outdooractive

Digital Visitor Guidance

Since 1994

Imagine the ability to support and guide a guest throughout the duration of their trip.

1. Digitize your Destination

Create the full digital twin of reality

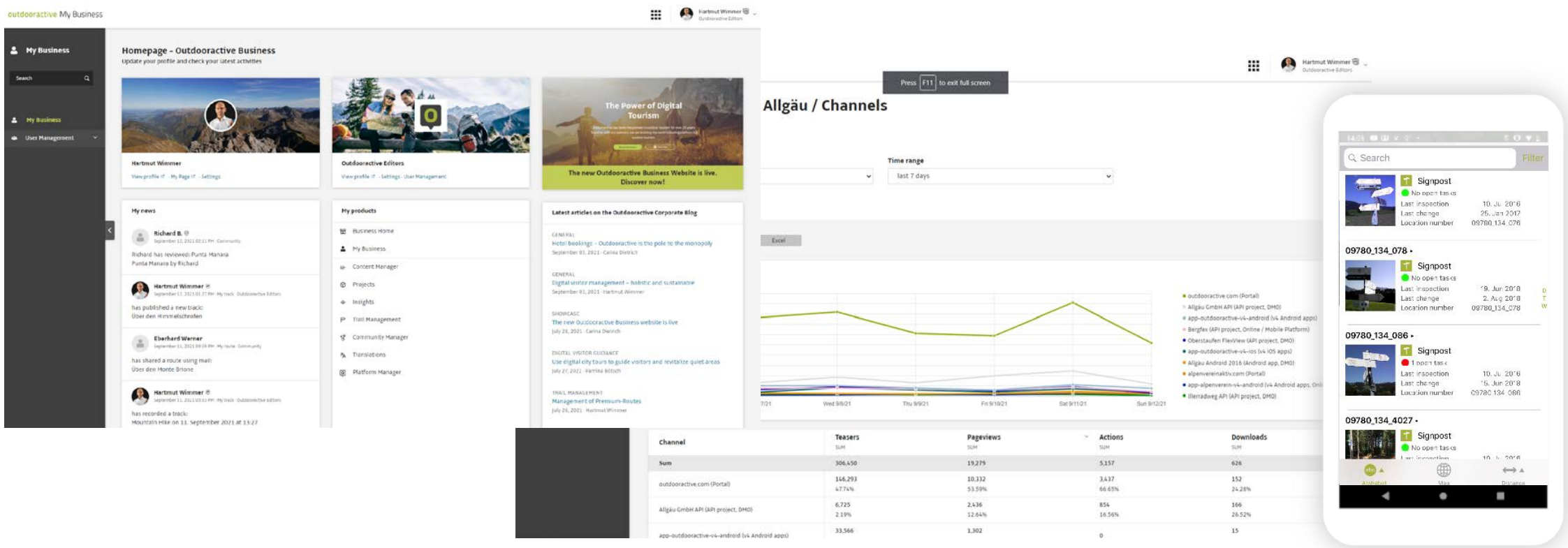
Data Management

Stories	POIs	Regions	Travel Guides
Routes	Maps	Accommodation	Mountain Huts
Ski Resorts	Events	Offers	Products
Weather	Media	Food and Beverage	Webcams
Nature Reserves	Current Conditions	Avalanche Risk	Facilities

Digitize your region with the industry's leading content management system.

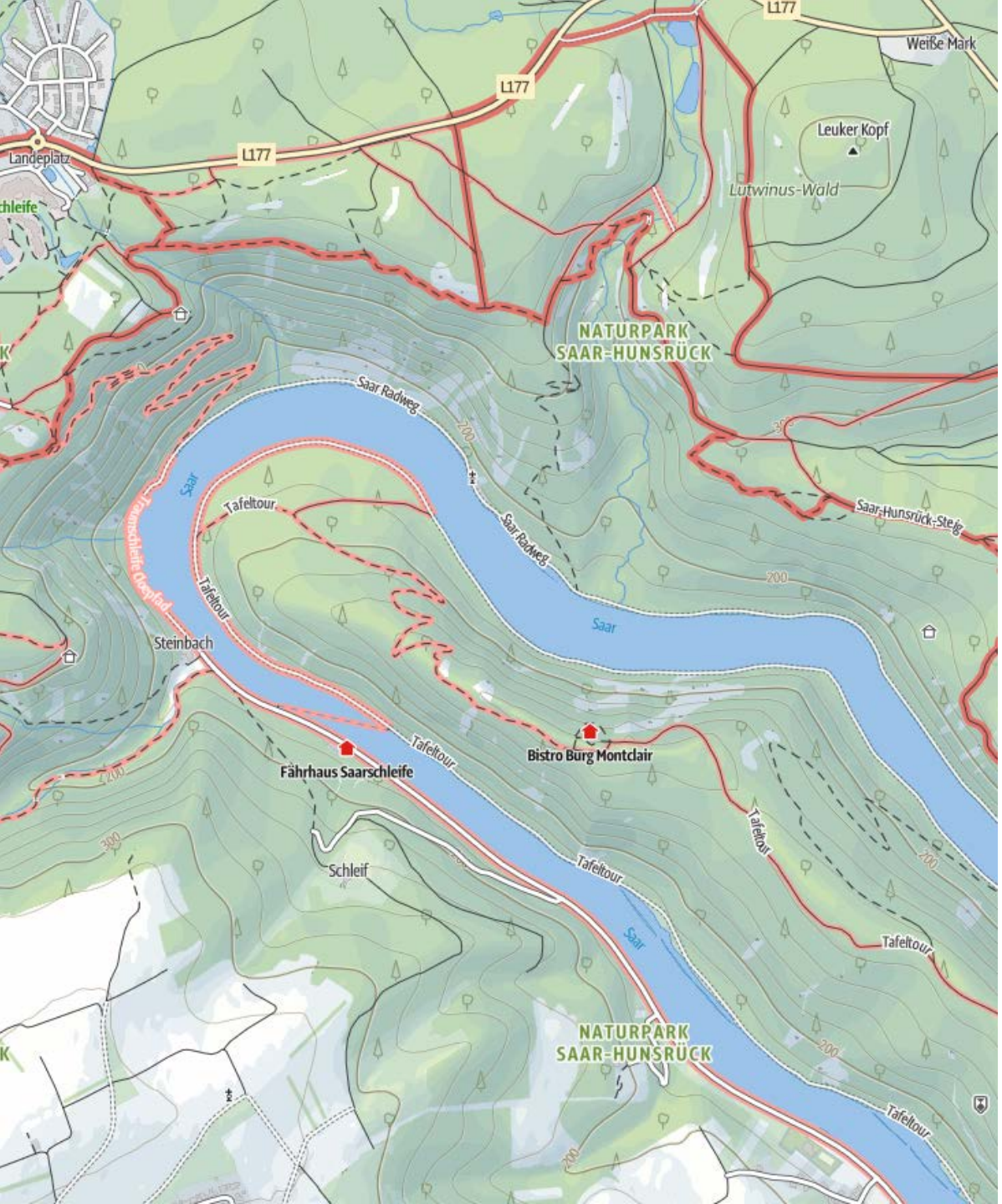
Our structured range of tourism content and associated tools has set- and continues to define- the international standard.

Outdooractive Business: Full Destination Management System (DMS)



More than content management: This is the backend manage your Destination

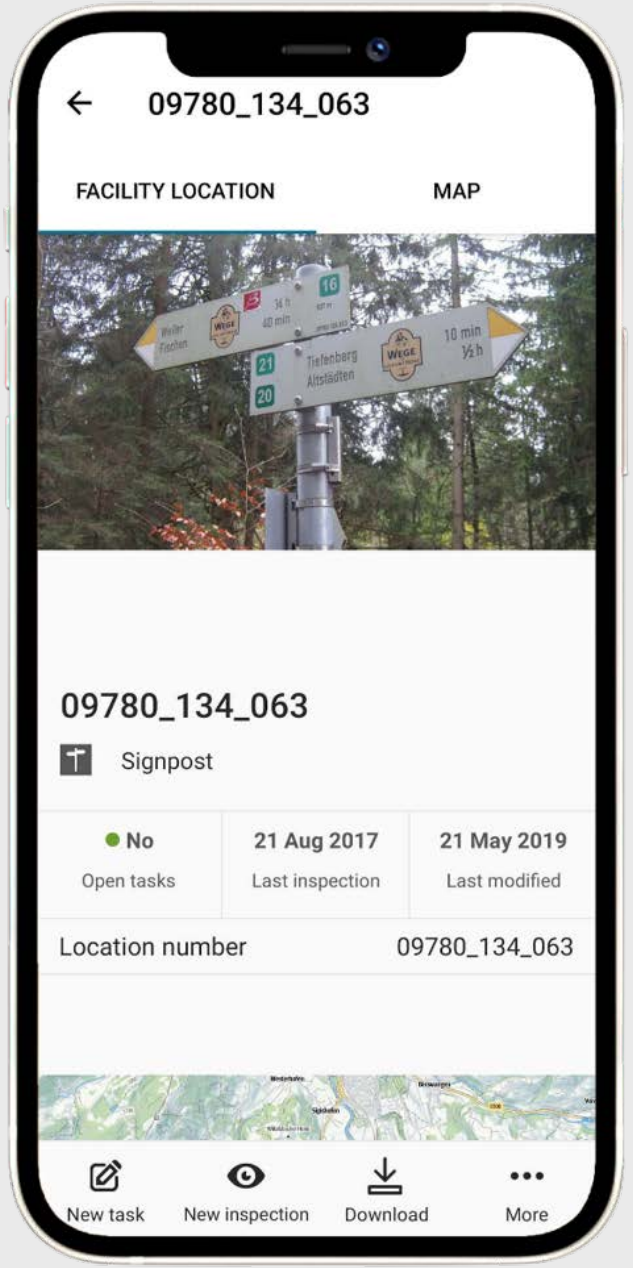
Full Backend solution to create, manage and distribute content, manage authors, users, projects, Travel Guide, campaigns and leads, analytics, know-how and social media hub.



Maps

Engineers first take care of the foundation. For us this is the maps:

- Maps from official mapping agencies
- Enriched with your preferences, OSM data and more
- 3D maps
- Interactive vector maps
- Augmented reality
- Context-relevant (summer and winter styles)
- Officially signposted trail networks for all activities



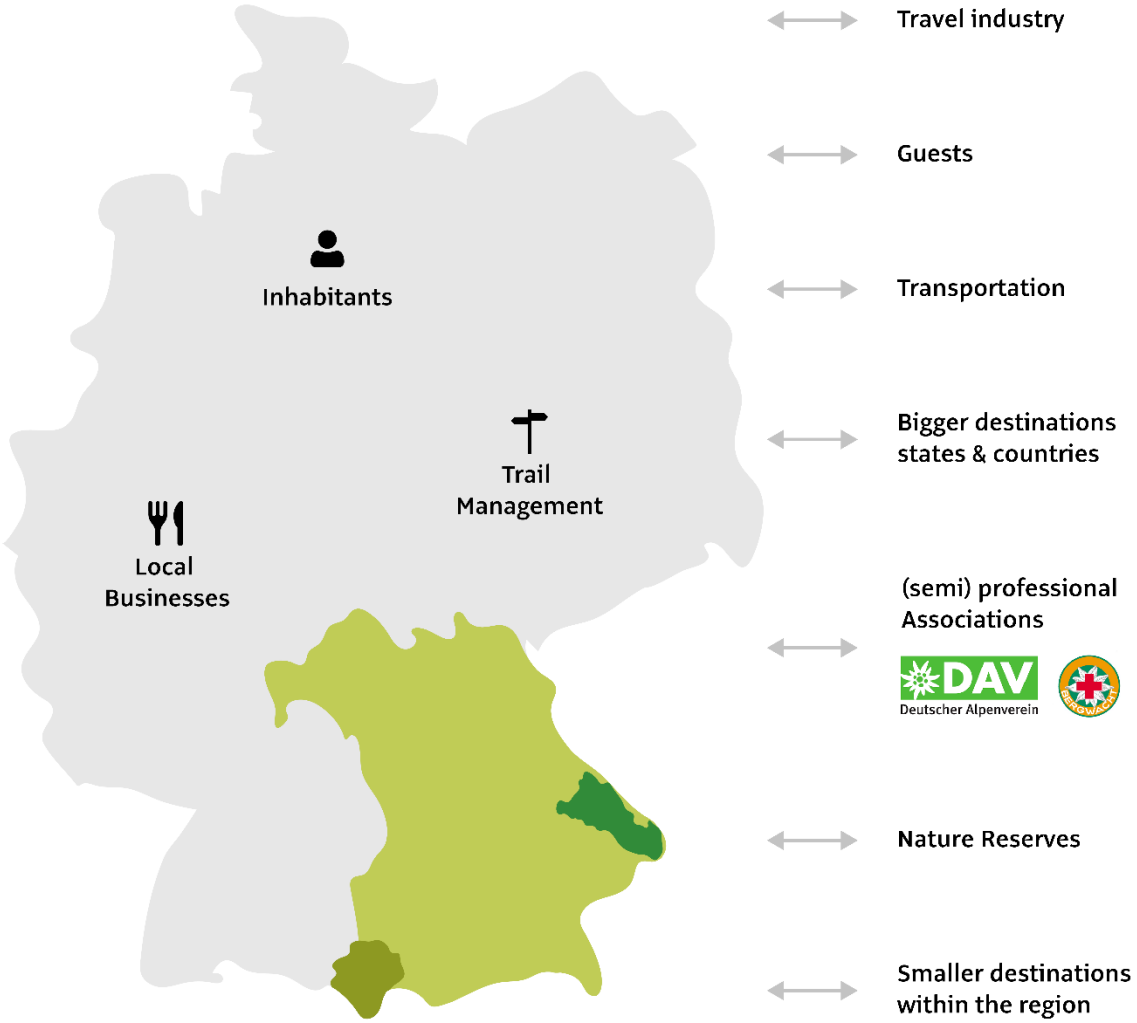
Trail Management

Trails, signage and a solid local tourism infrastructure are of huge importance to users wishing to experience nature.

Outdooractive's origins go back to planning such infrastructure and this know-how is in the DNA of our Trail Management tool.

It is only with this fully integrated route management solution that you can achieve the best experience for your guests.

Collaboration



Travel industry

Guests

Transportation

Bigger destinations states & countries

(semi) professional Associations

DAV Deutscher Alpenverein

Nature Reserves

Smaller destinations within the region

Anyone involved in delivering a high quality travel experience is working towards a common goal. Information is either shared within the system or merged via a digital exchange of data.

Crowdsourcing

WANDERUNG · ALLGÄU

Von Reichenbach zur Gaisalpe

Premium leicht

↔ 4,2 km ▲ 290 hm
🕐 1:45 h ▼ 290 hm
★★★★½ 6

ADAC Wanderführer

WANDERUNG · TANNHEIMER TAL

Drei-Seen-Tour im Tannheimer Tal (1-2 Tage)

Premium schwer

↔ 20,7 km ▲ 1114 hm
🕐 8:00 h ▼ 1114 hm

Tourenplaner SCHWEIZ

BERGTOUR · TANNHEIMER TAL

Von Grän auf den Aggenstein

Premium mittel

↔ 10,1 km ▲ 834 hm
🕐 3:45 h ▼ 834 hm
★★★★½ 22

Outdooractive Premium

ALPINKLETTERN · ALLGÄUER ALPEN

Höfats Südwestgrat (IV)

Premium IV schwer

↔ 18,3 km ▲ 1500 hm
🕐 11:00 h ▼ 1500 hm
★★★★★ 1

Outdooractive Climbing

WANDERUNG · ALLGÄU

Alpwanderung vom Söllereck nach Riezlern

TOP leicht

↔ 5,4 km ▲ 95 hm
🕐 2:25 h ▼ 381 hm
★★★★½ 5

Kleinwalsertal Tourismus e...

WINTERWANDERN · HÖRNERDÖRFER

Winterwanderung von Fischen zum Iller Ursprung

TOP mittel ● geschlossen

↔ 9,5 km ▲ 115 hm
🕐 3:00 h ▼ 115 hm
★★★★☆ 1

Tourismus Hörnerdörfer G...

