

WELCOMING TRAVELERS BACK:

DIGITALLY REOPENING YOUR ONLINE PRESENCE

A LOOK AT GOOGLE MY BUSINESS, YELP, & TRIPADVISOR

JUNE 19, 2020

miles
PARTNERSHIP

With You



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Agenda

1. Consumer Search Behavior
2. Inspire Confidence
3. Google My Business
4. Yelp
5. TripAdvisor

Consumer Search Behavior

A person is seated at a desk, engaged in travel research. On the left, a laptop displays a travel website with the word "TRAVEL" in large red letters. The website content includes a map of Myanmar and text about Bagan, an ancient city in central Myanmar. To the right of the laptop, a small globe sits on the desk. Further right, a vintage-style camera and a straw hat are visible. In the foreground, a person's hands are shown holding a tablet and writing in a spiral notebook with a pen. A small model of an airplane is also on the desk. The entire scene is overlaid with a semi-transparent dark filter, and the title "Consumer Search Behavior" is written in white text across the middle.

PEOPLE ARE LOOKING FOR ANSWERS ONLINE

A mockup of a Google search interface. At the top is the Google logo. Below it is a search bar with the text "is it safe |" and a microphone icon on the right. A dropdown menu shows ten search suggestions, each starting with "is it safe to travel to" followed by a location or "fly". At the bottom are two buttons: "Google Search" and "I'm Feeling Lucky". A small link "Report inappropriate predictions" is at the bottom right.

Q is it safe |

- Q is it safe **to travel to italy**
- Q is it safe **to travel to rome**
- Q is it safe **to travel to turkey**
- Q is it safe **to travel to paris**
- Q is it safe **to travel to venice**
- Q is it safe **to fly**
- Q is it safe **to travel to india now**
- Q is it safe **to travel to lanzarote**
- Q is it safe **to travel to egypt**
- Q is it safe **to travel to portugal**

Google Search I'm Feeling Lucky

[Report inappropriate predictions](#)

PEOPLE ARE LOOKING FOR ANSWERS ONLINE

● is it safe
Search term

+ Compare

United States ▼

Past 12 months ▼

All categories ▼

Web Search ▼

Interest over time ?

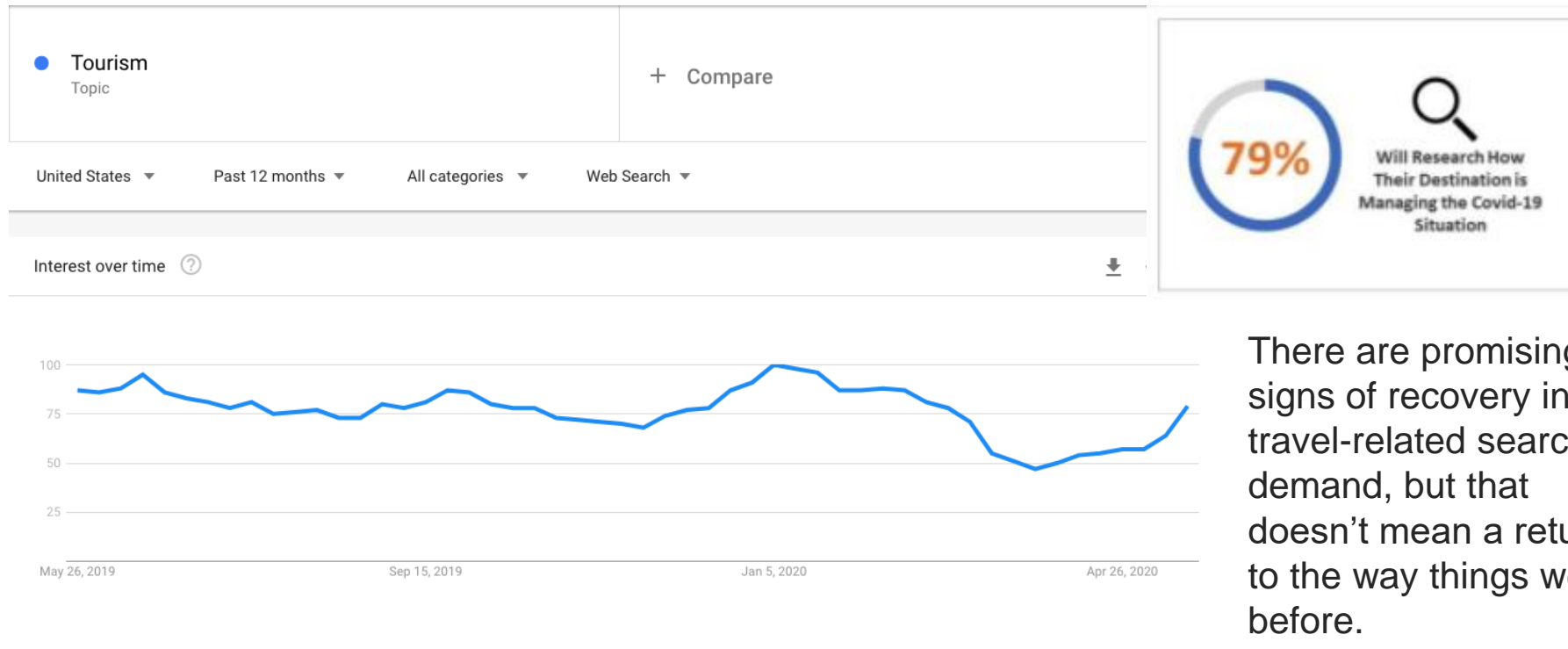


Related queries ?

Rising ▼ ⬇ ⬅ ➡

- | | | |
|---|---------------------------------------|----------|
| 1 | coronavirus is it safe to travel | Breakout |
| 2 | is it safe to fly coronavirus | Breakout |
| 3 | is it safe to go to grocery store | Breakout |
| 4 | is it safe to order takeout | Breakout |
| 5 | is it safe to go to the grocery store | Breakout |

PEOPLE ARE LOOKING FOR ANSWERS ONLINE



There are promising signs of recovery in travel-related search demand, but that doesn't mean a return to the way things were before.

