

# CONTEXT IS KING

WTM

LONDON, NOV 2013



**gogobot**

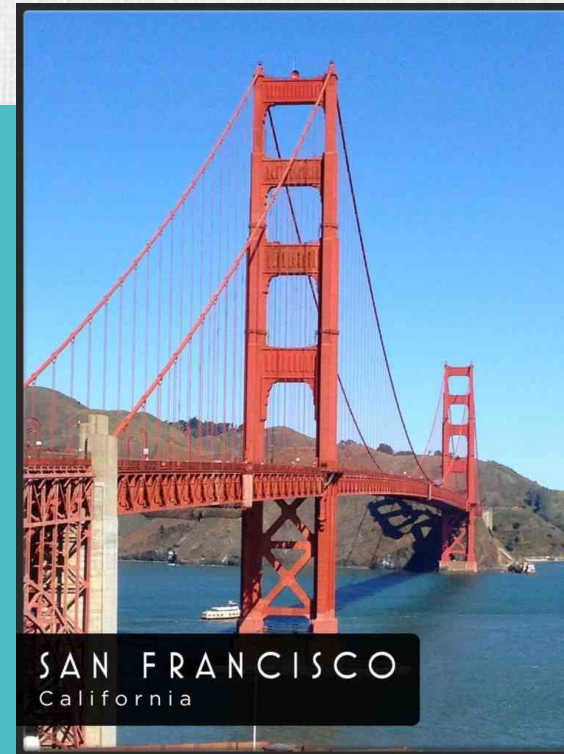
*Travel in the know!*

**GOGOBOT IS FOR THE MODERN  
TRAVELER WHO SEEKS  
AN AUTHENTIC EXPERIENCE**



**GOGOBOT.COM**

Gogobot was launched in November 2010 by Travis Katz and Ori Zaltzman, two former executive leaders at MySpace and Yahoo, respectively, along with a team deeply experienced in social media. Gogobot launched with a bang winning the 2010 Crunchie Awards for Design and went on to be named one of Time Magazine's 50 Best Websites of 2011. Journalists from CNN to NBC, USA Today and NY Times have endorsed Gogobot as their favorite travel planning tool.



Gogobot has raised \$19 million, from leading venture investors, including Battery Ventures, Redpoint Ventures and Innovation Endeavors. Gogobot is headquartered in Menlo Park, California, with an office in London.

