



The single source of truth:

**Data as the basis for successful Destination
Management in the future**



Everything that can be digitalized, will be.

(Eric Schmidt, former Google CEO)



Why do we need to rethink ?

A high-speed train, possibly a Shinkansen, is approaching on a set of tracks that lead into a dark, wooded tunnel. The train's headlights are on, and its sleek, aerodynamic design is visible. The tracks are flanked by dense trees and foliage, creating a sense of being in a remote or forested area. The overall atmosphere is mysterious and dramatic.

Something big is coming

The 4th revolution of the Internet

1. The Internet
2. Search-engines
3. Mobile
4. AI & data driven



Allgäuer Alpen

Gebirgsgruppe in Bayern

Die Allgäuer Alpen sind eine Gebirgsgruppe der Nördlichen Kalkalpen. Das Gebirge liegt östlich des Bodensees und hat eine Ausdehnung von etwa 75 km × 50 km. [Wikipedia](#)

Höhe: 2.656 m

Höchstpunkt: [Großer Krottenkopf](#)

Land: [Deutschland](#)

Berge

[Über 45 weitere ansehen](#)



[Nebelhorn](#)

2.224 m



[Fellhorn](#)

2.038 m



[Hochvogel](#)

2.592 m



[Großer Krottenkopf](#)

2.656 m



[Mädelega...](#)

2.645 m

Wird auch oft gesucht

[Über 3 weitere ansehen](#)



[Alpen](#)



[Kleinwalse...](#)



[Tannheimer Tal](#)



[Bayerische Alpen](#)



[Ammerga... Alpen](#)

[Feedback](#)

**Result on the Search Engine
Google for: „Allgäuer Alpen“**



Allgäuer Alpen

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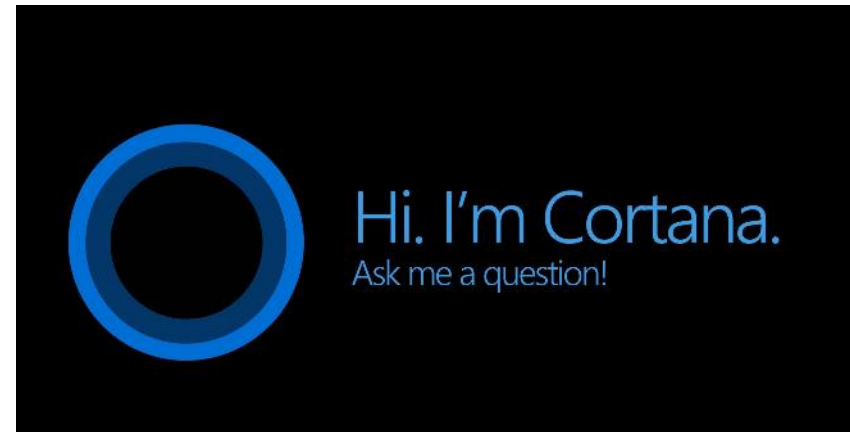
[Feedback](#)

Result on the ~~Search Engine~~

Answering Engine

Google for: „Allgäuer Alpen“

Chatbots and personal Assistants



CHATBOTS: THE RIGHT SOLUTION AT THE RIGHT TIME FOR THE TRAVEL INDUSTRY

(www.accenture.com)

SEO in 2018: Optimizing for voice search

Travelguides of the big guys

[Alle](#)[Maps](#)[Shopping](#)[News](#)[Bilder](#)[Mehr](#)[Einstellungen](#)[Tools](#)

Ungefähr 184.000 Ergebnisse (0,61 Sekunden)

Booking.com - Hotels

[Anzeige](#) www.booking.com/Hotels ▼

Homepage von Booking.com! Über 1.093.000 Hotels weltweit.

Hotel in Immenstadt - Tradition trifft Excellence

[Anzeige](#) www.hotel-krone-stein.de/Allgäu/Immenstadt ▼

Moderne Ausstattung, SPA-Bereich, Restaurant, Radverleih mitten im Allgäu

Hotel Immenstadt - Finden Sie die besten Hotels

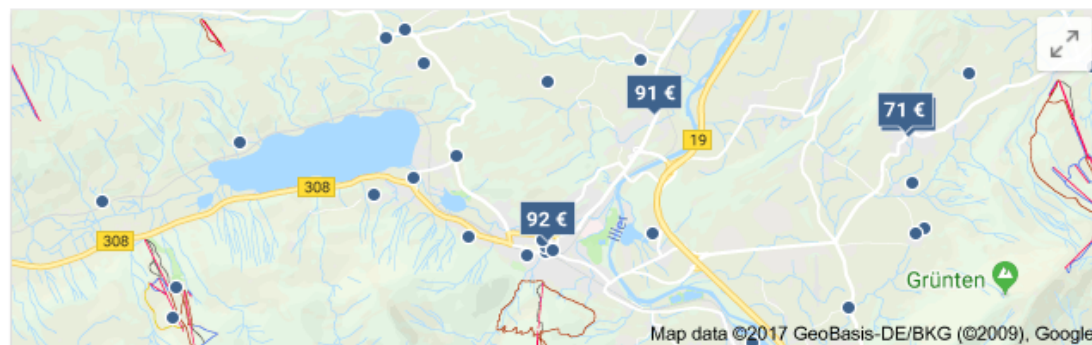
[Anzeige](#) www.hrs.de/Hotel/Immenstadt ▼

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Do., 21. Dez.

Fr., 22. Dez.

Sortieren nach ▼

2 ▼

Preis ▼

Bewertung ▼

Unterkunftstyp ▼

Hotel Restaurant Krone

4,7 ★★★★★ (118) · 4-Sterne-Hotel

Alpines Hotel mit feinem Restaurant

ANGEBOT 18 % Rabatt

91 €

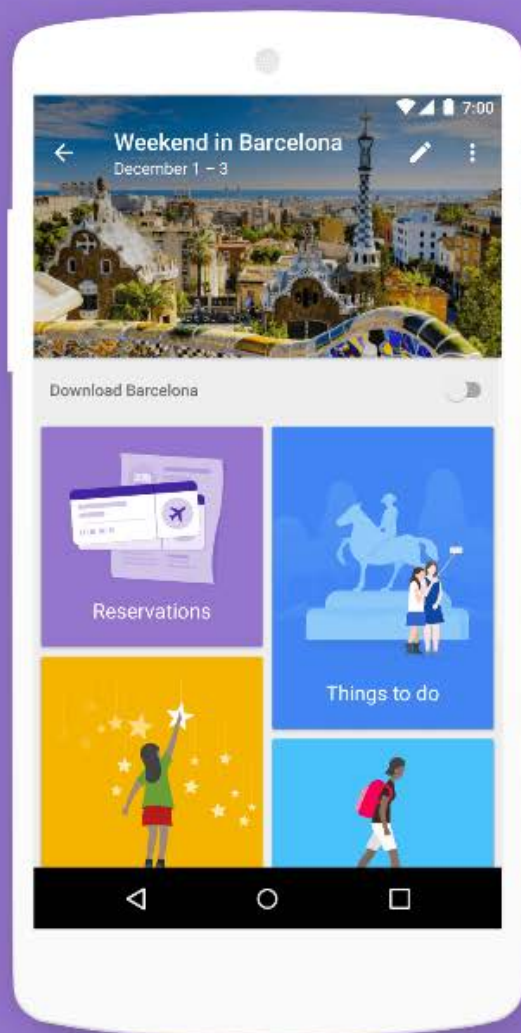
111 €



Gasthof Hotel Drei König

93 €





All your travel info in one place

Now you can find travel details like reservations and confirmation numbers in one easy app. Google Trips simply gathers your travel information from Gmail and Inbox, then organizes it automatically. Plus, the entire app is available offline, so you can see your info wherever you are.



Search Things To Do

Destination

From

To

Search

AVIS

TREAT YOURSELF
Up to 30% off

BOOK NOW

You can **save 10% or more** off things to do with member prices. [Sign up, it's free!](#)



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No Expedia cancellation fee to change or cancel almost any hotel reservation

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At more than 5,500 neighborhood and airport branches.

