

# SkiWelt on the internet

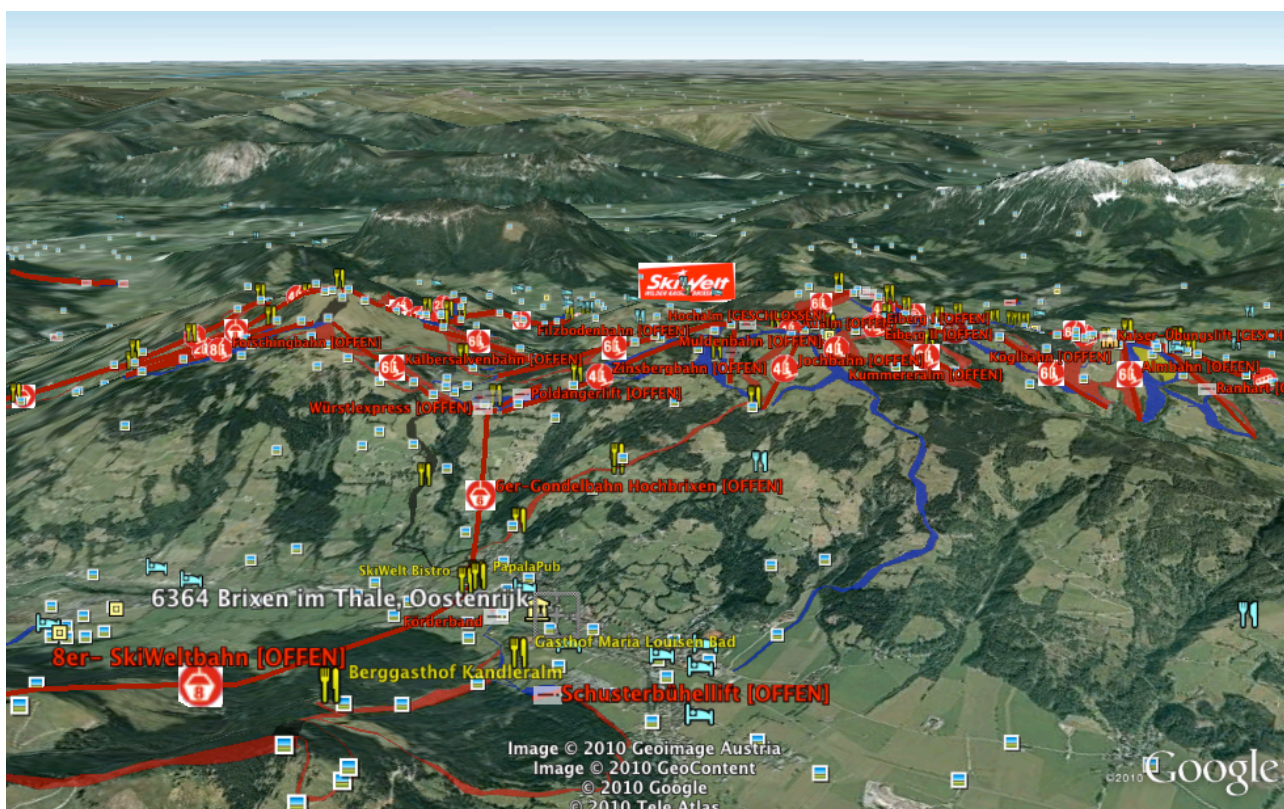
Dear reader, here are my plans for promoting the SkiWelt on the Internet. I am very impressed with the SkiWelt marketing. But there are always things to improve! This plan is about the paper ski map that you can find at every lift, translated into the digital world. I hope to explain my ideas clear in this short document. Enjoy!

## a Digital Ski Map

*Realtime maps and navigation*



The current website is good, but standard. There is a lot information; from snow heights to maps of the area, and from apartments to open lifts. It can take a while before you find the information that you were looking for. One of the strengths of the website is the Google Earth file that can be downloaded. With one click you can open all slopes in the program, I think a step in the right direction, and I would like to develop this idea more.



