

# IS A MOBILE APP IN YOUR FUTURE?

Presented by Roger Brooks

< Destination Development  
Association



## Stats: The good news

- Number of apps on an average smartphone: **100**
- Average number of apps used each day: **9**
- Average number of apps used in a month: **30**
- Mobile media usage: **89% apps**, 11% websites
- Number of users with location services left on: **90%**

## Stats: The bad news

- Apps not used after 90 days: **71%**
- Searches: mobile rules 15 of 24 hours a day
- Getting users back: **30%** if offered discounts
- Getting users back: **24%** if offered exclusive or bonus content



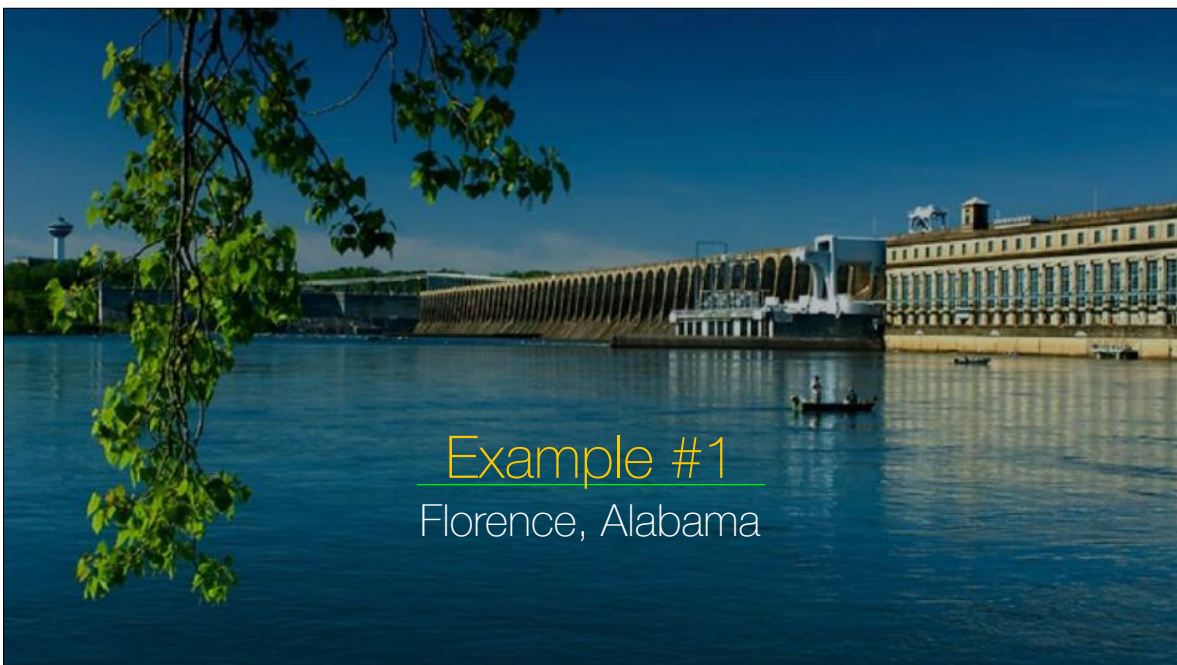
The primary function of an app

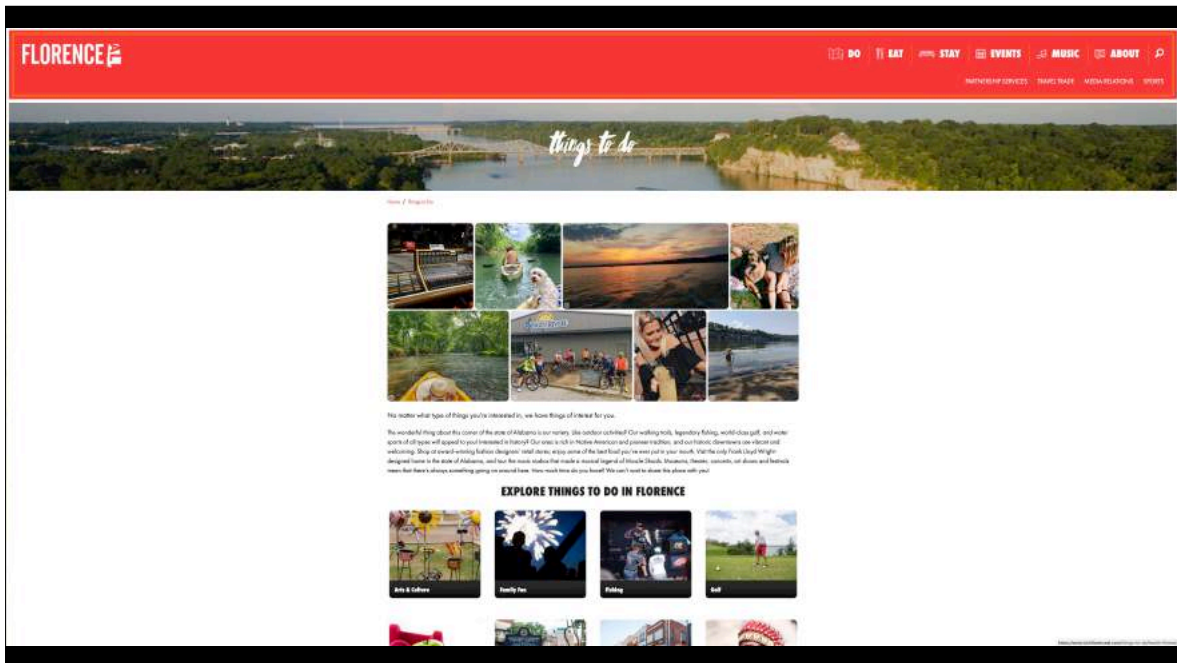
A woman with blonde hair, smiling and looking down at a smartphone she is holding in her hands. The background is a soft-focus green, suggesting an outdoor setting.

### **A good app will**

- provide a better experience
- get visitors to stay longer
- get them to come back more often
- while spending more money in the process

Mobile apps are not the “inspiration”  
nor what closes the sale





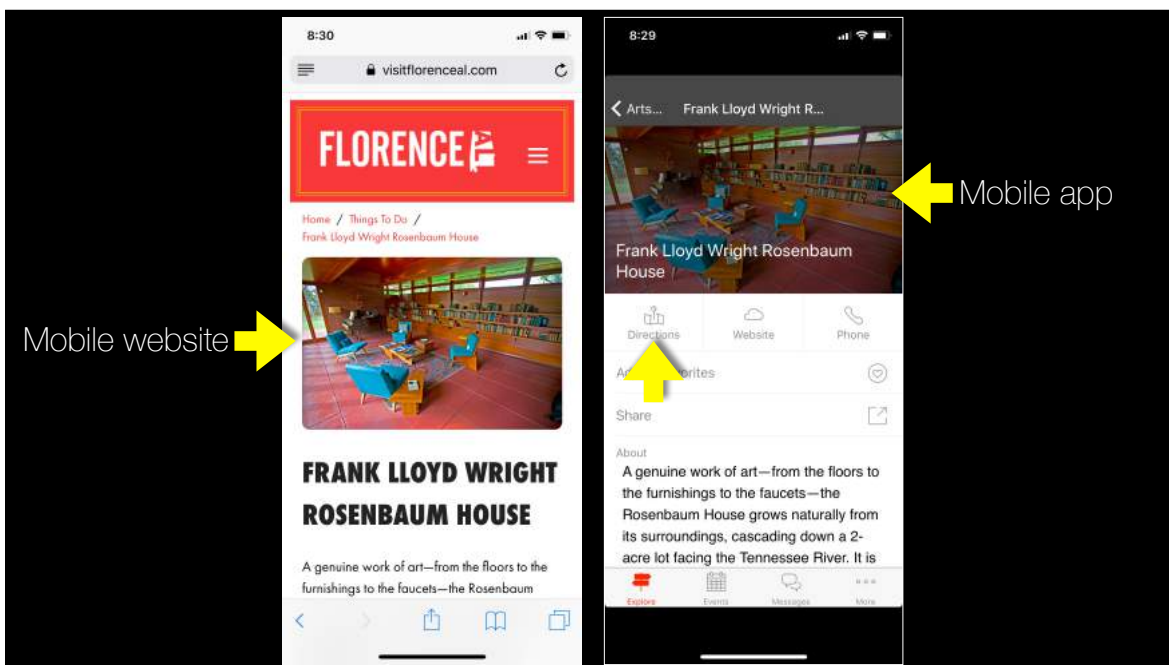
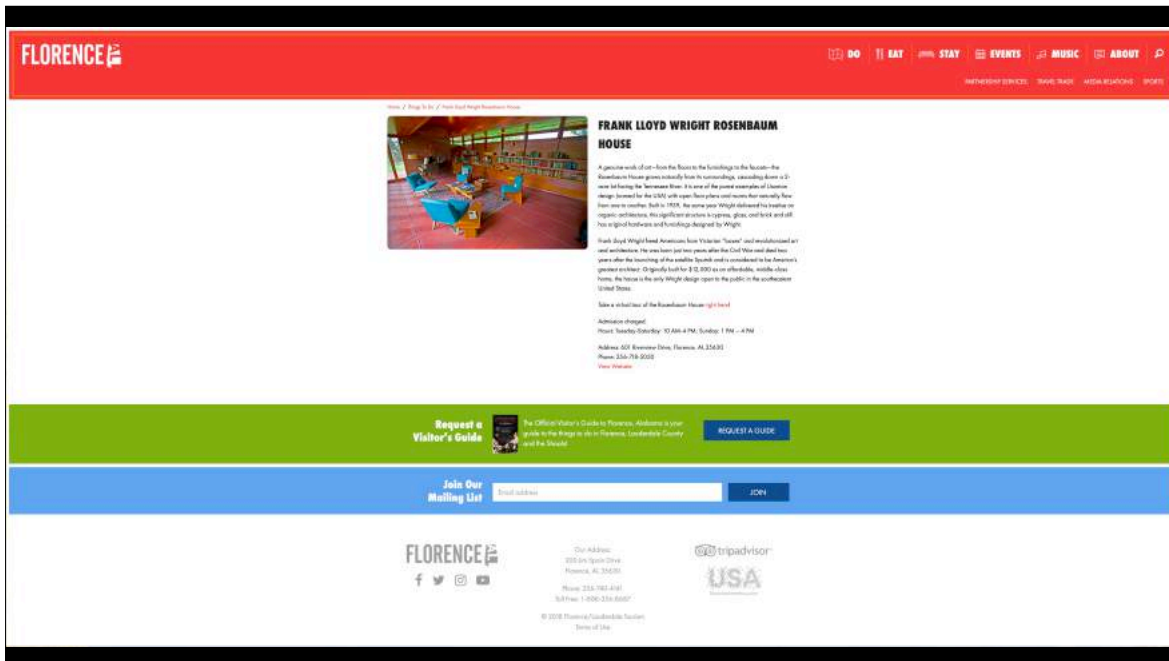
Mobile website

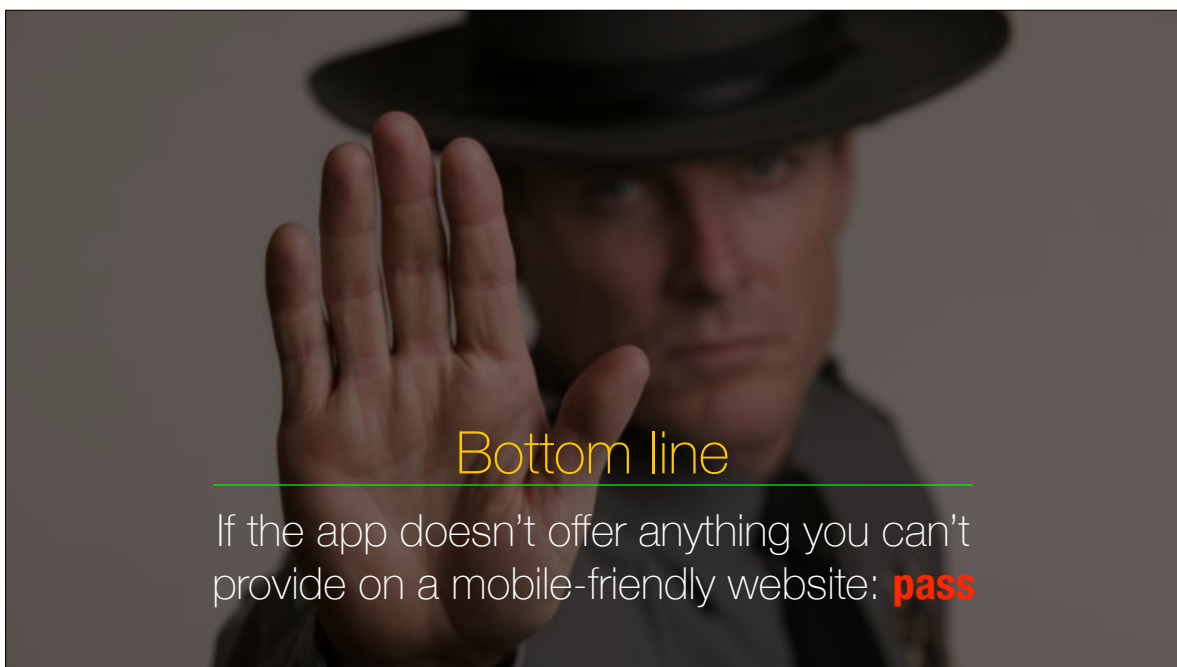
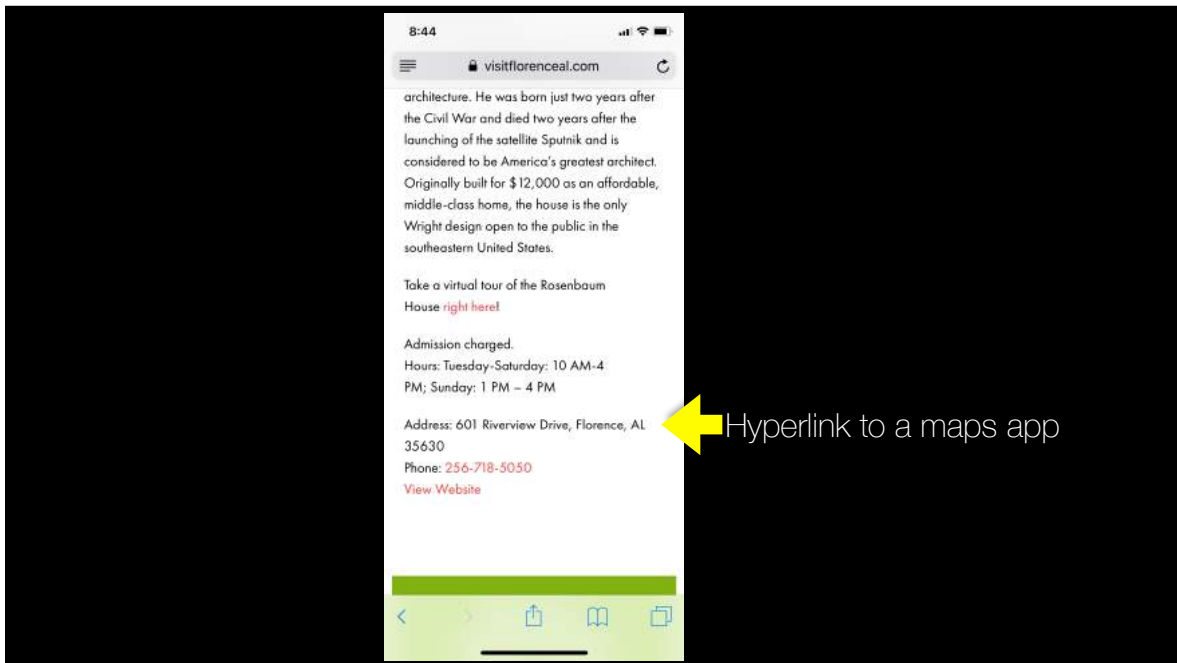