Improve Safety



IMPROVE SAFETY

CURRENT TRAVEL SAFETY INFORMATION

Latest Information Regarding COVID-19

(VISIT FLORIDA updates this page daily)

Here's the latest information and guidance regarding COVID-19 from Florida Gov. Ron DeSantis, the state [Department of Health](#) and the [Centers for Disease Control and Prevention](#):

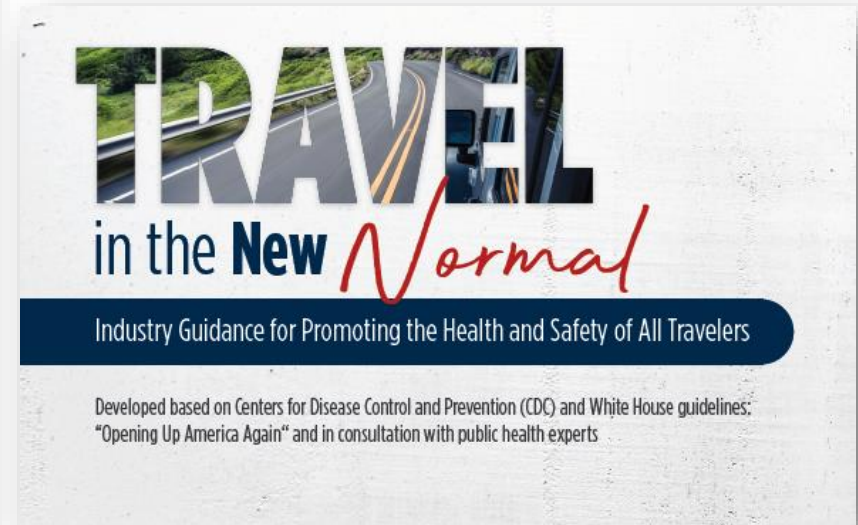
The [Centers for Disease Control and Prevention \(CDC\)](#) urges all Americans to stay home, avoid non-essential travel, and exercise the following safety precautions in public:

- Maintain at least 6 feet of distance from other people.
- Do not gather in groups.
- Stay out of crowded places and avoid mass gatherings.
- Wear a cloth face covering when around others

All persons in Florida over age 65 and/or with a significant underlying medical condition are urged to stay home and to take such other measures as necessary to limit their risk of exposure to COVID-19. [Click here](#) for more information.

www.visitflorida.com/en-us/current-travel-safety-information.html

IMPROVE SAFETY



IMPROVE SAFETY



A high-quality photograph of a seafood platter. The platter is filled with various grilled items: large prawns, squid with distinct grill marks, several mussels in their shells, and grilled vegetables including red bell peppers, tomatoes, and onions. Two small white ceramic bowls containing different sauces are placed in the center. The entire dish is served on a dark, rustic wooden board. The background is a dark, textured surface with some red peppercorns scattered on the right. The text 'Google My Business' is overlaid on the left side of the image, with a red underline under the word 'Google'.

Google My Business

GMB: AUTO CLOSURES



Plumeria Beach House

5000 Kahala Avenue, Honolulu, HI 96816

Marked as closed from Google

Reopen this business on Google



You can mark this business as temporarily or permanently closed. You can also remove it from your account.

[Mark as open](#)

GMB: AUTO UPDATES

Plumeria Beach House

5000 Kahala Avenue, Honolulu, HI 96816

Marked as closed from Google

✓ Verified (2 updates)

[Review updates](#)



This location has updated information from Google users or other sources.
Review these published updates to make sure that they're accurate. [Learn more](#)

[Accept all for this location](#)

Planning

Accepts reservations

Service options

No delivery

No dine-in

Takeout

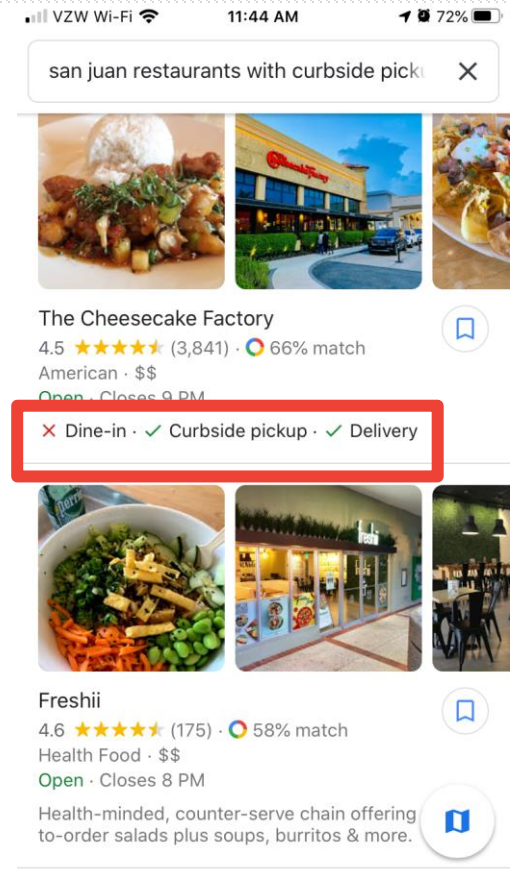
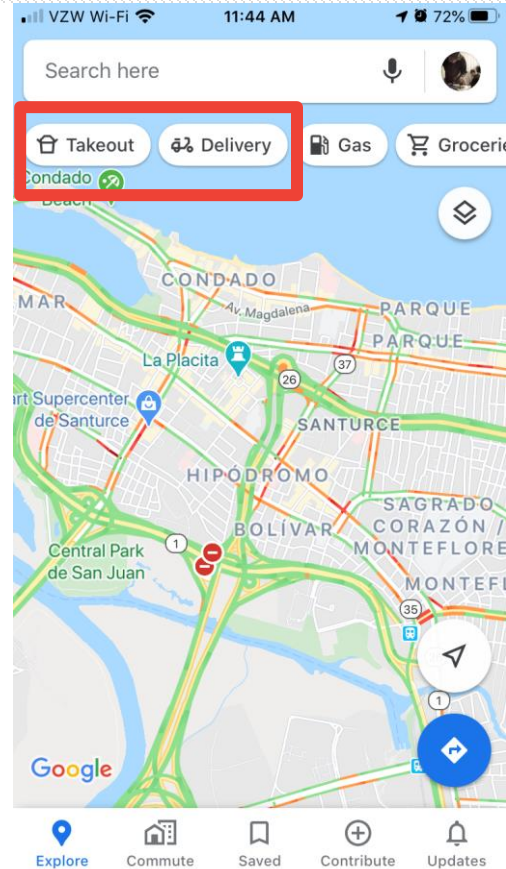
Scroll to the bottom to confirm

Confirm

GMB: ATTRIBUTES

Attributes influence visibility in specific types of search results and can change the appearance of your listing by highlighting information you've added.

