

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

The State of Consumer & Retailing Trends 2012

The bottom line? Reviews matter

89% of global travelers use reviews and ratings when choosing where to book.

96% of global travelers say reviews are important in generating bookings.



How do I get there?

- Claim/Register your business on social sites
- Why use Location Based Services
- Networking online with your business community

LinkedIn
eBay

MOBILE

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

SEARCH ENGINE
MARKETING

Location Based Services

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



Google

Register your business on Google My Business
<http://google.com/business>
www.google.com/placesforbusiness



SEARCH ENGINE
MARKETING

Wired and Wireless

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How do I get there?

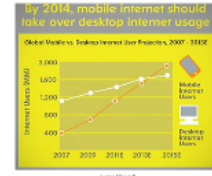
Claim/Register your business on social sites

Why use Location Based Services

Networking online with your business community

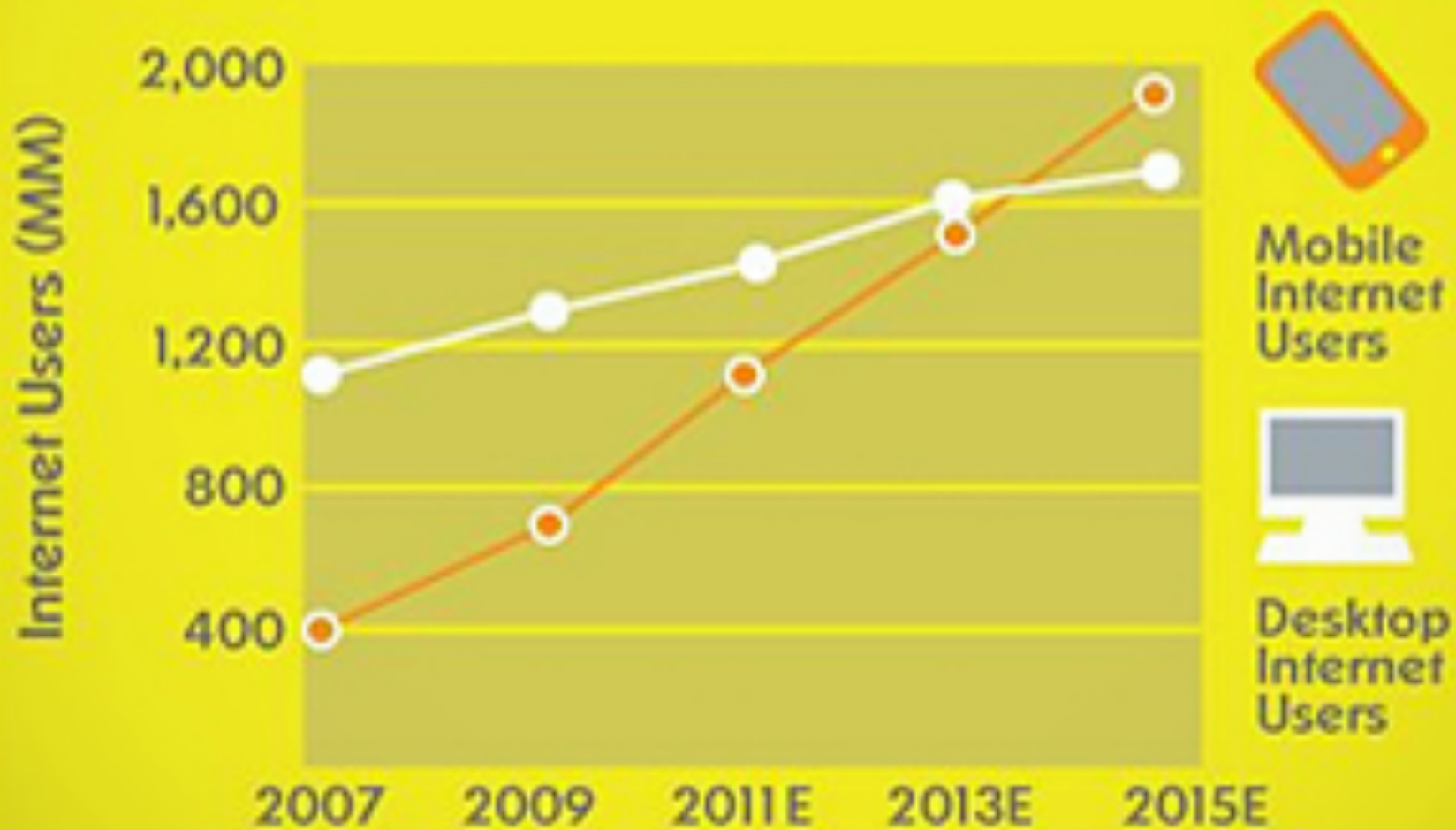
MOBILE

search
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mobile



By 2014, mobile internet should take over desktop internet usage

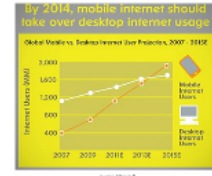
Global Mobile vs. Desktop Internet User Projection, 2007 - 2015E



Source: Microsoft

MOBILE

search
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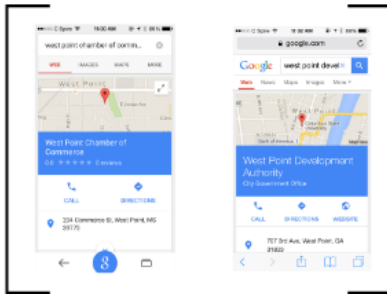


Google

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.

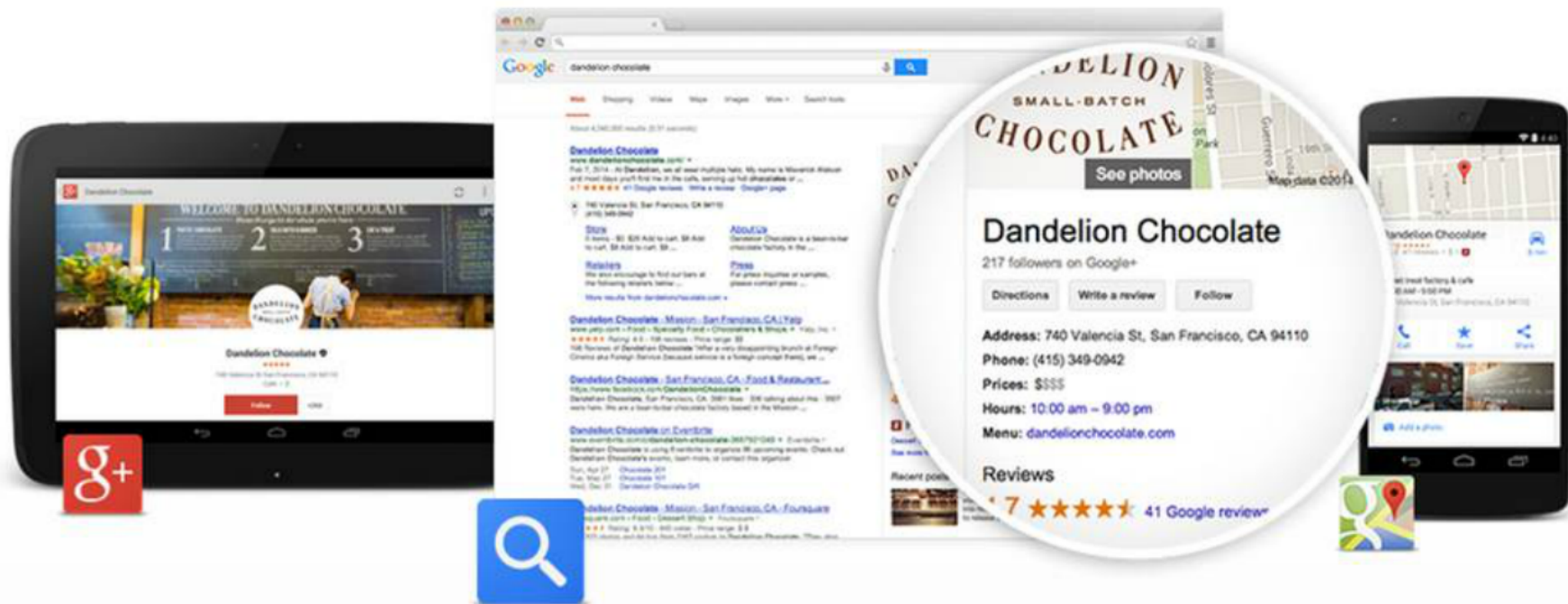
Use Google My Business to:

