

- 8⁰⁰ a.m. Breakfast (Castle Bar/Remise)
- 9⁰⁰ Review
Hartmut Wimmer (Outdooractive)
- 9¹⁵ **Keynote:** Designing the Future of Destination Management: Global Best Practices
Rodney Payne (Destination Think!)
- 10⁰⁰ Coffee & Snacks
- 10²⁰ Curiosity Beats Robots – How Uncertainty and Irritation can Inspire your Guests
Stefan Niemeyer (neusta eTourism)
- 11⁰⁰ The Digital Guest – How Social Media Changes our Travel Planning
Joachim Schmidt (Intensive Senses)
- 11⁴⁰ Lunch Break
- 1⁰⁰ p.m. Digital Serenity – Between Automation & Humanity
Benjamin Buhl (netzvitamine)
- 1⁴⁰ Smart Connections – Towards an Open, Digital Data Infrastructure in Travel & Tourism
Martin Soutschek (Outdooractive)
- 2²⁰ Farewell
Hartmut Wimmer (Outdooractive)
- 2³⁰ Coffee & Snacks
- 3⁰⁰ Digitization Think Tank: Interactive Workshops
- 5¹⁵ Guided Tour Headquarters Outdooractive
- 7⁰⁰ Dinner: "Allgäuer Kässpätzlen"

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Hartmut Wimmer (Outdooractive)
- 9¹⁵ **Keynote:** Designing the Future of Destination Management: Global Best Practices
Rodney Payne (Destination Think!)
- 10⁰⁰ Coffee & Snacks
- 10²⁰ The Future of Hiking Tourism: Digitization as Support of the Analogue Experience
Dr. Alexander Schuler (BTE Tourism Consulting)
- 11⁰⁰ Data as a Basis for Automated Guest Communication
Joe Dreixler (direct-booking-experts.com)
- 11⁴⁰ Lunch Break
- 1⁰⁰ p.m. Minimizing Liability in Content Distribution
Niklas Plutte (Law Office Plutte)
- 1⁴⁰ Smart Connections – Towards an Open, Digital Data Infrastructure in Travel & Tourism
Martin Soutschek (Outdooractive)
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Hartmut Wimmer (Outdooractive)
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👥 Digitization Think Tank: Interactive Workshops

3⁰⁰ p.m. – 5¹⁵ p.m.

Tourism & Law: What is allowed and what are the hidden risks? – *Niklas Plutte*

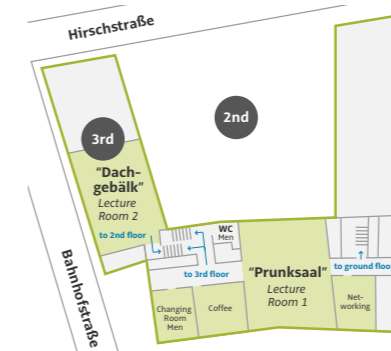
Data Infrastructure in Tourism: Is Open Data the future? – *Dirk Rogl*

Application of AI and Chatbots in Tourism: What is possible now and what is still coming? – *Alexander Wahler*

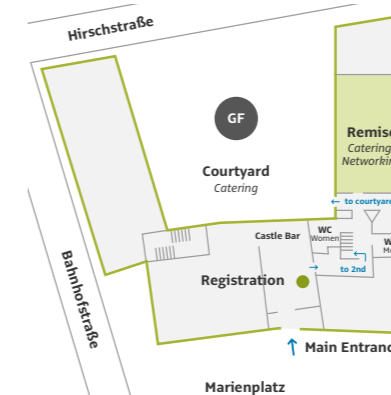
- 7⁰⁰ p.m. Meeting Point Castle in Immenstadt: Shuttle to Dinner at "Lustiger Hirsch" (Akams 3, 87509 Immenstadt/Akams)
- 11⁰⁰ p.m. Shuttle back to Immenstadt Castle



Upper floors



Ground floor



Outdooractive Conference 2018



September 18 – 20

TUESDAY

Seminars

9⁰⁰ a.m. – 12⁰⁰ a.m.

