

WELCOME



Grow with Google for Destination Marketing

May 25, 2023

HOUSEKEEPING



Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



Links and resources will be shared by email.



Webinar recording with Closed Caption available online:
<https://tourismns.ca/webinar-series>



This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

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Digital Support for
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PRESENTER

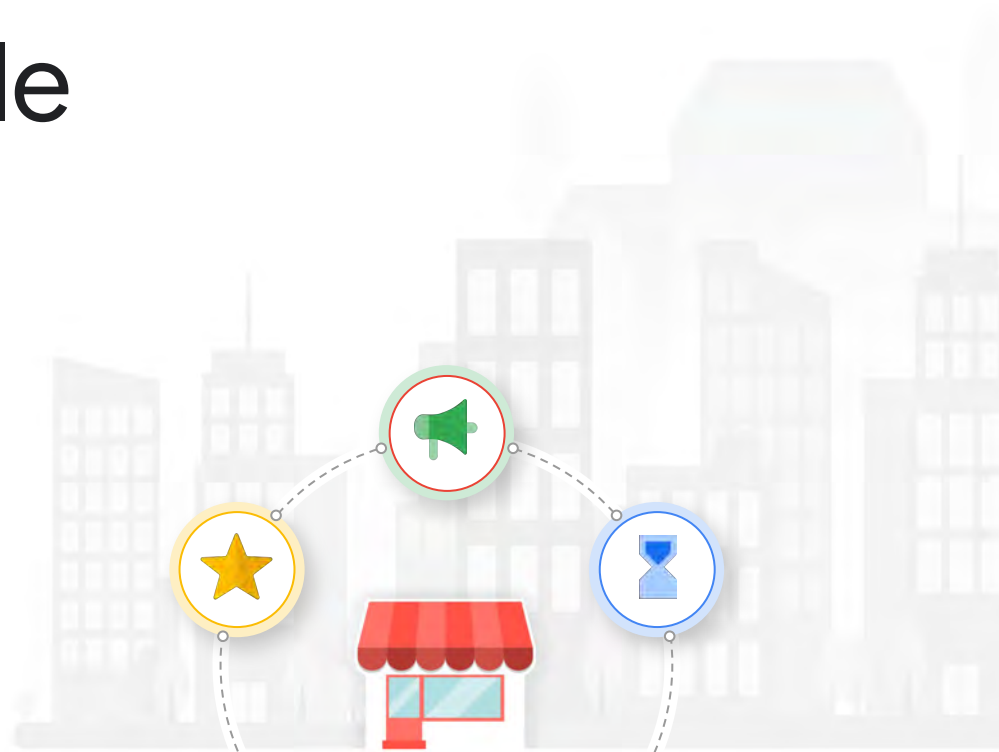


Donna Chang

- Joined Google in 2016, following a 10-year digital career at Rocket Fuel, Olive Media, Yahoo!, CTV and Sportsnet.
- Previous role at Google focused on helping customers with performance marketing across Google's display products, before becoming Google Canada's Tourism Lead in 2018.
- A passionate advocate for Canada's tourism industries and marketers, and has been working with key partners to help generate economic growth for tourism-related businesses across Canada through data-driven digital and strategic marketing solutions for the last 4+ years.



Grow with Google for Destination Marketing





Donna Chang

Canadian Tourism Lead

Agenda

- ❖ Keeping up with the evolving traveler across Google
- ❖ Working smarter with Google data for Insights
- ❖ Grow your business with Google Business Profile + Google Ads
- ❖ Turning data into value for your business with Google Analytics 4





Keeping up with the evolving traveler across Google



1

Expectations

How have travelers' expectations changed?

2

Behaviours

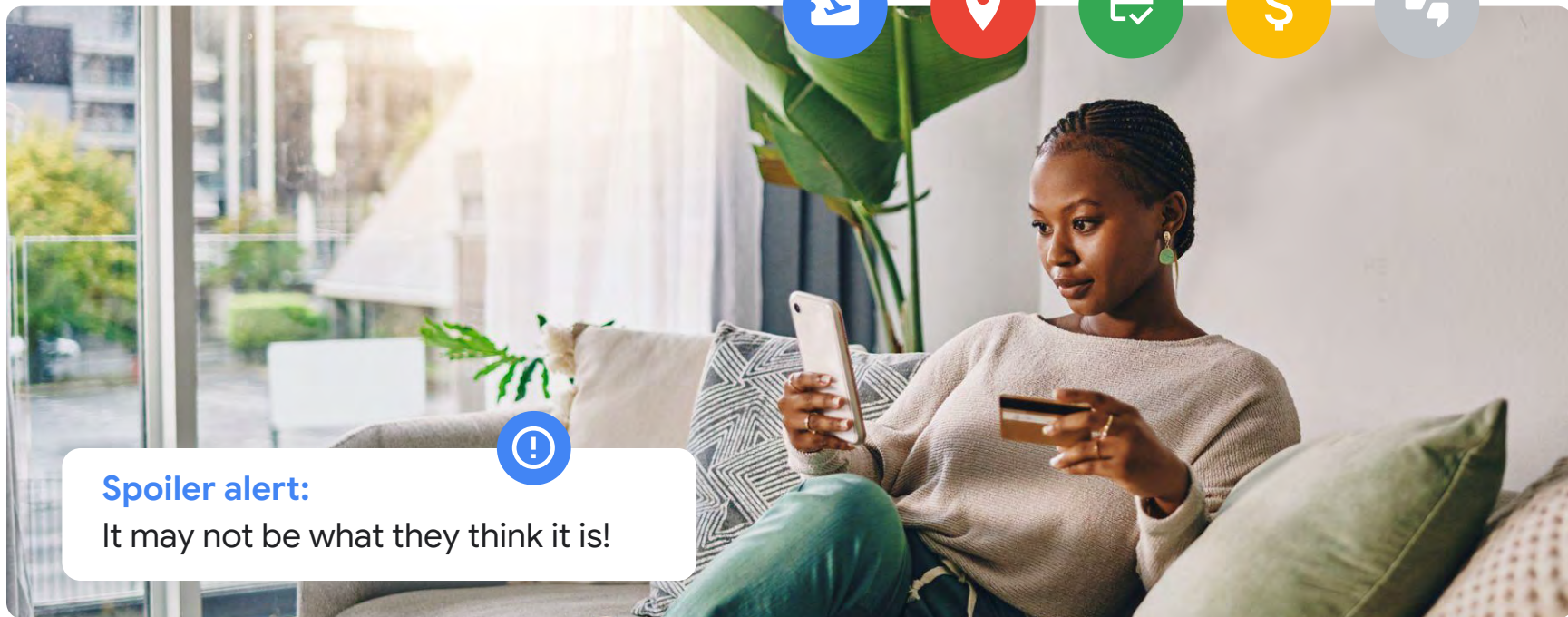
How have travelers' behaviours changed?

3

Action

How should travel companies adapt their strategy?

What does a traveler **value** most when booking a trip?



Spoiler alert:

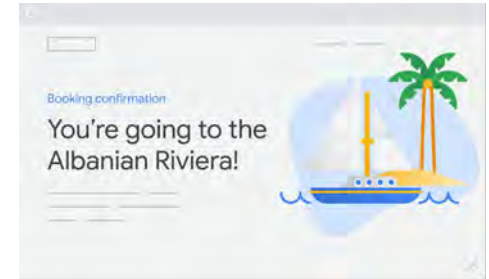
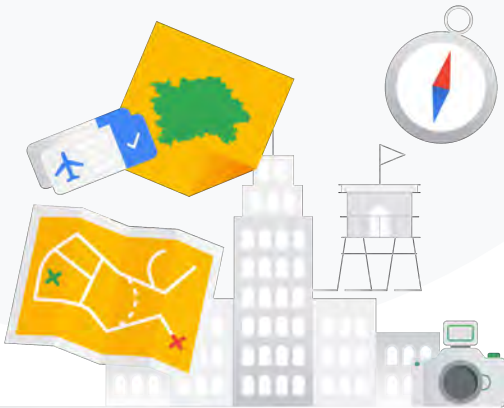
It may not be what they think it is!

The say/do gap

Attitudes
(THE SAY)

Behaviors
(THE DO)

Environmental factors



The research was based on the **Net Promoter Score (NPS)**...



We surveyed 35 experience elements

4 key insights emerged into what drives traveler behavior



Effortless Experience: Travelers want to reduce planning and booking time



77%
planning



23%
traveling



Inspiration



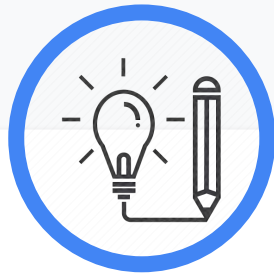
Service Offering



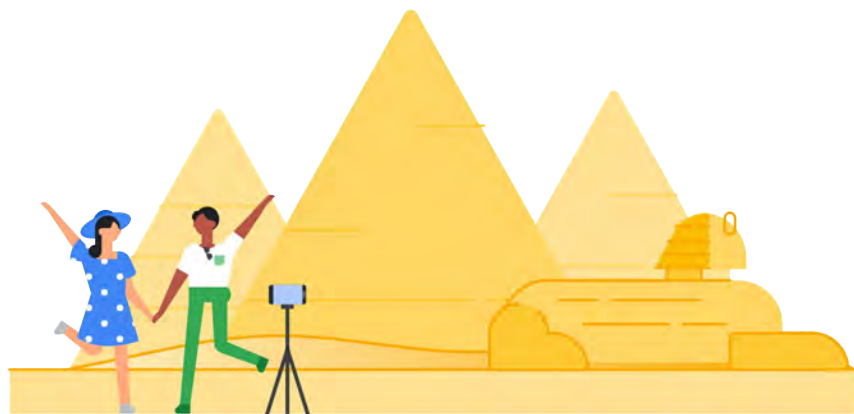
Transparency



Inspiration



Travelers underestimate the impact of inspiring content



THE DO



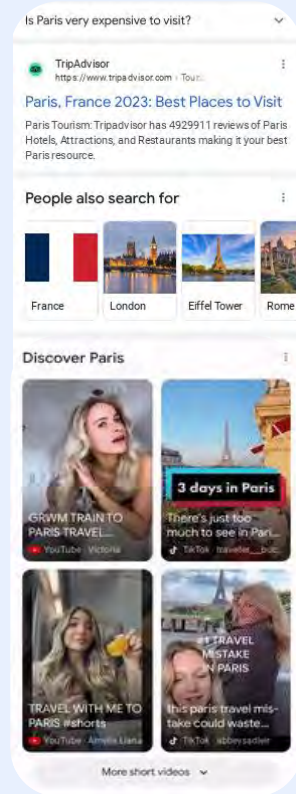
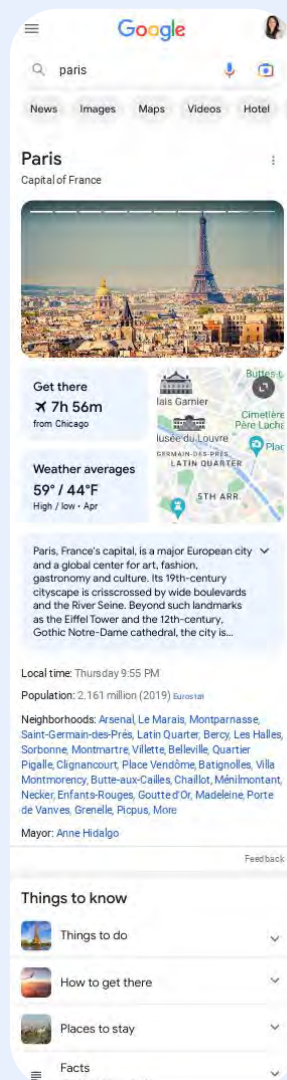
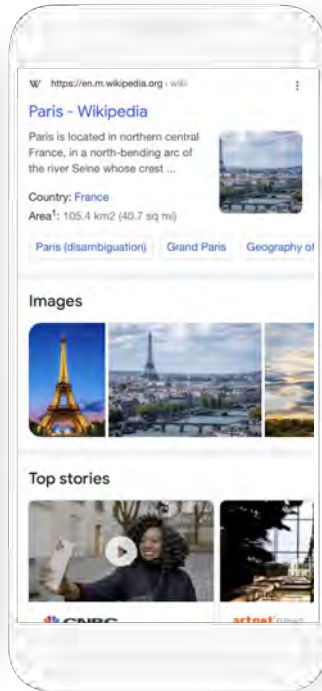
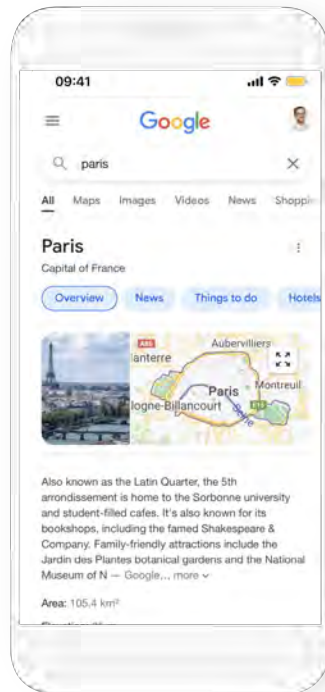
THE SAY



