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

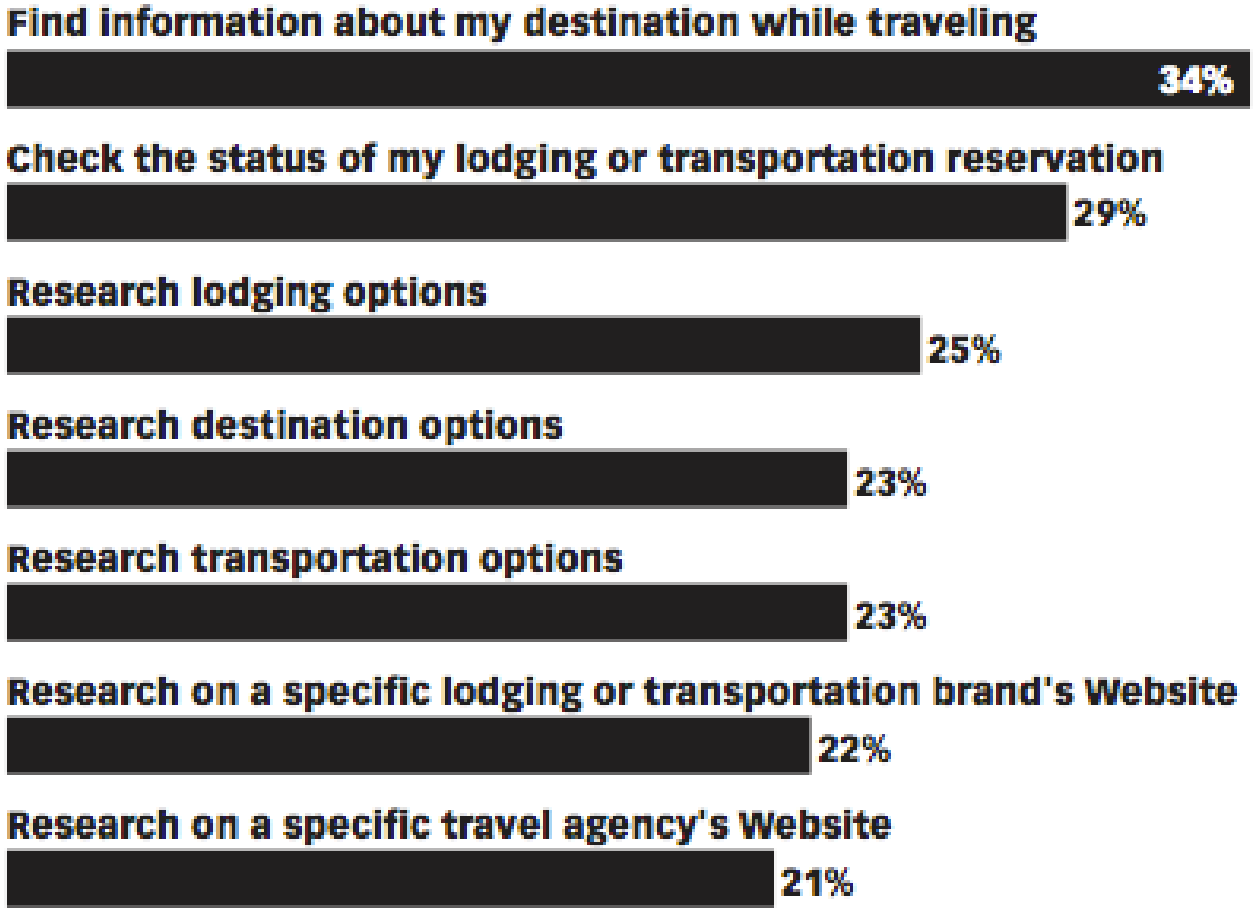
- Markedskræfter (udbud/efterspørgsel, pris & ads)
- Produktudvikling & Innovation
- Usability
- Teknologi
- Viral effekt (Sociale medier)
- Webstandarder – Integration!

