

June 15, 2023

FAREHARBOR
webinars



Driving Direct Bookings with Google Things to Do

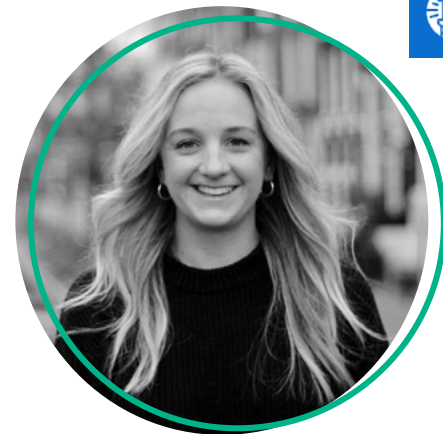
The Setup and Integration with FareHarbor



Olivia Geraghty

Director of Connectivity at **FareHarbor**

Amsterdam



Olga Chatzidoukaki

Strategic Partnerships Development

Manager at **Google**

Zurich



Today's Agenda



**What is Google
TTD? And why
use it?**

**How to get
setup**

Q&A



What is Google Things to do (GTTD)?



Our mission is to be the **trusted** place where travelers go for the most **useful** information to make **fast, effortless** decisions



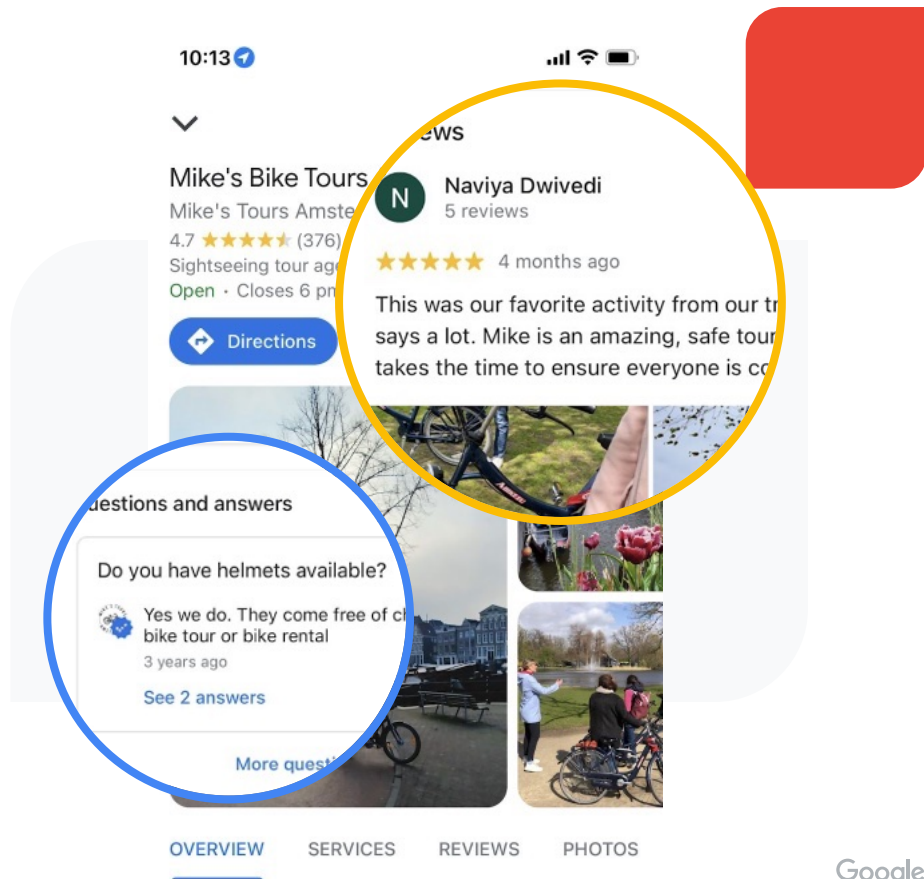
Travelers come to Google to search for things to do and get more information **before** they decide to **book**

