

DESTINATION OPTIMIZATION

Inspiring Customer Confidence

April 2022



miles
PARTNERSHIP

NORTH MYRTLE BEACH

What We'll TALK ABOUT TODAY

- What is **Destination Optimization**
- **6** Strategies for businesses to maximize their visibility
- **3** Ways Destination North Myrtle Beach has made a difference
- Congratulations to **Digital Marketing Acceleration Program Graduates**

Kim Palmer

Destination Optimization
Program Director

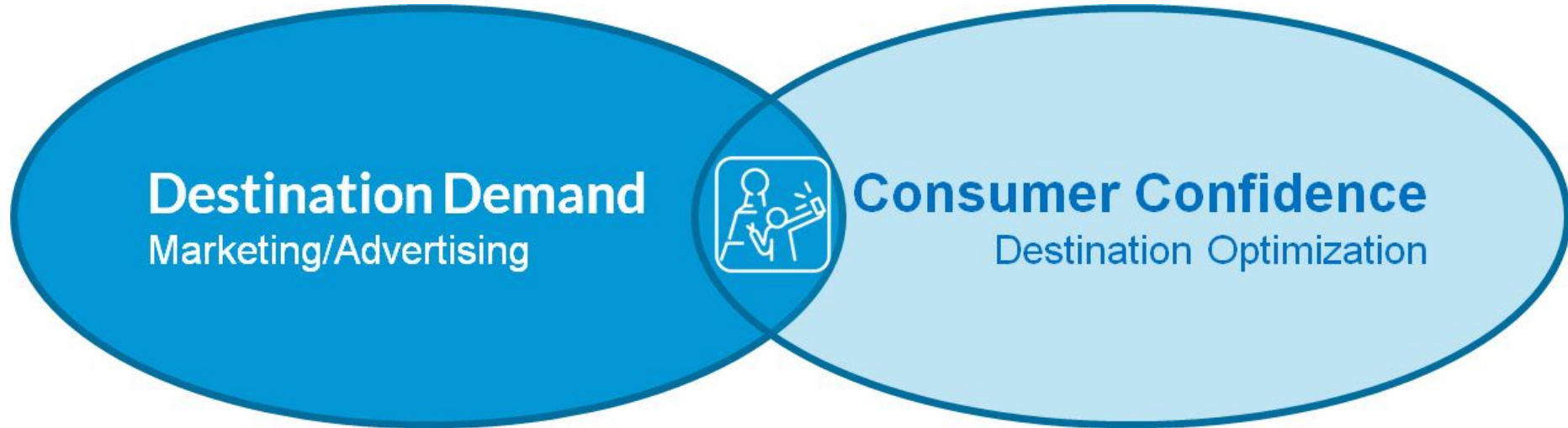




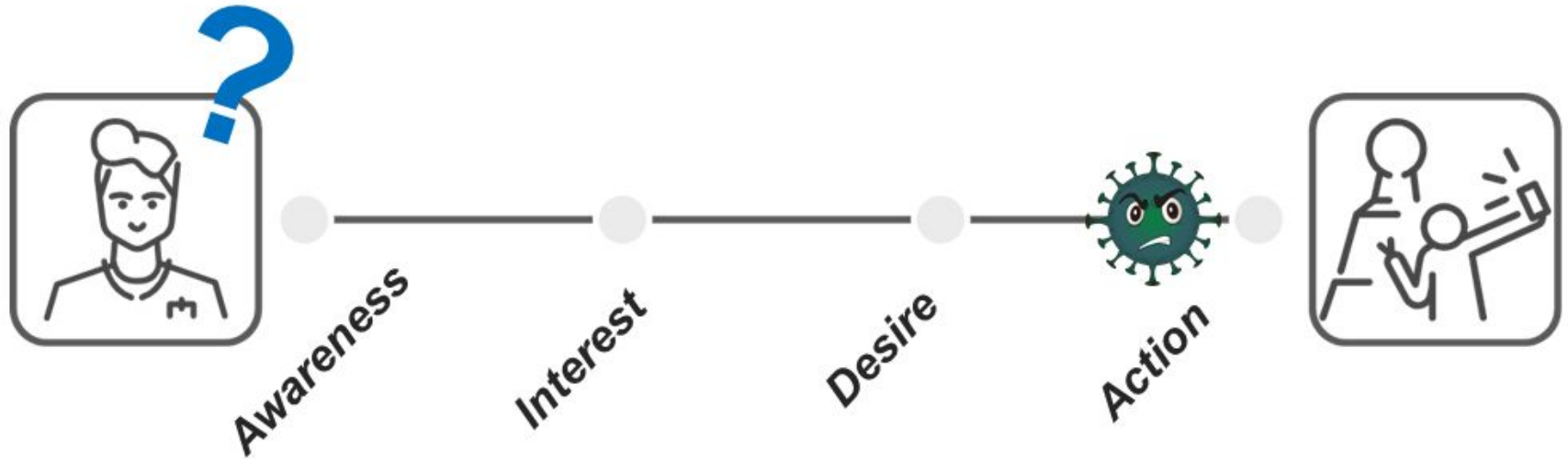
What is

DESTINATION OPTIMIZATION

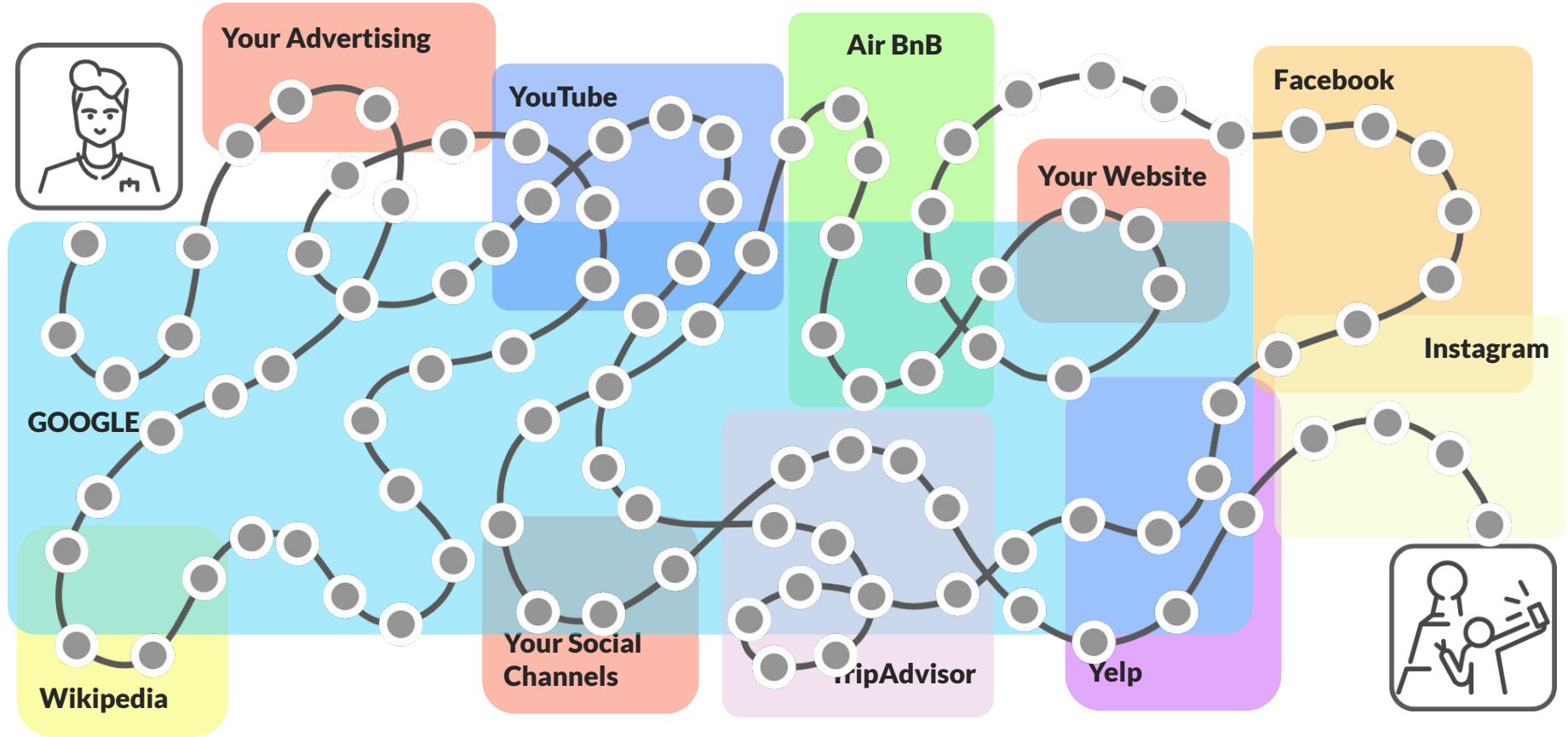
Marketing to Drive Demand is Only **HALF** the Equation



The Pandemic Has Made **CONFIDENCE** Critical



Meet the Traveler **WHERE THEY ARE**



Why DESTINATION OPTIMIZATION ?

The purpose of Destination Optimization is to
expand the role of DMOs to
organically **influence more touch points**
across major travel-planning platforms

A background image showing two people paddleboarding on a calm lake at sunset. The sky is filled with soft, orange and pink clouds, and the sun is low on the horizon. The water reflects the sky and the silhouettes of the people. In the foreground, there are tall green reeds or grasses. The overall scene is peaceful and scenic.

Three **OBJECTIVES** of Destination Optimization



STEWARDSHIP

Supporting positive
perception



READINESS

Preparing
communities and
businesses



VIBRANCY

Increasing visibility
of destination
assets



News Channel 8

NEWS TAMPA HOY VIDEO WEATHER 8 ON YOUR SIDE SPORTS COMMUNITY

SARASOTA COUNTY

Siesta Key Beach listed as 'temporarily closed' on Google, county officials working to find out why

f t w u e +

Temporarily closed

Siesta Key Beach

Website Download Save Call

4.5 ★★★★★ 15,643 Google reviews

Public beach on Siesta Key, Florida

Siesta Beach is a beach located on Siesta Key in the U.S. state of Florida. Unlike beaches elsewhere that are made up mostly of pulverized coral, Siesta Beach's sand is 99% quartz, most of which comes from the Appalachian Mountains. Wikipedia

SIESTA KEY BEACH CLOSURE CONFUSION

8 WFLA 907 15:06

Google

Travel Explore Things to do Flights Hotels Vacation rentals

Salt River Pima-Maricopa Indian Community

Top sights

Based on traveler visits and local insights

<p>OdySea Aquarium</p> <p>4.5 ★★★★★ (10,549)</p> <p>Massive aquarium with dramatic exhibits</p>	<p>Butterfly Wonderland</p> <p>4.5 ★★★★★ (4,237)</p> <p>Interactive atrium with many butterflies</p>	<p>Casino Arizona</p> <p>4.0 ★★★★★ (14,516)</p> <p>Gaming destination with late-night lounge</p>
<p>Talking Stick Golf Club</p> <p>4.3 ★★★★★ (209)</p> <p>Golf facility with 2 courses & an eatery</p>	<p>Casino Arizona at Talking Stick Resort</p> <p>4.1 ★★★★★ (4,192)</p> <p>Casino</p>	<p>Pangaea Land of the Dinosaurs</p> <p>3.8 ★★★★★ (1,113)</p>



Hegra

Mada'in Salih

Hegra, also known as Mada'in Salih, or Al-Hijr is an archaeological site located in the area of Al-'Ula within Al Madinah Region in the Hejaz, Saudi Arabia. A majority of the remains date from the Nabatean kingdom. The site constitutes the kingdom's southernmost and largest settlement after Petra, its capital.

