



**lastminute.com**  
**for mobile customers**

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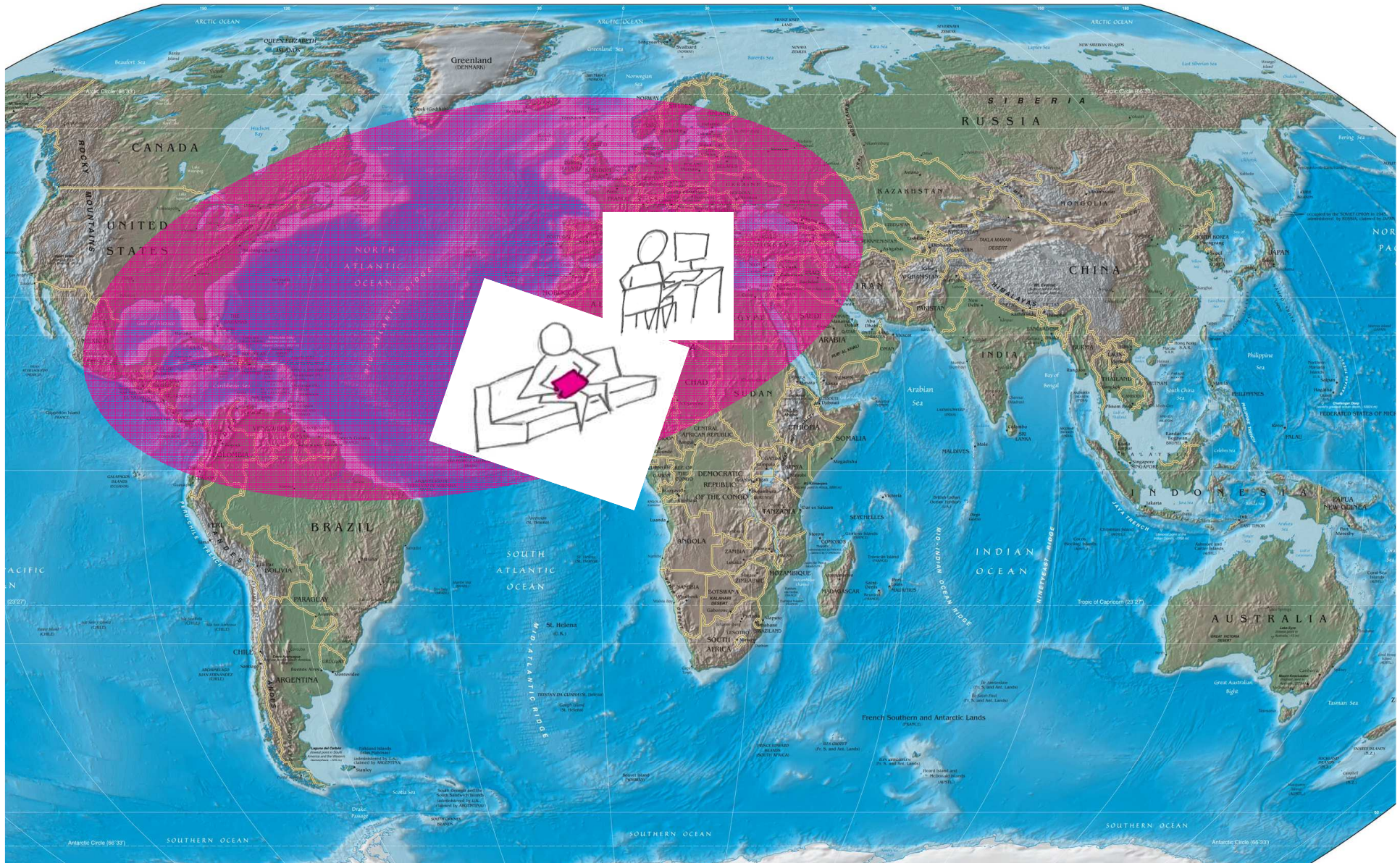
**World Travel Market**  
**November 2010**

