

a.nthonygreen

[ABOUT](#) [ARCHIVES](#) [RSS FEED](#)

HOSPITALITY, IPHONE, MOBILE, SMARTPHONE

Mobile and iPhone development for hospitality

In General on April 12, 2010 at 11:21

Everyone loves their smartphone, whether it's a BlackBerry, iPhone or Android. The size of the market (172 million smartphones sold in 2009), the amount of time people spend on these things, as well as the realisation that mobile internet is a new battleground for (often wealthy) customers, has inevitably lead to clients asking about mobile development — should they do it, how to do it, how much would it cost.

Developing for mobile devices at the moment means 3 things.

The glamour approach is **iPhone app development**. iPhone users are passionate about their apps, and even those who don't own an iPhone have been bowled over by the magic of seeing a really cool iPhone app. The reality is that this is really quite an expensive undertaking, which is why we've only really seen the chains and OTAs doing it at the moment. Accor, Hilton, Starwood and others all have apps, but even these are really flag-waving, positioning statements, with chains touting the number of times the app has been downloaded rather than the number of bookings that have been made. The problem is not the technology (although having an integrated booking engine is a prerequisite), it's the simple fact that only the most dedicated road warrior — think George Clooney in *Up in the Air* — would stick so religiously to a brand that they keep the app on their phone.

If iPhone/BlackBerry/Android app development is out of reach for standalone properties and small chains, what are more practical options? Well, secondly, there is the **mobile web**. These days, smartphones have great browsers, sometimes better and more modern than the browser on their main computer (this is particularly the case in corporate environments, as those of you still suffering with IE6 can testify). Hospitality sites produced

encourage your web developers or ecommerce team to follow web standards so that sites display well on all platforms.

Thirdly, you can develop special **low-graphics versions of your website** for smartphones. This shouldn't involve too much extra work if you're using web standards with CSS based code, or a modern MVC framework — a different 'skin' can be out on the site for mobile devices, making it much easier to access the information on your site.

However, most hospitality clients are not selling rooms as commodities, they are more interested in selling the USPs and the brand promise, so a low-graphics approach may not work well, and could be a waste of focus. One situation where a low-graphics version of the site can be worthwhile, is for those of you who have an integrated booking engine — having the ability to check rates and availability from the smartphone will be a plus for many people.

One thing's for sure, the mobile space is getting more and more important, and as a marketer or revenue manager, it's important to keep up with trends and look for opportunities in this area.

First posted at [Keen](#)

Anthony Green – April 2010

 [Share](#)  [Share on Facebook](#)  [post to pdf](#)

**DON'T MISS OUT
ON THE SEASON'S MUST HAVES!**
ALL THE BEST BEAUTY, FASHION + FITNESS PRODUCTS IN 1 BOX



fabfitfun [GET THE BOX ▶](#) **JUST \$39.99
WITH CODE JOY**

REPORT THIS AD

**DON'T MISS OUT
ON THE SEASON'S MUST HAVES!**
ALL THE BEST BEAUTY, FASHION + FITNESS PRODUCTS IN 1 BOX



fabfitfun [GET THE BOX ▶](#) **JUST \$39.99
WITH CODE JOY**

REPORT THIS AD

Share:

- [Twitter](#) [Facebook](#) [Email](#) [Reddit](#)

★ Like

Be the first to like this.

Related

[Why Mobile Users Lose Out
When Travelling
In "General"](#)

[Apple vs. Adobe - or how
Flash became irrelevant
In "General"](#)

[5 Myths about Mobile
Solutions
In "General"](#)

▶ No Responses



ABOUT ME



Email me



LinkedIn



Follow Me

HOSPITALITY BLOGS I READ

Fabrice Burtin
Hotel Blogs
Hotel Insight
Hotel Marketing Strategies Blog
The Phuket Insider

EMAIL SUBSCRIPTION

Enter your email address to subscribe to this blog and receive notifications of new posts by email.

Join 491 other followers

Sign me up!

TAGS

Adobe Amazon Android Apple apps Blogs
booking brand browser check-in
content management system design eco
ecommerce email Facebook Flash
Flickr GDS Google h.264 hospitality
hotels HP HTML HTML5 iHotelier
innovation Instagram iPad iphone
iPhoto iPod iTunes Jetstar Keynote language LEED Line
Mac Microsoft minibar mobile Motorola
multilingual newsletter OTA PC PowerPoint PPC
presentation rental resorts responsive roaming
Samsung screen SEO server serviced apartments
smartphone smart phone users Snapchat Social
Media technology translation TripAdvisor
Twitter usability video Vimeo Vine website
WiFi YouTube

TWEET TWEET!

@greentim11 Good to see that your Google Alerts are working properly 3 days ago

“Are ideas getting harder to find?” (Their answer was “Yes.”) AI is reinventing the way we invent - MIT Technology... twitter.com/i/web/status/1... 5 days ago

@Fabriceburtin @RichardBarrow I'm impressed you kept a copy of that ;-)) 6 days ago

I'm loving that the latest Brexit scare is loo roll foreignpolicy.com/2019/03/05/har... 2 weeks ago

@Ajarncom @iamKohChang Exactly! 2 weeks ago

Follow @anthonygreen

RECENT POSTS

Top of the Social Scene
Strange Bedfellows
Making the most of your relationship with OTAs
The QUOcast, a podcast about hospitality
The High Cost of High Tech
5 Myths about Mobile Solutions
Hotel Website Design Trends 2012/13
Welcome, 2013. One word. Mobile.

ARCHIVES

December 2014 (1)
August 2014 (2)
June 2014 (1)
April 2014 (1)
May 2013 (1)
February 2013 (1)
January 2013 (1)
August 2011 (2)
June 2011 (1)
March 2011 (1)
February 2011 (1)
January 2011 (2)
November 2010 (1)
October 2010 (2)
September 2010 (4)
August 2010 (8)
July 2010 (3)
June 2010 (6)
May 2010 (4)
April 2010 (1)