[Wikipedia](#)

Designated as world heritage site: 2008 (32nd session)

Weather: 104°F (40°C), Wind W at 15 mph (24 km/h), 9% Humidity
[weather.com](#)

Local time: Friday 6:33 PM

Location: Al Madinah Region, Al-Hejaz, Saudi Arabia

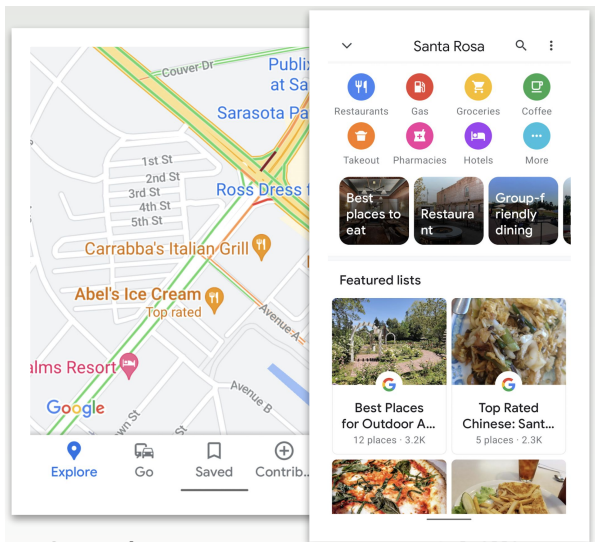
Region: Arab States

Reference no: 1293

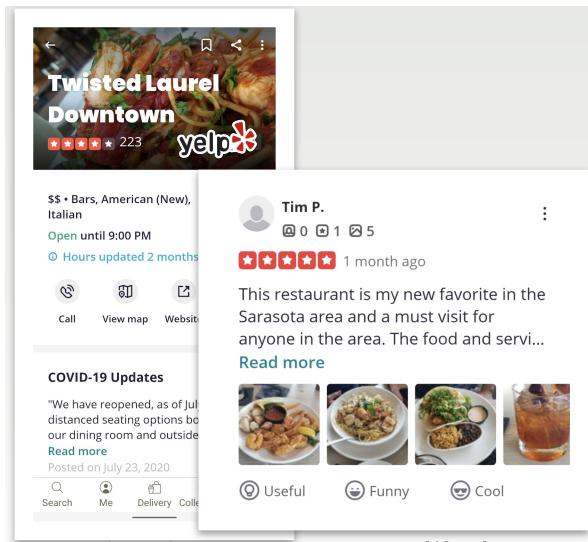
READINESS



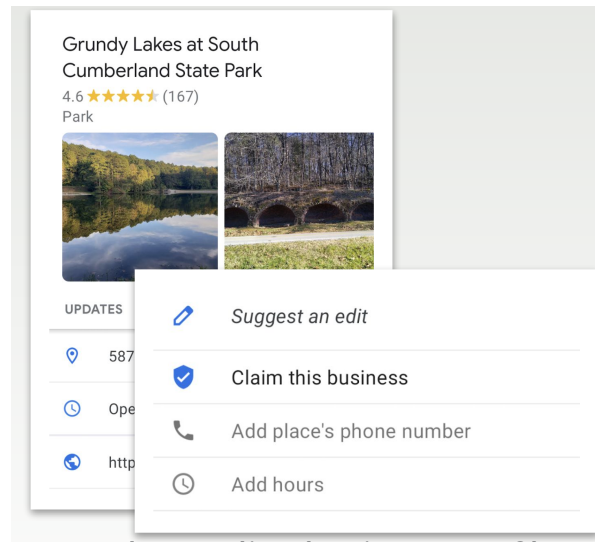
Digital Readiness is critical to the success of your local businesses



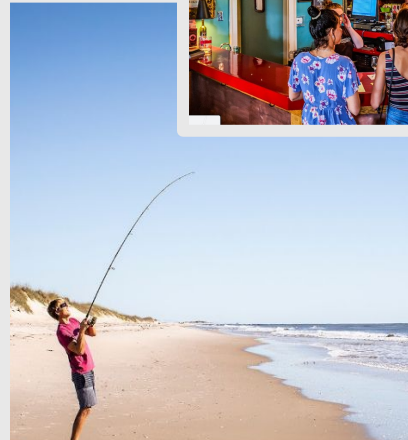
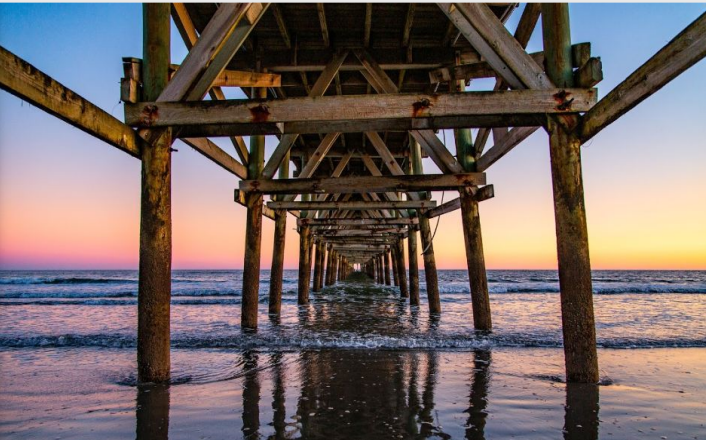
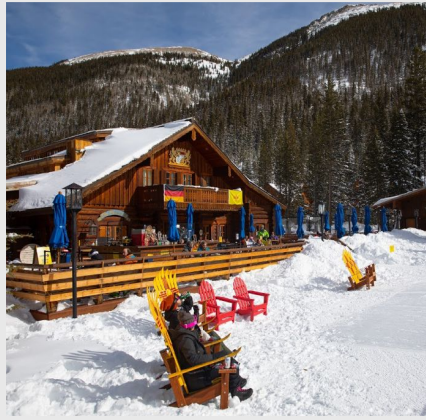
Google Maps generates **3 billion direct connections** between businesses and users per month
Google's Economic Impact data, 2019



45% of customers are likely to check Yelp reviews before visiting a business
Source: ReviewTrackers



Up to date online business profiles are **70% more likely** to attract location visits.
Source: Ipsos Research



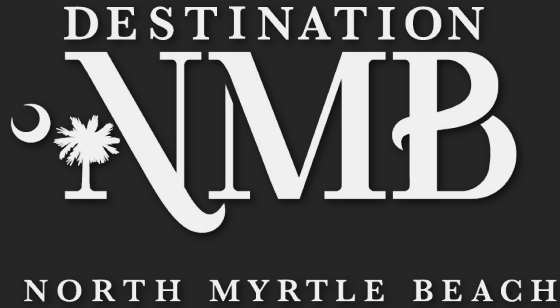


6 *Things Businesses Can Do To* **Maximize Exposure & Conversion**



How **local businesses look** is an important part of how **each destination looks** when a potential visitor is planning a trip.

Better business profiles
drive more exposure
and more engagement



We want to help you maximize exposures and engagement for your business profiles because it benefits everyone: your business, visitors and our destination.

How Can Businesses **MAXIMIZE THEIR EXPOSURE?**

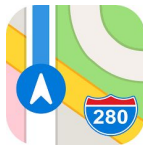
- 1. Claim** their business listings
- Update their **hours**
- Check relevant **attributes**
- Add fresh **pictures**
- Respond** to customers
- Post updates**

1

Claim Your Business on the Highest Visibility Platforms



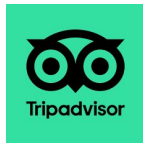
Google



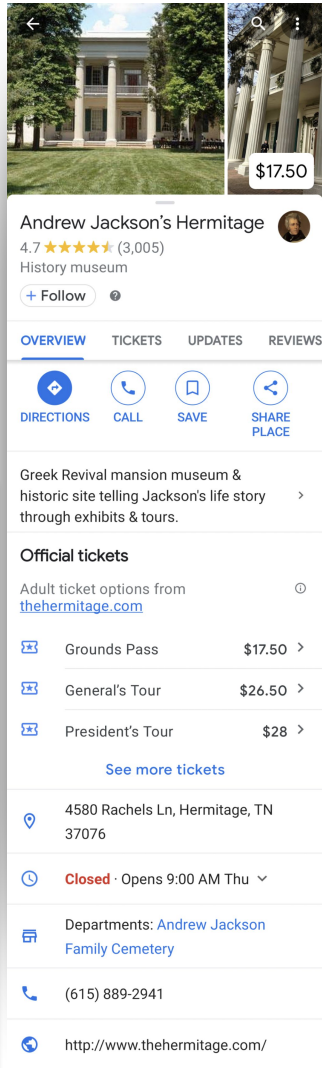
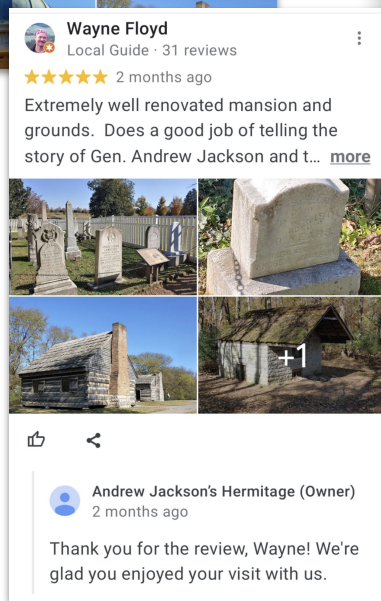
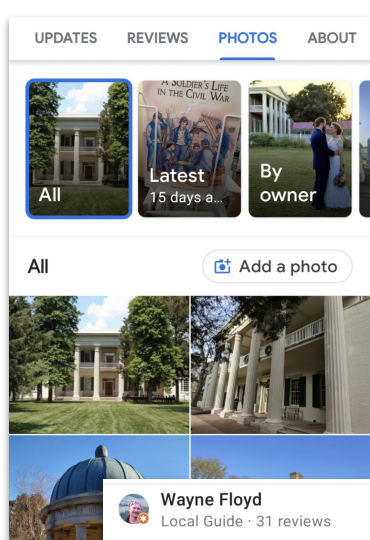
Apple Maps



Yelp



TripAdvisor



Google

Up-to-date profiles are:

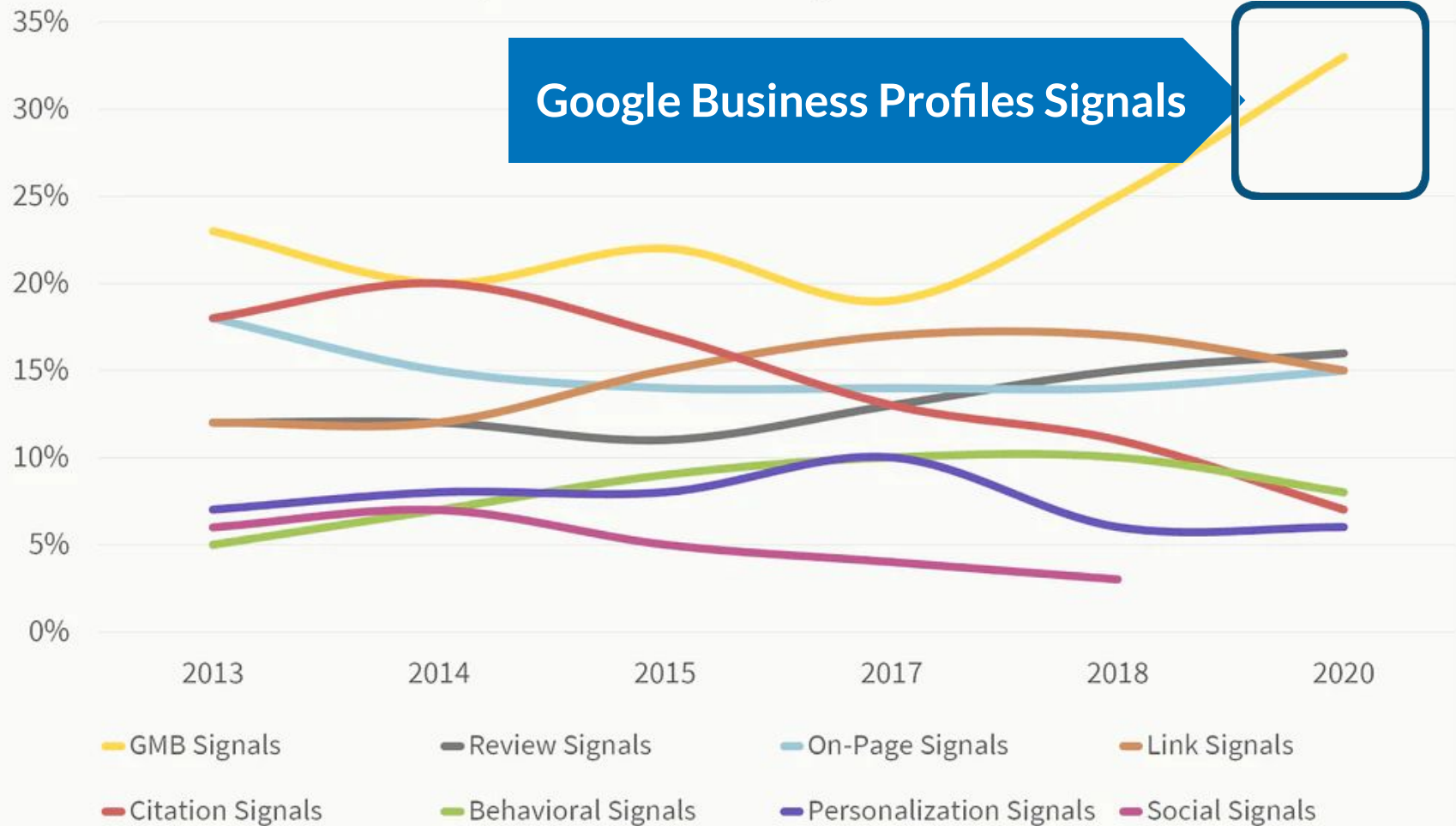
2.7X more likely to be considered reputable.¹

70% more likely to attract location visits.¹

50% more likely to lead to a purchase.¹

⁽¹⁾ Ipsos research: Benefits of a complete listing 2017

Local Pack / Local Finder Ranking Factors Over Time



Why These Businesses?

Restaurants :



Rating Cuisine Price Hours

LuLu's North Myrtle Beach
4.2 ★★★★★ (3.1K) · \$\$ · Restaurant
4954 Hwy 17 S · In Barefoot Landing
Dine-in · Takeout · Delivery



21 Main At North Beach
4.5 ★★★★★ (946) · \$\$\$ · Steak
north, 719 North Beach Boulevard
Closed · Opens 4PM



ⓘ "However, I tried to call the restaurant multiple times today and got no ..."

Hoskins Restaurant
4.6 ★★★★★ (1.9K) · \$ · Seafood
405 Main St
Closes soon · 2:30PM
Dine-in · Curbside pickup · No delivery



More places

DISTANCE

RELEVANCE

PROMINENCE

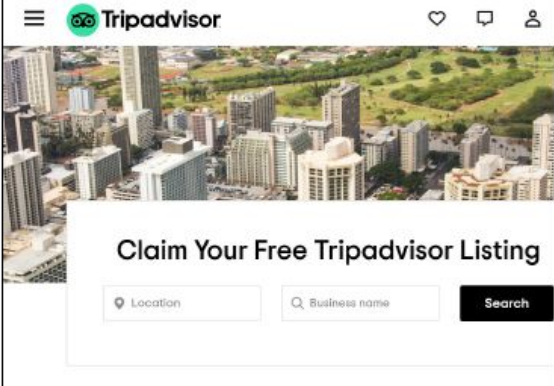
What drives traveler
engagement with
listings?

Number of
photos

Total number
of reviews

Management
responses in
the past year

Number of
reviews in the
past year



TRUST IN BUSINESS INFORMATION & REVIEWS

THE STATE OF THE AMERICAN TRAVELER

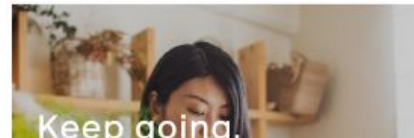
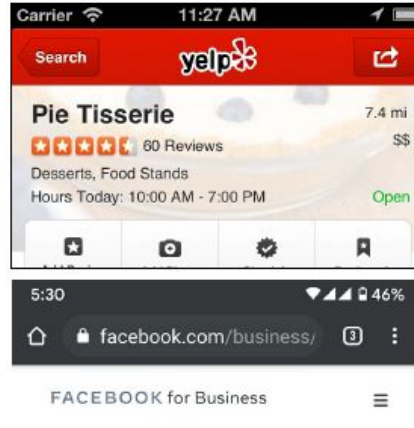
Technology Edition, May 2021



Uncle Man Halsey Street

3.5 ★★★★★ 16 reviews

Malaysian restaurant



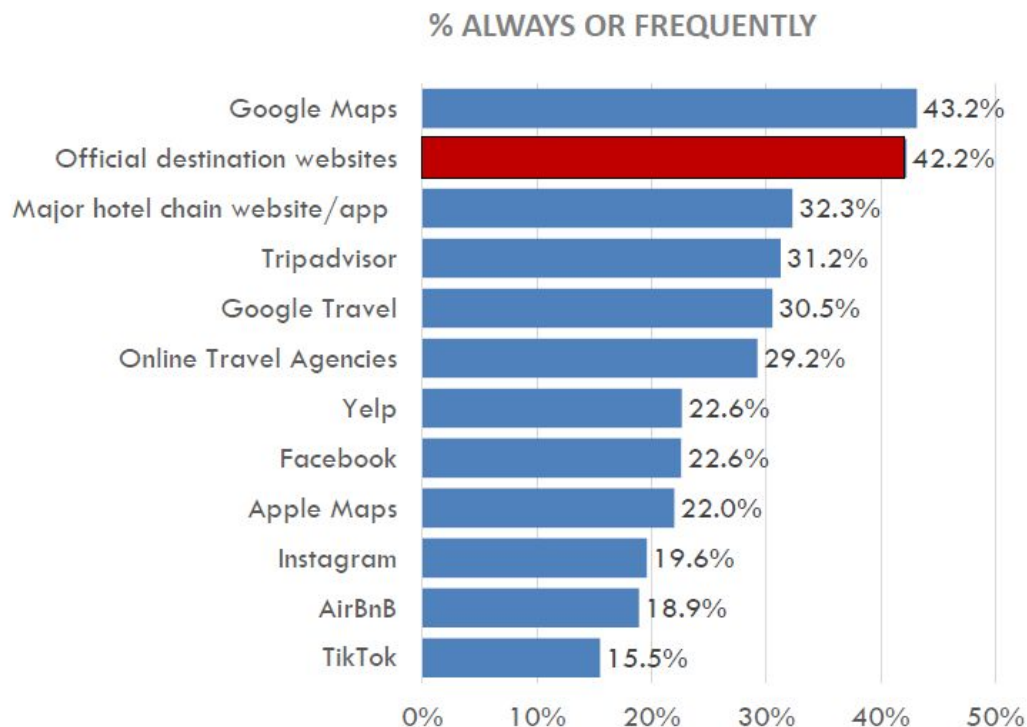
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Destination Analysts DO YOUR RESEARCH

PLATFORMS USED FOR TRAVEL PLANNING: THINGS TO DO

Question: When researching and selecting **THINGS TO DO** either before or during your trip, please rate your use of these platforms (via website or app) (Select one to complete the sentence)

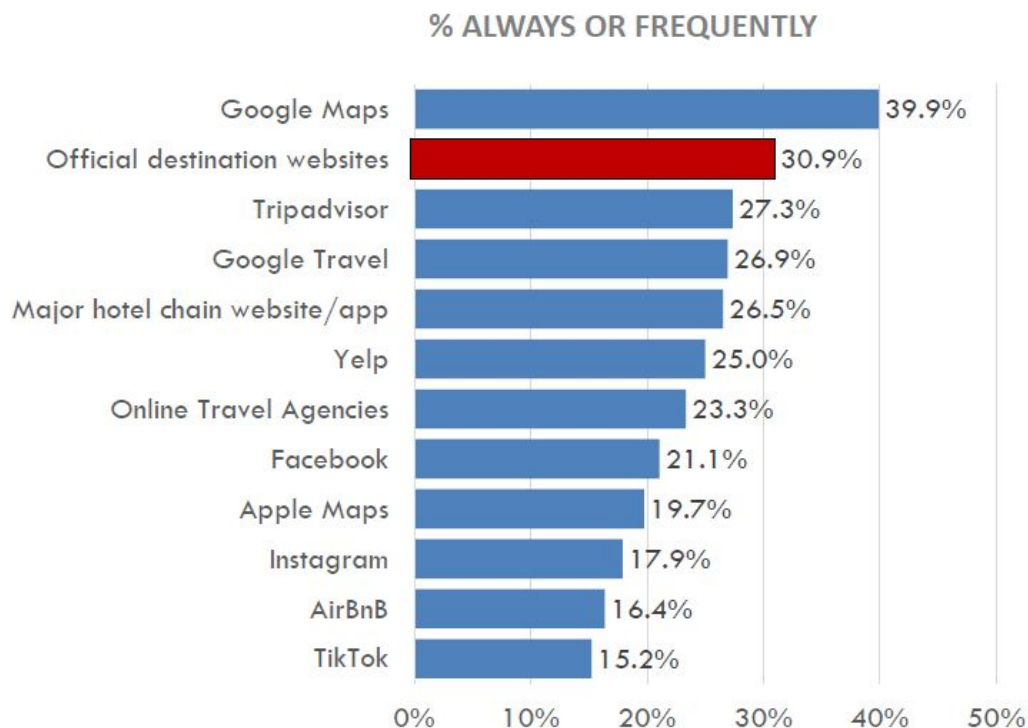
I _____ use this to help select **THINGS TO DO** on my leisure trips.



