

The iPhone and Travel

Joe Buhler

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PhoCusWright delivers qualitative and quantitative research on the evolving dynamics that influence travel, tourism and hospitality distribution. Our marketplace intelligence is the industry standard for segmentation, sizing, forecasting, trends, analysis and consumer travel planning behavior. Every day around the world, senior executives, marketers, strategists and research professionals from all segments of the industry value chain use PhoCusWright research for competitive advantage.

To complement its primary research in North America, Europe and Asia, PhoCusWright produces several high-profile conferences in the U.S. and Germany, and partners with conferences in the U.K., China and Singapore. Industry leaders and company analysts bring this intelligence to life by debating issues, sharing ideas and defining the ever-evolving reality of travel commerce.

The company is headquartered in the United States, with offices in Germany and India.

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Introduction

When the iPhone was first introduced in January 2007, opinions were split between those who called it a revolutionary new mobile device and those who were convinced it would never gain a significant market. Since then, more than 20 million iPhones have been sold and the device is now available in 81 countries around the globe, with more on the way. The early doubters were proven wrong.

With the iPhone Apple introduced what is essentially a totally new mobile device with distinct features that differentiate it from competitors' products. The major difference is that, despite its name, the iPhone is much more than a phone – it is a mini-computer and the first phone to offer a full Web browsing experience (via Safari). These two factors alone made a significant impact in the market and offered vast improvement over the previous mobile user experience.

Additional features like the multi-touch interface, the accelerometer, GPS, real-time 3D graphics and 3D positional audio differentiate the iPhone from the competition. The launch of the second-generation 3G phone in 2008 only solidified iPhone's strong market position, and the 2009 Wireless Consumer Smartphone and Traditional Mobile Phone Satisfaction study, published by J.D. Power and Associates on April 30, 2009, ranked the iPhone #1 of all smartphones, surely adding to its allure among a large segment of the public. Social marketing company Vitruve also named iPhone #1 in its first annual ranking of the top 100 social brands. According to PhoCusWright's 2009 report *Mobile: The Next Platform for Travel*, the iPhone was the most purchased handset by U.S. adults in 3Q08. Among those planning to buy a smartphone in the next 12 months, the iPhone took the lead, with 30% choosing the brand.

What makes this an even more important breakthrough in the mobile world is the fact that the iPhone is not just a piece of hardware with some cool new features, but also a software platform for developers of third-party applications sold in the AppStore. For the first time, users can browse – and at the touch of a button, easily purchase – thousands of applications and install them instantly. Updating apps on the phone is also a one-touch process: the user simply clicks the alert that appears on the application logo. The combination of all these improvements, along with the rapid growth in iPhone sales, have shown that this is, in fact, a game-changing device.

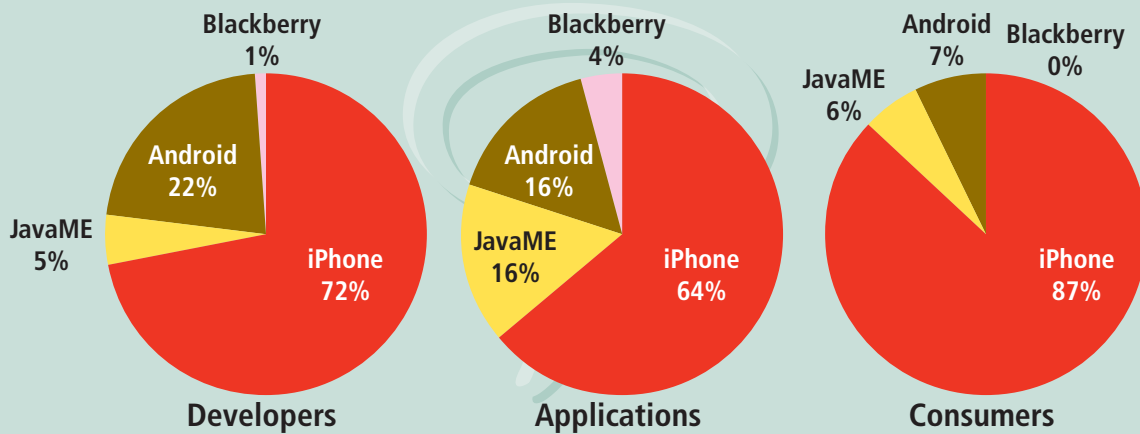
According to Apple, the App Store now offers more than 37,000 applications, with hundreds being added daily. By comparison, according to O'Reilly Radar, it took Palm OS 10 years to reach 29,000 applications. Apple reached that number 10 months after launch. Given that Apple reached its "1 billion applications downloaded" milestone in a mere nine months, there is no longer any doubt that the iPhone has created its own, quickly growing ecosystem in the world of mobile devices.

