5 years ago as an invisible traveller
# of times we check our phone each day

150

47% daily media consumption

Source: Millward Brown, 2014
MOBILE FIRST IS FUTURE 🚀 HERE
Is mobile web DEAD?
Is mobile web dead?

Apps Continue to Dominate the Mobile Web

The decline of the mobile web

Mobile App Usage Increases In 2014, As Mobile Web Surfing Declines

“The mobile war is over and the app has won”

venturebeat.com 2013/04/03

Source: Flurry (http://www.flurry.com/bid/109749/Apps-Solidify-Leadership-Six-Years-into-the-Mobile-Revolution#.VQmG7GTLrE4)
Time spent  ➞ Value for your business

**User Time Spent on Mobile Devices**
- **86%**
  - **28% Social**
  - **40% Gaming & Entertainment**
  - **14% Other**

**Primary Channel for Commercial Tasks**
- **66% Sites**
- **28% Sites & Apps**
- **6% Apps**

**Industry Snapshot**
- 75% of Autos Users
- 60% of Finance Users
- 70% of Travel Users
- 71% of Retail & Tech Users
- 64% of Local Services Users

... use sites more often for commercial tasks

Source: Flurry (http://www.flurry.com/bid/109749/Apps-Solidify-Leadership-Six-Years-into-the-Mobile-Revolution#.VQmG7GTLcD4)
Hotel – Generic queries from APAC

Mobile
+35.7%
YoY 14/15

DeskTab
-0.4%
YoY 14/15

Source: Google Internal Travel Query Trends, Hotel Generic Queries Only
Hotel – Generic queries from SEA

Mobile
+46.5%
YoY 14 / 15

DeskTab
-5.4%
YoY 14 / 15

Source: Google Internal Travel Query Trends, Hotel Generic Queries Only, SEA - SG, MY, PH, TH, ID, VN
Local is the new black.
Travellers are searching for local information on Mobile

Source: 2015 Q1, Google Internal Travel Query Trends, Travel Queries
Travellers are searching in local languages

Source: 2015 Q1, Google Internal Travel Query Trends, Travel Queries
A local buddy for the here and now.
Mobile search happens throughout the day, with peaks in the early and late mornings and late evenings.
Mobile search is always on - at home, work and on-the-go

- 54% of searches happen at home
- 22% of searches happen at work
- 17% of searches happen on the go
- 4% of searches happen in stores
- 4% of searches happen elsewhere

Q D3: Where were you when you did the search?
Search location varies by information sought

Q D3: Where were you when you did the search?
Mobile is here and the web traffic is not dead

Local relevancy is the key

Travel search is always ON