How to generate and use high-quality customer data in tourism destinations

Christopher Hinteregger

10th World Congress on Snow and Mountain Tourism

21st of March 2018, Andorra

Tourism Destination Development

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Horwath HTL™
Hotel, Tourism and Leisure

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Strategy Consultants

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destinations

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Andorra

Govern d'Andorra

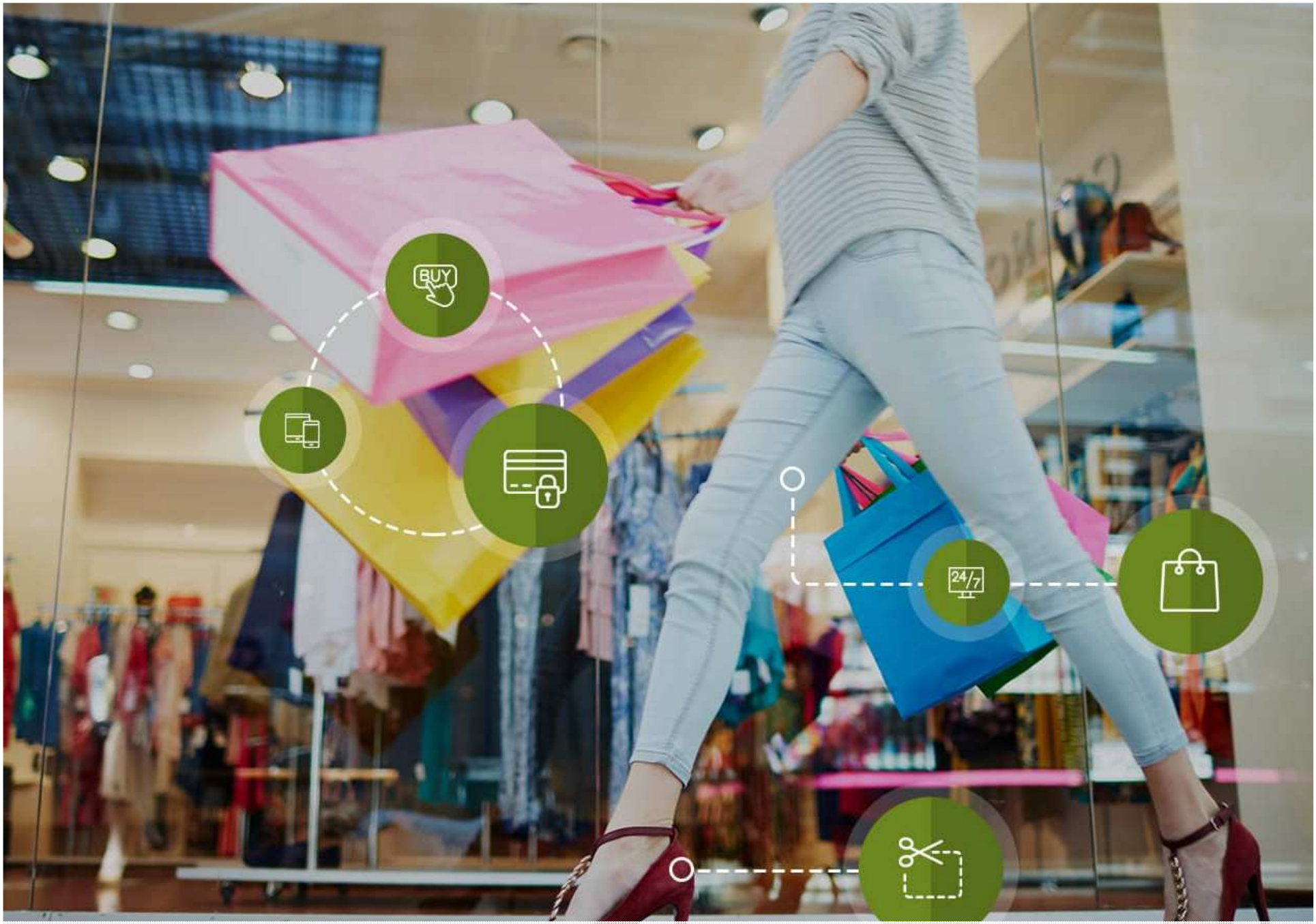
Andorra

UNWTO

1300×600

„Personal data is the new oil of the internet and the new currency of the digital world“

