

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



Comú
d'Escaldes-Engordany
Andorra



Govern d'Andorra



Andorra





Tourism Destination Development



Roland Berger
Strategy Consultants



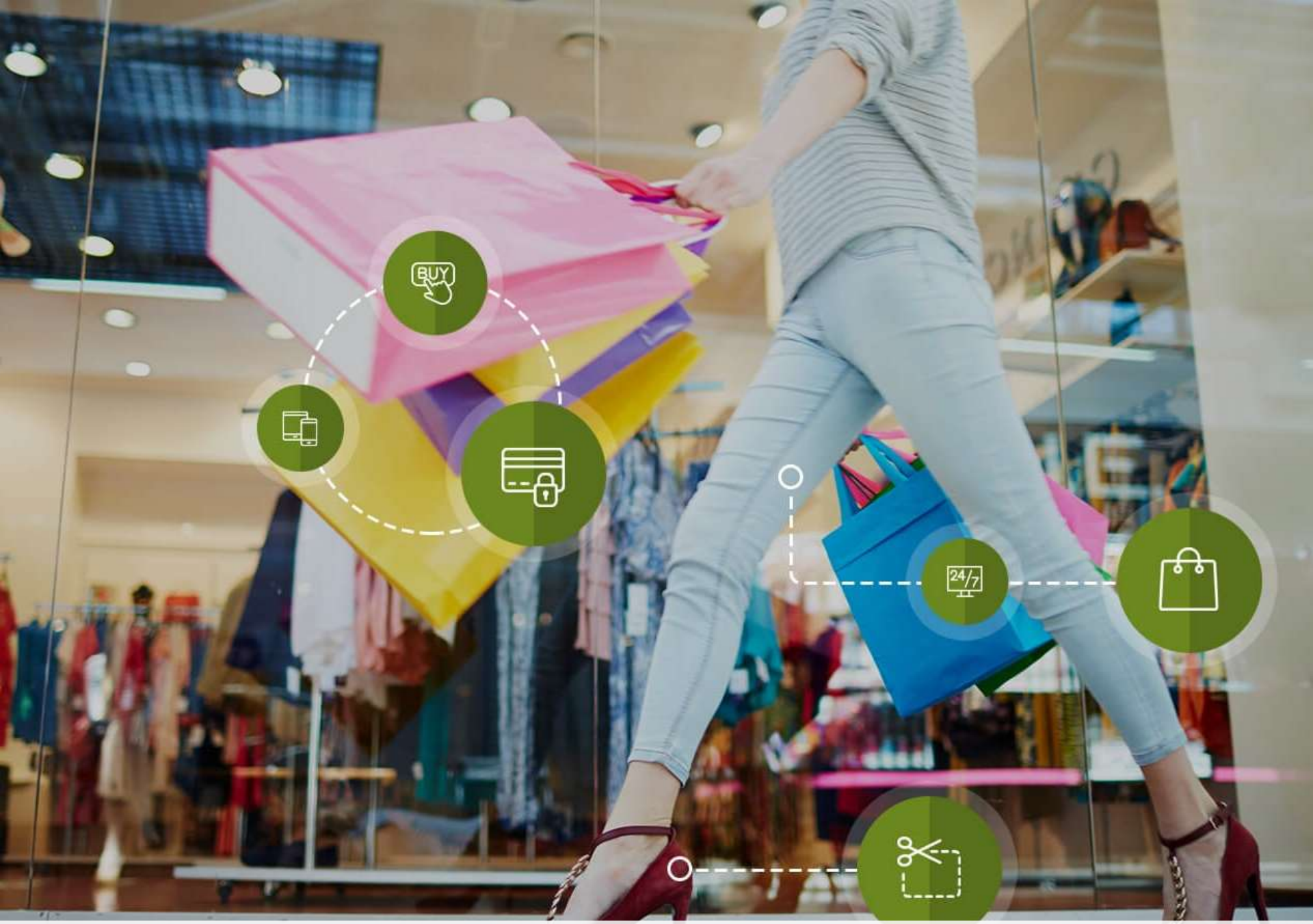






„Personal data is
the new oil of the
internet and the
new currency of
the digital world“

Meglana Kuneva







Latest reviews. Lowest prices.

City or hotel name

Check in — Check Out

1 room, 2 guests ▾

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Register

Sign in

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Trains

Cruises

Car rentals

Airport taxis

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?

