Google

Things to do

Oct 25th 2021

Simone Lini

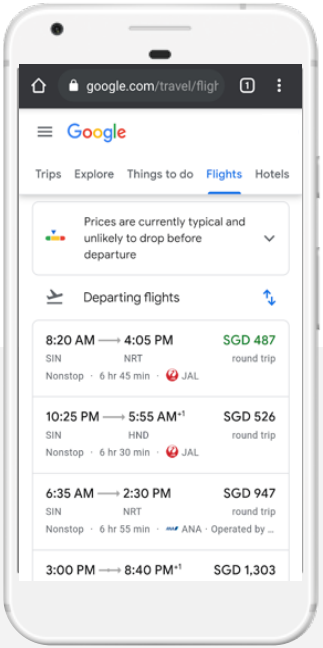
Looking ahead

With vaccines widely available in many parts of the world, businesses, governments, and tourist destinations are working to **responsibly reinvigorate the travel sector**.

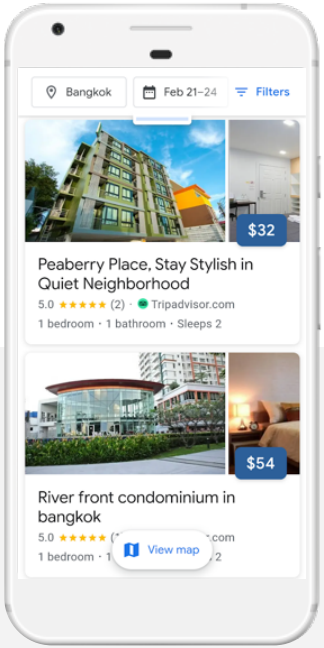
While we're **cautiously optimistic about recovery** we're also keeping a close eye on how **regional differences** and variants might impact this progress.

Different parts of the world are seeing different levels of demand, and it would be premature to say we're completely out of the woods

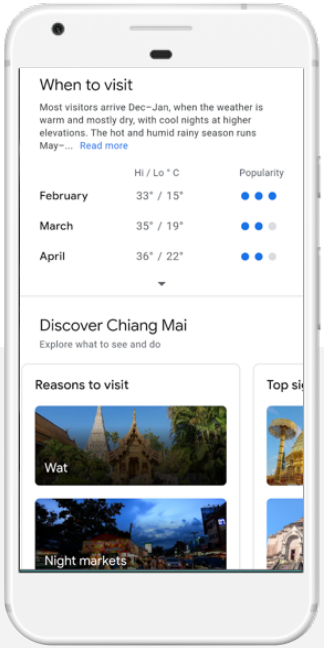
We’re building better travel experiences



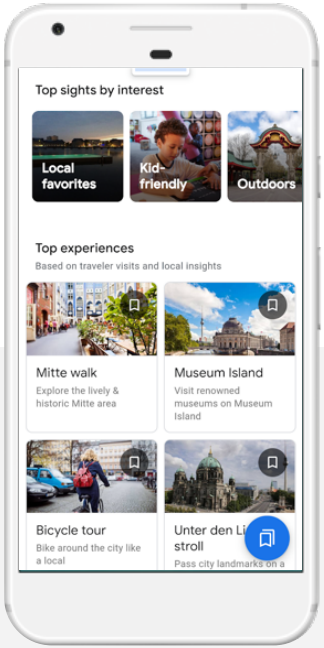
Flights



Hotels and VR



Explore



Things to Do

Google

Being a **trusted source** for travelers to **explore, decide** and **do** the things that interest them in a destination

