



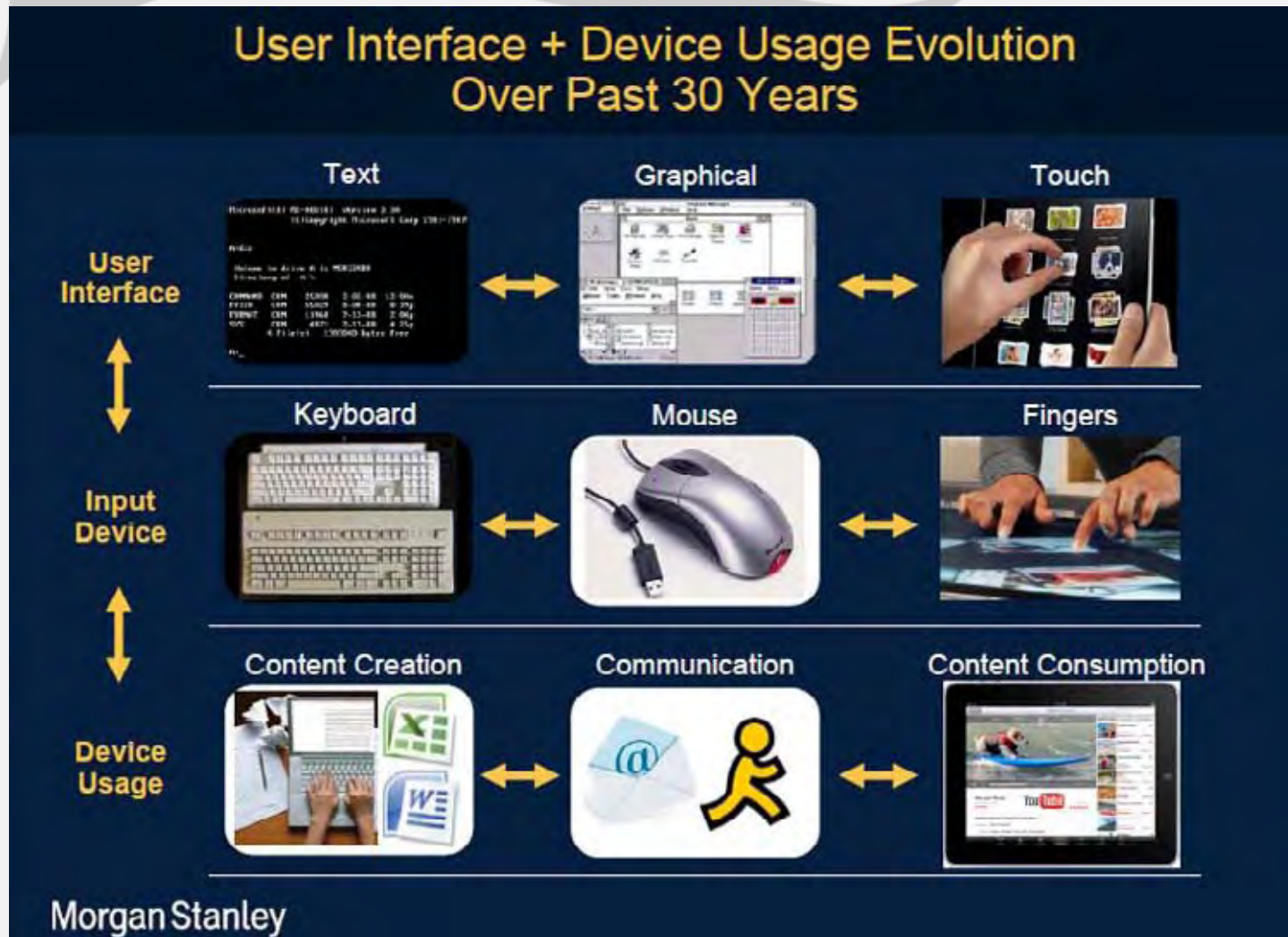
CzechTourism

Trendy v oblasti e- tourism

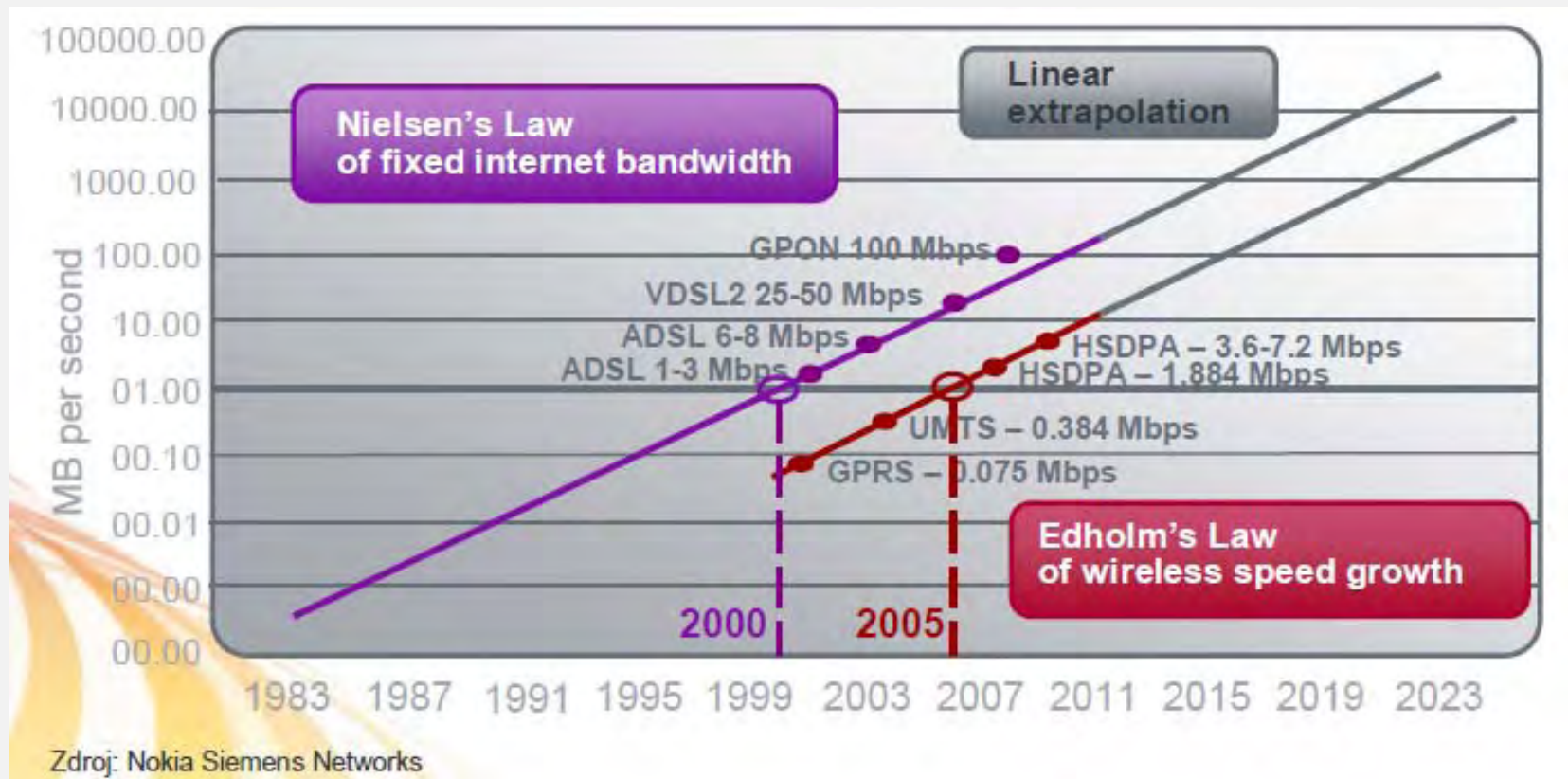




Vývoj uživatelských rozhraní

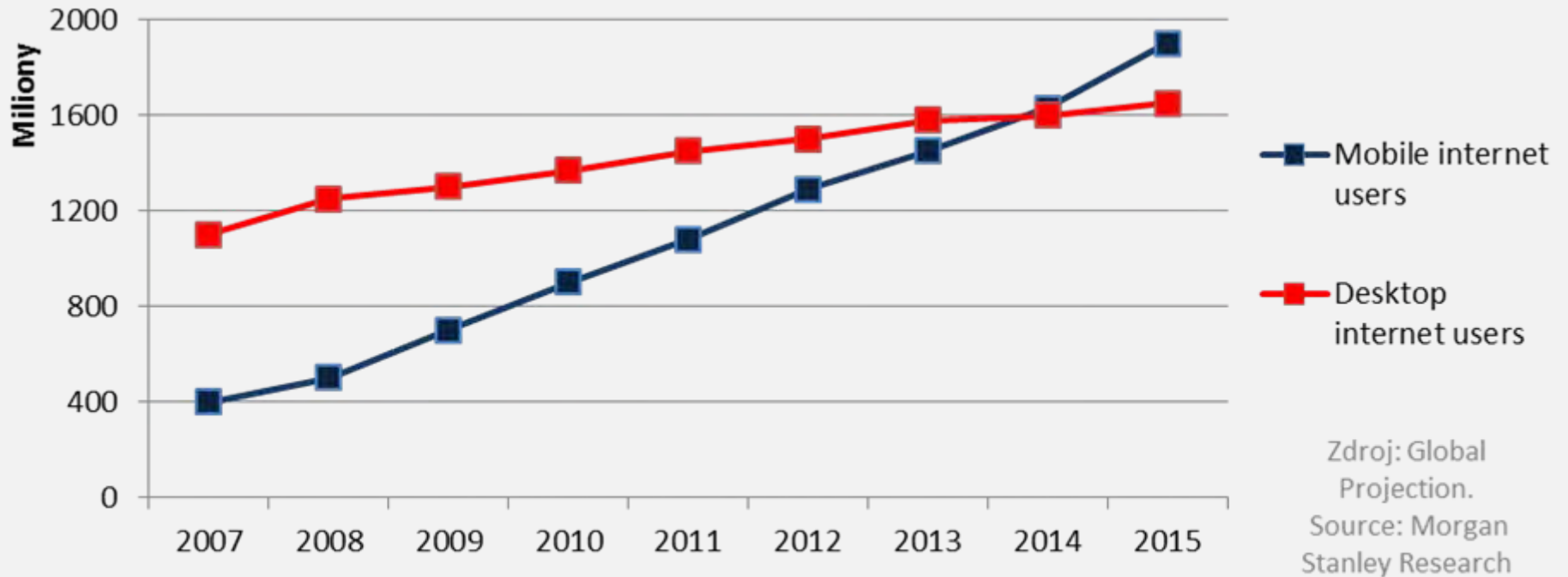


Rychlost internetu





Penetrace mobilního internetu



Důraz na multimedialní obsah

The screenshot displays the official Singapore Tourism Website in a Firefox browser. The URL is www.yoursingapore.com/content/traveller/en/experience.html. The website features a navigation bar with 'Experience' (highlighted in red), 'Browse', 'Plan Your Trip', 'Search Singapore', and 'Submit'. The main content area is dominated by a large, vibrant advertisement