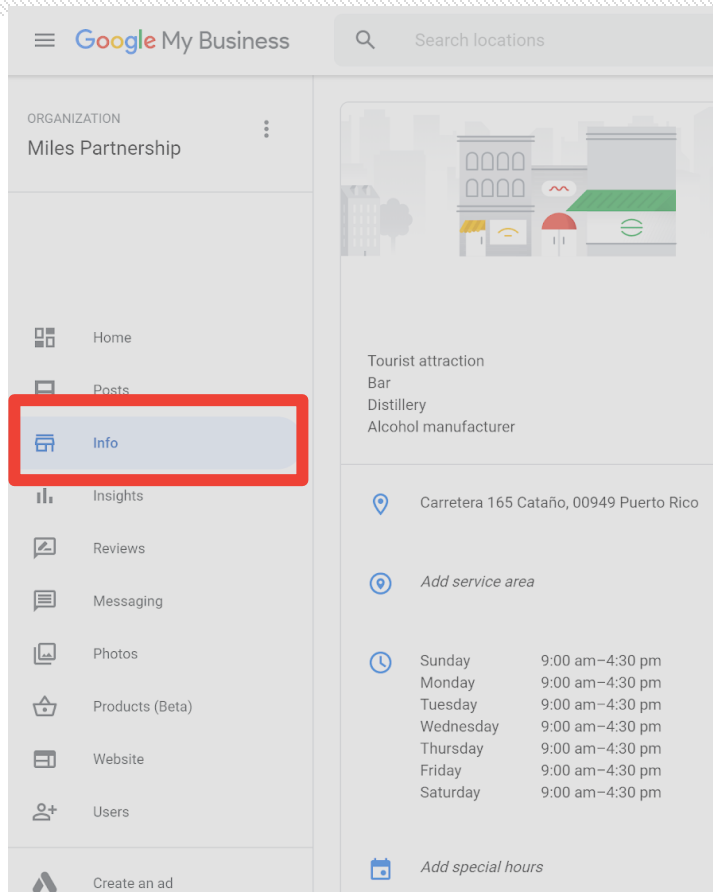
This can help visitors find accurate information quickly and easily while also making you stand out from competitors.



GMB: ATTRIBUTES

New attributes have been added to reflect business practices such as “No Contact Delivery,” “Curbside Pickup” and more.

Attributes vary by business category.



Attributes

Only attributes you can edit are shown below.

[Learn more](#)

Search these attributes

+ Delivery

✓ Dessert

+ Dine-in

✓ Dinner

+ Lunch

+ Table service

+ Takeout

Cancel

Apply

GOOGLE MY BUSINESS

The screenshot shows the Google My Business interface. On the left is a sidebar with navigation options: Home, Posts, Info (highlighted), Insights, Reviews, Messaging, Photos, Products (Beta), Website, Users, and Create an ad. The main content area is divided into three sections. The top section shows a business icon and a list of categories: Tourist attraction, Bar, Distillery, and Alcohol manufacturer. The middle section displays the business address: Carretera 165 Cataño, 00949 Puerto Rico. The bottom section, which is highlighted with a red box, shows the business hours for each day of the week: Sunday through Saturday, all with hours from 9:00 am to 4:30 pm. To the right of the main content area, there are links to 'View on Search' and 'View on Maps', a 'Close or remove this listing' button, and an 'Advanced information' section with fields for 'Store code', 'Labels', and 'Google Ads location extensions phone'.

Google My Business

Search locations

ORGANIZATION
Miles Partnership

Home
Posts
Info
Insights
Reviews
Messaging
Photos
Products (Beta)
Website
Users

Create an ad

Tourist attraction
Bar
Distillery
Alcohol manufacturer

Carretera 165 Cataño, 00949 Puerto Rico

Add service area

Sunday 9:00 am–4:30 pm
Monday 9:00 am–4:30 pm
Tuesday 9:00 am–4:30 pm
Wednesday 9:00 am–4:30 pm
Thursday 9:00 am–4:30 pm
Friday 9:00 am–4:30 pm
Saturday 9:00 am–4:30 pm

Add special hours

Your business is live on Google

View on Search
View on Maps

Close or remove this listing

Advanced information

Store code Enter store code

Labels Enter labels

Google Ads location extensions phone Enter Google Ads phone

There are 2 ways to update hours within Google, depending on what kinds of changes you're making.

For long-term changes to hours, you'll want to use the Business Hours section in the Info tab.

GOOGLE MY BUSINESS

Special hours

Enter hours for days when this business has an irregular schedule

Easter



4/12/20

[Confirm Hours](#)

Memorial Day



5/25/20

[Confirm Hours](#)

[Add new date](#)



3/20/20	Closed
3/21/20	Closed
3/22/20	Closed
3/23/20	Closed
3/24/20	Closed
3/25/20	Closed
3/26/20	Closed
3/27/20	Closed
3/28/20	Closed
3/29/20	Closed
3/30/20	Closed
3/31/20	Closed
4/1/20	Closed
4/2/20	Closed



Cancel

[Apply](#)

Special hours is often used to update holiday hours for businesses, but it can also be used for short-term changes in schedule, if you need to close for a couple of days, or are using limited hours when initially re-opening.

You'll find this option in the Info tab as well (but only after you've added regular business hours).

GMB: CLOSURES

Close this business on Google

You can mark this business as temporarily or permanently closed. You can also remove it from your account.

[Mark as temporarily closed](#)

[Mark as permanently closed](#)

[Remove listing](#)



3/20/20	Closed
3/21/20	Closed
3/22/20	Closed
3/23/20	Closed
3/24/20	Closed
3/25/20	Closed
3/26/20	Closed
3/27/20	Closed
3/28/20	Closed
3/29/20	Closed
3/30/20	Closed
3/31/20	Closed
4/1/20	Closed
4/2/20	Closed
4/3/20	Closed
4/4/20	Closed
4/5/20	Closed
4/6/20	Closed
4/7/20	Closed
4/8/20	Closed
4/9/20	Closed
4/10/20	Closed



GMB: MORE HOURS

More hours

You can add hours for specific services or specials to your business on Google

Add hours

+ Access

+ Brunch

+ Delivery

+ Drive through

+ Happy hours

+ Kitchen

+ Pickup

+ Senior hours

+ Takeout

Cancel

Apply

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)

GMB: LOCAL PACK

Hotels | Waikiki, HI, USA

About these results

Wed, 29 Apr

Thu, 30 Apr


2

Top-rated


Budget options

Luxury stays


For tonight




Aqua Skyline Hotel at Island Colony
3.8 ★★★★★ (590)
Outdoor pool
Spa
\$224




Outrigger Waikiki Beach Resort
4.4 ★★★★★ (4,709)
Outdoor pool
Spa
\$378



Park Shore Waikiki Hotel
4.2 ★★★★★ (1,207)
Outdoor pool
Free Wi-Fi
\$212



Pacific Monarch Hotel
4.0 ★★★★★ (535)
Outdoor pool
Spa
\$189



Map data ©2020 Google


Google

Trips


Explore

Flights


Hotels




Aqua Skyline Hotel at Island Colony
3-star hotel
3.8 ★★★★★ 590 reviews
High-rise hotel offering stylish studios & suites with kitchenettes & Wi-Fi, plus a pool.
You searched for this hotel recently
\$257
[View prices](#)



Park Shore Waikiki Hotel
3-star hotel
4.2 ★★★★★ 1,207 reviews
Contemporary high-rise with Diamond Head Monument views, plus a pool, live music & in-room massages.
Similar to Aqua Skyline Hotel at Island Colony
\$211
[View prices](#)