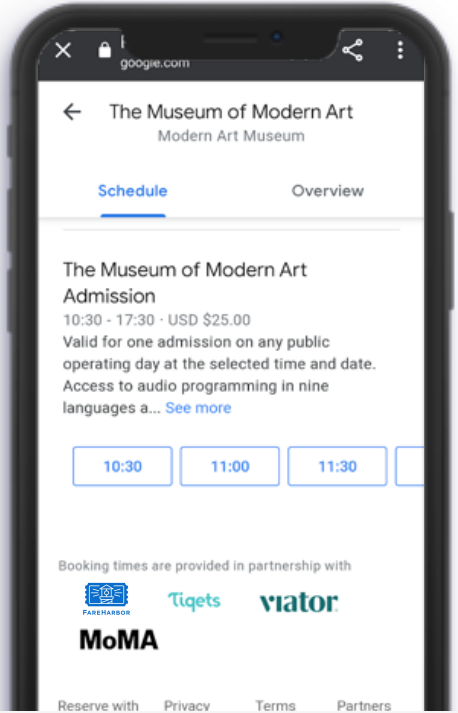
Our goal for Things to do

Google

Proprietary + Confidential

Things to do Search

Things to do Ads



Goodbye, **Reserve with Google**

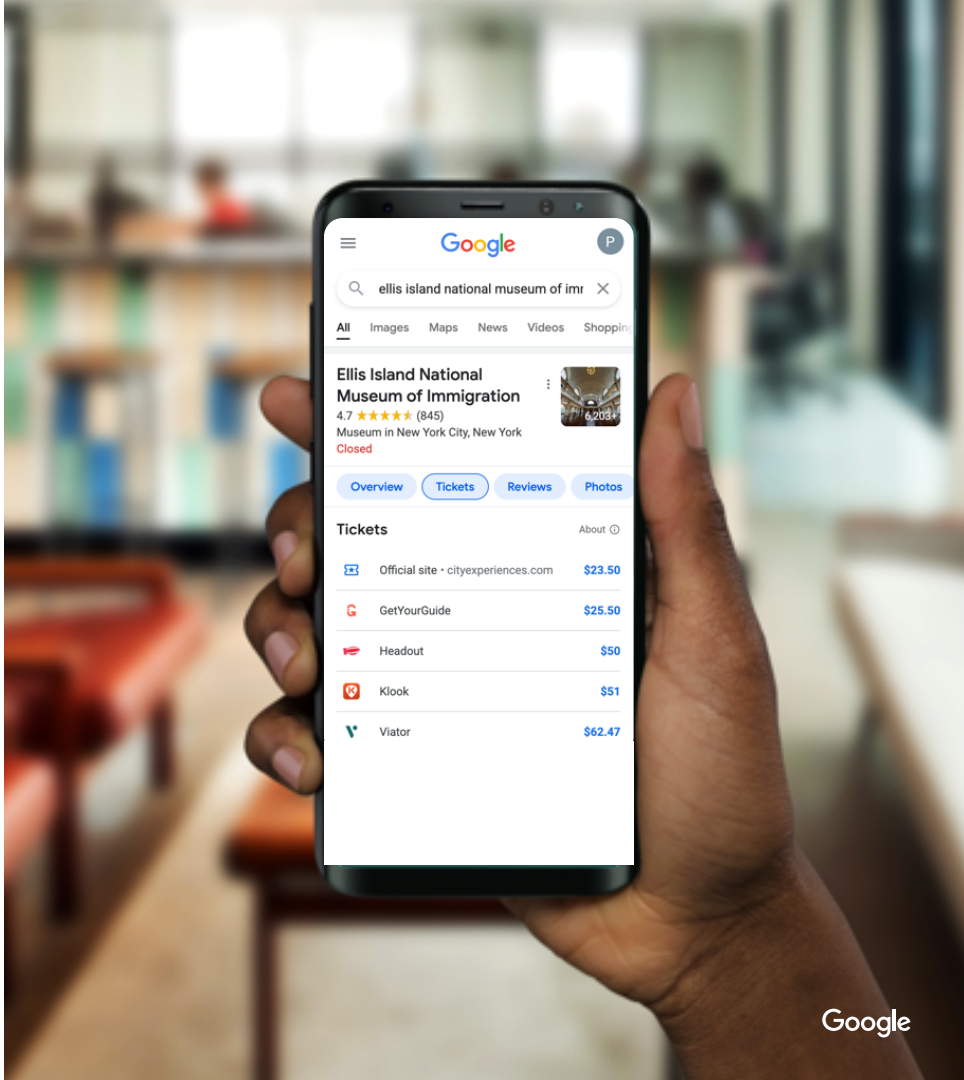
In August 2021 we have turned down the Reserve with Google program for Things to do