PLATFORMS USED FOR TRAVEL PLANNING: RESTAURANTS

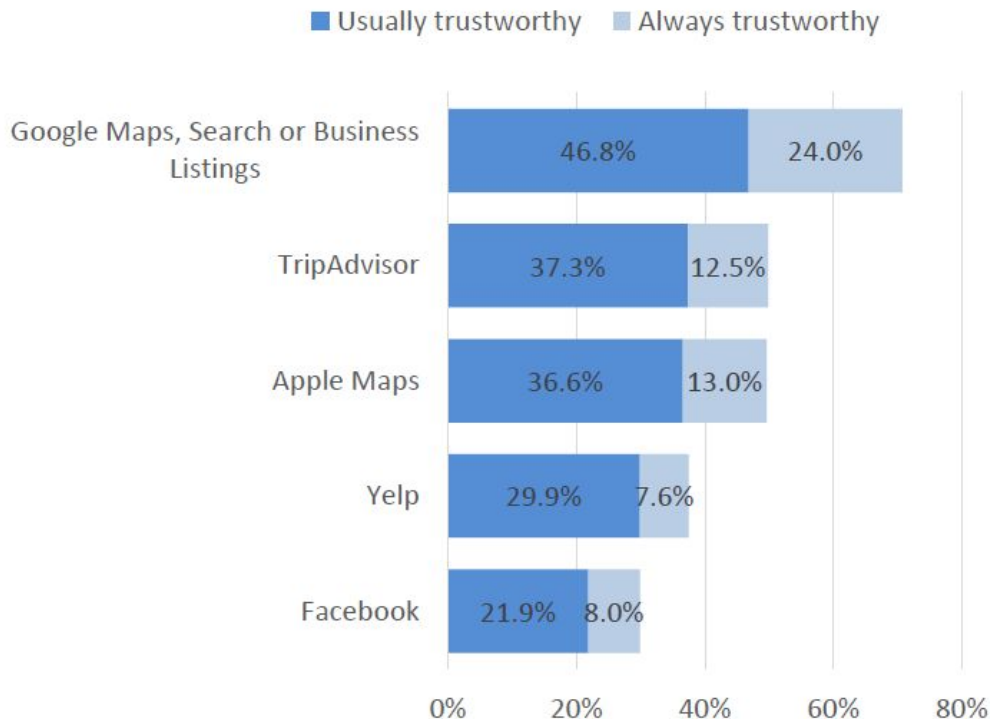
Question: When researching and selecting **RESTAURANTS OR DINING OPTIONS** either before or during your trip, please rate your use of these platforms (via website or app) (Select one to complete the sentence)

I _____ use this to help select **THINGS TO DO** on my leisure trips.



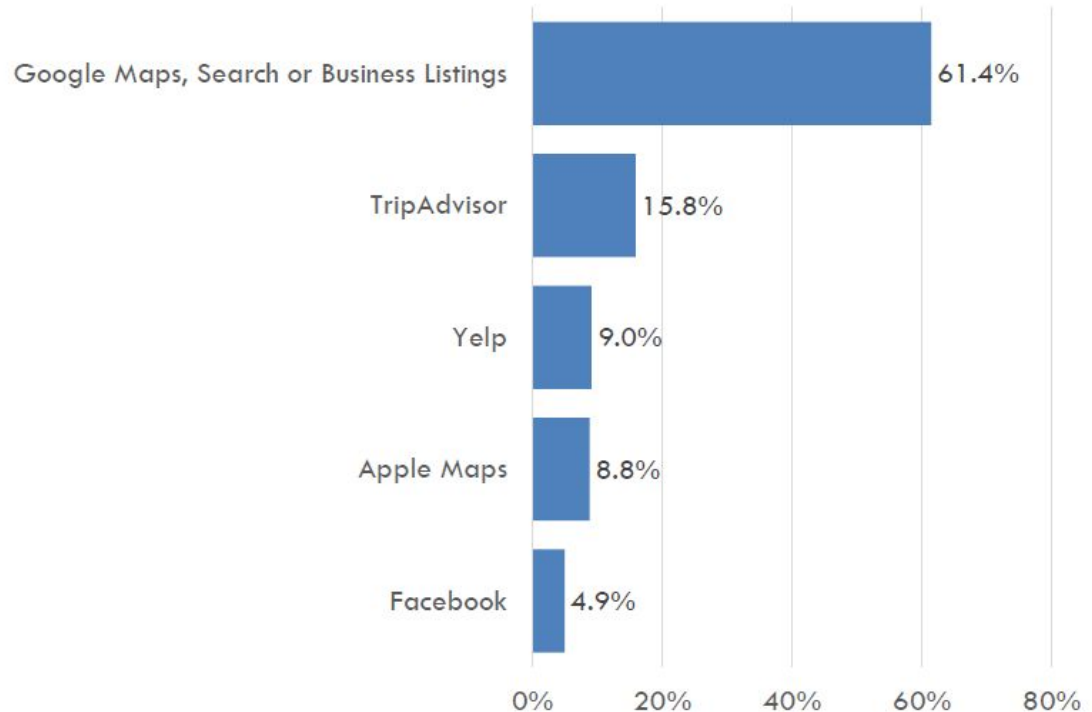
TRUSTWORTHINESS: BUSINESS INFORMATION

Question: Please
evaluate how trustworthy
each of these are when
looking for business
information? (e.g., hours,
menu, location, services)



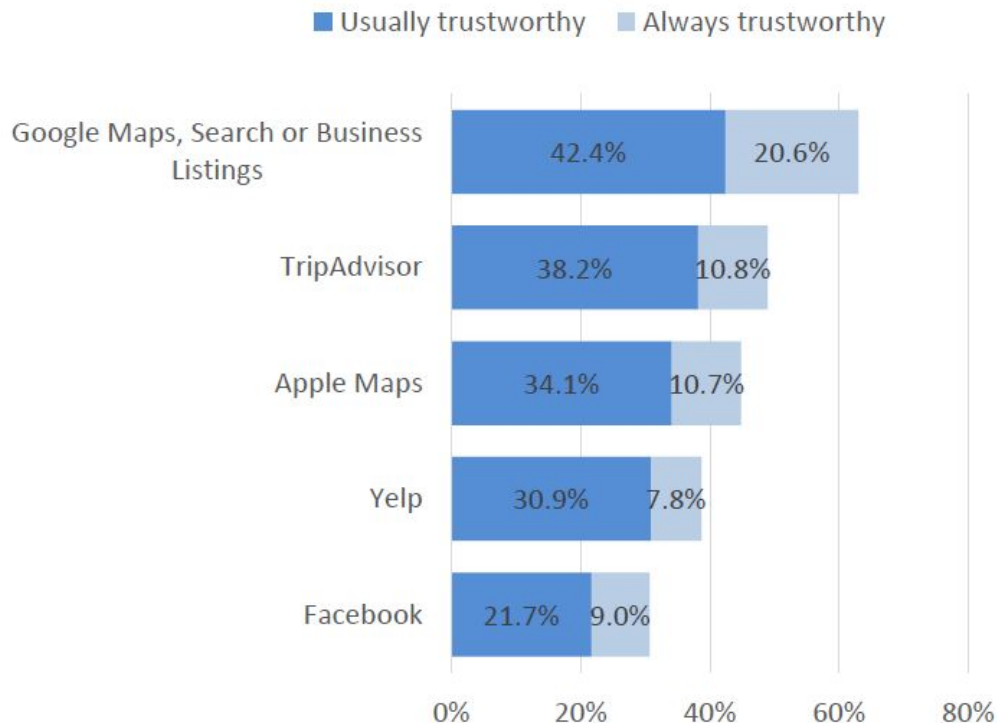
SINGLE MOST TRUSTWORTHY: BUSINESS INFORMATION

Question: In your opinion, which platform is the most trustworthy when looking for business information? (hours, menu, location, services)?



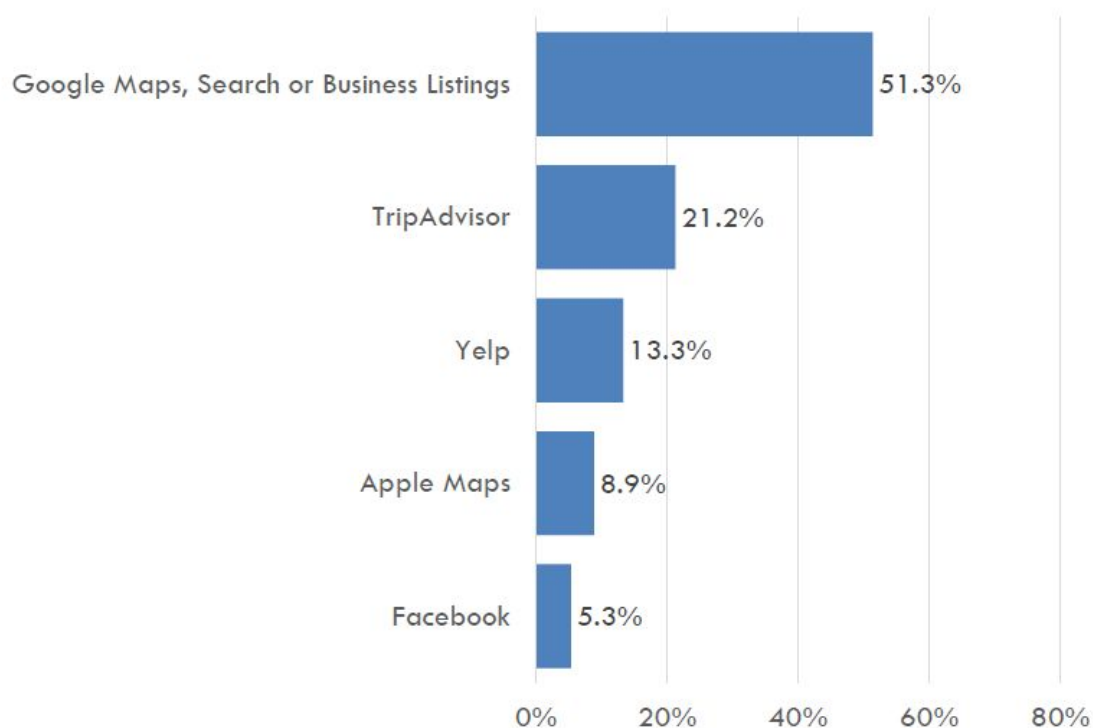
TRUSTWORTHINESS: RATINGS & REVIEWS

Question: Please
evaluate how trustworthy
is the customer
rating/review information
available on each
platform?



SINGLE MOST TRUSTWORTHY: : RATINGS & REVIEWS


Question: In your opinion, which platform is the most trustworthy when looking for business information? (hours, menu, location, services)?





2


Update hours & core business information


Visitor center


Directions


Save

Nearby

Send to your phone

Share

I-95, Port Wentworth, GA 31407

Closed · Opens 8:30AM Wed ^

Tuesday8:30AM–5:30PM

Wednesday8:30AM–5:30PM


Thursday8:30AM–5:30PM

Friday8:30AM–5:30PM

Saturday8:30AM–5:30PM

Sunday8:30AM–5:30PM







Monday8:30AM–5:30PM



[Suggest an edit](#)

Make sure information complete and accurate.

Check Your:

-  **Business Name**
-  **Business Category**
-  **Address**
-  **Phone Number(s)**
-  **Hours**
-  **Website(s)**

Changes from Google

**Google has retired
“Google My Business”
and is rebranding
everything as
“Google Business Profile”**



Changes from Google

The Google My Business App will be removed from Google Play and Apple app store later this year

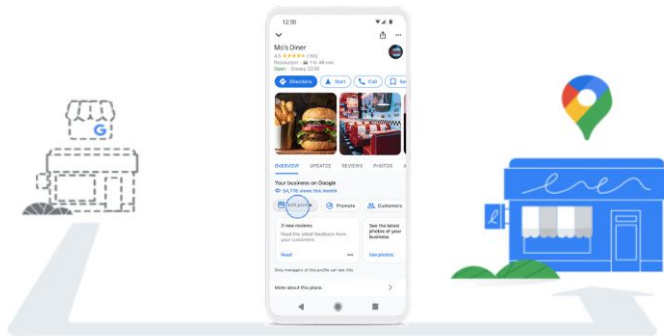
Business Profile



The Google My Business app is being replaced

Start using Google Maps and Search to keep your Business Profile up to date and connect with customers.

