

# What's New

## in Google in 2020?

Product Updates Impacting Destinations and Travel Businesses

*March 2020*

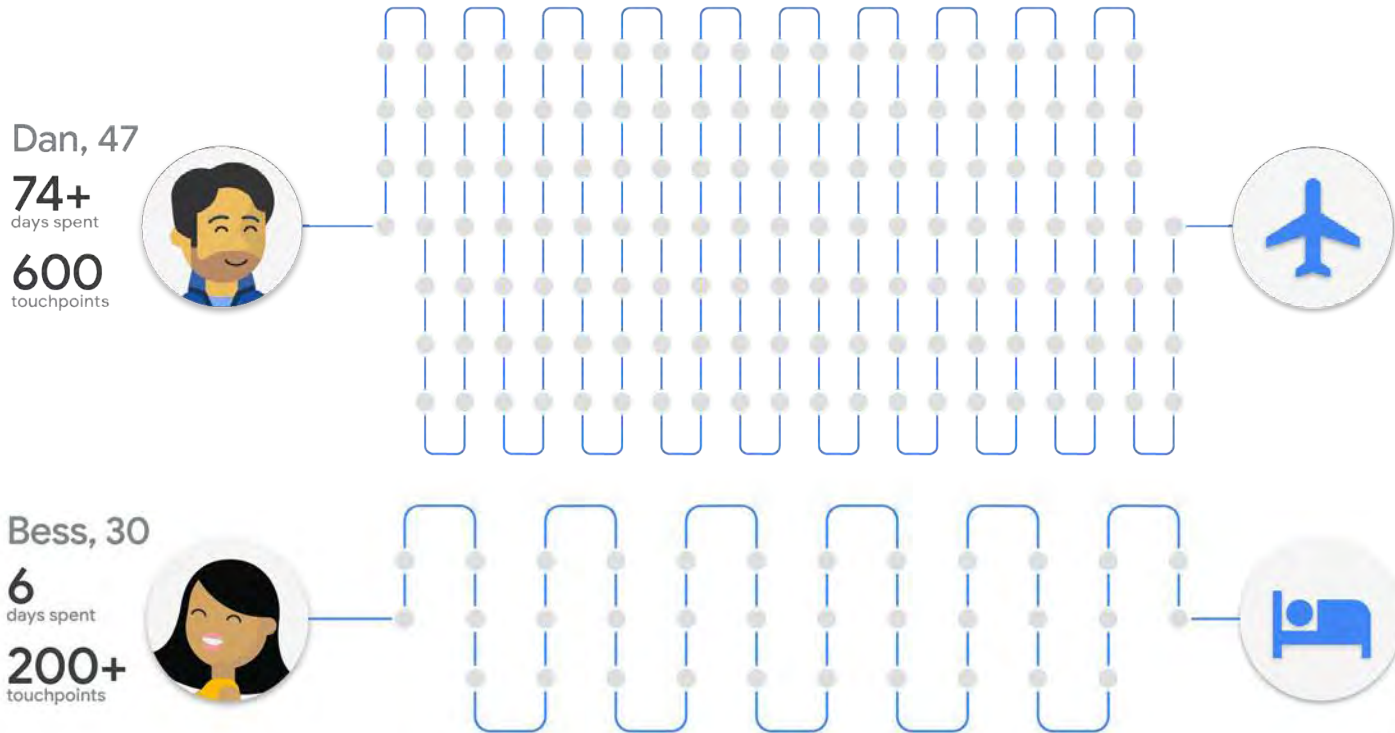
# The average traveler spends 13% of their time online conducting travel-related activities.<sup>1</sup>

That won't surprise anyone who's ever started planning an Alaskan vacation after scrolling through a friend's wilderness photos or researched Rio hotels after watching a documentary about Carnival.

When it comes to travel, inspiration is everywhere. As a result, the purchase path is full of twists and turns. It ranges from days to months, stretches across thousands of touchpoints, and generates a mountain of data in the process.