- 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
-

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+.

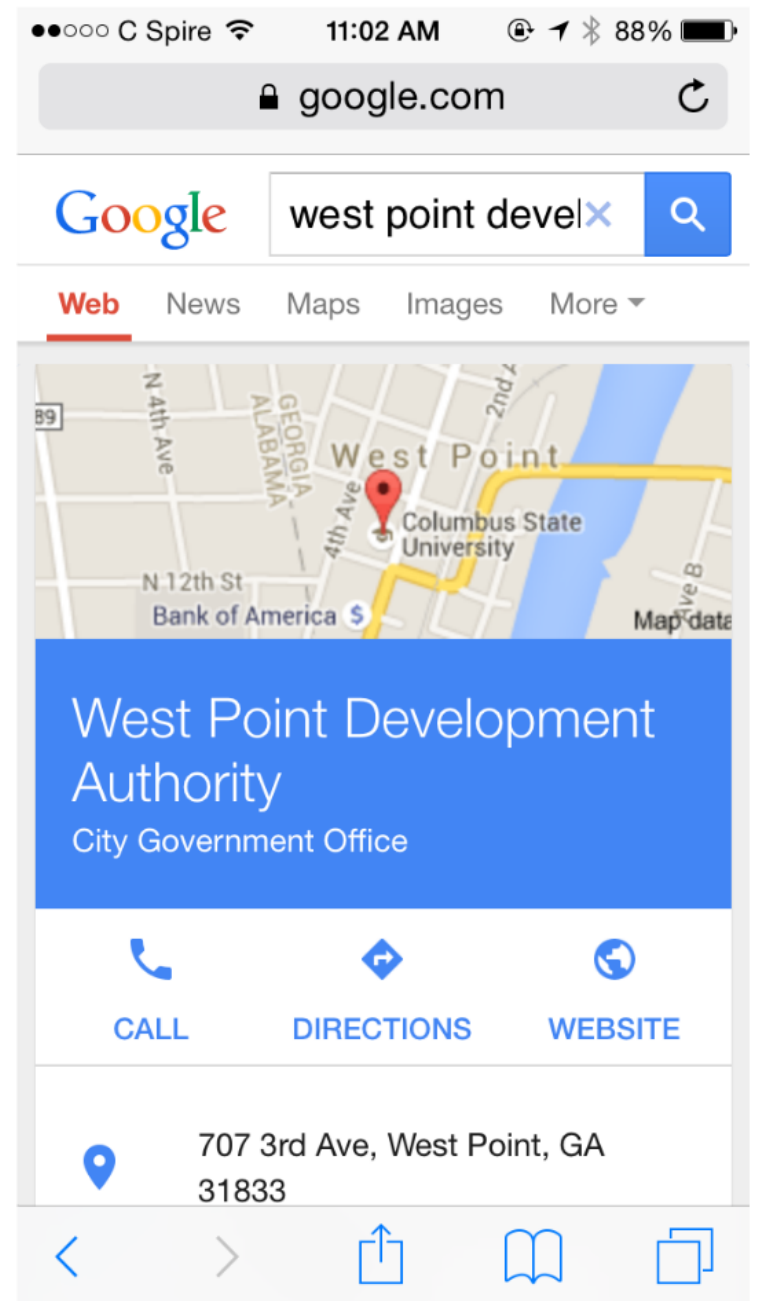
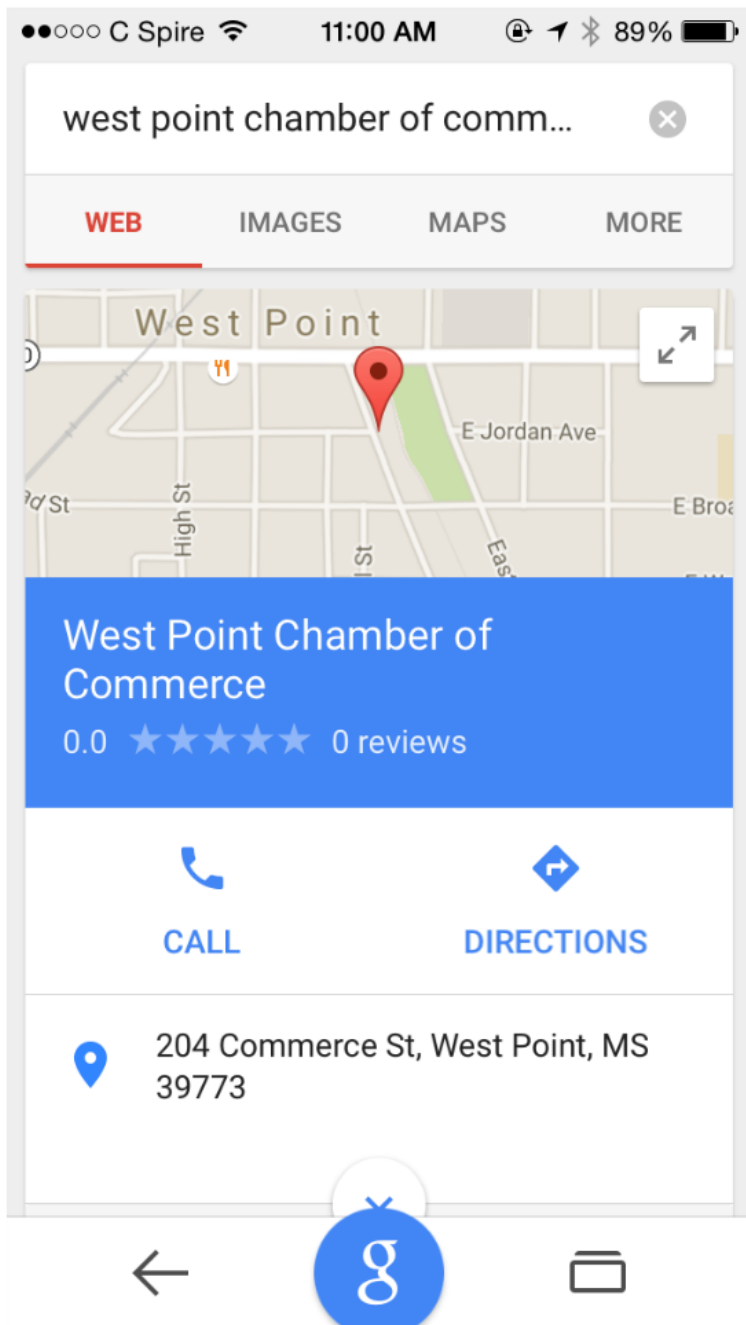
Get on Google



