

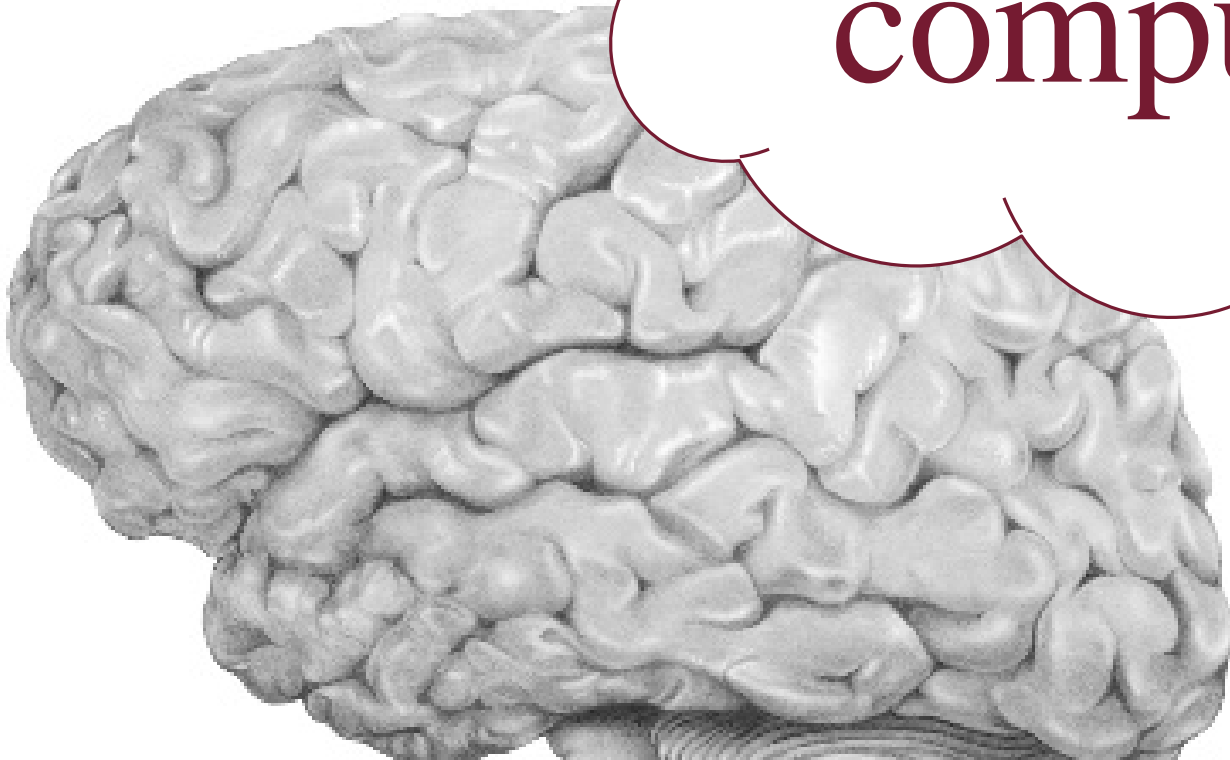
Your desktop website is a dinosaur.