# Does Mobile Matter?

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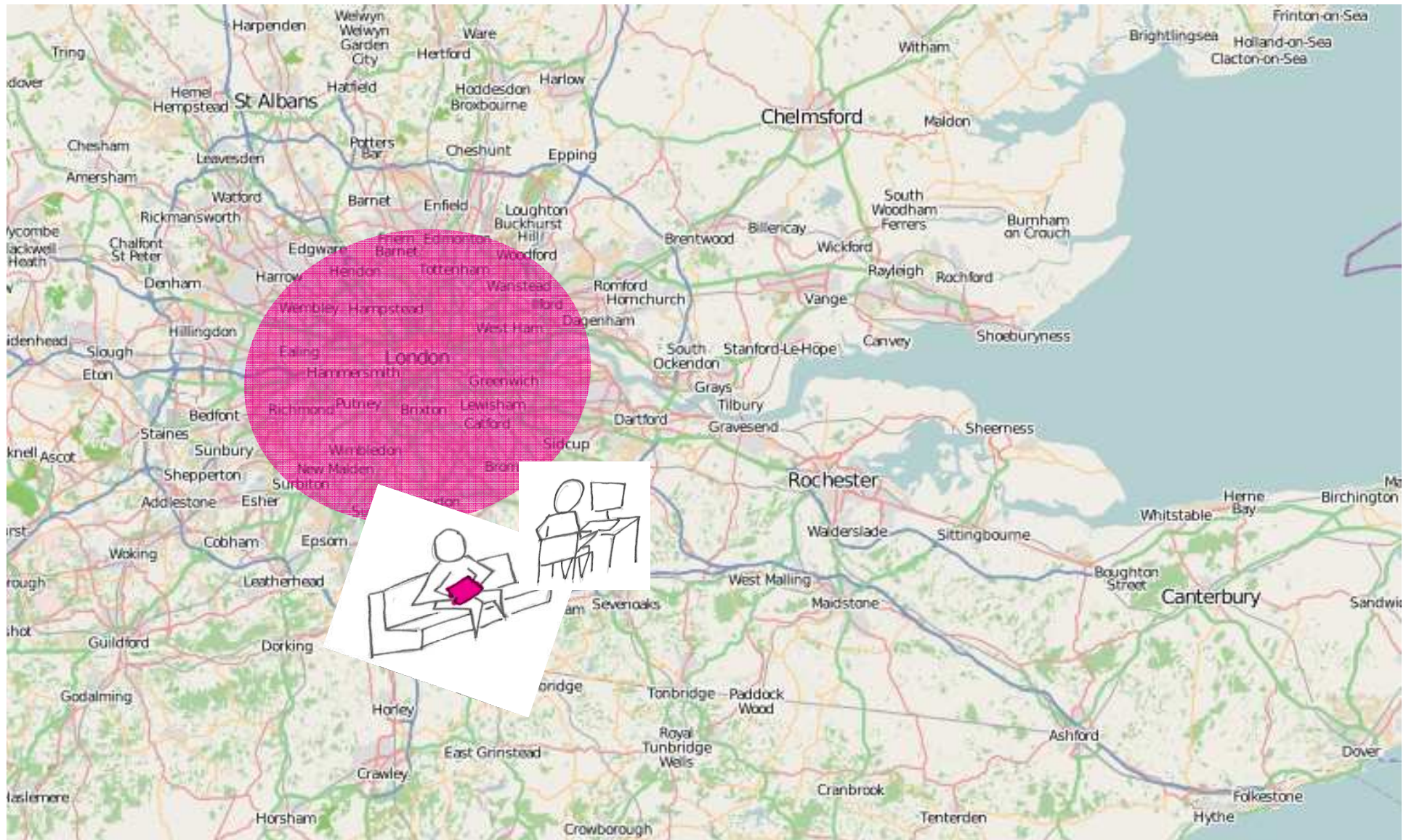
Yes.

Any questions?



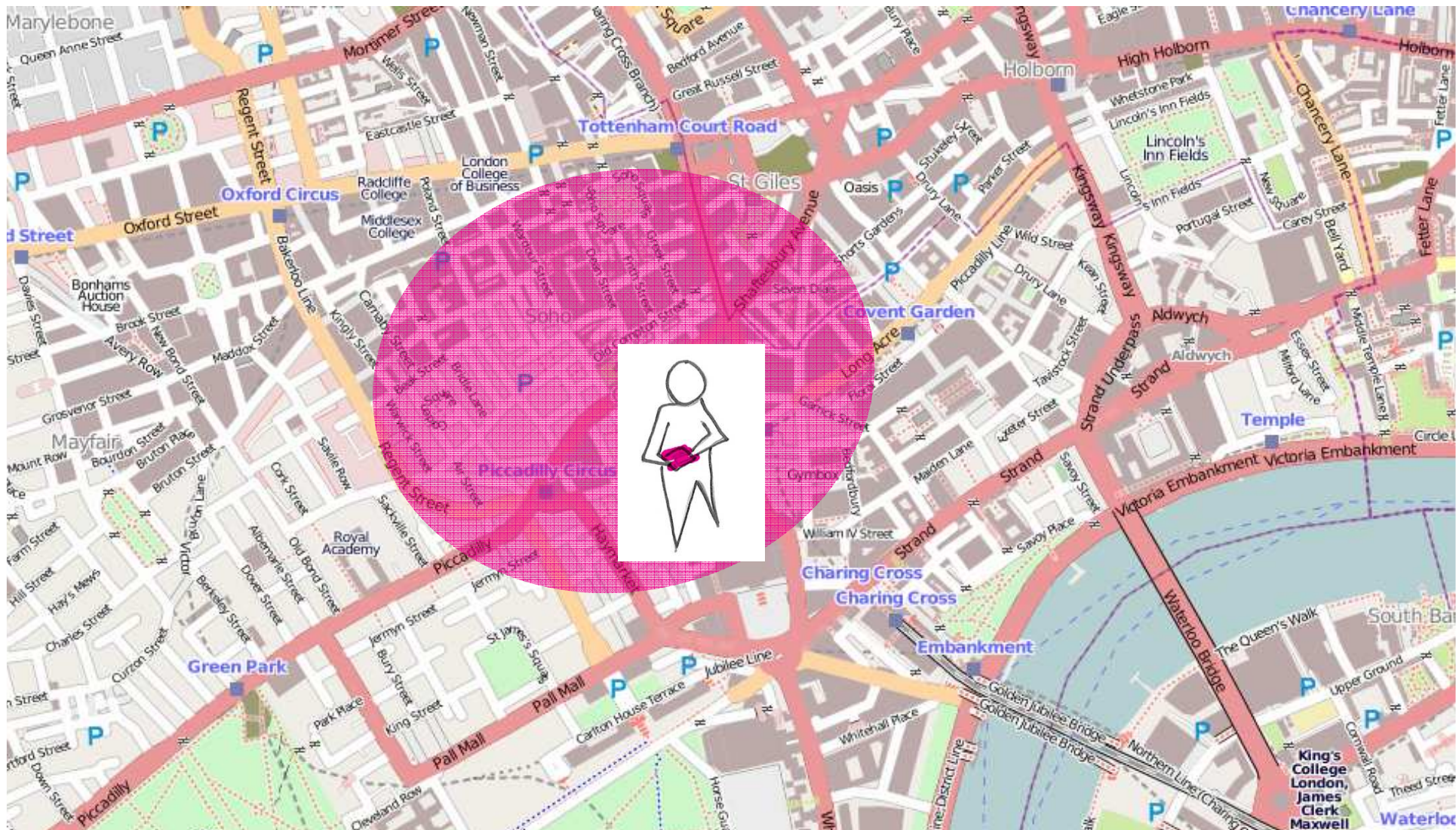
planning travel from desktops & tablets  
products anywhere, any time

