

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

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10th World Congress on Snow and Mountain Tourism

21st of March 2018, Andorra



Hotel, Tourism and Leisure

Roland Berger
Strategy Consultants

ALTUROS
destinations



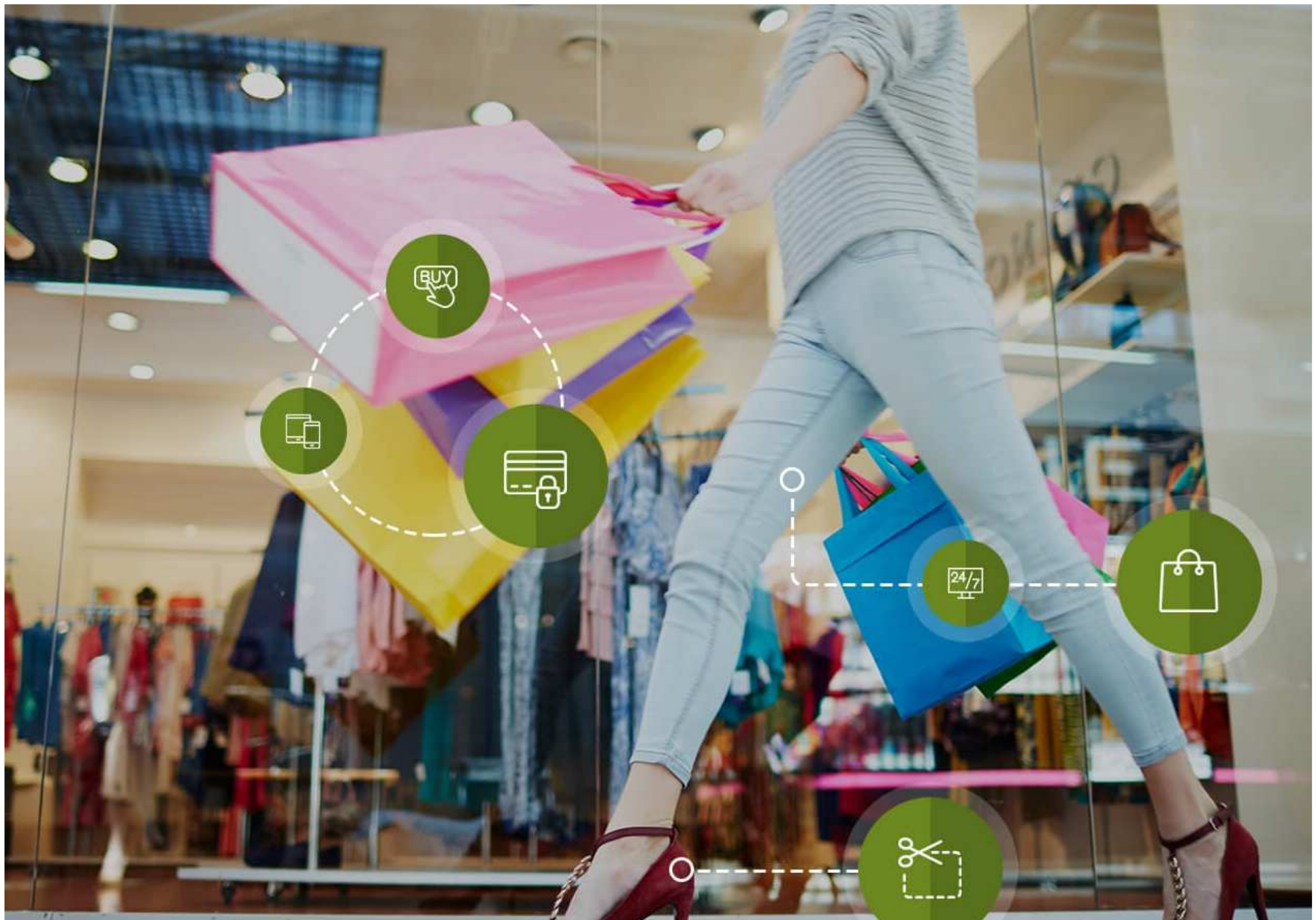






„Personal data is
the new oil of the
internet and the
new currency of
the digital world“

Meglana Kuneva







Latest reviews. Lowest prices.

📍 City or hotel name

📅 Check In — 📅 Check Out

👤 1 room, 2 guests ▾

Find hotels



And what about tourism?