WANDERUNG · OBERSTDORF

Freibergsee - Baden in den Bergen

TOP leicht

↔ 4,7 km ▲ 215 hm
🕐 1:40 h ▼ 215 hm
★★★★☆ 4

Outdooractive Redaktion

BERGTOUR · ALLGÄUER ALPEN

Dreigestirn über Schattwald (Tannheimer Tal)

TOP mittel

↔ 14,0 km ▲ 1241 hm
🕐 7:00 h ▼ 1241 hm
★★★★½ 2

alpenvereinaktiv.com

WANDERUNG · TANNHEIM

Drei-Seen-Tour (mit dem Tiroler Bergwege-Gütesiegel

TOP mittel

↔ 14,6 km ▲ 412 hm
🕐 4:40 h ▼ 1099 hm
★★★★★ 57

Tourismusverband Tannhei...

BERGTOUR · ALLGÄU

Sechs Stunden - sechs Gipfel

TOP schwer

↔ 13,2 km ▲ 880 hm
🕐 6:00 h ▼ 697 hm
★★★★★ 1

Hubertus Alpin Lodge & Spa

FERNWANDERWEG · ALLGÄU

E5 Alpenüberquerung von Oberstdorf nach Meran durch

TOP schwer

↔ 197,3 km ▲ 10249 hm
🕐 65:30 h ▼ 10753 hm
★★★★★ 1

Community

FERNWANDERWEG · ALLGÄU

Himmelsstürmer Route der Wandertrilogie Allgäu - Etappe

TOP schwer

↔ 12,2 km ▲ 1303 hm
🕐 5:30 h ▼ 196 hm
★★★★★ 1

Allgäu GmbH Leitprodukte

Compatibility

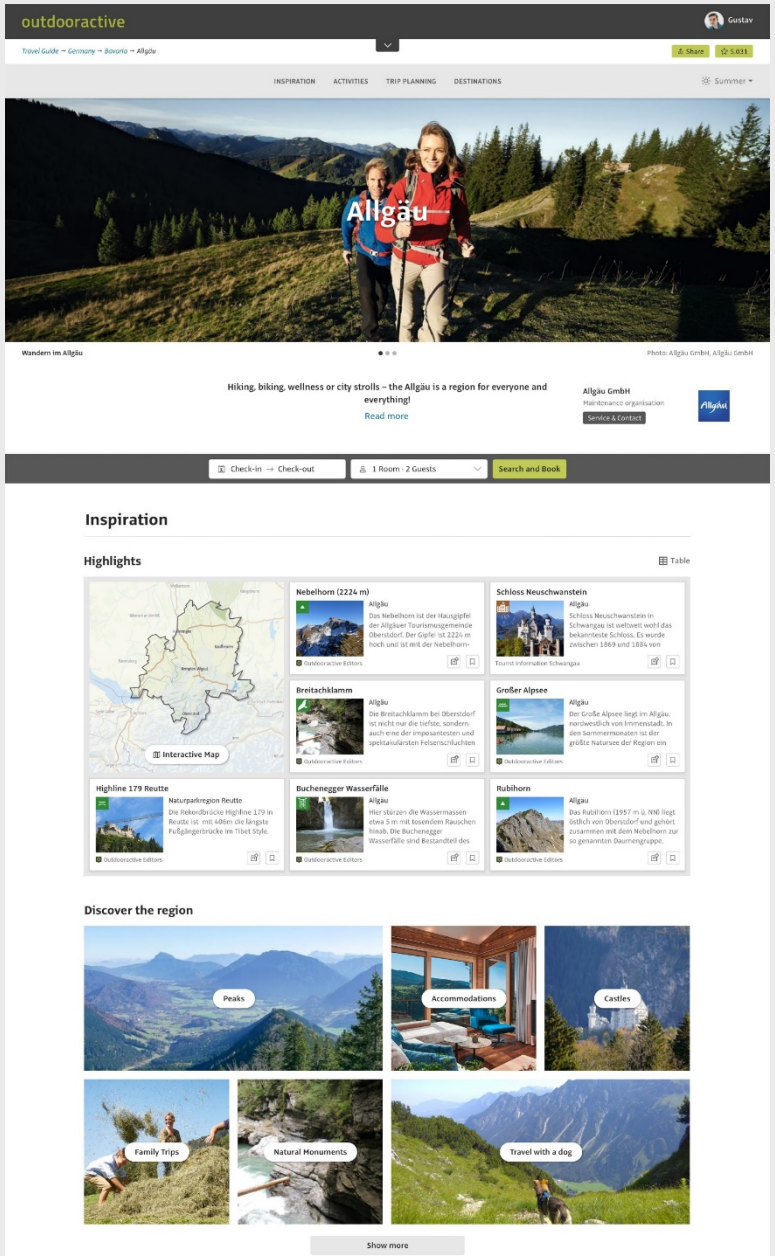
Exchanging data is our business.
The Outdooractive license system has existed since 2005 and enables data to be used in all output channels.
Data can also be managed using CC licenses (Open Data).
We operate an open system with interfaces to all relevant databases and booking systems.

Integration

2. Reach your audience

The world's first travel guide appeared in 1832 from the Koblenz-based publishing house founded in 1827 by its namesake, Karl Baedeker. With its concise language, accurate information and excellent cartography, it became the gold standard of travel guides, especially in German-speaking countries. The early inclusion of foreign language editions helped to build Baedeker a worldwide reputation.

Source: Wikipedia



The Travel Guide

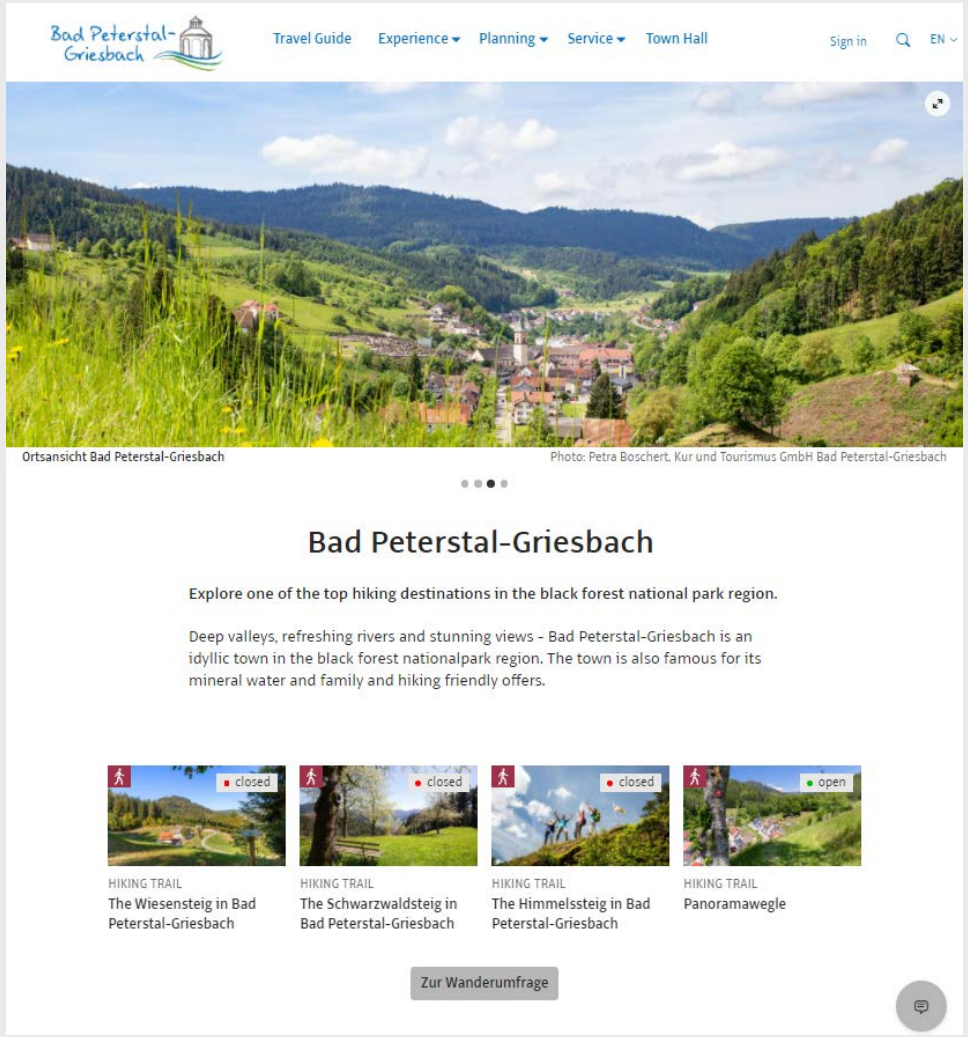
In their 150 years of tried and tested existence, tourists have become accustomed to the use of travel guides. We have provided a digital twin.

The Outdooractive Travel Guide is automatically created for each region using polygons.

Landing Pages are then generated and populated with relevant content from a number of sources.

Intelligent algorithms create an optimal structure to highlight the main features and attractions.

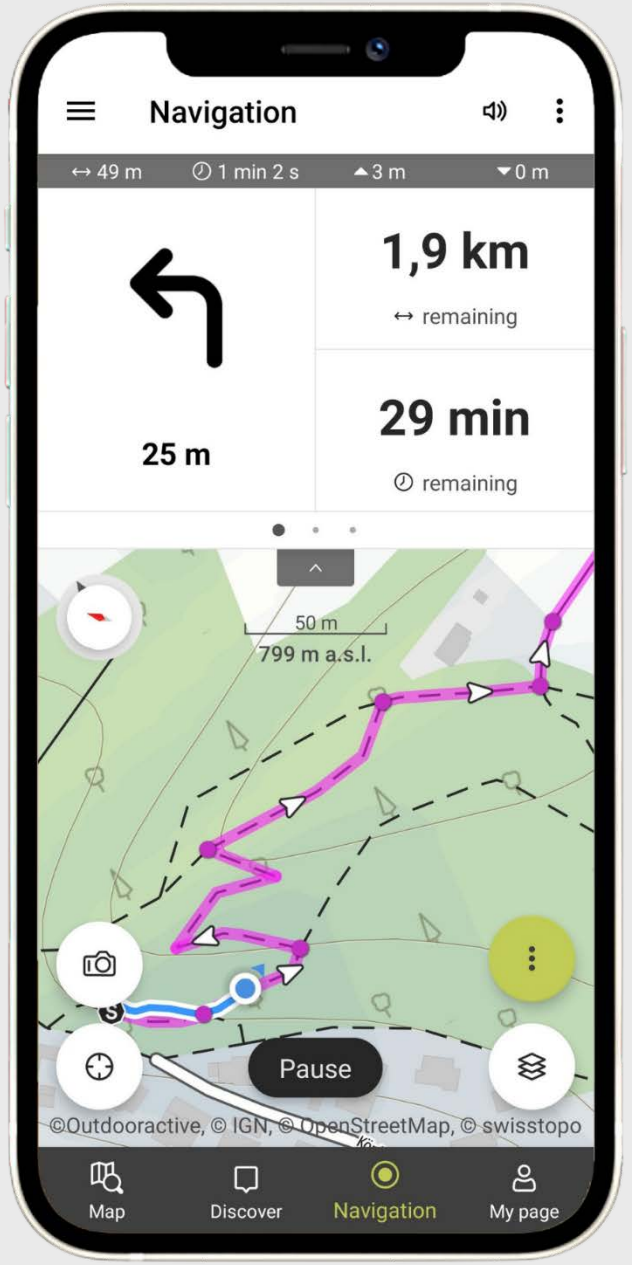
Website



Once your travel guide is up and running, your state-of-the-art website is available in a few clicks.

From here you have the option to edit each page within the travel guide as you wish.

Take advantage of the adaptable functions, create a unique homepage, choose a menu layout and create custom pages tailored to your unique destination.



Mobile

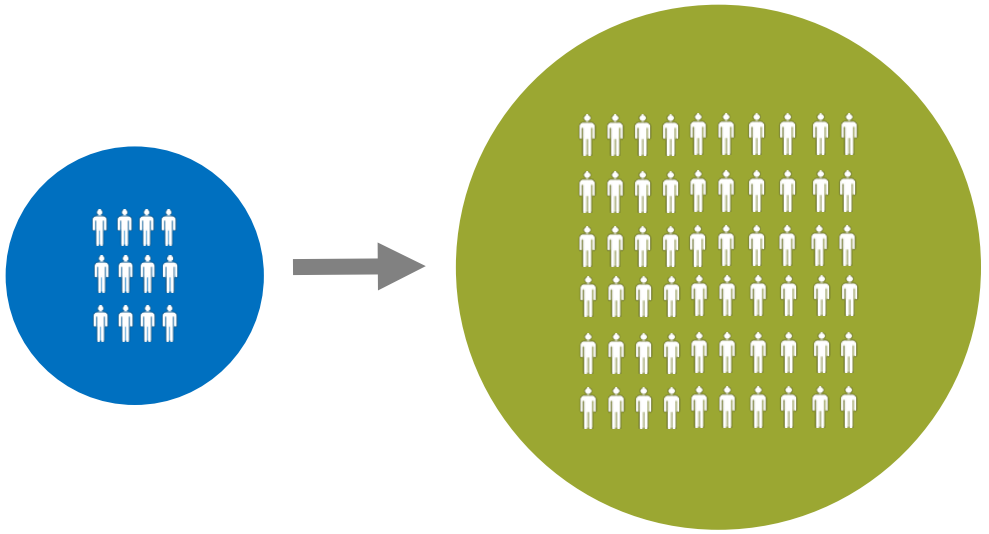
Once a user is on the go, they will look to the their devices for further information and guidance.

Our tools offer seamless content synching as well as offline route planning, suited to the user's needs.

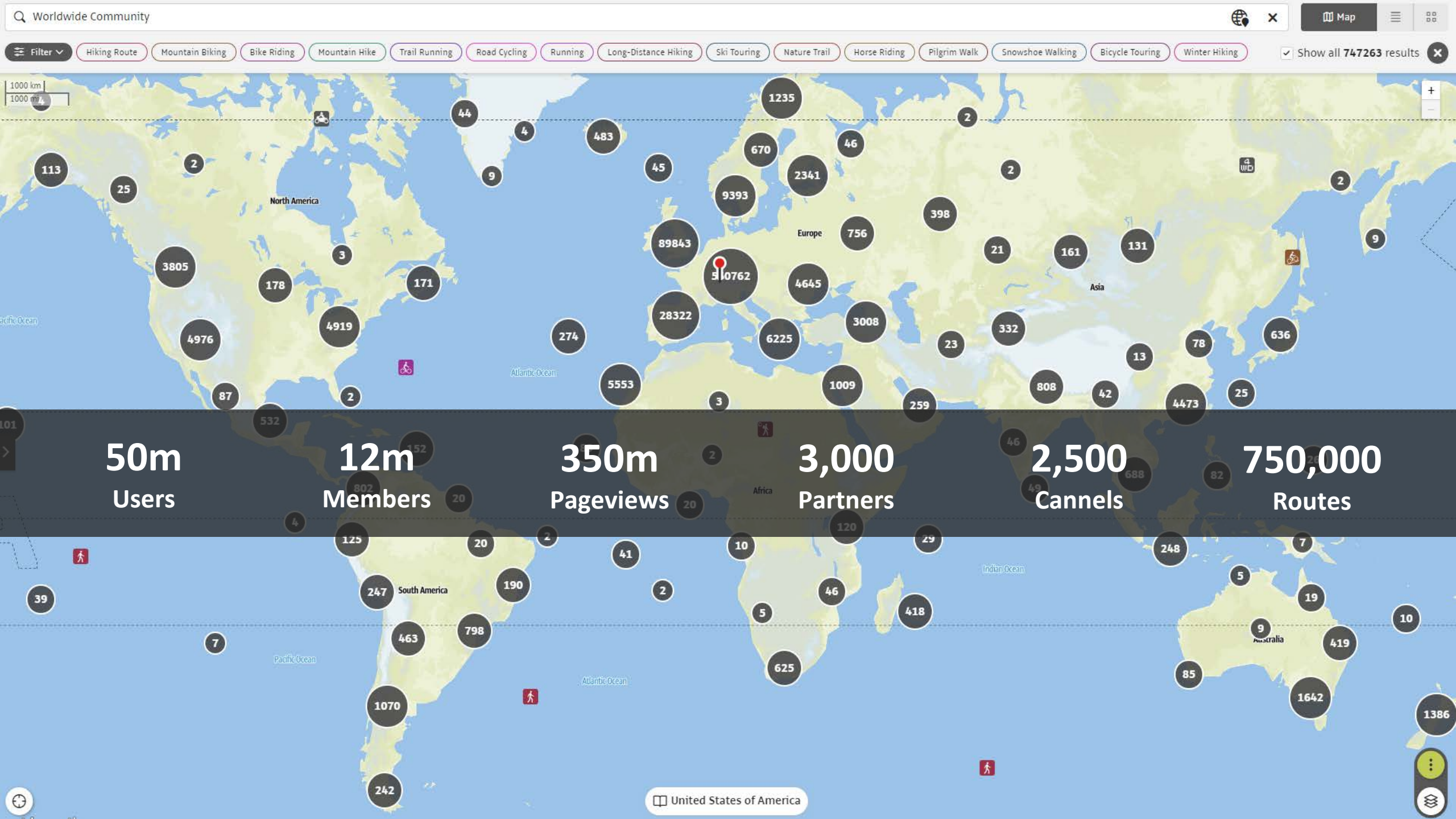
- Mobile version of the website
- App

Reach

The Outdooractive platform's data distribution lets destinations achieve an average of five times the reach of their own website.



