DIGITALISIERUNG IM TOURISMUS

Patrick Riedlsperger

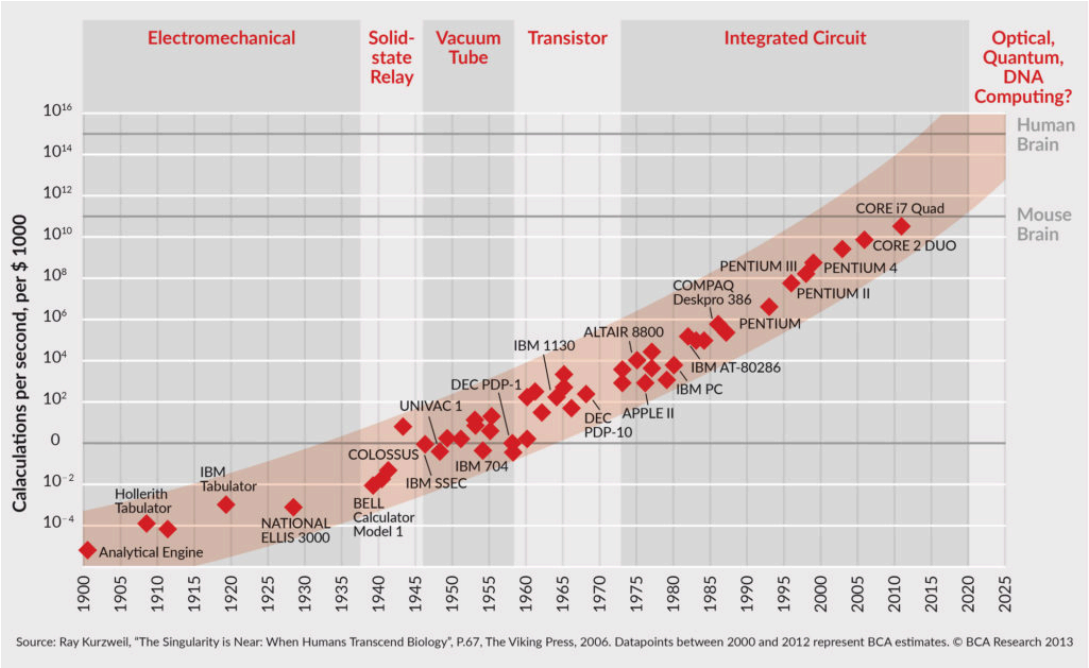
30.10.2017

DIGITALISIERUNG

Patrick Riedlsperger

30.10.2017

MOORE'S LAW

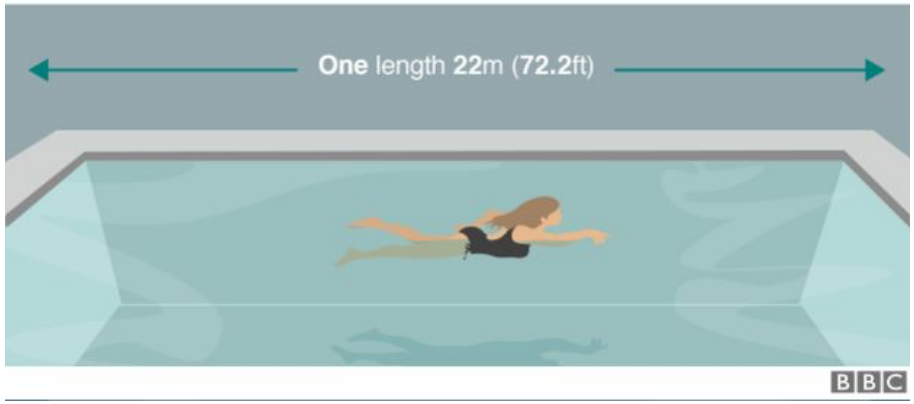


"Frankly, I didn't expect to be so precise."

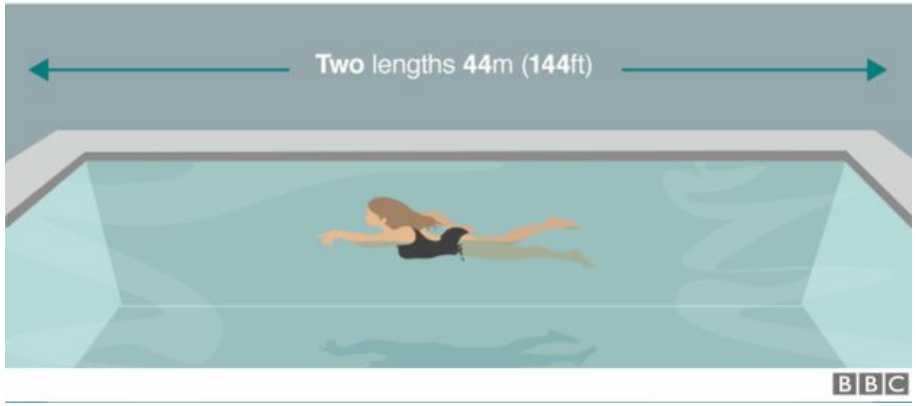
Gordon Moore
Intel co-founder and author of Moore's law