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

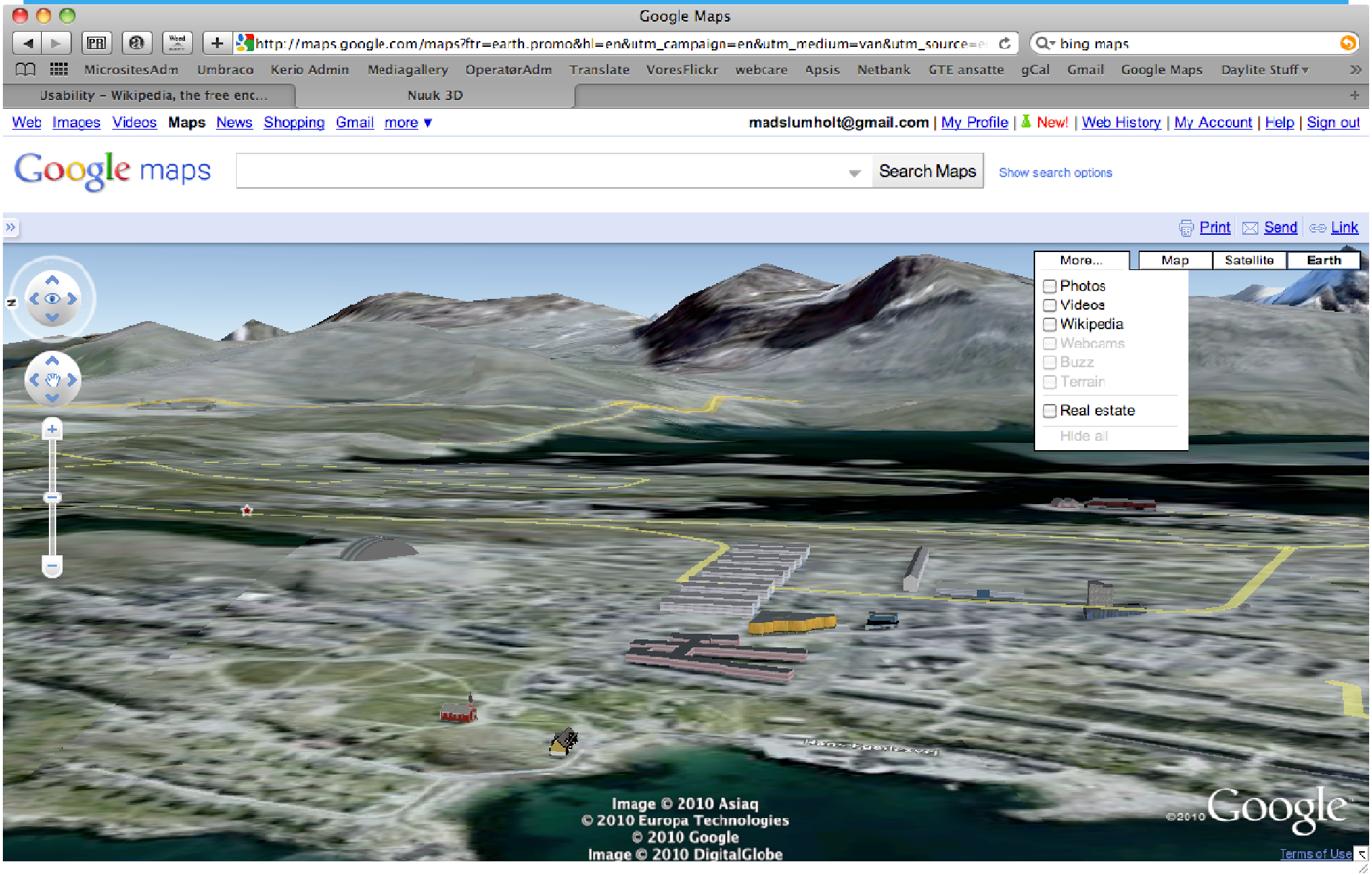
(eMarketer 2010)