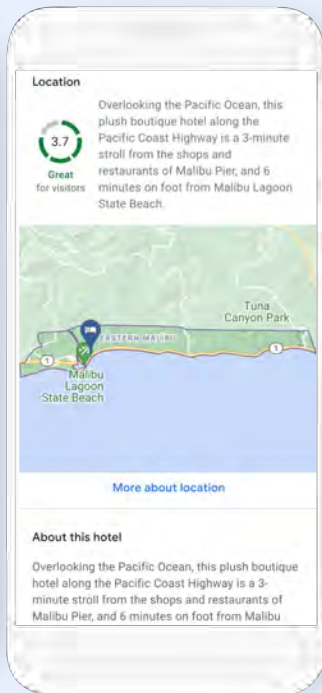
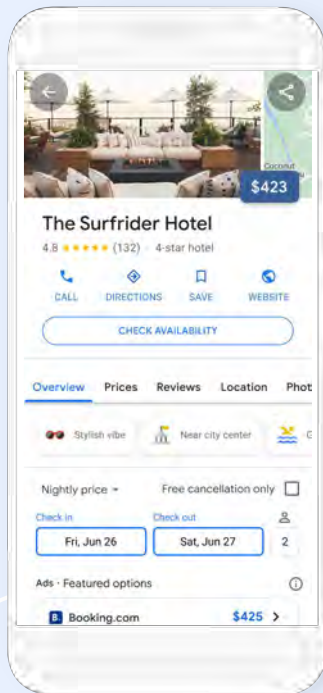
7th

23rd

Reimagining the **travel experience** on Search



New visually immersive stories **inspire** trip planning



Gen Z is passively absorbing travel **inspiration** all the time



Social media is a key information source.

49% of Gen Zers get their daily news through social media, mostly through **YouTube**



Gen Z has constant travel ideas

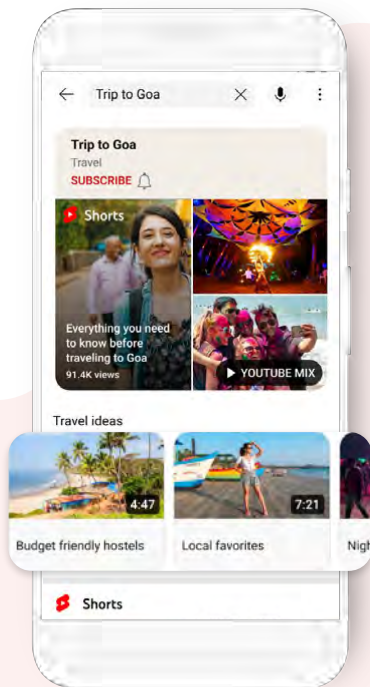
75% of Gen Zers say they actively look for inspiring travel content most days



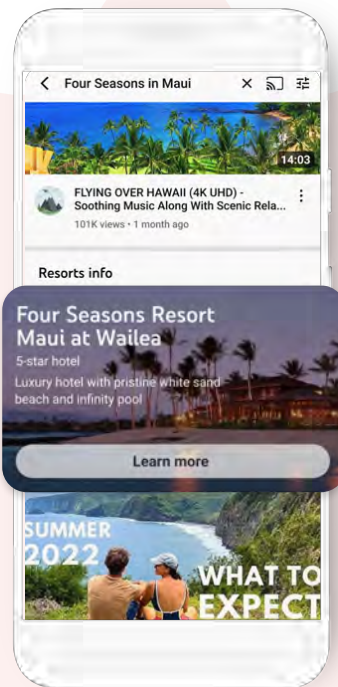
Reach more travelers on YouTube

YouTube reaches almost 90% of travelers over 18

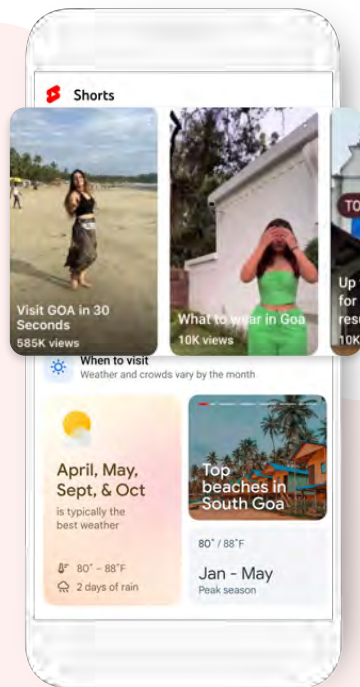
Reach travelers as they discover on YouTube



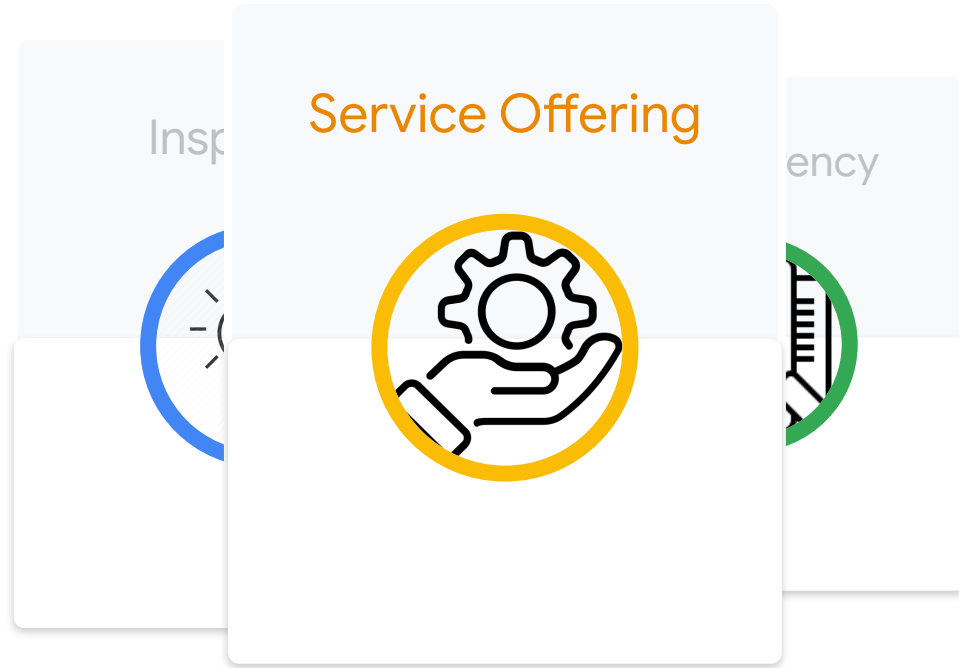
YouTube Search browsy bar



YouTube search Hotel Card



YouTube shorts snackable widgets



Service offering is a key driver of traveler behavior



Attitudes
(THE SAY)

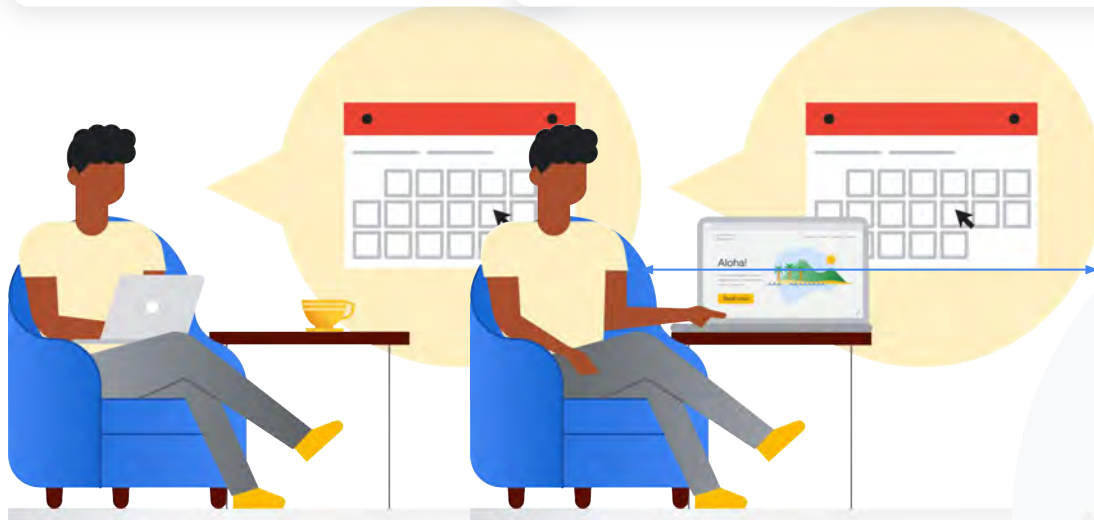
Attitudes
(THE SAY)



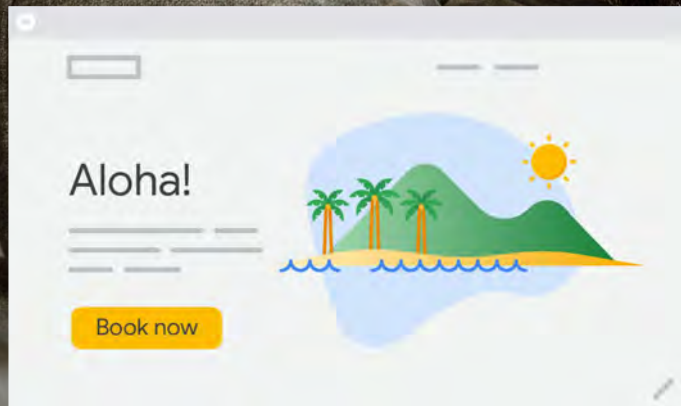
Behaviors
(THE DO)



Service offering ranks
in the **top three** most
important drivers
for **both attitudes**
and **behaviors**



Service offering is a key driver of traveler behavior



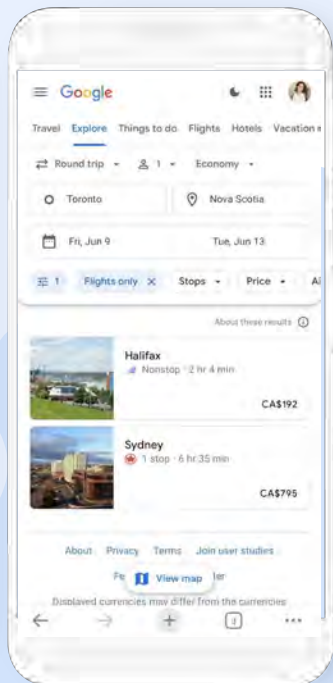
Finding ways to eliminate barriers can make a real difference

