



**Armands Slokenbergs
LTDA**

Main elements

- 2 platforms (Android and iOS)
- 4 languages (English, German, Russian, Latvian)
- Budget: ~20,000 EUR.



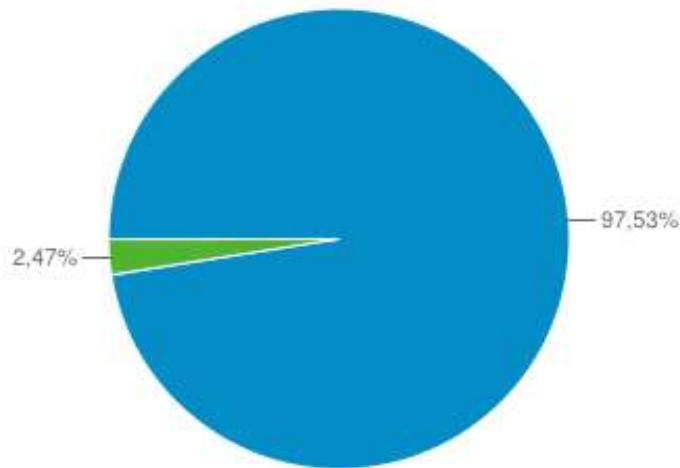
LATVIA.TRAVEL
Mobile app

Development justification

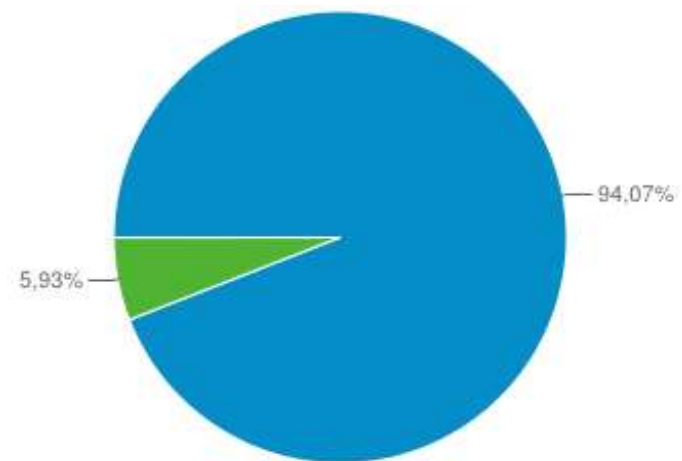


- Increase in latvia.travel visitors from mobile devices

2011



2012



Development justification



- Internet coverage and speed

Country	Q2 '12 Avg. Mbps	QoQ Change	YoY Change
– Global	3.0	13%	15%
1 South Korea	14.2	-9.8%	2.9%
2 Japan	10.7	-1.6%	21%
3 Hong Kong	8.9	-4.1%	-14%
4 Latvia	8.7	-1.1%	5.5%
5 Switzerland	8.4	4.0%	16%
6 Netherlands	8.0	-9.6%	-6.8%
7 Czech Republic	7.2	0.7%	-2.5%
8 Denmark	6.7	-0.5%	9.1%
9 United States	6.6	-1.4%	16%
10 Finland	6.6	-4.1%	16%



