Google

Connection & Innovation

Beth Thomas
Client Business Lead

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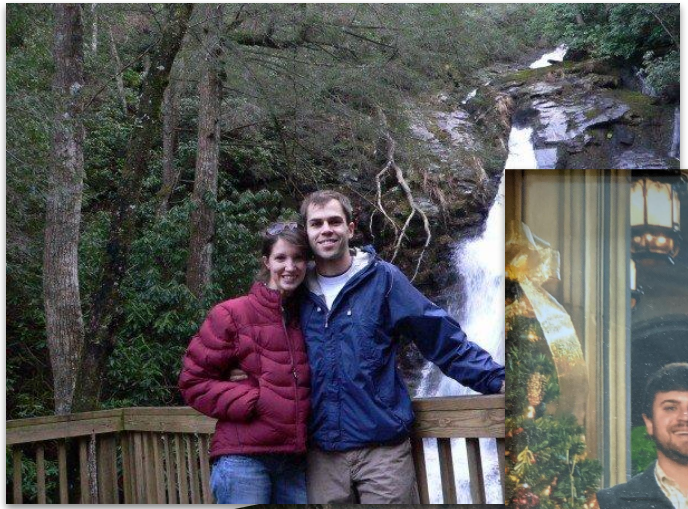
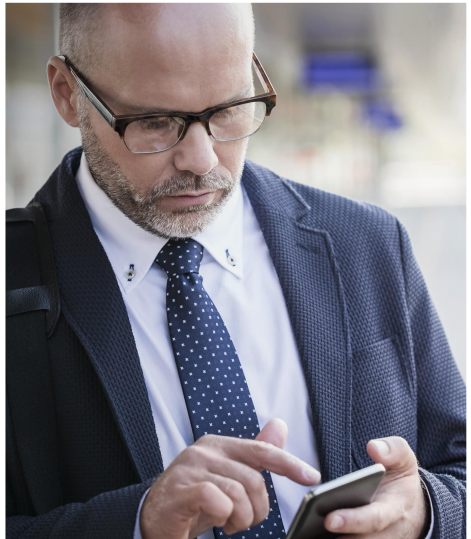


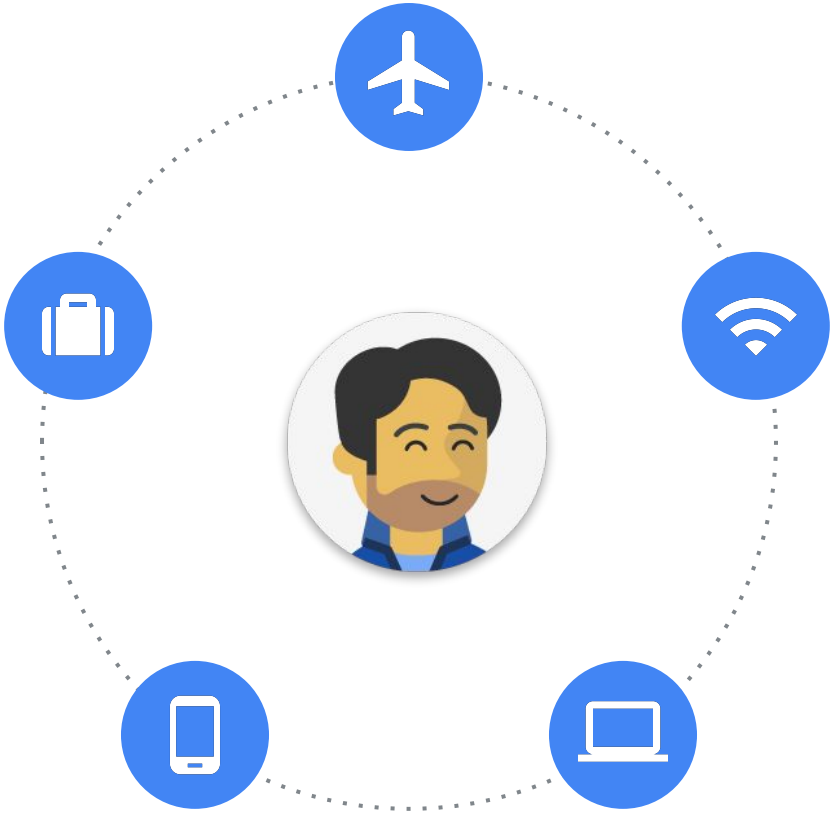
Goo
roprietary



1 in 10

jobs worldwide supported by travel and tourism

Source: World Travel & Tourism, "Travel & Tourism Economic Impact 2019 world" Report



Connection
&
Innovation

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Search

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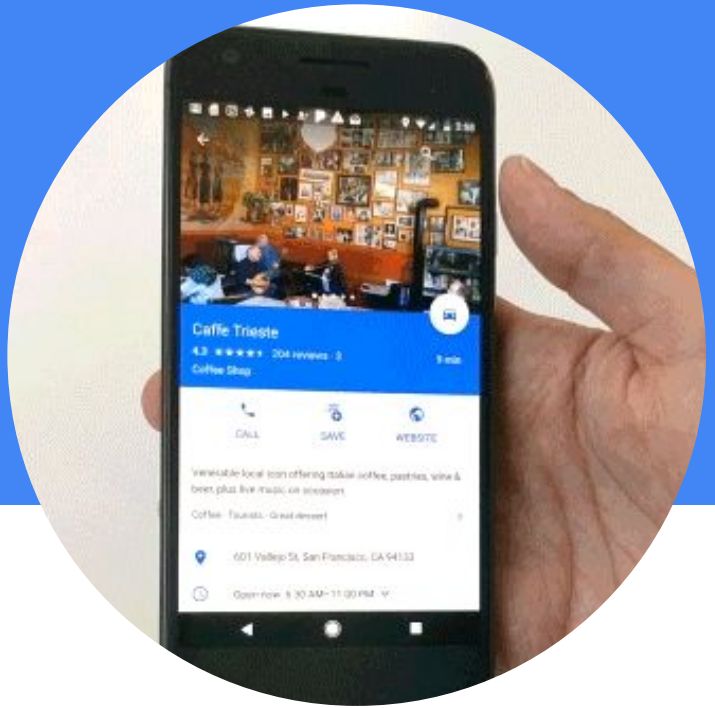
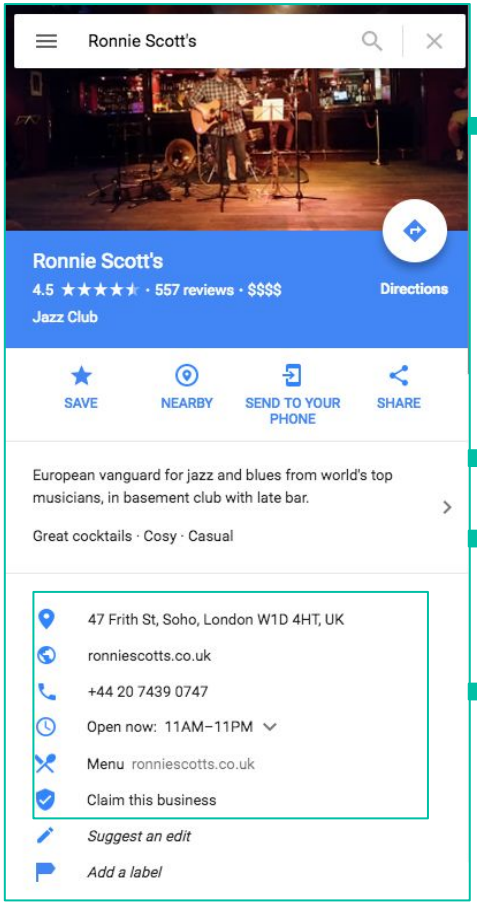
Knowledge Panel:

Your business card on Google

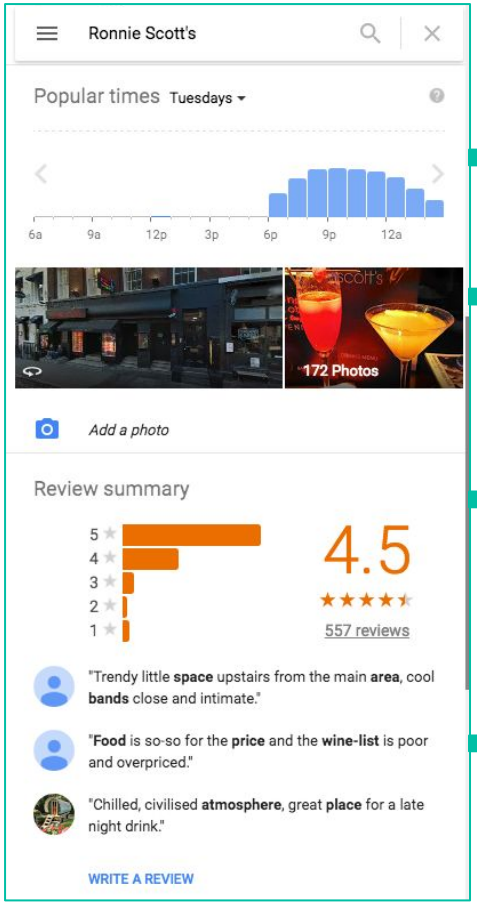




/User/Owner

User/Owner

/User/Owner

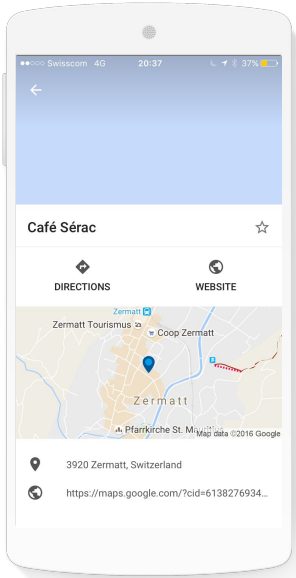


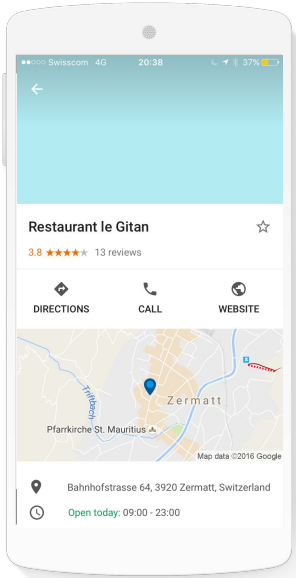
User/**Owner**

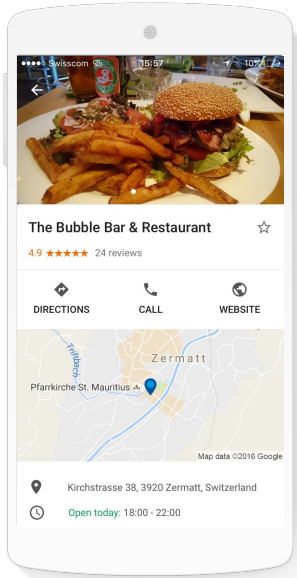
User/**(Owner)**

More than 1 billion monthly
active users of
Google Maps services

Which restaurant would you go to?







Listings with photos and a virtual tour are twice as likely to generate interest

2x

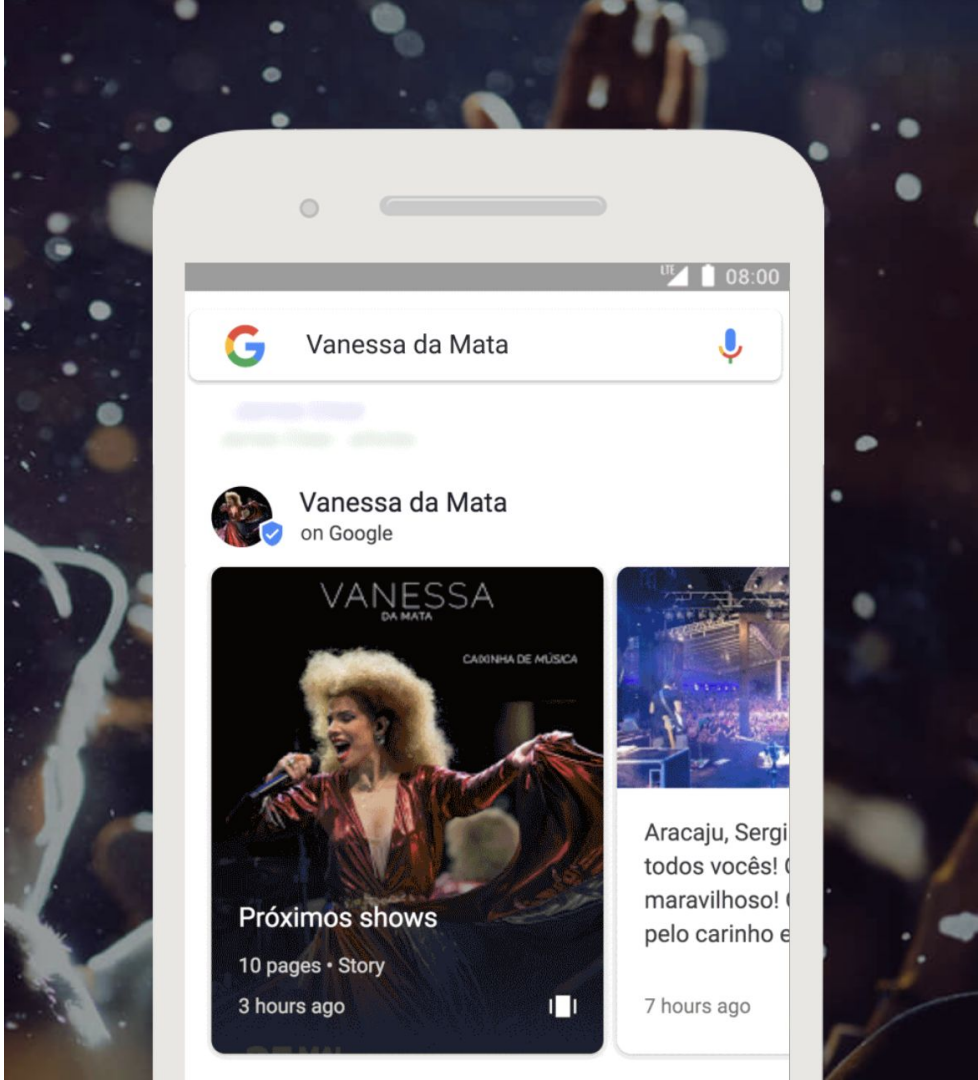
1) Manage your “Google My Business” account

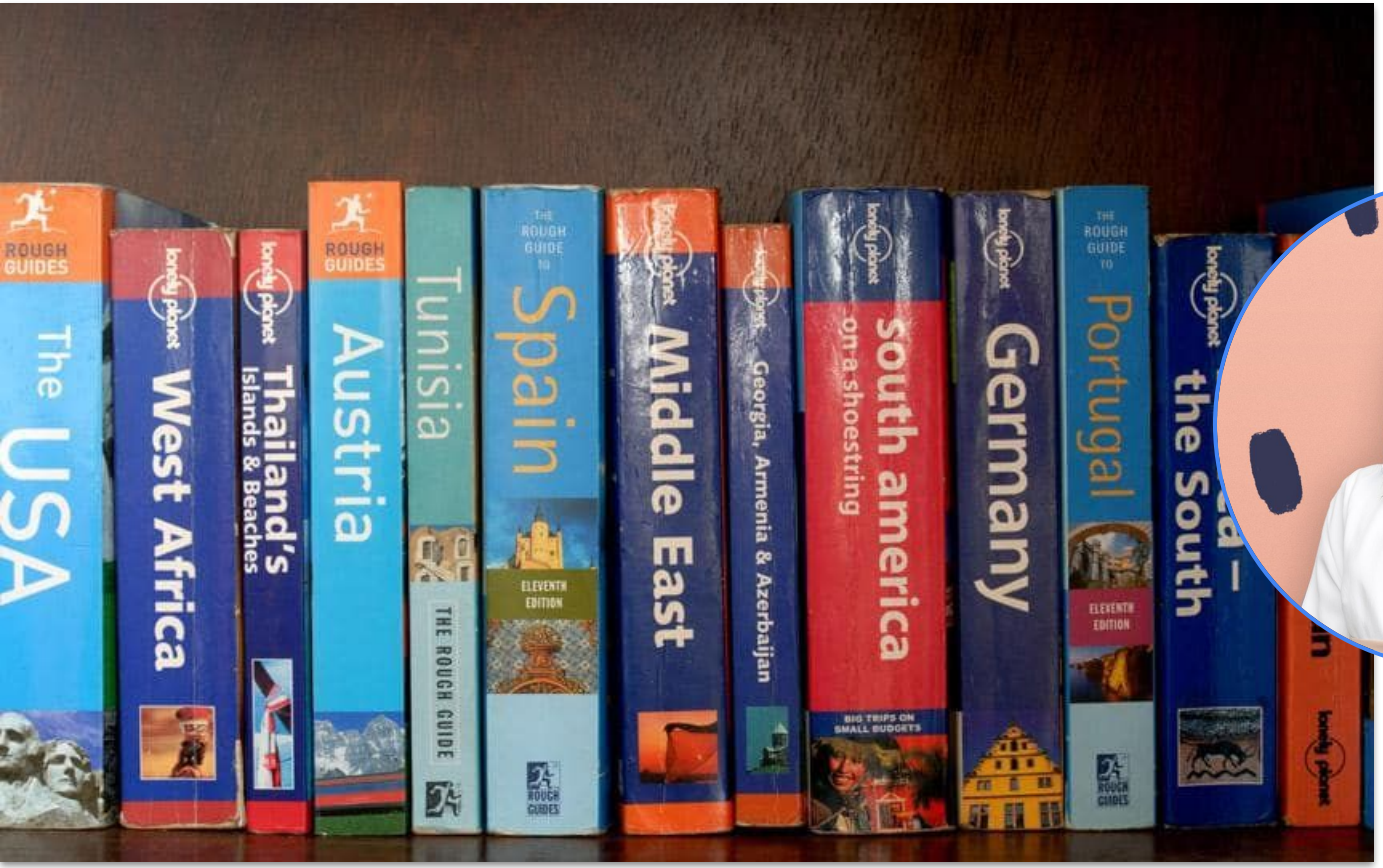
2) Upload photos, videos and 360s for your business