Aqua Oasis Hotel
3-star hotel
4.1 ★★★★★ 484 reviews
Casual rooms with private balconies, kitchens & soaking tubs, plus a Japanese restaurant & a sauna.
\$135
[View prices](#)

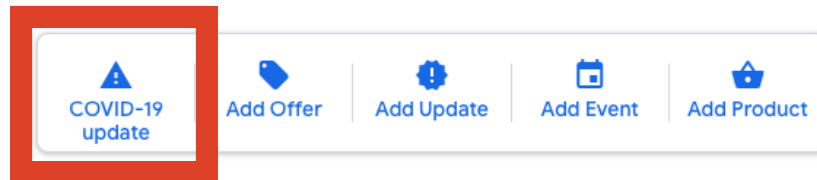


The Modern Honolulu
5-star hotel
4.2 ★★★★★ 2,052 reviews
Contemporary, harborfront resort featuring sleek rooms, several restaurants & a pair of pools.
You searched for this hotel recently
\$189
[View prices](#)

Google My Business

Posts


New: COVID-19 Update



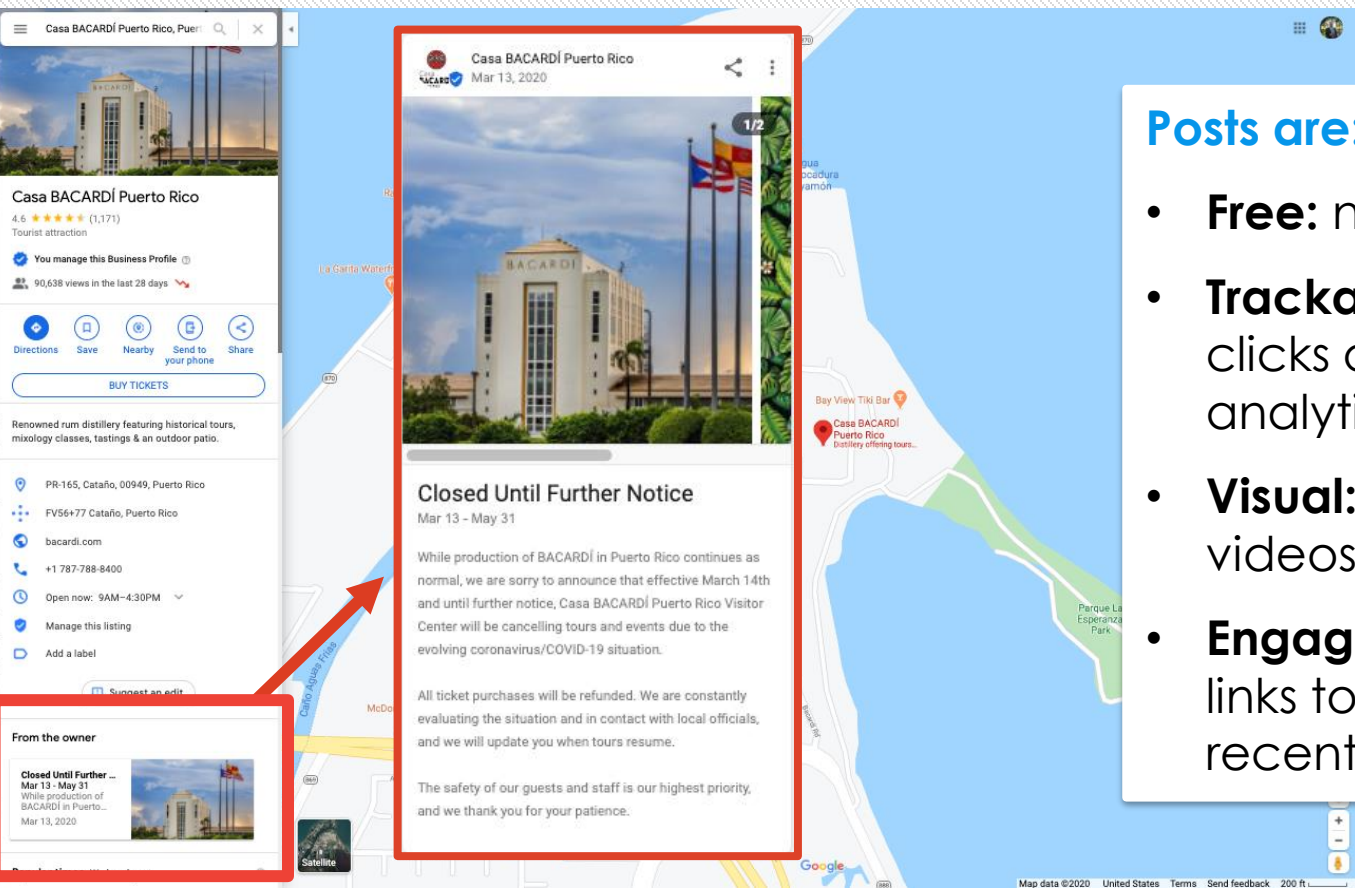
Keep your customers updated by sharing what's new

Reach beyond just your followers - give everyone searching for your business a reason to come in by posting updates and offers directly to your local listing on Google



 Create your first post

GMB: POSTS



Posts are:

- **Free:** no cost per click
- **Trackable:** with views and clicks or with your own analytics codes
- **Visual:** include images or videos
- **Engaging:** include direct links to more info and recent updates

GMB: COVID POSTS

Stay connected during COVID-19

Let customers know about any changes to your business due to COVID-19. [Learn more](#)



[Update business hours](#)



[Post your COVID-19 update](#)



Sorry, posts are currently
not available for your
business listing.

GMB: POSTS

Google My Business

Search locations

ORGANIZATION

Miles Partnership

Posts

Menu

Insights

Reviews

Messaging

Photos

Bookings

Products

Website

Users

Create an ad

COVID-19 update

Add Update

Add Event

Add Offer

Add Product


All

What's new

Events

Offers

Posted 3 days ago



Daily Take Out at Angler & Ale

Mar 23 – Apr 30

Order your favorite local dishes to-go! Angler & Ale will be offering daily take out between 12:00 p.m. and 8 p.m.


Call now

22 views

1 click

Share post

Updated 3 days ago



Your posts

New views this week

114

Updated just now

Reach more customers through posts

Create post

COVID-19 update

What's New

Event

Changes to your business?

Let customers know about any changes to your business due to COVID-19

Update your status

Add a button (optional)

None

Preview

Publish

GMB: COVID POSTS



Hoku's welcomes diners with reservations starting for dinner nightly. In honoring social distancing guidelines, seating is limited. With the health and safety of our patrons and staff as our number one priority, Hoku's asks all guests to wear face coverings until seated and upon leaving your table. We thank you for your support an...

