



Mobile Apps: The next wave

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Port Everglades

CruiseSchedule App



CruiseSchedule: Market Analysis Tool

- Who is the customer?
- What are the most popular brands?
- Goal: Identify Target Markets



CruiseSchedule: Usage

Wed, May 29

25 ▲ 13%

Last 7 Days

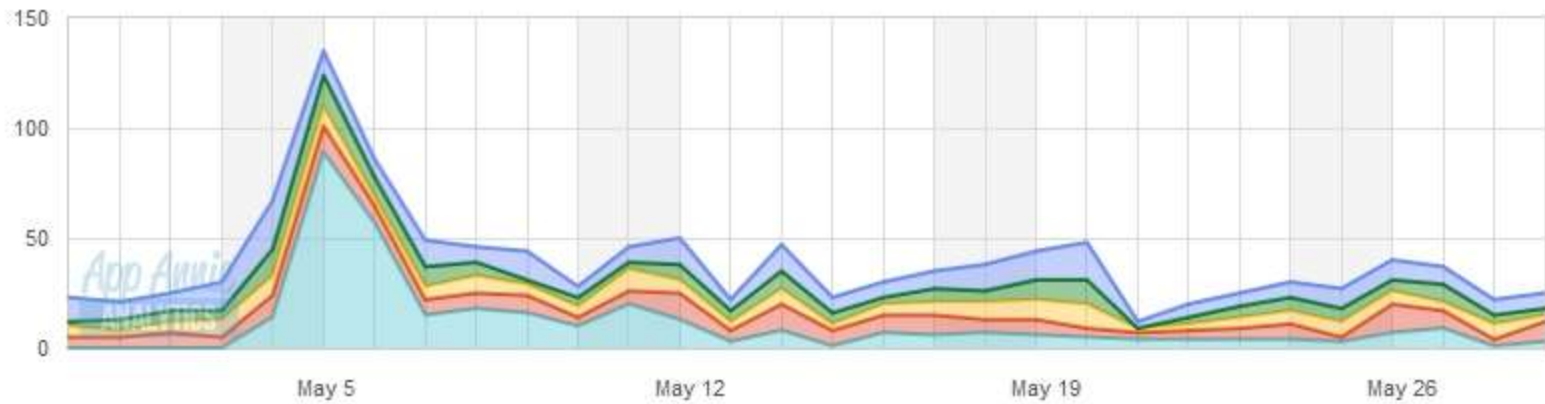
206 ▼ 9%

Last 30 Days

1,175 ▲ 13%

Since November 6, 2012

7,080



CruiseSchedule - Port Metro Vancouver

CruiseSchedule - Port of Seattle

CruiseSchedule - PortMiami

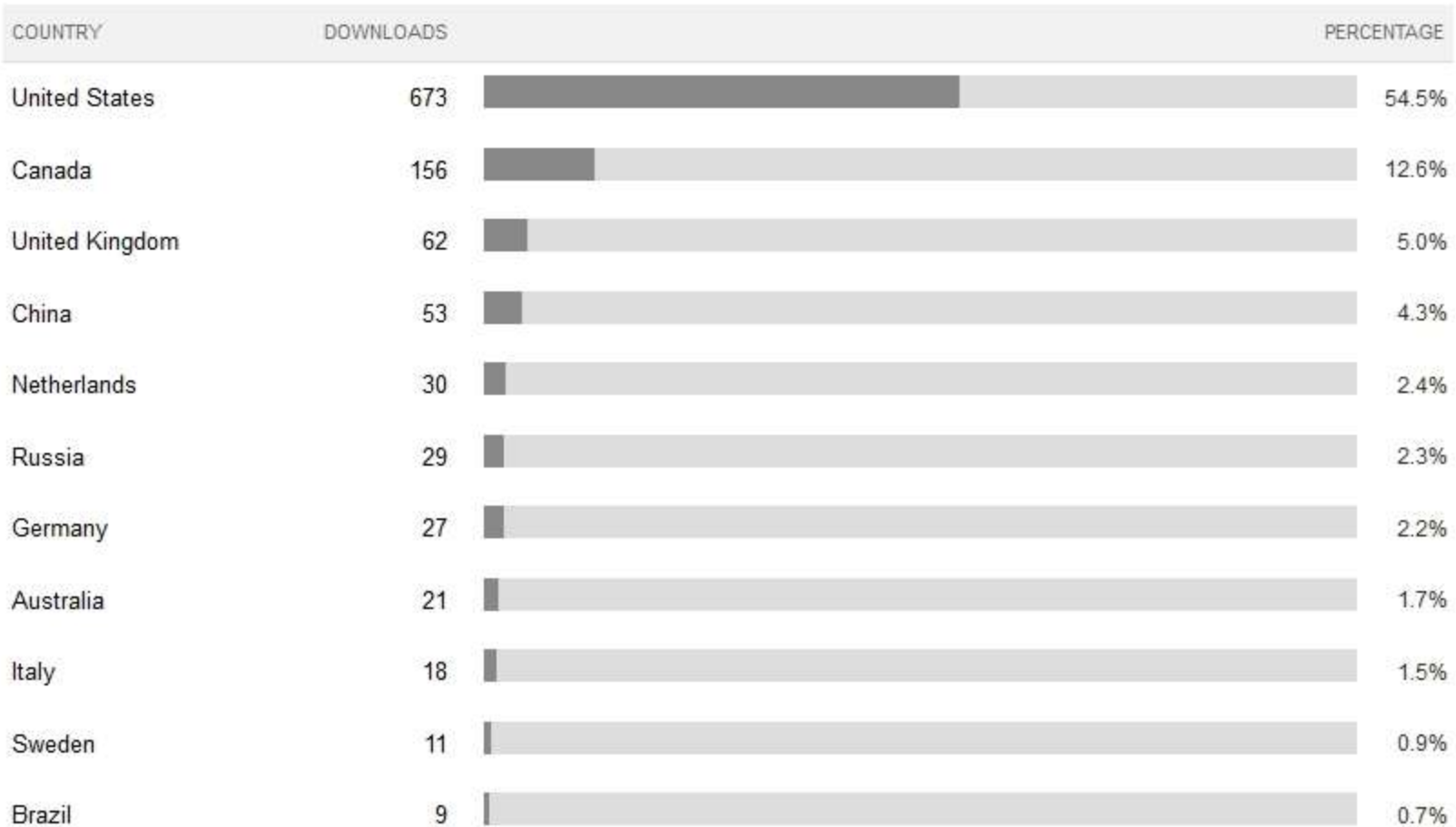
CruiseSchedule - Port Canaveral

Others

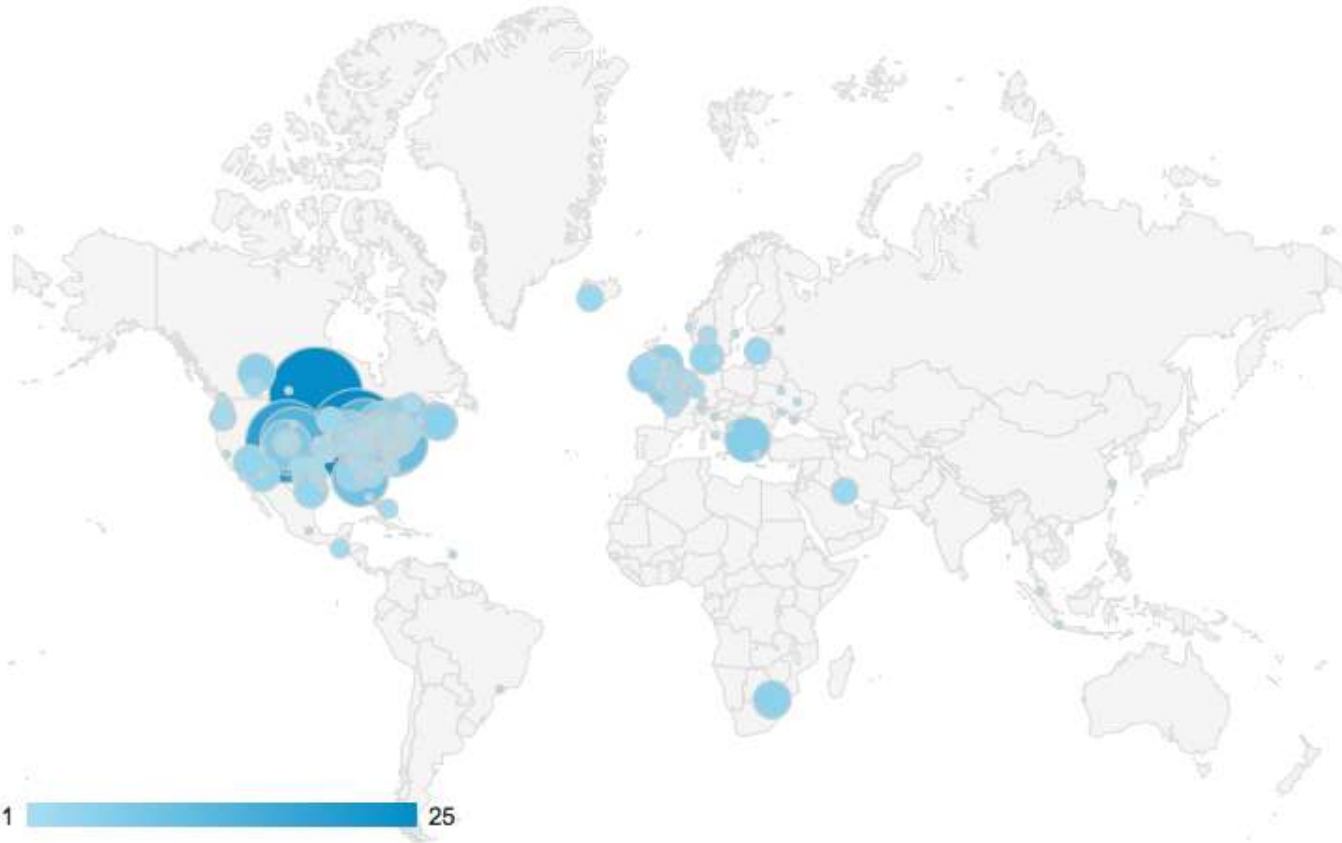
Total



CruiseSchedule: Location



CruiseSchedule: Cities