Show up across Google

Give customers the right info

Build lasting relationships

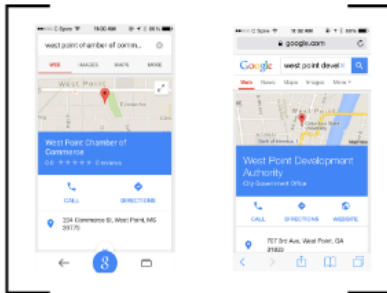


Google

Register your business on Google My Business

97% of consumers search for businesses online

www.google.com/placesforbusiness




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EXTENSION SERVICE

Location Based Services

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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



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.

1. **The Twisted Burger Company** 4.1★ (12 reviews) 11 burgers
 410 Main St Westport, NY 10590 (914) 339-2275 (914) 339-2275

2. **Anthony's Great Food Market** 4.5★ (12 reviews) 116 reviews
 116 West St Westport, NY 10590 (914) 339-1036

3. **Cash Bar** 4.0★ (14 reviews) 14 reviews
 120 Cherry St Westport, NY 10590 (914) 339-7489

4. **Anthony's** 4.0★ (12 reviews) 12 reviews
 122 Main St Westport, NY 10590 (914) 339-2275

5. **Pizza** 4.0★ (12 reviews) 12 reviews
 122 Main St Westport, NY 10590 (914) 339-2275

The Twisted Burger Company 4.1★ (12 reviews) 116 reviews
 Burgers • 1.1 mi

410 E Main St Westport, NY 10590
 Get Directions
 Tel: (914) 339-2275

Probably one of the best restaurant burgers I've had yet but the fat out without the price of \$7 including the very good natural oil fries.

The twisted burger exceeded beyond all other part of fast food - a full cheese burger in a review

Write a Review

Recommended Reviews

Business Owners

Unlock **FREE** tools to grow your business

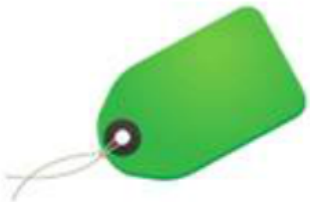
- Create a Yelp Deal**: Businesses are helping customers connect to your business through Yelp Deals.
- Message Your Customers**: The new online tool gives you direct access to your customers.
- View Business Trends**: Get a detailed report on your business performance.

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

What businesses are saying about Yelp: Start our new app or explore more on Yelp from the newspaper and online apps or like the first change in the world's largest business directory to show the world how easy it is to use.

What is Yelp? We're glad to connect people with great local businesses.

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

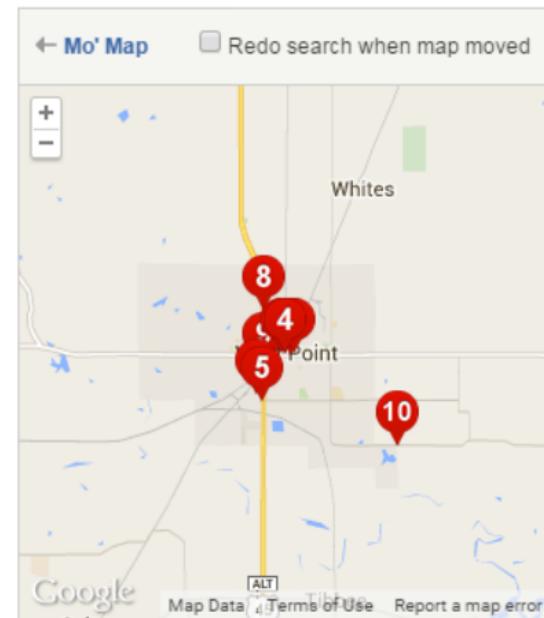
★★★★★ 3 reviews

\$ · 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](#)[★ Write a Review](#)[Add Photo](#)[Share](#)[Bookmark](#)

\$ · [Burgers](#) [Edit](#)

West Point

E Jordan Ave

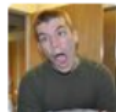
Map data ©2015;Google

410 E Main St
West Point, MS 39773

[Get Directions](#)

(662) 494-0013

[Edit](#)



"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](#)

Logan's Roadhouse

High Quality, Reasonable Prices Burgers, Steaks, Salads. Since 1991
logansroadhouse.com

Ads by Google

Recommended Reviews



Yelp Sort [Date](#) [Rating](#) [Elites](#)