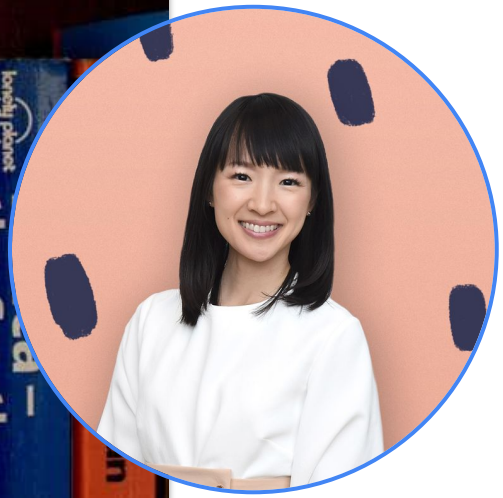
3) Check Wikipedia

4) Identify and upload content for specific “Points of Interest” around the city

Extra Credit
Use posts.withgoogle.com







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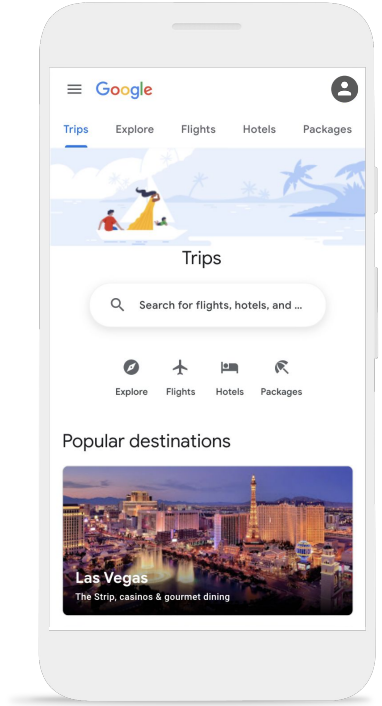
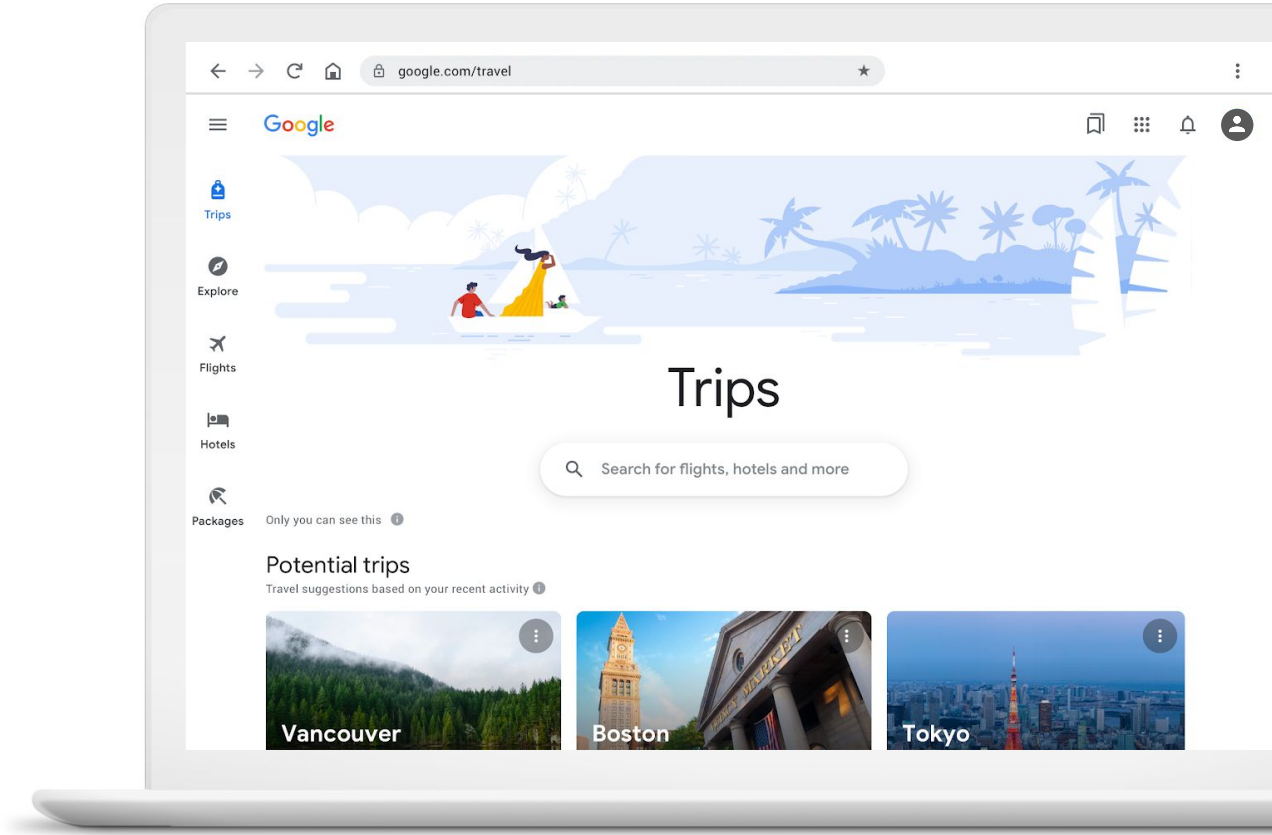
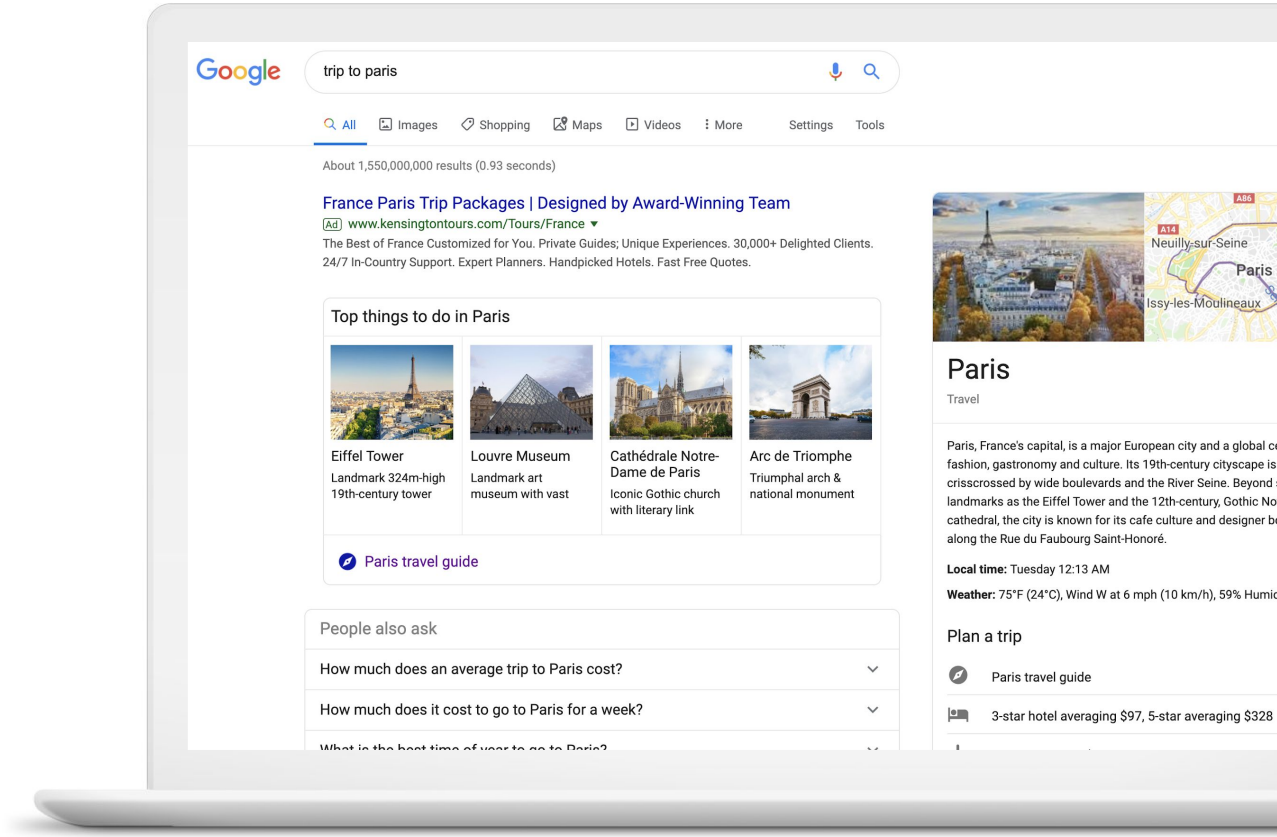
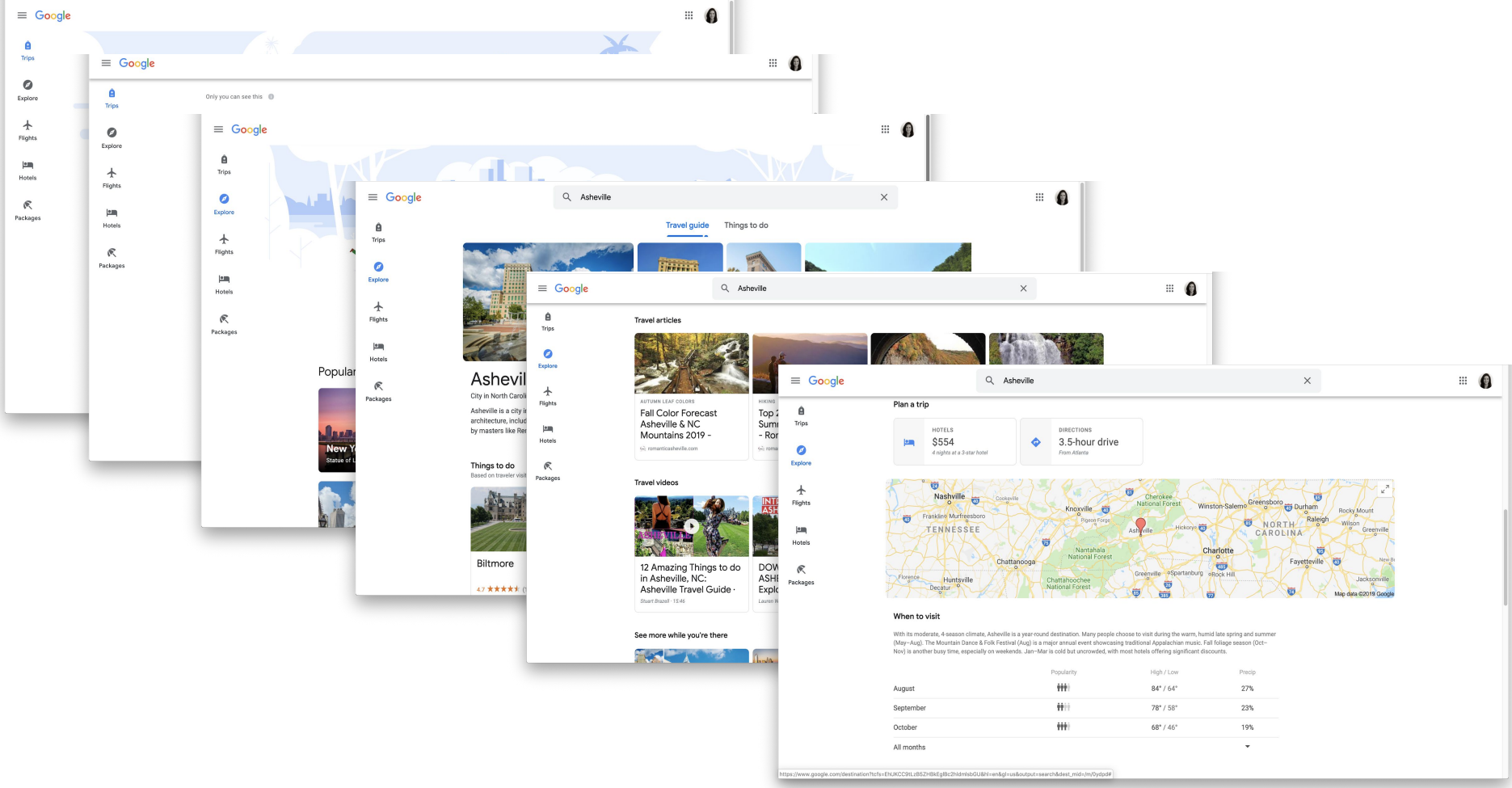

