

3 FALL
2 HOSPITALITY
0 & TOURISM
2 SUMMIT

What's New on Google Travel & Beyond



Office of Tourism

That's
WY

Kim Palmer

Program Director,
Destination Optimization



Generational Differences in Travel Inspiration

Generation Z

- TikTok **42%**
- Instagram
- Websites



Millennials

- Facebook **41%**
- Websites
- Instagram



Gen X

- Websites **37%**
- Facebook
- Review Websites



Boomer or older

- Websites **43%**
- Email
- Official Guide



Biggest generational differences ever recorded since research commenced in 2008.

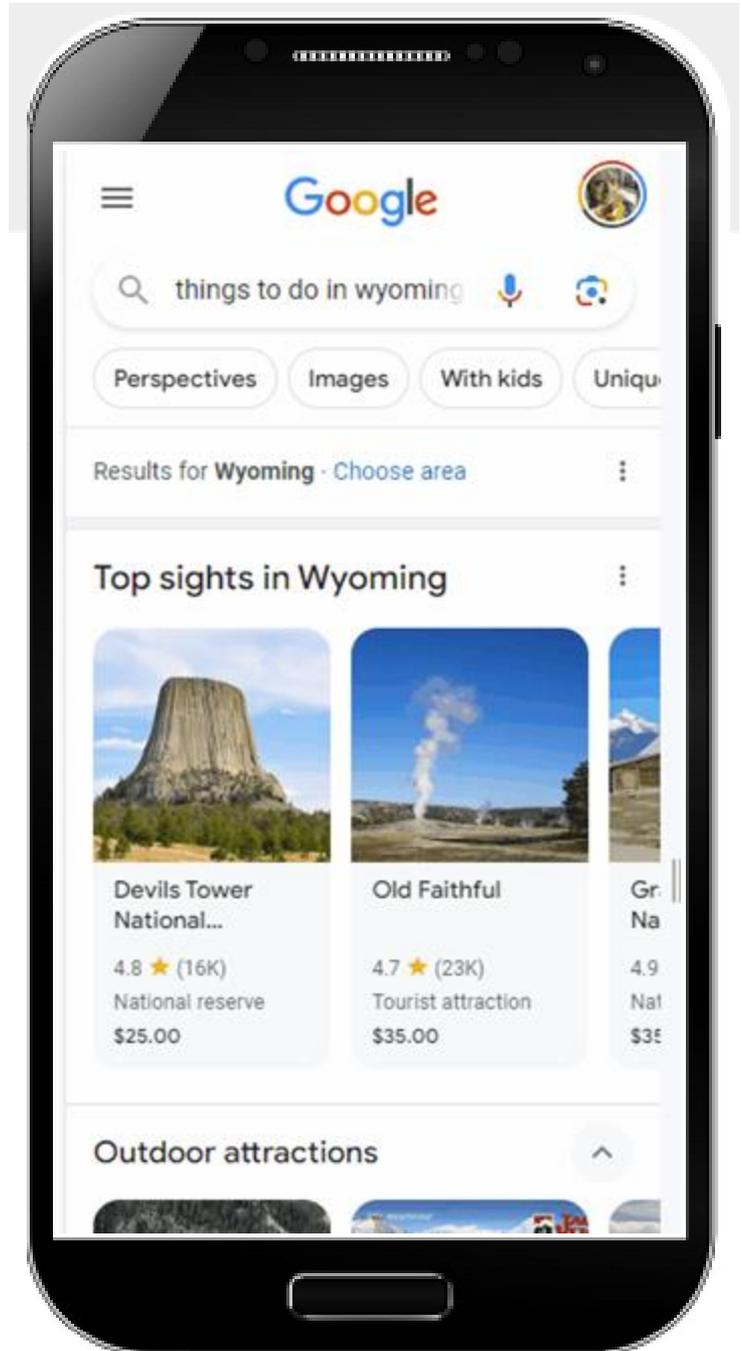
For those under 40, a radical shift to focus on images and short-format video content

Today's Google Travel Search Results

Primarily Mobile

More Visual + More Video

More Transactional



More Visual Results

Travel Wyoming
<https://travelwyoming.com> › article

7 Best Outdoor Activities for Families in Wyoming



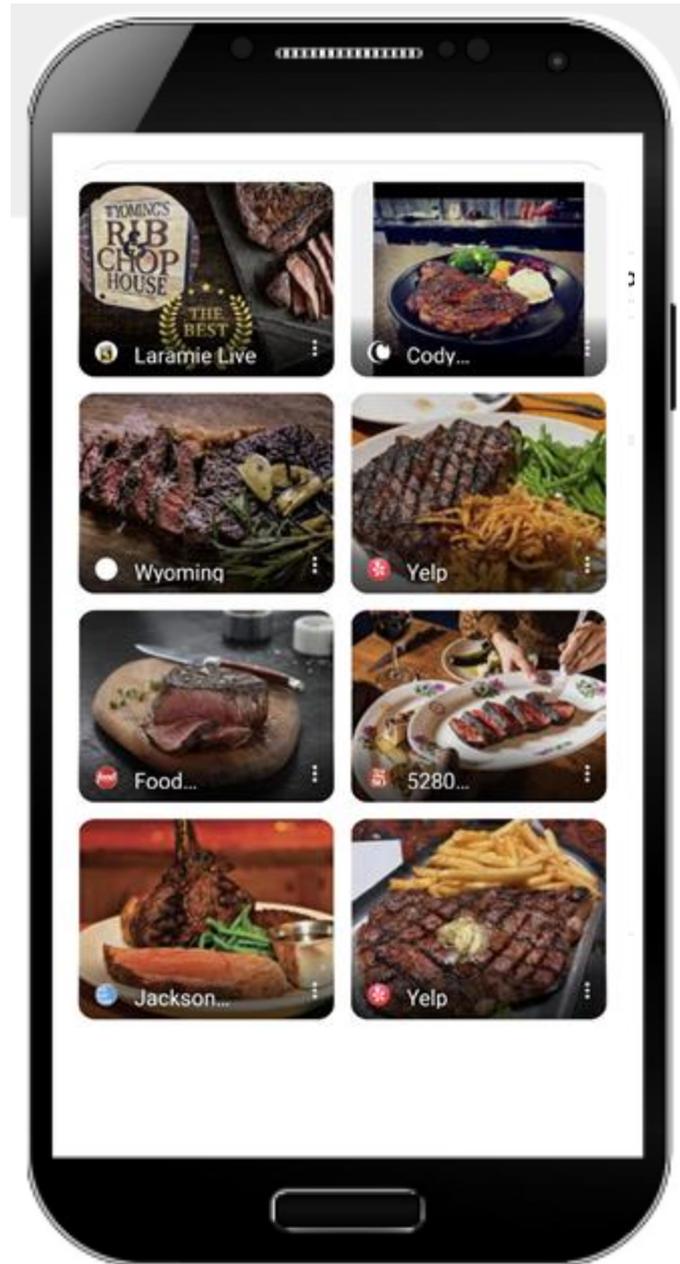
Aug 31, 2023 — Must-Experience Outdoor Activities for Kids & Families · 1. Visit the State Parks · 2. Experience America's Best...

