How structured data put rural areas on the forefront.

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About us: Digital family

No. 4
Internet Agency Ranking
2020 BVDW

Turnover 2019:

120

Mio. Euro

30 Network of 30 companies, managing directors are shareholders

Currently over 1.100 employees

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Digital family

+900 customers

17 countries

4 continents

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Clients

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Clients

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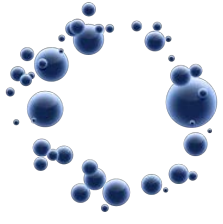
Why do you need a database?

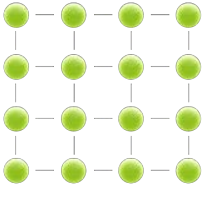
What is data?

Types of data



Unstructured data

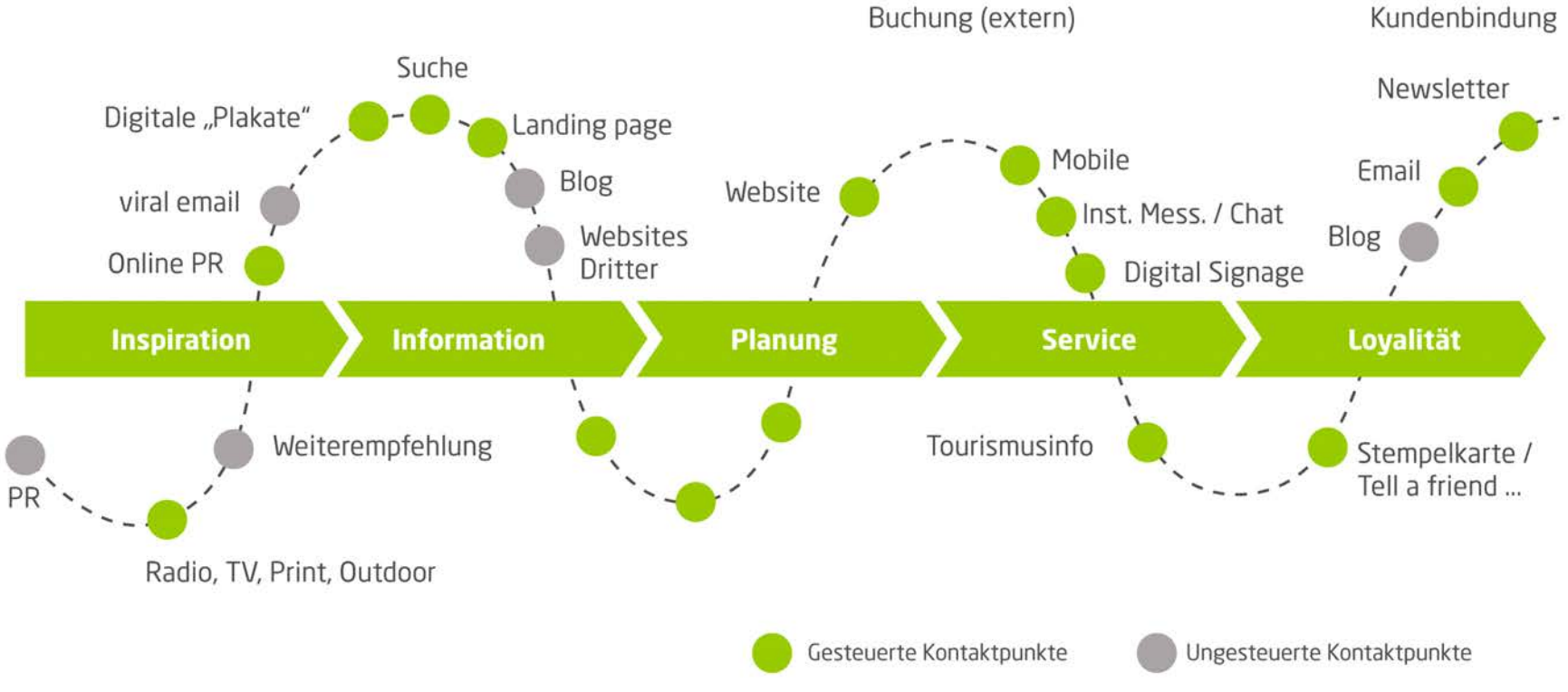
The event „Dance Hall Festival“ is performed on the 30th of April on the market square.



