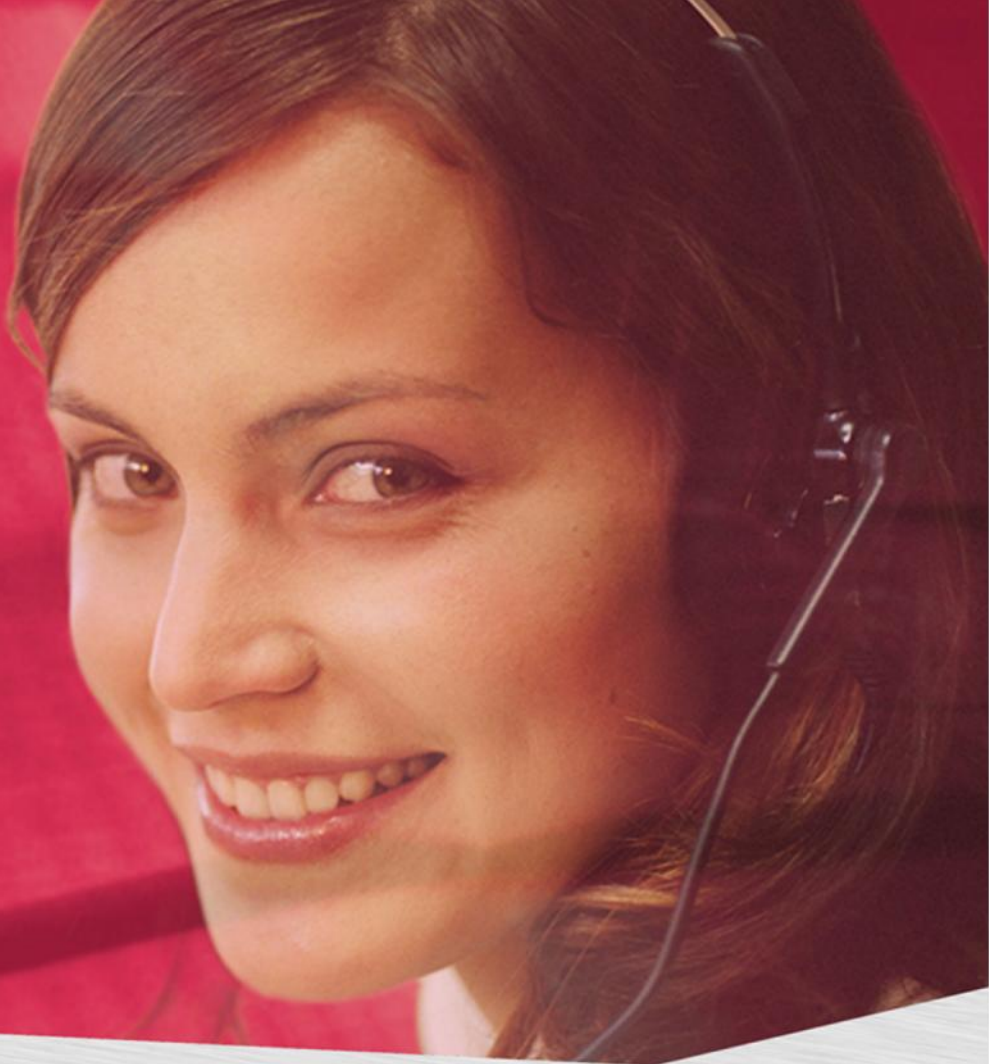


feratel IRS



Welcome

feratel   
window to the world

# The company

...since 1978

**Core competence** technology & tourism

## Today

- International active headquarters and departments throughout Europe, Japan and the USA
- **Team**  
About 180 employees



# feratelPanorama

feratel is inventor of Panorama TV.  
Collaboration with many television stations for  
the **infeed of live images** .  
Europe-wide broadcast of weather pictures  
from more than 500 camera sites on TV.



feratel   
window to the world



up to 200 million  
viewers  
per year



## feratel IRS

feratel supports the modern requirements of active, networked destination management in tourism organizations by means of:

- **Destination management system**

Deskline 3.0 = "SAP of tourism"

