

Creating new sales leads and building brand equity with Google Earth and 3D



Prepared by Dave Lockwood, the Naledi3d Factory, 2011

This Report has one objective, to show you how you can create your own profitable presence in Google Earth, that will get you noticed by more prospective clients in South and Southern Africa, and also world wide. It will increase your global presence, increase awareness of and build trust in your Brand, as well as get *results* through increased sales leads.

At the end of this Report I'll introduce you to a service that will be hassle-free and time-effective for your company. This service (see page 11) includes the design and production of your own 3D Google Earth presence and we will work with you to draft and insert your main Brand and sales message – linking this message back to your website - where you can turn your new leads into new sales.

Companies are using the Internet as a sales and marketing tool. However, most have yet to move beyond websites and e-mailed "newsletters", which often yield little financial return. This is not because they are inappropriate; but because they are rarely done well. They are also based on feeding one-way (often unsolicited) communication from a company to "the market". While they can help to grow your business, today, there *are* other fantastic ways that you can use the Internet to grow your business.

Many of your potential clients are now using social networking platforms to communicate – LinkedIn, Twitter, Facebook and YouTube being examples. We often see these as social interaction platforms, but they *are* also being used by companies to communicate with their (potential) clients. They support two-way communications and are for example used to great effect in destination marketing. They also entice interaction with the possibility of increased sales.

Many people are now also use **Google Earth** to explore places far from home - often places that they may be thinking of visiting, either for business or for leisure.

YOU can also take advantage of Google Earth to enhance your Internet presence and enhance Brand awareness and stimulate equity growth, as well as cost-effectively increasing your sales leads and in turn, improving your sales volumes.

*If your company needs to attract a regular stream of new clients (local or international), then this is for you ... **hotels and hospitality, resorts, conference centres, tourist sites, museums and even transport facilities** are examples of the types of business that can benefit.*

A 3D virtual presence in Google Earth can help any business that needs to increase the number of "feet" passing through their doors - rather than through their competitors' doors.

In this way, you can **SHOW** your prospects who you are, in 3D - in a way that they can **SEE** what you have to offer and how they can benefit – and all on a wonderful free platform called **Google Earth**.

So let's have a look at Google Earth in a bit more detail...

For a summary of our work in Google Earth ... you can also have a look at our work on YouTube...

www.youtube.com/watch?v=Ztfv8jxxBVG



As a point of departure, here's a thought:

Do people (including your prospects and leads) care about what you do or even what you know – or do they actually care more about what they can get from you, the quality of their contact experience and whether *you* can meet *their* needs?

1. Google Earth exposed

Google Earth is freely downloadable by all internet users – and can take you anywhere in the world for a look at the Earth's surface. It uses satellite images and 3D terrains as its information base; and 3D buildings, as well as a wide and diverse range of other spatial information can be added as value-added services.

“Along with Street View, potential travellers can experience the real image of their planned destination through Google Earth before they travel” (Lee, Wicks, 2010).

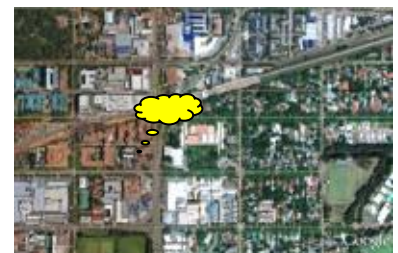
Similar map-related technologies have been developed by Google, Yahoo and Microsoft. Of these however, Google provides the richest experience and the most innovative features, including:

- ✚ **Google Maps:** provides maps of most places on Earth, which also allow users to link to other information, for example, restaurant reviews, photos and video
- ✚ **Street View:** uses 360° panoramic photos to show places from a pedestrian / street perspective – most main roads in South Africa, urban and rural, have now been covered
- ✚ **Google Earth:** builds on Google Maps / Street View, using satellite images to allow viewers to travel anywhere on Earth to view 3D terrains, 3D buildings, explore the galaxies, or the ocean floor.

Google Earth has become one of today's most popular 3D desktop applications. According to Google (2009), it has been downloaded more than 100 million times, with more than 250 million users. This will have grown significantly since Google Earth and Maps have been linked and work together (see Section 7).