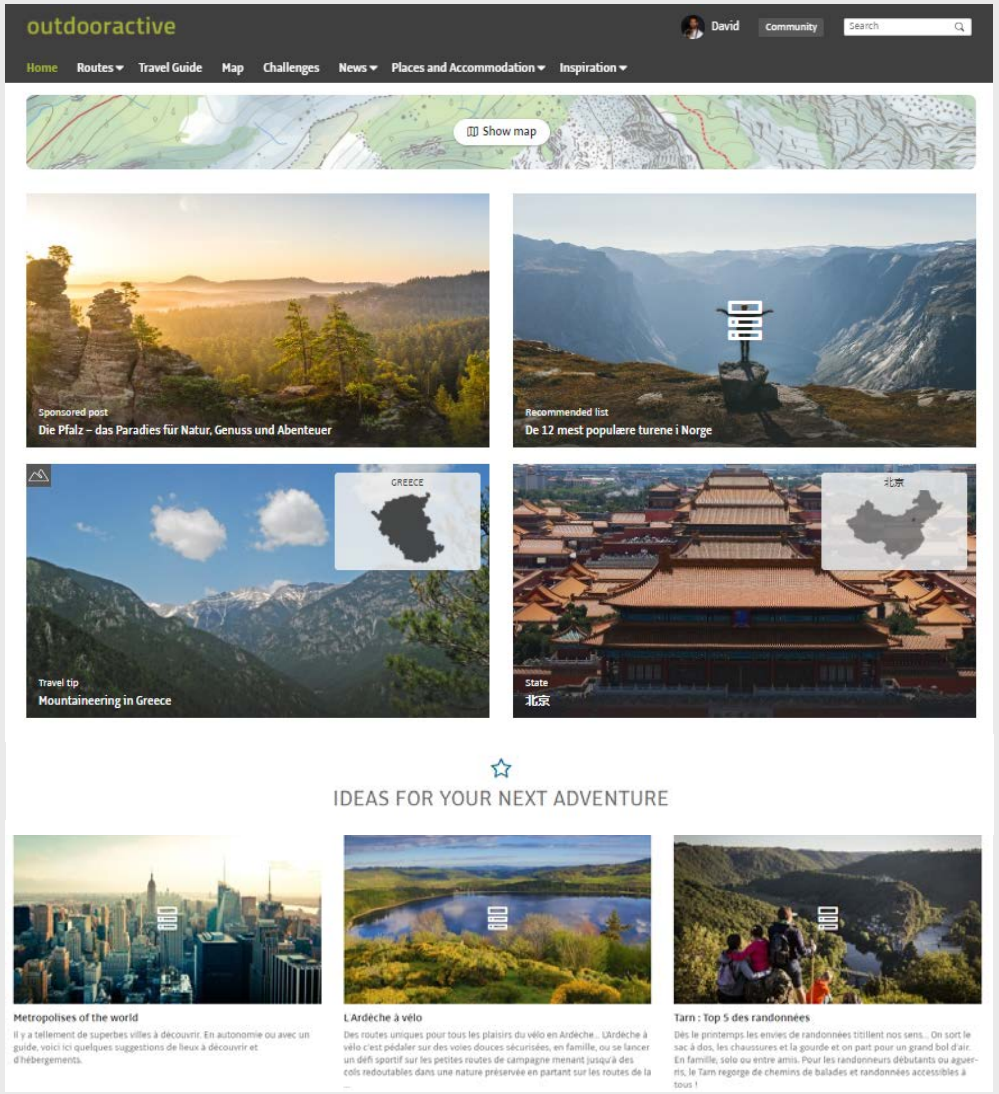
50% of this is achieved under the Outdooractive brand while the remaining half is accounted for by partner channels.


Worldwide Community
Map
Filter
Hiking Route
Mountain Biking
Bike Riding
Mountain Hike
Trail Running
Road Cycling
Running
Long-Distance Hiking
Ski Touring
Nature Trail
Horse Riding
Pilgrim Walk
Snowshoe Walking
Bicycle Touring
Winter Hiking
Show all 747263 results
1000 km
1000 mi
North America
Europe
Asia
Africa
South America
Australia
Atlantic Ocean
Pacific Ocean
Indian Ocean
United States of America
50m
Users
12m
Members
350m
Pageviews
3,000
Partners
2,500
Cannels
750,000
Routes

Data Distribution

Internationalization

The Outdooractive platform is tailored for global tourism. Our international team of “native speakers” has the ongoing task of translating the platform's software into 15+ languages.
Users can also use an on-demand translation service to convert content that may not yet be available in their chosen language.



Campaigns

In addition to the organic reach generated via the Outdooractive platform, users can also be more directly targeted.

This is useful for promoting campaigns that are relevant to specific times of the year or in new markets.

Outdooractive users are highly engaged, enjoy travel, are quality-conscious, have a high net income and attach great importance to sustainability.

3. Digitize your guests

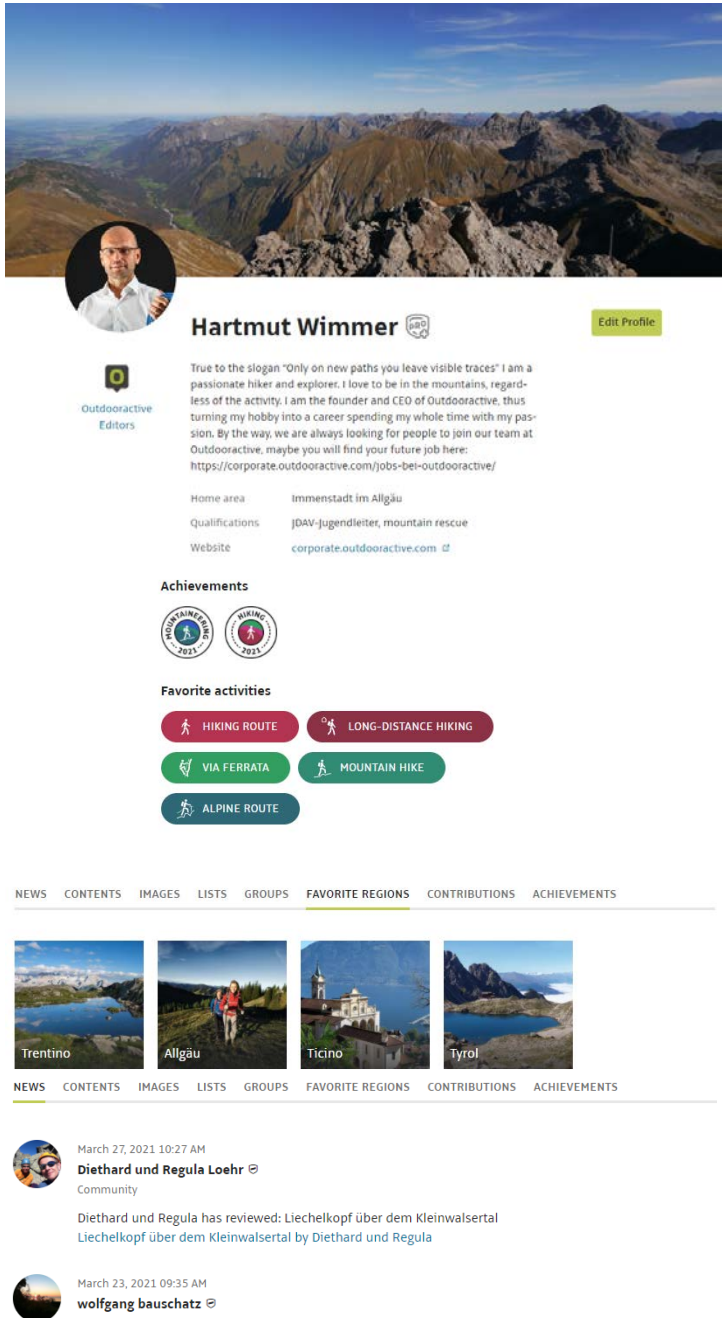
Gender	Age	Place of Residence	Marital Status
Family	Hobbies	Favorite Destinations	Lifestyle
Shopping Habits	Friends	Travel Behavior	Favorite Accommodations
Payment Account	Income	Past Vacations	Past Activities
Past Itineraries	Favorite Brands	Favorite Food	Online Profiles

User Profiles

We are constantly enhancing the user profile feature.

Every user retains full control of their privacy settings and can consent to the use of their data on their terms.

Users can make their profiles invisible, delete them and remove content. You will be able to communicate with users digitally- and in full compliance with the GDPR.



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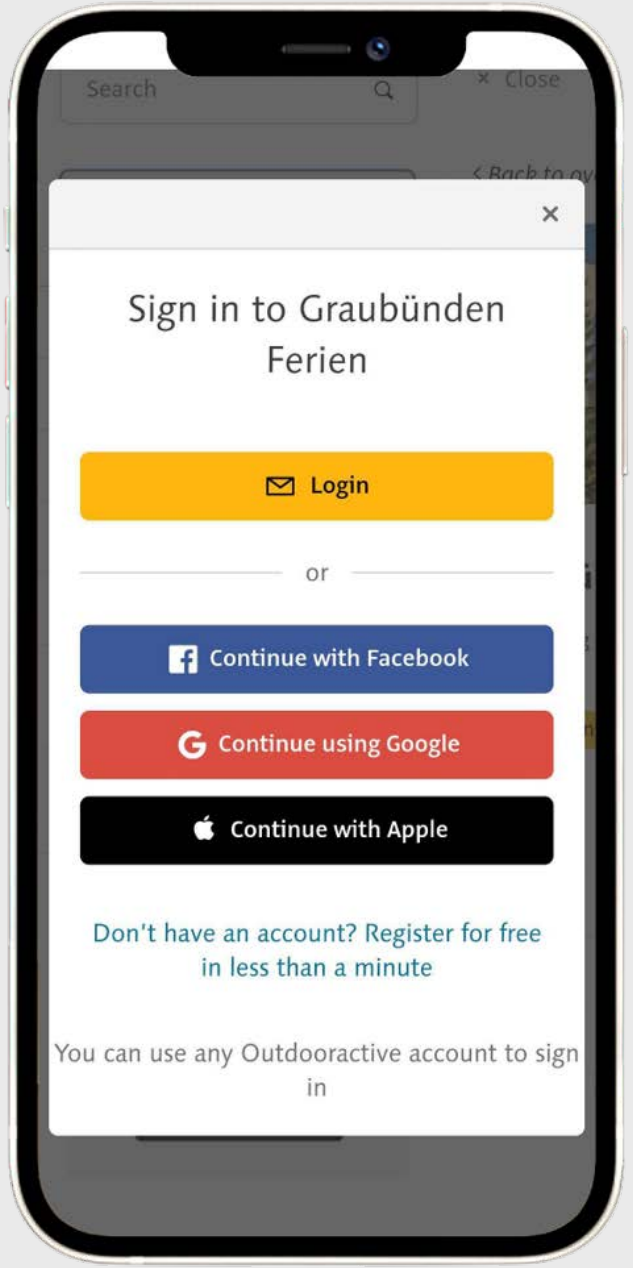
User-focused

The guest is central to everything we do, with each innovation designed to improve their experience.

- End-to-End-Digitization of the destination
- User-friendly applications and processes
- Live information
- Personalized recommendations



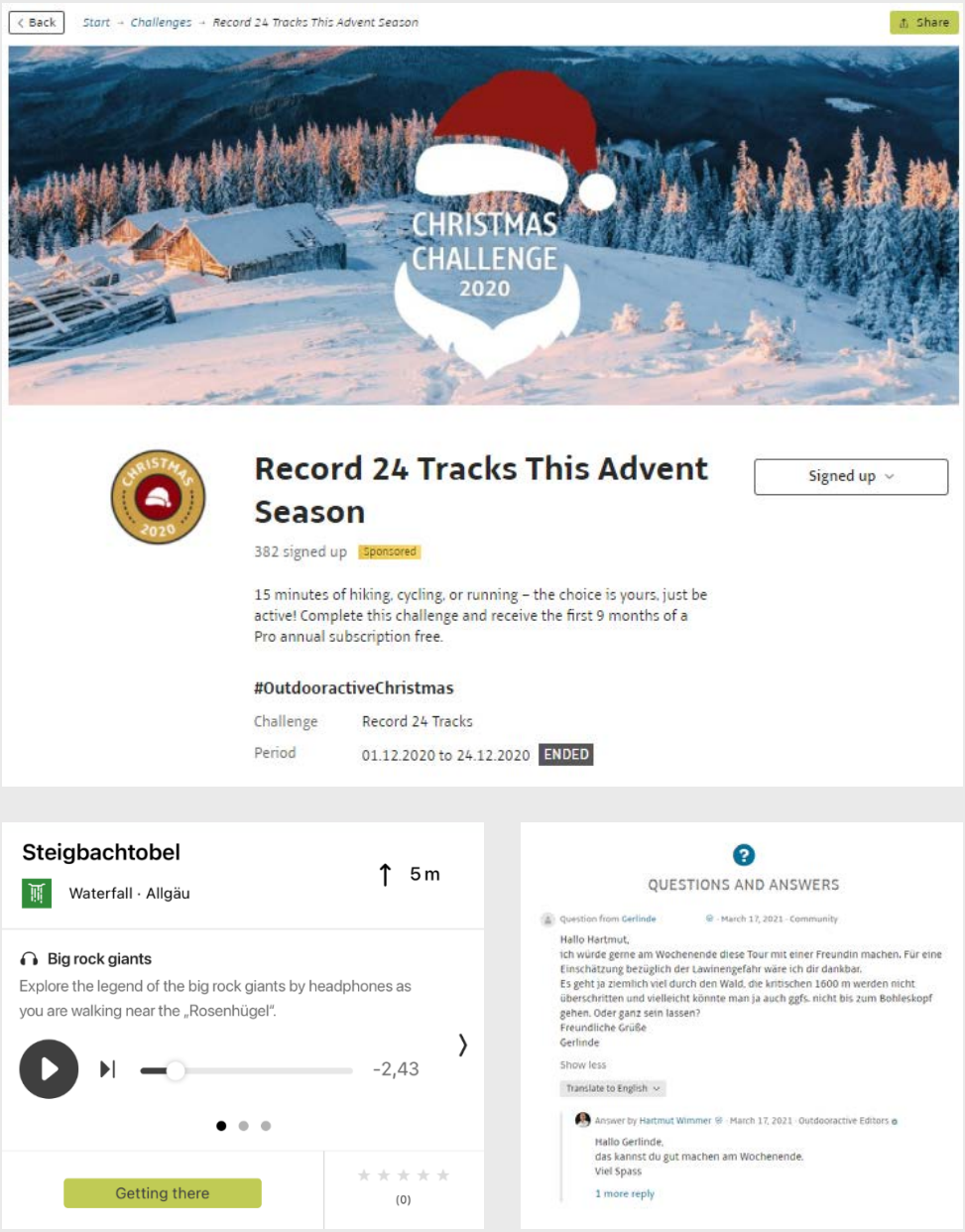
The Branded Community

Digitize your guests:

The full-service white label community solution is seamlessly integrated into all front-end products.