Try it on Google Maps:



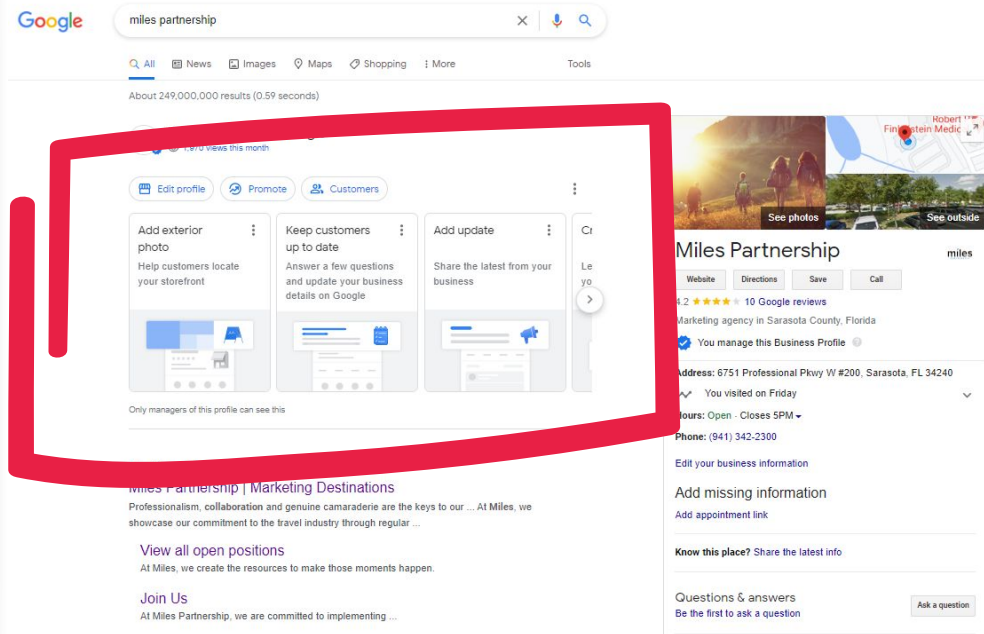
Holy Sheets, update the way you interact with your customers. Soon, Google Maps and Search will replace the Google My Business app as the way to [manage your profile](#). Millions of merchants already use either Google Maps or Search to connect with their customers.



Visit the [Help Center](#) to learn more.

Changes from Google

Editing your Google Business Profile will now be done in SERP or in the Maps app.



About 128,000 results (0.53 seconds)

Your business on Google

2,699 views this month

- Edit profile
- Promote
- Customers

Complete your profile

Add details and get discovered by more customers

Get your first reviews

Share your review form with past customers

Add exterior photo

Help customers locate your shop front

Account

Share

Only managers of this profile can see this

See photos

See outside

CAC Enterprises

Directions

Save

Call

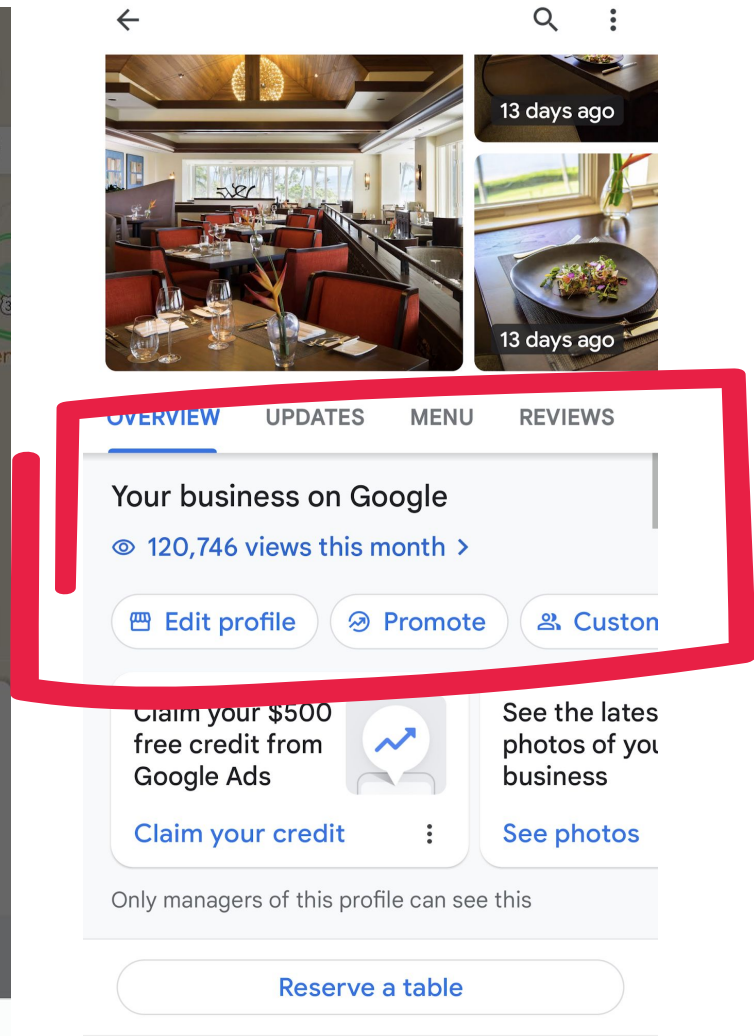
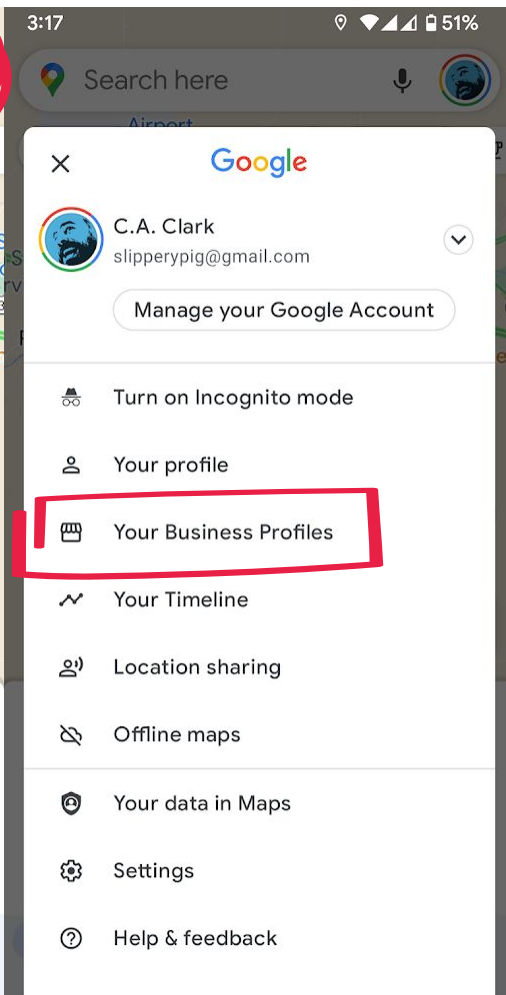
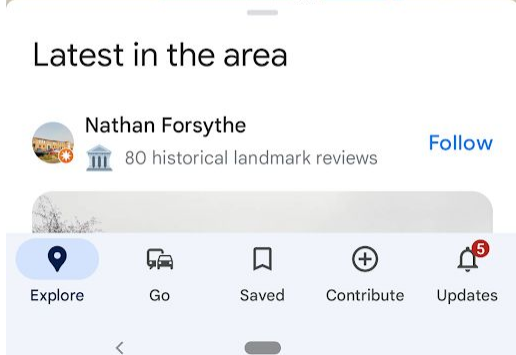
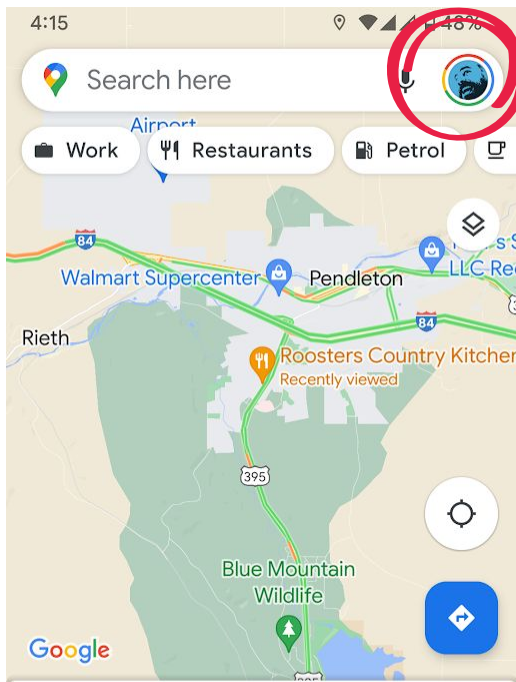
5.0 1 Google review

Motorcycle driving school in Waterloo, Iowa

You manage this Business Profile

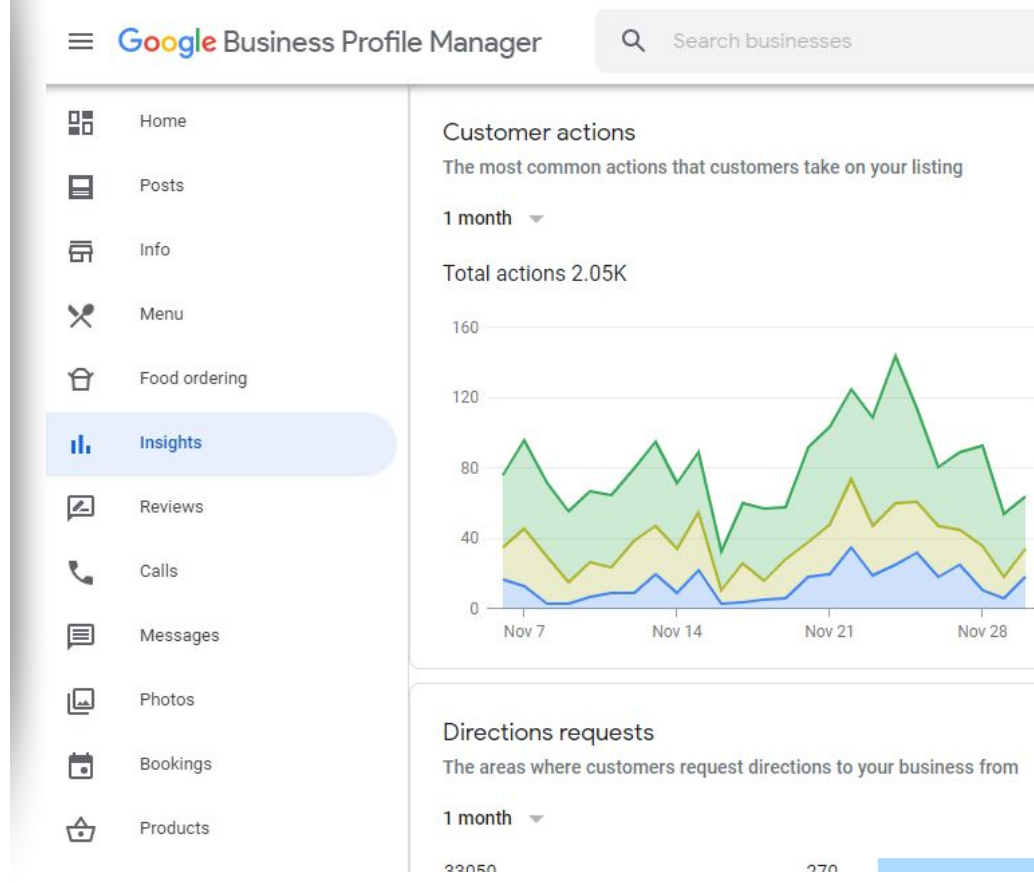
Address: 520 Maryland Ave, Waterloo, IA 50701, United States

Hours: Closed · Opens 7AM Sun · [More hours](#)



Changes from Google

The “desktop” interface at Business.Google.com will continue to exist for agencies & multi-business accounts

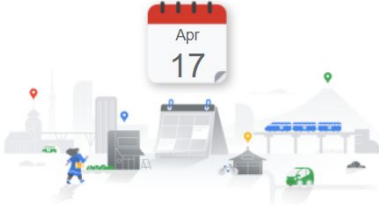


2

Update hours & core business information

Business Profile

Google




Let customers know your holiday hours for


When your business has an irregular schedule, you can enter special hours in advance to let customers know. Here's what customers see when they view your business profile.