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

THE 15 BEST Things to Do in Wyoming - 2023 (with Photos)



Top Attractions in Wyoming · 1. Grand Canyon of the Yellowstone · 2. Buffalo Bill Center of the West · 3. Devils Tower Nationa...



More Visual Results



Cafe Rio Fresh Modern Mexican

4.2 ★★★★★ (751) · \$\$

Mexican restaurant · Open

OVERVIEW MENU DIRECTORY REVIEWS PHOTO



CALL



DIRECTIONS



SHARE



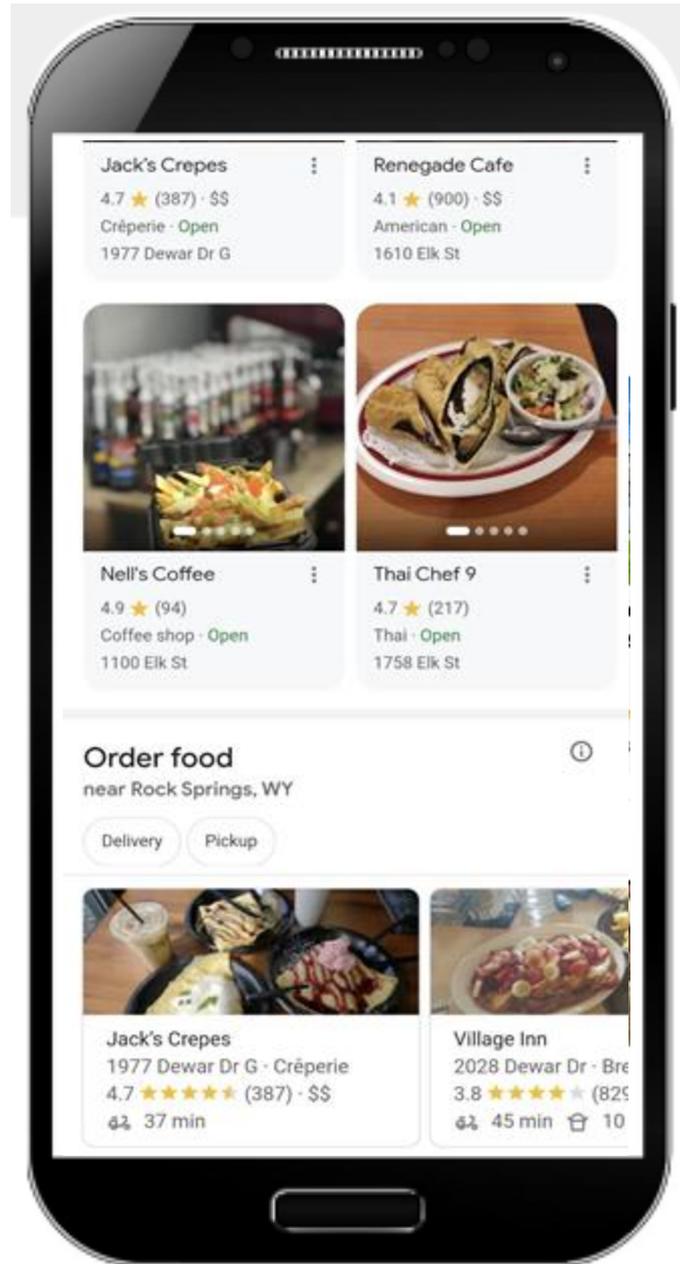
WEBSITE

ORDER ONLINE

Counter-serve eatery dishing up Mexican classics including hand-rolled tortillas, burritos & tacos. >



