

Outdooractive Conference

program

Tuesday September 24

8³⁰ am – 4⁰⁰ pm

Seminars

- Data distribution with open data
- How to write good content?
- Digitization in tourism
- Emotional intelligence
- Accessibility in tourism
- Hiking quality in destinations
- Rights management

4¹⁵ pm – 5⁰⁰ pm

Outdooractive info event

Digital Destination Management

5⁰⁰ pm – 7⁰⁰ pm

Award ceremony

from 7⁰⁰ pm

Get together

Wednesday September 25

8⁰⁰ am – 2²⁰ pm

Thematic focus

Digital Leadership

Digital Guest Communication

Keynote Prof. Dr. Christian Laesser

Digitization in tourism: opportunities and recommendations for action

from 2³⁵ pm

Outdoor activities



Canyoning



Mobile experience



Hiking adventure



Mountainbike



Archery

Thursday September 26

8⁰⁰ am – 3¹⁰ pm

Thematic focus

Data Analysis & Research

Digital Guest Behavior

Keynote Barbara Liebermeister

Digital is irrelevant. People remain people – leadership is the decisive factor

from 3⁴⁰ pm

Regulars' table

Open exchange with experts

City Castle Immenstadt

Marienplatz 12 · 87509 Immenstadt