6 mins ago

Questions & answers

[See all questions \(2\)](#)

Ask a question

Reviews from the web

OpenTable

4.6/5

1,239 reviews

Facebook

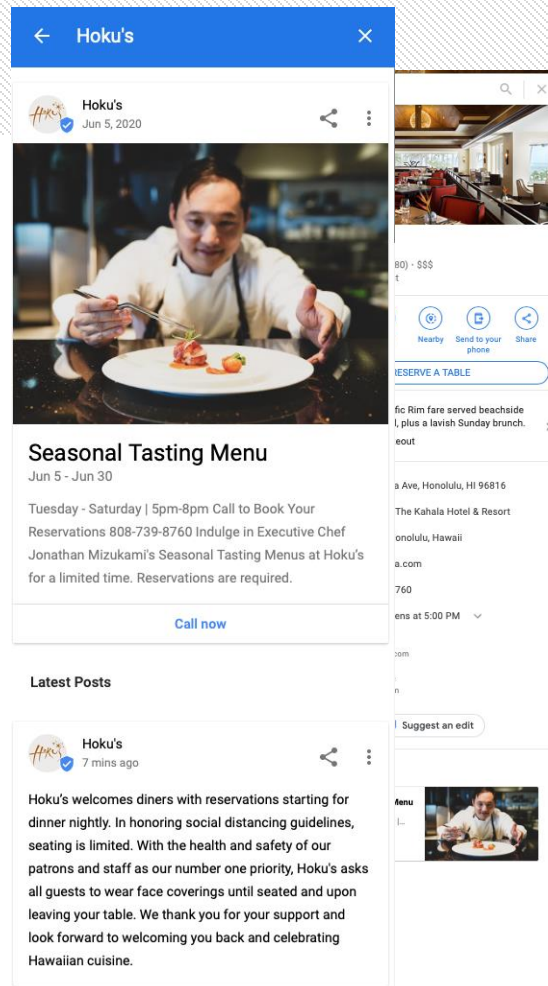
4.6/5

70 votes

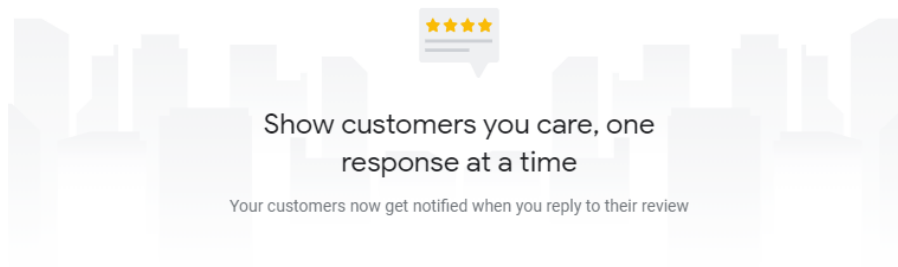
Kayak

4.6/5

233 reviews




GMB: REVIEWS




Show customers you care, one response at a time

Your customers now get notified when you reply to their review

AllRepliedHaven't replied



 **Frank Alfieri**
★★★★★ 5 weeks ago
The user didn't write a review, and has left just a rating.

Reply

 **Annel Uribe**
★★★★★ 5 weeks ago
Absolutely gorgeous resort. I'm sure worth the stay. I was only visiting friends that were staying there... it was heaven...

Reply

GMB:



Barber Vintage Motorsports Museum

[Website](#)[Directions](#)[Save](#)

4.9 ★★★★★ 1,869 Google reviews

Museum in Birmingham, Alabama

Contemporary, glass-enclosed setup for 1,200+ motorcycles & race cars with an adjacent road course.

Address: 6030 Barber Motorsports Pkwy, Leeds, AL 35094

Questions & answers

Q: When is the fall motorcycle meet

A: Always the 2nd weekend of October. ... NOTE: If the 1st of October falls on a Sunday, - the 2nd weekend (Fri. thru Sun.) will be the 5th, 6th,...

(2 more answers)

[See all questions \(30\)](#)

Reviews from the web

Barber Vintage Motorsports Museum

6030 Barber Motorsports Pkwy, Leeds, AL



Ask a question

When is the fall motorcycle meet



3



Answer



RMW2

a year ago

Always the 2nd weekend of October. ... NOTE: If the 1st of October falls on a Sunday, - the 2nd weekend (Fri. thru Sun.) will be the 5th, 6th, and 7th.



2



[2 more answers](#)

Is there large rv parking at the muesum ?



2



Answer



Rodney Bolden

Local Guide · 169 reviews · 653 photos

a year ago

The parking area is massive and it never comes close to being filled, now matter what time you year. Fitting an RV will not be an issue at this time location.



1



[9 more answers](#)

Is their going to be any Flat track racing or MX at the 2019 Barber Vintage Festival?



1



Answer



Hotel attributes

Keeping your hotel information up to date can help improve search accuracy and guest expectations.

Property details

Room details

Categories

COVID-19 responder policy

Internet

Food & drink

Policies & payments

Activities

Services

Children

Pools

Parking & transportation

Wellness

Accessibility

Business & events

Pets

COVID-19 responder policy



Special accommodations or discounts for COVID-19 responders, such as healthcare/medical workers, frontline responders, and essential workers.

Please add your information



Internet



The ways in which the hotel provides guests with the ability to access the World Wide Web.

Internet options

Public internet workstation



Wi-Fi

Available

Free

In public areas

GMB: Grow Your Visibility

Following Best Practices Will Help Improve Visibility

The screenshot shows the Google My Business dashboard for 'Miles Partnership'. The left sidebar contains navigation options: Home, Posts, Info, Insights, Reviews, Messaging, Photos (highlighted), Bookings, Products (Beta), Website, and Users. The main content area displays the 'By owner' tab with a grid of photos. A red overlay box in the center contains the text: 'Add 4-5 photos per month for a 10-30% Lift in exposures for your business'. A red callout box highlights the blue circular button with a white plus sign in the top right corner, used to add new photos.

Google My Business

Search locations

ORGANIZATION
Miles Partnership

Overview By owner By customer 360 Video Interior Exterior Food and drink Menu T >

Cover Logo

Home Posts Info Insights Reviews Messaging Photos Bookings Products (Beta) Website Users

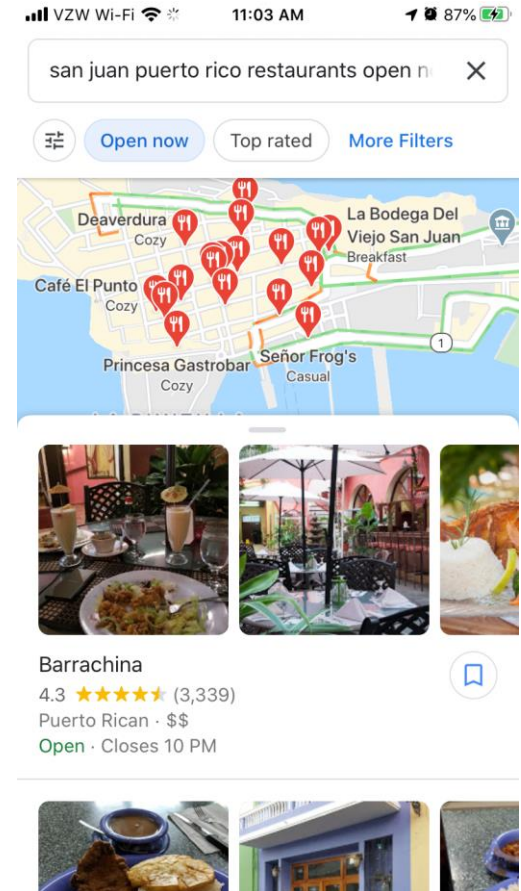
Add 4-5 photos per month for a
10-30%
Lift in exposures for your business

