



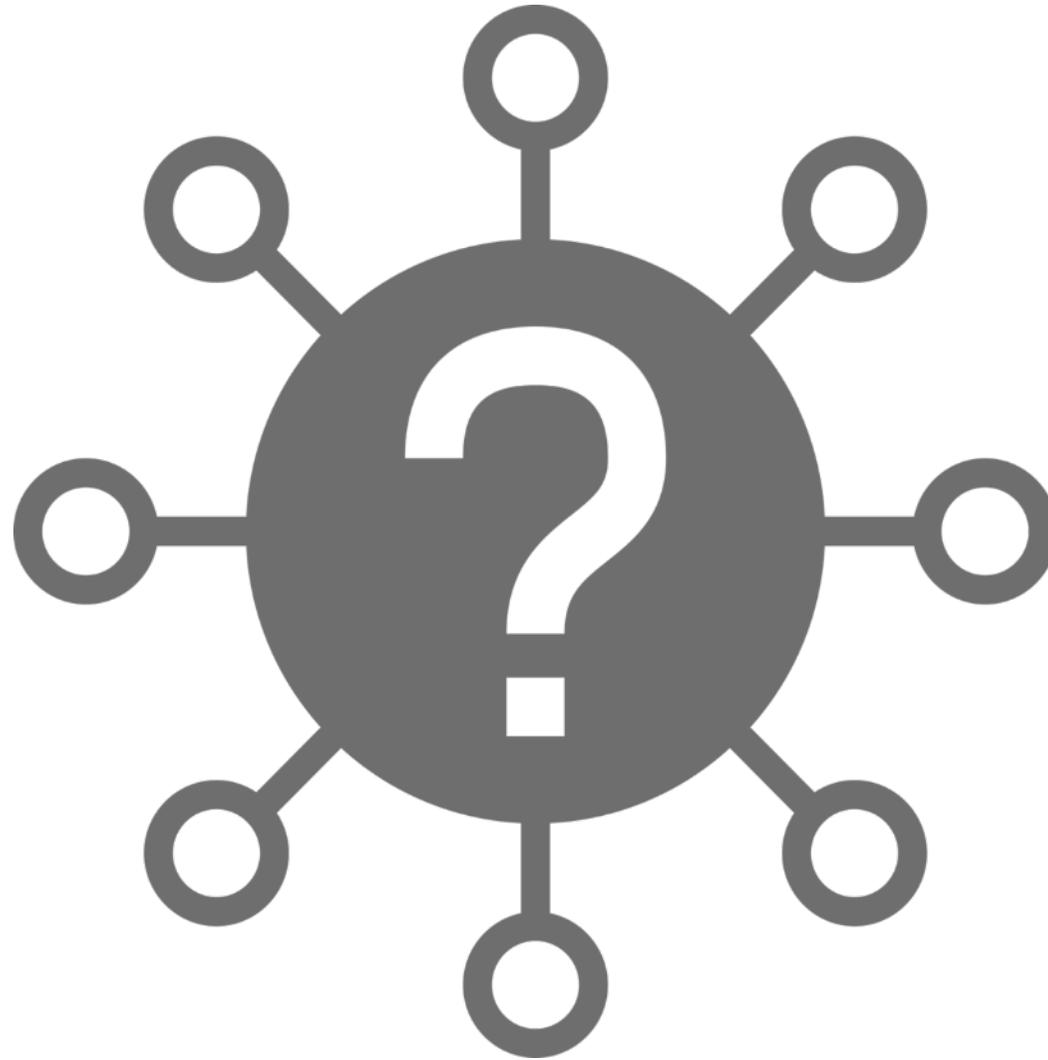
The single source of truth:

Data as the basis for successful Destination Management in the future

Everything that can be digitalized, will be.

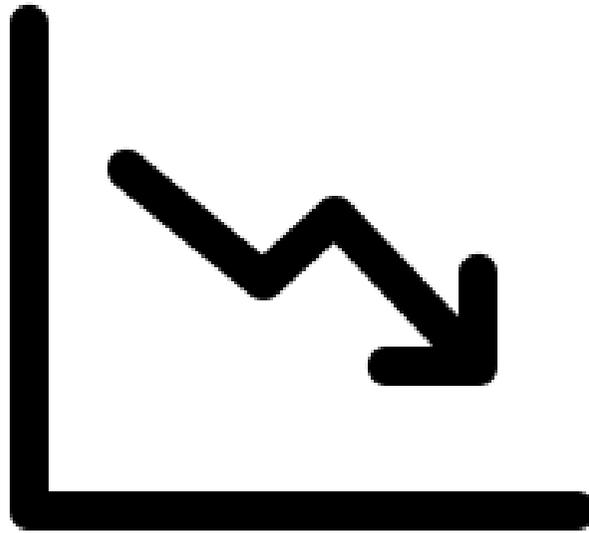
(Eric Schmidt, former Google CEO)

So many options – where to go ?