The information being added is diverse and includes businesses and business locations, searchable street names, to restaurants and ATM's; shipwrecks, real-time weather systems and, even US commercial flight information - in 3D!).

We believe that Google Earth has now moved past the stage that the World Wide Web was 15 years ago – when “websites” moved from being a IT project to marketing / communication – when the potential for websites as communication / marketing / sales tools became clearer.



People are now using Google Earth to explore the world's rich geography, search for street addresses, find business locations, research potential travel destinations (holiday or business) and orientate themselves before travelling to a destination - and much, much more.

In a nutshell, Google Earth together with 3D gives your company a bricks-and-mortar presence in today's virtual world.

2. Google Earth in 3D

In Europe and North America, tens of thousands of buildings and other structures have already been added to Google Earth where they are available 24/7, 365 days a year, to millions of people world-wide.

There are many reasons why companies and even individuals add 3D buildings: to support local planning, provide public information such as bus routes and even arrival times of buses in real-time, or to show the location of public facilities.

Tourist attractions, resorts and historical buildings are also beginning to feature much more.

There are two compelling reasons why organisations should add their buildings to Google Earth (apart from the fact that it can be done... the same reason why people climb Everest).

1. Local authorities and others may want to represent their cities and buildings in 3D as an information resource for residents and visitors as part of their “city marketing”. While useful, this is in many ways also a “nice to have”, where the returns are social rather than financial.
2. More importantly from a business perspective, companies (as well as state organisations) are using Google Earth and 3D as a powerful and innovative way either to raise Brand awareness and enhance Brand equity , or to market their offerings – as a way to sell their products or services. They may want to attract more visitors (tourists) to their region, thereby *growing their business as well as the local economy*. **These are compelling reasons for taking advantage if any were ever needed.**

Google Earth can be used by your company as well - to position your brand or to develop new sales leads - and in turn increase sales revenues.



Manhattan Island, New York



London, a view from the river



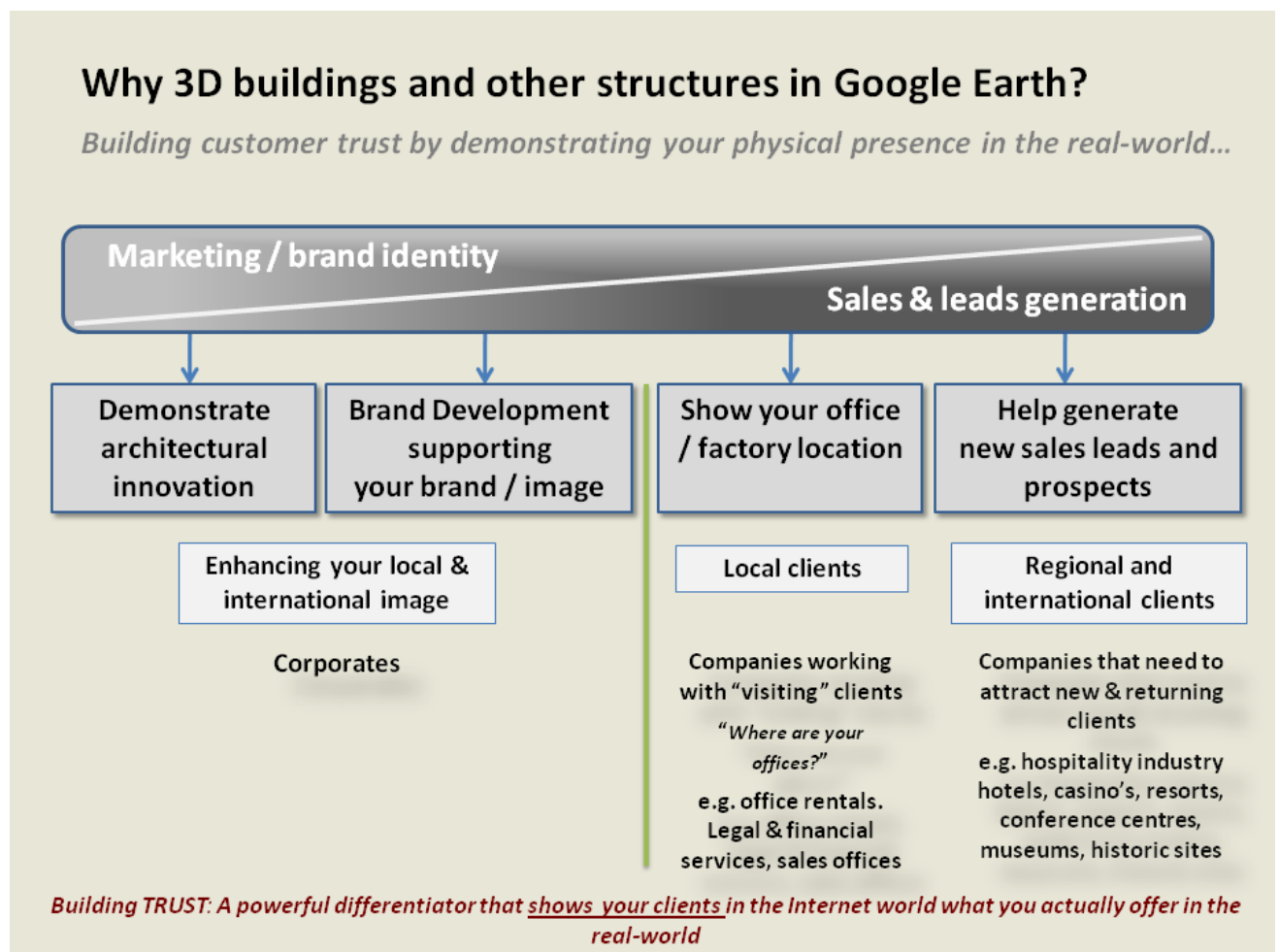
In our experience, Google Earth and 3D come together very effectively in SHOWING to a world-wide audience what you have to offer. It is a cost-effective way to attract new customers to *your* business. It is also a powerful way to differentiate your company from your competitors.