[Learn More](#)



Today's Popular Destinations



Chicago



Miami



Los Angeles



The Very Best of Travel

Chosen by Millions of Travelers

2017 Award Winners

[HOTELS](#)[DESTINATIONS](#)[BEACHES](#)[LANDMARKS](#)[ATTRACTIONS](#)[MUSEUMS](#)[RESTAURANTS](#)[AIRLINES](#)[VACATION RENTALS](#)

2016 Award Winners

[ALL-INCLUSIVE RESORTS](#)[DESTINATIONS ON THE RISE](#)[ISLANDS](#)

BEST BEACHES 2017

Baia do Sancho, Fernando de Noronha

Need inspiration? See more Travelers' Choice Awards





Search

Become a host

Help

Sign Up

Log In



Things to do in Barcelona

Here's your key to the city. A definitive guide of the best local spots, as told by local Airbnb hosts

Activities led by local hosts

Food Scene



Drinks & Nightlife

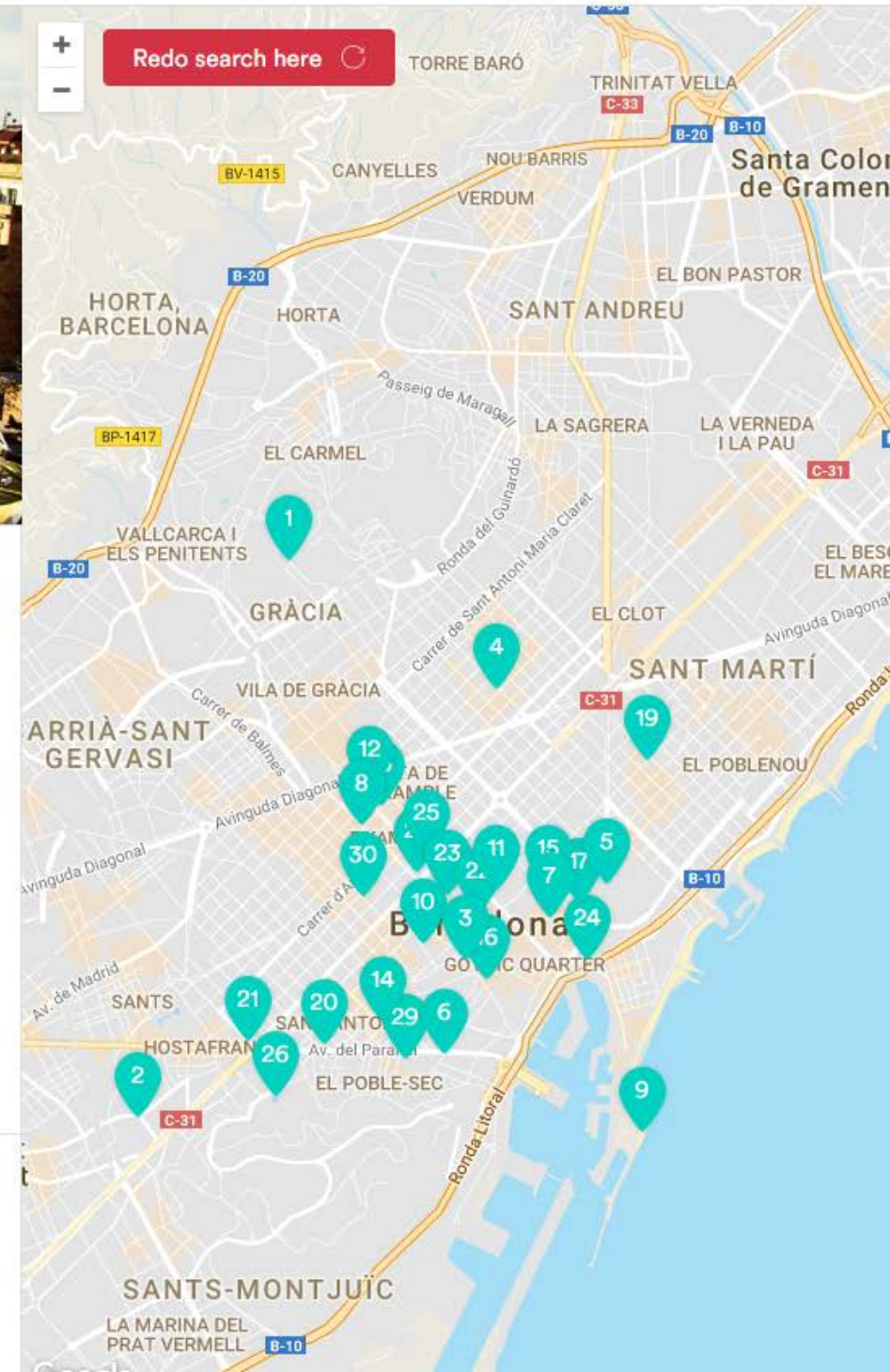


Sightseeing



Best of the best

#1



Place, region



Photo: Tourismus Marketing Gesellschaft Sachsen mbH



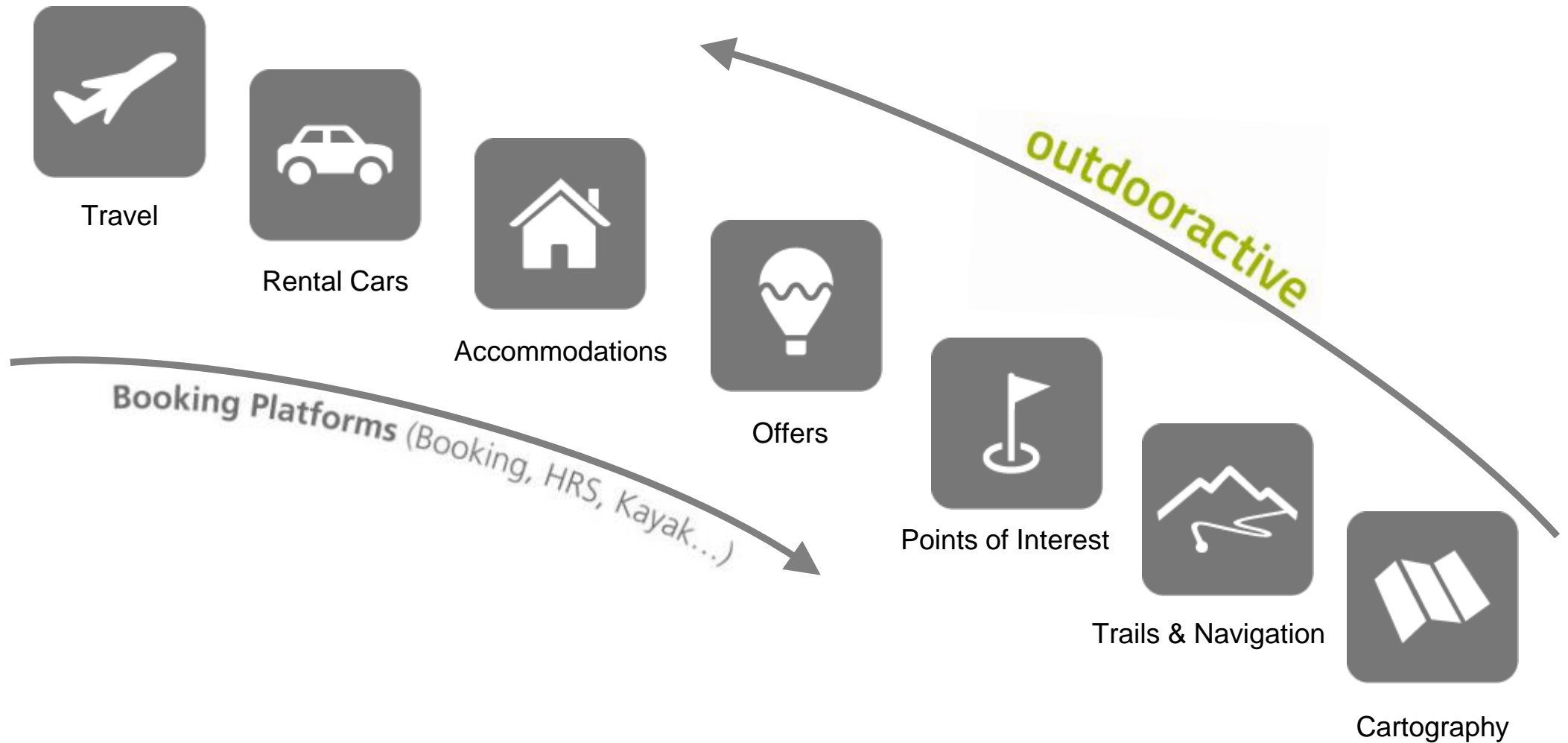
TOPIC

Winter Activities in Saxony



Your outdoor travel guide

The age of the platforms



Google

Amazon

TripAdvisor

Instagram



Outdooractive as intermediate platform



Destinations



Print



Web



App



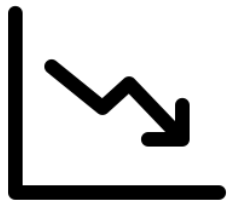
CRM

Only 19% of consumers seek out travel information on DMO websites, trend decreasing.

SOURCE [DMAI](#), [DestinationNEXT Report](#)

DMOS websites can simply not compete with big players like TripAdvisor, booking.com etc.

SOURCE [TREKKSOFT](#)



Websites of Tourism Destinations are loosing their relevance

74% use travel portals for inspiration and planning a trip.

SOURCE [yougov](#)

The guest wants to handle the entire stages of travel – the process from inspiration to reviewing the journey – in one channel

SOURCE [TREKKSOFT](#)

Yesterday

Website

Events

Tours

POIs

Today



Database

App

Amazon

1

2

Tourism Destinations need new metric

**Marketing in tourism as we know it today, does not
work anymore**



Nathalie
19 years, Gen Z
College student
Human medicine

Alexandra
22 years, Millennial
Deputy Head Hairdressing
Hotel Sonnenalp

Benedikt
24 years, Gen Y
College student
Computer science



Yesterday - > Today

- Desktop - > Smartphone**
- Display-Advertising - > Ad-blocker**
- Radio - > Music-streaming**
- TV - > Video-streaming**
- Newspapers - > Newsfeeds**
- „Out of Home“ – Marketing - > Overflow & blindness**
- Print magazines - > Web search**
- Search engines - > Answering engines**
- Social Communities - > Chats**
- Web search - > Chatbots**
- Versatile information - > Gatekeeper monopolists**

Social Media is dead



DNA India

... as we roll this out,
you'll see less public
content like posts from
businesses, brands, and
media

January, 12th 2018

What to do ?