# No “Typical” Traveler Journey



Source: Google/Verto, Sep 2017 – Jul 2018, U.S., n=5,958, A18+. Touchpoints include desktop and/or mobile website page views, searches, online video views

## U.S. Direct Traffic in 2019

Millions of Visits (Desktop + Mobile)



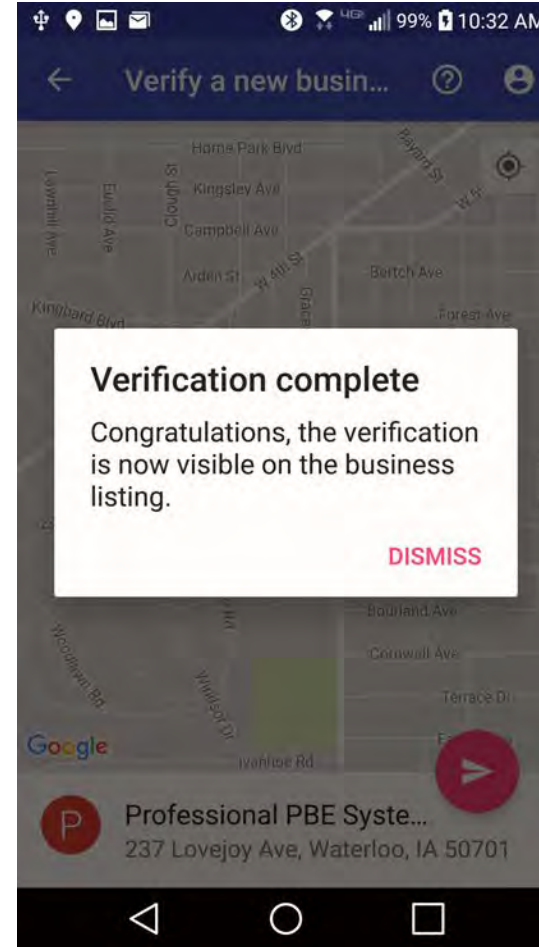
Source: SimilarWeb. Data as of February 2020.

# RIP Trusted Verifier App

In Memoriam:

# Trusted Verifier

- White-list app was first introduced in 2016 to help increase the number of businesses verified on Google.
- App no longer supported as of December 17, 2019.
- Replaced by new tool: **My Business Provider**

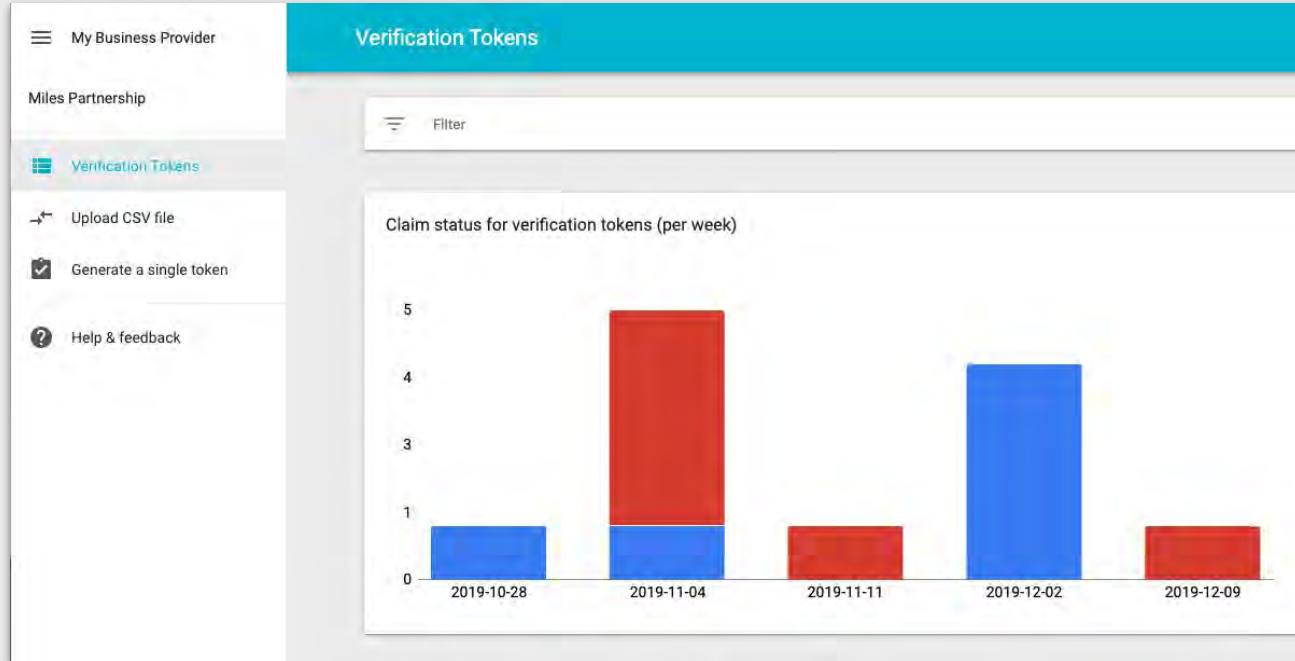


# A Better Tool For DMOs

Web-based application  
allows use on Android &  
iOS as well as desktop  
devices