for 'TRANSFORMERS THE RIDE' at Universal Studios, featuring a blue Optimus Prime car and a large Transformer robot. To the right of this ad is a 'Special Deals For Your Country' section with a Singapore skyline background. Below these are 'Flight Finder' and 'Accommodation' sections. At the bottom, there are four smaller promotional tiles: 'Esquina Restaurant' (Dining), 'Michael Kors' (Shopping), 'Fashion Steps Out' (Event), and 'Wicked, The Musical' (Event). A 'Mobile App' section is also visible in the bottom right corner.

Firefox

Official Singapore Tourism Website - Yo...

www.yoursingapore.com/content/traveller/en/experience.html

Google

Experience Browse Plan Your Trip Search Singapore Submit

TRANSFORMERS THE RIDE
THE ULTIMATE 3D BATTLE

Prepare for battle
Join forces with the AUTOBOTS as they battle against the DECEPTICONS in TRANSFORMERS The Ride.
Experience the Battle

Special Deals For Your Country
Wherever you are, we've got offers exclusively for you >

Flight Finder
Sweep search for airfare deals to Singapore >

Accommodation
Find and compare rates >

Dining
Esquina Restaurant
Savour innovative Spanish cooking by Michelin star chef Jason Atherton.
Reserve your seat

Shopping
Michael Kors
Visit the first standalone boutique in Southeast Asia at Scotts Square.
Get his signature pieces

