

01 / FOR ASSOCIATION LEADERS

A practical member benefit. A clearer Google presence.

Help your tourism businesses turn their Google Business Profiles into complete, accurate and professionally presented digital shop windows.

€0

Association programme fee

No minimum

Participation to launch

5+ members

Association report + follow-up

What your members receive

Two in-depth Google Business Profile audits, a prioritised action plan, weekly monitoring throughout the programme, e-learning and personal mentoring. Visible Tourism implements the agreed profile improvements using each member's approved business information and photos. Implementation is included in the Guided Program.

What your association receives

Once at least five members join, your association receives a Google visibility audit covering the participating businesses, a simplified visibility action plan and follow-up. The report shows how visible individual participants are on Google and what your association can do to support stronger collective visibility.

How the partnership works

Your association nominates a contact and shares the programme invitation and member coupon. Members decide whether to join, enrol and pay Visible Tourism directly. We handle enrolment and programme delivery; your association does not handle payments.

The participation rule, clearly stated

You can launch with any number of members. The association-level audit, action plan and follow-up become available when at least five members join. Individual participants receive their programme regardless of the total cohort size.

Experience: Wines of Crete

Twelve member wineries joined voluntarily after Ádám met Nicolas Miliarakis at the European Tourism Conference. Seasonal workloads were the main participation challenge. Follow-up assessment is in progress.

02 / FOR PARTICIPATING BUSINESSES

Your Google shop window. Properly put together.

A practical programme for tourism businesses: understand what needs attention, make the improvements and check what has changed.

€1,490

Association member price
€2,000 standard price · All prices exclude VAT

01 Understand your starting point

Within five business days, receive an expert-reviewed audit and prioritised action plan: what to improve and in what order.

02 We make the improvements

We implement the agreed profile improvements using your approved business information and photos. E-learning and mentoring help you maintain the profile afterwards. Implementation is included in the Guided Program.

03 Keep an eye on your profile

Weekly monitoring throughout the programme helps keep attention on your profile and the work still to complete.

04 Review the changes

Three months after mentoring, a second in-depth audit assesses what has changed and identifies any remaining gaps.

Our commitment and your role

A complete, accurate and professionally presented profile, checked against our programme checklist. You provide approved information and photos, and grant Visible Tourism Google Business Profile Manager access. You retain ownership; no password sharing is needed. We provide the invitation details during onboarding. See [Google's access guide](#).

Audit, e-learning and mentoring are in English. Our commitment is to profile quality and completeness, without a promise of particular rankings or booking numbers.

Join through your association

Use your association coupon at mentoring.visibletourism.com. For programme questions, email hello@visibletourism.com.

03 / PUTTING THE PARTNERSHIP INTO PRACTICE

Easy to introduce. Clear to take part in.

Agree the start window around your members' seasonal workload, then give them a clear invitation and a direct route to enrol.

Your association

- Nominate a contact.
- Share the invitation and member coupon.
- Help coordinate a suitable start window.

Visible Tourism

- Handle enrolment, payment and delivery.
- Implement agreed profile improvements.
- Provide the association audit and follow-up once five members join.

Ready-to-share member invitation

Subject: A stronger Google presence for your tourism business

We are introducing the Visible Tourism Google Business Profile Guided Program to our members.

The programme combines two in-depth audits, an action plan, weekly monitoring, e-learning and mentoring. Visible Tourism implements the agreed profile improvements using your approved business information and photos. This work is included in the programme price.

Our aim is simple: a complete, accurate and professionally presented Google Business Profile that gives potential guests a clear picture of your business.

The member price is €1,490 instead of the €2,000 standard price, excluding VAT. The audit, e-learning and mentoring are delivered in English. Participation is voluntary.

You grant Visible Tourism Google Business Profile Manager access, retain ownership and do not share your password. Invitation details are provided during onboarding; mentoring helps you maintain your profile afterwards.

Ask us for your association coupon, then enrol at mentoring.visibletourism.com. For questions about the programme, contact hello@visibletourism.com.

The member programme can run with any number of participants. With five or more participating members, the association also receives a Google visibility audit, a simplified action plan and follow-up.

Start a partnership conversation

hello@visibletourism.com | visibletourism.com