MOORE'S LAW

Exponential exercise day one



Exponential exercise two years later



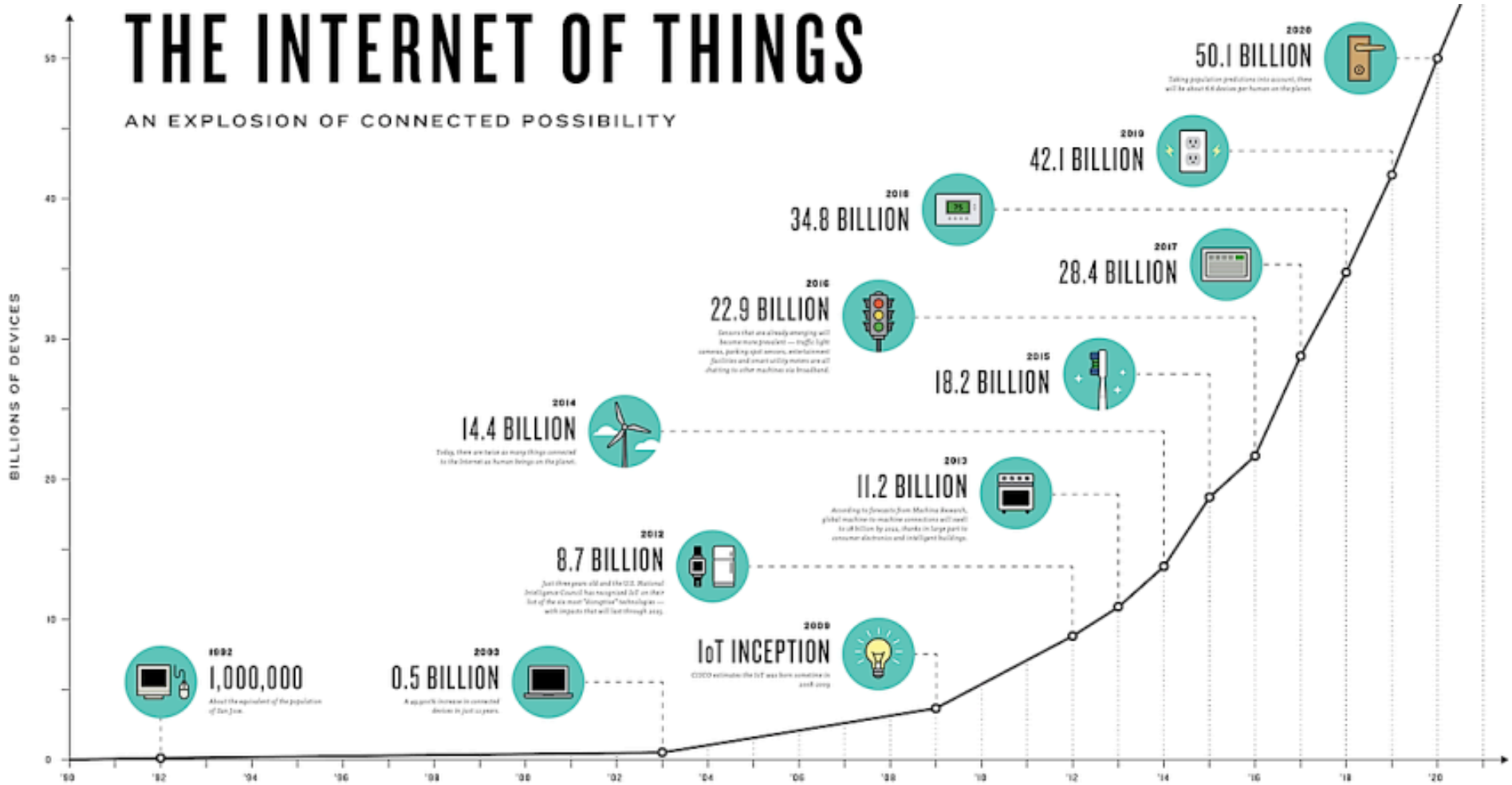
Exponential exercise 10 years later

Exponential exercise 26 years later

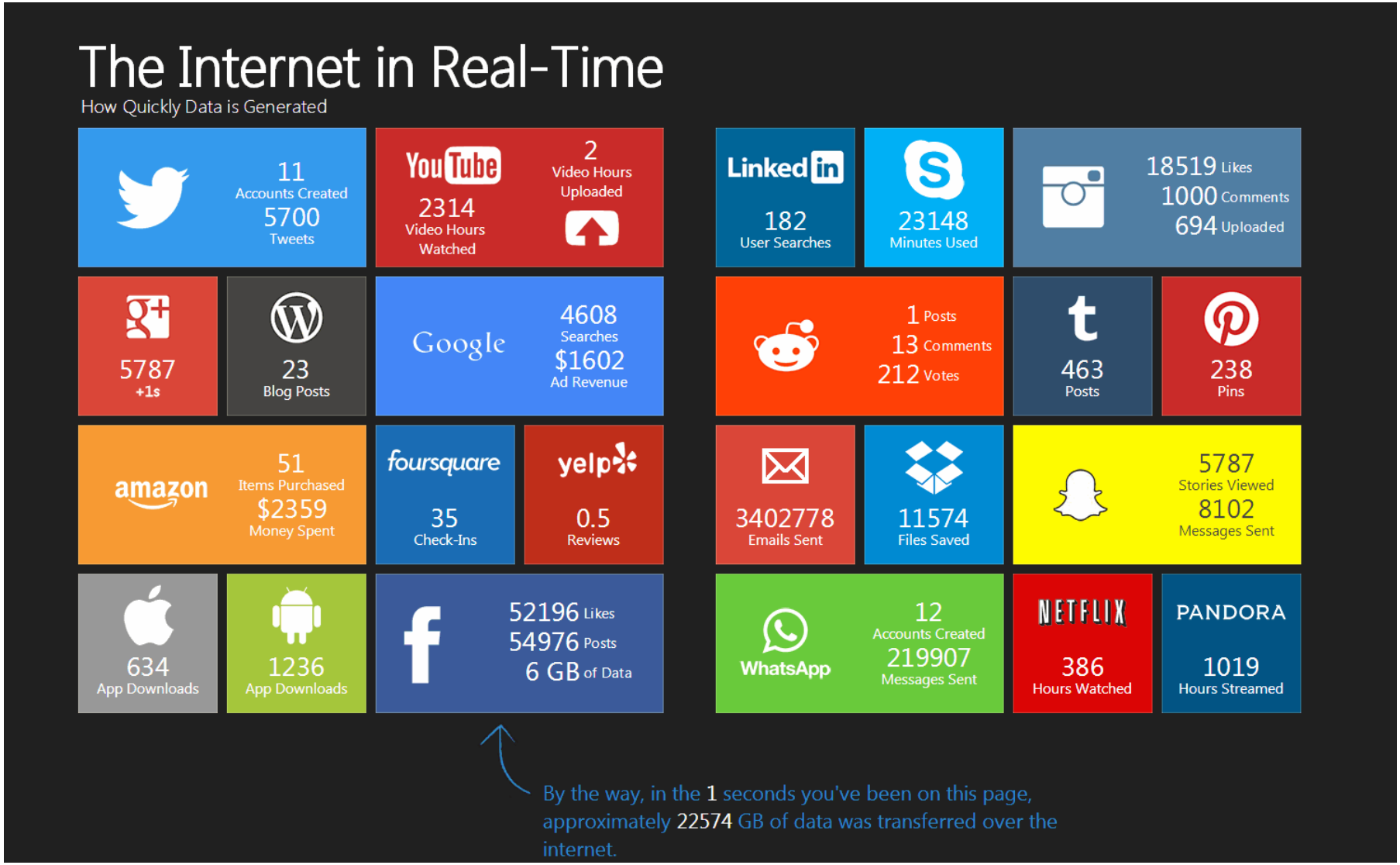
MOORE'S LAW

Exponential exercise 50 years later
33,554,432 lengths 738,198km (458,694 miles)
Earth to the Moon and back
BBC