Dine-in · Takeout · Delivery



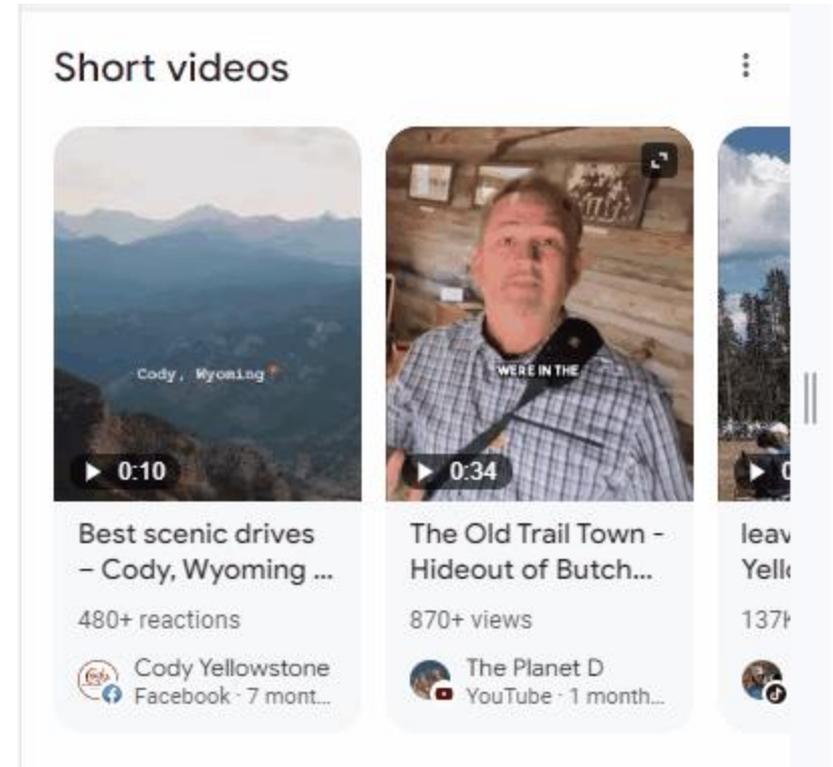
Short Form Video Results

Visible on mobile only

Destination & Things to Do Searches

Sources include YouTube Shorts, TikTok, Facebook

Expect expansion in to dining



YouTube Shorts Best Practices

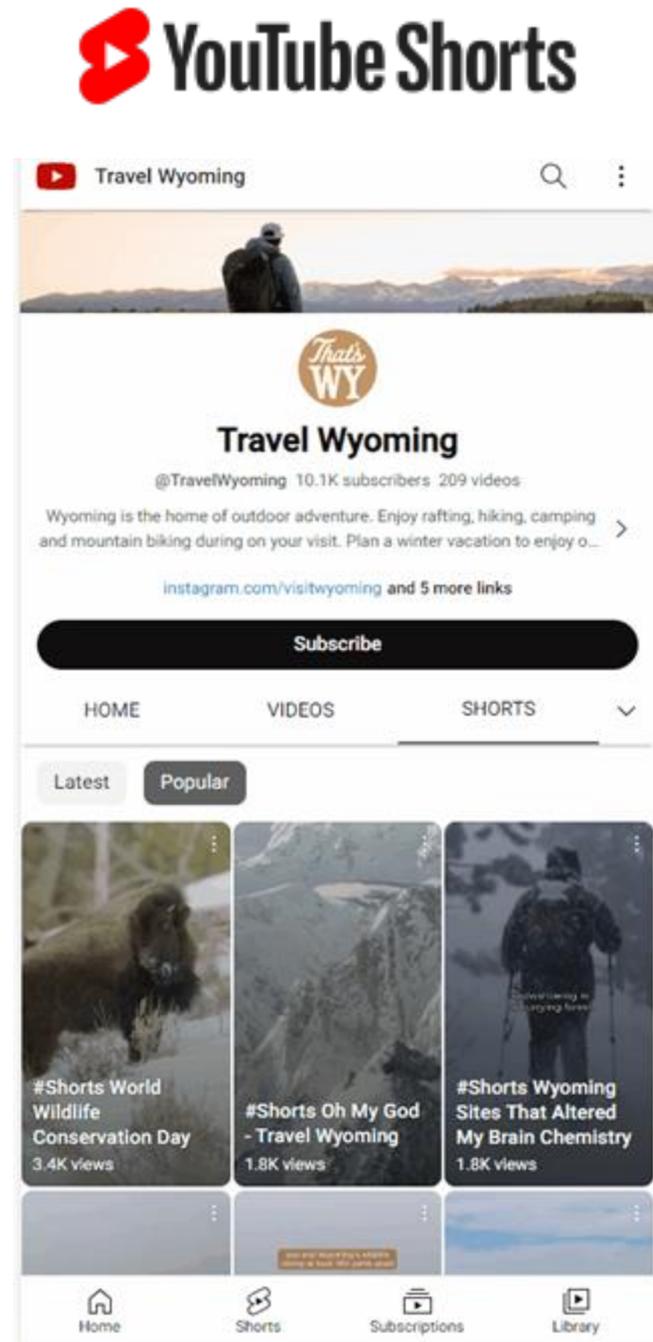
:60 or less only

Capture attention early

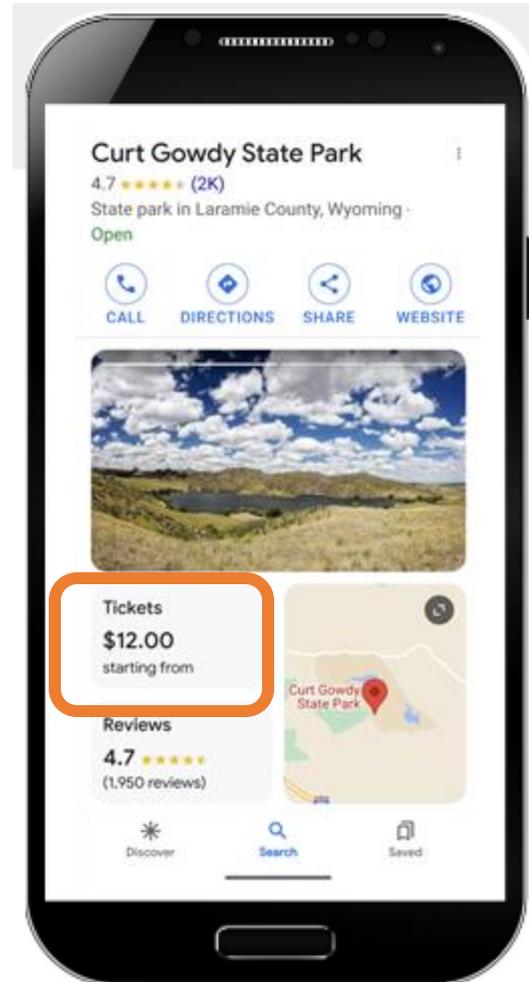
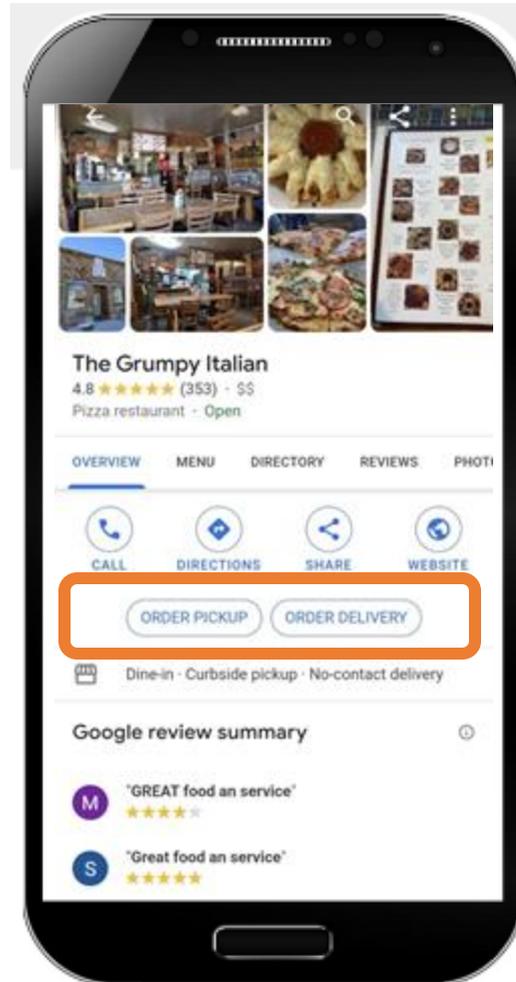
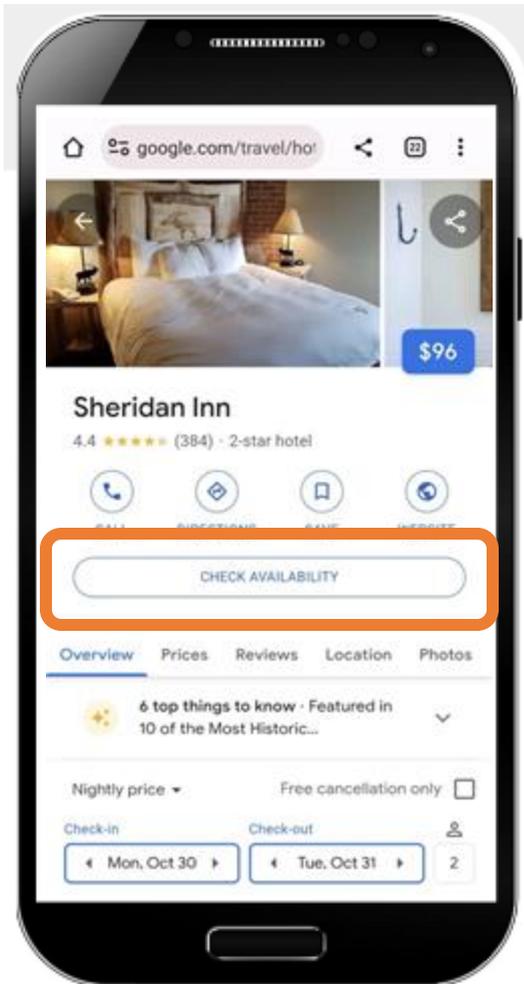
Feature one message clearly

