

BE DIGITAL



Requirements for digitalization in tourism

“

Be able to do everything.
Connect everything with each other.
Meet the requirements of all partners.
Still be affordable for small sites.
Scalable to a solution for an entire region.

”

CM STUDIO .CDM

Features and characteristics of a digital destination marketplace

CM Studio .CDM is a future-oriented, flexible and scalable concept for the digitization of individual municipalities or entire tourist regions.

The destination marketplace establishes a distributed platform that connects different applications (possibly but not necessarily from different software vendors).

The destination marketplace presents and markets any number of businesses from the hotel and parahotel industry within a tourism destination.

The focus of every tourism destination lies in the digitalization of the central services for the guests.

Digitalization in tourism

In addition to online booking, digital information management via the website, includes in particular the digital issuance of a guest card without the need for an app download.

A successful digital guest card is more!

For the guest, it is characterized by a seamless integration of the digital guest registration system.

The municipalities and the accommodation providers benefit from an automated calculation and invoicing of the tourist tax.



CM STUDIO .BOOKING CENTER

CM Studio .Booking-Center is the central component of the destination marketplace and represents the eCommerce and booking platform for the hotel and parahotel industry.

Classic Central Reservation Systems (CRS) focus almost exclusively on the “pure” bookability of accommodations.



“
CM Studio .Booking Center
offers more.

”

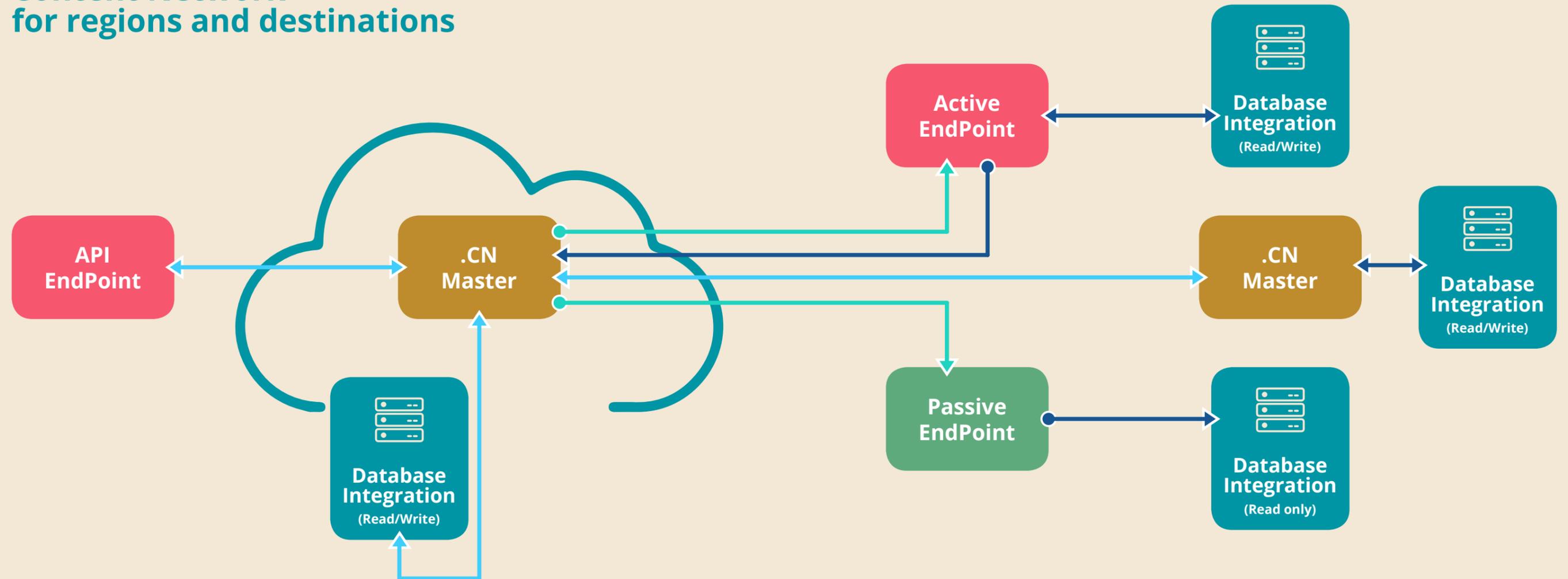


E-Commerce and Booking platform for tourism destinations

The combination of sightseeing, event offers, and lodging offers of the hosts is a highly attractive proposal to regional and international guests.



Content Network for regions and destinations



CM Studio .CN is the foundation of a flexible content service between different platforms and providers. It handles the data exchange as well as the rule-based synchronization of content between nationwide, regional- and individual-destinations.

CM Studio .CN can also connect external third-party vendors to the content network, then integrate them into the data exchange **“without additional licensing costs”** via the API EndPoint Integration.

THE DIGITAL GUEST CARD

The digital guest card closely links the region, the municipalities, and their associated tourism organizations with the individual hosts (hotel, apartment rental company, camping operator, youth hostel).

The entire communication “from the point of booking to the issuance of the digital guest card” takes place between guest and host even before arrival.

In this communication, the municipality and the affiliated tourism organization can emphasize attractions and seasonal highlights at an early stage, then design the marketing together with the hosts.

Early planning of trip activities is an important part of a successful vacation.

