

Geo-værktøjer og Turisme

- Google Maps/Earth
- Bing Maps
- Mapquest
- Yahoo Maps
- Openstreetmap

- NunaGIS

The Future of Maps (eMarketer 2010)

- The role of map sites is becoming increasingly important to any discussion of online travel revenues. Specifically, their influence is growing as it relates to mobile travel behavior and local online advertising

The Future of Maps (eMarketer 2010)

- Google announced it is conducting a small-scale experiment to include hotel prices (as ads from OTAs and others) alongside its map listings. If the test is successful, the industry should expect more travel-related offerings related to maps

Top 20 Travel Websites Among US Internet Users, Ranked by Market Share of Visits, February 2010

- | | | | |
|-------------------------|--------|-----------------------|-------|
| • 1. Google Maps | 14.59% | • 8. Yahoo! Maps | 1.64% |
| • 2. MapQuest | 8.54% | • 9. Orbitz | 1.58% |
| • 3. Expedia | 3.47% | • 10. Delta Air Lines | 1.34% |
| • 4. Southwest Airlines | 2.21% | • 11. Bing Maps | 1.32% |
| • 5. Travelocity | 1.99% | • 12. Hotwire | 1.17% |
| • 6. Priceline.com | 1.89% | • 13. Yahoo! Travel | 1.15% |
| • 7. TripAdvisor | 1.68% | • 14. CheapOair.com | 0.98% |

(eMarketer 2010)

Usability - ISO standard definition

"The extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency, and satisfaction in a specified context of use"

Usability - Jacob Nielsen

- **Learnability:** How easy is it for users to accomplish basic tasks the first time they encounter the design?
- **Efficiency:** Once users have learned the design, how quickly can they perform tasks?
- **Memorability:** When users return to the design after a period of not using it, how easily can they re establish proficiency?
- **Errors:** How many errors do users make, how severe are these errors, and how easily can they recover from the errors?
- **Satisfaction:** How pleasant is it to use the design?

Drivers for webservices

- Markedskræfter (udbud/efterspørgsel, pris & ads)
- Produktudvikling & Innovation
- Usability
- Teknologi
- Viral effekt (Sociale medier)
- Webstandarder - Integration!

Mobil-baserede services

Forrester Research estimates that one-third of US online business travelers and nearly one-quarter of online leisure travelers own Web-enabled mobile phones and nearly one-half have used these devices for travel-related services

(eMarketer 2010)

Travel-Related Activities that US Smartphone Owners Are Likely to Do on Their Mobile Phone, February 2010 (% of respondents)

Find information about my destination while traveling

34%

Check the status of my lodging or transportation reservation

29%

Research lodging options

25%

Research destination options

23%

Research transportation options

23%

Research on a specific lodging or transportation brand's Website

22%

Research on a specific travel agency's Website

21%

*Note: n=1,246; respondents who chose "somewhat" or "very likely" regarding their use of these activities for their next leisure trip
Source: Compete as cited in company blog, March 19, 2010*

Google Maps

The image shows a screenshot of the Google Maps web application. At the top, a blue banner contains the text "Google Maps". Below this is a browser window with the title "Google Maps". The address bar shows the URL: http://maps.google.com/maps?ftr=earth.promo&hl=en&utm_campaign=en&utm_medium=van&utm_source=en. The search bar contains the text "bing maps". The browser's address bar shows several tabs: "Usability - Wikipedia, the free enc...", "Nuuk 3D", and "Google Maps". The browser's navigation bar shows the user's email address "madslumholt@gmail.com" and links for "My Profile", "New!", "Web History", "My Account", "Help", and "Sign out".

The main content area displays the Google Maps interface. The "Google maps" logo is on the left, followed by a search bar with the text "Search Maps" and a "Show search options" link. The map itself is a 3D terrain view of a mountainous region. The map shows a large body of water in the foreground, a small town or village, and a large mountain range in the background. A yellow dashed line is drawn on the map, indicating a path or boundary. The map is viewed from an elevated perspective, showing the terrain's contours and elevation. On the left side of the map, there are navigation controls: a compass, a hand icon for panning, and a vertical zoom slider. On the right side, there is a "More..." menu with options: "Photos", "Videos", "Wikipedia", "Webcams", "Buzz", "Terrain", "Real estate", and "Hide all". The "Map", "Satellite", and "Earth" tabs are visible at the top right of the map area. The "Earth" tab is currently selected. At the bottom of the map, there is a copyright notice: "Image © 2010 Asiaq", "© 2010 Europa Technologies", "© 2010 Google", and "Image © 2010 DigitalGlobe". The Google logo and "© 2010" are also visible in the bottom right corner. A "Terms of Use" link is located at the bottom right of the map area.

MapQuest

Map of Nuuk, Greenland | Mapquest

http://www.mapquest.com/#e54beb284faa8b3d4cefddd9

online maps

MicrositesAdm Umbraco Kerio Admin Mediagallery OperaterAdm Translate VoresFlickr webcare Apsis Netbank GTE ansatte gCal Gmail Google Maps Daylite Stuff

Google Maps NunaGIS Portal Map of Nuuk, Greenland | Mapquest



Save and share maps with [My Maps](#)

Featured Sites

Online Offers
[Nuuk Hotels](#)
[Real Estate in Nuuk](#)

Print Send To Link http://mapquest.com/...

Search: e.g., Italian food

Take a Tour Help

SEARCH FOR (Ex. 555 17th St, Denver CO more) [Clear Map](#)

Nuuk, Vestgronland

+ We found similar places. See all 1 Matches.
Prefer separate address forms?

[+ Get Directions](#) [Get Map](#)

Nuuk, Vestgronland
Greenland

[Search Nearby](#) [Save to My Maps](#)

[Not what you were looking for?](#)

LIVE TRAFFIC 360 VIEW **MAP** SATELLITE

Scale: 800 m / 2400 ft

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Listen to your favorite songs while you surf the Web.