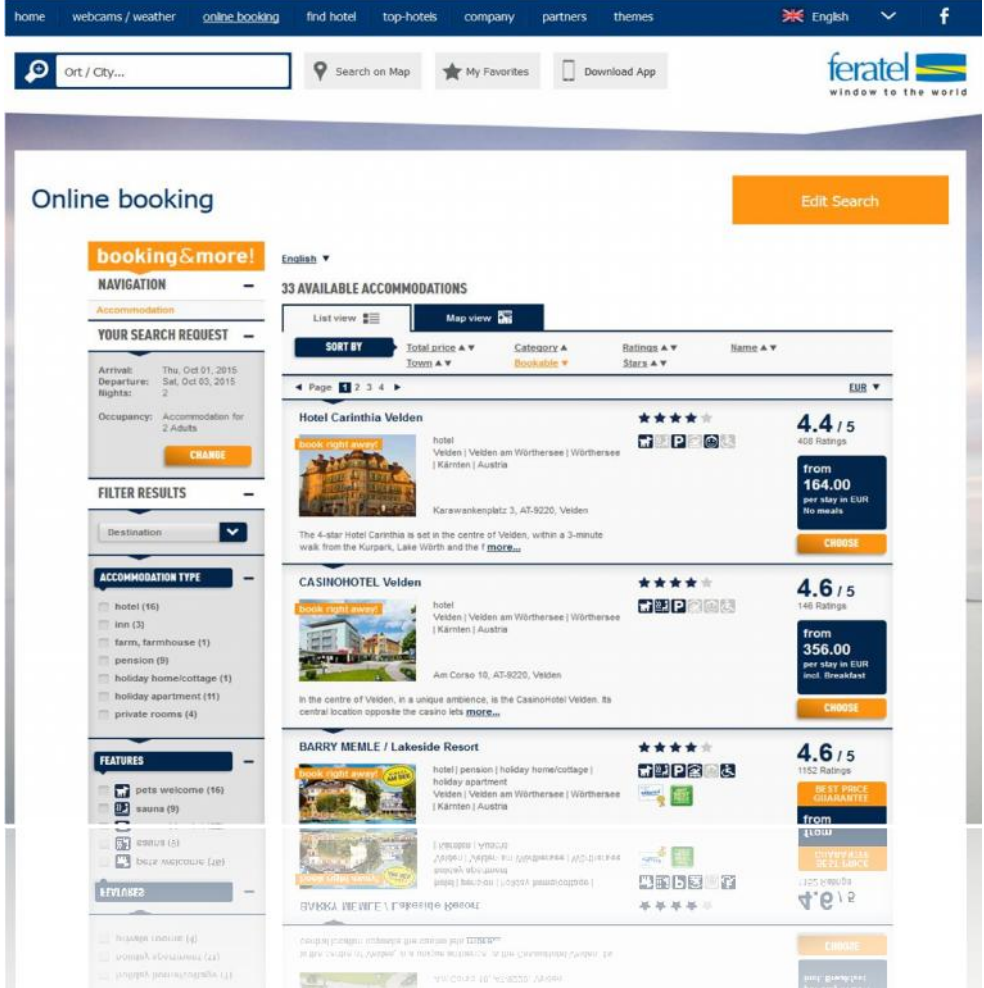
4000 destinations in Europe

- **Info terminals**

multimedia presentation and information systems throughout Europe

- **CardSystem**

Adaptable and efficient solution for customer cards, guest cards, accreditations. Providing hard- and software incl. support.



The screenshot displays the feratel online booking interface. At the top, there is a navigation bar with links for home, webcams / weather, online booking, find hotel, top-hotels, company, partners, and themes. A search bar is present with the text "Ort / City...". Below the navigation bar, the main content area is titled "Online booking" and features a search filter section on the left. The search filter includes "YOUR SEARCH REQUEST" with details for arrival (Thu, Oct 01, 2015), departure (Sat, Oct 03, 2015), and occupancy (Accommodation for 2 Adults). Below this, there are sections for "FILTER RESULTS" (Destination), "ACCOMMODATION TYPE" (listing options like hotel, inn, farm, etc.), and "FEATURES" (listing amenities like pets welcome, saunas, etc.). The main search results area shows "33 AVAILABLE ACCOMMODATIONS" and lists several options, including "Hotel Carinthia Velden", "CASINOHOTEL Velden", and "BARRY MEMLE / Lakeside Resort". Each listing includes a star rating, a price per stay, and a "CHOOSE" button.

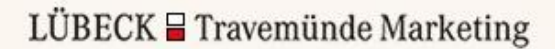
## **one solution to cover all the needs of a tourism destination**

- All services inside one Database, multilanguage
- Infosystem
- Points of Interest, Restaurant Guide, ...
- Events
- Additional Services (Tickets, Rafting...)
- Accommodation information
- Reservation System
- Packages
- CRM

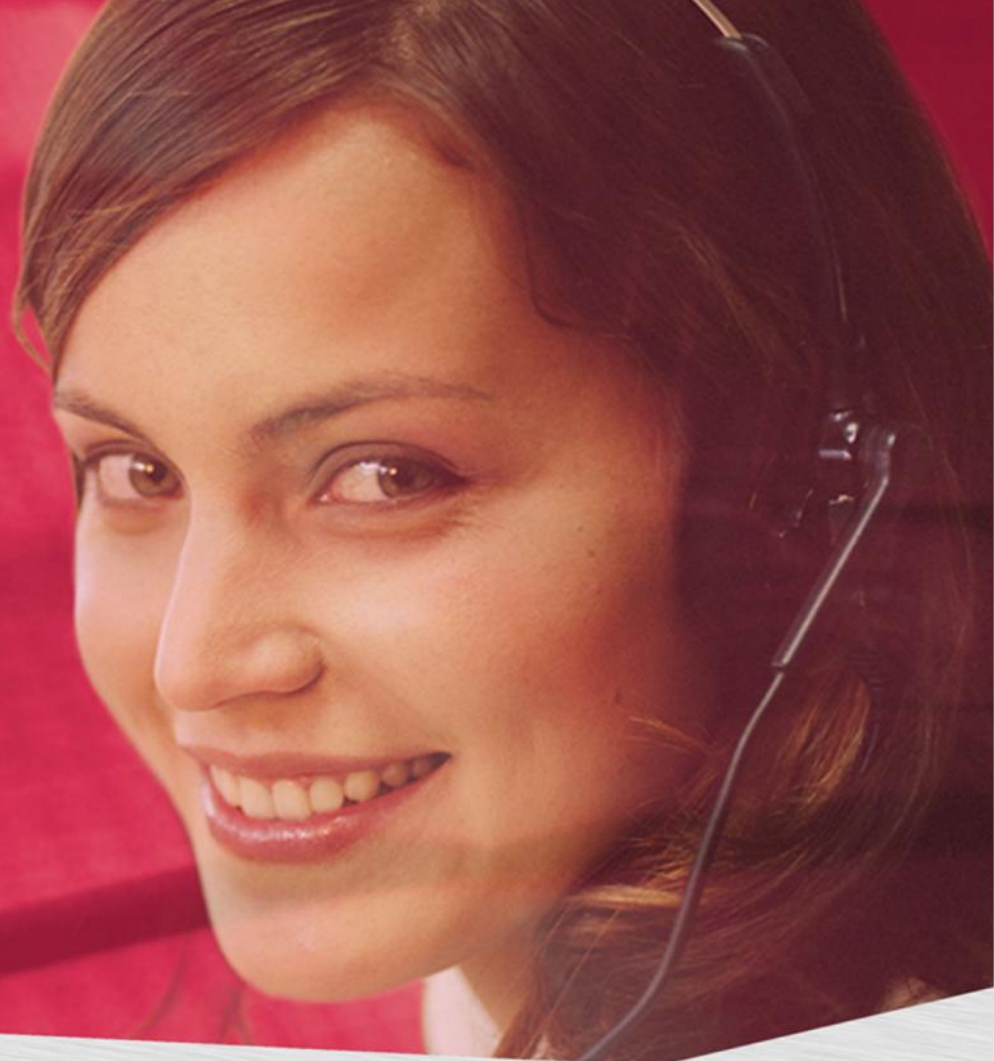
# 26 out of Top 30 Regions in Austria use Deskline