On average, local results in Search **drive more than 4 billion connections for businesses** every month, including website clicks, phone calls, directions, and reservations

Searches for “unique things to do near me” have grown globally by **over 100% YOY**

Google Blog, 2020
<https://blog.google/competition/#facts>

Google Data, Global English, Nov 23, 2021 - Jan 21, 2022 vs Nov 23, 2020 - Jan 21, 2021



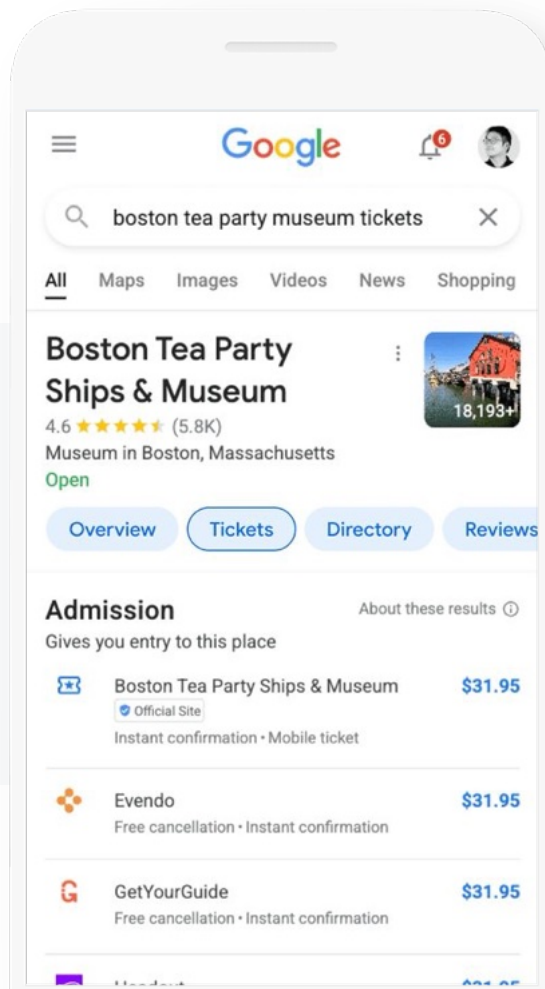
We're making it easier for visitors to **book attractions, tours and experiences** and **compare options**

- TTD programme allows our partners that are focused on tours, activities and attractions to link their reservation page on Google knowledge panel - powered by a single feed integration through your connectivity provider

- People can now **quickly compare** ticket options for particular attractions

- Users **link out directly to partner websites**. Partners own the customer relationship, and a simpler integration means we can scale faster to more formats & surfaces

