outdooractive

Sustainability through Digitization

About Outdooractive

- Leading Outdoor platform
- Founded in 1994 in Immenstadt, Germany
- 150+ employees from 30+ nations
- Offices in 12+ countries
- 3.500+ B2B customers in 25+ countries
- 13m+ registered community members
- Growing 50+% per year

Hartmut Wimmer
Founder & CEO

We are a
digital outdoor ecosystem
that works as a
global digital travel guide.

We connect

B2B

Destinations

with

B2C

Tourist
Community

outdooractive

Product Contributors

- Municipalities
- DMOs
- Accommodations
- POIs
- Ski- and Mountain-Resorts
- Event Organizers
- Publishers
- Guides
- Trail Management Organizations
- Protected Areas
- Search- and Rescue teams
- Associations

The Product

- Mobility
- Accommodations
- Experiences
- Local Services
- Activities
- Current Conditions
- Trails

Travel Guide

- Channels
- Websites
- Apps
- Wearables
- Print

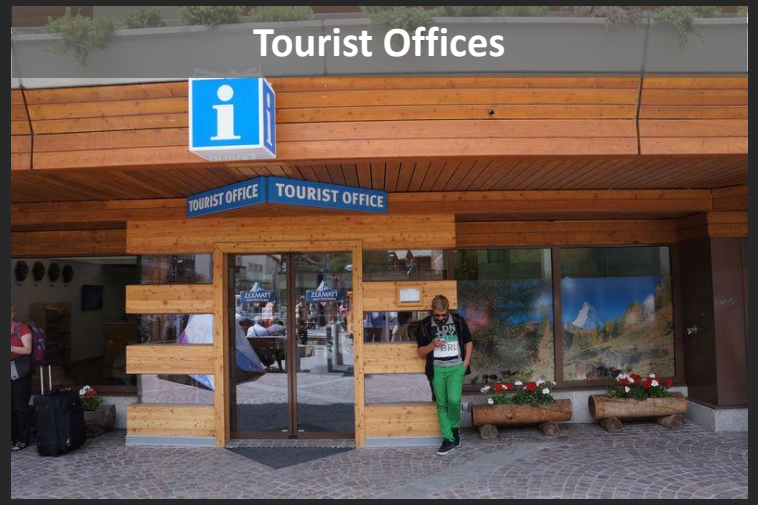
Tourist Community

Outdoor Tourism Operating System

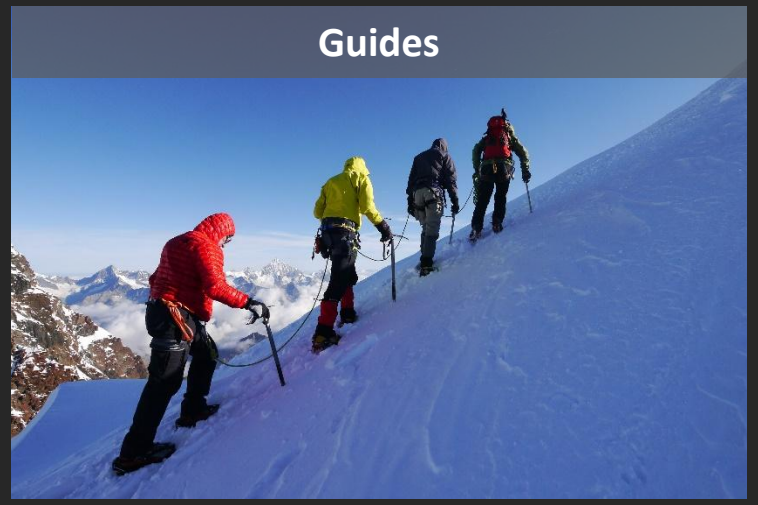
- Data Management
- Connectors
- Analytics
- Visitor Management
- Community Management
- Customer Relationship Management