Although the rate at which new apps were being added slowed in anticipation of the new OS 3.0 introduction, the growth in downloads has actually accelerated. While Apple might not be years ahead of Google or RIM, as recently claimed by interim CEO Tim Cook, the company is certainly in the lead in smart phone technology, application development and overall user experience by many months.

According to Compete's quarterly Smartphone Intelligence report, 24% of smartphone users have spent anywhere from \$10-\$50 for a single application, while 28% have spent between \$5-10. iPhone owners

Figure 1

Smartphone Platforms Used (By Category)



Source: Flurry (via ReadWriteWeb)

are not spending more on individual apps, but 83% have downloaded at least six. The four most commonly downloaded app categories were Games (79%), Entertainment (78%), Weather (57%), and Music (55%).

In contrast, 27% of smartphone owners (but only 2% of iPhone owners) indicate that they have not downloaded a single application. The main reasons cited were not seeing the need (41%), not wanting to spend the money (33%) and not knowing how (13%). These statistics may indicate that users see iPhone apps as more valuable or useful than what is offered on other devices.

Competition (Android, BlackBerry, Java ME)

According to Sarah Perez's April 20, 2009 article in the technology blog ReadWriteWeb ("The State of the Smartphone: iPhone is Way, Way Ahead"), which quotes statistics by analytics firm Flurry, the iPhone has a commanding lead over other smartphones in number of developers, number of applications and number of consumers using these applications (see Figure 1). This sample is computed from a survey that included 100 applications, 8 million consumers, and four platforms (Apple iPhone, Google Android, RIM BlackBerry, and Java ME).

Although these numbers cannot be extrapolated exactly to the entire mobile smartphone industry (Flurry deals with fewer BlackBerry developers), they give an insight into mobile trends and show a commanding lead by iPhone in the developer community.

What will further solidify the position of smartphones overall (and the iPhone specifically) is that the long-predicted consolidation of different functions (e.g., phone, music player, camera and GPS) onto a single device is actually starting to happen. According to the Consumer Electronics Association, unit sales of portable navigation devices in the U.S. are projected to increase 15% to just over 17.4 million units this year, after jumping 73% last year. Unit sales of portable media players are forecast to slide 6.2% in 2009, and digital camera sales are expected to slip 8.6%. This stands in contrast to overall smartphone shipments in the U.S., which (also according to the CES) will grow over 30% this year to 37.4 million units.

Market Size and Share

Mobile Data Usage

According to analytics firm AdMob, more than 20 million iPhones have been sold worldwide so far. In April 2009, they made up 43% of all smartphone

Web traffic (59% in the U.S.) and 11.2% of all mobile phone online traffic. With the rapid growth in non-U.S. markets, the imminent introduction of the iPhone in China and the launch of the new OS 3.0 in June 2009, global share can be expected to reach U.S. levels in the near future. The exception will be Japan, where a distinct culture of mobile device use that has long been in place has inhibited the iPhone's market penetration.

The AdMob chart below (see Figure 2) illustrates iPhone's rapid market penetration. In August 2008, the device represented only 10% of mobile Web traffic from smartphones; in February 2009 it was nearly 50%. During the same time, BlackBerry's share dropped from 32% to 21% and Windows Mobile took an even bigger hit, declining from 30% to 13%. Palm is also down to 7% from 19% six months ago and Android, not available in August last year, has reached 5%.

In March 2009, iPhone became the worldwide leader in Web traffic use with 38% of all traffic (in April it stood at 43%), 1% higher than Nokia (at 37%). The iPhone also generated eight times as many requests (in the U.S.) as Android on the AdMob network, which includes 6,000 publishers and 1,000 applications globally. Worldwide, iPhone and iPod Touch generated 23 times more requests than Android.