Meglena Kuneva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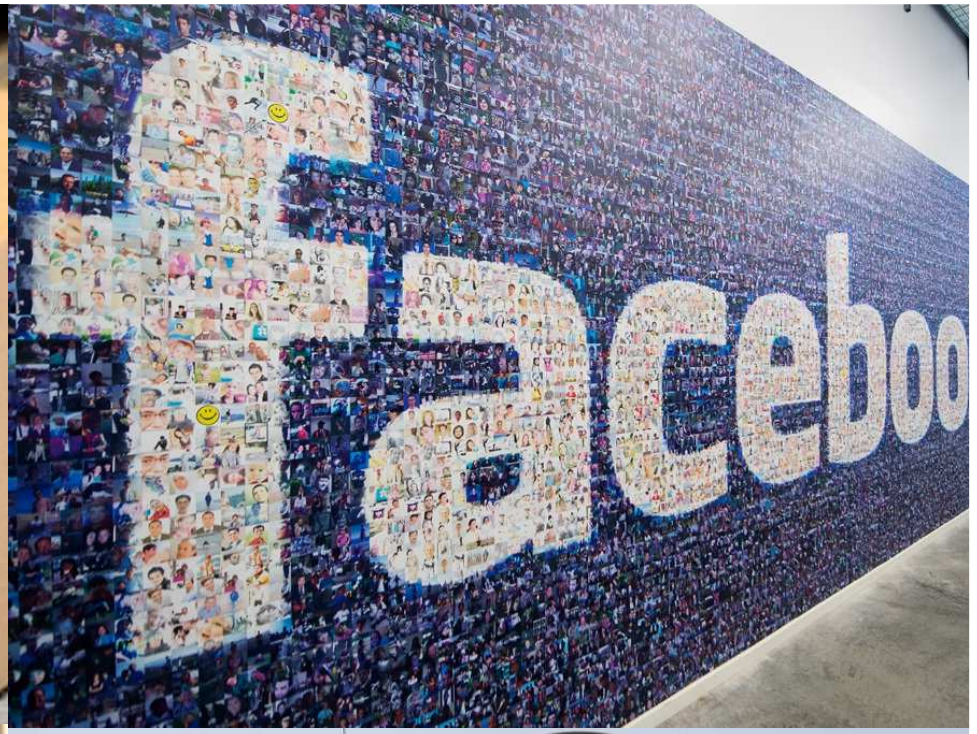
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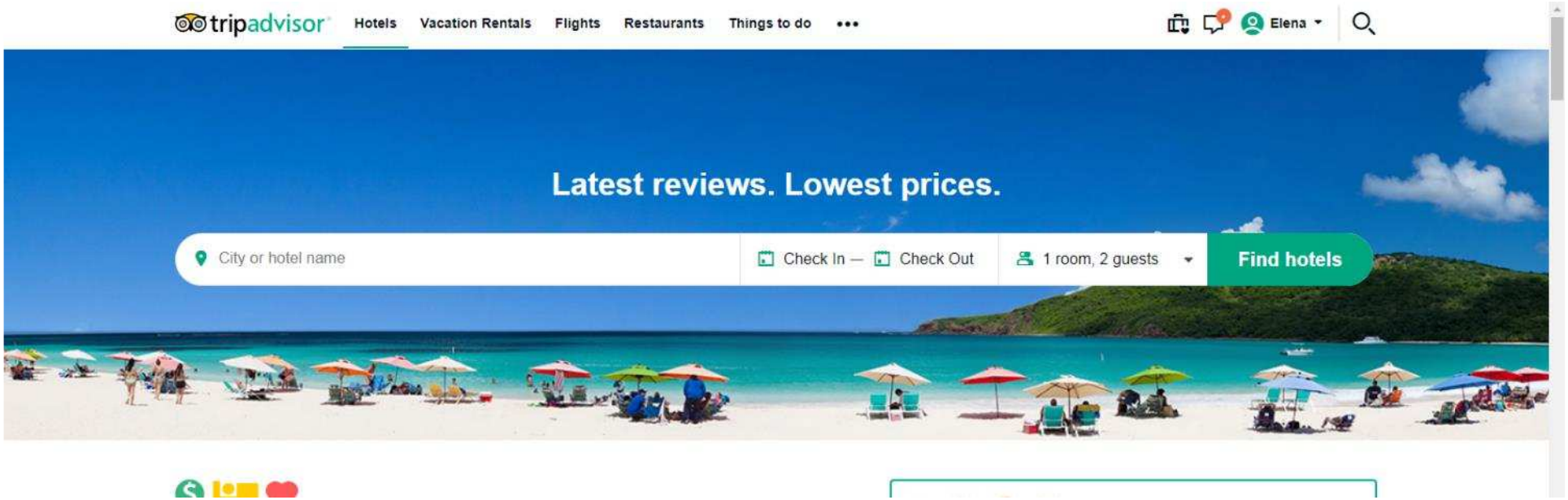
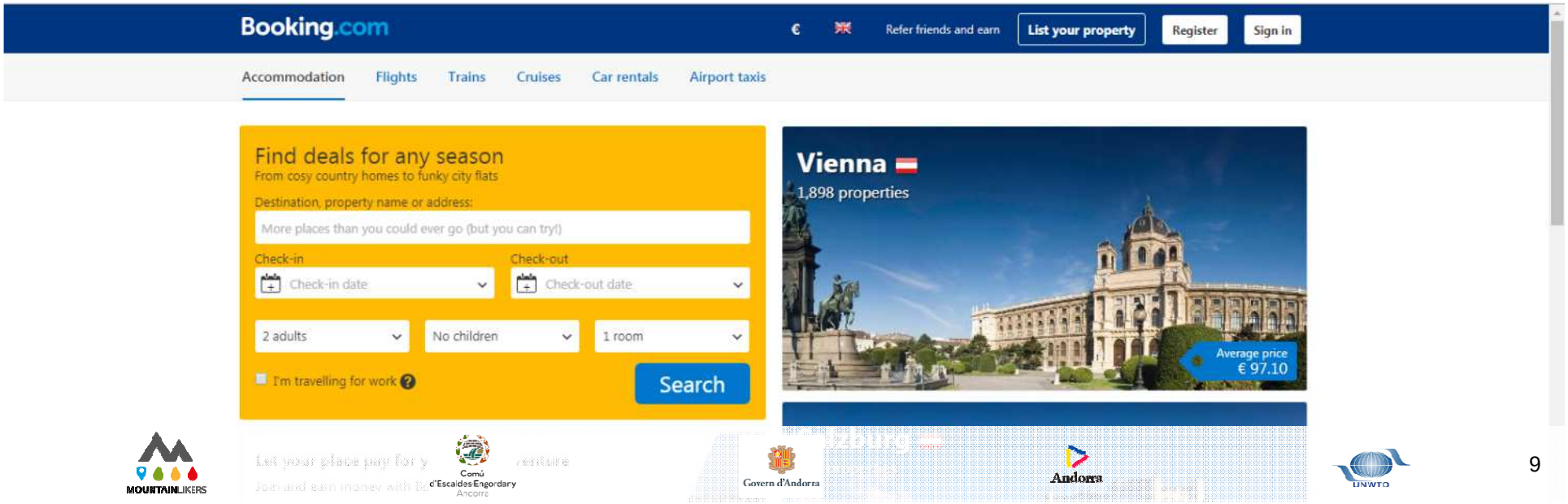


