all about SEO-friendly:

- Video titles
- Descriptions
- Hashtags

Things that help:

- Text on the screen
- Voiceover
- High view count
- High interactions

Short videos



Chester's | Feeling hungry? Grab a bite...

260+ reactions

Visit Blue Ridge GA
Facebook · 3 months ...



Have you been to Blue Ridge? What is...

47.3K+ views

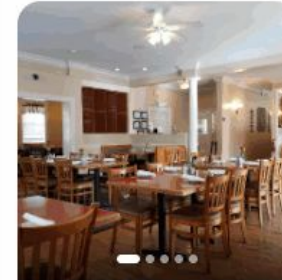
visitblueridgega
TikTok · 1 year ago



Indul Cuisi

69.8K

...

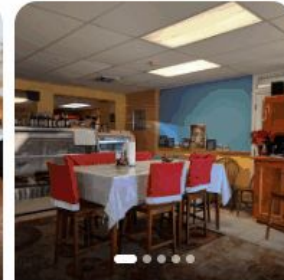


Southern Charm Rest...

4.6 ★ (3.1K) · \$\$

Southern · Open

224 W Main St



Margo's Gourmet Poli...

4.7 ★ (491) · \$\$

Polish · Closed

11 Mountain St #1

YouTube Shorts DMO Cohort

Nature Does Best

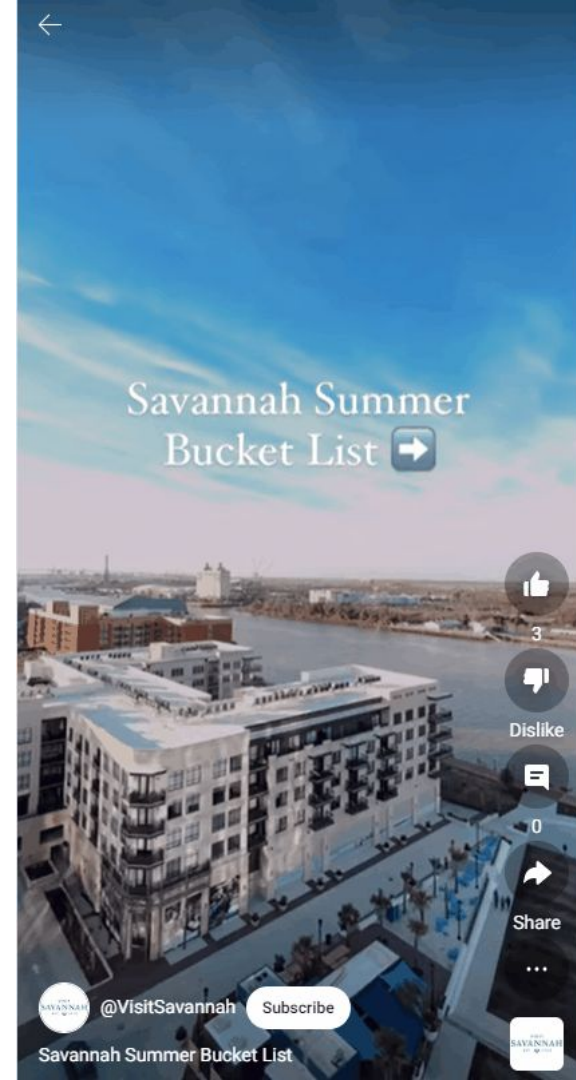
Viral Music Isn't As Huge

People = Positive

Voice + Text Keep Attention

Diverse Shots = Views

Short Videos Hold Attention



Emphasis on Conversions




SkyView Atlanta

4.5 ★★★★★ (10,313)

Ferris wheel · 🚶

Open · Closes 10 PM


[Directions](#) [Tickets](#) [Call](#)



[Overview](#) [Tickets](#) [Directory](#) [Reviews](#)


Tickets

About these results ⓘ


 SkyView Atlanta

Official Site

\$19.06 >

 GetYourGuide

\$17.50 >

 Groupon

\$30.00 >

20-story Ferris wheel in Centennial



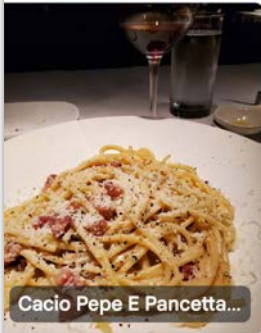
Sotto Sotto Restaurant

4.5 ★★★★★ (1,182)

Italian restaurant · 🚶 · \$50–100

Open · Closes 11 PM


[Directions](#) [Reserve](#) [Order](#)



[Overview](#) [Menu](#) [Reviews](#) [Photos](#)

[Reserve a ...](#) [Order onli...](#)

Cozy eatery offering pasta, risotto & other Italian classics, plus an all-Italian wine list.