Find deals for any season

From cosy country homes to funky city flats

Destination, property name or address:

More places than you could ever go (but you can try!)

Check-in

📅 Check-in date ▾

Check-out

📅 Check-out date ▾

2 adults ▾

No children ▾

1 room ▾

☐ I'm travelling for work ?

Search

Vienna 🇦🇹

1,898 properties



Average price
€ 97.10

And on a local/regional
(destination) level?

SPECIAL OFFER



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Thanks for signing up. You must confirm your email address before we can send you. Please check your email and follow the instructions.

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Digitalization of customers ?

5 success factors for customer digitalization

No 1 – Make digitalization one of your top priorities



No 2 - Make your tourism products online bookable

https://www.jungfrau.ch/en-gb/

JOBS & CAREERS (DE) V-CABLEWAY

JUNGFRAU
TOP OF EUROPE

LIVE EXPERIENCE & DISCOVER PLAN & BOOK

TRAIN TICKETS SEAT RESERVATION
SKI PASS SPORTS EQUIPMENT
PACKAGES SNOW SPORTS SCHOOL
PARKING SOUVENIRS
ACCOMMODATION GIFT CERTIFICATES
SUBSCRIPTIONS

BUY SKI PASSES

Ski region First ski day
Jungfrau Skiregion 03/06/2018

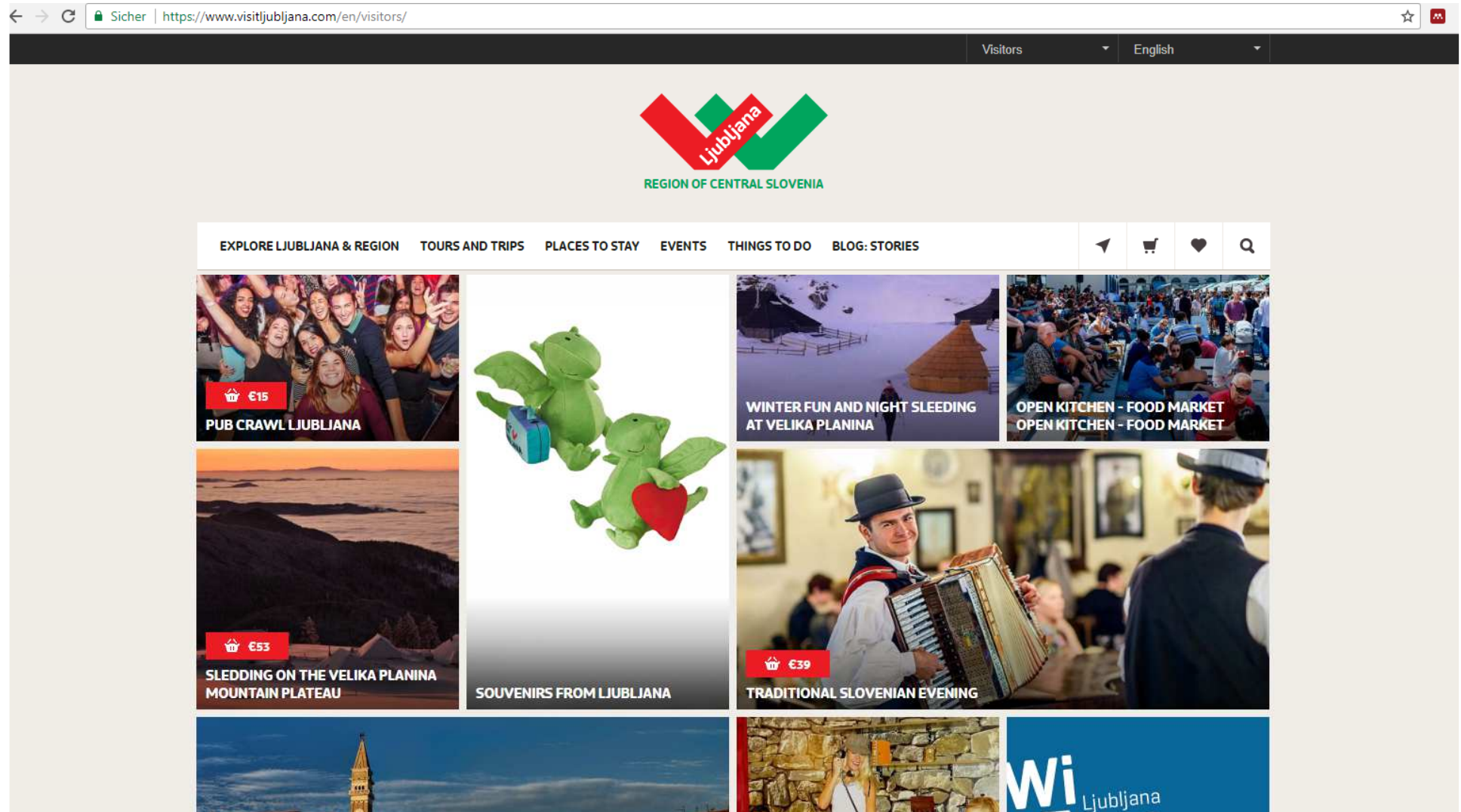
Duration
1 day

MORE

TOP OF EUROPE

The view and adventure platform at 3454 meters above sea level unites in a place that fascinates people of the Alps:

No 3 – Convert your website into a sales channel



No 4 – Create a remarkable new online product



Echt steil: Auf dem Stoos fahren **Kinder gratis** Ski!

Stoos

Support

Kind 1

Kind 2

Kind 3

Gratis

1 Erwachsener

Stoos

Familien-Steilpass
Saison-/Jahreskarte

Alle eigenen Kinder unter 16 Jahren gratis

Familien-Steilpass