If you wish to help clients find their way to your business, or if you are in the hotel / conference / travel / tourism / hospitality industry or similar, this is definitely for you.

3. Google Earth and 3D: Building Brand identity and sales leads

While there are many reasons why you may consider putting your buildings into Google Earth as 3D objects, there are however four actual compelling drivers that we have identified:

1. Demonstrate particular **architectural innovations** that your building exhibits, features that you would like to expose to a wider audience – as part of your Brand identity or to demonstrate your innovative approach to business for example
2. **Brand development:** use Google Earth to develop and extend your **corporate brand identity and positioning** into the Internet where it will be seen by millions (regardless of whether your market is local, regional or global) and using Google Earth to help establish positive associations to support other elements of your business
3. **Informative** - it is a way to help your clients find your offices - perhaps who are visiting you for the first time. Legal and financial services companies come to mind, as well as property rental agents who want to show office buildings on offer will find this indispensable
4. To help **generate new sales leads**. In this case, you are likely to be in an industry that has to continually attract new clients, for example, the hospitality sector and hotels groups, tourist resorts or theme parks, where it is important to differentiate your offerings from those of your competitors and to attract NEW "*feet through your door*".



4. Google Earth and destination marketing

In a recent survey of destination marketing professionals, Google Earth ranked among the top three media tools used in destination marketing (the others being RSS feeds and YouTube) (Lee, Wicks and Huang, 2009).

There are many examples of where Google Earth is being used to market destinations in the leisure, business travel and hospitality markets, for example:

- ✚ Hotels and hotel resorts
- ✚ Conference centres
- ✚ Casinos
- ✚ Theme parks
- ✚ Tourist and heritage sites
- ✚ Stadia and concert venues
- ✚ Office and business parks

There is one common denominator in the above examples – in the need to grow their business, companies in these sectors need to continually attract new clients.

To achieve this, Innovation is crucial - and a 3D presence in Google Earth becomes a powerful differentiator. It is especially effective when coupled with the Place Page, which is also used to expand on what is on offer and to connect users through to your “conventional” 2D website, where the sales process takes over.

This is a growing trend: more and more people are using Google Earth to find information on their planned destination, as well as options on where stay and what to do.