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



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


Google Maps
http://maps.google.com/maps?ftr=earth.promo&hl=en&utm_campaign=en&utm_medium=van&utm_source=en
bing maps
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Umbraco
Kerio Admin
Mediagallery
OperatørAdm
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Google maps
Search Maps
Show search options
Print
Send
Link
More...
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Videos
Wikipedia
Webcams
Buzz
Terrain
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Hide all
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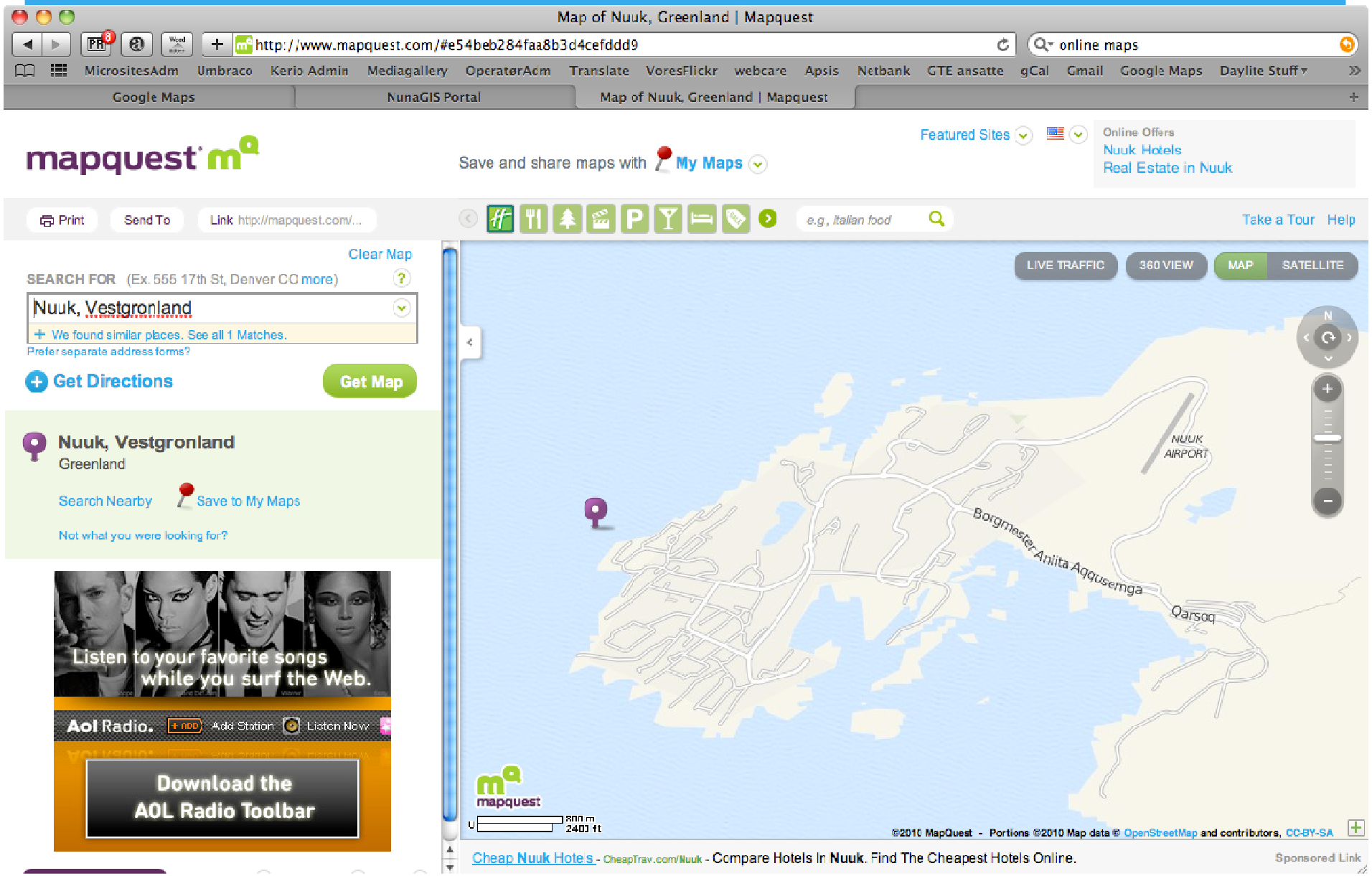
MapQuest


