

Google Tricks & Tips

Links

For Us

- [Calculate Google Price when booking fee < minimum fee](#)
- [Action Center](#)
- [Service Area Place ID Lookup Tool](#) (Google is working on fixing this tool)
- [Place ID Finder Chrome Extension](#)
- [Google Integrations](#) FH Internal Help Page
- [Google Product Issues List](#) & [Product Review Process](#)
- [Google Things to do - July '23 Updates](#)
- [Things to do content and referral experience policies: Restricted businesses](#)

For Clients

- [Google Things to do Request Form](#)
- [Things to do price policies](#)
- [Google TTD Integration](#) FH Client Facing Help Page
- [How to choose a category for your Business Profile](#) Google Help Page
- [Create a GBP](#)
- [Google Things to do Setup Checklist](#) Compass Page
- [Everything Tour & Activity Operators Need to Know about Google Things to do](#) Compass Page
- [Merging Duplicate Google Business Profiles](#)
- [How a client can find their own placeID](#)
- [How to pass related locations to Google](#)

Bugs

- [Google OBM & POI issue](#)
- Image Description Missing Bug [slack](#)

ProductId not showing any results in the TTD Center

- Check Feeds > History for the specific error message, when the ri number isn't pulling a result.
- Check you're in *Production* view in TTD center (not *Partnerdev*)
- Verify the correct **CT** is added to the mapping file
- Verify the mapping file matches to some **availabilities**
- Is the Admissions module not enabled on a POI eligible page?
- Make sure the mapped item has a **description**
- Make sure the business has a **logo** on the dash
- Make sure the Product ID and **location** match the GBP

Google Pricing

- CT and **Bookability Minimums of 2+**
 - **Solution:** Create a Google price sheet that inherits from the base and add it to the Google Affiliate. Set the price on the lowest priced online CT to the amount for a minimum group size. Add an admin note.
 - **Solution 2:** If the min is 2 you can check 'Allow making price adjustments on total price sheets.' Under Pricing in Advanced Company settings. Set the price adjustment to 100% on the Google Price Sheet (item level).
 - Note: You can add (Price for #) to the end of the Channel Item Name, to make it clear to customers they are seeing a price for X amount of people.
- Adding a discount to Google bookings [Slack](#)
- Custom Booking Restrictions
 - You can see if an item has a custom booking restriction in the bookability setting. Even if an item has a min of 2 for the first booking, there may be a custom setting that allows 1 to book.
 - Example: [Surf Yoga Maui](#)

Bookability

Control how customers book this item

 Get help with booking settings [↗]

Added to 5 booking flows ▼

- ☐ **Archived** - Nobody can see or book
- ☐ **Private** - Only people logged in to Surf Yoga Maui and POS can see and book
- ☐ **Unlisted** - Only people who have the link can see and book

Booking Restrictions

Custom settings: ▼

- **Unpriced Online CT**
 - The CT may be priced in a customer field, but not on the base sheet. These will show as 'Free' on the Google Business Profile
 - **Solution:** Create a Google price sheet, add to the Affiliate, price for 1 adult - [Slack](#)
- **Required Priced CFs**
 - The price of the required CF can be added to the CT price on a Google specific price sheet. Only necessary if the CF always affects the booking total.
- **Dynamic Pricing is Enabled**
 - **Solution:** Create a Google price sheet that inherits from the base and add it to the Google Affiliate. Set the price on the highest priced online Adult CT. Add an admin note.
- **FareHarbor Fee under the FareHarbor minimum**
 - When the 6% fee is below the minimum booking fee. FareHarbor adds the minimum fee instead. Since Google always calculates 6% on the subtotal, this can give pricing errors when taxes are included in the total price. Use this [cheat sheet](#) or [this one](#) to calculate the correct price for the Google Price sheet.
- **Rounded Booking Fee**
 - OBM and POI Experiences are now displayed with a rounded total on the GBP display. POI Admissions is showing the exact price down to the cent. Example [here](#) (OBM) and [here](#) (POI).
- **Price higher on landing page error**
 - For a price higher on landing page error, check the advanced company settings for a minimum booking fee ([Slack](#))

POI Admissions/Experiences

We are evolving the logic we use to categorize Admissions and Experiences as of 18 September 2024 to provide users with a more intuitive separation of our Admissions and Experiences related to a Point-of-Interest or destination.

As a reminder, **Admissions include access to a tourist attraction with no add-ons or only minor additions, such as access to an extended area, skipping the line, priority access, and audio guides.** Multi-day passes, passes with admission to multiple points of interest, or park entries with access to multiple attractions also qualify as Admission for tickets that do not include add-ons. **Entry tickets that include additional add-ons such as guides, transportation services, meals, event tickets or personalized services are considered as Experiences.** Please see our [developer guide](#) for more details on our modules.