 313 North Highland Avenue
Northeast, Atlanta, GA 30307

Southern Culinary Tours

4.9 ★★★★★ (105)

Tour operator


[Directions](#) [Call](#) [Book](#)




[Overview](#) [Prices](#) [Services](#) [Reviews](#)

Booking options

About these results ⓘ


 Southern Culinary Tours

Official Site

 Atlanta Brewery Tour

\$95 >

4h 30m · Instant confirmation · Mobile Ticket

 Midtown Atlanta Food & Cocktail Tour

\$110 >

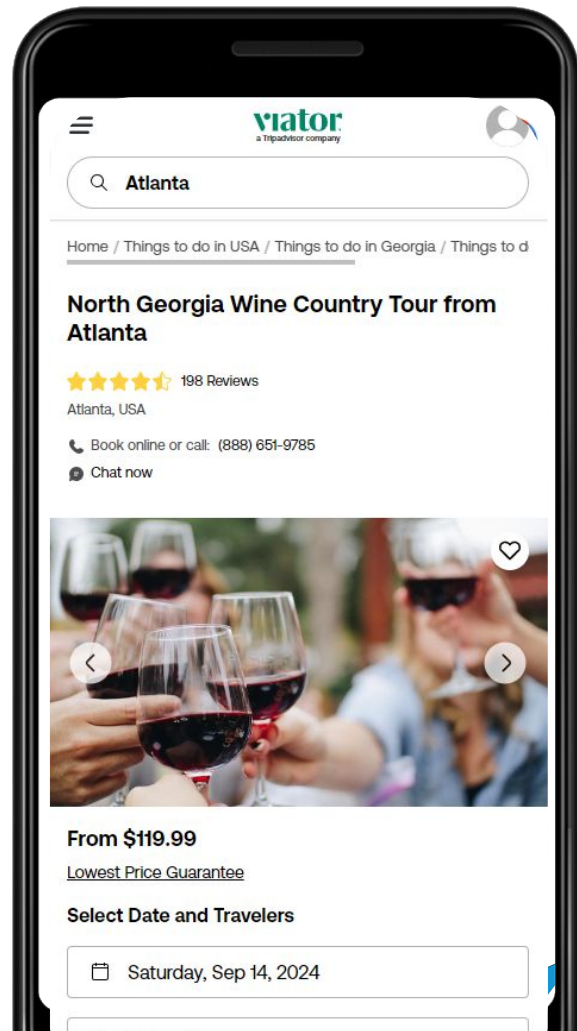
3h 30m · Instant confirmation · Mobile Ticket

Emphasis on Conversions

Things to Do Ads

Appears in destination & “things to do” searches in markets with critical mass of tours available

PPC ad unit primarily featuring Viator, Get Your Guide, Groupon and other major aggregators



