

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



 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

Data Management

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)

The screenshot displays the 'Outdooractive Business' dashboard. On the left is a navigation sidebar with 'My Business' and 'User Management'. The main content area is titled 'Homepage - Outdooractive Business' and includes a search bar, user profile for Hartmut Wimmer, and sections for 'My news', 'My products', and 'Latest articles on the Outdooractive Corporate Blog'. A central 'Allgäu / Channels' section features a line chart and a table of analytics.

Channel	Teasers	Pageviews	Actions	Downloads
Sum	306,650	19,279	5,157	626
outdooractive.com (Portal)	146,293 47.74%	10,332 53.59%	3,437 66.65%	152 24.28%
Allgäu GmbH API (API project, DMO)	6,725 2.19%	2,436 12.64%	854 16.56%	166 26.52%
app-outdooractive-v4-android (v4 Android app)	33,566	1,302	0	15

On the right, a mobile app interface shows a list of 'Signpost' items with details like 'No open tasks', 'Last inspection', and 'Location number'.

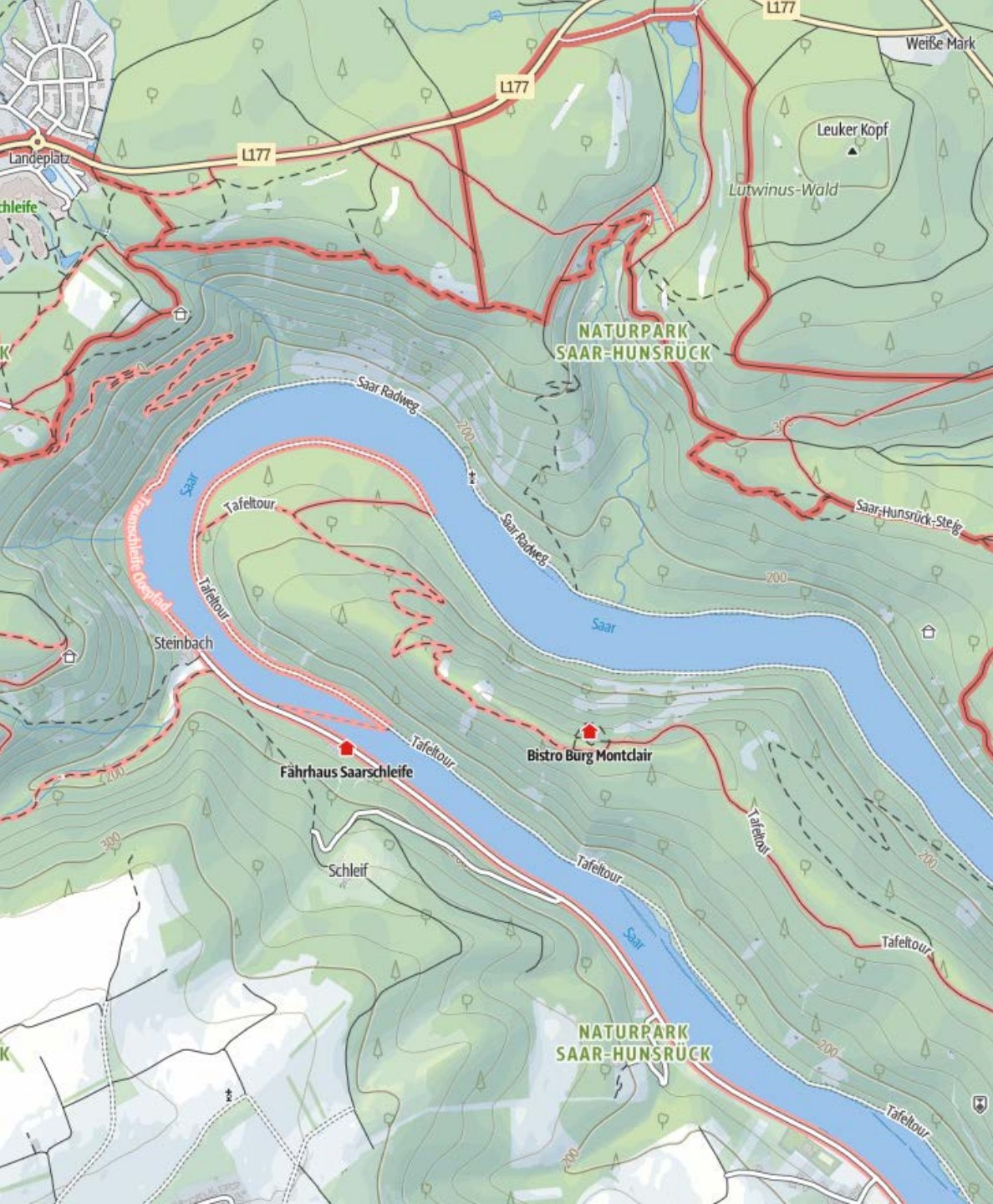
More than content management: This is the backend manage your Destination

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

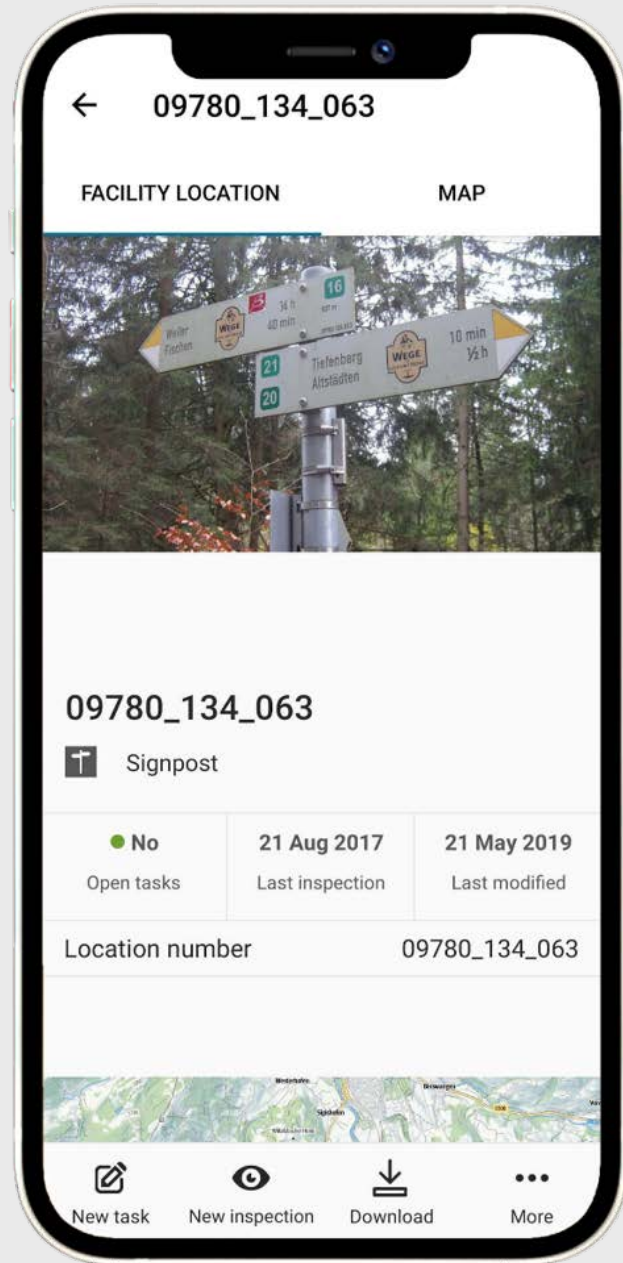


Trail Management

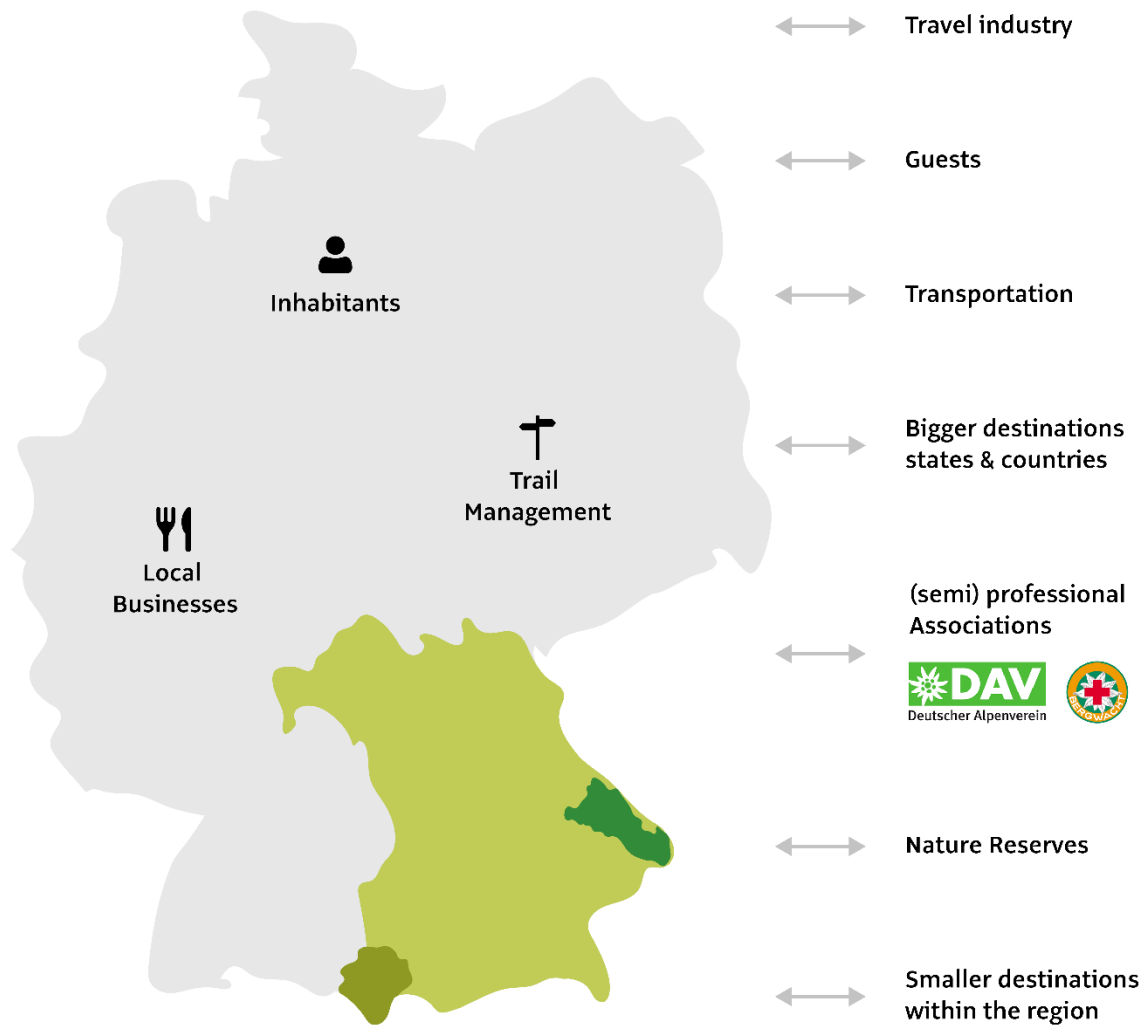
Trails, signage and a solid local tourism infrastructure are of huge importance to users wishing to experience nature.