Google
Trips
Explore
Flights
Hotels
Packages
Trips
Search for flights, hotels, and ...
Explore
Flights
Hotels
Packages
Popular destinations
Las Vegas
The Strip, casinos & gourmet dining


google.com/travel
Google
Trips
Explore
Flights
Hotels
Packages
Trips
Search for flights, hotels and more
Only you can see this
Potential trips
Travel suggestions based on your recent activity
Vancouver
Boston
Tokyo

Trips

google.com/travel

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Trips
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Only you can see this
Asheville
Travel guide
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AUTUMN LEAF COLORS
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12 Amazing Things to do in Asheville, NC: Asheville Travel Guide ·
See more while you're there
Things to do
Biltmore
Plan a trip
HOTELS
$554
4 nights at a 3-star hotel
DIRECTIONS
3.5-hour drive
From Atlanta
Nashville
Knoxville
Asheville
Charlotte
Chattanooga
TENNESSEE
NORTH CAROLINA
Map data ©2019 Google
When to visit
With its moderate, 4-season climate, Asheville is a year-round destination. Many people choose to visit during the warm, humid late spring and summer (May–Aug). The Mountain Dance & Folk Festival (Aug) is a major annual event showcasing traditional Appalachian music. Fall foliage season (Oct–Nov) is another busy time, especially on weekends. Jan–Mar is cold but uncrowded, with most hotels offering significant discounts.
Popularity
High / Low
Precip
August 84° / 64° 27%
September 78° / 58° 23%
October 68° / 46° 19%
All months

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3) Check Wikipedia

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Extra Credit
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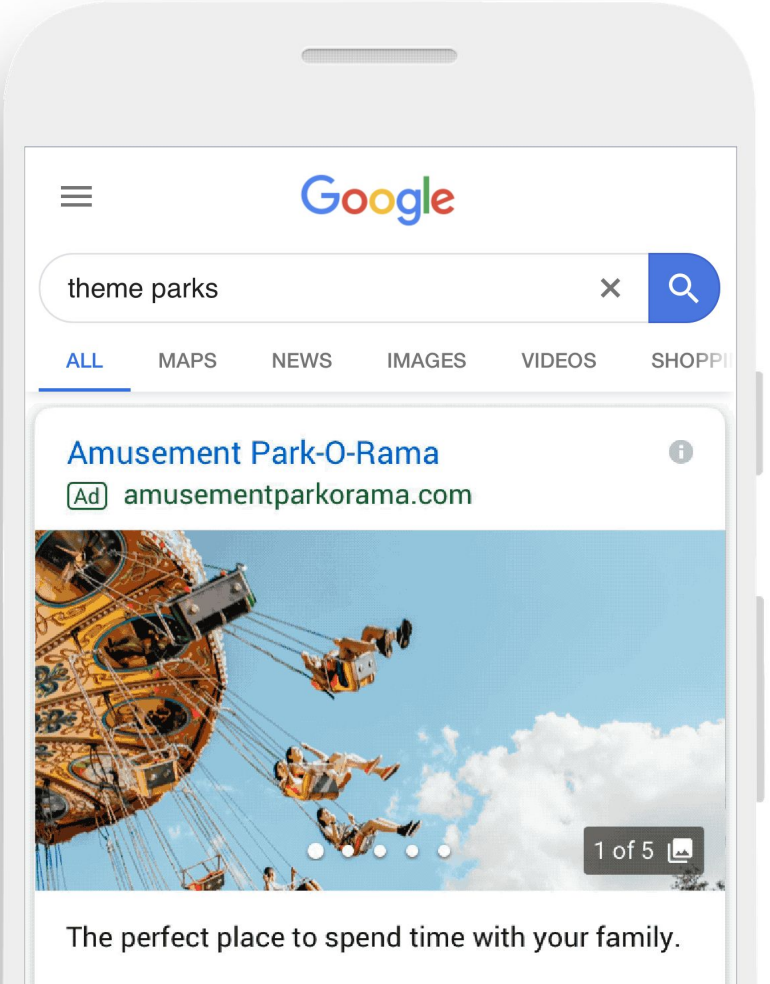
“Okay Google”

Confidential + Proprietary

Gallery ads


Google
theme parks
ALL
MAPS
NEWS
IMAGES
VIDEOS
Amusement Park-O-Rama
Ad amusementparkorama.com
1 of 5
The perfect place to spend time with your family.