**lastminute.com**



planning going out from desktops & tablets  
products reachable today, any time

[lastminute.com](http://lastminute.com)

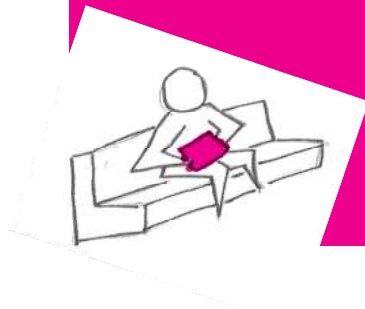


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going out with a mobile  
products right here, right now

1

Replacement browser  
for existing needs



2

New needs enabled  
by mobile



## Examples

from Eye for Travel event in October  
(approximate)

- Lufthansa  
66% more mobile flight bookings in 6 weeks
- Voyages SNCF  
60% more mobile revenue in 4 months
- Accor Hotels  
100% more mobile hotel bookings in 2 months
- TripAdvisor  
100% more mobile page views in last 3 months



lastminute.com



hotels

restaurants

going out

applications

alerts

home | hotels | restaurants | going out | apps | alerts  
terms | contact | privacy

Hotel booking

Restaurant booking

More to come...

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Vodafone. The smart network  
for smartphones.

power to you



hotels  
lastminute.com

Operator

3:12 PM

Fri 01/10/10

General

Bibi Matthew Laura Shaun

YouTube, X-Factor, Facebook, Auto Trader, eTrain, Nature Needs Heroes, hotels, Yahoo!, Virgin Media, M, ESPN GOALS, TESCO, ovi, Mirror Mobile, Absolute Radio

