



Paul Hennessy

- Email Address: Paulh@geoguides.ie
- Web Site: www.geoguides.ie

Mobile in Tourism

- Market Trends
- The Mobile Opportunity
- Challenges
- The City Brand
- Mobile Revolution
- The Solution

Explosive Market Trends

- **Tourism is 9% of Global GDP or \$5.7 Trillion**
- **Global Trip Activities valued at \$100b in 2010** – growing by 12% annually
- **Tourists & Technology** - 70% of people use phones to do internet search
- **Augmented Reality** – \$40 billion by 2014 based on Microsoft forecasts
- **Apps** – \$15 billion in download sales in 2011
- **Location Based Services** – market size of over \$12.7 billion in 2014
- **Location Advertising** – market size in the billions by 2014
- **Mobile Marketing** - Marketing Revenues will reach \$24b by 2013
- **Smartphone Mobile Cloud Services** – \$500 million market by 2014

The Mobile Opportunity

- Key moment in time for Travel and Tourism
 - Massive growth in Mobile Internet Services
 - Tourists embrace technology
- You can now engage tourists when they are using their mobile phone
 - Provide your quality, trusted & relevant information
- City Tourist Offices can take control of Mobile in Tourism
- Social Commerce Opportunity
 - Recommend, Share, Buy

Challenges

- Communicating with the Tourist when they are in your City
- City Tourism Organisations are facing a massive challenge from User Generated Content
 - Google, Wikipedia, Facebook, Expedia, etc.
- Traditional Channels are quickly out of date
 - TV, Print, Kiosks

Who's Brand is it anyway?



The City Brand

- Apps, apps and more apps
 - Which app do I download? How many apps do I download?
- Brands, brands and more brands
 - Which brand do I trust? How many brands do I trust?
- The City Brand is already established & trusted
 - Take advantage of this in Mobile

Why invest in a Mobile Guide?

- Mobile is in everyday use, Mobile is everywhere
- You already have the content!!!
- Distribution costs you nothing
 - Appstores, Telecoms, Mobile Phones
- Take control of the Tourists experience when they are in your city

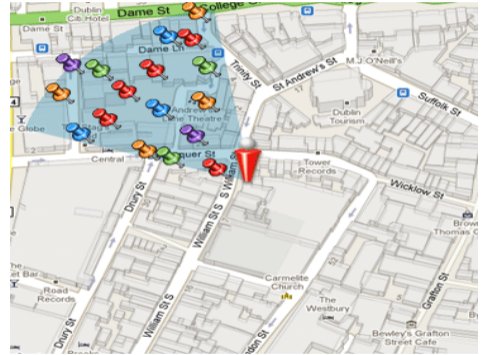
Point and Click

- “GeoGuides has revolutionised the way a smart phone is used; simply “point and click” your phone at an object in the real world to retrieve information about it”
- Hyperlinking the Real World

What is Directional Search?



Mobile Device GPS Only



Mobile Device - GPS with
Compass

Augmented Reality View

- Overlays digital information on Camera View
 - Images
 - Audio
 - Video
 - Data
- Patented Concepts