Connection
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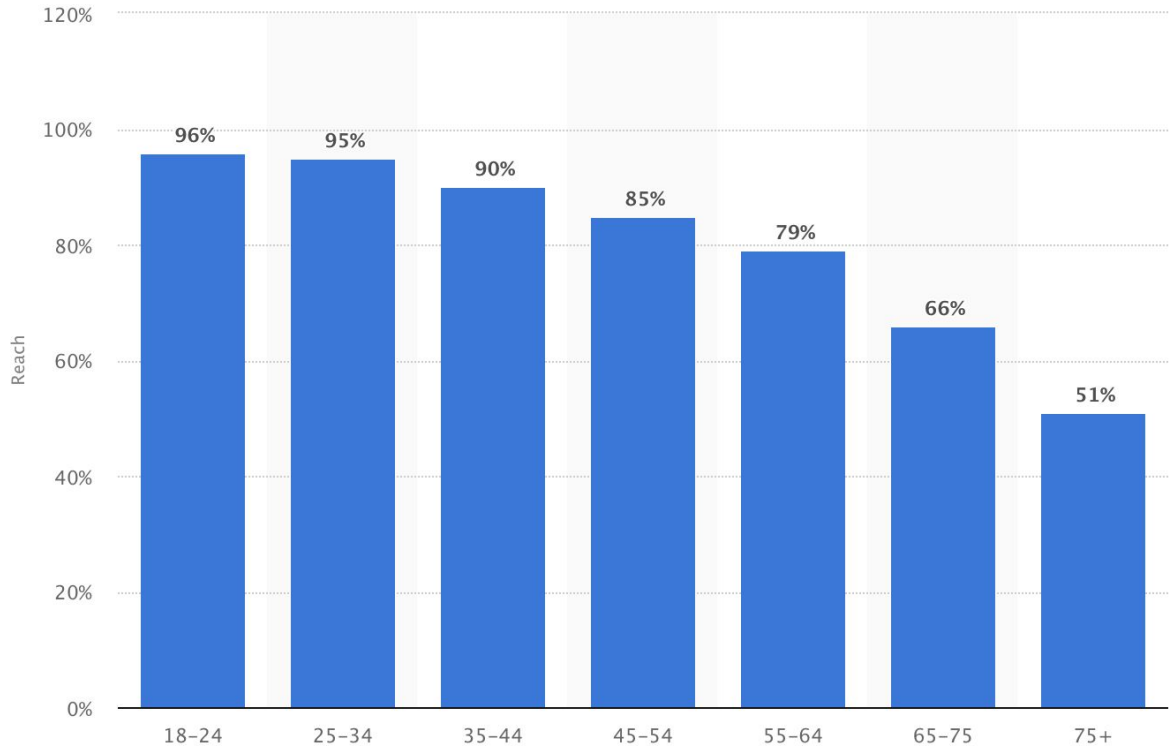
YouTube



Percentage of U.S. internet users who use YouTube

January 2018, by age

Portland, Oregon | what to eat, see & do

213,949 views

4.6K 429 SHARE SAVE

Iz Harris
Published on Sep 12, 2018

SUBSCRIBE 99K

We spent a week back in Portland. As Oregon Natives, we love to return ho
favorite spots. If you like this video make sure to check out our other tra
don't forget to subscribe!

TOP 10 SPOTS IN UTAH VALLEY

70,167 views

2.5K 17 SHARE SAVE

The Bucket List Family
Published on Oct 11, 2018

SUBSCRIBED 806K

A few weeks back we had the most special time exploring our o

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Google

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Searches on YouTube for Asheville, NC (indexed)

trends.google.com

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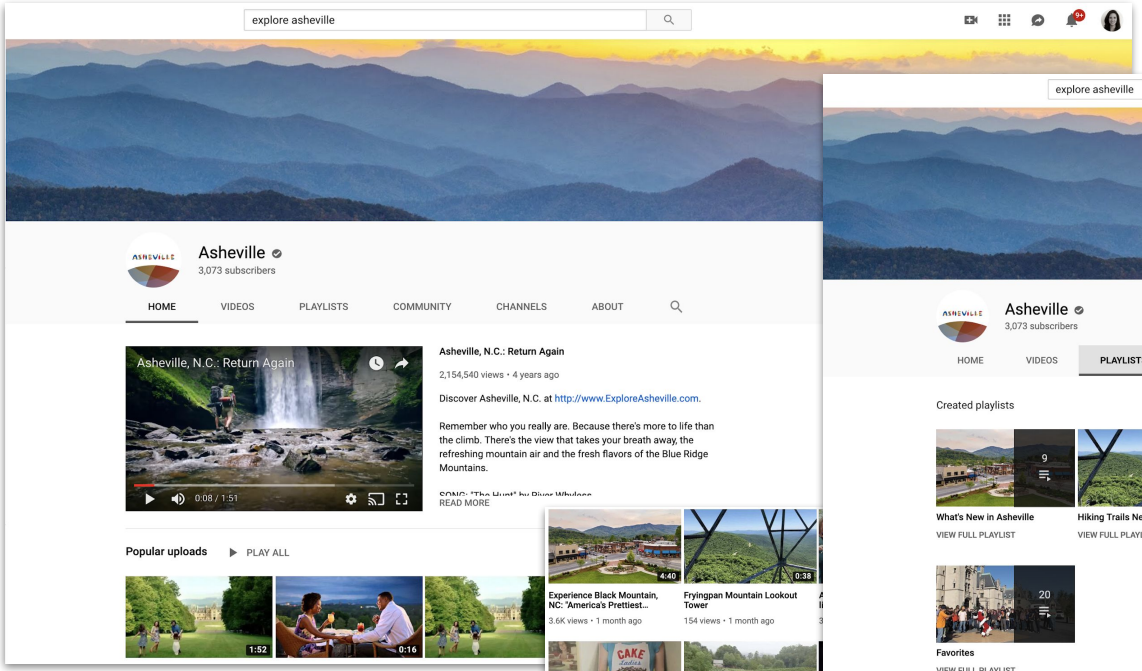

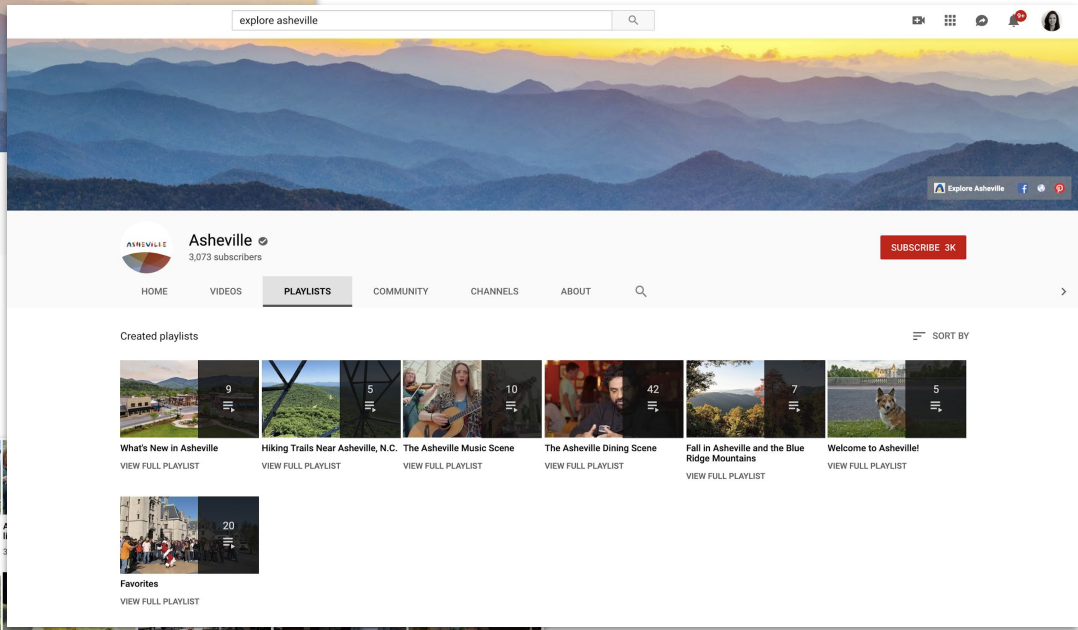

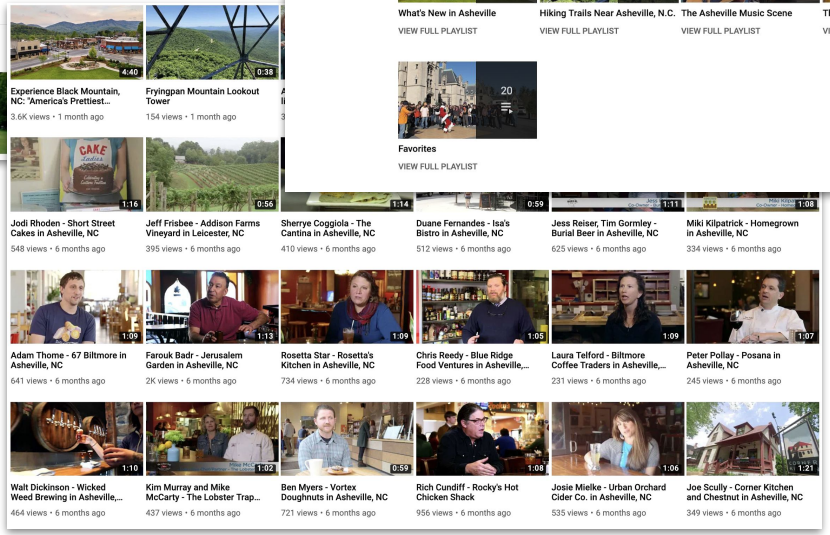

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YouTube

asheville nc

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SUBSCRIPTIONS

The Bucket Lis...
L2inc
GaryVee
VICE
Rachel Talbott
YETI
Tone It Up
Show 24 more

MORE FROM YOUTUBE

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Movies & Shows

FILTER

FUN THINGS TO DO IN ASHEVILLE - North Carolina

Expert Vagabond • 96K views • 1 year ago

We had an awesome trip to **Asheville**, North Carolina! Check out some of the cool things to do there, like whitewater SUP, foraging ...