Anzahl	Destination	Bundesland	IRS-System	Nächtigungen
1	Wien	Wien	HRS	10.232.472
2	Zillertal	Tirol	Deskline	6.819.962
3	Salzkammergut (Oö, S, St)	Oberösterreich / Salzburg / Steiermark	Deskline/TisCover	4.551.294
4	Salzburger Sportwelt	Salzburg	Deskline	4.166.853
5	Kitzbüheler Alpen	Tirol	Deskline	3.657.513
6	Ötztal	Tirol	Deskline	3.530.200
7	Ferienregion Nationalpark Hohe Tauern	Salzburg	Deskline	2.939.922
8	Stadt Salzburg und Umgebungsort	Salzburg	Deskline	2.877.564
9	Arlberg (T, V)	Tirol / Vorarlberg	Deskline	2.699.254
10	Villach Warmbad / Faaker See / Ossiacher See	Kärnten	TisCover	2.575.783
11	Gasteinertal	Salzburg	Deskline	2.563.020
12	Paznaun Ischgl	Tirol	Deskline	2.516.671
13	Innsbruck und seine Feriendörfer	Tirol	Deskline	2.256.885
14	Schladming- Dachstein	Steiermark	Deskline	2.181.778
15	Zell am See / Kaprun	Salzburg	Deskline	2.154.460
16	Saalbach-Hinterglemm	Salzburg	Eigene Lösung	2.037.960
17	Montafon	Vorarlberg	Deskline	2.002.086
18	Sterisches Thermenland	Steiermark	Deskline	1.968.552
19	Kärntens Naturarena	Kärnten	Deskline	1.938.295
20	Serfaus - Fiss - Ladis	Tirol	Deskline	1.925.254
21	Osttirol	Tirol	Deskline	1.884.641
22	Wilder Kaiser	Tirol	Deskline	1.810.891
23	Stubai	Tirol	Deskline	1.802.680
24	Seefeld	Tirol	Deskline	1.739.548
25	Bregenzerwald	Vorarlberg	TisCover/Deskline	1.663.533
26	Wörthersee	Kärnten	Deskline	1.599.145
27	Kleinwalsertal	Vorarlberg	Deskline	1.588.772
28	Thermenwelt	Burgenland	Deskline	1.499.162
29	Tiroler Oberland	Tirol	TisCover	1.478.458
30	Donau Niederösterreich	Niederösterreich	TOMAS	1.451.580

# Referenzen - 4.000 Destinationen



feratel IRS



# Deskline<sup>®</sup> 3.0

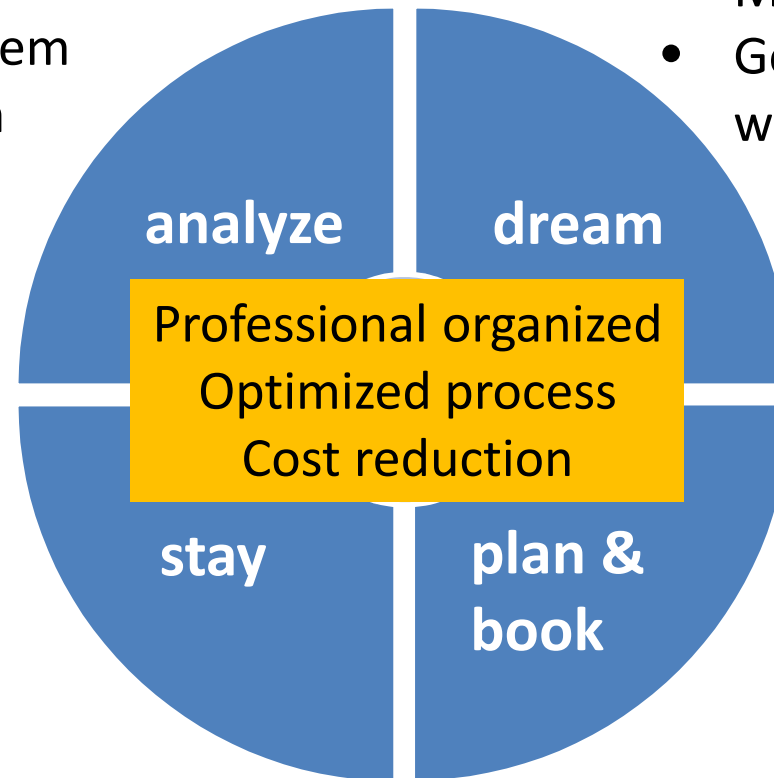
## Destination Management System

feratel   
window to the world



# Customer Journey - view of destination

- Followup Mails
- Ratings
- Guest registration system
- Big Data - CRM System
- Guestprofiles



## Support guest

- GuestCard
- Infoterminals
- Mobile solutions
- Guides

## Convenience/surprise

- Welcome Mail
- Pre-registration

- Promote events
- Marketing campaigns
- Goal: get the guest on your websites  
[www.slovenia.info](http://www.slovenia.info) [www.bovec.si](http://www.bovec.si)

## Websites, Portals, Apps:

- Destination Information
- POIs, Events, services...
- Hotel information

## keep the guest on the page!!

### Success factors:

- ✓ Big choice, good content!
- ✓ Data quality!
- ✓ Ratings/reviews!
- ✓ Availability!
- ✓ Price & booking conditions!
- ✓ Bookable!

