

How mapping the beauty of French Polynesia brought immeasurable benefits for the locals.



1,800 km
photographed



1,200,000
images via 8K
display videos



18 hotels
published



+450
business listings
created

“ I always believed the ability to project yourself into a specific area with Street View could have great benefits to local communities. This seemed especially useful in French Polynesia, where navigating your way around easily was nearly impossible. ”

- **Christophe Courcaud**, founder
of **Tahiti 360**

The challenge

The paradise of French Polynesia needed exposure. Up until early 2019, only satellite images of the islands were available on Google Maps, which made getting around the island a challenge for locals, emergency services and tourists. Most importantly, the islands needed a tourism boost, to help businesses big and small thrive.

The solution

Christophe set up Tahiti 360, to photograph and upload 360 imagery of large outdoor and indoor spaces on Street View. The immersive 360 tours allow viewers to experience island life and showcase what French Polynesia has to offer. In just over a year, they've photographed and published captivating 360 tours of the entire island of [Bora Bora](#), all of the streets of [Papeete](#) and [Pirae](#). They've covered over 8 islands already, including Tahiti 360's most immersive tour of [Taputapuatea on the island of Raiatea](#). Thanks to Christophe, the UNESCO World Heritage Site is now available for everyone to experience virtually, and helps attract over 300,000 visitors to the island every year.

The results

Tahiti 360 photographed 1,800 km, which helped make live traffic updates and route planning a reality on Google Maps. This allows emergency services to work more efficiently. They've also created over 450 business listings on Google Maps, including big hotel groups like Intercontinental, Manava and Hilton, as well as smaller B&Bs. By showcasing the island on the global stage, Tahiti 360 is helping businesses grow and tourism thrive.

To see how Street View could help you boost your business, visit g.co/streetviewbusinesses.