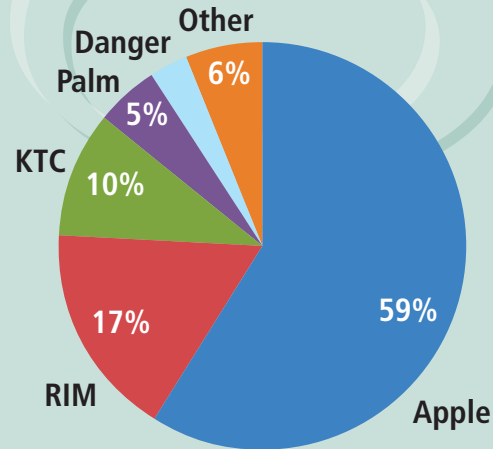
Mobile Web Browsing

According to a Market Share by Net Applications analysis, the share numbers for mobile Web browser use in April 2009 are even more impressive, with the iPhone carving out a huge slice at 64.8%. Following Apple at a distant second is Android (with 8.5% gained since its launch last October); next are browsers based on Java's ME application platform, with 8.1%. These are followed by Symbian, currently found primarily on Nokia handsets, with 7.1%. Windows Mobile rounds out the top five at 6%. Research In Motion's (RIM) BlackBerry devices rank sixth, accounting for only 3.1% of mobile Web browsing activity. The rapid growth of both Android and RIM does not mean iPhone share is shrinking, but rather that the overall market is growing quickly.

Travel & Travel-Related Applications

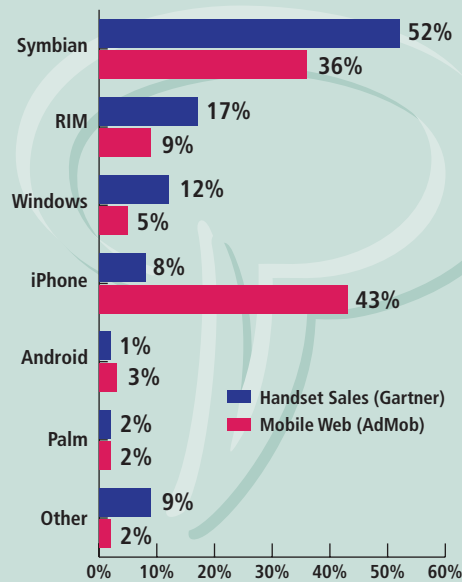
The impact of the iPhone on mobile device use for

Figure 2
Smartphone Requests by Mfr., US



Source: AdMob Mobile Metrics Report, March 2009; AdMob Statistics, April 2009

Figure 3
Worldwide Smartphone Share Comparison



Source: AdMob Mobile Metrics Report, March 2009; AdMob Statistics, April 2009

travel is significant. All the factors mentioned earlier – full Web browsing, native map app, GPS, camera functionality – lend themselves to an improved overall user experience, especially when combined with the device's better interface, easy application downloading and user-friendly updating. This is true in all phases of travel: pre-trip planning, in-trip experience and post-trip sharing of photos and stories via social networking. In-trip experience and post-trip sharing will likely be affected more initially than the research and planning phase, as the latter is a more involved process that usually requires multiple site visits and data collection. This kind of in-depth research cannot yet be easily accomplished on a mobile device, so for the time being, desk- or laptop computers will continue to dominate that phase of planning.

According to *PhoCusWright's Mobile: The Next Platform for Travel*, navigation assistance is the mobile device service most leisure travelers currently have access to and use regularly (37%) and also the one that most would like to use (55%). With the native iPhone map application, this functionality is not only easily available but also fully integrated with most location-aware travel applications, including Hotels.com, Yelp and OpenTable.

At the beginning of May, Apple's App Store listed over 2,000 travel apps, which gives the travel category about a 5.4% share of total apps and ranks travel as the fifth largest category (behind games, entertainment, books and education). When some of the travel-related apps listed in other categories such as weather, reference or utilities are included in the count, travel ranks in fourth place. The iPhone has had a significant impact not only on the mobile experience in general, but also on the travel experience on the small screen in particular.