Stop thinking in projects
Stop buying products

Think Data
Think Solution

The Evolution of Outdooractive



Our Future: Digital Solution as a Service

The allocation of the roles in Tourism Destinations in the future

Outdooractive

- Full stack technology
- Cartography
- Legal issues
- Privacy + personalisation
- Standards
- Internationalization
- Data protection
- Content distribution
- SEO, Chatbots, AI
- Open data services
- Social media integration
- Community host
- Data mining & analysis
- 360 ° Reporting
- Know-how support

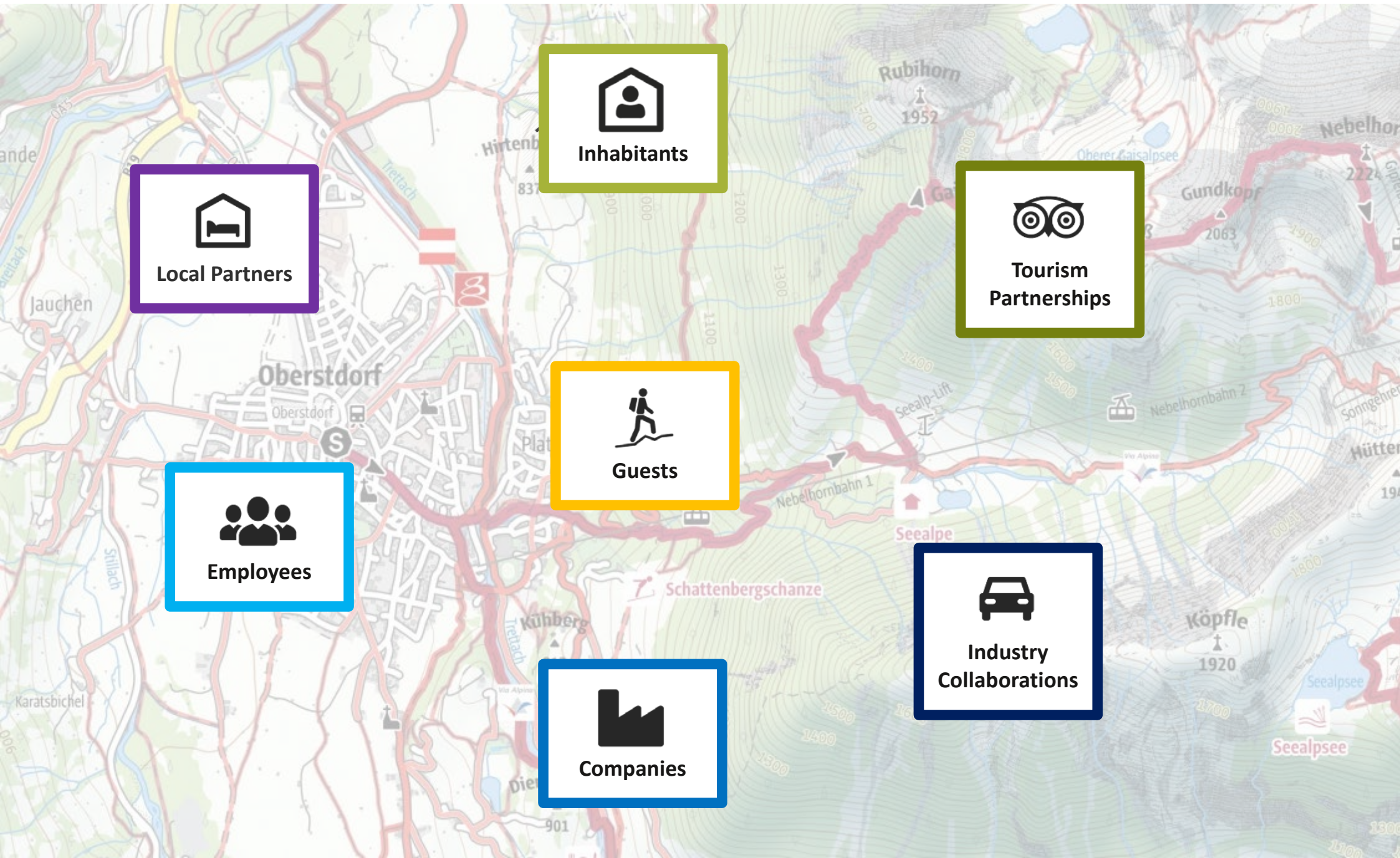
Destinations

- Brand management
- Value proposition
- Product development
- Quality assurance
- Content management
- Leadership in Digitalization
- Change management
- Local participants organisation
- Operational staff training
- Tourist Information
- Target definition
- Direct communication



Destination Suite

The Holistic Digital Destination Management



Inhabitants



Local Partners



Tourism
Partnerships



Guests



Employees



Industry
Collaborations



Companies

**Imagine you had time
for your actual tasks.**

If you had time for your guests, your offer and the service quality in your region.

If you had a holistic digital solution and didn't have to take care of data integration, interfaces, data protection and voice assistants.

Wouldn't that be great?



User Interfaces

The guests are the focal point: All frontends, tools and services they use are user-optimized to the maximum.

The users can decide for themselves which tools and services they want to use to receive information. Every modern technology is supported.



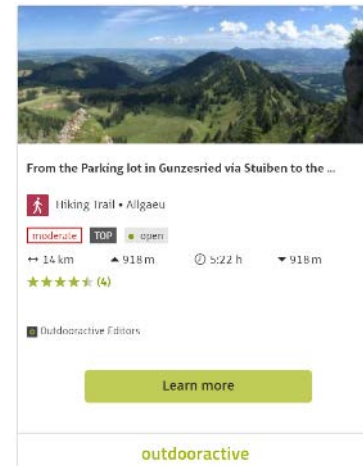
Your next outdoor adventure with
Outdooractive

Every day, our users are looking for the best way to plan their next outdoor adventure. They want to know where to go, what to do, and how to get there. They want to know what to expect, what to bring, and what to wear. They want to know what to do when they get there. They want to know what to do when they get there. They want to know what to do when they get there.



Web Frontend

The state-of-the-art website with maximum customizability out of the box. No relaunches necessary thanks to software as a service



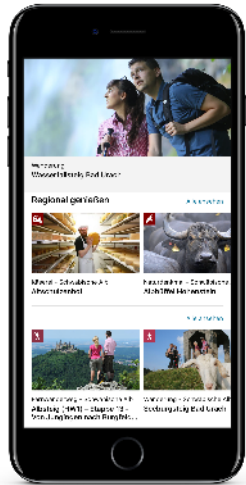
Embedding

Provide your guests, locals and local partners with the possibility to integrate your contents into their websites.

Destination marketing 3.0

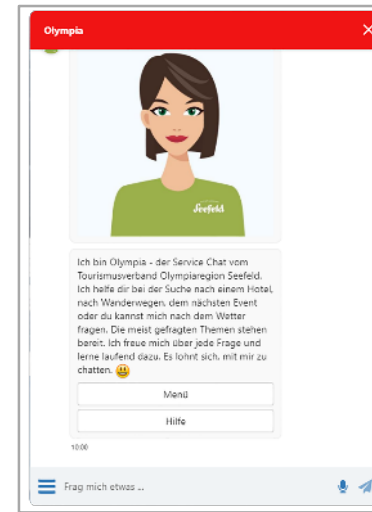


“Alexa, please recommend a family-friendly biking tour up to three hours to a lake with a rest stop serving gluten-free food.”



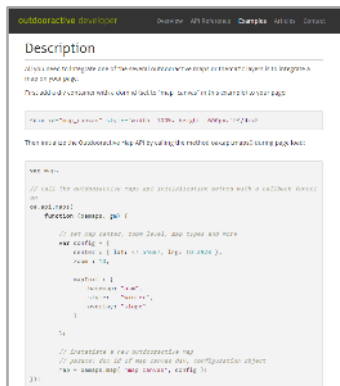
App

The destination app for your branding in the App Stores, perfect user experience and maximum personalization



AI, Chatbots & SEO

Alexa, Google Home, Siri and all other personal assistants & chatbots, like the search engines, will be provided with perfectly structured data.



API

Professional data distribution with standard technology, automated data updates and reporting



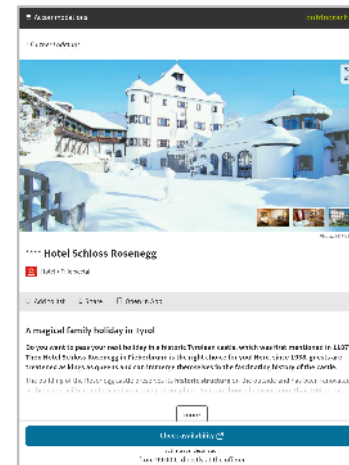
Web2Print

Fully automated on-demand production of printed maps and the facilitated creation of all kinds of printed products directly from the database

Content

The content database of a destination forms the basis of the whole tourism.