Some of your products may be reclassified as Admissions or Experiences based on the content you provide us in the feed and that this may impact your referrals. There is no action for you to take. However, note that we **no longer require partners to add the 'self-guided' label to their eligible product options, and this field is now considered optional.** To optimize your feed, we recommend providing more and precise information to describe your products (such as highlights section, must-knows, inclusions, and exclusions). We recommend doing so at the option level. Please see our [developer website](#) for more information.

Pricing

- When there are multiple items that are priced the same (for the lowest priced adult ticket), Google will only show one item.
 - You can let the client know, in case they have a preference on which item will show live.

Number of Items

- Google restricts the number of items that can be shown on a POI integration. If the integration is connecting to a POI, that's not the client's GBP it may not show at all, especially if there are already a number of other OTA integrations on the POI GBP.

Mapping an Item to a POI that's not the client's GBP

- Check that a GBP is eligible in the TTD Center and verify the GBP has Admissions triggered (blue tickets button)
- Note: you do not need to add a Primary location if the GBP is the client's own

Mapping to Admissions vs Experiences

- You can map to both Admissions and Experiences on the same GBP, however Admissions needs to be enabled on at least one item to trigger the module. Experiences requires a minimum of 6 mapped and eligible items to show live and a maximum of 20 total for the profile.

- Product classification is determined automatically by Google based on the information provided in the feed and displayed on the landing page. Google uses automated systems, including machine learning, to evaluate product attributes such as the title, description, product type, and included features and determine the most appropriate booking module. If a product is identified as a guided tour product, Google is unable to request a manual reclassification from their end. Product information is interpreted by Google's classification systems. We recommend ensuring that the product title, description, and included features accurately and clearly represent the experience. This provides the classification systems with the relevant information needed to determine the appropriate booking surface.

TTD Ads (Formerly Travel Campaigns)

Travel Campaigns (Formerly Google Ads)

- Template for asking Clients for a customer ID:

Here is Google's help page [Find your Google Ads customer ID](#). Once you have that, let us know the number. You can then follow the steps below, from the [About Travel campaigns for Things to do](#) help page.

If you don't manage your Things to do Center account

1. Ask your connectivity partner (FareHarbor) to provide you with their Things to do Center account ID (471562101). They can find this information in their Things To Do Center "Account Settings".
2. In your Google Ads account, click the Admin icon.
3. Click [Linked accounts](#).
4. In the "From Google" section, select Things to do Center from the list.
5. Enter the Things to do Center account ID: 471562101 to choose the feed to connect to.

*If you have any trouble with the steps above you can reach out to Google Ads Support using their form linked [here](#). For more information about Google Travel Campaigns we've also linked the [Google Help Page](#).

Let us know once you are able to link the accounts. We will then finalize the Ads integration on our end through the Google Things to Do Center. We will let you know once complete and your Google Ads account should update within 24-48 hours.

- Once we have the Customer ID, we can upload the csv file containing the Ri numbers to the Actions Center (Configuration: Accounts & Users)

TRK sends an action link to ad for each item and they need the Ri numbers

Add the connectivity admin note for ads to the dashboard

- Company is connected to GTTD with TRK. Bookings will show in their analytics account (utm=google), but not in their dashboard as Google ASN bookings.

TTD ads is transitioning to Travel Campaigns and there is a new process when a client (or marketing agency) wants to get connected to TTD Ads. Updated help pages:

- [Google Integration](#)
- [Google Things to do Integration](#)
- [How To Map APIs](#)
- [Slack Post](#)

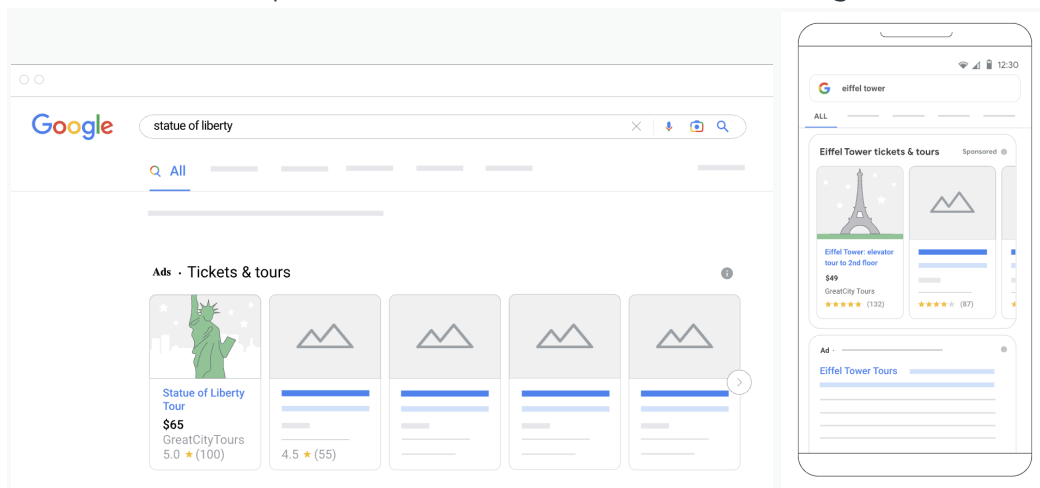
Client's having issues with TTD ads need to reach out to Google using their contact form ([Slack](#))

- [contact form](#)
- Do not use the ttd-ads-support@google.com email

You can link multiple dashboards to 1 Ads account, by listing the ri numbers all in the same doc.