For many years mobile had been proclaimed as the next big thing for travel, but for a number of reasons, the predicted breakthrough never quite happened. A too-small screen, disappointing Web browsing, limited application availability, complicated navigation and expensive data plans have been cited as the reasons for this lack of broad-based customer adoption in the past. But with the introduction of smartphones, many of these limitations were eliminated (except for the expensive global data plans). The most significant effect, however,

can be attributed to the iPhone and the improved overall user experience it offers.

Though the travel industry has not addressed the mobile space with much urgency due to lack of user-friendly devices, the iPhone offers a great new opportunity to enter the space. Intermediaries (e.g., TripIt, Travelocity, Kayak, Hotels.com, AAA) and suppliers (e.g., Choice Hotels, American Airlines, Delta Air Lines, British Airways) alike have recently introduced iPhone apps, and a number of destination marketing organizations have also put their hats in the ring, including Visit Holland, Tourism Queensland and Switzerland Tourism. Many more will soon follow. See Appendix A ("20 Useful iPhone Travel Applications") for more details on the top apps already in the space.

As the space evolves, travel providers are likely to focus primarily on booking and re-booking of air – according to the PhoCusWright mobile study, 40% of survey respondents are interested in having this capability on their mobile devices. The most interesting new developments, however, will most likely be in location-, time- and context-sensitive solutions for in-trip use. Some early entrants in this local services arena include OpenTable, TripAdvisor's Local Picks, Yelp and Urbanspoon (recently acquired by IAC). The last three offer not only listings but also social networking integration, with instant review, information and photo-sharing features.

Social Networking Applications & Social Media

Location-aware social networking: Limbo and Loopt, two location-aware social networking applications, allow users not only to locate friends in their vicinity, but to share information about restaurants, bars and clubs in the area and plan joint activities while in the same location. Facebook, too, has an iPhone application that allows for easy instant updating and photo-sharing. According to *PhoCusWright's Mobile: The Next Platform for Travel*, 30% of mobile users surveyed expressed interest in the availability of social networking tools on their mobile device, which would support this growing trend.

Video uploads: According to Dwipal Desai and Mia Quagliarello's June 25 post on the YouTube blog ("Mobile Uploads to YouTube Increase Exponentially"),

mobile phone uploads increased by 400% a day since the new iPhone 3GS model – which includes a videocamera feature – was introduced a week earlier. Just imagine a million iPhone users uploading a steady stream of videos of their travel experiences and hotel, restaurant and other service provider reviews on all kinds of social media sites. If a picture tells a thousand words, a video tells ten thousand: The transparency becomes total.

Corporate travel: As more business travelers start using the iPhone, mobile application developers will become more active in this area of the industry and introduce applications targeted at this segment, such as travel tools that consider corporate travel policies and pre-selection of preferred suppliers. Corporations could also benefit from company internal networking, live location updating and instant dissemination of key information to employees while on the road. While some of this might have a certain Big Brother aspect to it, the right policies and tools could lead to significant improvements in cost effectiveness and efficiency.

The Future of the iPhone

Growth Rates Overall and in Different Markets

While Apple does not publish official projections, the company's strong growth should continue, especially with the introduction in mid-June of the new OS 3.0 version of the operating system.

The growth rate will also get a boost from the expected introduction of the iPhone in China and possibly the release of a lower-priced version in India. This increase will be especially significant in India, where the iPhone has not performed as well as in other markets, as it is considered overpriced.

Should the often-heard rumor of a new iPhone working on the Verizon network prove to be true, either sometime in 2010 or early 2011 when the exclusive deal with AT&T expires, a significant share increase in the U.S. market could likely happen as a result.

It's too early to tell what impact the Palm Pre (introduced in spring 2009) will have on iPhone growth. The new

Palm webOS used on this device offers some much-touted features – namely, the ability to multitask – that the iPhone right now does not offer (with the exception of the built-in phone and iPod applications). Multitasking allows users to switch easily between multiple running applications. It remains to be seen whether this feature and the Palm's superior notification system will allow the Pre to make a serious dent in the growth of the iPhone or the BlackBerry, both of which have loyal followings that are not easily swayed.