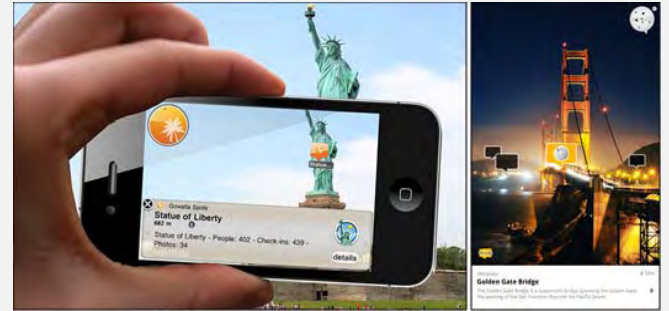
Event
Fashion Steps Out
Step into a myriad of fashion shows and witness the longest catwalk in Singapore.
Celebrate fashion at Orchard

Event
Wicked, The Musical
Be tickled by the winning Broadway Witches of Oz's music.
Book your tickets

Mobile App
Make Singapore even more about you >



Boom mobilních technologií





Rozšířená realita





NFC

- **Near Field Communication** je komunikační technologie sloužící k bezdrátové komunikaci





QR kódy

- QR kód je schopen nést velké množství informací
- Často se využívá pro uchovávání internetových odkazů, vizitek.
- Jsou často využívány v moderním mobilním marketingu místo standardních internetových odkazů,
- QR kódy jsou atraktivnější





Informační zdroje turistů v EU

Nejvýznamnější zdroje informací turistů v EU27 (02/2011):

- Doporučení přátel a známých – 58 %
- Internet – 45 %
- Osobní zkušenost – 29 %
- Cestovní agentury a kanceláře – 21 %
- Katalogy, brožury – 13 %
- Média (TV, tisk) – 10 %



Sociální sítě

facebook Hlavní stránka

Reklama
10,000 kreditů zdarma!
stargames.com

Czech Republic
To se mi líbí (76.087) · Počet lidí, kteří o tom mluví: 709

Cestování/Volný čas
Whether you want to spend your holiday actively in the countryside, purely relaxing in a spa, or you want to take in some culture and go somewhere to learn more, this small

O mně

Fotky

To se mi líbí Get Pragued! Visit Czechia

Nyní
březen
2012
2011
2010
Založeno



Personalizace marketingových kampaní

The image shows a Facebook profile page for a user named 'Zed'. The profile picture is a young woman with long brown hair. The navigation menu includes 'Zed', 'Informace', 'Fotky', and 'Přátelé'. Below the menu, there are sections for 'Ve vztahu s', 'Umění a zábava', and 'Přátelé (53)'. In the 'Umění a zábava' section, under the 'Hudba' category, there are two album covers. The first cover, for 'Divokej Bill', is circled in red. A larger red circle highlights a photo of the same woman from the profile picture holding a 'Divokej Bill' album cover in a video frame.

Zed'

