



DMO Global Mobile Readiness

What is the issue?

Over the past several years, two themes of change have started to occur in digital travel: mobile usage and screen convergence. According to the 2014 Google travel study, 48% of travellers' searches were on mobile devices. The importance of mobile is even more pronounced when one learns that more than 3 in 4 travellers switch between devices when travel planning. For planning travel, however, there is little knowledge of how people plan their trips or whether the sites they use are mobile ready.

What did the researcher do?

To understand how mobile ready the world's Destination Marketing Organizations (DMOs) are, the researchers undertook a web scan. The official websites of 233 DMOs were reviewed in July 2014 using both a desktop computer and mobile file to find evidence of consumer accessible mobile platforms. The goal of the research was to identify whether destinations had mobile-ready web platforms for travelers. The study was done in collaboration with Chris Adams, Director of Research and Online Marketing at Miles. Miles was also the commercial sponsor of the project.

Why is this research Useful?

With the increasing adoption of smartphones and pervasive use of mobile devices by consumers, their use for travel planning purposes will continue to increase. While consumers use of mobile grows, so too

will DMOs need to host user-friendly experiences. This research report will continue with a 2nd edition in the summer of 2015 to benchmark the readiness of DMO's

What were the outcomes?

While the evidence to support the importance of DMOs' mobile readiness is increasing, the results of the study suggest that they are slow to move. Only 39% of DMOs in the study have a responsive website, and for larger DMOs with budgets of more than \$10 million the proportion is even smaller at just 30%. In fact almost one in five DMOs had no mobile solution at all (responsive website, mobile –specific website or mobile app.).

About the Researcher

Dr. Chris Gibbs specializes on researching digital shifts related to the marketing of leisure industries. His research is focused on proving marketing leaders with the insight to plan and predict future shifts in digital marketing

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