The platform that the professionals use

Tourist Offices



Guides

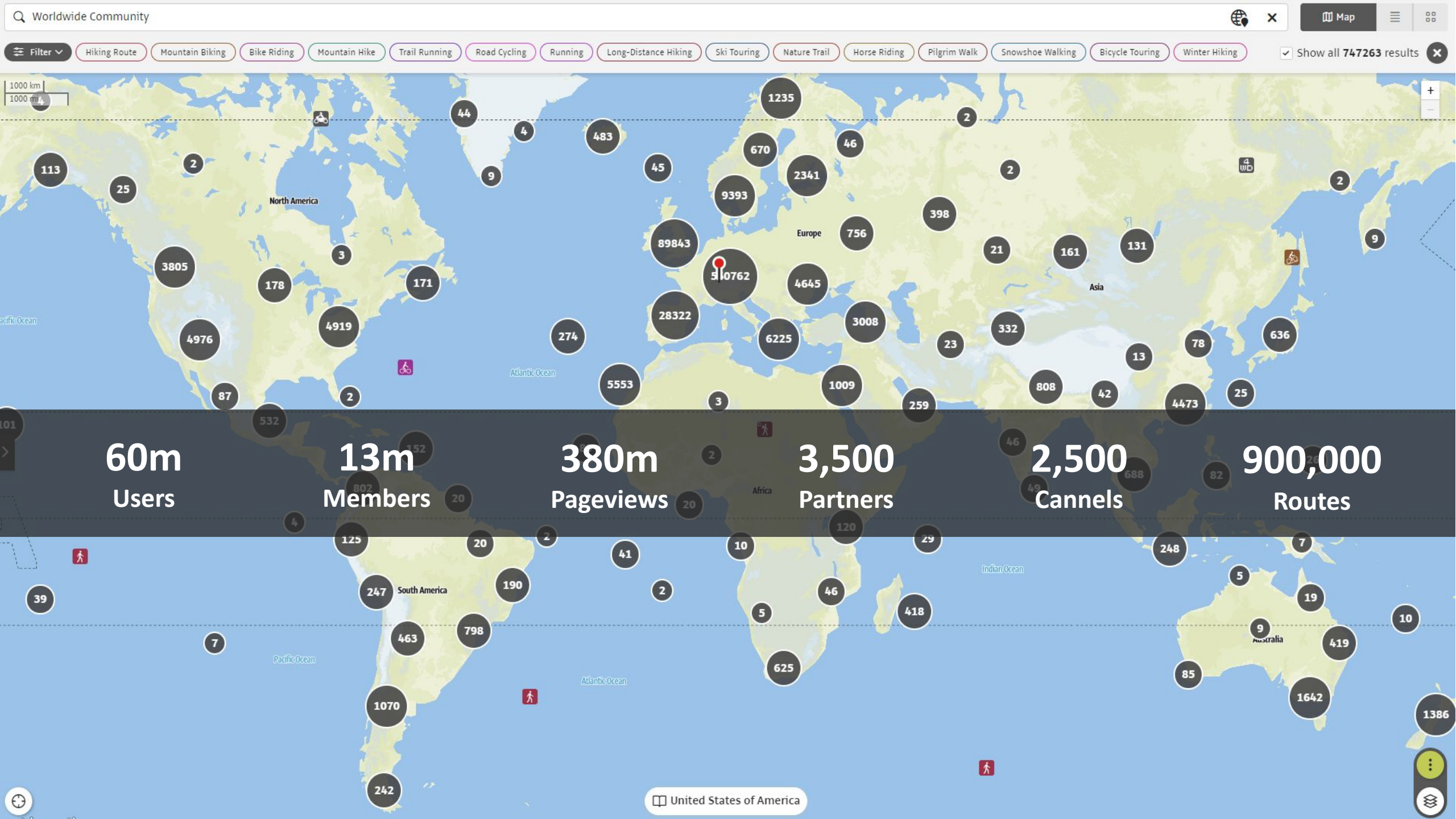


Search and Rescue Teams

Protected Areas

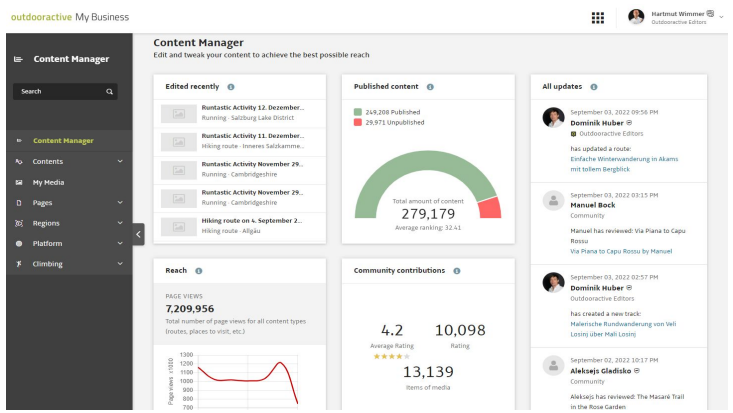
Trail Managers

Mountain Associations


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
60m
Users
13m
Members
380m
Pageviews
3,500
Partners
2,500
Cannels
900,000
Routes

Full stack SaaS technology

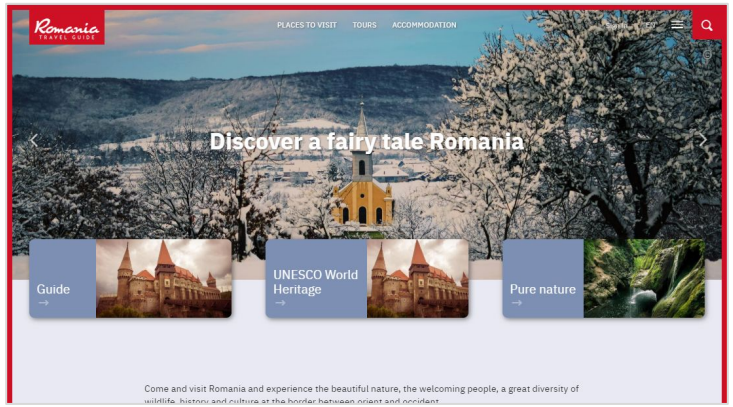
MyBusiness Backend



More than just content management: This is the backend for managing your destination.

Full Backend to create, manage and distribute content, manage authors, community, Travel Guide and campaigns. It includes analytics, social media hub and interfaces.

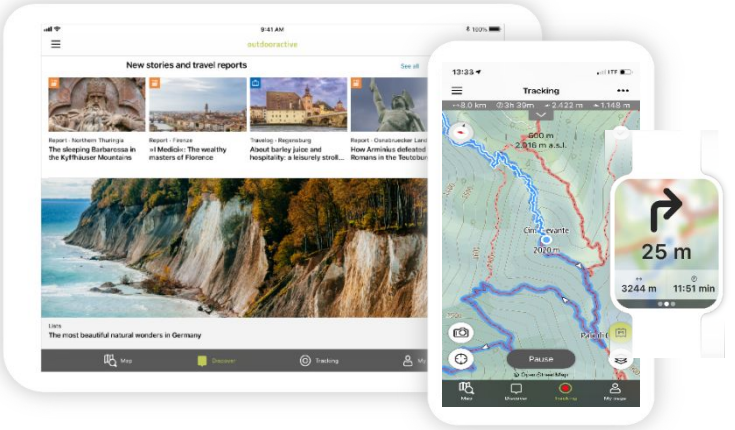
Destination Website



This is not a normal Website!

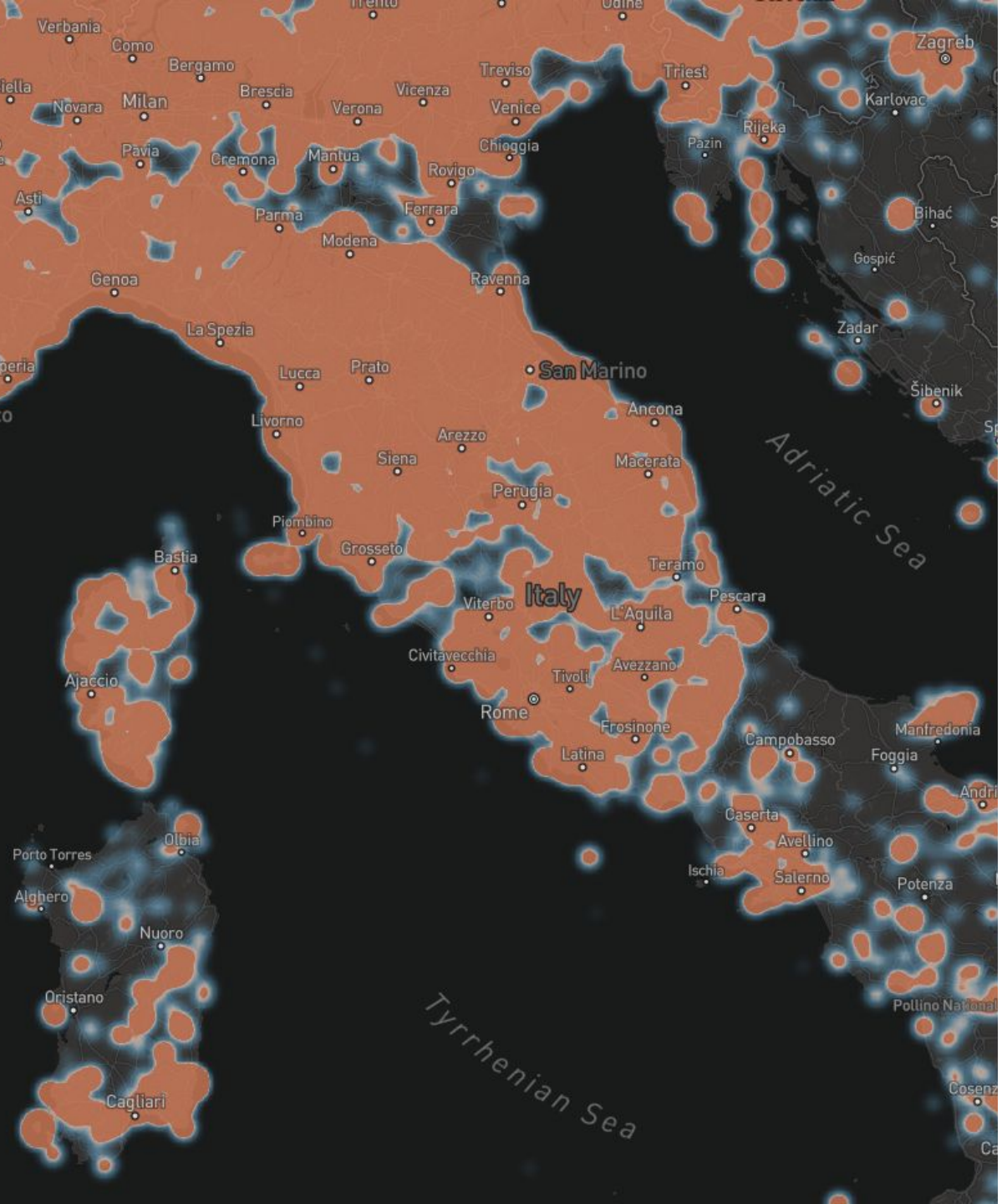
This is the State-of-the-art, out-of-the-box platform-based front end as Software-as-a-Service-Solution. The Travel Guide structure is automatically ready to go. No more relaunches. The integrated full-service community is the basis for perfect guest approach.