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



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

 <p>WANDERUNG - ALLGÄU Von Reichenbach zur Gaisalpe</p> <p>Premium leicht</p> <p>↔ 4,2 km ▲ 290 hm ⌚ 1:45 h ▼ 290 hm</p> <p>★★★★★ 6</p> <p>ADAC Wanderführer</p>	 <p>WANDERUNG - TANNHEIMER TAL Drei-Seen-Tour im Tannheimer Tal (1-2 Tage)</p> <p>Premium schwer</p> <p>↔ 20,7 km ▲ 1114 hm ⌚ 8:00 h ▼ 1114 hm</p> <p>Tourenplaner SCHWEIZ</p>	 <p>BERGTOUR - TANNHEIMER TAL Von Grän auf den Aggenstein</p> <p>Premium mittel</p> <p>↔ 10,1 km ▲ 834 hm ⌚ 3:45 h ▼ 834 hm</p> <p>★★★★★ 22</p> <p>Outdooractive Premium</p>	 <p>ALPINKLETTERN - ALLGÄUER ALPEN Höfats Südwestgrat (IV)</p> <p>Premium IV schwer</p> <p>↔ 18,3 km ▲ 1500 hm ⌚ 11:00 h ▼ 1500 hm</p> <p>★★★★★ 1</p> <p>Outdooractive Climbing</p>	 <p>WANDERUNG - ALLGÄU Alpwanderung vom Söllereck nach Riezlern</p> <p>TOP leicht</p> <p>↔ 5,4 km ▲ 95 hm ⌚ 2:25 h ▼ 381 hm</p> <p>★★★★★ 5</p> <p>Kleinwalsertal Tourismus e...</p>	 <p>WINTERWANDERN - HÖRNERDÖRFER Winterwanderung von Fischen zum Iller Ursprung</p> <p>TOP mittel geschlossen</p> <p>↔ 9,5 km ▲ 115 hm ⌚ 3:00 h ▼ 115 hm</p> <p>★★★★★ 1</p> <p>Tourismus Hörnerdörfer G...</p>
 <p>WANDERUNG - OBERSTDORF Freibergsee - Baden in den Bergen</p> <p>TOP leicht</p> <p>↔ 4,7 km ▲ 215 hm ⌚ 1:40 h ▼ 215 hm</p> <p>★★★★★ 4</p> <p>Outdooractive Redaktion</p>	 <p>BERGTOUR - ALLGÄUER ALPEN Dreigestirn über Schattwald (Tannheimer Tal)</p> <p>TOP mittel</p> <p>↔ 14,0 km ▲ 1241 hm ⌚ 7:00 h ▼ 1241 hm</p> <p>★★★★★ 2</p> <p>alpenvereinaktiv.com</p>	 <p>WANDERUNG - TANNHEIM Drei-Seen-Tour (mit dem Tiroler Bergwege-Gütesiegel)</p> <p>TOP mittel</p> <p>↔ 14,6 km ▲ 412 hm ⌚ 4:40 h ▼ 1099 hm</p> <p>★★★★★ 57</p> <p>Tourismusverband Tannhei...</p>	 <p>BERGTOUR - ALLGÄU Sechs Stunden - sechs Gipfel</p> <p>TOP schwer</p> <p>↔ 13,2 km ▲ 880 hm ⌚ 6:00 h ▼ 697 hm</p> <p>★★★★★ 1</p> <p>Hubertus Alpin Lodge & Spa</p>	 <p>FERNWANDERWEG - ALLGÄU E5 Alpenüberquerung von Oberstdorf nach Meran durch</p> <p>TOP schwer</p> <p>↔ 197,3 km ▲ 10249 hm ⌚ 65:30 h ▼ 10753 hm</p> <p>★★★★★ 1</p> <p>Community</p>	 <p>FERNWANDERWEG - ALLGÄU Himmelstürmer Route der Wanderttrilogie Allgäu - Etappe</p> <p>TOP schwer</p> <p>↔ 12,2 km ▲ 1303 hm ⌚ 5:30 h ▼ 196 hm</p> <p>★★★★★ 1</p> <p>Allgäu GmbH Leitprodukte</p>

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.



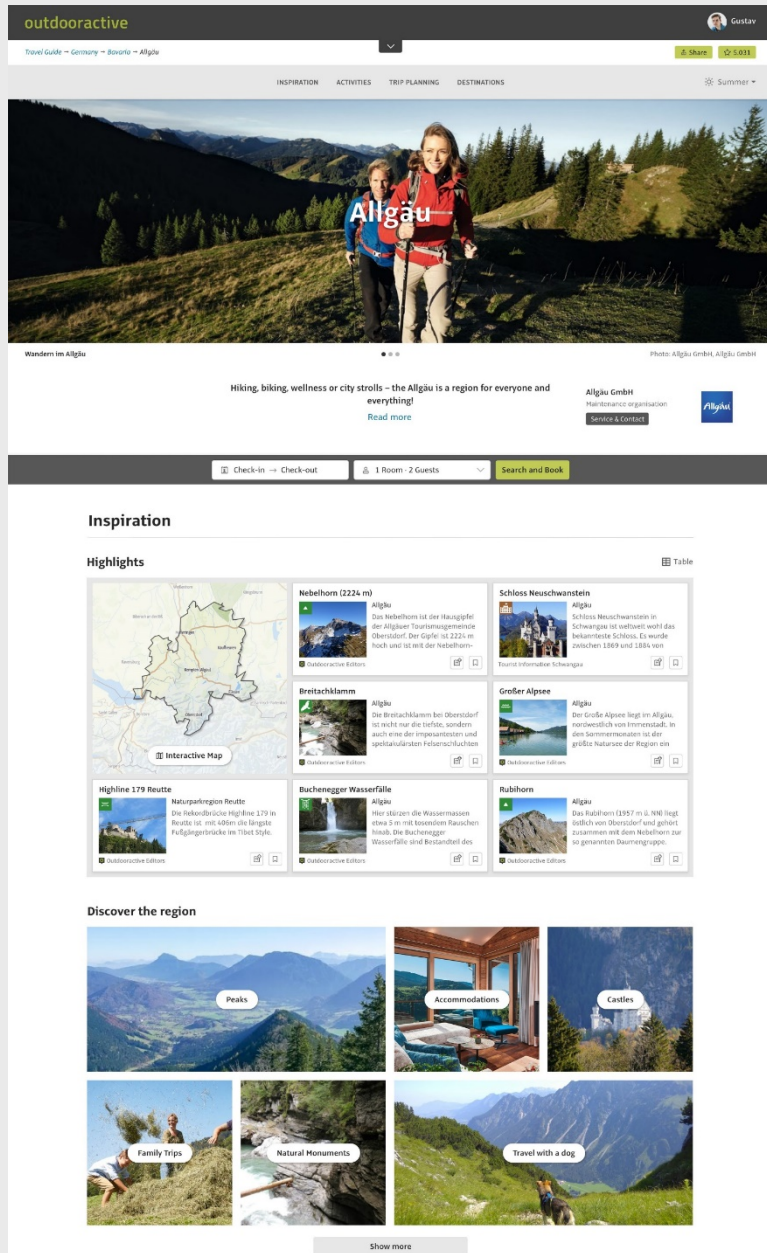
Integration





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.



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.

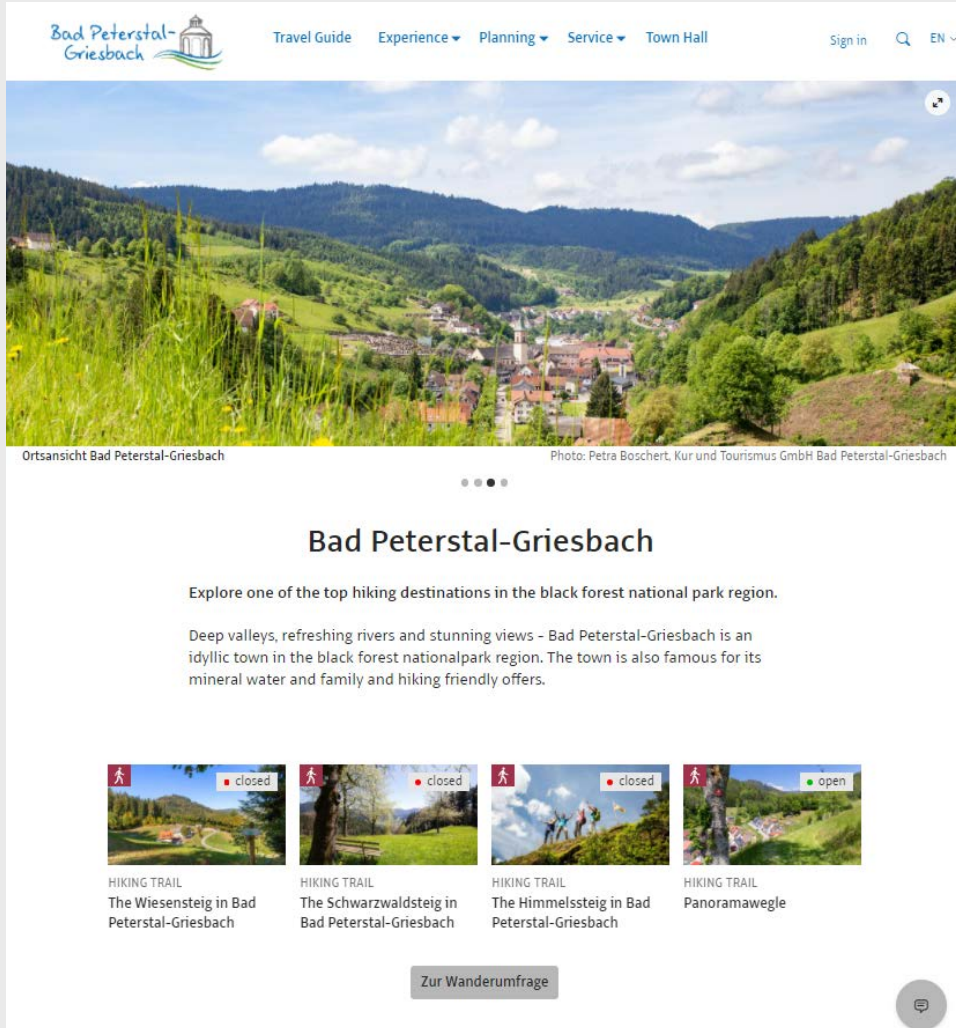
Intelligent algorithms create an optimal structure to highlight the main features and attractions.

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.



The screenshot shows the website for Bad Peterstal-Griesbach. At the top, there is a navigation menu with links for "Travel Guide", "Experience", "Planning", "Service", and "Town Hall". A "Sign in" button and a search icon are also present. The main header features a large landscape photograph of the town and surrounding hills. Below the photo, the title "Bad Peterstal-Griesbach" is displayed, followed by a brief description: "Explore one of the top hiking destinations in the black forest national park region. Deep valleys, refreshing rivers and stunning views - Bad Peterstal-Griesbach is an idyllic town in the black forest nationalpark region. The town is also famous for its mineral water and family and hiking friendly offers." Below this, four hiking trail cards are shown, each with a "closed" or "open" status indicator. The trails are: "The Wiesensteig in Bad Peterstal-Griesbach" (closed), "The Schwarzwaldsteig in Bad Peterstal-Griesbach" (closed), "The Himmelssteig in Bad Peterstal-Griesbach" (closed), and "Panoramawegle" (open). A "Zur Wanderumfrage" button is located at the bottom center, and a chat icon is in the bottom right corner.

Bad Peterstal-Griesbach

Explore one of the top hiking destinations in the black forest national park region.

Deep valleys, refreshing rivers and stunning views - Bad Peterstal-Griesbach is an idyllic town in the black forest nationalpark region. The town is also famous for its mineral water and family and hiking friendly offers.