Use hashtags and reference
your destination in titles

Cross promote long-form
content on your channel



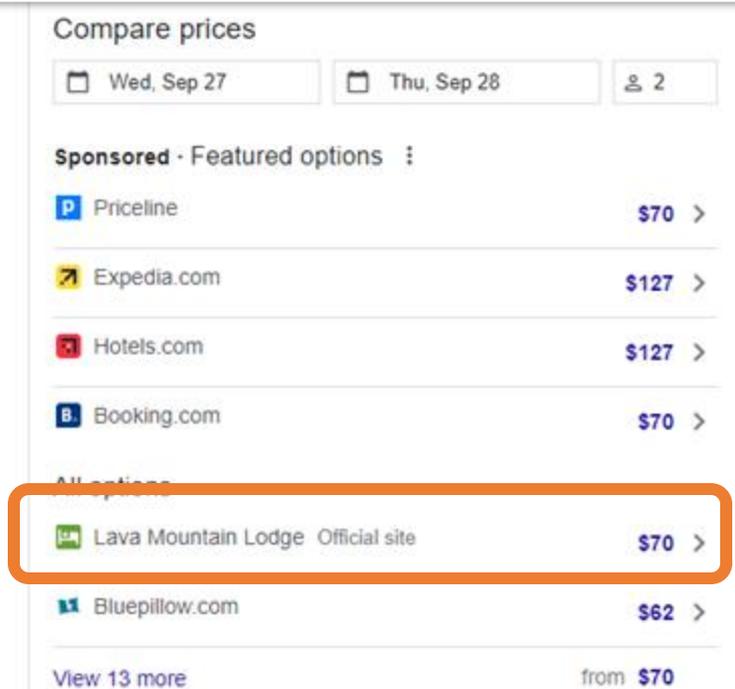
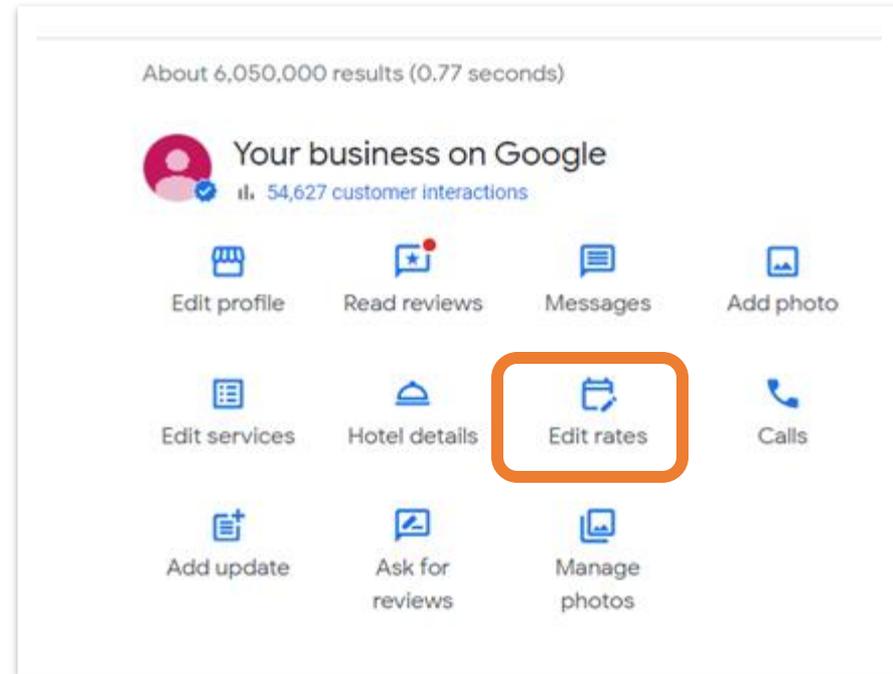
Greater Emphasis on Conversion



Free Booking Link

With a verified listing, lodging providers don't have to rely on third party sites for bookings.

