



THE U.S. VIRGIN ISLANDS DEPARTMENT OF TOURISM PRESENTS

The Destination Optimization Industry Education Event

Upcoming Virtual Event:

Wednesday, August 18th

Session 1:

10:00-11:00 AM

Session 2:

2:00-3:00 PM

[REGISTER NOW](#)

Your business profile on platforms like Google and Yelp is often the **FIRST PLACE** customers encounter your business. Claimed & complete listings are **2.7X** more likely to be considered reputable and **70%** more likely to lead to someone walking in the door*



52% of Google Business Profiles for the United States Virgin Islands are incomplete & missing key information customers need:

- › **69%** of attraction listings are incomplete
- › **12%** of incomplete listings are missing hours
- › **43%** of incomplete listings are missing websites
- › **72%** of incomplete listings are missing complete addresses

38% of Google Business Listings in the United States Virgin Islands have **NOT** been claimed by the business owner:

This means **ANYONE** can suggest edits to your business hours, mark your business as closed and change other information in your profile.

Only **9%** of businesses in the United States Virgin Islands are utilizing Google Posts - a **FREE tool** to share offers, events & updates on Google.



67% of Yelp Listings for businesses in the United States Virgin Islands have **NOT** been claimed by the business owner

- › **33%** of hotels are unclaimed
- › **33%** of restaurants are unclaimed

34 businesses in the United States Virgin Islands do **NOT** have a listing on Yelp.

146 businesses in the United States Virgin Islands have **NOT** posted a custom COVID-19 update on Yelp to showcase safety measures and updated services.



8 hotels in the United States Virgin Islands do **NOT** have a listing on TripAdvisor.

39 businesses in the United States Virgin Islands have **NOT** posted a custom COVID-19 update on TripAdvisor to showcase safety measures and updated services.