

Mobile Travel: The Time is Now - By Cathy Schetzina, Technology Analyst

2008-02-05

Industry pundits have been touting the future promise of mobile travel for years. In 2008, that future will become a reality. Mobile technology represents the next major wave for travel applications, and its influence will be enormous. For travel suppliers, intermediaries and technology providers, mobile technologies will impact the way travel is sold, marketed and experienced across every segment in travel.

The traditional walled garden that has long plagued the telecommunications industry is finally being penetrated, which will make application development highly appealing. And as global travel companies expand into Europe and Asia, mobile will become an increasingly important differentiator.

Mobile ad revenues are expected to skyrocket in the coming years—a phenomenon that many travelers will welcome. The PhoCusWright Travel 2.0 Consumer Technology Survey indicates that 30% of travelers would like to receive special offers during their trips via their mobile devices about local restaurants and activities. This interest will grow as more appealing, media-rich offerings become available.

Other signs that mobile technology has reached a tipping point:

The growth of GPS-enabled handsets will drive location-based wireless application development.

Worldwide mobile penetration is expected to exceed 50% in 2008, and in emerging markets such as India and China, the number of consumers with mobile phones surpasses Internet penetration.

Apple's iPhone makes it clear that smart design can make rich content accessible on smaller mobile devices, and more user-friendly interfaces are emerging.

Google's Android mobile platform will enable third-party software development independent of the telecom companies.

Current restrictions that limit service for individual mobile devices to particular carriers (e.g., only AT&T provides coverage for the iPhone) are also under attack, with Google and others lobbying for open access.

With the implementation of broadband wireless technologies such as WiMAX, including numerous city-wide initiatives, the opportunity to communicate with travelers during their trips is immense.

PhoCusWright is launching a major research initiative, producing a first-ever special report on mobile travel and m-commerce: *The Future of Mobile Travel*. Be a part of this relevant, targeted and proprietary research at a much lower price point than would be possible with a custom research report. Participation benefits include the complete survey results, clear analysis, a professionally prepared presentation and more. Additional information is [available](#). Interested? Questions? Contact us at +1 860 350-4084 x501

Copyright 2008 PhoCusWright Inc., Sherman, CT USA +1 860 350-4084

All rights reserved.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article31040.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html