**OVER 3 MILLION WORLD TRAVELERS WHO HAVE VISITED OVER  
46,000 CITIES IN 195 COUNTRIES ON 7 CONTINENTS.**



- **AVID TRAVELERS**
- **AVE. 4 LEISURE TRIPS/YR**
- **>90% FACEBOOK CONNECTED**
- **TRENDSETTERS**



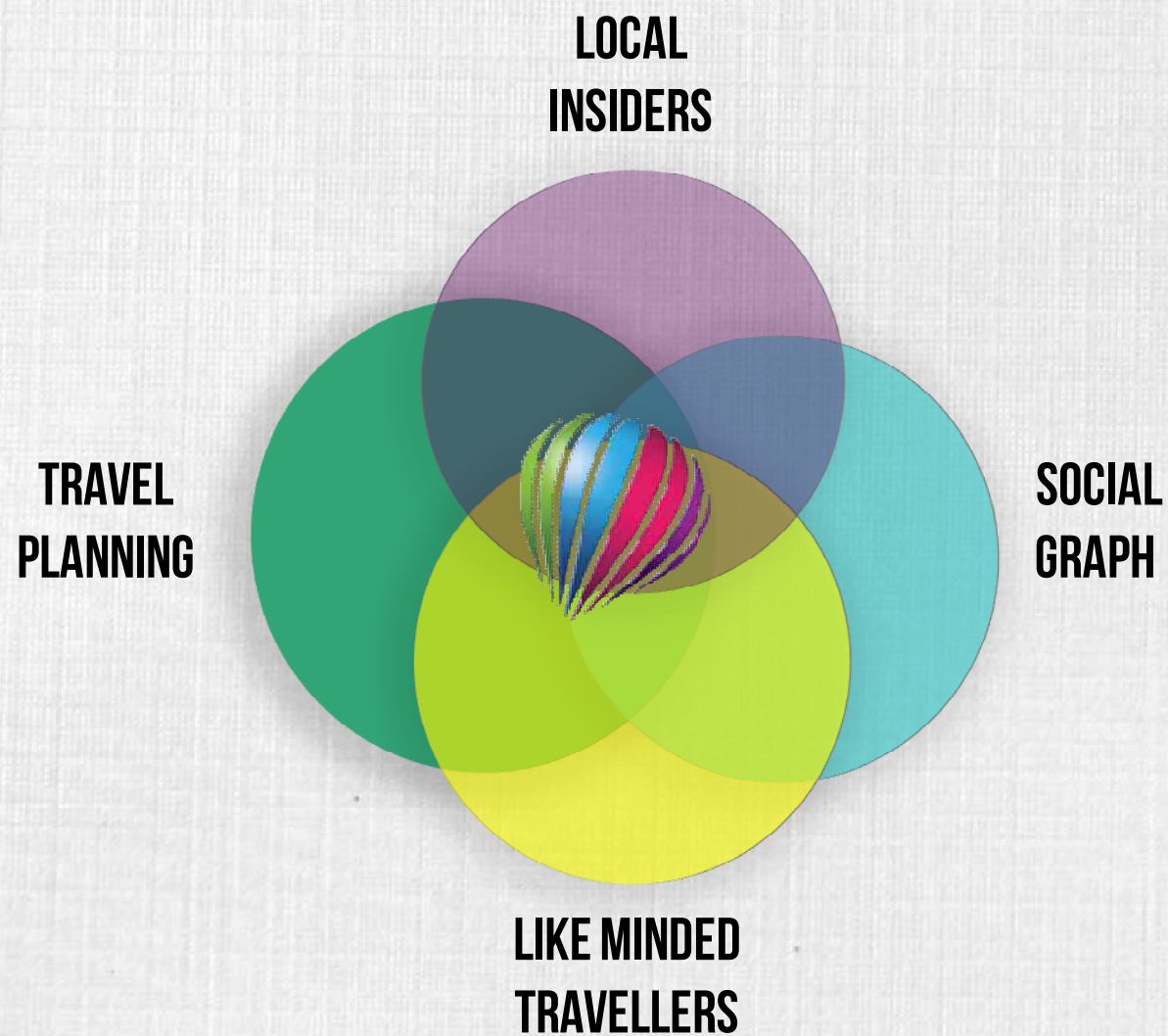
# WHAT MAKES A GREAT TRIP?



# **FOCUS:**

## **RELEVANCE & CONTEXT**





# Gogobot Tribes

What's your travel style? When you share your travel style, we can show you other Gogobot members with similar travel styles and their reviews.



**Adventure Travelers**

6759 members



**Art & Design Lovers**

4574 members



**Backpackers**

4305 members



**Budget Travelers**

6899 members



**Business Travelers**

2674 members



**Family Travelers**

4929 members



**Foodies**

7622 members



**Green Travelers**

2649 members



**History Buffs**

4207 members



**LGBT**





**Local Culture**



**Luxury Travelers**



# PERSONALIZED EXPERIENCE

**gogobot** Home Destinations Questions Passport

World / France / Paris

**Paris Hotels**

OVERVIEW HOTELS VACATION RENTALS

Following Everyone Hotels / Resorts B&Bs / Guesthouses Other Sort by

- Four Seasons Hotel George V Paris**

★★★★★ 11 reviews

A beautiful hotel and one of my favorite restaurants in Paris. They always have beautiful flowers in the lobby and it's a beautiful place to relax. Of course, ...more
- Mandarin Oriental, Paris**

★★★★★ 3 reviews

recently opened, this is the best place to stay this year in Paris, located at (Saint Honore) the chic street full of good restaurants, here you will be ...more
- Hotel Ritz Paris**

