Taking Advantage of Tourism Trend Sites



Wired and Wireless

- By 2017, more than 3 billion people will have mobile Internet access.
    - 56% of American adults own a smart phone
- 63% of adult cell phone owners use their phone to go online

Pew Research Center
Location Based Services
September 12, 2013

How do I get there?

Claim/Register your business on social sites

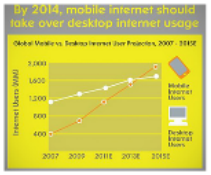
Why use Location Based Services

Networking online with your business community

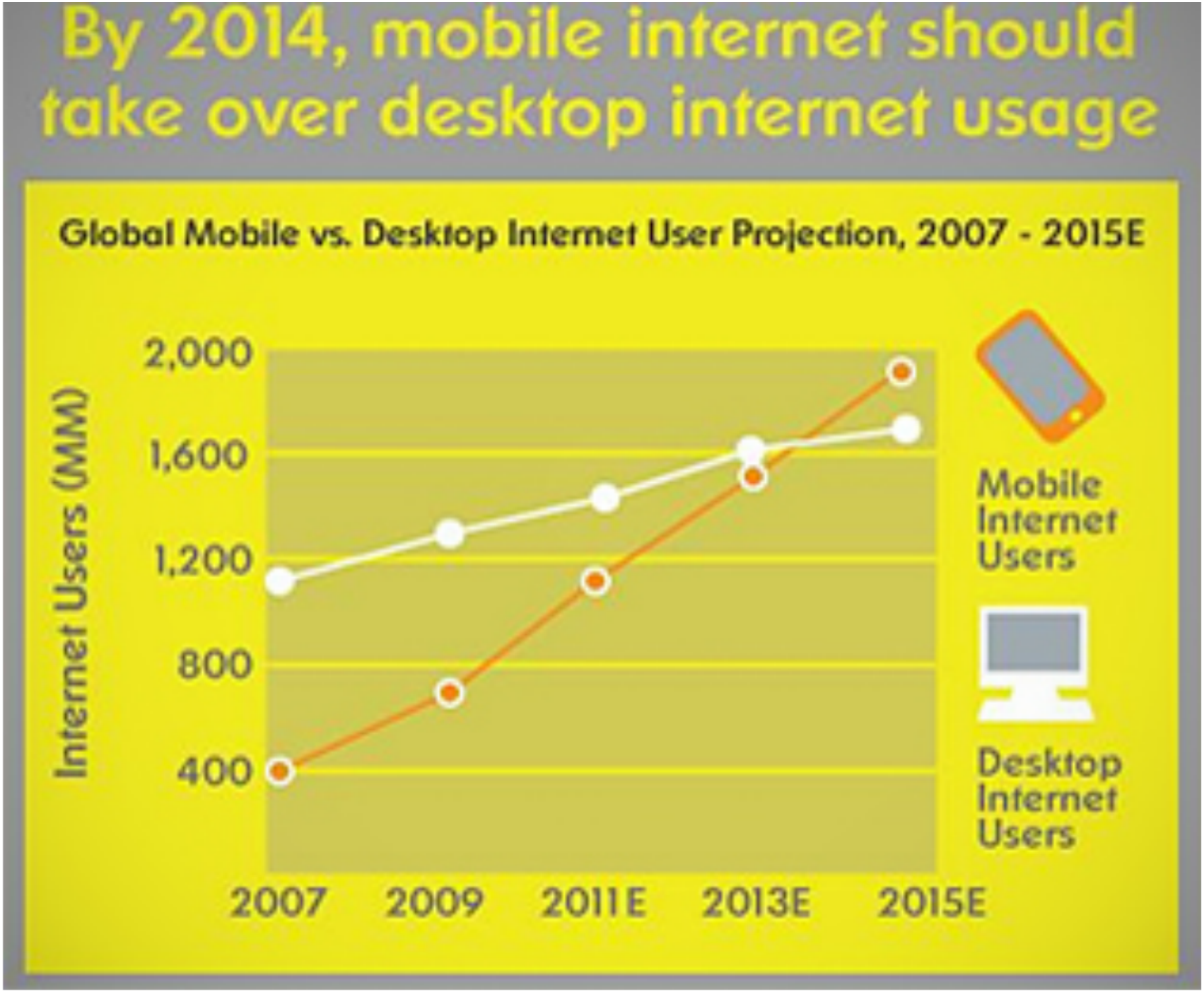
MISSISSIPPI STATE UNIVERSITY
EXTENSION SERVICE

MOBILE

search
responsive
geocoding
optimization
tablet
design
clickable
touchscreen
application
interface
android
ipad
smartphone
iphone
on-the-go
mobile



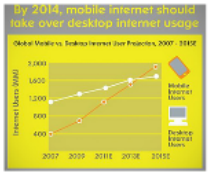
MISSISSIPPI STATE UNIVERSITY
EXTENSION SERVICE



Source: Microsoft

MOBILE

search
responsive
geocoding
optimization
tablet
design
clickable
touchscreen
application
interface
android
ipad
smartphone
iphone
on-the-go
mobile



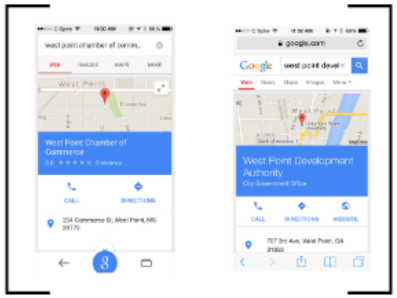
MISSISSIPPI STATE UNIVERSITY
EXTENSION SERVICE

Google

Register your business on Google My Business

97% of consumers search for businesses online

www.google.com/placesforbusiness







MISSISSIPPI STATE UNIVERSITY EXTENSION SERVICE

Welcome to Google My Business

Google Places for Business is now a part of Google My Business, which brings together the best of Google, all in one spot.