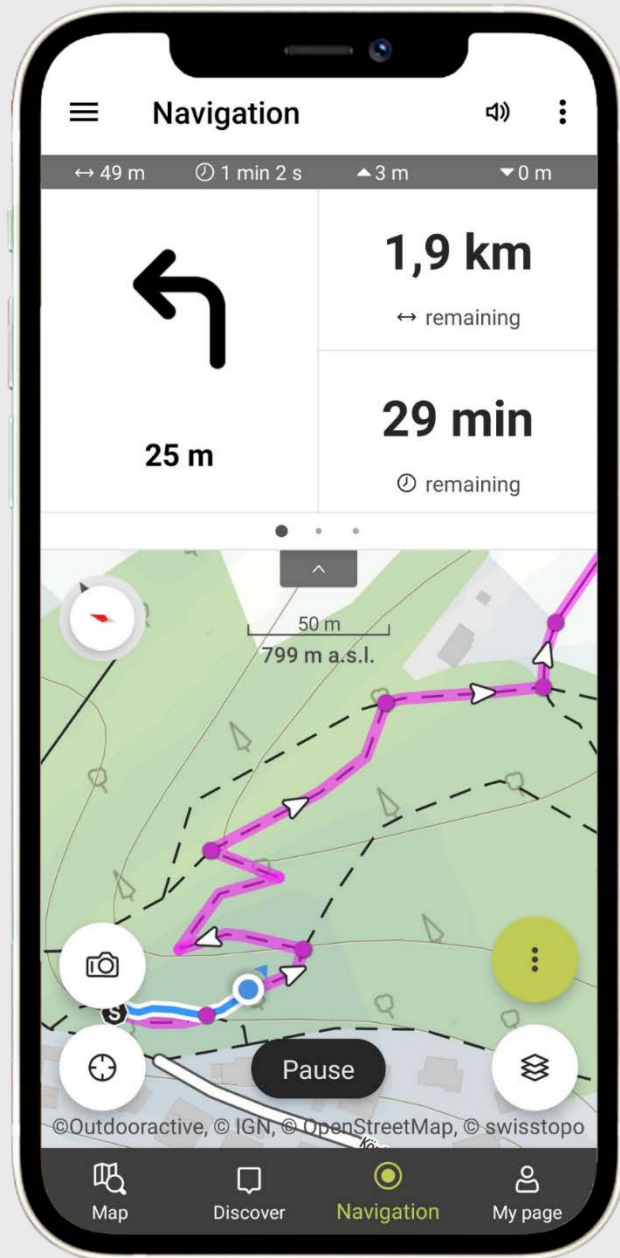
HIKING TRAIL The Wiesensteig in Bad Peterstal-Griesbach closed

HIKING TRAIL The Schwarzwaldsteig in Bad Peterstal-Griesbach closed

HIKING TRAIL The Himmelssteig in Bad Peterstal-Griesbach closed

HIKING TRAIL Panoramawegle open

Zur Wanderumfrage



Mobile

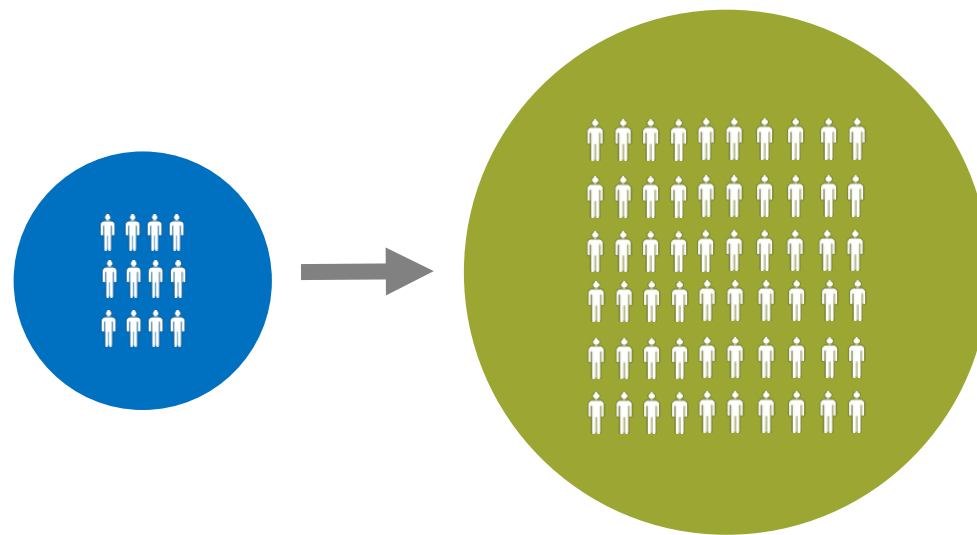
Once a user is on the go, they will look to their devices for further information and guidance.

Our tools offer seamless content syncing 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.





50m Users **12m Members** **350m Pageviews** **3,000 Partners** **2,500 Cannels** **750,000 Routes**



Data Distribution



Internationalization

Bad Peterstal-Griesbach Erleben Planen Service Rathaus 登录 ZH

分享推荐 收藏 3D-飞行 打印 GPX KML

TOP 慕尼黑城市观光路线

城市观光路线 · 慕尼黑-英戈尔施塔特

给个评论



9 / 17 德意志博物馆
照片: Max-k muc, CC BY-SA, commons.wikimedia.org

此内容的负责人
Outdooractive 编辑部



难度 中等

全程距离	18.2 公里
持续时间	5:30 小时
上坡	15 米
累计下山	30 米

便利公共交通 美景 中途休息站 文化/历史价值

在这个徒步路线中不仅可以看到拜仁州首府里最美的地点更是有着许多首府的代性旅游景点在其中。

玛利亚广场、玛丽恩教堂、慕尼黑王宫、宁芬堡宫、奥林匹克公园、宝马博物馆；许多位于慕尼黑市中的著名景点都被包括在这条路线中了。整条路线的长度差不多是20公里，对于徒步路线来说已经算是很长了，不过在许多的地方都可以选择乘坐公共交通工具来代步。

在这条路线中除了参观带有历史和文化气息的景点外，还有不能错过的活动便是品尝一下当地的传统美食了。在游客中最受欢迎的无疑是 Hofbrauhaus - 但是更接地气、更便宜、更加真实的感觉则是在靠近市中心的一些小餐馆中品尝美食。例如在马克西米利安纪念馆附近的Wiener Platz中的 Hofbräu Keller 或者在 Lehel 地区里的 Tattenbach Wirtshaus & Stüberl。

作者提示

想缩短徒步时间的话可以选择乘坐公共交通工具来代步。从国王广场到宁芬堡宫和从宁芬堡宫到奥林匹克公园这两段路线便可以乘坐公共交通工具。

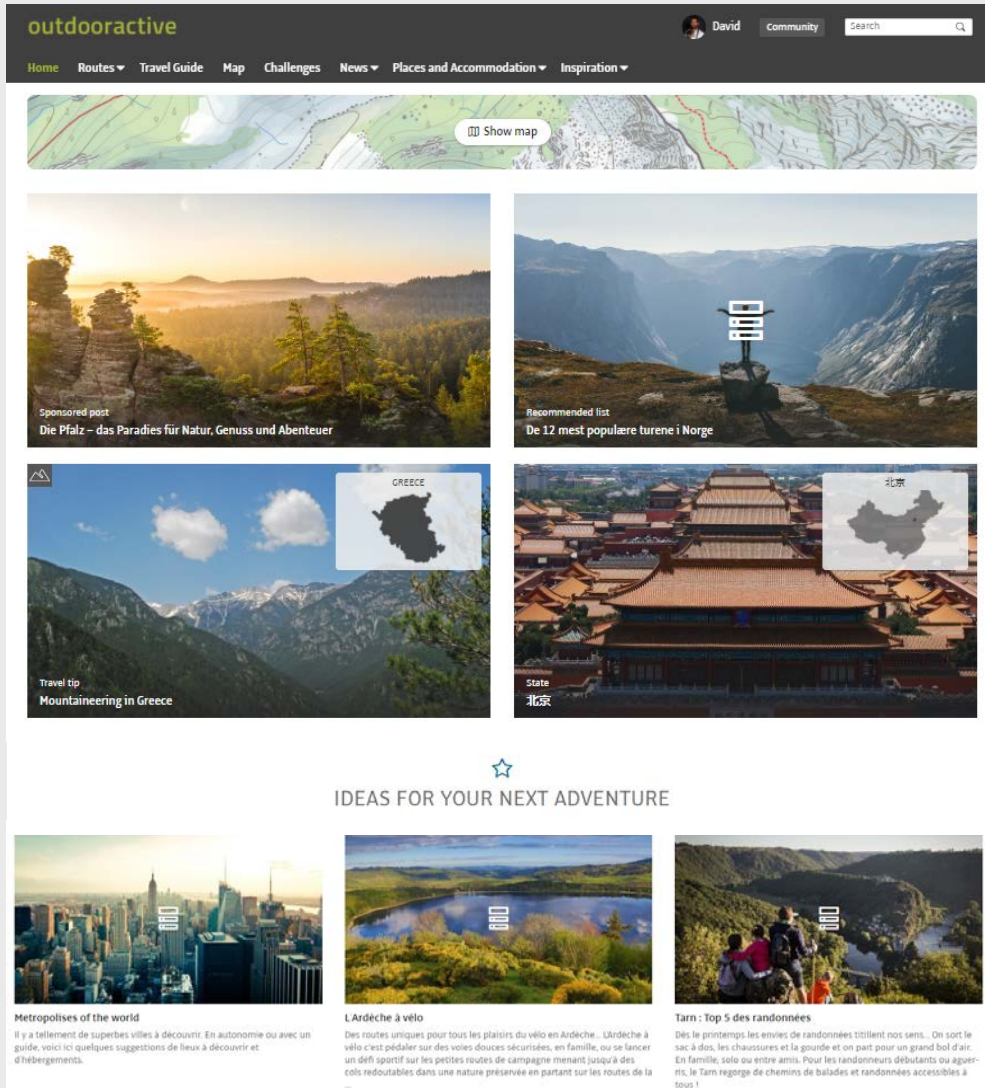
作者
RödigSvenja
最后修改于 2020-07-16

当前 9 °C
明天 13 °C | 2 °C
后天 17 °C | 5 °C

powered by MetGIS

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.



Hartmut Wimmer

Edit Profile



True to the slogan "Only on new paths you leave visible traces" I am a passionate hiker and explorer. I love to be in the mountains, regardless of the activity. I am the founder and CEO of Outdooractive, thus turning my hobby into a career spending my whole time with my passion. By the way, we are always looking for people to join our team at Outdooractive, maybe you will find your future job here: <https://corporate.outdooractive.com/jobs-bei-outdooractive/>

Home area: Immenstadt im Allgäu
 Qualifications: JDAV-Jugendleiter, mountain rescue
 Website: corporate.outdooractive.com

Achievements



Favorite activities



NEWS CONTENTS IMAGES LISTS GROUPS FAVORITE REGIONS CONTRIBUTIONS ACHIEVEMENTS



NEWS CONTENTS IMAGES LISTS GROUPS FAVORITE REGIONS CONTRIBUTIONS ACHIEVEMENTS



March 27, 2021 10:27 AM
Diethard und Regula Loehr
 Community

Diethard und Regula has reviewed: Liechelkopf über dem Kleinwalsertal
 Liechelkopf über dem Kleinwalsertal by Diethard und Regula



March 23, 2021 09:35 AM
wolfgang bauschatz

User Profiles

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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.

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



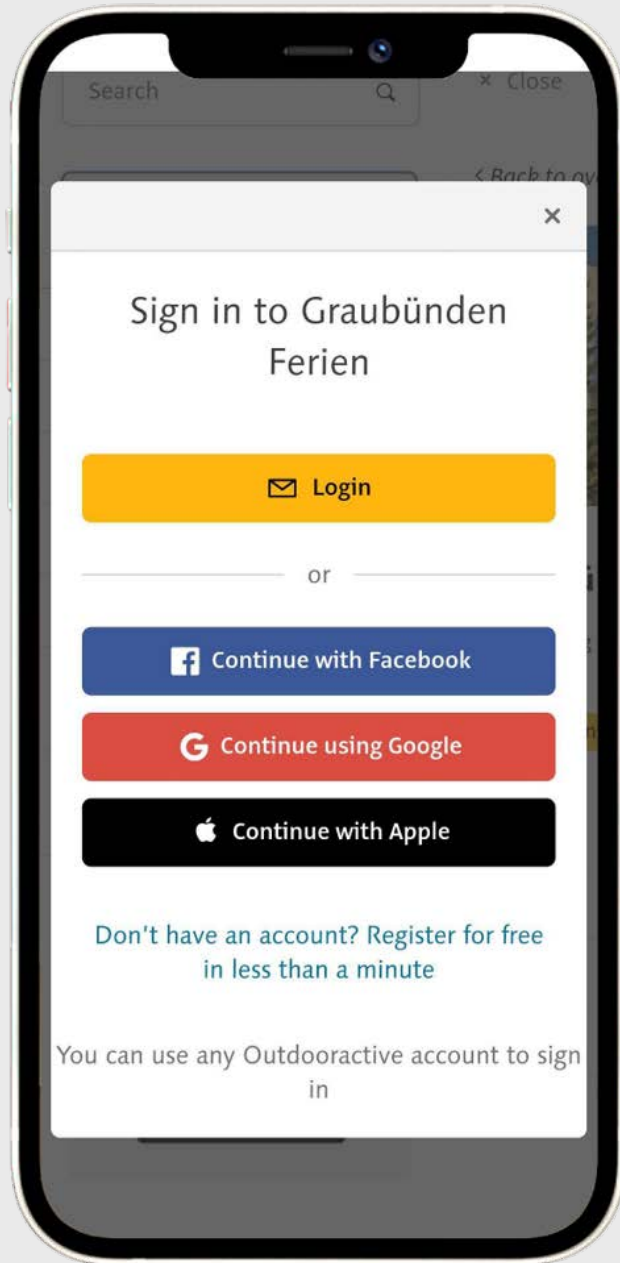
The Branded Community

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.



