

BayernCloud Tourismus project gathers speed

BayTM awards the contract for conception and development to the bidding consortium of feratel mediatechnologies GmbH/pixelpoint multimedia werbe GmbH. BayernCloud paves the way for extensive digital tourism offerings in Bavaria

Munich (BayTM, December 3, 2021). In the course of an EU-wide tendering procedure, Bayern Tourismus Marketing GmbH (BayTM) has awarded the BayernCloud Tourismus contract for conception and development to feratel mediatechnologies GmbH/pixelpoint multimedia werbe GmbH. Together with the software specialists, BayTM is now implementing the open data hub for Bavarian tourism. "Digitalization gives our industry the opportunity to respond even better and more flexibly to the needs of guests, thereby enabling them to have new travel experiences and new kinds of vacations. As the tourism umbrella organization of the Free State, it is our goal to actively shape the digital changes and support the tourism players in Bavaria in this major task, as well as to leverage existing potential. With BayernCloud Tourismus, we are paving the way for an extensive, digital tourist offering in Bavaria. We look forward to working with pixelpoint multimedia werbe GmbH, with whom we have an experienced and skilled partner by our side for this future-oriented project," says BayTM Managing Director Barbara Radomski.

"The collaboration with Bayern Tourismus Marketing GmbH represents an important milestone for us, both in our company history and in relation to our vision of a world with accessible and structured data. From the first discussions, the spirit and will to reform was already noticeable in all the participants – precisely the spirit that successful projects need from the start. Thus, we are looking forward to this ambitious and exciting project with full motivation and we are one hundred percent convinced of both the approach and the material itself," remark managing directors Bernhard Winkler and Rainer Egen with satisfaction.

With BayernCloud Tourismus, those responsible are creating a digital platform for sharing open tourist data based on the dataCycle software solution from pixelpoint multimedia werbe GmbH. "In the course of the project, we will place dataCycle under an open-source license, which, in addition to open data, is an important strategic decision for sustainable further development, maintenance and long-term use of the platform. The goal is to create a community and an ecosystem around BayernCloud Tourismus. Compliance with open standards such as schema.org and the collaboration with the Open Data Tourism Alliance (ODTA) are also an important part of the development," notes Markus Garnitz, Head of the Digitalization Competence Center at BayTM. Johannes Zlattinger, Head of Software Engineering dataCycle, adds: "For us at dataCycle/pixelpoint, data and information are among the most important and valuable resources of the present day and, above all, of the future. In order to use these resources optimally, it must be easy and efficient to access them, and we are looking for colleagues and partners specifically for this purpose. We are therefore pleased to work together with Bayern Tourismus Marketing GmbH to develop Bayern Cloud and the necessary tools and processes, and to integrate the same into the existing data ecosystem."

Designed as a data hub, BayernCloud is intended to enable simple data exchange for a wide variety of players, thus providing all the relevant up-to-date and centralized tourism information from Bavaria for further use and development of innovative solutions for tourism offers. "The sustainable model project is trend-setting for the digital transformation in Bavarian tourism," says Radomski with certainty. Structured

data such as the opening times of mountain lifts and huts, a current snow report, event information with occupancy rates, bookable rooms or hiking suggestions with information about closures also form the basis of digital assistants and other applications based on artificial intelligence.

In the further course of the project, in addition to static data such as opening times, addresses or sights, dynamic data will also flow into BayernCloud. In order to make the excursion and travel experience even more attractive in the future, it is important that a wide variety of occupancy data is collected and also made available in real time – obsolete and out-of-date data rapidly loses its significance and impact. For this reason, sensor data such as parking space occupancy, current visitor numbers or traffic information will be collected in real time on BayernCloud Tourismus and displayed on platforms such as the Bavaria excursion ticker.

About Bayern Tourismus Marketing GmbH

Bayern Tourismus Marketing GmbH (BayTM) is the official umbrella organization of the Bavarian tourism and leisure industry. Its goal is to support and promote destinations and service providers as well as the entire industry in the Free State: it networks, provides momentum, creates platforms, sets topics and supports its partners with expertise and innovative tools. At the same time, it provides potential guests a multifaceted and fascinating picture of Bavaria with exciting stories; it also awakens aspirations and reveals the Bavarian attitude towards life.

You can find information on the diversity of Bavaria's travel options and on Bayern Tourismus Marketing GmbH at www.bayern.by and www.tourismus.bayern.

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