[Update my holiday hours](#)

Easter Monday (Monday 4/2)	10:00 AM – 7:30 PM Hours may differ
Anzac Day (Wednesday 4/25)	10:00 AM – 7:30 PM Hours may differ

 **Open** · Closes 5PM

Updated by business under 1 hour ago

 Visit the [Help Center](#) to learn more.

3

Check for relevant attributes

Attributes

[Search these attributes](#)



Let customers know more about your business showing attributes on your Business Profile. It may appear publicly on Search, Maps, and other Google services. [Learn more](#)

From the business

+ Identifies as Black-owned

+ Identifies as veteran-led

+ Identifies as women-led

Accessibility

✓ Wheelchair accessible entrance

+ Wheelchair accessible parking lot

+ Wheelchair accessible restroom

+ Wheelchair accessible seating

Amenities

Health & safety

Health and safety measures implemented by the hotel during COVID-19.

Enhanced cleaning

Enhanced cleaning of common areas
Enhanced cleaning of guest rooms
Commercial-grade disinfectant used to clean the property
Employees wear masks, face shields, and/or gloves
Employees trained in COVID-19 cleaning procedures
Employees trained in thorough hand-washing

Personal protection

Masks required on the property
Hand-sanitizer and/or sanitizing wipes in common areas

Physical distancing

Physical distancing required
Guest occupancy limited within shared facilities
Common areas arranged to maintain physical distancing
Private spaces designated in spa and wellness areas

Minimized contact



High-touch items, such as magazines, removed from common areas
High-touch items, such as decorative pillows, removed from guest rooms
Housekeeping scheduled by request only


Increased food safety

Additional sanitation in dining areas
Additional safety measures during food prep and serving
Disposable flatware
Individually-packaged meals
Single-use menus


Cancel


NEW! Hotel Sustainability Attributes








Hampton Inn North Myrtle Beach-Harbourgate


4.2 ★ (23) ·  Eco-certified


 3-star hotel


 Free breakfast


 Free Wi-Fi


 Free parking

 Indoor pool

 Air conditioning


 Pet-friendly


 Fitness center


 All inclusive availab...


[View prices](#)


NEW! Hotel Sustainability Attributes


 Add special hours


 (386) 254-8200





 Hotel attributes
Add or edit services & amenities

 Add opening date

 Add photos

[Google My Business](#)

Property details

Room details

Categories

Sustainability

Eco certifications

Health & safety

COVID-19 response policy

Internet

Food & drink

Policies & payments

Activities

Services

Children

Pools

Parking & transportation

Wellness

Accessibility

Business & events

Pets

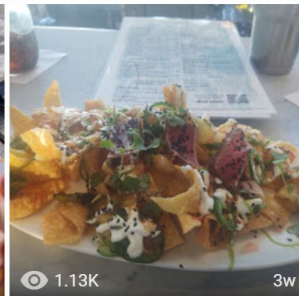
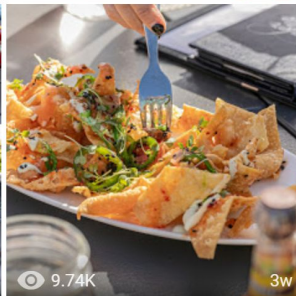
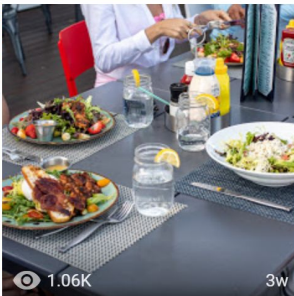
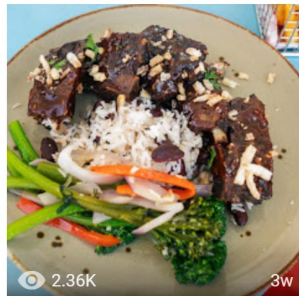
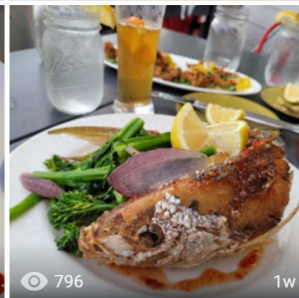
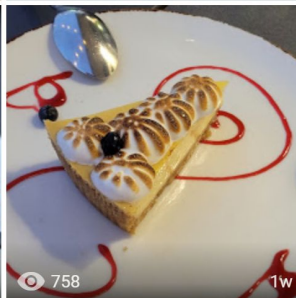
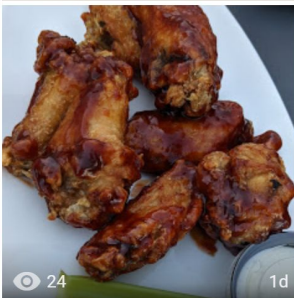
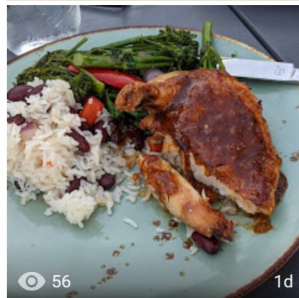
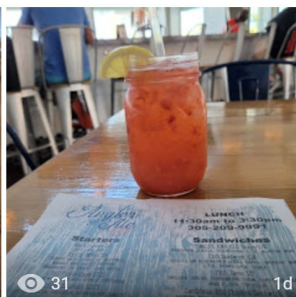
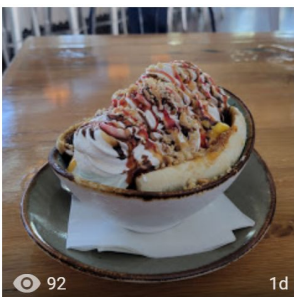
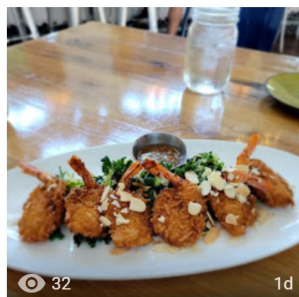
← Eco certifications

Asian Ecotourism Standard for Accommodations (AES)	<input type="radio"/> Yes	<input type="radio"/> No
Biosphere Responsible Tourism Standard	<input type="radio"/> Yes	<input type="radio"/> No
BREEAM	<input type="radio"/> Yes	<input type="radio"/> No
Bureau Veritas	<input type="radio"/> Yes	<input type="radio"/> No
Control Union	<input type="radio"/> Yes	<input type="radio"/> No
EarthCheck	<input type="radio"/> Yes	<input type="radio"/> No
Ecotourism Australia's ECO Certification Standard	<input type="radio"/> Yes	<input type="radio"/> No
Eco-Certification Malta Standard	<input type="radio"/> Yes	<input type="radio"/> No
GREAT Green Deal Certification	<input type="radio"/> Yes	<input type="radio"/> No
Green Globe	<input type="radio"/> Yes	<input type="radio"/> No

4

Add fresh pictures

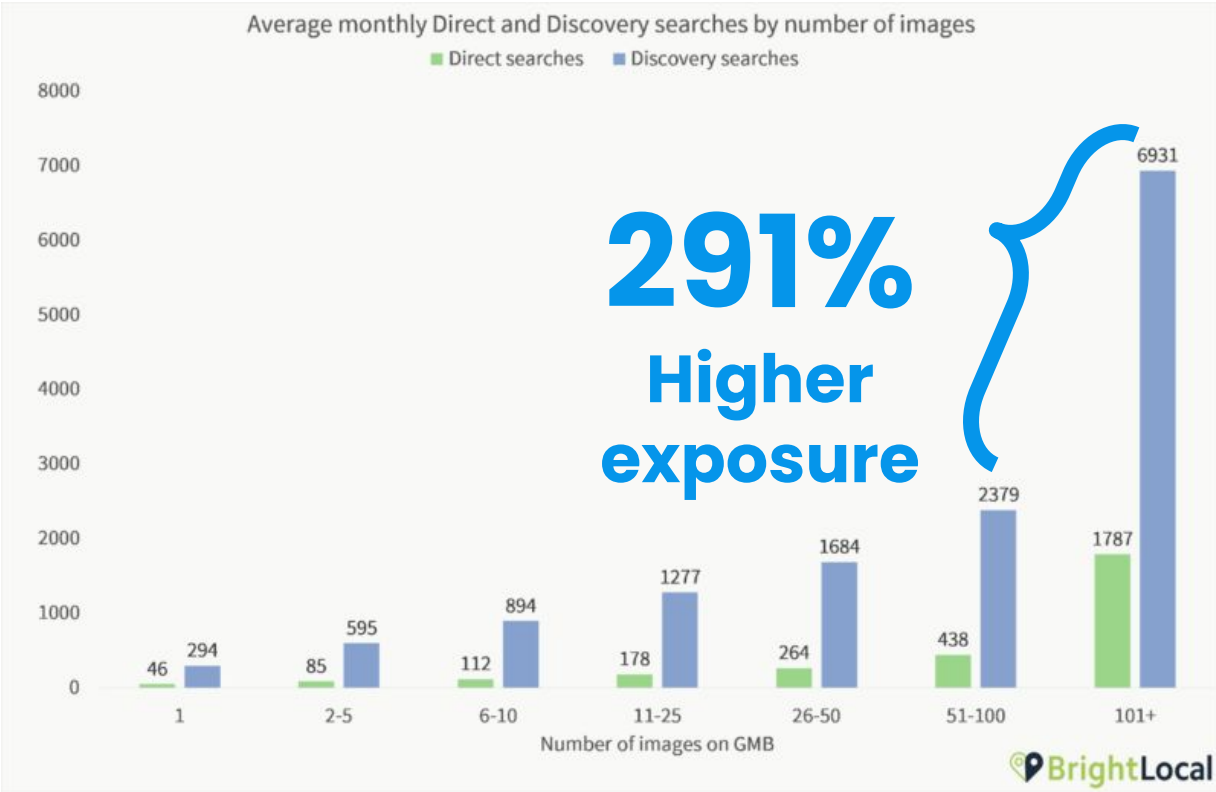
Aim for four photos every month



4

Add fresh pictures

Aim for four photos every month



5

Respond to Customers



William R wrote a review on November 19, 2019



Loved the [redacted] and the food was delicious,

Loved the [redacted] every time we ate or had drinks. They make some delicious non-alcoholic drinks and the food was great every time. Hostess was friendly and accommodating to our needs and wishes and the service was over the top and friendly every time. Kahala has great places to eat, and this is one of them. In fact ALL of them are the same: great delicious food, great service, great ambiance.