Use Google My Business to:

- Edit your business info on Search, Maps and more
- Share news and updates with customers
- Respond to customer reviews
- Discover how customers find your business

Google My Business

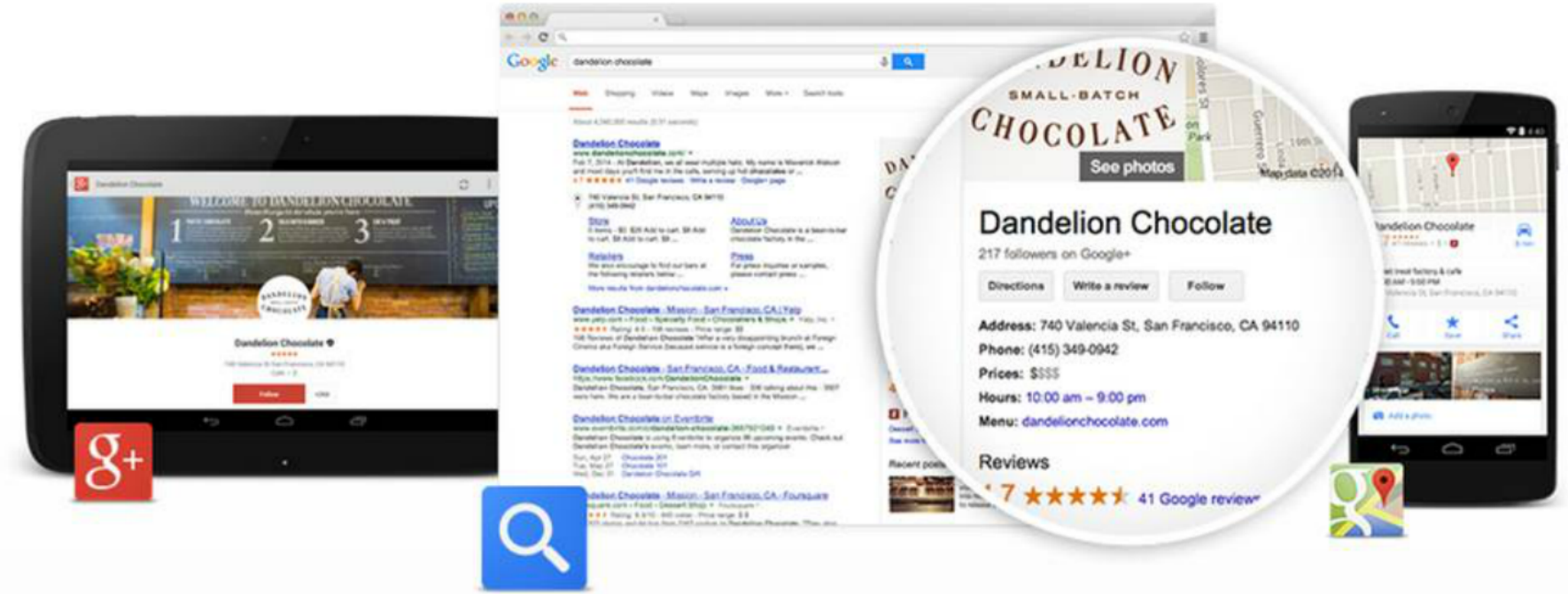
Sign in or Get on Google

Overview | Be found | Connect with customers | Manage easily | FAQ

Get your business on Google for free

New – Google My Business connects you directly with customers, whether they're looking for you on Search, Maps or Google+.