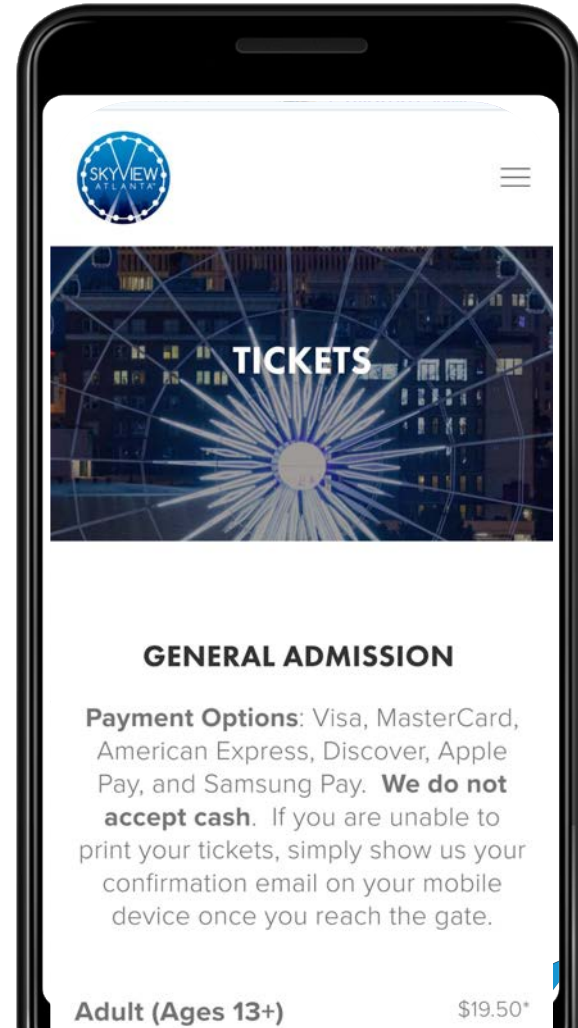
Emphasis on Conversions

Attractions Tickets

Link directly to your online booking page

Must be for general admission tickets, not tours

Other suppliers may appear, but Official Tickets are given preference in ranking

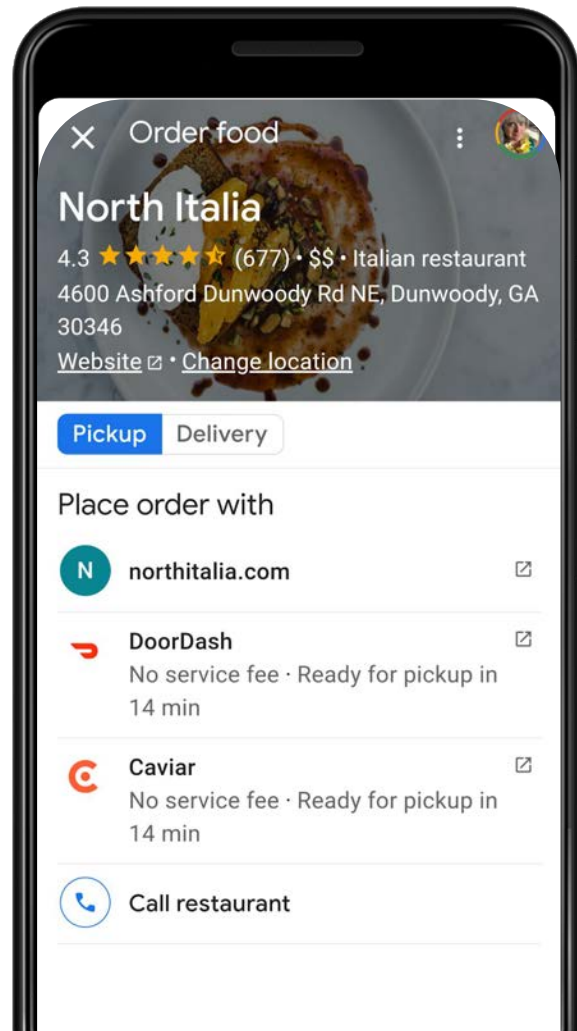


Emphasis on Conversions

Booking & Ordering for Restaurants

Connect with Open Table or Resy

Provide links to online ordering, whether through your own site or third parties



More Inquisitive

Google things to do with kids in helen ga

People also ask :

- What is the best month to visit Helen, Georgia?
- What town in Georgia is like Switzerland?
- What is the little town in Georgia that looks like Germany?
- What's near Helen, GA?

Feedback

Discussions and forums

Visiting Helen GA with kids - Helen Forum

- Tripadvisor · 4 answers · 10mo ago

Going to Helen, GA for vacation with no idea what to do.

- Reddit · r/Georgia · 30+ comments · 5y ago

Helen, GA with Toddlers - Helen Forum

- Tripadvisor · 1 answer · 10mo ago

See more →

Discussions & Forums

What conversations are happening & can you contribute

People Also Ask

Great source of content strategy ideas



An elephant is standing in a modern lecture hall, facing a row of empty grey chairs. The room has large windows on the left and a plain wall on the right. A blue banner with white text is overlaid on the left side of the image.

