

# The web is working for American businesses.

The Internet is where business is done and jobs are created.

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50,000+

people are employed full-time by Google across 21 states. We've added 22,000+ jobs over the past 3 years.<sup>1</sup>

10.4 million

U.S. jobs were created across all 50 states by the Internet in 2016. 86 percent of them are outside major tech hubs.<sup>2</sup>

6%

of U.S. GDP, the equivalent of \$1.12 trillion, was generated by the Internet in 2016. Its contribution has more than doubled since 2012, growing at five times the average U.S. GDP growth rate.<sup>2</sup>

1 in 4

clicks for U.S. small businesses advertising on Google AdWords come from outside the country. Google tools are helping a growing number of American businesses find and connect with customers around the world.<sup>1</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

Sources: 1. Google, "Economic Impact," 2016.

Note: The total value that U.S. Google advertisers, website publishers, and non-profits received in 2016 is the sum of the economic impact of Google Search, AdWords, and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions" (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink's "Investigating customer click through behavior with integrated sponsored and non-sponsored results" (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2016 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html).

Note: We measured the total number of clicks on ads posted by U.S. advertisers from 2012 to 2015 and observed that when a small business puts an ad on Google, on average one in four clicks on that ad comes from outside the country.

2. Interactive Advertising Bureau, "The Economic Value of the Advertising-Supported Internet Ecosystem," March 2017.

Note: Major tech hubs, as defined by the Interactive Advertising Bureau, include California's Silicon Valley, New York's Manhattan, Virginia's Arlington County, Boston's Route 128, and Washington's Seattle and Tacoma.

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# The web is working for Nevada businesses. Google is helping.

Across the U.S., Google's search and advertising tools helped provide \$222 billion in economic activity in 2016.<sup>1</sup>



\$1.84 billion

of economic activity Google helped provide for Nevada businesses, website publishers, and non-profits in 2016.<sup>1</sup>

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18,000

Nevada businesses, website publishers, and non-profits benefitted from using Google's advertising tools, AdWords and AdSense, in 2016.<sup>1</sup>

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\$3.45 million

of free advertising was provided to Nevada non-profits through the Google Ad Grants program.<sup>1</sup>

# 5 Star Helicopter Tours

BOULDER CITY, NEVADA

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What do you do when you have over 25 years of tourism experience and live in one of the most scenic destinations in the country? For husband-and-wife team John and Melanie Power, the answer was simple: You offer VIP helicopter tours at an affordable price. "It's a saturated industry, but we felt there was a better way to provide that sort of service to the customer," says Mark Stanway, Vice President of Sales and Marketing. They launched 5 Star Helicopter Tours in 2012, offering daily first class aerial trips to the West Rim of the Grand Canyon and nightly flights over shimmering Las Vegas to visitors from all over the world.

Like Las Vegas itself, 5 Star Helicopter Tours has grown from modest beginnings to the premier choice for Nevada adventure. They operate a fleet

of five Airbus helicopters and 10 Mercedes-Benz ground transportation vehicles to shuttle customers to and from their hotels, and offer an entire portfolio of outdoor excursions, including ATV tours and overnight camping trips. The

company relies on Google tools to compete in an already crowded market. AdWords, Google's advertising program, drives awareness and keeps 5 Star at the top of visitors' minds and web searches. "It drives over half of our online traffic and reminds customers that we're here," Mark says. "That's very important." They also use Google Analytics to measure their web traffic and adjust their marketing strategy accordingly. And through YouTube videos, they attract curious visitors with inside looks of their VIP services.

"The Internet allows us to give our customers a real preview of what they can expect."

**MARK STANWAY, VICE PRESIDENT OF SALES AND MARKETING**



"Everything Google is doing is hugely significant for our company's success," Mark says.

Today, 5 Star Helicopter Tours is as big of a Las Vegas act as any. They've already shared the glory of the desert with over 120,000 customers. Their website sales continue to grow by 65 percent annually, with AdWords driving 45 percent of that growth. And with plans to purchase two additional helicopters, they have no intention of slowing down. "We want people to enjoy more of what helicopters can do and make memories that they're going to share for the rest of their lives," Mark says. With Google, small businesses like 5 Star Helicopter Tours can bet on themselves and their future.

5 Star Helicopter Tours has 60 employees.

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Visit [www.5starhelicoptertours.com](http://www.5starhelicoptertours.com)