

ALPINE TECH_ INNOVATION SPRINT

21.-23.06.2018

Werkstätte Wattens



A silhouette of a person climbing a rocky peak, holding a flag, against a dramatic sunset sky with clouds. The person is positioned on the right side of the peak, reaching up to plant the flag. The sun is low on the horizon, creating a strong backlight effect on the clouds.

3 DAYS OF WORKING WITH STARTUPS ON YOUR SPECIFIC PROBLEMS IN ALPINE TOURISM

TOPICS

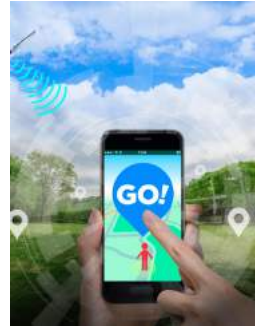
DATA CONTROL



The goal is to regain control over tourism data and use it to connect with guests.

Startups will develop concepts or prototypes to gather data from various sources (e.g. skipass, guest cards, location-based information...) and create specific output formats for tourism service providers (marketing, customer relationship management, booking forecasts, etc.)

ENHANCE GUEST EXPERIENCE



The target is to stand out with unique experiences against competing destinations.

Startups will 1) prototype enhancements to existing service offers or 2) develop free-standing digital solutions for unique consumer experiences using new technologies such as VR/AR, Voice, location-based services, etc.

CUSTOMER JOURNEY



Startups will develop solutions to support tourism service providers to improve their way of communication and interaction with guests.

The goal is to improve the customer journey and the way of communication before, during and after the guest's stay, using chatbots, voice, marketing tools, etc.

AGENDA

DAY 1 WELCOME EVENING

- Check-in and registration
- Presentation problem tracks
- Introduction of Startups
- Matchmaking Startups & Tourism Industry
- 00:00 start working on problem tracks

DAY 2 SPRINT

- 24 hrs of working
- Mentoring sessions with experts
- Inspirational keynotes
- Presentation hand-in 00:00

DAY 3 OUTDOOR & PITCH EVENT

- Outdoor bike, hike or climb
- Pitch & get2gether with startups, industry and investors

WHY ATTEND?

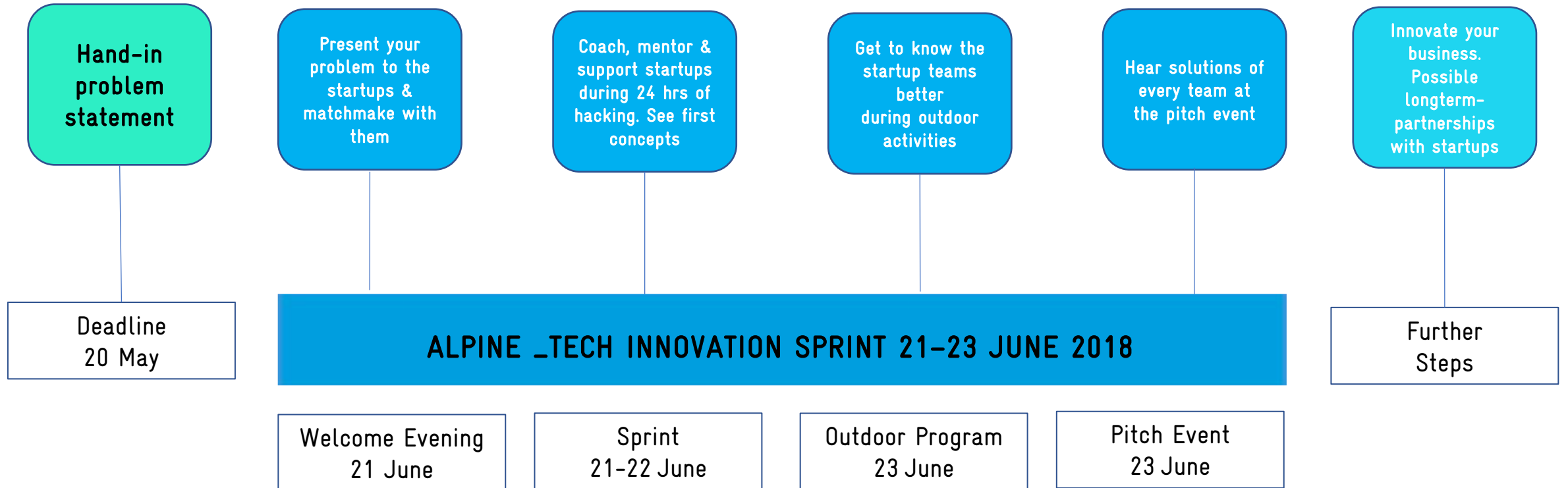
- Jointly work on your industry's issues and problems
- First results within 48 hrs
- Meet international startups
- Test a new way of innovation
- Share your expertise and experience as a mentor
- Final pitch event with startups, industry & investors
- Fun & outdoor activities