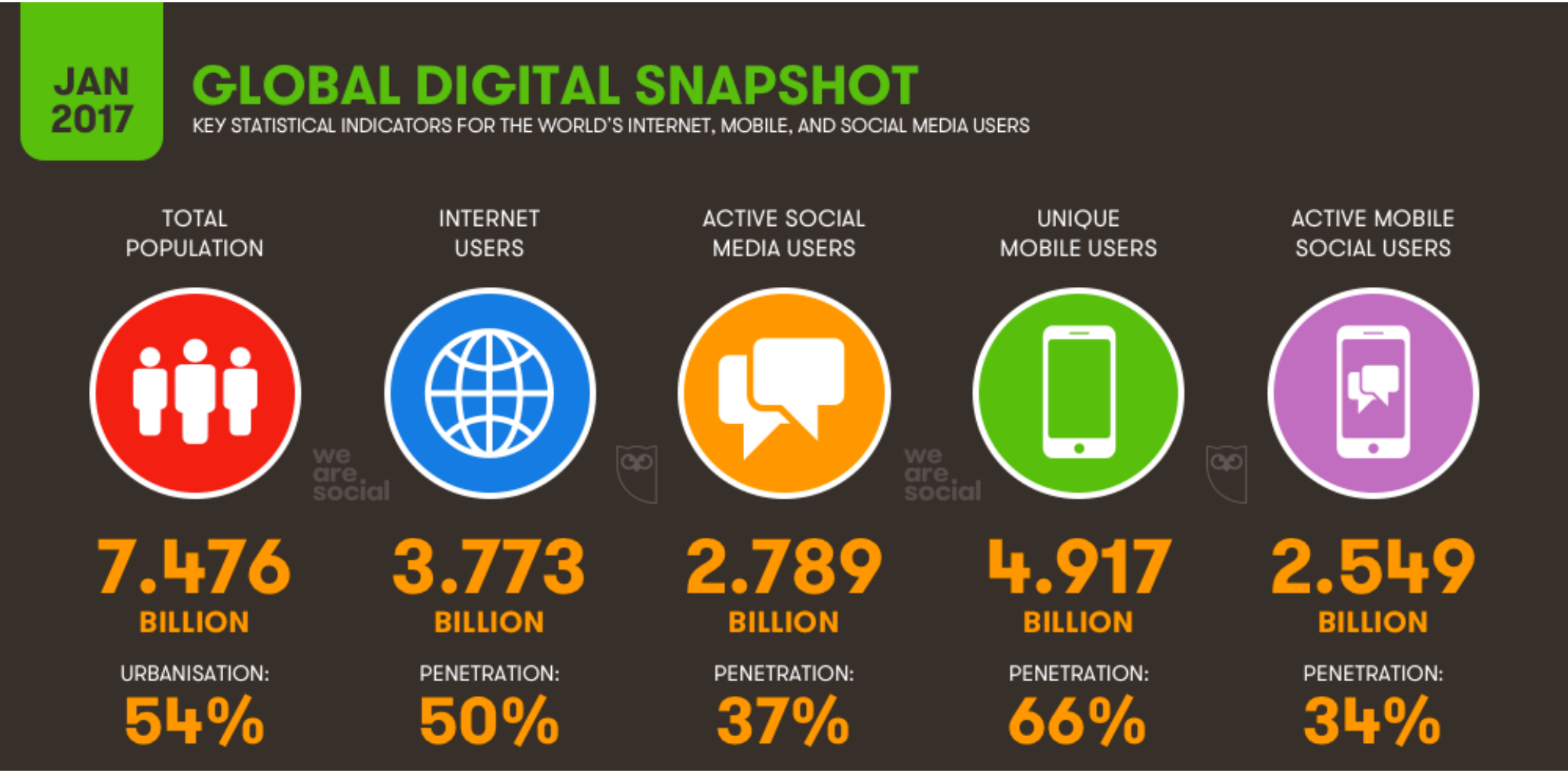
THE INTERNET



THE INTERNET



THE INTERNET



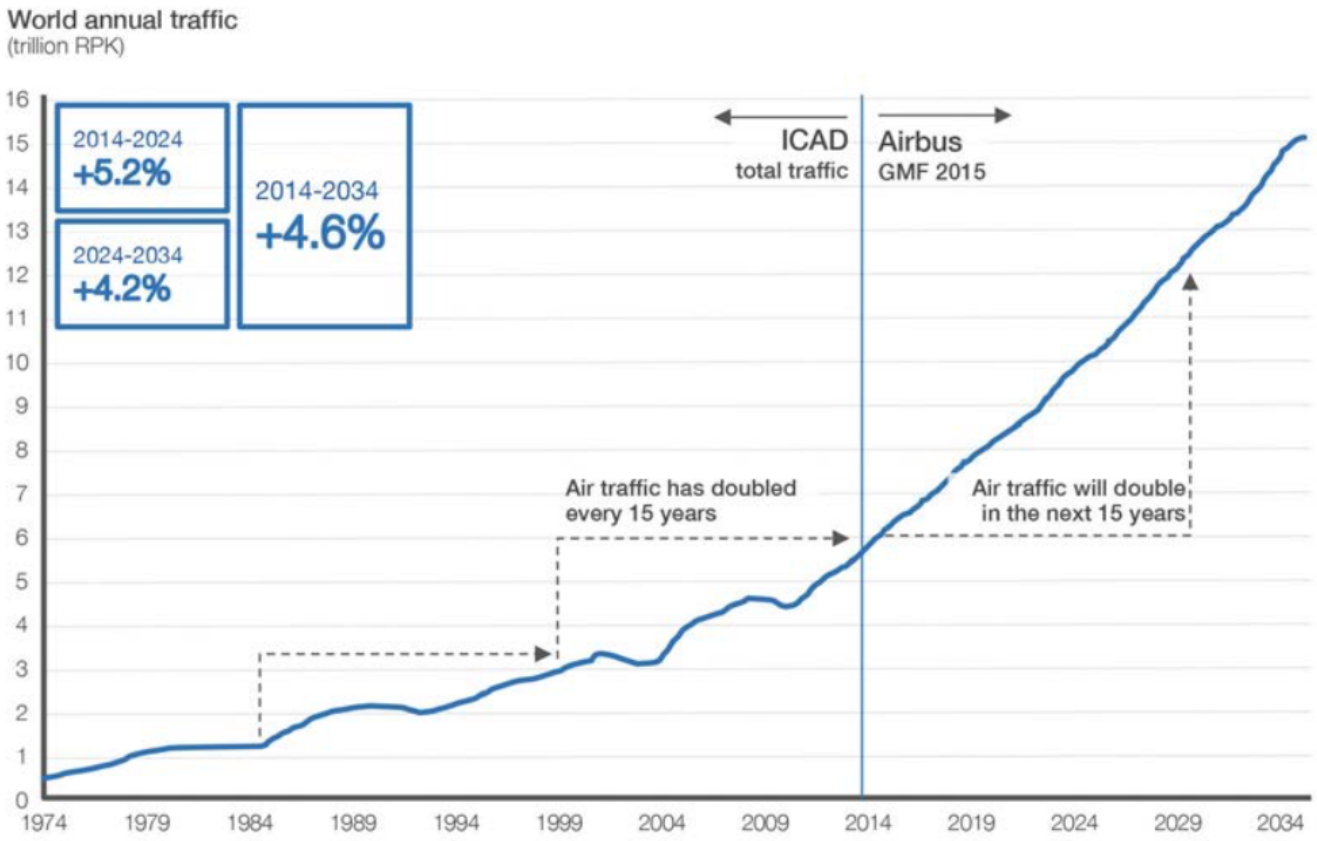
TOURISMUS

Patrick Riedlsperger

30.10.2017

TOURISMUS

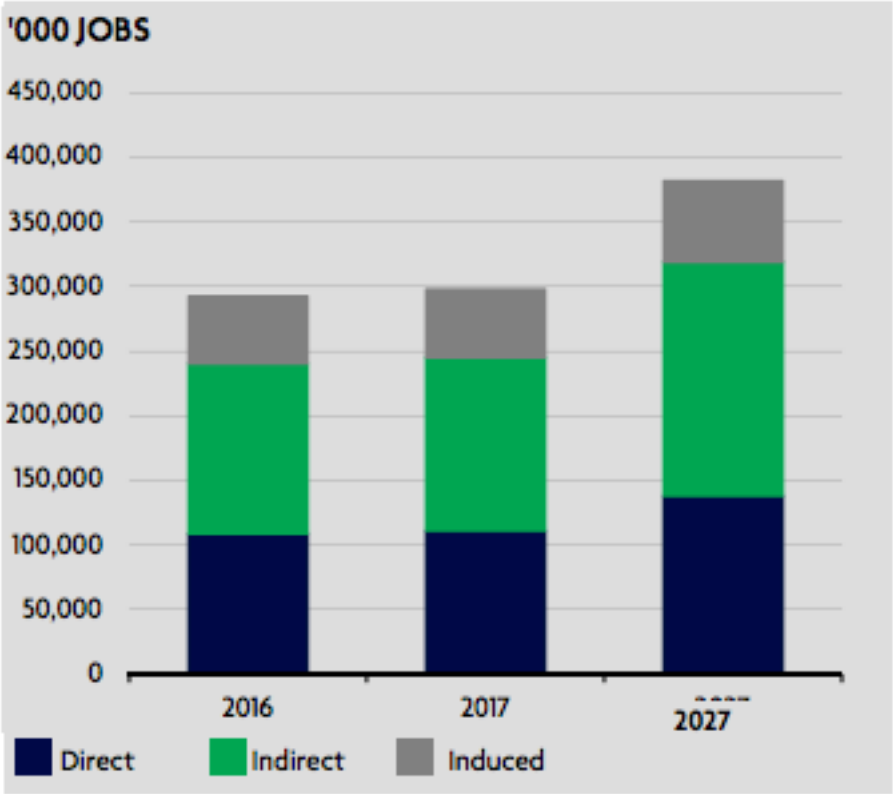
Figure 2: Aviation Traffic Forecast to Double in the Next 15 years (revenue passenger kilometre, trillion)