intrepid explorer

PLATFORM



GPS



Compass



Database



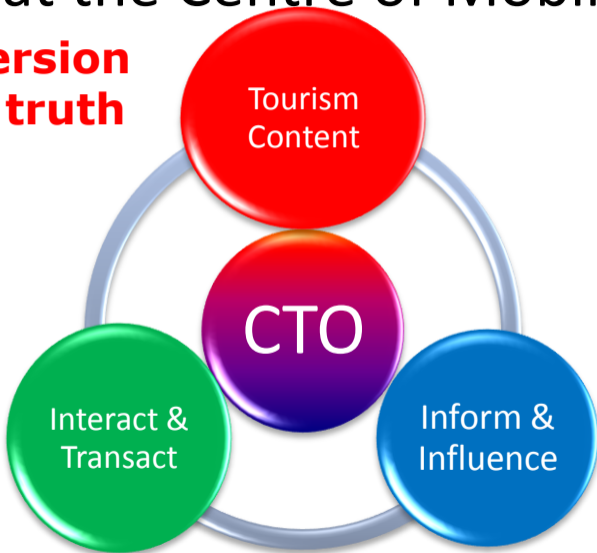
*Directional
Search*

CTOs at the Centre of Mobile

**One version
of the truth**

**Mobile
Internet
Service**

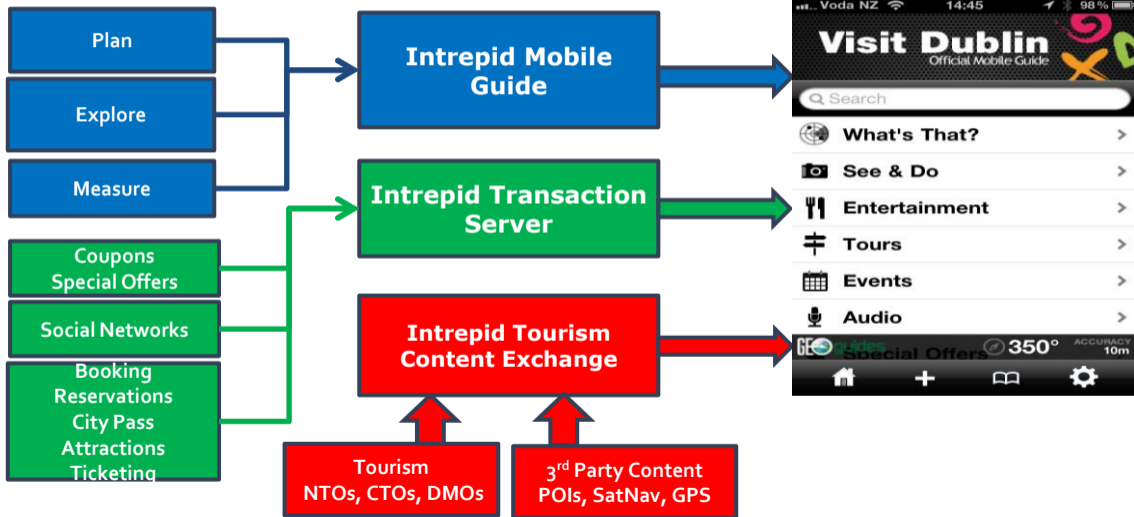
**Coupons, Special
Offers, Bookings &
Purchases**



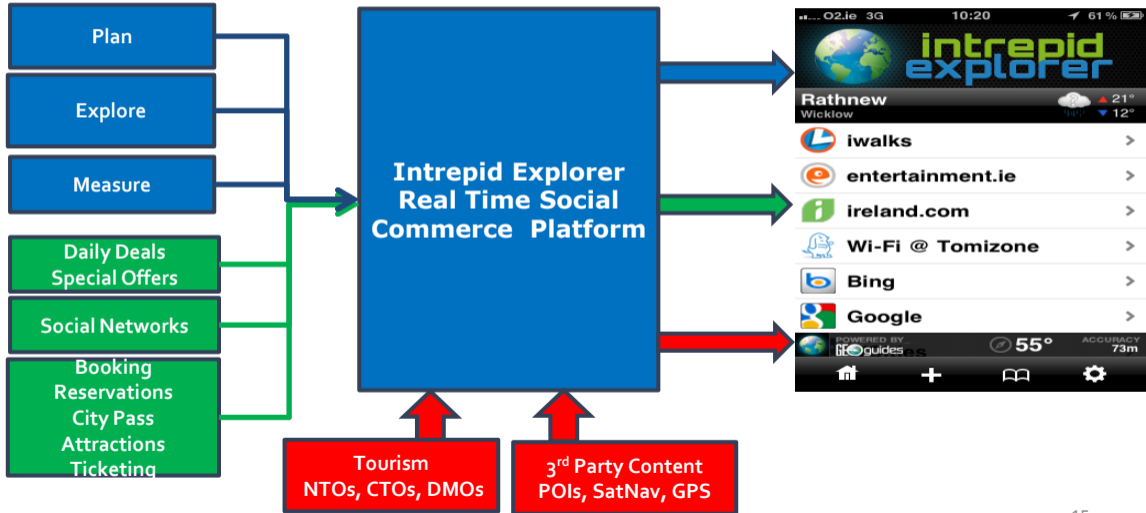
**Directional
Search &
Augmented
Reality**

**Mobile
Guide**

Intrepid Explorer – Platform As a Service



Social Commerce Platform



Intrepid Mobile Guide

- Extending your City brand
- Powered by Your content
 - Regulated & Authenticated
 - Trusted Information
 - Cached – no Roaming Shock
 - Offline Maps
 - Automatic Updates



Intrepid Transaction Server

- Connects Tourists with Internet Services
 - Bookings
 - Reservations
 - Purchases
 - Coupons
- Measurement of Transactions
- Delivers Qualified Leads

Tourism Content Exchange

- Local Content is the Holy Grail of Mobile
- Establish your content as the Standard for your City
- Control content and you control mobile
- Travel Partners want your content
 - Event Management, Airlines, Cruise Companies, Car Navigation, Tour Operators

Total Mobile Solution

- Maximise Positive Tourist Experience
- Creates Ambassadors for your City
- Safe and Secure
- Track Activity in Real Time

Why is this different?

- Creates real Revenue Opportunity
 - Sponsorship
 - Branding & Advertising
 - Fees from Transactions
- Platform already developed – Patented Concepts
- Features driven by CTO User Community
- Works on all Smart Phones
- First steps – Pilot “ Mobile within weeks”



Paul Hennessy

- Email Address: Paulh@geoguides.ie
- Web Site: www.geoguides.ie