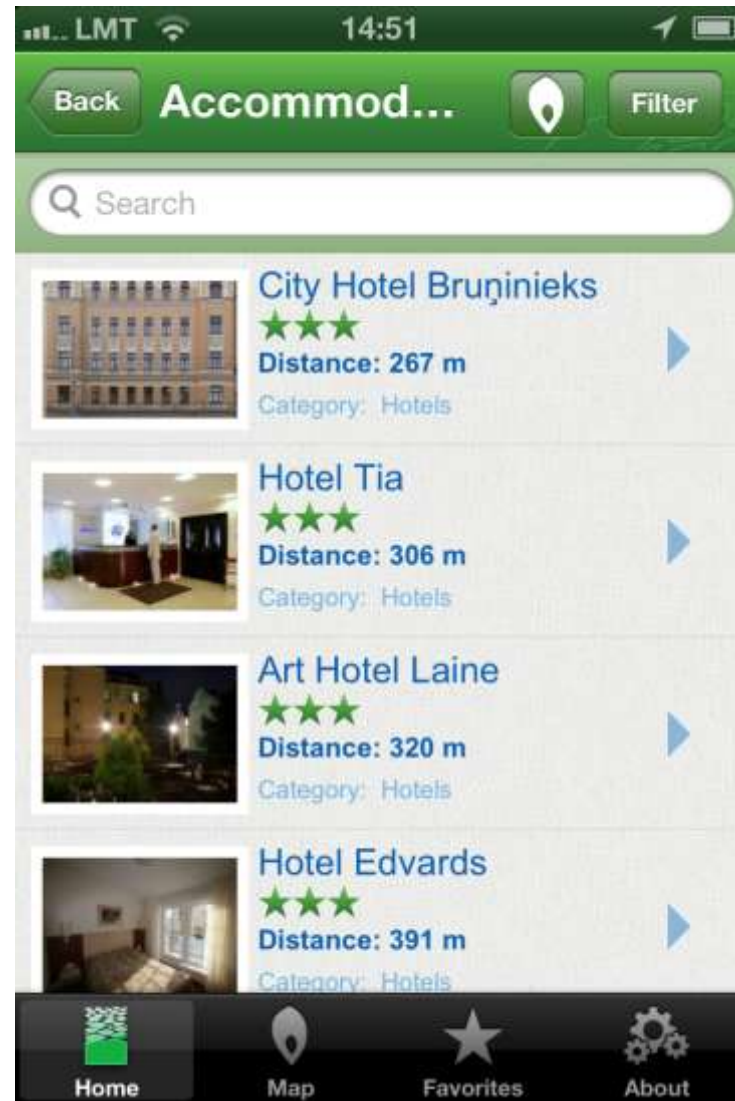
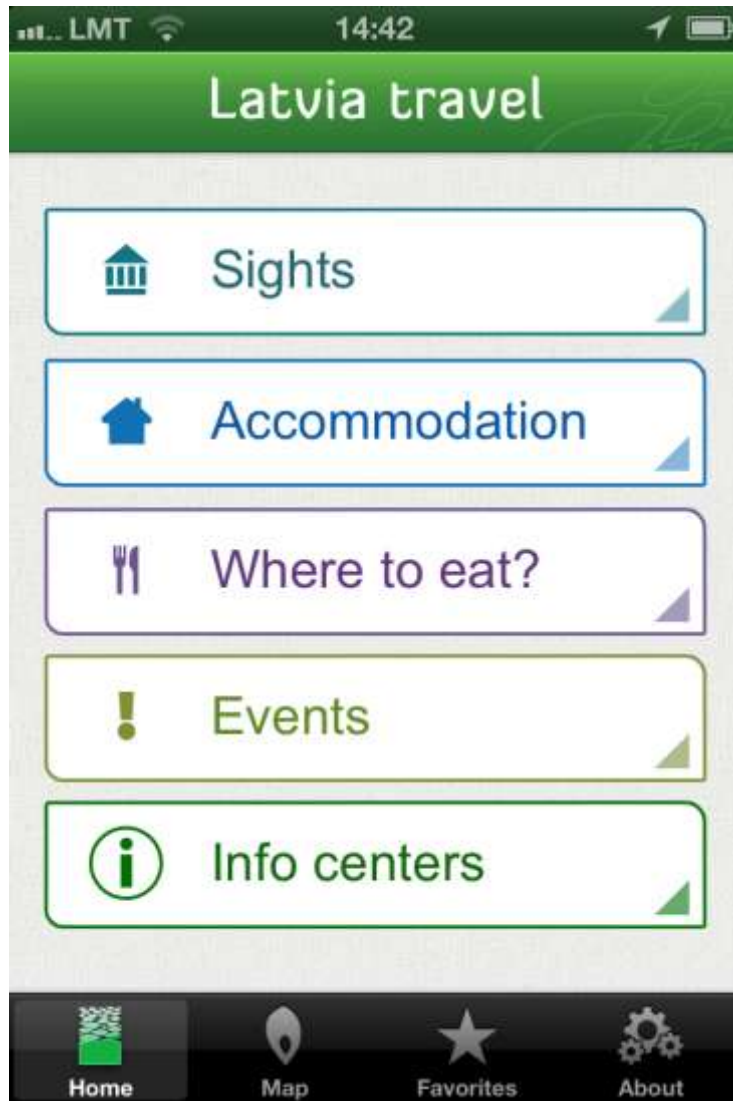
Figure 9: Average Measured Connection Speed by Country

