

# CONNECTING TRAVELLERS USING AUGMENTED REALITY

Presented By  
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LIVEORBIS™

# DIGITAL CONNECTIVITY DRIVES OPINION!



88%

Almost nine in 10 people have a social media profile.



60%

of Australians use the internet more than 5 times a day.

3.

5

The average number of internet-enabled devices owned

68%

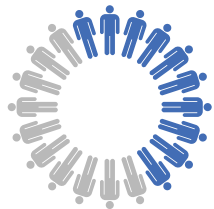
of us read online reviews and blogs before shopping, averaging eight reviews before making a decision;

20%

Of those users; holidays / travel / accommodation (20%) was the item most likely to have been researched last time. The highest % of any of the 16 data sets surveyed.

45%

percent of social media users have provided online ratings. This is over twice as many as discovered in 2017 (22%),



56%

Holidays / travel / accommodation suppliers have attracted online ratings from social media users at 56%, more than double any other product or service suppliers of the 18 data sets surveyed.

2018



68%

2017



44%

Just over two-thirds of social media users (68%) read online reviews or blogs. In 2017 this incidence was 44%.

2018



43%

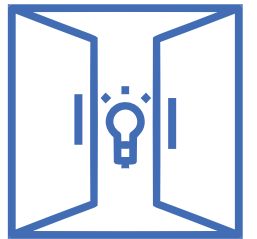
2017



21%

43% have posted reviews or blogs, which compares with 21% in 2017

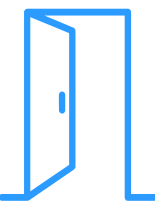
# CONNECTING TRAVELLERS TO ATTRACTIONS



Physical Attractions



LIVE ORBIS MAP

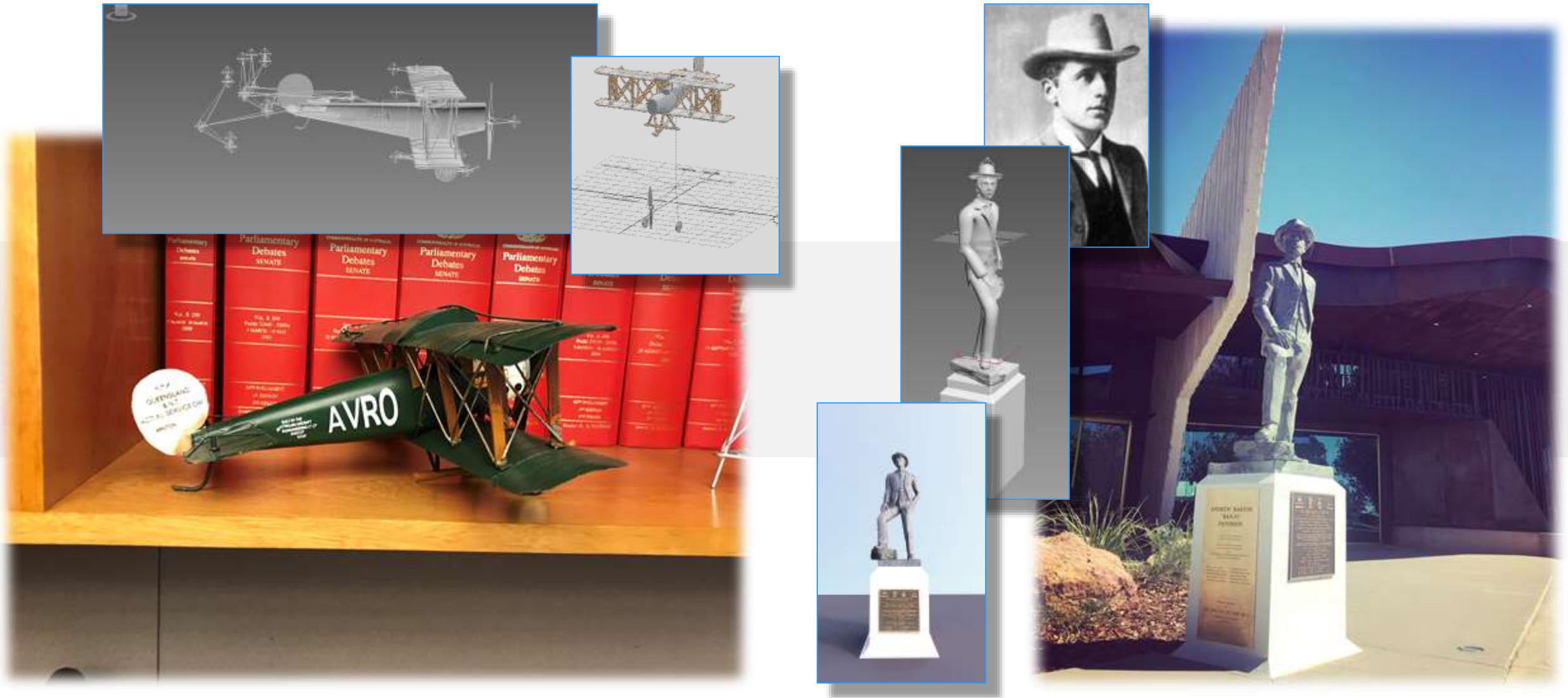


AR PORTAL



BOOKING

# IMMERSIVE BRAND MARKETING



“YOUR WORLD IS YOUR ORBIS”

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