Google assists users through the entire journey

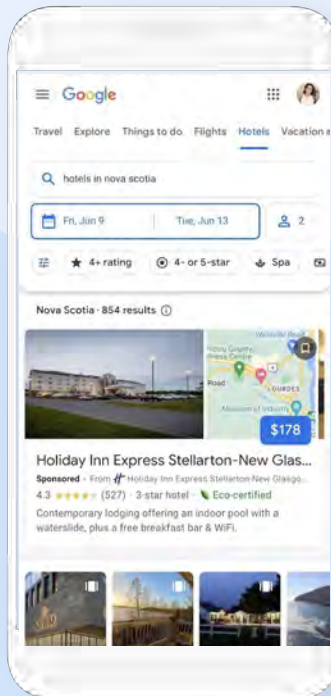
Explore



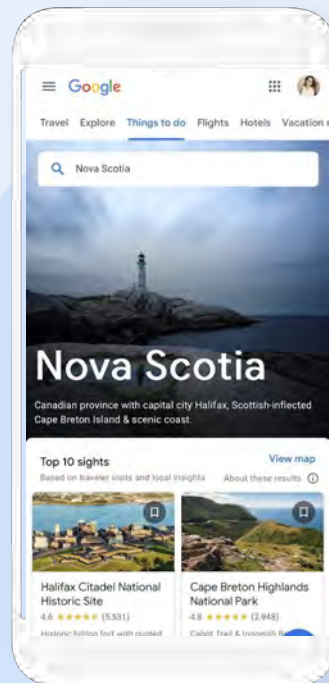
Flights



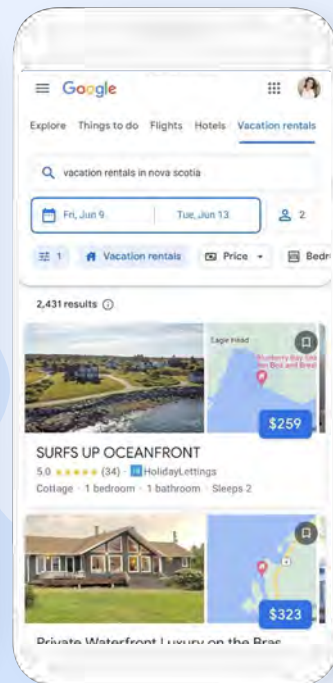
Hotels



Things to do



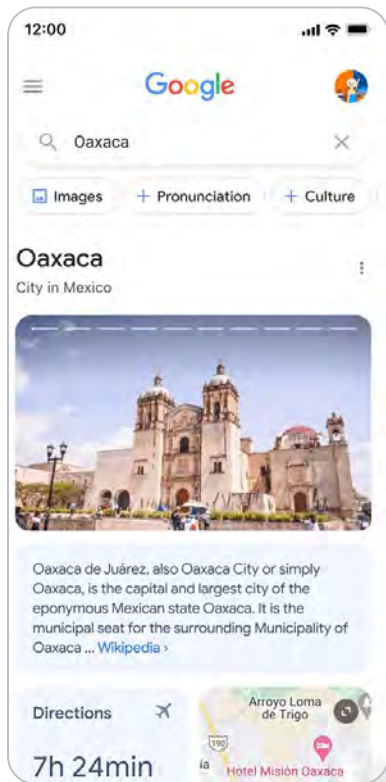
Vacation Rentals



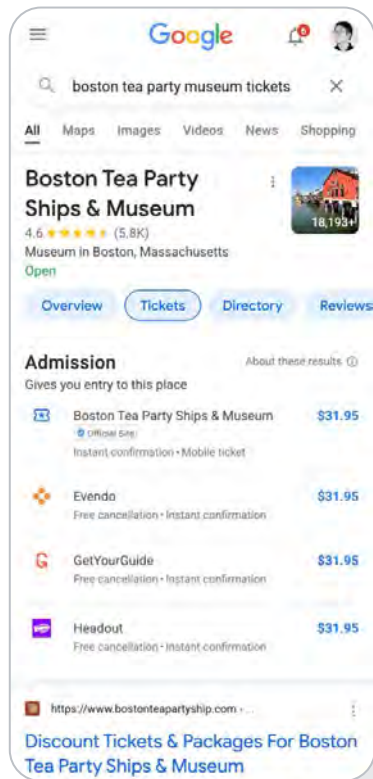


We launched new products and improved user experience ...

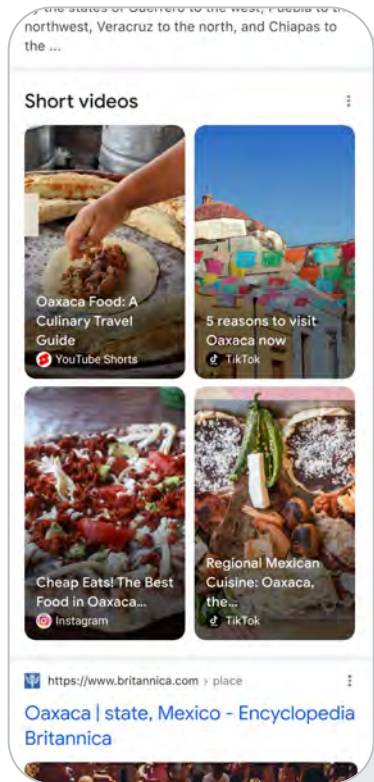
Destinations



Things to do

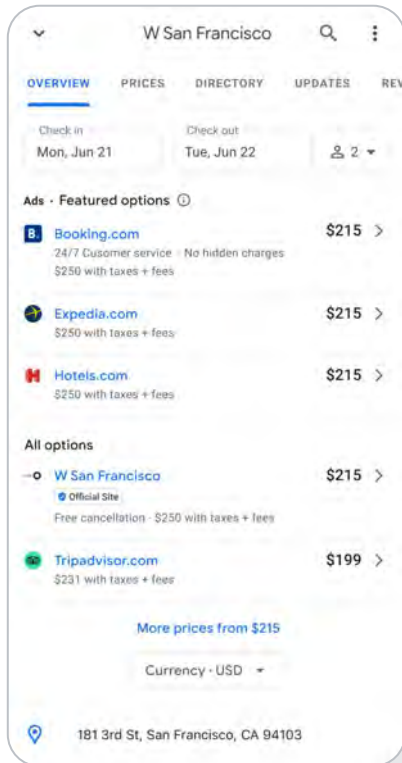


Rich Content

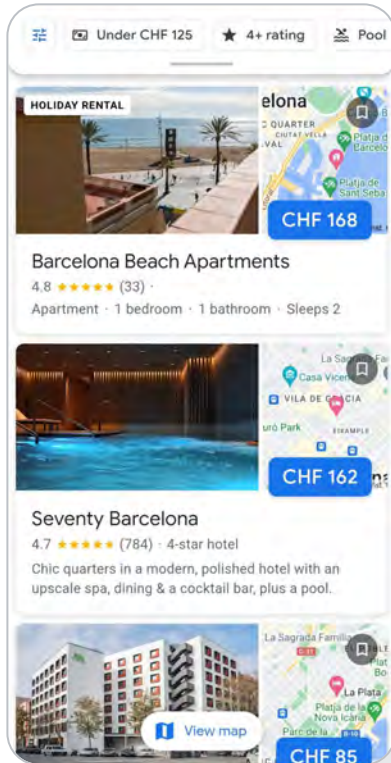


...and we continued to deliver value to our partners

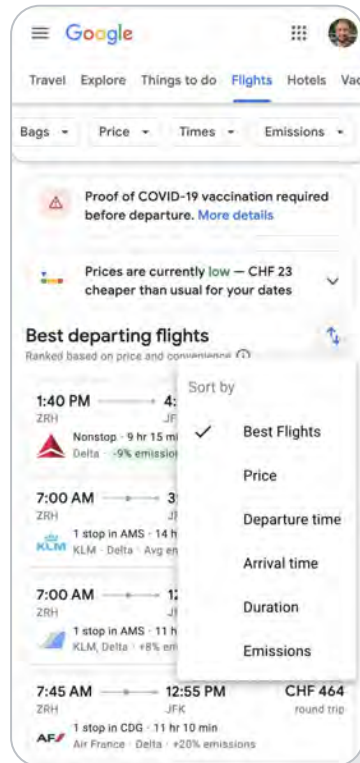
Free Booking Links



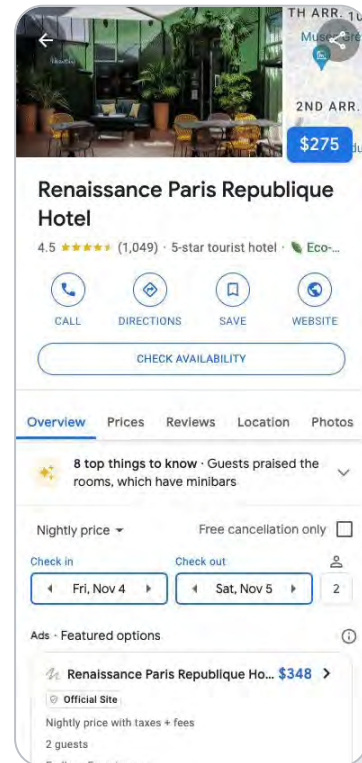
Lodging options

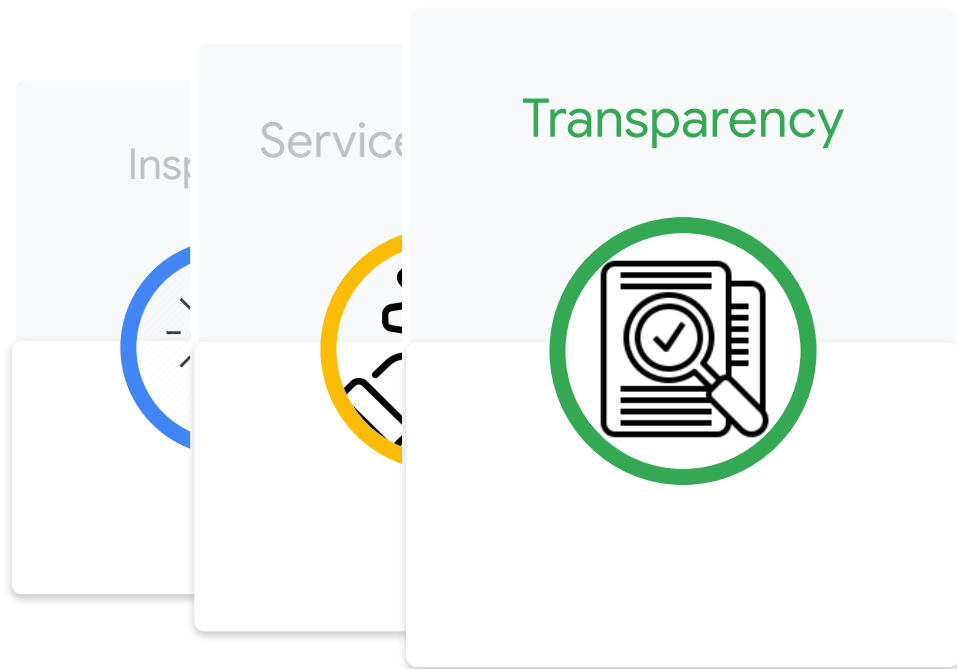


Sustainability



Rooms

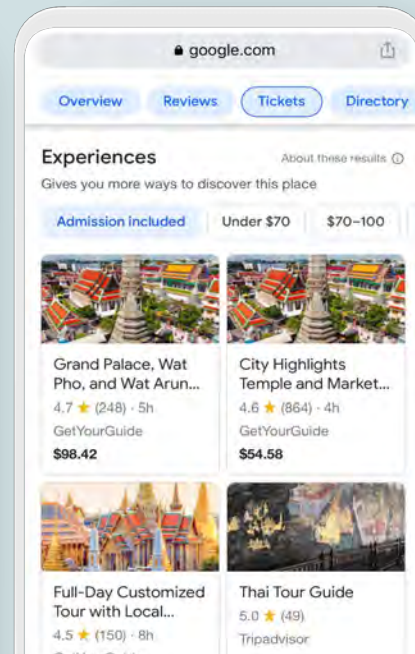
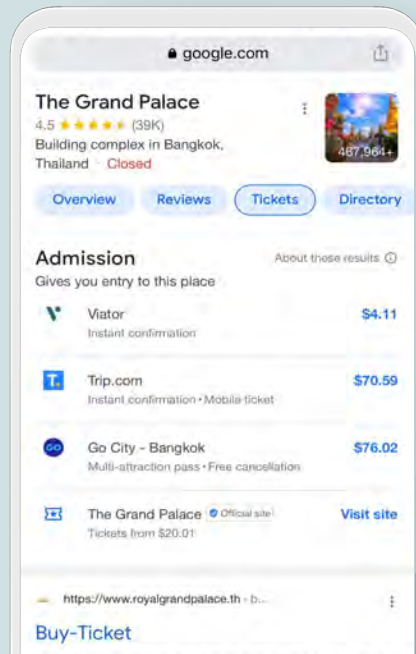
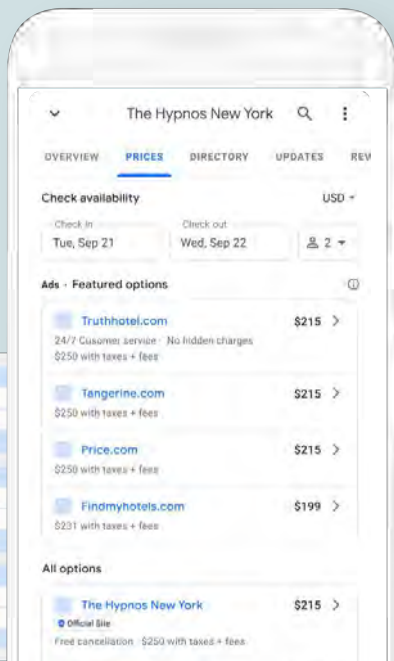