What is Google's
AI Overview (AIO)?



what are the best waterfall hikes in georgia





May 2024:
SGE Leaves the Lab

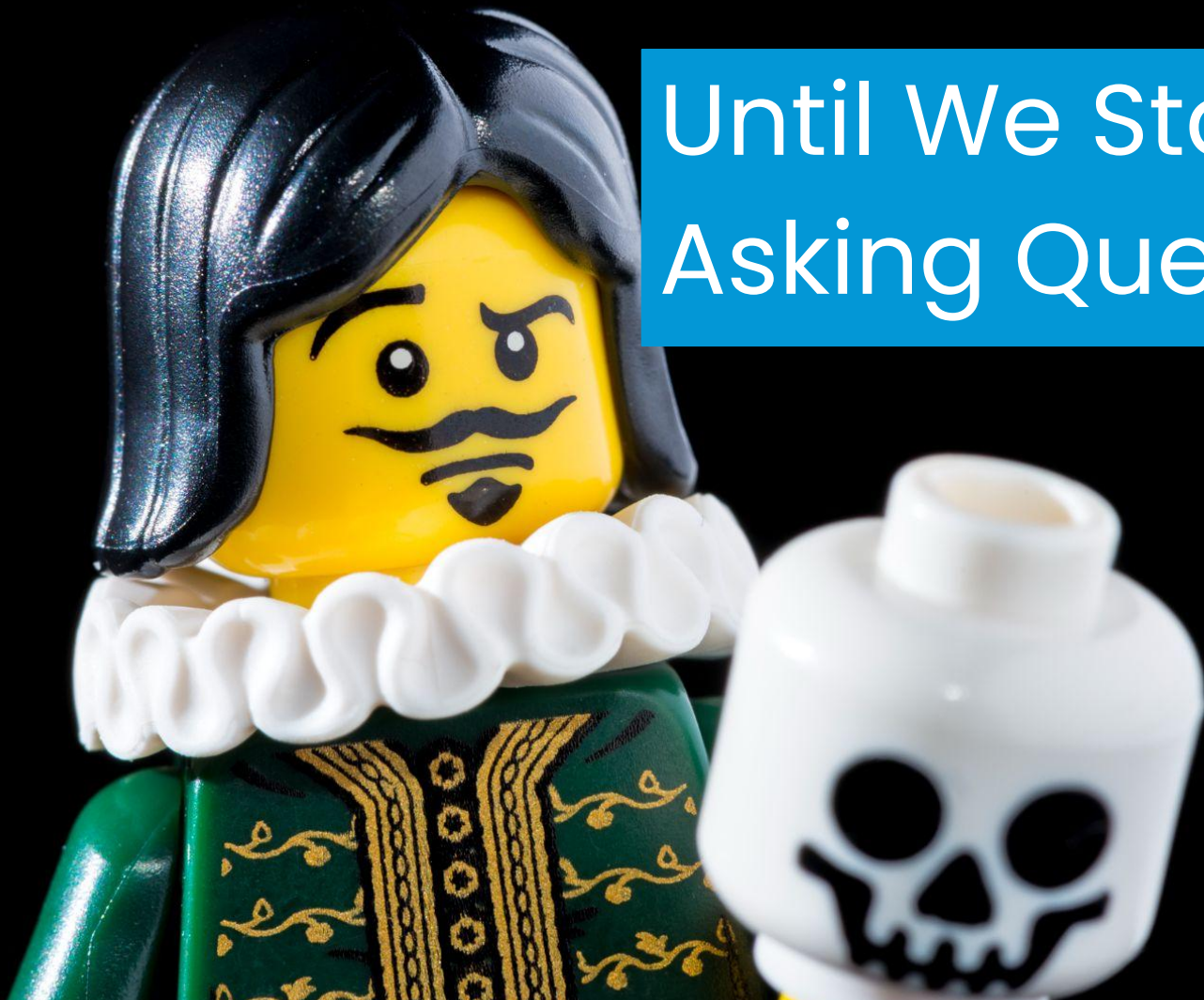