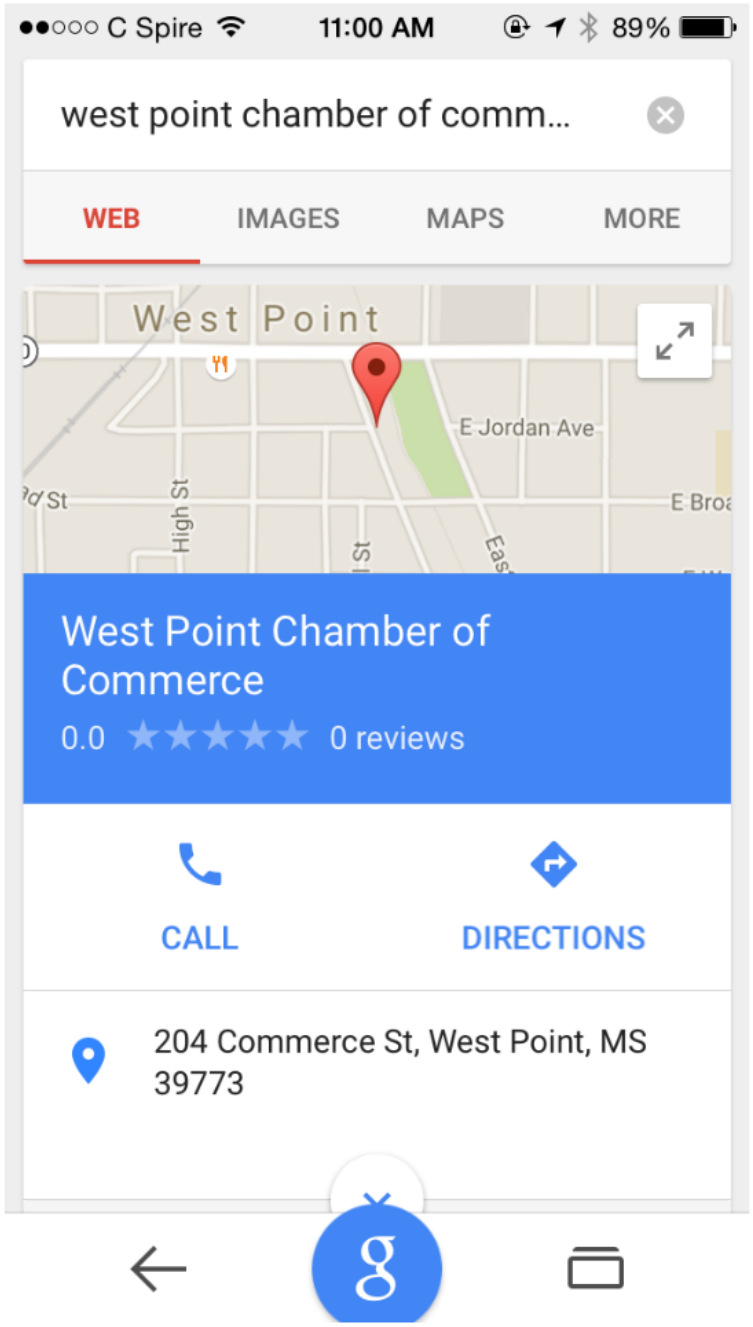
Get on Google

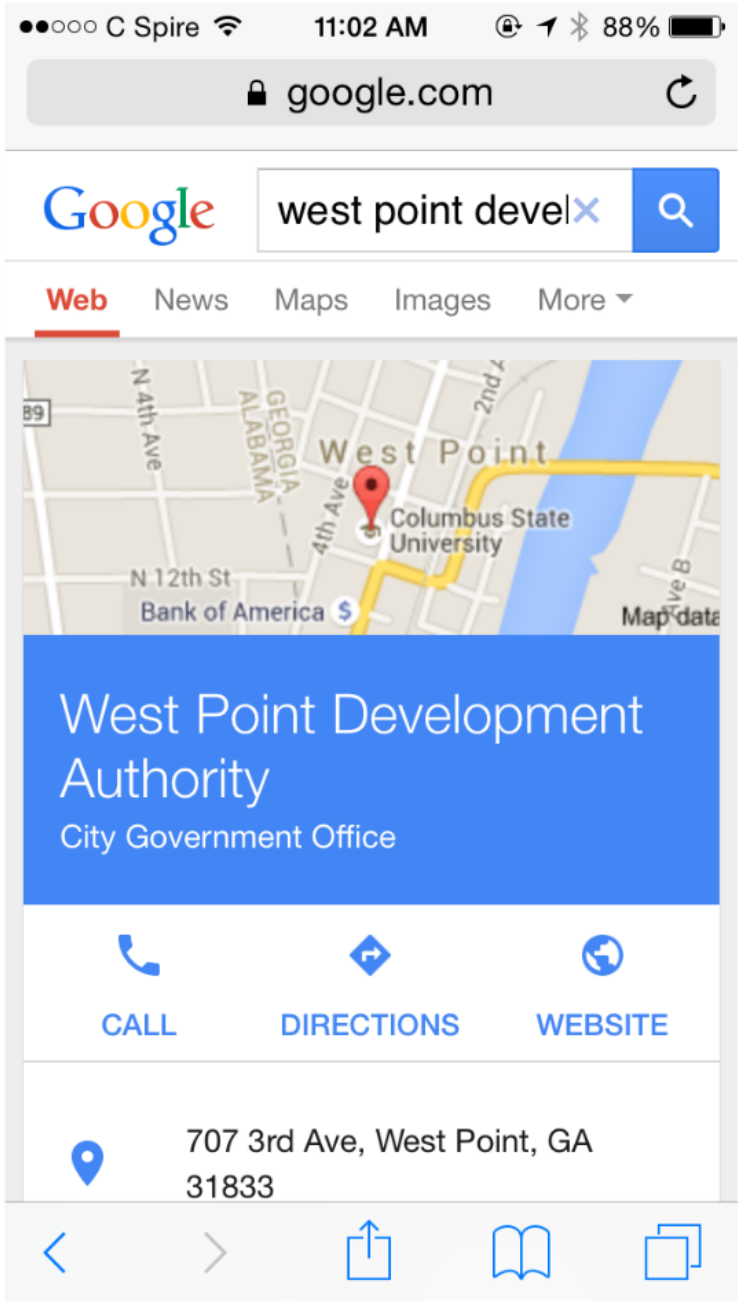


Show up across Google

Give customers the right info

Build lasting relationships


●●○○○ C Spire
11:00 AM
89%
west point chamber of comm...
WEB
IMAGES
MAPS
MORE
West Point
E Jordan Ave
High St
West Point Chamber of Commerce
0.0 ★★★★★ 0 reviews
CALL
DIRECTIONS
204 Commerce St, West Point, MS 39773

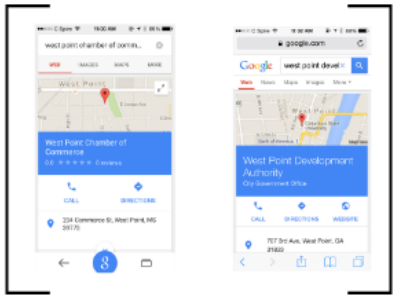

●●○○○ C Spire
11:02 AM
88%
google.com
Google
west point devel
Web
News
Maps
Images
More
West Point
Columbus State University
N 12th St
Bank of America
Map data
West Point Development Authority
City Government Office
CALL
DIRECTIONS
WEBSITE
707 3rd Ave, West Point, GA 31833

Google

Register your business on Google My Business

97% of consumers search for businesses online

www.google.com/placesforbusiness







MISSISSIPPI STATE UNIVERSITY EXTENSION SERVICE

Location Based Services

12% of adult smartphone owners use a geosocial service to "check in" to a location or share their location with friends.

Yelp

www.biz.yelp.com

Search or post reviews about businesses.
Businesses can respond to reviews.
Register your business with Yelp.
Offer special deals to people viewing your business.
Receive custom feedback and tracking.