NAVIGACIJA +

KONTAKTNE INFO. -



Bohinj Park ECO Hotel  
hotel

[E-pošta](#) | [Domača stran](#)

Telefon: 00386 8 200 ... [prikaži](#)  
Mob. tel.: (00386)8 200... [prikaži](#)  
Faks: 0038682004200

MPM ENGINEERING D.O.O.  
Triglavska cesta 17, SI-4264,  
Bohinjska Bistrica  
Bohinj | Gorenjska | Slovenija

NAŠE NAJBOLJŠE PONUDBE

JESENSKA PRIPOVED



V ceno po osebi je vključeno: -

BOHINJ PARK ECO HOTEL



★★★★★ Superior



TRUSTSCORE

Odličen

86/100 by TrustYou™

GARANCIJA  
NAJBOLJŠE CENE

od  
**87,50**  
na oseba/noč v  
EUR vklj. Nočitev  
z zajtrkom



Član: Pohodniške nastanitve | Zelene turistične nastanitve | Green Globe certificirane nastanitve

Koristne info.: [Website](#)

- Ponudbe
- Opis
- Oprema
- Prihod
- Ocene
- Več...

- Nastanitve
- Paket
- Dodatne storitve

Preveri razpoložljivost Bodite pozorni na ponudbe v zelenih terminih

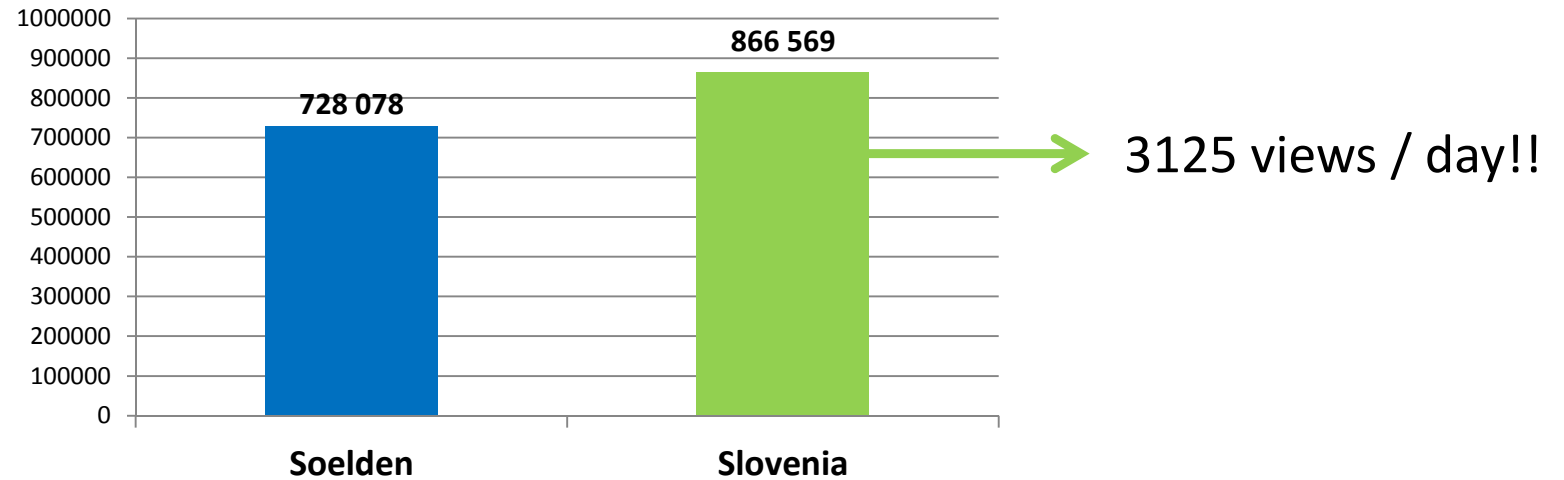
Prihod  Noči   Odhod   Ste prilagodljivi?