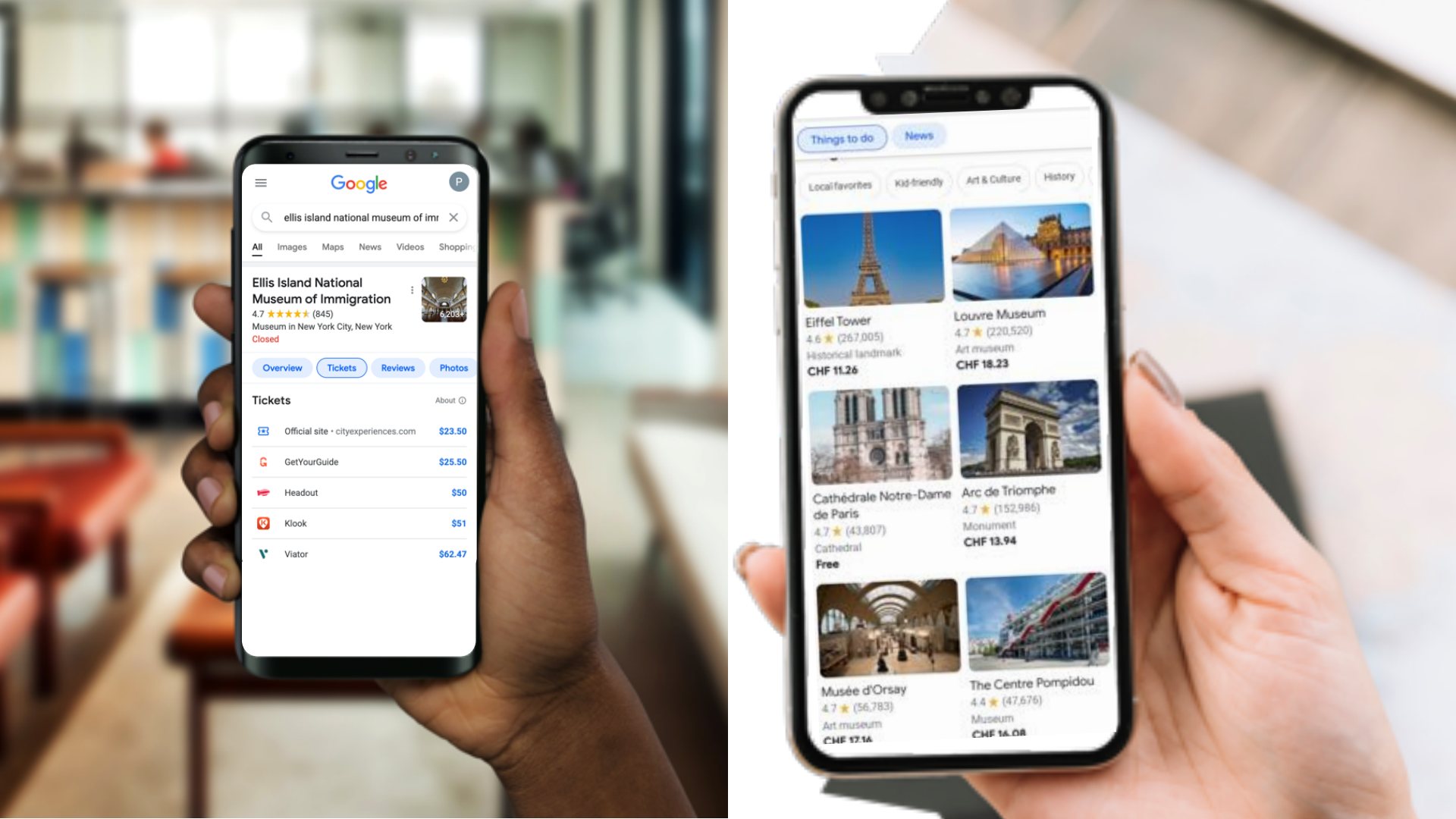
We have launched the first version of Things to do Search

Reach users across **different stages of travel and Google surfaces**. Increased **focus on discovery & planning**.

Users link out directly to the Fareharbor booking form. Partners own the customer relationship.

Easy to integrate with. If you're already partnering with one of our integration partners (like Fareharbor), no actions are needed!