- **Free for all partners**



The breadth of Google things to do

Attractions

Tours and activities

Categories

Ads

Admission

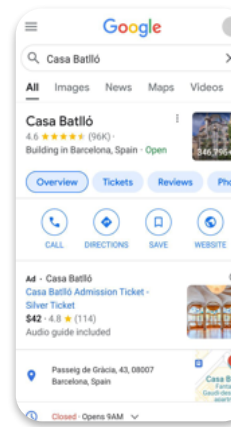
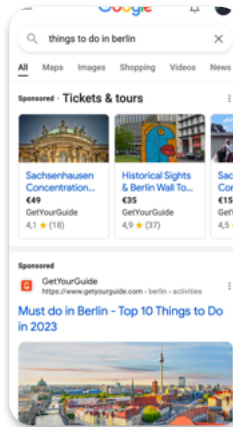
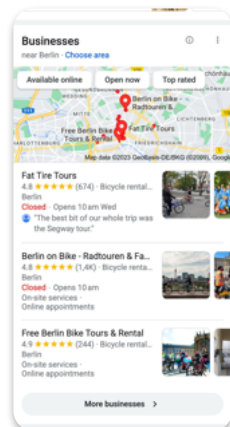
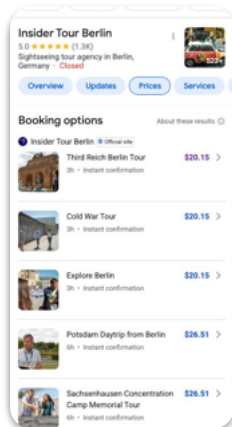
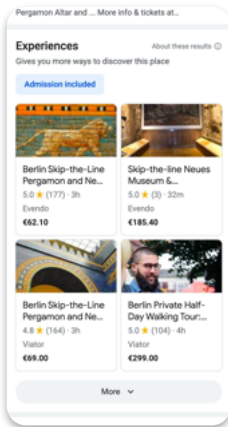
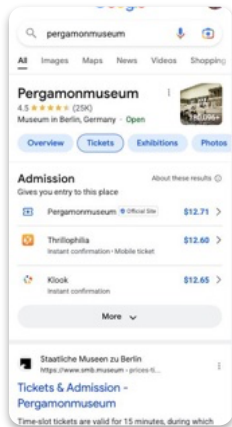
Experiences

Operators

Categorical search

Carousel

Placesheet



“Pergamon Museum”

“Pergamon Museum”

“Insider tour Berlin”

“Bike tours in Berlin”

“Things to do in Berlin”, “Casa Batlló”

Connectivity Provider or Google Business Profile

Connectivity Provider

Connectivity Provider or Google Business Profile

Google Business Profile

Connectivity provider / Google Ads



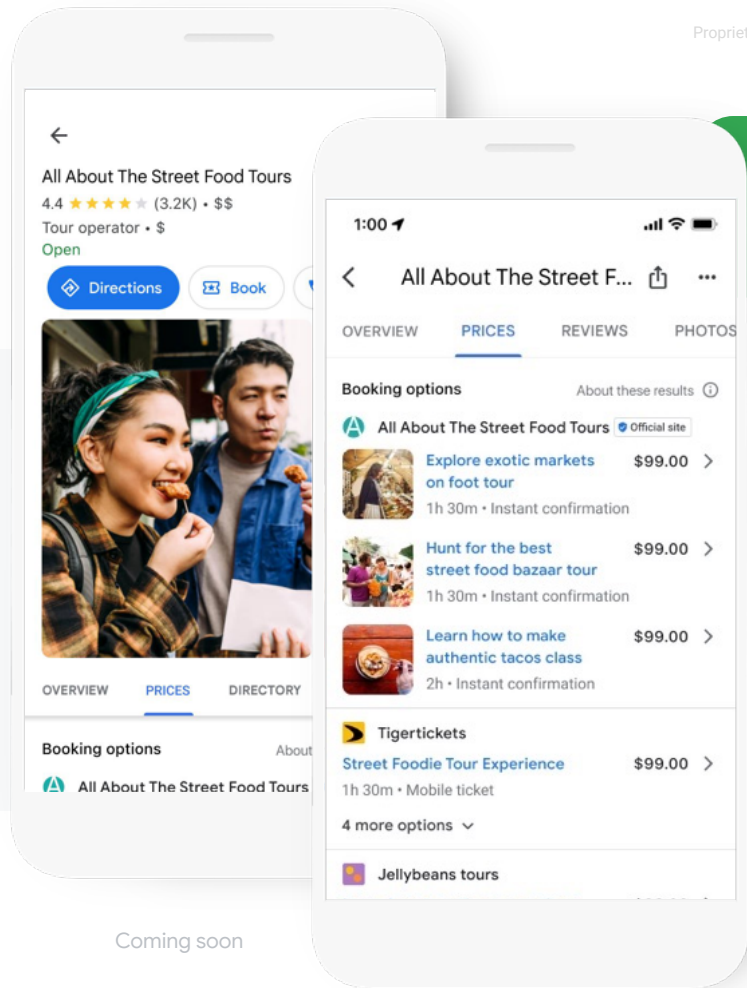
We have recently **launched** the **tour & activity** operator booking module

Users link out directly to partner websites.