Saison-/Jahreskarte

Familien-Steilpass
Saison-/Jahreskarte

+

Familien-Steilpass
Saison-/Jahreskarte

FAQ | Kontakt | Über den Stoos | Impressum

No 5 – Promote your new product

The screenshot shows the Facebook page for 'Stoos' (Stoos.SZ). The page features a red profile picture with a yellow sunburst logo containing the word 'Stoos'. The main post, dated 23. November 2017, promotes a family ski pass. The text of the post reads: 'Jetzt vom neuen Stoos-Abo profitieren: Mit dem Familien-Steilpass gehts hoch hinaus. Für nur CHF 540 pro Erwachsener fahren alle Kinder den ganzen Winter lang soviel hoch und runter wie sie wollen. https://familiensteilpass.ch/ Dieser Preis gilt noch bis am 30. November - jetzt zuschlagen!'. The post includes a photo of a cartoon goat wearing a yellow jacket and a blue scarf, standing in the snow next to a red ski pole and a blue helmet. The post has 49 reactions and is tagged with 'Stoos' and 'Skigebiet'. The right sidebar shows a list of contacts and a search bar.

Stoos
@Stoos.SZ

Startseite

Info
Fotos
Bewertungen
Veranstaltungen
Videos
Flickr
YouTube
Beiträge
Community
Virtueller Rundgang

Eine Seite erstellen

Jetzt anrufen Nachricht

Seiten, die dieser Seite gefallen

Welcome to Zürich, Switzerland. Visit Zurich Gefällt mir

Seminar- und W... Gefällt mir

Swiss Holiday P... Gefällt mir

Deutsch · English (US) · Русский · Türkçe · Español

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DEINE SEITEN

Russische Stunde - P... 1

KONTAKTE

Genia Wiener
Dina RK
Shohreh Kaveh
Nurija Delić
Wolfgang Platzer
Roman Zhukov 17h
Thomas Sterniczky
Irina Damiani
Natascha Mueller 11h
Ralf Zanders
Stephan Carpintero ...
Kuchar Lesya
Kerstin Debortoli
Dmitry Kolezev
Александр Кулагин