Digital Trail Management

Professional Content Management

1⁰⁰ p.m. – 5⁰⁰ p.m.

Digitization in Tourism

API in Theory and Practice

5¹⁵ p.m. – 6¹⁵ p.m.

Outdooractive Inside: The Holistic Digital Destination Management

from 6³⁰ p.m.

Get Together

9³⁰ a.m. – 5⁰⁰ p.m.

UAS Kempten: Think Tank Linked Open Data in Tourism

1³⁰ p.m. – 4⁰⁰ p.m.

Round Table: Visitor Guidance for Destinations, Analog and Digital

WEDNESDAY “PRUNSAAL” Data Infrastructure Forum

8⁰⁰
a.m.

Registration/Breakfast

9⁰⁰

Opening of the Event

Hartmut Wimmer (Outdooractive)

9¹⁰

Official Welcome

Barbara Radomski (Bayern Tourismus)

9²⁰

Keynote: Remaining Relevant – Who will Stay in the Clients' Favor

Dirk Rogl (Rogl Consult)

10⁰⁵

Coffee & Snacks

10²⁰

Linked Open Data in Tourism: On The Way to the Tourist Knowledge Graph

Florian Bauhuber (Tourismuszukunft)

11⁰⁰

Open Data in Destination Marketing

Wolfgang Ksoll (Viderum)

11⁴⁰

Lunch Break

1⁰⁰
p.m.

Future Destination Management: Data Integration, Monitoring and KPIs in Destinations

Cornelius Obier (Project M)

1⁴⁰

Adventure 3.0: #digital #human #WhatNext

Gergana Nikolova (Adventure Travel Trade Association)

2²⁰

Coffee & Snacks

2³⁵

Start Outdoor Program

WEDNESDAY “DACHGEBÄLK” Future DMO Forum

8⁰⁰
a.m.

Registration/Breakfast

9⁰⁰

Opening of the Event

Hartmut Wimmer (Outdooractive)

9¹⁰

Official Welcome

Barbara Radomski (Bayern Tourismus)

9²⁰

Keynote: Remaining Relevant – Who will Stay in the Clients' Favor

Dirk Rogl (Rogl Consult)

10⁰⁵

Coffee & Snacks

10²⁰

The Future DMOs: Successful Management of Outdoor Products

Lars Bengsch (dwif-Consulting)

11⁰⁰

The DMO as an Competence and Support Center for Member Companies

Michael Köck (Kohl & Partner)

11⁴⁰

Lunch Break

1⁰⁰
p.m.

From Destination Marketing Organization to Destination Management Organization

Thorsten Rudolph (Hochschwarzwald Tourismus)

1⁴⁰

Characters a DMO Should Consider

Ralf Trimborn (inspektour)

2²⁰

Coffee & Snacks

2³⁵

Outdoor Program

WEDNESDAY Evening Program

2³⁵
p.m.

Start of the outdoor program at Immenstadt Castle (Marienplatz 12, 87509 Immenstadt)



Mountain bike: Start at Immenstadt Castle



Hiking Adventure: Shuttle to bottom station of the “Weltcup-Express” in Ofterschwang



Mobile Experience: Shuttle to Ofterschwang, cable car ride with the “Weltcup-Express”



Canyoning: Shuttle to Winkel in Burgberg



Disc Golf: Shuttle to Ofterschwang, cable car ride with the “Weltcup-Express”

7⁰⁰
p.m.

Dinner at the “Schlitte Hitte” in Ofterschwang (Panoramaweg 9, 87527 Ofterschwang)

11⁰⁰
p.m.

Shuttle back to Immenstadt Castle



CONTACT



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#oac18



Free WiFi by Bayern-WLAN

Hotspot-ID: BY-9-1255 (or -1256/-1257/-1258)
WiFi Name: @BayernWLAN



All conference lectures on Wednesday and Thursday will be translated simultaneously.