And what about tourism?



And on a local/regional (destination) level?

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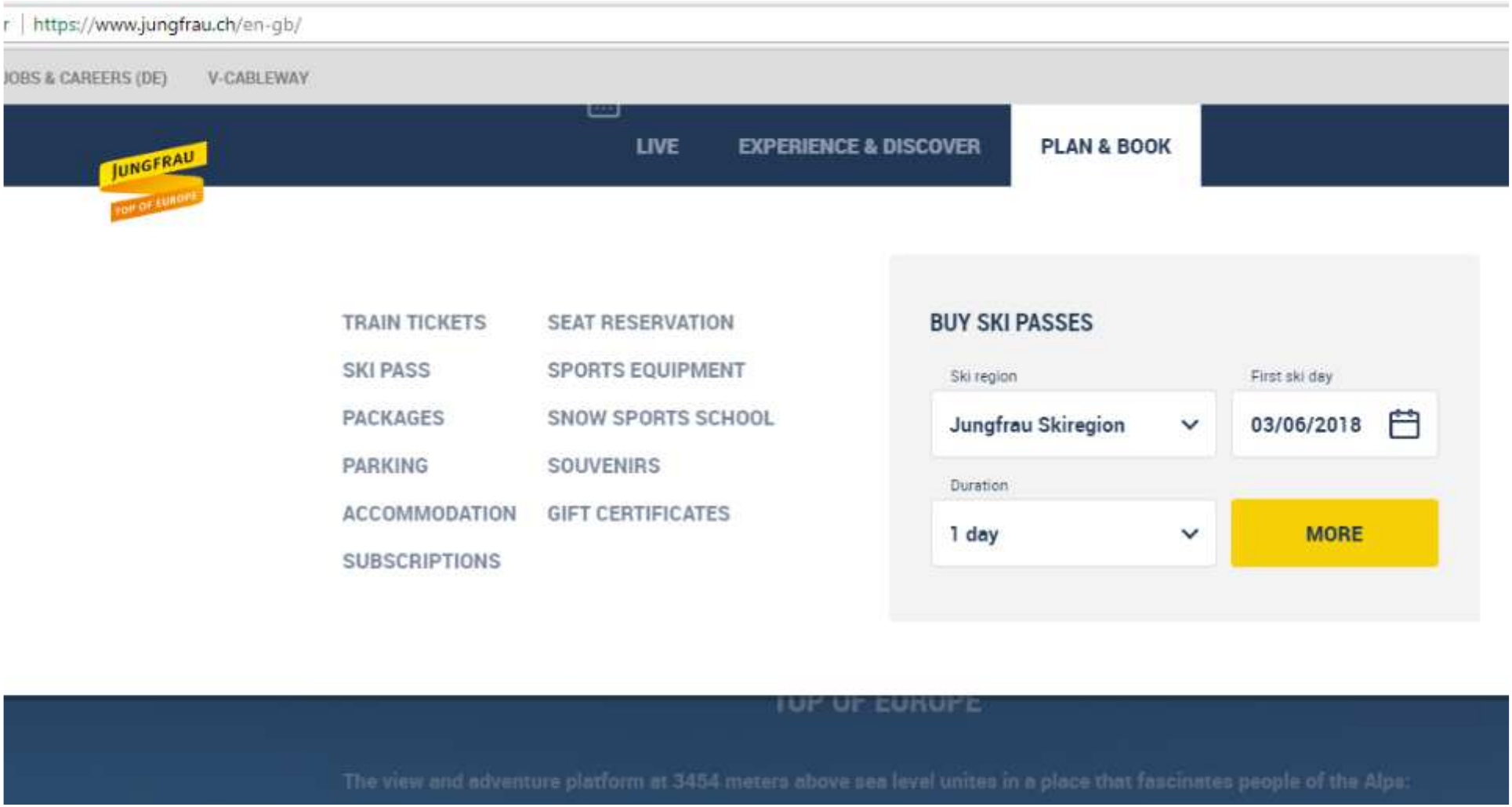
Digitalization of customers ?