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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



LIVE

EXPERIENCE & DISCOVER

PLAN & BOOK

TRAIN TICKETS

SKI PASS

PACKAGES

PARKING

ACCOMMODATION

SUBSCRIPTIONS

SEAT RESERVATION

SPORTS EQUIPMENT

SNOW SPORTS SCHOOL

SOUVENIRS

GIFT CERTIFICATES

BUY SKI PASSES

Ski region

Jungfrau Skiregion

First ski day

03/06/2018



Duration

1 day

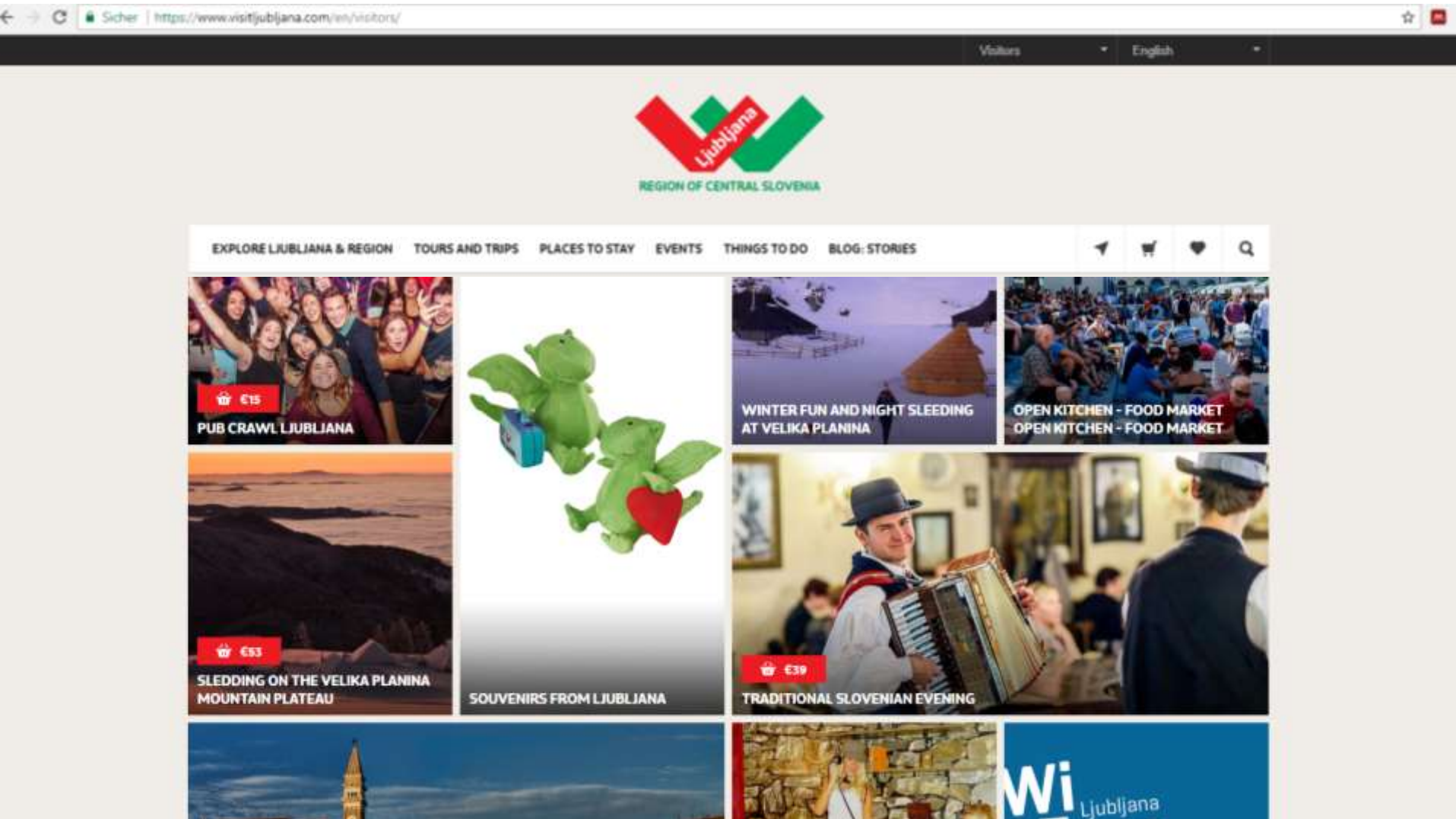
MORE

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



[FAQ](#) | [Kontakt](#) | [Über den Stoos](#) | [Impressum](#)