The system is managed centrally by the Outdooractive Community team, who are also there to address legal questions, violations, spam and help desk and troubleshooting queries.

The details of all users who have registered via your front-end products can be accessed in the back-end.

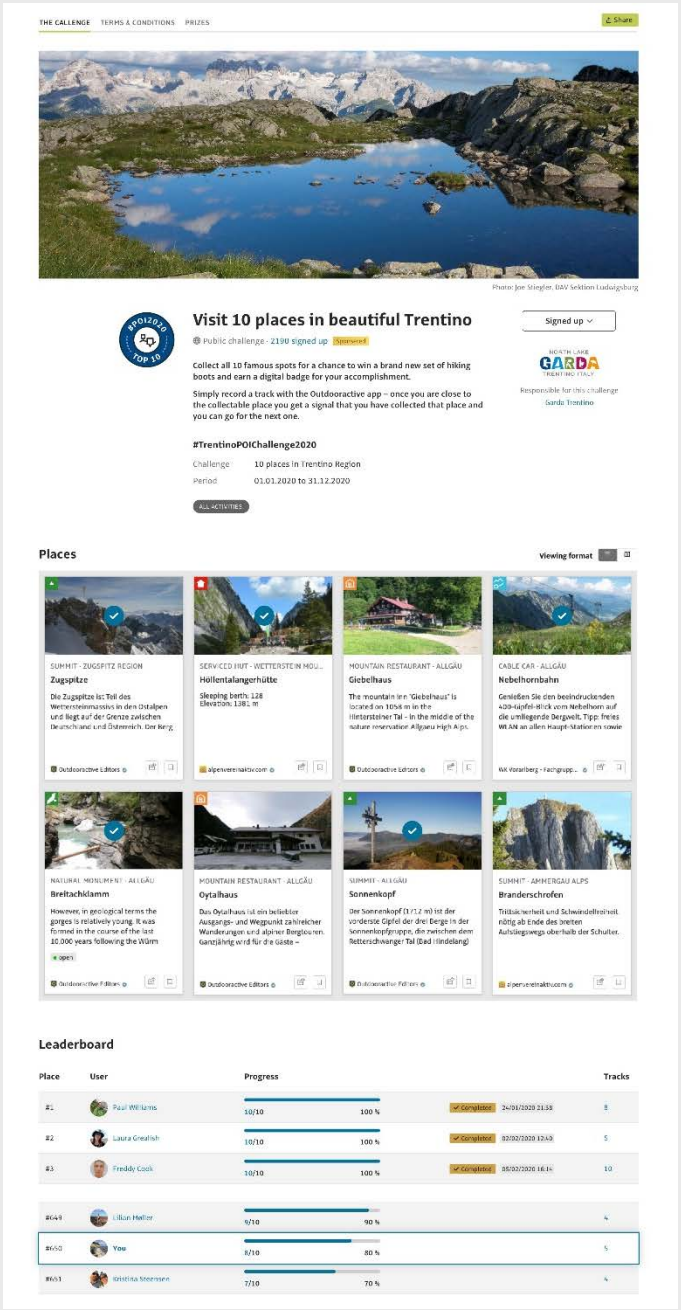


Rewards and incentives

The platform contains a variety of touchpoints geared towards incentivizing the user to register and add data to their profile.

Reasons to create an account include the following:

- Challenges
- Reviews
- Questions and answers
- The Audio Guide
- Giveaways
- Route and vacation planning



POI Challenges

With minimal effort, you can guide your guests to your destination's POIs.

Share insider tips and help to attract guests to areas suffering from a lack of visitors, while simultaneously alleviating mass tourism in hotspots.

Pro+

Offer your guests the best service by giving them 4 weeks of Pro+ for free, enabling you to digitize your guests and receive their data directly in your CRM

- More map options with offline use as an option in every app
- Premium Content from selected publishers
- Greater security with Buddy Beacon
- Personal motivation with Challenges
- Skyline's augmented reality
- Integrated weather and snow maps

Unser Rund-um-die-Uhr-Service
Our 24/7 service

Bad Peterstal-Griesbach

Unterkünfte finden
Places to sleep

Ausflugsziele
Places to visit

Essen & Trinken
Places to eat and drink

Touren
Routes

App herunterladen
Download the App

GET IT ON Google Play

Download on the App Store

Karte
Map

FREE AVAILABLE

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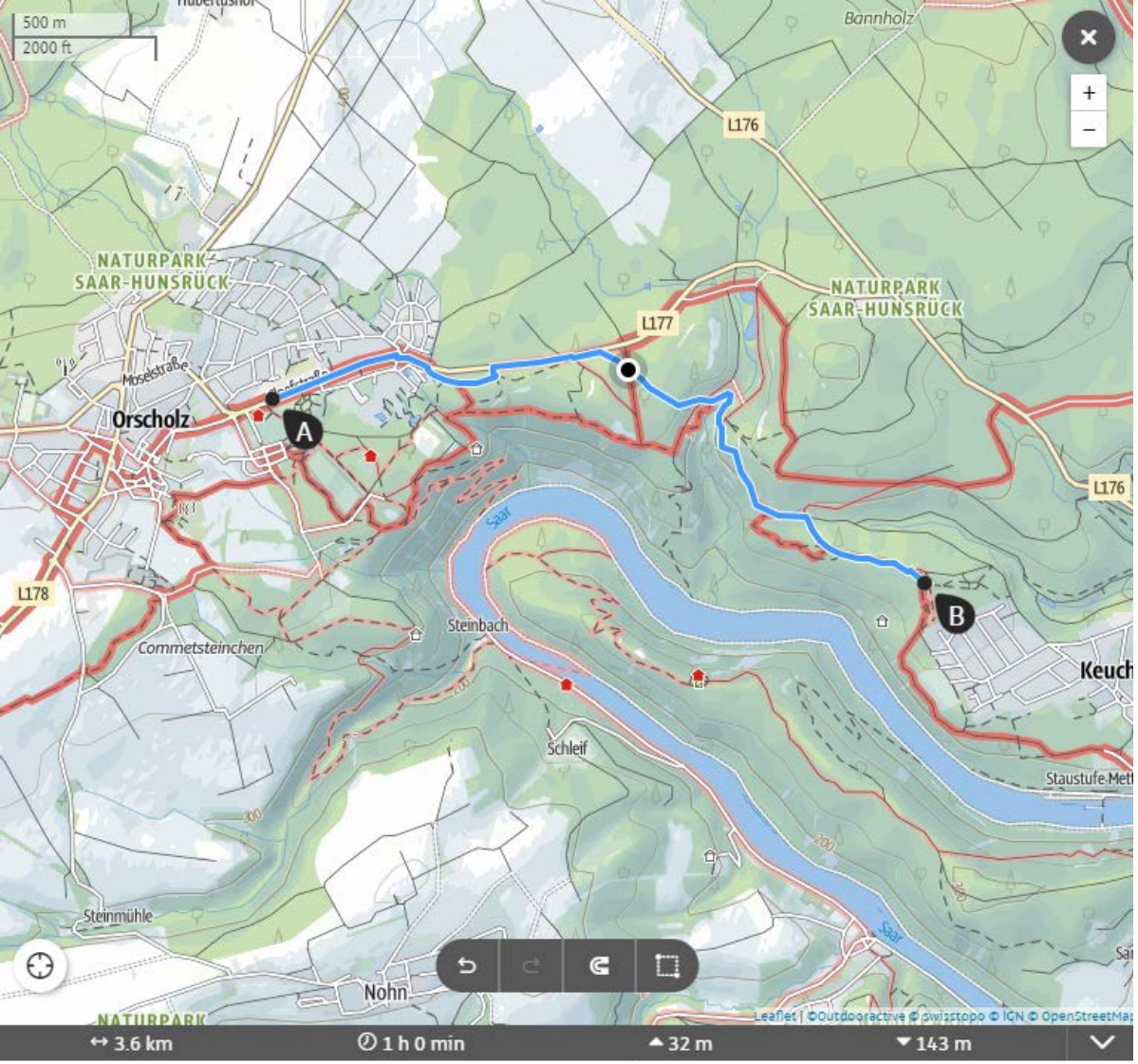
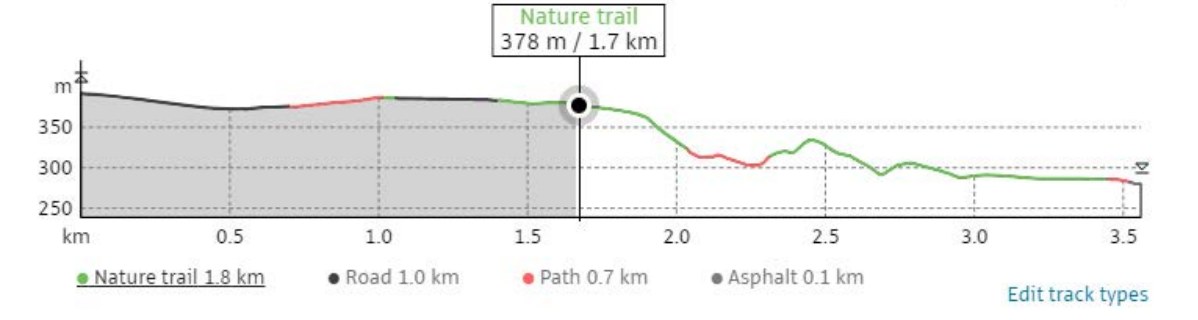
Der besondere digitale Service:
Pro+ 4 Wochen kostenlos mit folgenden Vorteilen

Special digital service:
Pro+ 4 weeks for free with following advantages

- Detaillierte amtliche Karten, Wegenetze und Luftbilder
  Detailed official maps, route networks and aerial shots
- Keine Werbeanzeigen in Web und App
  No advertisment in web and app
- Offline Speicherung von Karten und Tourendetails
  Offline access to maps and route details
- 3D-Videos von Touren erstellen und teilen
  Create and share 3D videos of routes

The Route Planner

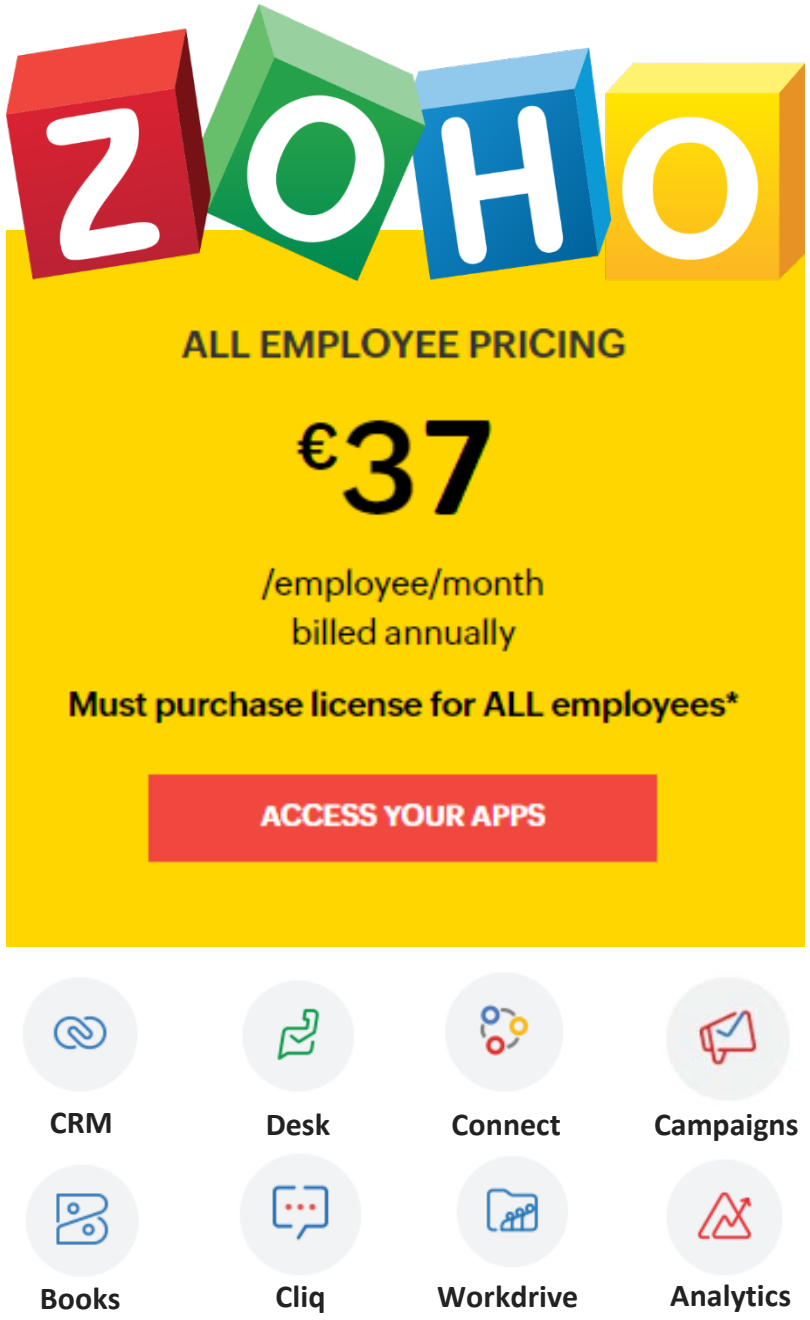




Route planning supports those wishing to explore and journey independently.

Individual travelers bring destinations 10 times more added value than package tourists.

CRM Integration

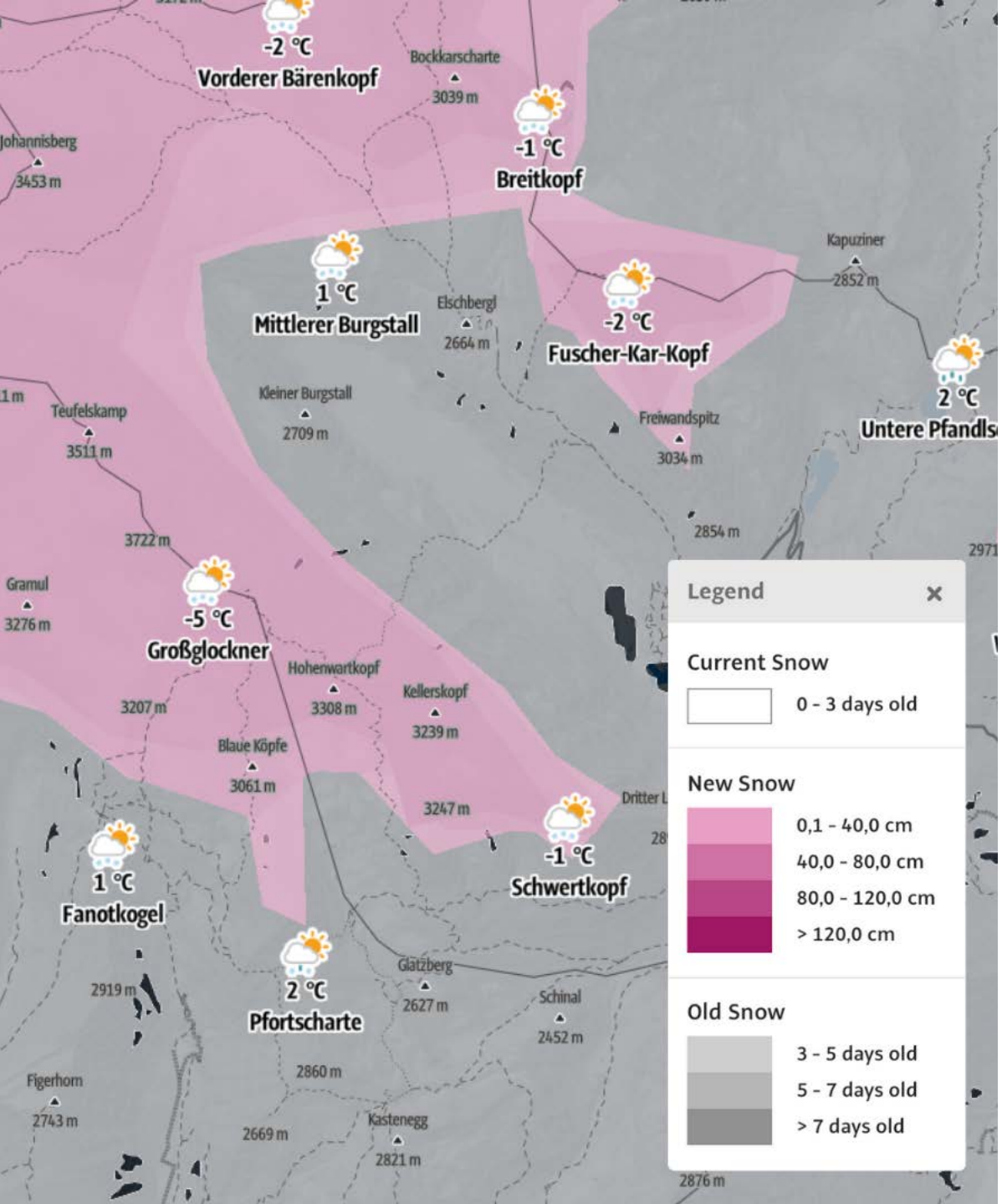


Digitize your DMO with one of the world's leading CRM systems.