Improved tracking of  
verification status

No in-person visit  
required to verify a  
business





- My Business Provider
- Miles Partnership
- Verification Tokens
- Upload CSV file
- Generate a single token**
- Help & feedback

## Generate a single token

Mandatory fields (required to generate the token)

Location name  
5th & 55th Residence Club

Region  
United States

Optional fields (recommended if available)

Address (line one)  
5th & 55th

Address (line two)  
New York

Postal code  
10022

Successfully generated token: ART-PJS-87M

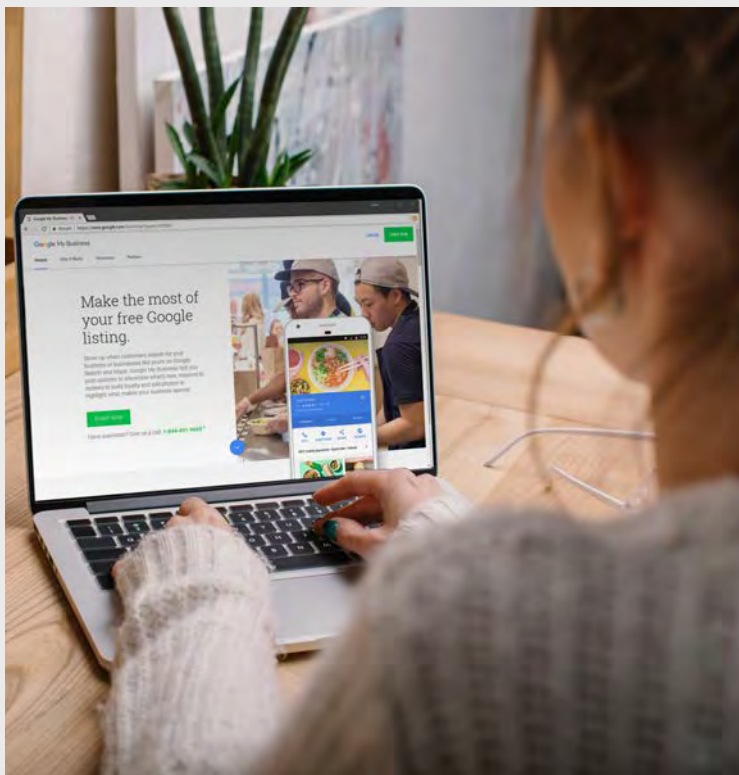
The tool allows users to generate a single verification code, or bulk upload several businesses at once.

All you need to do is supply the verification code to the relevant business.

Code is valid for 90 days.







Google

Sign in  
to continue to Google My Business

Email or phone

Forgot email?

More options

NEXT

English (United States) Help Privacy Terms

business.google.com/create/pvp

Google My Business

Enter your unique verification code below

You're only a few steps away from managing your business on Google. [Learn more](#)

PIN number

Get started

To complete the verification, the owner will need to **login to the account** that will become the owner of the business then **visit this URL: [g.co/pinverify](https://g.co/pinverify)** and enter their unique verification code

## Google My Business Verification: Instructions for Business Owners



There is also a PDF which you can supply to owners along with their (single) unique code. This outlines in more detail the steps they need to follow.

Downloadable here:

<https://drive.google.com/file/d/1xou5j0XcTvuffXjn7CTnd5yaLeOz7Nly/view>

## My Business Provider DMO Application

Application for access to My Business Provider, a tool to verify business listings in your destination. Google will follow up by email after your application has been reviewed.

\* Required

Name of DMO \*

Your answer

Website \*

Your answer

Office address \*

Your answer

1. What service/s do you offer to businesses? \*

Your answer

In order to access My Business Provider, destinations **must apply by completing a questionnaire** from Google.