Partners own the customer relationship, and a simpler integration means we can scale faster to more formats & surfaces.

Focus on giving users a comprehensive overview of booking options, but we will always give prominence to the official provider

Free listings for all partners

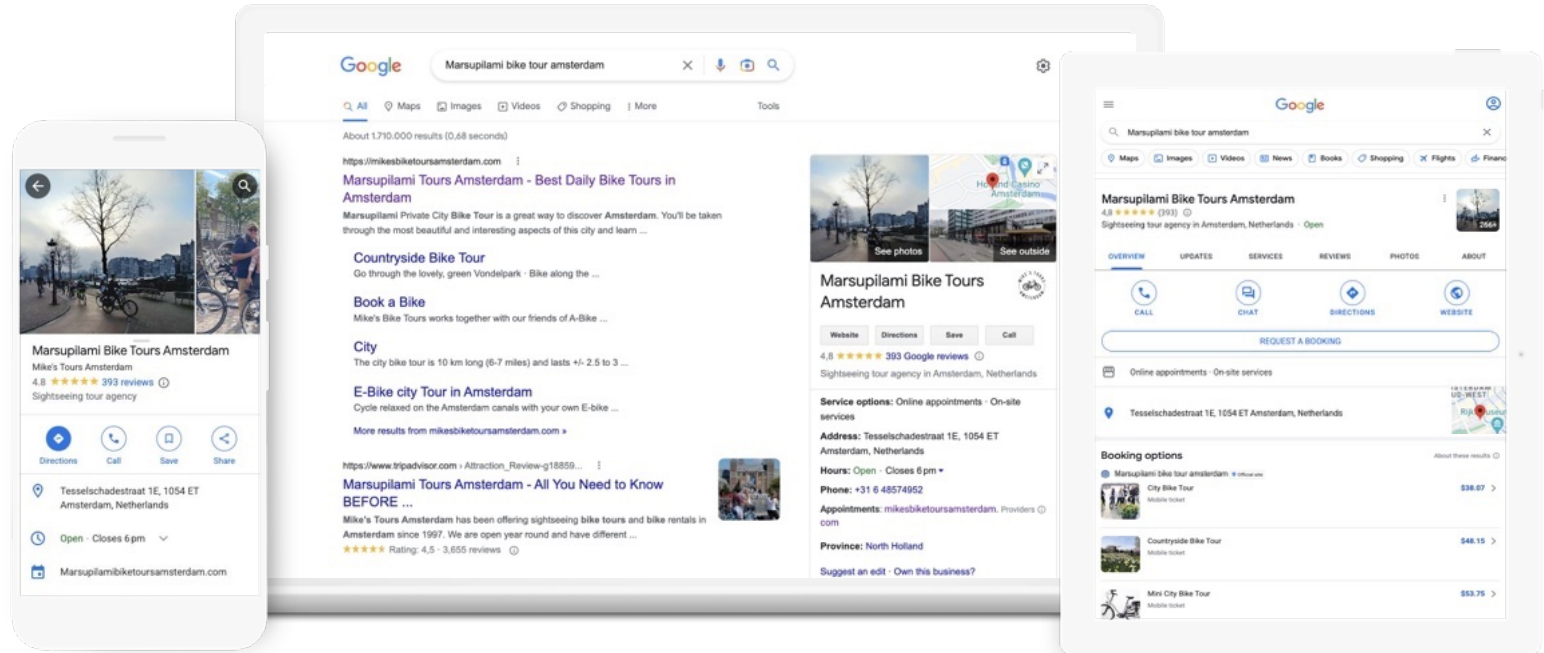


Coming soon

A decorative graphic consisting of several colored shapes: a red square, a blue square, a yellow square, and a green square, all with rounded corners. There are also two light gray circles. The shapes are arranged in a scattered pattern around the central text.