Same problem as planning a trip





**Websites of Tourism Destinations
are loosing their relevance**

Tourism Destinations need new metric

A high-speed train is approaching on a set of tracks at night. The train's headlights are on, illuminating the tracks ahead. The train is white with a dark stripe. The tracks are flanked by trees and a fence. The text "Something big is coming" is overlaid on the image.

Something big is coming

The 4th revolution of the Internet

1. 30 years ago: **The Internet**
2. 20 years ago: **Search-engines**
3. 10 years ago: **Mobile**
4. Now: **Data driven AI & chatbot solutions**

Chatbots and AI Assistants



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.”

Talking directly to a database



The question is: who's database ?

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

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



Nathalie
20 years, Gen Z
College student
Human medicine

Alexandra
22 years, Millennial
Deputy Head Hairdressing
Hotel Sonnenalp

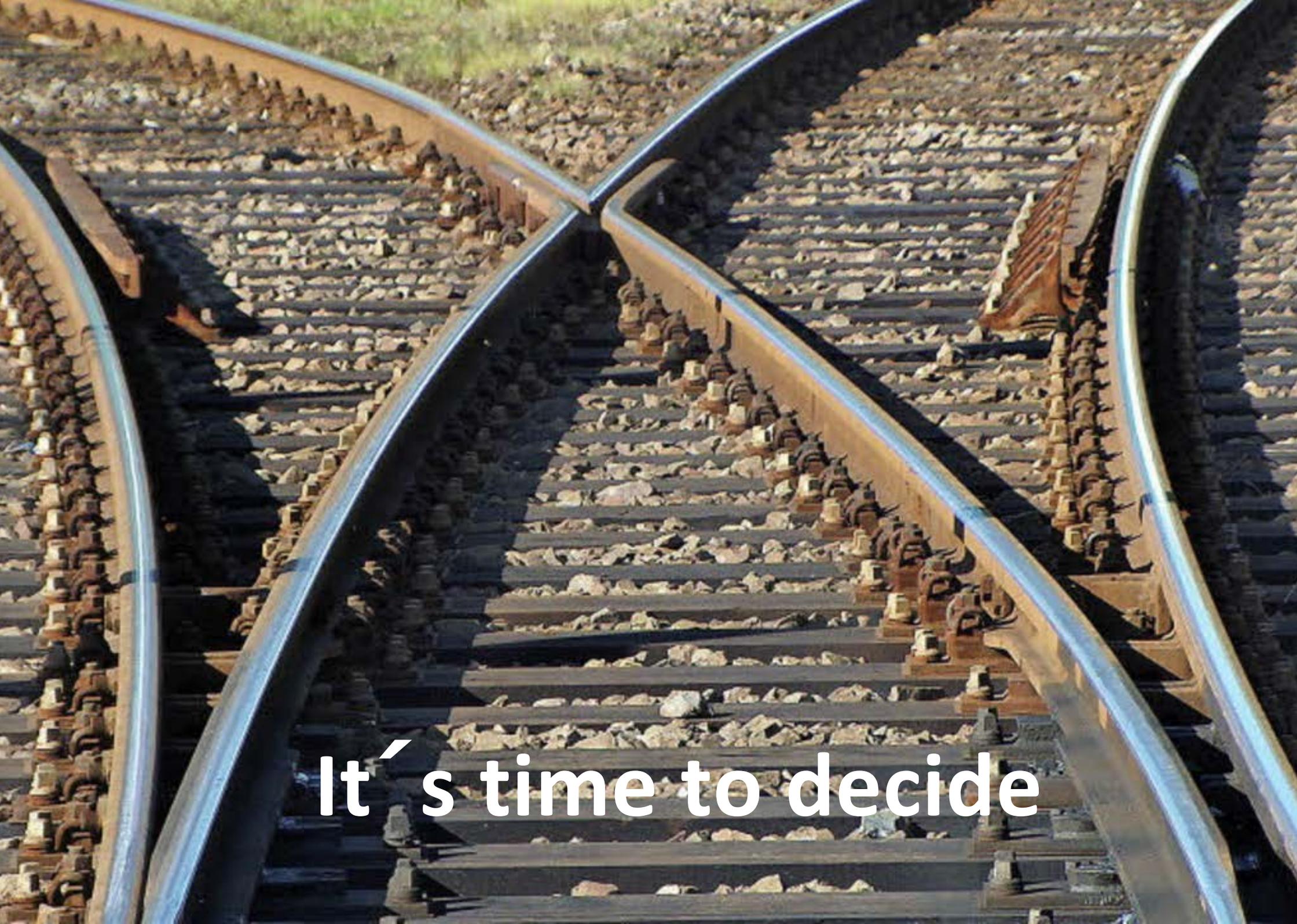
Benedikt
24 years, Gen Y
College student
Computer science



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**

What to do ?