Destination App



Get in deep relationship with your guest.

The Destination App is the State-of-the-art, out-of-the-box platform-based front end for both iOS and Android as Software-as-a-Service-Solution. It mirrors the website, includes a white label community and works offline.

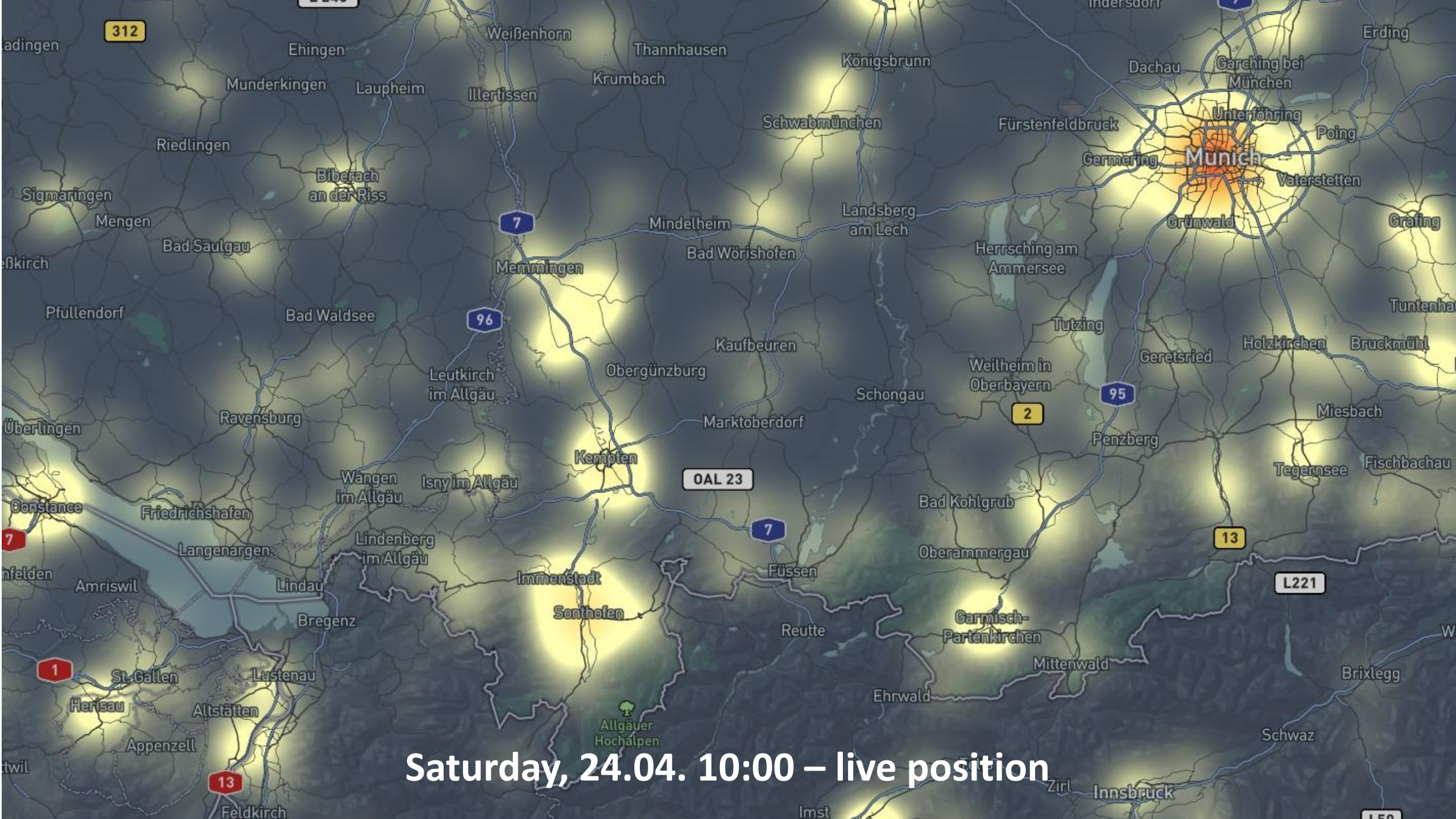


Visitor Management

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 visiting this known spot, we would recommend this instead:"