[Back](#) [Start](#) [Challenges](#) [Record 24 Tracks This Advent Season](#) [Share](#)



CHRISTMAS CHALLENGE 2020

 **Record 24 Tracks This Advent Season** Signed up ▾


382 signed up sponsored

15 minutes of hiking, cycling, or running – the choice is yours, just be active! Complete this challenge and receive the first 9 months of a Pro annual subscription free.

#OutdooractiveChristmas


Challenge: Record 24 Tracks
Period: 01.12.2020 to 24.12.2020 **ENDED**

Steigbachtobel ↑ 5m

 Waterfall · Allgäu

Big rock giants

Explore the legend of the big rock giants by headphones as you are walking near the „Rosenhügel“.

 -2,43

Getting there ★★★★★ (0)

QUESTIONS AND ANSWERS

Question from Gerlinde · March 17, 2021 · Community

Hallo Hartmut, ich würde gerne am Wochenende diese Tour mit einer Freundin machen. Für eine Einschätzung bezüglich der Lawinengefahr wäre ich dir dankbar. Es geht ja ziemlich viel durch den Wald, die kritischen 1600 m werden nicht überschritten und vielleicht könnte man ja auch ggfs. nicht bis zum Bohleskopf gehen. Oder ganz sein lassen? Freundliche Grüße Gerlinde

Show less

Translate to English ▾

Answer by Hartmut Wimmer · March 17, 2021 · Outdooractive Editors

Hallo Gerlinde, das kannst du gut machen am Wochenende. Viel Spass

1 more reply

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.

THE CHALLENGE TERMS & CONDITIONS PRIZES [Share](#)




Photo: Jan Stieglitz, 04/11/2019, Ladisberg

Visit 10 places in beautiful Trentino

Public challenge - 2196 signed up [Sign up](#)

Collect all 10 famous spots for a chance to win a brand new set of hiking boots and earn a digital badge for your accomplishment.

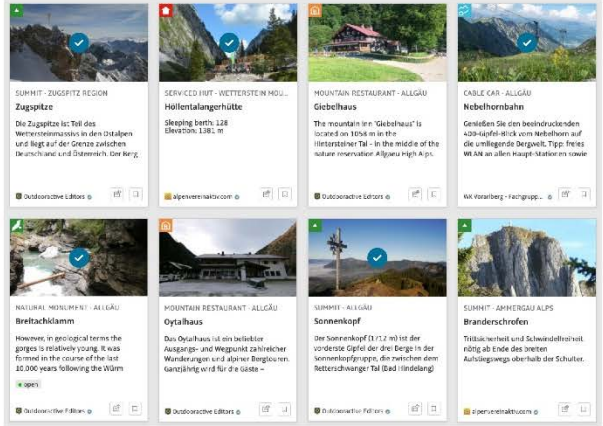
Simply record a track with the Outdooractive app – once you are close to the collectable place you get a signal that you have collected that place and you can go for the next one.

#TrentinoPOIChallenge2020

Challenge: 10 places in Trentino Region
 Period: 01.01.2020 to 31.12.2020

[ALL ACTIVITIES](#)

Places Viewing format



SURNIT - ZUGSPITZ REGION Zugspitze
Die Zugspitze ist Teil des UNESCO-Weltkulturerbes in den Dolomiten und liegt auf der Grenze zwischen Deutschland und Österreich. Der Berg...

SERVICED HUTT - WETTERSTEIN HOHL. Höllentalangerhütte
Sleeping berth, 128 Elevator, 120, m

MOUNTAIN RESTAURANT - ALLGÄU Giebelhaus
The mountain inn "Giebelhaus" is located on 1054 m in the Hirschenhart Tal - in the middle of the nature reservation Allgäu High Alps.

CABLE CAR - ALLGÄU Nebelhornbahn
Genießen Sie den beeindruckenden 420-440m-Höhen vom Nebelhorn auf die umliegende Bergwelt. Tipp: Freuen Sie AN an allen Haupt-Stationen sowie...

NALLURKI - HÖHLEPPEN / ALU LÄU Breilackklamm
However, in geological terms the gorge is relatively young. It was formed in the course of the last 10.000 years following the glacial...

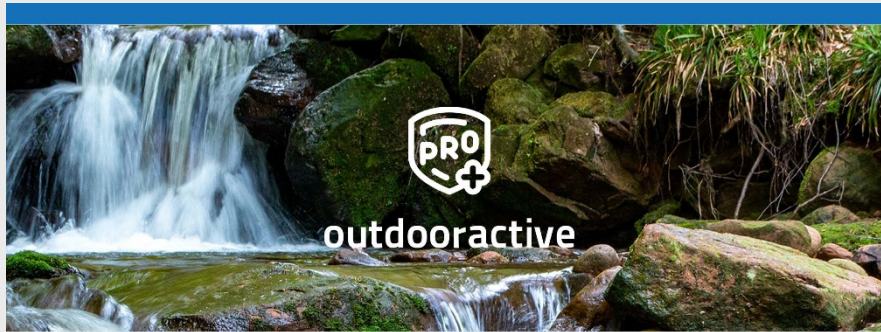
POINTBAR RESTAURANT - ALLGÄU Oytalhaus
Das Oytalhaus ist ein bewaldeter Ausgangs- und Wegpunkt zu herrlicher Wanderungen und alpiner Bergkulturen. Ganzjährig wird für die Gäste...

SURNIT - ALLGÄU Sonnenkopf
Der Sonnenkopf (1.12 m) ist der vordere Gipfel der drei Berge in der Sonnenkopfgruppe, die zwischen dem Nesselsteiner Tal (Bad Hindelang)...

SURNIT - JÄHRENJÄU ALPS Branderschrofen
Tollalpenwelt und Schmelldaltrivium röhig ab Ende des breiten Aufsteigswegs oberhalb der Schutten.

Leaderboard

Place	User	Progress	Tracks
#1	Paul Williams	10/10 100% Complete	24/01/2020 2138 8
#2	Laura Greenfish	10/10 100% Complete	03/02/2020 1248 5
#3	Treddy Cook	10/10 100% Complete	08/02/2020 1616 10
#4	Ulrike Heiler	9/10 90%	4
#5	Yee	8/10 80%	5
#6	Stefha Steemann	7/10 70%	4



Dein Outdoor-Erlebnis
upgraden

Upgrade your outdoor
experience

4 Wochen kostenlos

4 weeks for free

Detaillierte amtliche Karten,
Wegenetze und Luftbilder
(z.B. von ADFC und KOMPASS)



Detailed official maps, route
networks and aerial shots
(e.g. from ADFC and KOMPASS)

Offline Speicherung von
Karten und Tourendetails



Offline access to
maps and route details

Keine Werbeanzeigen
in Web und App



No advertisement
in web and app

3D-Videos von Touren
erstellen und teilen



Create and share 3D
videos of routes



Nutze jetzt deine Vorteile
QR Code scannen



Use your advantages now
Scan the QR Code

outdooractive.com/bad-peterstal-griesbach/voucher

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



Unterkünfte finden
Places to sleep



Ausflugsziele
Places to visit



Essen & Trinken
Places to eat and drink



Touren
Routes



App herunterladen
Download the App







Karte
Map



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 advertisement 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



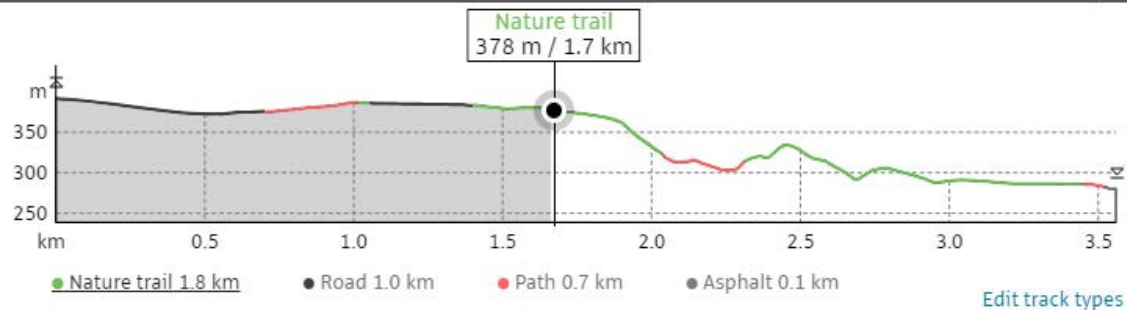
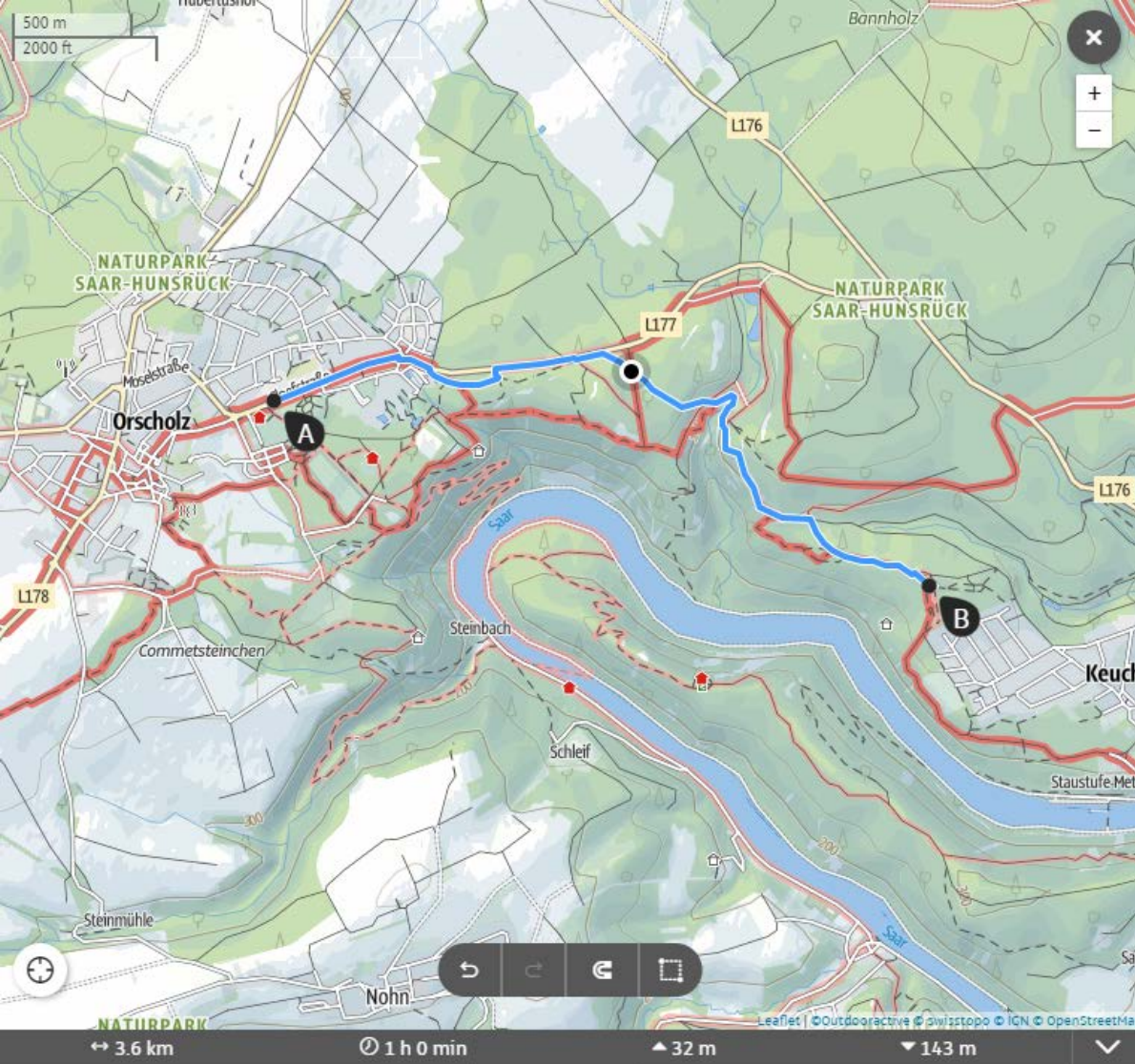
FREE  AVAILABLE

outdooractive

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.