Be **transparent** to users by showcasing booking options

Hotel Free Booking Links:
show real-time rates and availability

Things to Do
Free listings for tickets and experiences on the Placesheet



Add the **eco-certified** classification to showcase your hotel's sustainable practices

"Eco-certified" filter

Google Hotels search results for Bangkok, filtered by "Eco-certified".

Travel restricted
Proof of COVID-19 vaccination or 5-day quarantine required on arrival. [More details](#)

Bangkok · 17 hotels

- DoubleTree by Hilton Hotel Sukhumvit Bangkok**
4.3 ★ (3,782) **Eco-certified**
4-star hotel, Breakfast (3), Free parking, Outdoor pool, Pet-friendly, Fitness center, Air conditioning, No all inclusive avail.
Popular with guests from Singapore
[View prices](#)
- Millennium Hilton Bangkok**
4.4 ★ (8,208) **Eco-certified**
4-star hotel, Breakfast (2), Free parking, Outdoor pool, Hot tub, Fitness center, Air conditioning, No all inclusive avail.
Similar to Avani Riverside Bangkok Hotel
[View prices](#)
- Avani Atrium Bangkok Hotel**
4.4 ★ (4,208) **Eco-certified**
1880 New Petchaburi Rd, Bang Kapi, Huai Khwang, Bangkok 10310 • 02 718 2000
[Website](#) [Directions](#) [Save](#) [Share](#) [Check availability](#)
4.3 ★★★★★ Very good | 4,067 reviews
High-end lodging offering a Japanese restaurant & a coffee shop, plus an outdoor pool & a sauna.
- twit by C...**
SGD 106
[View prices](#)

Map view showing hotel locations in Bangkok.

"Eco-certified" badge

Consumer behavior is shifting, changing **how travelers plan trips**



Travel remains a priority

38% of international travelers* said that they were more likely to plan or book a 'once in a lifetime trip' than ever before



Invest more time planning trips

77% of traveler's time is spent planning, booking, and dreaming

23% actual and post-trip time



Digital is more important than ever

90% of all leisure travelers indicated that digital touchpoints have an impact on their travel provider decisions



Loyalty is up for grabs

36% of business travelers say that they are now more likely to try out new travel brands as a result of Covid-19



Turn inspiration
into a booking with
a seamless process

Overcoming
the say/do gap
isn't easy...

A photograph of a person in a red jacket standing on a rocky, moss-covered cliff edge. The cliff has a natural rock archway leading down to a body of water. The sky is overcast and grey. A white rectangular text box is overlaid on the bottom right of the image.

...but insights can help to build a bridge

Working smarter with (google) data for

INSIGHTS



100B

searches performed monthly

The Google logo, consisting of the word "Google" in its signature multi-colored font.

15-20%

unique searches

The Google logo, consisting of the word "Google" in its signature multi-colored font.



scale



intent



real-time

Destination Insights with Google



Monitoring Travel Trends

Where people are going matters now more than ever—and so does making informed decisions. Use the drop-downs below to get started on reviewing recent travel search data* and comparing trends.

Fastest growing destination globally ⓘ

↑25%

Country with the most inbound interest ⓘ

#1

Top city in demand domestically ⓘ

#1

“Google Trends”



Google trends show Asian markets' rout get global attention

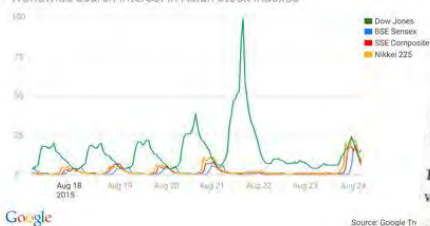
The Sensex on Monday closed for the day at 25,741.56, down 1,624.51 points - marking the biggest ever mauling it has received historically.

Like 123 Share 5 Tweet 0

By: Express Web Desk | Published: August 24, 2015 5:56 pm

Amid global rout, the Sensex on Monday closed for the day at 25,741.56, down 1,624.51 points - marking the biggest ever mauling it has received historically. Similarly, the Chinese stocks also nosedived in the sharpest decline since 2007 over fears of a hard landing for the world's second largest economy. Japan's Nikkei fell 4.6 per cent to 18,540.68, its worst one-day drop since in over two and a half years.

Worldwide search interest in Asian stock indexes



Americans haven't been this worried about market crash since the last one

Myles Udland
Aug. 26, 2015, 6:16 PM 437

FACEBOOK LINKEDIN TWITTER EMAIL

Buying A House And Moving Can Cost... (Money Advice Service)
Great Hack for Cheap Hotel Rooms - Don't... (Hotel Bargains Blog)
Need a Website? 5 Factors to Consider (Top 10 Website Builders)
An Investment Almost... (Hargreaves Lansdown)

This one's pretty easy: according to Google search trends, more Americans are "stock market crash" now than at any point since the last crash.

Right now, search traffic for the term "stock market crash" is hitting about 70% volume this term has ever gotten through Google search.

And so while this data doesn't convey absolute search volume for the term, we do see that Americans appear to be looking for information about a stock market crash at the same rate as they did in about 7 years.

that you will.

United States, 2004 - present.



POST

Why Google Trends is a market researcher's best friend



Focus groups are a thing of the past
October 8, 2013 10:12 AM

VIEW

Jessica Leber
April 25, 2013

Google Trends Could Predict Stock Market Moves, Study Shows

A paper found that trading based on search query volumes for the term "debt" could yield large returns.

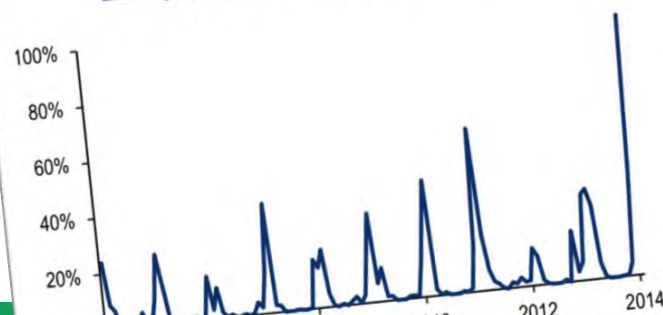
MARKETS

How Google Searches For 'School Closings' Explain The Relationship Between Weather And The Economy

MATTHEW BOESLER
FEB. 14, 2014, 3:00 PM 749

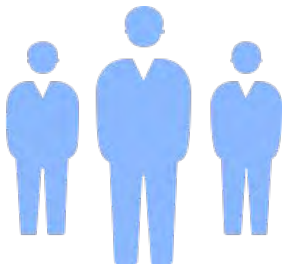
Recommend 7 Share 10 Tweet 116 8 3 EMAIL + MORE

Searches for School Closings as % of Maximum



Google

Generic questions answered with Google Trends ...



WHAT

are people
searching for?



WHERE

are the searches
coming from?



WHEN

are the searches
happening?



HOW

are the searches
developing?

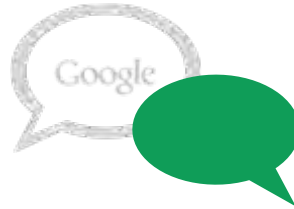
... Translated into tangible business insights