You can name the mapping file SKU: Google Ads (Customer ID #xxxxxxxxx)

- Google has [this help doc](#) that explains some basics of TTD Ads. The information on the Things to Do Ads comes from the product feed, more detail on that [here](#). Ads appear either in Google Search or Google Maps when a user types in a relevant search query. Below is a screenshot of an example of how 'Search TTD Ads' appear both desktop and mobile. More info on how ads are generated can be found [here](#).



What the Google Ads Account looks like to the Client:

Time period: May 1 – 30, 2025

Subdivide **All activities** by:

Activity ID ▾

Search		None selected
☐ Activity group	Activities	
☐ Malarky Catamaran Yacht Rental (ID: ri207157)	1	

Bulk add values manually

Subdivide **All activities** by:

Activity ID ▾

Search		None selected
☐ Activity group	Activities	
☐ Ticketed Charters (ID: ri204288)	1	
☐ Athena Sunset Harbor Cruises (ID: ri263142)	1	

Star Reviews

In order to have the star rating appear on the product display card in the sponsored tickets & tours carousel. The client needs to have a reviews widget

on their website - Google does not provide this widget, so they can use a third party like Elfsight. Once they have the widget setup, we add action links to the website page with the widget and enable 'send Google rating (if available)' in each mapping file.

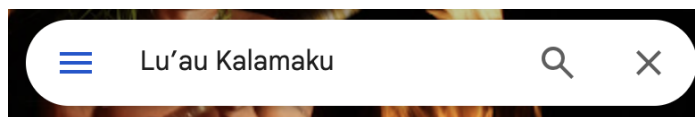
[Slack](#)

Multiple Languages

- **Google language option**

Dashboards that are set to a different language in advanced company settings will default to that language in the 'Language used for item name and description (GTDD)' dropdown

- You can see search results in a different currency by selecting the three line menu in Google Maps, Search Settings, Other Settings, Language & Region, Then change the results region to the country you'd like to see. You have to hit the back arrow a few times to get back to Google maps, then refresh the page.



- **Mapping Google Things To Do to multiple languages**
 - Create new channel mapping, change language selection

General

GBP has the FH logo, but is not a FH integration

- [Related Slack](#) "Yeah I think it scrapes that from the website where they see the FareHarbor book button, but not sure how that works. You can check by hovering over the integrated products and then checking the URL at the bottom of Chrome. If that's not a direct link to FareHarbor, you can be (almost) sure it's not our integration"

Operator Booking Module

- All GBPs have the potential to be eligible for either the POI module or the OBM module (not both on the same GBP). If a client is not eligible for OBM they can update their GBP category to trigger eligibility.

- Macro: Connectivity::API Connectivity - Google - TTD/OBM Not Eligible
- Google Business Categories like tourist attraction, museum, and church trigger the POI module.
- 10 items max on OBM (no min)
- Acceptable GBP business categories - on the OBM/POI not eligible Macro

New 7/16/25: category updates can take up to 3 days to publish

← Business information
⋮
✕

About
Contact
Location
Hours
More

About your business

Business name

Paina Waikiki Luau

Business category
✎


Your edit is taking a little longer to review. It may take up to 3 days to be published.
[Learn more](#)

CURRENT
Restaurant **PRIMARY**
Hotel

PENDING
Restaurant **PRIMARY**
Hotel
Performing arts theater

Location

- Service Areas are fine to connect to for TTD. [Lookup Tool](#)
- Sometimes Place IDs have been added by someone outside Connectivity, these are fine to replace.
- You can use the [Place ID Chrome Extension](#) to find Ids from the GBP
- The Channel Company name should match the GBP name (Operator Name Error if they mismatch)

Availability

- Google requires a minimum of 2 bookable/open online availabilities per week for a 4 week period to integrate.
 - Availability that's closed or call to book does not count as bookable.

Customer Types

- Double check mapping file, if auto mapped. Remove any API CTs and extra online CTs. You only need to map the lowest priced adult CT (maybe sometimes 2 CTs when there are separate weekday/weekend CTs and not enough avails with just one).

