APP PLATFORM

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APP PLATFORM | DESTINATION APP OVERVIEW

An app that makes your brand shine and lets customers explore your destination from their mobile devices or web.

A direct communications & sales channel for destinations and all their participating businesses and suppliers.

✔ Builds brand identity and online reputation

✔ Turns visiting and local customers into loyal brand ambassadors ambassadors who share

✔ Enriches the customer experience with the latest mobile functionalities

✔ Provides qualified contacts and powerful data & analytics

"63% of all mobile commerce in the USA happens in-app.
(Criteo 2018)

✔ We have been active since 2012
✔ 50+ customers in 9 countries
✔ Operates out of Barcelona, Sankt Moritz and the USA
✔ 1 milion active users/month
✔ $125+ million revenue through our solutions

INFO KIOSK

Delight your visitors with fun and informative Destination Info Kiosks. With our flexible platform your visitors can enjoy the full app experience on large format.
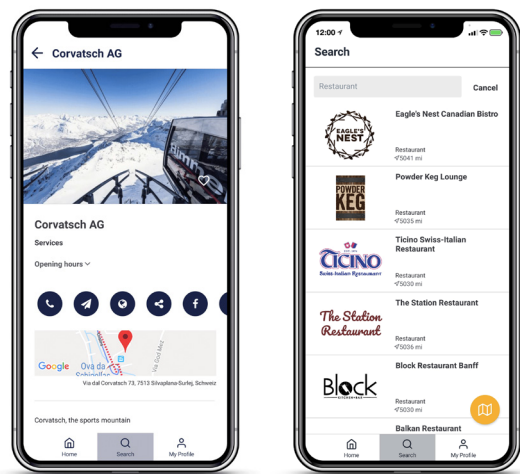
VAIL RESORTS
EXPERIENCE OF A LIFETIME

ENGADIN St.Moritz

BOYNE RESORTS
EXPERIENCE THE LIFESTYLE

ASPEN SNOWMASS.

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## APP PLATFORM | APP CORE FEATURES

DIRECT BOOKING

Powerful in-app online sales tools such as:

- ✔ Integrated mobile-first booking
- ✔ Last minute offers
- ✔ Mobile payment
- ✔ Promotions, QR redeem codes, ticketing & mobile coupons
- ✔ Community-creating loyalty tools
- ✔ Segmented push notifications for targeted customer communication

BUSINESS DIRECTORY

Integrate and empower local business participants with a complete set of intelligent tools:

- ✔ Business directories with fast search and intuitive filter options
- ✔ Powerful customizable business profiles with:
  - multimedia banners
  - call to action buttons
  - promotions
  - interactive localization maps
 - direct contact buttons and more...
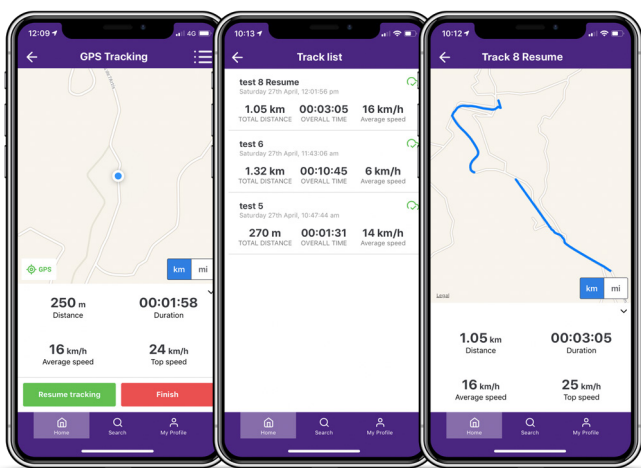
GPS TRACKING AND FRIEND FINDER

GPS Tracking and Friend Finder lets guests and locals track their performance and interact with their friends at the destination. Also, thanks to the active GPS module, app owners get motion data that helps them understand customer flows and optimize the customer experience.
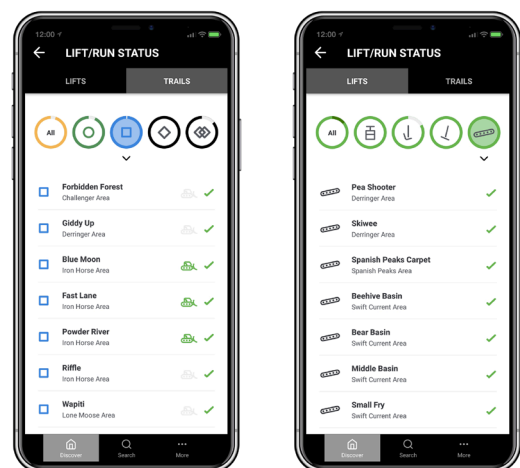
LIFT AND SLOPE STATUS

Our real-time, interactive Trail Map Widget provides up-to-date information on the status of slopes, lifts and grooming. It can be connected to existing status management systems or be used with our own state-of-the-art solution.