Such an algorithm also influences the ranking on search page results


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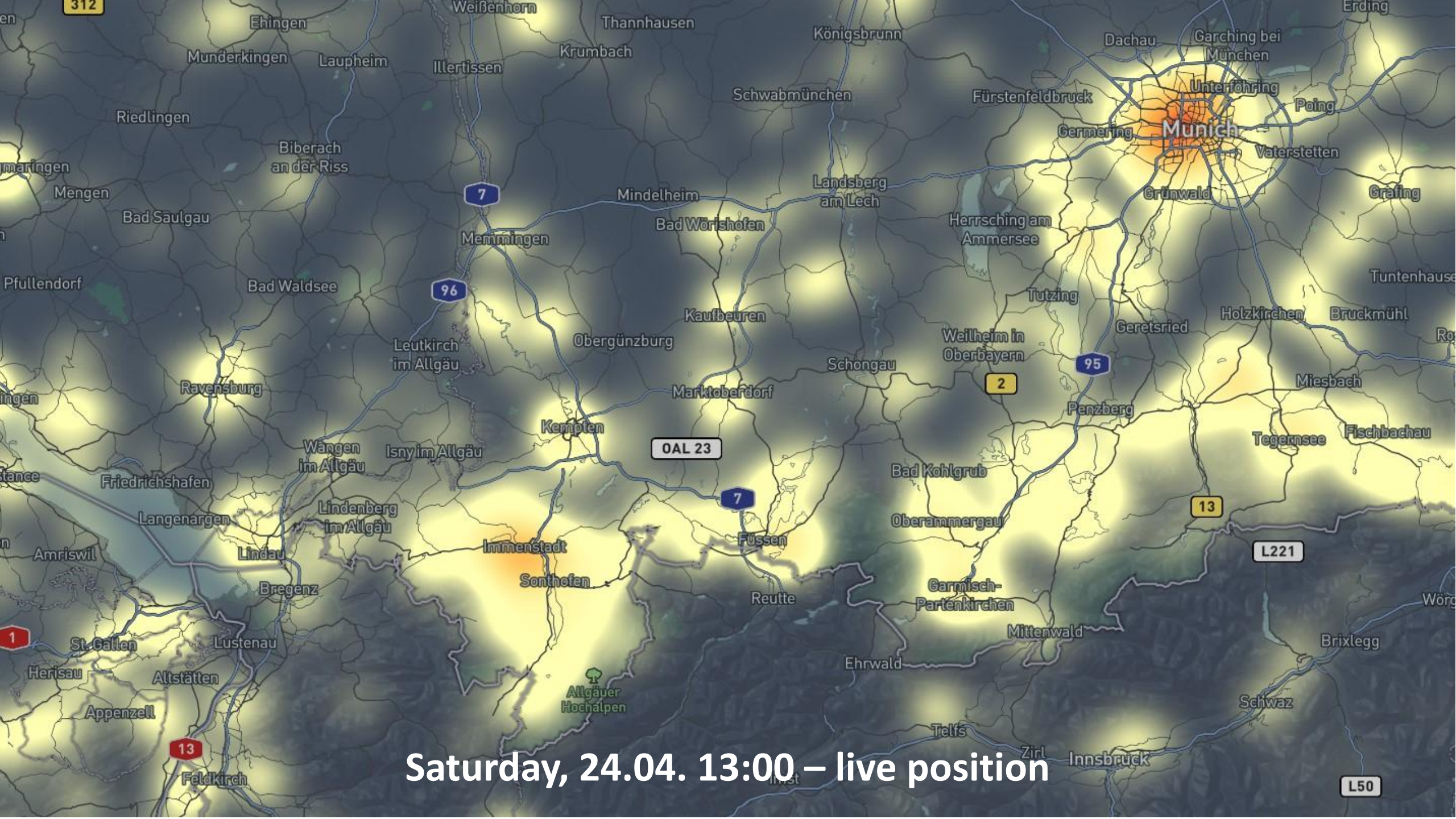
Saturday, 24.04. 13:00 – live position
Munich
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Munderkingen
Laupheim
Illertissen
Weißenhorn
Thannhausen
Krumbach
Königsbrunn
Dachau
Garching bei München
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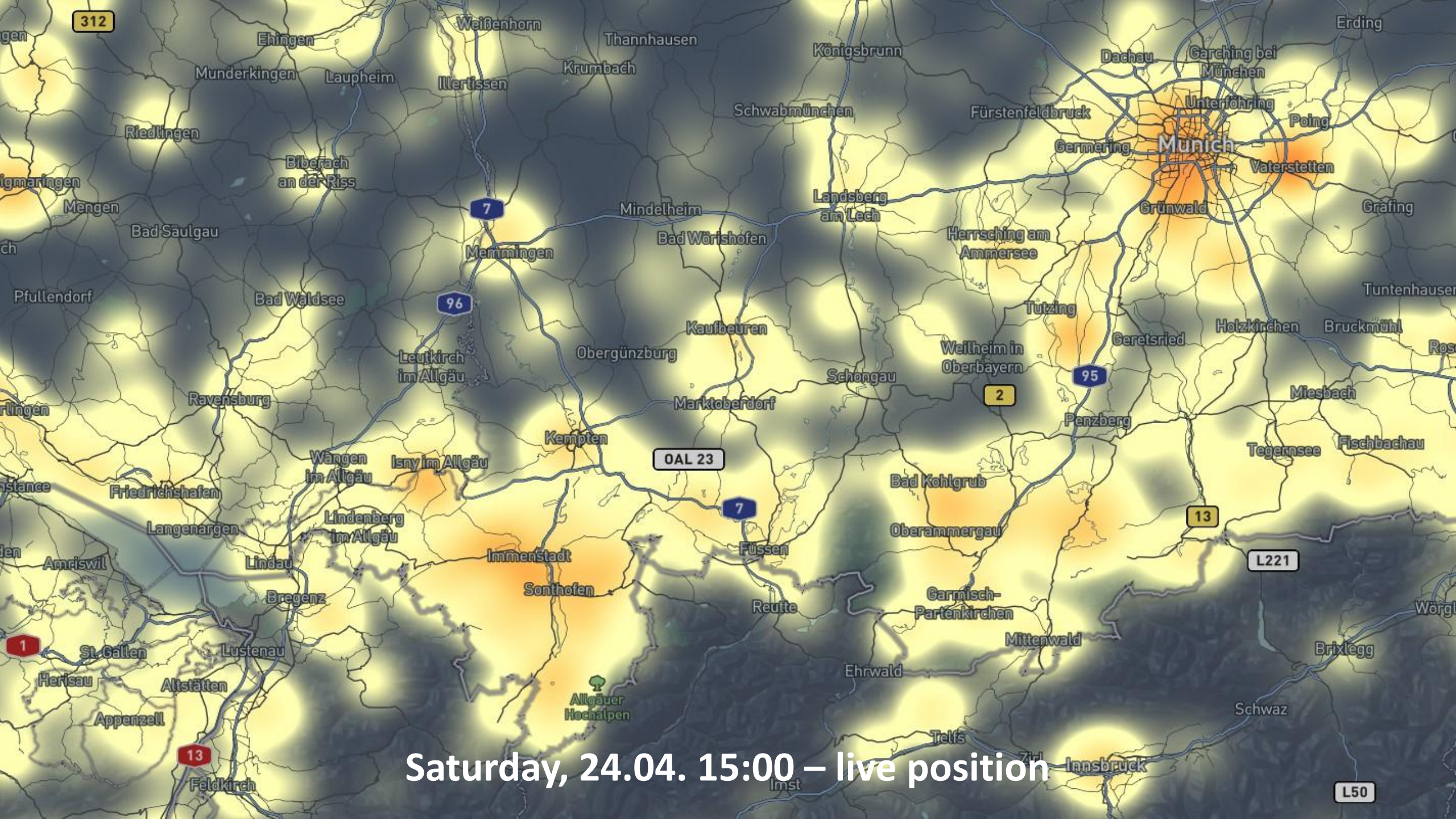
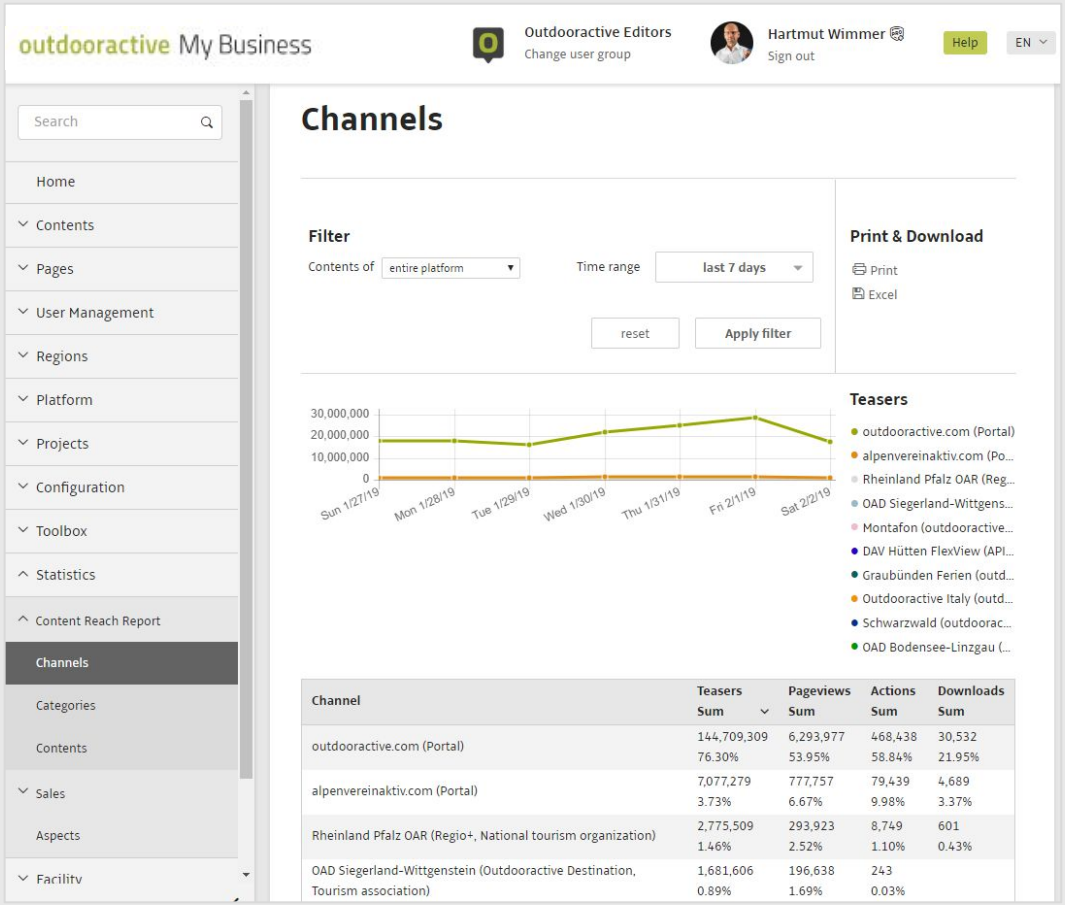