The Zoho.one license contains every tool you could need to combine all processes in a single integrated solution.

All data from the Outdooractive platform automatically synchronizes with the Zoho.

4. Manage your guests



Safety

The platform includes a wide range of safety-related information with current data available on all channels, including:

- Weather forecasts and the weather map
- Current snow cover
- Snow forecasts
- Current conditions
- Notices and closures
- Avalanche bulletins
- Webcams
- Positioning with search and rescue teams in cases of emergency

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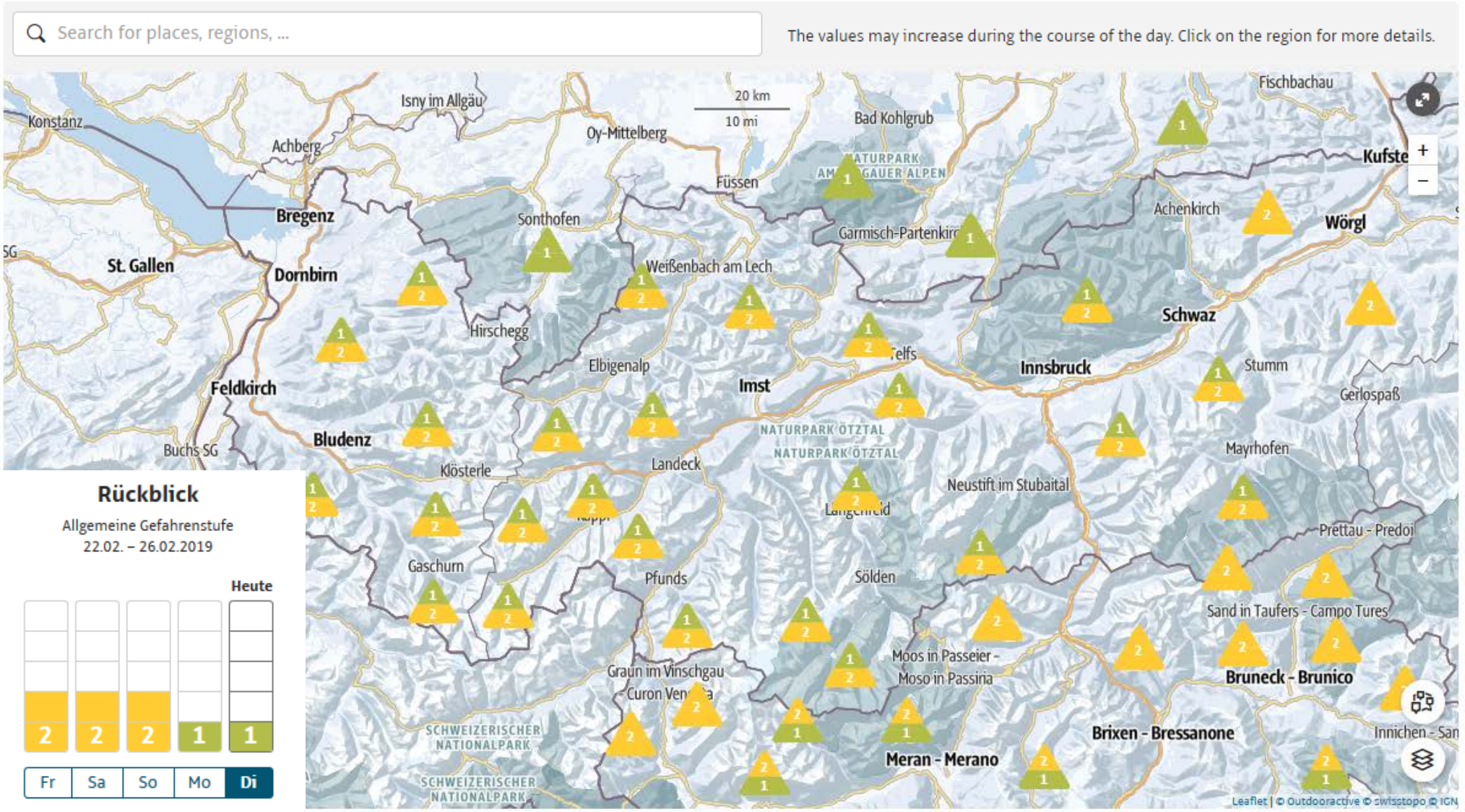
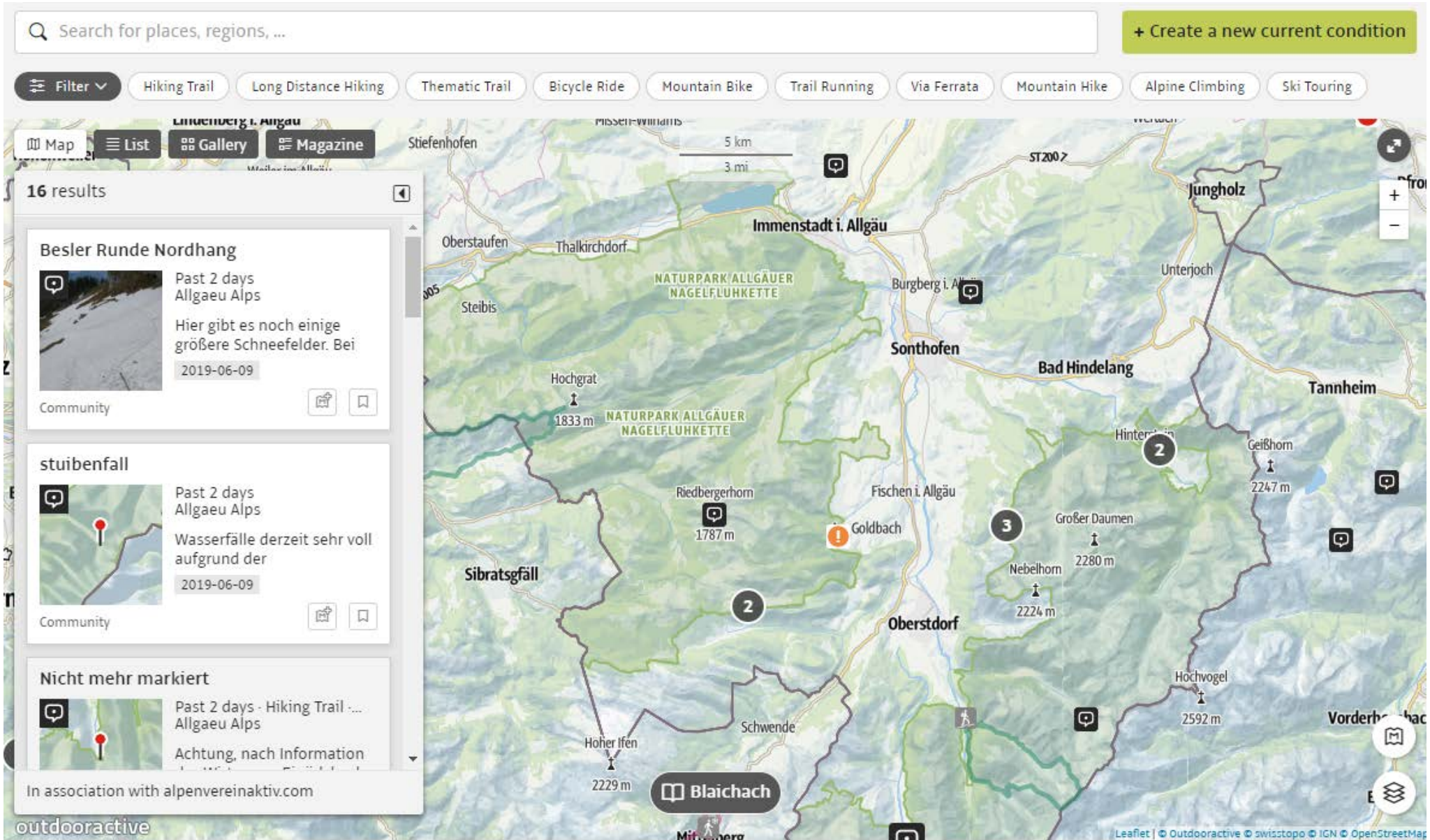
Avalanche warning service



Current conditions



Clusures due to stormy weather

ALLERTA METEO ARANCIONE

Closure · Ligurian Alps

A seguito dell'emazione dell'allerta ARANCIONE per la giornata di Lunedì 26 ottobre 2020 dalle 7.00 alle 17.00 le aree dell'Alta Val Bormida e del Golfo dell'Isola e Levante sono da considesarsi chiuse per le attività OUTDOOR

Responsible for this content
Finale Outdoor

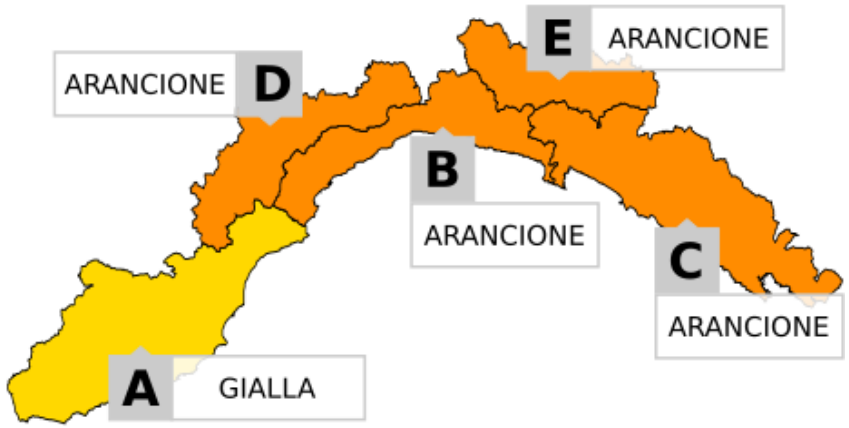
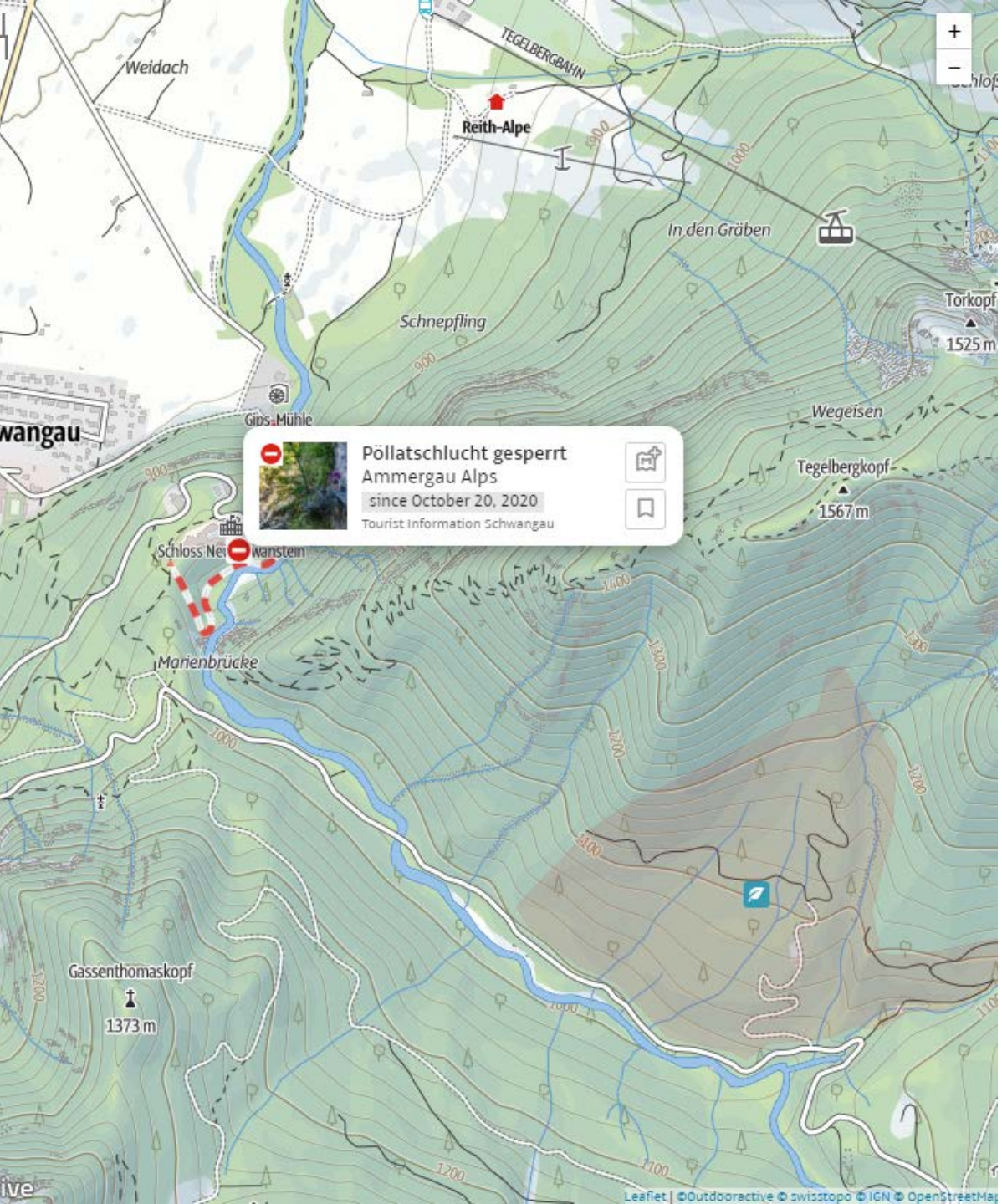