English 12

HOTEL DEALS

DON'T PAY MORE

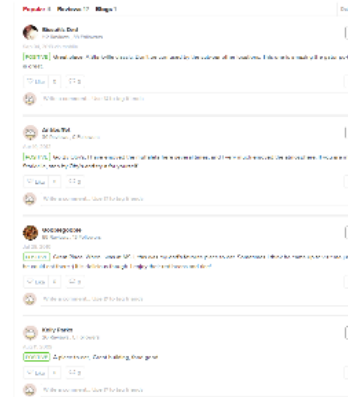
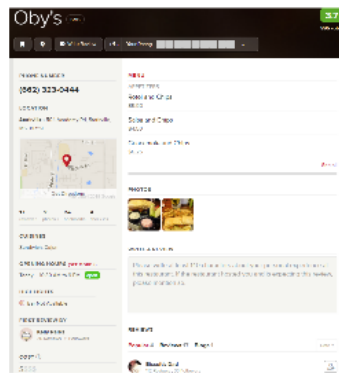
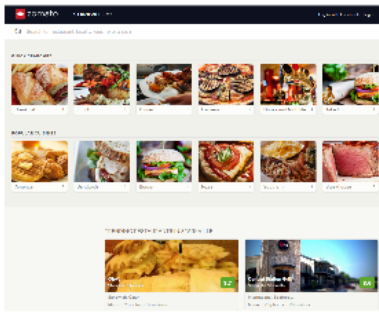
Save up to **60%** with Hot Rate® Hotels

Based on national rates.

[See Deals](#)

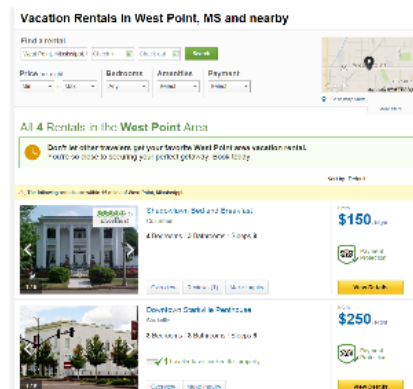
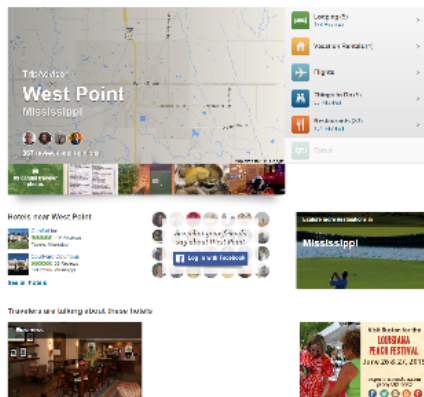
Urban Spoon

www.urbanspoon.com



TripAdvisor

www.tripadvisor.com/Owners



Reviews from our community

Contribute to the TripAdvisor community and help fellow travelers find the perfect vacation rental. [Write a Review](#)



Brenda D
Reviewer

"Urban Spoon exceeded my expectations."

My husband and I were in the area on business at West Point, MS. We needed a place to stay for a few nights. Urban Spoon was a great resource for us. We found a great place to stay. The place was clean, comfortable, and had everything we needed. We would definitely recommend Urban Spoon to anyone looking for a place to stay in West Point, MS.

Was this review helpful?

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



Oby's
Starkville, Starkville

3.7

Sandwich, Cajun
Menu · 2 photos · 17 reviews



Central Station Grill
Starkville, Starkville

3.6

International, Seafood...
Menu · 23 photos · 29 reviews

Oby's

SMS

3.7
395 votes

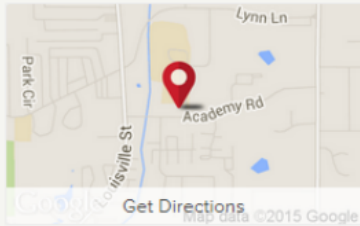
Your Rating

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





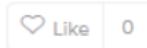
Biscuit's Dad

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.



0



0



Write a comment... Use @ to tag friends



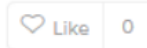
Antibuffet

39 Reviews , 0 Followers



Apr 19, 2012

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



0



0



Write a comment... Use @ to tag friends



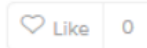
Gobblegobble

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!



