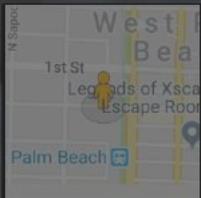


GOOGLE-DMO PARTNERSHIP PROGRAM: Discover The Palm Beaches

The Power of

DESTINATION CONTENT IN GOOGLE'S TRAVEL PRODUCTS

2019 CASE STUDY



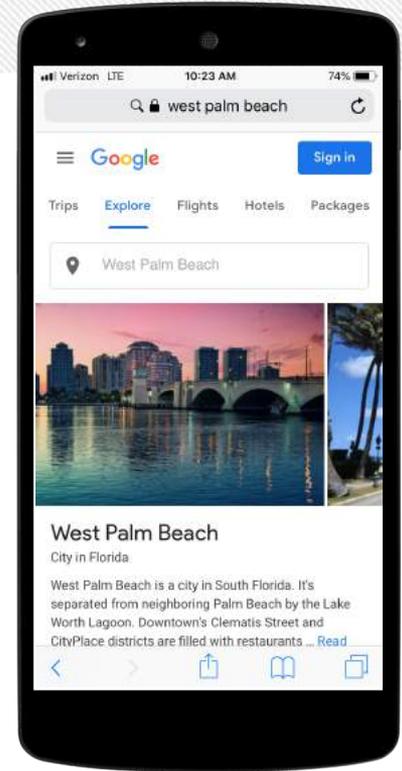
What kind of organic reach can a destination create for its owned assets within Google's Travel product eco-system?

BACKGROUND

When the world's largest digital information ecosystem turned its product development focus on the travel consumer two years ago, it created a sea change for destination marketing organizations.

With 80% of travel planning already starting in the search bar, Google's launching of endless new search experiences and travel products significantly disrupted the traditional role of DMOs in the digital space. Many destinations noticed drops in organic web traffic or stuck their head in the sand.

Discover The Palm Beaches, on the other hand, went all in to leverage Google's ever-expanding reach to meet consumers where they were, exponentially expanding their marketing reach, improving the quality of information within Google's products and lifting the overall presentation of the destination for millions of consumers.



Strategy

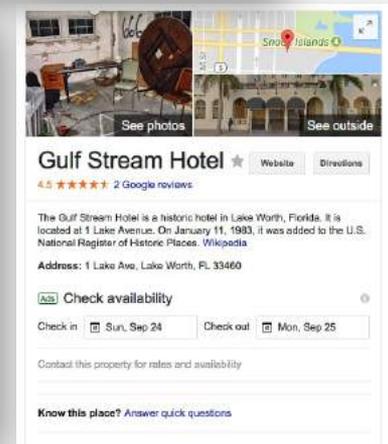
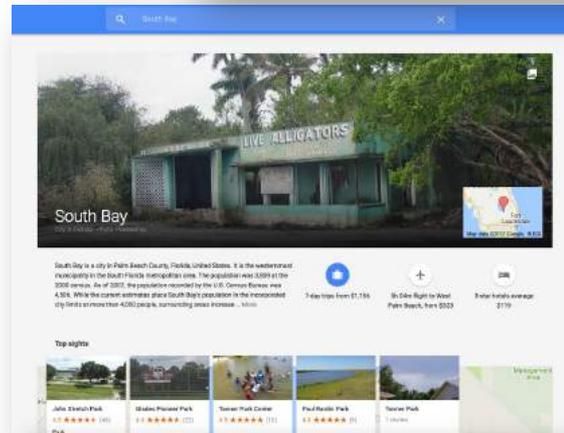
As one of the first destinations in the U.S. to take advantage of Miles' support services surrounding the DMO Content Partnership Program launched by Google in late 2017, navigating this uncharted online landscape took patience and commitment. We developed a three-part strategy to extend the reach of the DMO within Google's products:

- **Audit & Understand:** With more than 2,000 square miles and 39 distinct communities within the destination, there needed to be a comprehensive understanding of how users were experiencing The Palm Beaches throughout Google's vast ecosystem of travel-related digital products.
- **Educate & Empower:** Knowing that the building blocks of so many of Google's online experiences are the individual business profiles themselves, we knew we had to bring our industry partners to the table and assist them in maximizing their exposure to lift the destination as a whole.
- **Activate & Create:** With a better understanding of when, where and how various destination content surfaced within Google, we could now integrate our storytelling assets into the travel consumer journey happening outside our own website and digital channels.

EXECUTION

EVALUATION & ACTIVATION

- Analyzed high-value destination keywords and search results pages
- Reviewed 10+ Google Travel Guides as well as content found in Google Maps, Google Trips and other products
- Reviewed Google My Business data completeness for local partners
- Flagged images that were inaccurate or inappropriate to be removed
- Flagged technical issues within Google products to improve accuracy
- Documented opportunities for additional content creation, and other needs.



EXECUTION

EVALUATION &
ACTIVATION

COMMUNITY
ENGAGEMENT

- Educated industry stakeholders to enlist them in the broader effort to improve destination content
- Delivered a one-hour webinar to businesses highlighting the value of the Google ecosystem and opportunities to generate visibility
- Hosted an in-person, half-day workshop offering tactical advice to businesses about listing optimization
- Provided direct assistance to businesses with instant verification of listings and other trouble-shooting
- Created and distributed DMO-branded step-by-step how-to documentation



**MAXIMIZING EXPOSURE
FOR YOUR BUSINESS IN
GOOGLE'S PRODUCTS**

DTPB Industry Webinar

October 2017



miles
PARTNERSHIP

EXECUTION

EVALUATION &
ACTIVATION

COMMUNITY
ENGAGEMENT

CONTENT
DISTRIBUTION

- Provided staff training for program-specific processes, including 360-image capture
- Uploaded hundreds of existing owned image assets into the Google ecosystem
- Submitted missing business data to improve completeness and quality of listings
- Created hundreds of new images (flat and 360) and uploaded to Google
- Increased visibility of the destination through DMO attribution and incorporating logos into Streetview

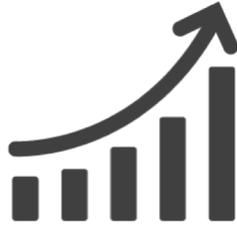


Results

With zero media costs and an initial investment of about \$50,000 in support services from Miles, the program generated a lasting impact within Google's travel products and the community itself.



Results



Generated **13+ million views** to date (and growing!) of high-quality, DMO-attributed images, 360s and videos **with zero media cost**.



Expedited **removal of images and other content negatively impacting consumer perception** of the destination at a key moment of consideration.

Educated **100+ partners** through the webinar, live workshop and one-on-one follow-ups



23% increase in complete tourism business listings within Google's products

Significantly increased the number of "claimed" businesses, achieving a rate of **89% verified** compared to a destination average of 65%.



Thank you

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