Urbanspoon

www.urbanspoon.com



TripAdvisor

www.tripadvisor.com/Owners



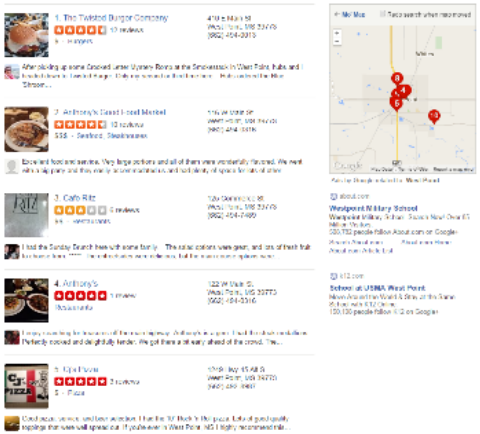
MISSISSIPPI STATE UNIVERSITY EXTENSION SERVICE

Source: Pew Research Center
Location-Based Services
September 12, 2013

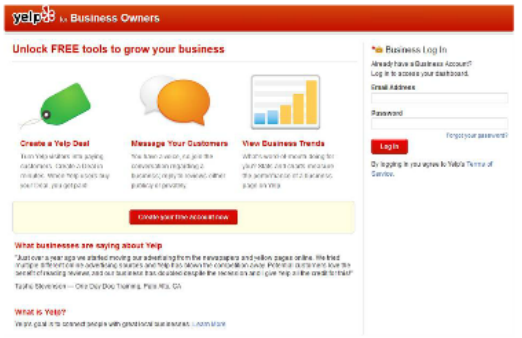
Yelp

www.biz.yelp.com

Search or post reviews about businesses.
Businesses can respond to reviews.
Register your business with Yelp.
Offer special deals to people viewing your business.
Receive custom feedback and tracking.

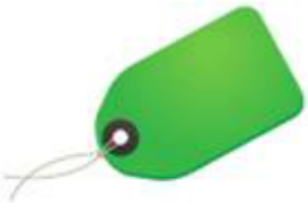






yelp for Business Owners

Unlock FREE tools to grow your business



Create a Yelp Deal

Turn Yelp visitors into paying customers. Create a Deal in minutes. When Yelp users buy your Deal, you get paid.



Message Your Customers

You have a voice, so join the conversation regarding a business; reply to reviews either publicly or privately.



View Business Trends

What's word-of-mouth doing for you? Stats and charts measure the performance of a business page on Yelp.

Create your free account now

What businesses are saying about Yelp

"Just over a year ago we started moving our advertising from the newspapers and yellow pages online. We tried multiple different online advertising sources and Yelp has blown the competition away. Potential customers love the benefit of reading reviews and our business has doubled despite the recession and I give Yelp all the credit for this!"

Tasha Stevenson — One Day Dog Training, Palo Alto, CA

What is Yelp?

Yelp's goal is to connect people with great local businesses. Learn More

Business Log In

Already have a Business Account?
Log in to access your dashboard.

Email Address

Password

Forgot your password?

Log In

By logging in you agree to Yelp's Terms of Service.



1. The Twisted Burger Company

12 reviews

$ · Burgers

410 E Main St
West Point, MS 39773
(662) 494-0013

After picking up some Crooked Letter Mystery Romp at the Smokestack in West Point, hubs and I headed down to Twisted Burger. Only my second or third time here. Hubs ordered the Blue 'Shroom...



2. Anthony's Good Food Market

10 reviews

$$$ · Seafood, Steakhouses

116 W Main St
West Point, MS 39773
(662) 494-0316

Excellent food and service. Very large portions and all of them were wonderfully flavored. We went with a big party and they easily accommodated us and had plenty of space for lots of other...



3. Cafe Ritz

6 reviews

$$ · Restaurants

125 Commerce St
West Point, MS 39773
(662) 494-7489

I had the Sunday Brunch here with some family. The salad options were great, and lots of fresh fruit to choose from. ***** The entree/sides were delicious, but the main course options were...



4. Anthony's

1 review

Restaurants

122 W Main St
West Point, MS 39773
(662) 494-0316

I enjoy searching for treasures off the main highway. Anthony's is a gem. I had the steak medallions. Perfectly cooked and delightfully tender. We got there a bit early ahead of the crowd. The...



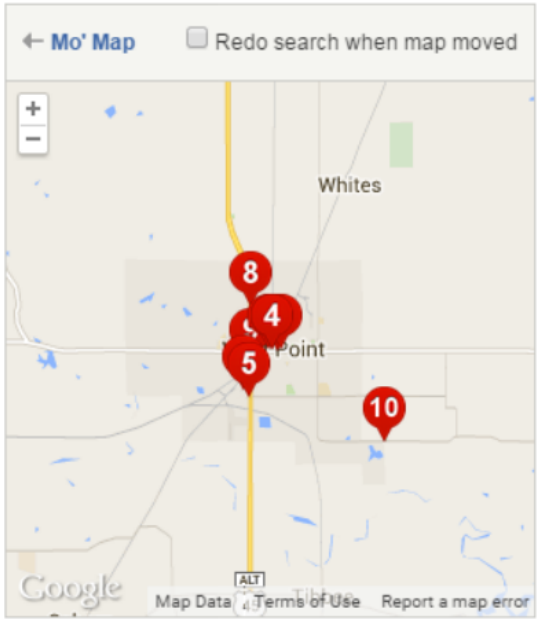
5. Cj's Pizza

3 reviews

$ · Pizza

1249 Hwy 45 Alt S
West Point, MS 39773
(662) 492-8987

Good pizza, service, and beer selection. I had the 10" Rock 'n Roll pizza. Lots of good quality toppings that were well spread out. If you're ever in West Point, MS I highly recommend this...



