



# Industries That Have Converged



- Wynk Music now plays close to a billion songs per month.
- Average daily time spent on the app by users has grown by 25% over the previous year.
- Daily streams grew 200% over the last year.
- Bundled Free

# Examples of digital technologies transforming tourism

## Phase 1. 1990-2000

- Financial software
- Mobile phones
- Email
- Internet
- Internet banking
- Office software
- Websites

## Phase 2. 2000-2010

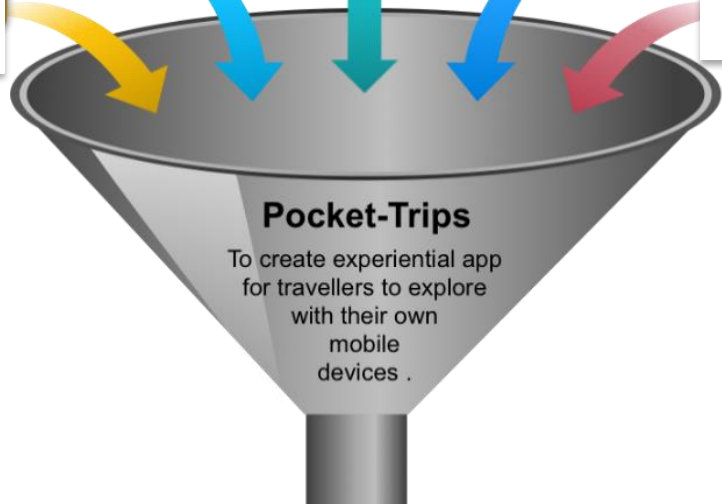
- Smart phones
- Computer graphics software
- Property management systems
- Online booking systems
- Email marketing
- Customer relationship systems

## Phase 3. 2010 onwards

- Augmented reality
- Virtual reality
- Mobile Apps
- Wearable technologies
- Social media
- Google analytics
- Review websites

Adapted from: Xiang, Z. & Fesenmaier, D. (2017) Big data analytics, tourism design and smart tourism

# EXPERIENTIAL TRAVEL APP



**Leveraging:**  
GPS  
Bluetooth  
AR Camera



# WHAT'S SO UNIQUE ABOUT LOCOMOLE?



AR Way Finding – To Locations Promoted

Authentic Story Telling

Suggested To-Do – Buy Local, Eat Local

Immersive Experience

Merchants Discovery Local Outlets

Multi-lingual (Eng, Chin, Jap + Others)

Bundled with Attraction Tickets – Local Events



- *Making Travels Safe, Fun & Fulfilling*
- *Boost Local Economy*

# LOCOMOLE is an All in One !

## It's a Travel Platform:

**Businesses**



**Travellers**

**Airlines**  
Destination Preview  
Guide



**Accommodation**  
New Concierge Svcs



**Transportation**  
Free & Easy Tours



**Merchants**  
Proximity Marketing



Eco-system



**Embark**  
Self-Guided Tours



**Purchase+**  
Attraction Tickets



*Thank You*