Based on the one million new model iPhone 3GSs sold during the first weekend after the June 17 launch, the iPhone seems likely to continue to hold its own against the competition.

Geographical Distribution & Market Share

The iPhone is now available in 81 countries, and its introduction in China would complete the list of the all-important BRIC nations: Brazil, Russia, India and China. All have huge populations and offer strong growth possibilities for smartphones, as many people are already familiar with the use of mobile devices for tasks other than making phone calls. With the burgeoning travel markets in these and other countries, particularly in Asia, the iPhone, as well as other smartphones, could become the key device for travel-related functions and a valid alternative to the laptop, which, in many of these countries, is less popular and has much smaller market penetration than in the U.S. and Europe.

Version 3.0 Major New Features

The new OS 3.0 (delivered this summer) introduced even more useful applications with added functionalities that take advantage of the new features. The new operating system itself has added more than 100 new capabilities, including push notification, the ability to cut and paste text across applications, and a landscape keyboard. Other productivity enhancements include the Voice Memo application and the ability to sync notes with the full Mac OS mail application.

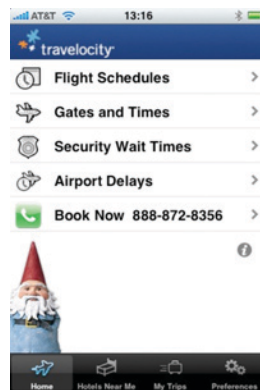
But the biggest development is users' ability to purchase items from within third-party applications. Application creators can now build relationships with customers by selling items and creating stores within their applications. This is a great step towards the iPhone expanding what

is already its own fast-growing micro-economy. The new toolkit adds about 1,000 functions to help developers come up with new applications. In addition, both 3G and Wi-Fi speeds have seen improvement, adding to usability and downloading capability while traveling.

Appendix A: 20 Useful iPhone Travel Apps

Travelocity

Travelocity is one of the first online travel agencies to create a dedicated, simple-to-use iPhone application. The home tab shows a list for Flight Schedules, Gates and Times, Security Wait Times and Airport Delays, and includes a Book Now tab to call for reservations. There are also bottom-page tabs for Hotels Near Me, My Trips and Preferences. A flight schedule search can be narrowed down by specific airlines. The detail screen shows departure time, terminal and gate number, and arrival time, terminal, gate and baggage claim. The app is linked to maps and weather forecasts, and features a (very useful) button that shows wait times for security screening. Hotels Near Me allows for location-based search, and the results are shown sorted by distance and include the hotel's name, address, star rating, price, link, and, for available hotels, a price for that night. The links lead to the specific hotel page on the Travelocity site with all the features available, although it requires some resizing for a better view. One click leads back to the hotel list; clicking the map button again requires multiple clicks to get back to the list. The My Trips button shows a list of current and past trips booked



on Travelocity. Trip details include services booked, booking ID and help number. Access requires log-in with entry of the account settings in the preferences button.

Kayak

Kayak has a very useful app with tabs for Flights, Hotels, Trends and Airlines. The Flights tab shows a calendar in “month” view and the trip duration can be selected by an easy swipe over multiple days.



The search can start from the nearest airport, which can be selected automatically or by manual entry. Flight results can be sorted by price, duration and departure time. On the flight details page, the prices from multiple providers are shown with booking function by phone or via the Web browser. The landing page on the booking site is conveniently filled in with the flight details. Another convenient feature is that the last search details remain on the home screen and don't need to be re-entered when returning from the booking site in the browser. The search itself has to be repeated with a click.

Clicking on the Hotels tab shows the destination city and trip dates filled in, and hotels can be searched immediately with one click. They can then be sorted by price, location and category or what they call “classy hotels.” The hotel details page shows the booking sites and a direct link to the hotel, which can be contacted by phone or via the hotel's Web page in the browser.

With the Trends tab, the user gets a list of recent best fares for a selected city pair and a convenient chart showing the absolute best fares and average low fare at a glance for one whole month. Individual flight listings show the time when the fare was found and the period for which it will be available. Selecting a specific rate starts the fare search (and is just the same as clicking on the Flights tab). This app is quick and easy to use and has a simple user interface, though it would be an improvement to offer a map view of selected hotels.