Consumer



What your consumers care about and how they behave

Brand



Answering questions about brand equity, opinions, and competitive benchmarks

Category



Understanding industry trends, challenges, and opportunities

Zeitgeist

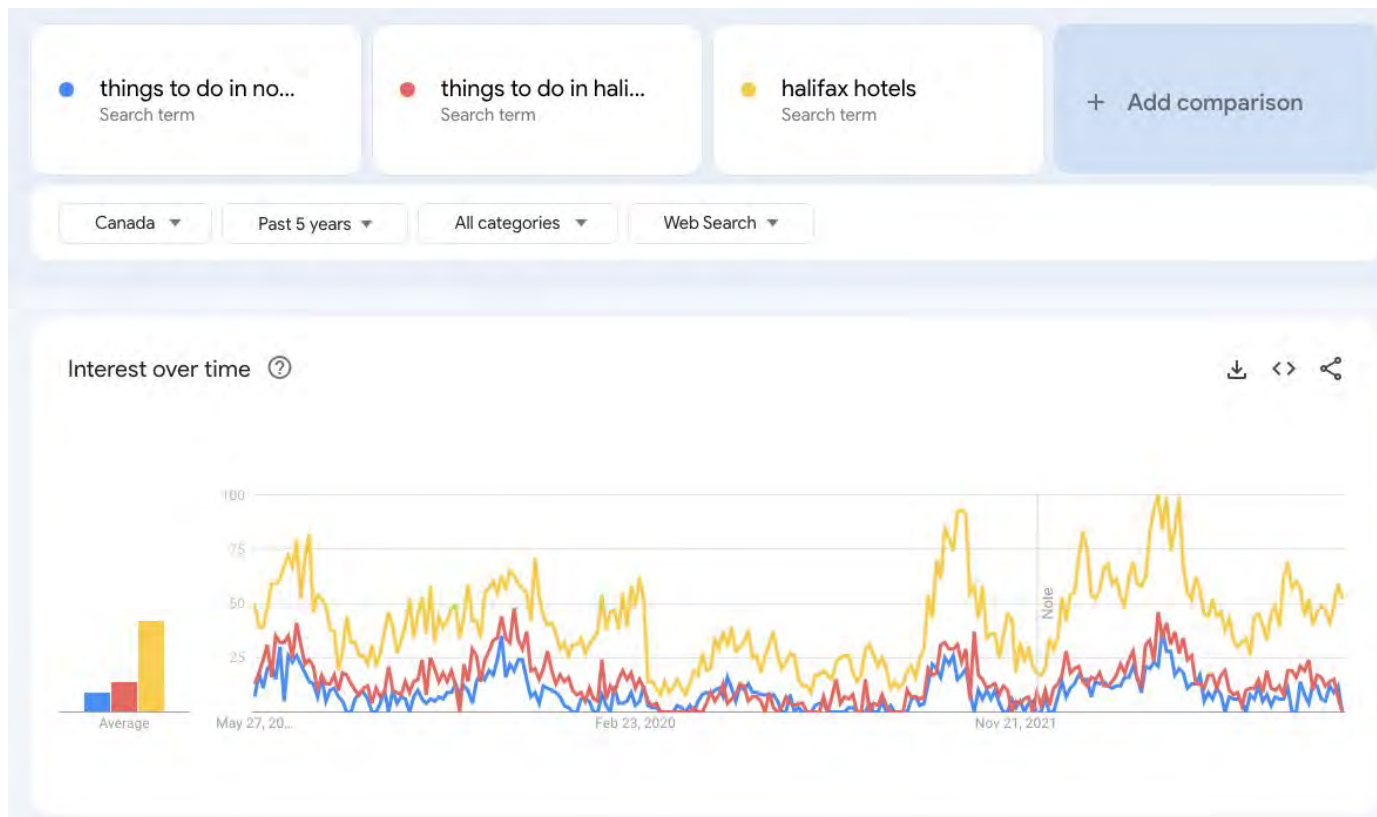


What's happening in culture at large around the world

MICRO-LEVEL

MACRO LEVEL

Volume and seasonality of interest



Geographies of interest

● things to do in nova scotia ● things to do in halifax ● halifax hotels





Sort: Interest for things to do in nova scotia ▼






What drives interest? Top RISING


THINGS TO DO IN NOVA SCOTIA

Related queries 


Rising 




1 cape split

Breakout 


2 swoop

Breakout 


3 things to do in chester ns


Breakout 

4 ingonish beach


Breakout 


5 skyline trail




Breakout 

Showing 1-5 of 25 queries 

HALIFAX HOTELS


Related queries 

Rising 




1

sutton place halifax

Breakout 


2

sutton place hotel halifax

Breakout 


3

swoop

Breakout 


4


muir hotel halifax

Breakout 

5

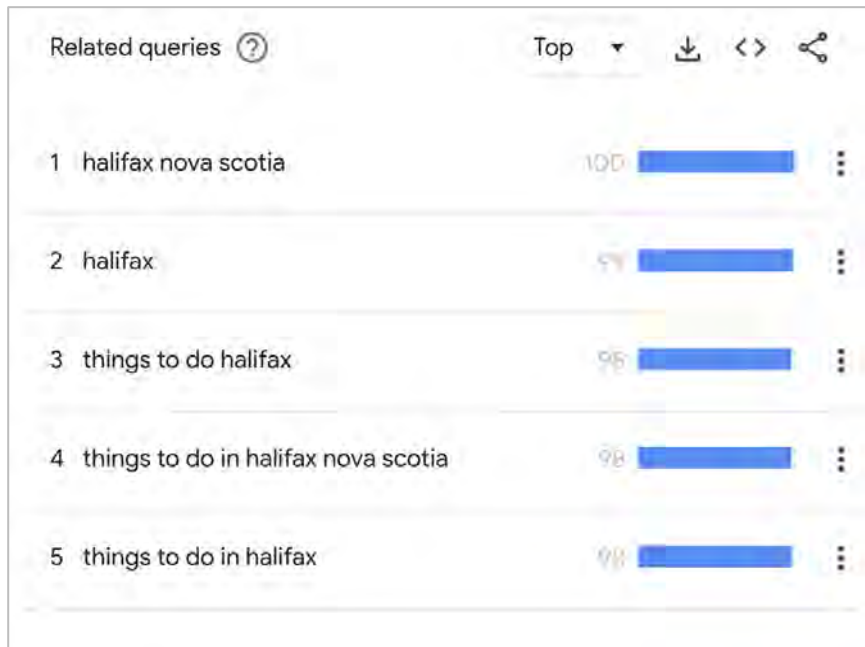
flair airlines

Breakout 

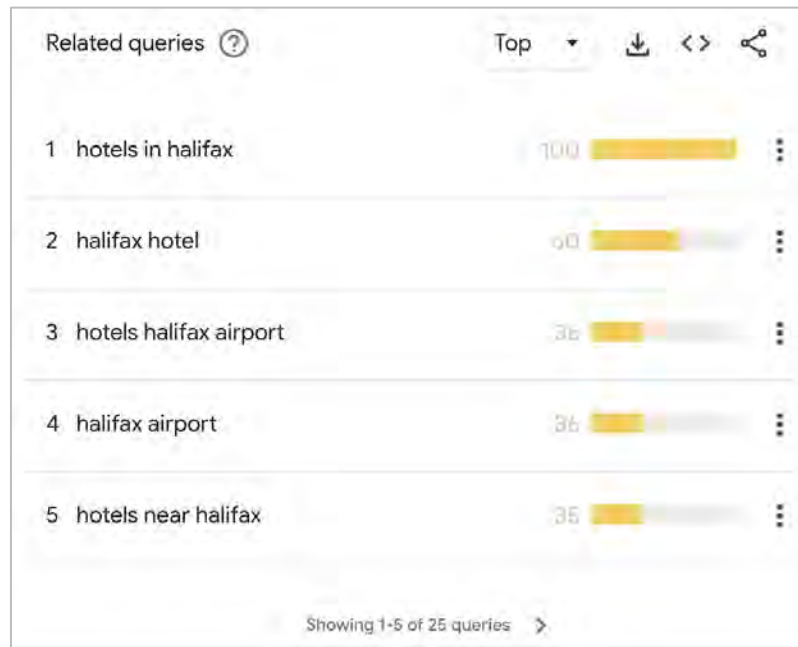
Showing 1-5 of 25 queries 

What drives interest? Top TOTAL

THINGS TO DO IN NOVA SCOTIA



HALIFAX HOTELS





Google Business Profile + Google Ads

Working Together to Grow Your Business



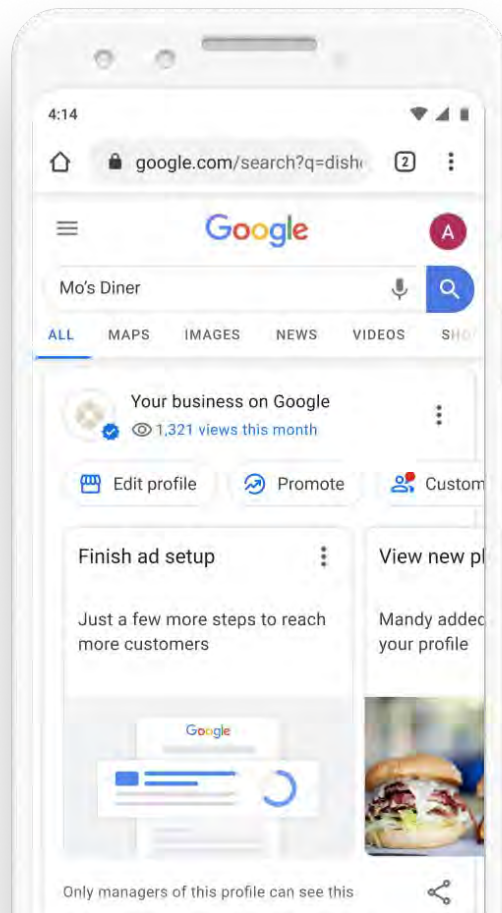
Google

Confidential & Proprietary

Introduction to Google Business Profile



What's New and What's Changing for the Product, the Name and the Brand.



Business Profile

In 2021, we're elevating the **Business Profile** by simplifying the product experience. Now, small businesses can manage their presence directly via Google Search and Maps.

Merchants can now claim and update their information and engage with customers directly via their Business Profile on Search and Maps.

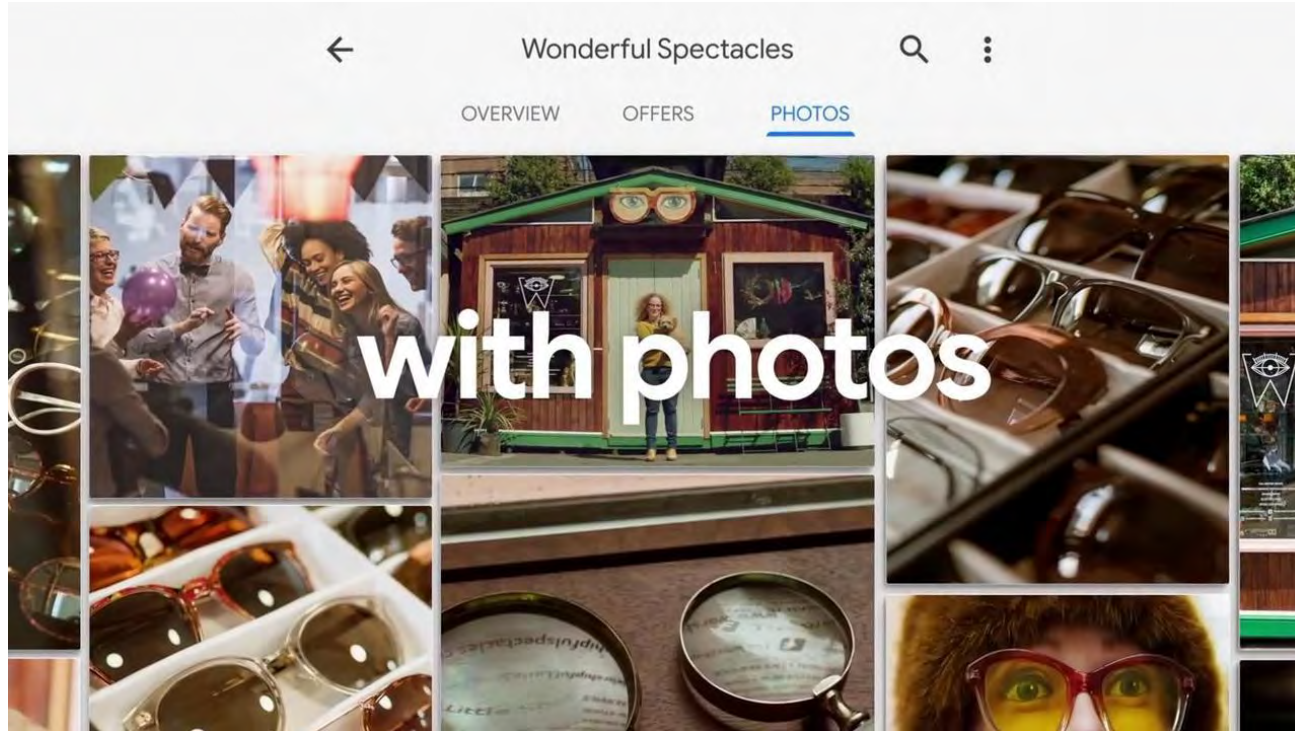
The Business Profile on Search and Maps **replaces the Google My Business site and app** for small businesses.

To get started, merchants can simply search for their business on Google.

Google

Google

Be there at every stage of the customer journey with a free Business Profile on Google

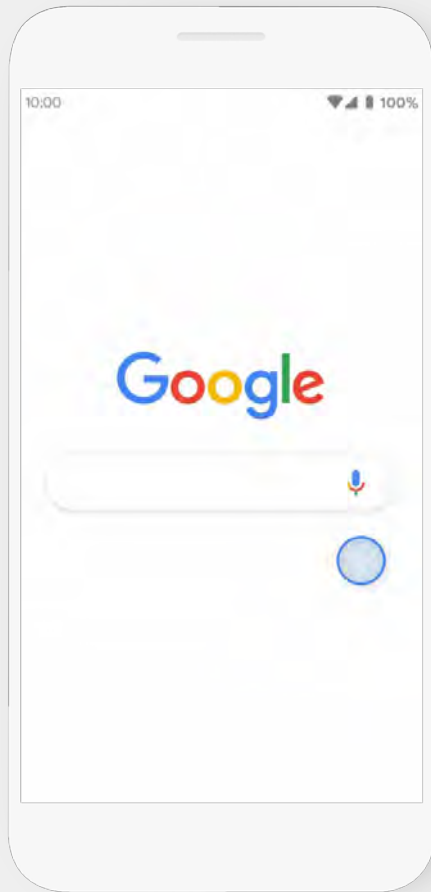


Manage your presence on Search and Maps – for free

Google Business Profile lets you engage with customers in the moments that matter with a **Business Profile** that shows who you are, what you do, and what you have to offer.

It helps you

- **Stand out**
- **Make it easy for customers to do business with you**
- **Keep them coming back**



Why use Google Business Profile?

