

Business View 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.

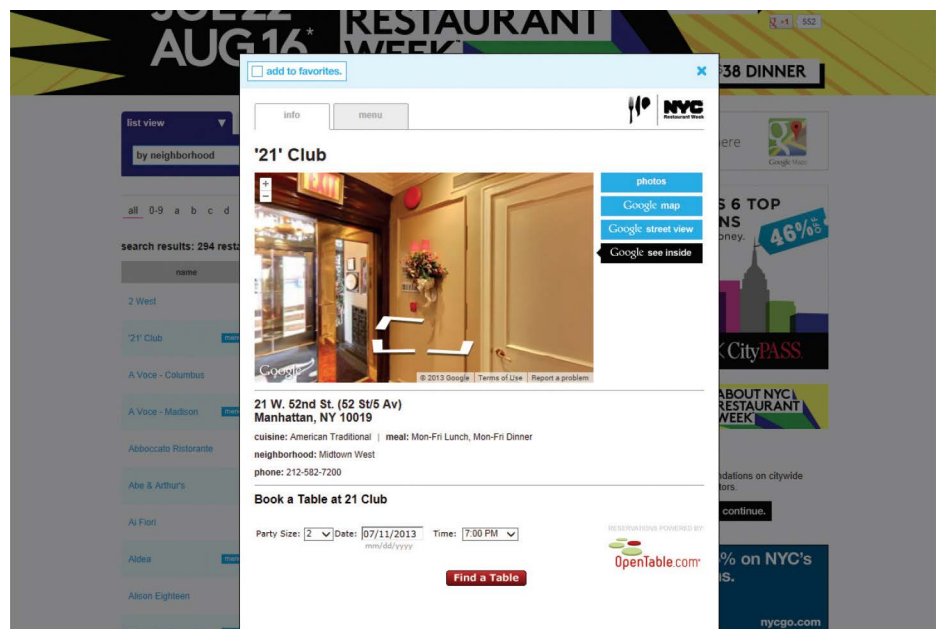


Google Maps Business View offers premium-quality interactive tours of business interiors. These 360-degree, panoramic views were embedded directly into NYCgo.com. This allowed visitors to explore a restaurant and quickly see the ambiance and decor as they chose where to dine.

To learn more, visit maps.google.ca/businessview

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

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.

“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, Marketing
NYC & Company

Results

55% of all participating restaurants had Business View 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 Business View had a 30% higher click through to reservations
- Visitors who viewed Business View for a given business clicked through to make a reservation 50% of the time (20% more than visitors who didn’t view Business View)
- 84% of 1,300 surveyed customers said Business View played a factor in their restaurant choice



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 Business View website at maps.google.ca/businessview and set up a photo shoot.