Options Call

2 PM

General

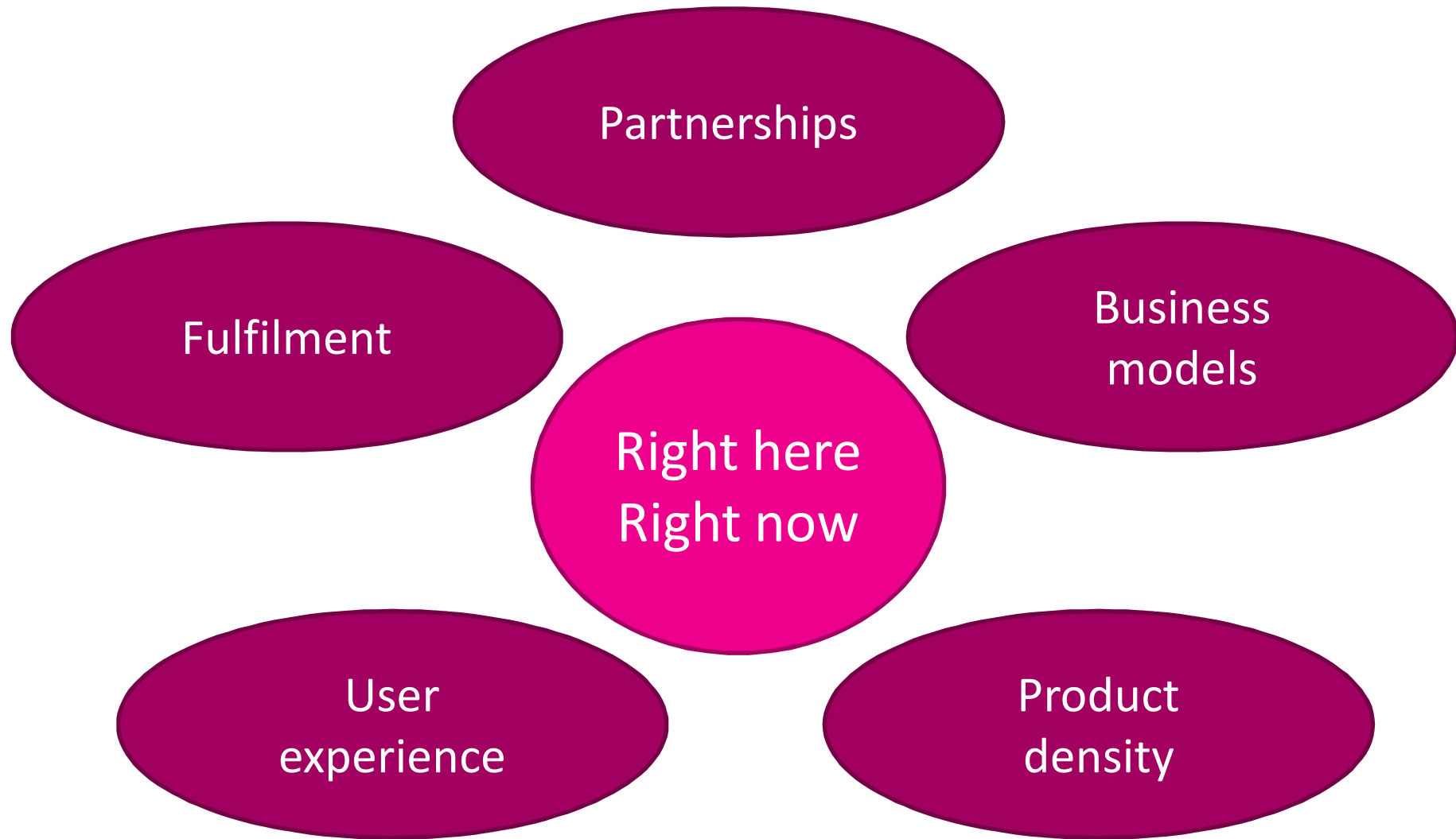
Bibi Laura Shaun

X-Factor, Facebook, Nature Needs Heroes, hotels

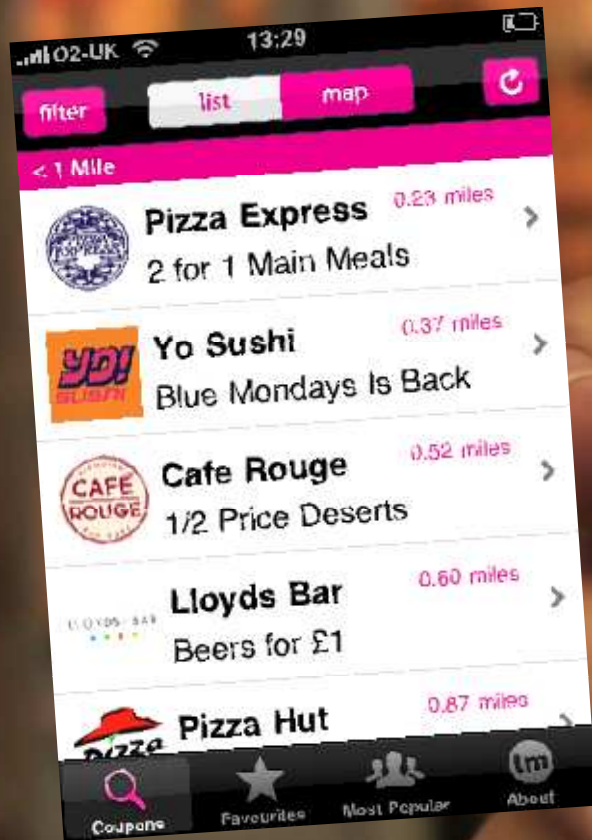
lastminute.com hotels app for Nokia