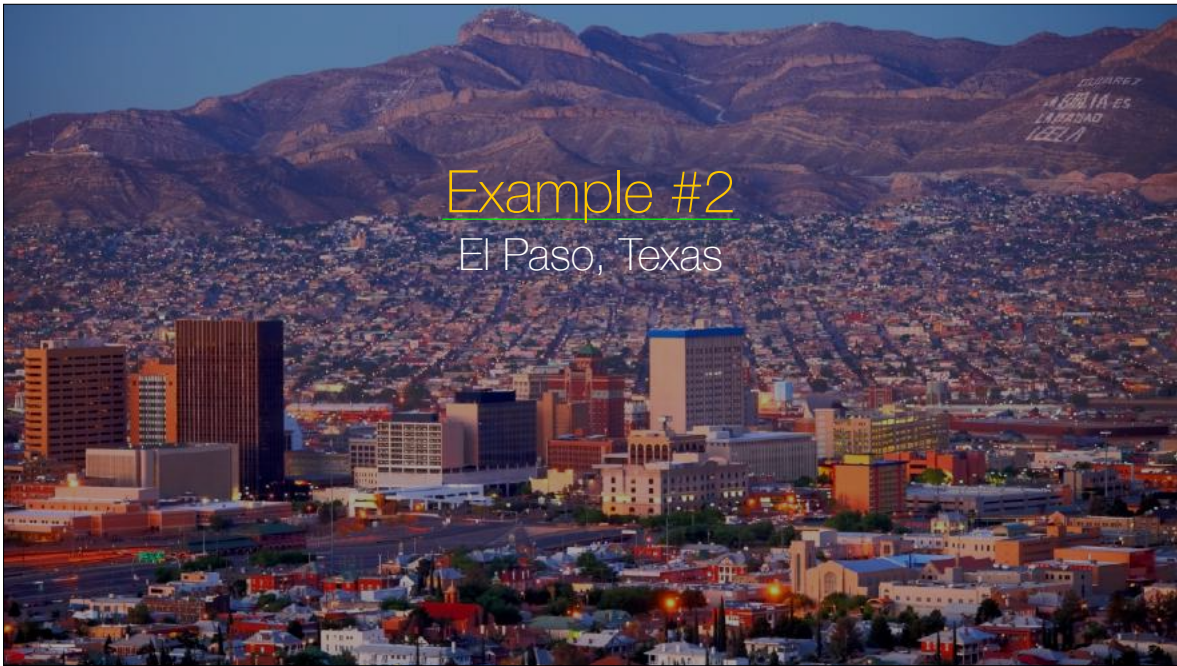
Mobile app





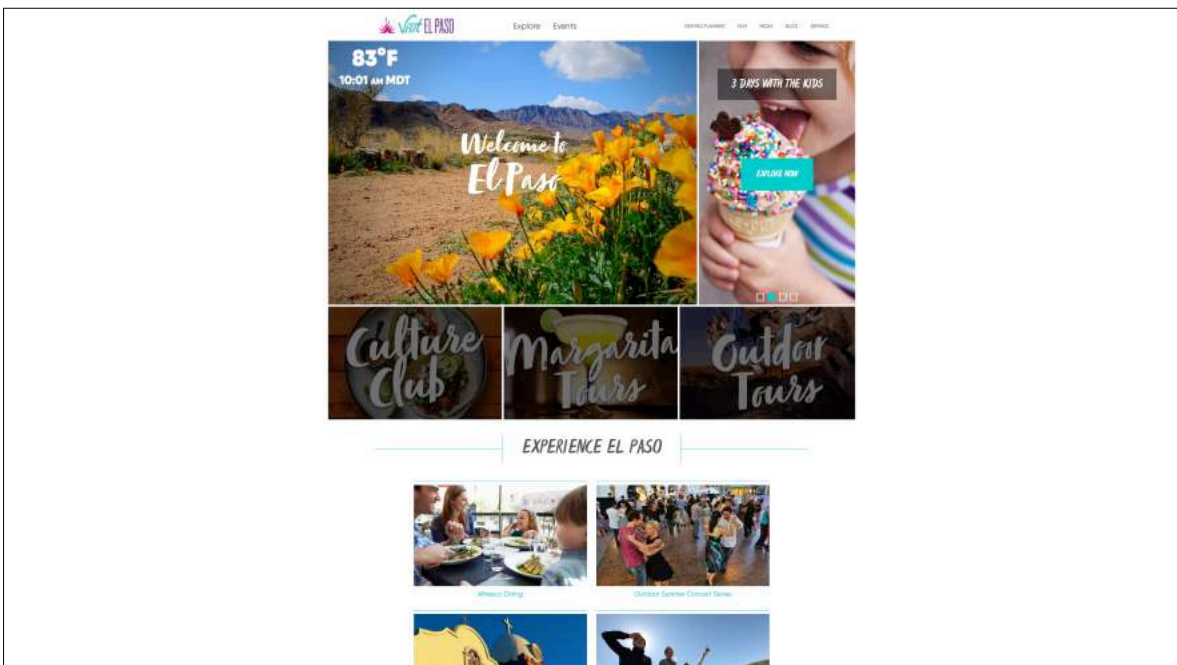


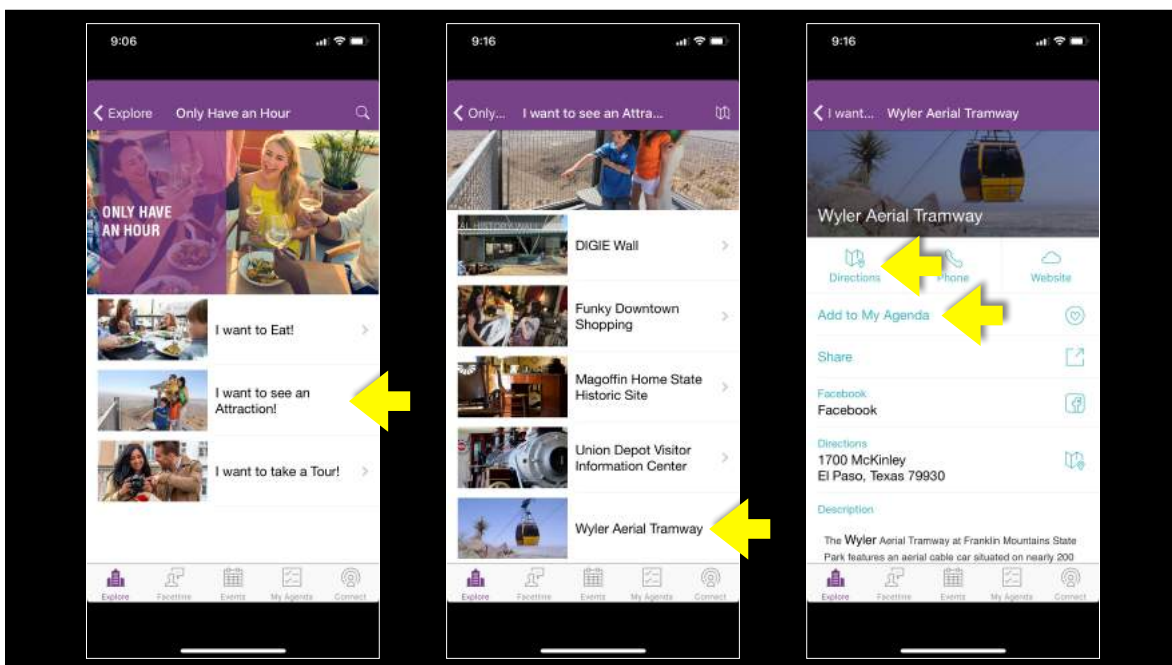
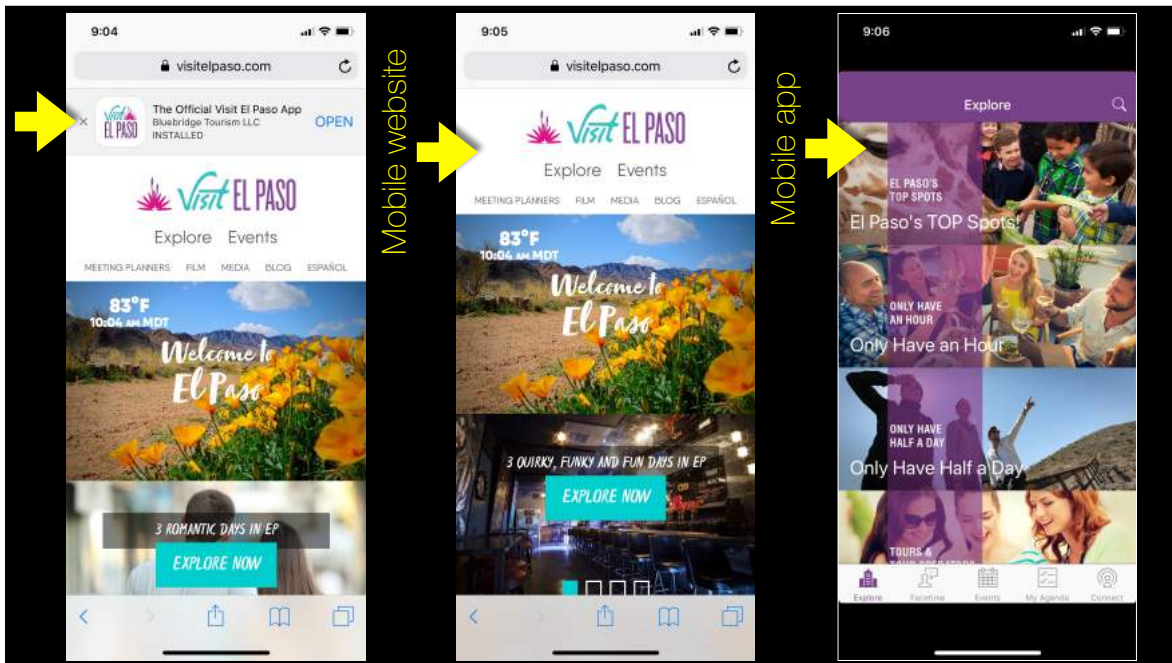




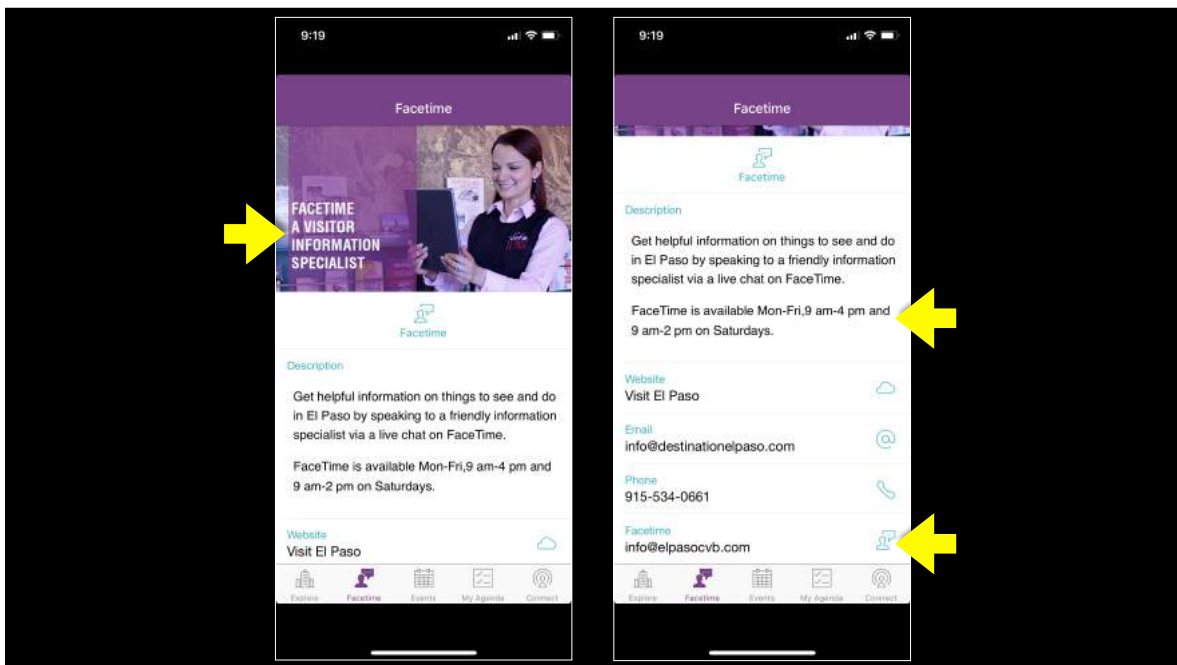
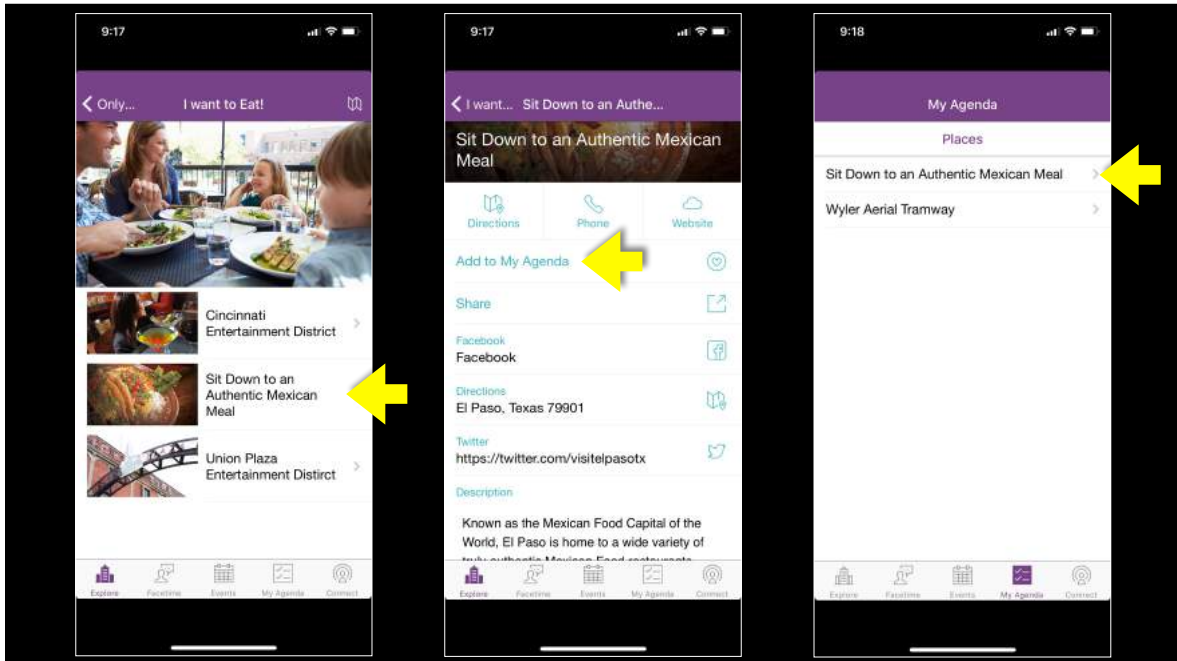
## Example #2