Suchen

No 5 – Promote your new product



Best Practice Example Saas-Fee



3
Villages



>150 km
Slopes

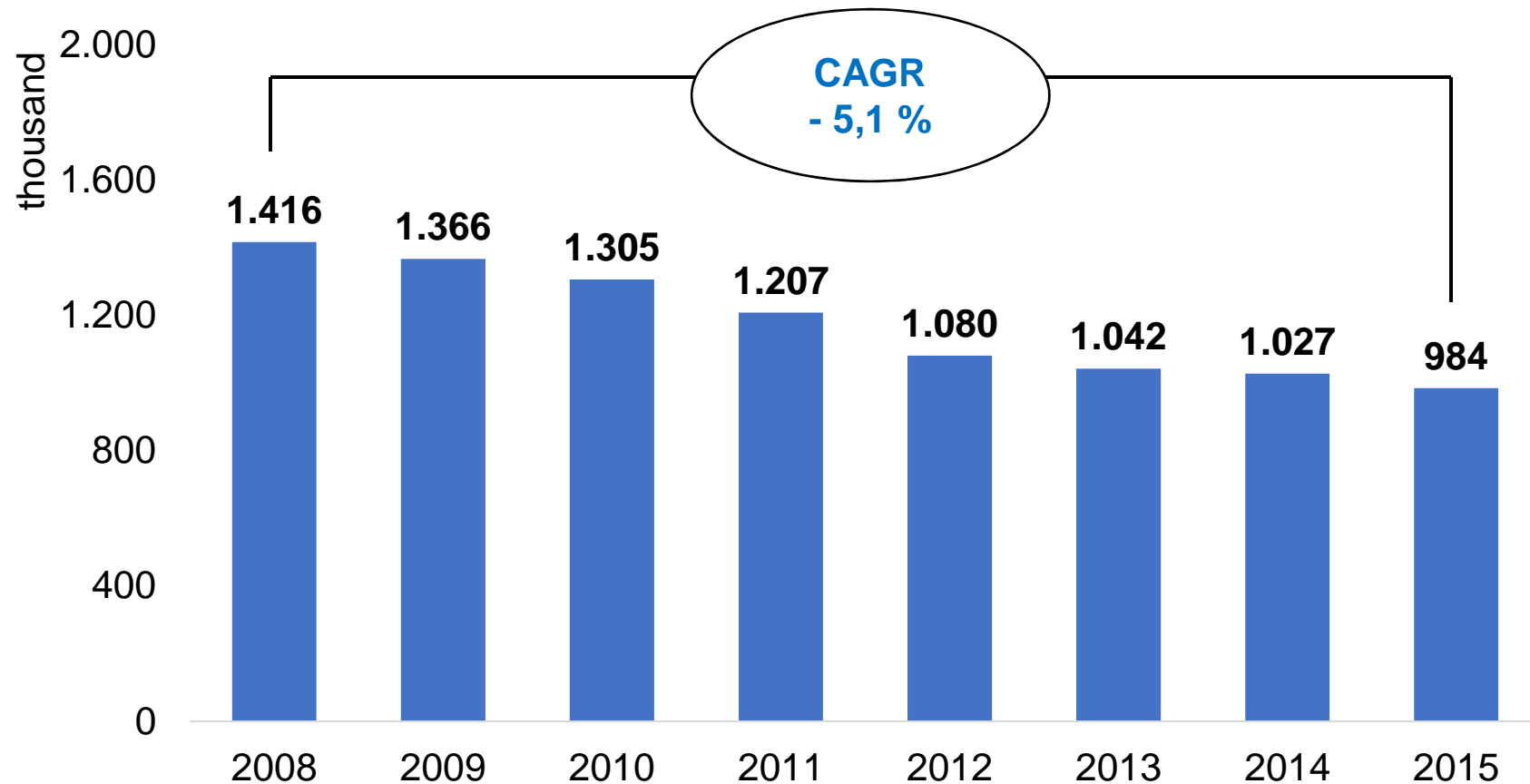


~ 13 k
Beds



~ 1,0 m
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



FREE REPUBLIC
OF HOLIDAYS



Be a part of the deal!

As soon as 99,999
register for a season
kick in, the cred

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!

deal, all those who
nt. If the deal won't
y a season card.