Sheraton Hotel, Manhattan, New York



Loftus Stadium, Pretoria (courtesy FIFA)



Sheppard, Continental & Nile Hilton Hotels. Cairo



Grand Marina Hotel, Helsinki



Your potential clients are using Google Earth to find you. What are YOU doing to reach out and back to them?

South Africa’s hospitality industry is facing a slow and difficult recovery from the recent downturn. Hotel occupancy rates have dropped to a ten-year low at 55.4% (compared to the peaks of 68% - 75% experienced in the boom years between 2005 and 2008), with the upper end of the market being hardest hit with average occupancies as low as 46% (FINWEEK, Nov. 2010, STR Global).

In a depressed global market environment such as this, differentiation is of paramount importance; finding new ways to elevate your business above your competitors is crucial ...



...Harnessing Google Earth can help your potential clients to reach YOU – and make the right decision. It builds trust in your business; it helps to build your Brand identity and it helps to convince them that you are the one to make their purchase decision with...

A literature search shows clearly the importance of taking advantage of new destination marketing tools to stay ahead of the competition and to help your prospective clients in their decision-making, importantly also building trust and helping them to decide that that your destination / service is the one to buy:

“Travellers are no longer passive recipients of information; they search for and ask for information, and also read about other people’s opinions and experiences” (Lee and Wicks 2010)

“Google Earth, Google Maps and YouTube were selected by the participants as the most useful tool to their organisation for destination marketing and promotion” (Lee and Wicks 2010)

“Explosive increases in the number of Internet users worldwide have provided travellers with diverse communication channels and new ways to acquire travel information” (Sigala, 2007)

“There seems to be a general consensus that tourism technology, especially related to Web 2.0, plays a vital role in marketing and promoting tourist destinations” (Lee and Wicks, 2010)

Despite the importance of keeping up with innovative technologies, a considerable body of studies has emphasised that adoption of ICTs is one of the most important and effective ways for DMOs to enhance their ability and competitiveness (Buhalis, 1997; Croes and Tesone, 2004; Main, 2002; Sigala, 2008)

“Destination marketing organisations (DMOs) and other related organisations will be at a disadvantage if they fail to adopt these new technologies” (Ma, Buhalis, Song, 2003)

“For DMOs and the travel industry, it helps travellers to make better decisions before the purchase by providing them with vivid images of destinations” Lee and Wicks, 2010).

“The analysis of the search results showed that social media constitute a substantial element, indicating that search engines are likely to direct travellers to social media sites” (Xiang and Gretzel, 2009)



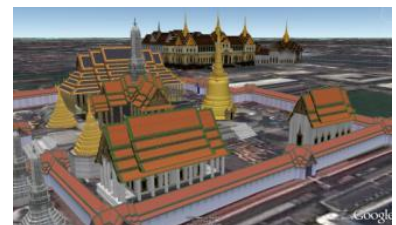
**Grand Hyatt Erawan Hotel, Bangkok
(with place page)**



**Sydney – Luna Entertainment Park
(foreground)**



**Derby (England) – Suburban Pizza
Hut, Kentucky Fried Chicken and
Toys R Us**



**Monastery and Royal Palace,
Bangkok**



**Memorial Square and National
Concert Hall, Taipei**



Remember: Depending on your objectives, the Google Earth Place Page is used to actually explain what you “are about” – but the wording will be tailored to address your aims.

The Place Page is also used to link your 3D presence in Google Earth back to your main website - where your existing sales processes can “swing into action”.

Example - Euro Disney (Paris)

In our travels around the world of Google Earth, the best example we have come across (by far) and an excellent example of how far 3D can be taken in practice is to be found just to the East of Paris – at Disneyland Paris (Euro Disney theme park).

The park boasts 15 million visits a year, 53 attractions and 5 800 hotel beds – along with 30 000 m² of themed dining, entertainment and shopping facilities.

Not only has Disney modelled every single building on the two sites (theme park and film studios), but also every ride, kiosk, signpost, tree, fence and even fountains in the lakes.