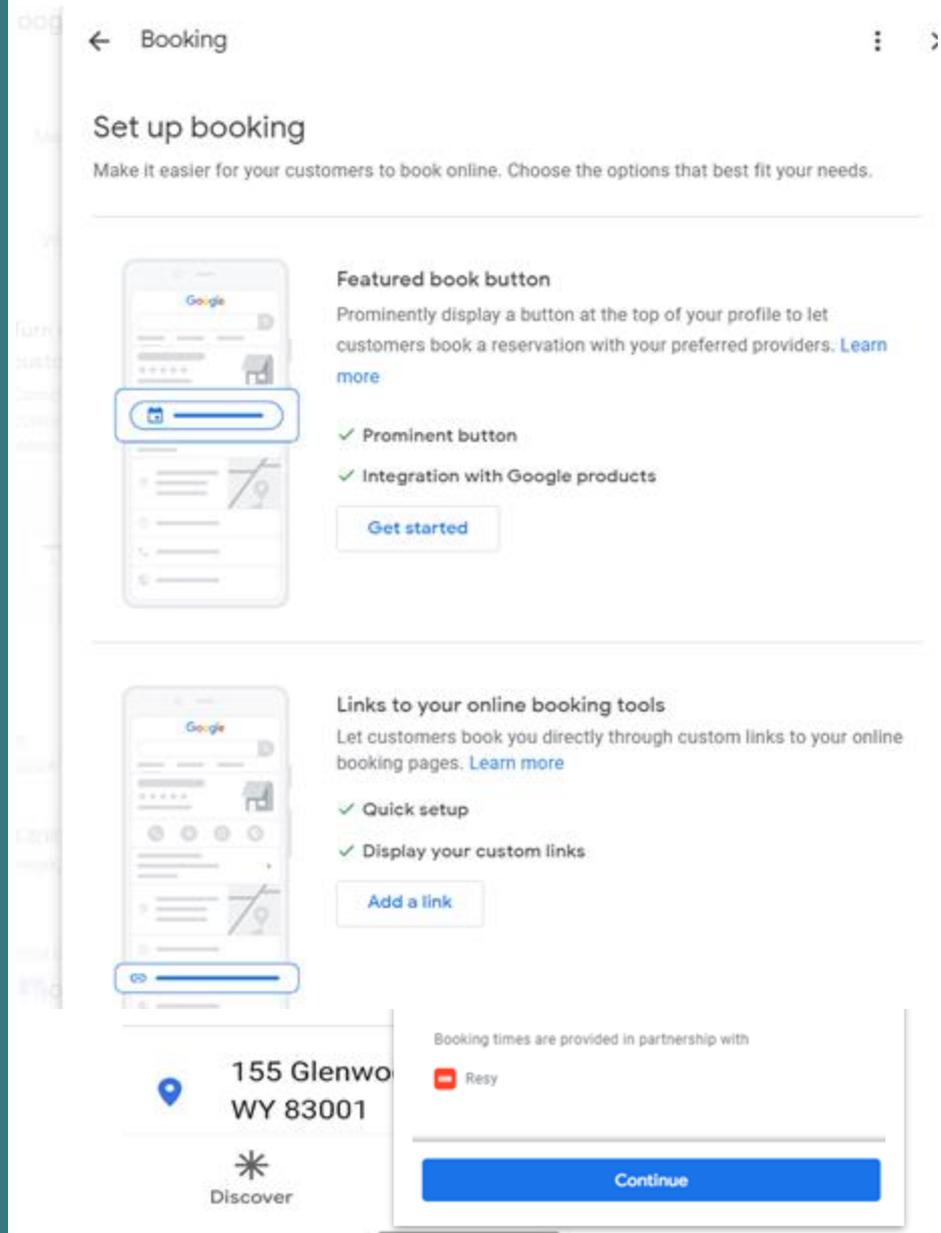
Instead, you can add a free booking link that will take travelers to your website to book directly.



Integrations for Restaurants

Connect with Open Table
or Resy

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



← Booking

Set up booking

Make it easier for your customers to book online. Choose the options that best fit your needs.



Featured book button

Prominently display a button at the top of your profile to let customers book a reservation with your preferred providers. [Learn more](#)

- ✓ Prominent button
- ✓ Integration with Google products

[Get started](#)



Links to your online booking tools

Let customers book you directly through custom links to your online booking pages. [Learn more](#)

- ✓ Quick setup
- ✓ Display your custom links

[Add a link](#)

Booking times are provided in partnership with

 Resy

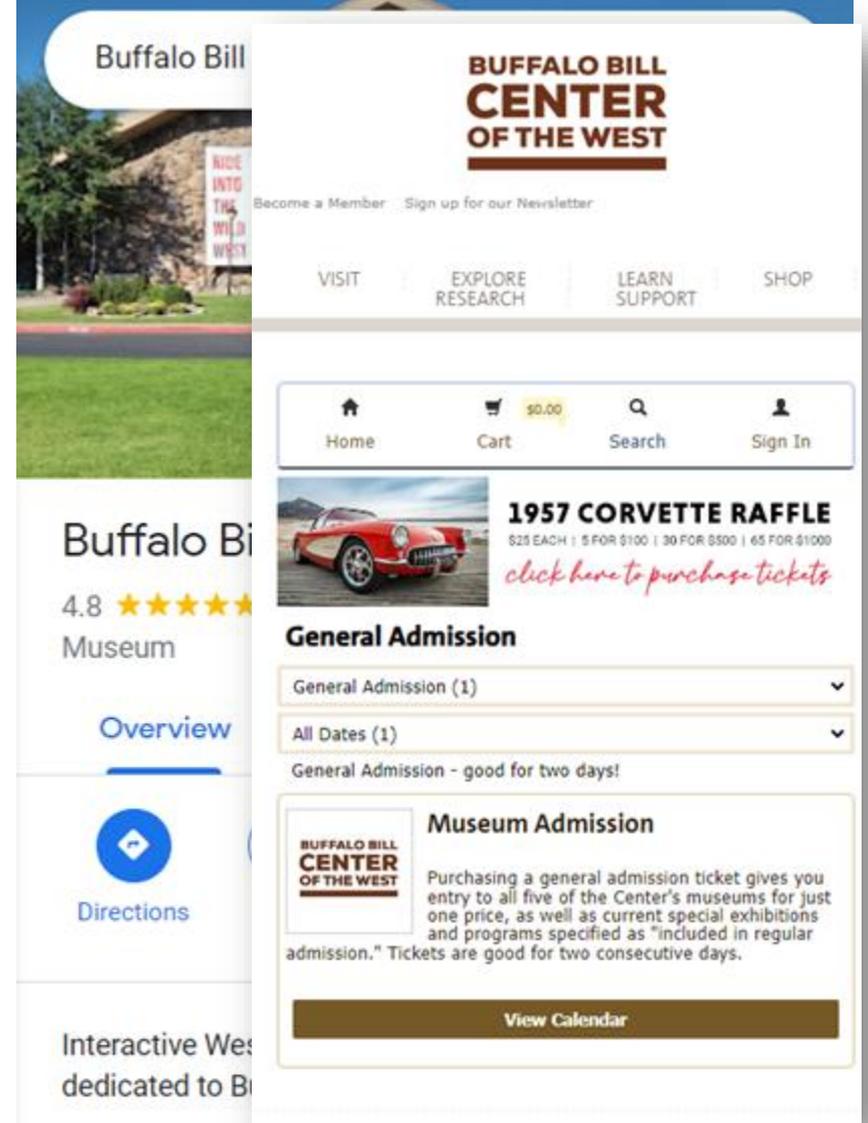
[Continue](#)

