

BARBADOS TOURISM ENCYCLOPEDIA
RESPONSIVE WEB DESIGN & BRAND MARKETING
making information instantly available everywhere on every device



BARBADOS TOURISM ENCYCLOPEDIA
MARKETING AND TECHNOLOGY DEVELOPMENTS

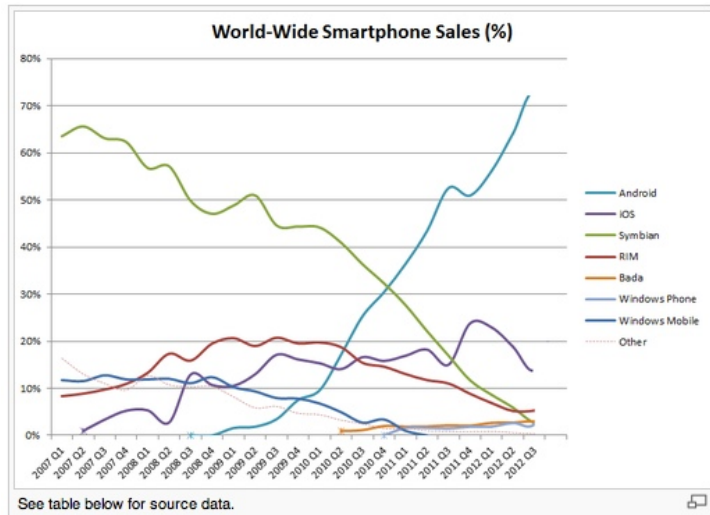
2013

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WHY RESPONSIVE WEB DESIGN (RWD)

There are more travelers on the internet today with mobile devices, smartphone tablets and iPods and iPads than with laptop or desktop computers. No marketing campaign can be completed without considering the mobile and smartphone users.

Just a year ago we were all building dedicated mobile website for this market, but that is no longer the best approach. Technology has moved on and we can now build one site that fits all.



RWD is not simple and requires a lot of work, planning, testing and coding. The benefits is that not only do you have a single website to maintain, but more importantly the search engines also have a single website to index, rank and serve-up. The fact is that this is what they want and Google has strongly mandated that developers use the RWD to build a single portal or website for all users.

MOBILE NEEDS

A Mobile Traveler of course has different needs and resources. Fitting a large screen into the small display is one of the challenges faced with a RWD project. It is also important to make use the resources of the device like its buttons, call options and layout features. In RWD the task becomes one of reformatting and recoding for each device. The page thus becomes larger, more complex and much more dynamic. Typically it will take 2 or 3 times more work to do this that build a simple desktop html page. Instead we must use special applications, techniques and code to repurpose the page for each device.

The question then is, "Is it worth the extra effort":

FACTS

Google predicts that mobile devices will drive travel searches up by 15 - 25% in 2013" (<http://www.thinkwithgoogle.com/insights/library/studies/the-2012-traveler/>).

NASDAQ: SCOR has reported that in the US 51% of smartphone owners are using these devices to access travel information.

RWD has been cited as the #1 web design and development trend for 2013 by .net magazine (<http://www.netmagazine.com/features/20-top-web-design-and-development-trends-2013>).

We all know that Smartphone sales surpassed PC sales in 2010 with mobile web usage increasing 600%. Gartner predicts this growth will continue throughout the decade.

All of that is secondary to the fact that you simple must have a single site design in order to exist in the market of the future. Search engines are demanding and common sense dictates that you cannot maintain the many sites needed for the various devices.

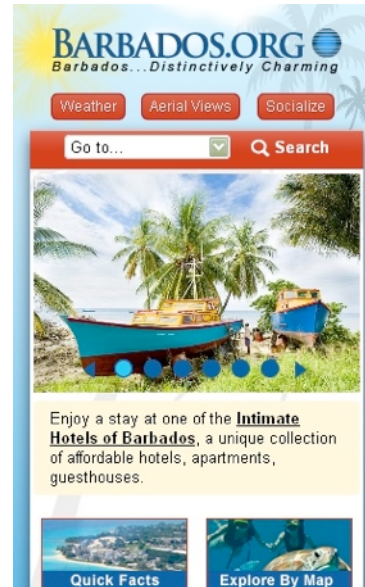
BUSINESS MODEL

The Barbados Tourism Encyclopedia is financed via hotel and tourism sponsor and advertisers. In this regard the new website offers several key advantages.

1. Effective advertising

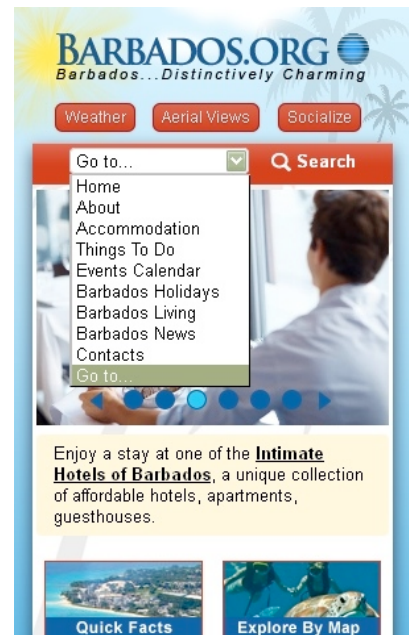
Advertisers get optimal exposure on each platform as their ads adapt responsively. A full size banner image ad on desktop is suitably scaled for tablet viewing. On smaller devices such as smartphones, the image ad switches to a text ad for easy viewing and improved click through rate.

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2. Navigation

Touch-friendly navigation has been specially integrated for tablet users. On desktop the navigation takes the form of the familiar drop down menus. On mobile, top level navigation is presented in a drop down list which such device users are accustomed to, while secondary navigation is presented in an overlay.



3. Search

While the search feature is equally useful for desktop and mobile users, for smaller screen sizes the search is presented as an overlay so that it remains prominent while not dominating the screen real estate.

Standard RWD techniques used include: scaling of images and video, restructuring of tabular data and repositioning of design elements.

4. Content Customization

To present content in the most user friendly format standard RWD techniques are used including scaling of images and video, restructuring of tabular data and repositioning of design elements.

5. General Design & Content Improvements

A number of other changes were made to the site based specifically on the results of a survey conducted with website users, staff and industry partners

Visual redesign to portray Barbados as a distinctively charming island with unique qualities that set it apart from other warm weather destinations. The design itself is backed up by strong visuals that support this branding.

New content has been added to support the distinctively charming brand such as local recipes and a rum shop tour.

Stronger emphasis has been placed on **social interaction** with past and potential visitors.



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ABOUT

The Barbados Tourism Encyclopedia offers comprehensive information, shopping systems and dynamic packages perfected over 14 years by the local company AXSES SCI.

AXSES develops a range of Tourism Marketing Machines including technology for Facebook bookings, fan page posts, travel power blasts, social index engines, shopping systems and direct bookings for hotel and tourism companies.

CONTACTS

For more on Barbados please visit <http://Barbados.org>

AXSES Tourism Marketing Machines Free Educational Series for Hotel & Travel marketing & Technology: <http://TourismMarketingMachines.com>

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