*GET VALUABLE
RESEARCH,
STRATEGIES AND
TACTICS FOR MOBILE-
CENTRIC MARKETING.*



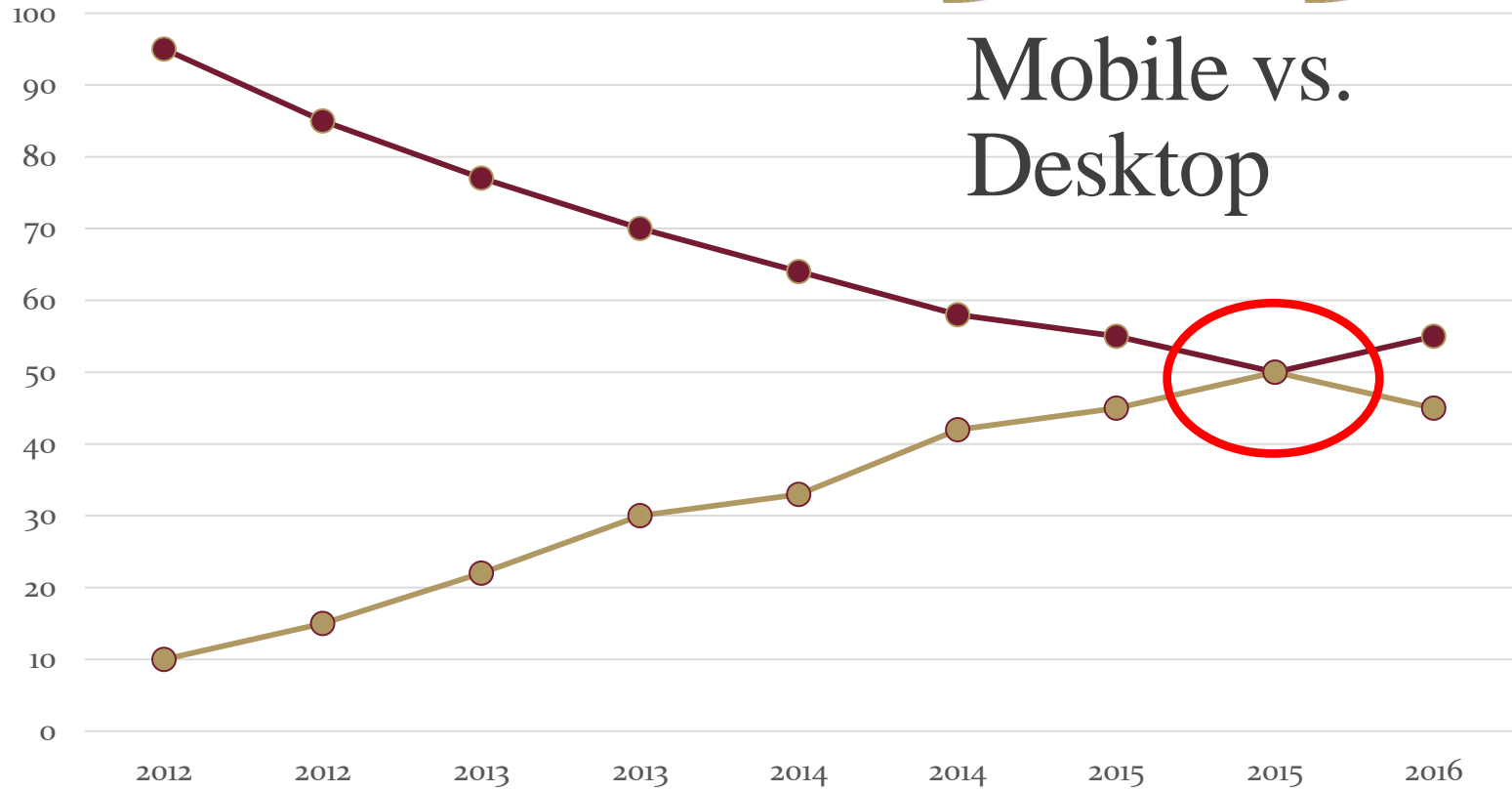
online
=
computer

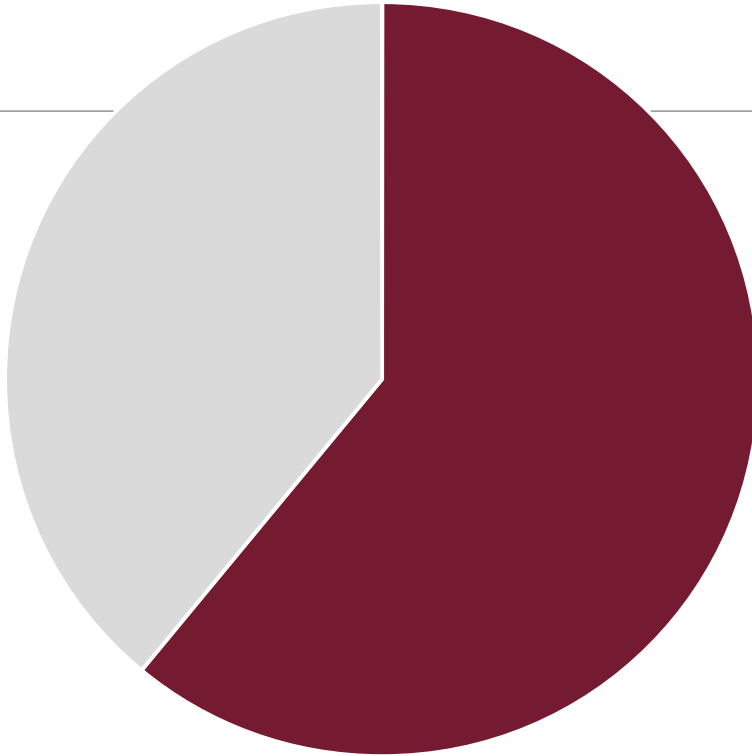
mobile



50/50

Mobile vs.
Desktop

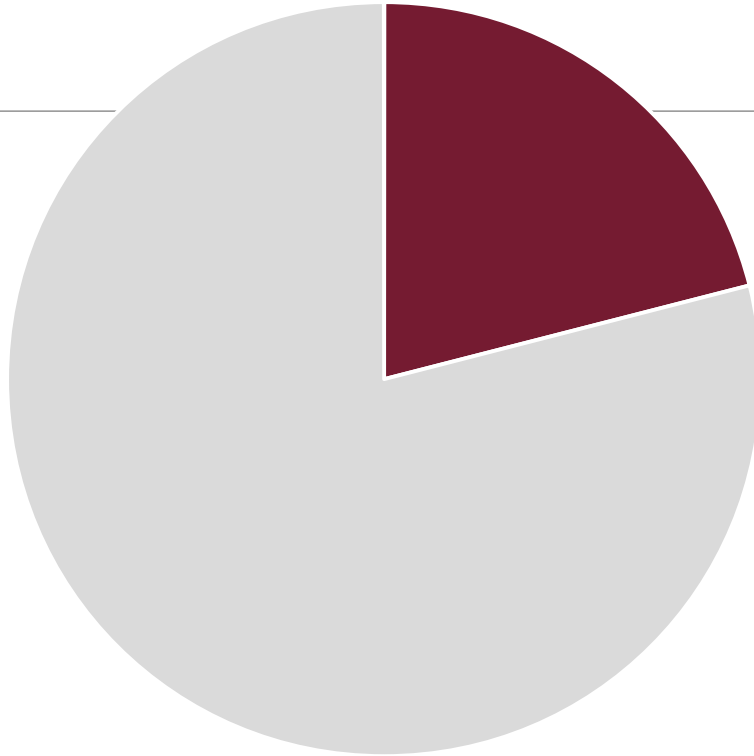




61%

Left a website
because it
wasn't mobile
optimized.

Source: "The 2014 Traveler's Road to Decision:", Think with Google, Jun 2014.

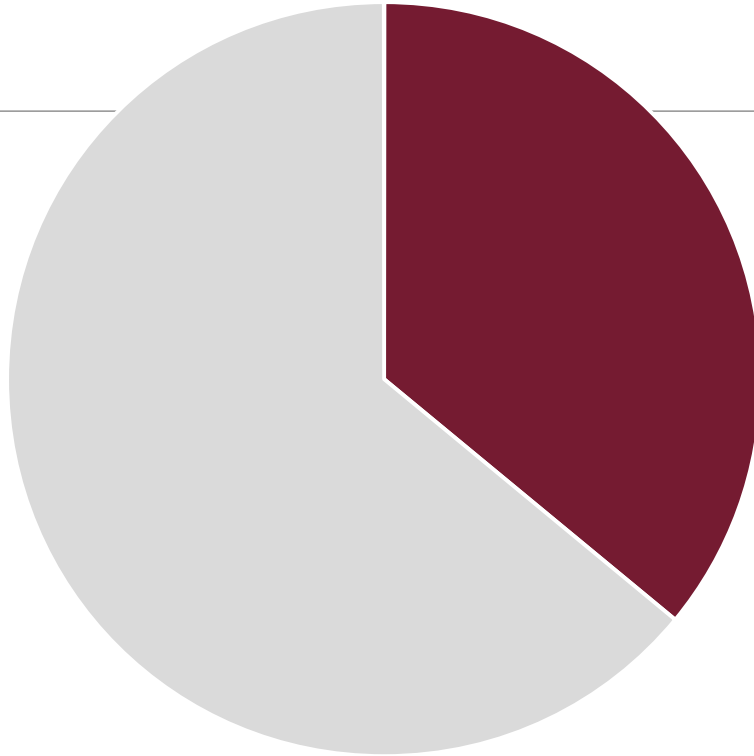


30%

Of independent
hotel web
revenue will be
mobile in 2015.

But nearly 60% **DO NOT** have a specific budget for mobile booking.

Source: Survey of 2000+ independent hotels in US and Europe



36%

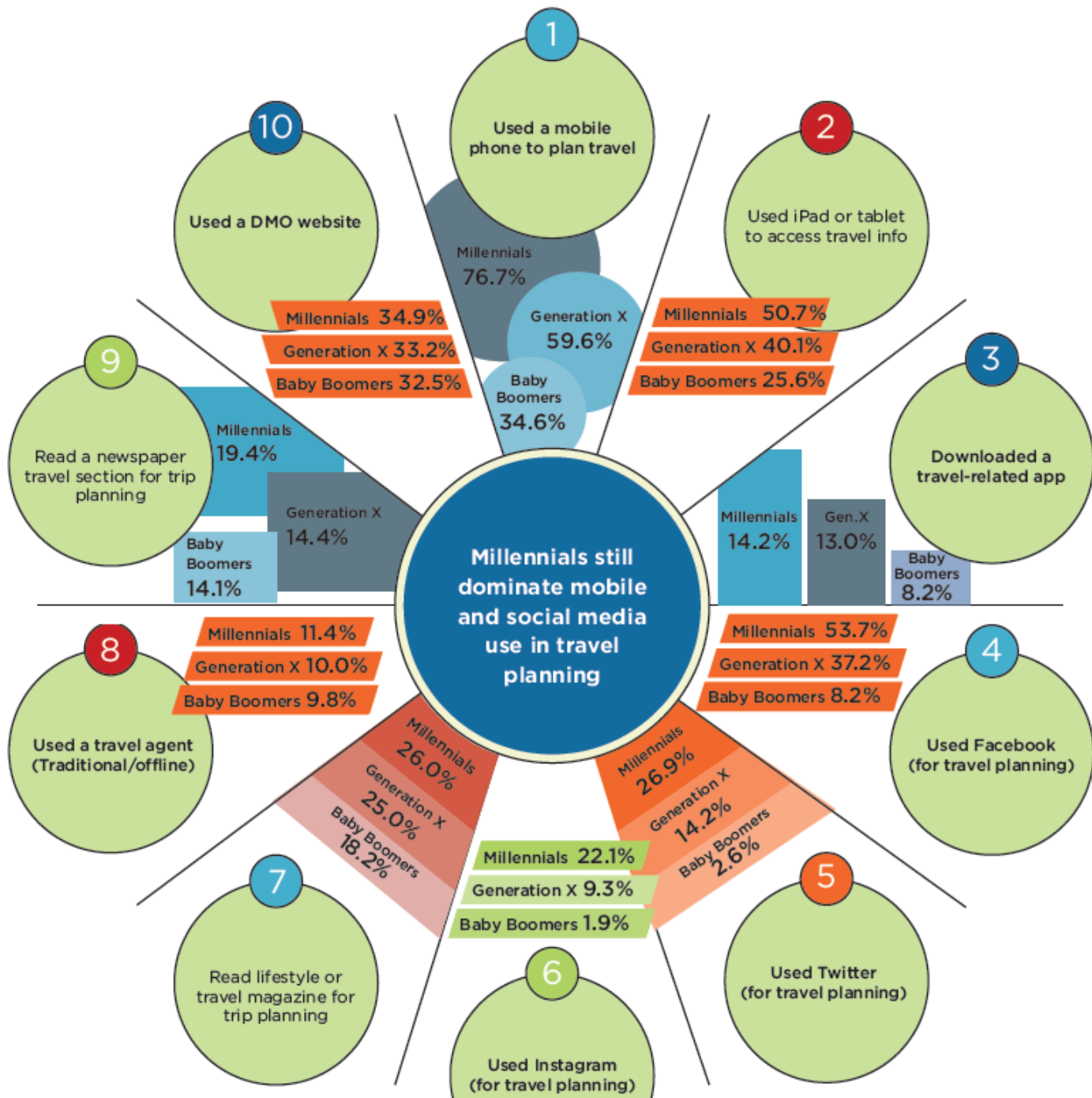
Mobile users
booked
“direct” vs
64% with
OTA.

Source: “Mobile Travel Services: A Look At Offerings by Sector”, Business Travel News, Apr 2013.