Attraction 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



Admission

About these results ⓘ

Gives you entry to this place

Buffalo Bill Center of the West

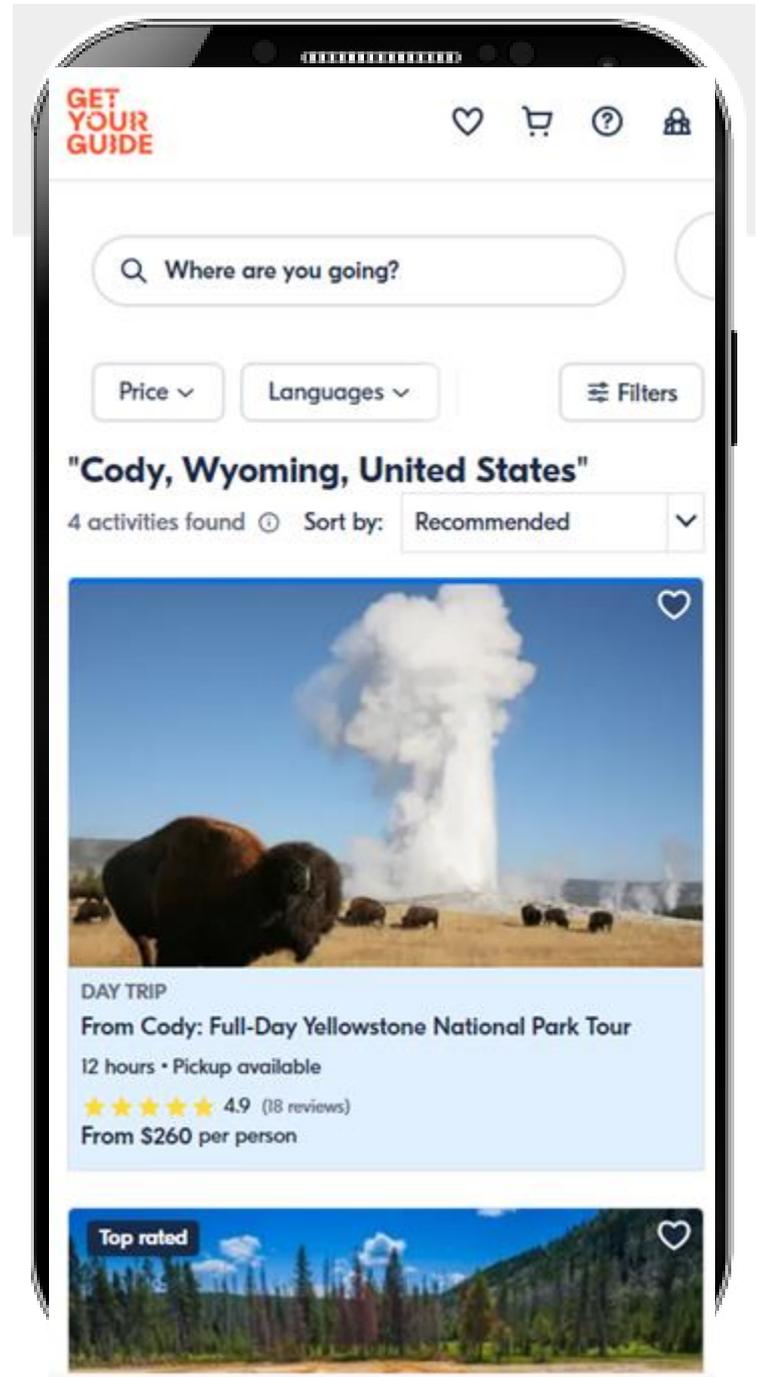
\$23.00 >

Official site

Tickets & Tours Ad Unit

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



Chatbots Are Changing Search



where are the best places to hike in Cheyanne Wyoming?



Cheyenne, Wyoming, offers a variety of hiking opportunities in the surrounding areas. While Cheyenne itself is not known for extensive hiking trails, there are several beautiful places nearby where you can enjoy hiking and outdoor activities. Here are some of the best places to hike near Cheyenne:

1. **Curt Gowdy State Park** Located about 24 miles west of Cheyenne, Curt Gowdy State Park is a popular outdoor destination. It offers a network of hiking trails that wind through picturesque landscapes, including forests, rock formations, and three reservoirs where you can fish and swim. The Hidden Falls Trail is a favorite among hikers.
2. **Vedauwoo Recreation Area**: Just a short drive from Cheyenne, Vedauwoo is known for its unique rock formations and challenging hiking and climbing opportunities. The Turtle Rock Trail and the Box Canyon Loop are two popular options for hikers.
3. **Medicine Bow National Forest**: To the west of Cheyenne, you'll find the vast Medicine Bow National Forest, which offers numerous hiking trails amid stunning alpine scenery. The Pole Mountain area is a great place to explore, with trails like the Chimney Park Loop and Tie City Trail.
4. **Happy Jack Recreation Area**: This area, also part of Medicine Bow National Forest, offers a variety of hiking trails suitable for all skill levels. The trails meander through pine and aspen forests, making it a great place for a day hike.
5. **Laramie Range Mountains**: To the north of Cheyenne, you can explore the Laramie Range Mountains. Trails like the Aspen Trail and Seven Hollows Trail offer beautiful views and opportunities for wildlife sightings.