Photo: Stefano Schiappapietra, Finale Outdoor

Trentino, October 2018



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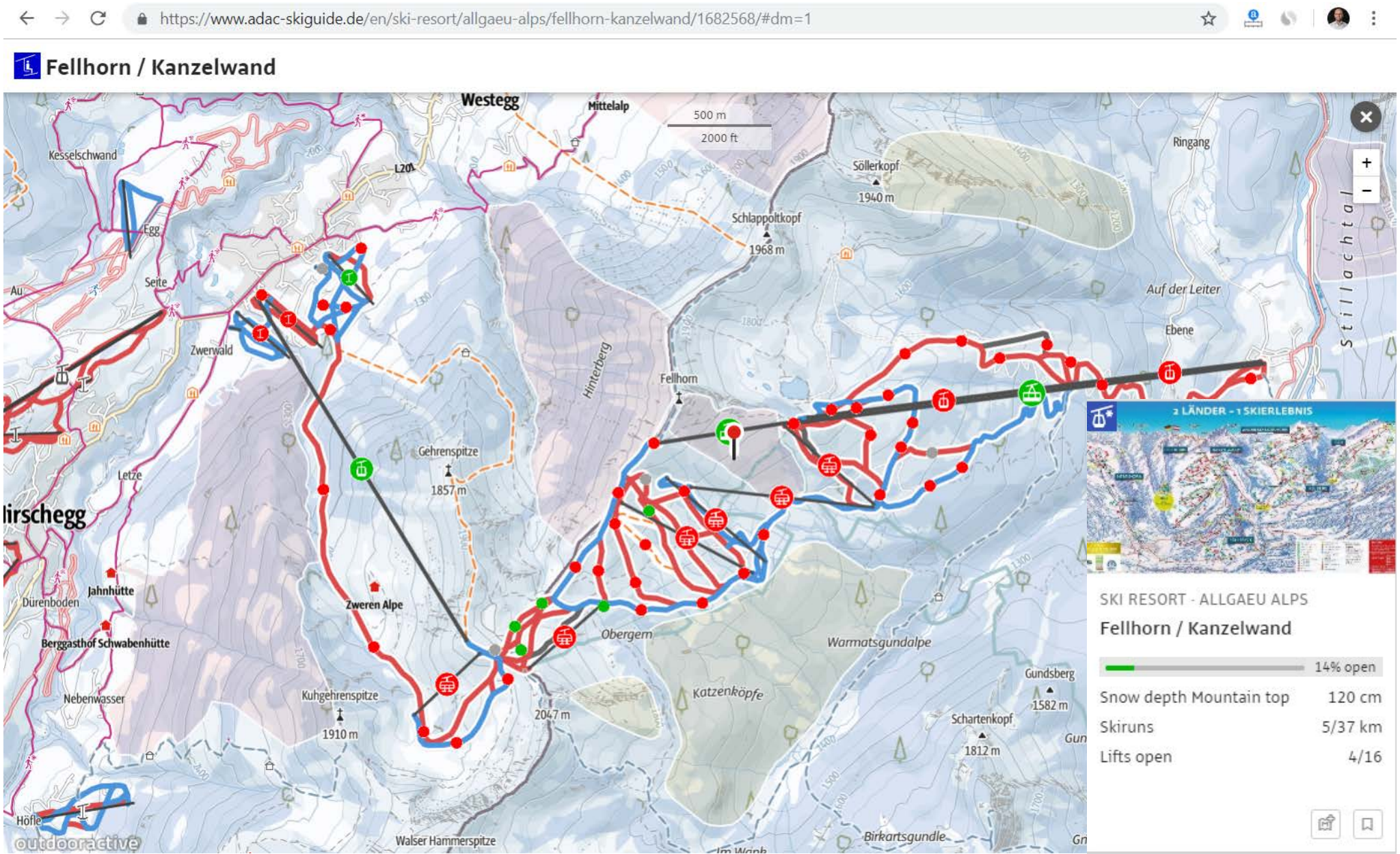
Notices and Closures

Temporary closures, diversions and hazard warnings are digitally added to the platform's back-end by designated route managers and (forest) authorities.
This information is then automatically available in all front-end applications and output channels.

Live Data in Winter-Destinations



Nature reserves & their rules

Nationalpark Jasmund

Facts

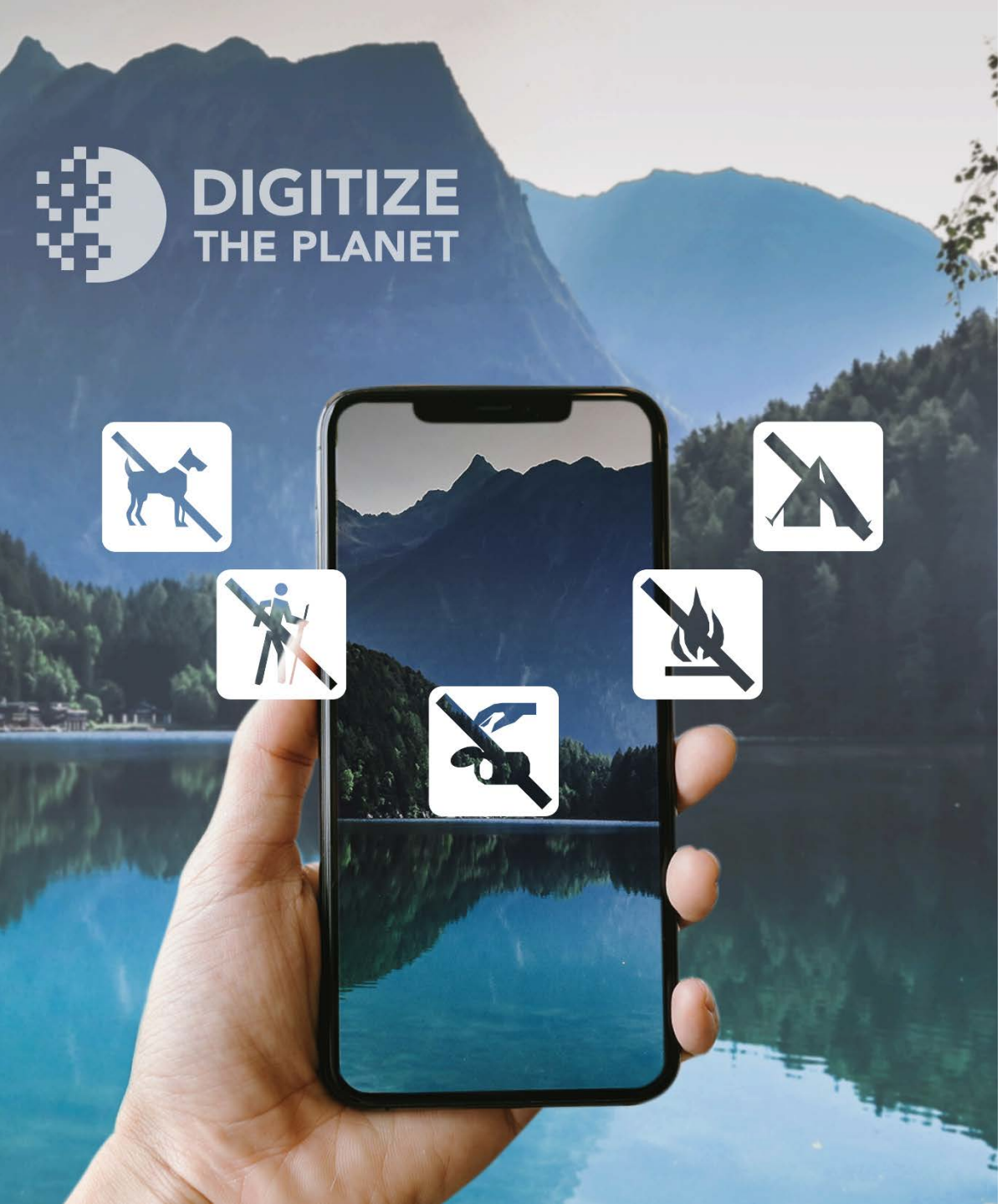
A national park is a park in use for conservation purposes. Often it is a reserve of natural, semi-natural, or developed land that a sovereign state declares or owns.

Size: 31.08 km²

Rules

Please, keep quiet.
Please, do not walk off the trails.
Please, no open fire is allowed.
Please, use the camping sites.
Please, do not remove plants or animals.
Please, do not pick plants.
Please, do not pick mushrooms.
Please, do not collect stones or minerals.
Please, do not feed wild animals.
Please, do not litter.

Activity-related bans



Rules and Regulations

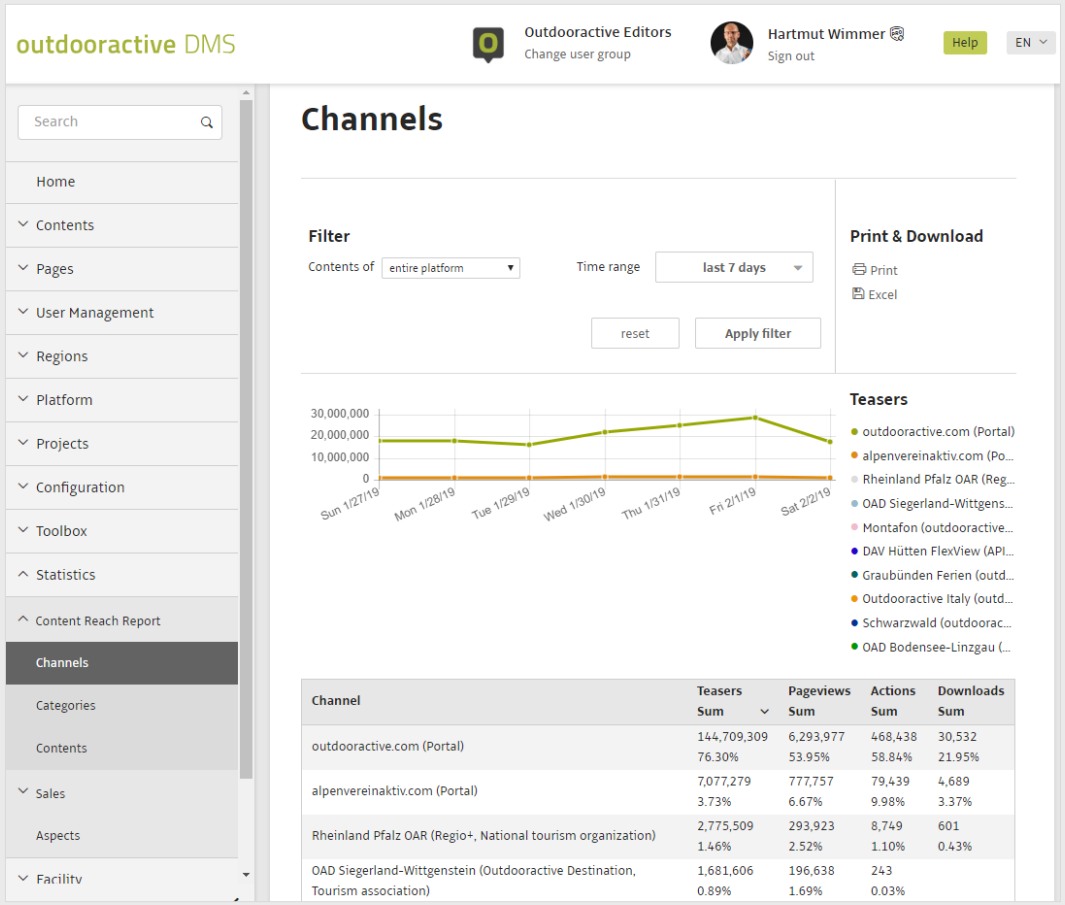
Protected areas are included as part of the platform.

Information pertaining to the proper use of nature are digitized in cooperation with **Digitize the Planet e.V.** to include:

- Conservation laws
- Protected areas
- Local regulations

We are all part of the problem, so let's also be part of the solution.

Insights



Tracking across the entire Outdooractive platform can be used for product development in destinations.

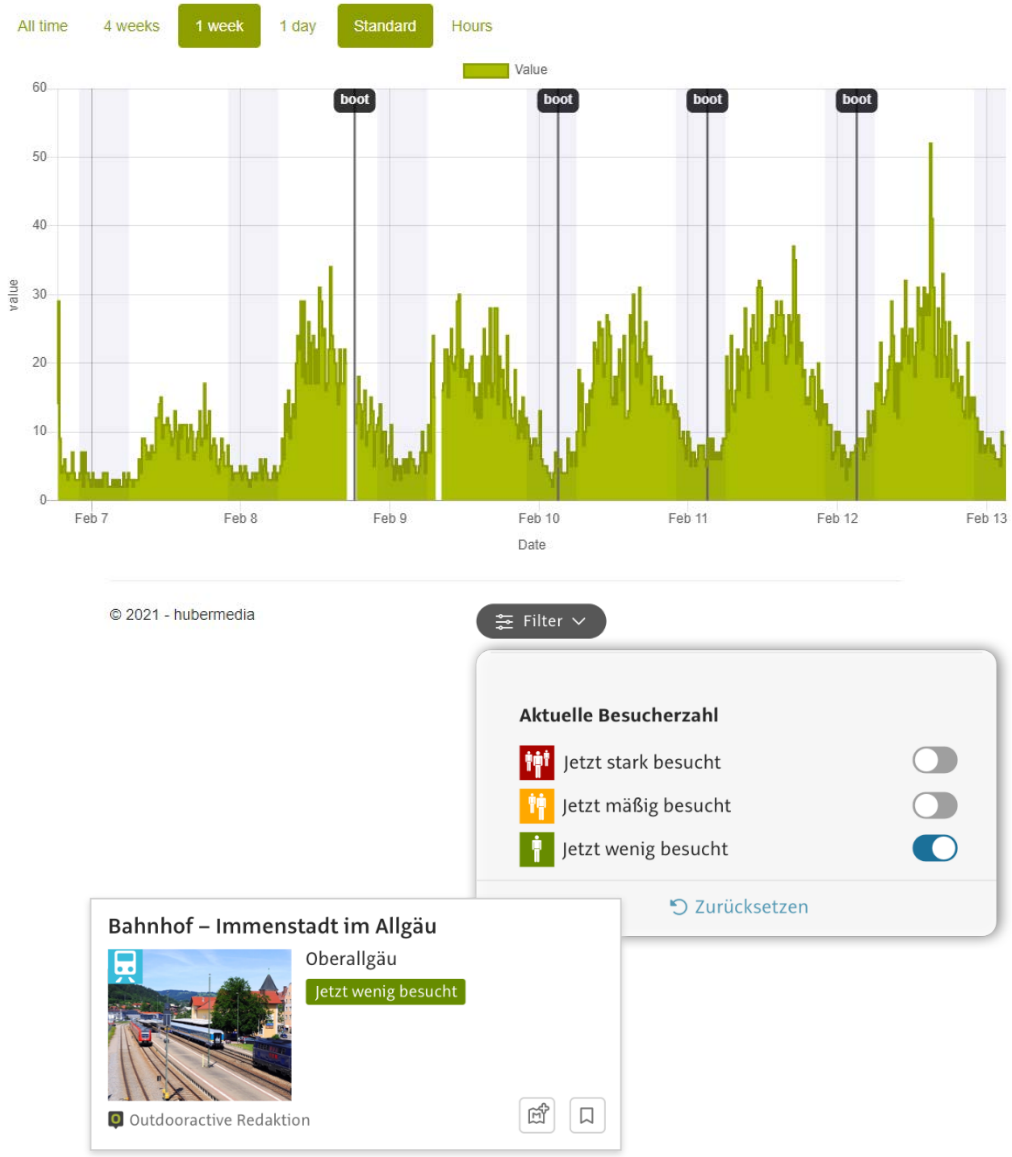
Data from more than 2,500 channels such as clicks on content, use of the route planning, track recordings, downloads, navigation, comments, shares and much more can be made available in report format using **Destination Insights**.

