

Australian Mobile Stats



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To get an online dollar in the travel industry, travel agents **MUST** adopt a strategic presence in the online mobile space.

Why?

Australia's love affair with the mobile phone continues. Nearly everyone has a mobile and we are second only to Singapore when it comes to smart phones with half of our population possessing internet-capable phones. Since August 2011, more data flows through mobile devices than traditional PCs and half of these people are accessing social media.

Travel is now one of the fastest growing sectors in mobile content. Travel searches on mobiles now generate more "click throughs" compared with "PC based" sites (61% vs. 49%).

The main travel players in the mobile space are hotels. Travel agents seemingly have zero direct mobile marketing presence and many travel agent websites don't work on mobile devices. Some don't fit onto screens, some contain flash content that won't play or menus that no longer drop down.

How does your website look on a PDA?

So why does this matter to travel agents? If you can't deliver content to mobile devices, you are missing half the market. Ignoring social media, then you are missing the opportunities to target advertising and access valuable online metrics about the behaviour of your target market.

For most travel entities, their mobile-driven advertising strategy is about maintaining a market presence as opposed to B2C sales. Social media integration amplifies advertising effectiveness as it's a rich source of user specific demographics. When combined with location-based services on mobile device, advertisers can target a person in a place with a specific message. That's powerful stuff.

Travel agents of Australia, the blueprint for you to get into the hands and minds of the upwardly mobile outbound Australian traveller is:

- Think strategically and set goals
- Check their existing website for mobile capability
- Refine key, short burst messages
- Start mixing the social media cocktail
- Get into online conversations and make a presence