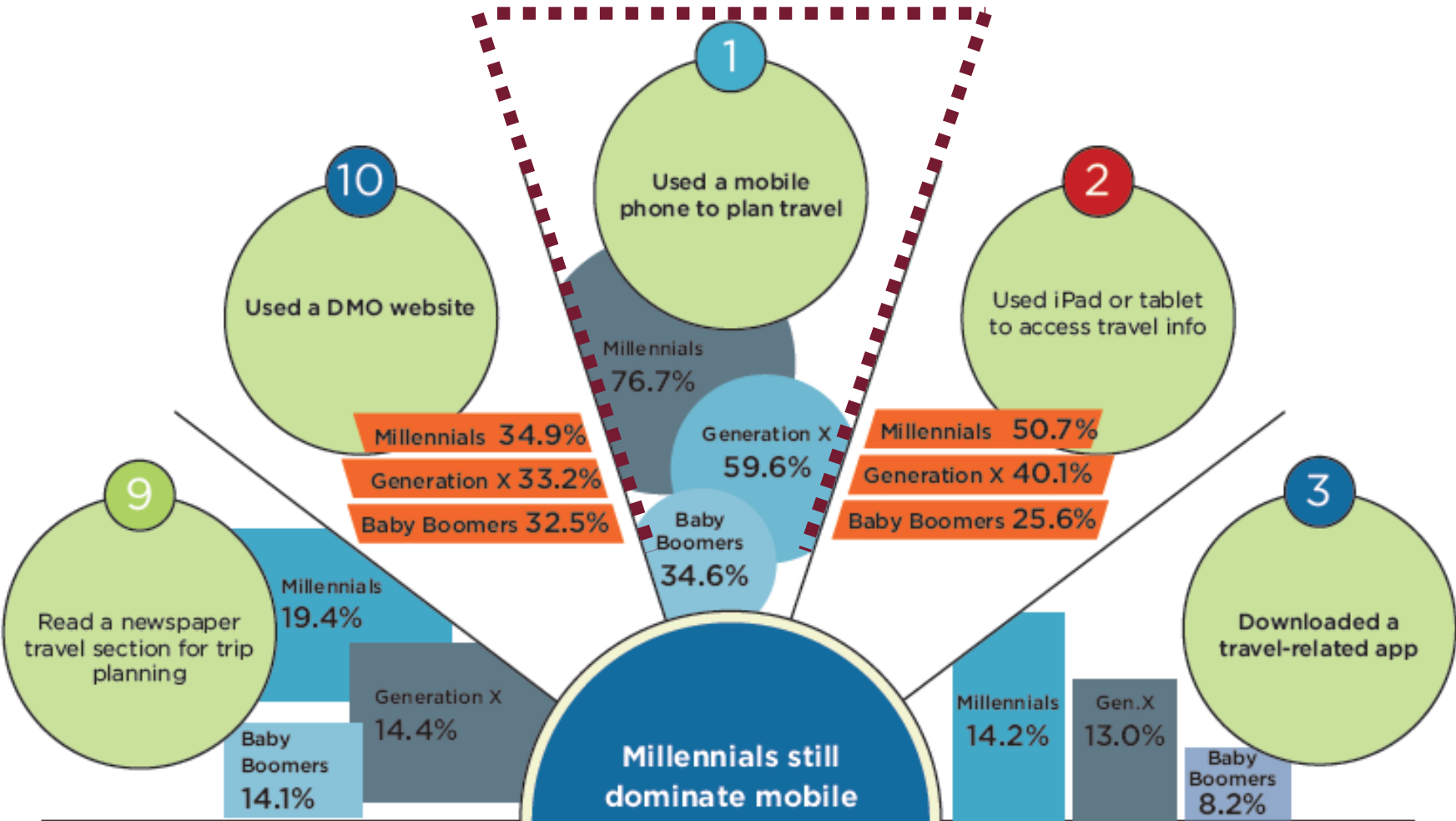
State of the American Traveler

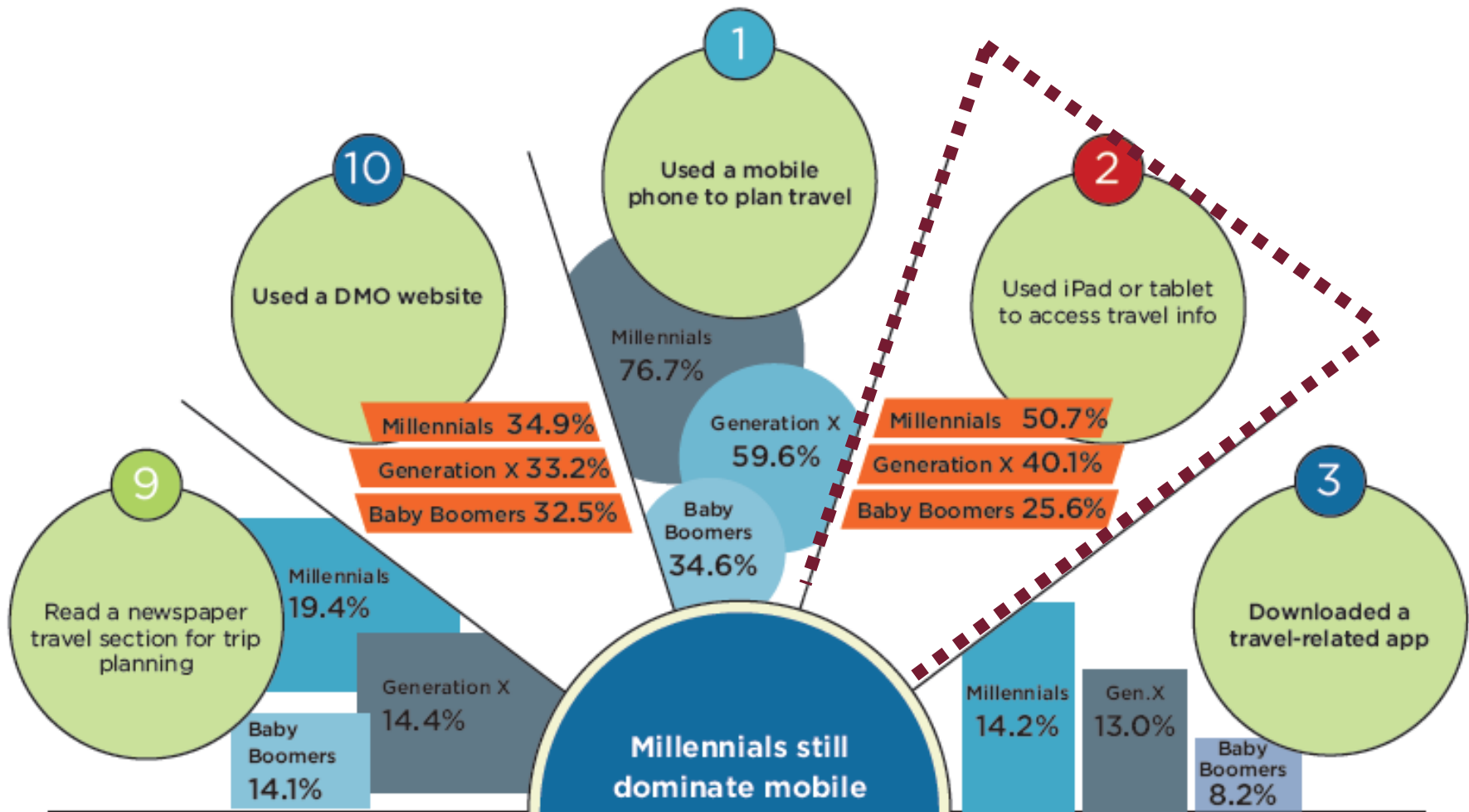


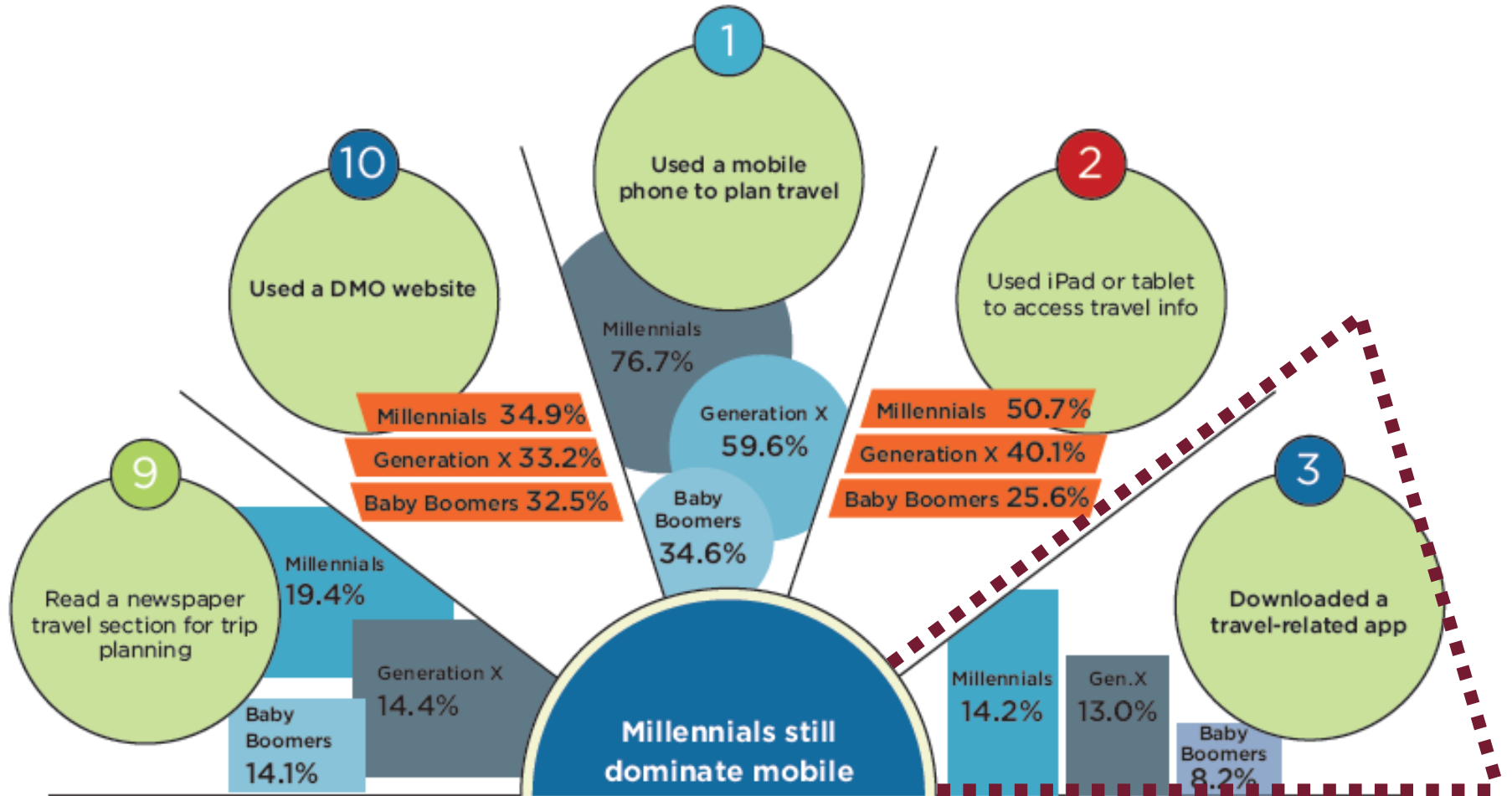
- Online survey conducted bi-annually since 2006
- Survey invitation sent to a nationally representative sample of US adults
- Total sample of 2,000+ American leisure travelers
- Examines traveler sentiment, motivations & behaviors
- July 2015

