The Great APP Debate

TRACK 3: ARE APPS SO FOURSORE AND SEVEN YEARS AGO? THE GREAT APP DEBATE THAT MAY SURPRISE YOU.

Adam Johnson | Visit Saint Paul | @mayorgatsby
PRICE
POLITICS
PROBLEM SOLVING
POPULARITY
PRICE

• Creation
  – Multiple Uis
    • iPhone vs Android
• Updates
• Marketing
Number of apps available in leading app stores as of July 2015

This statistic contains data on the number of apps available for download in leading app stores as of July 2015. As of that month, Android users were able to choose between 1.6 million apps. Apple's App Store remained the second-largest app store with 1.5 million available apps.
MEMBER/PARTNER-BASED CVB/DMO
Bars & Restaurants


Find a classic chop and steakhouse, family-friendly restaurant, or venture into one of Saint Paul’s colorful neighborhoods and expand your horizons at an authentic ethnic joint. Few cities in America combine culture and cuisine as seamlessly as Saint Paul. You can dine around the world with restaurants representing the following cultures: Irish, Dutch, German, Greek, Russian, Chinese, Asian, Japanese, Vietnamese, Thai, Nepali, Indian, Afghan, Mediterranean, Italian, French, Caribbean, Mexican and American. Enjoy this melting pot of cultures for your next meal.

Filter Directory Results

<table>
<thead>
<tr>
<th>Category</th>
<th>Neighborhood</th>
<th>Cuisine</th>
<th>Keyword</th>
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<tr>
<td>Select a Category</td>
<td>Select a Neighborhood</td>
<td>Select a Cuisine</td>
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- ADA Accessible
- Breakfast
- Dinner
- Family Friendly
- Fine Dining
- Free Wifi
- Group Friendly
- Late Night
- Live Music
- Lunch
- Outdoor Dining
- Parking
- Pet Friendly
- Reservations Required

Map View

Results 1 - 12 of 136
Problem Solving

HELP OVER HYPE
“Make your marketing so useful people would pay for it.” - Jay Baer
GOTTA GO ON THE GO?

Clean public restrooms were hard to find. Until now. We put public restrooms on the map. Literally. So the next time you’ve got to go on the go, you’ll know where to go.

FIND A RESTROOM ONLINE
Visit SIT OR Squat online to search for clean public restrooms all over the country. Rate and share the restrooms you like (sit) or note if the bathroom could be better (squat) by adding them to the map.

DOWNLOAD THE MOBILE APP
Find restrooms on the go with our mobile app version. Get it free from the iTunes® store. Available for iPhone®, iPod touch®, and Android™.
I'm sorry that people are jealous of me. I can't help it that I'm so popular.
Consumers Spend 85% Of Time On Smartphones In Apps

Posted Jun 22, 2015 by Sarah Perez (@sarahintampa)
Figure 3 A Handful Of Companies Dominate The Minutes Users Spend On Mobile Apps

Share of US minutes spent on apps owned by major tech companies

- Major category leader 24%
- Facebook 13%
- Google 12%
- Amazon 3%
- Native app 4%
- Enterprise 8%
- Yahoo 2%
- Apple 3%
- Microsoft 1%
- eBay 1%
- Other 28%

Base: 1,721 US online smartphone owners (18+)
(percentages do not total 100 because of rounding)

Source: Forrester’s US Consumer Technographics® Behavioral Study, October 2014 to December 2014
“In perhaps one of the most surprising findings from the report, mobile web audiences are actually almost 3x bigger than mobile app audiences and they are growing 2x as fast!”
Bitch, I was BORN in a log cabin.