lastminute.com



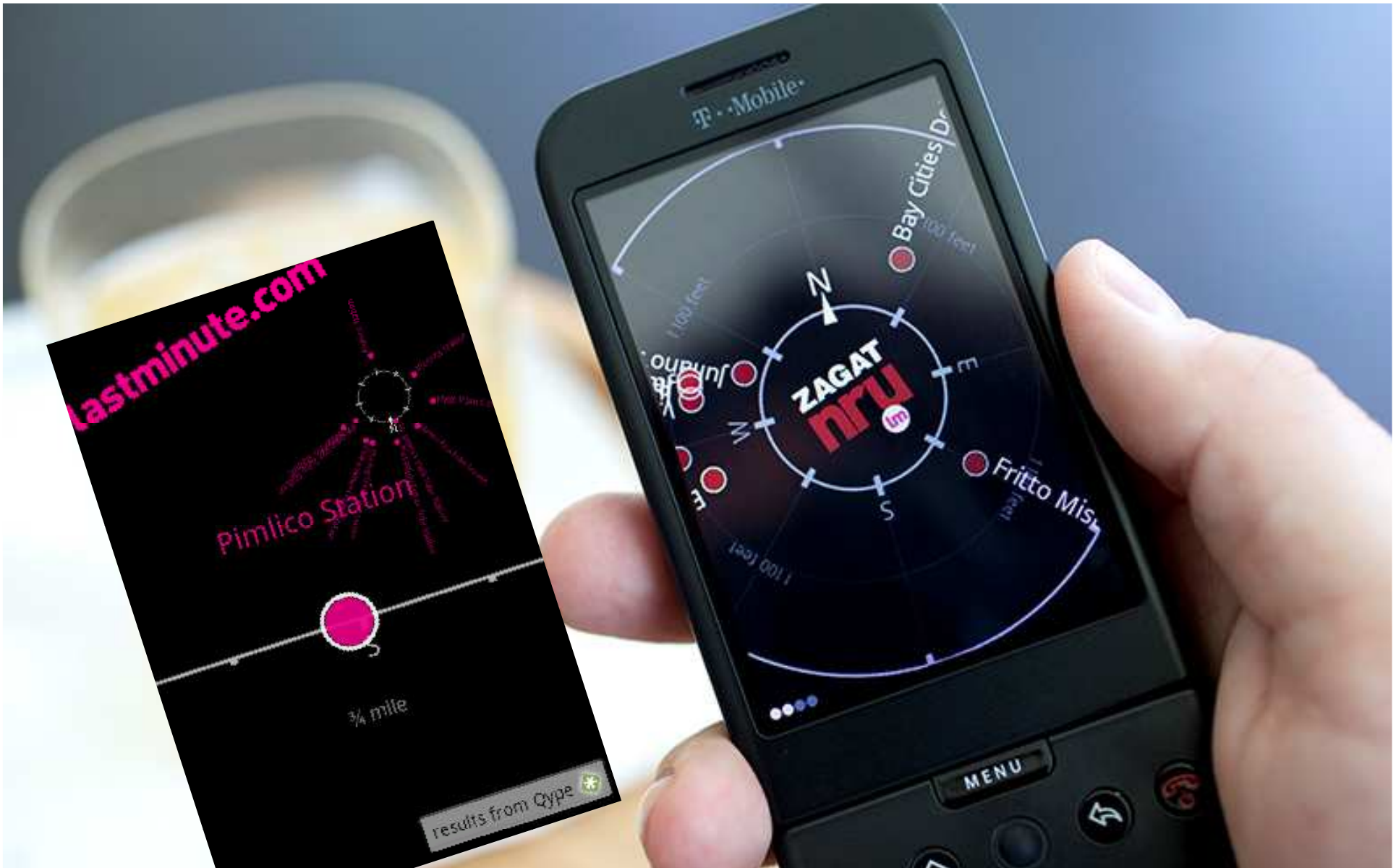


New needs enabled by mobile



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snaffle  
location-based deals