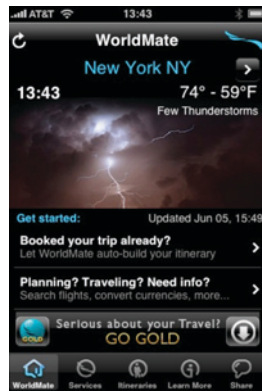
TripIt

The iPhone version of this convenient site for collecting trip plans allows the user access to the full details of all services booked for upcoming trips stored on the site. Flight details include links to the booking and airline sites, as well as phone numbers. A flight status Web link is also provided. For hotels, these details are also shown as a map link. Currently, the app doesn't provide access to shared itineraries or give alerts that other people with shared trips are in the vicinity. This tool is especially useful for road warriors.



WorldMate

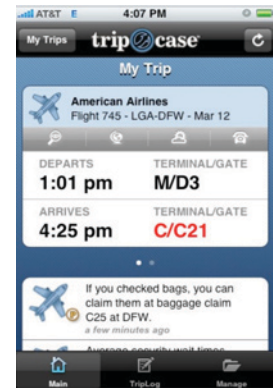
WorldMate is another tool for frequent travelers and has been around for some time for BlackBerry users. The app offers a free and a paid version. The home screen shows the weather at the present location with an impressive photo. Additional locations can be selected by clicking on a button that brings up a list of world cities. From the home page, users can start viewing previously planned trip itineraries. Confirmation emails for bookings are forwarded, and the app builds the corresponding itinerary. The second option on the home screen is to plan a new trip by starting a flight search; this part of the app also remembers recent searches. Users can also access a convenient currency converter and set up their personal preferences. Clicking on locations within the itinerary, like hotels, meeting locations or airports, will pull up Google Maps and offer directions. The paid (or "gold") version has an automatic flight delay update feature, alerting users of flight changes whenever the app is opened, as well as a flight status check with gate



numbers and baggage claim info.

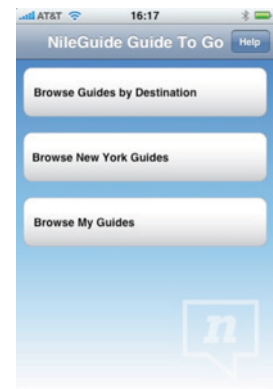
TripCase

TripCase is Sabre's recently introduced TripIt competitor by Sabre. Individual trip details like flights, hotels and car rentals need to be added manually. Users can also upload trip details via the record locator and traveler last name. The search-to-add function for hotels and car rentals offers the possibility to upload based on current GPS location, and returns a list of nearby hotels or car rental agencies. Places can also be selected based on location within the current trip itinerary or by manually choosing a location. An added feature is a TripLog to which followers can be invited by email. They can then be alerted of trip changes, view flight status and share photos.



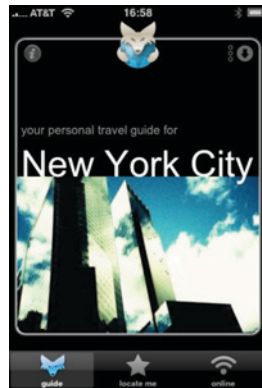
NileGuide

NileGuide is a trip planning tool that features an app called To Go, in which anyone can view detailed guides to over 100 global destinations, listed by region. All the guides include a detailed description and both list and map views of the locations contained within them based on itineraries that are part of the guides. The home page includes a snapshot feature with destination information in categories like General Introduction, History, Where to Stay, Eat and Drink and How to Get There. With the "Live Map" feature, users can get directions to and from the location of interest. Places can also be viewed by category, such as Things to Do, Restaurants, Bars, and Clubs & Nightlife. Registered users with an account can access their own custom guides from the iPhone, and these guides can be cached for viewing offline (with all features enabled except the interactive maps).