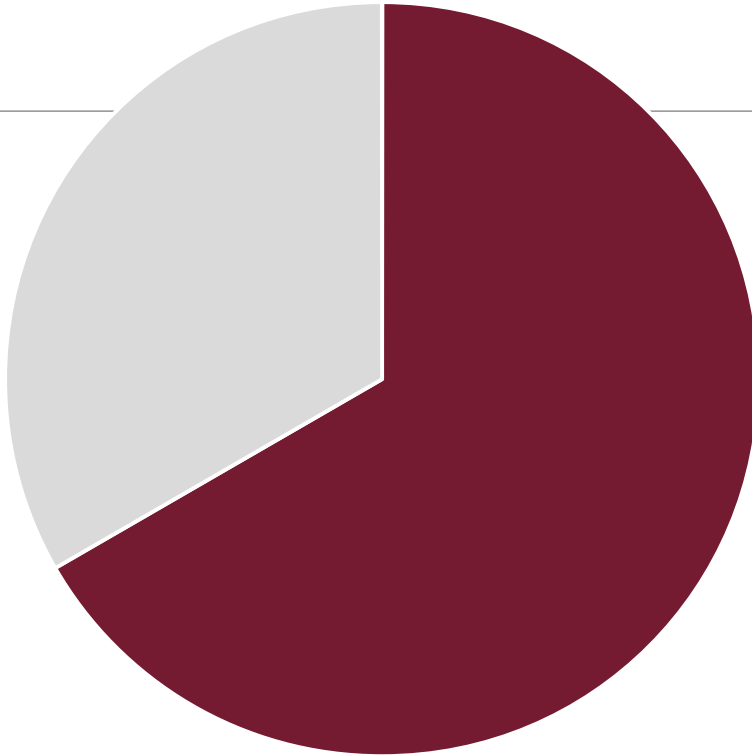


Millennials still dominate mobile







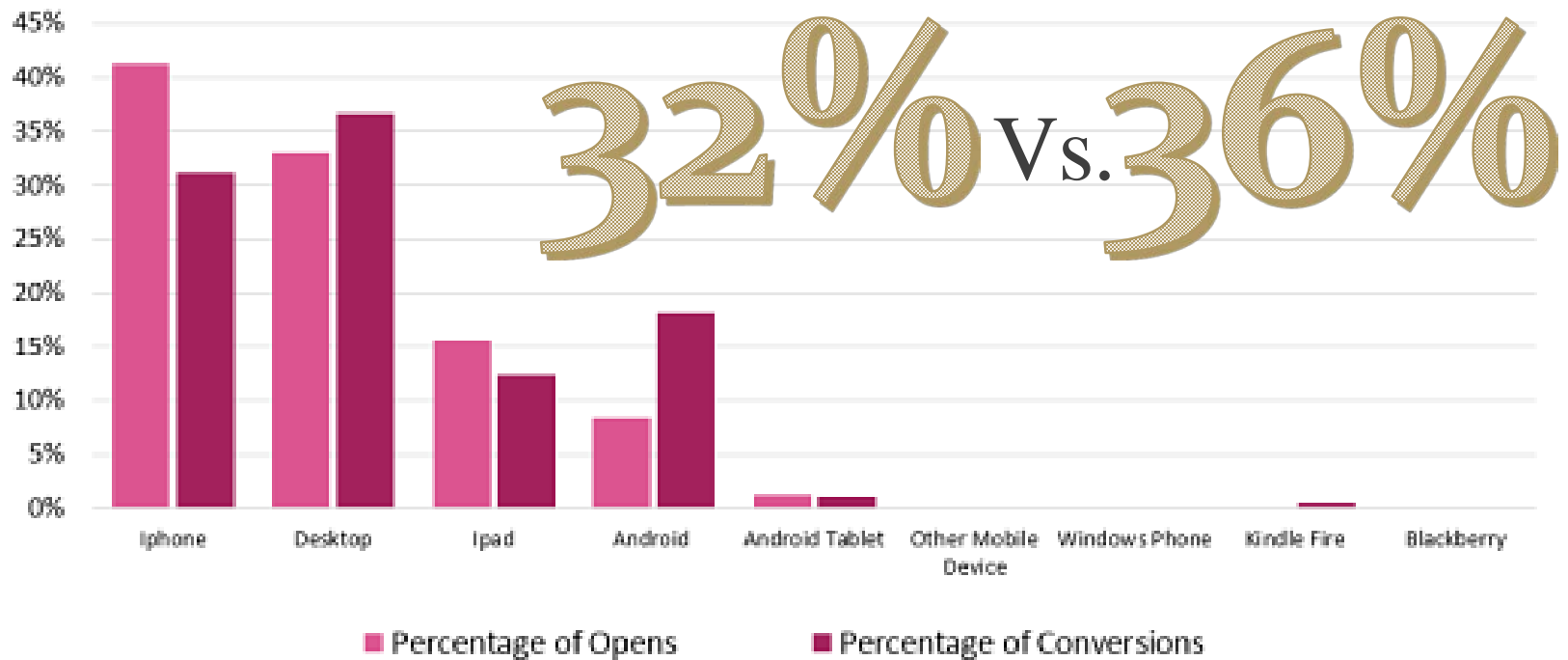


66%

Of email opens
are on mobile
devices.

Source: MovableInk “mobile email opens surged to an all-time high in Q4. The report says that 66 percent of all email in the US is now opened/read on smartphones or tablets and 34 percent is viewed on a desktop.”