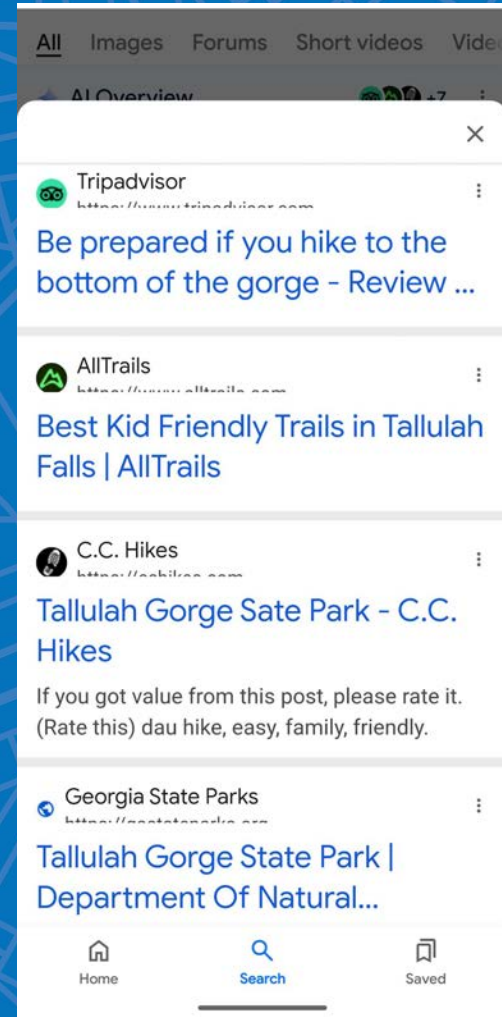
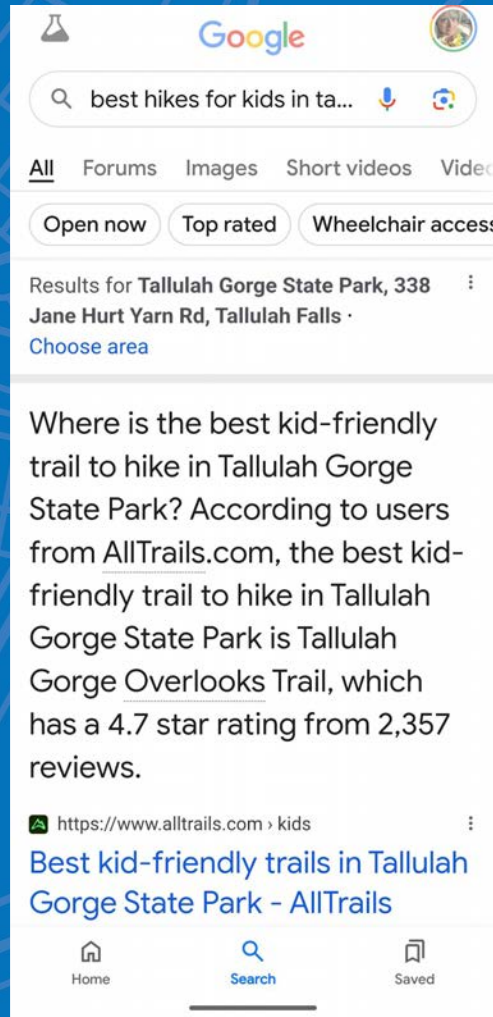
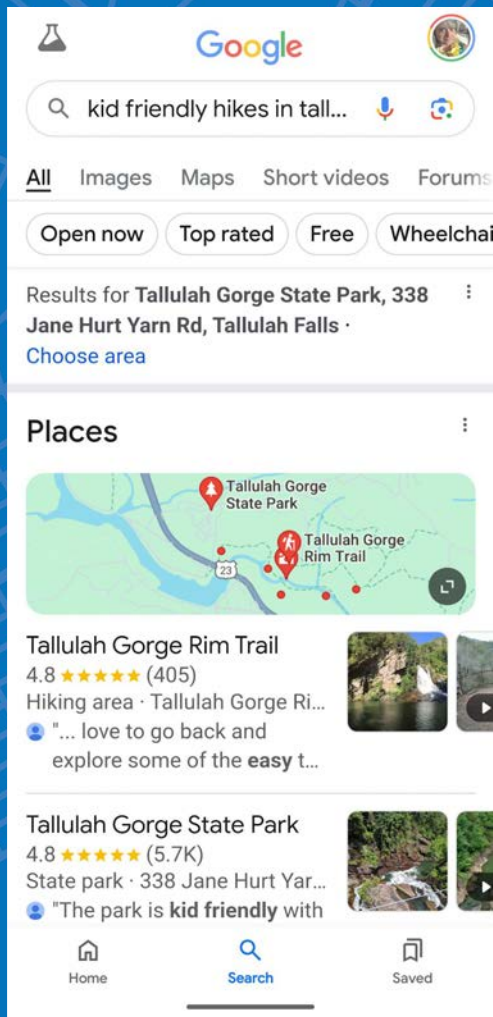
Big Debut, Fast Rollback
(Don't eat rocks)



