



## One-stop shop: »All in One – Destination & Resort Management«

More people travel today than ever before and it's no wonder. The range of offers is huge, and every day travel keeps on getting easier and easier for our customers. As a provider, it is becoming increasingly difficult to stand out from the competition – which is why we have to build a relationship with travelers from the first point of contact, and make their stay as comfortable as humanly possible. But first the right technical prerequisites for a comprehensive communication platform, for access and payment systems, need to be in place, so that all services can be offered from a single source.

CSA, SKIDATA and CUBE HOTELS have done this by developing the joint project »All in One – Destination & Resort Management«. Extensive market analysis of market needs was the starting point for this project.

Our analysis confirms that the trend is towards greater customer convenience. That can be achieved if all providers of a particular destination work together to create a joint platform for planning, booking, consuming and billing all services. It makes things easy, efficient and expedient for our customers – in summer or winter. The market is crying out for all-encompassing software packages and data solutions that enable customer access to holistic services and transparent billing for both travelers and providers.

Our take on this:

### Accommodation (CUBE):

- Hotel property management
- Hotel web booking
- F & B management
- Channel management for different sales partners

### Entertainment (CSA):

- Entertainment management
- Equipment hire
- Equipment maintenance
- Left-luggage and locker solutions

### Transport (SKIDATA):

- Ticketing management
- Administration and sale of tickets and products
- Administration of car parks
- One-ticket access to ski lifts, alpine rail and public transport

A single ticket gives visitors access to all services in the region, with all costs paid for at a single point (e.g. their hotel). Customer details (address, hire of sporting goods, payment method etc.) are only entered once (by the customer and preferably in advance via the internet) then used for all the above needs. This simplifies customer access, reduces waiting times, guarantees transparency and allows destination providers to put together all kinds of different promotional packages and allocate service provision on an equitable basis.

Based on this vision and the fact that no such comprehensive software solutions were already on the market, a specification manual for »All in One – Destination & Resort Management« was compiled.

Suitable partners for a pilot project (transport, entertainment and accommodation) were identified in Savognin, who have been successfully operating »All in One – Destination & Resort Management« since February 2014.

After wrapping up a successful winter season 2013/14, the verdict is:

**The ‚All-In-One‘ card gives us the opportunity to better identify customer preferences and thus exceed their expectations of an alpine vacation.**

### About SKIDATA

SKIDATA AG is an Austrian company and is ranked among the worldwide leading providers of access solutions and visitor management. Almost 10,000 SKIDATA systems guarantee quick and secure access for people and vehicles in: ski resorts, shopping centers, major airports, cities, sport stadiums, fair and amusement parks. SKIDATA places great value in offering solutions that are intuitive, easy to operate and secure. The integrated concepts of SKIDATA solutions help clients optimize performance and maximize profits. SKIDATA Group ([www.skidata.com](http://www.skidata.com)) is a member of the publicly traded Swiss Kudelski Group ([www.nagra.com](http://www.nagra.com)), a market leader in digital security solutions.

### About CSA

Spühl GmbH was established in 1877 and is a world-leading manufacturer of machinery for the production of innerspring units for the mattress and upholstery industry. With customers in 150 countries, Spühl GmbH is now the market leader in its field. The CSA brand ([www.csa-sport.com](http://www.csa-sport.com)) has been part of Spühl GmbH since 2010. Ever since then, the combination of Swiss engineering precision and international winter sport expertise has ensured the company excels as a quality-conscious and innovative unit. Continual advances in storage systems and revolutionary technologies for tuning systems make CSA the ideal outsourcing partner for all kinds of winter sport ventures. Spühl GmbH is a subsidiary of the Leggett & Platt Incorporated Group based in Missouri, USA.

### About CUBE

The guiding principle of the CUBE concept is to optimise customer benefit, no matter whether that customer is a winter or summer guest, or whether he has mountain experience or not. We try to make mountain holidays affordable and attractive for guests. To us, attractive means providing guests with everything they need for a successful mountain experience. To do this, we offer either directly or in collaboration with other providers the possibility to book the various options. For the customer, **ALL-IN-ONE** means that we make it possible to use **ONE CARD** to deal with **EVERY ASPECT** of the holiday, i.e. plane ticket, room key, equipment hire and sports offerings. The main benefit for the customer is that annoying waiting time and additional journeys are no longer necessary. Bergbahnen Savognin, CSA as equipment provider, CUBE and CUBE-Aktive as well as SKIDATA have joined forces to make this vision reality. The next step will be to integrate further providers such as ski schools into the card, so that a true **DESTINATION CARD** will be the result. It will also be possible to make payments with the card. **ONE-STOP-SHOPPING** means that in future, the customer can freely combine all services as dynamic **PACKAGES** and will be able to book them on an internet-based reservation platform. The main benefit to customers will be that they will be able to reliably calculate the costs of their stay in advance as well as make advance reservations that save them any additional waiting time at check-in. CUBE will present this solution in fall 2014.

### For more information:

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