Structured data

titel	date	time	place
Dance Hall Festival	30. April	19:00	Market Square

Digital touchpoints



Your Website

One touchpoint amongst many

Digital touchpoints

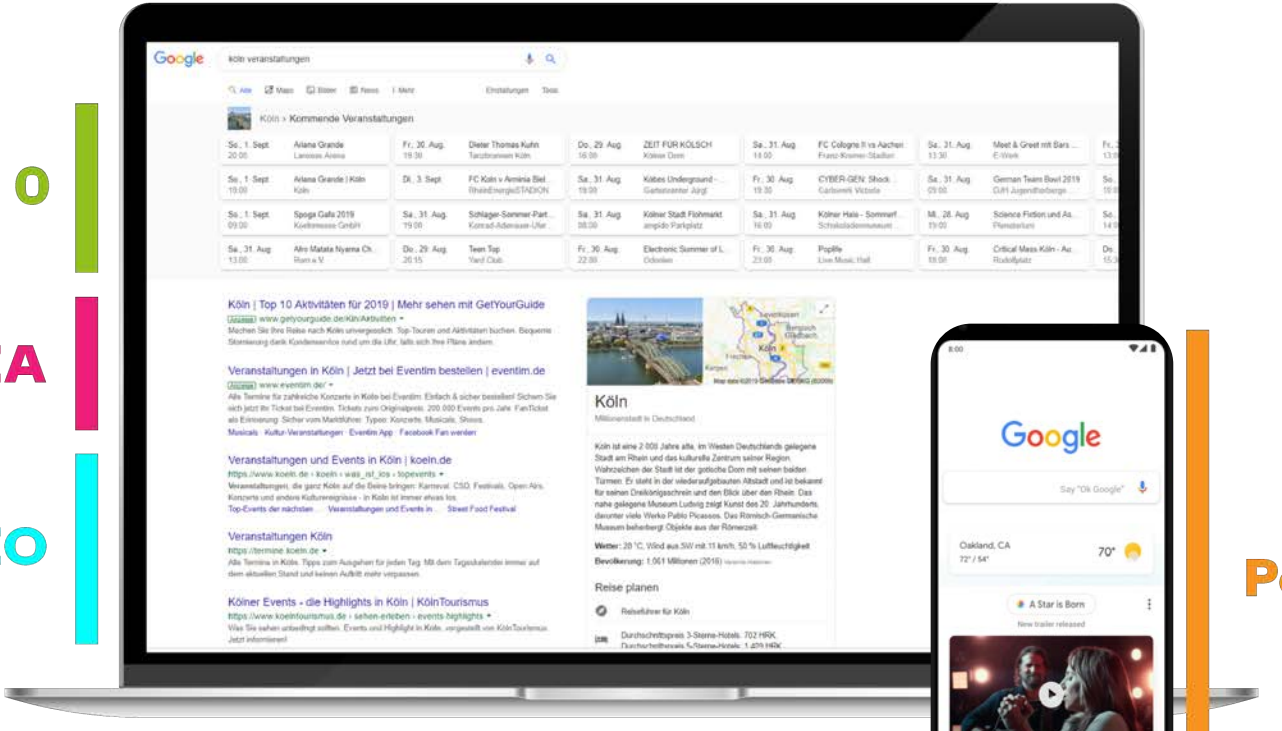
Touchpoint No. 1

The right content at the right time

Position 0

SEA

SEO



Position -1

Position 0

Displayed data

accomodation

POI‘s

events

articles