CC

12 Amazing Things to do in Asheville, NC: Asheville Travel Guide

Stuart Brazell • 95K views • 2 years ago

I had the most amazing time in **Asheville, NC**! There is so much to do and Asheville has gorgeous fall foliage, so I hope you enjoy ...

DOWNTOWN ASHEVILLE NC | Exploring Asheville as a tourist for the first time + AirBnb tour

Lauren Without Fear • 23K views • 1 year ago

I got to explore **Asheville NC** last month and walk around downtown! Enjoy this travel vlog from my first time in this quirky North ...

Moving to Asheville NC? Check out this video!

James gaszak • 15K views • 1 year ago

Hi I am James and would like to tell you a bit about my thoughts and experience about moving to **Asheville NC** from Austin Texas.

Asheville, North Carolina | Top Things To Do | TRAVEL Guide VLOG

Will Edmond • 24K views • 1 year ago

Asheville, North Carolina has many things to do! If you are into traveling and budget-friendly destinations, **Asheville** is a little gem ...

Google

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Beth's ~~Brewery~~ Cidery

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Beth's ~~Brewery~~ Cidery

1) Create a YouTube channel
2) Brand my channel. Be the face of my channel
3) Create content around specific topics
4) Tag videos using meta tags
5) Encourage subscriptions, comments, likes... ENGAGE!
6) Use cards to encourage people to sick around
7) Cross promote on other social channels

BONUS: Work with creators

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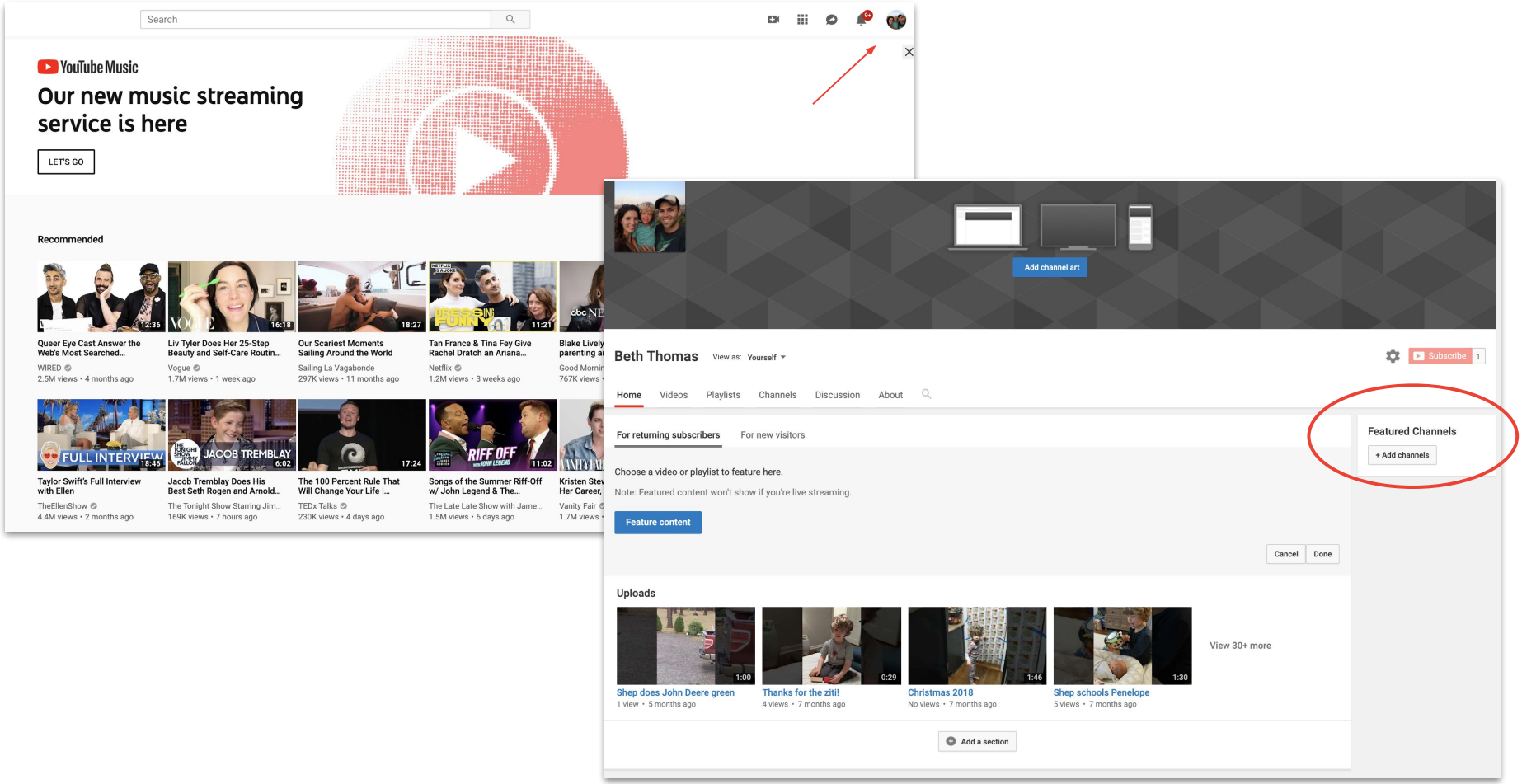

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Kylie Jenner
5,823,278 subscribers

SUBSCRIBE 5.8M

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

To Our Daughter

85,622,956 views • 1 year ago

Directed by Tyler Ross @wttyler
Music by Jacob Wilkinson-Smith @mybestfriendjacob_
READ MORE

