Greetings from Bavaria
Gap in the Customer Journey

Inspiration                   Booking                     Planning            Experience             Sharing              Engagement

Website & Online Marketing   Booking Process               GEIOS CONNECT       Newsletter

Content Management          Booking Systems Online Travel Agencies Channel Managers
SEO / SEM Platforms          Customer Relationship Management
Digital Guidebook

Personalized recommendations
Personalized communication before and during the trip

- **Thanks for Booking**
  - Connect Invite
  - Get the App
  - Prepare Check-In
  - Plan your Trip
  - Arrival Tips

- **Start Trip**
  - Download App Reminder
  - Daily suggest
  - Nearby activity
  - After visit

- **Repeat every day**
  - Before you go
    - Join Connect
    - Download App
    - Prepare Check-In
    - About Accommodation
    - Up-Sell Services
  - Check-in
    - Download App
    - About the Room
    - Get there
    - Traffic
    - Weather
  - Daily suggest
    - Weather
    - Suggestions
    - Up-sell Services
  - Nearby
    - Deeplink
    - Info

- **End Trip**
  - Recommend Destination
  - Recommend reminder

- **After Trip**
  - Get full Recommendation
  - Customized Questions
  - Subscribe Newsletter

- **After visit**
  - Get Short Feedback
  - Share to friends
  - What to do next...

- **Before you go**
  - Booking of Accommodation
    - Download App Check-In
    - Tips
    - DMO Insights
    - Things to do
    - Up-sell Services

- **Check-in**
  - About the Room
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  - Weather

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  - Nearby
    - Deeplink
    - Info

- **Handover >>>**

- **Onboard <<<**
  - t-x
  - t-x+1
  - t-x+2
  - t-7
  - t-1
  - t
  - t+1
  - morning
  - contextual
  - evening
  - t+x
  - t+x+1
  - t+x+7
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- **Start Trip**

- **t-1**
  - Plan your Trip

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  - Connect Invite

- **t+x+1**
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- **t+x+7**
  - Get full Recommendation
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  - Thanks for Booking

- **t-x+1**
  - Get the App

- **t-x+2**
  - Connect Invite

- **t-7**
  - Download App Reminder

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  - Plan your Trip

- **t**
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Cross-selling of Tours & Activities
"Access all areas"
Card, wrist or Smartphone based
Access for the traveler
Simple and secure way

- Traveler buys ski pass via App
- Traveler gets direct access at the gate
- Traveler has free access to public transport
- Traveler buys City Tour via App
- Traveler presents Card, Tourguide checks via App
The smart destination
Connecting the Touch Points
Customer flow
Customer flow

GEIOS
Realtime Data

Gäste aktuell

7,720 Gäste

Updated: 19 minutes ago

Gäste aktuell mit/ohne Karte

Updated: 16 minutes ago

Top 25 Stories Heute

Updated: 12 minutes ago

Nationalitäten aktuell

Updated: 13 minutes ago
Prediction

Based on realtime data, historical data and machine learning
Partners

Destinations using GEIOS

- Salzburger Land
- Hochschwarzwald
- Zwei Täler Land
- Saarland
- Schwarzwald Tourismus
- Ostfriesland
- Lübeck – Travemünde Marketing
- Kiel Sailing City
- Karnten – Villach Faaker See Ossiacher See
- Saalfelden Leogang
- Echt Bodensee
Numbers

Destinations using GEIOS

5 Destinations
operating live

12+ m overnight stays
per year

3+ m arrivals
per year
Experienced team...

GEIOS
Thank You!

Konstantin Andreas Feustel
kaf@geios.com

- **born**
  - 1979

- **Founder Marketing Agency**
  - 1997

- **CEO & Partner Dreamway Technology & Marketing**
  - 2000

- **Founder & CEO WIIF Tourism Consulting**
  - 2007

- **Founder & CEO GEIOS**
  - 2015