1. Enota  Odrasli  Otroci

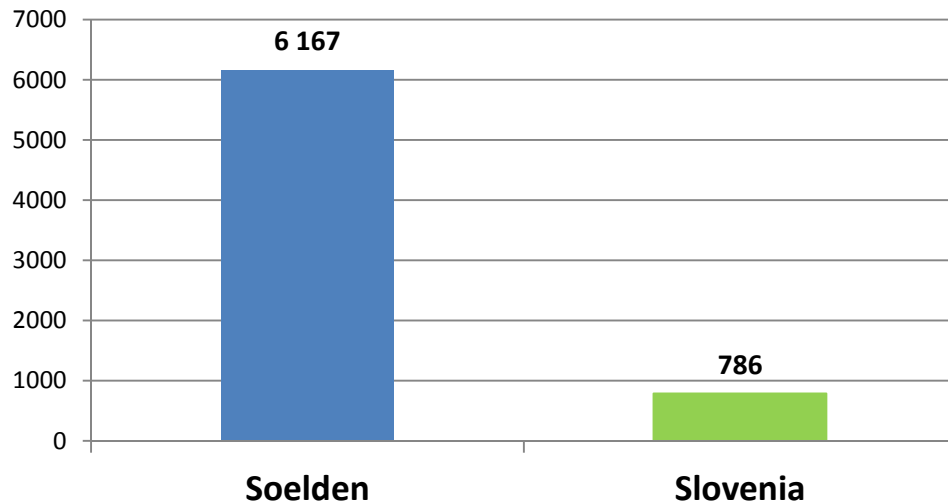
Oskrba   2   0

# Online performance 2015 (Jan - Aug)

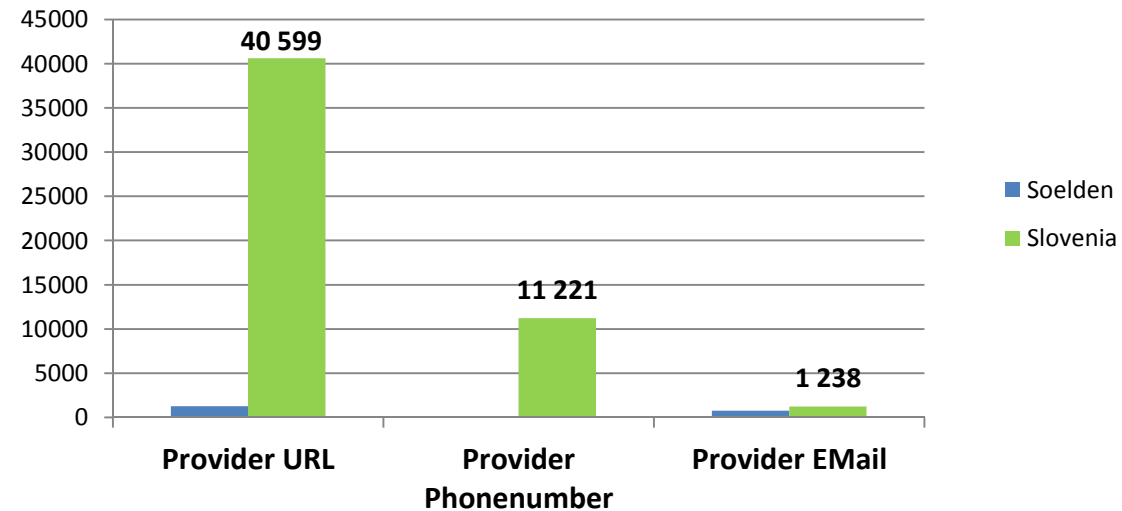
## Provider Detail-Page views online

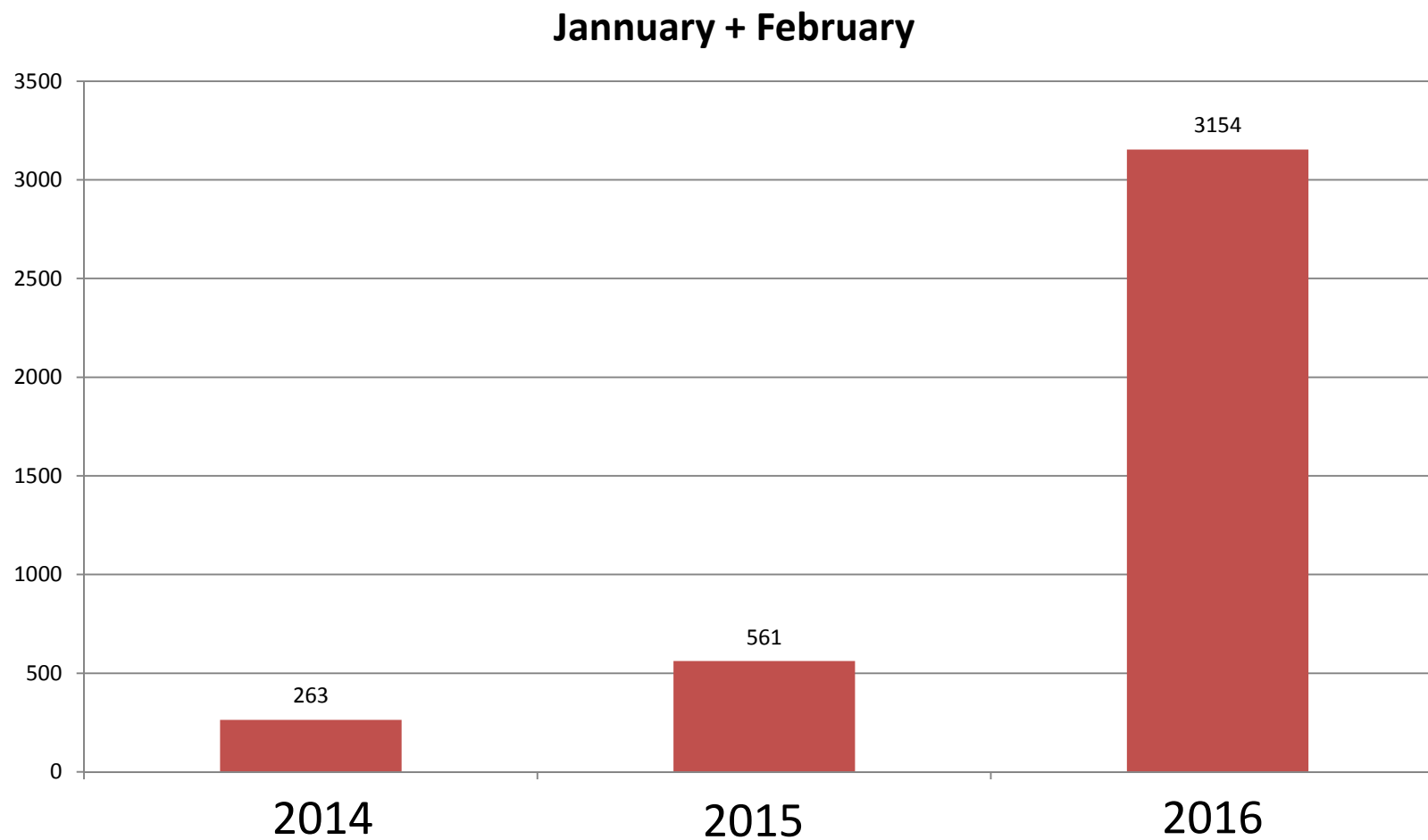


## Provider booked online

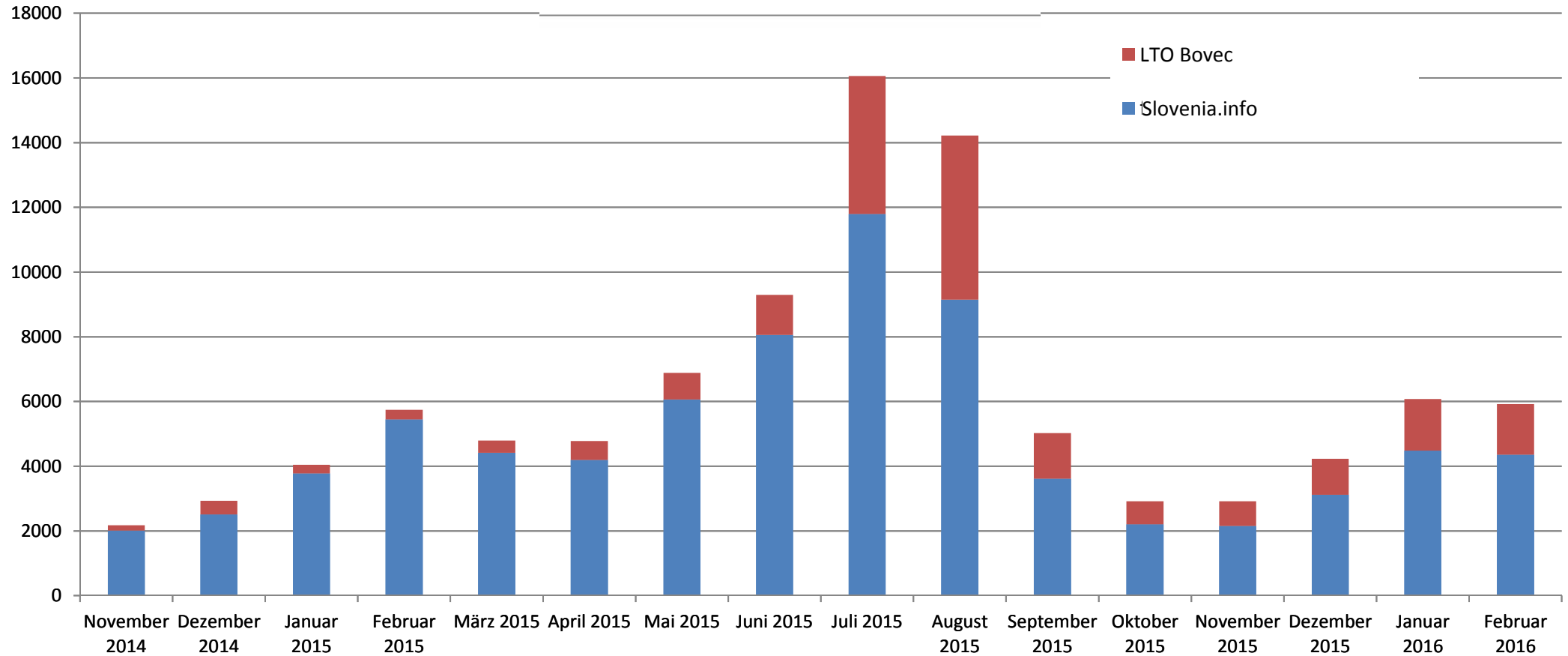


## Provider direct online contacts



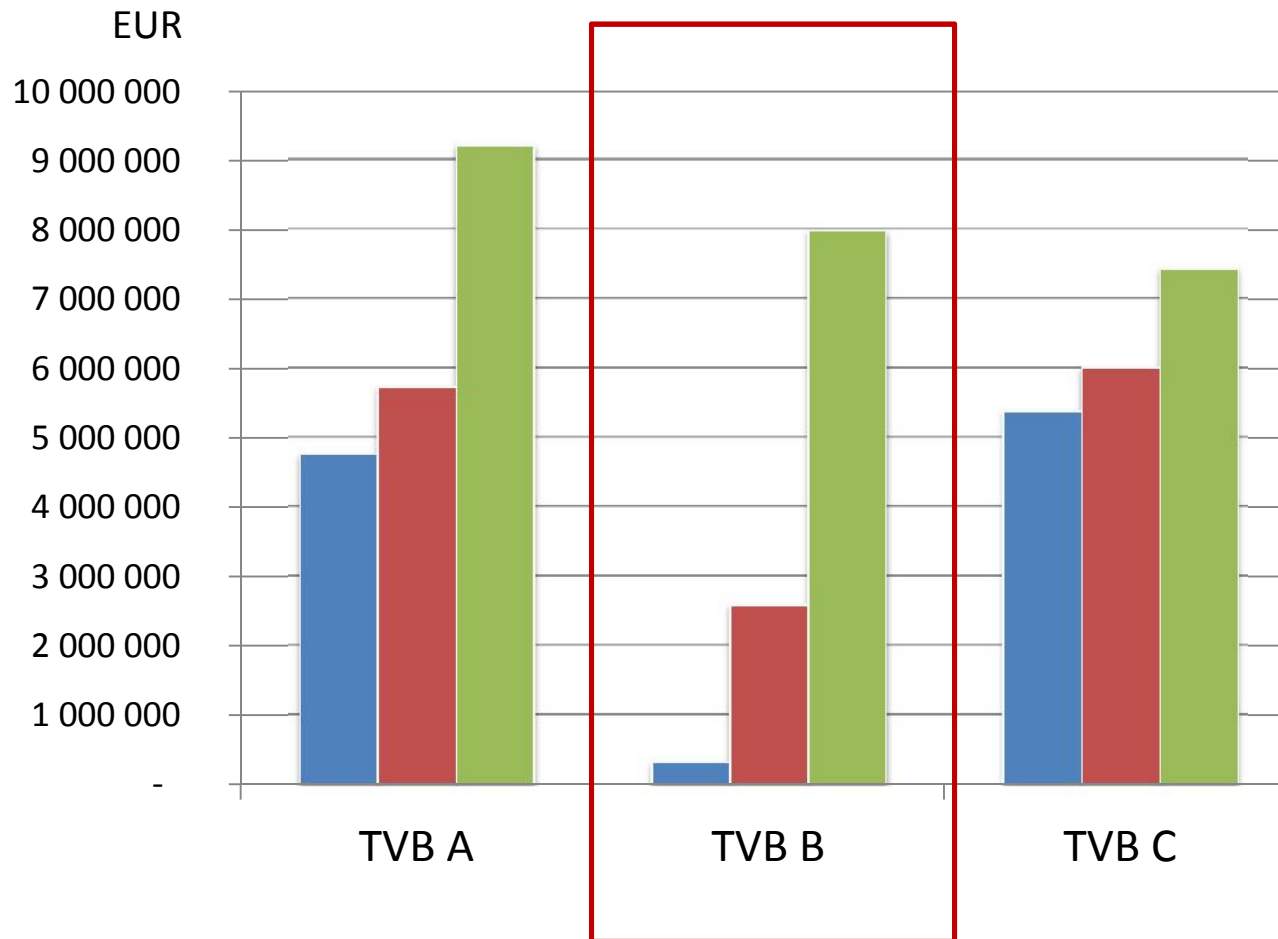


# Bovec Provider Detail-Page views online



# Reservations by DMO - online and backoffice

## DMO Booking Sales (turnover) of 3 Top Destinations in Tyrol



- 2012
- 2013
- 2014

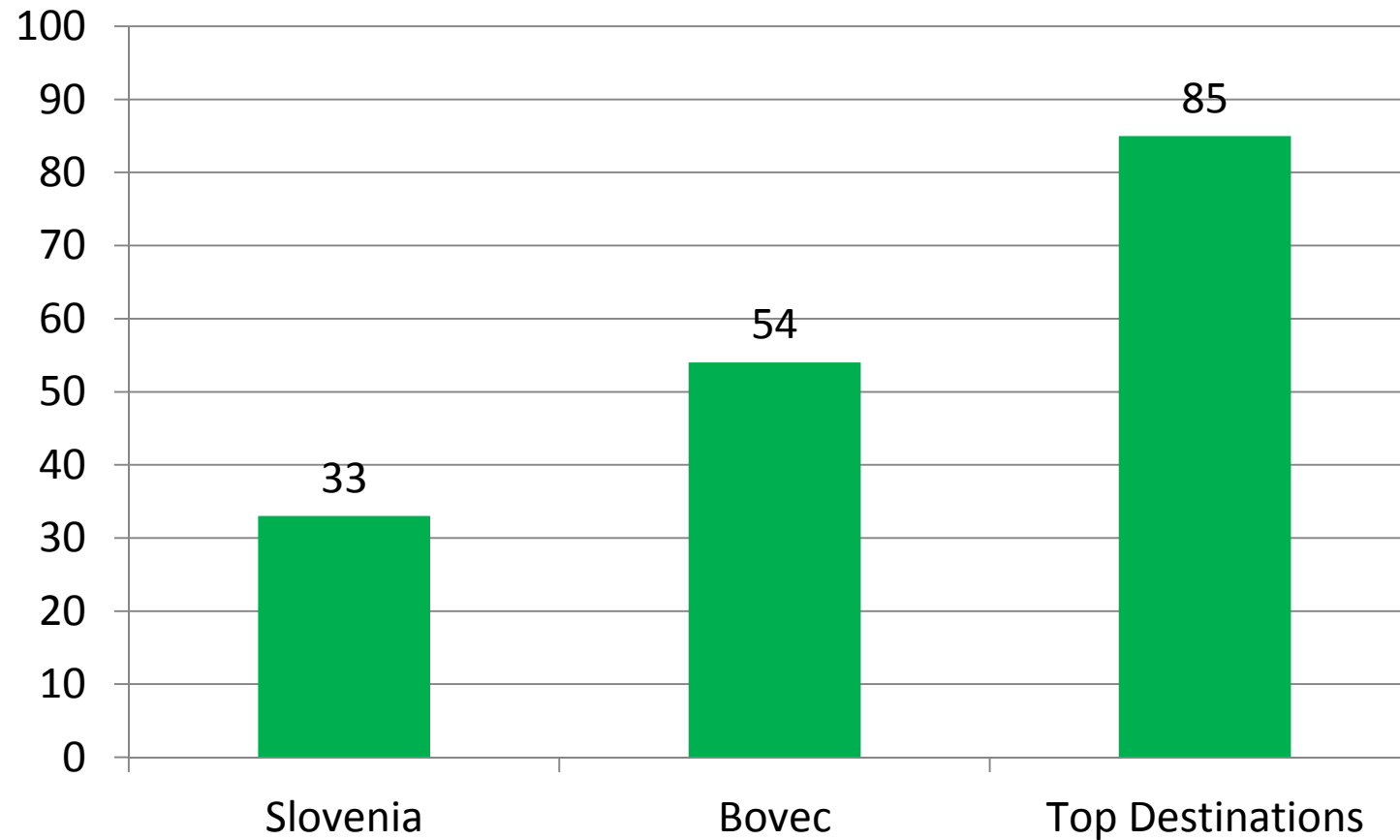


- ✓ Active coaching of hotels
- ✓ connect destination system with hotel system
- ✓ Integrate system in hotel website
