

Google Business Photos helps diners decide where to eat during NYC Restaurant Week™

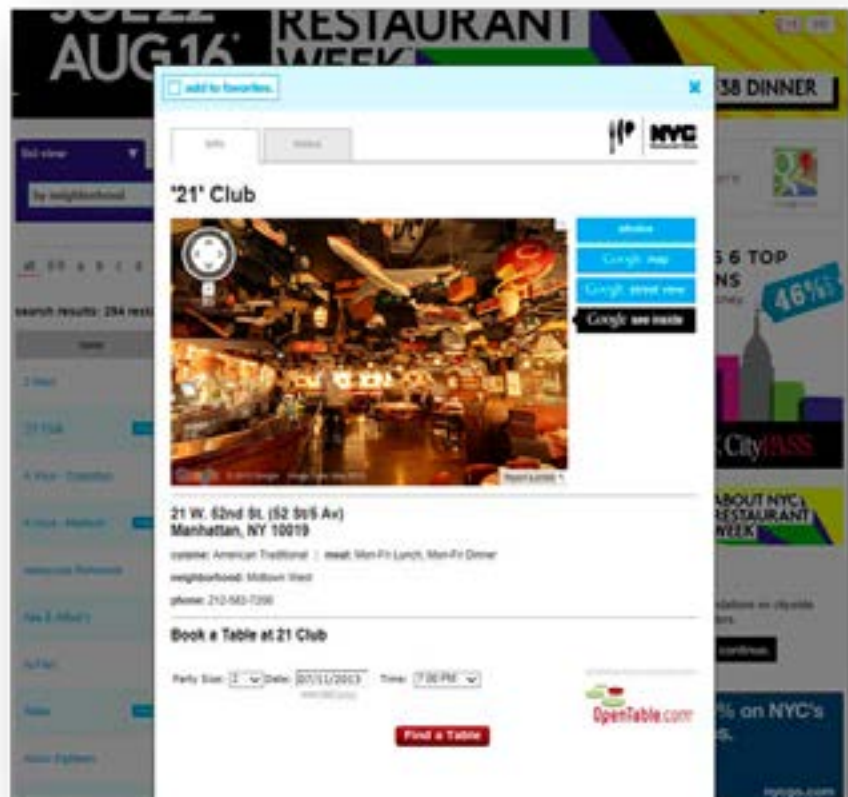


About NYC & Company

NYC & Company is New York City's official tourism and marketing organization, serving the city's 8 million residents and 52 million annual visitors. In 1992, NYC & Company launched NYC Restaurant Week™—the first event of its kind. Participating restaurants offer promotional prix fixe menus to generate business and attract new customers.

Challenge

In the summer of 2013, 294 restaurants participated in NYC & Company's 21st annual NYC Restaurant Week™. To help these restaurants attract more customers, NYC & Company wanted to incorporate new informational features on its restaurant listing pages.



Google Business Photos was incorporated into restaurant listings on NYCgo.com

Google Business Photos offers premium-quality interactive tours of business interiors. These 360-degree, panoramic views were embedded directly into NYCgo.com. This allowed visitors to explore a restaurant and quickly see the ambiance and decor as they chose where to dine.

To learn more, visit maps.google.com/businessphotos

Solution

To help restaurants attract more customers, NYC & Company embedded Google Maps, Google Street View, and Google Business Photos on its website, NYCgo.com. In particular, Google Business Photos, which offers fully interactive virtual tours of business interiors, gave diners a valuable new way to explore participating restaurants. This premium-quality imagery significantly influenced diners in deciding where to eat.

“For NYC Restaurant Week, we have seen that the more engaged consumers are, the more likely they are to book multiple reservations. Being able to feature Google Business Photos, along with menu previews, as part of our booking experience has had a direct impact on our visitors’ decision to make a reservation.”

Edward A. Hogikyan
Senior Vice President, Marketing
NYC & Company

Results

55% of all participating restaurants had Business Photos and results showed that diners were more likely to reserve a table at those restaurants. In New York City’s competitive food scene, this compelling visual imagery offered these restaurants a valuable edge.

- On average, restaurant listings that included Google Business Photos had a 30% higher click through to reservations
- Visitors who viewed Business Photos for a given business clicked through to make a reservation 50% of the time (20% more than visitors who didn’t view Business Photos)
- 84% of 1,300 surveyed customers said Google Business Photos played a factor in their restaurant choice



Tour business interiors with Google Business Photos on desktop, mobile, and tablet devices

How to get started

Find a Google Trusted Photographer or Trusted Agency on the Google Business Photos website at maps.google.com/businessphotos and set up a photo shoot.