Inspiration, information and the whole travel planning is executed on the basis of high-quality and emotional information.



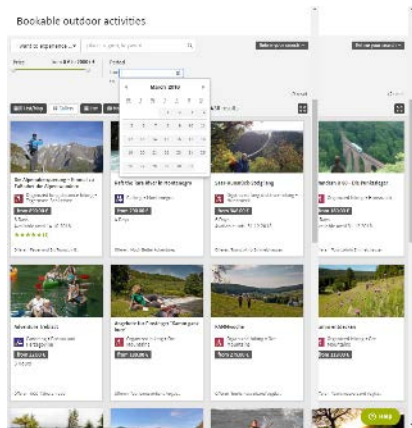
Accommodations

Search, filter and book the accommodation directly via all channels. The meta search through all types of accommodation is compatible with all booking systems on the market.



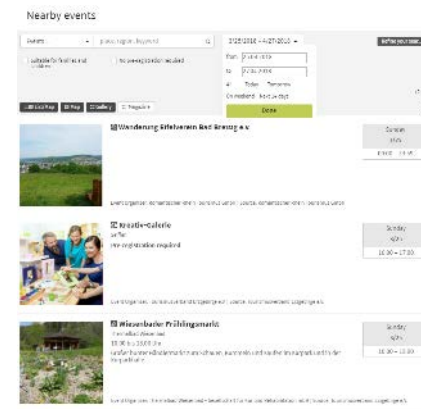
Visual Media

All kinds of visual media are fully integrated into the platform: videos, anoramas, 360° images and VR. 3D videos are created automatically.



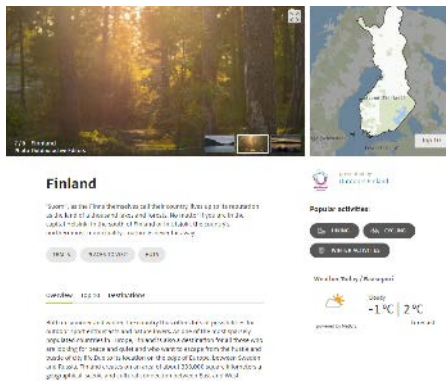
Bookable Offers

Bookable services of a destination – even external booking systems – are managed and can be linked with additional content. The guest can get information within the right context and book directly.



Events

Fully integrated, georeferenced event calendar includ. booking possibility in all systems and interfaces to all relevant events calendars



Informational Media

Structured, standardized data for all kinds of content: travel guide, tours, huts, accommodation, places to visit, ski resorts, traffic, current conditions, weather, avalanche risk, webcams.



















Cartography

The destination map is developed continuously from current official data and information from the platform database. The map is digital and acts as the basis for the routing in the tour planner. The style and content matches the context.

For the systems of the future all kinds of content must be available in one system. Only then is it possible for e. g. voice assistants to answer complex questions.

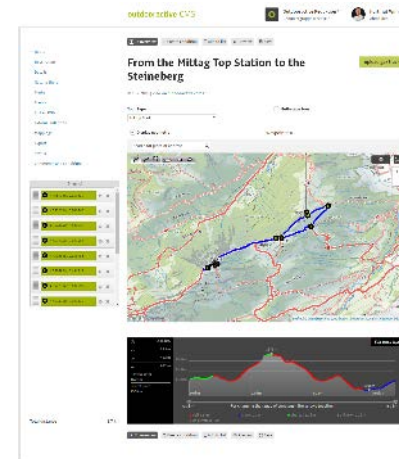
The different types of content have their own respective data structure. All contents can be created, imported and managed in the Outdooractive DMS. All necessary data relations are created automatically.

			
Tours	Accommodation	Places to visit	Stories
			
Offers	Ski resorts	Events	Places & regions
			
Books & maps	Live data (e.g. weather)	Cartography & path networks	Signposts & infrastructure
			
Images, videos, webcams	News & feeds	Comments & ratings	Users & Social Media

Data center

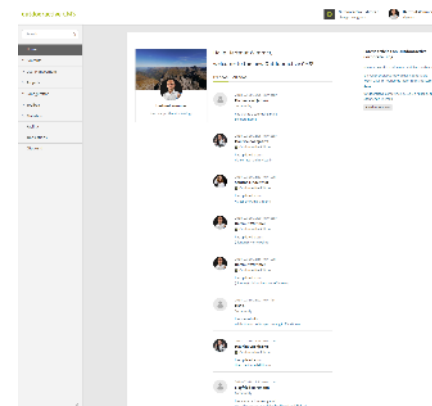
In the future the world will be data driven, especially affecting the information and usage behavior of the guest.

Those things not included into the users' tools do not exist. This is the reason why it is crucial for destinations to get to know the users (=guests).



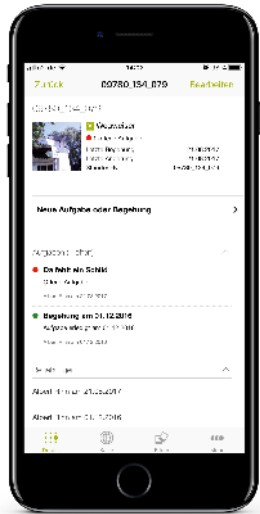
DMS

Tours and every additional content can easily be entered and managed with our highly specialized Destination Management System which also acts as the hub for reporting, Social Media, team information, user feedback and more.



Collaboration & Know-How

Fully integrated hierarchical rights organization in teams, workflow support, technical contribution, training, knowledge transfer, knowledge database and online support

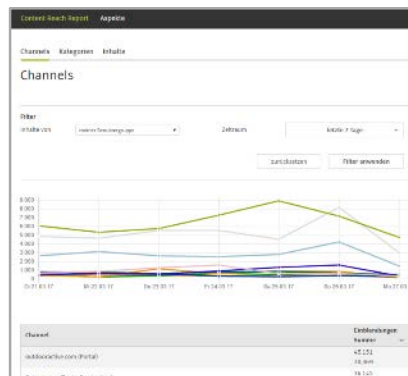
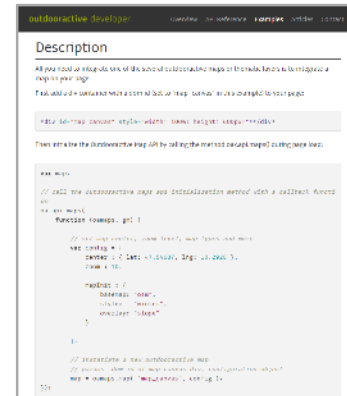


Facility

Best quality of experience for the guest: All tasks of path managers are managed in the same digital system the guest uses – regardless if it's deficiency reports by guests, danger warnings or path closures.

Interfaces

Standardized interfaces to all relevant systems for the unifications of all data of a destination to one complete dataset



Analytics

Modern data processing as basic information for the destination management; comprehensive reporting about the distribution and utilization of contents, campaigns, projects and the guests' behavior



Data security

User data is encrypted and securely managed. All data will be collected and issued in accordance with the statutory provisions. Hosting is on self-managed servers in Europe.