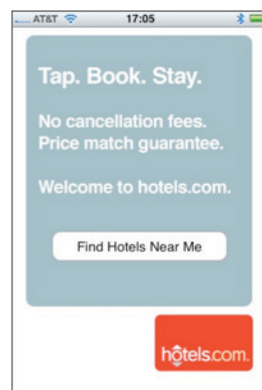
tripwolf

This trip planner and social networking site has an attractive app for its city guides. A maximum of three individual guides can be accessed from the iPhone at a time, and these can also be downloaded for offline viewing. The app features three download options: text only, with best photos, or full download; estimated download time is indicated for each option. While online, the guides are fully interactive. Each guide has an introduction that highlights the number of tripwolf user votes. Categories include Not to Miss, Places I Like (for favorites), Nightlife & Entertainment, Eating, Working & Studying and more. The number of items in each category is indicated, and the detailed view of items shows the number of user votes and distance from the user's present location. Users can view items by swiping the screen and sort by different criteria (e.g., distance, votes). Clicking on an address gives the option of viewing the location on Google Maps and getting directions from the present location. Phone numbers can be dialed directly and there are links to the Web sites of individual locations. Most items have a photo, but if none appears, the user can take one and upload it. Clicking on the Love It button saves an item in the personal favorites list for quick future access. Another handy feature is the Locate Me tab on the home screen, which brings up a guide to that particular location.



Hotels.com

Hotels.com's app features a Find Hotels Near Me box (on the home screen), which opens the browser with hotels in the vicinity listed by distance from the user's current location. Each



property has a photo, distance, star ranking, guest rating and a from rate for the lowest average nightly rate. The initial list does not reflect availability; dates are entered by clicking on the search options on the results page. Search criteria can be changed to find hotels that are near a landmark or other specific location rather than distance from the user's location. Results can also be sorted alphabetically or by price, star rating or other criteria. A search with actual dates returns corresponding rates and special deals. The individual hotel pages have tabs for Description, Amenities, Photos, Maps & Attractions and Guest Reviews, as well as one called Change Travel Details that enables the user to make a reservation by phone rather than online. There is also an email link to Hotels.com.

Simultravel GPS

Upon launch, the Simultravel app determines the user's present location and presents a list of hotels and prices. Clicking a button then shows a map view of the listed



properties (using an integrated map app). Clicking on an individual hotel on the map opens a bar with the name and the rate. From here, the user can view hotel details, including a photo, the address and availability indication for that day with rate. A map button opens the iPhone Map app. Hotel reviews can be accessed from there and are linked to the property page on the Simultravel Web site, where user can book online. At the top of the hotel detail page is a bar that can be tapped to book the hotel by phone. The home page also has a button to select a location manually. The hotel offerings are powered by Priceline Partner Network.

filter is available to select or deselect the categories. The results are presented by distance from the user's present location in a list indicating the percent discount offered to AAA members and the establishments' locations on a map. Point-to-point directions are offered, as is a route map. For AAA members accessing Roadside Assistance, the app automatically sends the exact location for quicker service to the call center. Non-members can also use Roadside Assistance, but service is not guaranteed and the user must pay the cost of services immediately to the provider.

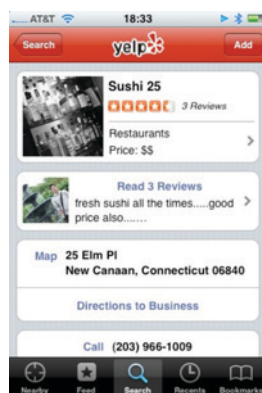
Taxi Magic

Taxi Magic connects the iPhone GPS location feature with available taxi or limousine companies. Users can connect directly to companies in 25 major cities through the app's Magic Connect service, which allows for payment by credit card. The card data and recent locations can be stored on the site for future use. Once a reservation is made, the app sends live updates while the car is on the way to pick up the customer. The average hourly rate and maximum time until the car arrives are indicated on the listing screen prior to making the reservation. In addition, tap-to-call companies and their phone numbers are listed in over 4,000 cities, allowing users to just call the respective company.