- ✓ All partners bookable!
- ✓ A u. B: 0% commission  
C: 12% commission

# System Usage Check Bovec

Total accommodation	165
no room picture	62
no bestprice	61
Additional service	2
Availability update during last 7 days	24
WebClient Login during last 7 days	32
WebClient Login 2016	88

## Average Score in %





# Destination - from information to booking center

## Plan and book your holidays online



### Hotels

Choose your favorite hotel from over 90 hotels of all categories and price classes



### Apartments

Davos Klosters offers you the choice of nearly 1,000 holiday apartments and homes of all sizes.



### Event Ticket

Hundreds of different events are held annually in Davos Klosters. Be part of it!



### Lift Ticket

6 mountains and 300 km of pistes spread over 85 runs are awaiting you. Use the online holiday shop for bookings without having to queue!



### Snow Sports School

Whether skier, snowboarder or cross-country enthusiast - highly trained instructors ensure safety, success and a lot of fun in the snow.



### Rental Equipment

Renting instead of buying - everything you need is here for having fun in the snow or on ice.



### Airport Shuttle

Every Saturday, a convenient airport shuttle service is available between Zurich Airport and Davos Klosters.



### Activities

Whether indoors or outdoors: the perfect adventure for every day. Fun and adrenaline rush guaranteed!



### Posters & Souvenirs

Historic Posters and Davos Klosters Souvenirs.