Informace

Fotky

Přátelé

Ve vztahu s

Umění a zábava

Hudba

Divokej Bill

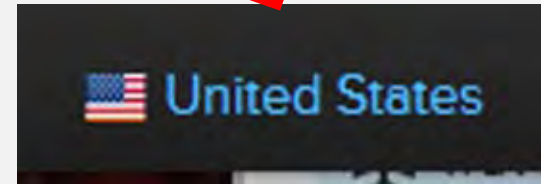
Reg



Personalizace obsahu webu



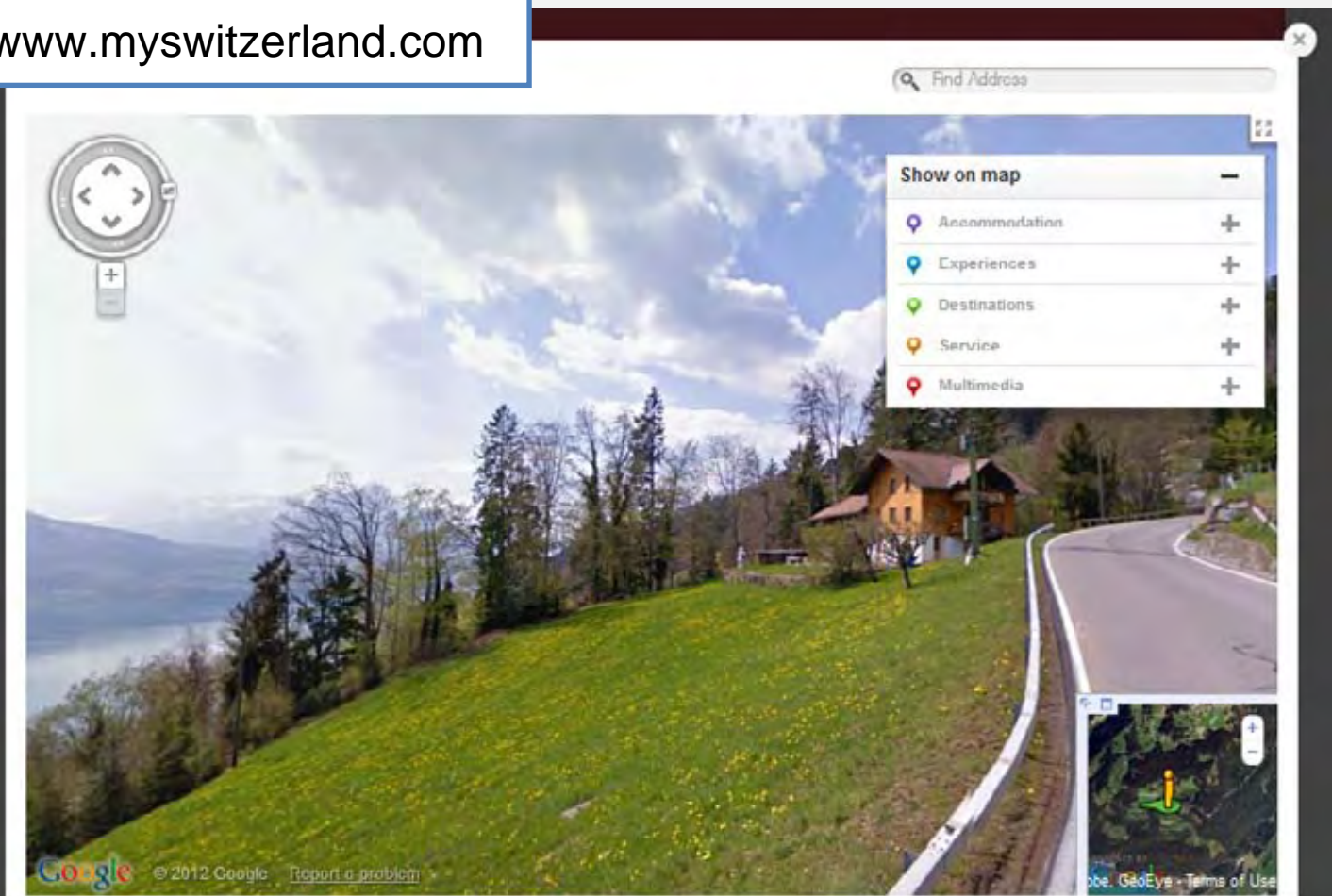
WWW.NEWZEALAND.COM





Interaktivita webu

www.myswitzerland.com





Přístupný obsah



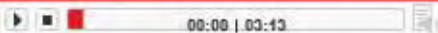
Summer

Winter

Summer

But the Alps are always close by. Mountain tours that start in snow, ice and rock, end in balmy chestnut forests. Gentian blooming on Alpine pastures and wooded hills rising to high peaks on the shores of Ticino's lakes contrast with rich camellia on lakeshore

Sha



settings | No sound?



Useful?



MySwitzerland.com

Official website of Switzerland Tourism

Rating



[Sign in with Facebook](#) | [Sign in](#) | [Register Now!](#) | [FREE Mobile App](#) |

[SEARCH](#)

- [Home](#)
- [Hotels](#)
- [Flights](#)
- [Vacation Rentals](#)
- [Restaurants](#)
- [Best of 2012](#)
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Plan the perfect trip

- Hotels
- Vacation rentals
- Flights
- Things to do
- Restaurants

[Find hotels](#)

Welcome to paradise. Travelers' top beaches for 2012



Ko Phi Phi Don, Thailand

What travelers are talking about

[Hotel Reviews](#)[Photos \(99,621\)](#)[Forums \(103,550\)](#)

Taisbriani

21 reviews
 8 helpful votes

The Pod Hotel

"tiny rooms but functional, clean and great location"
 Mar 30, 2012



jher12

Omni Berkshire Place

tripadvisor®

15 great cities to discover in 2012



Děkuji za pozornost

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