Customers are searching for your business on Google

75% of consumers use a search engine to find businesses

9X increase in searches for “near me tonight”

Control your business presence and show customers what's new in store

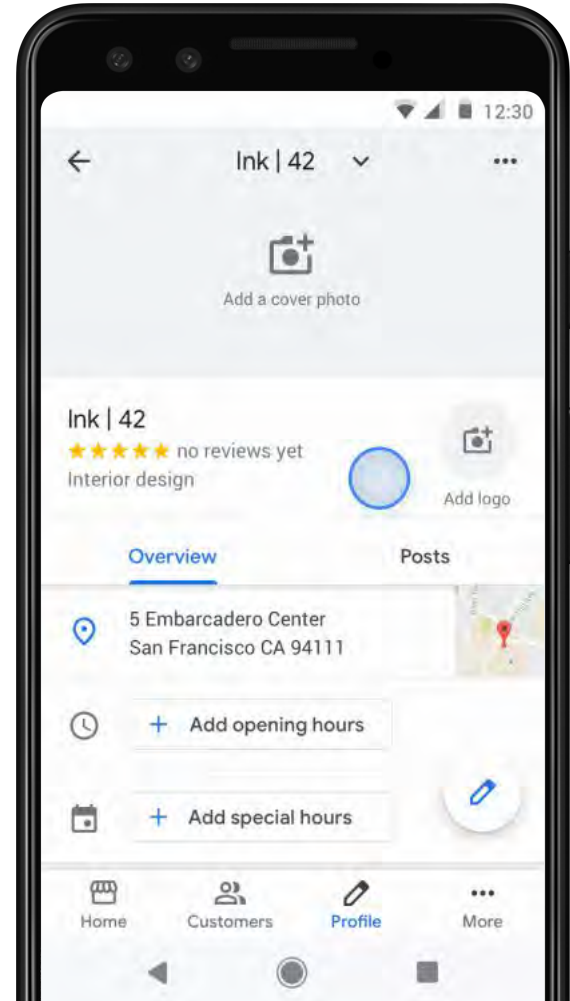
Complete, frequently updated Business Profiles

Get **5X** more views

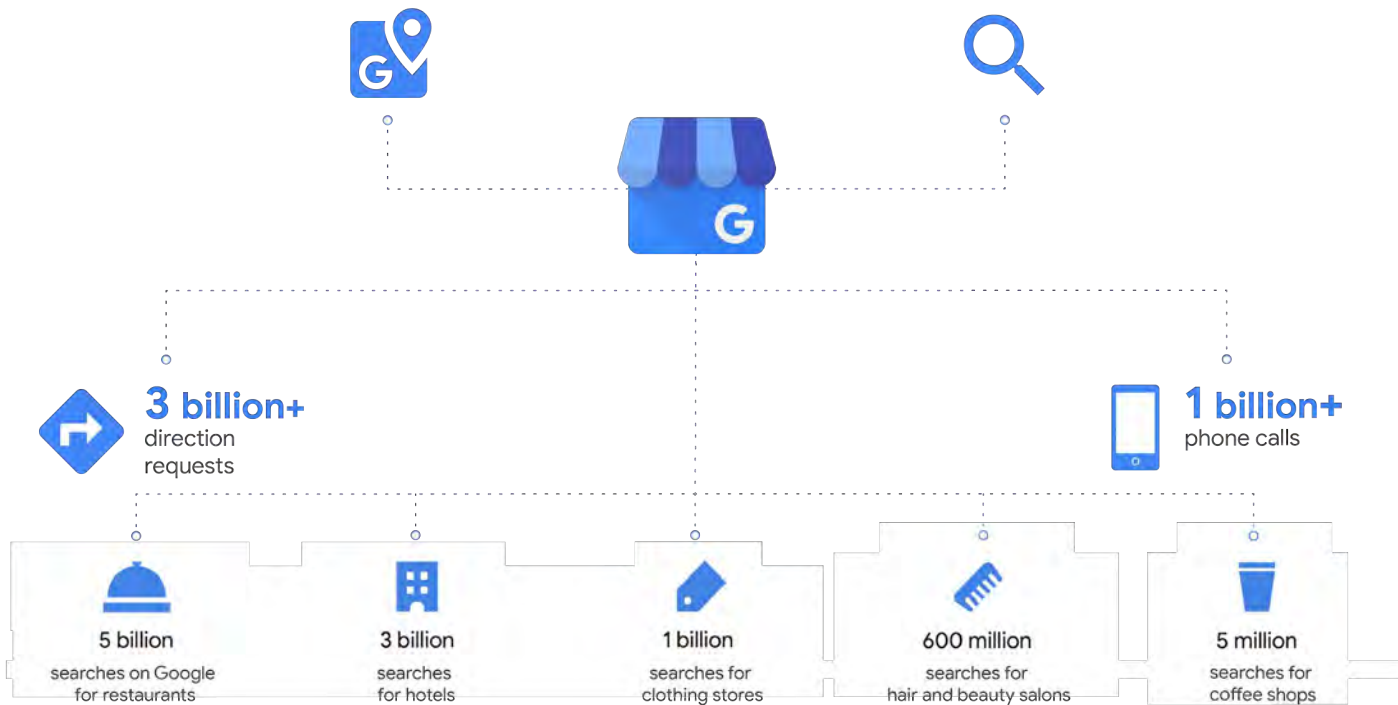
Considered **3X** more reputable

Customers **70%** more likely to visit

Customers **50%** more likely to purchase

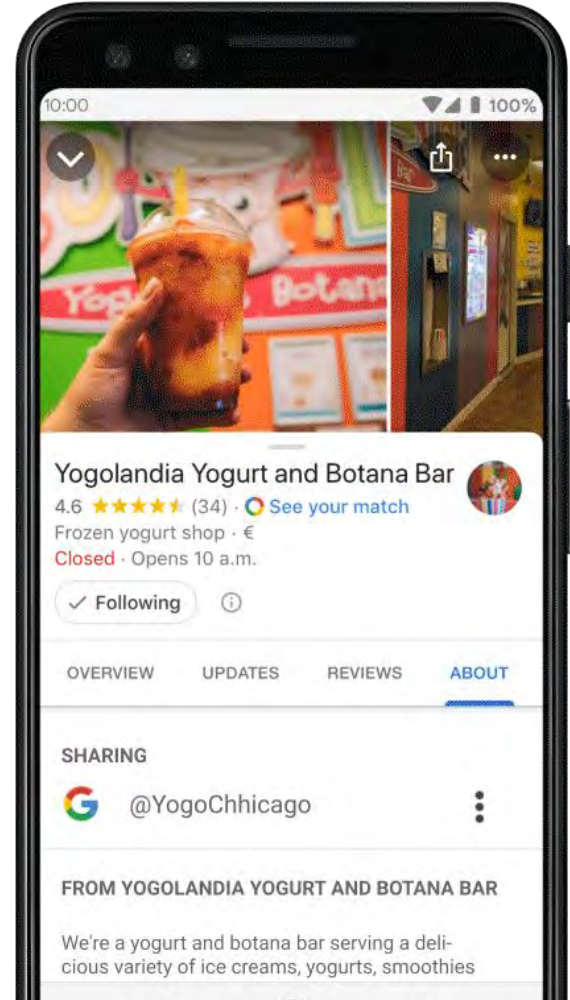


Google Business Profile drives billions of monthly connections



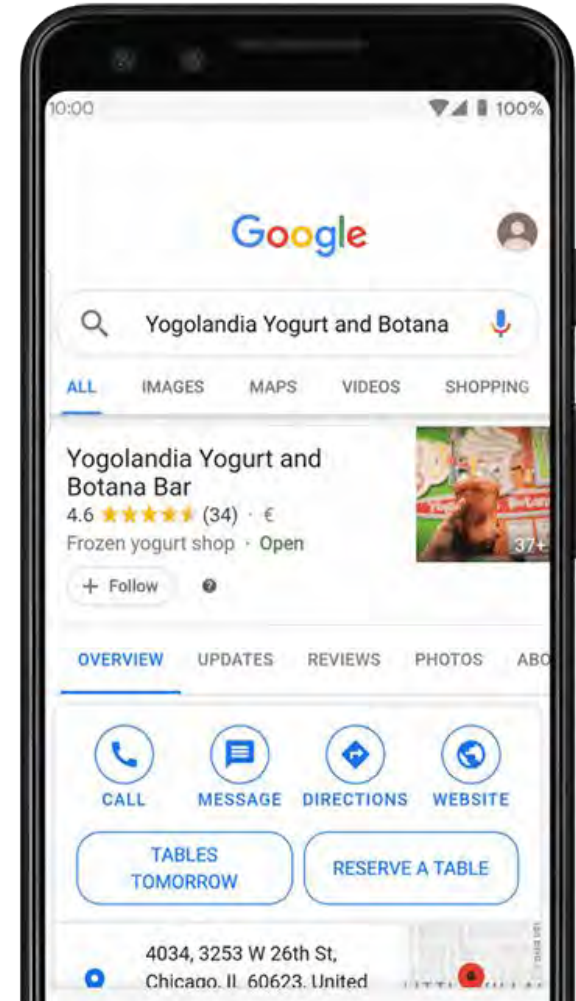
Stand out online

- Photos
- Cover photo & logo
- Short name
- Posts, Offers, & Product Catalog
- Business Info
- Website
- Attributes



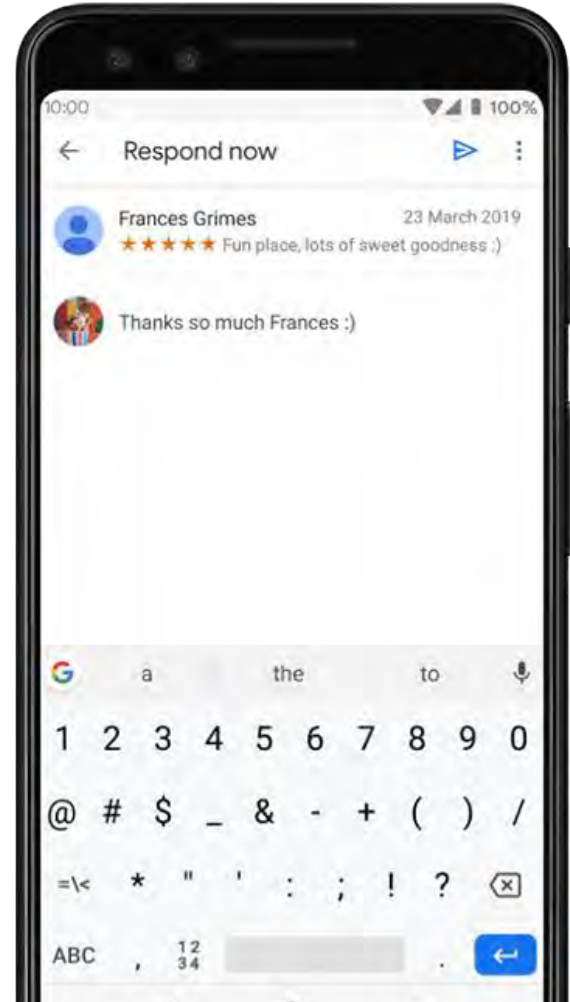
Make it easier for people to do business with you

- Phone Calls
- Booking
- Messaging
- Business Info
- Q&A



Keep customers coming back

- Reviews
- Follow & Welcome Offers
- Insights
- Ads



Google Business Profile + Google Ads



Google Business Profile & Google Ads are complementary tools to help you grow your business online