Today's separated worlds of data

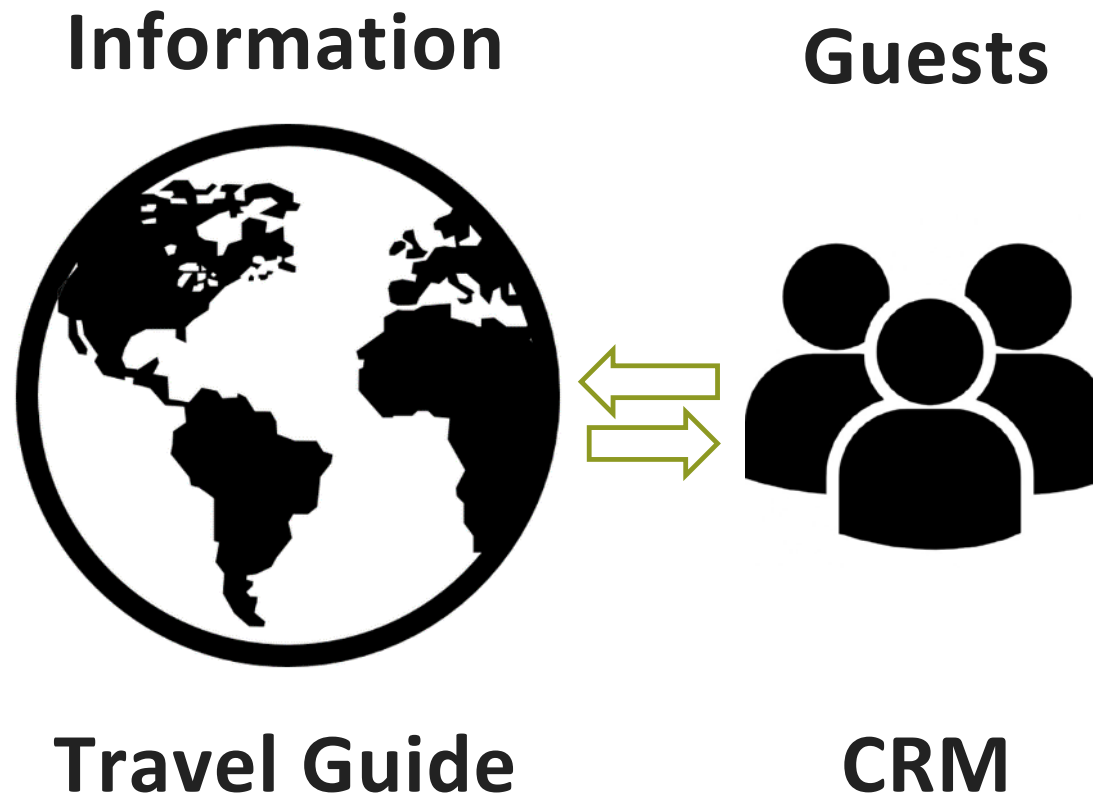
Information

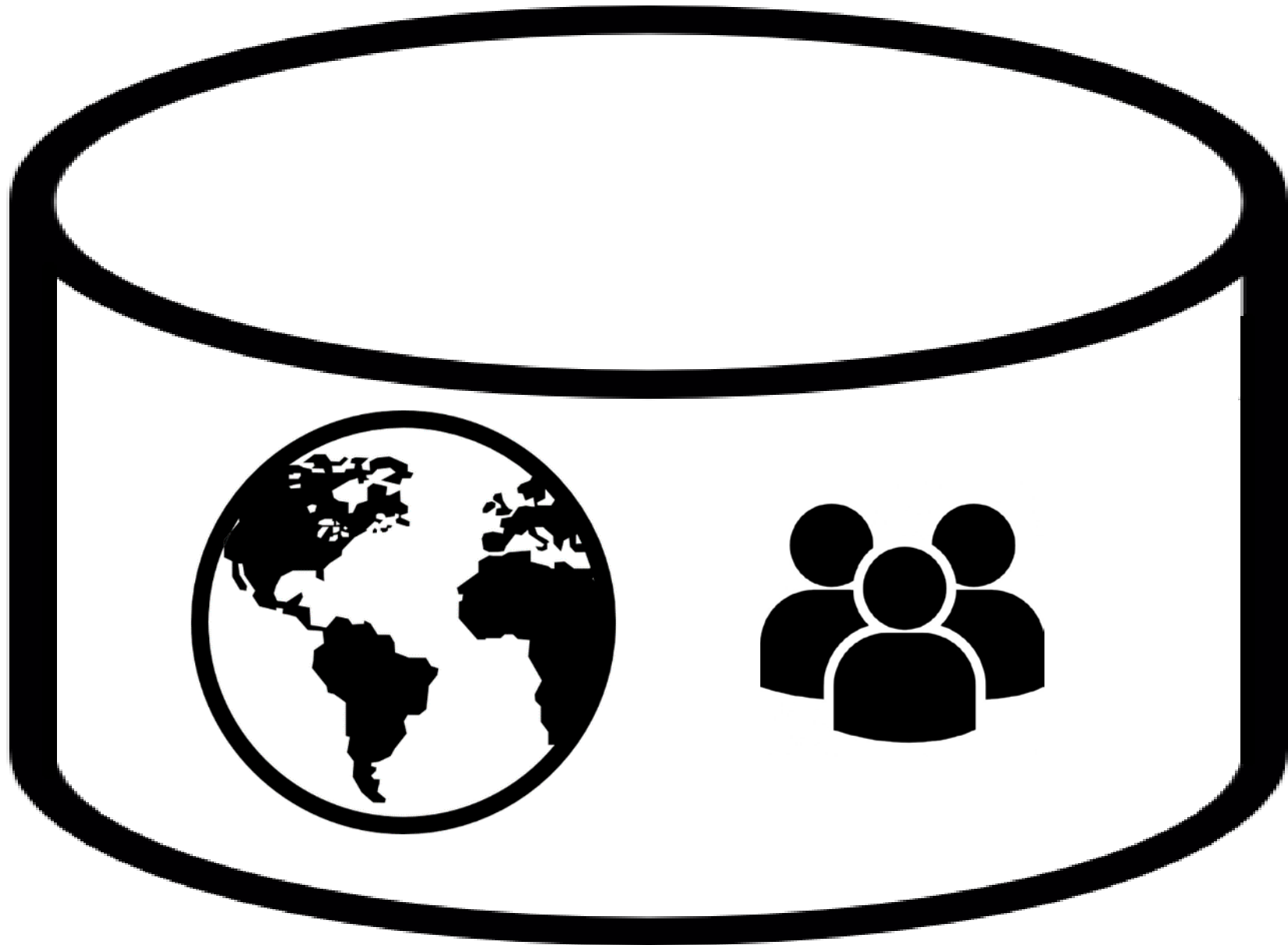


Guests

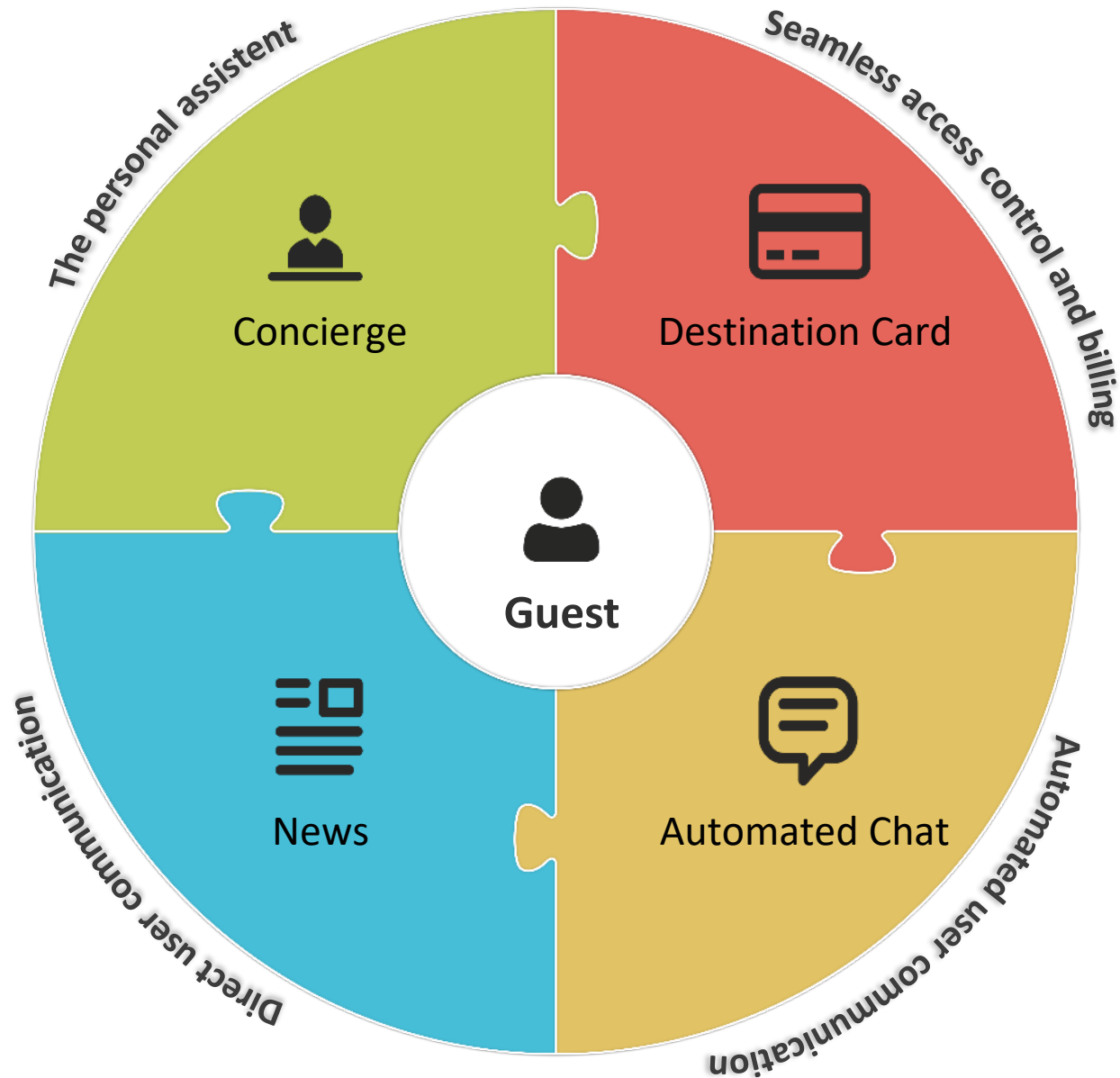


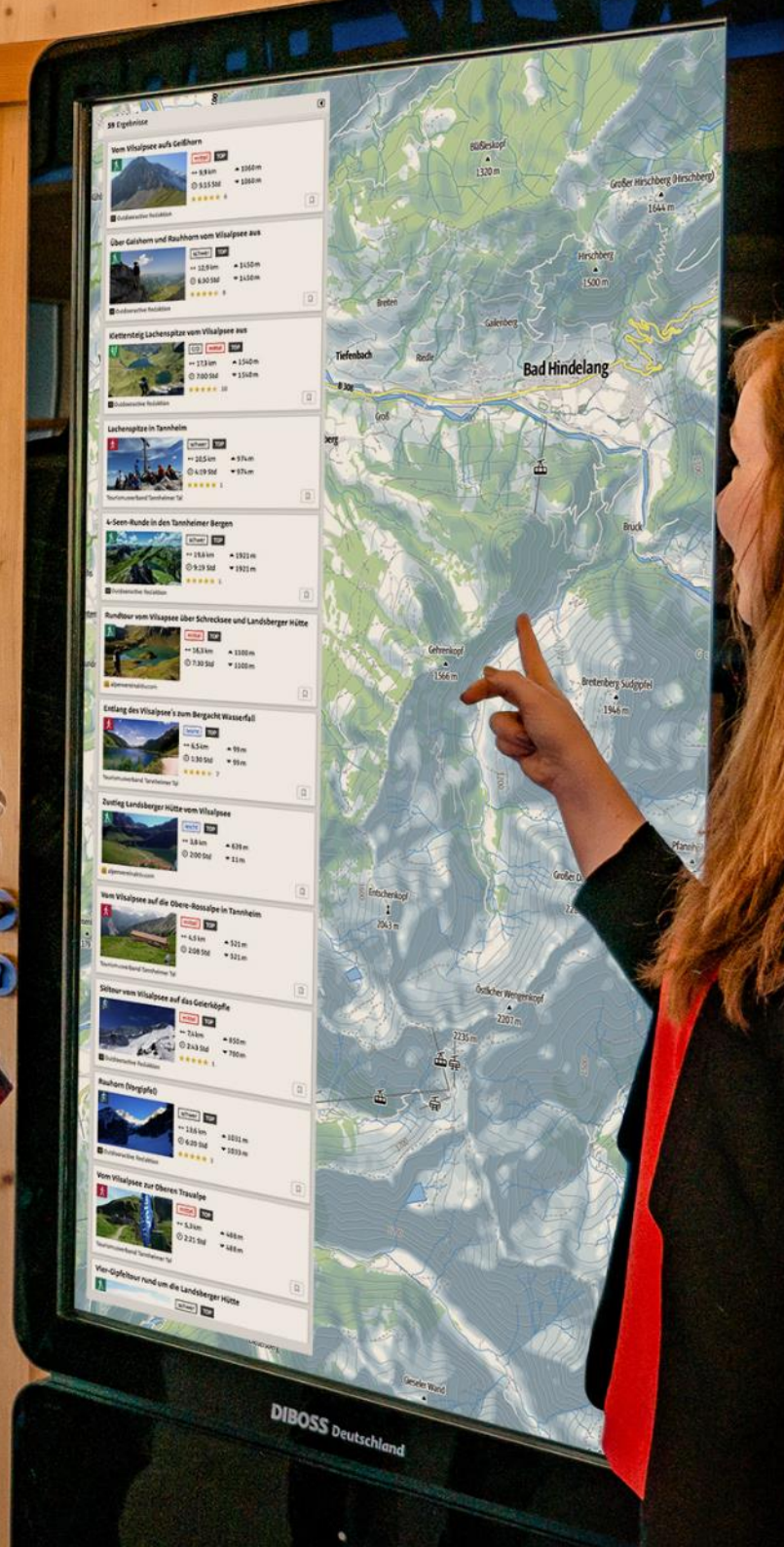
Today's separated worlds of data





The Central User Communication in Destinations





Concierge

The guest is the focus: All tools are aimed at the maximum service for the guest.

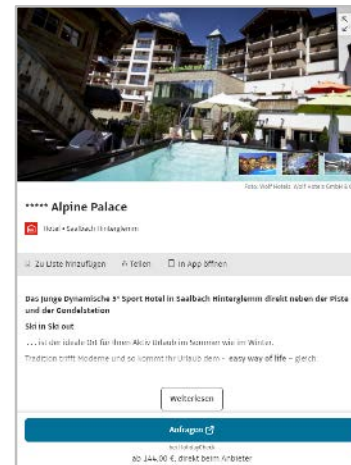
The user can decide which tools or services he needs to communicate. All modern technologies are supported as well as the possibility of personal advice.



Accommodation Software

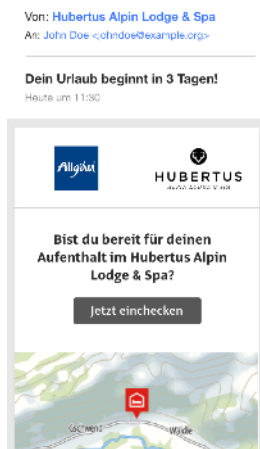
Connect

Interfaces to all standard hotel software solutions enable automatic data exchange via card systems. Each booking in the hotel thus directly triggers the guest communication.



Destination

Direct connection to all destination booking solutions - compatible with all relevant products on the market.



Welcome Mails

The guest automatically receives a first welcome mail after booking. Before his arrival, he gets up-to-date information, after his arrival, he is offered help, before departure, he is asked if he still needs something and after the trip, whether he wants to rate or share it.



Chat

For personal advice, the guest has the opportunity to chat with the destination. Optionally as a widget on the website or in the Facebook Messenger.

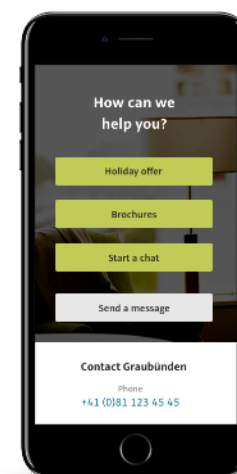
Pre-Check-In

Vorname

Nachname

Pre-Check-In

Online check-in for the guest; conveniently from home, all the necessary data can be collected to make sure everything is done on arrival. The destination app with digital guest card and the registration form are already on the smartphone when you arrive.



Lead Generation

Lead generation through "call-to-action" contact points on the destination website and in the app. In order to reach a larger target group, the lead generation tool can also be booked in the travel guide of outdooractive.com.

Destination Card