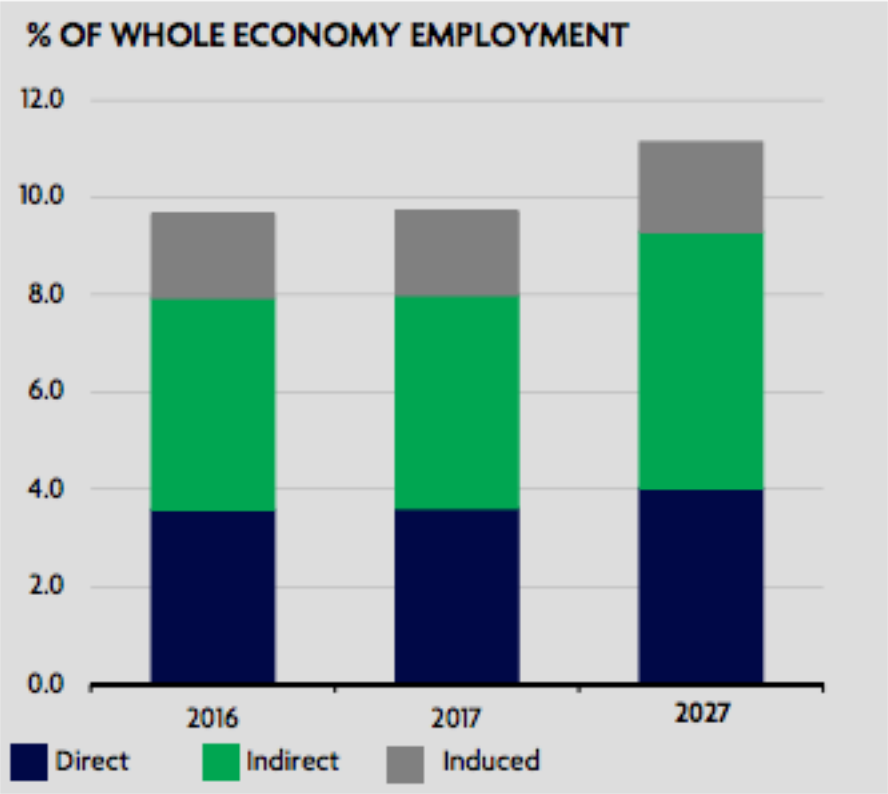


Source: ICAO, Airbus GMF 2015

TOURISMUS

WORLD:TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT





ZELL AM SEE-KAPRUN

Patrick Riedlsperger

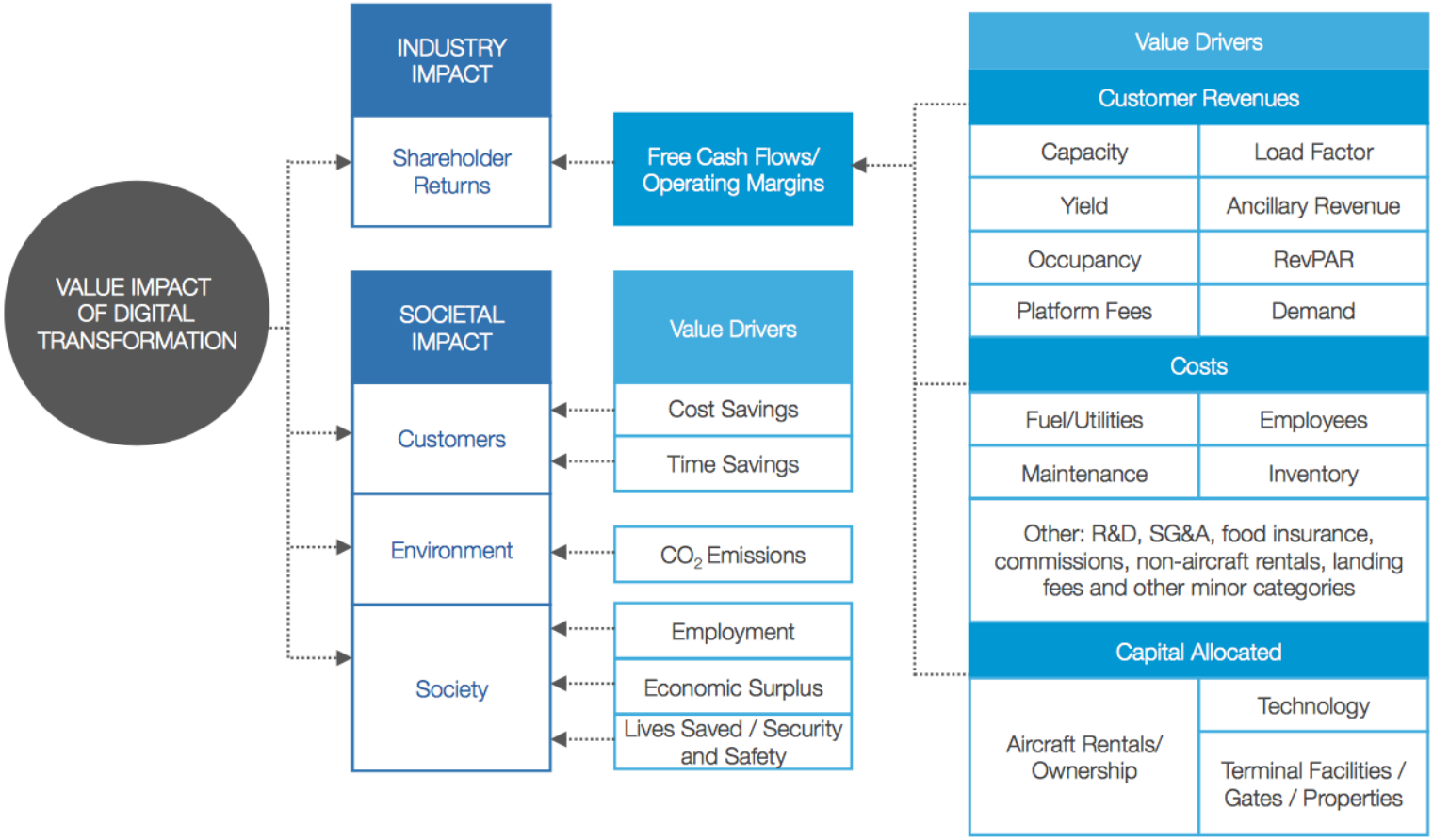
30.10.2017

ZELL AM SEE-KAPRUN

- Gletscher, Berg See
- 2,5 Millionen Nächtigungen/ 616.000 Gäste
- hoher Internationalisierungsgrad
- 790 Betriebe/ 17.700 Gästebetten
- 47/53% Sommer/Winter

WERTSCHÖPFUNG

Figure 4: Drivers of Value Creation in Aviation, Travel and Tourism

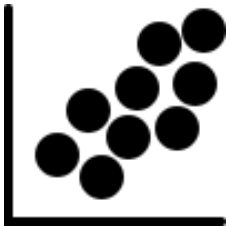


ZELL AM SEE-KAPRUN

MARKETING

PRODUKT

VERKAUF



DATEN

SERVICE

KONTAKTPUNKTE FRÜHER

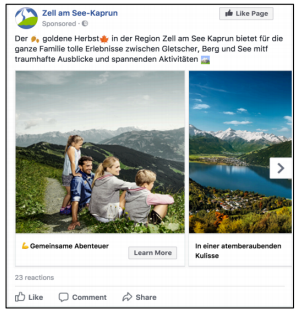
KONTAKTPUNKTE HEUTE

ZELLAMSEE-KAPRUN.COM

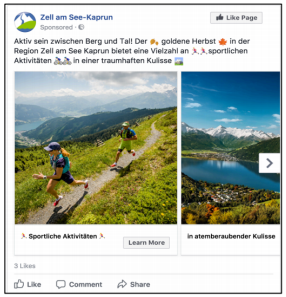
- 29 Sprachen
- 61.000 Objekte
- 19.000 Bilder
- 3 Mio. Visits
- 60% mobile
- AMP/IA