+

GMB: Grow Your **Visibility**

Following Best Practices Will Help Improve Visibility

Having **up-to-date business hours** influences when and where your business shows up in search results across all of these platforms



GMB: Grow Your
Visibility

Following Best Practices Will Help Improve Visibility

- Recent research shows using GMB Posts regularly can improve business listing visibility
- Having a **high-quality listing photo** for your business can increase the likelihood of a visitor showing up in-person by 2x
- Having **services and attributes completed** will improve your visibility across all of these platforms right now, and will generate value from long-tail search visibility
- Having **consistent Name, Address and Phone Number** across platforms will support website visibility

Yelp

206

YELP:

Updates during Coronavirus

Edit



Give your customers up-to-date information about your hours, services, and any new updates about your business.

[Go to COVID-19 updates →](#)

YELP:

Updates during Coronavirus

Tell customers how you're currently operating and what safety measures you're taking.

Are you operating right now?

☐ Yes, I'm operating

☒ No, I'm closed

Mark my business as Closed

If your business is closed for a week, a month, or more, you can let your customers know by choosing one of these options.

☒ **Temporarily Closed**

Marking your business as Temporarily Closed means that you are not providing alternative services such as takeout, delivery, or virtual meetings. This tells customers that you will not be providing any services until your business opens again.

Closed Until

 6/30/2020

YELP:

Banner message for your page

Plumeria Beach House is temporarily closed. The Kahala is offering all day takeout. Enjoy a bit of The Kahala at home as we package up and send you home with our signature offerings for breakfast, lunch and dinner. Savor your favorites such as Hoku's Ahi Poke Musubi to-go. Place your order for pick-up: 808-739-8989

YELP:



Plumeria Beach House is temporarily closed. Scheduled to reopen on June 30, 2020.

Plumeria Beach House ✓ Claimed



506 reviews

Details

\$\$\$ • Breakfast & Brunch, Seafood, American (Traditional) [Edit](#)

★ Write a Review

📷 Add Photo

🔗 Share

🔖 Save

COVID-19 Updates

"Plumeria Beach House is temporarily closed. The Kahala is offering all day takeout. Enjoy a bit of The Kahala at home a..."

Posted on 6/6/2020

[See details](#)



kahalaresort.com



(808) 739-8760



[Get Directions](#)



[Full menu](#)

You Might Also Consider

Sponsored ⓘ



Buho Cocina Y Cantina

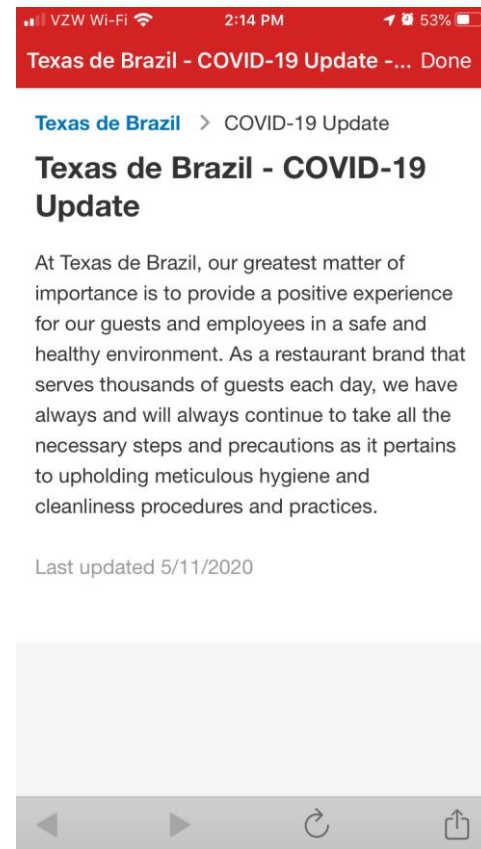
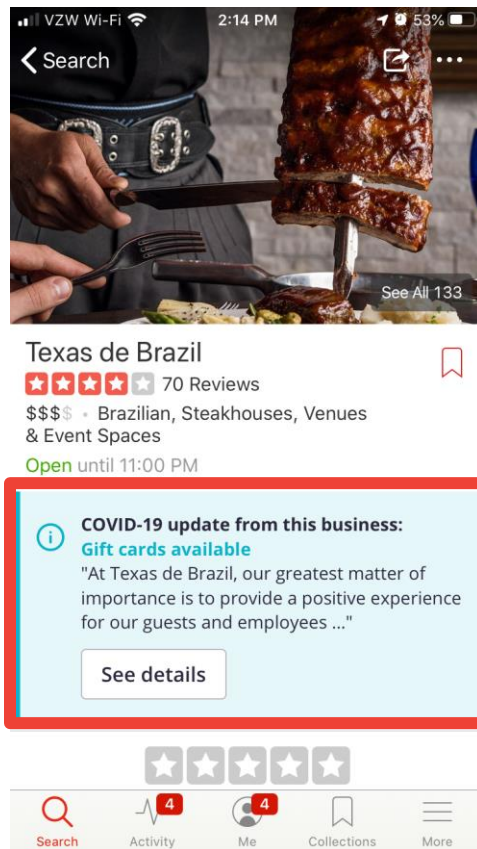
★ ★ ★ ★ ☆ 1184

3.6 miles

"I went here last night with a couple of friends and this place is super nice, it's..." [read more](#)

Yelp's COVID-19 Advisory Alert

Access your listing at biz.yelp.com



YELP:



Your paid products are paused and you're not being charged for them while your business is marked Temporarily Closed.

Your products will automatically restart when your business reopens, unless you have set a different restart date in your account or with a Yelp specialist. In the meantime, you may receive a prorated bill for programs that ran before your business Temporarily Closed. [Reopen now.](#)



Your business is marked as Temporarily Closed. To reopen your business on Yelp, uncheck the "Mark my business as Closed" button and then save.

Are you operating right now?