CruiseSchedule: Top 10 Markets

1. Northern America	Florida
2. Northern America	Ontario
3. Northern Europe	England
4. Northern America	Illinois
5. Northern America	Michigan
6. Northern America	New York
7. Northern America	Texas
8. Northern America	Quebec
9. Northern America	Georgia
10. Northern America	North Carolina



CruiseSchedule: Top Ships

1. Oasis of the Seas	United States
2. Carnival Freedom	United States
3. Allure of the Seas	United States
4. Prinsendam	United States
5. Coral Princess	United States
6. Allure of the Seas	United Kingdom
7. Oasis of the Seas	Canada
8. Oasis of the Seas	United Kingdom
9. Ruby Princess	United States
10. Carnival Freedom	United Kingdom



CruiseSchedule: Top Cruise Lines

1. Royal Caribbean	United States
2. Carnival	United States
3. Holland America	United States
4. Princess	United States
5. Royal Caribbean	Canada
6. Royal Caribbean	United Kingdom
7. Celebrity	United States
8. Princess	United Kingdom
9. Royal Caribbean	Germany
10. Carnival	Germany



CruiseSchedule: Users

Top Device Models



Apple
iPad
184 Active Users
75.10%



Apple
iPhone
52 Active Users
21.22%



Apple
iPod Touch
9 Active Users
3.67%

Active Users



Sessions



Screen Views



Screens / Session



Avg. Session Duration



% New Sessions



CruiseSchedule: Questions

App Name: CruiseSchedule

Availability: iTunes App Store, Now

Developer: Neil Kutchera

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