ONLINE MARKETING

FAMILIEN



AKTIVE

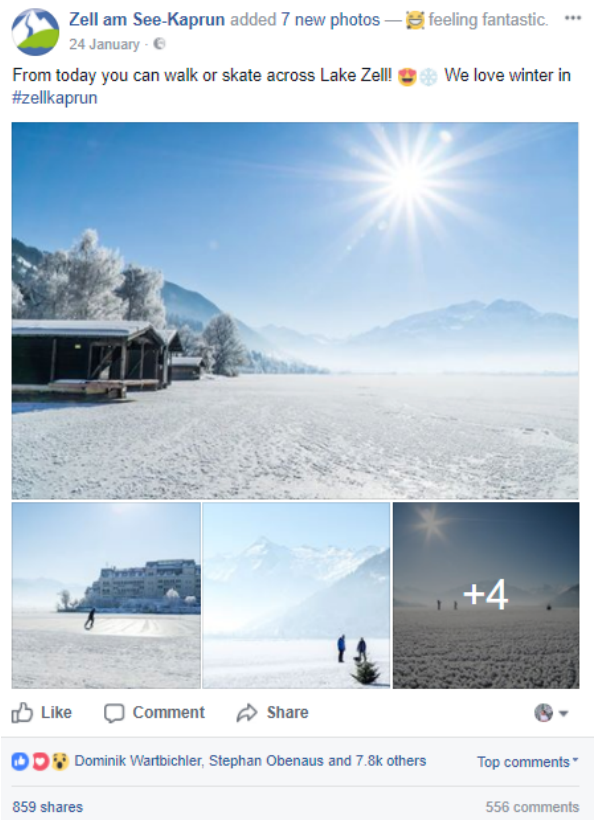


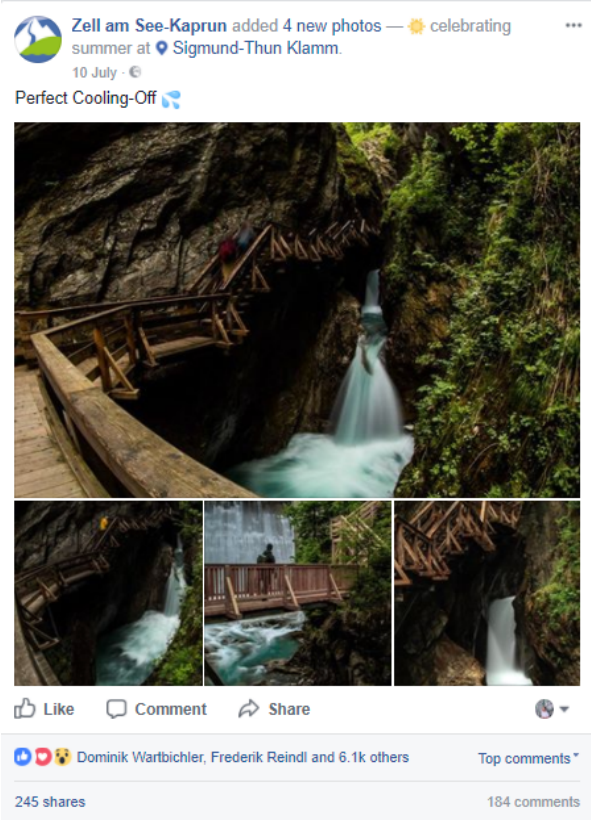
PAARE

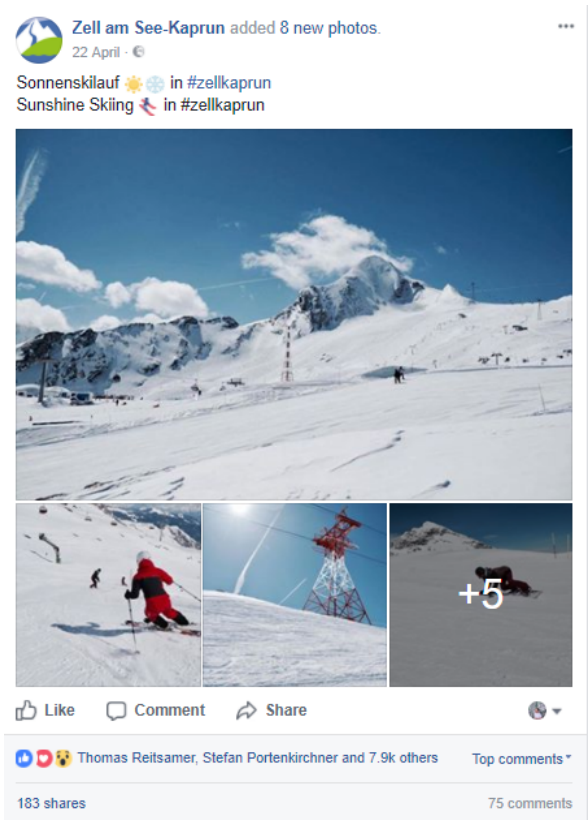
SOCIAL MEDIA

- Facebook: Bis zu 500.000 Reichweite pro Post
- Facebook: 2 Mio. Reichweite wöchentlich
- Internationalisierung der Kanäle
- 17.500 aktive instagram Follower
- Hochwertiger/ differenzierter Content
- Ziel/ Kennzahlensystem

FACEBOOK


Zell am See-Kaprun added 7 new photos — feeling fantastic.
24 January
From today you can walk or skate across Lake Zell! We love winter in #zellkaprun
+4
Like
Comment
Share
Dominik Wartbichler, Stephan Obenaus and 7.8k others
Top comments
859 shares
556 comments


Zell am See-Kaprun added 4 new photos — celebrating summer at Sigmund-Thun Klamm.
10 July
Perfect Cooling-Off
Like
Comment
Share
Dominik Wartbichler, Frederik Reindl and 6.1k others
Top comments
245 shares
184 comments

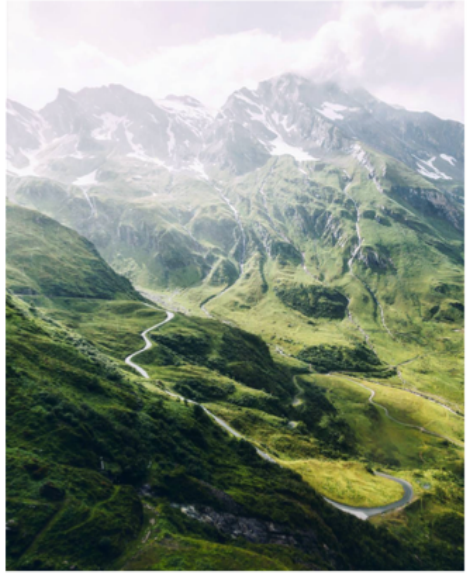

Zell am See-Kaprun added 8 new photos.
22 April
Sonnenskilauf in #zellkaprun
Sunshine Skiing in #zellkaprun
+5
Like
Comment
Share
Thomas Reitsamer, Stefan Portenkirchner and 7.9k others
Top comments
183 shares
75 comments

