Shift

- **Smartphones**
- **Tablets**
- **PCs**

2009: 1.2 billion
2010: 1.4 billion
2011: 1.45 billion
2012: 1.45 billion
2013: 1.45 billion
2014: 1.45 billion
2015: 1.45 billion

gobluebridge.com
By 2020, 80% of the adults on earth will have a smartphone.
WHY ARE WE HERE?

- **1990**: Internet is created
- **1999**: 500,000 Websites
- **2008**: App store goes live
- **2010**: 500,000 Apps
Apps Continue to Dominate the Mobile Web

We spend our time in apps.

Source: FLURRY

gobluebridge.com
By the Numbers

- 3 hrs 40 min spent on mobile devices per day
- 89% of that time is in apps
- 77% of millennials use a smartphone for travel planning

Of millennials use a smartphone for travel planning.

spent on mobile devices per day
THE 2015 VISITOR

62% of travelers use smartphones to research their trips.

61% of consumers book travel on their smartphones.

89% of all travelers use their smartphones to make in-destination decisions.

98% of all in-destination navigation is accessed in apps.
WHY APPS?

DIRECT COMMUNICATION
Push notifications provide instant, location-based actionable communication.

DEEP CALLS-TO-ACTION
Apps link directly to features and tools users access most.

QUICK ACCESS
Apps do in one tap what mobile sites do in 20+.

ON THE HOME SCREEN
Apps encourage commitment and repeated use.

EASE OF USE
Native apps are faster and more intuitive.

CONSUMERS ARE THERE
85% of smartphone users prefer apps to mobile sites.
Your Past

Website

• Inspiration
• Booking
• Planning
• Call to action

Visitors Guide

• Directory
• Visual

Next Steps
ROLE OF A WEBSITE

- Drive traffic
- First experience (billboard)
- Funnel toward clear calls to action
The new model
Your Future

Responsive Site

Mobile App(s)

Next Steps
MOBILE & THE MARKETING FUNNEL

Email database meets visitor guide meets concierge
Role of a Mobile App

In-Destination Engagement

- Frontline Staff Communication
- Push Notifications
- Locals and loyal visitors
- Save Printing Costs
Push Notifications Sent By Customers

- 0.00
- 400,000.00
- 800,000.00
- 1,200,000.00
- 1,600,000.00

Dates:
- 1/14/2014
- 5/14/2014
- 9/14/2014
- 7/1/2015
Messaging

- Scheduling
- Personalization (location or topic)
- Action-based
- Inbox
Mobile App Excellence

App Quality

Your app only gets better.

App Cost

Your cost is predictable.

Platform

Custom
Design Over Time

- **WINTER 2011**: Continual maintenance
- **FALL 2012**: UI/UX enhancements
- **SUMMER 2013**: Multi-store app distribution
- **FALL 2014**:
Bluebridge By The Numbers

- Largest provider of tourism apps in the world
- World-class Apps: South Africa, Gatlinburg TN, El Paso Tx, & more
- 400+ unique apps in both stores
- Raised $3.5M from top investors
- 90% revenue retention (renewals) each year since founding
bluebridge Tourism

Largest tourism app platform in the world