Google Business Profile

What is a Google Business Profile?



Google Business Profile helps Tour Operators & Attractions to manage their business information and interact with potential visitors across Google Search and Google Maps.

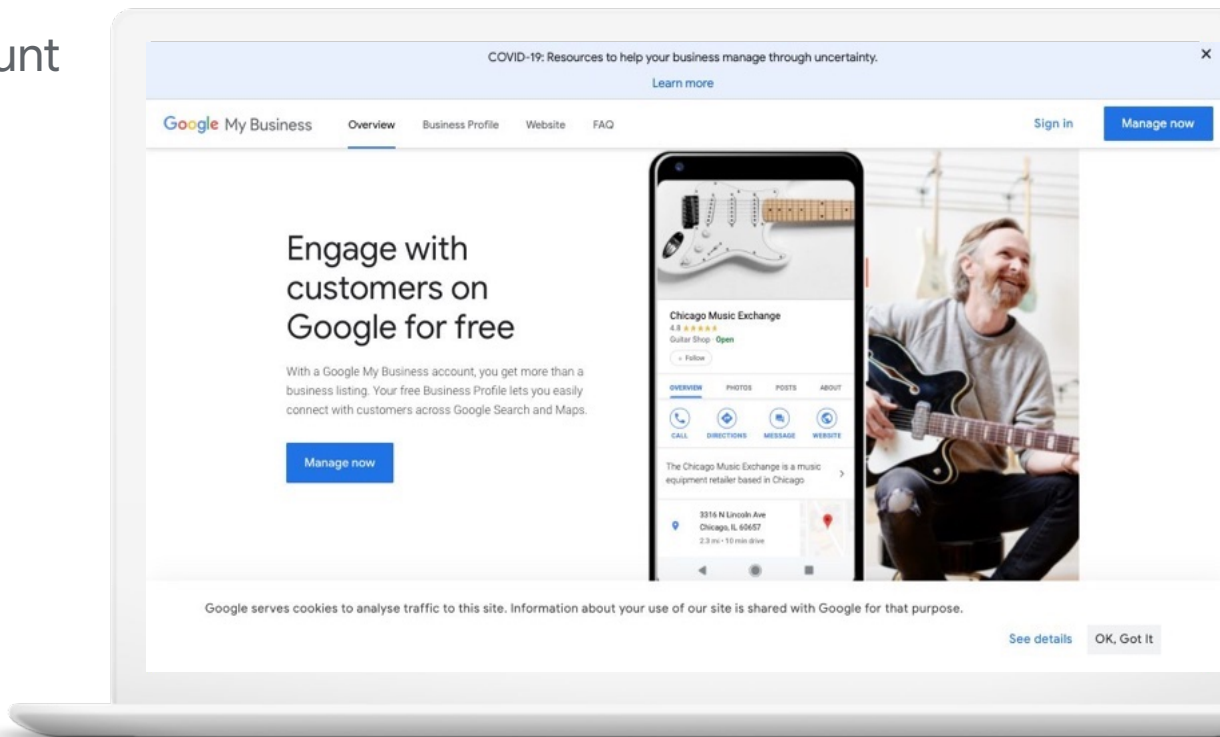
1

Sign Up:

Register for a Google Business Profile account

Sign into your Google account

Visit google.com/business and click “Manage Now”



Select Your Business Details and category

Screen 1: What's the name of your business?

Business name

By continuing, you agree to the following [Terms of Service](#) and [Privacy Policy](#)

Next >

Screen 2: Do you want to add a location customers can visit, like a shop or office?

This location will show up on Google Maps and Search when customers are looking for your business

Yes

No

< Back Next >

Screen 3: Do you also serve customers outside this location?