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

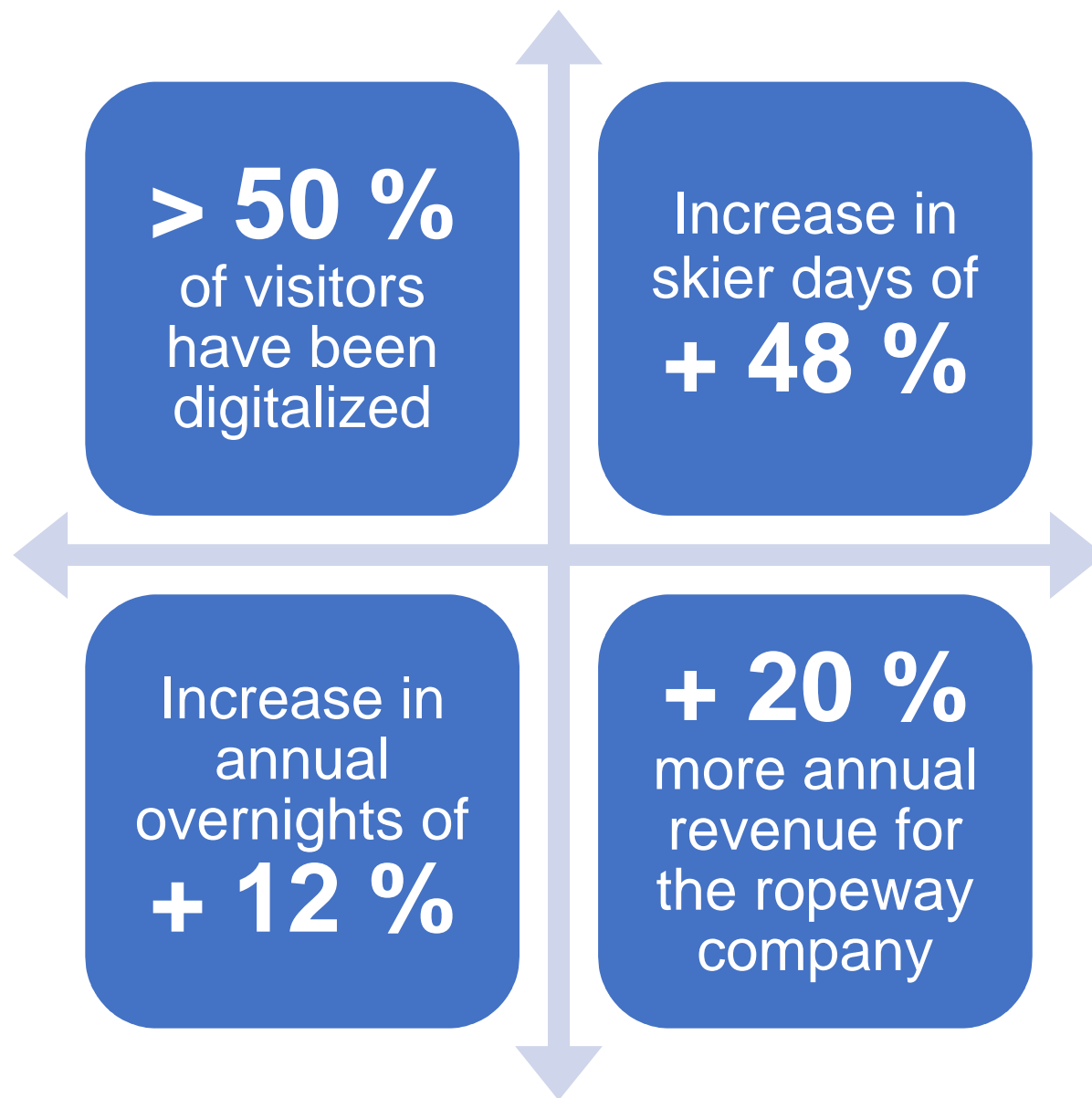
Buy now

**Seasonpass
1 year**

Available until
11/6/2016
CHF 211

- The Saas-Fee WinterCARD includes:
- Saas-Fee/Saas-Almagell season pass for the 2016/17 winter season
 - Use of the Adrenaline Cup facilities
 - Free ski pass for children up to age five

Buy now



FREE REPUBLIC
OF HOLIDAYS



Ski Hiking Wellness Info Book now

Login | 0 Artikel

SAAS-FEE SAAS-GRUND SAAS-ALMAGELL SAAS-BALEN

MADNESS IN SAAS-FEE!

SAVE at least CHF 1000.-

BEST PRICE GUARANTEE

Online booking

+41 (0)27 958 18 58

- ☒ Hotel
☐ Apartment

Arrival: 2018-03-07

Departure: yyyy-mm-dd

Pax.: 1

Children: 0

Select the location: Saas Valley

Search

share

tweet

G++ 0

pin it 10

WINTERCARD GOLD MARKET PLACE

50% DISCOUNT

EXCLUSIVE
LAST MINUTE
OFFERS

Benefit from exclusive Last-Minute Offers on our market place (secure area) with your WinterCARD Gold.

Book Now

WINTERCARD GOLD UPGRADE

WAHNSINN IN SAAS-FEE!

SPARE CHF 1000.-

Hol dir die WinterCARD GOLD!

Season pass at a crazy price! Plus unbelievable benefits. Upgrade to WinterCARD Gold now: For 111 Swiss Francs you can easily save 1000 Swiss Francs within one week.

more information

Thank you very much for
your attention!