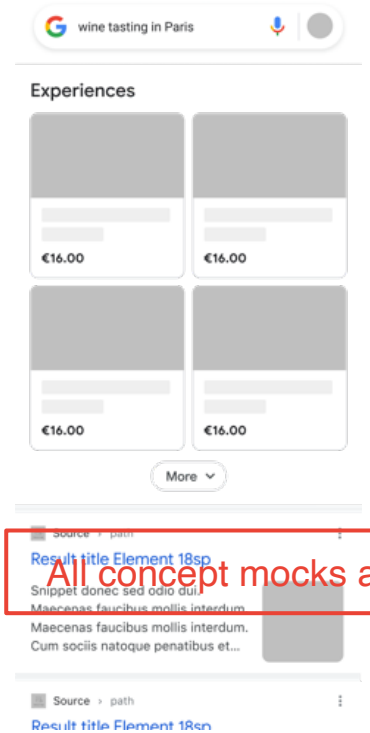

Google
ellis island national museum of imr
All
Images
Maps
News
Videos
Ellis Island National Museum of Immigration
4.7 (845)
Museum in New York City, New York
Closed
Overview
Tickets
Reviews
Photos
Tickets
About
Official site · cityexperiences.com
$23.50
GetYourGuide
$25.50
Headout
$50
Klook
$51
Viator
$62.47
Things to do
News
Local favorites
Kid-friendly
Art & Culture
History
Eiffel Tower
4.6 (267,005)
Historical landmark
CHF 11.26
Louvre Museum
4.7 (220,520)
Art museum
CHF 18.23
Cathédrale Notre-Dame de Paris
4.7 (43,807)
Cathedral
Free
Arc de Triomphe
4.7 (152,986)
Monument
CHF 13.94
Musée d'Orsay
4.7 (56,783)
Art museum
The Centre Pompidou
4.4 (47,676)
Museum

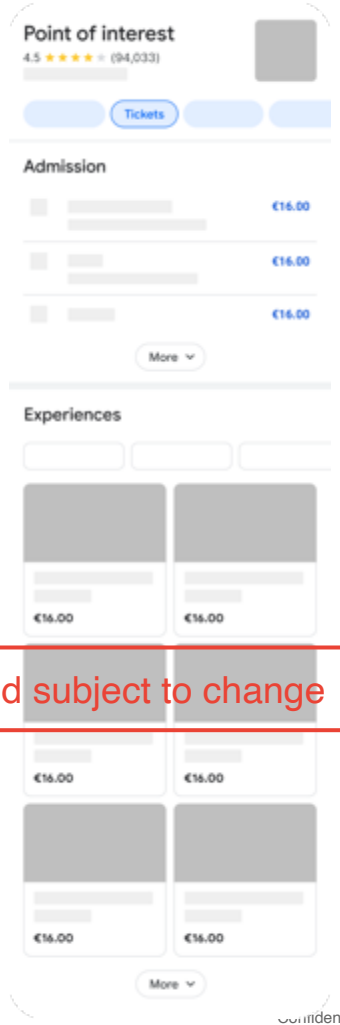
What about
Tours and Activities?

In the next months, Google **will release new surfaces for Things to do that will allow T&A inventory to surface**

We will add an “Experiences” section to the Booking Module and launch a new Experiences module for queries such as “Bike tours in Zurich”

What they may look like





All concept mocks are illustrative and subject to change

Confidential + Proprietary

How can you be prepared?

Check with Fareharbor that you've enabled Things to do
Work with your Connectivity Team to make sure you're eligible to appear on Things to do

Make sure your content is optimized
The quality of your images, descriptions, price accuracy and landing pages are important factors in determining how your activities will be ranked

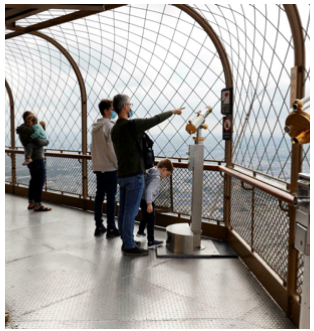
Keep the data fresh
It's important to make sure your data is always up to date. Any time you make changes, just remember to update your listing on Fareharbor. We'll take care of the rest

