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.
The platform that the professionals use

- Tourist Offices
- Guides
- Search and Rescue Teams
- Protected Areas
- Trail Managers
- Mountain Associations
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.

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.

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. 13:00 – live position
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
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).
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

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.

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.

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.

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 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.

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 & outdooractive

We integrate the criteria catalogue of Green Destinations directly into the Outdooractive platform.
The Power of Digital Tourism

Outdooractive has been the pioneer in outdoor tourism for over 25 years. Together with our partners, we are building the world’s leading platform for outdoor tourism.

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It’s free – give it a try

business.outdooractive.com