For example, if you visit or deliver to your customers, you can let them know where you are willing to go

Yes, I also serve them outside my location

No, I don't

< Back Next >

Screen 4: What's the address?

Malaysia

Street address

Village/Township

Postcode

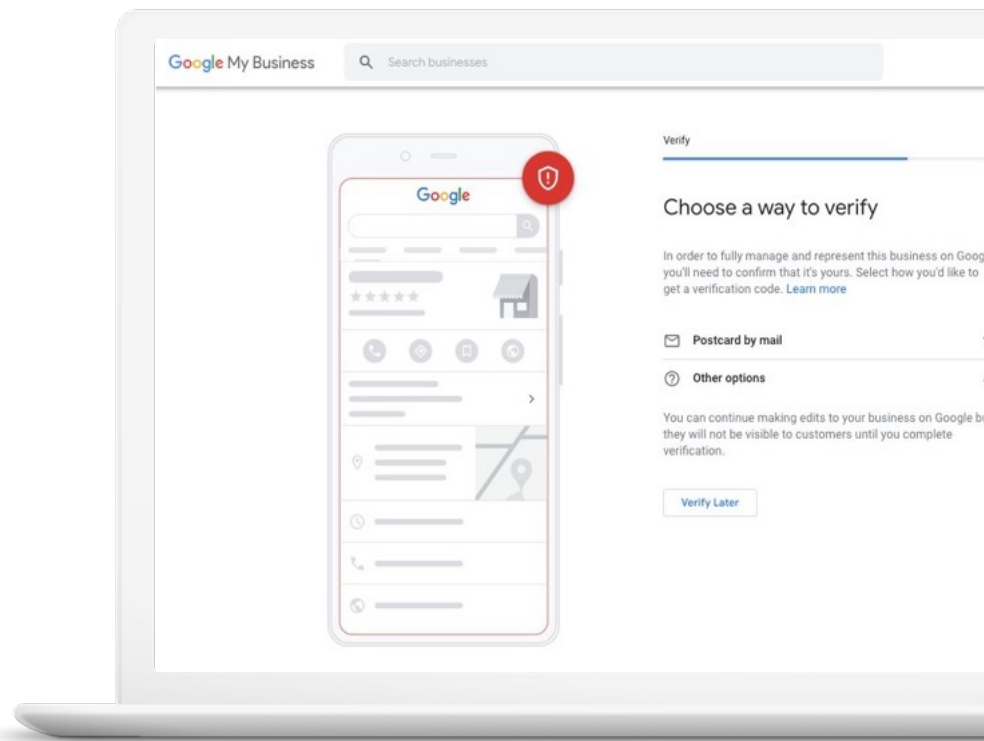
Town/City

< Back Next >

Your verification is on the way

Most postcards arrive in about 5 days. When it arrives, sign in and click the **Verify now** button, and enter the verification code.

Click **Submit**.