Main goals

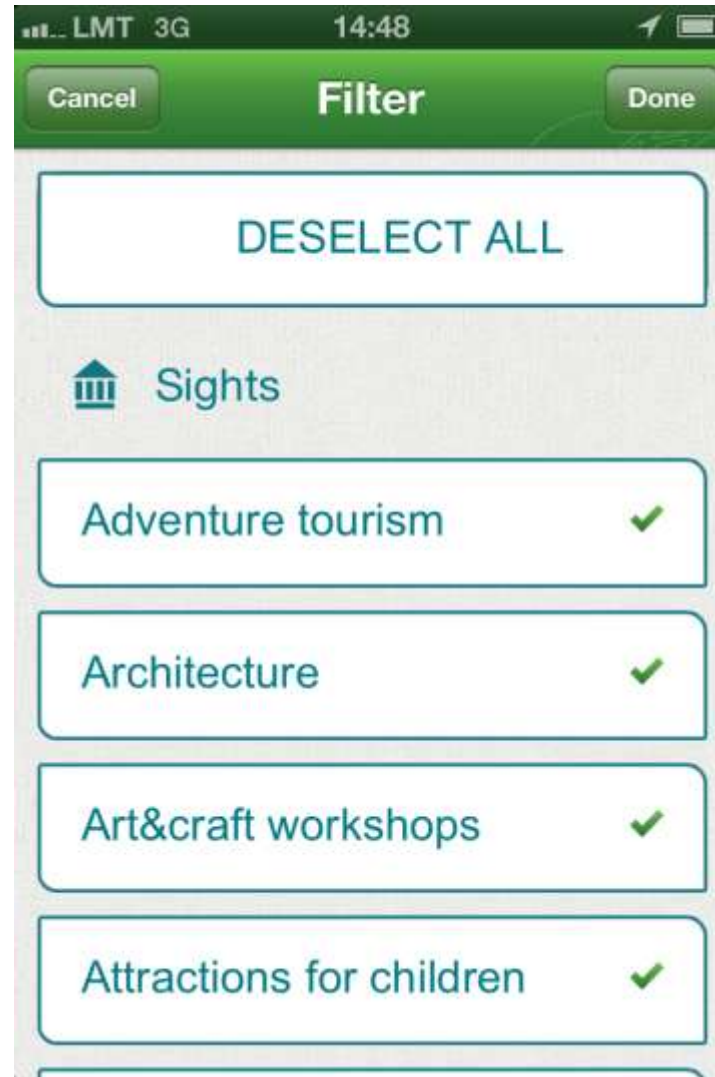
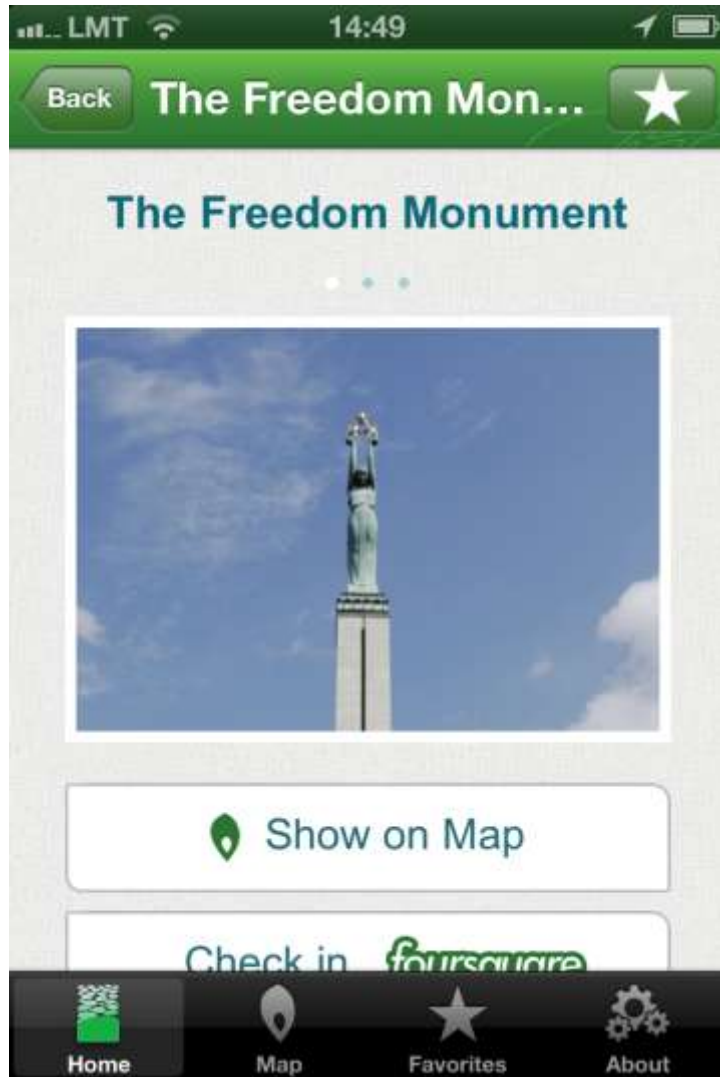
- Provide travelers with up to date information about sights, events, accommodation, food and drink; info centers
- Extensive quality content
- Enable to use travel information on the go
- Diversify content chanel
- Create a convenient «light-weighted» version of latvia.travel