★★★★★ 16 reviews

The Ritz Paris is legendary. There are so many stories and history within these walls. As of Sept 2012, the Ritz has a 2 year complete renovation ...more
- Hotel Costes K**

★★★★★

**gogobot** Home Destinations Questions Passport Find Place

World / France / Paris

**Paris Hotels**

OVERVIEW HOTELS VACATION RENTALS THINGS TO DO

Following Everyone Hotels / Resorts B&Bs / Guesthouses Other Sort by

- St Christopher's Paris Hostel**

★★★★★ 5 reviews

This hostel was very fun & the first St. Christopher's we stayed at while traveling through Europe! Downstairs was a bar called Belushi's that is always busy which the other ...more

[Check Prices](#)
- Jardin de L'Odeon**

★★★★★ 2 reviews

Jardin de L'Odeon is on a quiet street, a short walk to the banks of the Seine (and then two blocks from Notre Dame Cathedral), and near great restaurants and ...more

From: **\$176/night**

[Check Prices](#)
- Saint Dominique Hotel**

★★★★★ 1 review

Good budget hotel choice in central Paris, located between the Eiffel Tower and Les Invalides, just a couple of streets south of the Seine. Rooms could be better, but the ...more
- Hotel Relais Saint-Sulpice**

★★★★★ 1 review

# CONTEXT





# CONTEXT DRIVES FEATURE SET

**THE DEVICE WE CHOOSE TO USE AT A PARTICULAR TIME IS  
OFTEN DRIVEN BY OUR CONTEXT:**

- **THE AMOUNT OF TIME WE HAVE**
- **THE GOAL WE WANT TO ACCOMPLISH**
- **OUR LOCATION**
- **OUR ATTITUDE OR STATE OF MIND**

# COMPUTERS AS PRODUCTIVITY TOOLS



- **USED IN OFFICE OR HOME**
- **PRODUCTIVE AND TASK-ORIENTED**
- **REQUIRES LOTS OF TIME & FOCUS**
- **SERIOUS, RESEARCH INTENSIVE ATTITUDE**
- **24% OF DAILY MEDIA INTERACTION  
OCCURS ON PC**