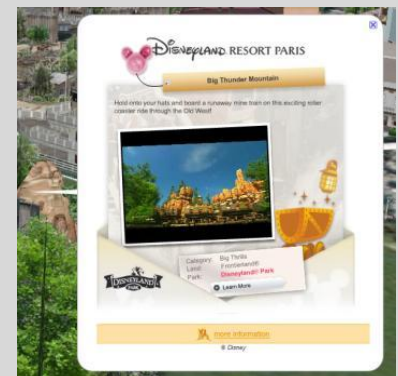
Even better, each element has been modelled to an extremely high level of detail (over 85 000 pictures were taken over a 20-day period before modelling work even started).

At Naledi3d Factory, we take the quality of the work at Euro Disney as the benchmark for our own work. With over ten years in this field, we have the knowledge and skills.

Not only has Disney realised the value of high-quality building models, but **they have also taken the Place Page to a new level.** Each contact point, be it a ride, hotel, dining, entertainment or shopping facility has its own Place Page, minimalistic in design, that embeds images and other content that give a brief explanation of each customer experience.

Each Place Page also has the all-important “*More information*” link that takes the potential client through to the main Euro Disney website - where bookings, etc. can be made on-line - which also has links to their booking call centres.

Euro Disney, Paris



For the first time ever, you can Google Disneyland Paris... in 3D!

With Disneyland Resort Paris' incredible Google Earth 3D tour, **you can "imagine" a visit to the place where dreams come true.** Fly like Peter Pan over Sleeping Beauty Castle. Zoom down to Main Street, U.S.A.®. Or even board Captain Hook's pirate ship!

Disneyland Paris in 3D is enormous: Now you can **explore every inch of the entire resort in superb Disney detail** and get a glimpse of Mickey's Magical Party kicking off 4 April 2009!

Let your magical journey begin!

Follow the instructions below, and in a few clicks you'll be in control of your own 3D fly-through of the resort.

DOWNLOAD GOOGLE EARTH
Google Earth Help & FAQ

For the first time ever, you can Google Disneyland Paris... in 3D!

With Disneyland Resort Paris' incredible Google Earth 3D tour, **you can "imagine" a visit to the place where dreams come true.** Fly like Peter Pan over Sleeping Beauty Castle. Zoom down to Main Street, U.S.A.®. Or even board Captain Hook's pirate ship!

Disneyland Paris in 3D is enormous: Now you can **explore every inch of the entire resort in superb Disney detail** and get a glimpse of Mickey's Magical Party kicking off 4 April 2009!

Let your magical journey begin! Just follow the instructions below, and in a few clicks you'll be in control of your own 3D fly-through of the resort.

A virtual tour in 2 easy steps:
1. Install the latest version of Google Earth by clicking the **DOWNLOAD** button above.
2. If you already have Google Earth installed, select "Help > Check for updates."

5. More on the potential uses for Google Earth 3D

In Section 3, we looked at several ways that you can take advantage of Google Earth and 3D buildings, for example, in the hotel, hospitality, entertainment and heritage sectors, where we believe that the greatest financial gains can be made by increasing sales leads. Let's have a look at three other areas, where the results may be less tangible, but nonetheless can still add business value:

Supporting property sales and rentals

In real estate, until recently, information was “asymmetrical” – the buyer relied on the selling agent and the information they provided. Often, the buyer didn't have sufficient information to make a truly informed decision. With the advent of Google Earth, buyers can now readily identify information that is important to them, for example local schools, churches, shops, transport facilities, etc.

Google Earth can also be used to show a “virtual tour” to highlight local features. This could be used to great effect in the selling and rental of property.

Up-market, high-value properties and residential apartment units may sell or rent quicker if they are shown in 3D in Google Earth and presented as part of a broader marketing / selling process.

Supporting your corporate brand

Companies spend millions to establish and build their corporate brand. Some operate from their own building and the brand will normally extend to the architectural style of that building. Google Earth provides a natural avenue for brand managers to use 3D to enhance their brand exposure / footprint in the Internet world.

As part of your branding strategy, it adds a new dimension that exposes you to millions of people world wide and reinforces your physical presence in the virtual world. Linking to your existing website, a Google Earth presence can become a part of your corporate brand.

A potential client may search for another company (or brand) in Google Earth and find your company during their search. Your 3D building will catch their eye. It happens all the time in the “real world” and can lead to “top of mind” and “conscious placement” taking place.

