Glowbal Restaurant Group increased bookings by 55% with Map Labs.

*Comparing July 2024 - January 2025 vs July 2023 - January 2024, year-over-year.

Glowbal Restaurant Group stands among Canada's most celebrated restaurant groups and is ranked in the top 10% of restaurants worldwide by Tripadvisor.

With an impressive portfolio that includes a Michelin Guide restaurant for 2024 along with many other awards, the group has built a reputation for quality and creativity.
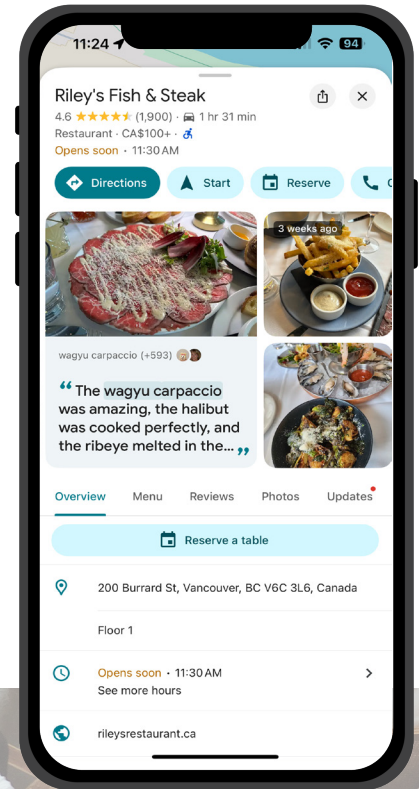
ABOUT THE BUSINESS

Operating **nine distinct restaurants across Toronto and Vancouver**, Glowbal Restaurant Group offers a diverse range of culinary experiences—from upscale steakhouses and refined Italian fare to coastal-inspired cuisine.

With an expanding portfolio and increasing competition, they saw an opportunity to refine their digital presence, attract more diners, and strengthen their position as a top dining destination.

THE **GOAL**

Glowbal Restaurant Group had already seen success with Maps Marketing and built a strong reputation in the restaurant industry, but **their team identified Maps as a clear opportunity to drive more revenue**, recognizing there was still more potential to tap into.

With Full Service management, Map Labs handled their entire Google Maps presence—from setup and optimization to ongoing updates and review management—unlocking new ways to drive revenue and turn Maps Marketing into a dependable growth engine.

RESULTS

Through the **Full Service management**, Glowbal Restaurant Group achieved the following results:

Year-Over-Year Results

+17%
(+ 9,715)
Website Views

+104%
(+ 1,725,834)
Map Views

+46%
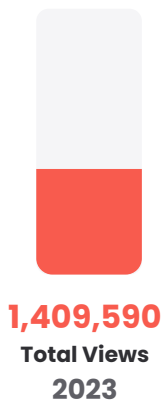(+ 63,718)
Direction Requests

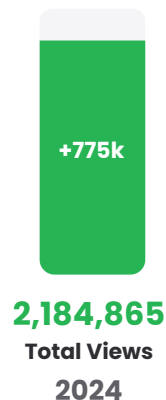**+55%**
(+ 9,515)
Bookings

+229%
(+ 5,326)
New Reviews

+82%
(+ 95,281)
Menu Views

Comparing July 2024 - January 2025 vs July 2023 - January 2024.

Before Map Labs

After Map Labs

+775k

1,409,590
Total Views
2023

2,184,865
Total Views
2024

Total Views increased
↑ **55%**
year-over-year

MapLabs.com

Map Labs helps **grow businesses like Glowbal Restaurant Group** with Google Maps marketing.