FEATURED CHANNELS

Kim Kardashian West
SUBSCRIBE

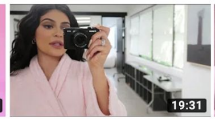
Kendall Jenner
SUBSCRIBE

Khloe Kardashian
SUBSCRIBE

Kourtney Kardashian
SUBSCRIBE

Uploads ▶ PLAY ALL

Sister Q&A - Khloé and Kylie
6.4M views • 1 month ago



Kylie Jenner: A Day in the Life
28M views • 2 months ago

Heather, Tiffany and Stassie try out Kylie Skin

Kris Jenner Shares Her Kylie Skin Routine

kylie skin - introducing my face moisturizer

Wader Makers

9 videos • 813 views • Last updated on Jan 26, 2018

Simms Fishing Products

SUBSCRIBE 13K

1

The Wader Makers

Simms Fishing Products

2

Wader Makers: Generations

Simms Fishing Products

3

Wader Maker, Clay Krull

Simms Fishing Products

4

Wader Maker, John Salcedo

Simms Fishing Products

5

Wader Maker, Chris Golz

Simms Fishing Products

6

Simms Headwaters™ Pro Wader

Simms Fishing Products

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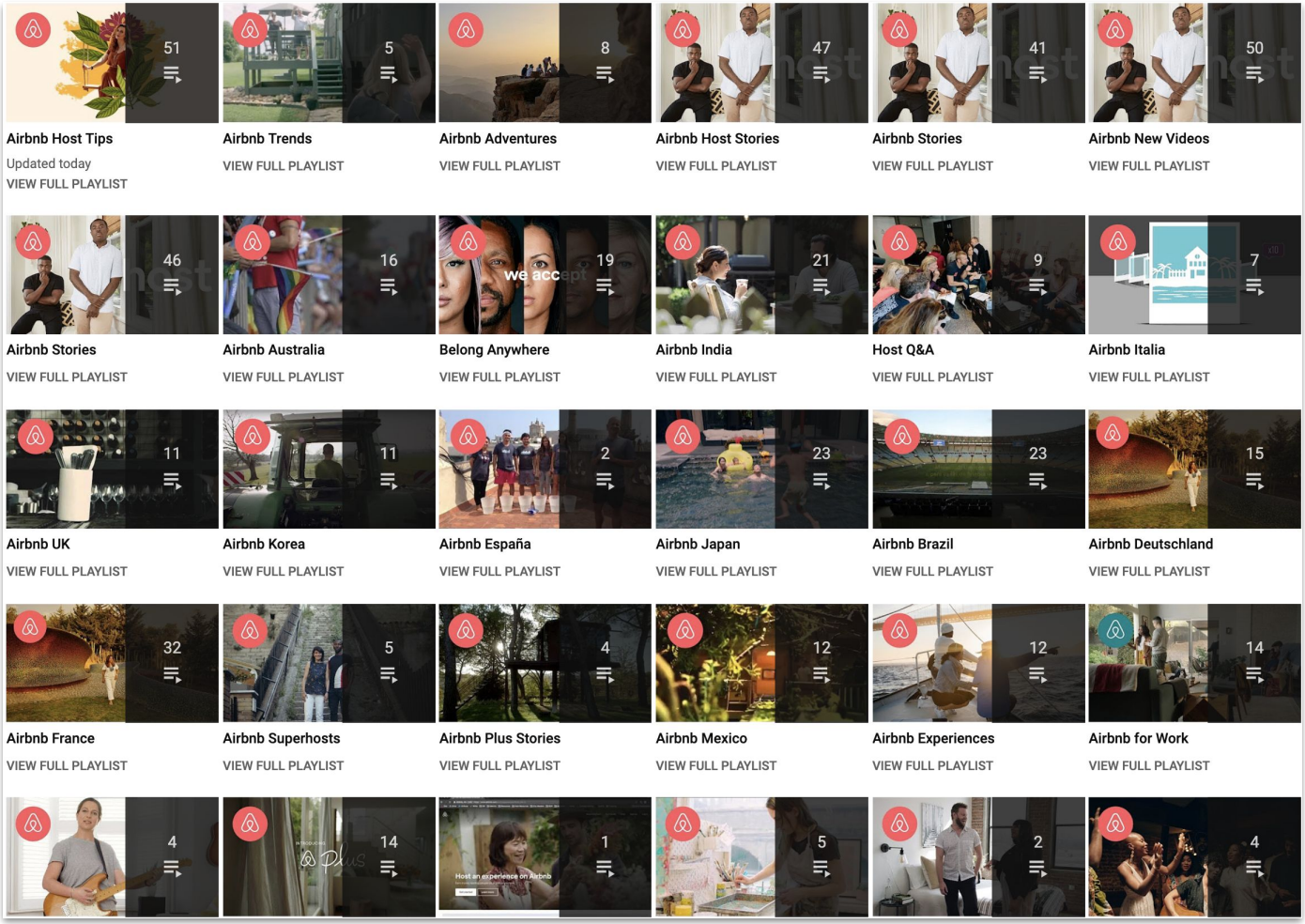

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BONUS: Work with creators

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PROCESSING 95%

Publish

Click "Publish" to make your video live.

Draft saved.

Basic info | Translations | Advanced settings

Upload status:

Processing your video.

Your video will be live at:
https://youtu.be/j0Y1Lg5hVkI

Snorkeling in Bahamas

College friends trip to the Bahamas

snorkeling × | elbow cay × | swimming × | bahamas × | UGA ×

New! Premieres

Make it a moment! Build the hype and get fans excited about your next video.

- Schedule your Premiere
- Share your watch page URL with your fans
- Chat with fans before and during the Premiere
- Watch the Premiere with fans in real time

Learn more

Premiere

Public

+ Add to playlist

Do minors appear in this video?

Make sure you follow our policies around child safety on YouTube and comply with any labor law obligations you may have. Learn more

Looking for overall content guidance?

Our Community Guidelines help you steer clear of trouble and ensure that YouTube remains a place where creators, advertisers, and viewers can thrive. Learn more

VIDEO THUMBNAILS

Custom thumbnail

Maximum file size is 2 MB.

Google

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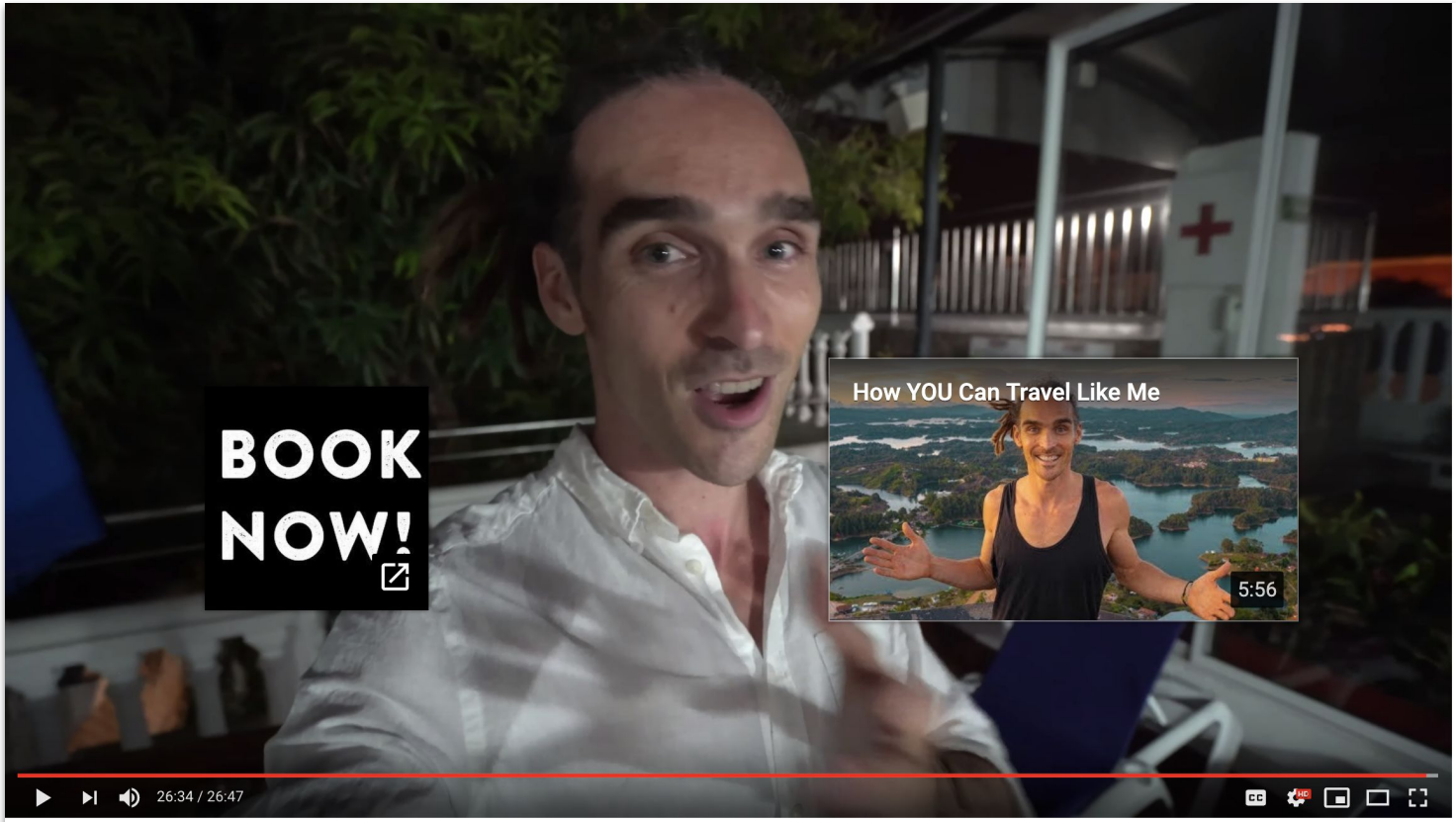

Cartagena: Colombia's Most Beautiful City!

20,454 views

877 34 SHARE SAVE

FunForLouis

Published on Aug 4, 2019

SUBSCRIBE 2M

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BONUS: Work with creators - Famebit.com

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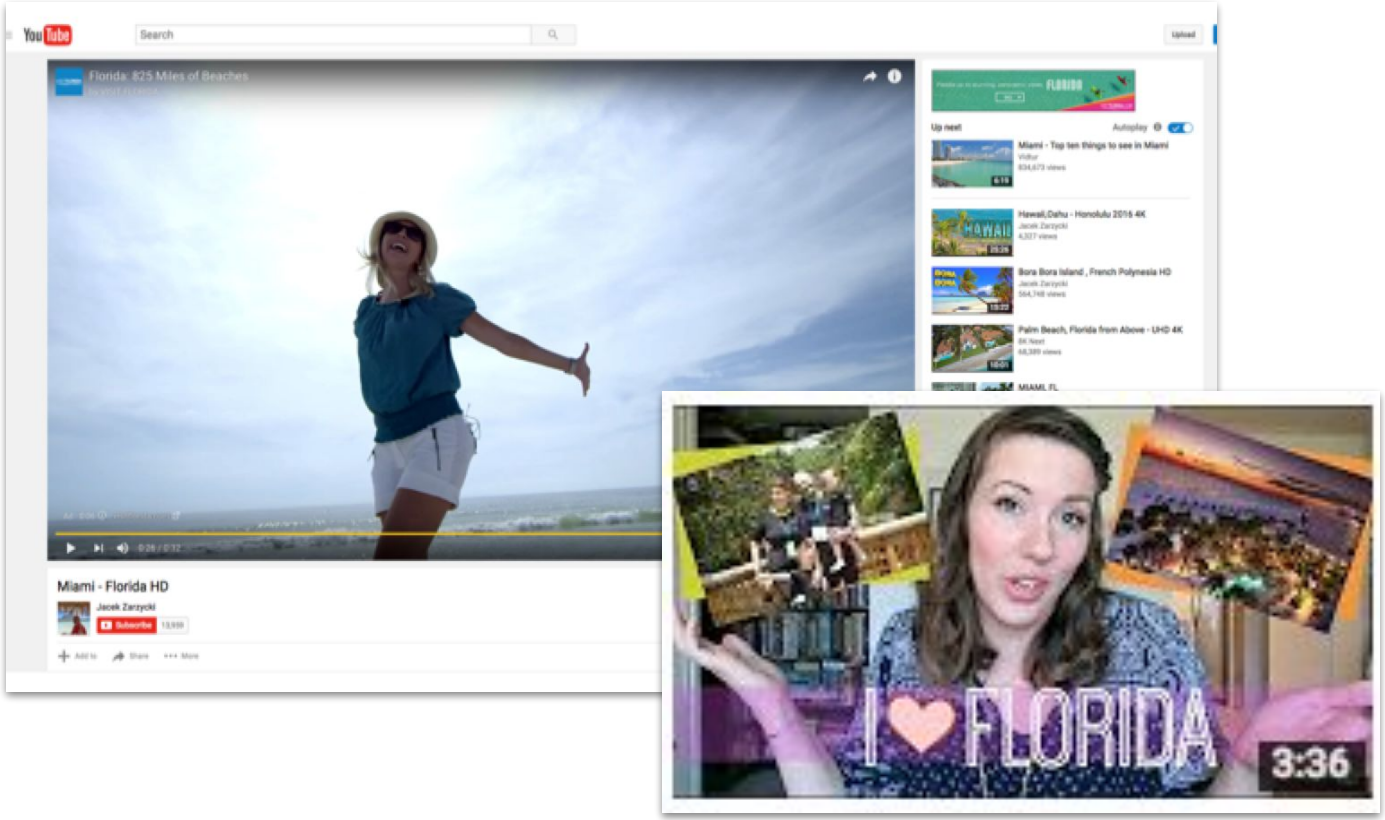

