



Agenda Item: Discuss and Consider Approval of Threshold360 Funding

Background: A recent [study conducted by Google](#) found that adding a 360° experience to the search listing for a hotel or restaurant doubles the likelihood the searcher will visit that location offline.

Threshold is an online platform that produces, links and hosts 360° virtual tours that can be placed on multiple channels including websites, social pages and Google. The Threshold platform has repeatedly proven to help destinations drive customer engagement. Virtual tours are a great way to tell the story of the island and showcase the diversity of offerings. Threshold has worked with over 100 destinations, including 14 in Texas.

Here is a brief video showing how it works: <https://vimeo.com/458277962>

The Galveston Island tours produced using this platform would be included on the new [visitgalveston.com](#), available for use on the featured company's website, and most importantly, each business listing on GoogleMyBusiness.

The GICVB staff is seeking approval to purchase virtual tours at up to 499 locations across the island at a cost of \$45,000.

Staff Recommendation

Staff recommends approval of up to \$45,000.

Funding Source:

TD 70-7002 - \$300,000 was earmarked in the 2020-2021 special projects budget for shoulder season promotions and misc. projects.