☒ Yes, I'm operating

Currently offering (Select all that apply)

- | | | |
|-----------------|--------------------------------------|-------------------------------------|
| Offers Takeout | <input type="radio"/> Yes | <input checked="" type="radio"/> No |
| Offers Delivery | <input type="radio"/> Yes | <input checked="" type="radio"/> No |
| Dine-in | <input checked="" type="radio"/> Yes | <input type="radio"/> No |
| Curbside Pickup | <input type="radio"/> Yes | <input checked="" type="radio"/> No |
| Outdoor Seating | <input type="radio"/> Yes | <input checked="" type="radio"/> No |

Additional safety measures (Select all that apply)

- | | | | |
|--|--|---|---|
| <input checked="" type="checkbox"/> Limited capacity | <input checked="" type="checkbox"/> Social distancing enforced | <input type="checkbox"/> Masks required | <input checked="" type="checkbox"/> Staff wears masks |
| <input checked="" type="checkbox"/> Staff wears gloves | <input type="checkbox"/> Temperature checks | <input type="checkbox"/> Contactless payments | <input checked="" type="checkbox"/> Hand sanitizer provided |
| <input checked="" type="checkbox"/> Sanitizing between customers | | | |

Updates during Coronavirus

Tell customers how you're currently operating and what safety measures you're taking.

Are you operating right now?

☒ Yes, I'm operating

Currently offering (Select all that apply)

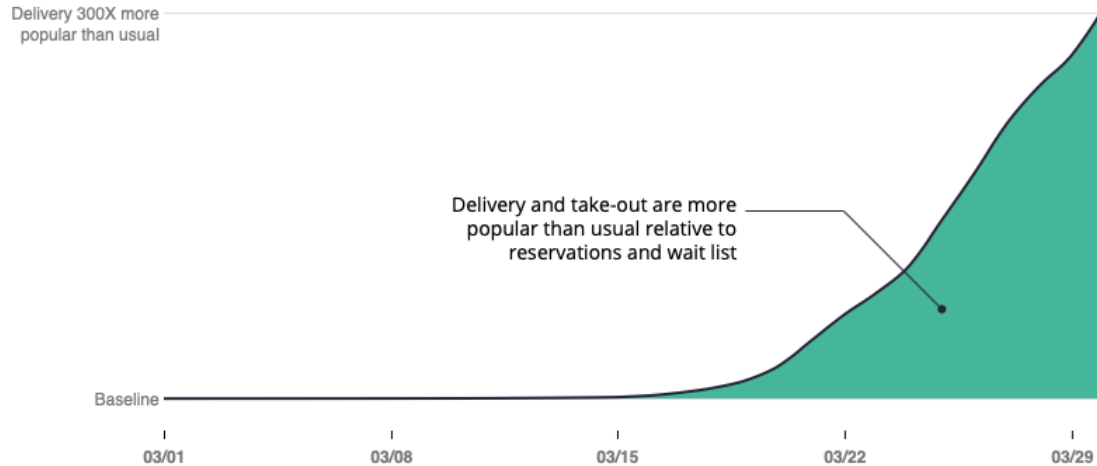
On-premise access ☒ Yes ☐ No

Additional safety measures (Select all that apply)

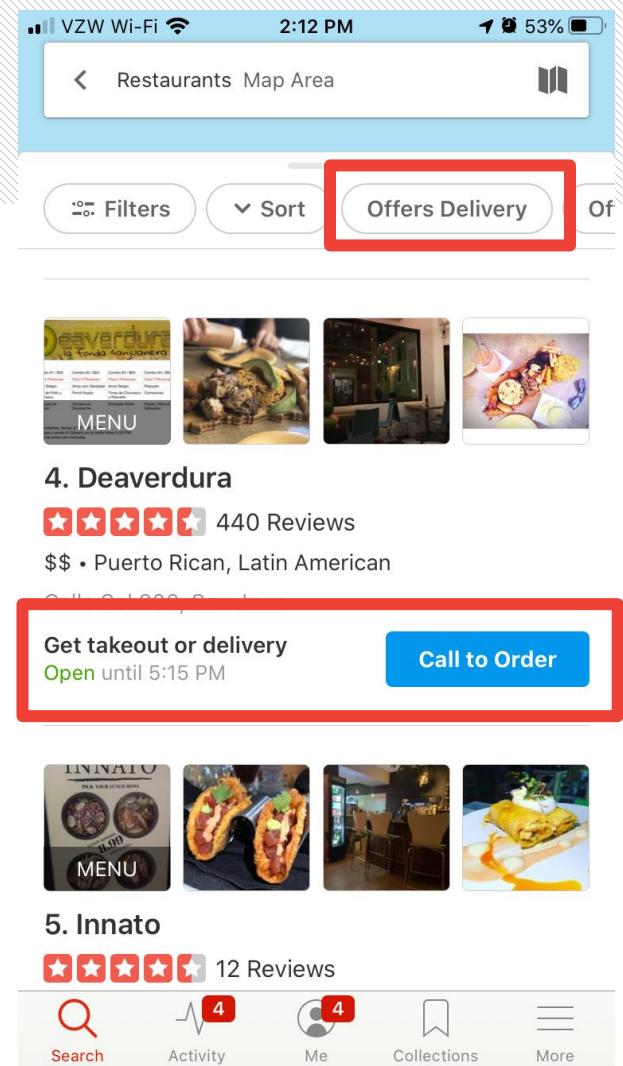
- ☒ Social distancing enforced ☐ Masks required ☒ Staff wears masks ☒ Staff wears gloves
☐ Temperature checks ☐ Contactless payments ☒ Hand sanitizer provided
☒ Sanitizing between customers

YELP: SERVICE OPTIONS

Delivery and Take-Out are Replacing Dine-In



Delivery-related searches increased **300x** during March

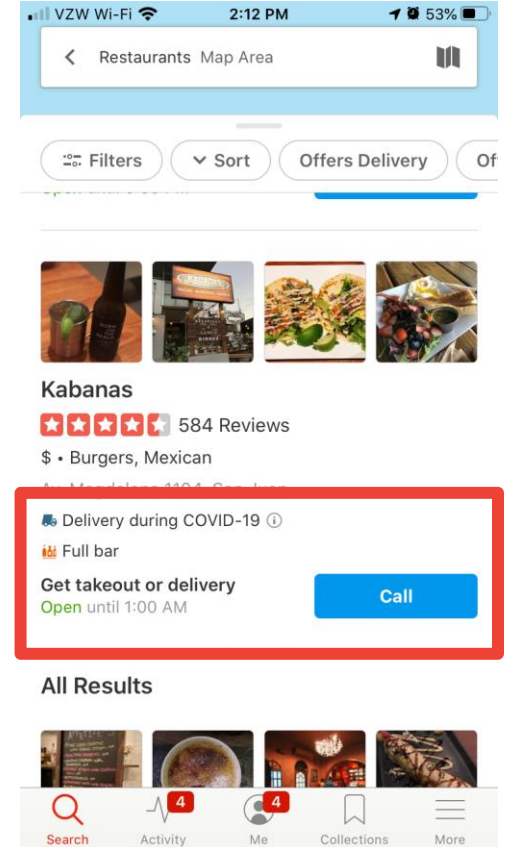
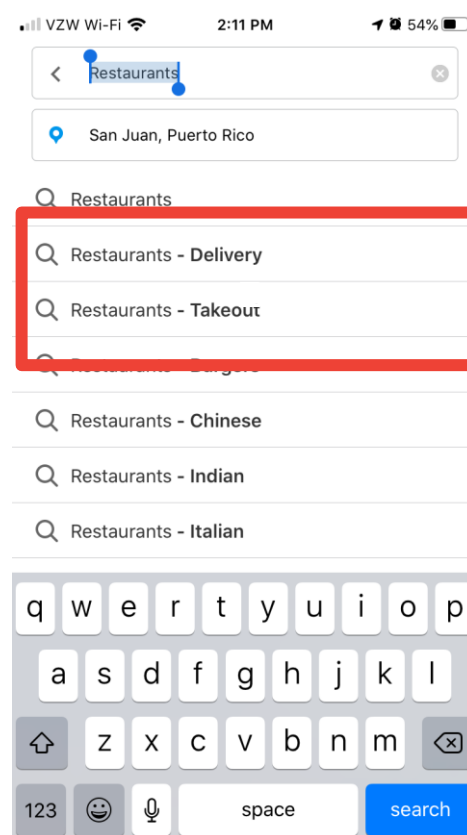