Hardware Touchpoints

Live tracking and digital touchpoints for guests with market-leading technology from **destination.one**:

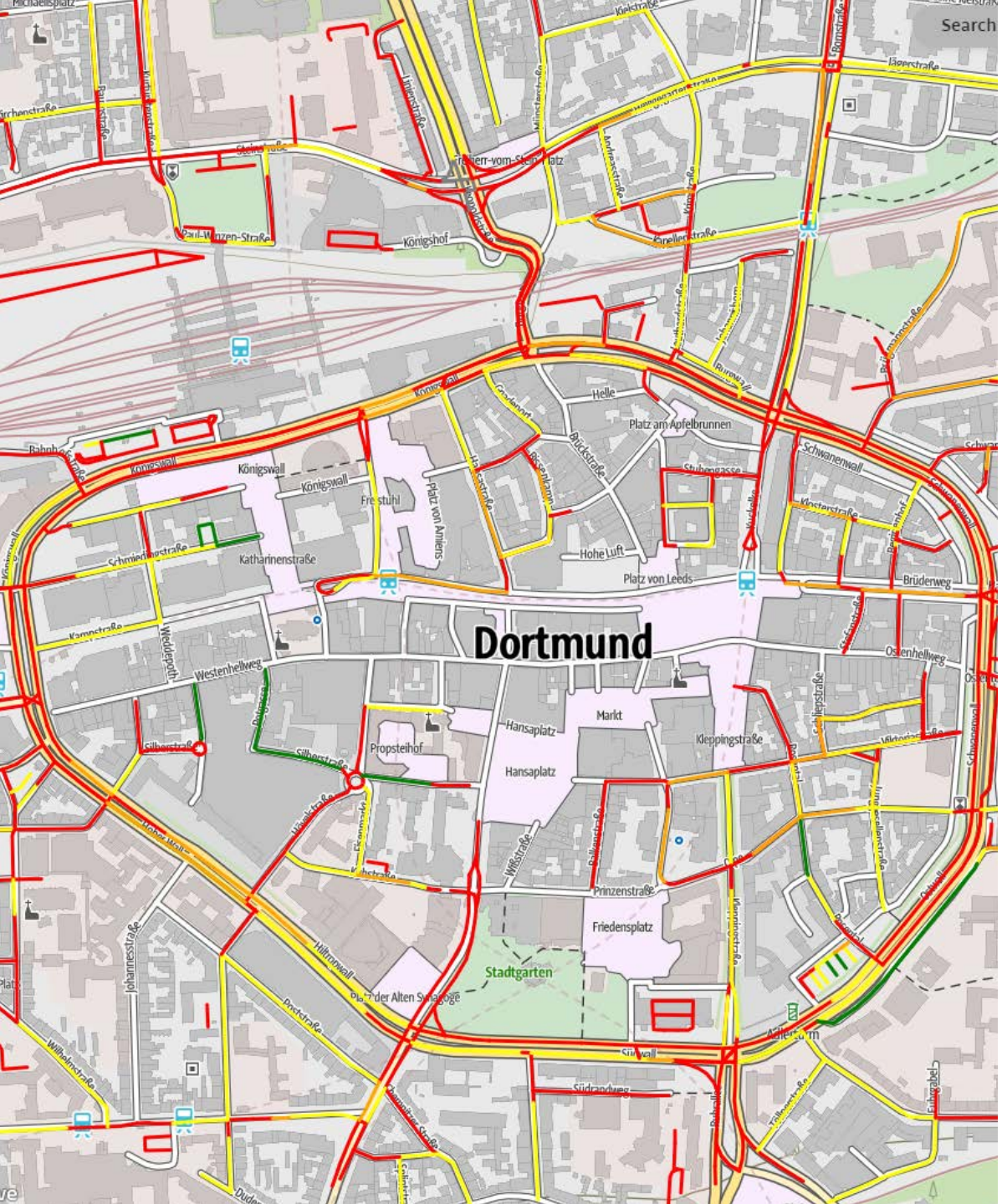
- Wi-Fi Trackers
- Terminals
- Radar
- Lidar
- Webcams

Live Data



Live data from hardware is integrated directly into the platform, allowing you to see the occupancy of buildings, town squares and parking lots. By means of a **traffic light** system, guests and locals alike can see where there are higher volumes of people. Forecasts can also be made using the same data:

„The weather next Sunday is good, which means this parking lot will be completely full by 10 am.“

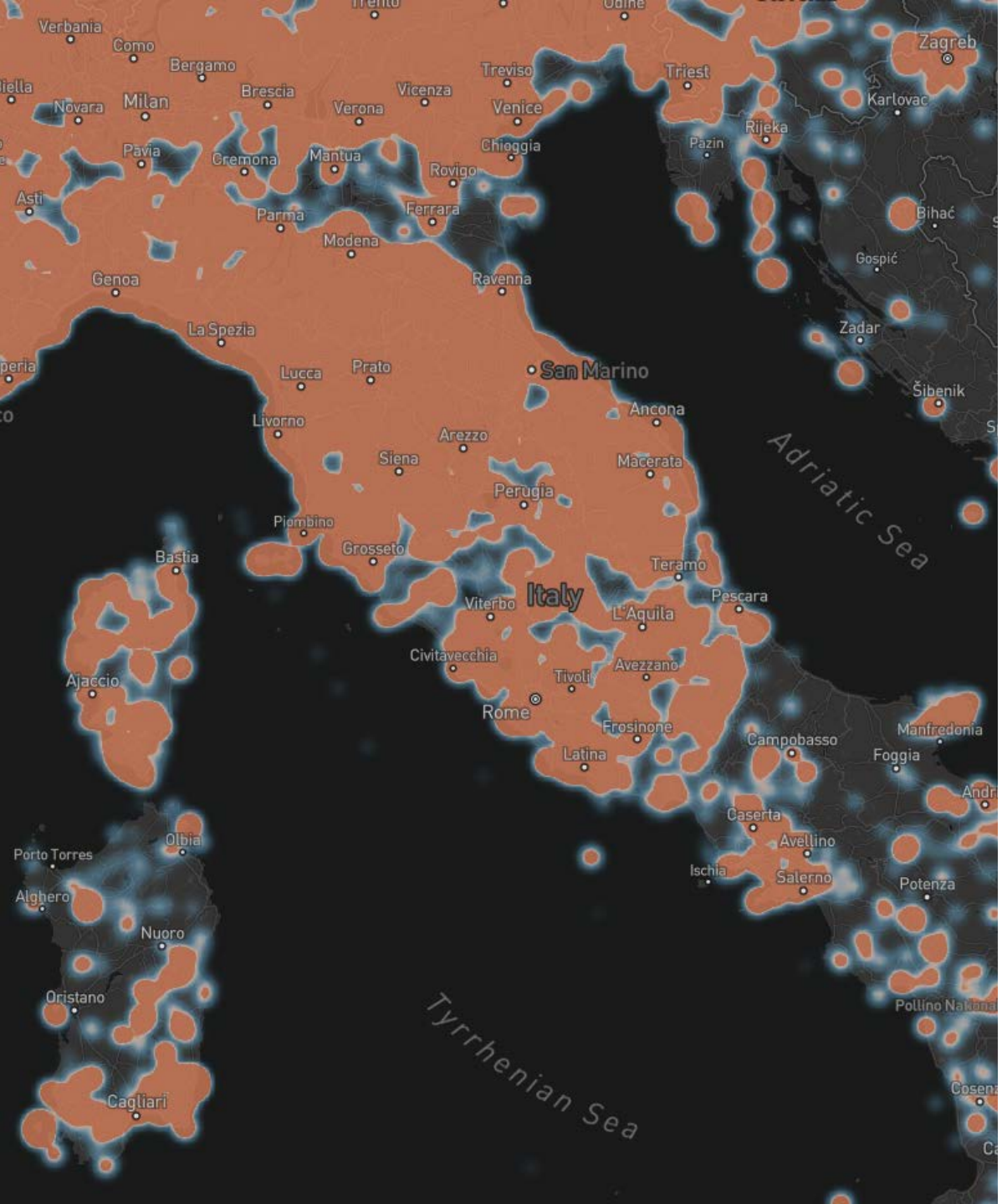


Digital parking system

In collaboration with the market leader for digital parking solutions

easyPARK

- Mobile payment
- Live parking occupancy rate map
- Digital parking meter
- Parking garages
- Mobile payment for e-charging
- In-Car integration for Apple Car-play & Android Auto

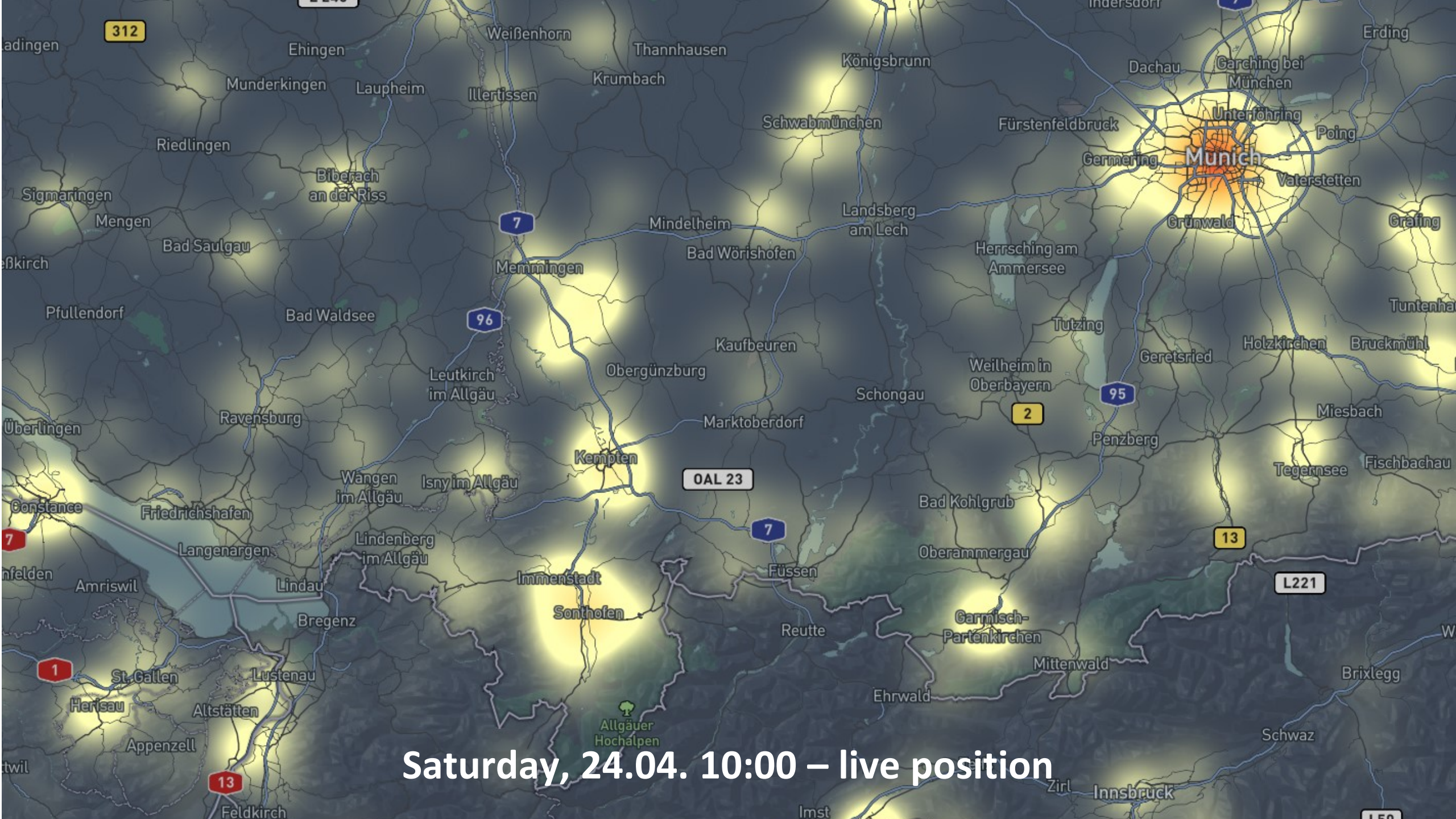


Visitor Management

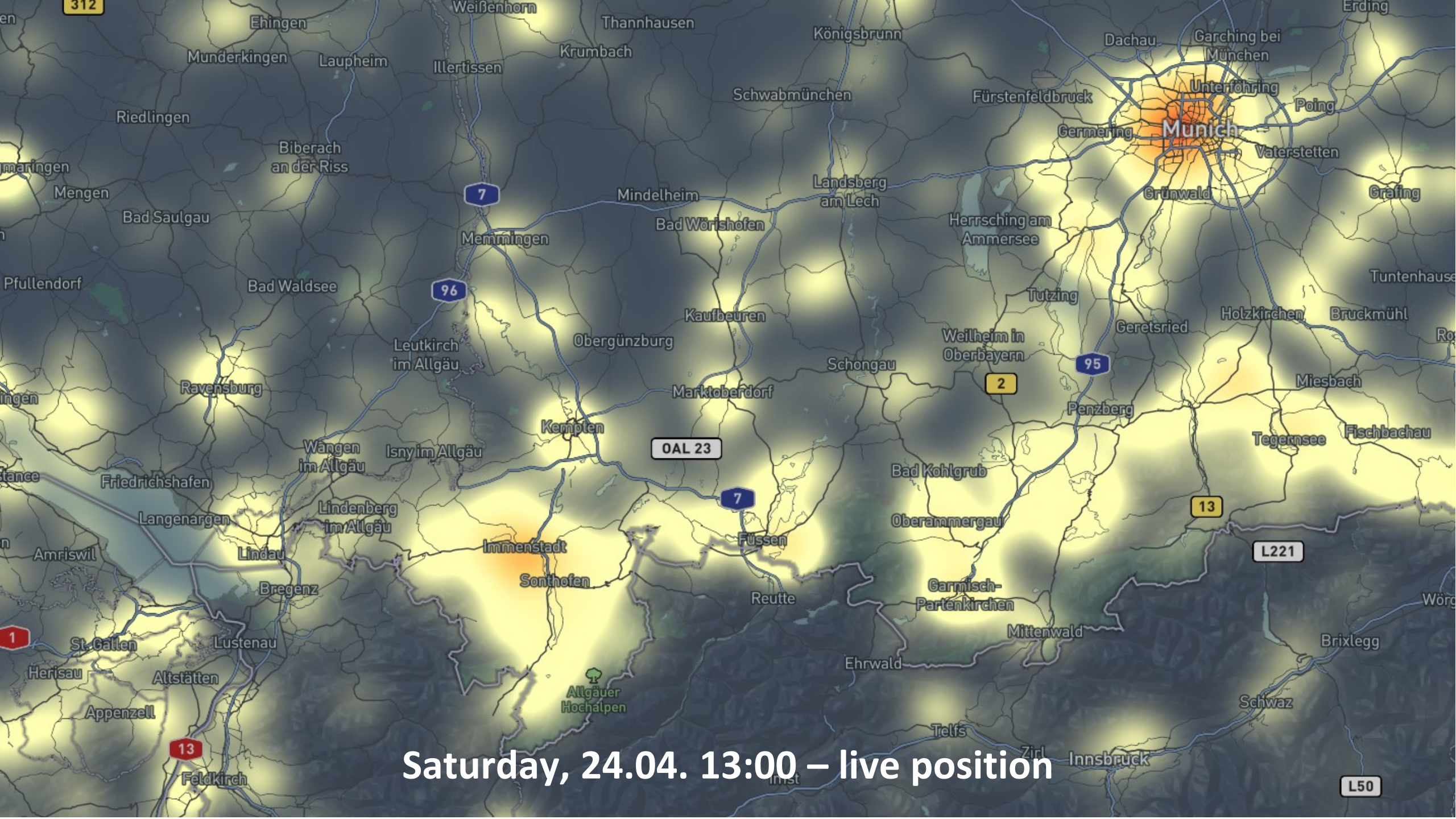
Data processing results in a visual **heat map** and a "popularity index" that shows relative visitor frequency or context-related forecast scenarios. For example:

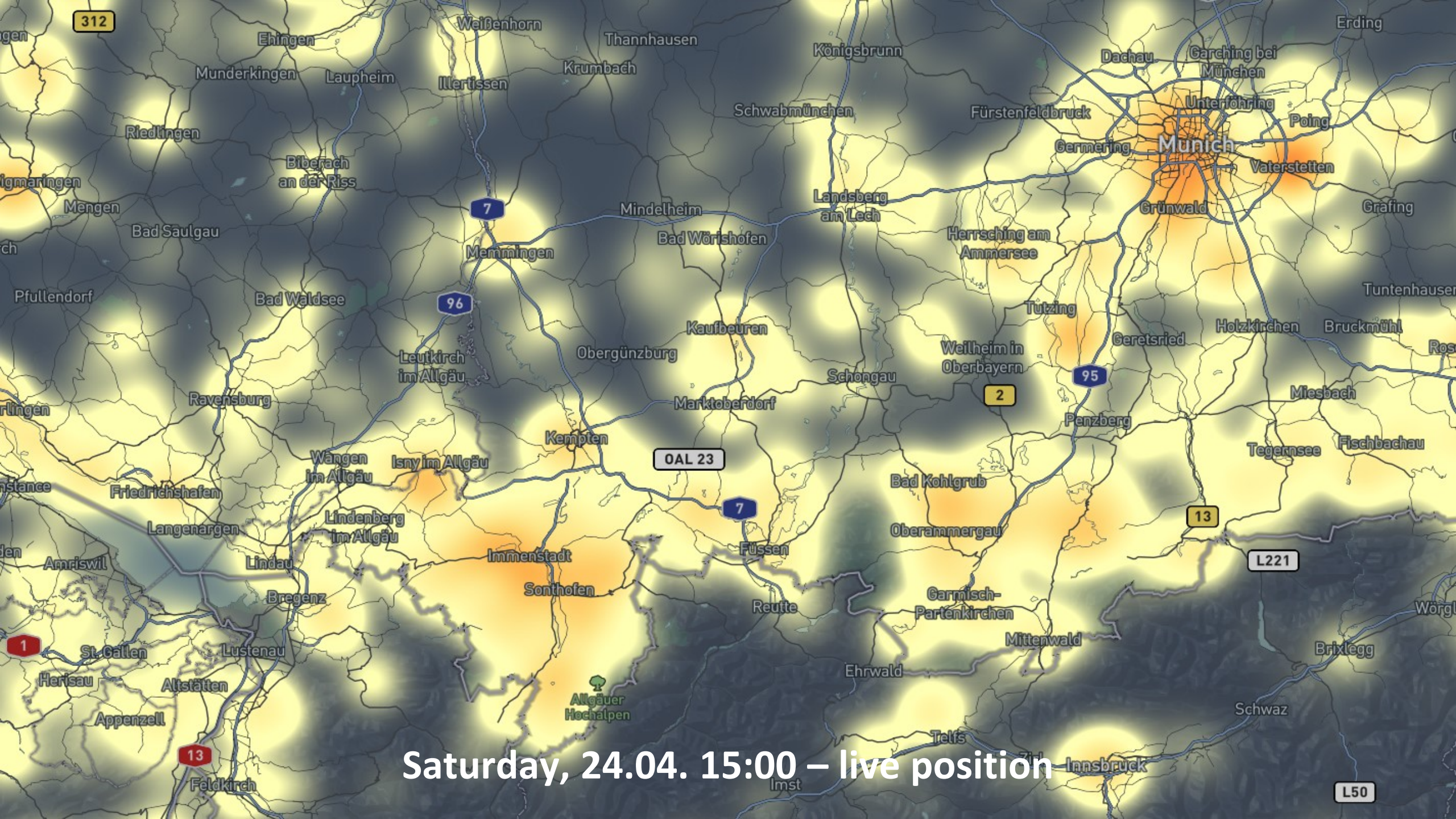
"The weather is good next weekend. Instead of this known tourism highlight, we would recommend this insider tip"

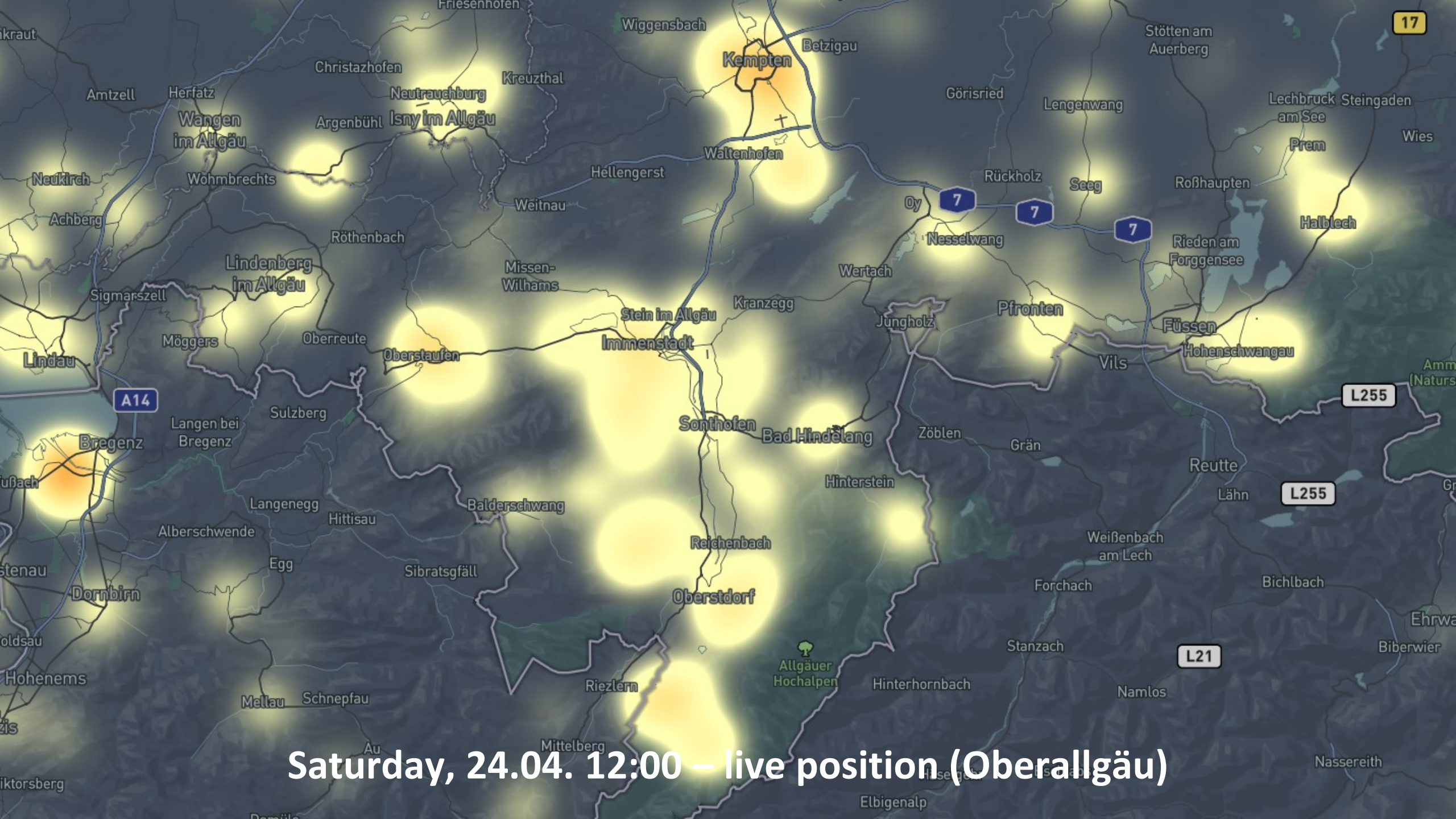
Such an algorithm also influences the ranking on search page results

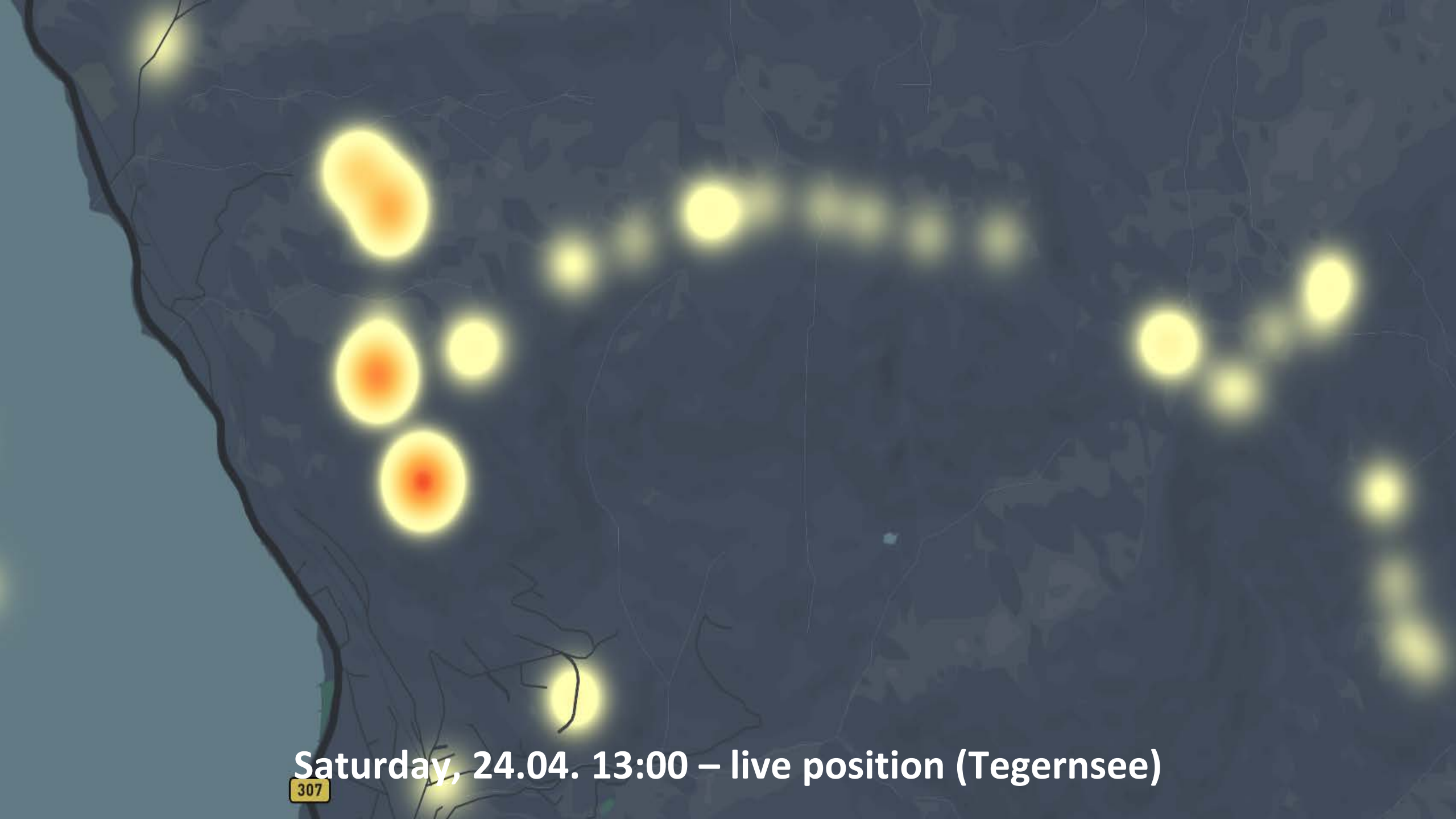

Saturday, 24.04. 10:00 – live position
Munich
Kempten
Memmingen
Kaufbeuren
Mindelheim
Landsberg am Lech
Bad Wörishofen
Füssen
Immenstadt
Sonthofen
Reutte
Garmisch-Partenkirchen
Oberammergau
Bad Kohlgrub
Weilheim in Oberbayern
Schongau
Marktoberdorf
Obergünzburg
Leutkirch im Allgäu
Wangen im Allgäu
Isny im Allgäu
Lindenberg im Allgäu
Ravensburg
Bad Waldsee
Pfullendorf
Friedrichshafen
Constance
Lindau
Bregenz
Amriswil
Langenargen
Biberach an der Riss
Riedlingen
Sigmaringen
Mengen
Bad Saulgau
Munderkingen
Ehingen
Laupheim
Illertissen
Krumbach
Thannhausen
Weißenhorn
Königsbrunn
Schwabmünchen
Fürstenfeldbruck
Dachau
Garching bei München
Unterföhring
Poing
Germering
Vaterstetten
Grünwald
Herrsching am Ammersee
Tutzing
Geretsried
Holzkirchen
Bruckmühl
Penzberg
Miesbach
Tegernsee
Fischbachau
Erding
Grafing
Tuntenhausen
Allgäuer Hochalpen
Mittenwald
Ehrwald
Brixlegg
Schwaz
Zirl
Innsbruck
Imst
Feldkirch
Appenzell
Altstätten
Lustenau
St. Gallen
Herisau
OAL 23
312
7
96
95
2
13
L221
1

Saturday, 24.04. 10:00 – live position + map
Munich
Ehingen
Munderkingen
Laupheim
Illertissen
Weißenhorn
Thannhausen
Krumbach
Königsbrunn
Dachau
Garching bei München
Erding
Schwabmünchen
Fürstenfeldbruck
Unterföhring
Poing
Germering
Vaterstetten
Riedlingen
Biberach an der Riss
Sigmaringen
Mengen
Bad Saulgau
Mindelheim
Landsberg am Lech
Grünwald
Grafing
Memmingen
Bad Wörishofen
Herrsching am Ammersee
Pfullendorf
Bad Waldsee
Tutzing
Tuntenhausen
Kaufbeuren
Holzkirchen
Bruckmühl
Obergünzburg
Geretsried
Leutkirch im Allgäu
Weilheim in Oberbayern
Schongau
Überlingen
Ravensburg
Marktoberdorf
Penzberg
Miesbach
Kempten
Tegernsee
Fischbachau
Wangen im Allgäu
Isny im Allgäu
Constance
Friedrichshafen
Bad Kohlgrub
Lindenberg im Allgäu
Langenargen
Oberammergau
Füssen
Amriswil
Lindau
Immenstadt
Sonthofen
Bregenz
Reutte
Garmisch-Partenkirchen
Mittenwald
St. Gallen
Lustenau
Brixlegg
Herisau
Altstätten
Ehrwald
Allgäuer Hochalpen
Appenzell
Schwaz
Feldkirch
Innsbruck
Imst
312
7
96
2
95
OAL 23
13
L221
L50
1


Saturday, 24.04. 13:00 – live position
Munich
Ehingen
Munderkingen
Laupheim
Illertissen
Weißenhorn
Thannhausen
Krumbach
Königsbrunn
Dachau
Garching bei München
Erding
Unterföhring
Poing
Germering
Fürstenfeldbruck
Schwabmünchen
Riedlingen
Biberach an der Riss
Mengen
Bad Saulgau
Mindelheim
Memmingen
Bad Wörishofen
Landsberg am Lech
Herrsching am Ammersee
Grünwald
Grafing
Vaterstetten
Pfullendorf
Bad Waldsee
Kaufbeuren
Obergünzburg
Leutkirch im Allgäu
Tutzing
Weilheim in Oberbayern
Geretsried
Holzkirchen
Bruckmühl
Tuntenhausen
Ravensburg
Schongau
Marktoberdorf
Penzberg
Miesbach
Kempten
OAL 23
Wangen im Allgäu
Isny im Allgäu
Tegernsee
Fischbachau
Friedrichshafen
Bad Kohlgrub
Lindenberg im Allgäu
Langenargen
Oberammergau
Füssen
Immenstadt
Amriswil
Lindau
Sonthofen
Bregenz
Reutte
Garmisch-Partenkirchen
L221
Mittenwald
St. Gallen
Lustenau
Herisau
Altstätten
Ehrwald
Brixlegg
Allgäuer Hochalpen
Appenzell
Schwaz
Telfs
Zirl
Innsbruck
Feldkirch
L50
312
7
96
95
2
13
1


Saturday, 24.04. 15:00 – live position
312
Weißenhorn
Ehingen
Thannhausen
Königsbrunn
Dachau
Garching bei München
Erding
Munderkingen
Laupheim
Illertissen
Krumbach
Schwabmünchen
Fürstenfeldbruck
Unterföhring
Poing
Riedlingen
Germering
Munich
Biberach an der Riss
Vaterstetten
Mengen
7
Mindelheim
Landsberg am Lech
Grünwald
Grafing
Bad Saulgau
Bad Wörishofen
Herrsching am Ammersee
Memmingen
Pfullendorf
Bad Waldsee
96
Tutzing
Tuntenhausen
Kaufbeuren
Holzkirchen
Bruckmühl
Obergünzburg
Geretsried
Weilheim in Oberbayern
Leutkirch im Allgäu
Schongau
95
Ravensburg
Marktoberdorf
2
Miesbach
Kempten
Penzberg
Wangen im Allgäu
Isny im Allgäu
OAL 23
Tegernsee
Fischbachau
Friedrichshafen
Bad Kohlgrub
Lindenberg im Allgäu
Langenargen
7
13
Oberammergau
Füssen
Amriswil
Lindau
Immenstadt
L221
Sonthofen
Bregenz
Garmisch-Partenkirchen
Reutte
1
St. Gallen
Lustenau
Mittenwald
Brixlegg
Herisau
Ehrwald
Altstätten
Allgäuer Hochalpen
Appenzell
Schwaz
Telfs
13
Innsbruck
Feldkirch
Imst
L50


Saturday, 24.04. 12:00 – live position (Oberallgäu)



Saturday, 24.04. 13:00 – live position (Tegernsee)

Yes, you can support and guide a guest throughout the duration of their trip.

outdooractive

Thank you for your interest

hartmut.wimmer@outdooractive.com