Saturday, 24.04. 15:00 – live position

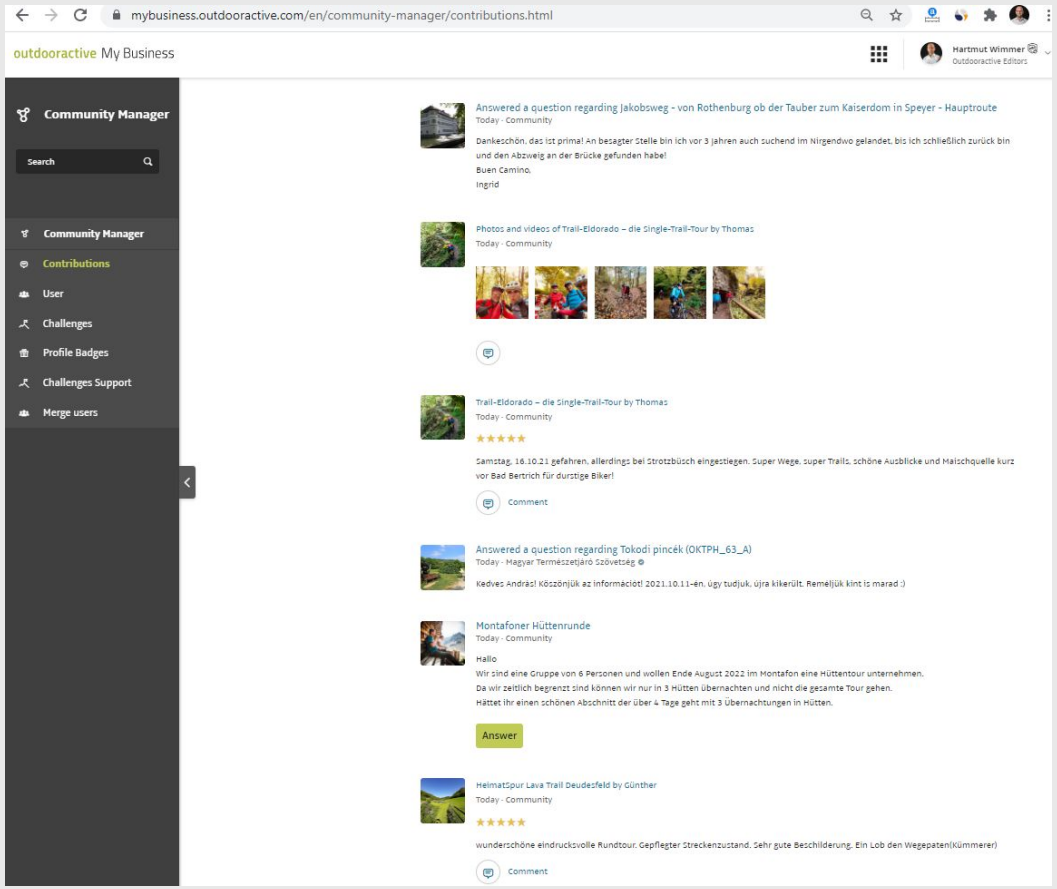
Insights



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**.