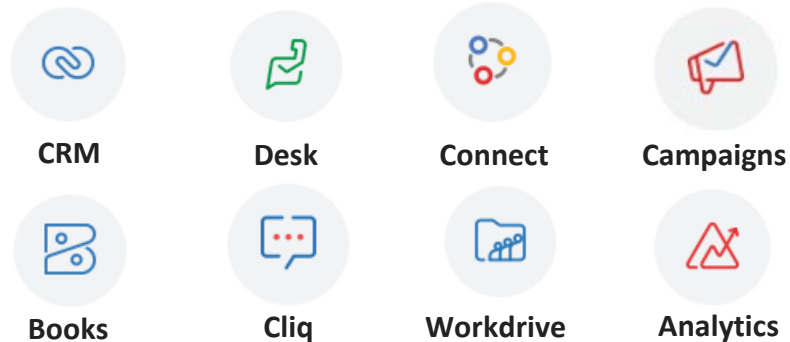
ALL EMPLOYEE PRICING

€37

/employee/month
billed annually

Must purchase license for ALL employees*

[ACCESS YOUR APPS](#)



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.

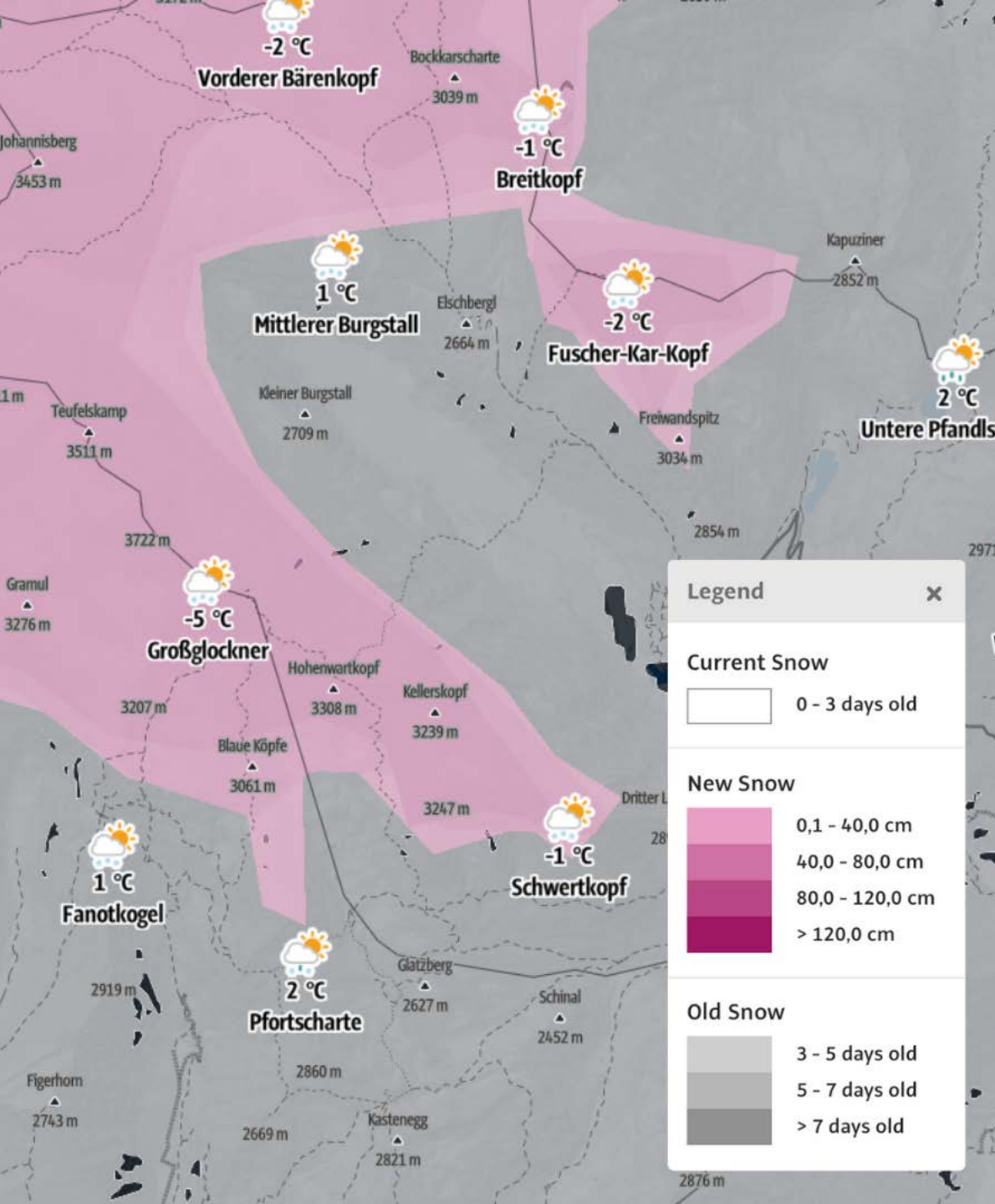
4. Manage your guests



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



Current conditions


Search for places, regions, ... + Create a new current condition

Filter ▾ Hiking Trail Long Distance Hiking Thematic Trail Bicycle Ride Mountain Bike Trail Running Via Ferrata Mountain Hike Alpine Climbing Ski Touring

Map List Gallery Magazine

16 results

Besler Runde Nordhang




Past 2 days
Allgaeu Alps

Hier gibt es noch einige größere Schneefelder. Bei

2019-06-09

Community

stuibenfall




Past 2 days
Allgaeu Alps

Wasserfälle derzeit sehr voll aufgrund der

2019-06-09

Community

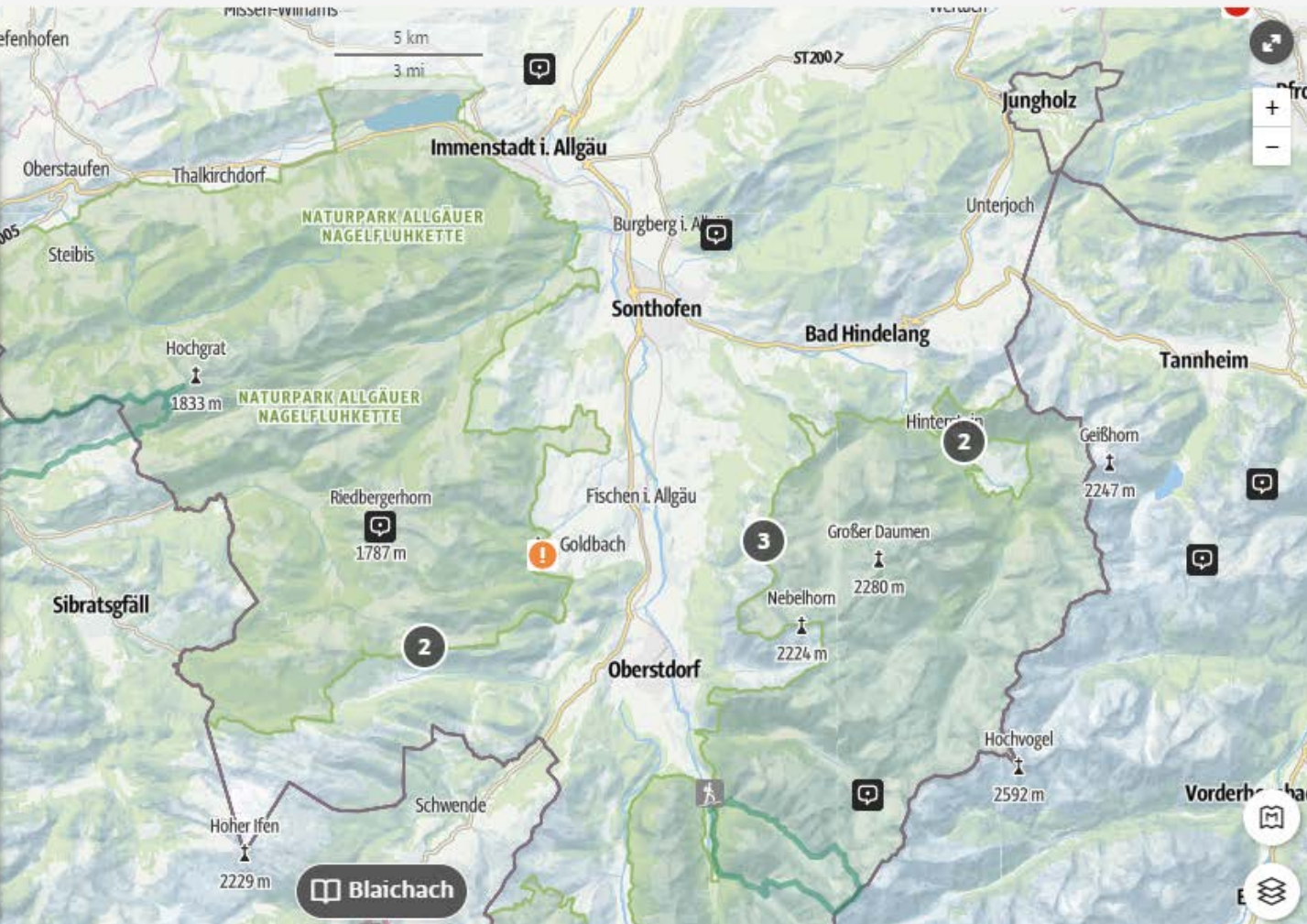
Nicht mehr markiert



Past 2 days - Hiking Trail ...
Allgaeu Alps

Achtung, nach Information

In association with alpenvereinaktiv.com



outdooractive

Leaflet | Outdooractive, swisstopo, IGN, OpenStreetMap

Clusures due to stormy weather

Start → Conditions → ALLERTA METEO ARANCIONE

- Share
- Bookmark
- My Map
- Plan a route here
- Edit

⊖ ALLERTA METEO ARANCIONE

Closure · Ligurian Alps

A seguito dell'emissione 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 considerarsi chiuse per le attività OUTDOOR



