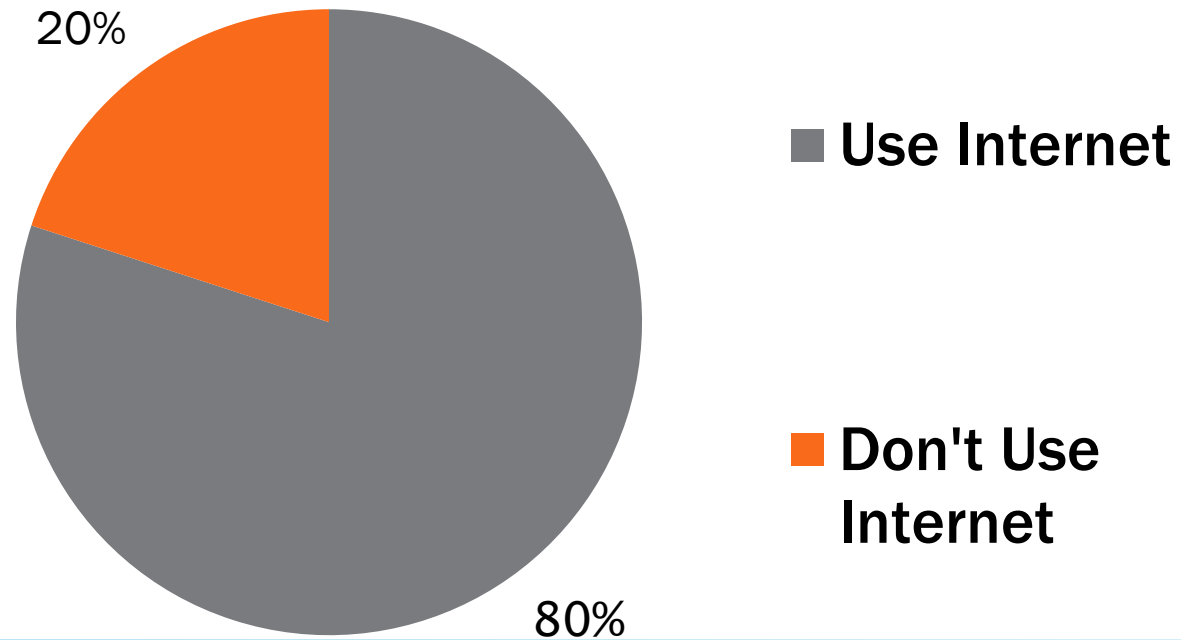


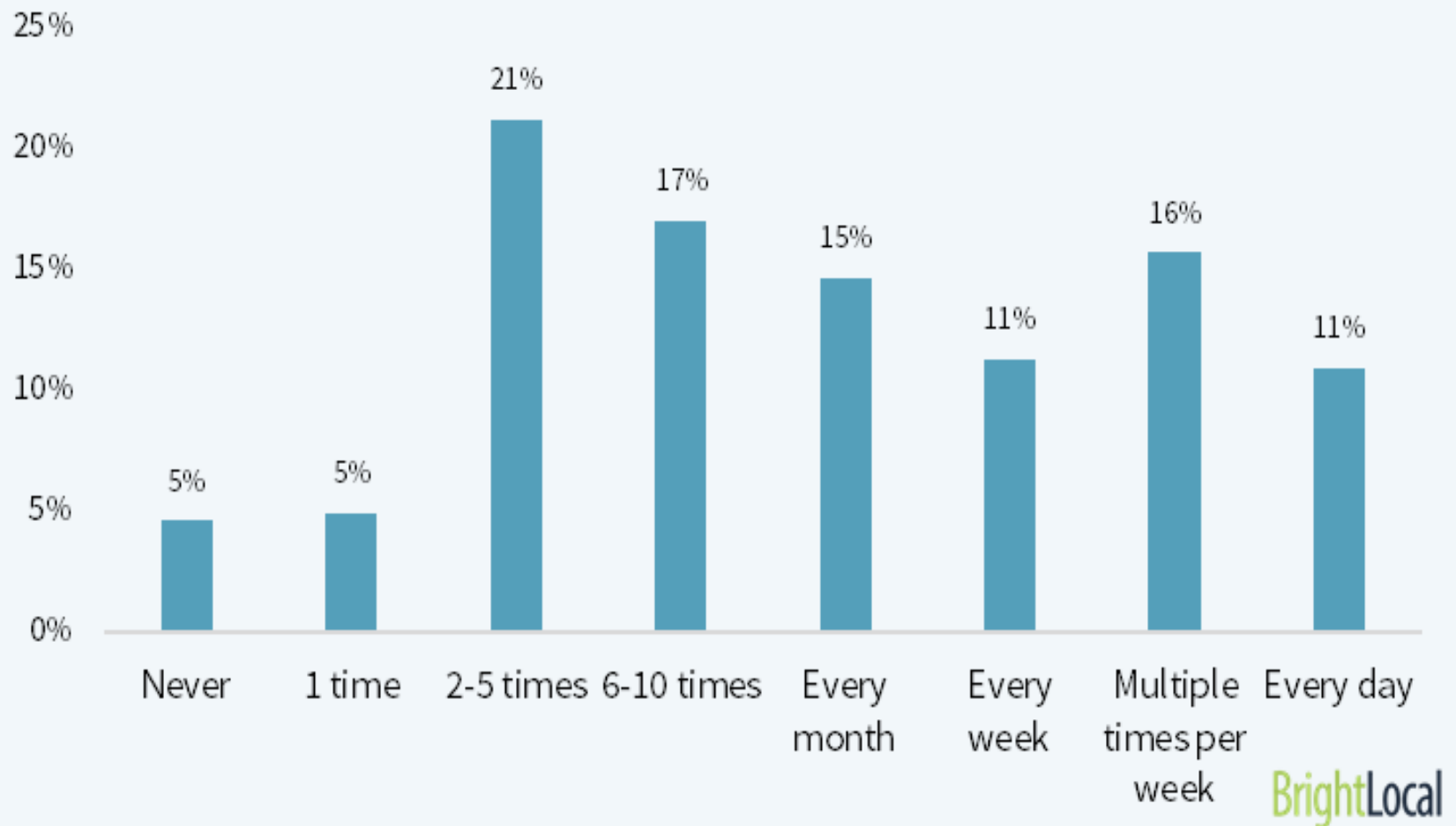
**CONSUMERS ARE LOOKING
FOR YOU ON LINE.**

ARE YOU THERE?

CONSUMERS USE INTERNET TO FIND LOCAL INFORMATION



How many times have you used the internet to find / search for a local business in the last 12 months?



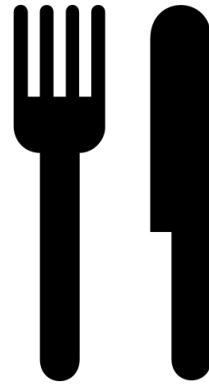
CONSUMERS USE INTERNET TO FIND LOCAL INFORMATION

50% of consumers who did a local search
on a smartphone visited a store within a day

34% of consumers who did a local search on
a computer or tablet visited a store within a day

CONSUMERS FIND INFORMATION ON LOCAL BARS, RESTAURANTS AND CLUBS ON LINE

51%



Local search and search engine use is high, regardless of location.

71%

of respondents search online before visiting a location.²

Paper Is Passé



only 26% of travelers consult travel guides and just 14% use a paper map.

Once at their destination, people typically search using a mobile device.

88%

of consumers search for restaurants and nearly half search for retailers—usually on a mobile device.

SMARTPHONE SEARCH LEADS TO PURCHASE

LOCAL SEARCH

18%

VS.

NON LOCAL
SEARCH

7%

CONSUMERS SEARCH FOR LOCAL INFORMATION THROUGHOUT THE PURCHASE PROCESS



SO WHAT?

LET'S BE SURE LAKE CITY IS VIBRANT ON LINE

SOURCES

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