Demonstrating architectural innovation

Sometimes a company builds a building of such a design or style that it deserves to be exposed to as wide an audience as possible. Google Earth provides an ideal opportunity to achieve this. Photographs on your website can show so much, but 3D on Google Earth gives a wider audience the opportunity to explore the building from any angle – in essence you will have a new way to show off your innovative architecture.

Ultimately though, this is not just “bragging” – giving the exposure that your innovative building design deserves will boost the image of your business and build TRUST in your product or service.



WaterMark and Chatrium Condominium Towers, Bangkok



Brand exposure: Makro store, Centurion



Tourist information: Major freeway off-ramp signs, Pretoria



Irene Station, Pretoria: Heritage & historical architecture

PLACE PAGES - the most important bit

I have referred several times in the previous pages to a thing called a “Place Page”.

A Place Page pops up when someone who is looking at your 3D building is enticed to click on the building, at which point the Place Page appears. While the high-quality 3D building is used to enhance your brand / image, it is also used to entice someone to go on to view your Place Page.

The Place Page is used to describe briefly what your business is all about and what you can offer clients. Assuming a potential client is exploring somewhere they are considering visiting and staying, the Place Page is used to entice them as a new sales lead. This is why the text on this page is so important.

There are several ways to format the Place Page to make it more attractive to the prospective client. While much can be achieved with text alone, it is also possible to add a photograph to add to the attractiveness of the page (beyond this, Google **may** charge a nominal monthly fee to host and serve additional devices, such as Flash animations or video).



A Place Page describes your business and what you can offer and gives your contact details, and most importantly, a link to your existing 2D website. Once your potential client clicks on this website link, your existing sales process takes over to convert a new lead into an actual sale.

6. What about “computer-generated” buildings?

Several US and European GPS companies (e.g. TeleAtlas) are using satellites to undertake telemetric surveys of selected cities around the world. They use computers to link this data with other “off-set” satellite images to make (mass produced) 3D buildings. Several cities have been populated in this way in the last year or two, including the World Cup host cities in South Africa.

This is a great way to build 3D cityscapes in Google Earth and definitely adds value to the experience. However:

1. The buildings are “dumb”; they cannot be linked to a place page. An Earth user has absolutely no idea who owns the building, or what goes on there ... which adds little value if you are looking to increase sales leads!
2. Although the building dimensions from the telemetric data is accurate, the textured images used to “dress” the building can go horribly wrong, as the examples on the right show. This is especially so in cases where the building is close to large trees and other vegetation!



As in many aspects of professional life, it's always a case of “using the right tool for the job”.

7. Google Earth and Google Maps - do they work together?

Many companies now use Google Maps on their website contact page. Until recently, Google Maps and Google Earth were separate systems. This was a major drawback that also led to confusion between “Maps” and “Earth”. Some people believe that there is no point in using Google Earth as they are using Google Maps. This is a misnomer.

In 2010 however, the two systems were integrated when the Google Maps team added a new button to their map interface – the “Earth” button. When “clicking” on this button, any 3D buildings at that location are also shown in Google Maps (a Google Earth plug-in is required, but this is automatically downloaded and installed).



As many organisations now use Google Maps on their website to show where they are located, this really starts to bring things together from a sales and marketing perspective as well.

8. Does size matter? matters of bandwidth

Demands on Internet bandwidth are worth mentioning, as downloading buildings in Google Earth can be bandwidth hungry, especially so when visiting a city that has been populated with hundreds, or even thousands of buildings, such as New York, Washington or Helsinki.

Luckily, Google Earth has a trick. When it downloads buildings, they are also cached on your hard drive, so the next time you “visit” the same city, the buildings load from your local drive, not the internet. Over time, you can actually build up quite a library (great for the kids!)

For most of the world’s internet users, monthly bandwidth caps are not a consideration as they aren’t constrained by monthly data caps - and can download as much information as they wish. In South Africa however, monthly data caps were a fact of life for internet users. This is probably one of the main reasons why local take up of some of the social networking tools and in particular, Google Earth has been slower in South Africa than many other countries.

However, this is becoming less of an issue in South Africa as ISPs are now starting to compete with new, uncapped packages.