2 Manage your details:

Add your business information



Address



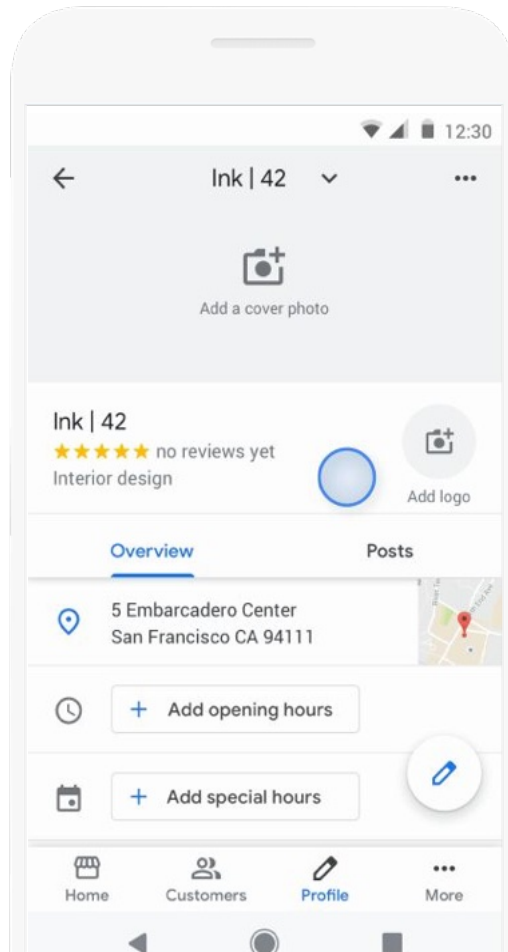
Operating hours



Phone number



Website



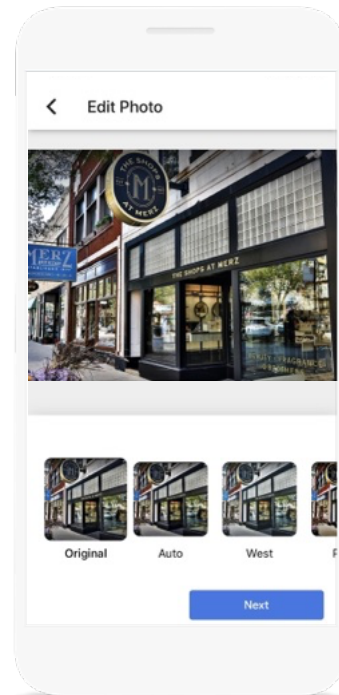
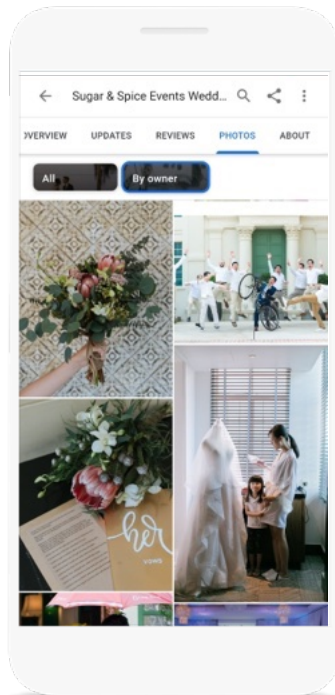
Add Business photos

90%

of guests are more likely to visit a business that has photos on a search results page.



You can learn more about the types of business Specific photos [here](#). Be sure to also follow the correct sizing and best practice [guidelines for local business photo uploads](#), and read our [Help Center article](#) to ensure best practices.



3

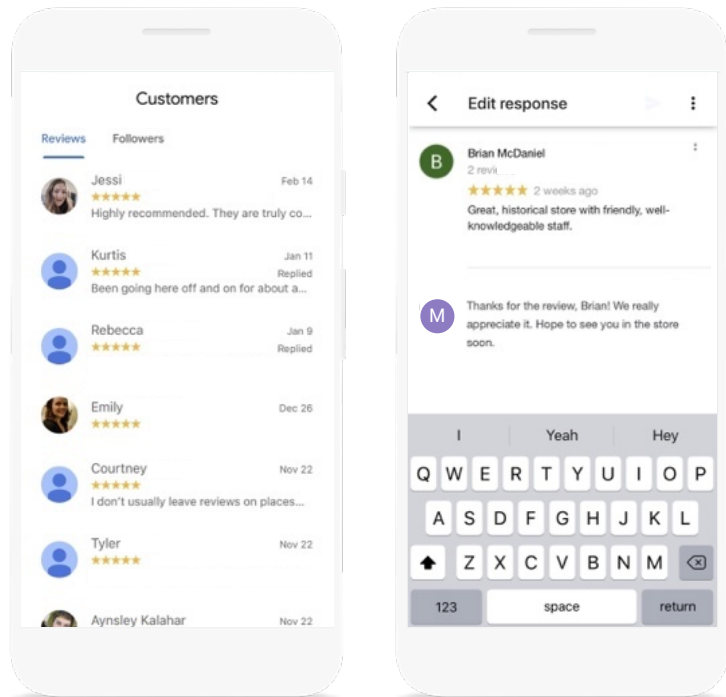
Engage with customers

Read & Respond to Reviews

Be notified when guests write reviews about your business

Build brand loyalty by responding

Reply with your point-of-view, solutions, answers, or thanks





What are the benefits of Google Things to do?