Ads by Google related to: **West Point**

about.com

Westpoint Military School

Westpoint Military School. Search Now! Over 85 Million Visitors.
508,782 people follow About.com on Google+

Search About.com About.com Home
About.com Article List

k12.com

School at USMA West Point

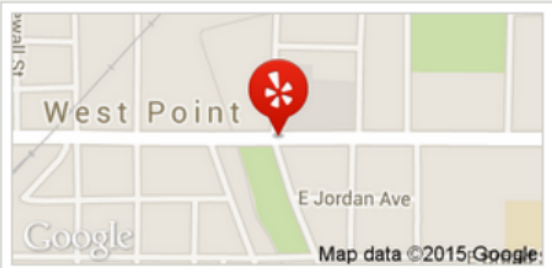
Move Around the World & Stay at the Same School with K12 Online.
150,198 people follow K12 on Google+

The Twisted Burger Company

12 reviews Details

$ · Burgers Edit

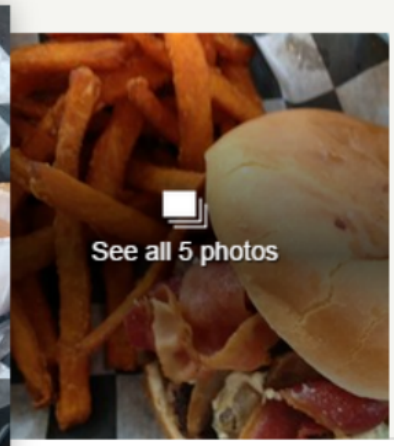
Write a Review | Add Photo | Share | Bookmark



410 E Main St
West Point, MS 39773
Edit
Get Directions
(662) 494-0013









"Probably one of the best restaurant burgers I've had yet, but the flat out winner for the price of $7 including the very good **natural cut fries**."
in 2 reviews



"It's tucked into a converted service station- part of **front wall** is still garage doors!" in 2 reviews

$$$$ Price range **Under $10**

Edit business info

Work here? Claim this business

Ads by Google

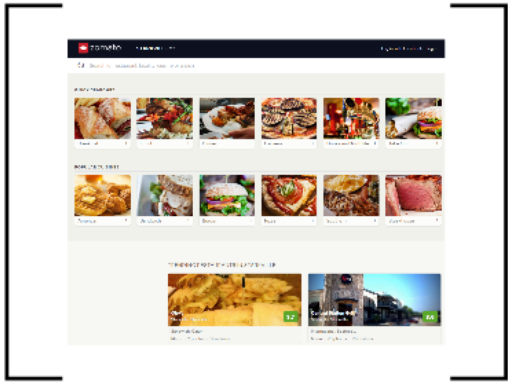
Logan's Roadhouse
High Quality, Reasonable Prices Burgers, Steaks, Salads. Since 1991
logansroadhouse.com

HOTEL DEALS
DON'T PAY MORE
Save up to 60% with Hot Rate® Hotels
Based on national rates.
hotwire See Deals