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Connection
&
Innovation

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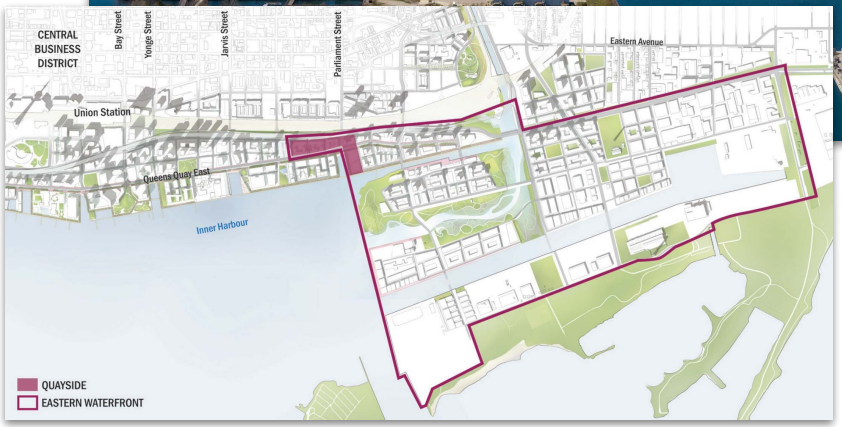
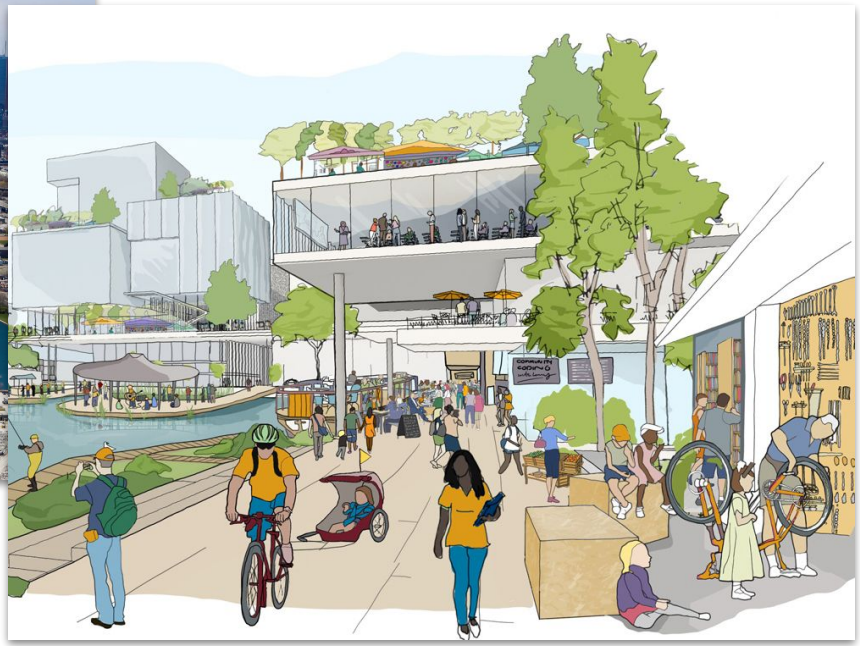
SIDE WALK
LABS

waze

WAYMO





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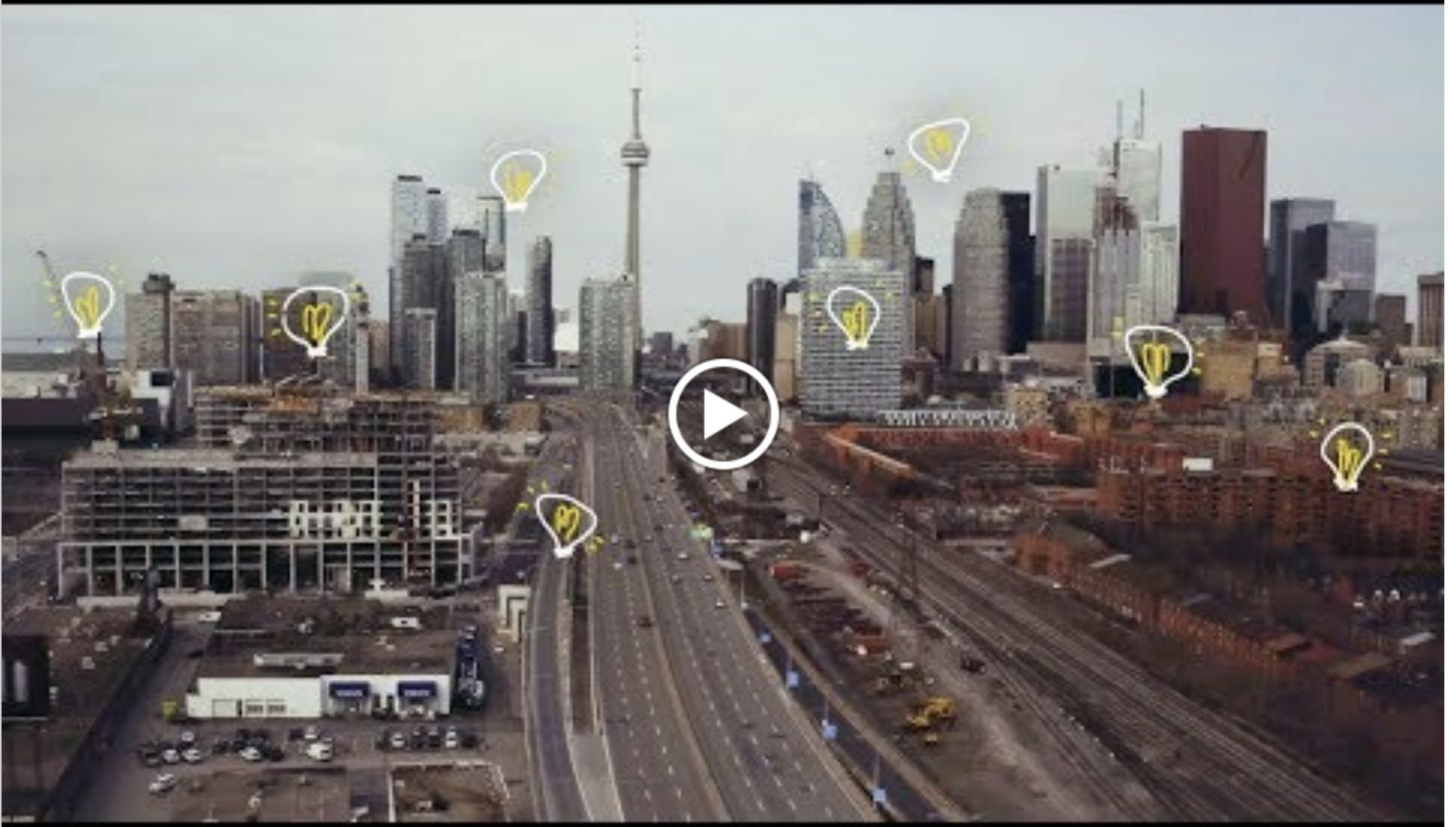
Co-design session:

Dynamic Streetscapes



SIDEWALK LABS

SIDE WALK LABS

Proprietary + Confidential

Q + A