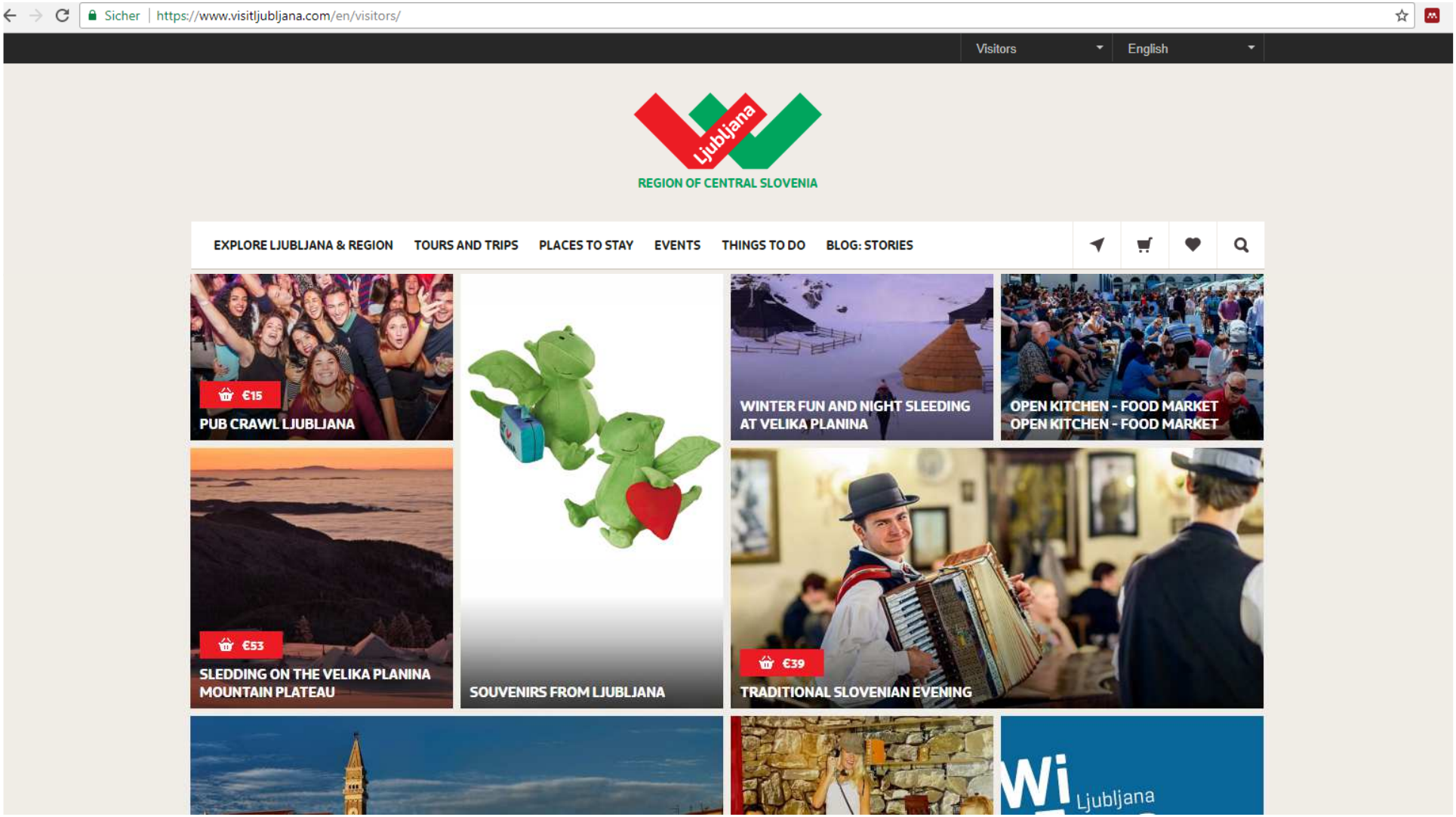
5 sucess factors for customer digitalization