Recommended Reviews

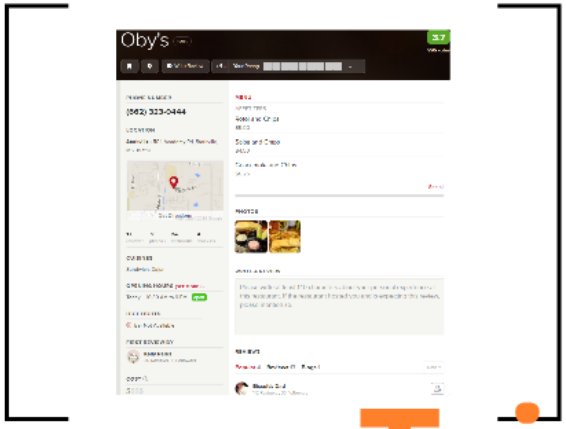
Search reviews

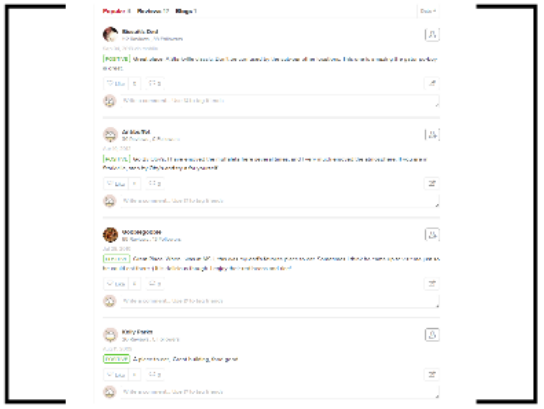
Yelp Sort Date Rating Elites English 12



Urbanspoon

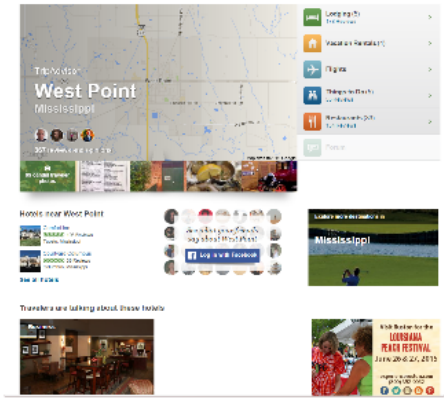
www.urbanspoon.com

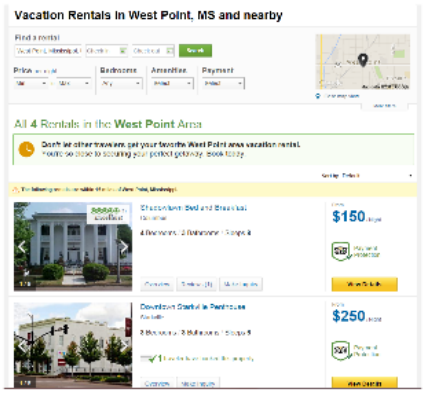


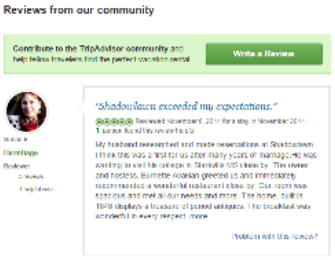


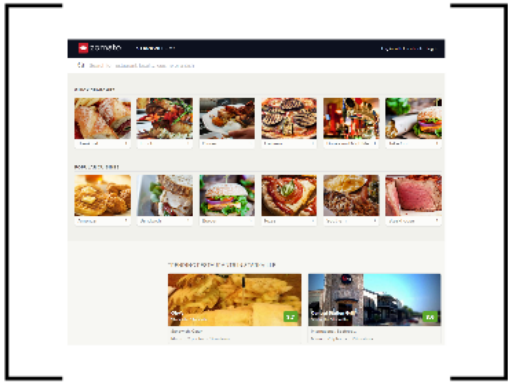
TripAdvisor

www.tripadvisor.com/Owners



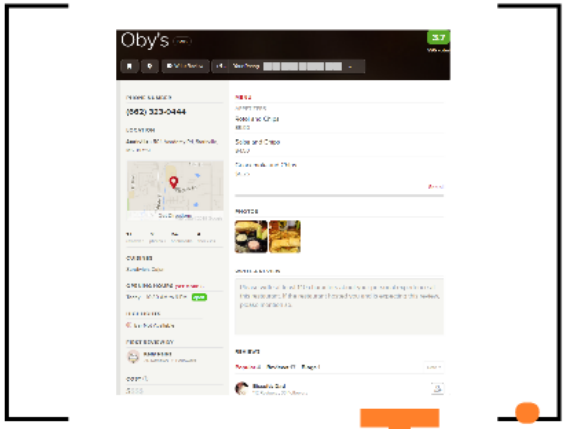


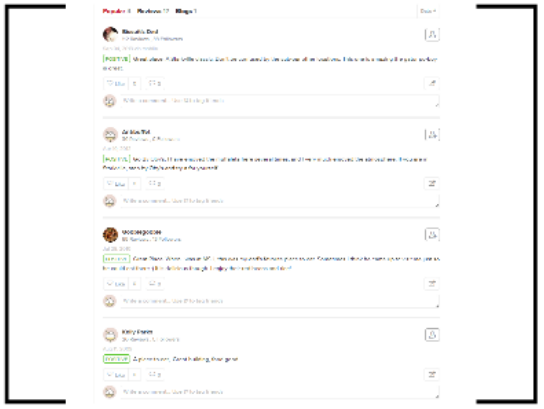




Urbanspoon

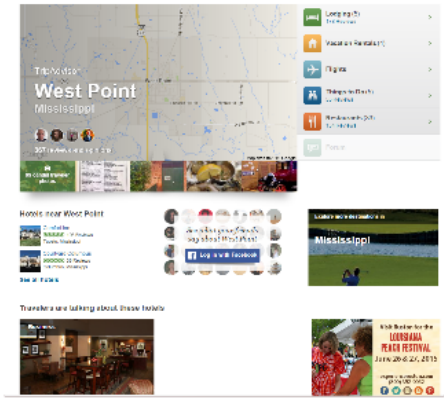
www.urbanspoon.com

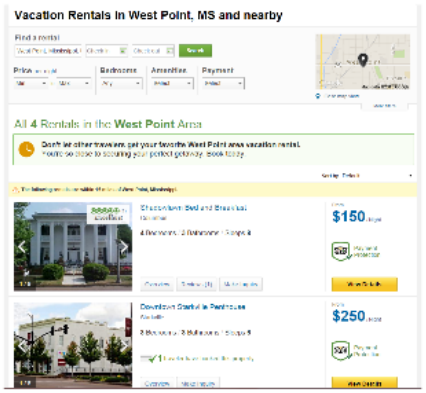


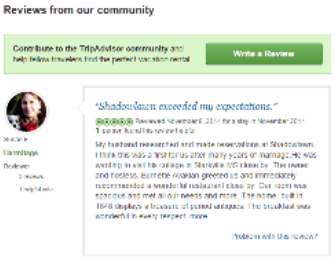


TripAdvisor

www.tripadvisor.com/Owners







zomato | STARKVILLE | Log in with Facebook | Log in

Search for restaurant, locality, cuisine or a dish

QUICK SEARCHES


Breakfast ›


Lunch ›


Dinner ›


Delivery ›


Drinks and Nightlife ›


Take Out ›

POPULAR CUISINES


American ›


Sandwich ›


Burger ›


Pizza ›


Southern ›


Steakhouse ›

TRENDING RESTAURANTS IN STARKVILLE



Sandwich, Cajun

Menu · 2 photos · 17 reviews



International, Seafood...

Menu · 23 photos · 29 reviews

Oby's

SMS

3.7

395 votes

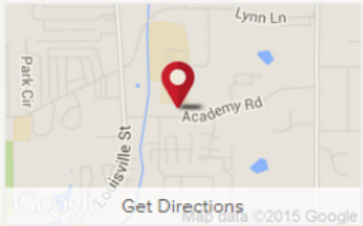
Write Review | Your Rating

PHONE NUMBER

(662) 323-0444

LOCATION

Starkville › 504 Academy Rd, Starkville, MS 39759



17 reviews › | 2 photos › | 24 bookmarks | 4 check ins

CUISINES

Sandwich, Cajun

OPENING HOURS (SEE MORE +)

Today 10:30 AM to 9 PM open

HIGHLIGHTS

Bar Not Available

FIRST REVIEW BY

Kelly Parks
20 Reviews , 5 Followers

COST

$$$$

MENU

APPETIZERS

Rotel and Chips
$5.50

Salsa and Chips
$4.50

Guacamole and Chips
$6.25

See all

PHOTOS



WRITE A REVIEW

Please write at least 140 characters about your personal experience at this restaurant. If the restaurant hosted you and is expecting this review, please mention so.