No 5 – Promote your new product

The screenshot shows the Facebook profile of 'Stoos', a ski resort. The page features a red cover photo with a yellow sunburst logo containing the word 'Stoos'. The profile picture is a red square with the same sunburst logo. The main post, dated 21 November 2017, promotes a 'Familien-Steilpass' (Family Steep Pass) for CHF 540 per adult, allowing children to ski down the mountain all winter long. The post includes a link to 'https://familiensteilpass.ch/' and a note that the price is valid until 30 November. The post image shows a cartoon goat wearing a yellow jacket and blue pants, standing in the snow next to red skis and a blue helmet. A smiling sun emoji is also visible. The page has 49 likes and 0 comments. The right sidebar shows a list of contacts and a section for 'Seiten, die dieser Seite gefallen' (Pages liked by this page), including 'Visit Zurich', 'Seminar- und W...', and 'Swiss Holiday P...'. The bottom of the page shows a navigation bar with various icons.

No 5 – Promote your new product



Best Practice Example Saas-Fee



3
Villages



>150 km
Slopes

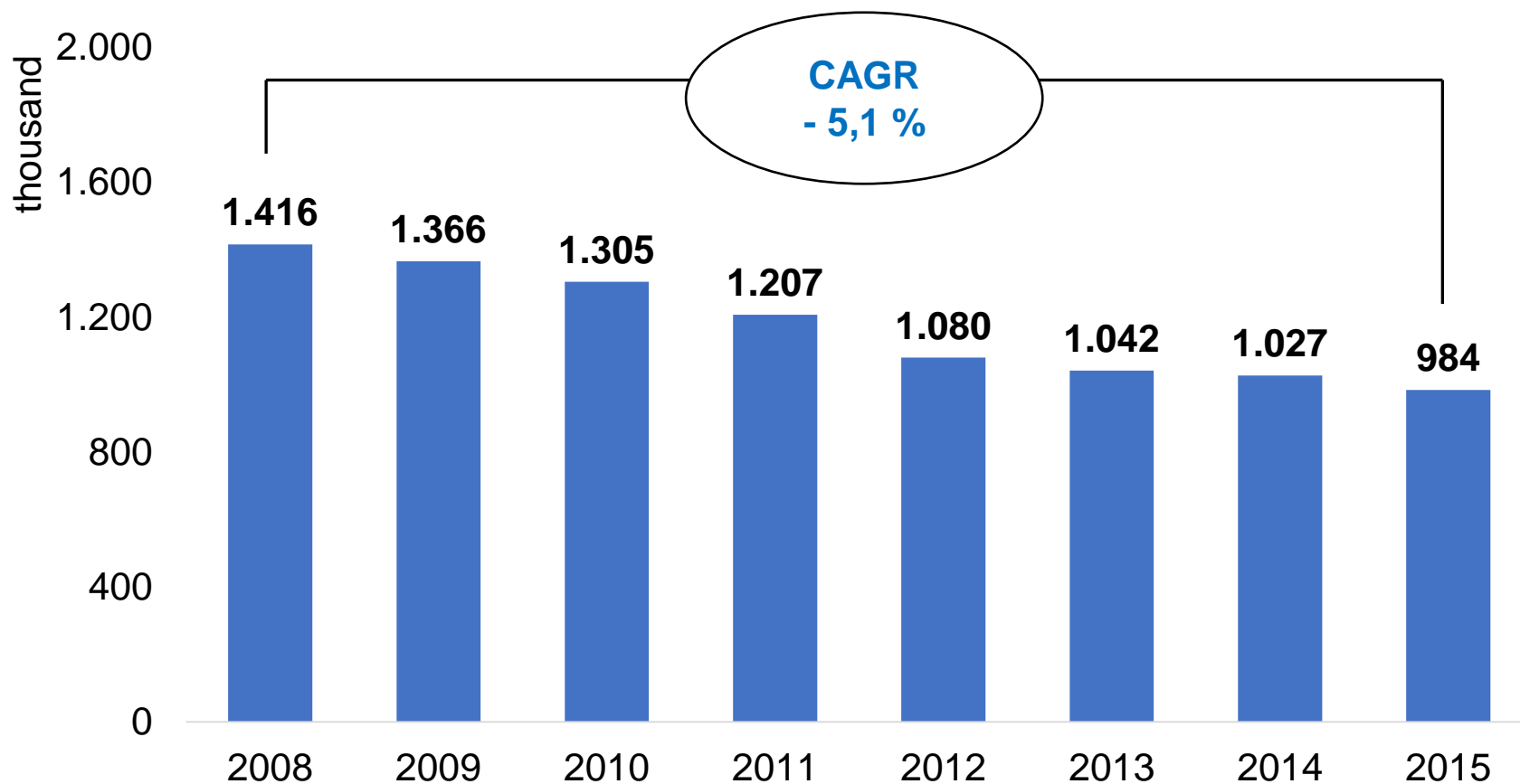


~ 13 k
Beds



~ 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!