Extra Bits

Linking to a page that is not the lightframe

- The standard integration opens to the item description/small cal embed which should have the required information. We can connect to the activity page on the website, but usually we find that clients don't have enough info on that page to meet all the landing page requirements. Also then they wouldn't get those bookings tagged in the dashboard and be able to track them. Finally, it's harder to ensure that consistent info is on their website and FH (where they'd eventually) land which would lead to their products being more likely to get taken down on Google if there is conflicting info. All in all it is possible but we really try to avoid it as it's more likely to break, but seems like that info could just get added to the item description and it would solve the issue? The tracking is definitely a tricky part to it. Although permitted they may not be the best fit if there is so much information that is needed ahead of time. Google mostly sees bookings coming from users that are already in-destination, plus they only show products if they have availability in the next 30 days. For products like this, do customers tend to book greater than 30 days out? ([slack](#))

Hotel Module

- When the Hotel Module is active the TTD integration will only show live through Desktop Search for the GBP

Landing Page Error

- **Solution:** Adding an action link to the item in the mapping file.
 - To get the action link go to 'Book Buttons & Embeds' on the item level. Under 'Options', 'Advanced Settings', 'ASN Company' - select Google. On the right side under Copy this code click link and then copy it for your mapping file. You can x 'Google' under Advanced Settings to reset.

Official Site Badge

- All of our integration should override any official site badge integrations already on the GBP, however they are not at the moment. Reach out to the client to have them remove the official site badge or uncheck that box in our mapping file to get items to show.

Google TTD Tags

- Tags are mainly used for the POI module and tie to Google search queries.
- Tags are an admin only feature, so clients can not see or edit them. Currently, tags are only used for FHDN and Google.
- Guided Tours Tag:
 - Needs to be unchecked for the POI Admissions module and checked for the POI Experiences module.
 - Needs to be checked for guided tours and unchecked for self-guided tours on the Operator Booking Module.

Search Results

- OBM shows when the exact GBP is searched for, but not when there is a partial search [Ticket](#)
 - We would like to clarify that this is not a data discrepancy. The observed behavior is a result of Google's search and ranking mechanisms, which dynamically surface the most relevant and exact-match information based on the user's query. Please note that Google Business Profile functions as a business listing operator rather than a primary data provider. Additionally, the POI and the associated Google Business Profile are indexed to appear only when the full, exact POI name is queried. As a result, partial or non-exact searches may not consistently return the same entity.

Commonly Asked Questions

How can I track Google bookings

- Affiliate column in the manifest ([slack](#))

Google Pricing on the GBP

- Google Things to Do's [pricing policy](#) requires that all fees and taxes be included in the price preview on the Google Business Profile.
- Google's [pricing policy](#) states that the prices sent to them need to be inclusive of taxes and fees. If competitors have lower pricing, they either actually have lower pricing or they are not following Google's policies and products will likely eventually be removed. Not much we can do about that though

Connecting to multiple google business profiles

- We can support multiple Google Business Profiles using separate channel company mappings on one dashboard, as long as we use the channel item primary location to set the correct GBP.

Other OTA Integrations

- When our clients sign up for OTAs, part of their agreement with those OTAs is that their products can be resold on other platforms (including Google). Client's can consider reaching out to Google to [submit a third-party complaint](#)

to get the product listings removed from their GBP. Otherwise they can discuss with the OTA directly whether those listings can be removed.

Google Ratings

- Send a ticket to Support - [Google Ratings](#) Client Facing FH Help Page

Travel Campaigns (Formerly Google Ads)

- FH does not manage ads on the clients behalf, they would need to work with a third party marketing agency to get tours listed in that carousel. We don't have one in particular that we recommend but TRK Creative Group has been helping a lot of clients get connected if they're looking for somewhere to start!
- Ads and Star Reviews [Slack](#)

History

Duplicate mapping glitch - Resolved 11/22/23

- When Viator auto mapping is already checked and you select Google auto mapping and save, a second Viator auto mapping will be created, in addition to a new Google mapping. (Same problem if Google is checked and you map Viator)
- Solution: Uncheck the Viator auto mapping box before saving. (And vice versa)

Status: [api-idea-box](#)

Group Pricing

- Previously not connecting clients that used group CTs. Updated in August - [slack](#)
- Group pricing is allowed as long as the price we send could also be used for a single Adult (ex: Group of 1-4, ATV, Tandem Kayak)

Products Tab

- Having the 'Products' feature on GBPs used to not allow the TTD integration to show. Fixed in early July - [Slack](#)

Reserve with Google

- Some clients have Reserve with Google integrations that were 'grandfathered in'.

GMB reserve a table + TTD Admission example:

<https://maps.app.goo.gl/cZRbFg1sWeDecwPt6>

Related slack:

<https://fareharbor.slack.com/archives/G018ZMQ8JM9/p1700040643232369>