

Ötztal Tourismus online relaunch relies on performance marketing and sales promotion

Around 6.5 million users visit the websites of the Ötztal, Sölden and Gurgl brands every year – provided by Tirol's largest Tourist Board. Just in time for the 2024/25 winter season, the online presences have a completely new design that strongly focuses on user-friendliness in order to generate even more bookings. The digital adventure and booking platform has already been awarded the renowned Annual Multimedia Award.

Following a branding process for the three brands of Ötztal, Sölden and Gurgl, the associated destination websites now also convey their characteristic identity. In addition to compact, contemporary information and visually appealing presentation using high-quality images, dynamic videos and emotional storytelling, the main focus is on sales promotion. "The primary goal of the project was to make the booking platform even more visible and user-friendly," explains Roland Grüner, Chief Digital Officer at Ötztal Tourismus.

Websites as a sales tool

This path has been pursued since 2019. In 2024, the association's web portals will generate a turnover of about 65 million Euros from accommodation bookings as well as sales of ski tickets and activities offered in the Adventure Shop. "It is line with our main aim of establishing an effective online sales and distribution platform. Both in the interests of our customers and our member accommodations and service partners such as the local mountain lift companies," adds Grüner. More than 1,200 accommodation providers in Tirol's longest side valley can currently be booked online. Members of Ötztal Tourismus do not pay any commissions. Potential holidaymakers benefit from verified accommodations as well as free cancellation and rebooking options. Thanks to the dynamic pricing ticket shops of the Sölden, Gurgl and Hochoetz mountain lifts, the booking experience on our online platform becomes even more attractive. The unique Adventure Shop bundles a full variety of activities in the areas of sport, wellness, culture, cuisine and events all year round - currently in winter, the range comprises everything from ski courses to tobogganing workshops guided by a world champion.

Linking dataset treasures

The new digital booking and adventure platform also shows its strengths in the background. A uniform design system allows for creative variety by reducing technical complexity. The corporate design of Ötztal, Gurgl and Sölden is used in the booking process for accommodations. For customers, it means real-time availability, transparent prices and flexible payment options. At the same time, a structured database has been established for relevant information such as opening times of slopes and mountain lifts, snow depths and weather reports. All these validated sources are integrated into the websites of Ötztal Tourismus and transmitted via interfaces to popular platforms such as Bergfex.at or Schneehoehe.de. "This guarantees that interested Ötztal holidaymakers always receive the right information," explains Grüner. The tourist board will also take full advantage of its in-house development experts for future follow-up projects, in particular the planned apps. 420,000 online customer contacts recorded are proving to be a valuable asset as they can be addressed with relevant information based on their respective interests such as skiing, biking, hiking and a lot more.

Digital competition award

Ötztal Tourismus recently received an award for the exemplary implementation of a seamless, contemporary digital travel experience. The Annual Multimedia Award, which has been held since 1996, puts flagship projects from the German-speaking digital scene (Germany, Austria and Switzerland) in the spotlight. In the "Website & Microsite" category, Tirol's largest tourist board won a gold "medal" for this ambitious project.

www.oetztal.com

www.soelden.com

www.gurgl.com

Facts

Digital adventure and booking platform

Partners: Ötztal Tourismus, Bergbahnen Sölden and Gurgl, and Pixelart agency from Salzburg

Term: 2 years

Objectives: Sales promotion and easy to use tools through integrated booking solutions for more than 1,200 accommodations, ski tickets and activity & adventure offers

Seamless travel experience for customers using high-quality images, dynamic videos and emotional storytelling

Uniform design system as the basis for individual identities of the three brands Ötztal, Sölden and Gurgl

Technical basis for future digital developments such as apps

Performance: approx. 6.5 million users per year on the web portals of Ötztal, Sölden and Gurgl

65% mobile use on smartphones and tablets; 35% on desktops (PCs and laptops)

Turnovers: 2019 – approx. 7.5 million Euros (accommodations)

2024 – approx. 65 million Euros (accommodations, ski tickets, activities & adventures)

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