Whether in credit card format, based on modern RFID technology, as a paper copy or directly in the smartphone app - the guest card, purchase or value-added card is the no. 1 service tool in destinations.



Destination Card

Seamless integration of all common card systems on the market. The data of the guests is integrated into the data system of the destination in order to be able to offer a maximum service.



Destination App

Destination Card integration into the native destination app. With the QR code on the display, the guest can check in digitally with all service providers. State-of-the-art service similar to airport services.

Registration Form
John Doe

PERSÖNLICHE ANGABEN

Geburtsdatum

Nationalität
Bitte auswählen ▼

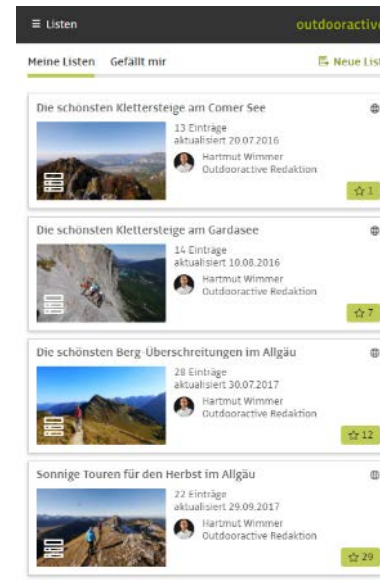
ADRESSE

Straße

Hausnummer

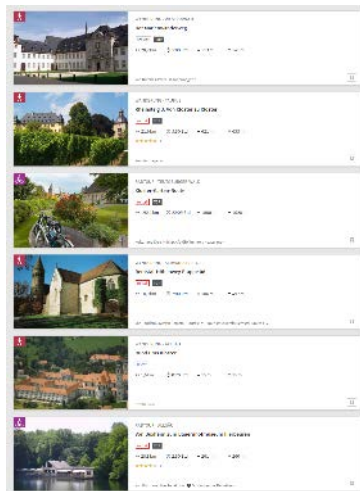
Entry Form

Direct connection to the digital systems for the legal entry form. At the pre-check-in, the guest can also fill out the registration form directly and only has to sign it in the hotel.



Personal Diary

Every time you visit a service POI, your personal holiday diary is created by digital check-in. The guest can complete his personal holiday map with other activities he has done or would like to do.



Content Integration

The services included in the Destination Card are assigned to the POIs. When using the website or the app, the user can directly notice which services are available - even on the map.



Data policy

The systems complies 100% with the General Data Protection Regulation (GDPR). Every data is legally collected and managed. The guest has full control of everything that happens.



Personal Data: Health meets Tourism



Personalizing

Homebase Immenstadt im Allgaeu
Qualifications JDAV-Jugendleiter, Bergrettung
Website corporate.outdooractive.com



Favorite activities



News Tours **Favorite Regions** Lists Comments Current conditions



Bolzano



Ticino



Trentino-Alto Adige

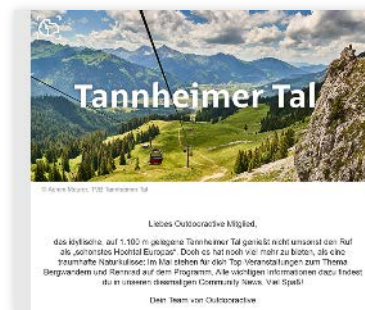


Allgaeu



Tyrol

Good communication is all the more valuable - for everyone.