REVIEWS

Popular 4 | Reviews 17 | Blogs 1 | Date +

Biscuit's Dad
112 Reviews , 33 Followers

Popular 4 Reviews 17 Blogs 1 Date

Biscuit's Dad
112 Reviews , 33 Followers

Sep 04, 2013 via mobile

POSITIVE Great place. A Starkville classic. Don't be confused by the sub-par other locations. This one is amazing the gator po-boy is great.

Like 0 0

Write a comment... Use @ to tag friends

Antibuffet
39 Reviews , 0 Followers

Apr 19, 2012

POSITIVE Go By Oby's. I have enjoyed the muffaleta here several times, and I very much enjoyed the atmosphere. If you are in Starkville, stop by Oby's and try it for yourself.

Like 0 0

Write a comment... Use @ to tag friends

Gobblegobble
55 Reviews , 13 Followers

Jul 28, 2010

POSITIVE Great Place. When I was at MSU, this was my dad's favorite place to eat. Sometimes I think he came up to visit me just so he could eat there :) It is delicious though. I enjoy their red beans and rice!

Like 0 0

Write a comment... Use @ to tag friends

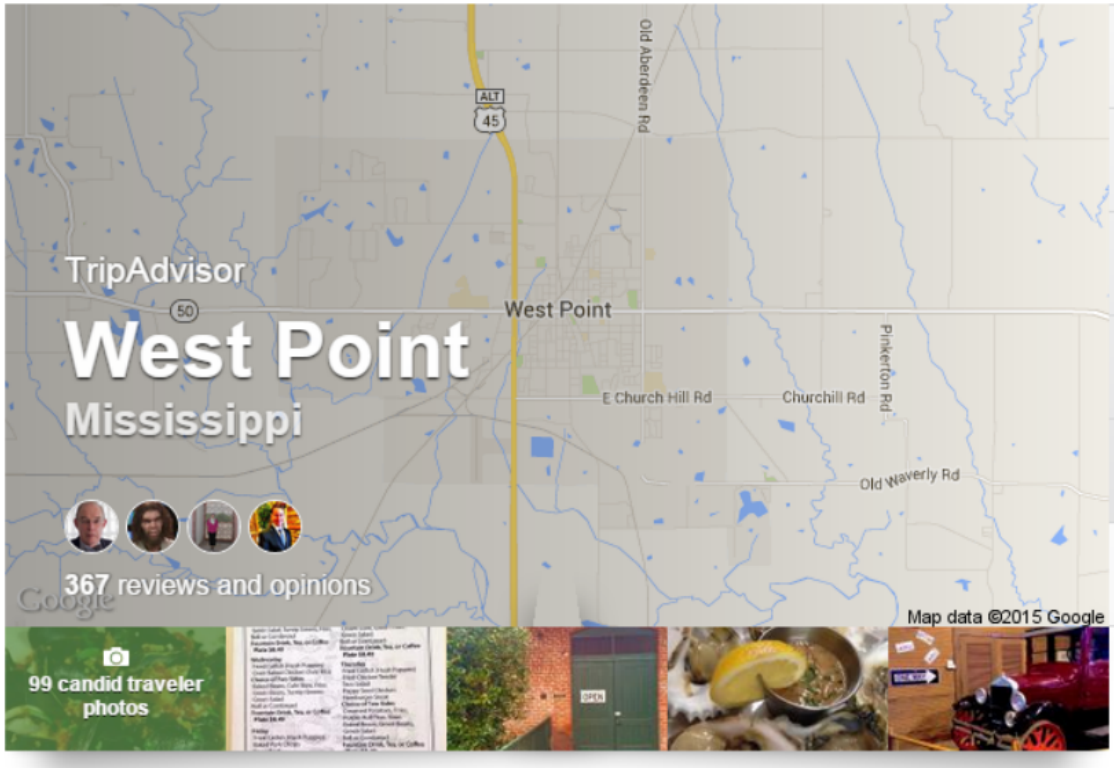
Kelly Parks
20 Reviews , 5 Followers

Aug 11, 2009

POSITIVE A place to eat,. Great building, food good

Like 0 0

Write a comment... Use @ to tag friends



- **Lodging** (5) — 178 Reviews
- **Vacation Rentals** (4)
- **Flights**
- **Things to Do** (5) — 55 Reviews
- **Restaurants** (33) — 134 Reviews
- Forum

Hotels near West Point



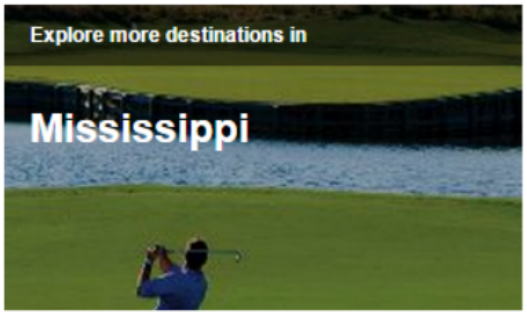
Comfort Inn
106 Reviews
Tupelo, Mississippi



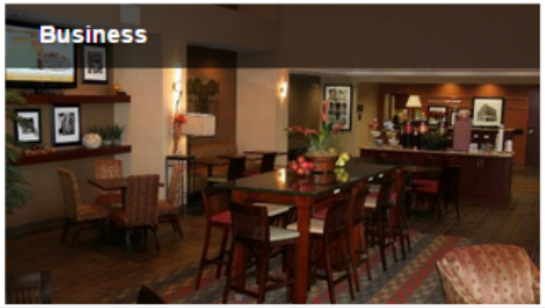
Courtyard Columbus
35 Reviews
Columbus, Mississippi

See all hotels





Travelers are talking about these hotels





Vacation Rentals in West Point, MS and nearby

Find a rental

West Point, Mississippi, | Check in | Check out | Search

Price per night: Min to Max | **Bedrooms**: Any | **Amenities**: Select | **Payment**: Select



Go to map view

More filters

All 4 Rentals in the West Point Area

Don't let other travelers get your favorite West Point area vacation rental.
You're so close to securing your perfect getaway. Book today.

