THERE'S AN APP FOR THAT
WHAT IS AN APP?

Short for Digital Application. **Not New, But Device Specific!**

Microsoft Word, Excel & Outlook are all Applications.
500,000,000
IOS DEVICES SOLD TO DATE (iPads, iPhones, iPod Touch)

1,000,000,000
ANDROID DEVICES SOLD IN 2013
4.8% Travel Apps
41,690

7.6% Lifestyle Apps
66,657

Source 148apps.biz
WHERE DO THEY LIVE?
Phones, Tablets, Music Players, eReaders, Websites
WHO USES THEM?

Students, Professionals, Everyone…
APPLE IPAD
53% MALES
47% FEMALES

AMAZON KINDLE
43% MALES
57% FEMALES

ANDROID
51% MALES
49% FEMALES

Source MobileMix June 2012
APPLE IPHONE
57% MALES
43% FEMALES

APPLE IPAD TOUCH
54% MALES
46% FEMALES

ANDROID
73% MALES
27% FEMALES

Source AdMob
68% iPhone and iPad Users
25-55 Age Group

60% Android Users
25-55 Age Group

Source: AdMob
71% Use Apps

29% Use Mobile web

Source: AdMob
HOW DO YOU MAKE ONE?

It’s not the same as a mobile or website. **It’s Native!**

MVP   SCALE   ADD VALUE
BREAKING ALL THE RULES

Devices, Sizes, Content
1 OUT OF 5
BOOKED TRAVEL ON THEIR DEVICES IN MAY, JUNE, JULY 2012

51% USERS
USE SMARTPHONES FOR BOTH AIR AND/OR HOTEL RESEARCH

Source ComScore
SHOULD I GET ONE?

Budgets, Audience, API Integration, Human Resources
IMPULSES & M-COMMERCE

Capitalize on the impulses and have clear call to actions?
MAKING IT ALL WORK
Social Media, Analytics, Website, Offline, Marketing
WHO’S OUT THERE
A Sea of Sameness…
La Martinique
FLEUR DES CARAIBES

EXPLORER
Trois Ilets
I BUILT IT NOW WHAT

In App Purchases, Push Notifications, Acquisition Campaigns
The Caribbean App that lets you know where you can

“Hold onto Love”

www.shokas.com