



**\* Travel eBusiness Execs: Focus On Mobile Data Now**  
 OK, here's a shocker: Ownership of mobile phones is nearly ubiquitous among North American travelers. More than eight in 10 leisure travelers and nearly 87% of business travelers have one; among online travelers ownership is even higher (see Figure 1).<sup>1</sup> What makes all of this noteworthy is that 37% of leisure travelers and 45% of business travelers use mobile data services such as text messaging, sending or receiving picture messages, email, or accessing the mobile Internet. How does usage of these services break out?

**FORRESTER**

\* Data from **Forrester**: Travel eBusiness Execs: Focus On Mobile Data Now: Mobile Data Creates A New Way To Distribute Travel And Engage Travelers

*"Google hits everything but MMS, they even do voice (1-800-goog-411), which has near 100% adoption"*

<http://gigaom.com/2007/05/07/do-you-mobile-download/>

*M:Metrics says 9.9 million U.S. subscribers accessed mobile content via a downloaded application in March, up from 7.4 million in March 2006. (this is a small percentage of mobile internet users, and an even smaller percent of the total mobile device users...)*

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