INFLUENCER

@bokehm0n

13.379

109



@zeppaio

7.405

149

@irinahp

6.769

127

@goldie_berlin

4.464

129

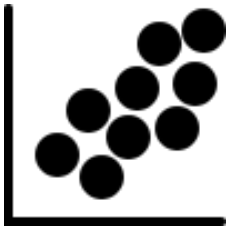
CONTENT

ZELL AM SEE-KAPRUN

MARKETING

PRODUKT

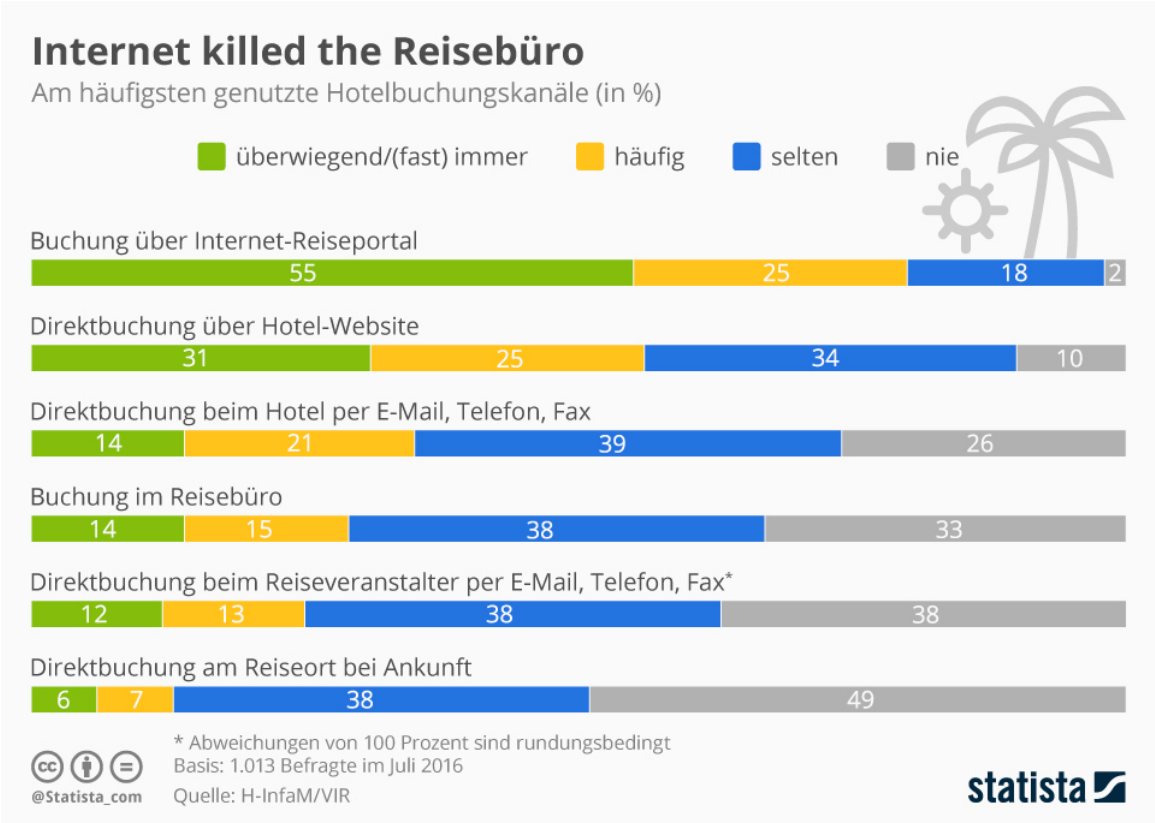
VERKAUF

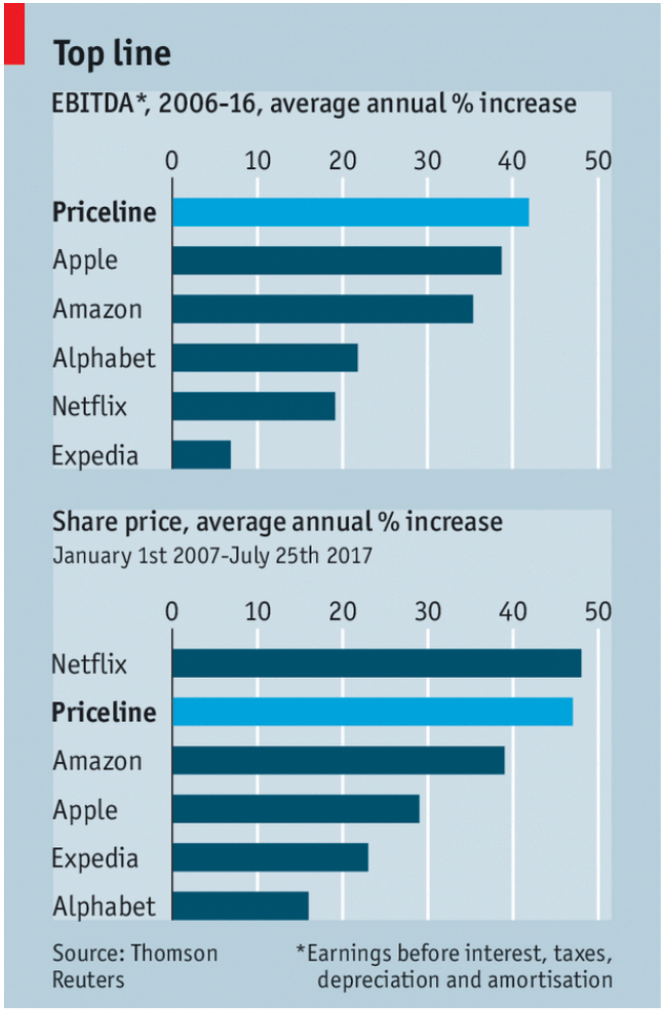


DATEN

SERVICE

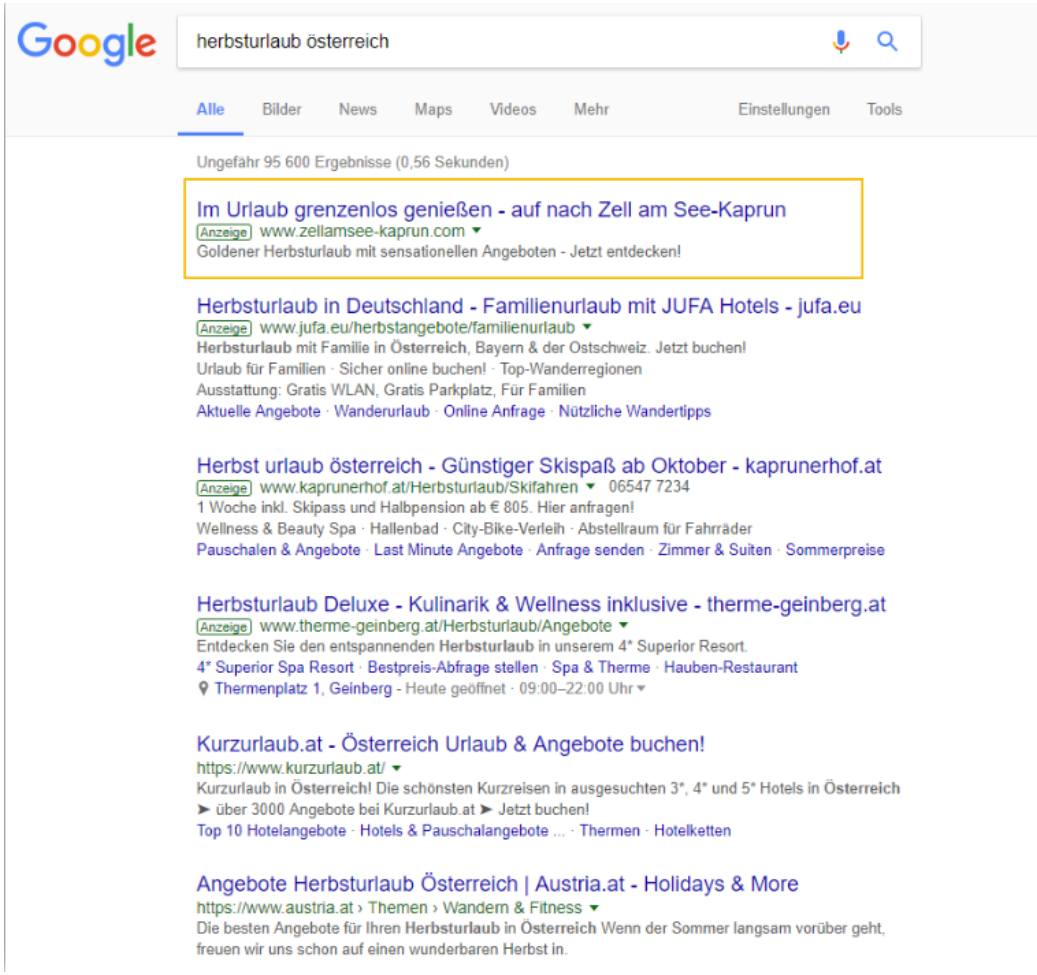
VERKAUF B2C



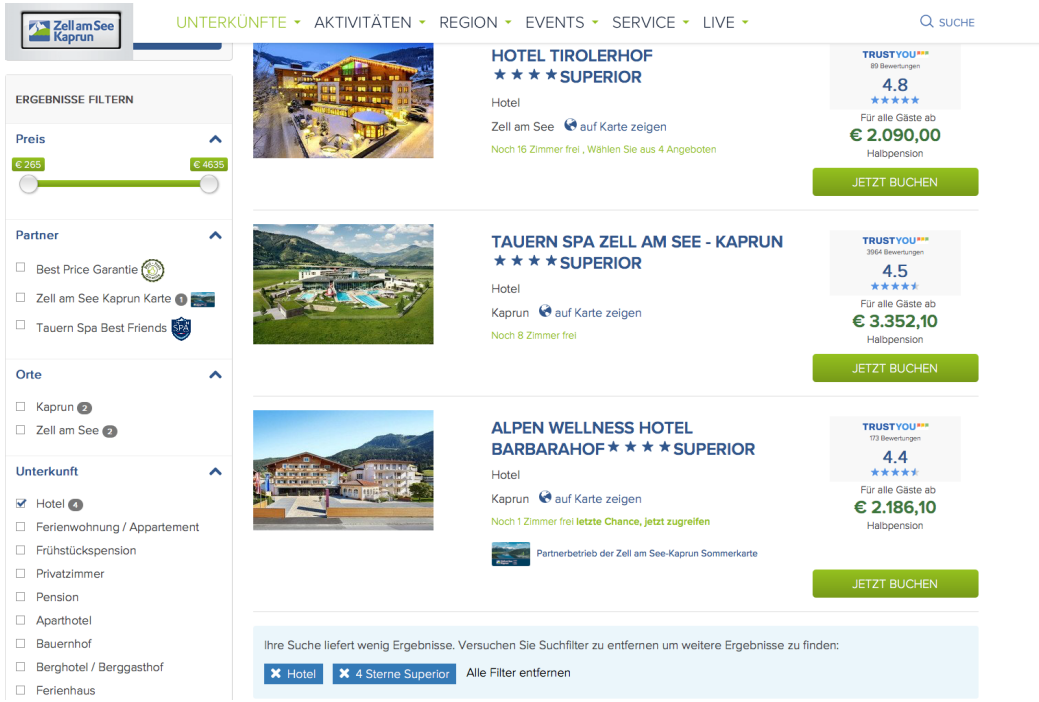


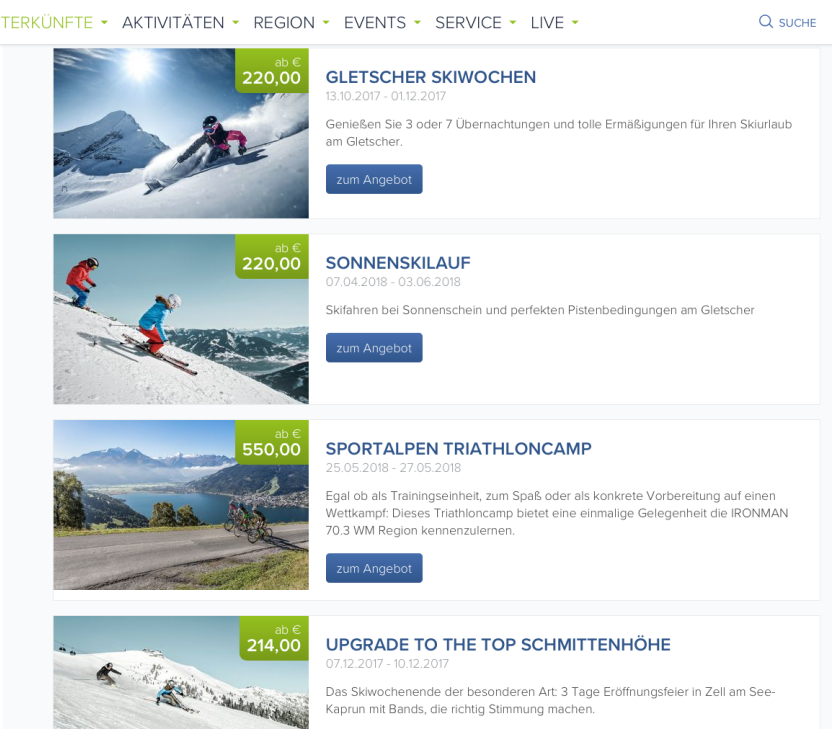