Responsible for this content
Finale Outdoor

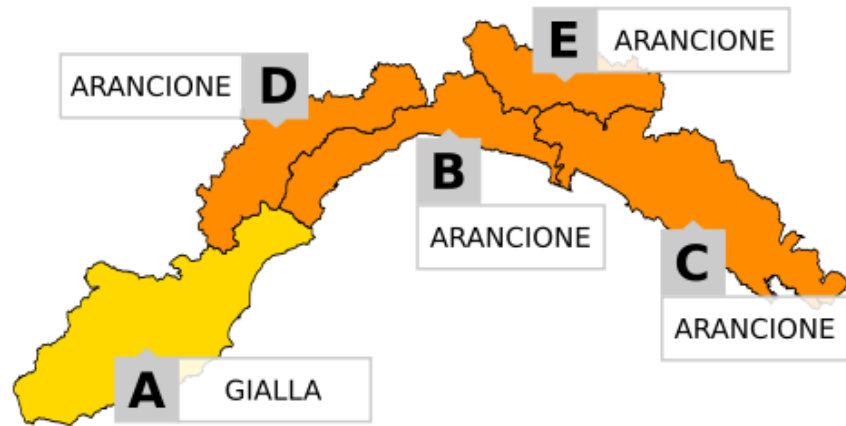


Photo: Stefano Schiappapietra, Finale Outdoor

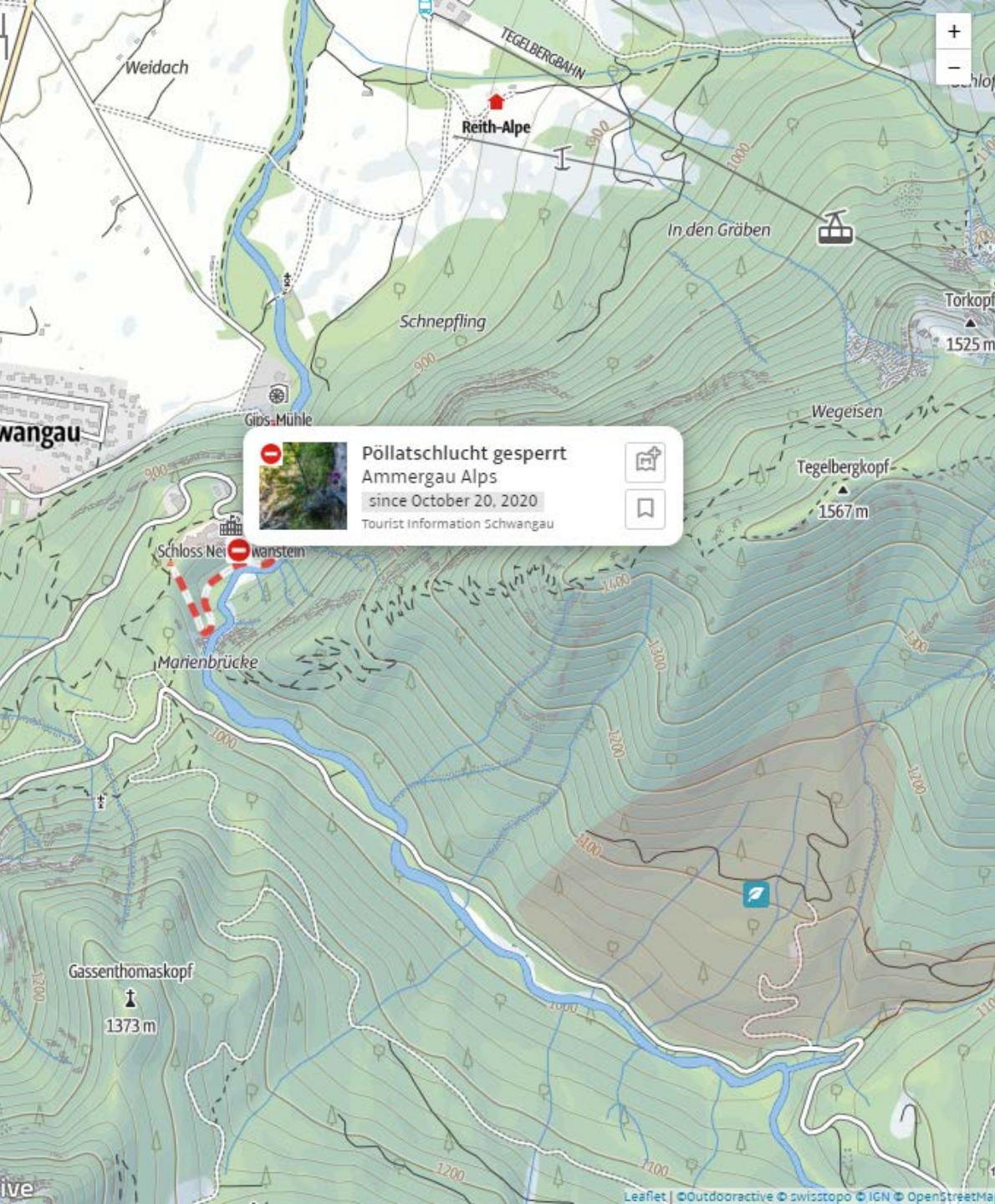




Trentino, October 2018

Notices and Closures

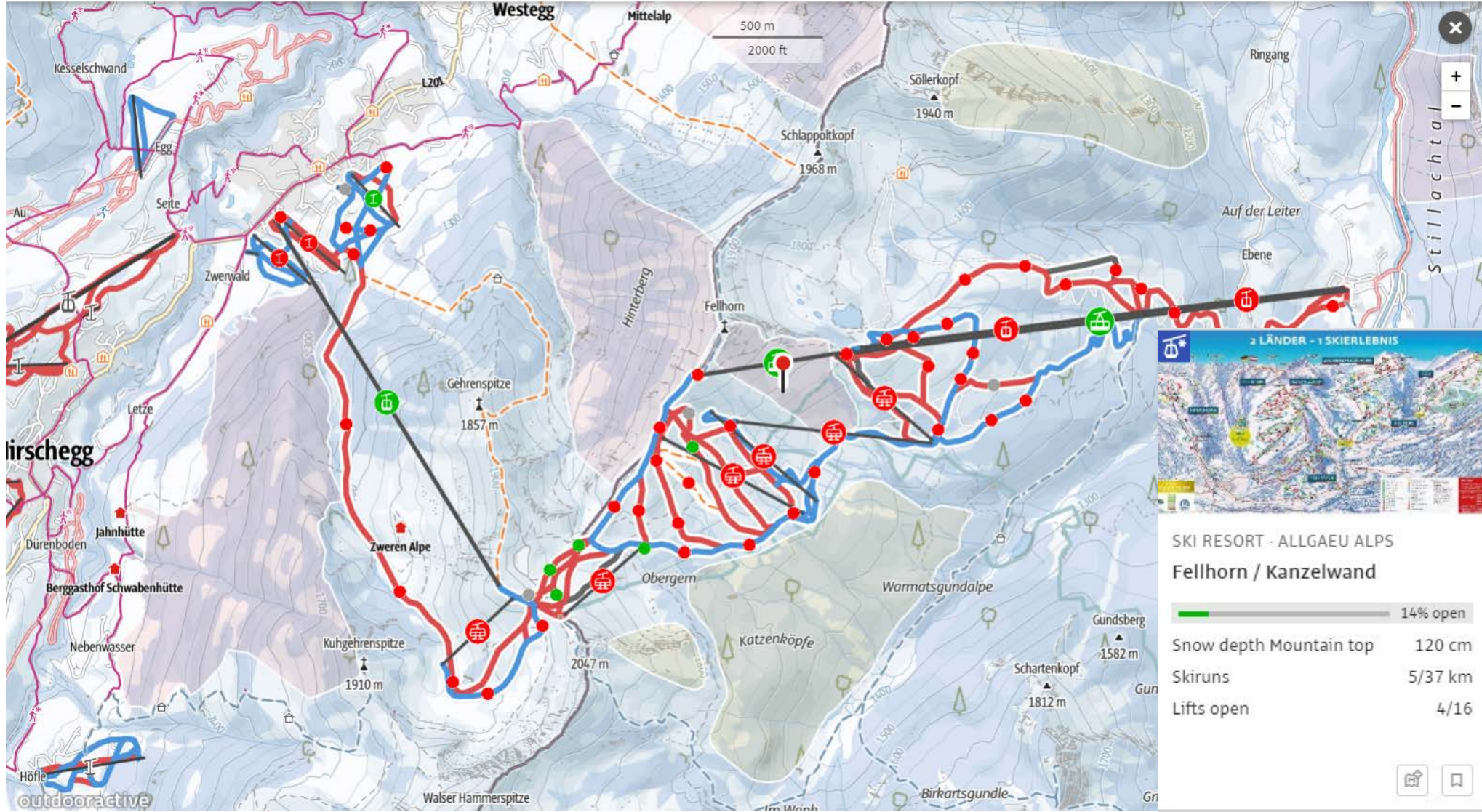
Temporary closures, diversions and hazard warnings are digitally added to the platform's back-end by designated route managers and (forest) authorities. This information is then automatically available in all front-end applications and output channels.



Live Data in Winter-Destinations

← → ↻ <https://www.adac-skiguide.de/en/ski-resort/allgaeu-alps/fellhorn-kanzelwand/1682568/#dm=1> ☆ ⓘ 🌙 👤 ⋮

Fellhorn / Kanzelwand



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.

CURRENT

20 °C

TOMORROW

16 °C | 11 °C

THURSDAY

19 °C | 11 °C

FRIDAY

28 °C | 13 °C

Forecast for Immenstadt im Allgäu Proceed to forecast

powered by MetGIS

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:

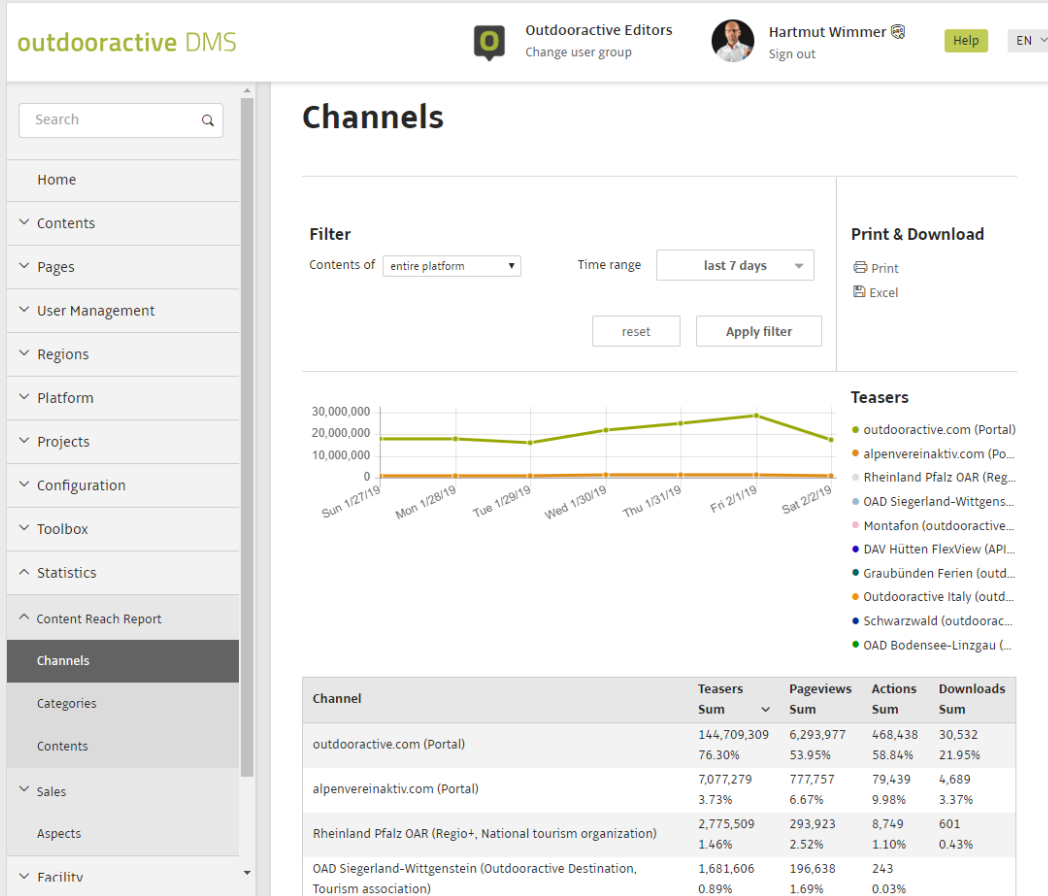
- Conservation laws
- Protected areas
- Local regulations