More importantly, for companies that are looking to use Google Earth and 3D as a new way to reach potential international markets and clients, then your target market (international travellers and visitors for example), don’t have this limitation.

At the start of this paper, we introduced a service that will make this process hassle-free and time-effective for you and your company

A service that will take your brand identity into the 3D internet world, as well as connect you to new source of sales leads and new clients ...

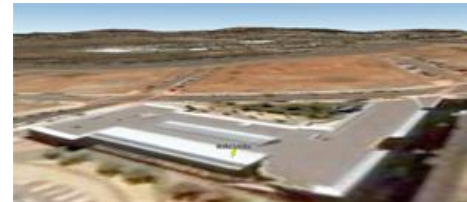
... all without having to worry about how to go about it – our team at the Naledi3d Factory will take care of the process for you

Here's how it works ...

We have over ten years' full-time experience in Virtual Reality and 3D modelling at the Naledi3d Factory. We understand 3D, we specialise in high-quality modelling of buildings for Google Earth, which we believe is important, to protect the brand and image that your company has invested in heavily and spent years building up.

Using our offices at the Innovation Hub in Pretoria as an example, our process usually takes the following steps:

1. We make a detailed, quality, textured 3D model of your building(s) (outer surfaces). This step requires detailed drawings (or at least, dimensions) and a lot of photographs. We prefer our team to also undertake a site visit to capture the images, but can use photos supplied by yourself if you prefer.
2. We then place your 3D building in Google Earth, which includes a quality / vetting application and an approval process by Google. Your building will be placed in the same location as the real structure, based on the Google Earth co-ordinate system
3. *This is the important step ...* We'll build a "Place Page" (similar to a compact webpage) that includes a brief description of your building and business offerings, your contact information and a link to your main website
4. If you use Google Maps on your website contact page, we'll make sure that Google Earth and Google Maps are linked. By selecting the "Earth" button on you Google Maps page, users will see a sub-set of Google Earth, including your building(s), in 3D, at that location.
5. Finally, we are always wiling to work with you existing web team to integrate your new Google Earth additions with your web site to ensure that you can make the best of your investment.



Innovation Hub, Pretoria: the usual ("flat-earth") Google Earth view of the roof...



...Now represented by a more realistic 3D building



Client information added using a "Place Page which includes a link to your main website



The Innovation Hub as seen in Google Maps

What is it likely to cost?

The project cost depends on the size and architectural complexity of your building(s) that you would like us to work with and of course the number of buildings. We do know however that you'll be pleasantly surprised how cost-effective this can be, especially compared to the benefits that you can achieve.

Our fee is a once-off project cost, usually payable in two amounts, an initiation deposit and the final payment on completion. There are no on-going monthly maintenance fees, though we will be always happy to update your building if changes happen, as well as the text on your Place Page.

What to do next...

Feel free to give us a ring to discuss your needs and how we could work together to take your company / organisation into Google Earth in 3D.

We'll be happy to answer honestly any specific questions that you have, and once we have a better feel for the size and complexity of your building we'll be able to provide you with a no obligation quotation to design and digitise your building in 3D, write the text for your place page and place your building(s) into Google Earth.

Call me now 012 844 1010 or 082 894 3178,
or e-mail me on dlockwood@naledi3d.com

We look forward to hearing from you – there is no obligation, you really do have nothing to lose and everything to gain.

Warm regards



Dave Lockwood
CEO, the Naledi3d Factory (Pty) Ltd

As Marketing Manager at the Innovation Hub in Pretoria, I continually search for new ways to raise our Science Park brand, the individual brands of companies situated within the precinct and the high tech communities profile as a whole - and Google Earth offered such potential.

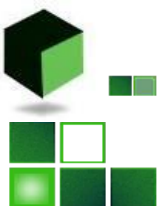
As a Science Park, our network has an international footprint and by placing our buildings in 3D in Google Earth, our presence adds value to our offering, increases our international visibility while in turn building the innovation Hubs credibility as a Science Park within the IASP fraternity.