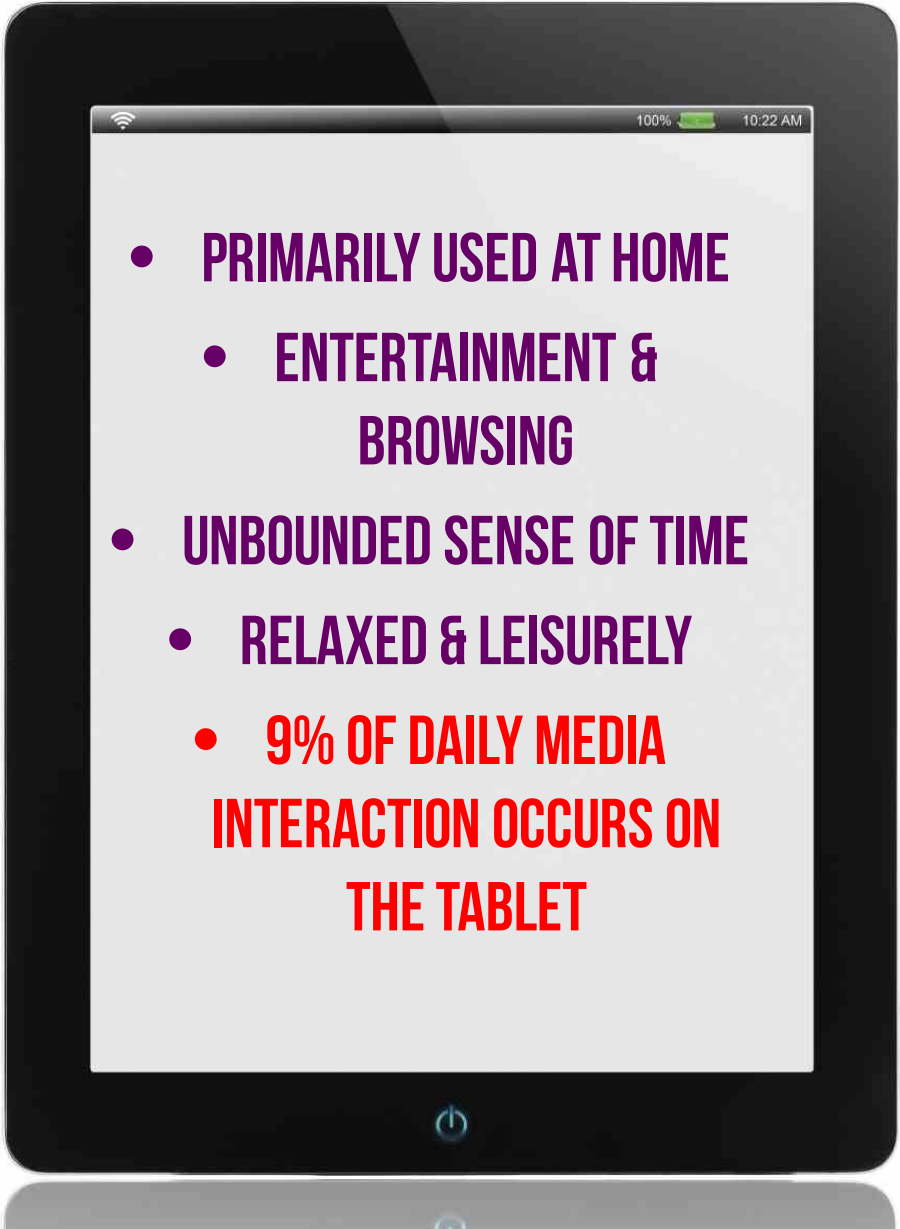


# SMARTPHONE IS ATTACHED TO OUR HIP



- **ON-THE-GO & AT HOME**
- **COMMUNICATE & CONNECT & SHARE**
- **SHORT BURSTS OF TIME**
- **NEED INFO QUICKLY & IMMEDIATELY**
- **38% OF DAILY MEDIA INTERACTION OCCURS ON SMARTPHONE**

# TABLET FOR RELAXATION & ENTERTAINMENT

- 
- **PRIMARYLY USED AT HOME**
    - **ENTERTAINMENT & BROWSING**
  - **UNBOUNDED SENSE OF TIME**
  - **RELAXED & LEISURELY**
  - **9% OF DAILY MEDIA INTERACTION OCCURS ON THE TABLET**