What you see above is the ski area file, downloaded from the site, in Google Earth. I do not know what you think about it, but I think it's a bit of a mess. You can clearly see the slopes, but that's all. It becomes more interesting if you consider this view as the basis of a brand new SkiWelt website besides the current one. Because what is what SkiWelt wants to promote? The area. This plan is more visual, besides that it puts the area itself more central. Nowadays people find their information through the menus at the top of your website. Zoom in on an elevator, restaurant or apartment that you think is interesting. Click on the elevator, restaurant or apartment for more information. It is a new and smarter way of navigating. This way works not with Google Earth, but directly on the site itself.



## Snow

The first thing people want to know before they visit SkiWelt is if there is snow. On the map you can see the current snow heights at certain locations on the map. You can also see which slopes and lifts are open or closed.

## More clear information on the map

There is a lot of information on the current SkiWelt website. Information about restaurants, lifts, snow reports and more. By putting all this information on a map, you have all the information at your fingertips. If you want to know more about a restaurant, then you just click on it on the map. Want to know more about booking a hotel in Brixen? Click on the hotel or apartment on the map, you can see immediately how many rooms are there left in the week of your vacation.

## Content on the map

The videos that have been uploaded on the SkiWelt channel on Youtube are very good. The simplicity of the videos provide a good picture of the situation in the area. The captured videos and pictures on the site, and made by users, can easily be put on the map at the location where they were made to form a very accurate picture of the situation.

## the Social Media

*A very actual view about what's happening in SkiWelt now*

## Foursquare

The smartphone is an important part of our modern lives, also on the slopes. Local services such as Foursquare are growing faster and faster, and give people the option to share their location with millions of others through social media. All lifts, restaurants and

The screenshot shows the Foursquare interface for a venue named "Spar Brixen im Thale". At the top, the Foursquare logo is on the left, and the user's location "Tim in Utrecht, The Netherlands" with links for "Apps", "Help", "Settings", and "Log Out" is on the right. Below this is a navigation bar with "Me", "History", "Badges", "Stats", and "Friends", and a search bar. The main content area has "Venue Info" and "Edit Venue" tabs. The venue details include the name "Spar Brixen im Thale", address "Hof 1, Brixen im Thale, Austria 6364, 43533428680", and a "Vind ik leuk" button. A map shows the location in a mountainous area. To the right of the map is a "Claim here" button and a statistics table:

YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
0	0	0

Below the statistics is a "Mayor" section with "Last 60 Days" and the text "No Mayor Yet. Check in and it could be you!". At the bottom, a yellow call-to-action box says "Have you been here? Leave a tip to let other people know what's good."

apartments can get Foursquare page, where people can check in. The people who check in are immediately shown on the SkiWelt Map. These people can give their opinion about the restaurant, apartment, ski schools or the slopes. It's also possible to share photo's or video's, which are shown on the map too. To stimulate the use of Foursquare you can give the user for instant a free Spezi with their Germknödel after checking in.

### *What's the benefit?*

Besides the nice gimmick that people appear on the map, it is also noted in their personal environment that they are in SkiWelt. A message appears on their Facebook or Twitter with a link to the page of the restaurant or hotel. Free promotion!

The problem with these services is that they work via the internet. Many foreigners do not want to spend hundreds of dollars in Austria to get online. To solve this problem you can provide free internet access in all restaurants. You can include the costs in the ski pass.

By adding an additional 'buzz' option you build an orderly flow of messages to see what's new. The snow level is decreased, Alfred checked into the Brandtstatl restaurant, or there is a room free in the apartment of Frau Holaus? Follow it instantly on SkiWelt Map.

### **Livecams**

The live cams such as on the Hohe Salve can also be indicated with an icon on the map, like all other information contained on the current website. Everything has a unique geolocation.



### **Facebook**

The SkiWelt Map, with all the live messages, can be installed on Facebook as an application, for instant on the SkiWelt Facebook page. This provides much buzz on Facebook, and makes the map more accessible.

### **Twitter**

New photos, videos or snow heights on the map can be posted directly on the SkiWelt Twitter account. Besides that there are the Foursquare messages that are posted when someone checks in at a restaurant or hotel.

### **Effect**

Location services as Foursquare and real time information are new things in the internet world. By combining them and the ski element, you can expect a lot of buzz in the internet and travel world. In addition all information on the current website can also be found with it's unique location on the SkiWelt Map. Besides that the foreigners get a very actual view of what is happening in the SkiWelt right now. You could see in one view which restaurants there are on the slopes, what the snow heights are, and who's now on the mountain. And all these things are there to be seen, *live*.