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APP PLATFORM | MANAGEMENT

easy
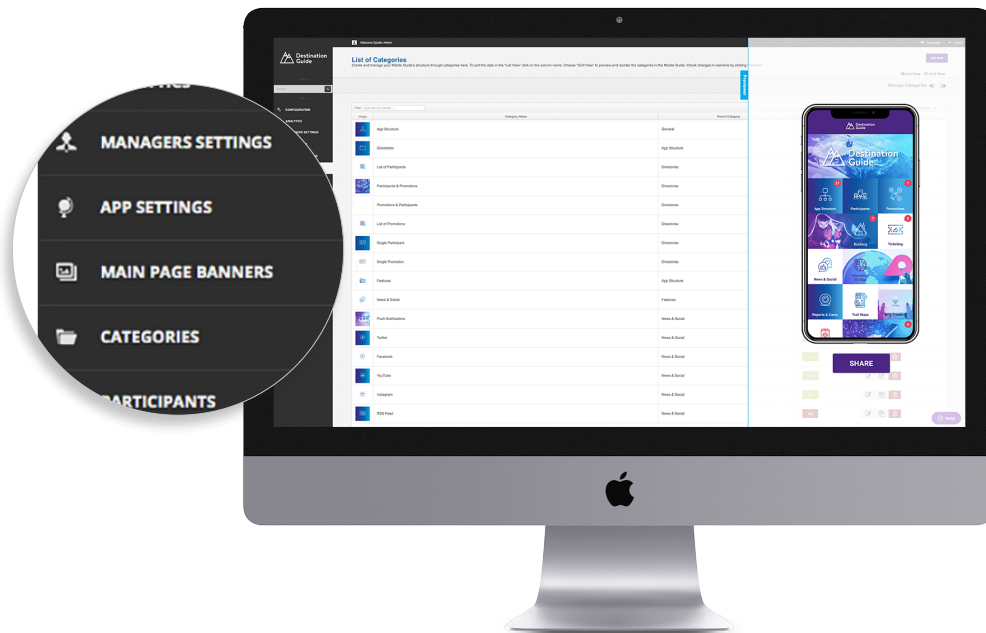
## MANAGEMENT CONSOLE

Total control for app owners

App owners can use the Management Console to make content and structural changes including:

- ✔ Update content in real-time
- ✔ Manage app participants
- ✔ Change layout and design
- ✔ Access design templates
- ✔ Designate roles and manage accounts
- ✔ Control communications

Control for app participants

App business participants can also use the Management Console to:

- ✔ Manage their app presence
- ✔ Create detailed profiles
- ✔ Communicate in real-time with app users
- ✔ Launch promotions and special offers
- ✔ Access powerful analytics
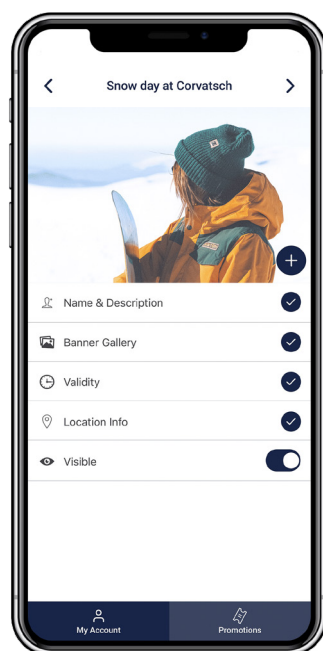
MANAGER APP

Control for app participants on the go

Your Destination App also comes with an optional easy-to-use Manager App which allows participating businesses to update app content directly from their mobile devices and:

- ✔ Create and manage their participant profile
- ✔ Connect images, videos, audio and other files to their profile
- ✔ Communicate in real-time with app users
- ✔ Launch promotions and special offers
- ✔ Access promotion templates

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APP PLATFORM | ADDITIONAL FEATURES

MAKE DECISIONS BASED ON DATA

App owners have access to powerful analytics via the Management Console including:

- ✓ Weekly App Stats Summary email
- ✓ Map views showing geospatial data
- ✓ User information such as preferences, interests and usage; available as a downloadable csv to be imported into Mailchimp.

3RD PARTY SYSTEM INTEGRATIONS

Built with the latest technology our apps offer easy integration with native widgets and almost any third party API and SDK such as:

- ✓ Loyalty
- ✓ Commerce, ticketing and more...
- ✓ Weather and snow conditions
- ✓ Customer Relationship Management
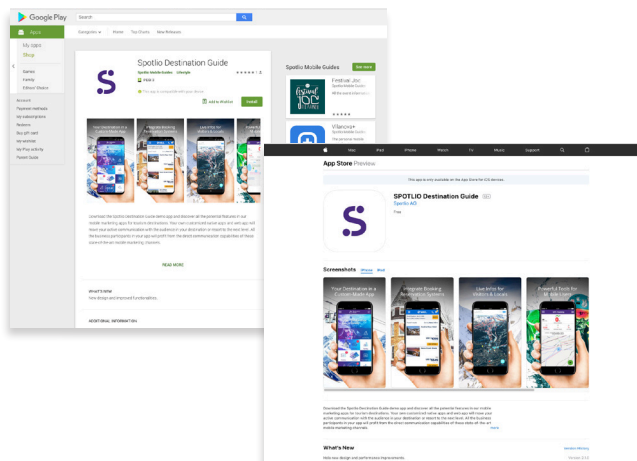
APP PROMOTIONAL TOOLS

To ensure your app succeeds we provide a range of effective promotional tools:

- ✓ SEO support
- ✓ Online Reputation Management
- ✓ A professional app store presence
- ✓ Regular app updates
- ✓ Supporting marketing and tutorial material

MAP PLATFORM

Customizable and interactive 2D and 3D maps that support:

- ✓ Resort Maps (Slopes, Hiking, Biking, Units)
- ✓ Localization of business and POI's
- ✓ Products bookable direct from the map
- ✓ GPS Tracking and Friend Finder
- ✓ Management console with interfaces to manage map content

A complete mobile app platform that builds, maintains, promotes and updates your app to ensure you always have the latest customer-wowing technology and design that **strengthens brand identity** and **grows revenue**.