### Gift vouchers

Give the gift of Davos Klosters and provide for a pleasant surprise



### BOOKING PROPOSALS

OFFERS FOR EXPLORERS, ATHLETES AND CONNOISSEURS.

[> ALL BOOKING PROPOSALS](#)

# Destination - from information to booking center

Unterkunft finden 

Fr, 2. Okt 2015 

Do, 8. Okt 2015 

Erwachsene

2  **SUCHEN**

Möchten Sie detailliert suchen?  
Mehrere Einheiten, Kinder ...

[Weiter zur Detailsuche](#)

 **LOKAL  
SICHER  
BUCHEN**

„Lokal und sicher buchen“ ist die Botschaft der Tourismusverbände (VMT) an die Anbieter von Unterkünften und gewerblichen Reiseveranstaltern.

Tourismusverbände  
sicherbuch.de

www.msh.de

## DMO offers more than just anonymous „booking“

- DMO employee = holiday consultant  
expert on site, lives there, competent, authentic
- Gives advice, tips, offers more services  
order brochures, weather report, live cams, events, restaurant guide
- Destination sells more than just rooms:  
one stop shop! Tickets, rental, tours, packages ...
- Organize and distribute content
- Guide guest on whole customer journey
- Use guestaddress profiles for marketing
- Own destination portal gets more importance!
- Start adding sales channels



BOOKING HOTLINE  
ÖTZTAL TOURISMUS  
Do you have any questions?  
We will advice you!

TEL. 0043 57200 100

Booking & Callcenter



Ask The Team



Welcome to our website, we are here to help you with any question you might have.

Just click on the 'Yes Please' button. I'll be more than happy to assist.

Find out more about live assistance ...

Yes  
Please

Maybe  
Later

No  
Thanks

# To Dos...

- Use the System!
- Connect hotel backoffice with reservation system
- Improve data quality!
- Enter same prices and conditions like on booking.com
- Integrate reviews, best price guarantee, flexible pay- and cancellation rules
- Integrate booking system on own website!

# Do you know...

...the truth about Booking.com bookbutton on own website: <http://www.weingut-toso.at/>

 **Sorry, this hotel has no rooms available for the dates of your stay. Change dates or see nearby hotels with available rooms.**



Yes, on your own page commission = 0%

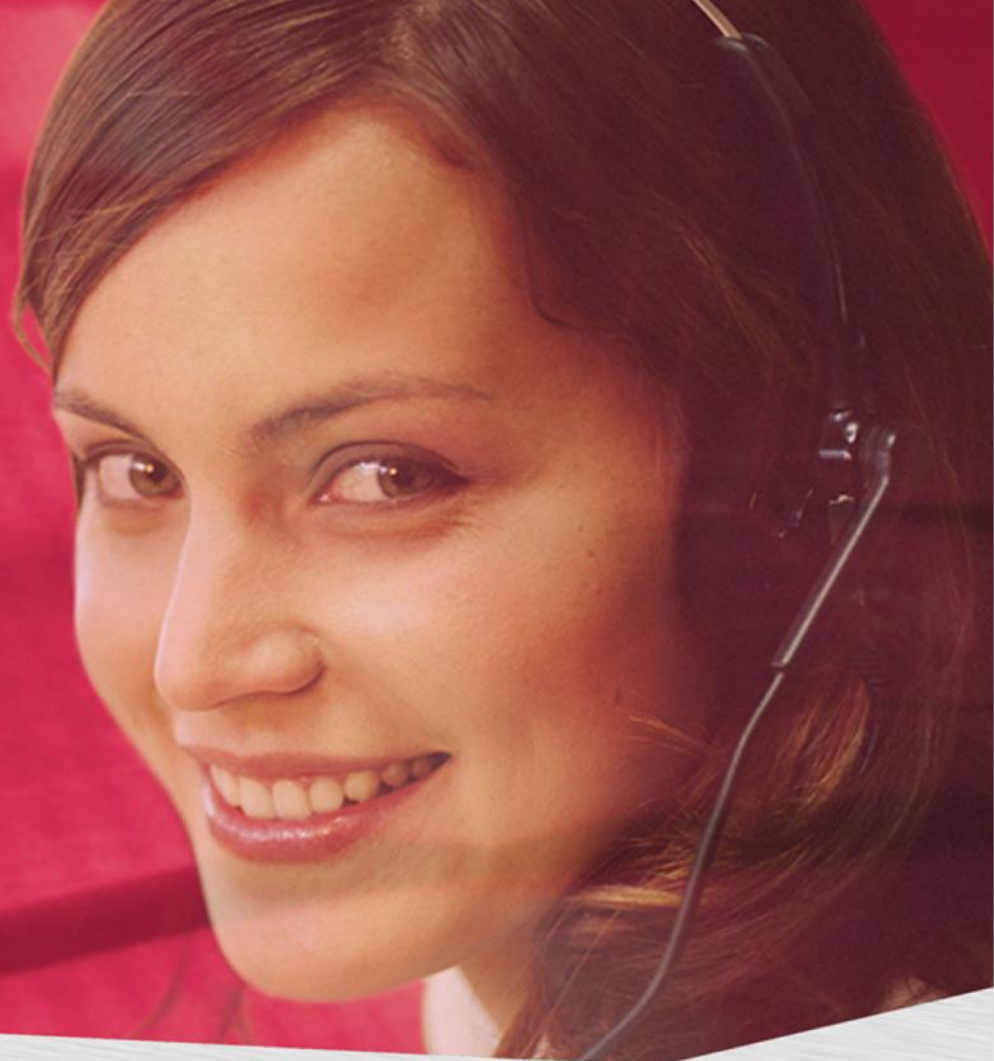
BUT on booking.com it is still regular commission %!!

Booking.com wants you to enter as many available rooms as possible

BUT you can not split between presentation on your page and on booking.com...

- At the end every room on your page is also on booking.com with high commission!
- If you dont enter rooms, they show other hotels from your page!

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Thank you!

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