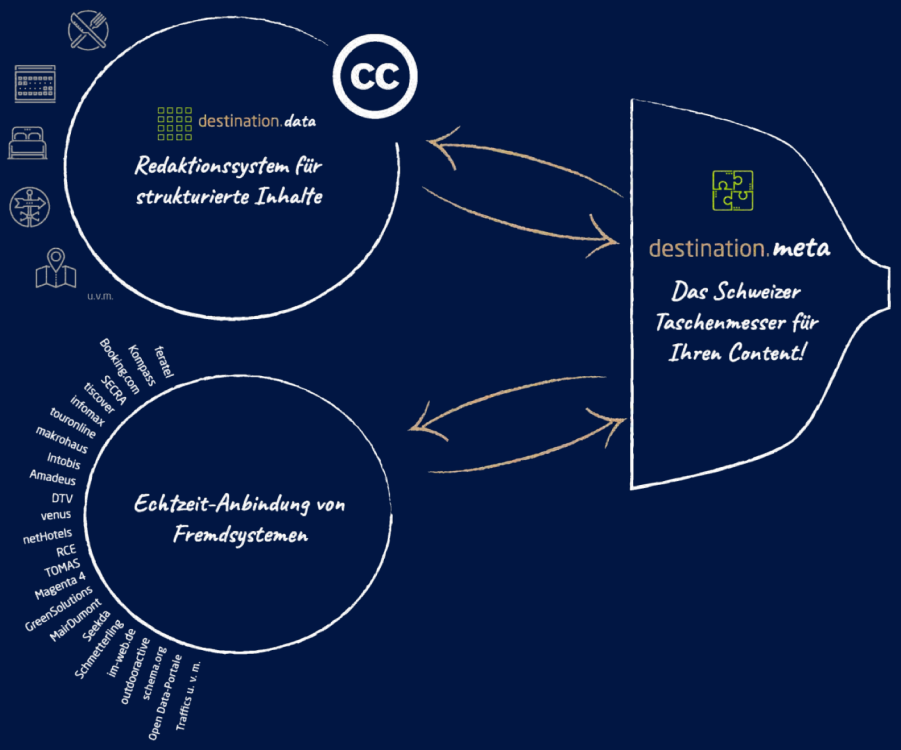
recipes

books

images / videos

and much more

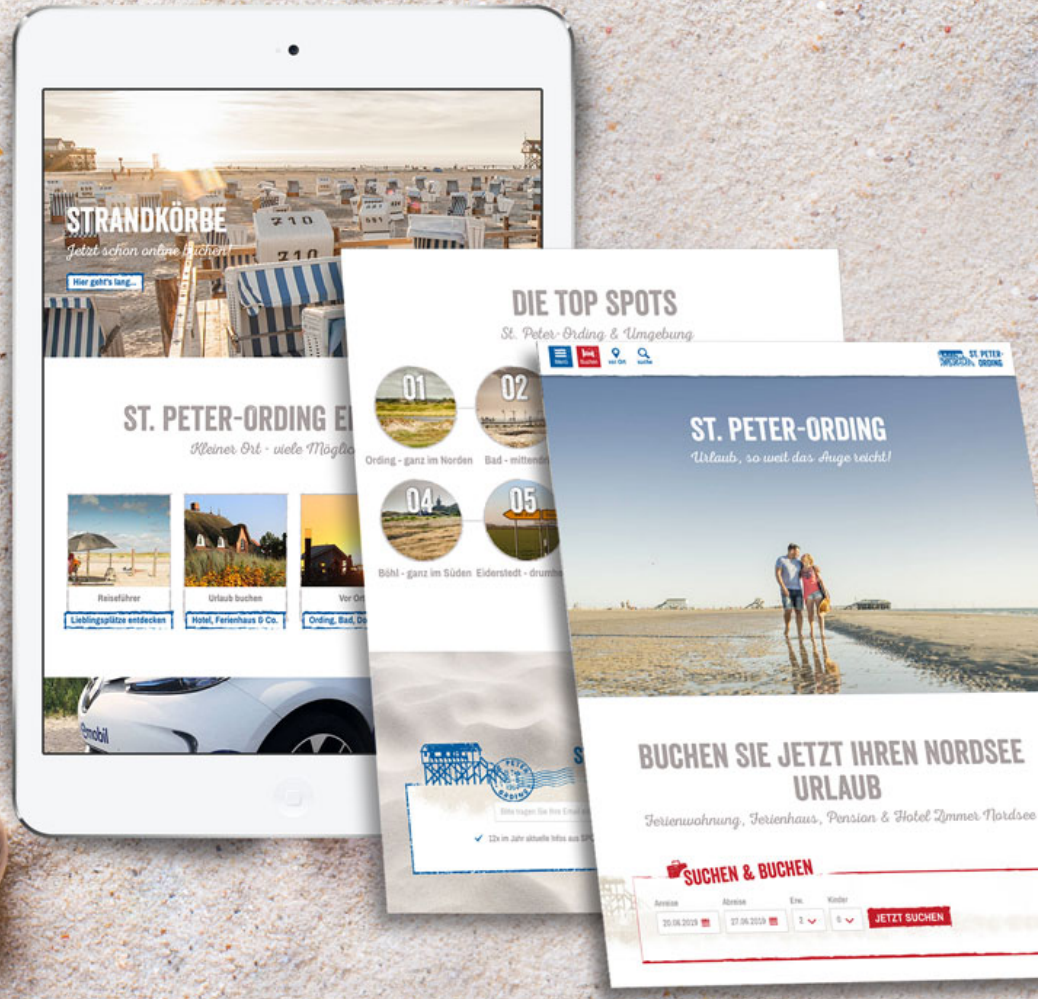
destination.one



Touchpoint No. 2

St. Peter Ordingen

Facelift and UX optimization St. Peter Ording Webseite
Distribution of data via various channels
Client: Tourismuszentrale St. Peter Ording
Realization: TYPO3, destination.data, Alexa-Skill
www.st.-peter-ording.de