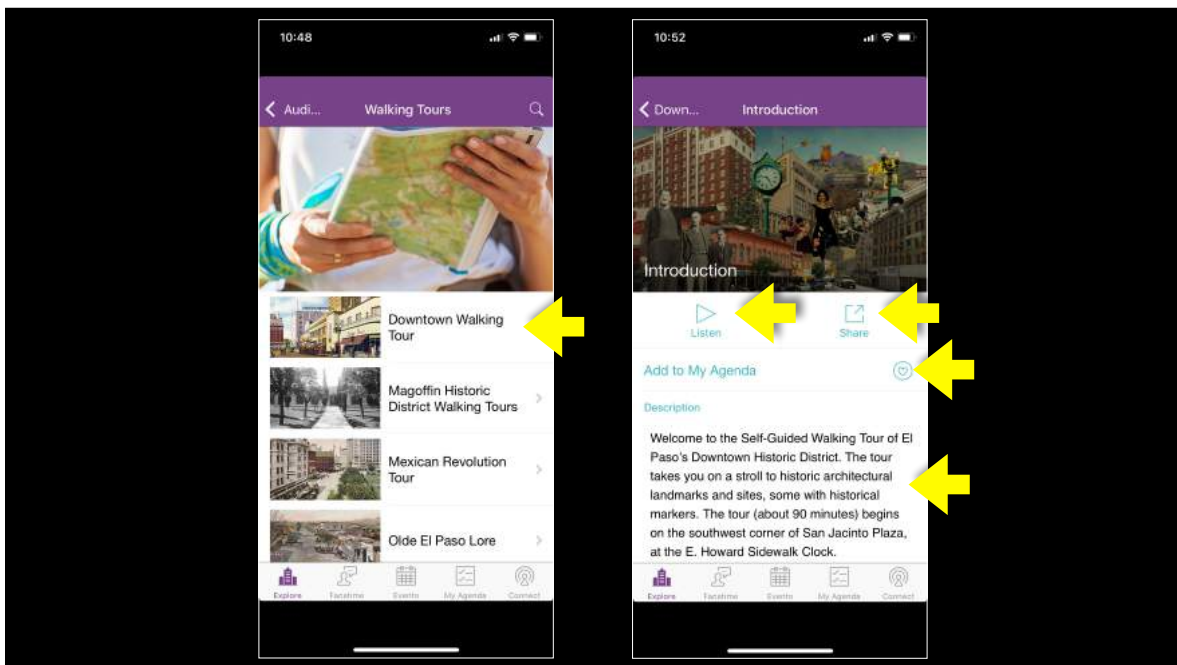
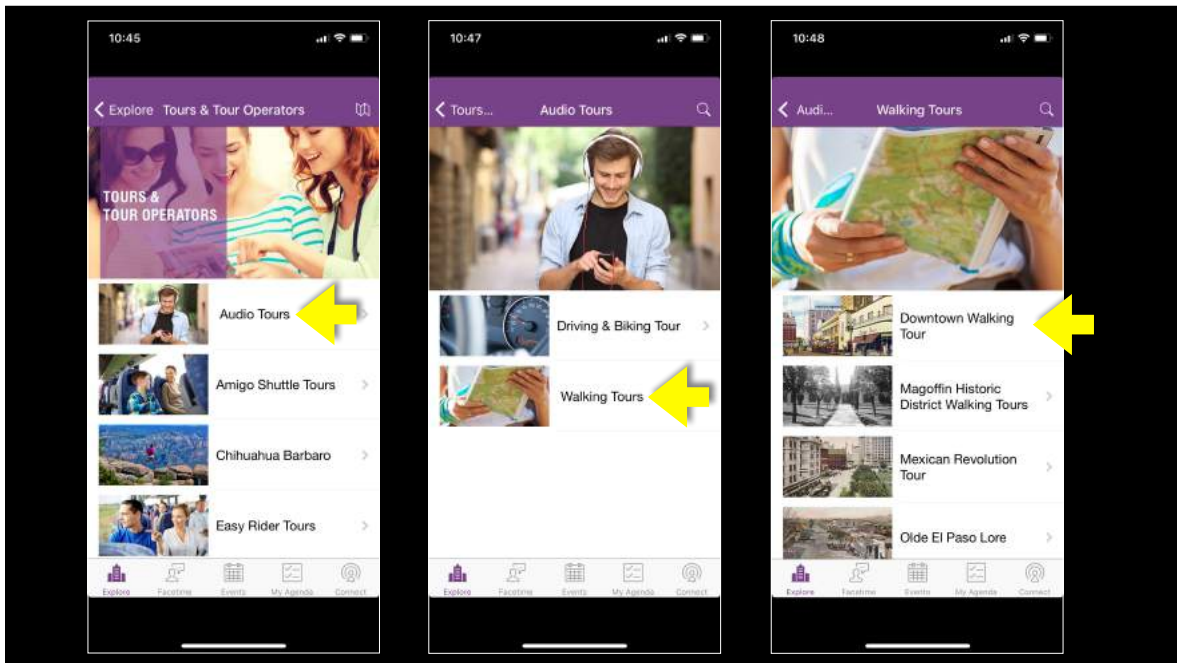
### El Paso, Texas





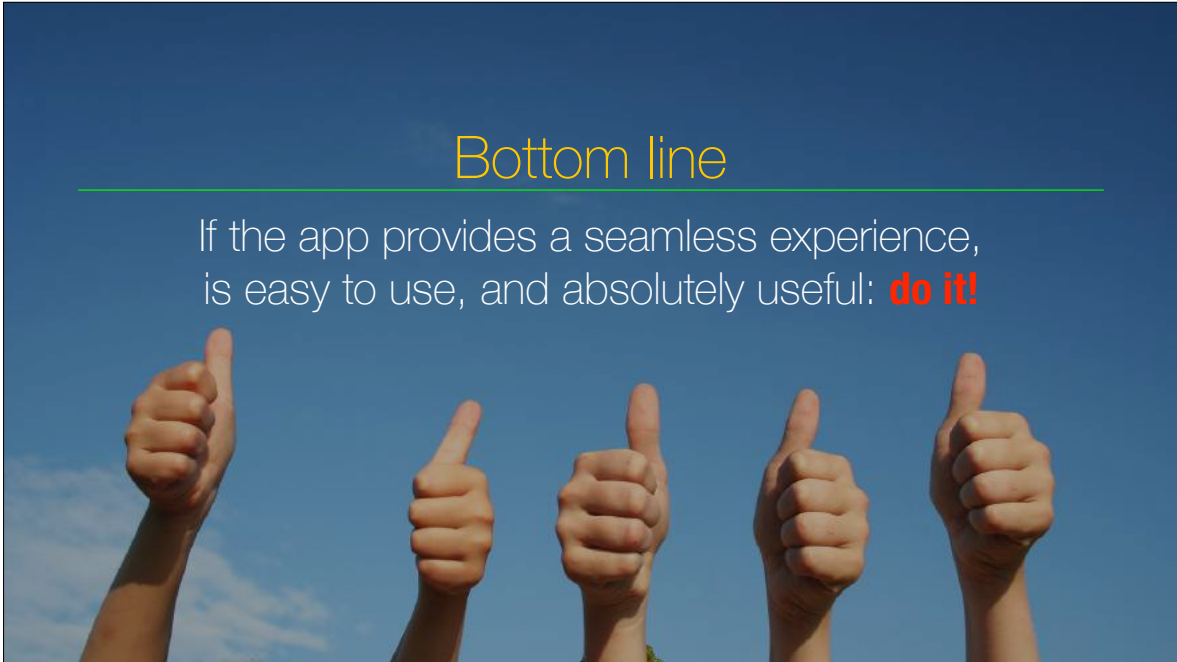






## Bottom line

If the app provides a seamless experience,  
is easy to use, and absolutely useful: **do it!**



visit

apps

HOME OUR SOLUTIONS ABOUT US CONTACT US

### MOBILE APPS FOR TRAVEL

Your visitors are requesting your destination like  
they're requesting a new app.  
Make it happen. They can get it on their phone and keep  
it with them. Your visitors will be  
in the mood for your app.

VIEW OUR APPS

Note

Both of these mobile apps use SimpleView's  
VisitApps (VisitApps.com) platform

Cost: Licensing \$700 to \$1,250 a month  
Plan on another \$8,000 or so to build the app

VIEW OUR APPS

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## MOBILE APPS FOR TRAVEL

Your visitors are exploring your destination the way that everyone is experiencing their trip. Mobile engages your on-site guests and keep them informed about experiences with an industry leading mobile app.

[VIEW EXAMPLES](#)

### Showcase, Inspire & Retain

Share a spotlight on all the elements that make your destination memorable...right on the screen of mobile phones. Generate excitement by highlighting events and local attractions. Encourage engagement with special offers. Their actions that get them to come back again and share their experience with friends and family. [VIEW EXAMPLES](#)

### Size Visitors Connected

Your information is always up-to-date and easily accessible anytime, anywhere. Push your visitors live without the need to respond to the app store.

### Direct People to Attractions

Guide on-site visitors to points of interest by integrating or manually entering your destination's points of interest and descriptive details.

### Find Your Destination

Finding your destination's venue is a thing of the past. Thanks to app maps, geotargeting technology and turn-by-turn directions.

### Supplement Your Visitor Guide

Add a digital component to the marketing of your visitors, guide and keep this information, keeping your info on their mobile devices.

Cookies are used to improve our site and navigation. By continuing to use our site you agree to our [privacy policy](#).

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## SUCCESS STORIES

[HOME](#) > [INDUSTRY](#) > [SUCCESS STORIES](#)

Just as a CRB guides visitors to parks, sports and attractions, VisitApps guides our clients to achieving the best possible on-site experience in their destinations. Don't just take our word for it, however. Check out a few client case studies and learn more about what mobile apps can do for you.

### CREATIVE SOLUTIONS AND SMART DIGITAL MARKETING STRATEGY IN HAND

Visit Carlow enhanced their visitor guide by making it mobile. Valley Forge Tourism & Convention Board reached out to sports fans attending a major event to their location through their phones, boosting local business.

[Read the Full Story >](#)

### STUDY FINDS APP RESPONSIBLE FOR 1,000+ TRIPS AND \$6M IN INCREMENTAL SPENDING

With a need to revitalize everything Gatlinburg had to offer, the CRB began looking for an app that would not only benefit visitors, but from the tourism side as well. Seeking to make the Gatlinburg brand well-represented in app stores, they realized the need to have an outside developer to the punch by building an app that was compelling and easy to use.

[Read the Full Story >](#)

### AWARD-WINNING APP ACHIEVES 120% OF DOWNLOAD GOAL

Even with an easy-to-navigate website, Keweenaw knew they needed to bring their premier one-stop shop to their potential visitors. But with a lack of staff and internal resources readily available in the Keweenaw Peninsula, access to their new website and download guide would be harder. The CRB needed an experienced and visually appealing way to give visitors the information they needed in an offline, yet mobile format.

[Read the Full Story >](#)

### ONTO PIONEERS IN APP FACETIME, ENGAGES THROUGH MOBILE

The city of El Paso welcomes millions of visitors every year. So when their visitor's center began seeing less and less foot traffic, they noticed. Despite the decrease in visits to their live information centers, as well as a lack of visitor response to print materials, Visit El Paso still needed a way to connect visitors with their staff, as well as enhance in-destination experiences like walking tours and board loyalty to keep them coming back.

[Read the Full Story >](#)



# THE RESULTS

- \$5,000 saved in international mailing costs of visitors guides
- \$5,000 saved in brochure printing costs
- International recognition for best practices in tourism technology
- 5,200+ downloads
- 1,000 FaceTime calls per year
- 20% return rate to the app from previous users
- 35,000+ user sessions
- National attention and media coverage

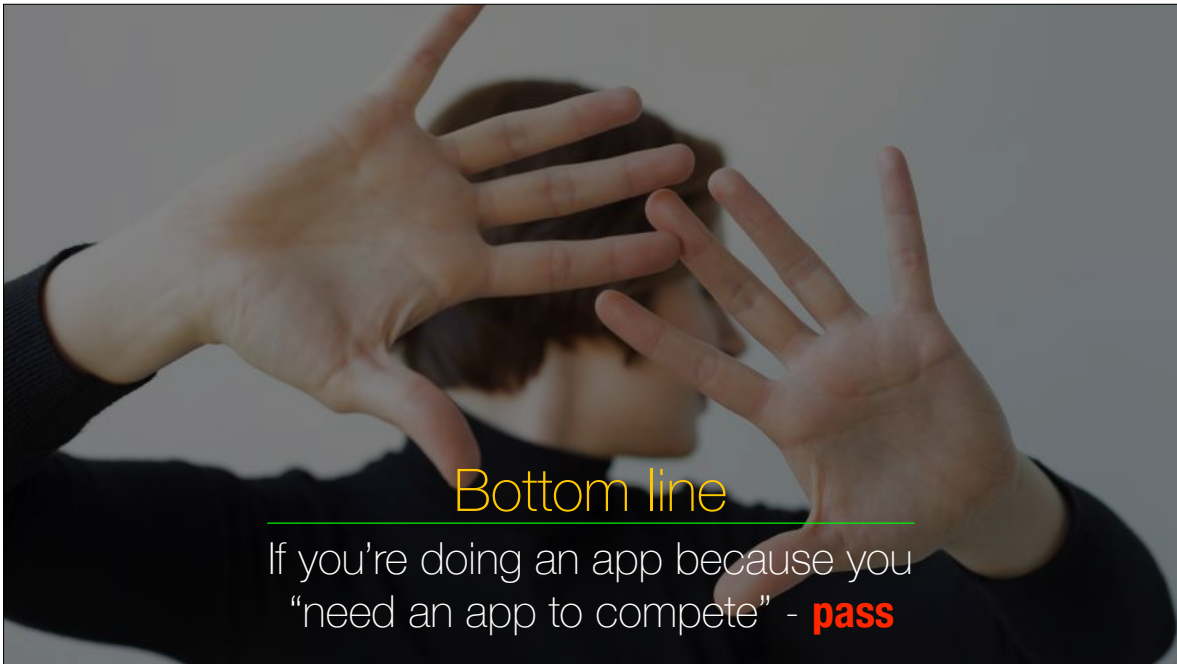
**Download the El Paso, Texas app here:**