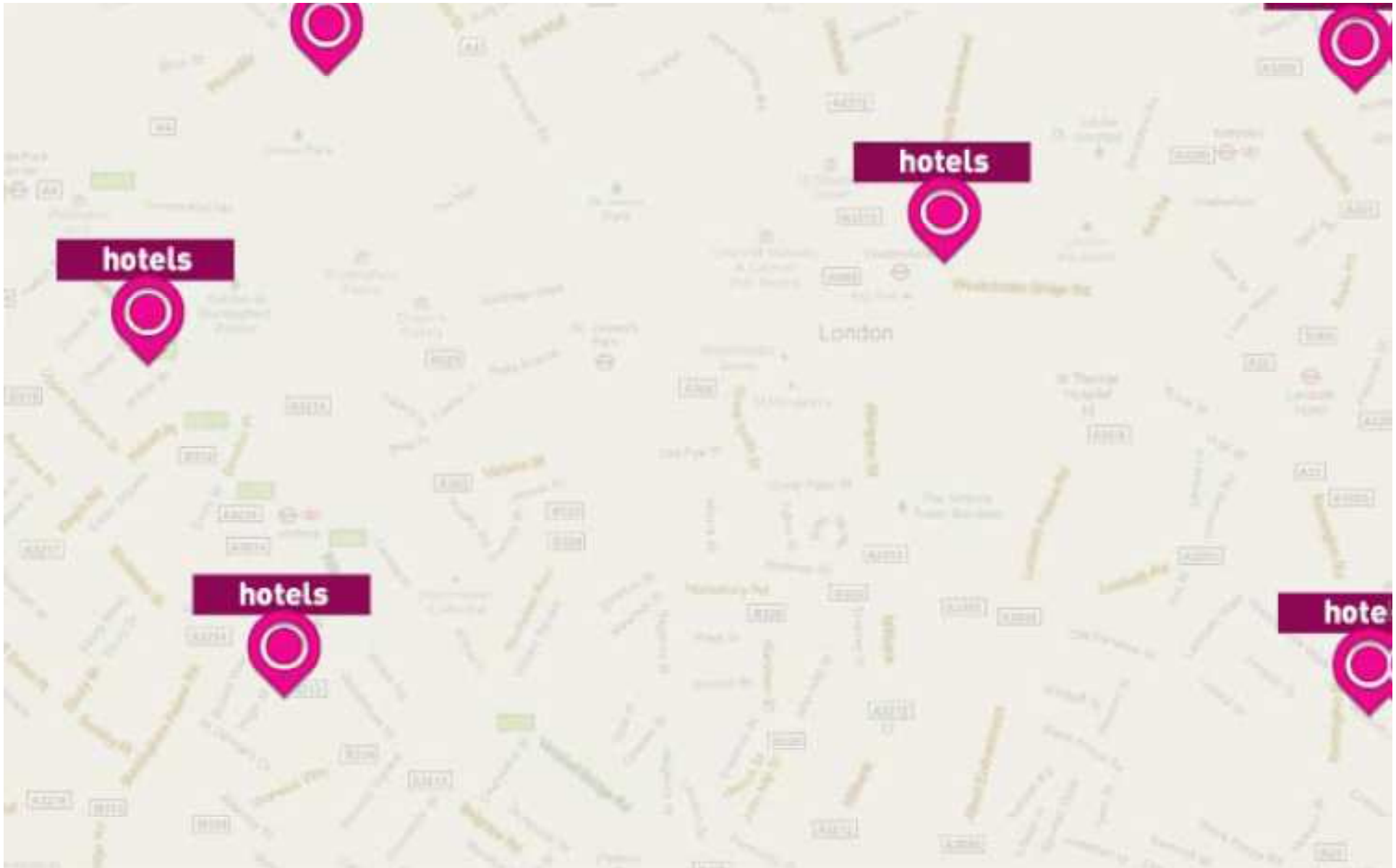
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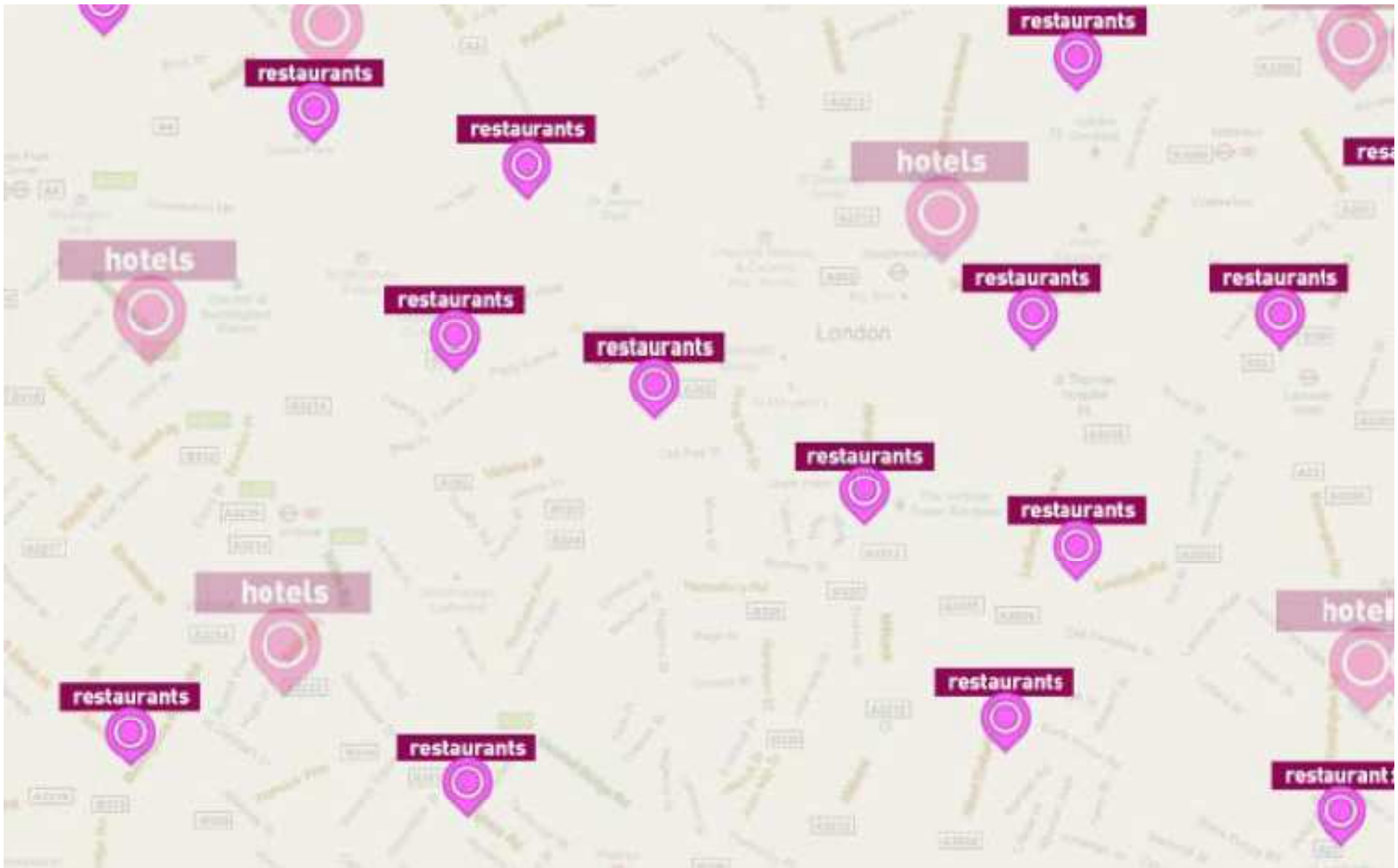
nru ("near you")  
novel user experience



