

Going Mobile

Mobile Breakout Session

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Regional Tourism
Organisations
New Zealand

WHAT IS MOBILE

a market made up of people with internet-enabled devices that are carried all or most of the time.

Mobile Internet 3G Subscribers

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USA	136.6 M
Japan	106.3 M
South Korea	38.8 M
Italy	34.3 M
UK	29.5 M
Germany	26.5 M
Spain	24.7 M
Indonesia	19.2 M

Source: Morgan Stanley

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laptops
game systems
GPSs
media players
tablets
smartphones

desktops

AR mobile web
apps social media
NFC SMS location-based





mobile isn't about devices.

it's about the user's
situation.

You should assume mobile users are

A word cloud on a dark red background. The words are arranged in a roughly circular pattern. The largest word is 'hurried' at the top. Other prominent words include 'walking', 'flying', 'moving', 'driving', 'in-market', 'desperate', and 'waiting'. The word 'eating' is very small and positioned between 'walking' and 'flying'.

hurried
walking flying
in-market driving moving
desperate waiting
eating

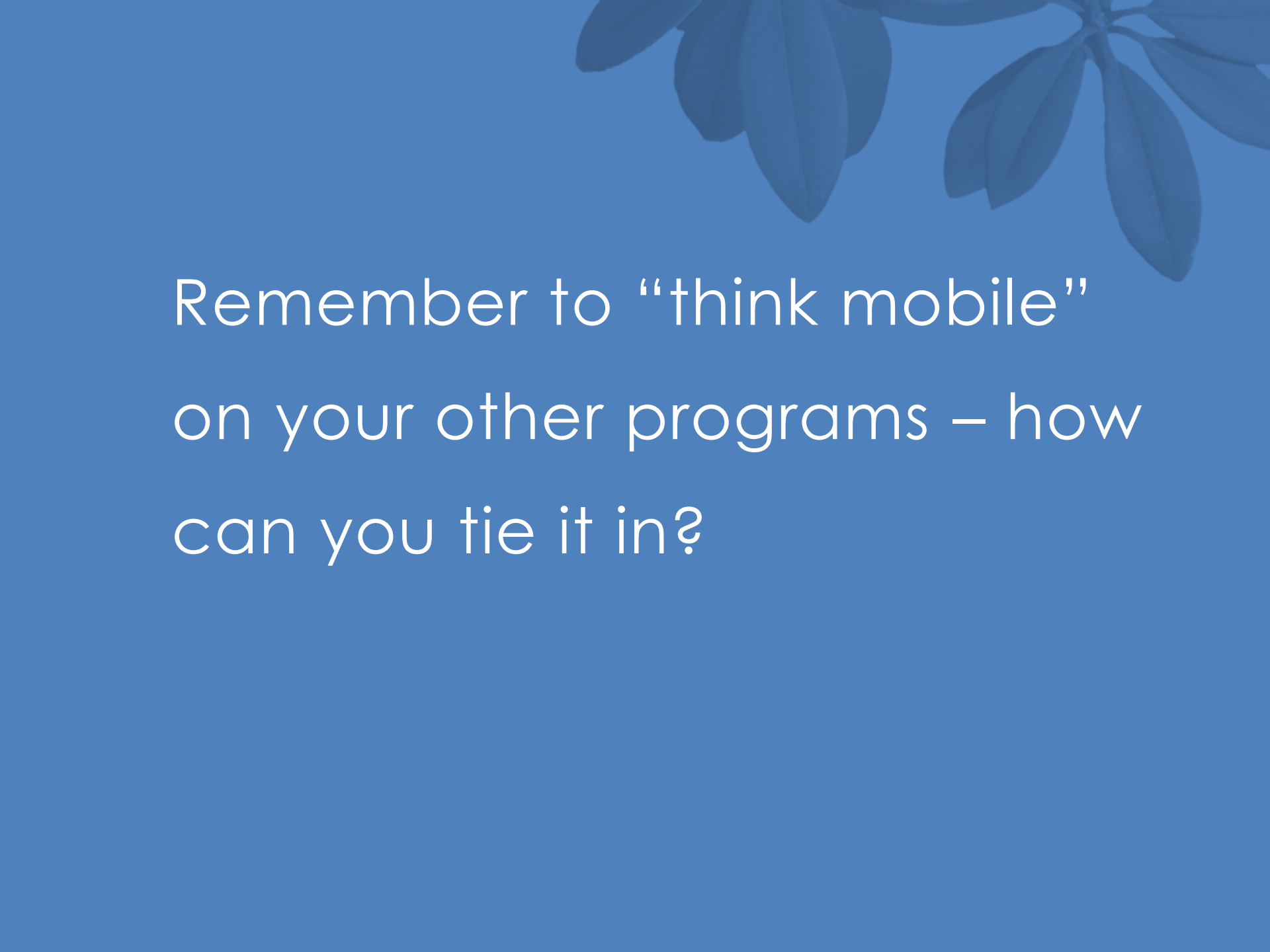


don't just make a
smaller version of your
website.

figure out how your destination can be
responsive to the needs of a mobile user

Consider whether a dedicated app or a mobile-optimized site best serves your purposes





Remember to “think mobile”
on your other programs – how
can you tie it in?

WORKSHOP

1. What's the user situation?
2. Why?
3. How can you help?