Percentage of Opens and Conversion by Device Type



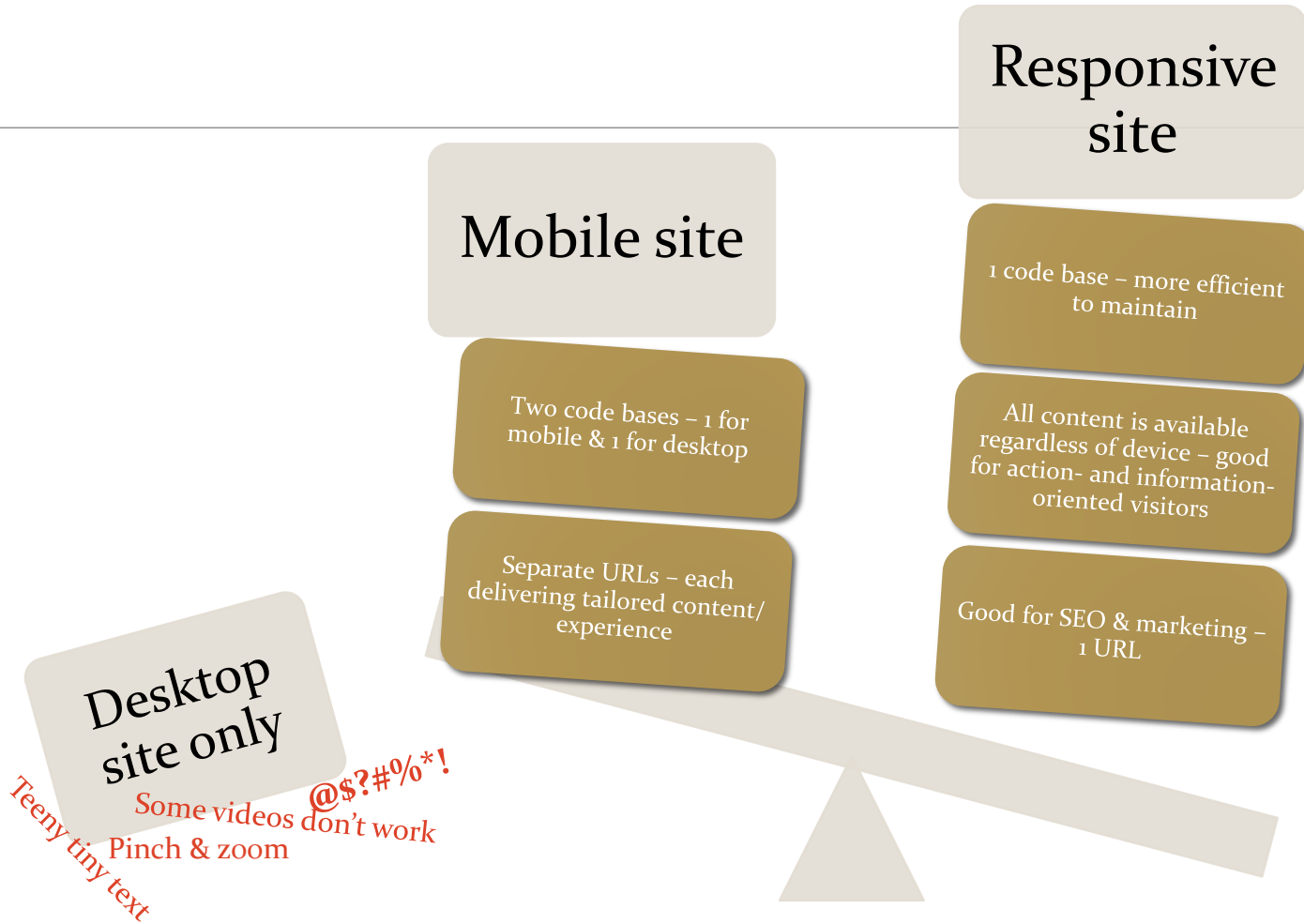
Opens N = 1,242,994,852

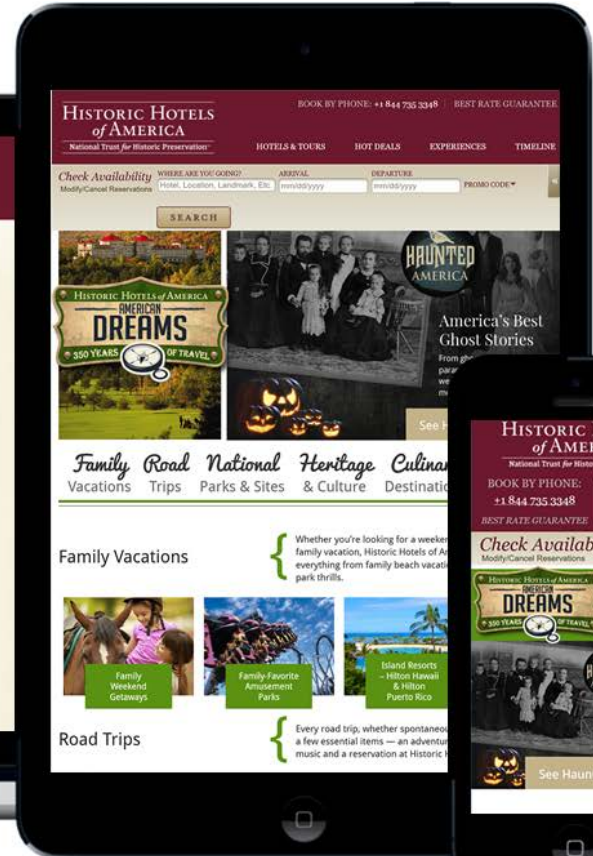
Conversions N = 57,986

marketingsherpa

Source: Movable Ink







If your hotel website
is not responsive
yet, make a plan to
get there ASAP.

Mobile-centric thinking



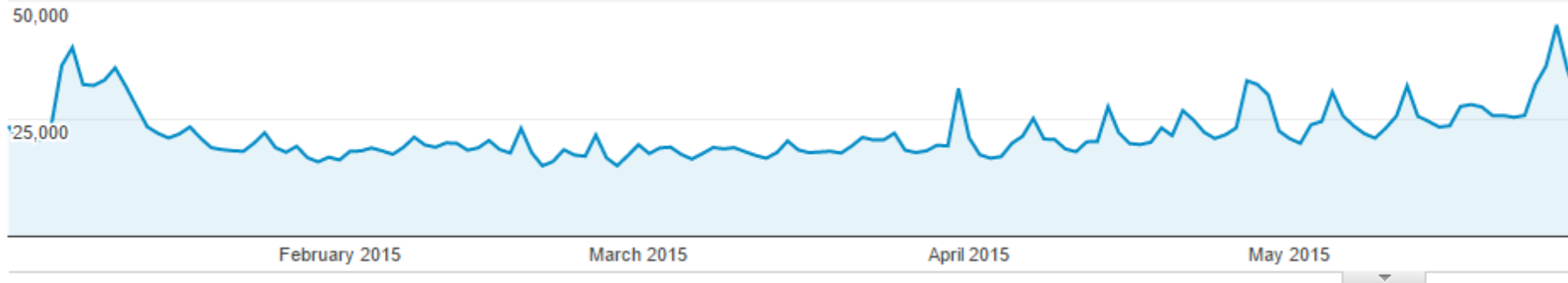
Google Analytics

Anywhere. Anytime.



Reset expectations

Mobile performance – overall mobile usage

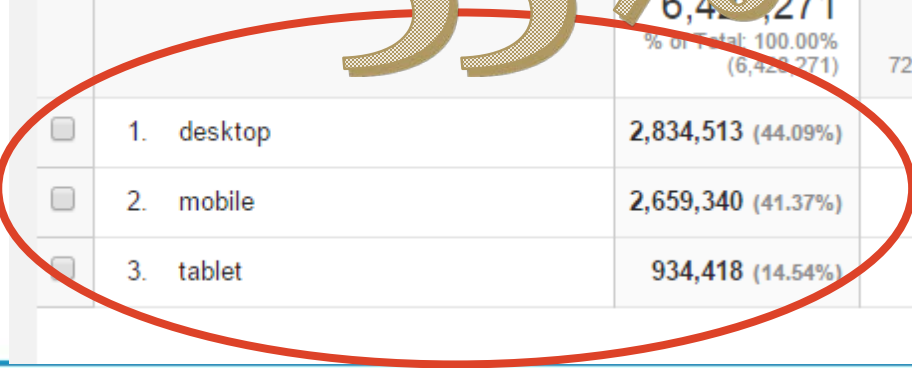


Primary Dimension: Device Category

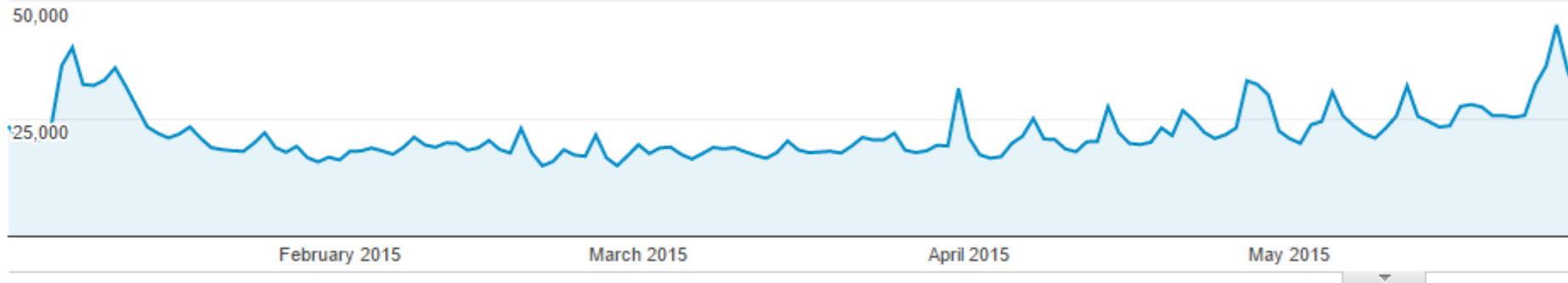
Plot Rows Secondary dimension Sort Type: Default

		Acquisition			Behavior		
<input type="checkbox"/>	Device Category ?	Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		6,428,271 % of Total: 100.00% (6,428,271)	72.53% Avg for View: 72.48% (0.07%)	4,662,587 % of Total: 100.07% (4,659,101)	48.20% Avg for View: 48.20% (0.00%)	2.44 Avg for View: 2.44 (0.00%)	00:02:34 Avg for View: 00:02:34 (0.00%)
<input type="checkbox"/>	1. desktop	2,834,513 (44.09%)	76.72%	2,174,516 (46.64%)	38.86%	2.85	00:03:11
<input type="checkbox"/>	2. mobile	2,659,340 (41.37%)	70.80%	1,882,746 (40.38%)	58.51%	1.96	00:01:46
<input type="checkbox"/>	3. tablet	934,418 (14.54%)	64.78%	605,325 (12.98%)	47.19%	2.59	00:02:59