Where are the best places to hike in Cheyanne Wyoming

View other drafts



Cheyenne, Wyoming is a beautiful city with a lot to offer outdoor enthusiasts, including a variety of great hiking trails. Here are a few of the best places to hike in Cheyenne:

- **Red Mountain Open Space**: Red Mountain Open Space is a 7,000-acre open space with over 40 miles of hiking trails. The trails offer stunning views of the city and the surrounding mountains. Some of the most popular trails in Red Mountain Open Space include the K-Lynn Cameron Trail, the Bent Rock Trail, and the Antelope Valley Trail.



Red Mountain Open Space in Cheyenne, Wyo...

- **Lions Park**: Lions Park is a large urban park with over 10 miles of hiking and biking trails. The trails wind through the park's many trees and meadows, and offer views of Sloan's Lake and the surrounding mountains.



Lions Park in Cheyenne, Wyoming

- **Curt Gowdy State Park**: Curt Gowdy State Park is located just a short drive north of Cheyenne. The park has over 10 miles of hiking trails, which offer views of the Laramie Mountains and the Great Plains. Some of the most popular trails in Curt Gowdy State Park include the Skyline Trail and the Lodgepole Trail.



Curt Gowdy State Park in Cheyenne, Wyoming



Office of Tourism



TripAdvisor Launches AI Itineraries

Cheyenne Itinerary



Day 1

Day 2

Day 3

Day 4

Save itinerary

Day 1

Welcome to Cheyenne, Wyoming! I'm excited to share the itinerary for your first day of adventure. We'll start off at the [Cheyenne Depot Museum](#), where you can immerse yourself in the fascinating history of the Wild West. Next, we'll head to [The Albany](#), a charming eatery where you can enjoy a delicious meal with your friends. After lunch, we'll visit the [Cowgirls of the West Museum](#), which celebrates the women who shaped the West. To quench your thirst, we'll make a stop at [Accomplice Beer Company](#), where you can sample some local brews. Finally, we'll wrap up the day at [The Wrangler](#), a must-visit attraction for all Wild West enthusiasts. Get ready for an unforgettable day filled with outdoor adventures, wildlife viewing, and a taste of the Wild West history!