Stand out online



Reach more customers

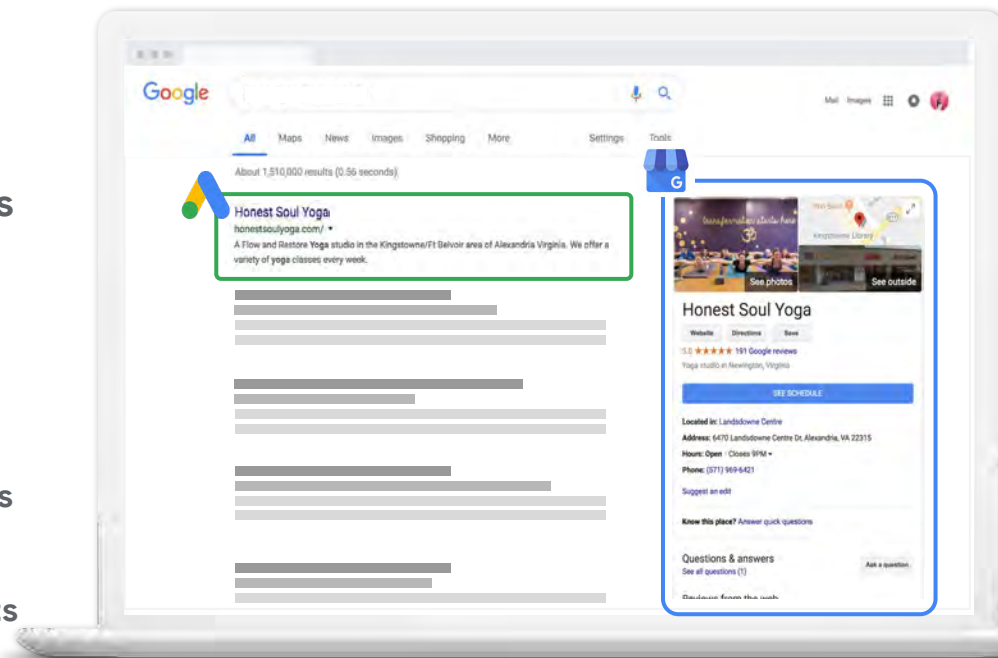
**Attract & connect with customers for free,
then reach even more with affordable online ads**

Use Google Business Profile to:

1. Create a free online presence on Google
2. Showcase what makes you unique
3. Attract and connect with customers

Use Google Ads to:

1. Promote your business to reach even more customers
2. Drive additional results



Foundations: Verification & Linking



Verifying your business on Google



Verification is a critical first step to fully managing your Business Profile on Google

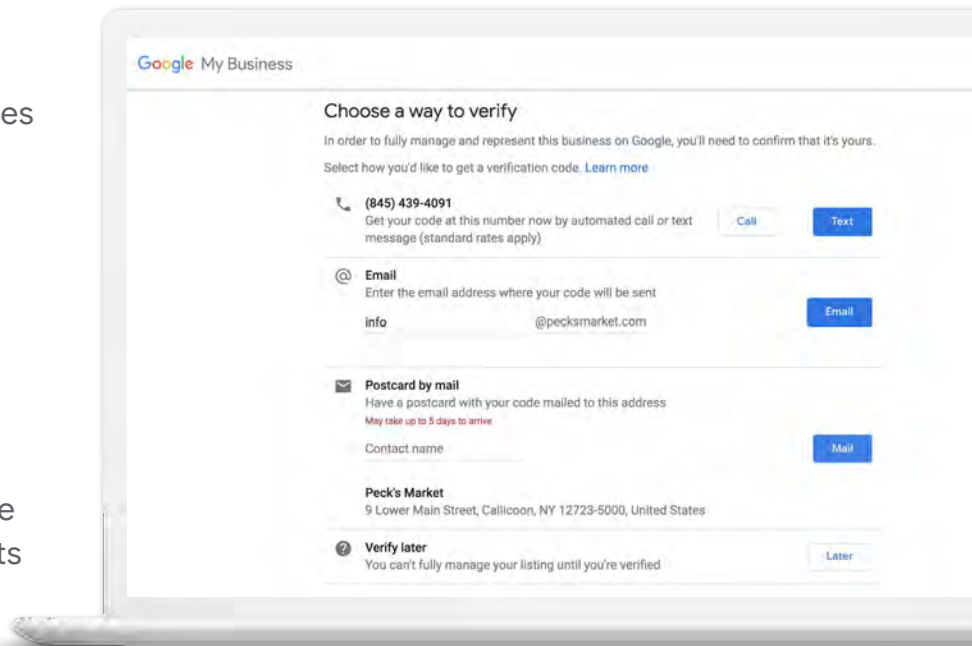
- **Phone, email, & instant** verification are the quickest methods available for most businesses
 - **Postcard** verification is available for all businesses as a secondary option
- Are you a chain with 10+ locations? **Bulk** verification allows you to verify multiple locations at once

Why?

- **Control & Security:** Verifying proves you are authorized to manage this business on Google
- **Trust:** Verification ensures your business exists at and/or serves the specified location



Verification is also required for many local features like Store Visits & Local Campaigns in Google Ads.



[Need more help?](#)

Google

Verification Best Practices



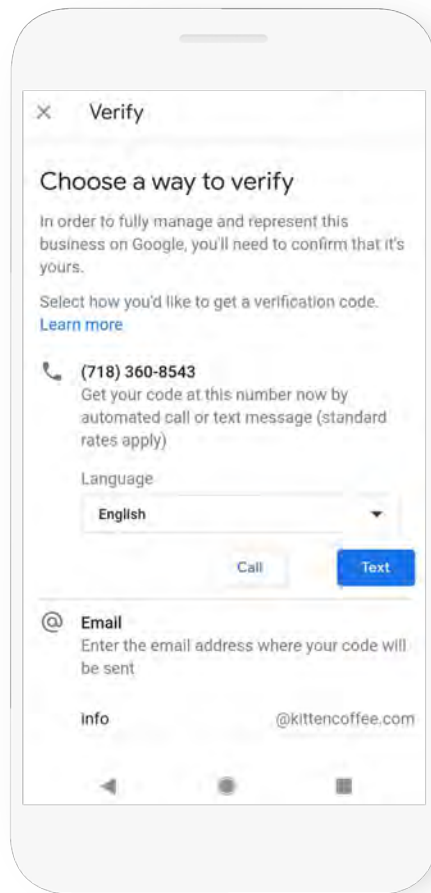
What to expect

- Get verified in a few minutes with phone, email, & instant verification
 - If verifying by mail, **postcards typically arrive within 14 days**
 - Please allow 14 days before requesting a new postcard to avoid voiding postcards that may be on the way
- **Re-verification may be required** for changes to important business information like your address or business category



Who can verify

- Any business that makes in-person contact with customers during its stated hours, including
 - **Businesses with a physical location** where they serve customers
 - **Service-area** or **roaming** businesses (e.g. gardener, food truck)
 - **Seasonal** businesses open for a limited time, if signage is displayed year round (e.g. ice skating rink, pumpkin patch)
 - **Businesses inside other businesses** (e.g. stores inside a mall, departments within a university can maintain individual listings)



[Need more help?](#)

Google

Linking Google Business Profile & Google Ads

Linking Google Business Profile & Google Ads is a key first step to unlock local ad formats and capabilities

Link accounts in 3 simple steps:

1. **Create a new Location Extension** in the Ads & Extensions tab in your Google Ads account
2. **Select a Google Business Profile account to link** by selecting the recommended listing, searching by URL, or choosing from a list of accounts you manage
3. *Optional:* **Add filters** by business name or label at the account, campaign, or ad group level

Using Smart Campaigns? Simply click the “Link your Google Business Profile” card in the Google Ads dashboard.



Best Practices



Google Business Profile + Ads Best Practices for Everyone



- **Verify your listing**
- **Keep content fresh**
 - Update business info (like special hours), add photos, promote offerings with posts
- **Reply to reviews** and answer customer questions
- **Leverage tools that connect you directly to customers**, as relevant
 - Create and share a profile short name & enable messaging, calls, booking, & more



- **Link Google Business Profile + Ads**
 - Doing so **automatically enables local ad units** across Google properties so customers can find the nearest store and get directions
- **Leverage local actions or store visits reporting (if eligible) to understand per-store performance**

Google Business Profile + Ads Best Practices by Business Type

Google Business Profile



Storefront

- Ensure your **pin marker is in the correct location** so that customers requesting directions on Google Maps are sent to the right place
- **Add exterior & interior photos** in addition to photos of your goods and/or services



Service Area

- **Specify your service area** by city or postal code
- Add a **list of the services you offer**
- Ensure your **phone number is correct** and **enable quotes or booking** to generate leads

Google Ads

- **Enable local ad units** by linking Google Business Profile at the account level or campaign level*
 - If eligible, **add store visits to Smart Bidding** to measure and optimize for omnichannel performance
 - If eligible, **use Local campaigns** to drive foot traffic to specific locations or highlight specific products or promotions
-
- **Target your ads** to customers regularly in your service area*
 - **Enable Smart Bidding** or leverage location bid adjustments if using manual bidding*

Google Business Profile tip:

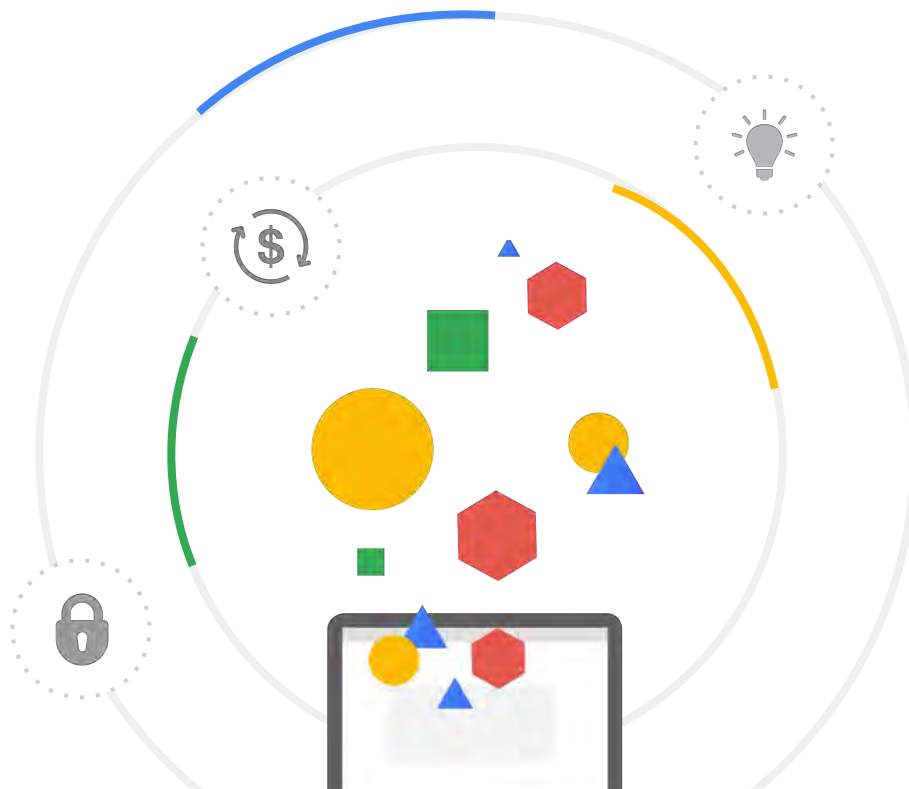
No storefront? Simply leave the address field blank.

Have a storefront and a service area? Simply enter both.