55%



Mobile performance – overall mobile usage



Primary Dimension: Device Category

Plot Rows

Secondary dimension

Sort Type:

Default

Device Category	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	6,428,271 % of Total: 100.00% (6,428,271)	72.53% Avg for View: 72.48% (0.07%)	4,662,537 % of Total: 100.07% (4,659,101)	48.20% Avg for View: 48.20% (0.00%)	2.44 Avg for View: 2.44 (0.00%)	00:02:34 Avg for View: 00:02:34 (0.00%)
1. desktop	2,834,513 (44.09%)	76.72%	2,174,516 (46.64%)	38.86%	2.85	00:03:11
2. mobile	2,659,340 (41.37%)	70.80%	1,882,746 (40.38%)	58.51%	1.96	00:01:46
3. tablet	934,418 (14.54%)	64.78%	605,325 (12.98%)	47.19%	2.59	00:02:59

Reset expectations

- **Lower:** Time on Site, Page Views Per Visit
- **Similar:** Bounce Rate & Signals of Intent to Travel/Goal Completion Rates

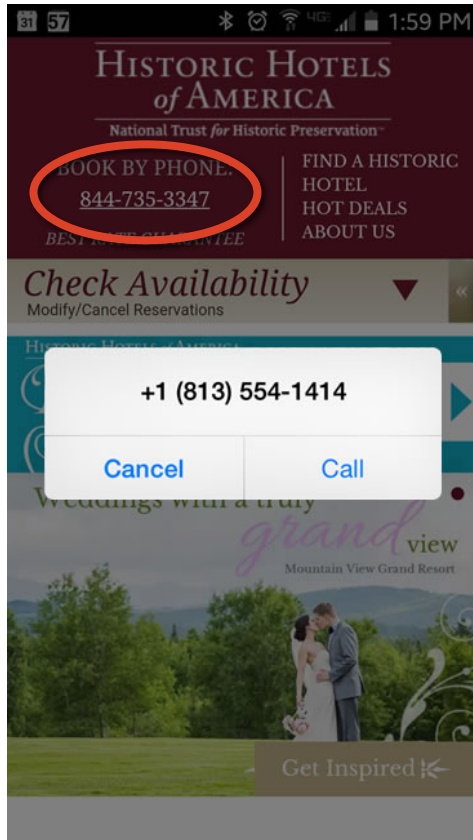
Mobile-specific metrics

Signals of Intent to Travel– review & update for mobile

Examples:

- Click to call
- **Page depth - Load More / Read More / scroll-based event**
- Mapping interactions (e.g.: directions)
- Mobile content interactions (e.g.: event listings)
- Pricing and availability views (vs. booking)

Click to call



Wrap phone numbers in links:

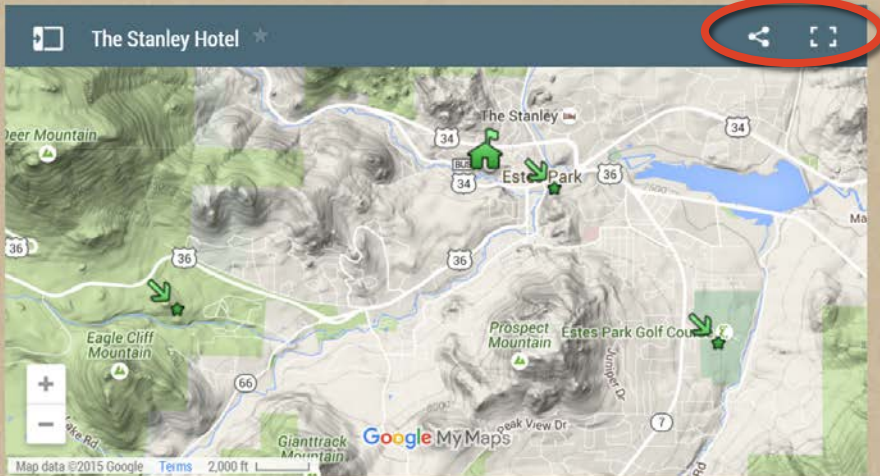
```
<a href="tel:+18135541414">  
  (813) 554-1414  
</a>
```

Can also attach Analytics events to these links and track how many phone calls you are generating to partners or other important numbers.