Capture More Direct Bookings

- **In-destination customers searching your company in Google are directed to your booking links**
 - Millions of people around the world search for Tours on Google every day - be prepared for peak season
 - Appear on mobile and Maps
- **Bookings include all the same information as a traditional online booking.**
- **Commission-free bookings! These bookings come at no cost to you.**

Benefits of
Google Things
to Do





How to get set up on Google Things to do



In Google

- Claim and verify your business on Google
- Make sure all the basic business information is up to date
- Make sure the right category is selected in GBP
 - a. Travel Agency, Tour Operator, Tour Agency
- No Tour options added to the Shopping products Tab
- Products (Tours) and prices adhere to existing Google [policies](#)





What do you need in FareHarbor to get setup?



Company Logo

- Check that you have uploaded your company logo to your FareHarbor dashboard

Product Photos

- Make sure your FareHarbor items have photos set up within your listing details (Google will select the highest quality image from the set of images provided by you and does not guarantee the first image will be selected.)

Address

- Google Business Profile address matches FareHarbor company default [location](#) address



What do you need in FareHarbor to get setup?

Pick the right products to sell

- Products must have per person (adult, person, passenger, etc) pricing
- No retail items or gift cards
- Regular availability (more than two days a week)
 - Must have availability in the next 30 days to show on Google
 - If you want to prep ahead of your busy season and don't have availability in the next 30 days, you can still submit a request to get connected today!
- You can sell up to 10 tours



FAREHARBOR



What do you need in FareHarbor to get setup?

Reach out to us!

- Once you have prepared your FareHarbor dashboard and your Google Business profile, [reach out](#) to the FareHarbor Connectivity team to enable this integration for you!
- Our team will let you know once the integration is live and can assist you with any further questions.



FAREHARBOR



Q & A



Q & A

Questions

How much does it cost to enable this integration?

- It's free! As a FareHarbor client this is a completely free service to you.

Will GTTD use the businesses own confirmation email?

- Yes! For any booking made through GTTD the customer receives your FareHarbor confirmation, reminder and follow up emails.



Q & A

Questions

I filled out one form to add my tour at Google Things to Do, but I don't know if that was approved by Google. Could you tell me how I know that? Why are some locations not on Google Things to Do?

- We have much more visibility into when your products go live on Google than we previously did and now can tell you when your products go live. If you are unsure if your products are enabled please reach out to our team by emailing support@fareharbor.com.
- To qualify for tour operator booking module, you have to have on your GBP as a category: Tour operator, travel agency or tour agency.



FAREHARBOR

community

Check out **FareHarbor's Official Community** page on Facebook!

Join us at **[Fareharbor.com/community](https://www.fareharbor.com/community)**

Here you'll get to interact with our **FareHarbor experts** and with your fellow **tour/activity/attraction business owners** of all experience levels.



Our goal is to help each other grow our businesses by **making more money**, **saving money** and **saving time**.

FAREHARBOR

SPARK

ORLANDO 2023

FAREHARBOR'S MOST ANTICIPATED EVENT
IS EXPANDING TO *ONE AND A HALF DAYS!*

Join us as we unveil the latest growth strategies, tackle industry changes head on, and build better businesses, **together**.

OCTOBER 8-9, 2023

VISIT [SPARK.FAREHARBOR.COM](https://spark.fareharbor.com) TO REGISTER NOW





Thank you!