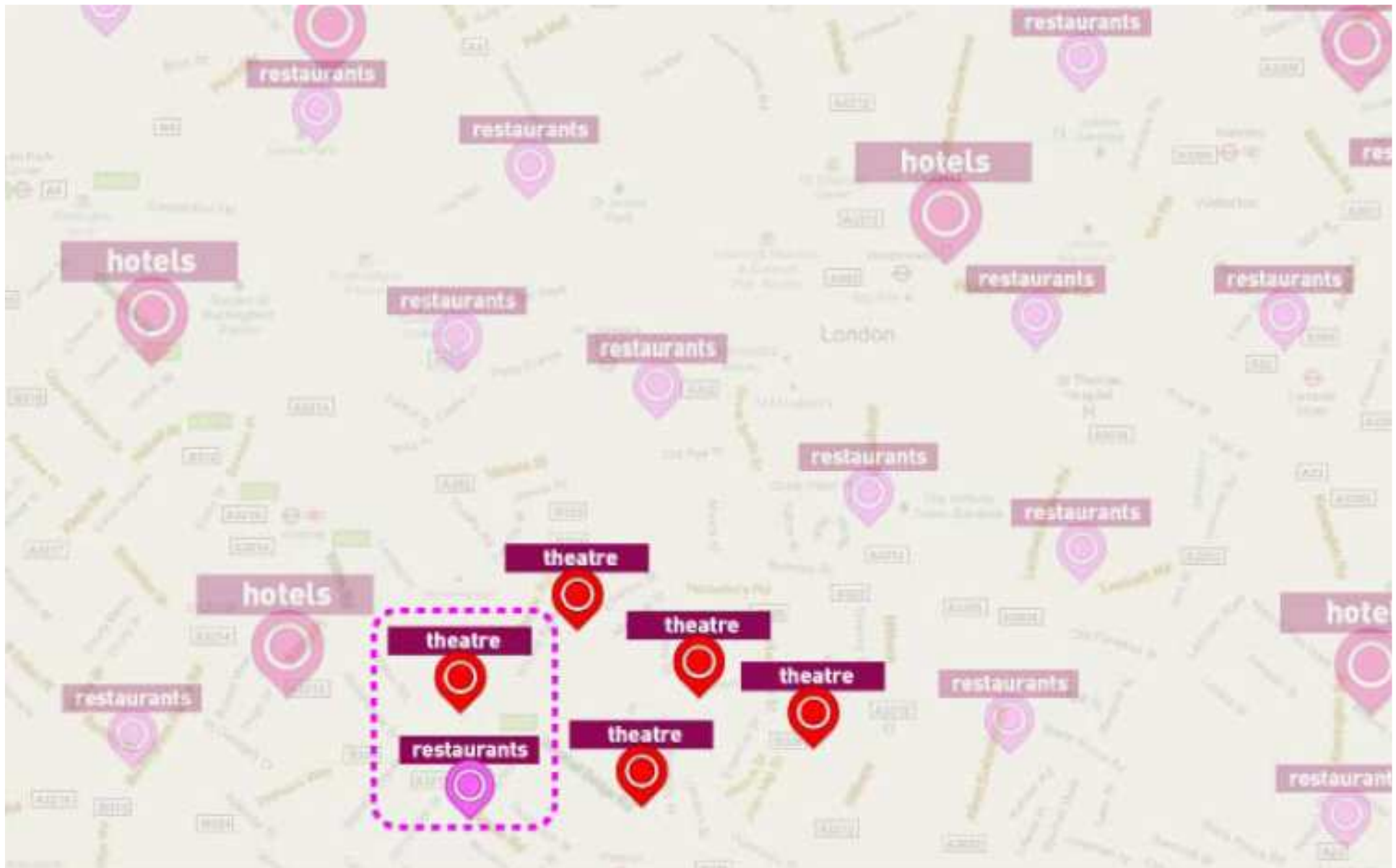
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topsee  
top things nearby from local bloggers