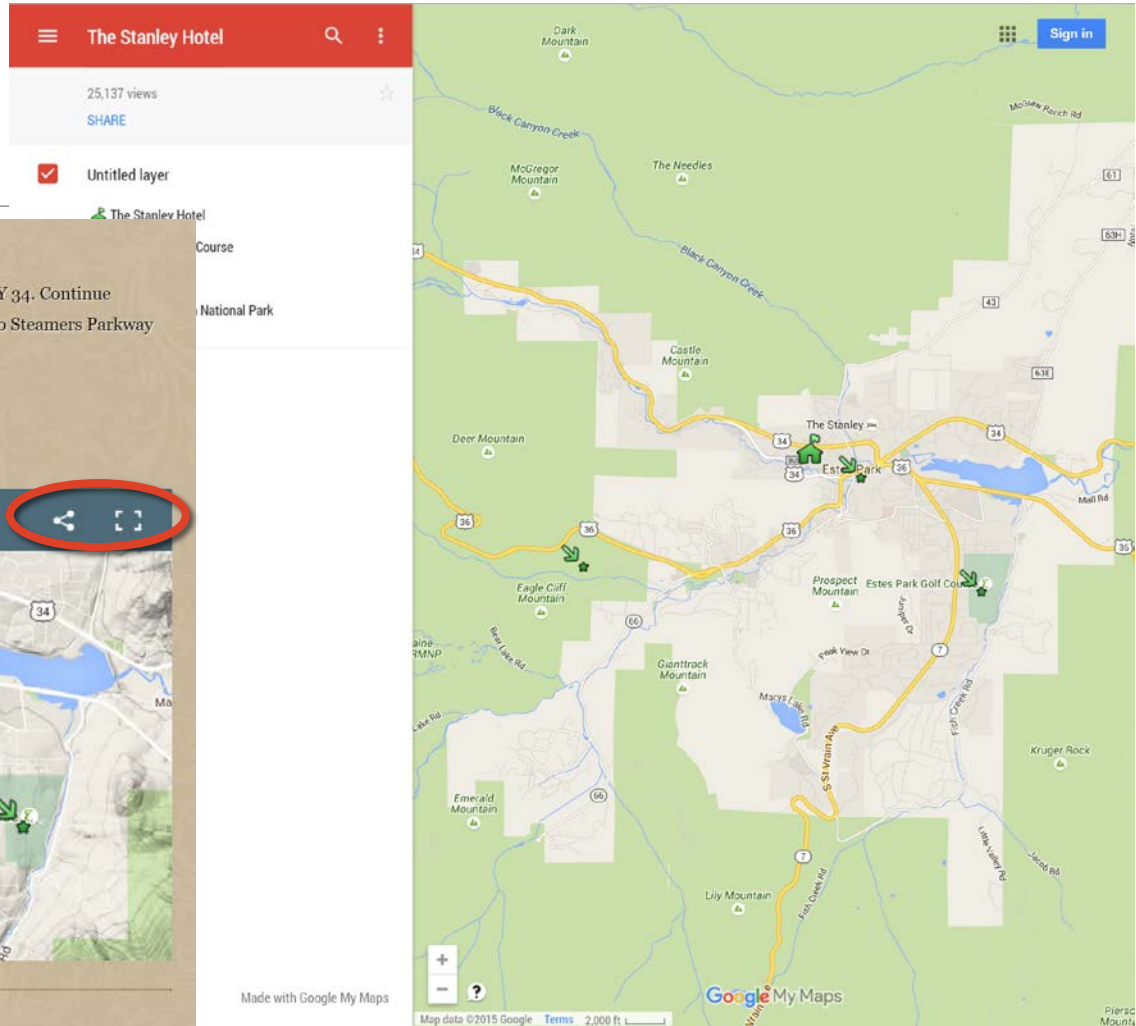
Mapping

Driving from all Directions

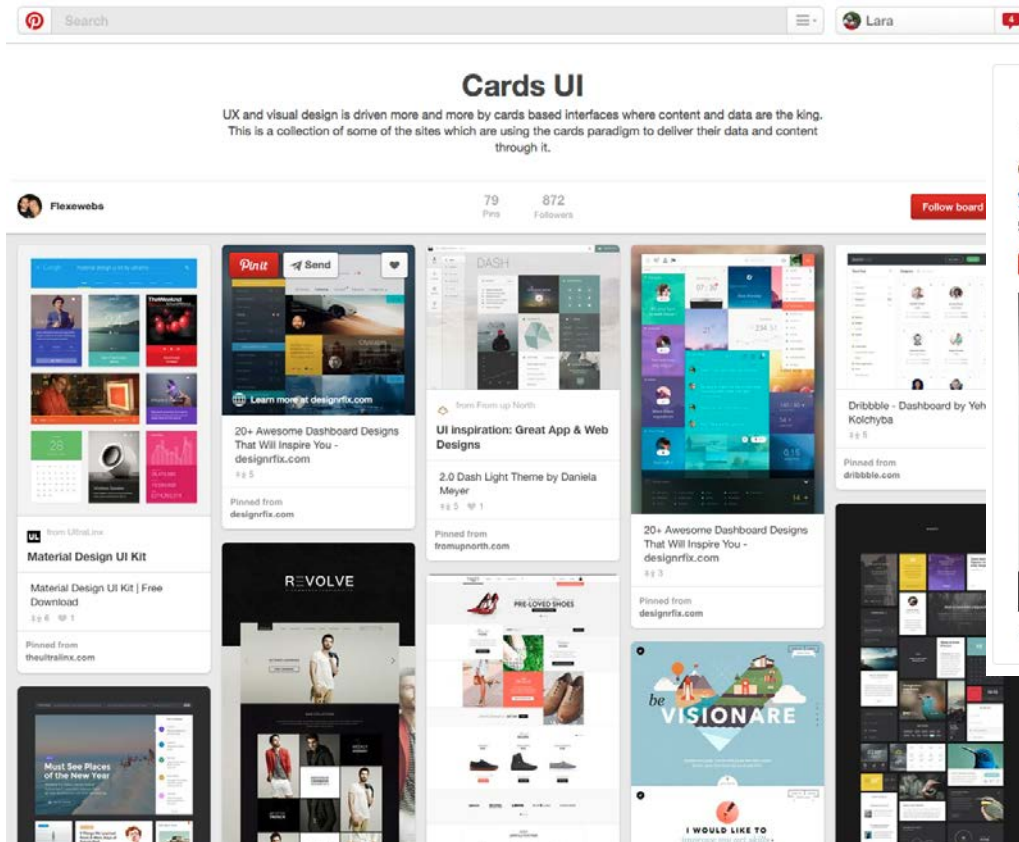
Take Interstate 25 to exit 257B toward the city of Loveland and Estes Park onto state HWY 34. Continue through Loveland into the Big Thompson Canyon. As you enter Estes Park, turn right onto Steamers Parkway to the Stanley Gate house entrance.



Virtual Tour



Card-based interface

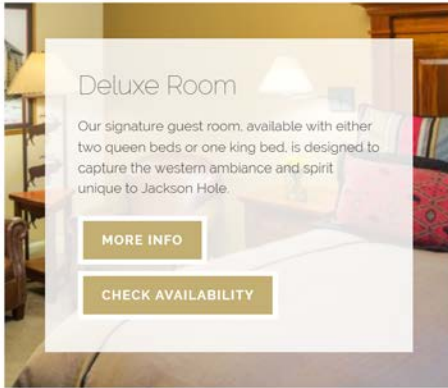


Pinterest – The granddaddy of them all



Twitter – “Player” card example

Card Design



Deluxe Room

Our signature guest room, available with either two queen beds or one king bed, is designed to capture the western ambience and spirit unique to Jackson Hole.

[MORE INFO](#)

[CHECK AVAILABILITY](#)

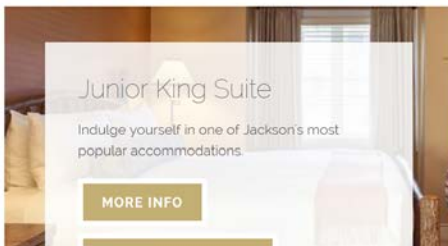


Grand Room

Named after the largest mountain in the Teton Range, this extra spacious room elevates you to the next level of luxury.

[MORE INFO](#)

[CHECK AVAILABILITY](#)



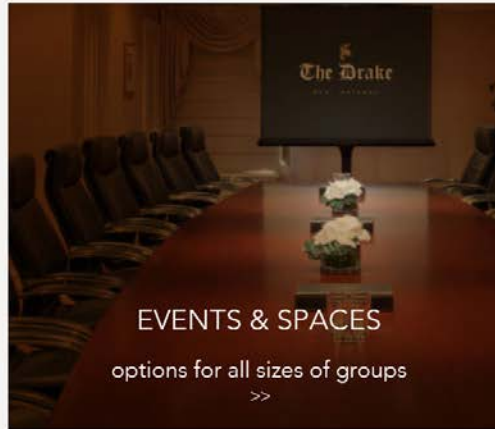
Junior King Suite

Indulge yourself in one of Jackson's most popular accommodations.

[MORE INFO](#)

Decades of history, meetings for the future.

We are dedicated to bringing you the **best experience** for your events at The Drake.



EVENTS & SPACES

options for all sizes of groups

>>

PLAN YOUR MEETING

with our staff of experts

>>

FLOOR PLANS

options for all sizes

>>



OUR BANQUET MENU

see all banquet packages

>>



VOTED #1 FOR LARGE MEETINGS

see our value dates

>>

GROUP VALUE DATES

Enjoy a reduced rate on selected dates for group packages. Group Value Dates are special rates offered by The Drake Hotel for multiple rooms booked for a group or event.

[See More >](#)

Fitts' Law

The diagram shows the Fitts' Law equation $T = a + b \log_2 \left(\frac{D}{W} + 1 \right)$. The variable T is labeled as TIME. The variable D is labeled as DISTANCE. The variable W is labeled as WIDTH. The variables a and b are not labeled.

$$T = a + b \log_2 \left(\frac{D}{W} + 1 \right)$$

HISTORIC HOTELS of AMERICA

National Trust for Historic Preservation™



34PX

44PX

48PX

57PX

72PX



34PX

44PX

48PX

57PX

72PX



Mobile Content

Social media
Things to do
Family – kids
Cuisine
Events & shows
Top lists
Maps & directions
Calls to action - Click to
call/deals/booking



Source: Google Analytics, 30 destination marketing organization mobile user behavior to May 2015

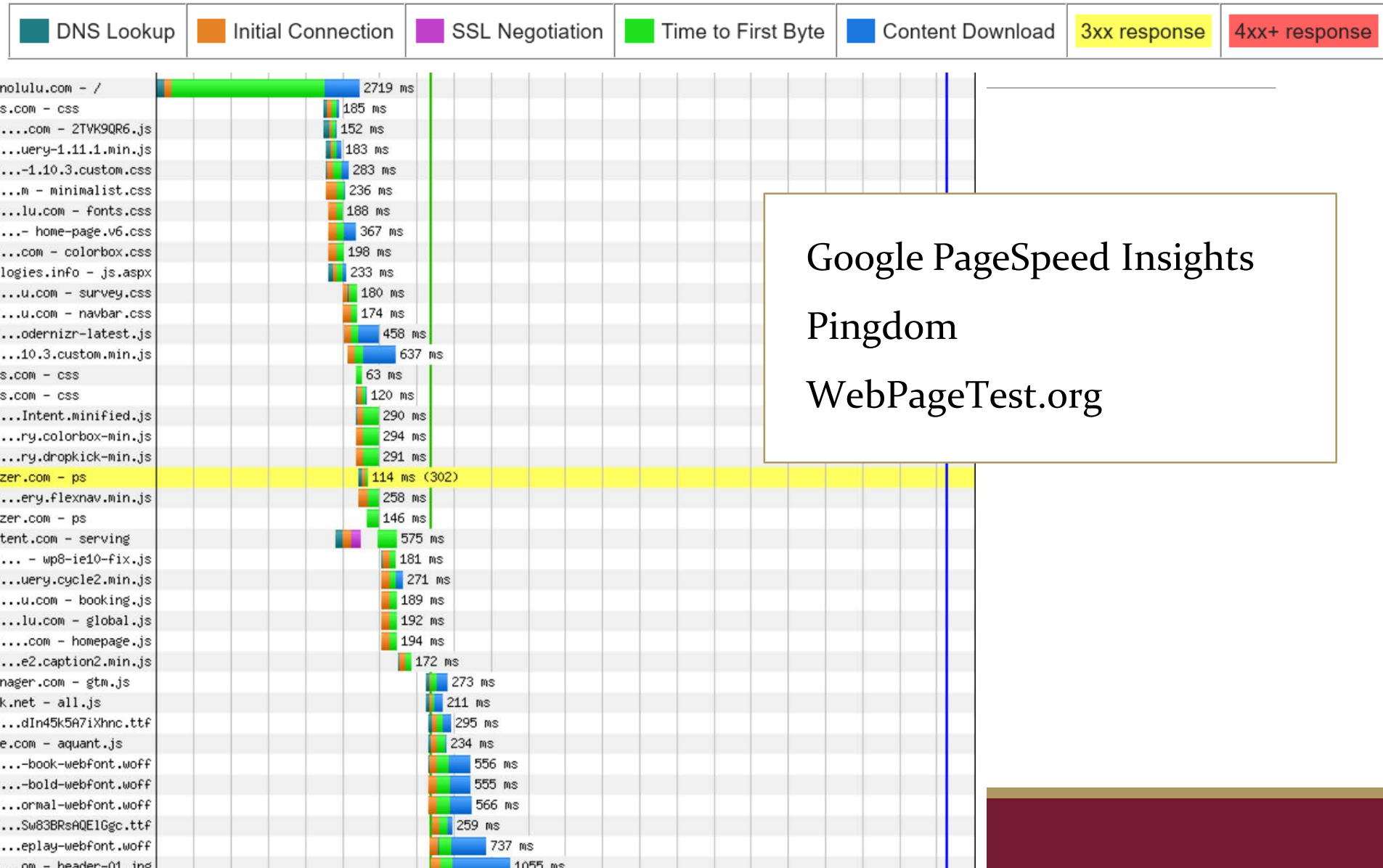
Booking

The image shows a mobile browser interface for booking a room at MGM Grand. The process is divided into several steps:

- Step 1: SELECT DATES** - Shows arrival on **MON SEP 14** and departure on **TUE SEP 15**. A dropdown menu is set to **2 Guests**. A **VIEW ROOM CHOICES** button is visible.
- Calendar** - A calendar for **2015 NOV** shows the selected dates **29, 30, 31** in dark purple. A legend indicates dark purple for **SELECTED DATES**, light purple for **NO ARRIVALS**, and grey for **UNAVAILABLE**.
- Room Details** - For the **WEST WING KING** room (2 NIGHT STAY), the price is **\$200.00** per room. A callout shows an **Avg/night** of **\$100.00** (including a \$32.48 daily resort fee). Room features include **350 SQUARE FEET**, **2 GUESTS**, and **1 LUXURIOUS KING**. A **BOOK THIS ROOM** button is present.
- Reservation Summary** - Shows the **WEST WING KING** room for a **2 NIGHT STAY** from **THU, OCT 29, 2015 TO SAT, OCT 31, 2015**. The room subtotal is **\$200.00**. The **RESERVATION TOTAL** is **\$280.00**. A **Deposit Due Now** section shows the **Balance Due Upon Check-In**.

Speed

3



Managed DNS hosting

- Easydns
- Dnssimple
- Ultradns/Neustar

Reduces response time for every request to your server.

CDN

- MaxCDN
- CacheFly
- Akami

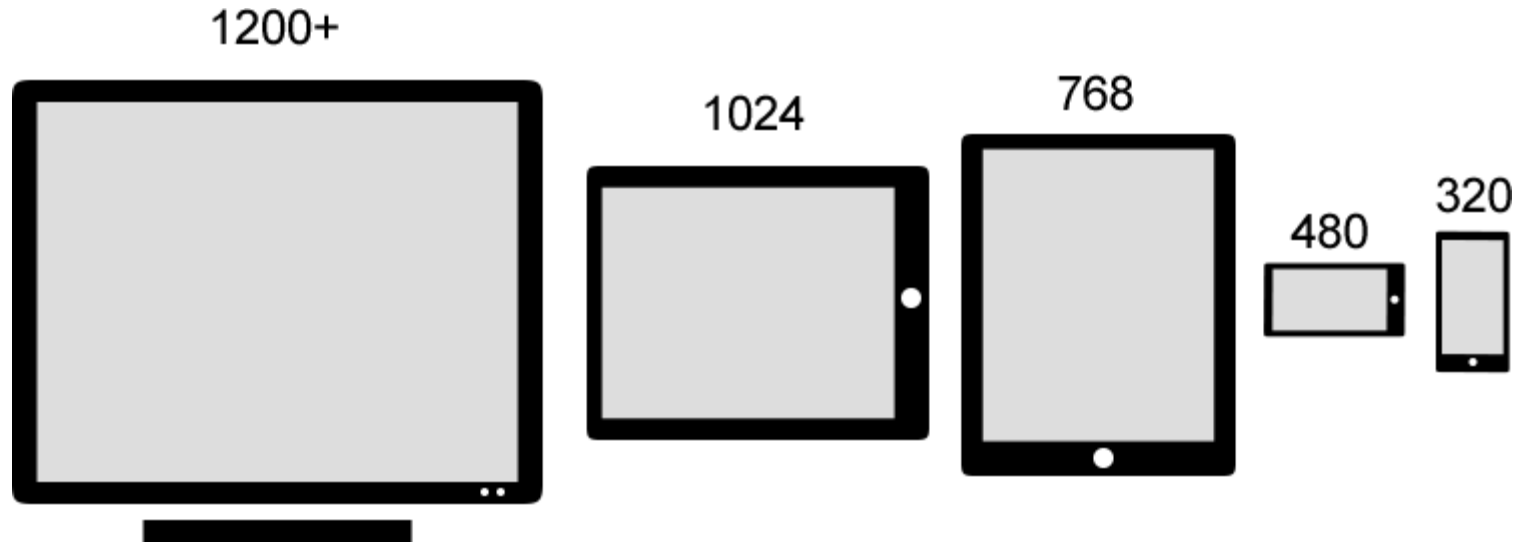
Reduces the latency and delivery time for static assets (images, js/css, etc.)

Image Optimization

- Kraken
- ReSRC.it
- Responsive.io

Reduces the largest category of files on your site, dynamically delivers images.

Designing for Situations



Designing for Situations

Don't take a big site and make it small

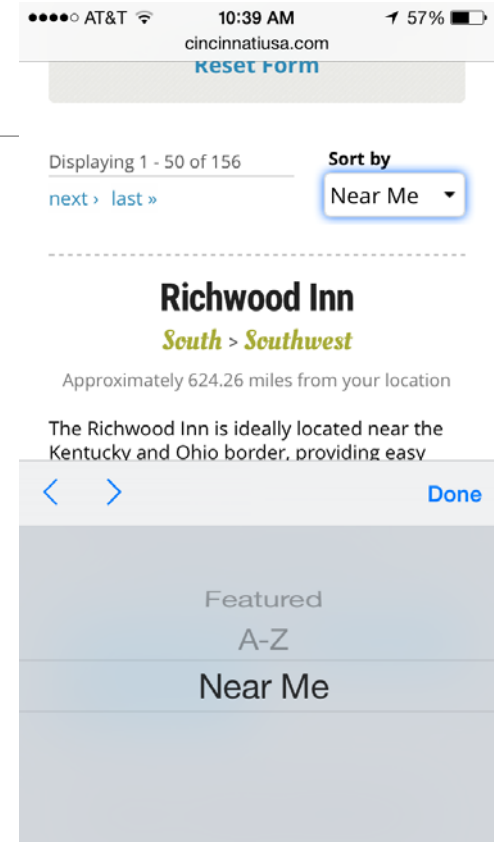
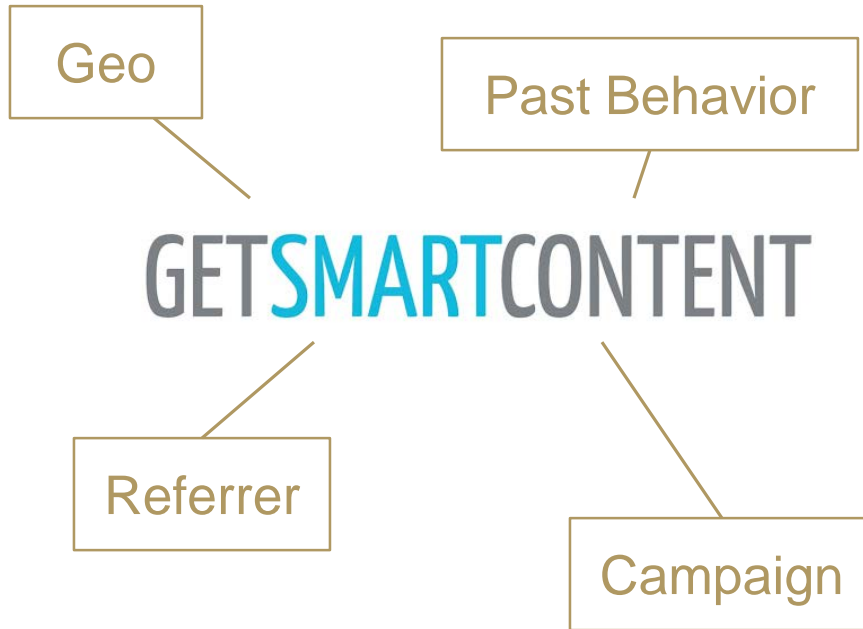
Likewise, don't take a small site and make it big

Think about the situation of the user, and design for that in each case

Add in information that will help you adjust to the situation:

- Location
- Referrer
- Login
- ...

Dynamic Content



Sort listings by near me

Mobile Centric Key Points

1. Optimize analytics and reset expectations
2. Look out for common pain points – maps/click to call
3. Tap targets - can I click that with my thumb?
4. Optimize content for mobile users
5. Speed is critically important
6. Design with situations in mind

HISTORIC HOTELS
of AMERICA

National Trust *for* Historic Preservation

Thank
you!