Community Management

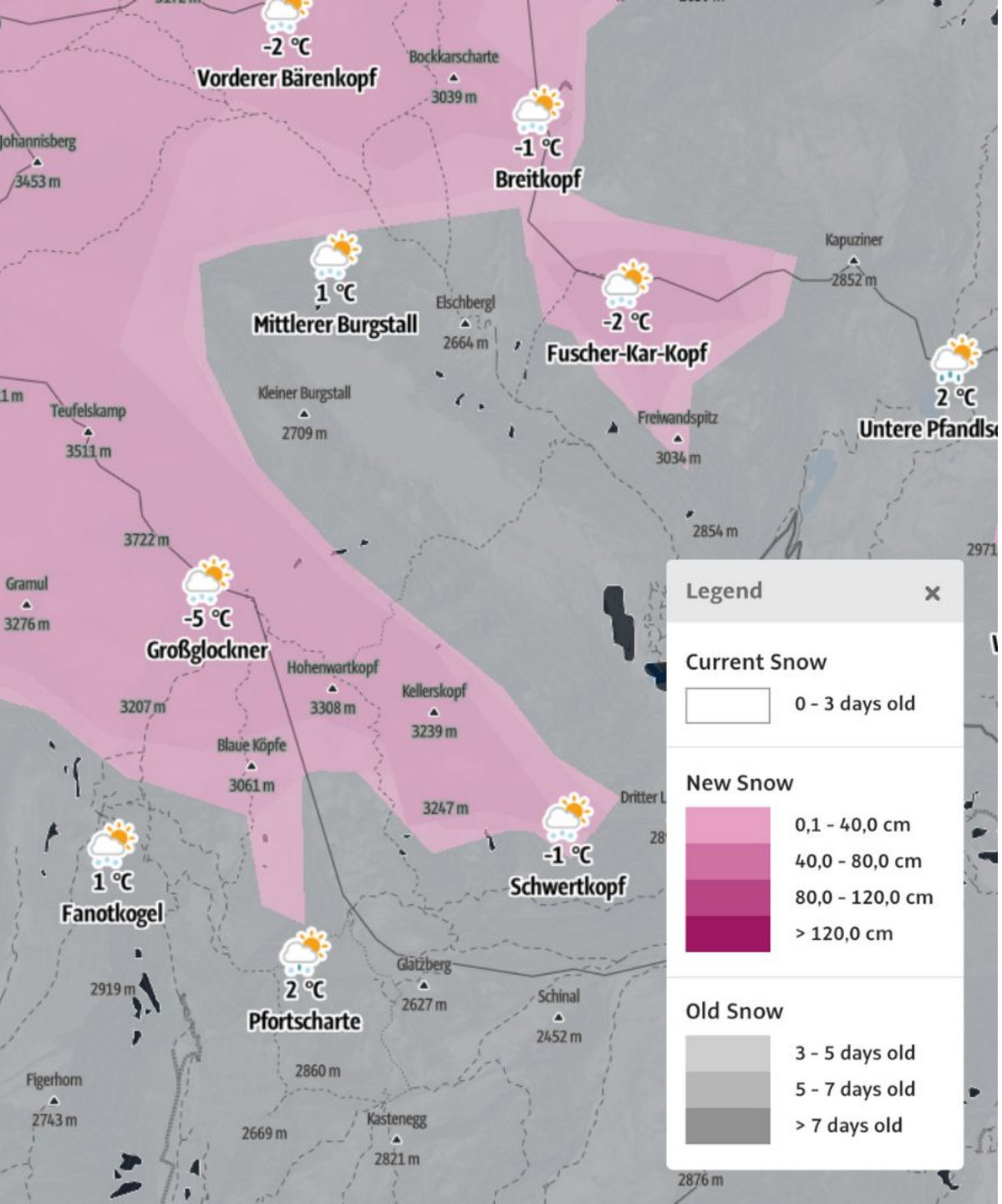


Outdooractive Business

The complete Destination Management System (DMS) is also the hub for communicating with visitors.

All comments, ratings, feedback, pictures and video uploads, likes, questions, catalog orders, quote requests converge here.

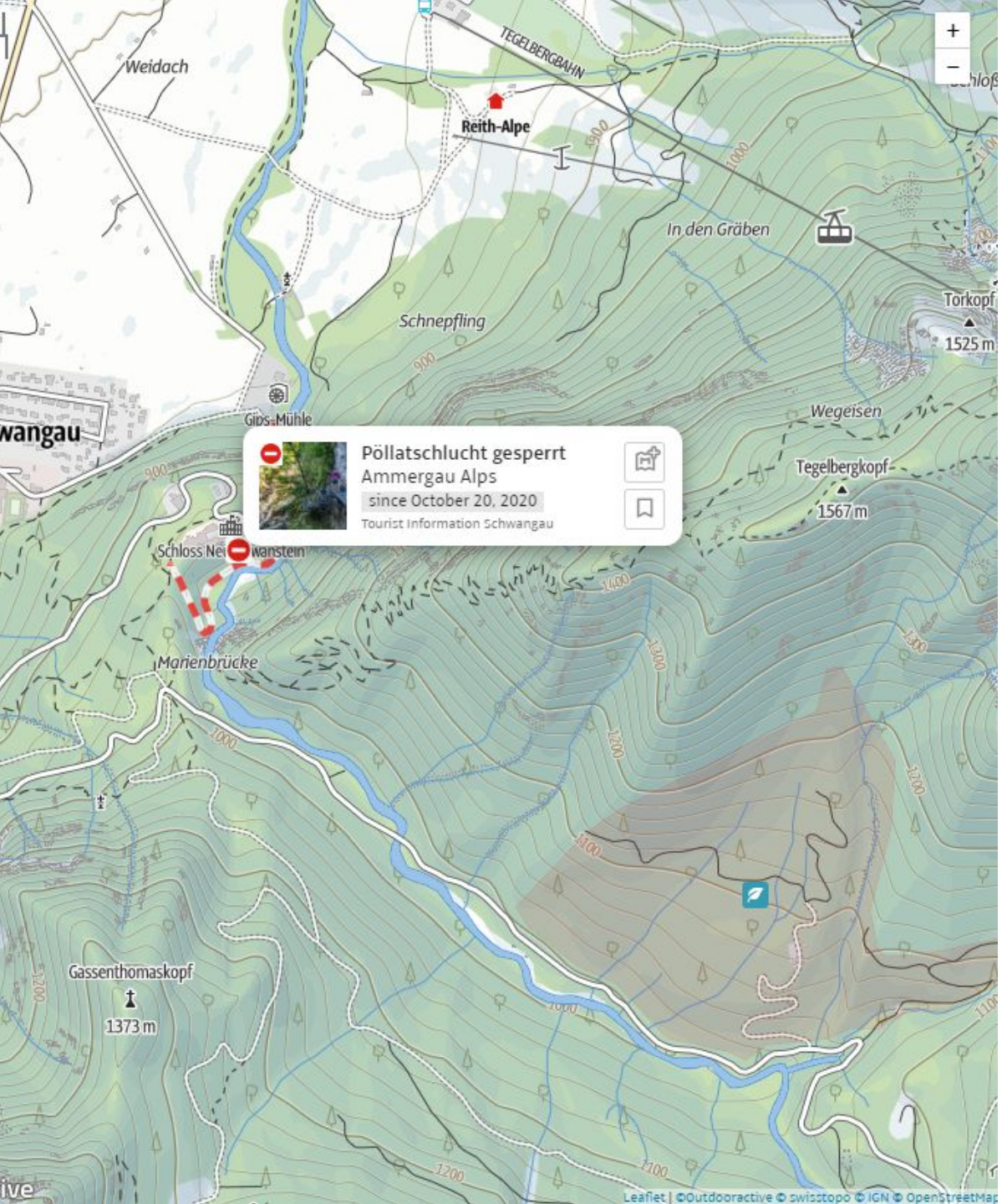
This also means that any issues end up directly in front of the trail manager.