Once your account is approved for My Business Provider, go to: <https://partnerdash.google.com/mybusinessprovider/>

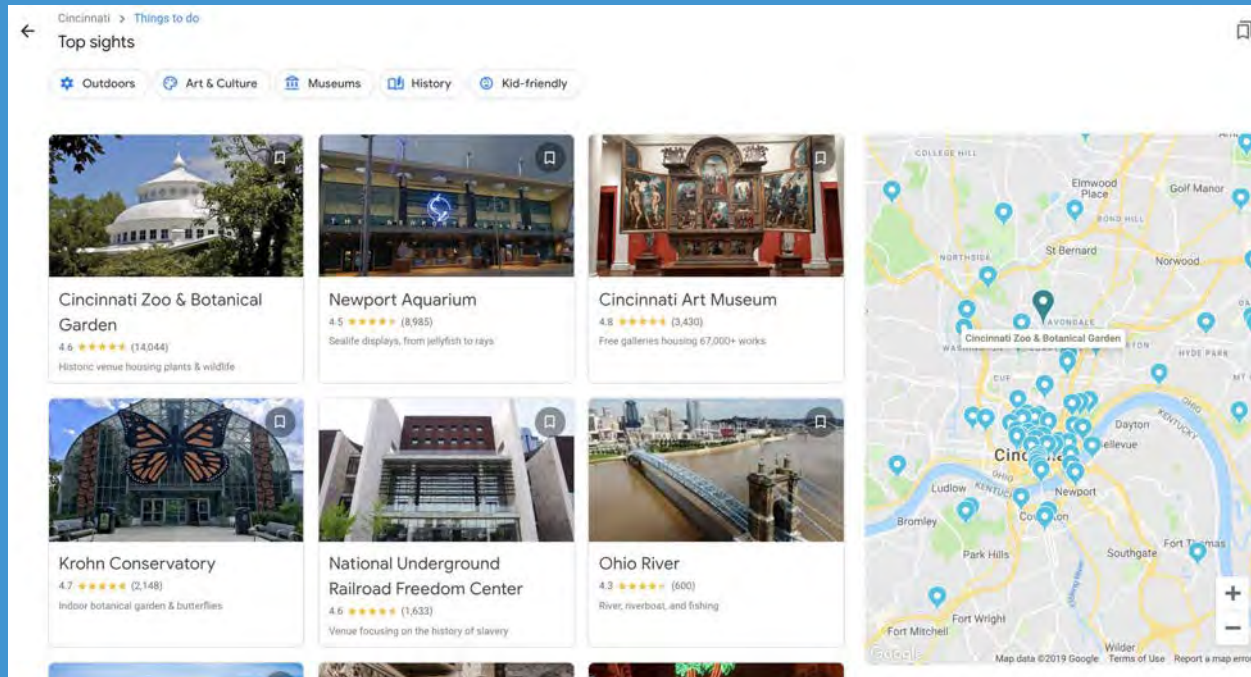
<http://bit.ly/mybusinessprovider>

# Top Sights Redesign

## Redesign of Top Sightings in the Travel Guide September 2019

The Top Sightings section of the Travel Guide has been redesigned, introducing expanded content, new product behaviors and opportunities for DMOs.

Changes are a blend of elements we'd seen in mobile search and functionality from the Trips app.



The section now features up to 100 points of interest, and clicking on an individual location opens up business information panel and then pushes to search results.

This could potentially increase the opportunity for organic traffic to DMO sites that rank well in searches for individual POIs.

### Carew Tower - Wikipedia

[https://en.wikipedia.org/wiki/Carew\\_Tower](https://en.wikipedia.org/wiki/Carew_Tower)

Carew Tower is a 49-story, 574-foot (175 m) Art Deco building completed in 1930 in the heart of downtown Cincinnati, Ohio, overlooking the Ohio River ...

Architect: [W.W. Ahlschlager & Associates: Del...](#) Lifts/elevators: 14  
Architectural style: Art Deco Location: 441 Vine Street, Cincinnati, Ohio

[History](#) - [Gallery](#)

### Carew Tower Observation Deck | Downtown Cincinnati ...

<https://cincinnatiusa.com/things-to-do/attractions/carew-tower-observ...>

Get your camera ready for panoramic views of downtown Cincinnati and Northern Kentucky from the 49th floor of the highest elevated building in the city. ... Completed in 1930, Carew Tower stands 49 stories tall in the heart of downtown Cincinnati. ... Carew Tower is also home to 25 shops ...