The digital registration and reporting system is the bridge between guest service and marketing analysis

Via the integrated interface server (API server), the anonymized guest data can serve each region and the individual municipalities with valuable analysis data for more effective marketing planning in the future.

marketing of tourism attractions at the destination. Via an integrated interface server (API server), the user behavior of guests can be analyzed in a GDPR-compliant process in order to be able to offer even more attractive services in the future.

The digital registration system makes it easier for both guests and hosts to check in on the date of arrival. It also reduces the high manual effort encountered by people renting vacation apartments.

Even small businesses can use the guest card validation via an iOS app and professionally evaluate their visitor flow and the associated use of their services.

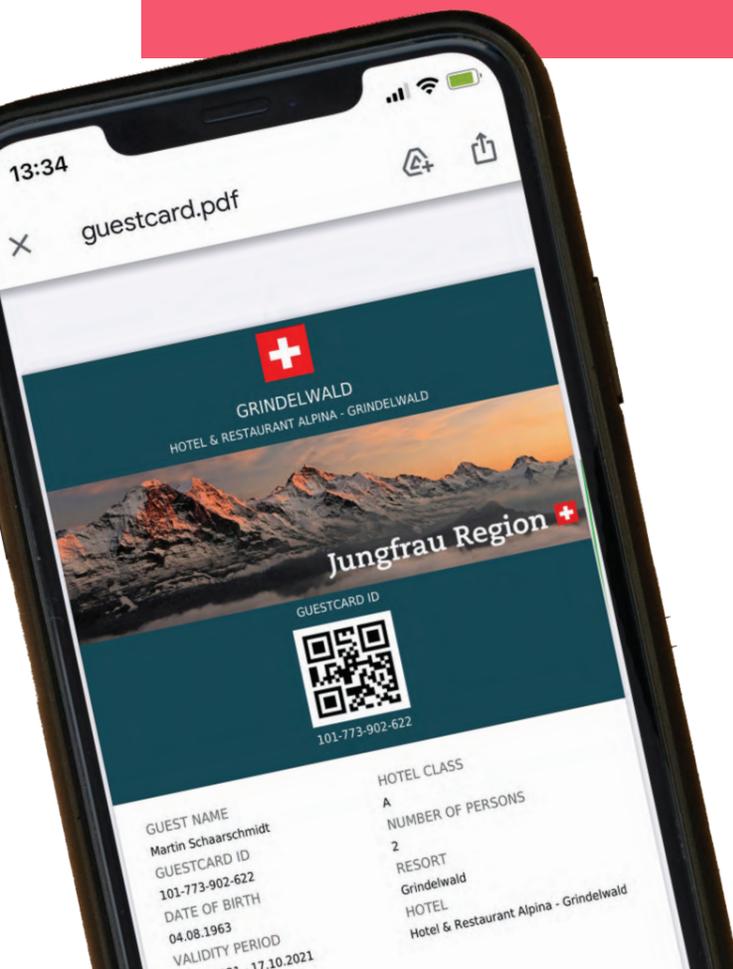
The digital registration system establishes pre-arrival communication and thus early

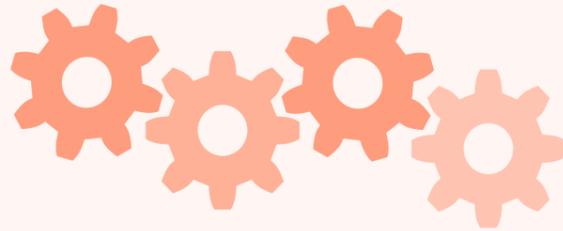
**The digital guest card:
The connecting element in
the destination marketplace**

The digital guest card combines the booking platform, digital guest registration system and all connected hosts into one logical unit.

It is also the central tool for long-term guest loyalty. It enables hosts and tourism organizations to convert guests into friends of the destination.

Furthermore, it offers upgrade options to the interactive bonus card or member card with many additional services long – such as bonus points for returning regular guests or services at cooperating businesses.





The Intention of CM Studio .CDM for the digital destination marketplace is based on the active interaction of distributed systems and solutions.

It goes without saying that a modern destination marketplace has to comply with the strict requirements of data protection laws within the EU and Switzerland.

For this, GDPR compliant interfaces to all services are crucial:

CM Studio .API-SERVER BC (interfaces between Booking Center and channel-manager or PMS-software)

CM Studio .API-SERVER GRM (PMS- and channel-manager-interfaces to digital guest card / digital registration)

CM Studio .API-SERVER GCM interface for validation of digital guest cards in third party systems

CM STUDIO .BCARD



These solutions provide sustainable access through improved guest loyalty, plus an individual bonus program. These help convert one-time guests into returning friends of the region.



The API is the powerful, technical core of the destination marketplace



The API server is like a gear train, cleverly interconnecting individual tourism applications to the region's overall network solution.



CM Studio .EXTENDED ANALYTICS API Interfaces for extended data analysis also offer the evaluation of overnight stays, the allocation to countries of origin and, above all, information about the booking behavior of guests.

The GDPR-compliant handling of data and the privacy compliant preparation of analysis data is an important aspect of the extended analysis interfaces in order to ensure sustainable destination management for the future.

CM Studio .BCARD is another component of the destination marketplace through which the tourism organization can promote bonus benefits within the destination.

CM Studio .BCARD allows guests of the destination and the associated region to collect bonus points for each stay.

CM Studio .BCARD, when directly integrated in CM Studio .Booking Center, activates the ability to pay online reservations by using bonus points.

CM Studio .BCARD can be linked to the existing guest card systems in a tourism region and allows any business in the region to apply for participation.

Contact us to discover more.

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