

early everyone with a smart phone relies on apps—those helpful, self-contained software applications that we download to our mobile devices. Last summer, the Pokémon Go app was all the rage, and the Snapchat app for sharing photos and videos with friends was the most-downloaded free app in 2016 from Apple's AppStore, according to the company.



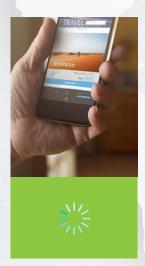
But apps aren't exclusively designed for fun and games. Some are integral to our businesses—and our business is travel. Three executives from Terra Dotta, who collectively traveled thousands of miles in 2016, share their favorite travel apps: Brandon Lee, CEO; James Lee, Director of Business Development; and Marty Greenham, Director of Marketing.





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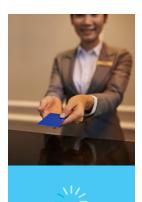
**Airline Apps**—All of the airlines offer apps to ease travel, allowing you to book flights, check the status of flights, check in and more. Some include extra features, such as real-time bag tracking, built-in currency convertors and Uber integration to quickly line up rides at your destination.



Brandon Lee likes that he can access boarding passes through the American Airlines app on his smart watch rather than his phone. "I can go through the TSA pre-check and board without having to take out anything but my license," he says. During a business trip to Australia in the fall, James Lee downloaded an app from Virgin Australia Airlines and watched a Brewers playoff baseball game. "I was watching the Brewers live from Australia, and I can't often do that at home!" he says.

2.

**Hotel apps**—Many of the major hotel chains have apps that allow you to book a room and track reward points. Some of the more savvy apps let you check in and out, see specials for individual properties, get dining and excursion recommendations from the concierge and more.



Terra Dotta employees often stay at Marriott properties, so their app comes in handy for staff. "I love the fact that I can check in prior to arriving, then simply pick up my key and go," says Brandon Lee. James Lee adds that when he checks in early using the Marriott app, he often gets a room upgrade. In addition, because he is a Platinum Elite member, he can check in with the app outside of normal check-in hours—something he says some other hotel apps don't allow.



## A CORNER ON THE MARKET: APPS THAT FILL A NICHE

Many apps are multi-taskers, doing lots of things to assist frequent travelers. But some fulfill very specific needs. These "boutique apps" may only have one job, but they do it well:

- SeatGuru—Provides seating charts for hundreds of aircrafts on more than 40 airlines.
- Waze—Shares real-time traffic and road information from users.
- GasBuddy—Finds the best local gas prices in the U.S. and Canada.
- VroomVroomVroom—Compares car rental prices from major agencies.
- Bravolol—Provides phrasebooks and dictionaries for several foreign languages.

3.

**TripIt**—If you forward this aggregator app all your reservations—hotel, airlines, rental cars, etc.—it will build your itinerary and plot everything for you on a daily basis. It also provides maps, weather, directions and other information related to your destination. James Lee especially likes the baggage feature. "As I'm getting off the plane, TripIt tells me what carousel my luggage will be at," he says. "That's very handy because I hate when I go to the luggage area, look at the board and there's no carousel number for my flight."

Brandon Lee appreciates that TripIt is designed for teams, sharing itinerary information for anyone in the group. "For example, when we go to the NAFSA [Annual Conference & Expo] every year, we bring about 20 employees. It's really hard to figure out who is arriving when, whether we should share cabs and so on," he says. "TripIt lets use share across teams or through the entire company."



4.

**Google Apps**—Google offers several useful apps, including Google Trips, Google Maps and Google Image. "Traveling to many different cities in the U.S. and abroad, Google Maps is one of my 'go-to' apps," says Marty Greenham of the app that allows him to get directions as well as look up places. "With its new offline feature, I don't have to eat up my data plan while overseas."

Google Trip is similar to TripIt, though Brandon Lee says it has a better graphical interface and is simpler to use because it's not designed for teams. "You can give Google Trip the ability to automatically scan your email, so you don't have to forward anything to it," says Lee. He also uses Google Image, a comprehensive image search engine, during down-time on business trips or while on vacation. "When I pop into a museum and haven't done a lot of research, I like to ask, 'What is this piece of art?' and get a little bit of history on it," he says.

Overall, these apps help the executives save time, avoid hassles and streamline travel. And that's important when your business takes you on the road—and out of the country—a lot of the time.





## ABOUT TERRA DOTTA

Our mission at Terra Dotta is to offer the very best products and services in higher education software. We are committed to delivering a user-experience that transforms the way our clients operate and engage with their constituents. We accomplish this through the continual deployment of best-in-class technology, and the focus we place on mutual trust in each and every one of our business relationships. These values form the Terra Dotta difference.

For additional information please visit www.terradotta.com