

How Mobile TECHNOLOGY is changing WORLD TRAVEL

THE FUTURE OF TRAVEL!

In the last five years the web has changed tremendously as a result of social networking, and in particular with the travel sector. How do travel consumers choose hotels, book flights and get in touch with fellow travellers around the world?

17% have reached a top mobile age of mobile maturity

12% have downloaded a mobile app meant to travel

3% have booked their trip on a mobile

2/3 say they are likely to explore, shop and book travel activities via their mobile devices

3 in 4 active travellers use a mobile device while on the move

45% use a mobile device that allows them to browse the internet

MOBILE TECHNOLOGY HAS CHANGED TRAVEL FOREVER

WHO HAS EMBRACED MOBILE TECHNOLOGY WITHIN THE TRAVEL INDUSTRY?

Country	Smartphones	Mobile payments	Travel booking apps	Online travel services
INDIA	3%	2%	1%	4%
CHINA	32%	5%	1%	1%
BRAZIL	28%	1%	1%	1%
USA	91%	9%	9%	2%
UK	74%	4%	2%	2%

74% of First Business Class or Premium Flyers own smartphones

50% of them receive SMS notifications

TRAVELLERS AND MOBILE TECHNOLOGY

54% travellers who own smartphones

75% of smartphones connect to a free airport Wi-Fi network. Here's what they are finding out in real time:

- 77%** Flight information services
- 50%** Wait times at security checkpoints
- 50%** Time to reach departure gate
- 21%** Airport parking

Wi-Fi

WHO IS LEADING THE WAY WITH MOBILE AND SOCIAL TECHNOLOGY?

The development of many apps and websites are resulting in new trends in travel. Users are checking in more and more, listing themselves as present at a particular place.

- tripadvisor.com**: Available version of the popular online travel review site has more than 100 million reviews.
- easyJet**: It set up mobile app which allows people to check in and boarding the plane.
- hotels.com**: In 2011 used 30% less on user mobile at bookings made via smartphones.

Consumers respond to advertising by companies or about companies on social media sites.

Social media is a Top 3 driver of traffic for 7% of travel sites.

INTERESTING AND INNOVATIVE SITES FOR TRAVELLERS

- Facebook**: The world's most popular social media site. It has more than 1 billion users and is used to share photos, videos, and text.
- Twitter**: A social media platform where users can post and read short messages called tweets.
- LinkedIn**: A professional networking site where users can connect with others in their industry.
- Instagram**: A photo and video sharing app that has become popular among travellers for sharing their experiences.

travel apps
5% of apps on the Apple App store are travel apps.

airbnb

Disruptive in the online market place connecting travellers / neighbours

Airbnb says it has registered month-over-month growth of 15% in January 2011

- 132,000+ unique users
- 200,000+ iPhone app downloads
- 100+ million+ active connections
- 9,000+ cities

Guests have travelled from 182 countries to 172 countries in 172 countries

CS3 Coaching

Coaching.com is a platform bringing people together through hospitality in the form of a home. It is a completely different and fun way to experience a country, as well as a fun budget option for travelling.

TOP 5 Coaching Cities

- New York
- Paris
- London
- Berlin
- Helsinki

TOP 5 Coaching Countries

- USA
- Germany
- France
- Canada
- UK

THE FUTURE... YEAR

2012 Google projects that 8% of mobile apps will be helping travel from their smartphones

2014 Mobile internet should take over desktop internet usage

2016 Mobile commerce is expected to grow by 55%

2021 British consumers are likely to spend as much as £15.7 billion on purchases through their mobile phones

FUTURE MOBILE APPS

- Location based services
- Personalized recommendations
- Advanced search and navigation
- Advanced travel management
- Event mobile payments

destinations

RESOURCES

www.airbnb.com	airbnb.com	airbnb.net
www.booking.com	www.booking.com	www.booking.com
www.tripadvisor.com	tripadvisor.com	tripadvisor.com
www.easyjet.com	easyjet.com	easyjet.com
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www.twitter.com	twitter.com	twitter.com
www.linkedin.com	linkedin.com	linkedin.com
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www.airbnb.com	airbnb.com	airbnb.com
www.booking.com	booking.com	booking.com
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