* If using Smart Campaigns, these tasks are automated

Google Analytics 4

Turning data into value
for your business



Our priority has always been you

In a privacy-centric world, we innovated Google Analytics to give you quick and accurate answers to your business questions



Innovating for a future that is:

CONSENTED

Adapt to privacy demands and control how data is collected and used based on user's consent



User Privacy Expectations



Regulatory Changes



Platform Updates

FIRST-PARTY

Enable you to collect and use first-party data to understand and engage your users

By understanding users' behavior throughout their journey, you will be able to tailor the right experience based on their needs



of consumers now expect to receive personalized interactions¹

MODELED

Enhance your first-party data with modeling to fill in the gaps from cookie loss and measurement restrictions

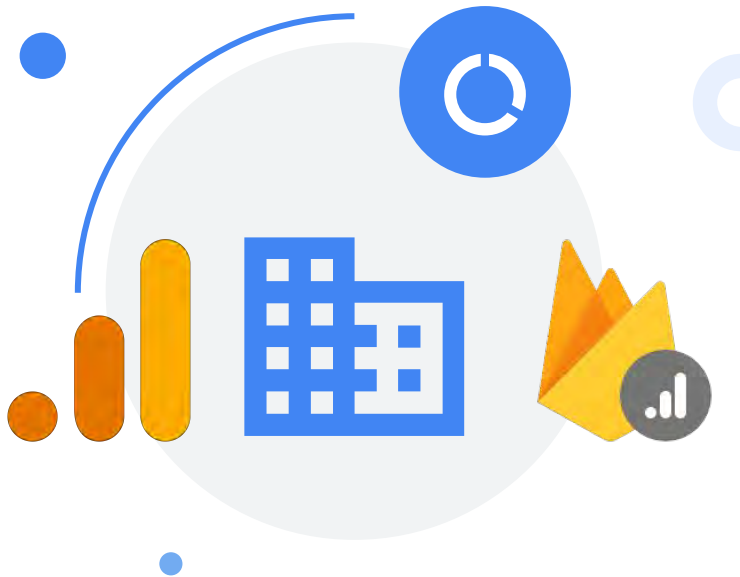


Marketers need to preserve behavioral measurement while respecting user privacy

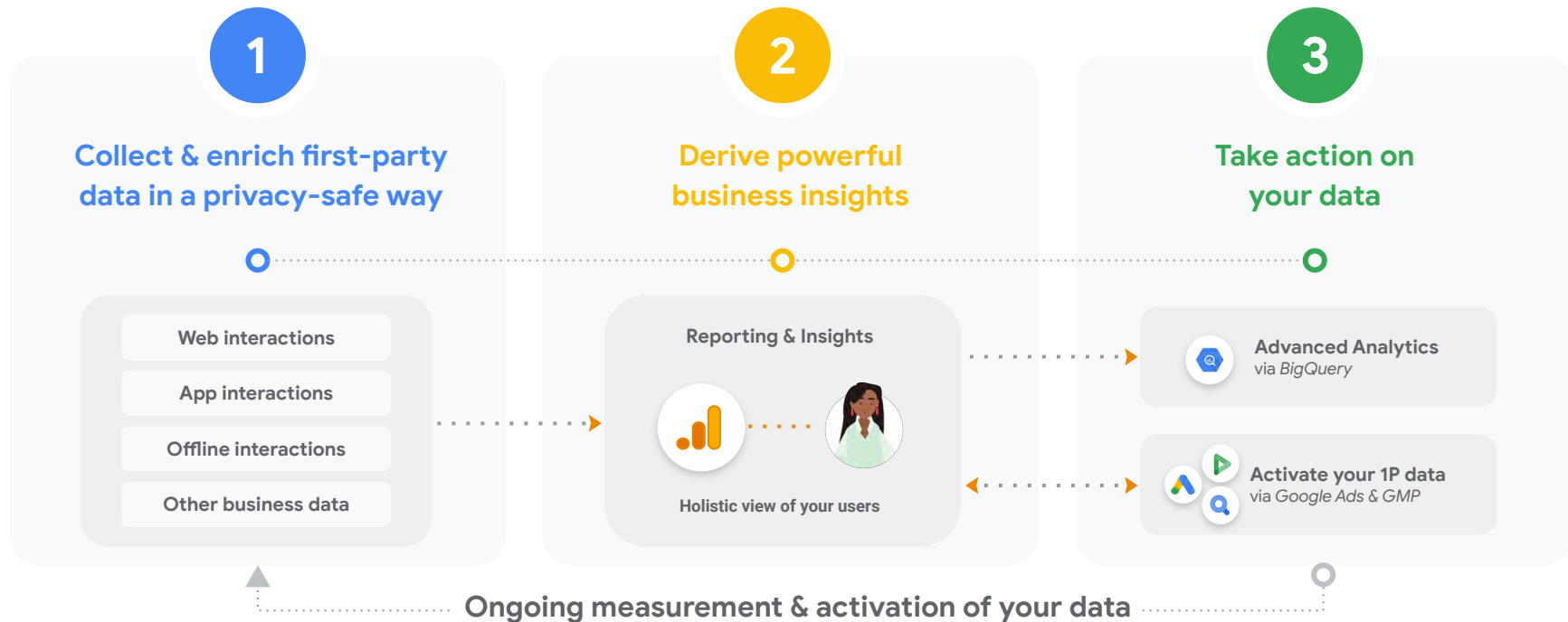
**IS MORE IMPORTANT THAN EVER SO YOU CAN PROPERLY
MEASURE THE SUCCESS OF YOUR BUSINESS**

Google Analytics 4 delivers an enhanced measurement solution

With its flexibility to measure different kinds of data, it **allows you to see unified user journeys** across your website and apps and leverage Google AI to **predict and surface new insights**, while being built to **keep up with a changing ecosystem**



Google Analytics 4 enables you to answer strategic questions in innovative ways and drive impact



Measure and understand your user's journey despite data gaps from cookie loss

Collect and connect your data

Introducing an event-based data collection model to enable more customization and connect cross-platform data



Web Data



App Data

Exclusive to GA4



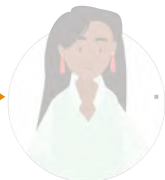
Offline
Data



Google
Media

Onboard your offline data and integrate your Google media data

Incomplete view of
user journey due to
cookie loss



GA4

Enrich your first-party data with modeling

Privacy-Centric & Cookieless Measurement

Leverage Google's modeling
capabilities to fill in measurement
gaps while respecting user's consent

Exclusive to GA4

More complete
behavioral reporting
through modeling



GA4

Privacy-safe and future focused analytics solution

Derive powerful insights by leveraging an updated user interface with robust reporting capabilities



Easily understand cross-platform user journey, starting from user acquisition to conversion and retention

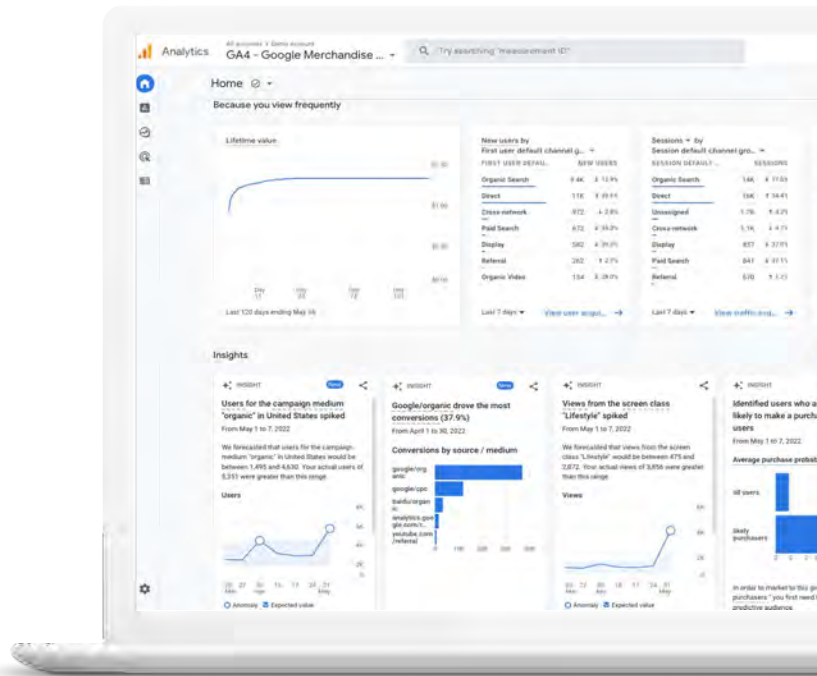


Analyze near real-time data for **timely and accurate insights**



Customize individual reports based on your team's needs

Exclusive to GA4



Predict customer needs and anticipate growth opportunities powered by Google AI



Google AI

Exclusive to GA4

AI-Based Insights



Automatically surface insights on major data changes / emerging trends



Analyze user behavior over their lifetime as a customer



Detect anomalies within your data

Predictive Analytics



Predict purchase, churn or revenue probability within a certain amount of days



Build predictive audiences to utilize within your Google media platforms

Adapt strategies based on what's working or not

Proactively plan & optimize your marketing strategies

Provide the right experience to your users

Surface powerful insights to business questions that you haven't even asked yet

Unlock the power of your data by acting on insights to drive stronger business results

Data Activation

Tailor the right experience to your customers at the right time

Exclusive to GA4

Activate your cross-device data by accessing **new and better performing integrations*** with Google media platforms and leverage cross-channel data-driven attribution

**Available to all customers*

Optimize Media Spend

Improve Marketing ROI



Display & Video 360



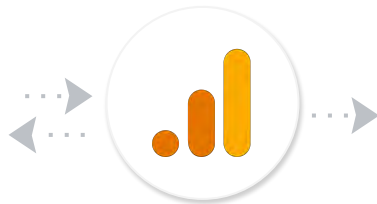
Search Ads 360



Google Ads



Merchant Center



Custom Analytics Use Cases

Get a deeper understanding of your customers behavior

Exclusive to GA4

Export raw data to BigQuery for custom analytics use cases through a **higher performing integration***

**Available to all customers*

Connect Additional Data Sources

Unlimited Analysis Opportunities



BigQuery

Google Analytics innovated to deliver a superior measurement platform for you



Built for a changing ecosystem that
is privacy centric

Proprietary + Confidential



Highly scalable for your
evolving business needs



Incorporates more flexibility on your
data collection and provides a more
holistic view of your user



Provides powerful insights by leveraging Google
AI capabilities



Seamless integrations to take action
on your data and drive business
impact

What we covered

- ❖ Keeping up with the expectations of the evolving traveler across Google
- ❖ Working smarter with Google data for Insights
- ❖ Grow your business with Google Business Profile + Google Ads
- ❖ Turning data into value for your business with Google Analytics 4



THANK YOU



SPRING TUNE UP: **Weekly Webinar Series**

- **Thursday, June 1 at 10:00 am** – *How to Use Google Ads to Promote Your Tourism Business*. Presented by Liam Tayler (SME Solutions).
- **Thursday, June 8 at 10:00 am** – *Reels 101 - Tips for Creating Short Form Videos to Stand Out on Social Media*. Presented by Kayla Short (Short Presents)
- **Thursday, June 15 at 10:00 am** – *Where, When, and What to Post on Social Media*. Presented by Ingrid Deon (word-craft).
- **Thursday, June 22 at 10:00 am** – *Email Marketing: Best Practices to Boost Your Business*. Presented by Mariia Soucho (Playground Creative).



See recordings of previous webinars and related tip sheets:
<https://tourismns.ca/webinar-series>

* NO WEBINARS JULY & AUGUST.
WEBINARS WILL RESUME IN SEPTEMBER.

TOURISM DIGITAL ASSISTANCE PROGRAM



Work with a digital expert to improve your online presence and digital services.

- Receive up to **\$5,000** in services from a qualified digital consultant.
- Services can include website design and development, search engine optimization, digital marketing strategy, social media strategy, online booking systems, audio and podcast services, photography and videography, and e-commerce tools.

Application deadline:

Thursday, June 1, 2023

<https://tourismns.ca/tourismdigitalassistanceprogram>

EXPORT Travel Trade Program



Get one-on-one coaching through the EXPORT Travel Trade Program to develop partnerships with tour operators and travel agents so you can attract more national and international customers.

Application deadline:

September 30, 2023, or until all spaces are filled.

<https://tourismns.ca/export-travel-trade>

STAY CONNECTED WITH TNS

- 🌐 Contact Business Development: TNSBusiness@novascotia.ca
- 🌐 Corporate website: <https://tourismns.ca/>
- 🌐 Consumer website: <https://novascotia.com>
- 🌐 TNS News & Resources: <https://tourismns.ca/news-resources>
- 🌐 Corporate Twitter: <https://twitter.com/TourismNS>
- 🌐 Corporate LinkedIn: <https://www.linkedin.com/company/tourismnovascotia/>