Map of Nuuk, Greenland | Mapquest
http://www.mapquest.com/#e54beb284faa8b3d4cefddd9
online maps
Google Maps
NunaGIS Portal
Map of Nuuk, Greenland | Mapquest
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/...
e.g., italian food
Take a Tour
Help
Clear Map
SEARCH FOR (Ex. 555 17th St, Denver CO more)
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?
Listen to your favorite songs while you surf the Web.
Aol Radio.
Add Station
Listen Now
Download the AOL Radio Toolbar
LIVE TRAFFIC
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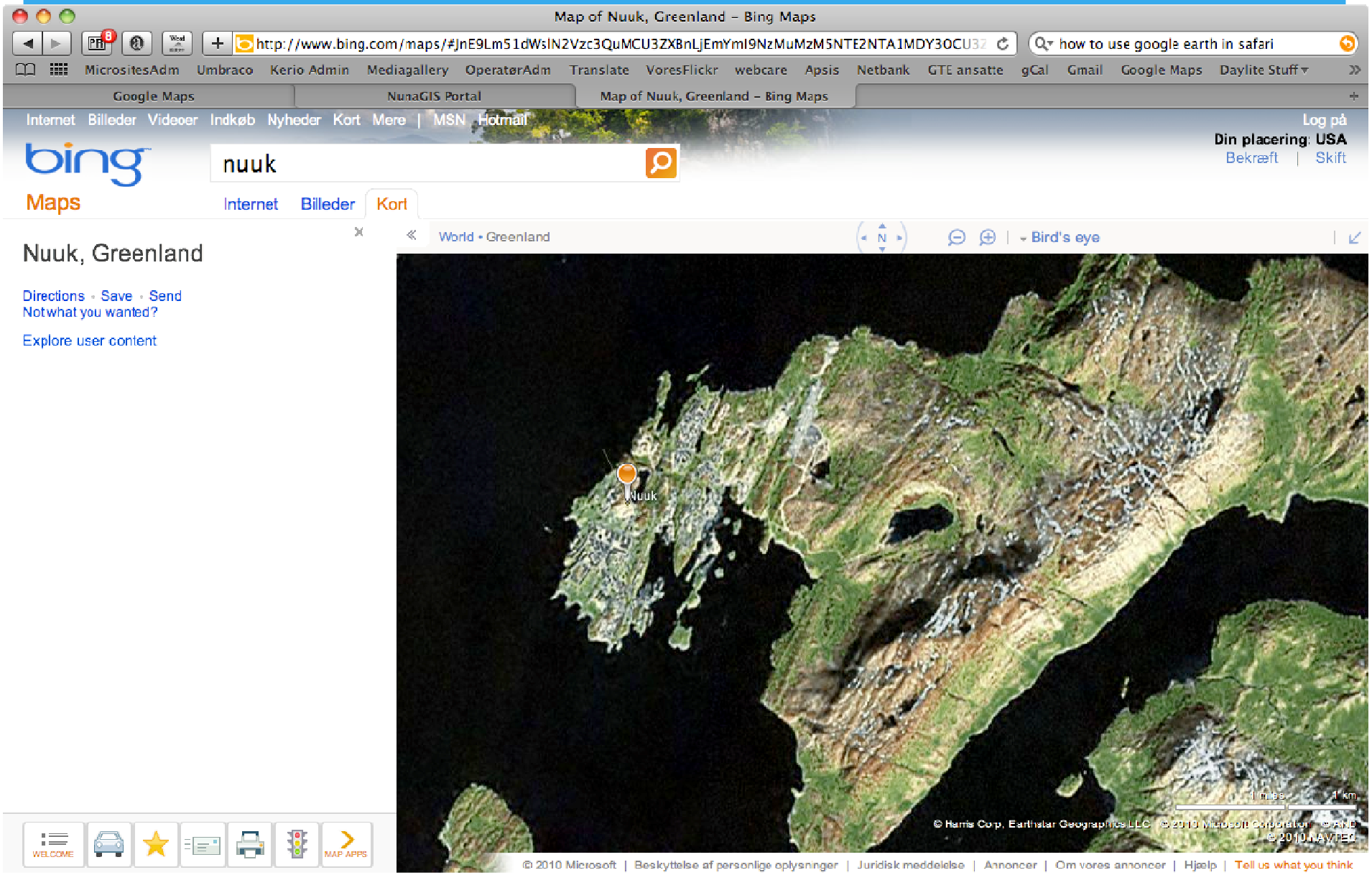
©2010 MapQuest - Portions ©2010 Map data © OpenStreetMap and contributors, CC-BY-SA
Cheap Nuuk Hotels - CheapTrav.com/Nuuk - Compare Hotels In Nuuk. Find The Cheapest Hotels Online.
Sponsored Link