Economist.com

KOOPERATION MIT BETRIEBEN



BUCHUNGSPLATTFORM



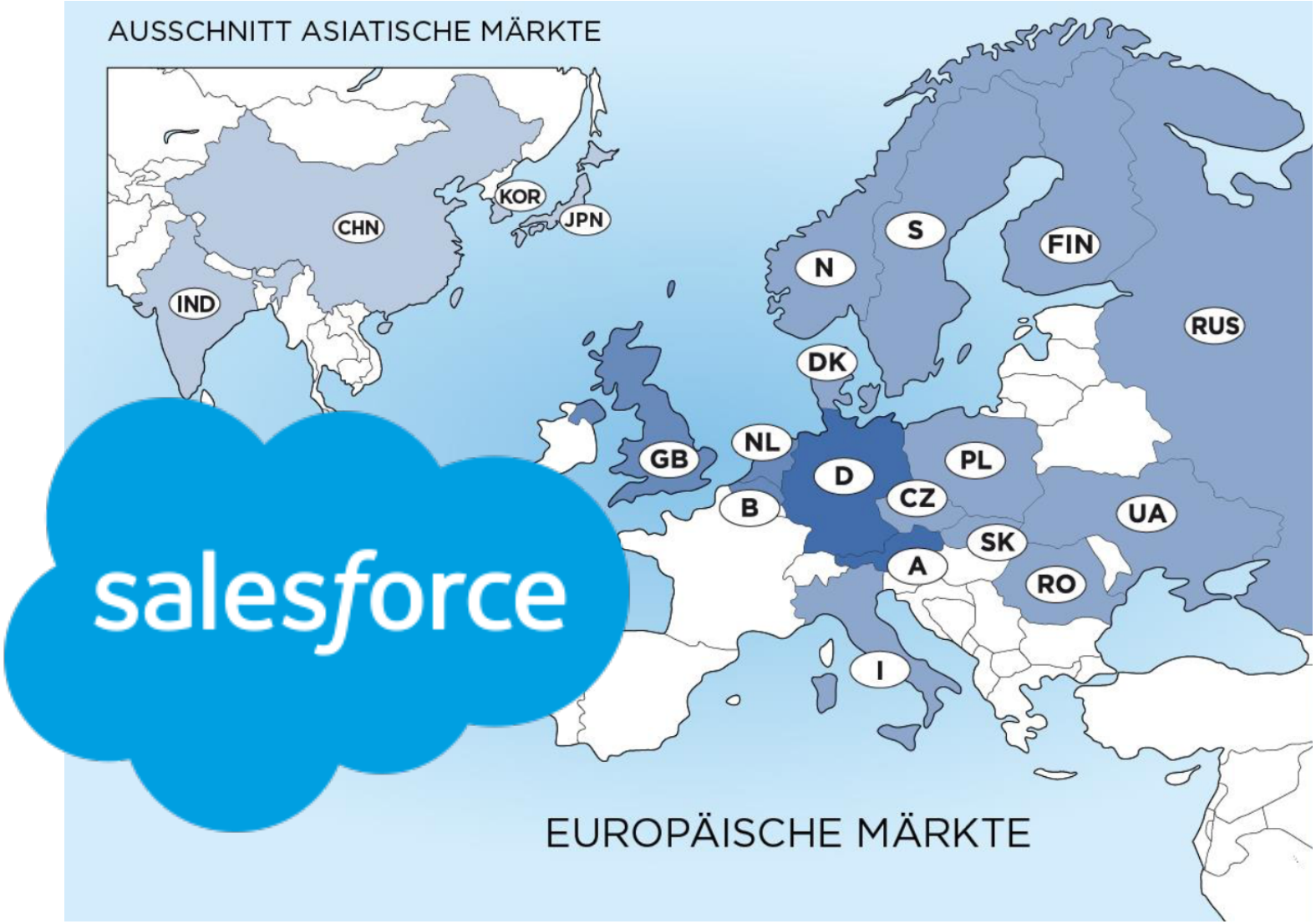


Google Analytics

hotjar

pimcore

CRM – B2B SALES

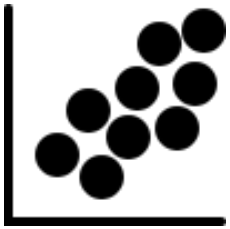


ZELL AM SEE-KAPRUN

MARKETING

PRODUKT

VERKAUF



DATEN

SERVICE

DIGITALER SERVICE

Facebook Messenger

vee|24

VERMIETERCOACH

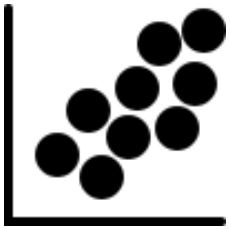
Direkter Ansprechpartner in der Region:
Sabrina Ripper
s.ripper@zellamsee-kaprun.com