It's time to decide

Build up on the big platforms ...



... or switch to the driver's seat



How we think the solution shall be



Our Mission

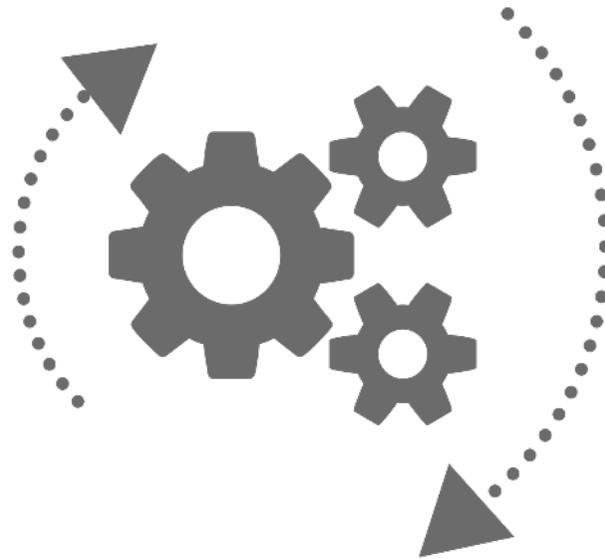
We're building the world's digital travel guide by connecting all tourism stakeholders and the community with pioneering technology in one platform.

All to be digitalized

Information



Processes



Guests



Information

 Stories	 POIs	 Regions	 Travel Guides
 Tours	 Maps	 Accommodations	 Huts
 Ski Resorts	 Events	 Offers	 Goods
 Weather	 Images & Videos	 Food & Beverage	 Webcams
 Nature reserves	 Current conditions	 Avalanche risk	 Facilities

Processes



Guests



Processes

 Inspiration	 Search	 Planning	 Booking
 Payment	 Transportation	 Directions	 Visitors guiding
 Shopping	 Services	 Concierge	 Communication
 Statistics	 Personalization	 Sharing	 Virtual Assistant
 Governance	 Training	 Collaboration	 Quality Assurance

Information



Guests



Guests

Information



Processes

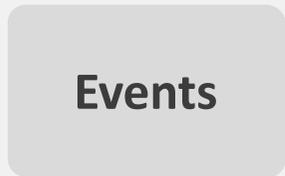


 <p>Gender</p>	 <p>Age</p>	 <p>Place of residence</p>	 <p>Marital status</p>
 <p>Family</p>	 <p>Hobbies</p>	 <p>Favorite Destinations</p>	 <p>Lifestyle</p>
 <p>Shopping behavior</p>	 <p>Friends</p>	 <p>Travel behavior</p>	 <p>Favorite accommodations</p>
 <p>Payment account</p>	 <p>Income</p>	 <p>Past vacations</p>	 <p>Past activities</p>
 <p>Past itineraries</p>	 <p>Favorite brands</p>	 <p>Food favorites</p>	 <p>Online profiles</p>

Yesterday



1

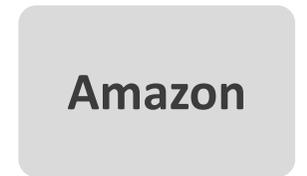
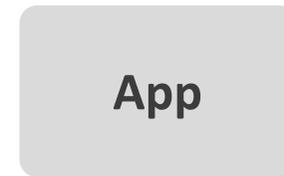