Tickets

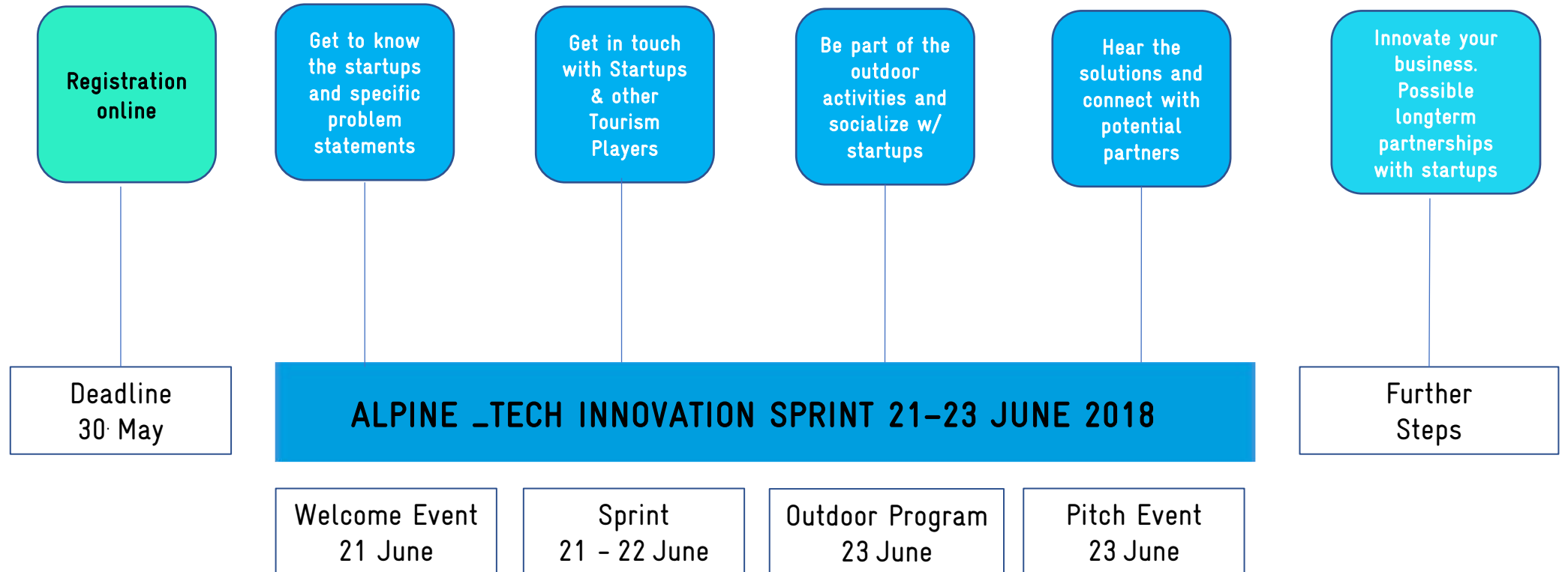
3 Day participation
as Tourism Expert
€ 500,-

3 Day participation
& Own problem track
€ 1.500

PARTICIPATION WITH A PROBLEM TRACK



PARTICIPATION AS TOURISM EXPERT



A person is seen from behind, standing on a mountain peak. They are wearing a green long-sleeved shirt and brown cargo pants. The sun is low on the horizon, creating a warm, golden glow across the sky and the landscape. The person's arms are slightly away from their body, and they appear to be looking out over the vast, hazy landscape of mountains and valleys.

YOUR BENEFITS

Solving YOUR problems

Possibility to enter into longterm partnerships with startups

Boost & innovate your business

We want to solve your specific digitalization problems in tourism!

[INTERESTED? QUESTIONS? MORE INFO?](#)

MAIL TO:

hello@werkstaette-wattens.at

WEB:

<http://www.iect.at/alpine-tech-innovation-sprint/>

ALPINE TECH_ INNOVATION SPRINT / 21.- 23.06.2018 / Werkstätte Wattens