Mailings

On the basis of the privacy-compliant consent of the guests, newsletters can be sent. The database knows the interests of the users and can support target-group specific segmentation.

Von: Allgäu Service
An: John Doe <johndoe@example.org>

Tom hat deine Tour kommentiert
Heute um 7:26



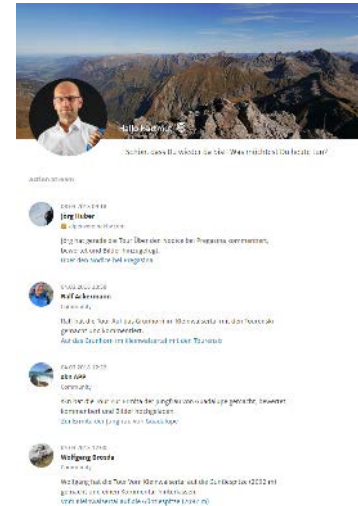
Hallo Joe,

Tom hat deine Tour Wanderung auf
den Hirschberg kommentiert und
bewertet.

[Zum Kommentar](#)

Notifications

System alerts inform the user whenever there is any relevant news. For example, if someone has commented on any content on their clipboard, or if there is an answer to their question.

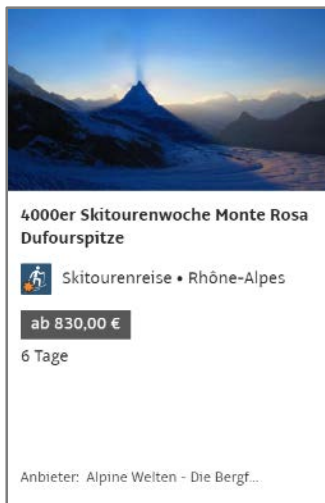


Action Stream

The user's profile page will list all the news in the current stream. What he clicked, what he booked, where he was, who commented or liked something. The full digital home of the user.

Content Marketing

Advertisement that does not appear as such, thanks to the distribution of content throughout the platform. Already existing content is used as detail information.

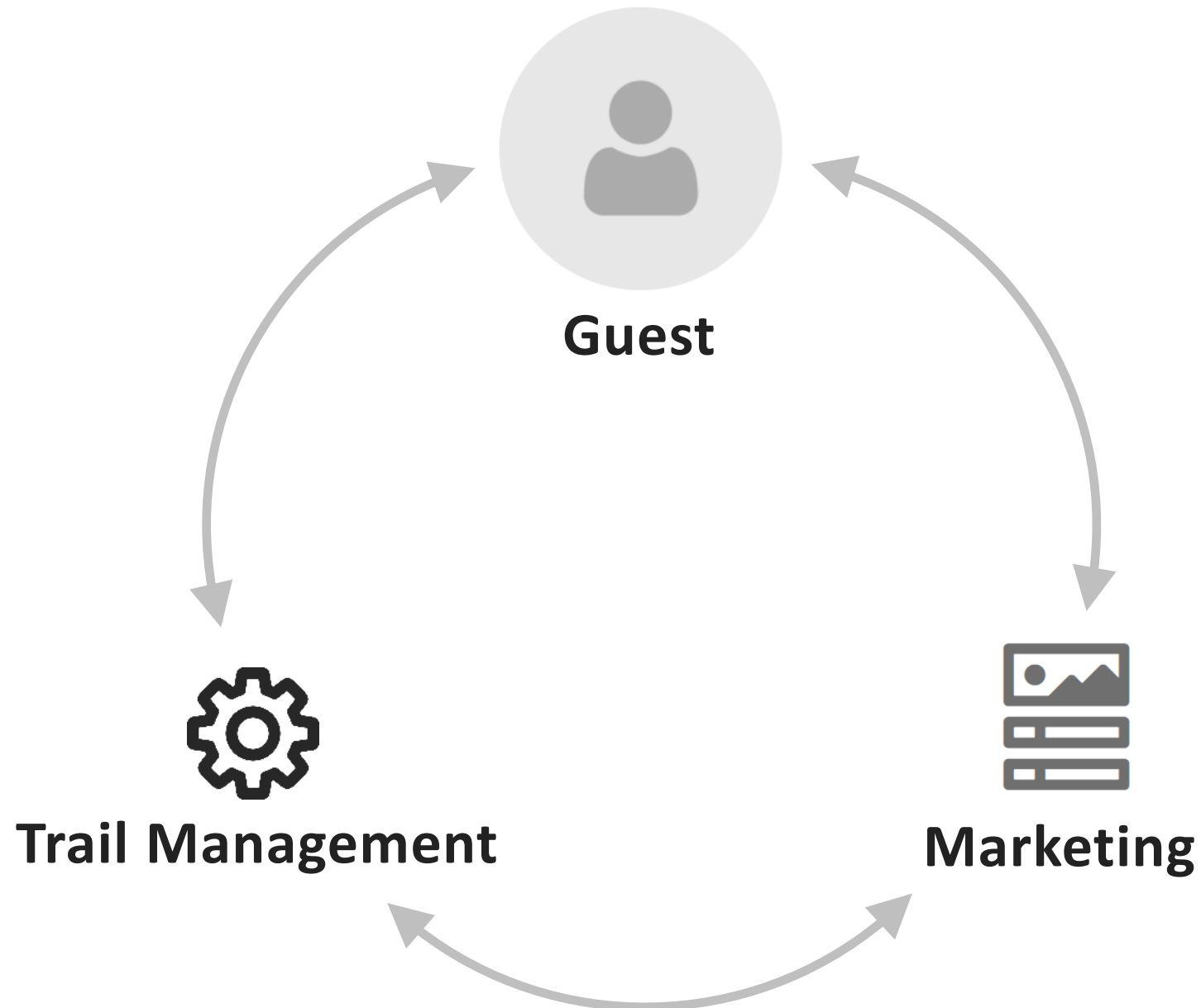


Notes and blockages

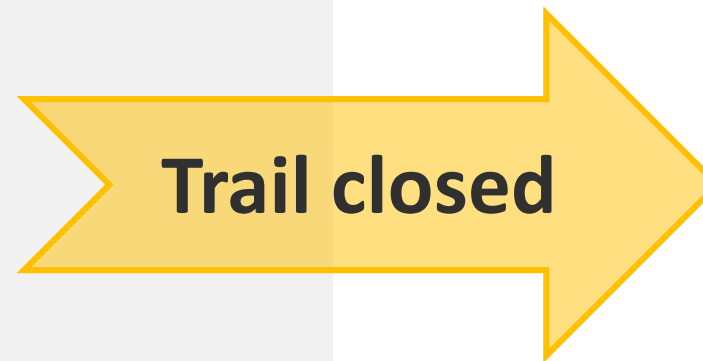
The trail managers work in the same digital system as the guest. Notes, current conditions and blockages reach the guest directly. The guests' feedback can be directly seen by the content managers of the destination.



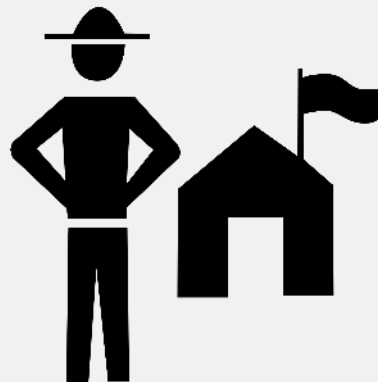
Service Quality



Trail Management



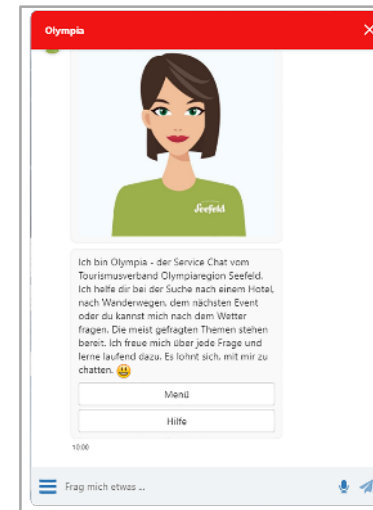
Guests



Automated Chat

Robotic systems are finding their way into our lives in many places, helping destinations to complete tasks cost-effectively and around the clock.

With a central communication system in the background, which works on the basis of extensive data of the guests, the service increases significantly.



Chatbot

The fully automated chatbot will be integrated into the destination applications. The basis is the perfectly structured and semantically processed data of the central database.



Social Media

All content can be shared out of the social media hub in the DMS on all major channels. Teasers, reports and backlinks are created fully automatically.



Artificial Intelligence

The system automatically learns from the interactions with the user. If a guest is satisfied with the information provided, it will be saved, if not satisfied the algorithm will be improved.