- **Apple iOS**
- **Google Play**



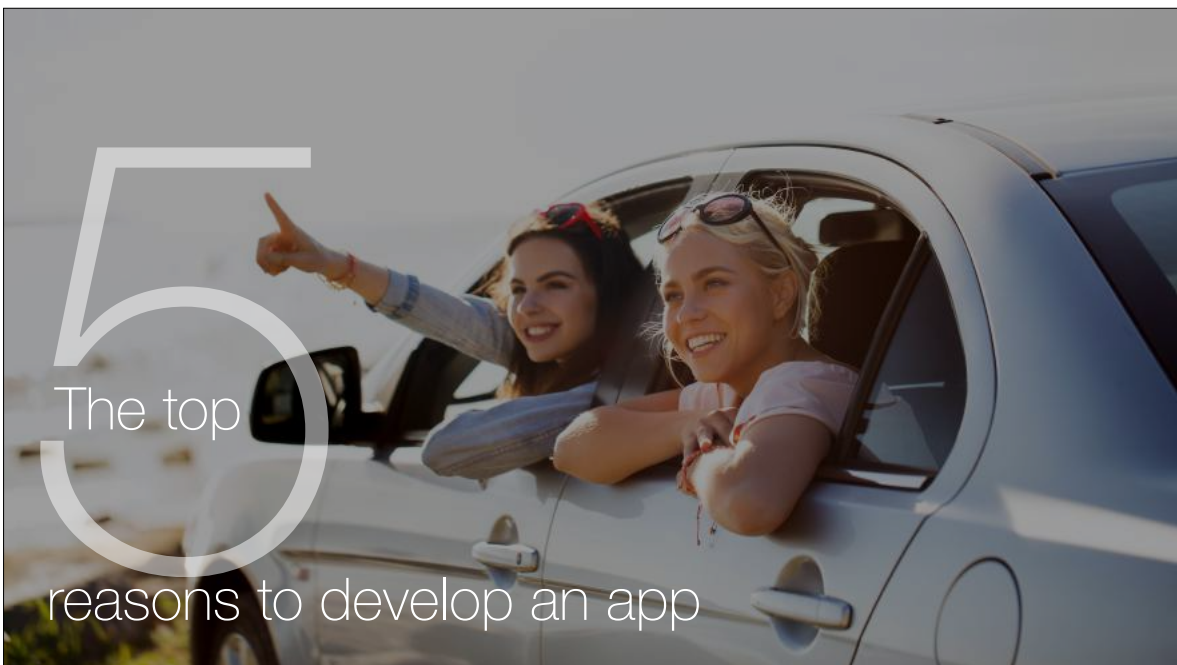
## Bottom line

The platform is not the challenge:  
It's what you put into the app that makes it worthwhile  
(or not).



## Bottom line

If you're doing an app because you  
"need an app to compete" - **pass**



5

The top

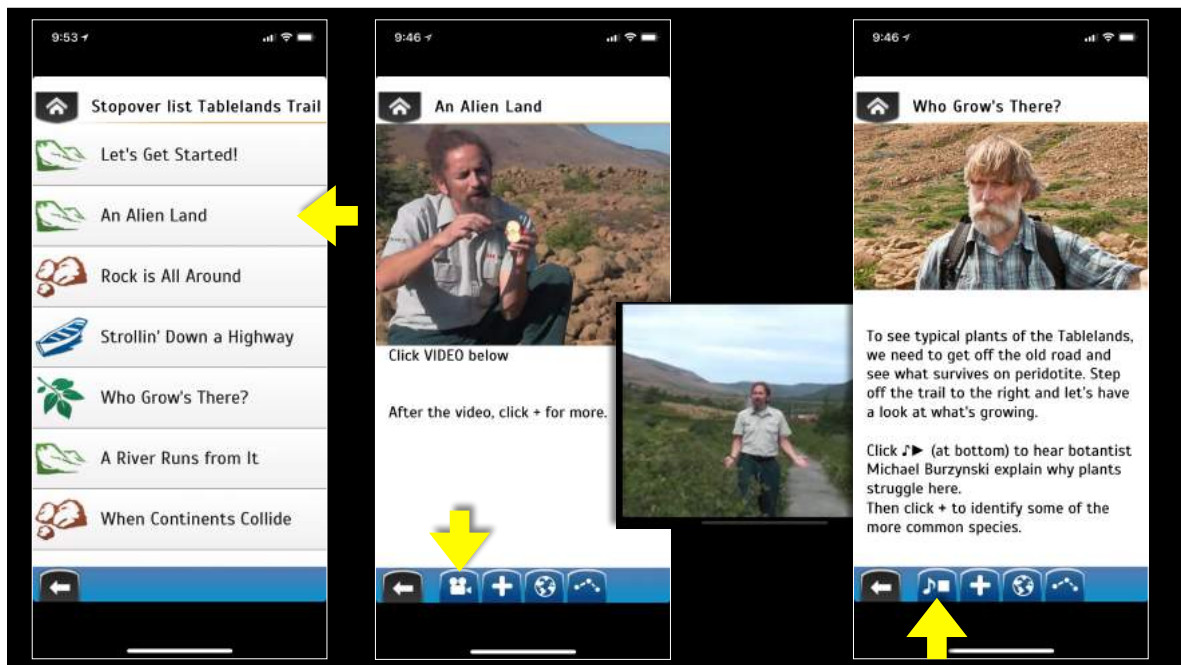
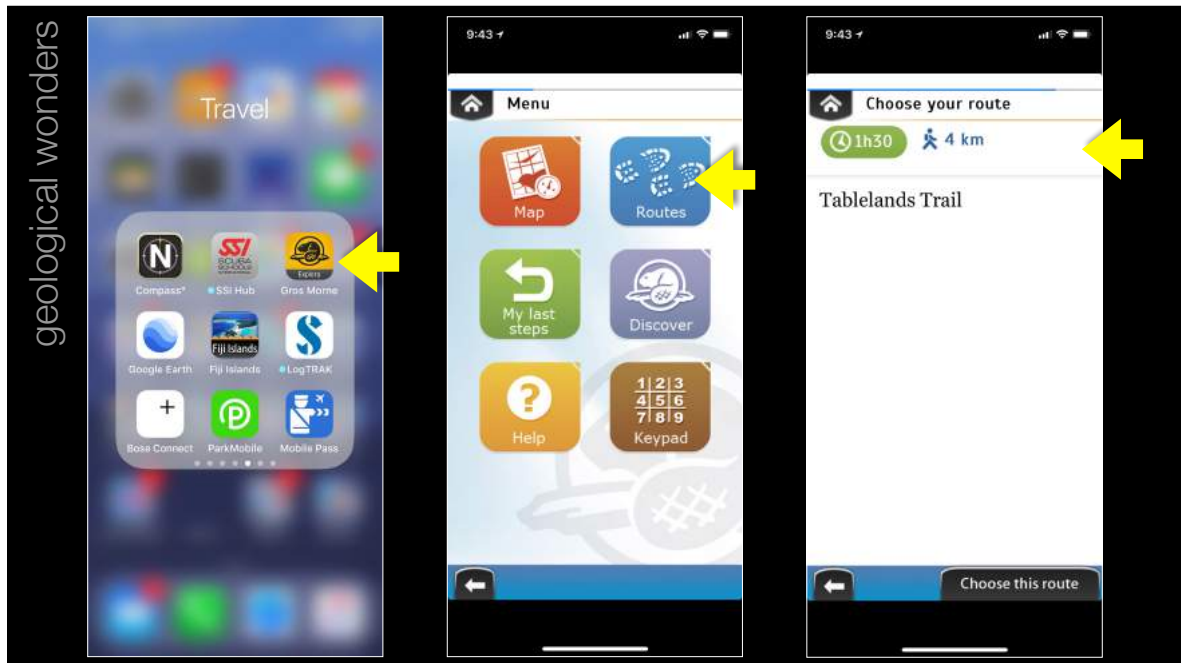
reasons to develop an app



When you have **great stories** to tell  
via GPS-enabled audio or video.

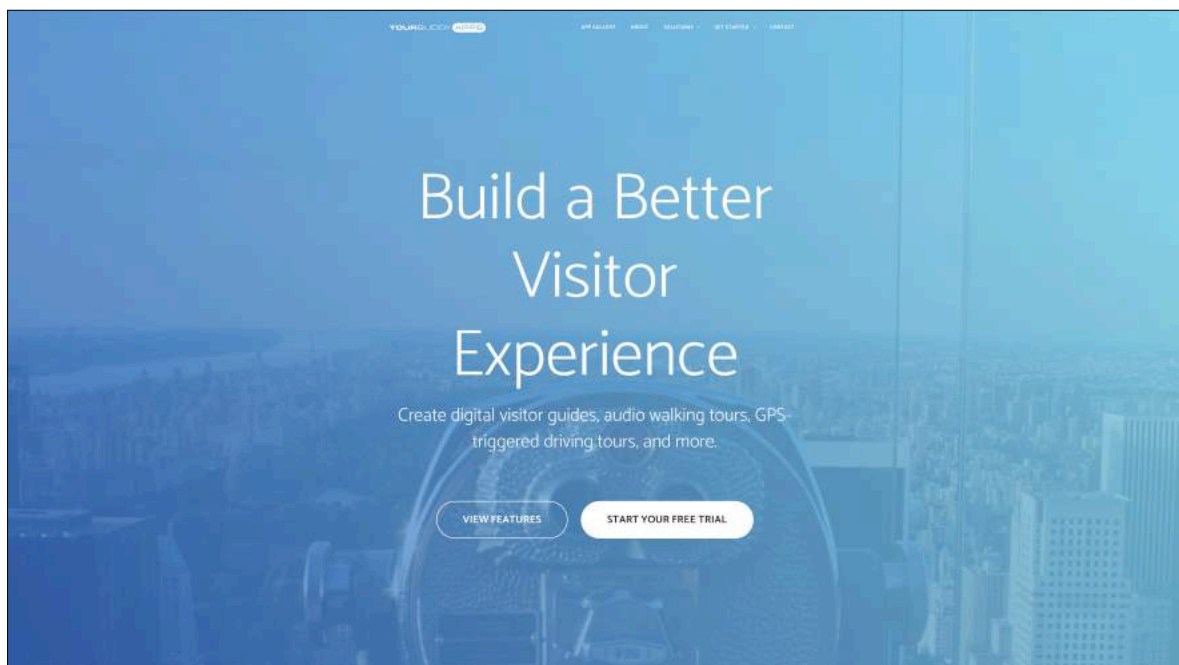
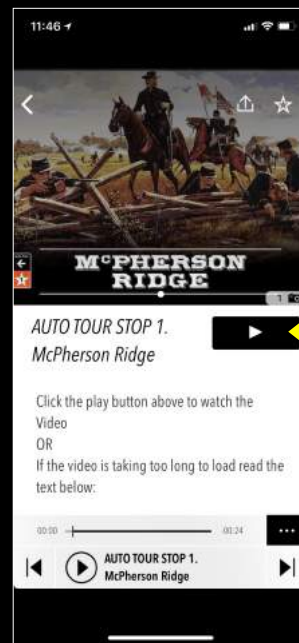
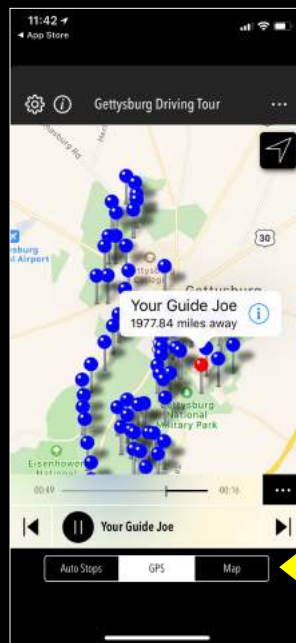
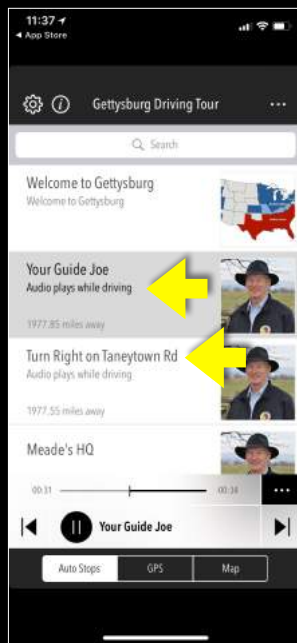


To provide ease of following an **itinerary**  
and driving/walking **instructions**  
while on the go (away from a computer)





a lot of historical sites



TOURBUDDY

APP GALLERYABOUTSOLUTIONSGET STARTEDCONTACT

Engage your guests like never before.

Build a multimedia, location-based guide on the Tour Buddy App Builder platform and promote it on your own devices, or let us publish it to the Apple and Google Play App Stores with custom branding. From there, your visitors can download and enjoy it. See full mobile app pricing below.

Tour Buddy Historic Tours App

Create a GPS enabled historic walking or driving tour and make your tour available to the public through the Tour Buddy Historic Tours App on the App Store and Google Play.

LEARN MORE >

Historic Plan

\$500

Per tour

1 guide tour

START FREE TRIAL

Tour Buddy App Plans

Build your guide on the App Builder website and download it to your own Apple or Android device to promote your app as you build it. The Tour Buddy App Plan includes all the same features as our other plans, but users access your guide through the Tour Buddy App. Sign up for our 30-day free trial.

LEARN MORE >

Starter Plan

\$40

Per tour

1 guide

100 visitors

START FREE TRIAL

Creator

\$100

Per tour

10 guides

1000 visitors

START FREE TRIAL

TOURBUDDY

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IOS & Android App Packages

Create your guides on the App Builder website, and we will publish it to the App Store and Google Play. From there, your users can download to their iOS and Android devices. Build an app with just one guide or feature multiple guides that users can choose to download. See what's left up for the Tour Buddy App Plan for iOS and/or Android here.

FREE TRIAL >

Single Guide App

\$1000

Per

Create the App for iOS & Android

1 guide

Available for Single Guiding Plan

1000 App Downloads

LEARN MORE

Multi-Guide App

Varied

Single Guide Pricing

Downloadable Guide

Downloadable Guide

Sign up today

1000 App Downloads

Mobile Web Tour

Launch your tour as a website - no download necessary. Offer tours through a link on a desktop or smartphone. Learn more about creating your own mobile web tour.

LEARN MORE >

Single Guide Tour

\$1000


Per

Customized on-site

START FREE TRIAL


Additional Services

Need help creating your app?