Travel Searches Largely Left Out

Until We Start
Asking Questions







Great SEO Still
Wins the Game

» E-E-A-T

Experience

Expertise

Authoritativeness

Trustworthiness



Optimizing Content

Address content in a meaningful way by identifying **where AIO will impact the buying process.**

If you're targeting the keyword '*Where to stay on the Georgia Coast*' consider what related topics matter to your audience:

- Factors considered when selecting
- Types of lodging to choose from
- Accessibility to local attractions
- Transportation and getting around the area

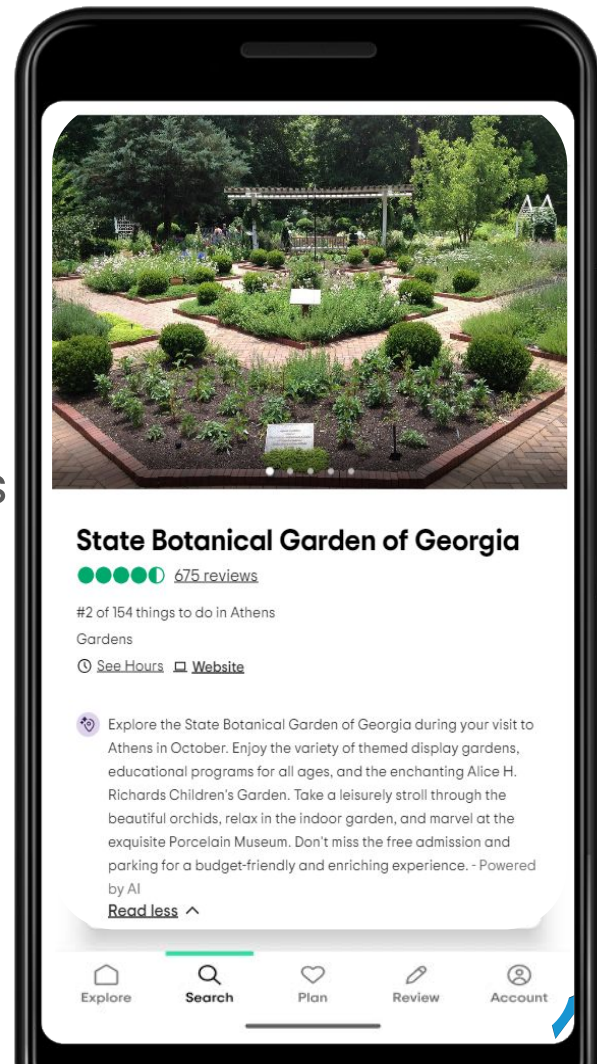


What's New Across Other Planning Platforms



Tripadvisor +AI

- Review Summaries
- Experience Descriptions
- Itinerary Builder




Plan your trip

Powered by AI BETA

Get personalized recs just for you, guided by traveler opinions.

→

By city/town only, not region (i.e New York, NY, not Hudson Valley, NY).



Essential Athens

Pick a category to filter your recs

- [☆ Essentials](#) [👨‍👩‍👧 Family friendly](#) [💎 Hidden gems](#) [🏛 Museums](#) [🌳 Outdoors](#) [🎭 Arts & theater](#) [🍷 Nightlife](#) [📅 History](#)

Things to do

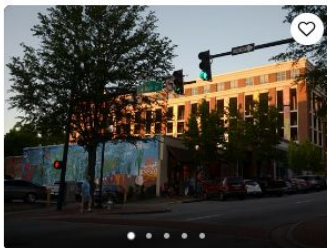
[See all](#)



State Botanical Garden of Georgia
675
Gardens



Sanford Stadium
387
Arenas & Stadiums



Downtown Athens
143
Neighborhoods

What kind of trip are you planning?

Select one.

- [Solo Trip](#) [Partner trip](#) [Friends Trip](#) [Family trip](#)

Are you traveling with pets? ⓘ

- [Yes](#) [No](#)

Tell us what you're interested in

Select all that apply.

- [Must-see Attractions](#) [Great Food](#) [Hidden Gems](#) [Live Music](#)
- [Craft Breweries](#) [Art Galleries](#) [Historic Landmarks](#) [Culture](#)
- [Outdoors](#) [Adventure and Sports](#) [Wine & Beer](#) [Arts & Theatre](#)
- [+ Add interest](#)

Journey Through Historical Marvels

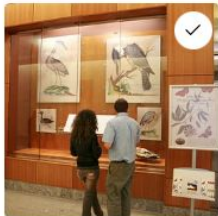
Discover relics from the past and experience unique historical treasures that showcase the richness of heritage and culture. Explore intriguing exhibits that shed light on the stories behind these iconic structures and artifacts.