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



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

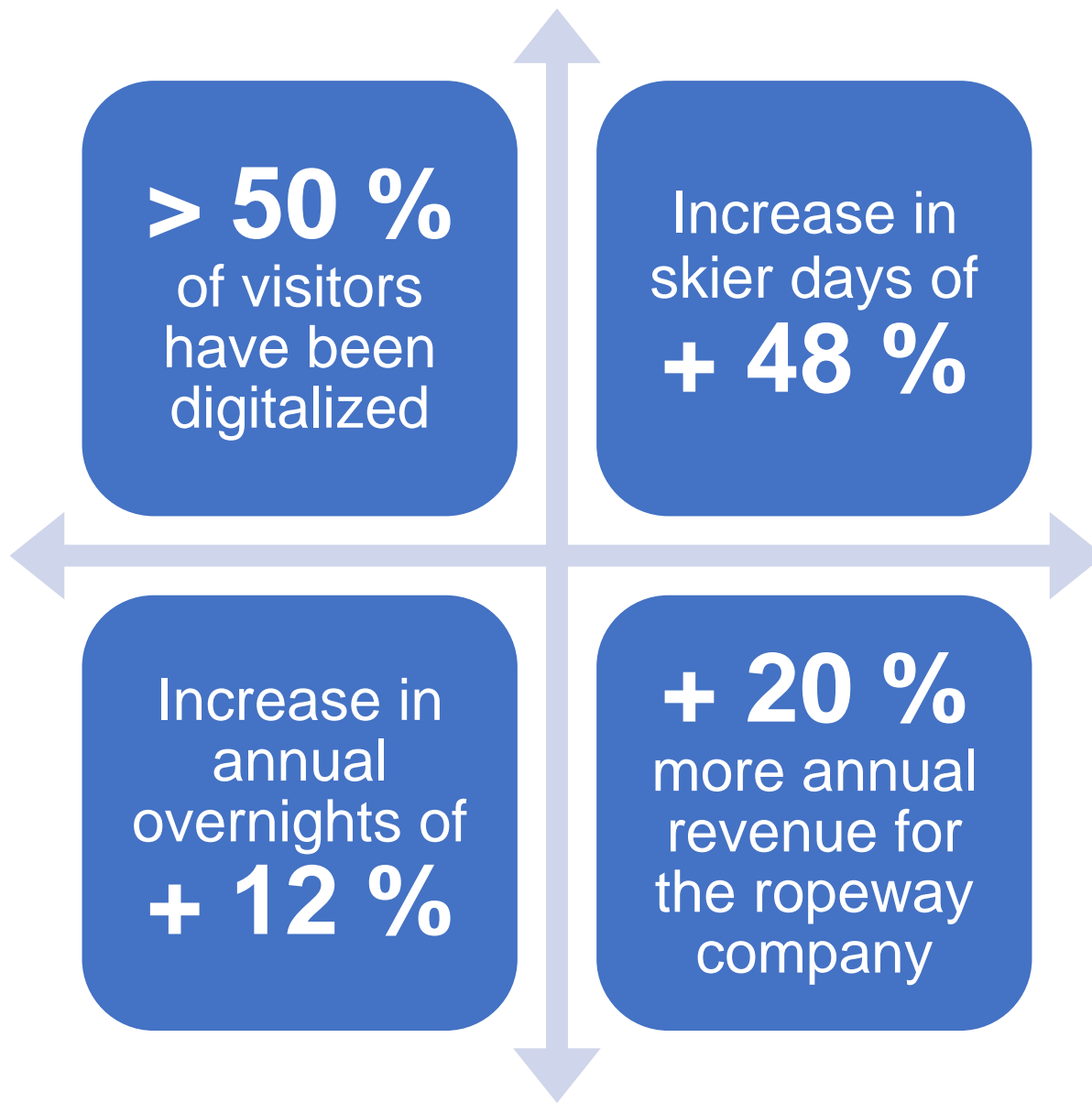


CHF 211

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



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OF HOLIDAYS



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SAAS-FEE SAAS-GRUND SAAS-ALMACELL SAAS-BALEN

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- ☒ Hotel
☐ Apartment

Arrival: 2018-03-07

Departure: yyyy-mm-dd

Pax: 1

Children: 0

Select the location: Saas Valley

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10

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more information

Thank you very much for your attention!