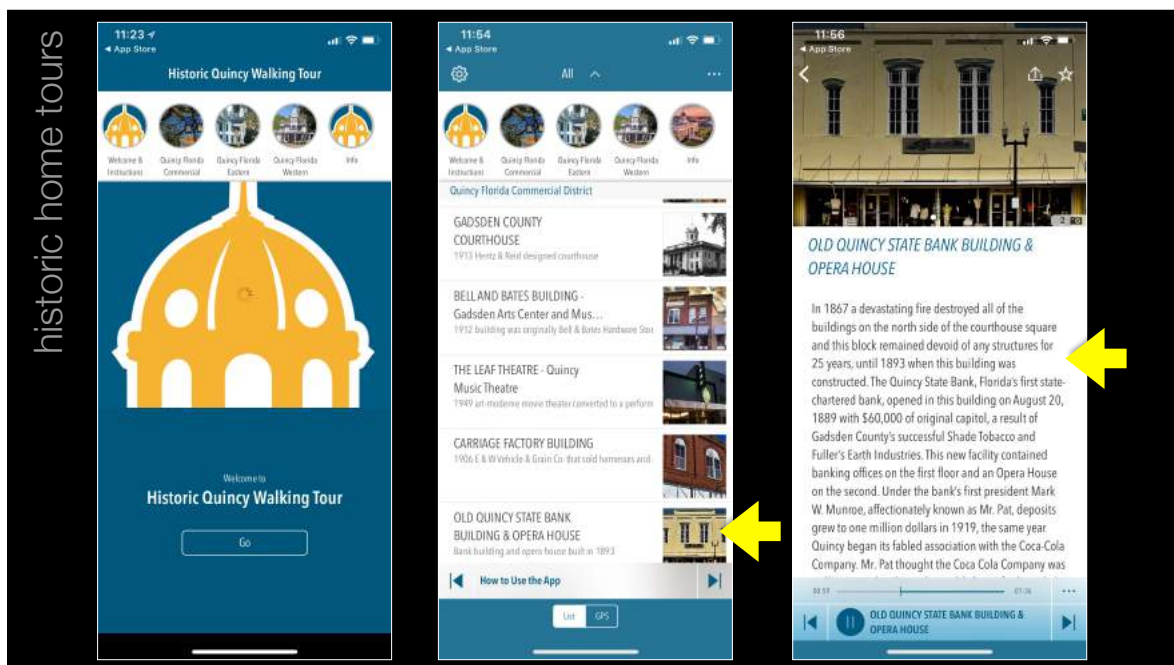
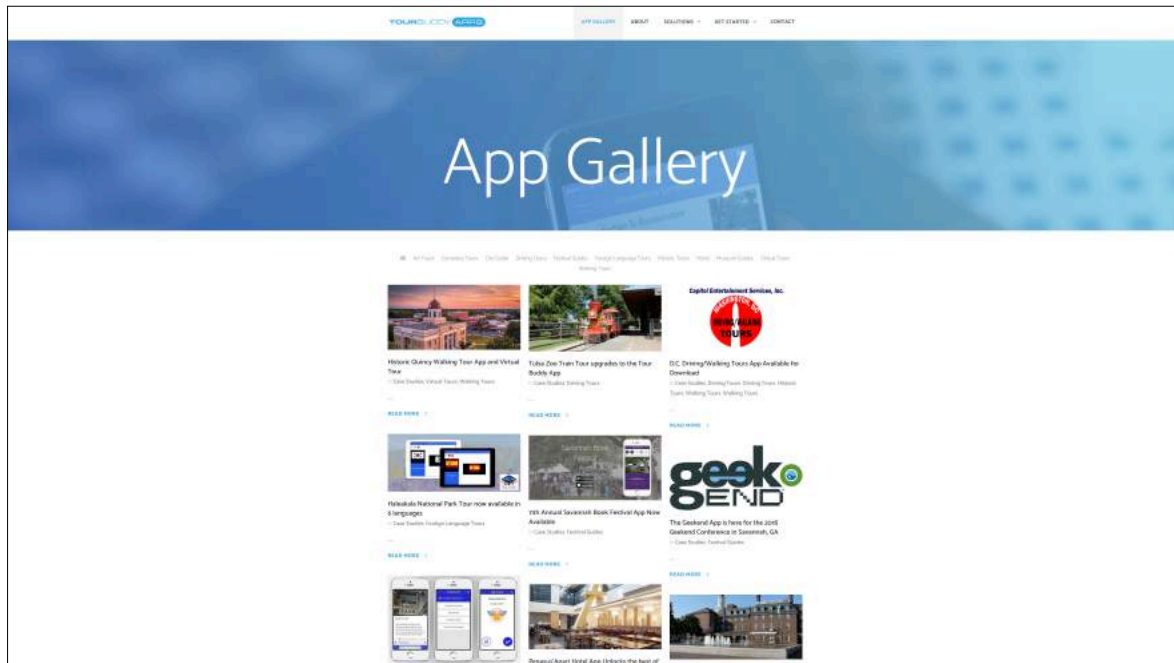
Initial Configuration & Content Input - \$600

We will set up your app and input all of the information (images, graphics, content) from you. You can make changes.



Full Service Content Creation - \$1500

We can go to your website and decide what content to include in the app, create graphics, and then provide it for your needs.







Carbon County, Utah  
Assessment Findings & Suggestions

ROGERBROOKS  
International



hard to find sites



We were thrilled to see that all 52 sites are marked!



20

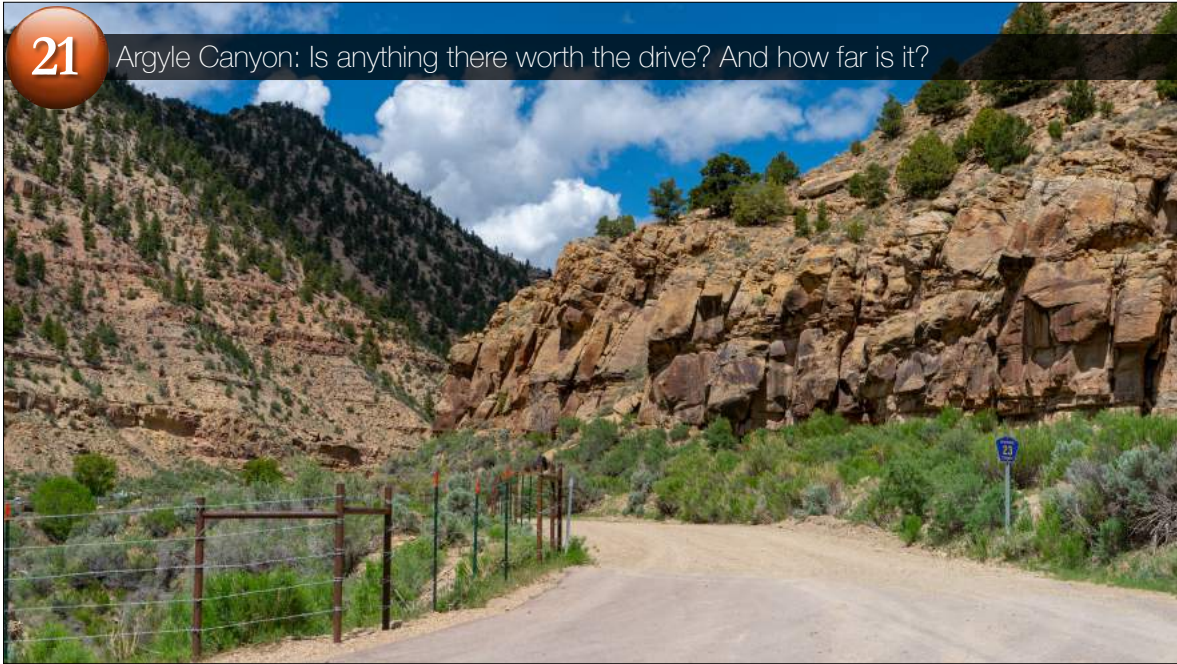
In your itineraries, show photos like this so people know what to expect.





21

Argyle Canyon: Is anything there worth the drive? And how far is it?



22

Consider a Nine Mile Canyon app. Interesting facts about Balance Rock.





24

Is it ok to walk up to the art? Let us know when it's private property.



25

Any of these worth a special side trip? We want people busy for a full day.









When you show people, it adds scale.



27

Is this one of the five granaries? Show photos, ANYTHING to help us!





It's very frustrating trying to find the panels. In fact, we found about five of more than 50.







These 31 suggestions could be done (including photography, copywriting, a more comprehensive itinerary-based brochure, signage, etc.) for probably less than \$20,000.

Using an offline GPS enabled app:  
Perhaps a total cost of \$8,000 including app development, photography, audio and/or video guide services.

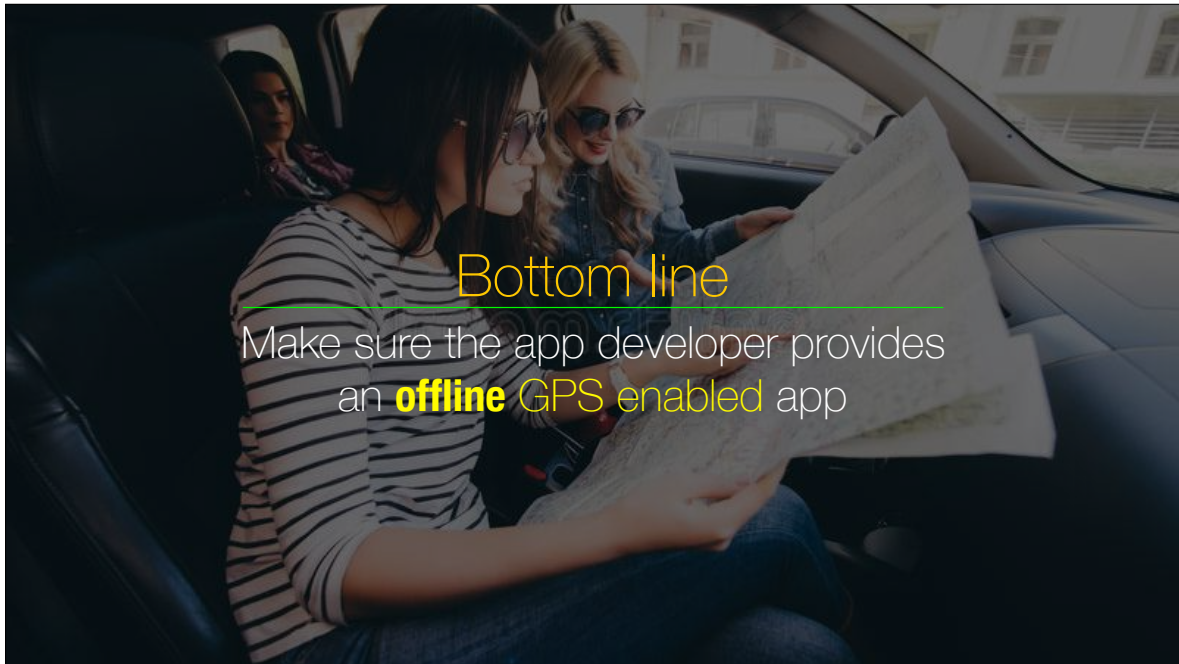


## Bottom line

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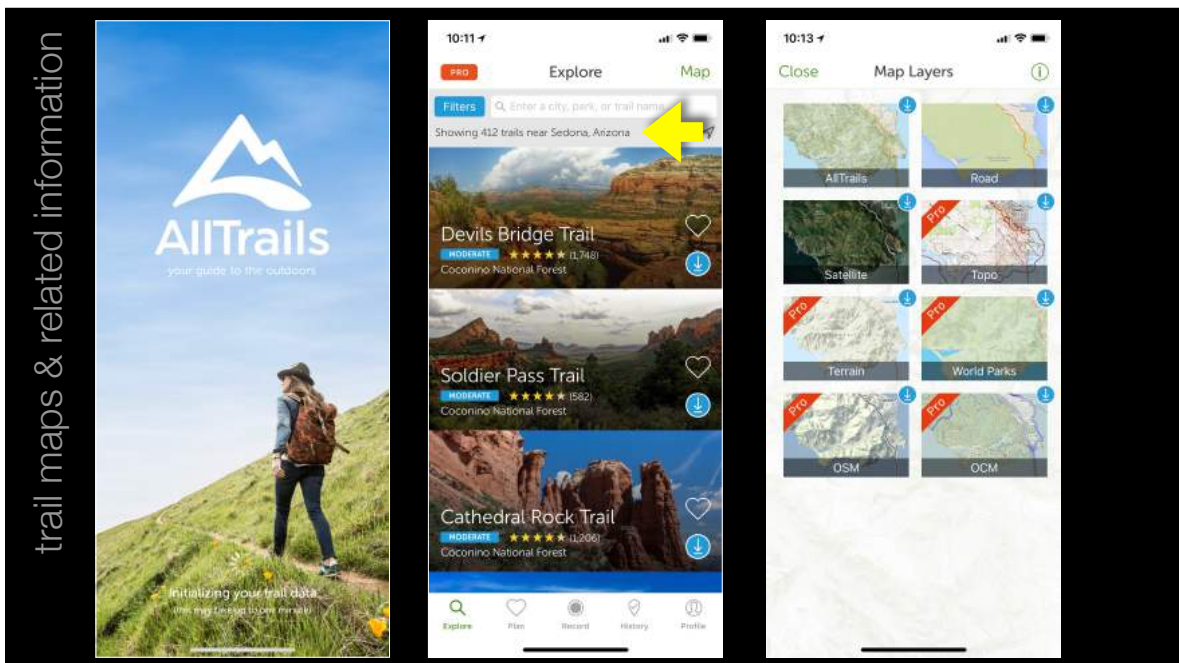
- Nine Mile Canyon is the primary attraction
- In a month or two “must have app”
- Would be worth paying for
- Will provide a fantastic experience
- Will keep them in the area longer
- Will entice them to come back
- For far less than the cost of brochures, signs and interpretive panels.
- **Do it, Tina!**