No 1 – Make digitalization one of your top priorities

No 2 - Make your tourism products online bookable

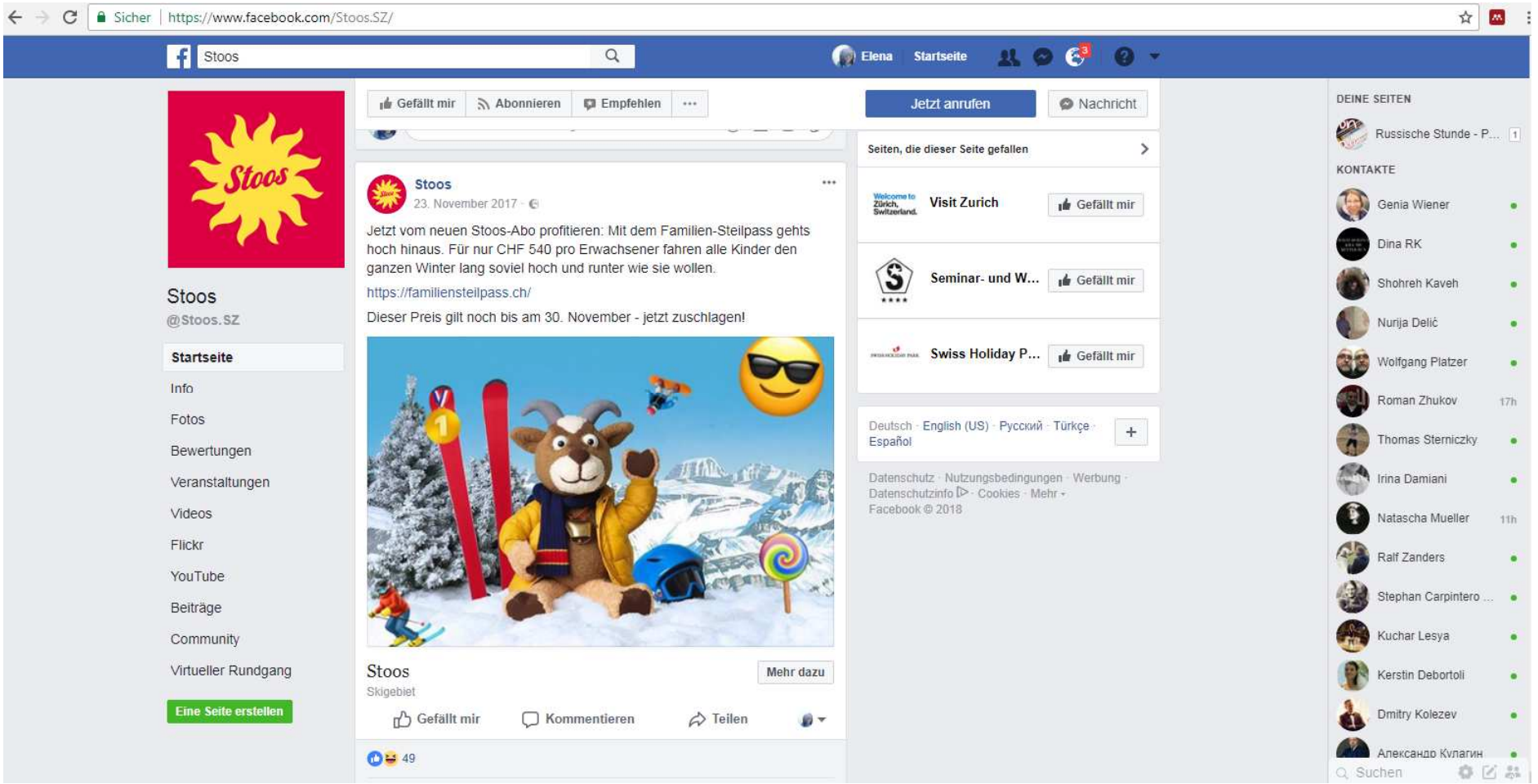


No 3 – Convert your website into a sales channel



No 4 – Create a remarkable new online product

No 5 – Promote your new product

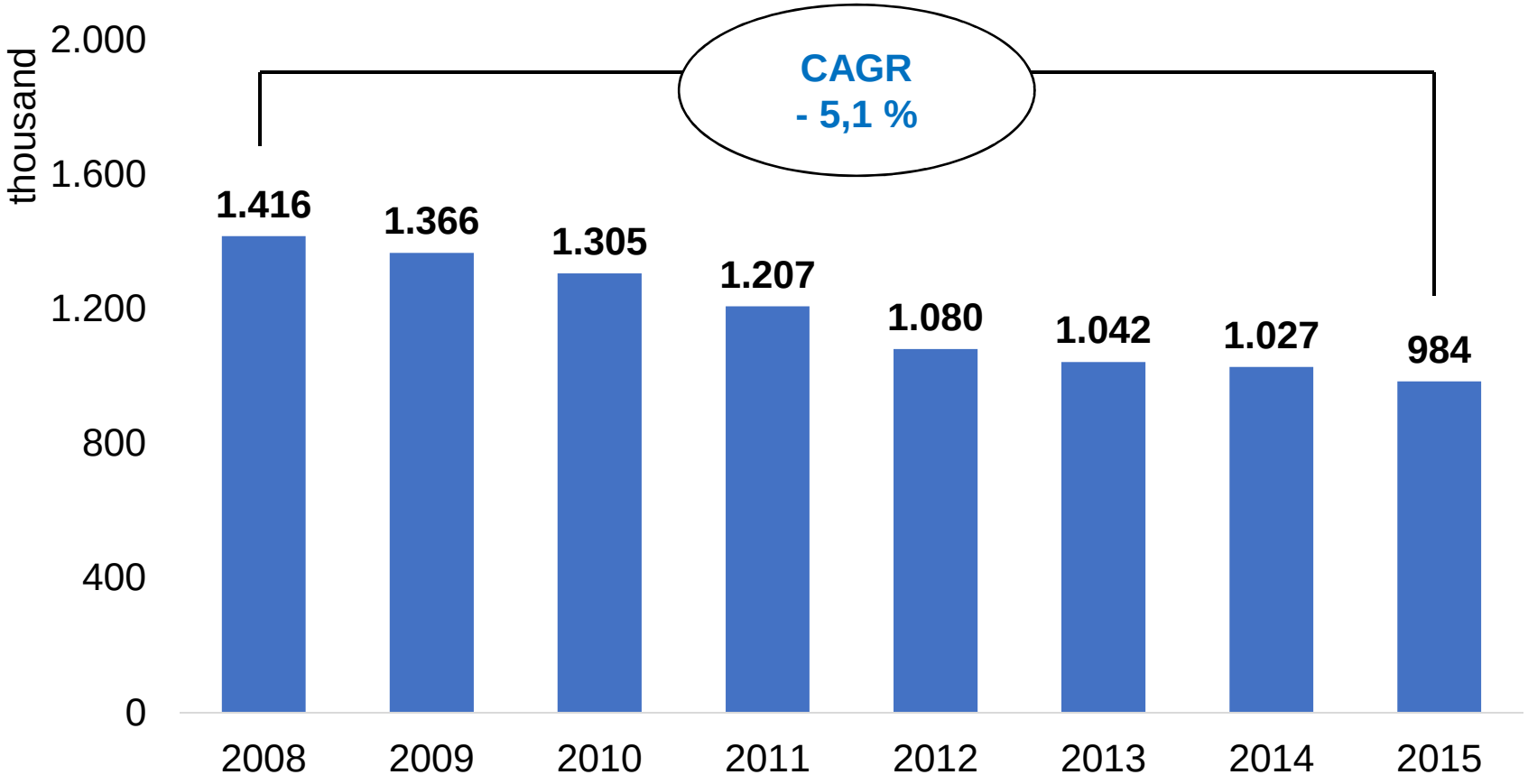


No 5 – Promote your new product

Best Practice Example Saas-Fee

3	>150 km	~ 13 k	~ 1,0 m
Villages	Slopes	Beds	Overnights

Annual overnights Saas-Fee
2008 - 2015



Enjoy skiing and snowboarding
in Saas-Fee. Book this unbeatable
deal by 27 November 2016.
we-make-it-happen.ch
season pass for