0



0



Write a comment... Use @ to tag friends



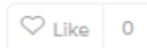
Kelly Parks

20 Reviews , 5 Followers



Aug 11, 2009

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



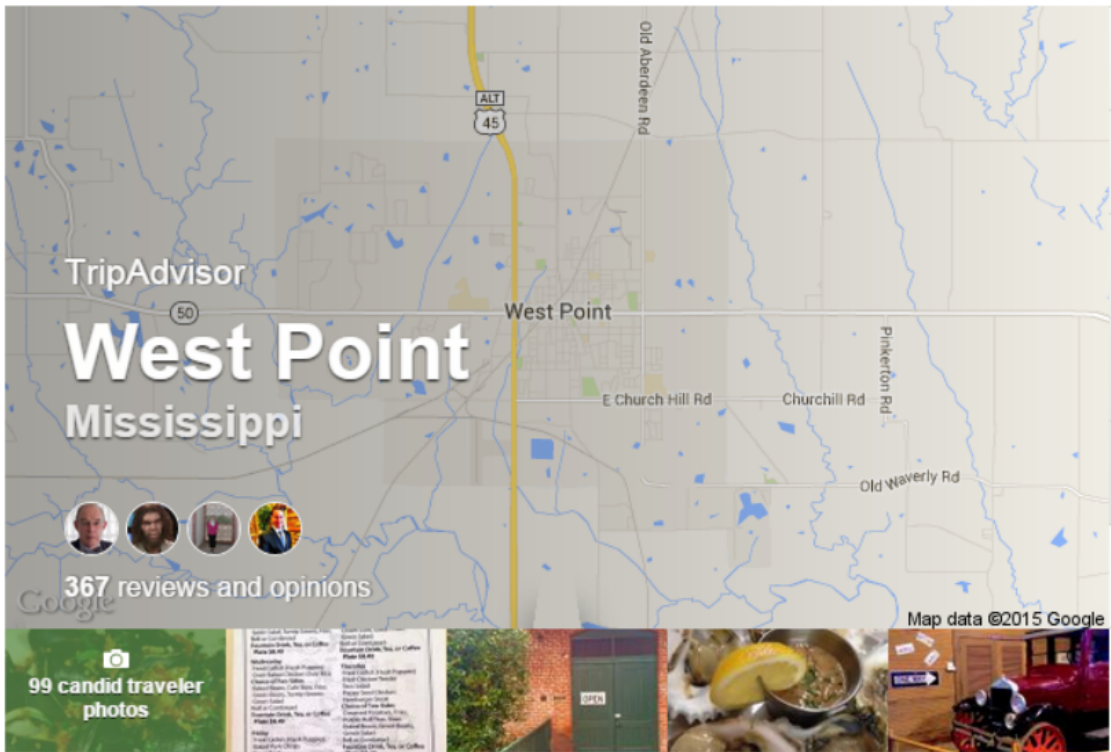
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Write a comment... Use @ to tag friends



- 🛏 **Lodging (5)**
178 Reviews >
- 🏠 **Vacation Rentals (4)** >
- ✈ **Flights** >
- 👤 **Things to Do (5)**
55 Reviews >
- 🍴 **Restaurants (33)**
134 Reviews >
- 💬 **Forum**

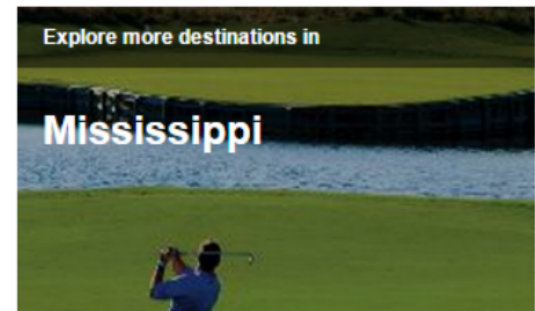
Hotels near West Point

- Comfort Inn**
★★★★☆ 106 Reviews
 Tupelo, Mississippi
- Courtyard Columbus**
★★★★☆ 35 Reviews
 Columbus, Mississippi

[See all hotels](#)

See what your friends
say about West Point

f Log in with Facebook



Travelers are talking about these hotels



Visit Ruston for the
LOUISIANA
PEACH FESTIVAL
 June 26 & 27, 2015

experienceruston.com
 (800) 392-9032

f
t
📷
e
p

Vacation Rentals in West Point, MS and nearby

Find a rental

West Point, Mississippi,

Check in



Check out



Search



Go to map view

More filters

Price per night

Min

to

Max

Bedrooms

Any

Amenities

Select

Payment

Select

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?](#)

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Offer special deals to people viewing your business.
Receive custom feedback and tracking.



