

# Google Maps Business View makes choices easier during NYC Restaurant Week<sup>SM</sup>

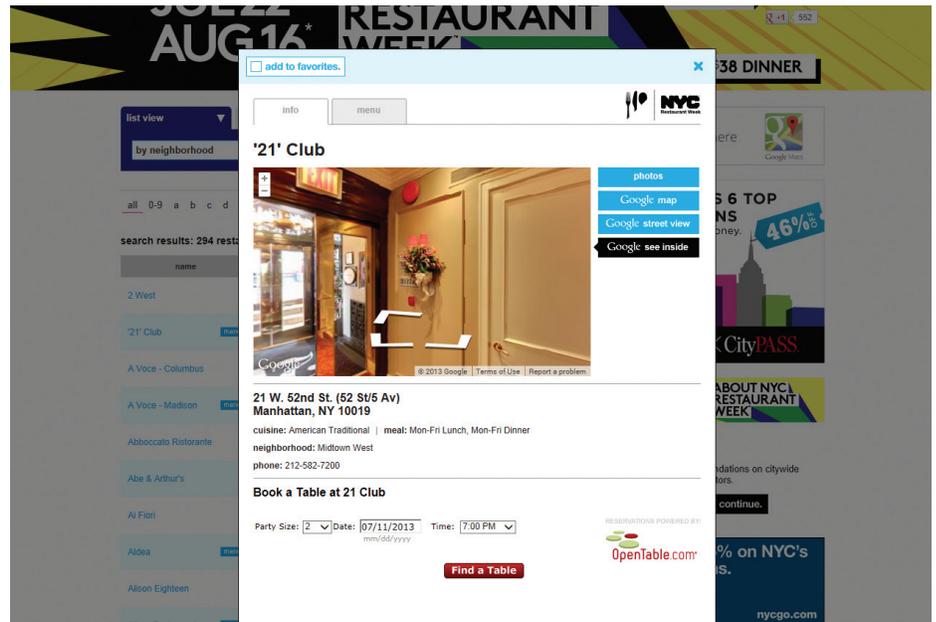


## About NYC & Company

NYC & Company is New York City's official tourism and marketing organization, serving the city's 8 million residents and 54.3 million annual visitors. NYC Restaurant Week<sup>SM</sup> launched in 1992—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 Restaurant Week. To help these restaurants attract more customers, NYC & Company wanted to incorporate new informational features on its restaurant listing pages.



Google Maps Business View was incorporated into restaurant listings on NYCgo.com



Google Maps Business View 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/businessview](https://maps.google.com/businessview)

## Solution

To drive a higher level of engagement with participating restaurants, NYC & Company embedded Google Maps Street View and Business View on its website at NYCgo.com. In particular, Business View, which offers fully interactive virtual tours of business interiors, gives diners a valuable new way to explore participating restaurants.

## Results

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

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*"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 Maps Business View, 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 of marketing, NYC & Company*

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*Tour business interiors with Google Maps Business View on desktop, mobile and tablet devices*

### **How to get started**

Find a Google Trusted Photographer or Trusted Agency on the Google Maps Business View website at [maps.google.com/businessview](https://maps.google.com/businessview) and set up a photo shoot.