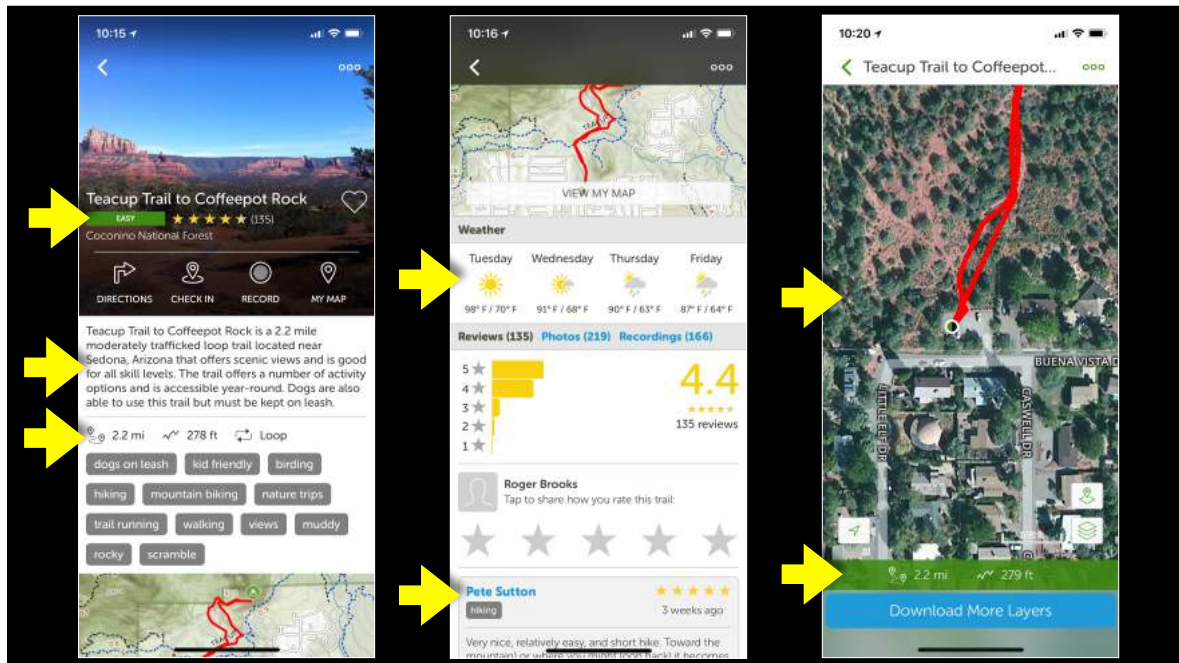
## Bottom line

Make sure the app developer provides  
an **offline** GPS enabled app



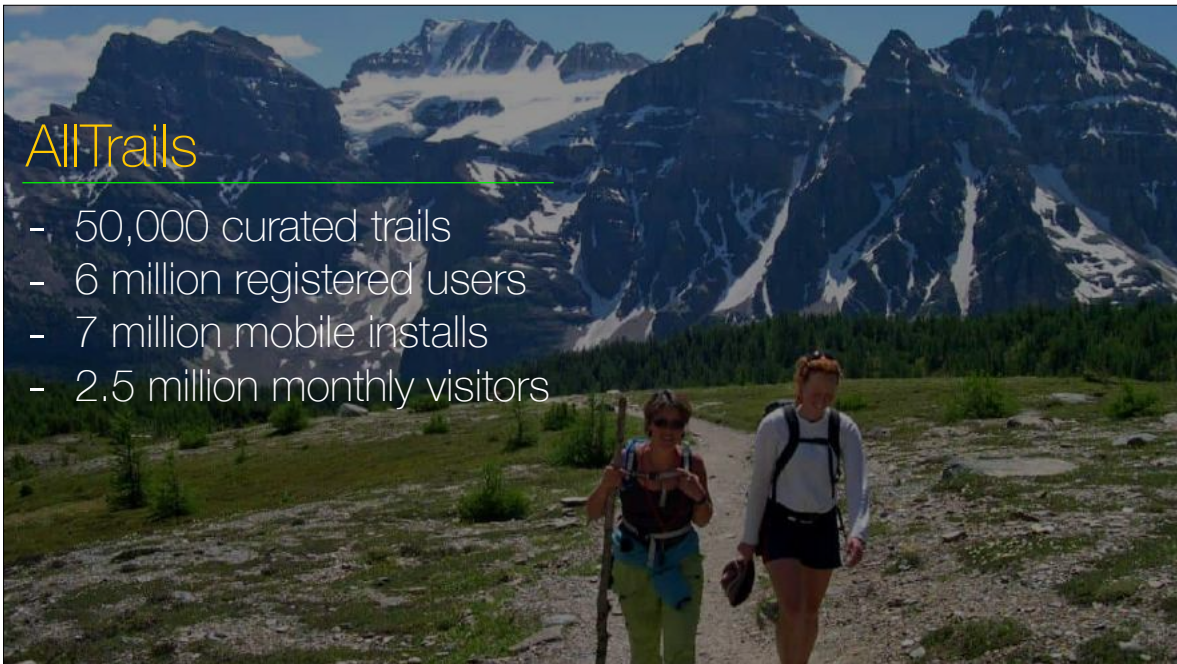
trail maps & related information



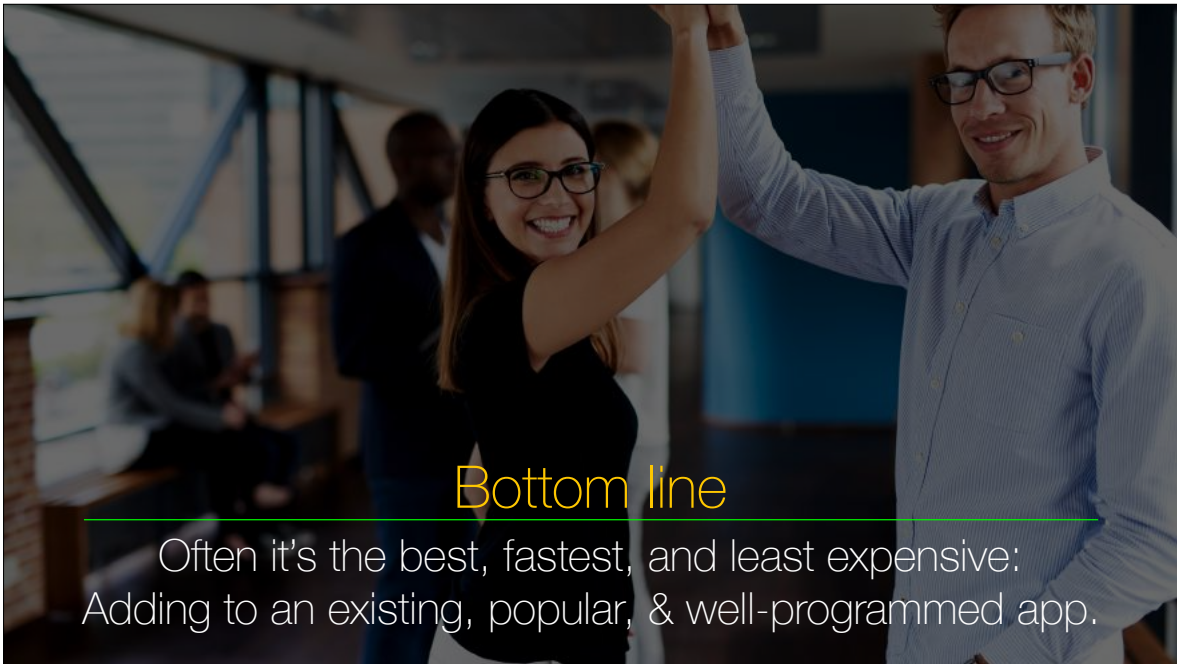


## AllTrails

- 50,000 curated trails
- 6 million registered users
- 7 million mobile installs
- 2.5 million monthly visitors







## Bottom line

Often it's the best, fastest, and least expensive:  
Adding to an existing, popular, & well-programmed app.

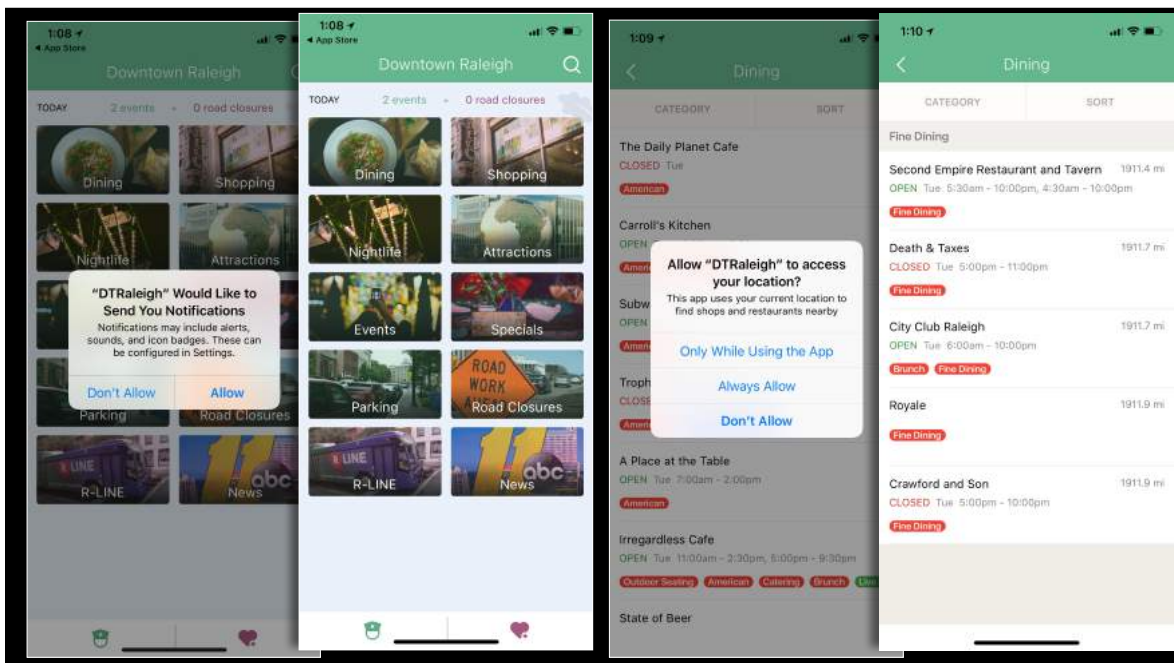


For those who want to be notified of  
special deals at downtown  
shops & eateries

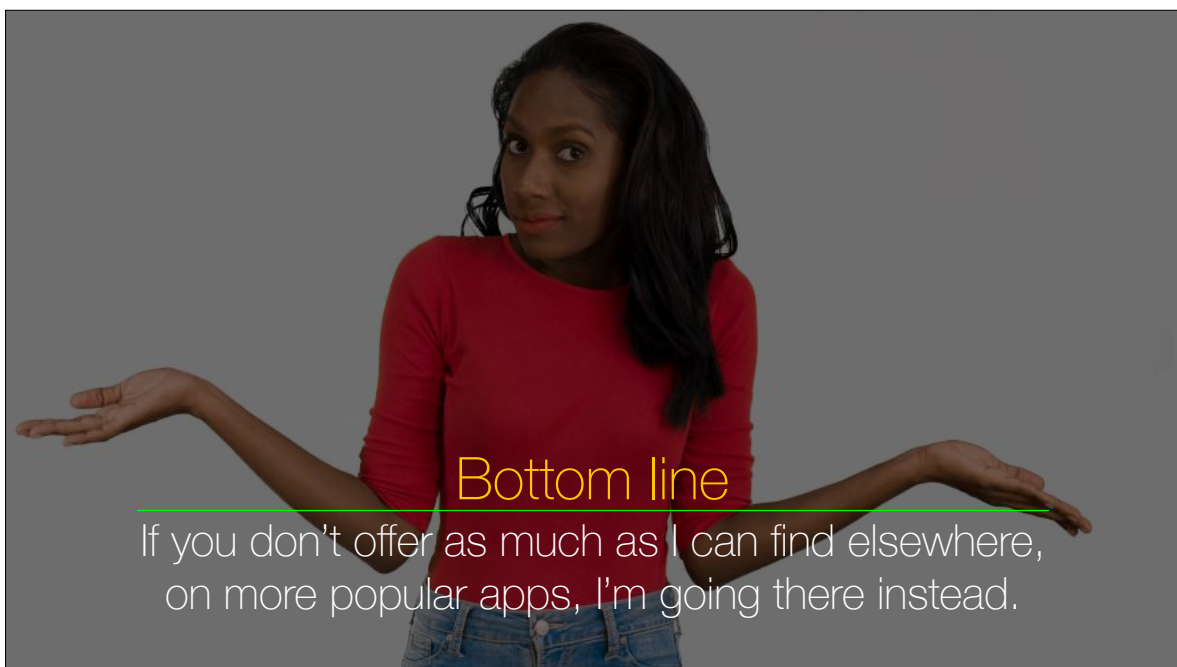
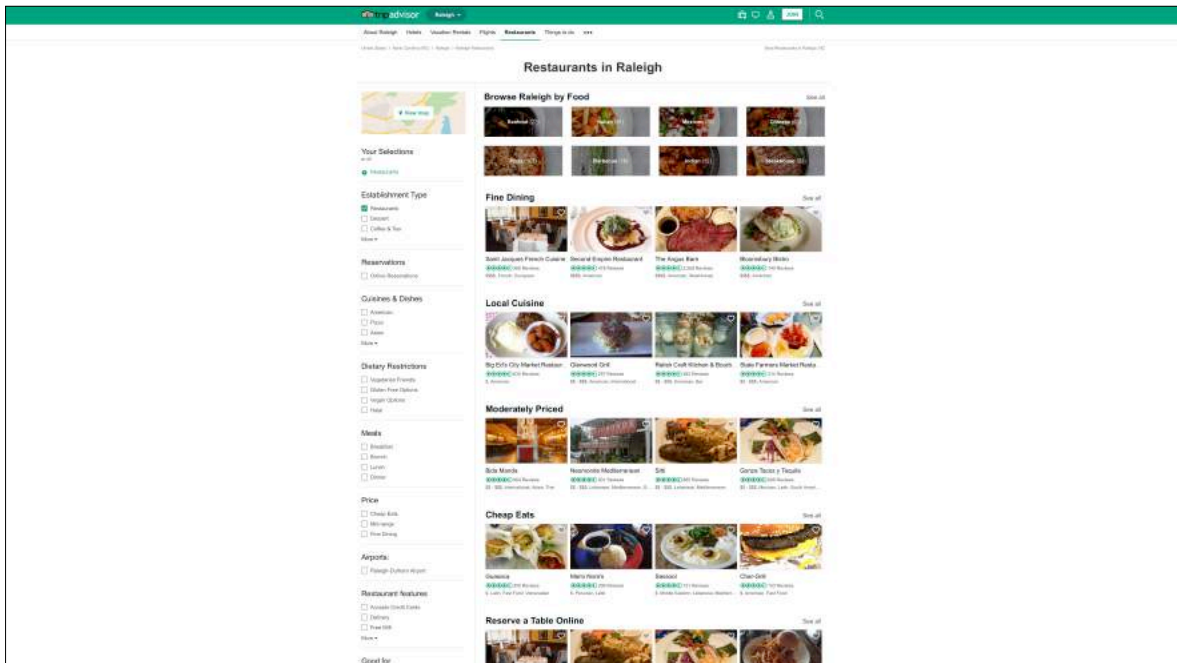