YELP: SERVICE OPTIONS

To update service options:

- Login at biz.yelp.com
- Select “Basic Information”
- You’ll find service and attribute options that vary by business category

Under Categories, you may find virtual service options as well, including Virtual Consultations, Virtual Classes, Virtual Tours, Virtual Experiences and Virtual Performances.



YELP: SERVICE OPTIONS

Virtual classes


Virtual consultations

Virtual tasting sessions

Virtual tours

Virtual experiences

Virtual performances

 Special hours today
1:00 am - 2:00 am **Open now**

\$\$\$\$ Price range **Moderate**

Hours

Mon	10:00 am - 7:00 pm	
Tue	10:00 am - 7:00 pm	
Wed	Closed	Special hours Normally 10:00 am - 7:00 pm
Thu	8:00 am - 2:00 pm	Special hours Normally 10:00 am - 7:00 pm
Fri	1:00 am - 2:00 am	Special hours Normally 10:00 am - 7:00 pm
Sat	9:00 am - 6:00 pm	
Sun	11:00 am - 6:00 pm	

[Edit business info](#)

Business Hours and Special Hours in Yelp function the same way as Google and allow you to create short-term schedule changes that are highlighted when someone looks at your listing.

You'll find this option under in the Business Information tab of Yelp for Business. You can edit your regular business hours or keep scrolling to "Upcoming Special Hours" and then enter dates for specific changes.

YELP: BUSINESS HIGHLIGHTS



Remote services during COVID-19



Shipping during COVID-19



Online classes during COVID-19



Virtual estimates during COVID-19



Mobile services during COVID-19



Gift cards during COVID-19



Delivery during COVID-19



Curbside pickup during COVID-19



Curbside drop-off during COVID-19



Drive-thru during COVID-19



Takeout during COVID-19

YELP: CTAS (Paid Partners)

MICHAEL HOTTON

**STRATEGIC ACCOUNT EXECUTIVE
ENTERPRISE SALES, YELP INC.
212.377.6719**

HOTT@YELP.COM

Motivate customers to get in touch with you, and make it easy by providing actions related to your business.



Pick a Call to Action



Support us with gift cards

Buy now



Delivering during COVID-19

Order now



To-go options during COVID-19

Order now



Now offering curbside pick-up

Order now



Weekly specials

Learn more



Create my own Call to Action



TripAdvisor

TRIPADVISOR:

74% of surveyed travelers said a checklist of safety measures on TripAdvisor listings would be very or extremely helpful.

LISTING PAGE UPDATES

Capture traveler attention with a notification at the top of your listing page that links to your safety measures and COVID-19 response.

ENHANCED REVIEWS

Gather information from recent visitors about their safety experience at your hotel with an enhanced review questionnaire.

COVID SEARCH FILTER

Increase your visibility and drive bookings by ensuring that travelers find you when they search for hotels that have added their safety precautions.

TRIPADVISOR:

Share your property's response to COVID-19

Help put potential guests at ease with a customized message of the safety precautions you are taking against COVID-19.

Add message

TRIPADVISOR: MESSAGE RECOMMENDATIONS

The content you include in your message can help ease travelers' concerns by addressing the specific actions you are taking. Here are some examples: of helpful information to share in your message to potential guests:

- Frequency of room and common area cleaning
- Additional cleaning products available to guests like hand sanitizer, sanitizing wipes, etc.
- Self-service check-in kiosks and other contactless service optimizations
- Staff hygiene practices

TRIPADVISOR: MESSAGE TIPS

ADDITIONAL TIPS

When crafting your message make sure to keep these things in mind:

- The minimum character count for your message is 25 characters and the maximum limit is 1,000.
- Adding your contact details is optional, but we strongly encourage you to include them so that potential guests can easily contact you with any follow-up questions.
- If you want to update your title or the way your name appears in the announcement, select "Edit" next to your name and title below the message textbox.

TRIPADVISOR: REVIEW GUIDELINES UPDATES

- **Manually assessing** any mentions of COVID-19 in reviews. Any review content that mentions COVID-19 or coronavirus will be routed automatically to our team of content specialists, who will then determine if that content can be posted to the site.
- Removal of any content that encourages people to ignore government guidelines or restrictions
- Removal of any content that discourages people from seeking medical assistance or testing, or promotes dubious medical advice or misinformation
- Removal of any review that criticizes an individual business for being closed at this time

TRIPADVISOR: MAY 2020 WHITEPAPER

Beyond COVID-19: The Road to Recovery for the Travel Industry



<https://www.tripadvisor.com/Covid19WhitepaperMay2020>

Summary

Best Practices for Sharing Information

- **Share updates across multiple platforms** because you don't know where potential customers are looking for info.
- **Don't post just once.** Maintain that information for as long as it seems relevant.
- **Provide visitors with helpful information** about current circumstances.
- Focus on safety information for visitors and employees as well as changes to services or products.
- **Be brief** and link to more information on your website when needed.
- **Be honest.**

BUSINESS INFORMATION UPDATES

	Google My Business	Yelp	TripAdvisor	VISIT FLORIDA
Hours	X	X	X	X
Description	X	X	X	X
Amenities	X	X	X	X
COVID Updates	X	X	X	X

PANDEMIC RESPONSE FRAMEWORK FOR BUSINESSES

Improve Safety

Updates to physical space and operations

Share Information

Ensure visitors are finding up-to-date info

Grow Visibility

Increase opportunities for discoverability



Q&A

Thank you

miles
PARTNERSHIP

milespartnership.com



SAVE THE DATE

OCT 13 & 14



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