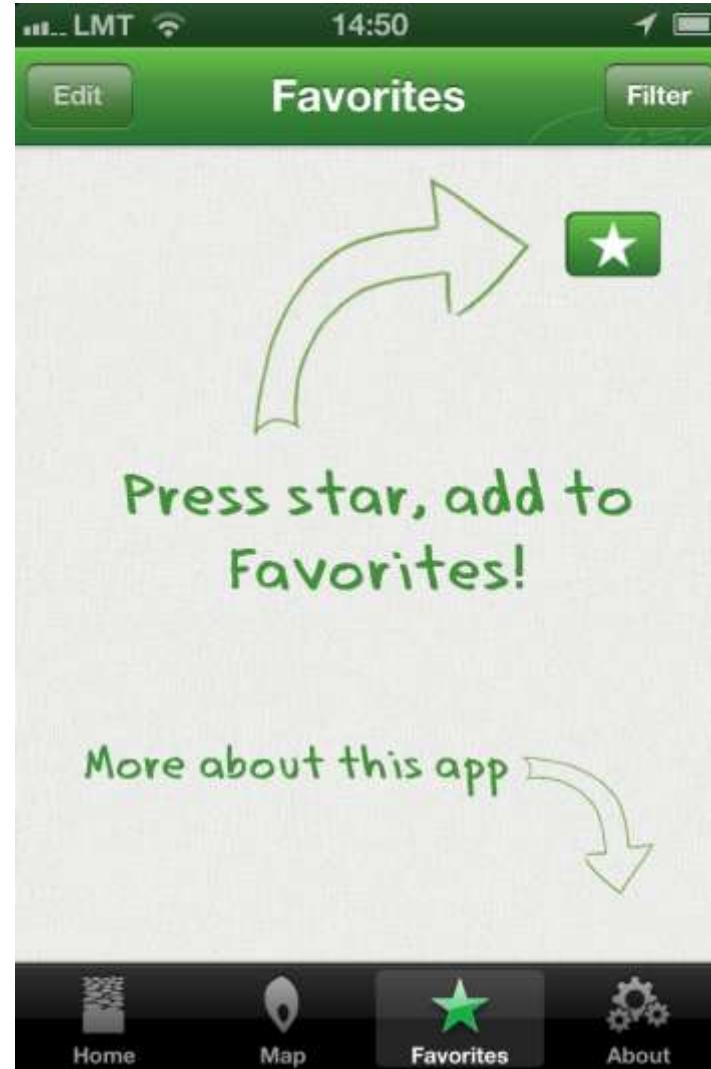
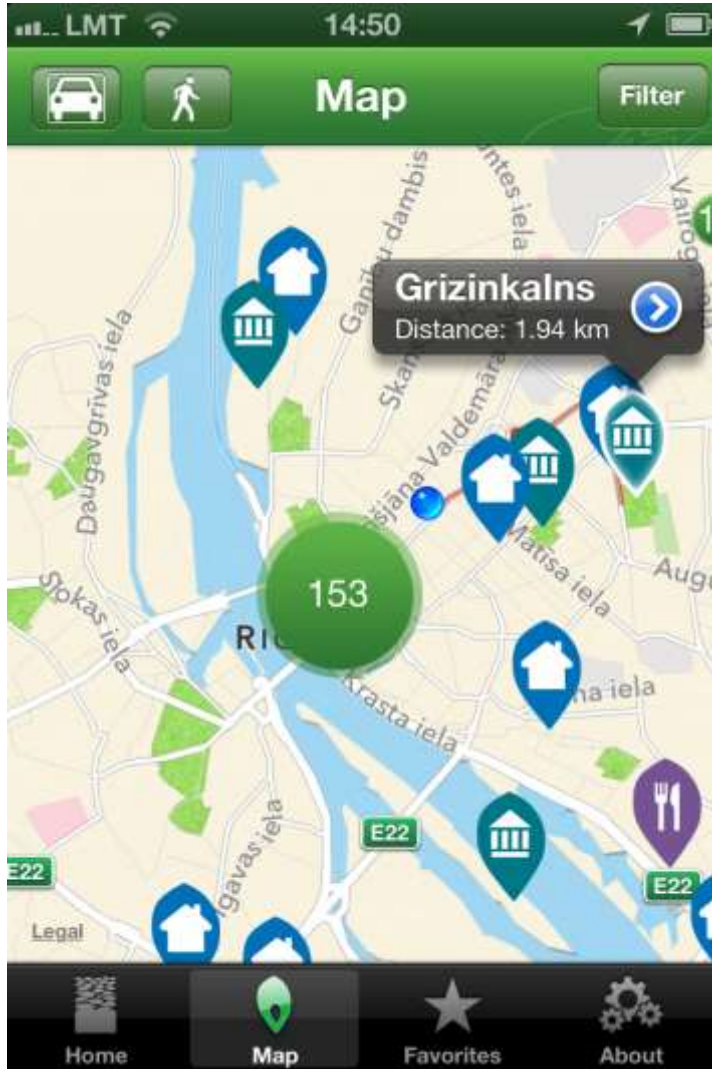
Main features