# Statistic

50% of all app users opt-out of push messaging

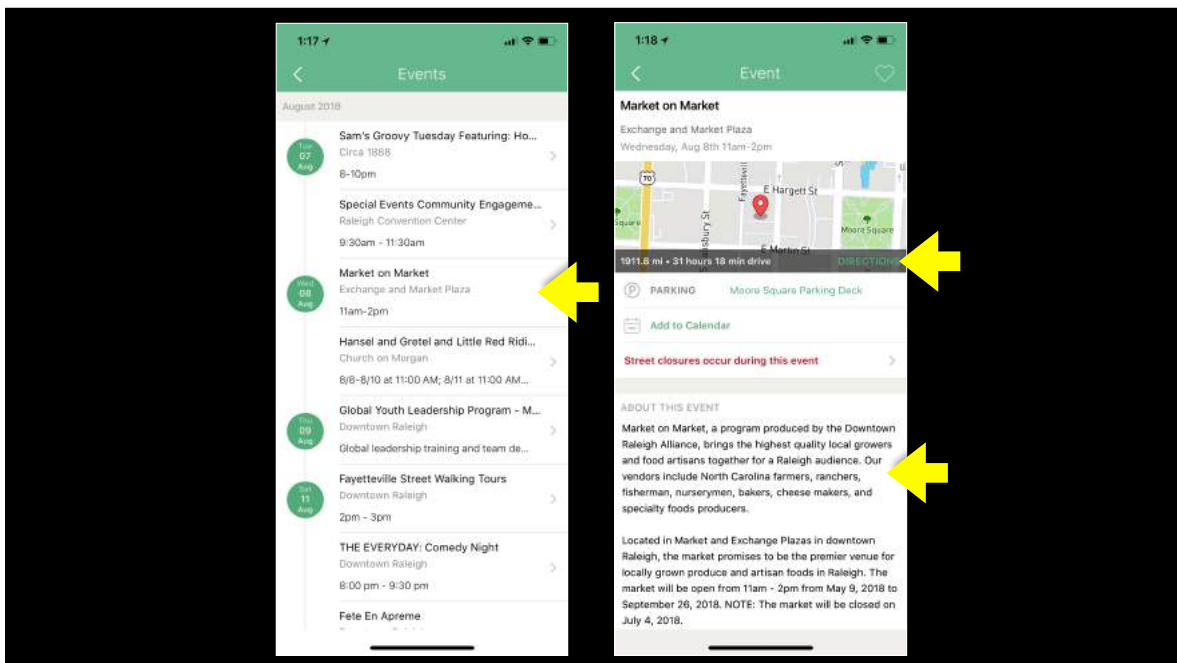


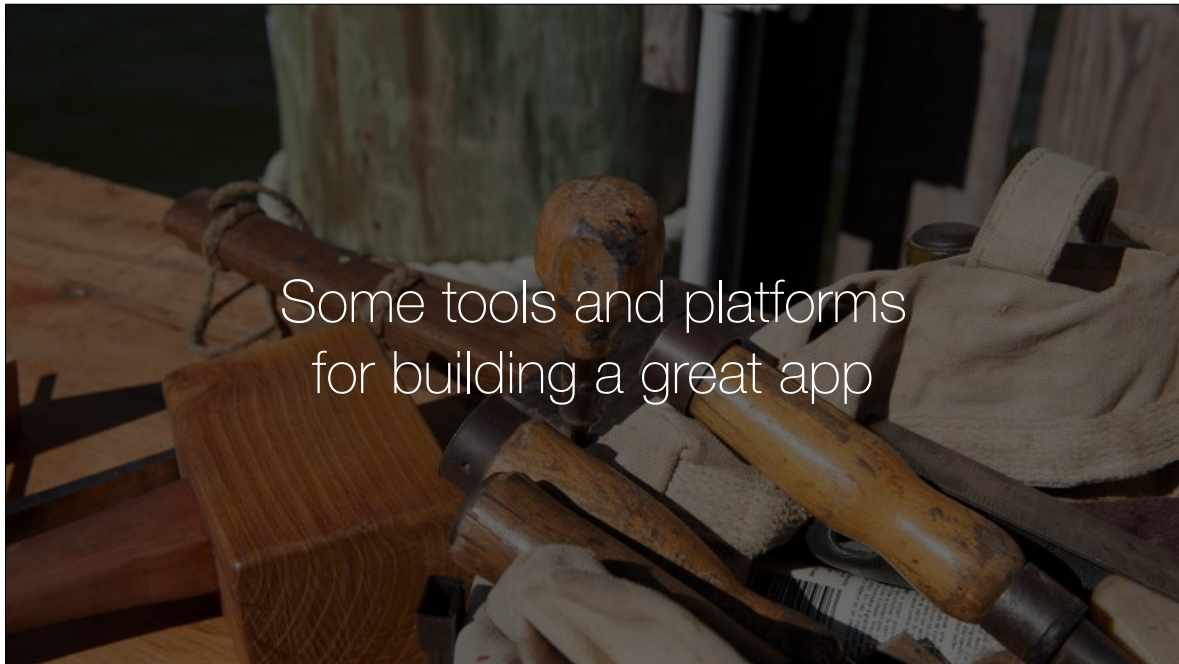


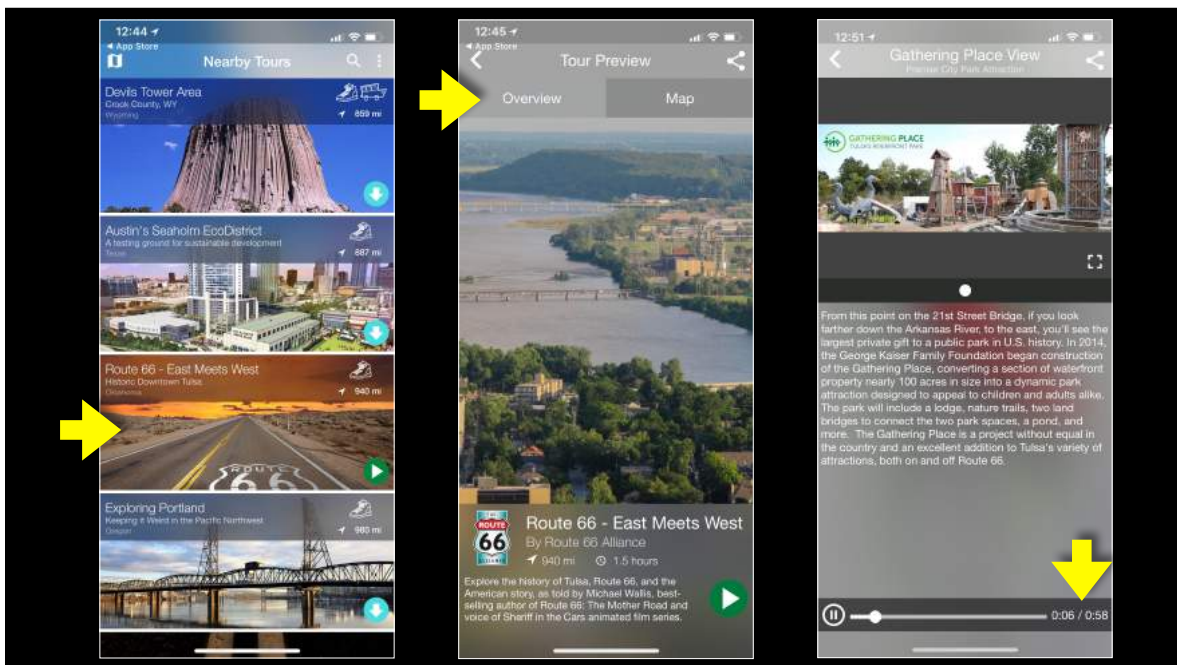
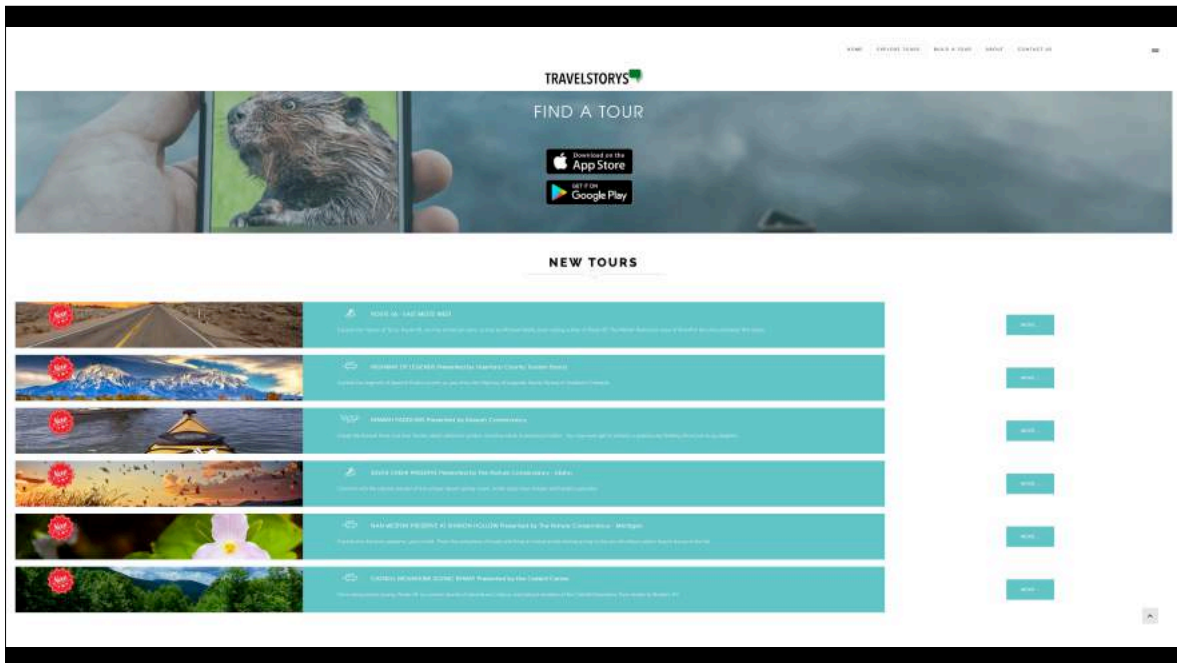




If you've got a programmed plaza  
or are a "festival city"



