

DIGITAL INNOVATION PUTS THE FOCUS ON THE GUEST: ALREADY 25,000 USES OF THE NEW ZELL AM SEE-KAPRUN APP AFTER LAUNCH

Zell am See-Kaprun, 27 July 2021: The entire region in one app: Just in time for the start of the summer peak travel season at the beginning of July, Zell am See-Kaprun launched the destination's new app. With this first sub-project of a major digitalisation process, the entire region can be experienced compactly and conveniently on a smartphone while on the go. With the app, all users have quick and easy access to all the most important information on opening hours, excursion destinations, digital tour planning, restaurant information and of course the weather.

EASY TO USE AND GREAT ADDED VALUE

The new Zell am See-Kaprun App is characterised by the highest standards of high-quality design and simple, clear user guidance. Since the beginning of July, it has been the ideal companion for a holiday in the region between glacier, mountain and lake, and can also be used by locals. In the new digital holiday companion, you will find all adventures, sports facilities, shopping and rental possibilities, all information about the Zell am See-Kaprun Summer Card and the events in the region. All restaurants, cafés and bars are also visible at a glance. All hiking tours, bike tours and trail running routes can be searched for in the neatly arranged app. The user finds a description of the tour with pictures, receives up-to-date information on the weather, the lake temperature and when he or she can take the last mountain railway into the valley. In the clearly laid out map of Zell am See-Kaprun, the guest has the option of navigating directly to the respective excursion destination or spot with Google Maps. The app also contains a digital mobility card that entitles guests to free use of all public transport in the region. This digital mobility card is integrated into a Zell am See-Kaprun user account, which will be the basis of the destination's guest-centred and individualised communication in the future.

25,000 USES SINCE LAUNCH

The Zell am See-Kaprun App has been available for download in the Google PlayStore for Android and in the AppStore for Apple since the beginning of July. Since its launch, the app has already recorded 25,000 active uses. The quality of the application has been confirmed by users and is currently rated with 5 stars in the Apple AppStore.

With the new Zell am See-Kaprun App, the digital service for guests has been significantly expanded, creating great added value for users. The focus is 100% on the guest: with every interaction, behaviour-based suggestions and information in the digital holiday companion become more precise. This innovative, holistic digital service concept was developed for the region together with Dialogschmiede from Vienna as a strategic partner. The technically flawless and timely implementation of the project was made possible by the development teams of General Solutions and Conecto. The aim in developing this digital solution was to enable the most individualised care possible for guests and thus also to stand out

substantially through digital services in addition to unique offers. The Zell am See-Kaprun App is currently being further developed for the winter season in order to provide guests of the region with all information in this area as well.

Patrick Riedlsperger, Marketing Manager Zell am See-Kaprun:

"The Zell am See-Kaprun App is the start of a major digitalisation project in the region, where we will continue to focus on the topic of digital services in the future. Based on the Zell am See-Kaprun user account, in which we currently offer the mobility card and where we will offer further added value in the future, we can communicate with our guests in an even more individualised and thus more relevant and efficient way. We are currently working with our partners on further improvements and new functionalities for the coming winter season."

ABOUT ZELL AM SEE-KAPRUN:

Glacier, mountains and lake – the all-year round destination of Zell am See-Kaprun in Austria combines the diversity of the Alps. In the unique natural paradise at the edge of the Hohe Tauern National Park, sports enthusiasts, active holidaymakers, families and those seeking relaxation will discover a wide range of experiences in summer and in winter. These include "Gipfelwelt 3,000" on the Kitzsteinhorn - the only glacier ski resort in SalzburgerLand, the Maiskogel family region, the panorama and family mountain Schmittenhöhe, Lake Zell and the multi-award winning 36-hole Leading Golf course. In winter is Zell am See-Kaprun one of Austria's most attractive winter sports regions. Thanks to the Ski ALPIN CARD ticket network, snow enthusiasts can conquer a total of 408 kilometres of pistes, including the glacier, with just one single ski pass. Tradition and authenticity are reflected in the events and culinary specialties of the region. www.zellamsee-kaprun.com

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