### Carew Tower (Cincinnati) - 2019 All You Need to Know Before ...

[https://www.tripadvisor.co.uk/.../Cincinnati/Things to do in Cincinnati](https://www.tripadvisor.co.uk/.../Cincinnati/Things%20to%20do%20in%20Cincinnati)

★★★★★ Rating: 4.5 - 620 reviews  
19 Sep 2019 - Planning a trip to Carew Tower in Cincinnati? See 620 reviews, articles, and 372 photos of Carew Tower on TripAdvisor.

### Carew Tower : Millennium Hotels and Resorts

<https://www.millenniumhotels.com/attractions/united-states/cincinnati>

Once the Art Deco inspiration for the Empire State Building, Carew Tower in downtown Cincinnati offers the best views of the city from its observation deck.


### Carew Tower / CincyUSA.com

<https://www.cincyusa.com/attractions/carew-tower>

Carew Tower is a 49-story, 574ft building completed in 1930 in the heart of downtown Cincinnati, Ohio, overlooking the Ohio River waterfront. It is the ...

### Carew Tower - Home | Facebook

[https://www.facebook.com/Places/Cincinnati/Workplace & Office](https://www.facebook.com/Places/Cincinnati/Workplace%20&%20Office)



### Carew Tower

Building in Cincinnati, Ohio


Carew Tower is a 49-story, 574-foot Art Deco building completed in 1930 in the heart of downtown Cincinnati, Ohio, overlooking the Ohio River waterfront. The structure is the second-tallest building in the city, and it was added to the register of National Historic Landmarks on April 19, 1994. [Wikipedia](#)

**Height:** 175 m, 190 m to tip CTBUH  
**Floors:** 49  
**Construction started:** September 1929  
**Floor area:** 128,000 m<sup>2</sup> (1,377,780.5 sq ft)  
**Owner:** Greg Power


**Did you know:** Carew Tower is the second-tallest building in Cincinnati at 574 / 175 (ft / m). [wikipedia.org](#)

#### People also search for


View 15+ more




Great American Tower at...




Scripps Center



PNC Tower



Cincinnati Museum Center at...



The Cincinnati Hotel, C...

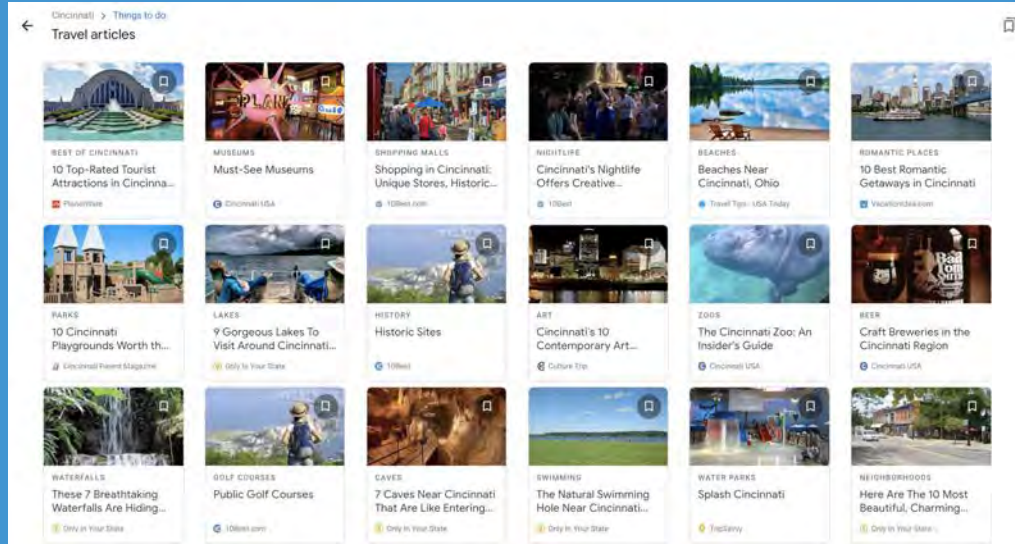
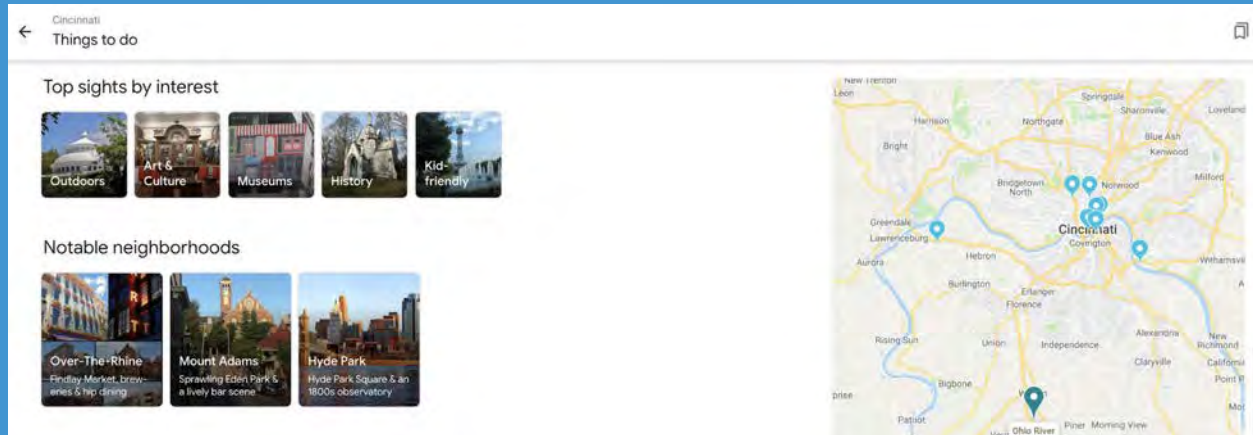
[Feedback](#)