Sort by Default

The following rentals are within 15 miles of West Point, Mississippi.



Shadowlawn Bed and Breakfast

Columbus

4 Bedrooms / **3** Bathrooms / Sleeps **8**

Overview | Reviews (1) | Make Inquiry

From **$150** / Night

Payment Protection

View Details



Downtown Starkville Penthouse

Starkville

3 Bedrooms / **3** Bathrooms / Sleeps **6**

1 traveler have booked this property

Overview | Make Inquiry

From **$250** / Night

Payment Protection

View Details

Reviews from our community

Contribute to the TripAdvisor community and help fellow travelers find the perfect vacation rental

Write a Review



Susan F

Hermitage

Reviewer

3 reviews

1 helpful vote

"Shadowlawn exceeded my expectations."

Reviewed November 8, 2014 for a stay in November 2014

1 person found this review helpful

My husband researched and made reservations at Shadowlawn. I think this was a first for us after many years of marriage.He was wanting to visit his college in Starkville MS close by. The owner and hostess, Burnette Avakian greeted us and immediately recommended a wonderful restaurant close by. Our room was spacious and met all our needs and more. The home, built in 1848 displays a treasure of period antiques. The breakfast was wonderful in every respect. more

Problem with this review?

Location Based Services

12% of adult smartphone owners use a geosocial service to "check in" to a location or share their location with friends.

Yelp

www.biz.yelp.com

Search or post reviews about businesses.
Businesses can respond to reviews.
Register your business with Yelp.
Offer special deals to people viewing your business.
Receive custom feedback and tracking.



Urbanspoon

www.urbanspoon.com



TripAdvisor

www.tripadvisor.com/Owners



MISSISSIPPI STATE UNIVERSITY EXTENSION SERVICE

Source: Pew Research Center
Location-Based Services
September 12, 2013

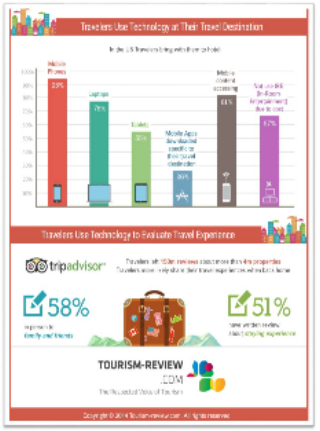
The bottom line? Reviews matter

89% of global travelers say reviews are influential when choosing where to book

96% of global hoteliers say reviews are influential in generating bookings

Source: TripBarometer by TripAdvisor, April 2014
* Data was collected February – March 2014, based on an online survey of 10,379 representatives from accommodations in the TripAdvisor database, weighted equally by country, and 10,037 TripAdvisor website users and ipsos online panelists who have researched their travel plans online in the last year, weighted to the known profile of the online population. Further details can be found in the TripBarometer global report.





INFLUENCE OF TECHNOLOGY ON TRAVELERS

Now a days, technology is influencing the travelers' behavior. They are using Technology Before Travel.



23%
of travelers book their accommodation directly through *property provider*

27%
of travelers book their accommodation through *OTA (Online Travel Agency)*

53%
will not book an accommodation without *TripAdvisor review*

90%
of travelers take into account *other travelers' reviews* when booking hotel

23% of travelers use social media when booking online

76%

20%

26%

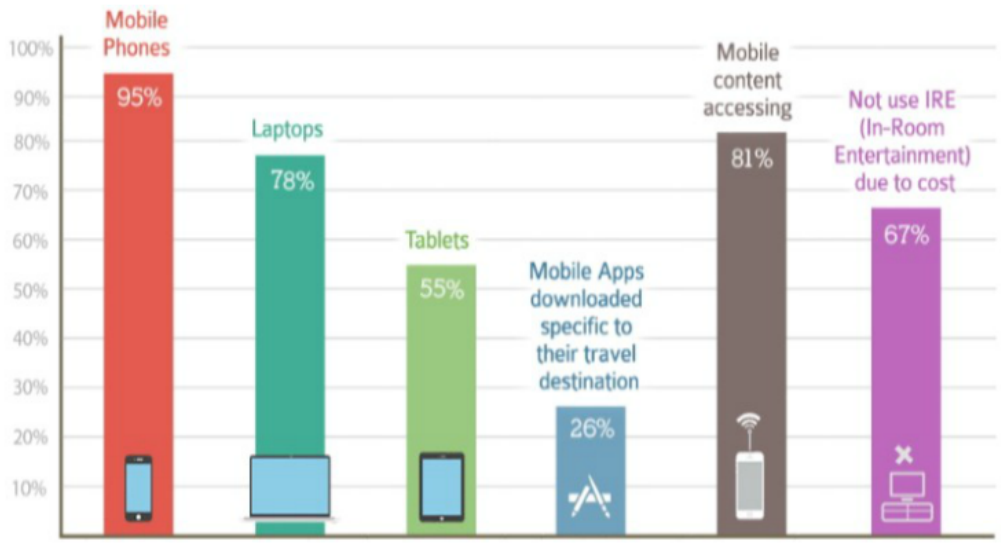
Young travelers (aged 18-24) are more likely use FACEBOOK & TWITTER

90%

29%

Travelers Use Technology at Their Travel Destination

In the US Travelers bring with them to hotel:



Travelers Use Technology to Evaluate Travel Experience

tripadvisor®

Travelers left **150m reviews** about more than **4m properties**
Travelers more likely share their travel experiences when back home

58%
in person to
family and friends



51%
have written review
about ***staying experience***

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Taking Advantage of Tourism Trend Sites