2

Today



Database



Stop thinking in projects
Stop buying products

Don't develop software

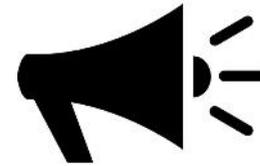
Think Data
Think Solution

Think back to the consumers needs

Consumerization Servitization

How Marketing has to change

Sender



Reciever



Communication



How Sales has to change

Commodity



Community



Loyalty



The Evolution of Outdooractive



The allocation of the roles in Tourism Destinations in the future

Imagine you had time for your actual tasks

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

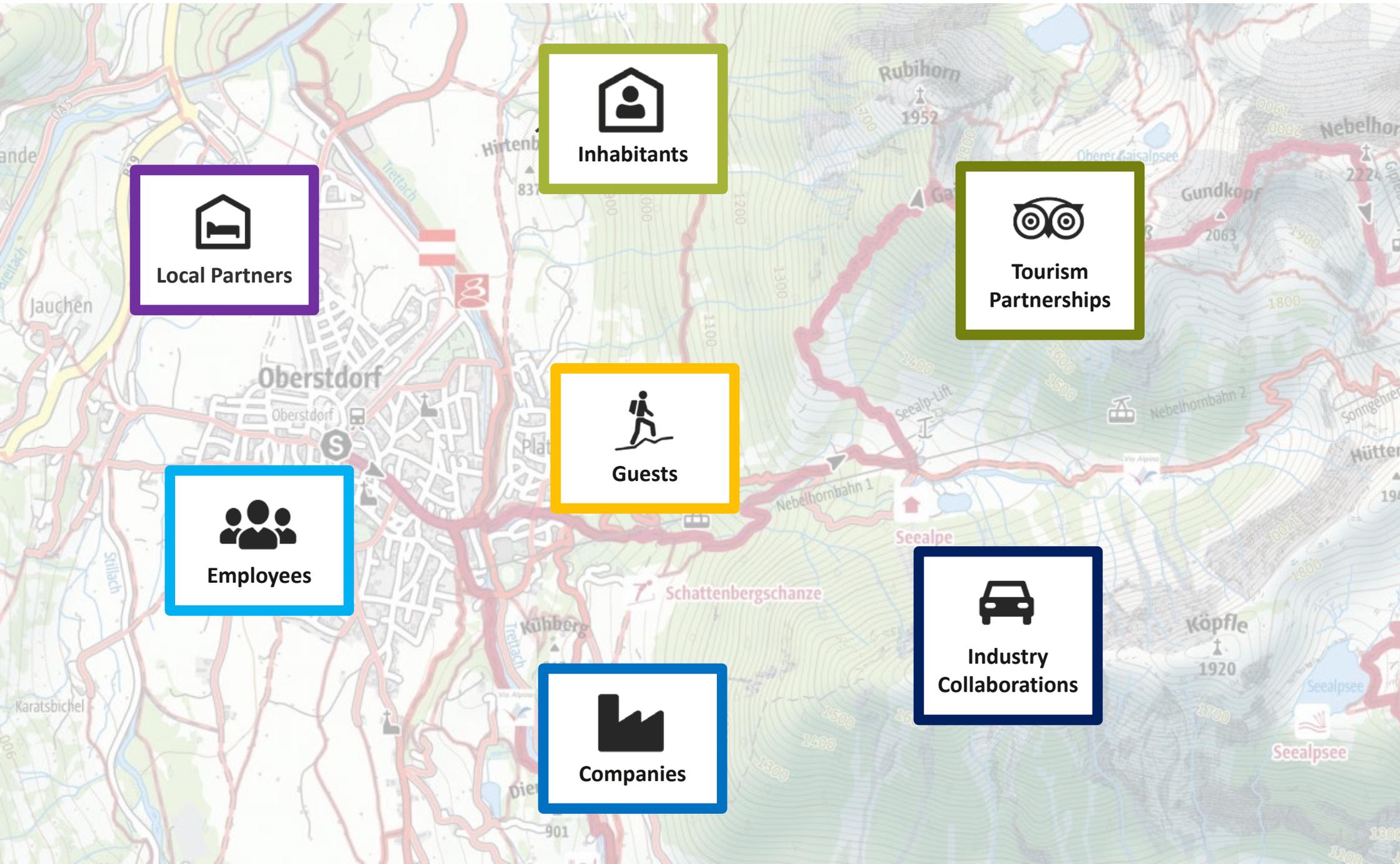
Destinations

- 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



Local Partners