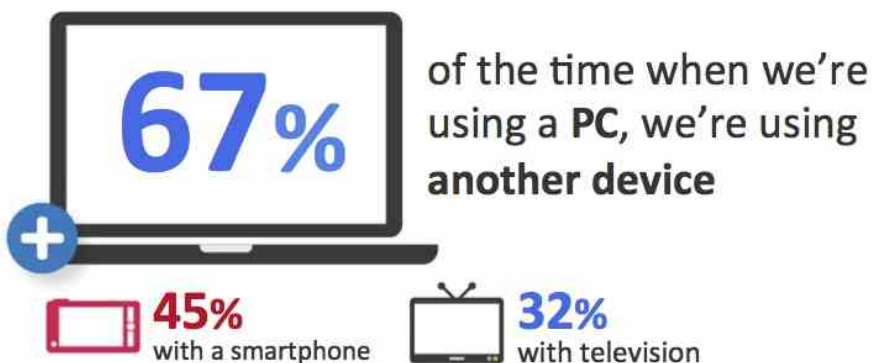
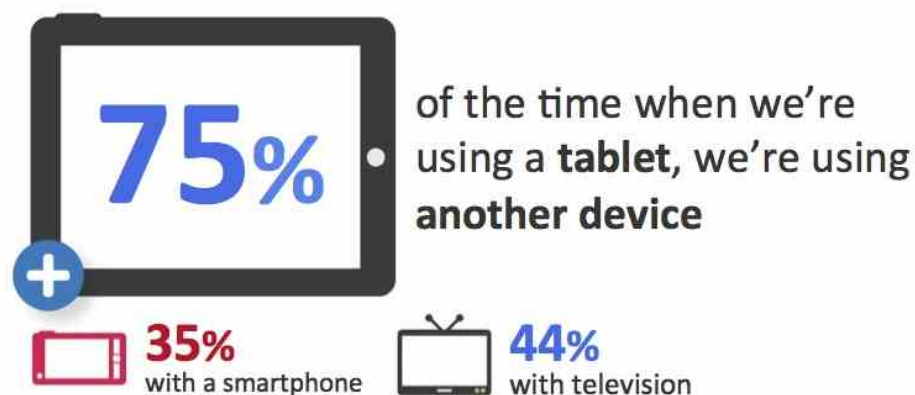
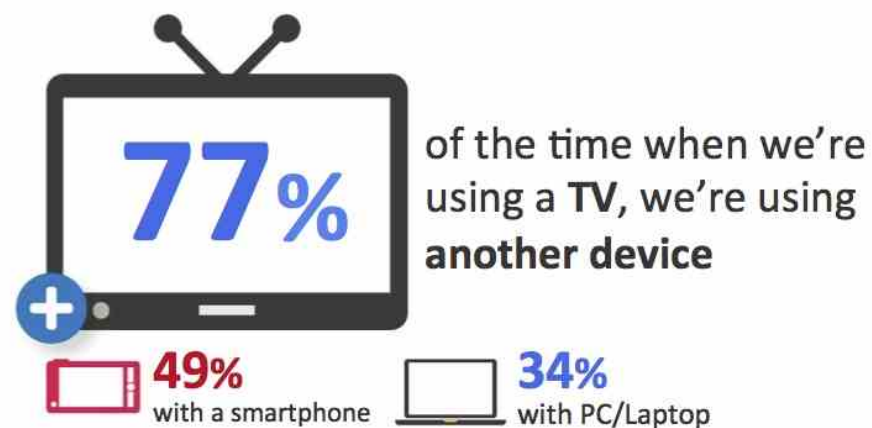
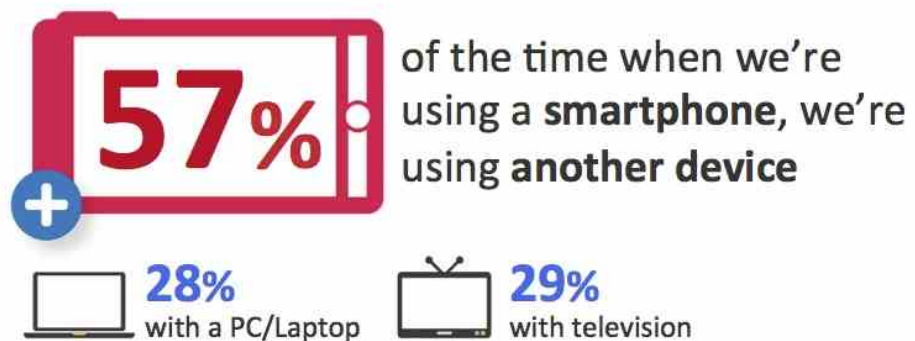


# SMARTPHONES ARE THE STARTING POINT FOR EVERYTHING



Source: Google/IPSOS 2012

# SMARTPHONES DOMINATE THE MULTISCREEN ENVIRONMENT





# WHAT GOGOBOT LEARNED

PLAN



EXPLORE

•37.9% of Photos



87% of trip plans



BOOK

SHARE



52.4% of Reviews

# FINAL THOUGHTS

- **WATCH & LISTEN TO YOUR CONSUMERS.**
- **MATCH FEATURES AND CONTENT TO THE CONTEXT IN WHICH USERS WILL BE USING THAT PLATFORM.**
- **TEST & ITERATE.**
- **REMEMBER: NO ONE IS AN EXPERT YET.**



A woman with dark hair is lying in a woven hammock, looking upwards with a peaceful expression. She is wearing a colorful, striped strapless top. The background is a bright, out-of-focus outdoor setting, possibly a beach or a tropical area, with another person visible in the distance.

**HAPPY TRAVELS!**



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