Double Barreled Cannon

●●●●○ 120

Points of Interest & Landmarks



Richard B. Russell Building...

●●●●● 11

History Museums

Duration: 1-2 hours

Places to stay

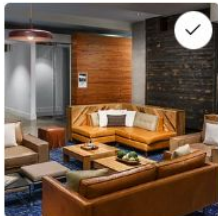
We've also recommended some places to stay during your trip.



Hotel Abacus - Formerly...

●●●●○ 1,262

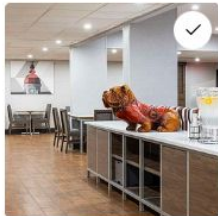
\$124.00 - \$209.00 per night



Hotel Indigo Athens...

●●●●○ 582

\$190.00 - \$299.00 per night



Hampton Inn Athens

●●●●○ 720

\$151.00 - \$206.00 per night

Early Eats

Here are some breakfast and lunch spots we think you'll enjoy.



Search

Discover

Trips

Review

USD



Hotels

Things to Do

Restaurants

Flights

Vacation Rentals

Cruises

Rental Cars

Forums

Athens for 4 days with your partner

Oct 5 - Oct 8 Athens

What's this trip about? (optional)

Saves

Itinerary

For you

Oct 5

Oct 6

Oct 7

Oct 8

12/13 saves added

Edit

Saturday, Oct 5 [Athens, Georgia](#)



Creature Comforts Brewing Co

●●●●○ 100

Breweries Duration: 2-3 hours



Groove Burgers

●●●●○ 55

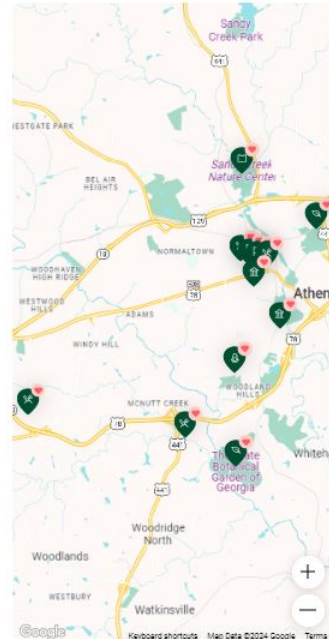
Restaurant American • Bar • \$ \$ See Hours



Sandy Creek Nature Center

●●●●○ 92

Educational sites See Hours

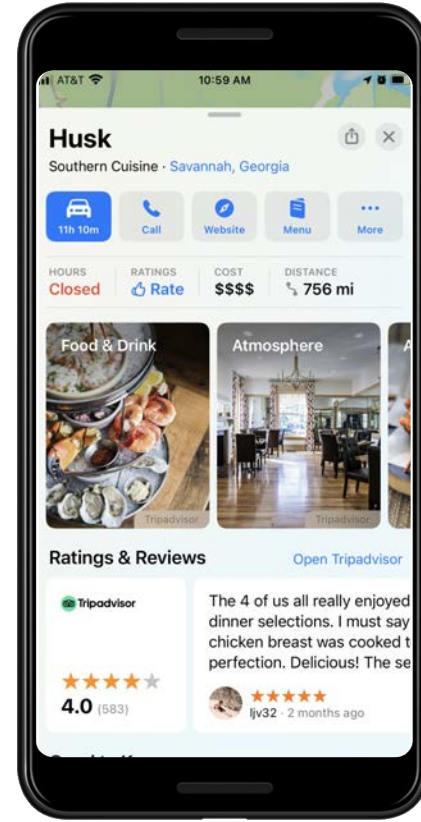


DON'T OVERLOOK THE IMPORTANCE OF APPLE MAPS

It is estimated that between 54%-57% of iOS users in the US are using Apple Maps on a monthly basis.