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Create experiences,

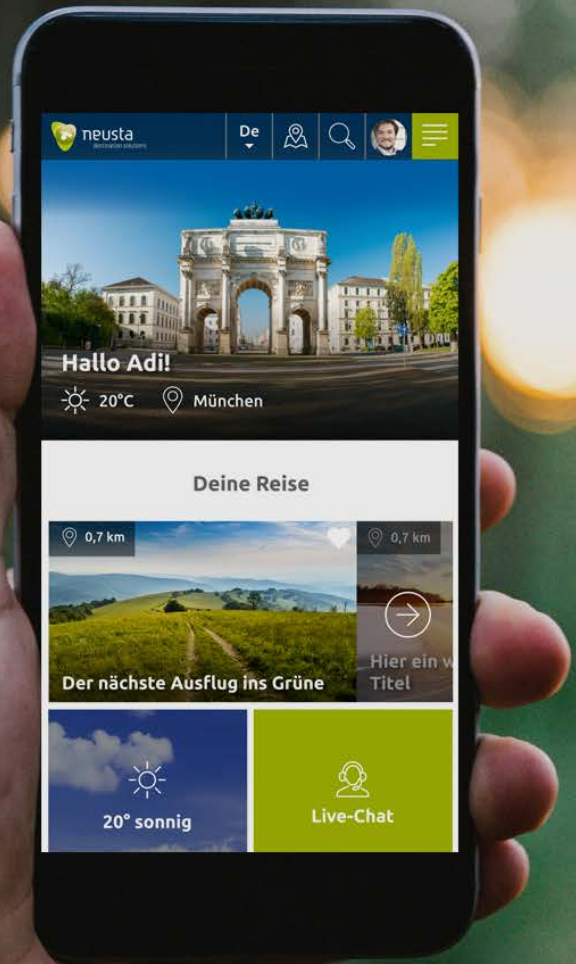
that your guests are looking for!

- Deliver inspirtation & information in line with the interest of your guests.
- Structured data help you to support many touchpoints from one single source.

Free WLAN with Welcome Page - PWA

PWA Advantages

- Low costs
- Visibility
- No installation
- Many Features
- Easy access / no download
- Automatic Updates
- Easy maintenance
- Offline access

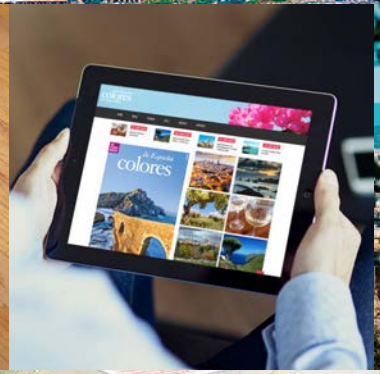


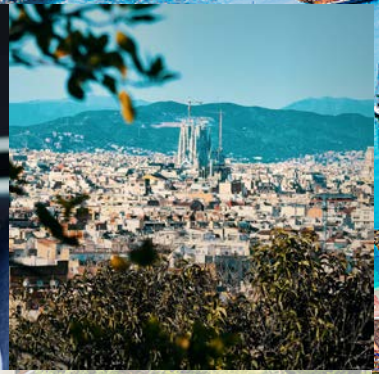
Guest Information on Smart TV

Smart Kiosk
with face recognition

Alexa Skill

Chatbots





colores de España

Blog and Magazine

Client: Spain Info

Realization: destination.travelstory

Dominican Republic

E-Learning

Client: Dominican Republic Tourism
Realization: redaxo
https://go-dominicanrepublic.eu

Platform for rural accomodation

Client: LANDREISE.DE

TYPO3, Laravel, AngularJS, jQuery, NodeJS, Grunt, Codeception, PhantomJS, Phpunit; Elasticsearch

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