AOL Radio. [Add Station](#) [Listen Now](#)

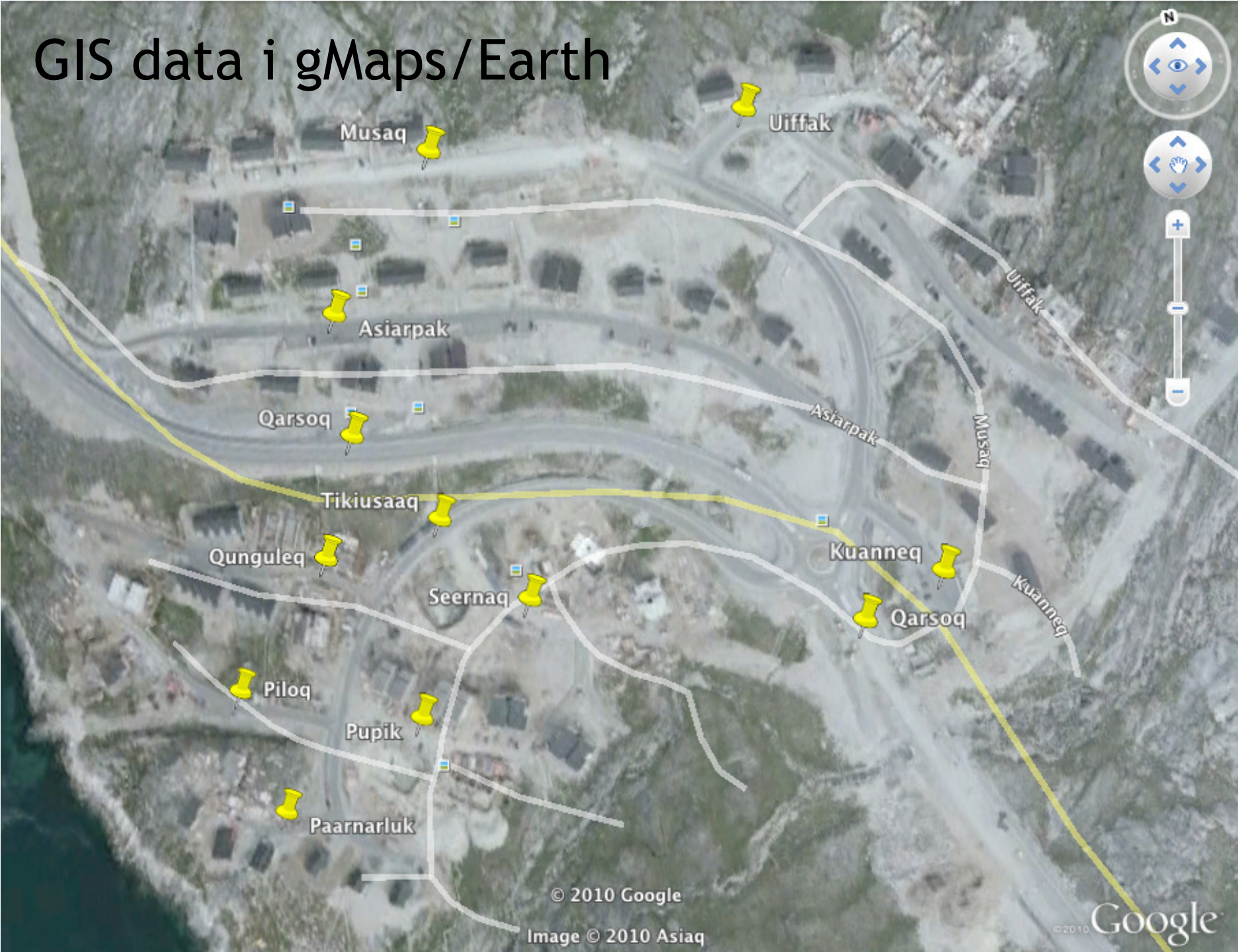
Download the AOL Radio Toolbar

[Cheap Nuuk Hotels](#) - CheapTrav.com/Nuuk - Compare Hotels in Nuuk. Find The Cheapest Hotels Online. Sponsored Link

Bing Maps

The screenshot shows a web browser window with the title "Map of Nuuk, Greenland - Bing Maps". The address bar contains the URL "http://www.bing.com/maps/#JnE9Lm51dWslN2Vzc3QuMCU3ZXBlJEmYmi9NzMuMzM5NTE2NTA1MDY3OCU3Z". The search bar contains the text "nuuk". The browser's tab bar shows several tabs, including "Google Maps", "NunaGIS Portal", and "Map of Nuuk, Greenland - Bing Maps". The page header includes the Bing logo, navigation links for "Internet", "Billeder", "Videor", "Indkøb", "Nyheder", "Kort", and "Mere", and a "Log på" button with "Din placering: USA". The main content area displays "Nuuk, Greenland" with options for "Directions", "Save", "Send", "Not what you wanted?", and "Explore user content". The map itself is a 3D topographic view of the city of Nuuk, Greenland, with a red location pin. The map interface includes navigation controls (compass, zoom in/out, street view), a "Bird's eye" view selector, and a scale bar. The footer contains a "WELCOME" button, a "MAP APPS" button, and copyright information: "© 2010 Microsoft | Beskyttelse af personlige oplysninger | Juridisk meddelelse | Annoncer | Om vores annoncer | Hjælp | Tell us what you think".

GIS data i gMaps/Earth



NunaGIS' fremtid

- Usability?
- Integrerbar?
- Sociale medier?
- Produkt/service-udvikling lokalt?
- Samarbejde med Google?