Yelp

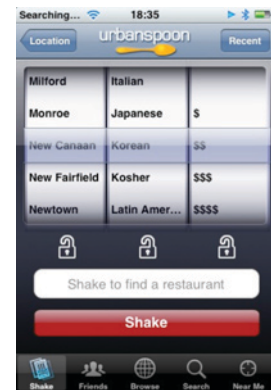
Yelp is a well-known app that lets users find a wide range of services near their present location and fully integrates user reviews. These reviews can be narrowed down to those made by friends in a personal network. Categories include Restaurants, Bars, Coffee & Tea, Banks, Gas & Service Stations,



Drugstores and many more, including Local Flavor, an eclectic range of items from farmers markets to famous prisons. The lists can be filtered by distance, price, business hours and neighborhoods. In addition to reviews, each establishment has a detailed page with a photo, address and phone number. Directions can be accessed via a link to the map app, and users can add a Quick Tip, a photo of the establishment if one is not already available, and a full review. Each listing can be bookmarked, and recently viewed items are accessible via a home page button. There is also a feed with the latest reviews of services near the user's present location.

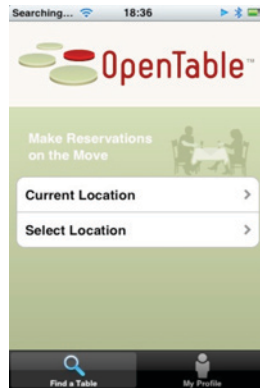
Urbanspoon

This app is focused on restaurants and its distinguishing feature is the Shake button. Pressing the button allows users to find restaurants randomly – the feature functions like a slot machine to come up with a randomly selected option (as an alternative to scrolling through the list of all places). This result can then be viewed on a detailed page and either “liked” or “not liked.” From here users can read previous reviews and add their own, including a photo and menu if they are not already available. Users can sign up for an account directly or by using Facebook Connect, which allows them to invite friends and start sharing restaurant information via a newsfeed within their personal social network. Restaurants can also be located by browsing categories like Neighborhoods, Types of Food, Features (e.g., delivery), Popularity and Top Contributors, and users can view which places network members liked and disliked most. Users can also add their own restaurant if it's not already listed. Integration with a Twitter account allows for direct tweeting from within the app and also the ability to save the tweet as a review of that place.



OpenTable

Unlike other restaurant apps like Urbanspoon, OpenTable lets users search restaurants nearby (or by specifying the location) and make reservations. For larger cities like New York, the choice can be narrowed down by neighborhood, types of food or even individual restaurants, and the returned listings can be further refined to show only certain price ranges or cuisine types. Restaurants can, of course, be viewed on a map. In Manhattan, it's a 3D Google Map showing building outlines. Recent location searches are saved on the home page.



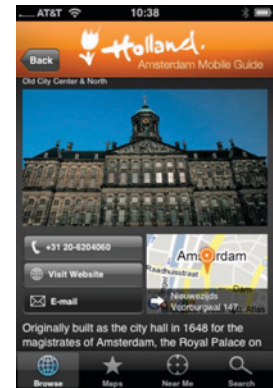
HearPlanet

This app features detailed descriptions of attractions, museums, landmarks and even towns, all of which can be searched for and shown in relation to the user's present location. Each item has a listing with a title, picture and distance from the user. From there, further details can be viewed in a text box and – as the name of the app implies – heard by listening to a taped recording of related Wikipedia-based content. The app serves as a convenient guidebook alternative while visiting a museum or a town and wanting to know more about, for example, its history, population or demographics.



Visit Holland: Amsterdam Mobile Guide

One of the first apps by a destination marketing organization (DMO), this useful and visually attractive one by Visit Holland for Amsterdam includes details of over 200 venues that can be viewed on Google Maps, emailed or texted to friends. The home page has four tabs – Browse, Maps, Near Me and Search. The Maps tab has a convenient feature that allows different categories like architecture, hotels, museums and restaurants to be turned on or off to prevent too much clutter. Detailed information pages are also accessible from the map. Users can view sample itineraries for anything from an eight hour stopover to a three-day stay. The app is location-aware and presents Google Map street views of a half mile area around the user. All the data can also be accessed via the search button.



Queensland

This app from Tourism Queensland, a DMO for Queensland, Australia, allows users to search a tourism products database. The data is accessed via tabs for Maps & Travel, Queensland's Top 10, Queensland RSS and an e-News Sign-up on the home page. From Maps & Travel, users can search for Accommodation, Attractions and Events located directly around their present location. The same detailed data can also be accessed via a number of regularly updated Top 10 lists or the RSS feed. The details page features a picture and short description and phone, email and URL links.