ZELL AM SEE-KAPRUN

MARKETING

PRODUKT

VERKAUF



DATEN

SERVICE

FREIES WLAN

- 200 GB Daten
- 1662 Geräte
- mehr als 25 Sprachen

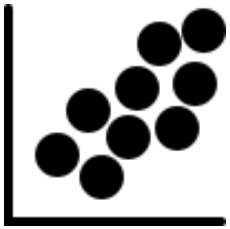
SOMMERKARTE

ZELL AM SEE-KAPRUN

MARKETING

PRODUKT

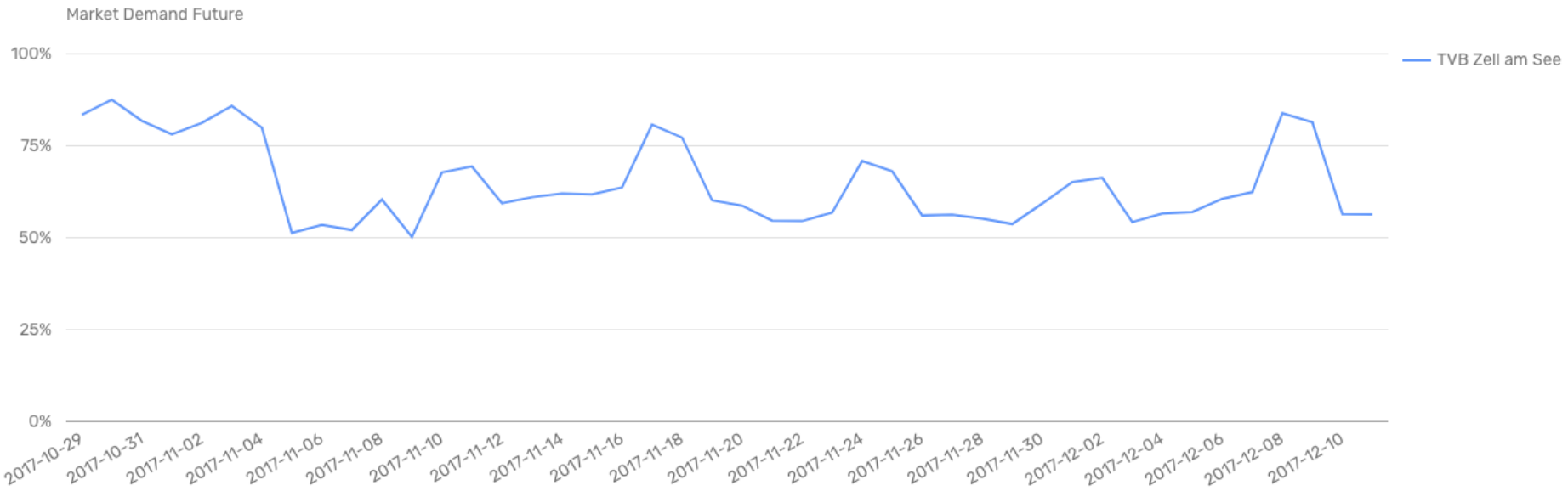
VERKAUF



DATEN

SERVICE

RATEBOARD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100%
75%
50%
25%
0%
TVB Zell am See
2017-10-29
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2017-11-02
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2017-11-08
2017-11-10
2017-11-12
2017-11-14
2017-11-16
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2017-11-20
2017-11-22
2017-11-24
2017-11-26
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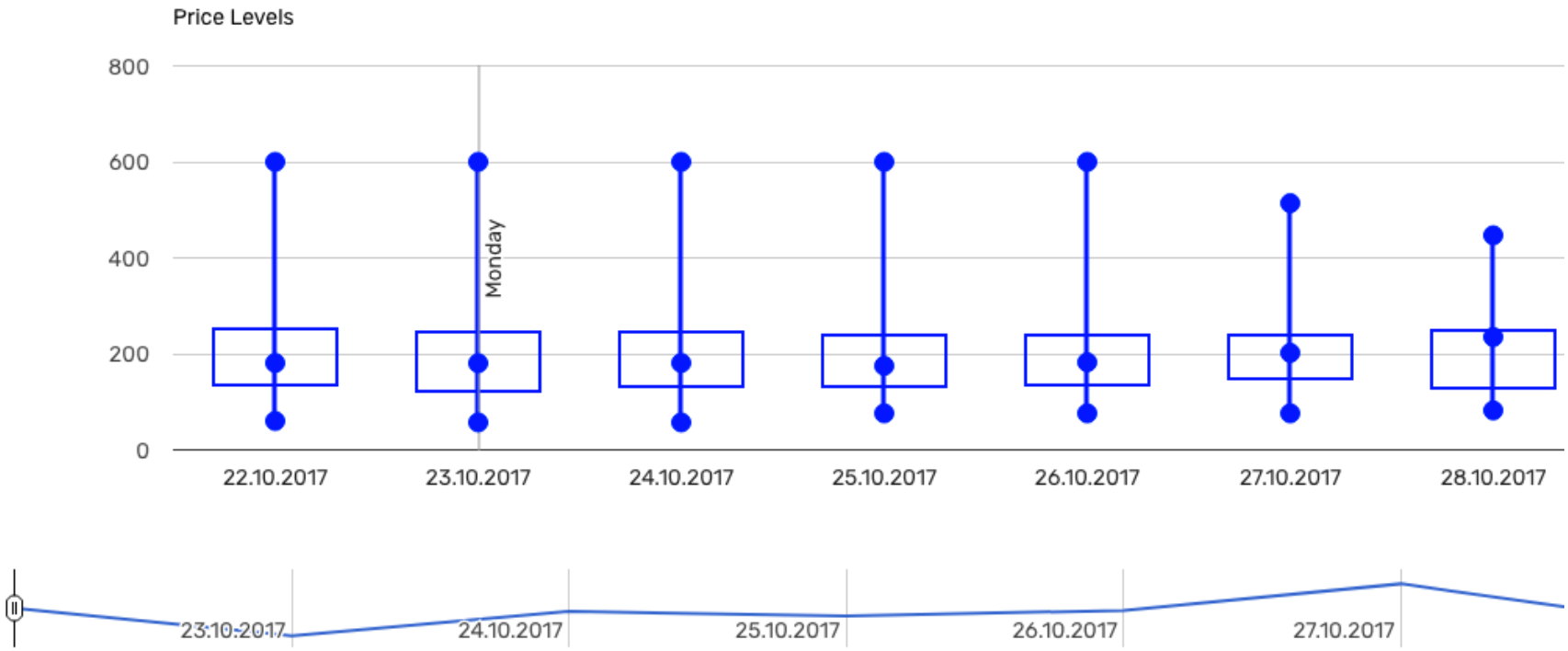
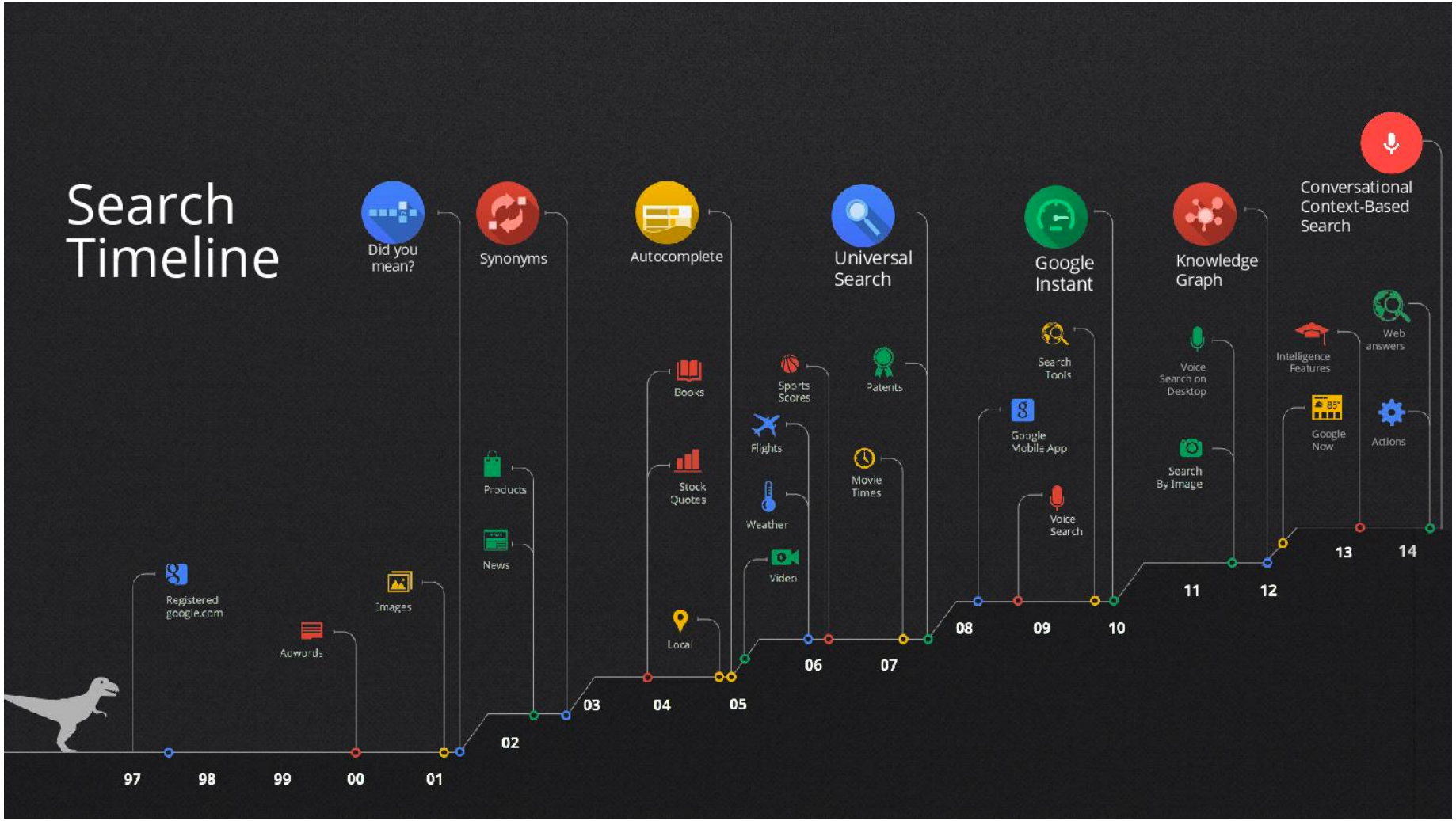
2017-12-10

RATEBOARD

Price Levels



SCHEME.ORG


Search Timeline
Did you mean?
Synonyms
Autocomplete
Universal Search
Google Instant
Knowledge Graph
Conversational Context-Based Search
Registered google.com
Adwords
Images
Products
News
Books
Stock Quotes
Local
Sports Scores
Flights
Weather
Video
Patents
Movie Times
Search Tools
Google Mobile App
Voice Search
Voice Search on Desktop
Search By Image
Intelligence Features
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Web answers
Actions
97
98
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11
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13
14

SCHEME.ORG

SCHEME.ORG

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<span>Vier-Sterne Komfort mit Donaublick in Zentrumslage.</span>
  <span>Untere Donaulände 9</span>
  <span>4020</span>
  <span>Linz</span>
  <span>Upper Austria</span>,
  <span>Austria</span>
  </div>
  Phone: +43 73276260
  <img src="../media/hotel_front.png" alt="Front view of the hotel" />
  Star rating: ****
  Room rates: $100 - $240
</div>
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KONTAKT

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p.riedlsperger@zellamsee-kaprun.com
www.linkedin.com/in/riedlsperger
+43 676 6542 107