Make Favorite



Report Review



How to Respond: Top Tips

Response from  Ka [redacted] ii, Manager of Th [redacted]

Aloha, William! We're so glad you enjoyed our living room of the stars and delicious non-alcoholic drinks! We have shared your wonderful feedback with our team and look forward to seeing you again soon. Mahalo!

[Delete Response](#)

98%

**Of consumers
read reviews
for local
businesses**

98%

Of consumers
read reviews
for local
businesses

40%

Of consumers
will only use a
business if it
has 4 or more
stars

98%

Of consumers
read reviews
for local
businesses

40%

Of consumers
will only use a
business if it
has 4 or more
stars

89%

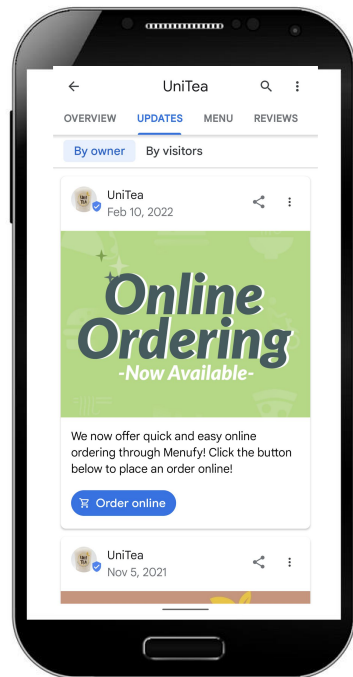
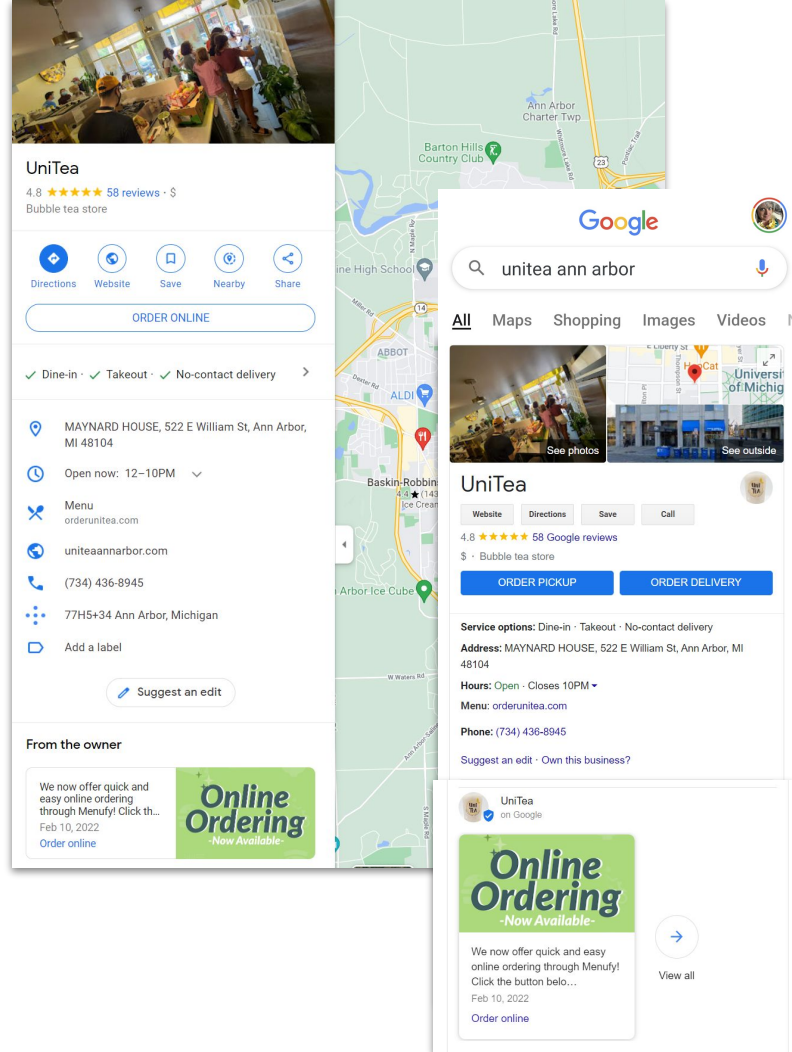
of consumers
say they would
be 'fairly' or
'highly' likely to
use a business
that responds
to all reviews

6

Post Updates

FREE

high-visibility messages
about changes in
services, special offers,
updates and events

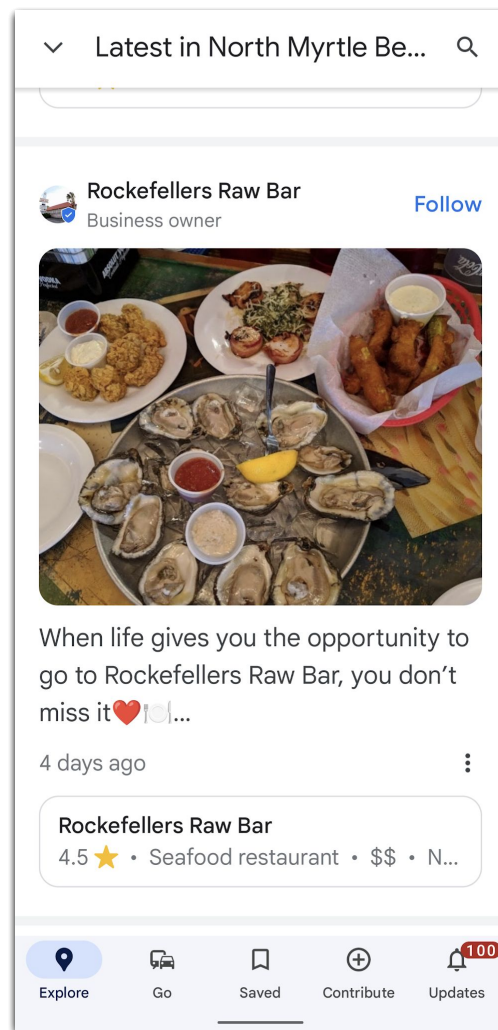
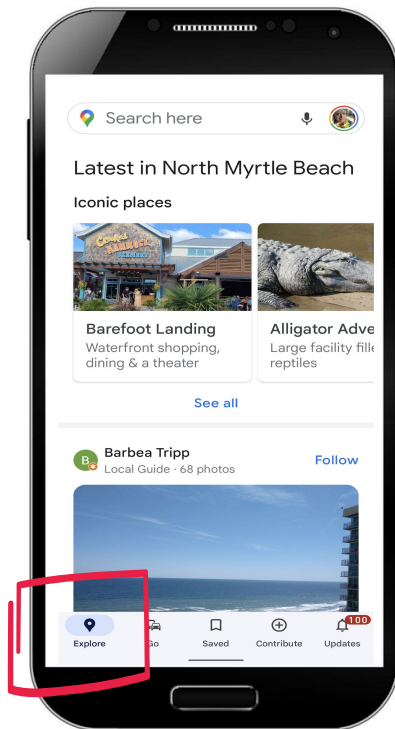


6

Post Updates

Explore

Feature in Google Maps mobile app now includes recent updates from businesses, customers and local media



6

Post Updates

Accommodations

Now have access to post updates
and events on their Google
Business Profile

Google Business Profile Manager

Search businesses

ORGANIZATION

Miles Partnership

The Kahala Hotel & Resort

5000 Kahala Avenue
Honolulu, HI 96816
United States

Home

Posts

Info

Insights

Reviews

Messages

Photos

Services

Website

Users


Create an ad

Businesses

Settings

AllWhat's newEvents

Posted Apr 1, 2022



Special Offers and Packages

Apr 1 – May 2

The Kahala Hotel & Resort is currently offering a selection of packages and rates to help make your next stay with us even more perfect. Click 'Learn More' to see what options are currently being offered.

Learn more

2.21K views15 clicks

Share post

Posted Mar 2, 2022

Your posts

New views this week

1053

Updated just now

Reach more customers through posts



NORTH MYRTLE BEACH

3 Ways

North Myrtle Beach Benefits from Destination Optimization

How Has North Myrtle Beach **Help Its Community** ?

1. Ensure local businesses & POIs are **Complete** and **Compelling**
2. **Improve** community navigation & accessibility
3. **Upskill** and support businesses



AUDIT of Local Tourism Business Listings

549

Businesses Audited

79%

Complete

Industry average:
65% - 75% complete

84%

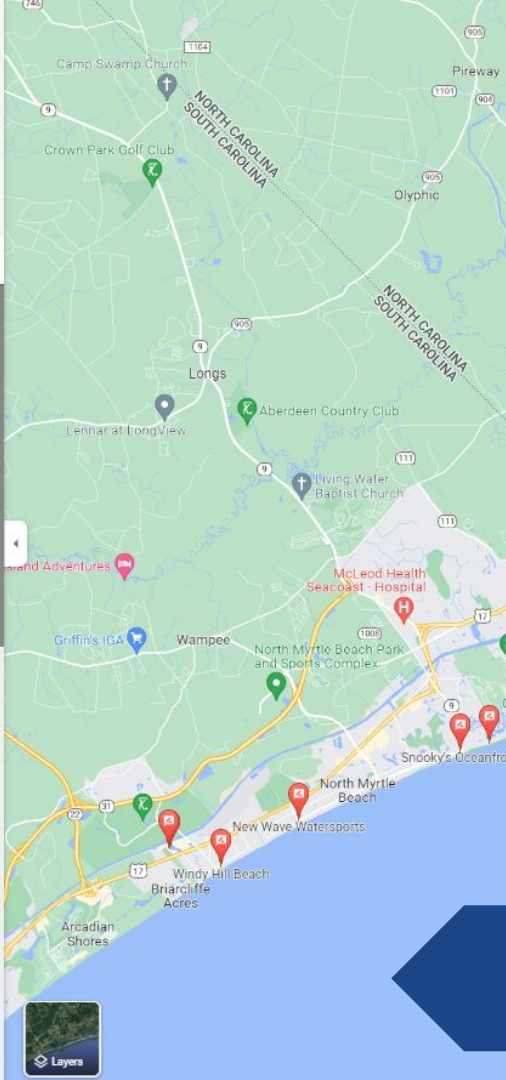
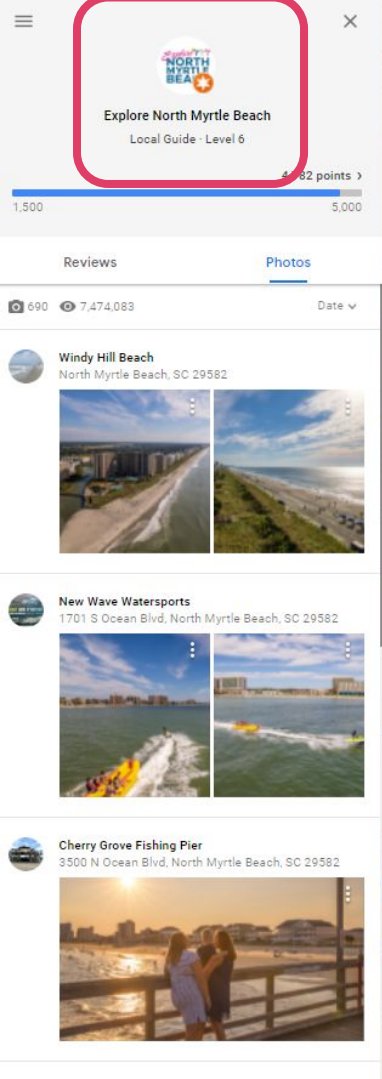
Claimed