Same activity, different content

Your activity

Entry ticket, Eiffel Tower, champagne tasting included

Tour in Paris: ticket for top floor access to Eiffel Tower with Champagne



1.7 ★★☆☆☆ 7 reviews

Champagne tasting at the top of the Eiffel Tower

4.7 ★★★★½ 3321 reviews

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Google

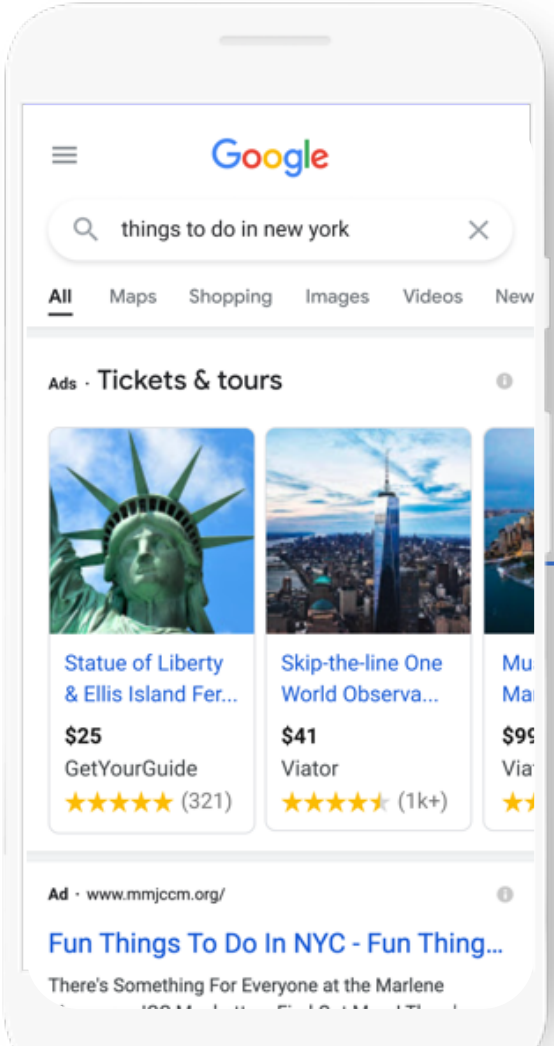
Proprietary + Confidential

Things to Do Search

Things to Do Ads

Introducing
Things to do Ads

A new way to promote your business by catering to the needs of continuous travel planning, in an engaging and mobile-first way.



- Carousel of offers
- Rich Content
- Top Ad Slot
- Feed & Intent Based
- Can be combined with text ads
- Most Search Ads capabilities

Proprietary + Confidential

Things to do ads surface in response to a broad base of activity queries

Query Format	Examples
[Things to do] + [destination]	Things to do in Paris, fun activities in Paris, top attractions in Chicago
[Specific activity] + [Destination]	Walking tours of Paris, boat tours in Venice, museums in Paris, beaches in Sydney, amusement parks in Tokyo
[Point of Interest]	Eiffel Tower, Statue of Liberty, Grand Canyon
[Specific activity] + [Point of Interest]	Great boat tours of Acadia National Park
[Point of Interest] + [tickets, tours, shows]	Disneyland tickets, Moulin Rouge shows, tours of the Eiffel Tower
[Point of Interest] + [Destination]	Eiffel Tower Paris

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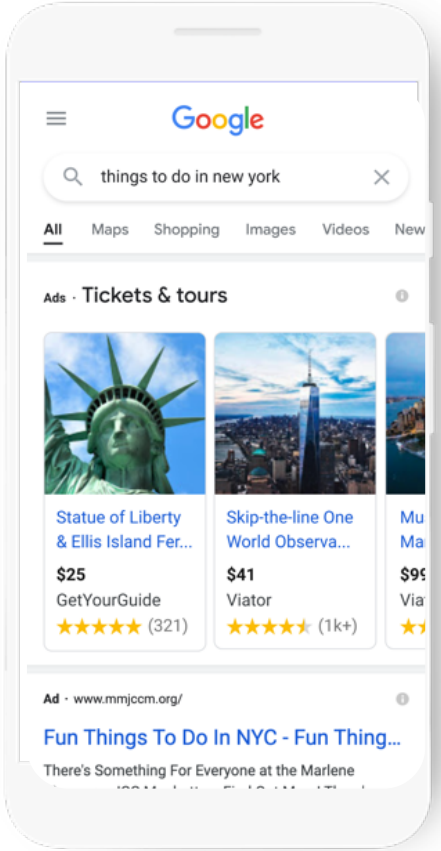
Things to do Ads placement details



Content	Rich content, with ratings, prices, reviews and partner names
Feed Based	No additional integration required from partners - it's using the same source of information as Things to do Search
Bidding	Partners can set budgets and bids via their Google Ads account (compatible with nearly all search bidding strategies)
Targeting	Query targeting is based on user intents, not keywords. Google matches your inventory to specific attraction and activity queries for broadest reach
Placement	The unit shows on top of the Search Results Page
Destinations	Active on 54 destinations across the world.
Languages	English, Italian, Japanese, Spanish, German, Chinese (Traditional)

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Expect change

We are very serious about Things to do and you can expect us to keep investing in this vertical.

We'll keep our partners in the loop and do our best to make sure you're well prepared.

As we expand the scope of our product, please remember that things will change fast.

If you have any questions or feedback, please contact your Fareharbor Connectivity Team.

Thank You

Google