Main features



Main features (maršrutēšana)



Content

- 950 sights
- 650 accommodation
- 80 info centers
- 85 cafes & restourants



App marketing - promo site



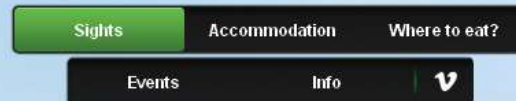
55 Brīvības Street, Riga, LV - 1519, Latvia | www.latvia.travel | Phone: +371 67229945 E-mail: info@latvia.travel

Lv En Ru De

LATVIA.TRAVEL Mobile app

There are many wonderful things and places in Latvia. Find out what's worth seeing nearby!

Useful information is available for each of more than 500 sights. Get descriptions, working hours, available services, and more.



App marketing



Get the official
LATVIA.TRAVEL
Mobile app



www.latvia.travel/mobile



Get the official
LATVIA.TRAVEL
Mobile app

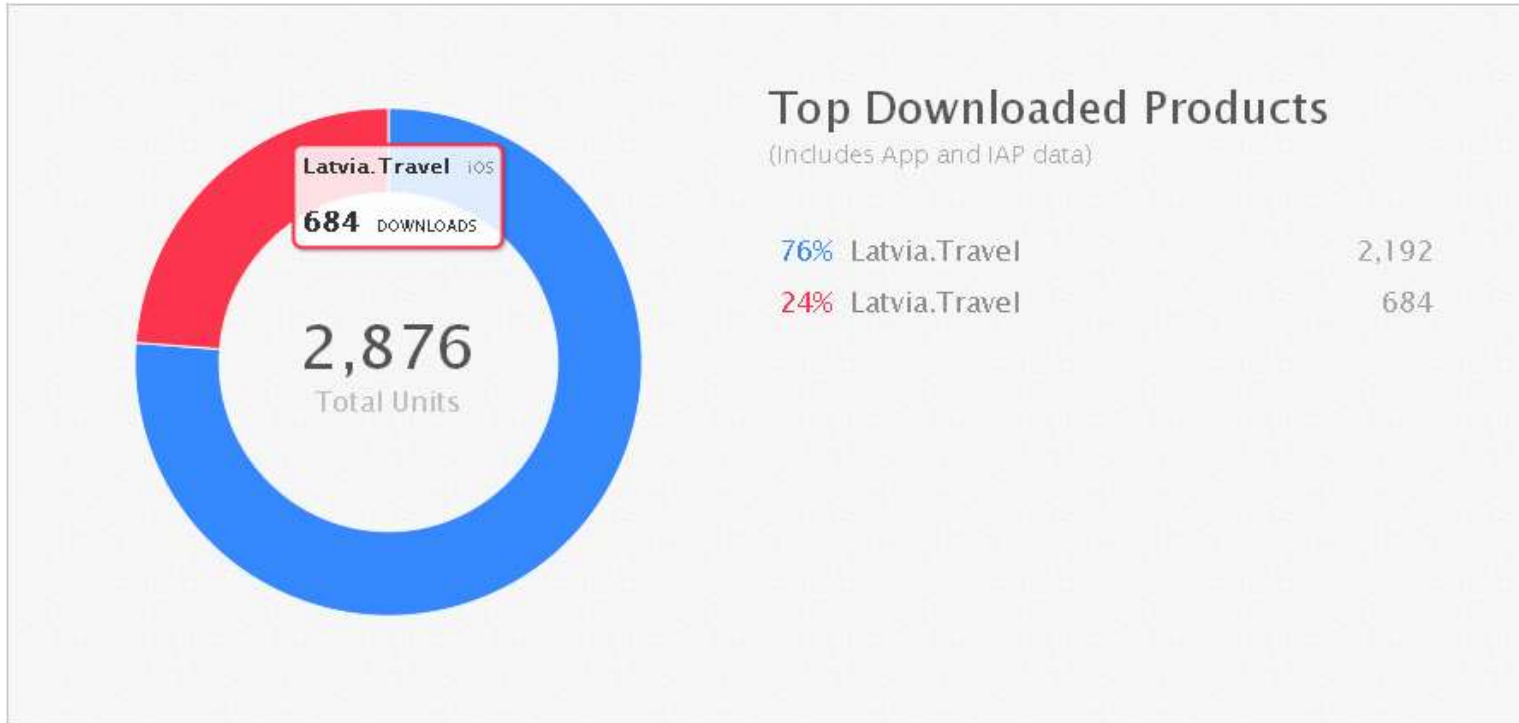


www.latvia.travel/mobile

App marketing



Main stats



Do's and Don'ts

Do's

- Use issue management system
- Have devices for testing
- Define desired app parameters
- Devote significant part of budget for maintenance vs. Development
- Have app marketing strategy in place

Don'ts

- Don't implement «hot ideas»
- Don't overestimate promises of developers 😊