Our 3D presence I has helped our local and international partners to better understand the scale of our project, as well as to see who we actually are, both as a park as well as a community. In addition, our striving to stay at the cutting edge of technology development through our 3D presence in Google Earth has attracted additional innovation and technology focussed companies to our site. It has certainly added to our value offering

Our Conference Centre attracts many first time visitors and in our experience, our 3D Google Earth presence has attracted new clients and has helped them to locate us.

Paul Bisogno, Marketing Manager, Innovation Hub, 2010.

Naledi3d channel on YouTube... www.youtube.com/watch?v=Ztfv8jxxBVg



CONTACTS

Dave Lockwood [Managing Director]
Tel: 012 844 1010
Cell: 082 894 3178
Fax 086 535 8066
www.naledi3d.com
dlockwood@naledi3d.com

POSTAL ADDRESS

The Innovation Centre
PO Box 30
Innovation Hub
Pretoria / Tshwane
South Africa 0087

OFFICES

First Floor
Innovation Centre
Innovation Hub
Hotel Street,
Brummeria
Pretoria / Tshwane

References

- Lee, B. and Wicks, B (2010). Tourism technology training for destination marketing organisations (DMOs): Need-based content development. Dept. Recreation, Sport and Tourism, University of Illinois, *Journal of Hospitality, Leisure, Sport and Tourism Education*, Vol. 9. No. 1. ISSN: 1473-8376
- Lee, B., Wicks, B. and Huang, 2009. Development of technology training for destination marketing organisations. *ICT's in Tourism, 2009*
- Sigala, M. (2007a, March 5). WEB 2.0 in the tourism industry: A new tourism generation and new e-business models. *Travel Daily News*. Retrieved July 20, 2008, from http://www.traveldailynews.com/pages/show_page/20554-WEB-20-in-the-tourism-industry:-A-new-tourism-generation-and-new-e-business-models
- Sigala, M. (2008). WEB 2.0, social marketing strategies and distribution channels for city destinations: enhancing the participatory role of travellers and exploiting their collective intelligence. In M. Gascó-Hernández & T. Torres-Coronas (Eds.), *Information communication technologies and city marketing: Digital opportunities for cities around the world* (pp. 220 – 244). Hershey, PA.
- Buhalis, D. (1997). Information technology as a strategic tool for economic, social, cultural and environmental benefits in the enhancement of tourism at destination regions. *Progress in Tourism and Hospitality Research*, 3.
- Croes, R. R., and Tesone, D. V. (2004). Small firms embracing technology and tourism development: evidence from two nations in Central America. *Hospitality Management*, 23: 557-564. [doi:10.1016/j.ijhm.2004.04.003](https://doi.org/10.1016/j.ijhm.2004.04.003)
- Main, H. C. (2002). The expansion of technology in small and medium hospitality enterprises with a focus on net technology. *Journal of Information Technology & Tourism*, 4: 167-174.
- Ma, J. X., Buhalis, D., and Song, H. (2003). ICTs and internet adoption in China's tourism industry. *International Journal of Information Management*, 23: 451-467. [doi:10.1016/j.ijinfomgt.2003.09.002](https://doi.org/10.1016/j.ijinfomgt.2003.09.002)
- Xiang, Z. and Gretzel, U (2009). Role of social media in online travel information search. School of Merchandising and Hospitality Management, University of North Texas. *Tourism Management*, Vol. 31, April 2010. Issue 2, pp179-188.
- Sigala, M., Airey, D., Jones, P., and Lockwood, A. (2001). Multimedia use in the UK tourism and hospitality sector: Training on skills and competencies. *Journal of Information Technology & Tourism*, 4: 31-39.



In a nutshell– to support your sales and marketing actions, Google Earth and 3D:

- ✚ Can increase your sales leads and for example, improve your hotel occupancy levels
- ✚ Will help to cut down on the ever-increasing paper mill and associated printing costs
- ✚ Emphasises your 3D presence in the 2D internet world, strengthening trust, a symbol of reality
- ✚ Enhances your clients' understanding of your company and brand - again building trust
- ✚ Builds a richer, more satisfying relationship with your clients and partners
- ✚ Enhances your existing sales, Branding and marketing strategy
- ✚ Demonstrates your company's innovative approach to your business
- ✚ Value for money – yet offering a cost-effective, long-term sales and marketing tactic