Bing Maps


Map of Nuuk, Greenland - Bing Maps
http://www.bing.com/maps/#JnE9Lm51dWslN2Vzc3QuMCU3ZXBnLjEmYmI9NzMuMzM5NTE2NTA1MDY3OCU3
how to use google earth in safari
MicrositesAdm Umbraco Kerio Admin Mediagallery OperatørAdm Translate VoresFlickr webcare Apsis Netbank GTE ansatte gCal Gmail Google Maps Daylite Stuff
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Map of Nuuk, Greenland - Bing Maps
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Log på
Din placering: USA
Bekræft | Skift
bing
Maps
nuuk
Internet Billeder Kort
Nuuk, Greenland
Directions · Save · Send
Not what you wanted?
Explore user content
World · Greenland
Bird's eye
Nuuk
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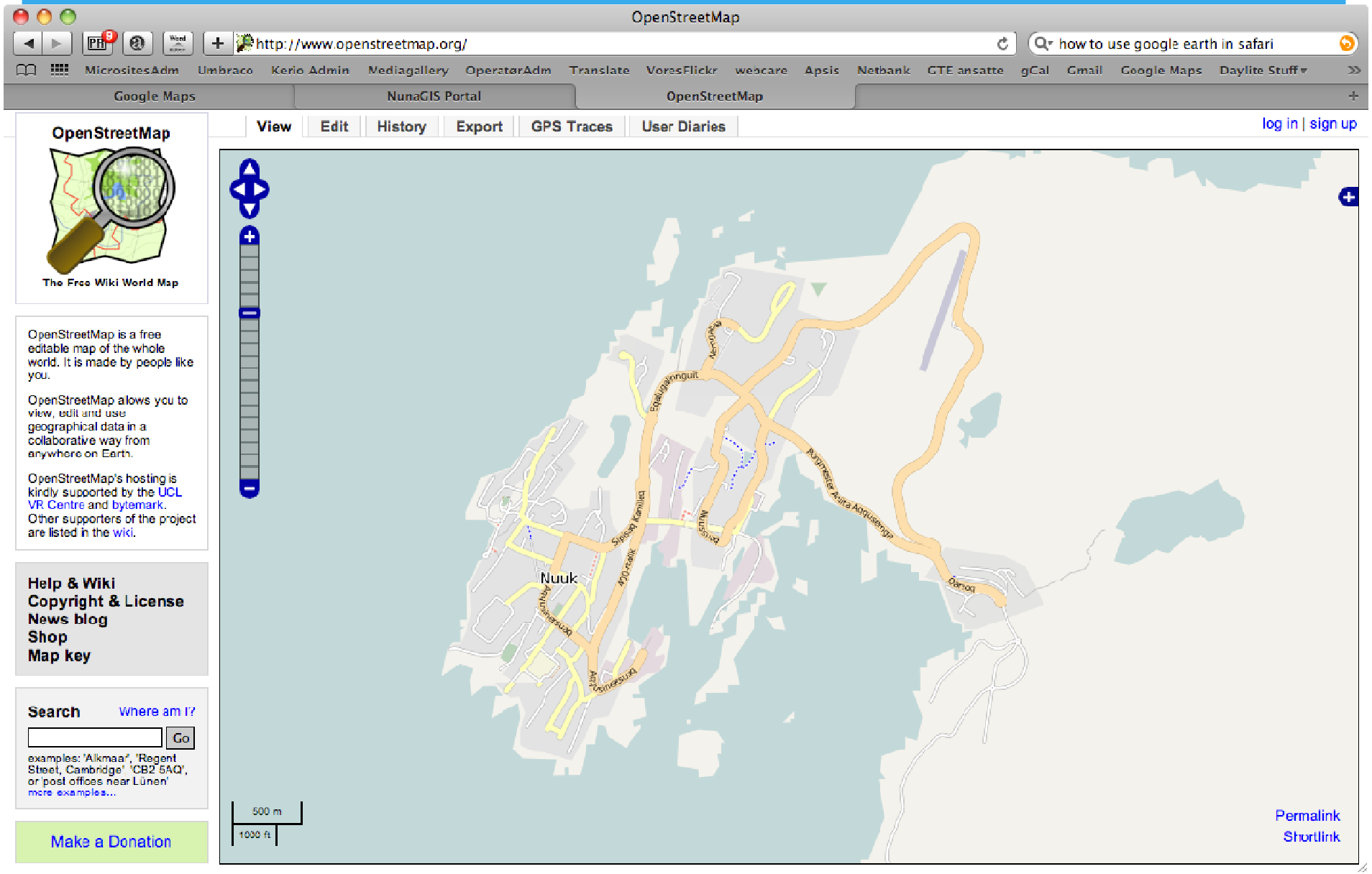
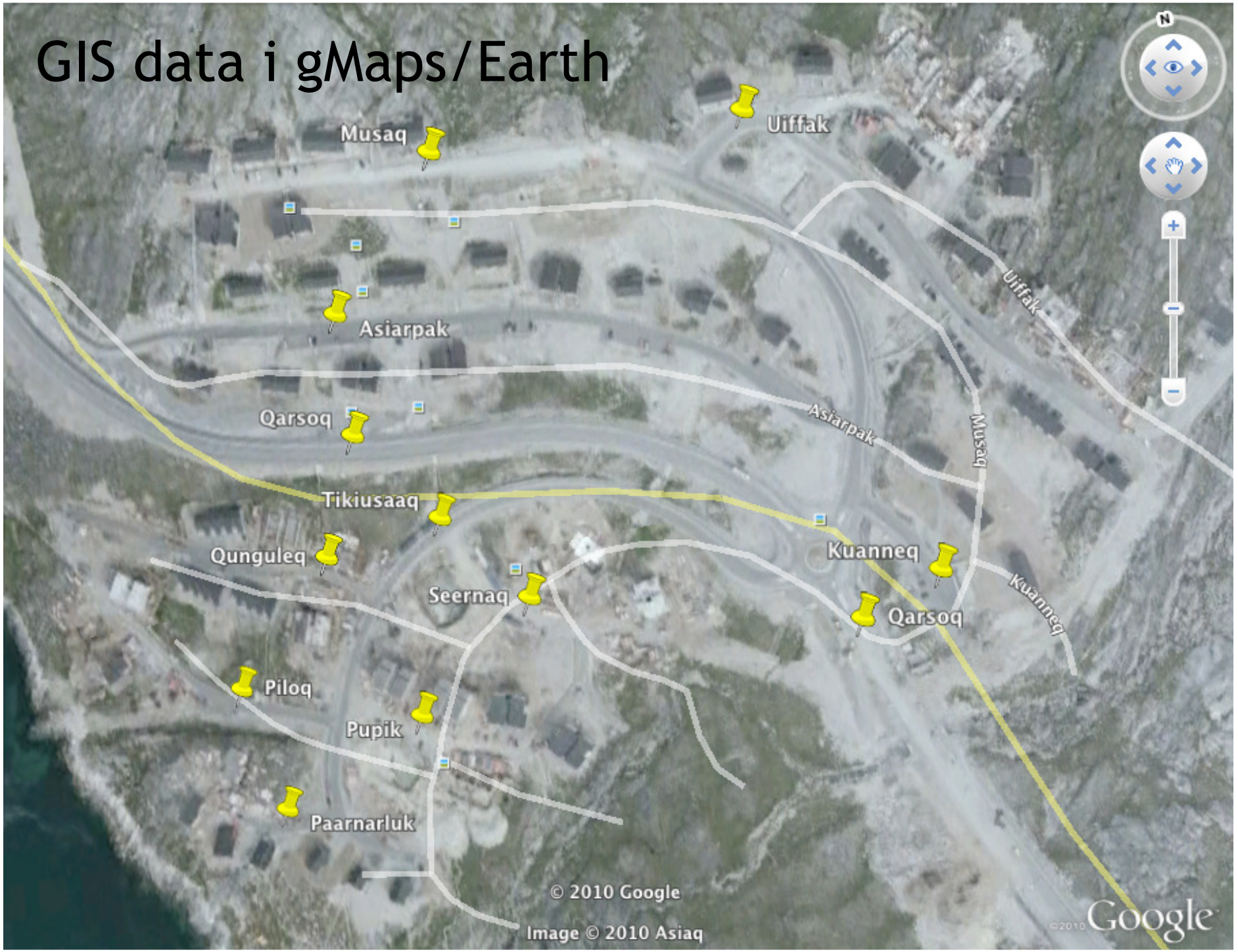
WELCOME
MAP APPS
© 2010 Microsoft | Beskyttelse af personlige oplysninger | Juridisk meddelelse | Annoncer | Om vores annoncer | Hjælp | Tell us what you think

Openstreetmap (non-profit)



GIS data i gMaps/Earth



NunaGIS' fremtid

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