

## VIRTUAL TOURS HELP DOUBLE INTEREST IN BUSINESS LISTINGS

Those who view a listing with a virtual tour are twice as likely to be interested in booking a reservation there. And among 18-34 year-olds in particular, prospects are 130% more likely to book based on a tour.

## GOOGLE IS #1 FOR LOCAL SEARCH

When searching for restaurants and hotels online, 62% of people use Google.

## STUDY DETAILS

Quantitative market research was conducted in July 2015 by an independent market research firm to understand the impact of virtual tours on increasing consumers' interest in local businesses (specifically in booking a reservation at a hotel or restaurant).

An online survey was conducted with consumers who had searched online for a restaurant or hotel within the previous 30 days (using any device).

A total sample of 1201 respondents was collected between July 21st and August 2nd, 2015. Different versions of a local business listing (one for a hotel, the other for a restaurant) were created to include basic info, photos and/or a virtual tour (the same media were used to create each version). Respondents were asked to view one of the different versions for each business (in a randomized order). Each respondent viewed:  
1 hotel listing + 1 restaurant listing; and  
1 listing with a virtual tour + 1 listing without a virtual tour.

After viewing each listing, respondents were instructed to rate their interest in booking a reservation.

Ratings for alternate listings (with a tour versus without) were aggregated to understand impact of virtual tours on interest in the featured business.

- Invite your customers inside with indoor Street View
- Add a Google Tour to your own website
- Improve your search ranking
- Works with Google Search and Google Maps

# Street View ^ Inside

Invite the world into your world



PhotoLocation.Wales

## GOOGLE STREET VIEW TECHNOLOGY

A new experience for your customers

1. High-quality, 360 degree panoramic tours help showcase the best features of your business.
2. Have potential customers visit your business directly from Street View.
3. All of your images go through Google blurring and privacy standards to give you peace of mind.
4. Featuring the familiar Google Street View navigation, allowing your customers to easily explore.

Google Street View

**TRUSTED**

Photographer



## HOW CAN THIS HELP MY BUSINESS?

Attract new customers online

1. Enhance your business listing. Images appear on Google search results, Google+ Local and Google Maps
2. Engage with customers who can now explore, walk-through, and truly experience your business.
3. Business Photos is a perfect addition to all businesses; including restaurants, retail shops, gyms, salons and more!
4. Seasonal shoots are a great way to keep your business up-to-date and show your customers what's new.
5. Add a tour to your own website and social media.



# Your customers are window shopping 24 hours a day

## Invite them in

Call today and book a no obligation site visit



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## Street View ^ Inside

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