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eal!
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register for a seaso
kick in, the cred
deal, all those who
nt. If the deal won't
a season card.
THE DEAL IS ON!
So far, over 75,000 winter fans have committed themselves to our knockout offer, resulting in the most successful crowdfunding project in European history. As thanks, we're making our knockout offer available today. Buy your season tickets from now until November 27th, 2016!
78307
Seasonpass 15 years
CHF 2'999
The Saas-Fee WinterCARD includes:
• Saas-Fee/Saas-Almagell season pass for 15 winters (2016/17 to 2030/31)
• Use of the Adrenaline Cup facilities
• Free ski pass for children up to age five
• Free travel on the shuttle bus that travels between the car park, post office and Alpin Express terminal
Buy now
Seasonpass 3 years
Available until 11/6/2016
CHF 588
The Saas-Fee WinterCARD includes:
• Saas-Fee/Saas-Almagell season pass for three winters (2016/17 to 2018/19)
• Use of the Adrenaline Cup facilities
• Free ski pass for children up to age five
• Shuttle bus to car park - Post Office - Alpin Express terminal
• Guaranteed validity for three years
Buy now
Seasonpass 1 year
Available until 11/6/2016
CHF 211
The Saas-Fee WinterCARD includes:
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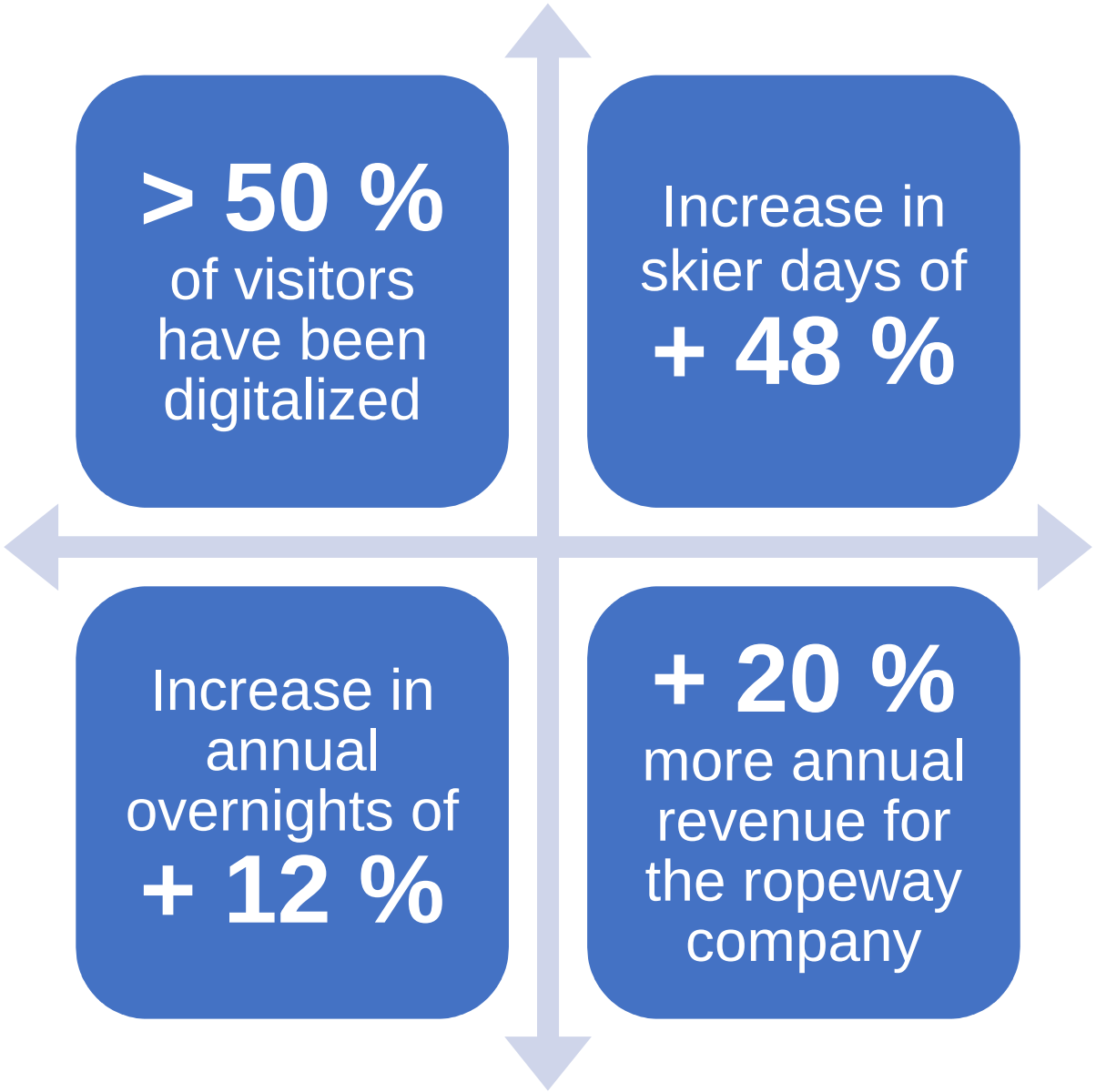
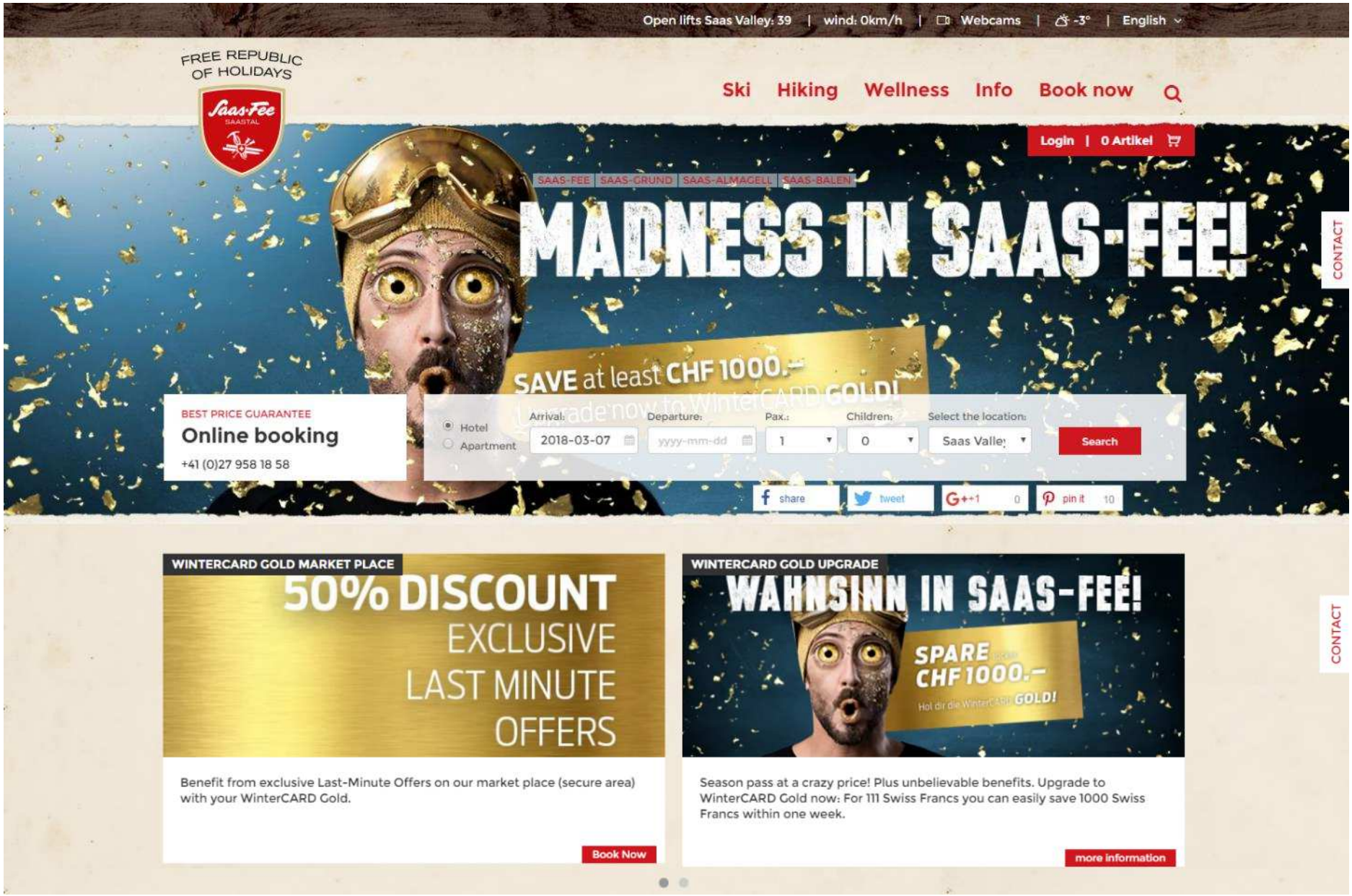
• Use of the Adrenaline Cup facilities
• Free ski pass for children up to age five
Buy now


> 50 %
of visitors have been digitalized
Increase in skier days of
+ 48 %
Increase in annual overnights of
+ 12 %
+ 20 %
more annual revenue for the ropeway company


Open lifts Saas Valley: 39 | wind: 0km/h | Webcams | -3° | English
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Thank you very much for your attention!