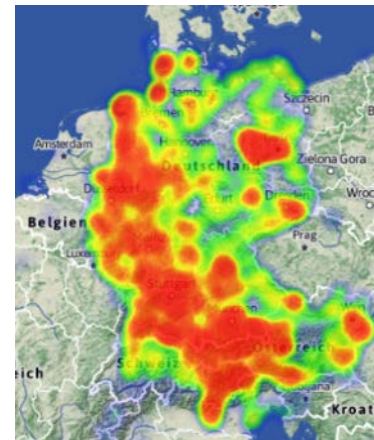
Assistants

The destination database is semantically prepared and made available to the automated assistance systems. So that Alexa, Google Home and Co. can answer the questions about the experience in the destination.



Human Switch

If, after a few steps, a guest gets stuck while talking to the automated chatbot, the guest attendant can take over the chat and personally chat or provide telephone assistance.



Region Report

The guest leaves behind many digital traces by using the data. This can be used for the analysis of the region and market research. The tools are available in the DMS.

Big Data



**Region report example:
Heatmap from the
usage of the layer
„Bicycle trails network“**

Tourismusstrategie Thüringen 2025.



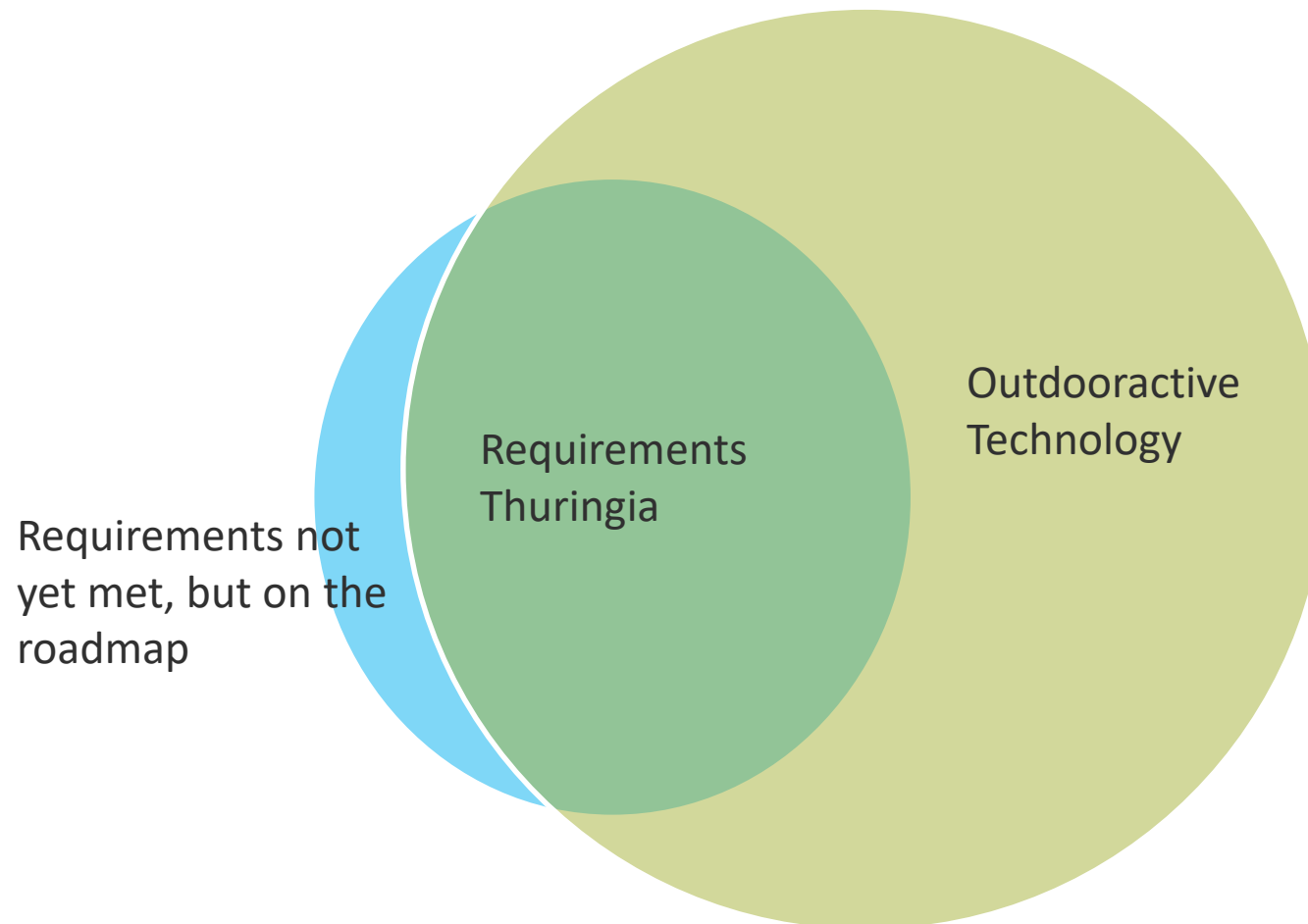
Touristische Wanderwegekonzeption.

Thüringen 2025 – Ergebnisbericht.

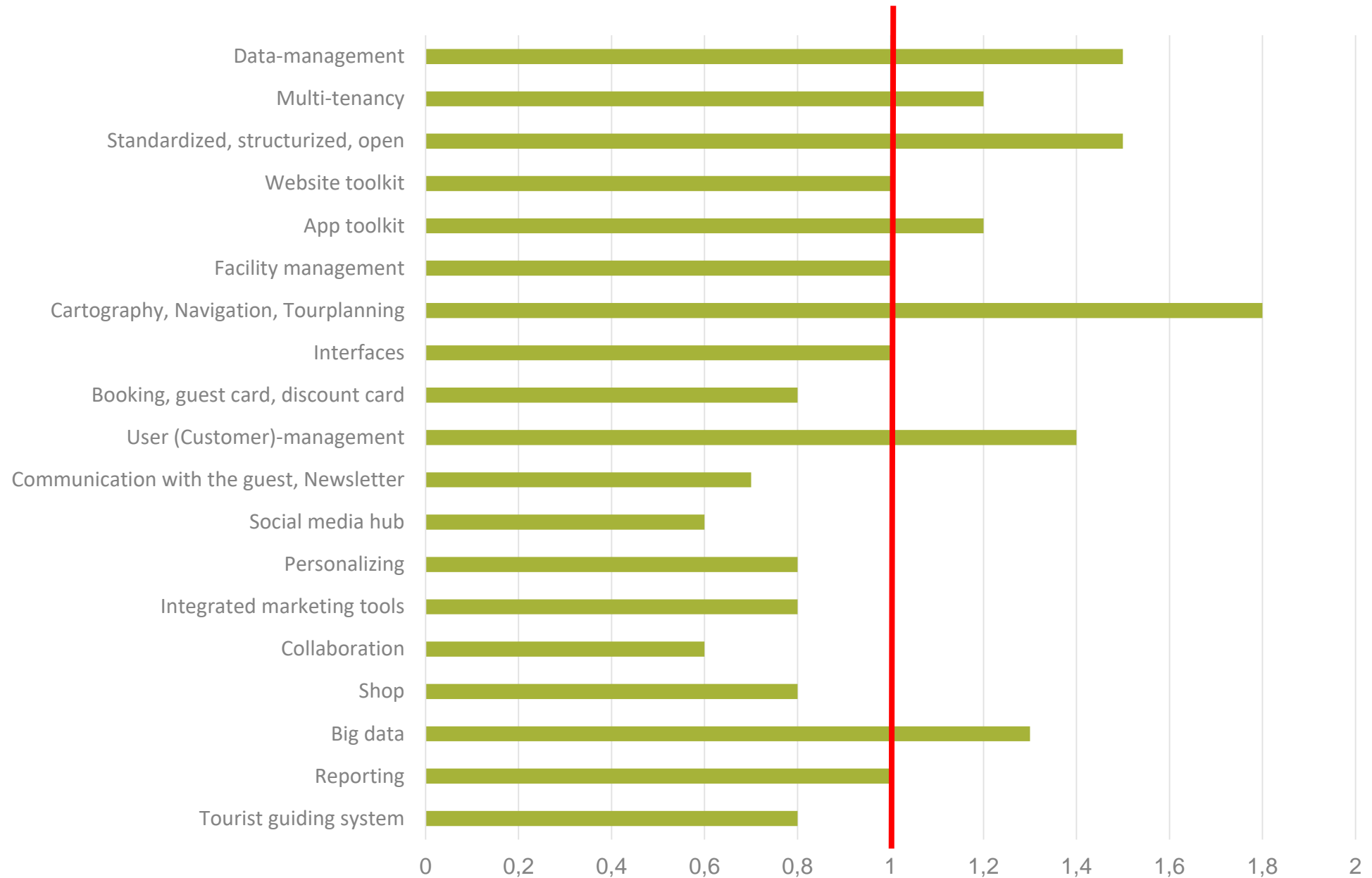


Thuringia Technical Solution 2025

Most requirements for the new Thuringia Technical Solution are already fulfilled today. Those still missing are already on the development roadmap. The Outdooractive CMS can already do many things that Thuringia will need in the future.



Current level of fulfillment of requirements



**“Only those who know their destination
will find their way”.**

Laozi, 6th century B.C.

The structure of a holistic digital solution for the destination
management of the future is a process during which
we gladly support our customers.



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