

Altamarea Group increased revenue by \$907,257.22 at a single location with Map Labs.

Map Labs generated **more than \$907,257.22 in incremental gross** revenue for an Altamarea Group restaurant location in 2023.

Altamarea Group also **increased total number of bookings by 114%** (+3,080).

*Source: SevenRooms



ALTAMAREA
GROUP



ABOUT ALTAMAREA GROUP

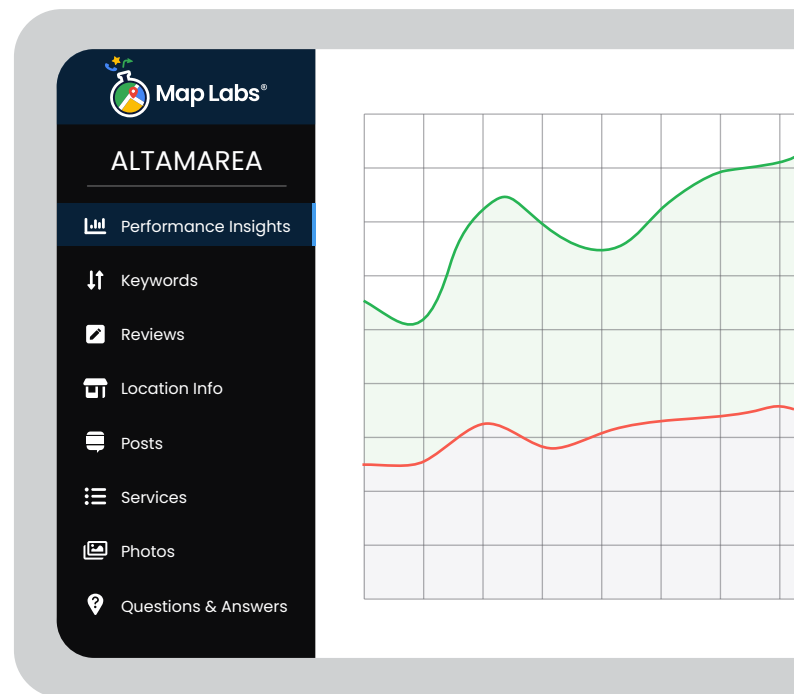
Altamarea Group is a globally renowned hospitality company led by founder and CEO, Ahmass Fakahany. Established in 2009, Altamarea Group has been known for its uncompromising quality, convivial concepts, customized service, and operational excellence.

The group has rapidly grown to own and operate over 20 restaurants worldwide, crafting unique, culinary experiences in major metropolitan cities, including New York, Washington D.C., Dubai, Istanbul, Riyadh, and New Delhi.

THE GOAL

Altamarea Group had one core goal: generate more revenue through Google Maps marketing. Though Altamarea Group had their Google Business Profiles set up, they were not seeing significant growth from the channel.

Map Labs team of experts assessed Altamarea Group's Google Business Profiles and **designed a custom strategy to ensure the restaurant group was not only present on the channel, but driving growth.**





RESULTS

Before Map Labs

\$1,031,412.50
Google Reserve Revenue

12.4% of total booking revenue



After Map Labs

\$1,938,669.72
Google Reserve Revenue

22.24% of total booking revenue

Additional Year-Over-Year Results

- ✓ Total number of bookings **increased by 114%** (+3,080)
- ✓ Direction requests **increased 40%** (+6,387)
- ✓ Website Visits **increased 8%** (+4,393)
- ✓ Phone calls **increased 9%** (+664)

**91% of searches
were Discovery
(Non-Branded)**



83,928 (9%)
Direct Searches



804,995 (91%)
Discovery Searches

**Total
888,923
IMPRESSIONS**

Map Labs helps grow businesses like Altamarea with Google Maps marketing.

MapLabs.com