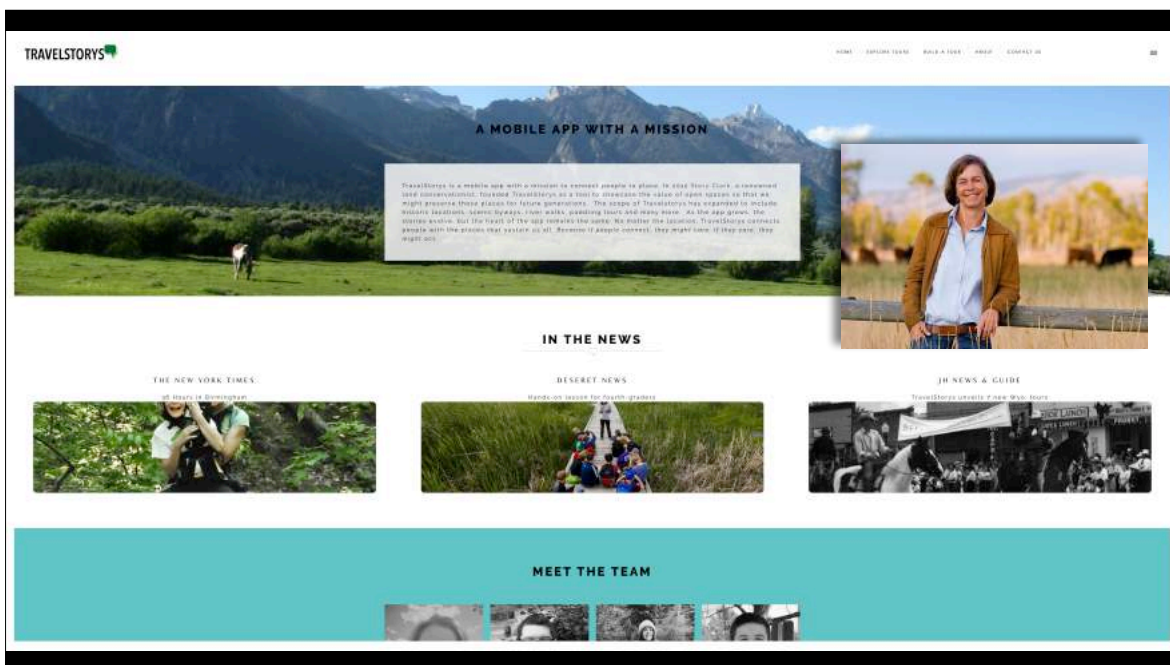




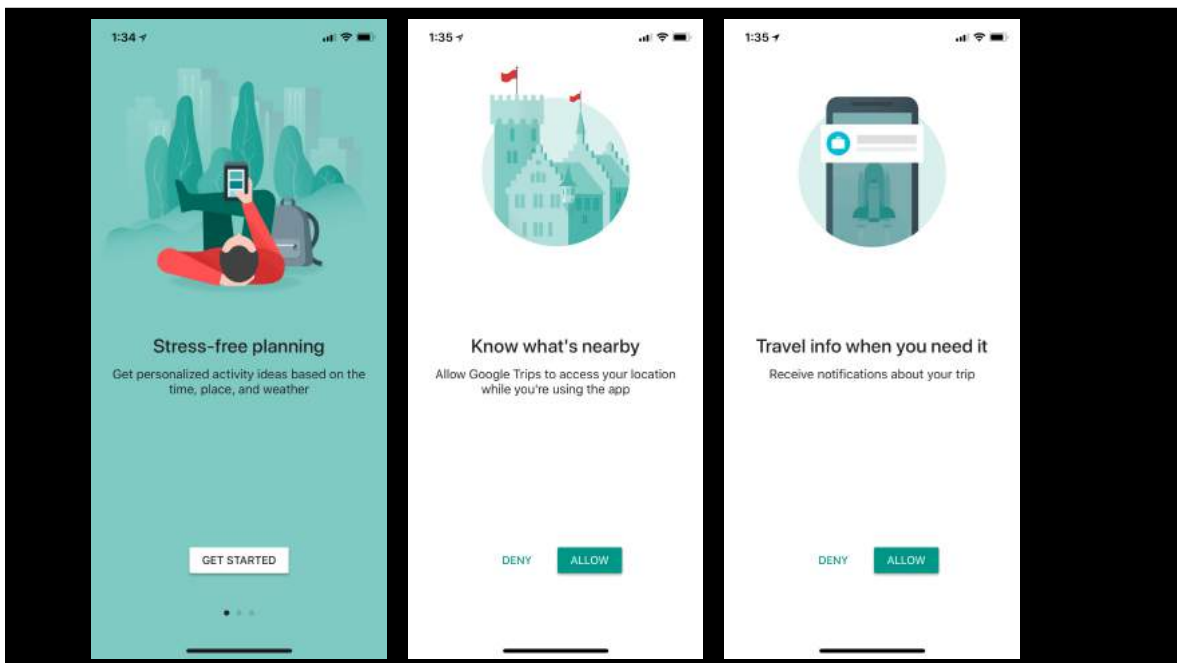


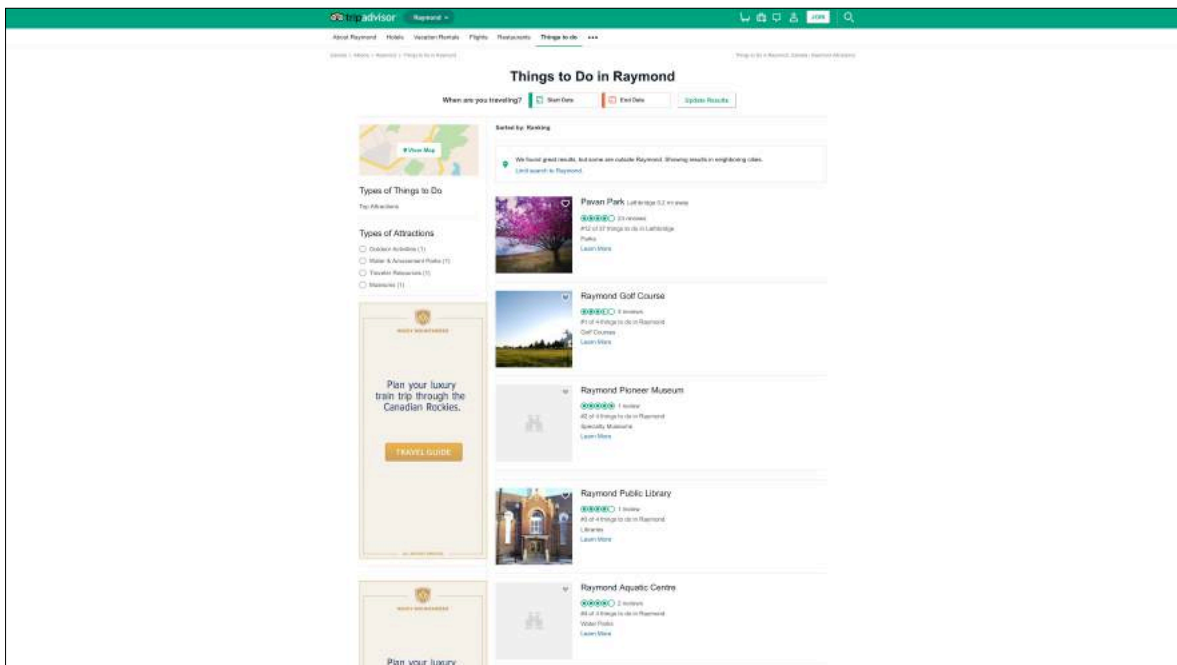
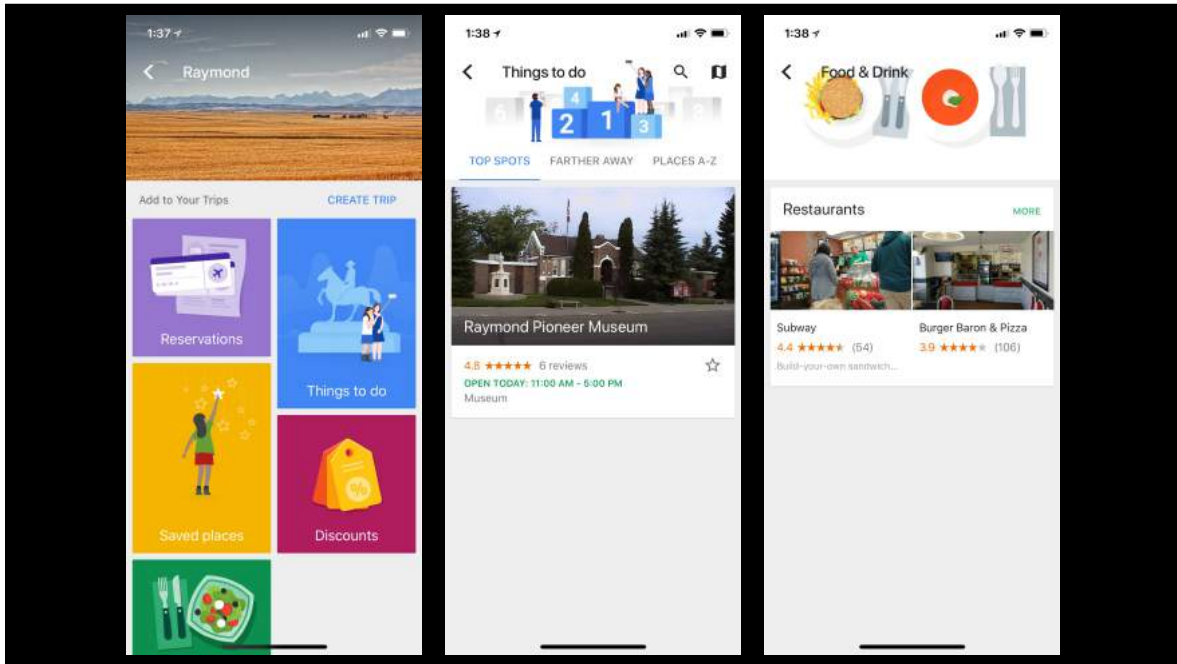
# TravelStories

- 10 to 20 story sites \$1,500 to \$3,000
- Plan on \$7,000 to \$10,000 for producing the actual stories (you provide the written copy and the voice)
- Annual "subscription" - \$1,500 for 10,000 sessions
- Plan on 90 days to produce the app - if you're ready
- Will help you market your stories!



If you're short on funds  
(or if you have none)







Google **raymond, alberta golf course**

Ad Maps Images News Shopping More Settings Tools

About 114,000 results (0.75 seconds)

**Raymond and District Golf Course in Raymond, Alberta, Canada | Golf ...**  
[Hike News | golfadvisor.com](#) | Photos | Raymond, Alberta | Canada | Alberta | Raymond +  
 Raymond and District Golf Course in Raymond, Alberta, Canada | Details, photos, reviews, course layout, photos and reviews

**Raymond Golf Course - Home | Facebook**  
[Hike News | facebook.com](#) | Photos | Raymond, Alberta | Golf Courses & Country Clubs +  
 Raymond Golf Course, Raymond, AB. 438 likes · 1 hour of updates in this group depending on the season. Golf for those of us who love it.

**Golf Course - Town of Raymond Recreation, AB**  
[Hike News | townofraymond.ca](#) | Raymond Recreation, AB. 14,000 likes · 1 hour of updates in this group depending on the season. Golf for those of us who love it.

**Raymond and District Golf Course in Raymond, Alberta, Canada**  
[Hike News | golfadvisor.com](#) | Raymond and District Golf Course in Raymond, Alberta, Canada | Details, photos, reviews, course layout, photos and reviews

**Raymond Alberta Two Times & Golf Courses | GolfNow**  
[Hike News | golfnow.com](#) | Raymond Alberta Two Times & Golf Courses | GolfNow

**Raymond Golf Course Closed for 2018 - 94.1 CAGG-FM Lethbridge**  
[Hike News | caggfm.com](#) | Raymond Golf Course Closed for 2018 - 94.1 CAGG-FM Lethbridge

**Raymond Golf Course | Alberta Canada - Travel Alberta**  
[Hike News | travelalberta.com](#) | Raymond Golf Course | Alberta Canada - Travel Alberta

**Raymond Golf Course - Raymond, AB | GoLink**  
[Hike News | golink.ca](#) | Raymond Golf Course - Raymond, AB | GoLink

**Raymond Golf Course - 2018 All You Need to Know Before You Go ...**  
[Hike News | golfadvisor.com](#) | Raymond Golf Course - 2018 All You Need to Know Before You Go ...

**Magrath Golf Club | Golf Magrath, AB**  
[Hike News | golfadvisor.com](#) | Magrath Golf Club | Golf Magrath, AB

**Searches related to raymond, alberta golf course**

raymond golf course  
 indian hills golf course  
 cardigan golf course  
 indian hill golf course

evergreen golf course  
 lake lake golf  
 glenora golf course  
 golf courses near lehrbidge ab

Google

**Raymond Golf Course**

4.5 ★★★★★ (38 Google reviews)  
 Golf course in Alberta, Canada

Address: 10000 100 St, Raymond, AB T8N 2S6, Canada  
 Hours: Closed · Opens 9 AM Mon

Previous: Alberta  
 Phone: +1 403-762-5743  
 Suggest an edit

**Write this place?** Answer quick questions

**Questions & answers**  
 Be the first to ask a question

**Plan your visit**  
 People typically spend 18 mins to 1.5 hrs here

**Send to your phone**

**Reviews**

10 "Excellent course especially for the price. Always can book but trying!"  
 "Check for specials, often on Mondays!"  
 "Lobbying well maintained & beautiful golf course!"

View all Google reviews

**People also search for**

Magrath Golf Club  
 Lake Lake Golf Course  
 Indian Hills Golf Course  
 Cardigan Golf Course  
 Indian Hill Golf Course

Google Listing

Google **pavon park, raymond alberta**

Ad Maps Images News Shopping More Settings Tools

About 86,700 results (0.44 seconds)

**The Top 5 Things to Do Near Pavon Park, Lethbridge - TripAdvisor**  
[Hike News | tripadvisor.com](#) | The Top 5 Things to Do Near Pavon Park, Lethbridge - TripAdvisor

**Pavon Park - Raymond, Alberta - Park, Landmark & Historical Place ...**  
[Hike News | facebook.com](#) | Pavon Park - Raymond, Alberta - Park, Landmark & Historical Place ...

**Pavon Park - City of Lethbridge**  
[Hike News | cityoflethbridge.ca](#) | Pavon Park - City of Lethbridge

**The 5 Best Things to Do in Raymond - 2018 (with Photos) - TripAdvisor**  
[Hike News | tripadvisor.com](#) | The 5 Best Things to Do in Raymond - 2018 (with Photos) - TripAdvisor

**Pavon Park | Alberta Canada - Travel Alberta**  
[Hike News | travelalberta.com](#) | Pavon Park | Alberta Canada - Travel Alberta

**Videos**

5 Star New Lethbridge  
 Alberta's most scenic  
 Pavon Park

Pavon Park, Lethbridge,  
 Alberta

Pavon Park, Lethbridge,  
 Alberta

**Images for pavon park, raymond alberta**

**Lethbridge | eBird**  
[Hike News | ebird.ca](#) | Lethbridge | eBird

**Lethbridge | eBird**  
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**Cycling & Mountain Biking | Canadian Bicycles**  
[Hike News | canadianbicycles.com](#) | Cycling & Mountain Biking | Canadian Bicycles

**Searches related to pavon park, raymond alberta**

pavon park lebride  
 pavon park lebride map  
 pavon park lebride trail

# Increasing Your Online Exposure: Social Media, SEO, and Web Tools for Beginners

Part 1: Digging In

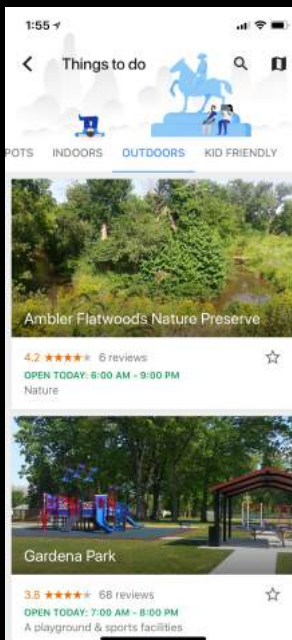
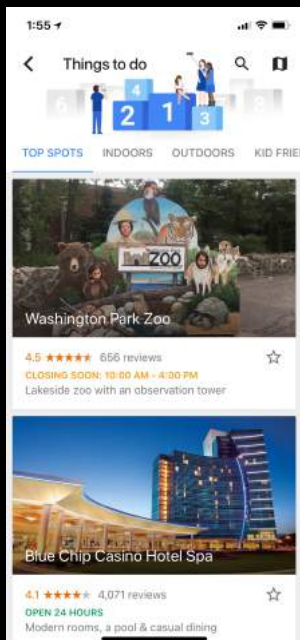
Presented by Roger Brooks



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Part 2: Content is King

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## The good news

It doesn't cost you a dime - just time,  
and you won't find a more powerful marketing partner  
than Google

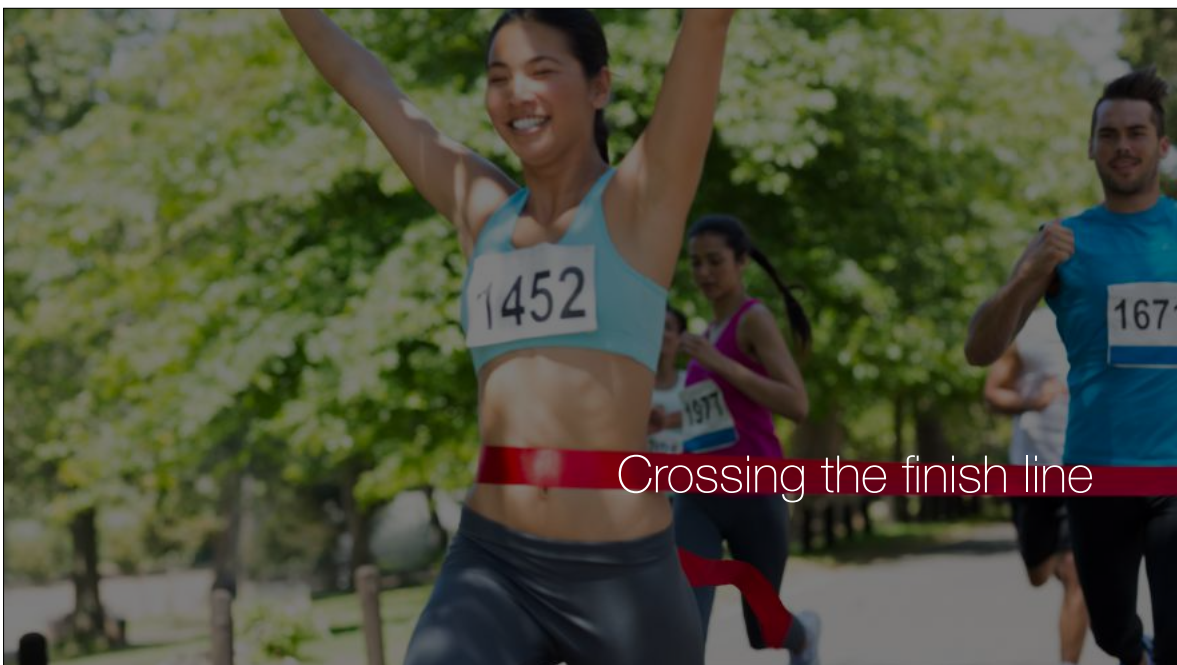
## The bad news

You're not in control of your own destiny,  
and finding help at Google is nearly impossible  
since you're not buying anything





When you've got the resources  
and the visitors coming;  
then a well-curated app  
will greatly improve the visitor experience.



If you have...

1. A **website** that's good enough to "close the sale" with useful **details** and **specifics**, not just generalities
2. A great **photo library** (all seasons) showing people & activities
3. **TripAdvisor loaded** with activities, attractions, trails, etc.
4. **Instagram** loaded with amazing photography & location details
5. **Weekly vlogs** or blogs (featuring specific activities)
6. Locations updated on Google **Maps** | Apple Maps | Waze
7. **Google My Business** listings for all primary activities
8. Local picks | **Top 5** activities, eats, shops | The Very **Best of**...
9. You've have a popular attraction or activity that an **app would benefit**
10. And you want to **enhance** the "visitor experience"

**THEN...**

Perhaps it's time to develop an app  
**or**  
work within a platform already out there



Here's to (possibly) developing an app that will be  
useful and will result in the best visitor experiences ever!

For more how-to resources join us at  
— [DestinationDevelopment.org](http://DestinationDevelopment.org)

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