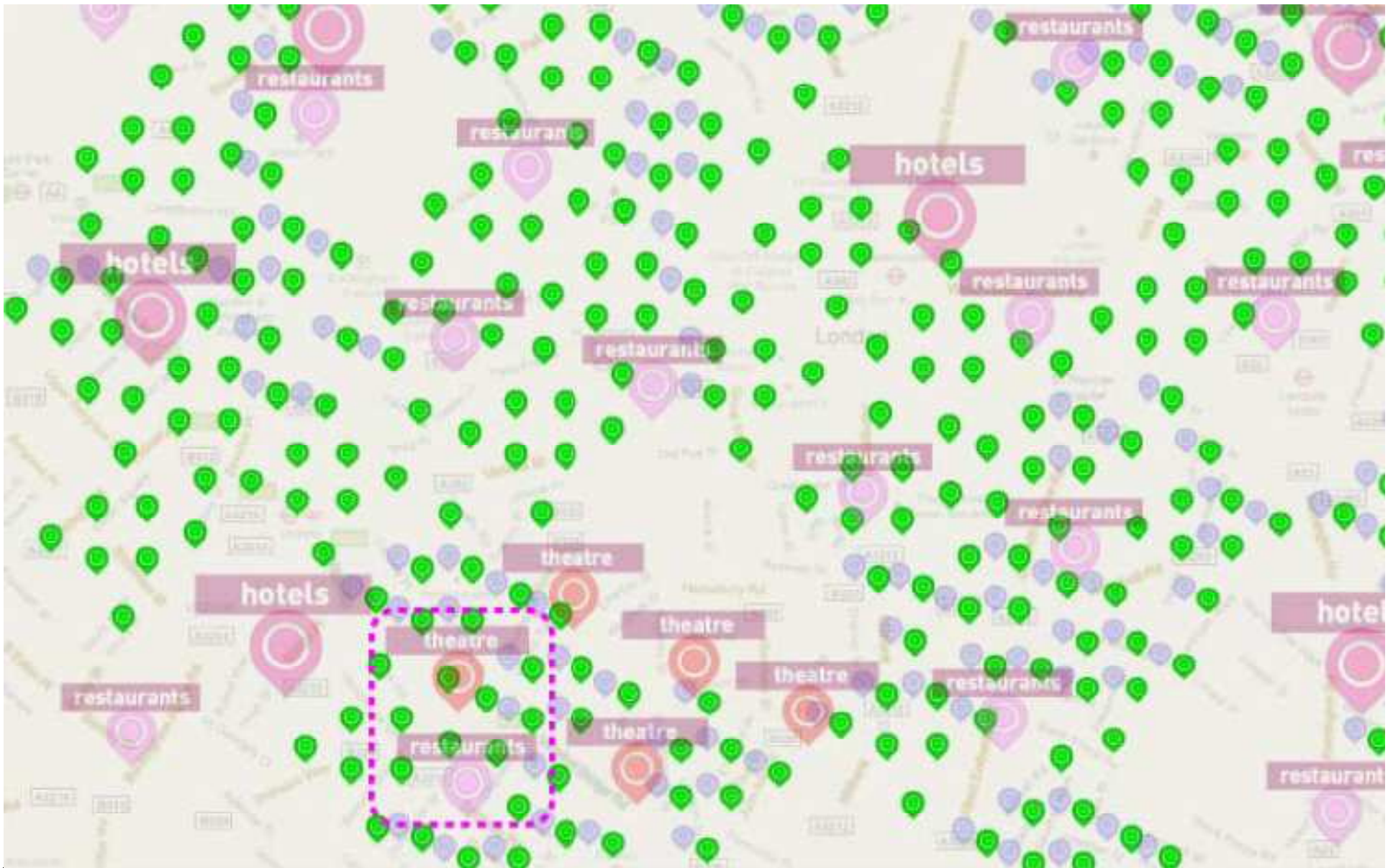




increasing density..

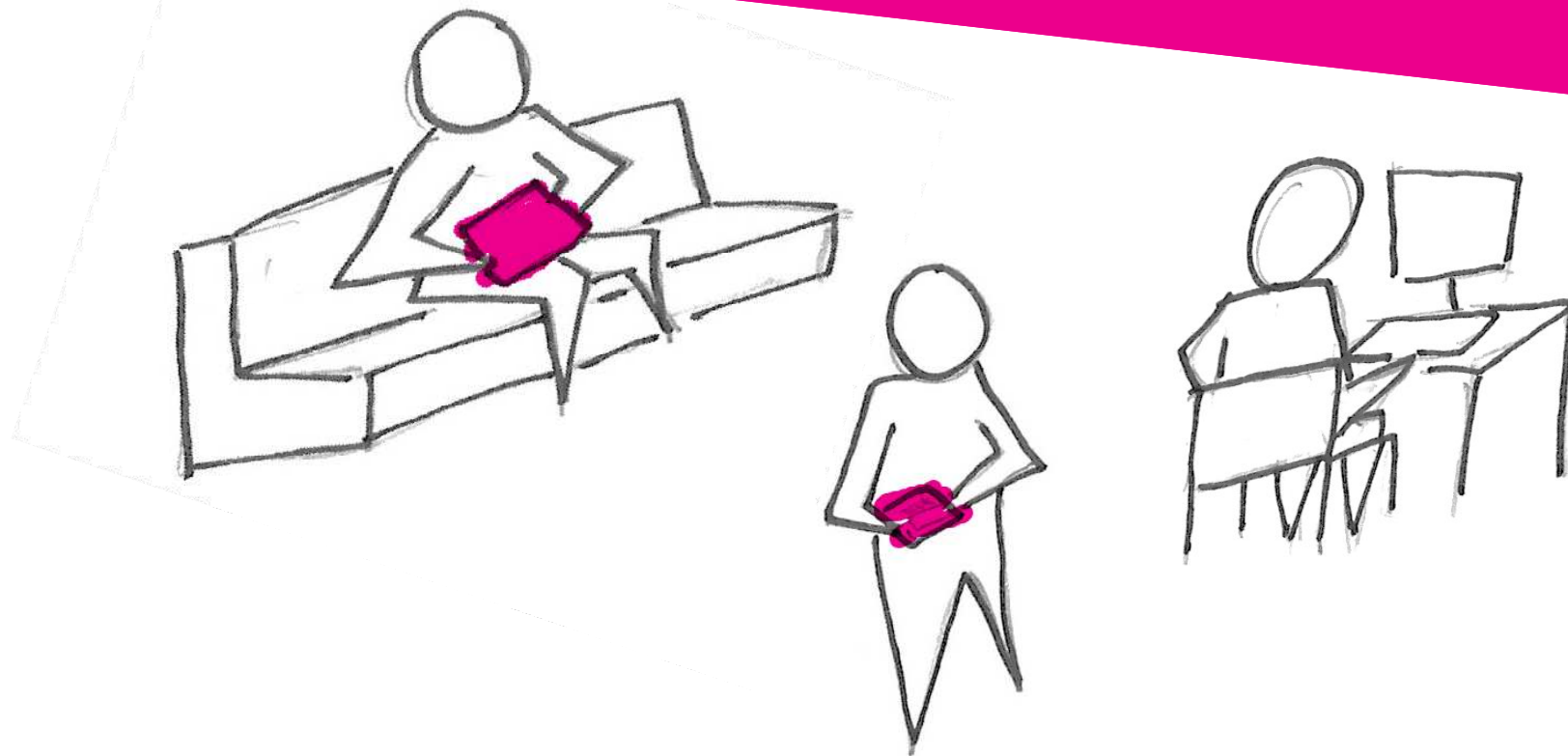


increasing density...



increasing density....

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thank you