Safety

The platform offers a number of services to ensure the safety of guests:

- Weather forecasts and the weather map
- Current snow cover
- Snow forecasts
- Current conditions
- Notices and closures
- Avalanche warnings
- Webcams
- Positioning with search and rescue teams in an emergency
- An emergency button in the app



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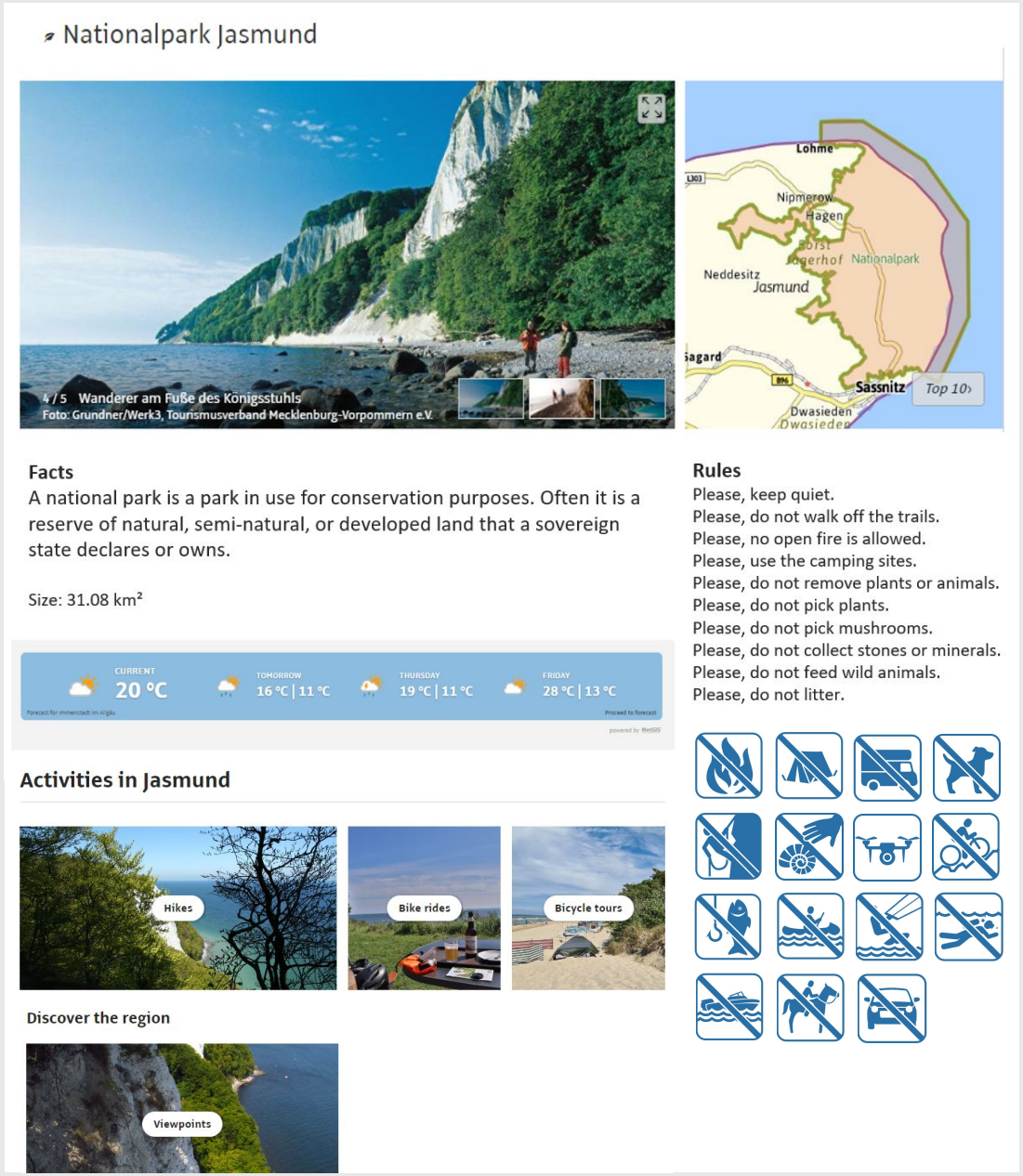
Notices and Closures

Temporary closures, detours and hazard warnings can be entered by trail managers, forest authorities, and destination managers using My Business.

This information is then displayed across all the platform's channels.

The notices and closures are shown on the map and carried across to routes and points so that anything running through a closed area will also display as closed.



Protected Areas

The platform can show the tourists what is allowed in a protected area and what isn´t.

Digitize the Planet has been founded in 2020 to digitalize all the rules in a structured format. The rules are imported in Outdooractive.

These rules are then carried over to any content located within a protected area and displayed for each route. Any prohibited content is blocked from being published (including by community members).

DIGITIZE THE PLANET

We help visitors to follow the rules and enjoy nature while limiting their impact on it.

This goal is achieved by digitizing the rules, laws and local regulations governing the use of the outdoors.

Our sustainability initiatives

GSTC
Global Sustainable Tourism Council

As an active member of **GSTC** we are fully committed to foster our customers to become more sustainable and to fulfil the criteria. We are engaged to establish technical standards.

GREEN DESTINATIONS

We integrate the criteria catalogue of **Green Destinations** directly into the Outdooractive platform. We give our customers an indication about their score card and prepare them for the Good Travel Program.

WORLD TRAILS NETWORK

As an active Member of the **World Trails Network** we support all Trail Organizations with a free Trail Management account on the Outdooractive platform. We connect Trails with Destinations and Users.

1% FOR THE PLANET MEMBER

We are a member of **1% for the Planet** and donate 1% of our revenues to save the planet. The main part goes to Digitize the Planet. We help to grow this powerful movement and this organization in Europe.

DIGITIZE THE PLANET

Digitize the Planet has been founded in 2020 due to our initiative to digitize all rules for the use of the nature in a structured form (open data). This data can be used by all digital platforms to guide the tourists with low impact.