» **Review Site Integration:** Apple pulls reviews and photos from sites like Yelp, Tripadvisor and Booking.com

» **User-Content:** Just like Google Maps, users can contribute images and business information like hours



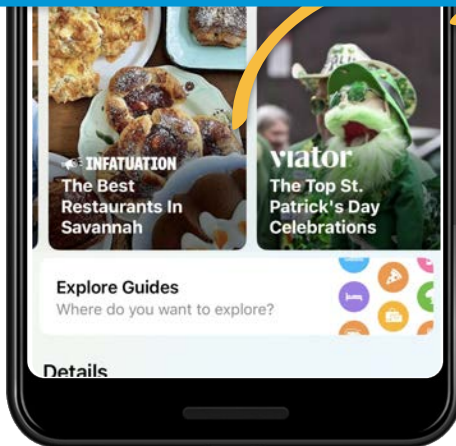
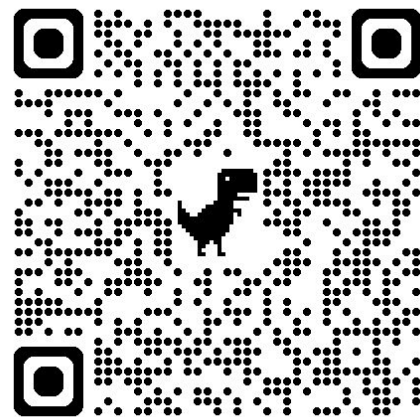
What Are Apple Maps Guides?

- Unique, inspirational content: POI-focused lists by theme
- Integrated into Apple Maps in-app, mobile & desktop (new!)
- Geographically relevant to device location or search



Promoting Your Destination with Apple Maps Guides

Miles Partnership Blog



AllTrails Opportunities



Case studies ▾



Powerful tools for better trails

The Public Lands program is a **free resource** for agencies and non-profit organizations that helps partners:

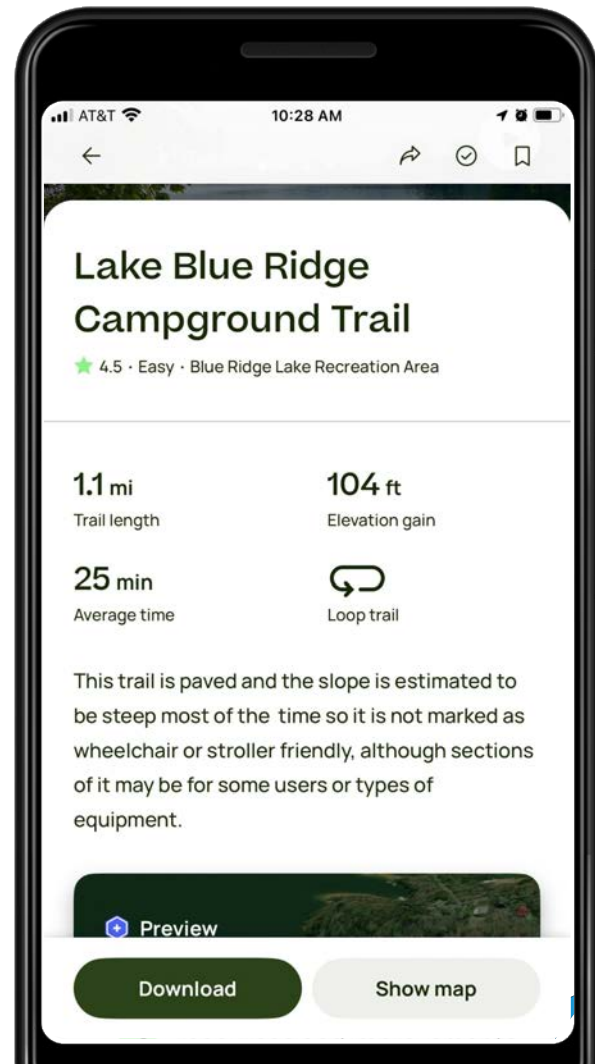
- ✓ Understand how visitors use your trails
- ✓ Manage trail information to help your visitors recreate responsibly
- ✓ Connect with AllTrails' 65 million+ users and share up-to-date alerts

65m active user accounts and 1B miles of user recordings on trails



AllTrails Opportunities

- Tap Into Trail Data
- Improve Descriptions
- Add Missing Trails



Today's Session

Key Takeaways

- Explore your market online through your customers' eyes (regularly!)
- Optimize your short form video & photography to be discoverable
- Encourage local businesses to integrate transactions, add fresh content & engage with customers
- AOI is iterating at a rapid pace - more to come for travel & tourism!
(Keep up the good SEO)



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a time
here!



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