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www.urbanspoon.com



TripAdvisor
www.tripadvisor.com/Owners



The bottom line? Reviews matter



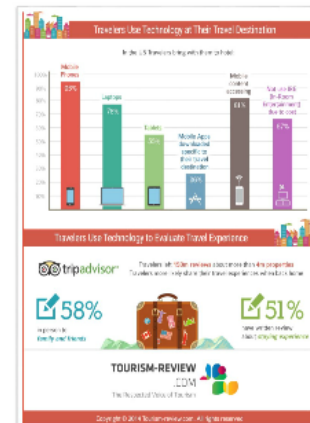
89% of global travelers say reviews are influential when choosing where to book



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

Source: TripAdvisor by TripAdvisor, April 2014

* Data was collected February – March 2014, based on an online survey of 10,370 representatives from accommodations in the TripAdvisor database, weighted equally by country, and 50,637 TripAdvisor website users and 1,500 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 TripAdvisor global report.

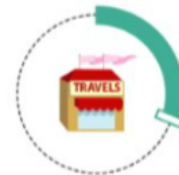


INFLUENCE OF TECHNOLOGY ON TRAVELERS

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



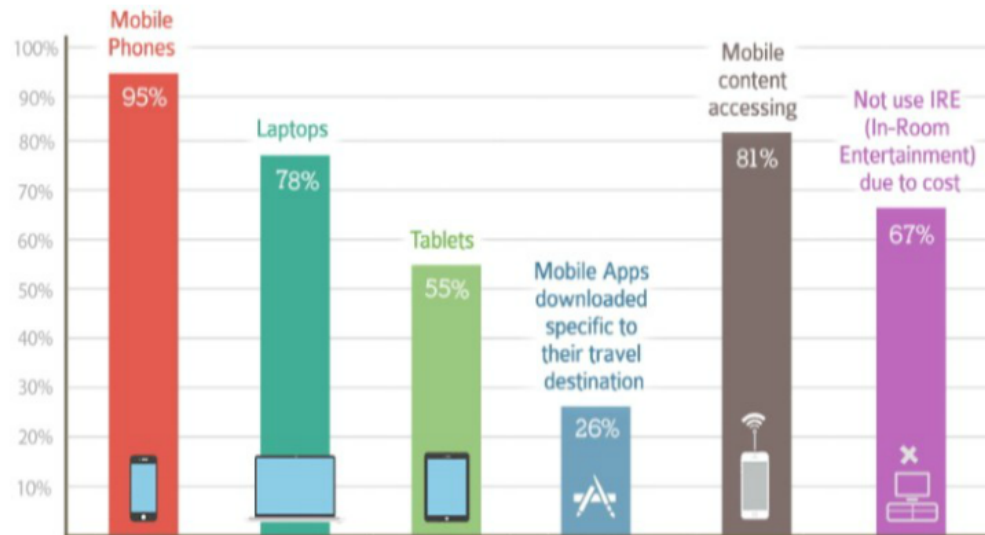
Young travelers (aged 18-24) are more likely use FACEBOOK & TWITTER





Travelers Use Technology at Their Travel Destination

In the US Travelers bring with them to hotel:



Travelers Use Technology to Evaluate Travel Experience



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*

TOURISM-REVIEW
.COM

The Respected Voice of Tourism



Taking Advantage of Tourism Trend Sites

Wired and Wireless

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Source: Pew Research Center
Mobile Internet Use
September 11, 2012

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Source: Social Media Examiner
2012

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android
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smartphone
iphone
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mobile

Source: Statista
2012

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Source: Pew Research Center
2012

Google

Register your business on Google My Business
www.google.com/placesforbusiness



Source: Google
2012