Inhabitants



Tourism Partnerships



Guests



Industry Collaborations



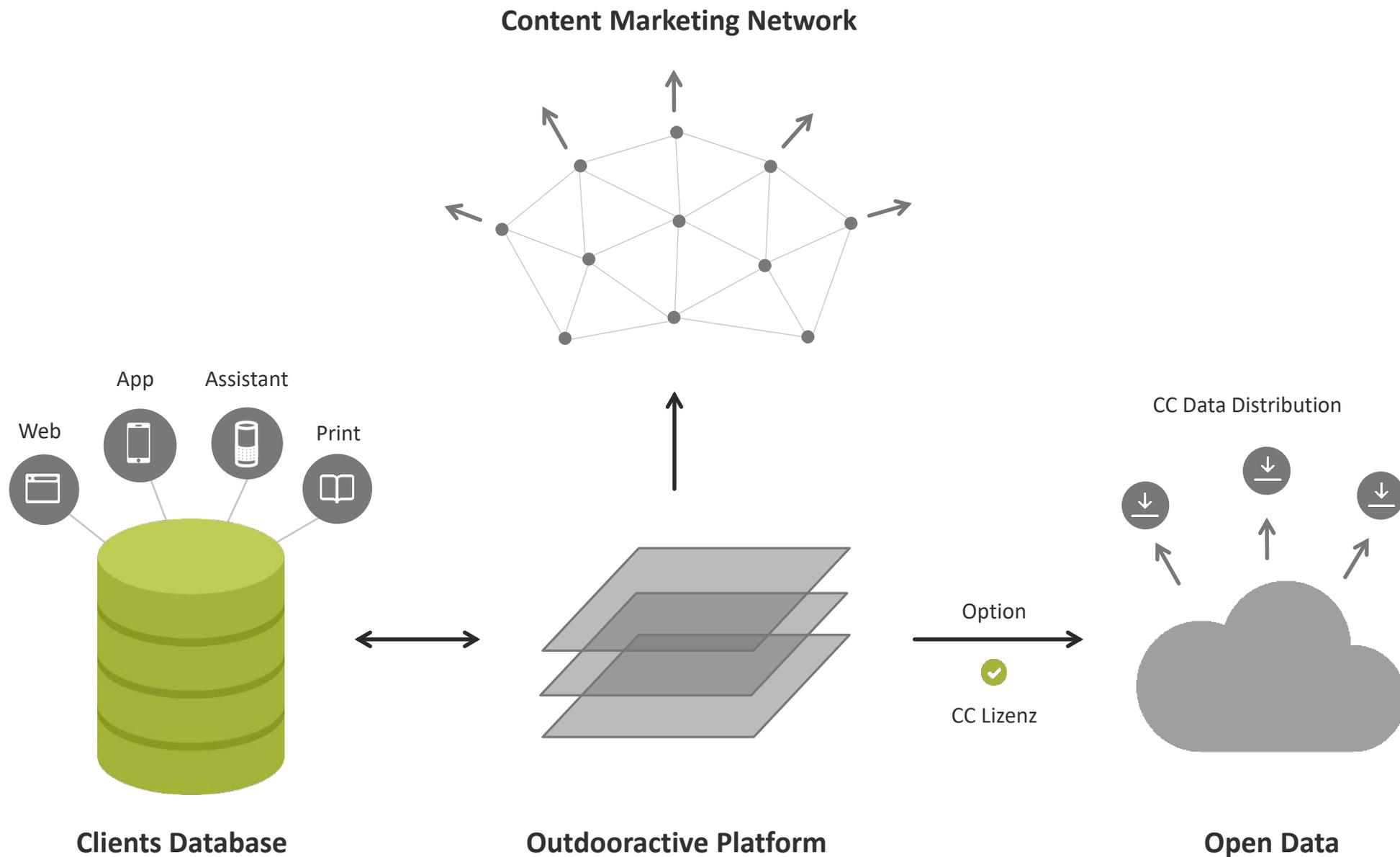
Employees



Companies



The Clients Database





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

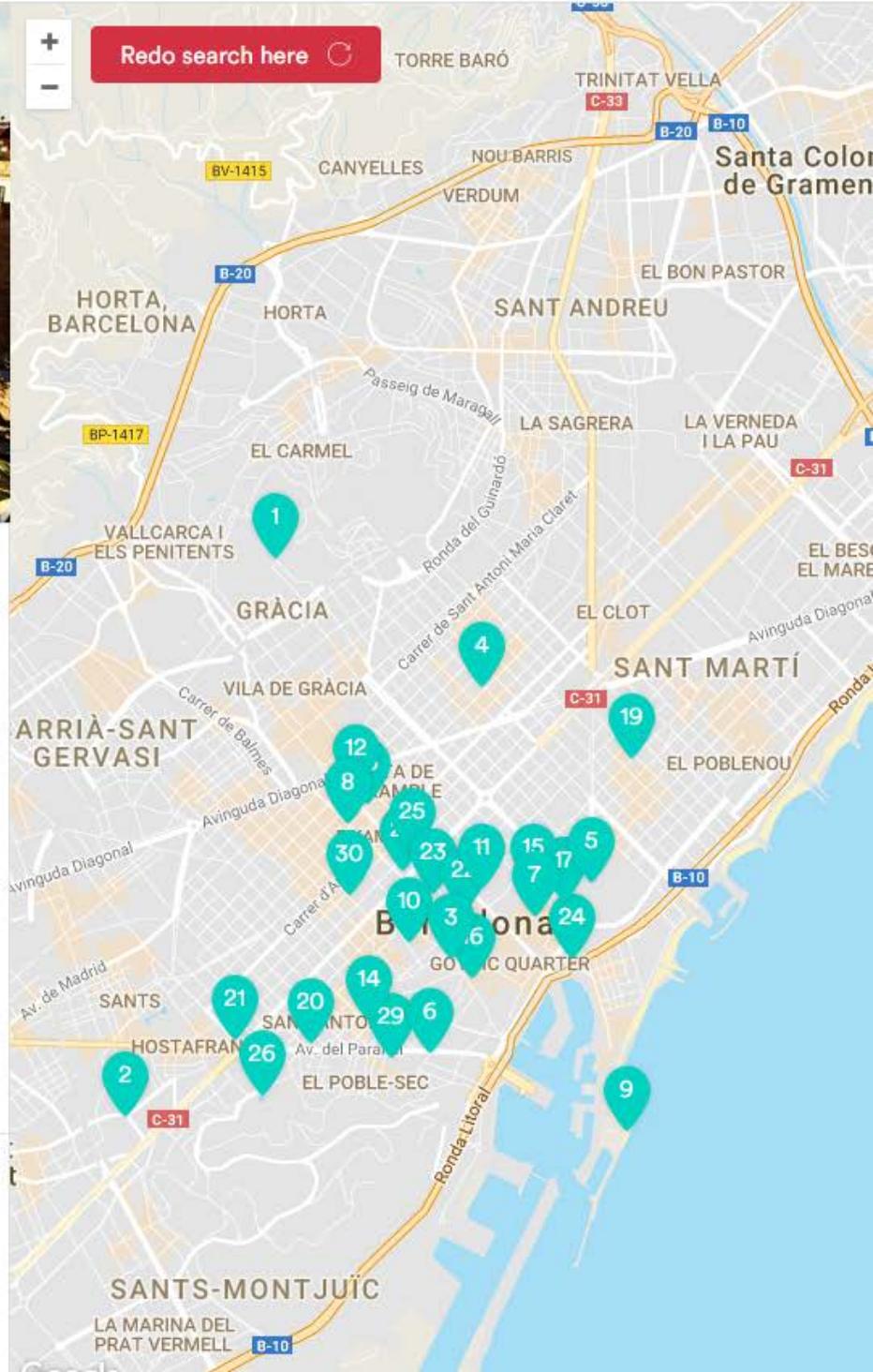
Food Scene



Drinks & Nightlife



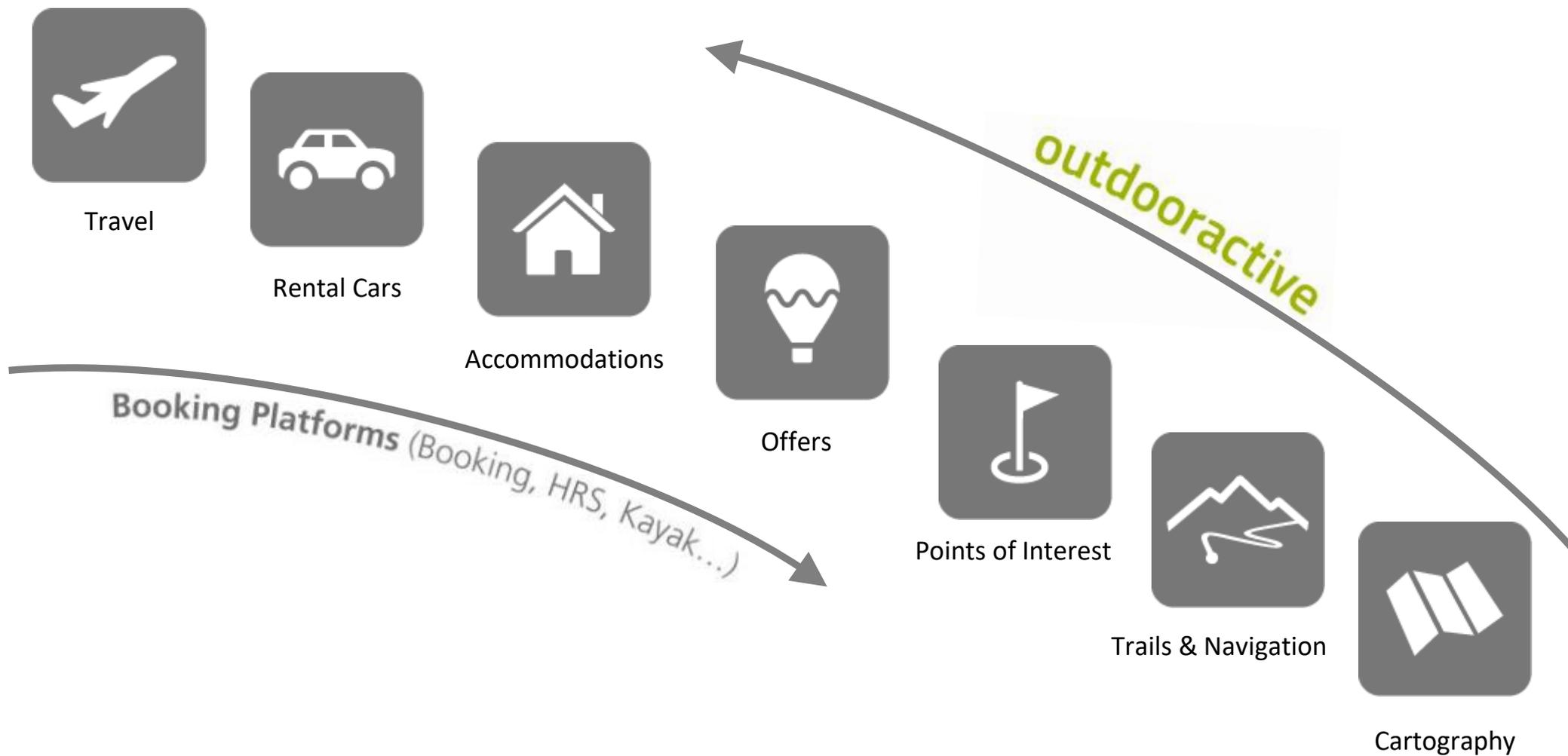
Sightseeing