Industry average:
25% - 30% unclaimed

9%

Missing Locations

Industry average:
10 - 15% missing

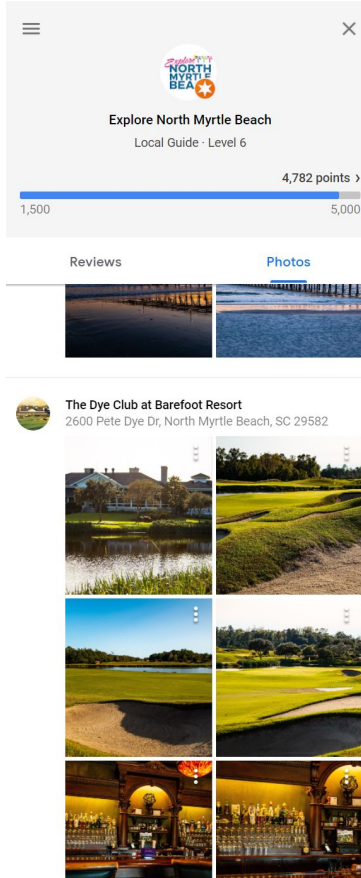


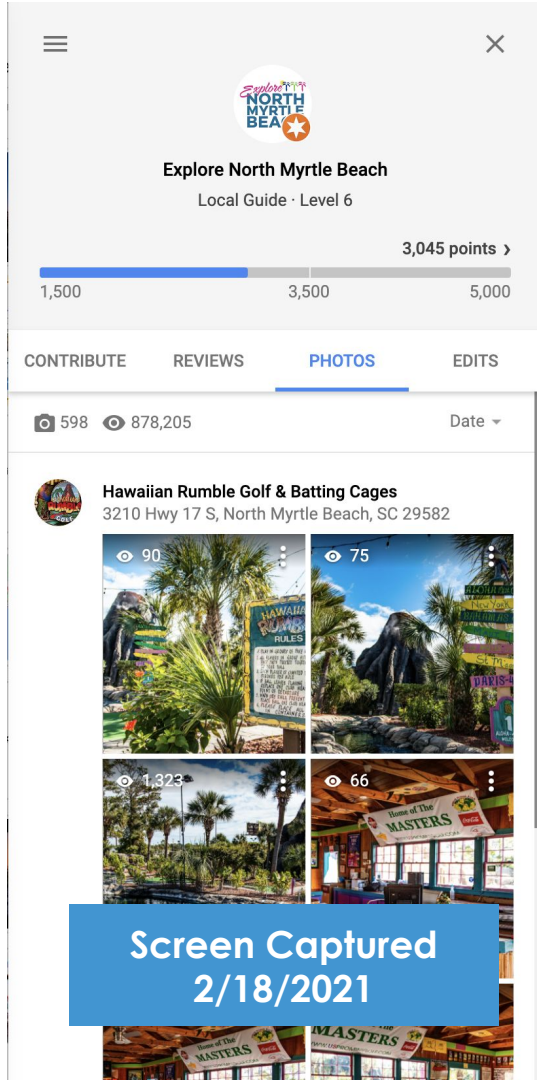
Leverage Google Local Guides to contribute business information including:

- Photos, Videos & 360s
- Edit Facts
- Add Places
- Questions & Answers

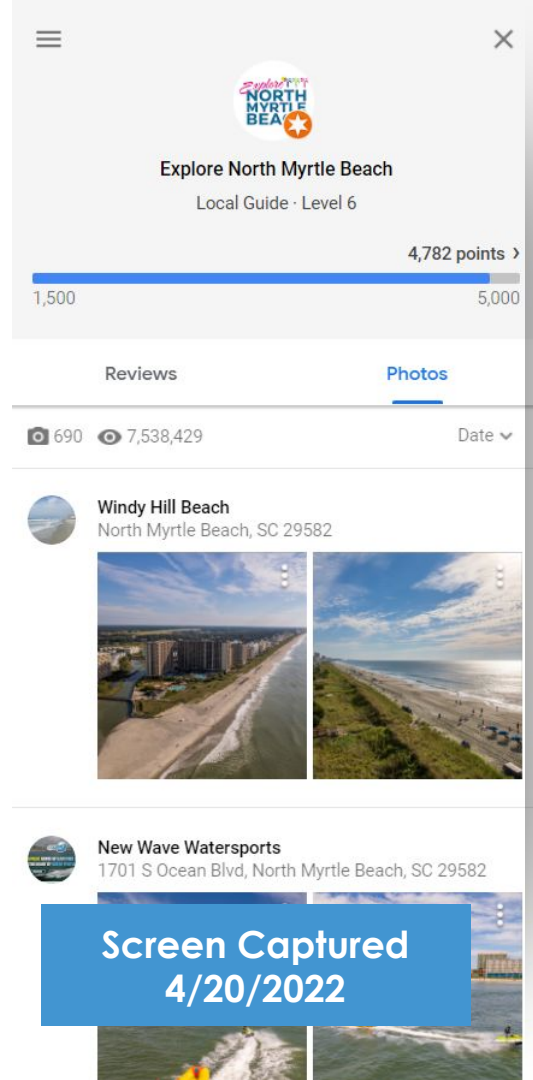
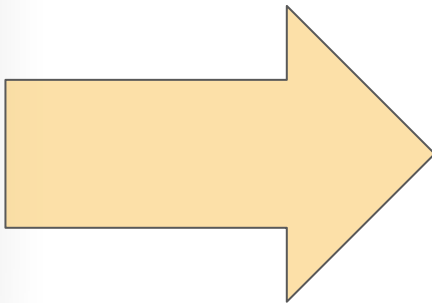
North Myrtle Beach Became Leading Level 6 Google Local Guide

CONTRIBUTE Quality Imagery

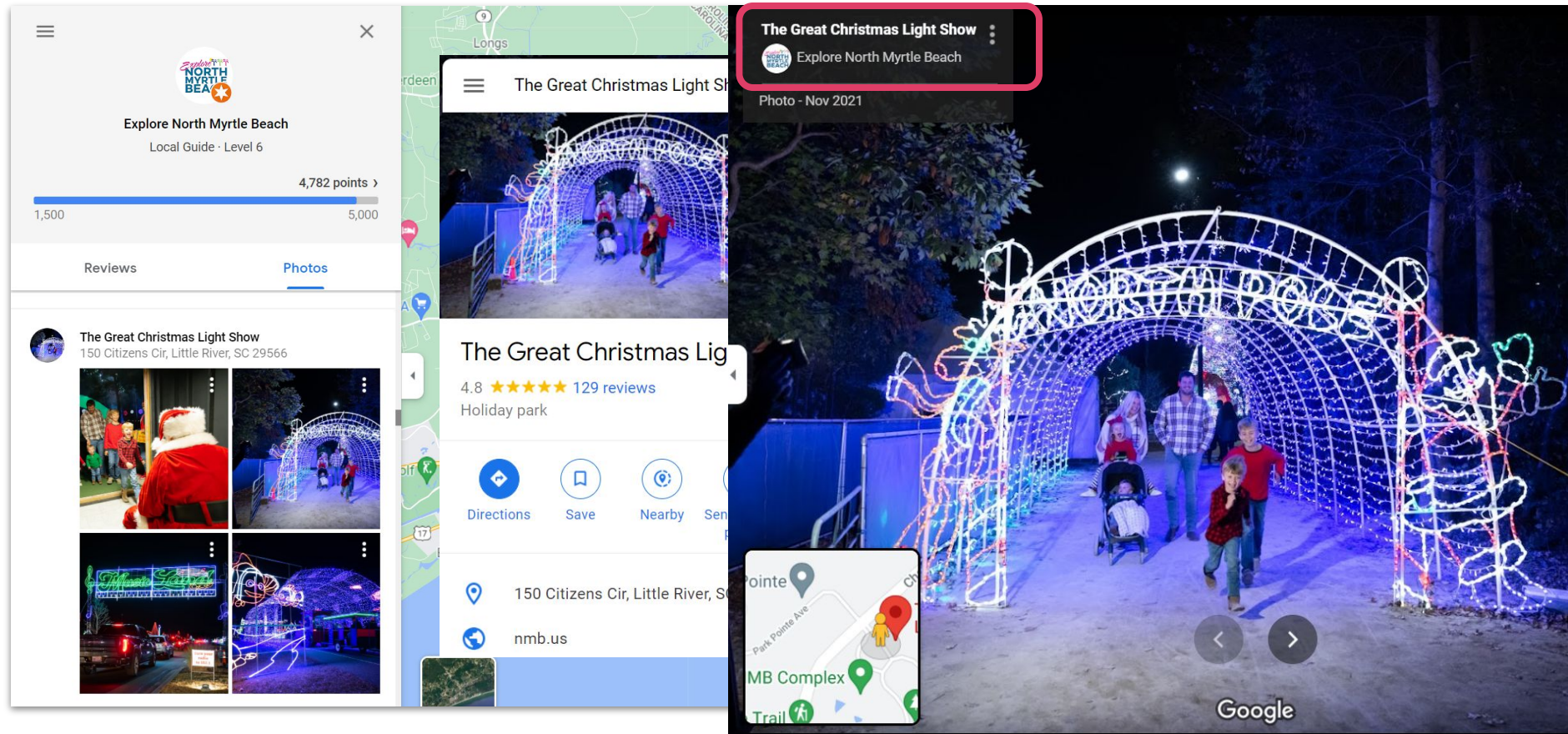




7.5 Million
Views
7 x Increase in
One Year



CONTRIBUTE Quality Imagery



TRAILS & WATERWAYS Heritage Shores Nature Preserve





BRANDED Reach



UPSKILL & SUPPORT Local Businesses

Digital Readiness is critical to the success of our local businesses

The image displays three overlapping screenshots of the NMB Academy website interface. The top-left screenshot shows a 'Welcome!' message to a program participant, listing benefits such as a detailed report card, access to lessons, new lessons, live events, one-on-one support, follow-up reports, certificates, and photo uploads. The top-right screenshot shows the 'Courses' page with a list of available courses, each with a progress bar and a bookmark icon. The bottom screenshot shows a 'Legend' section with a list of courses and their respective icons.

North Myrtle Beach Academy

Welcome!

As a program participant, you can:

- Detailed report card on your business
- Access the lessons at your own pace
- New lessons will be published as they become available
- Two live, virtual events - this kick-off event and a follow-up event
- One-on-one support any time during the program
- Follow-up report to demonstrate progress
- Certificate & recognition at the end of the program
- 360 photos taken of your business

Legend

Complete: Great work! Your business is now online and you are ready to take the next action step.

Courses

View All | NMB Digital Marketing Academy | Search | Cart

- 6 Lessons: Google Business Profiles
- 2 Lessons: Google Checkout Tool
- 3 Lessons: Facebook
- 2 Lessons: Photography Best Practices & Checkpoint Week
- 4 Lessons: Yelp
- 3 Lessons: Tripadvisor
- 3 Lessons: Customer Reviews & Relationship Management
- 3 Lessons: Apple Maps



CERTIFICATE OF COMPLETION

Digital Marketing Acceleration Program

**Congratulations
Graduates!**

Destination North Myrtle Beach is pleased to present this certificate of completion to [Name] for completing the Digital Marketing Acceleration Program on [Date].

Cheryl Y. Kilday, CDME

President & CEO of Destination North Myrtle Beach

Erin Graham

Marketing Director of Destination North Myrtle Beach