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.“



© 2021 - hubermedia

Filter

Aktuelle Besucherzahl

-  Jetzt stark besucht
-  Jetzt mäßig besucht
-  Jetzt wenig besucht

Zurücksetzen

Bahnhof – Immenstadt im Allgäu
Oberallgäu
Jetzt wenig besucht



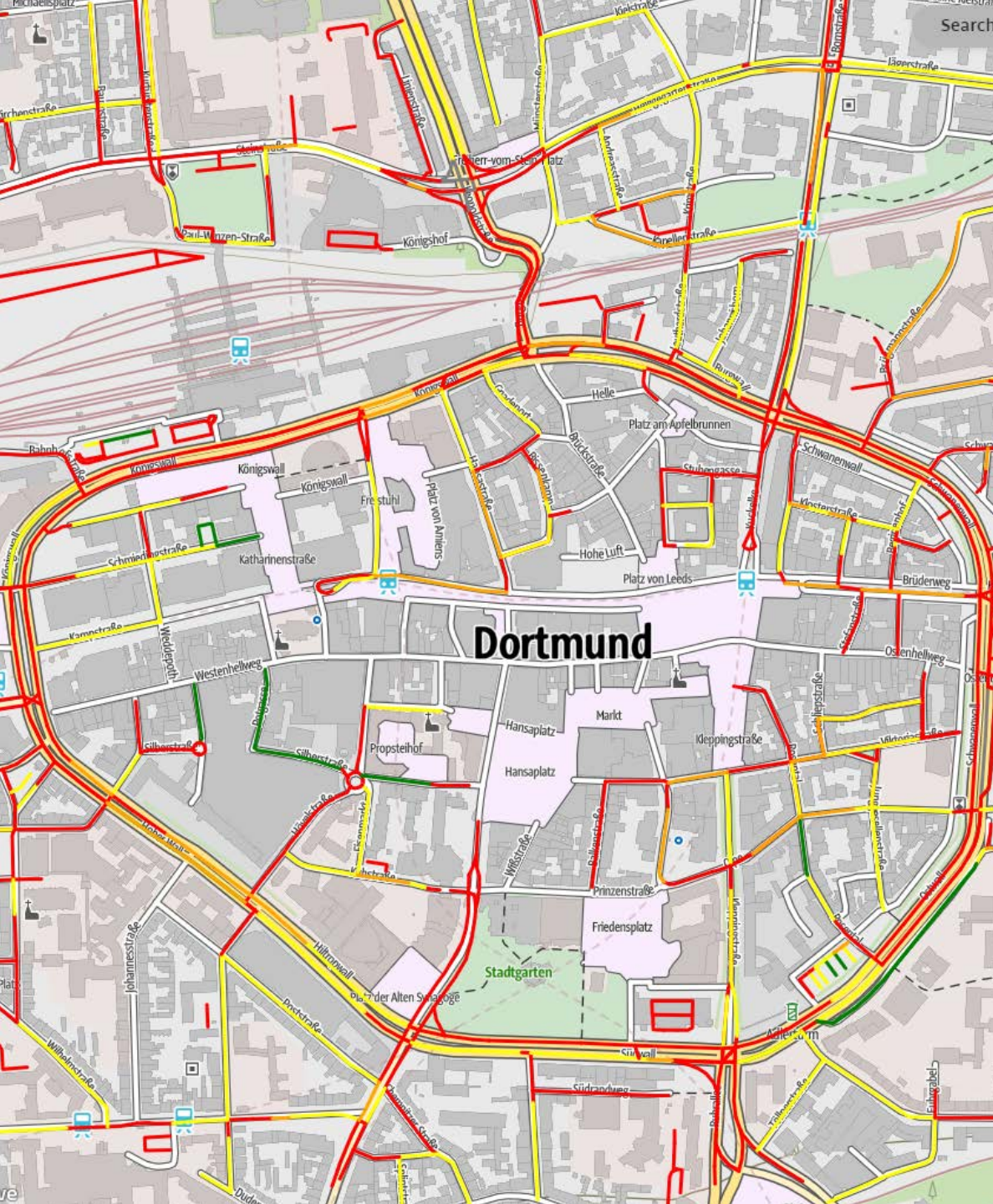
Outdooractive Redaktion

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 Carplay & Android Auto

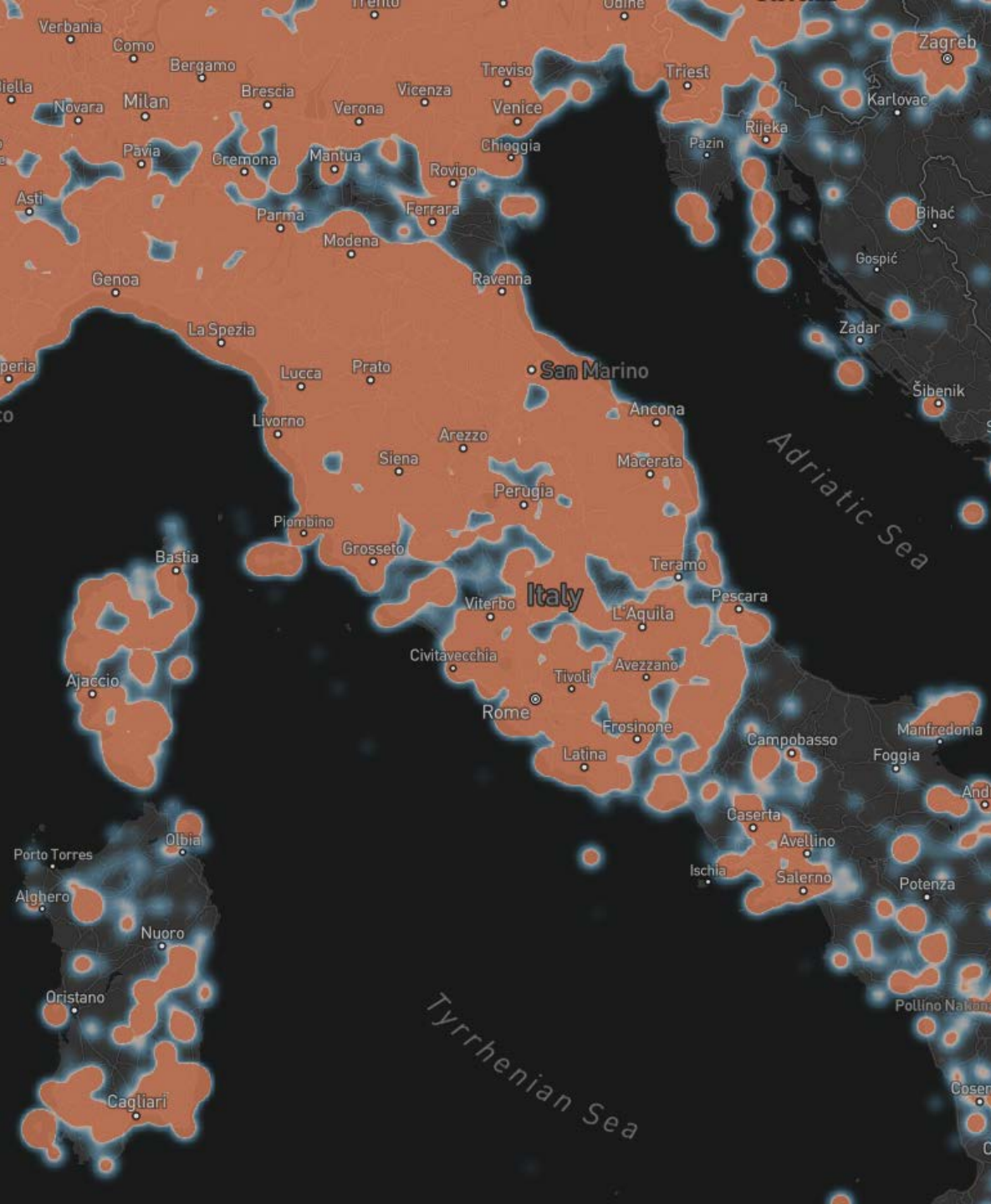


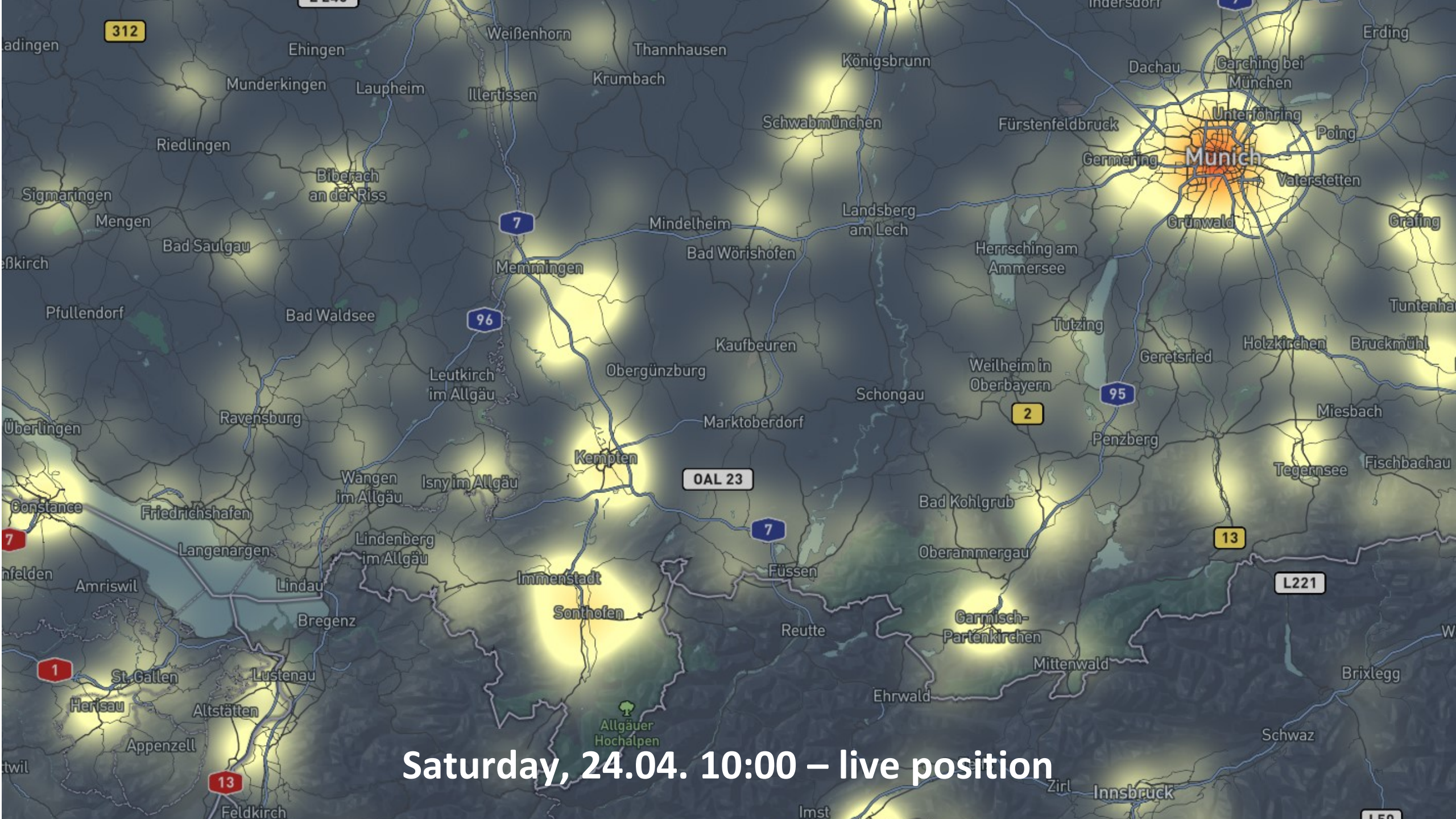
Visitor Management

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