Best of the best

#1

The age of the platforms



Google

Amazon

TripAdvisor

Open Data



Outdooractive as intermediate platform



Destinations



Print



Web

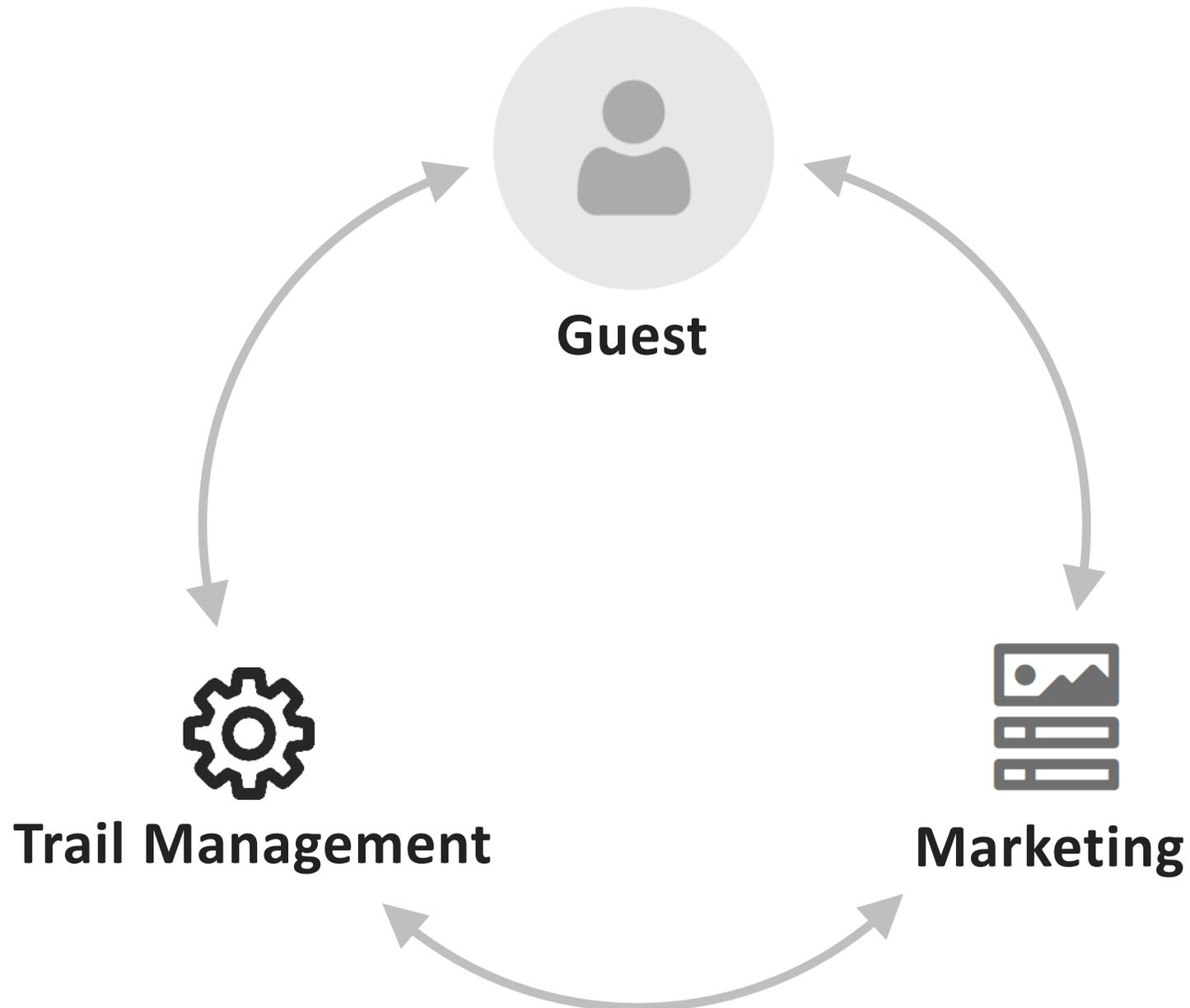


App

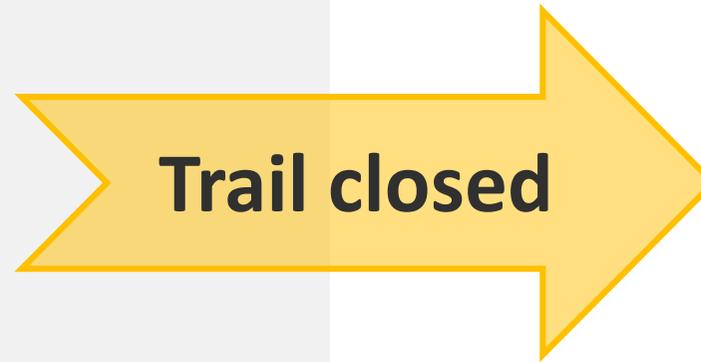


CRM

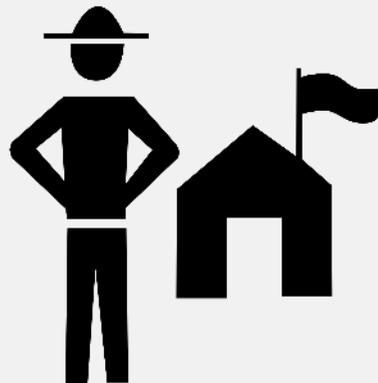
Service Quality



Trail Management