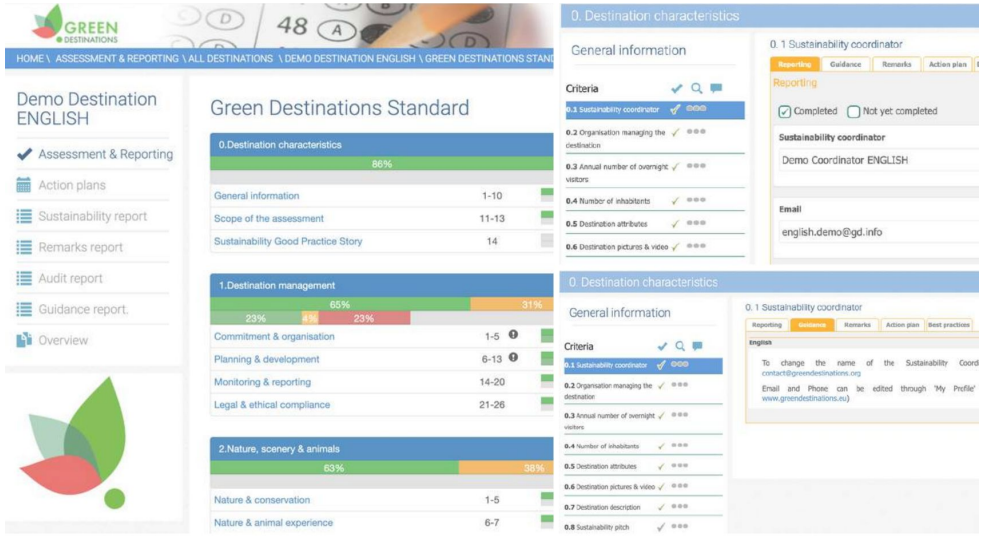
Protected Areas

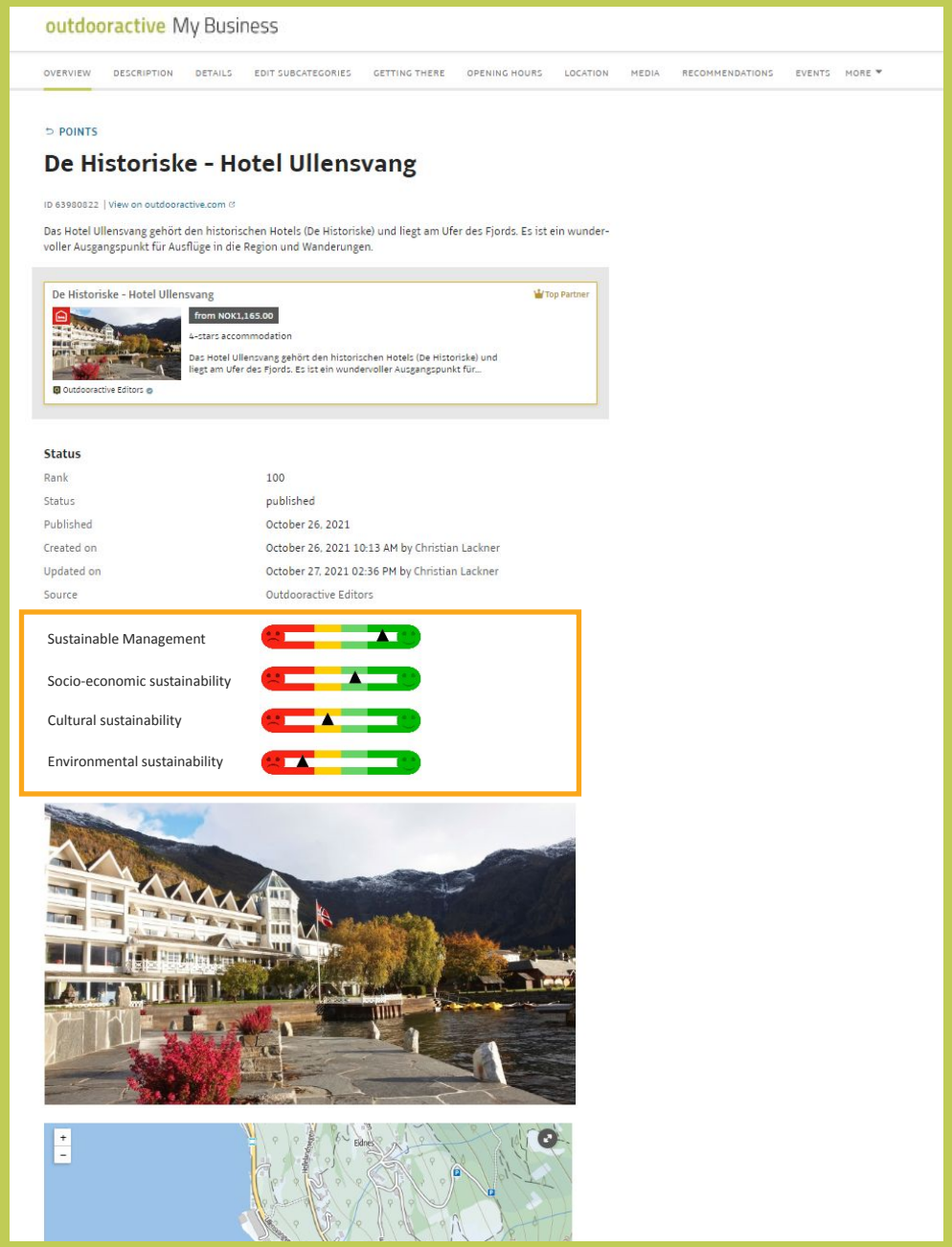
We support all **Protected Areas** with a free Protected Areas account on the Outdooractive platform. We want to help the parks organizations to manage the visitors and we want to bring their official content to the users.

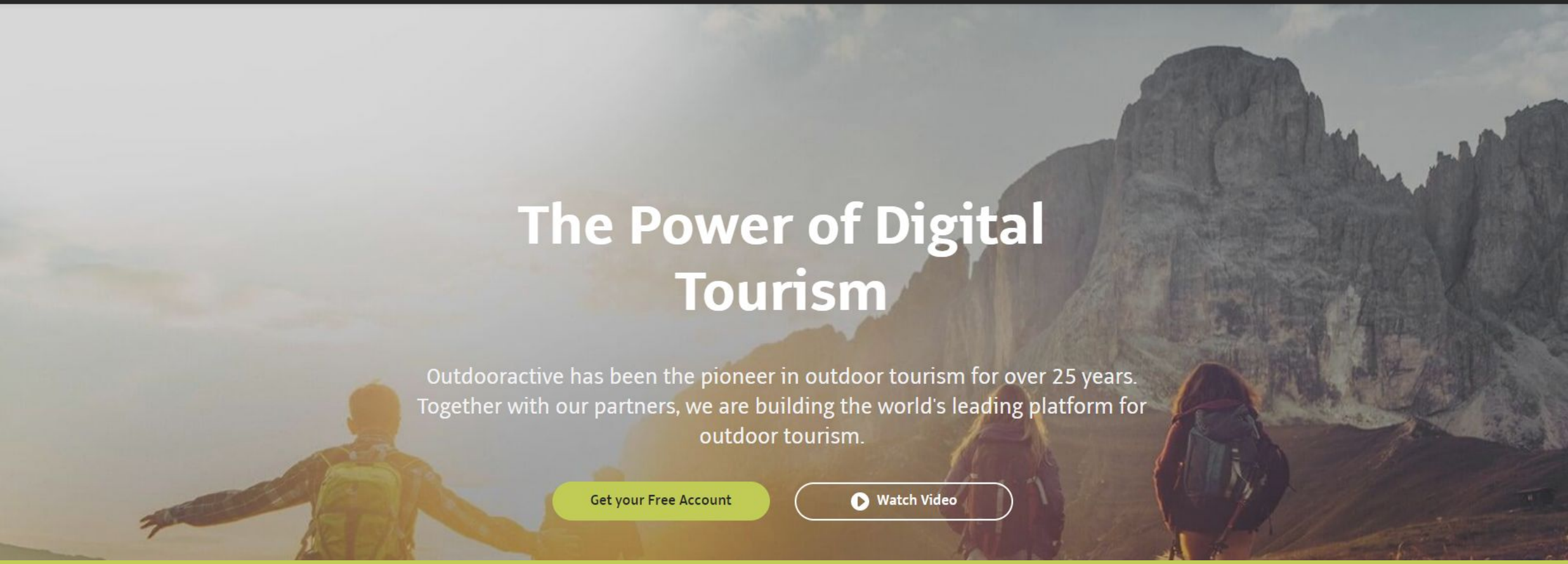
Collaboration

GREEN DESTINATIONS & outdooractive

We integrate the criteria catalogue of Green Destinations directly into the Outdooractive platform







It´s free – give it a try

business.outdooractive.com