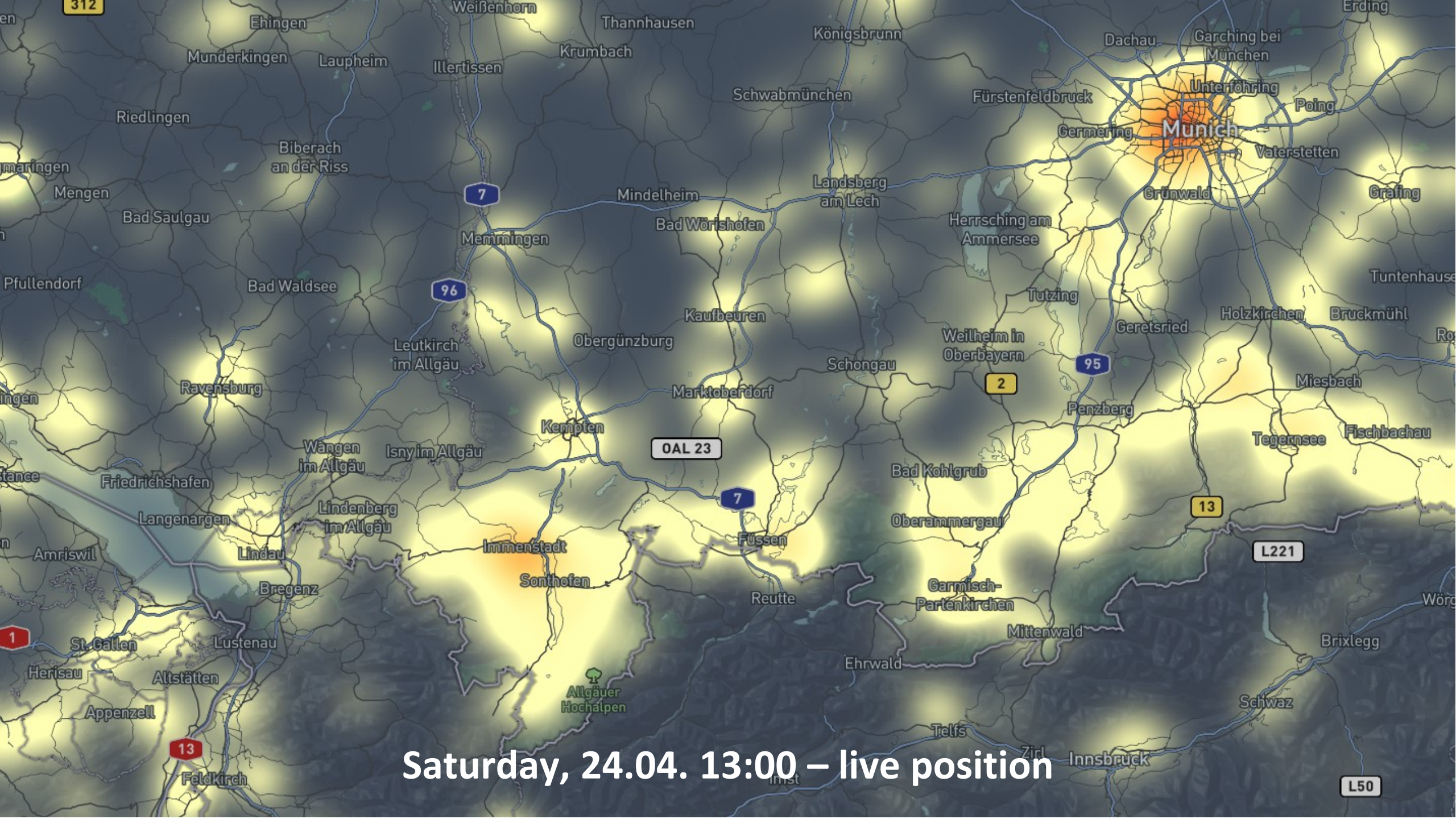




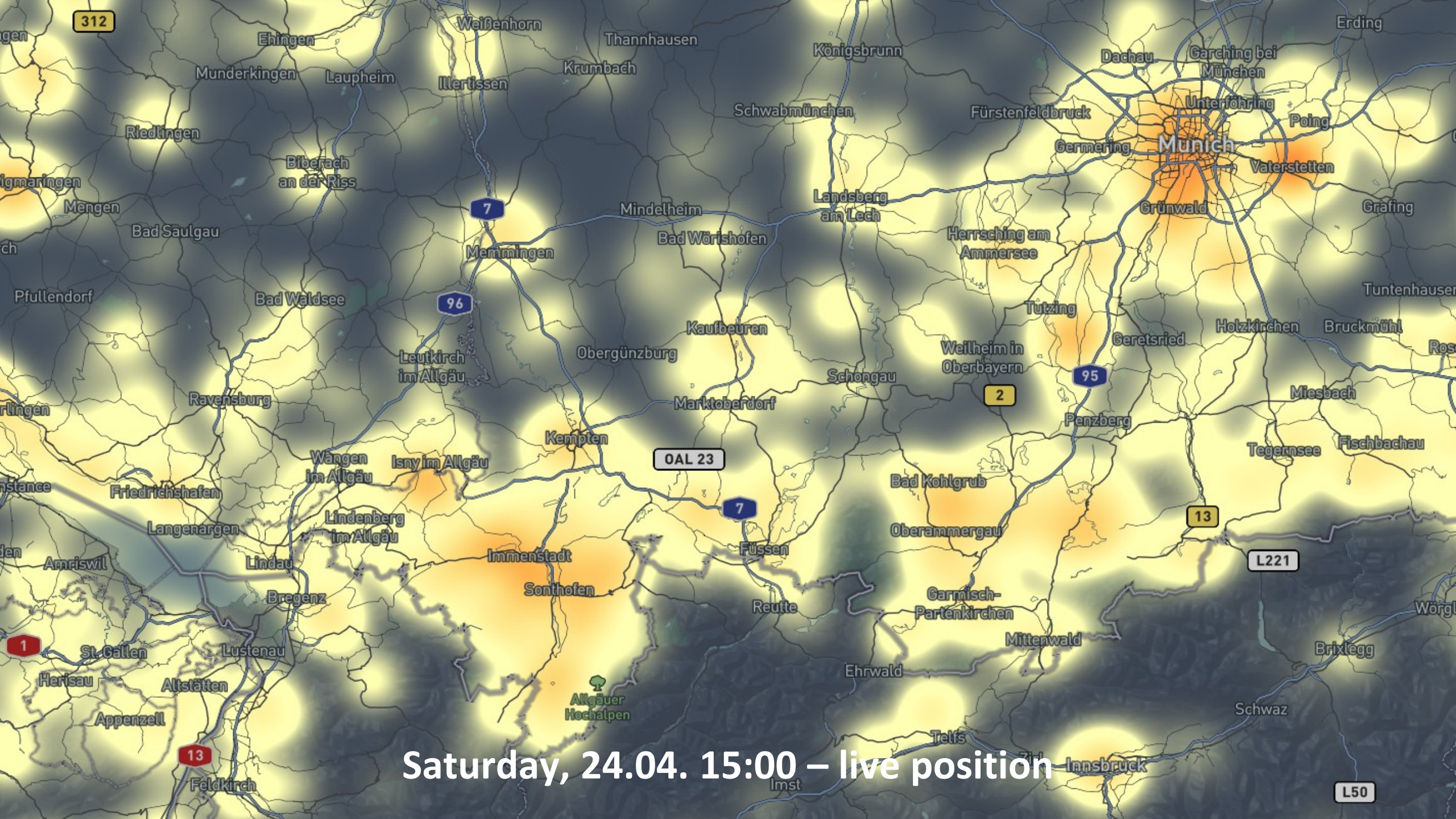
Saturday, 24.04. 10:00 – live position



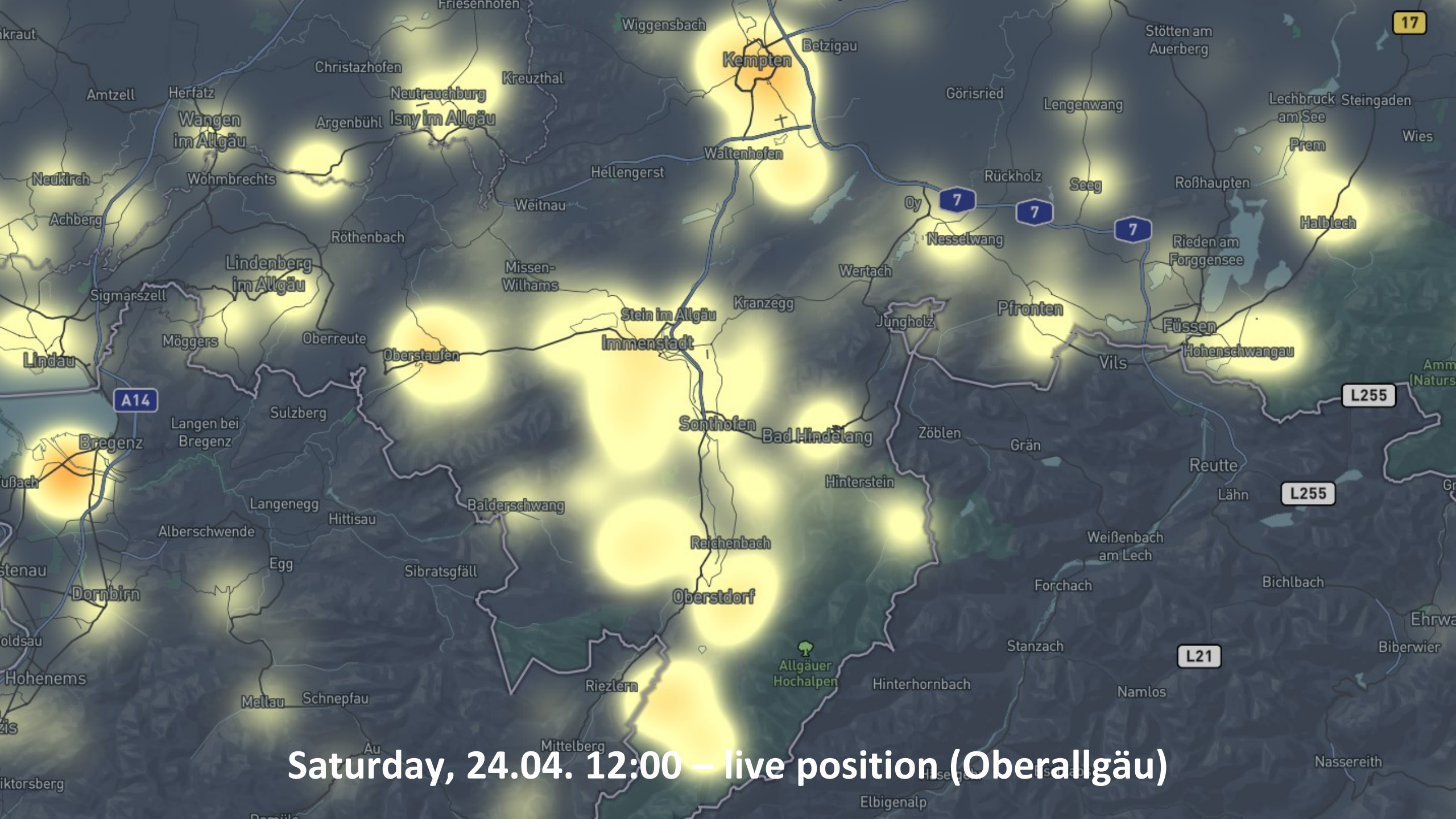
Saturday, 24.04. 10:00 - live position + map



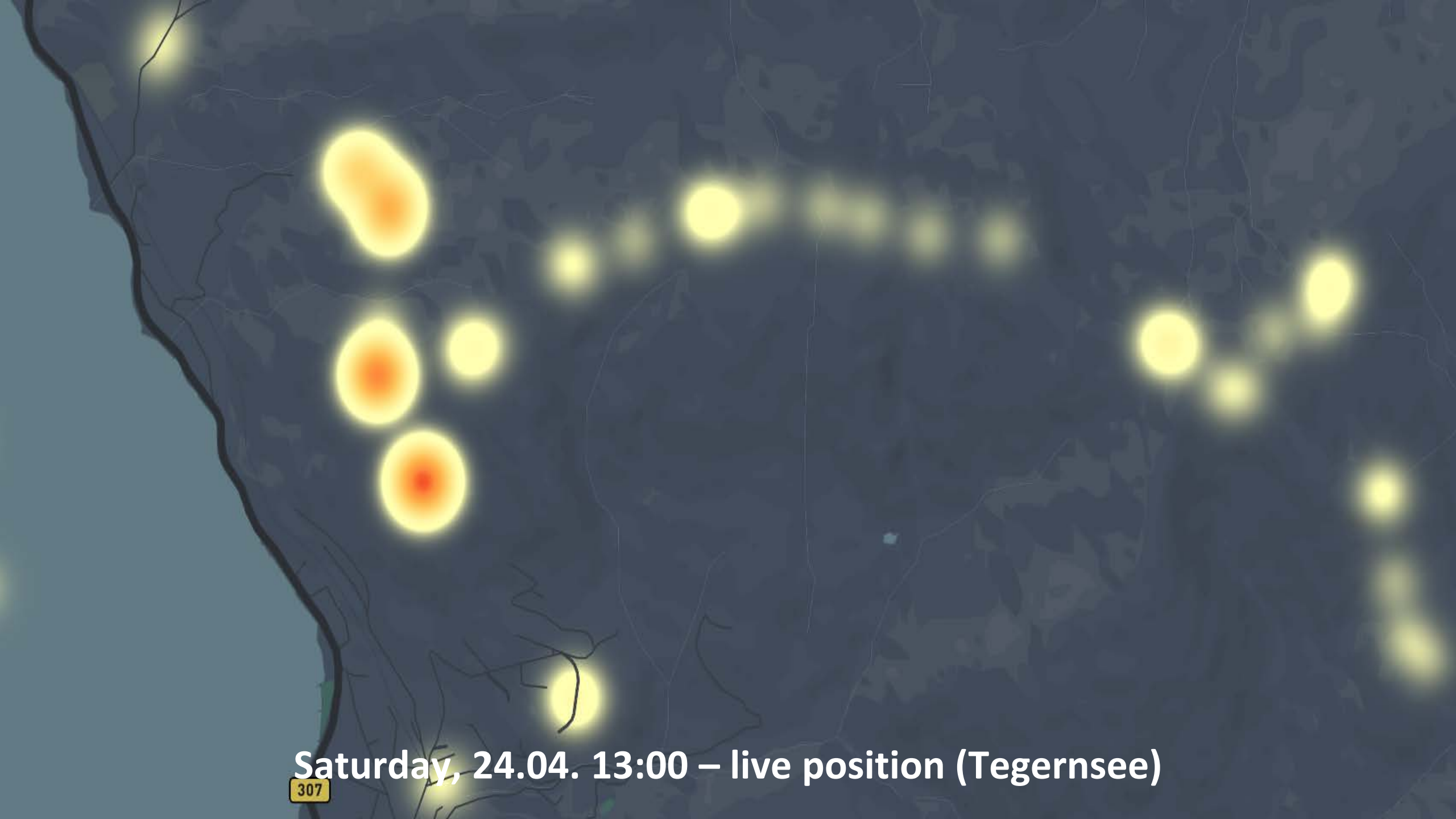
Saturday, 24.04. 13:00 – live position



Saturday, 24.04. 15:00 – live position



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



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

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

outdooractive

Thank you for your interest

hartmut.wimmer@outdooractive.com