1 Cheyenne Depot Museum

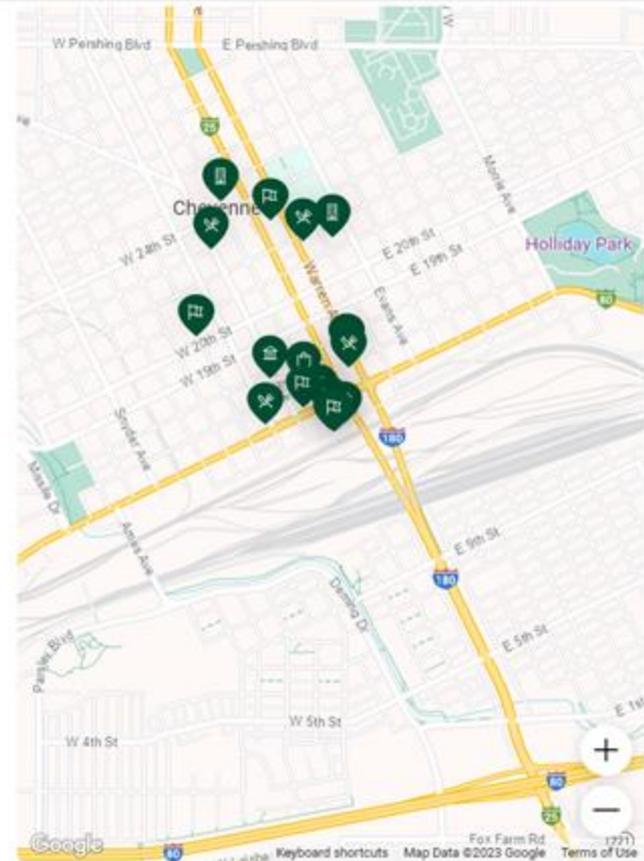


Cheyenne Depot Museum

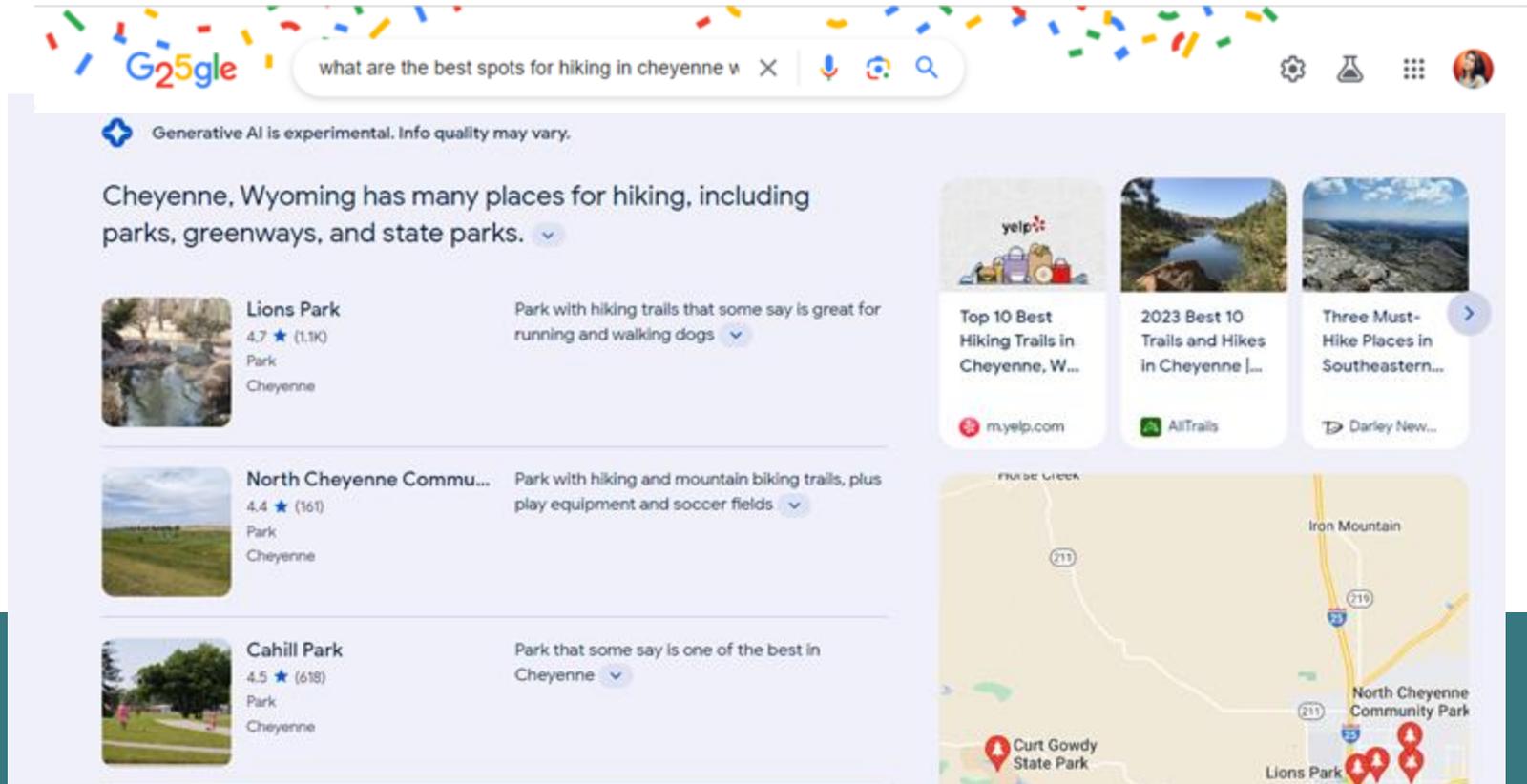
518

Speciality Museums [See Hours](#)

Located in the center of town, the Cheyenne Depot Museum is a fascinating attraction that will surely capture your interest. As a lover of wild west history, you will be thrilled to explore the role of the railroad in Cheyenne's founding and development. The first floor museum offers a



Google's Search Generative Experience (SGE)



“If you ask detailed questions about a **place or destination** in Search, you’ll see an AI-powered snapshot that brings together the most helpful information available — not only from across the web, but also from the reviews, photos and Business Profile details”

Help Large Language Models Find You

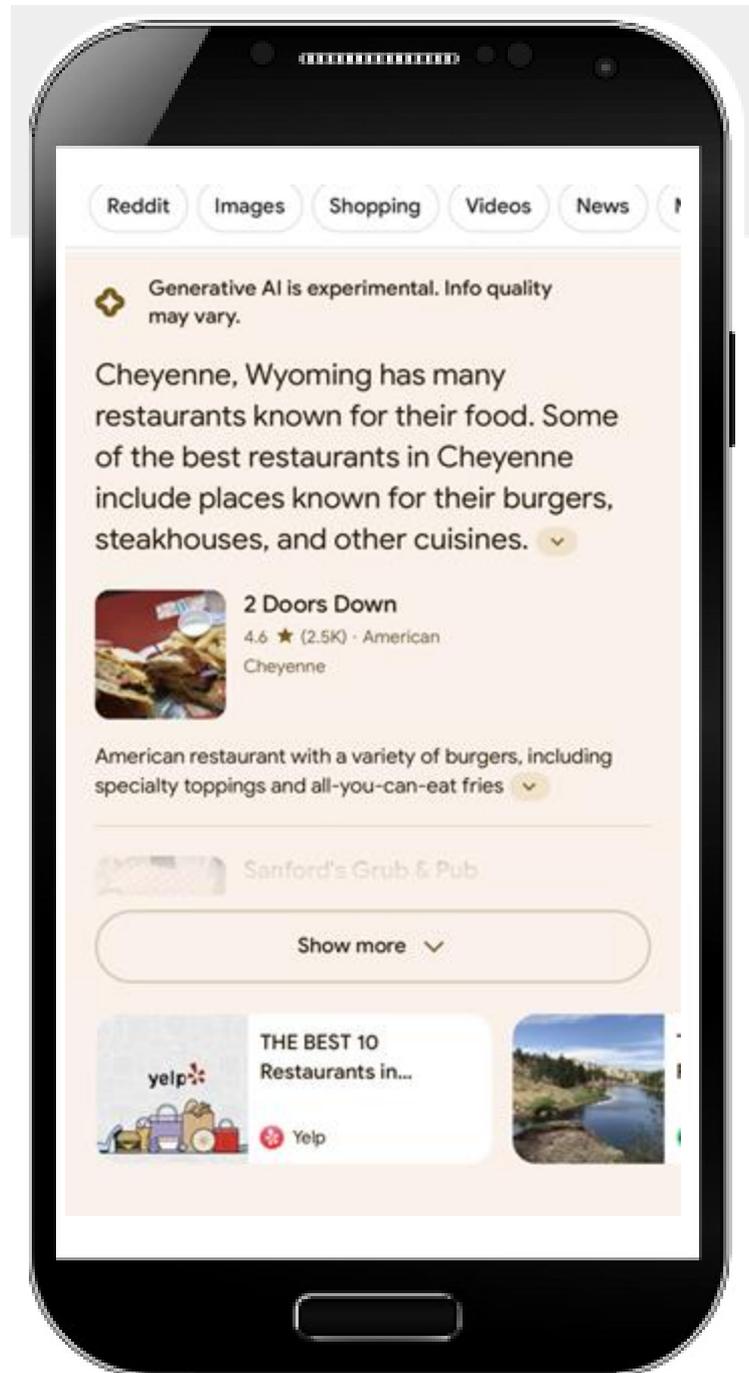
Focus on **what users want to know** about your destination or business

Prioritize on images, reviews, products, schema, and Google Business Profile categories

Saturate all Google properties: images, web stories, recipes, videos, maps, and events

Short video is also increasingly crucial

Helpful and relevant localized



Source: *Search Engine Land*

What's New on Google Travel & Beyond

THANK YOU!