Guests



Personalizing

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



Favorite activities

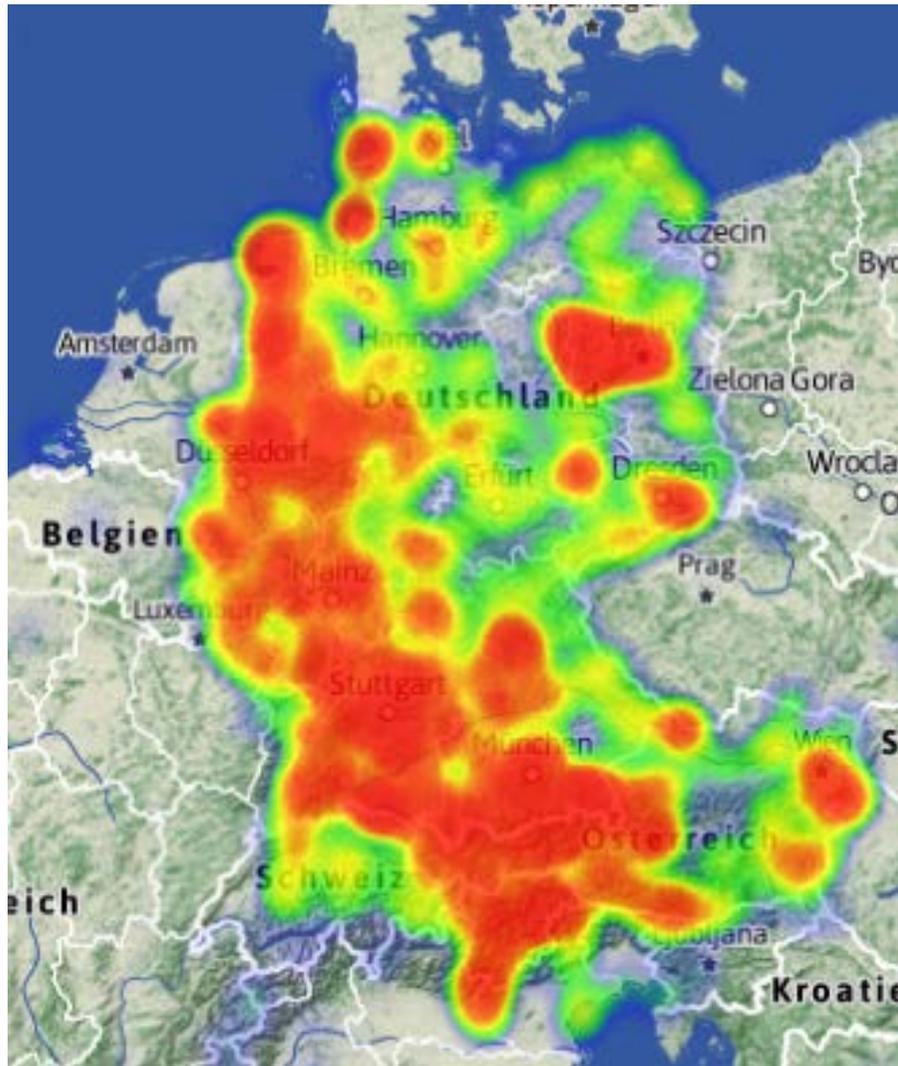


News Tours Favorite Regions Lists Comments Current conditions





Big Data



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

The bad news

You have to work



Thank you



corp.outdooractive.com