**miles**  
PARTNERSHIP



In addition to the redesigned section, there is a new page called “Things to Do” that includes a pathway into Top Sights, as well as other content units that vary from market to market.

Notable Neighborhoods, Popular Food Items, and an expanded section of Travel Articles have been seen so far.





# Rising Local Search Demand

Google

# Small Business Search Trends

in 2019



Search interest in

“mom and pop shops”

hit a 3 year high.

The most searched for  
mom-and-pop shops are:

- 1 Restaurant
- 2 Diner
- 3 Pharmacy
- 4 Coffee
- 5 Pizza



over the past five years



more search interest in  
“local” + “near me”  
than 10 years ago.

Google called out significant increases in searches for “local” businesses in 2019 as part of its Small Business Search Trends.

More people are turning to Google when looking for information about nearby businesses

This includes searching for locally owned small businesses and trying to find businesses by category “near me.”

Completeness of business info in Google My Business plays into visibility for these queries.

miles  
PARTNERSHIP

# Removing Online Ordering from Restaurant Listings

## dp An American Brasserie

Website

Directions

Save

4.4 ★★★★★ 132 Google reviews

\$\$\$ American restaurant

RESERVE A TABLE

ORDER DELIVERY

Buzzy spot offering French classics, burgers & comfort bites, as well as an extensive wine list.

**Ad** Get \$12 Off Your 1st Order

dp An American Brasserie - Albany, NY - Delivered by Grubhub  
Order Now · grubhub.com

GRUBHUB

**Address:** 25 Chapel St, Albany, NY 12210

**Hours:** Open · Closes 10:30PM

**Phone:** (518) 436-3737

**Reservations:** opentable.com

**Order:** grubhub.com, seamless.com, doordash.com

Suggest an edit

**Know this place?** Answer quick questions

Questions & answers

See all questions (1)

Ask a question

Popular times

Tuesdays

2 PM: Usually not busy

## Opt Out of Online Food Orders on Google

Please do NOT use this form for requests related to Order URLs on your Business Profile.

Learn how to [update your Order URLs](#).

\* Required field

You're currently signed in as **patrick.rogers1981@gmail.com**

If this isn't the account associated with your issue, please [switch accounts](#).

What is your name? \*

What is your email address? \*

What is the official email address used to manage your business on Google My Business?

Business name

As seen in the Google My Business dashboard

Business address

The form for restaurants who want to opt-out:

[https://support.google.com/business/contact/business\\_food?hl=en](https://support.google.com/business/contact/business_food?hl=en)