



**take a moment
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Danish for progress

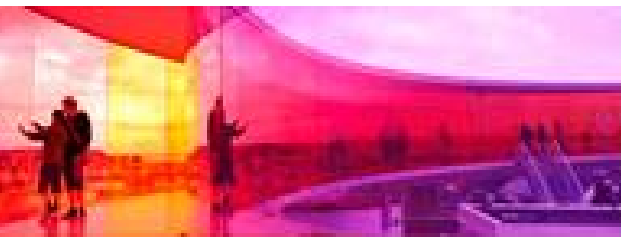


Visit Aarhus going mobile

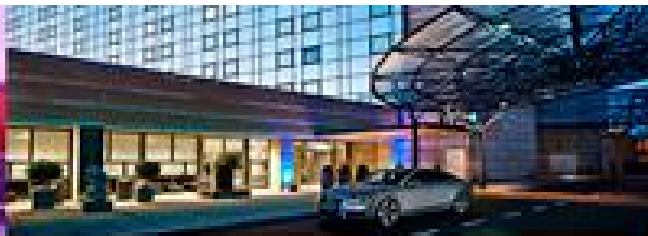
Gijon Febraury 2015 Peer
Kristensen

Agenda

- Short presentation of Peer Kristensen
- VisitAarhus the strategic approach to guest service
- What do we do in practice
- Results



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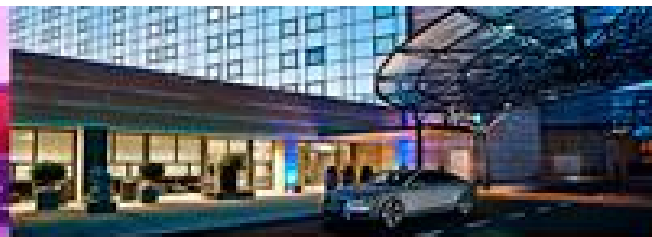
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VisitAarhus' mission

VisitAarhus is a private foundation whose mission is to ensure that tourism in Aarhus deliver results for the city, the region and the whole of Denmark by positioning and develop Aarhus as a passionate knowledge city, with quality experiences.



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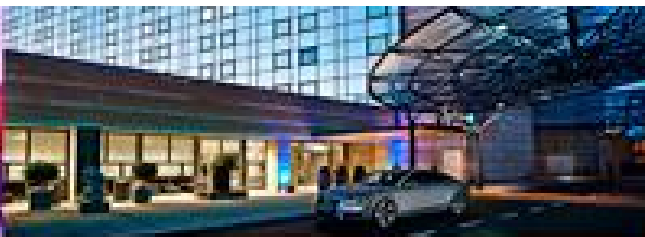


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VisitAarhus the first DMO in the world to close the "Old fashion TIC" ?



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Basis for decision

4 approaches to decisions about future guest information in Aarhus

- The visitors' information behavior
- Experience / development in the TIC
- Technology creates opportunities ...
- Economy on tourism promotion



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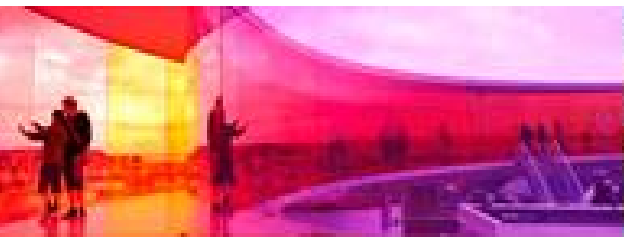


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Future guest service - Change

6 Changes in the demanded tourist services (INFORMATION)

- ✓ Expectation of access to information that is independent of opening hours - **time-independent information**
- ✓ Guests are willing to pay for information – **App's etc.**
- ✓ "I'll check it right on my ... (smartphone) - **updated information**
- ✓ Digital information can be taken away from TIC - **location independent information**
- ✓ Recommendations from other guests means everything ... - **Trusted Information**
- ✓ Hunting on benefits - and "special for me .." - **my value**



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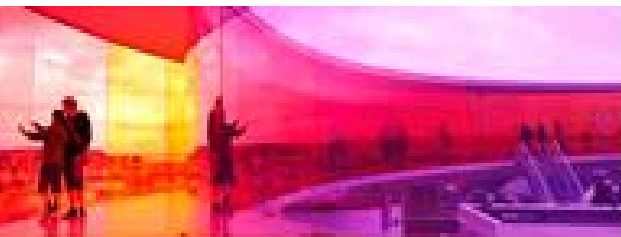


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Future guest service - Key elements

6 key elements of the future guest services

- ✓ Close to the guest - reach the guest where the guest is (physically / mentally)
- ✓ Much more adapted to the **target group**
- ✓ More **digital** than personal
- ✓ More **communication** than information
- ✓ Focuses on the **guest's consumption** and turnover
- ✓ Avoid **concentration of tourists**



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VisitAarhus Guestservice strategy

**Information must come to the
guest rather than the guest to
come to the information**



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Guestservice strategy for 10 different target groups

Meeting and Conference Guests

Cruise Guests

Overnight visitors

Dayvisitors

Event Guests

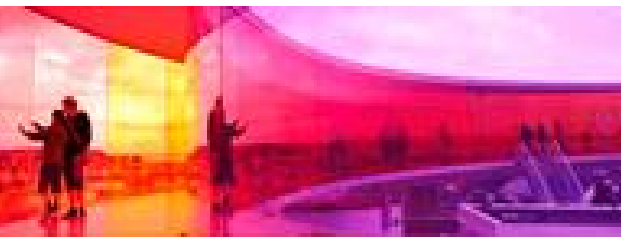
Students

Business Relationship

Settlers

Temporary Settler

Other guests



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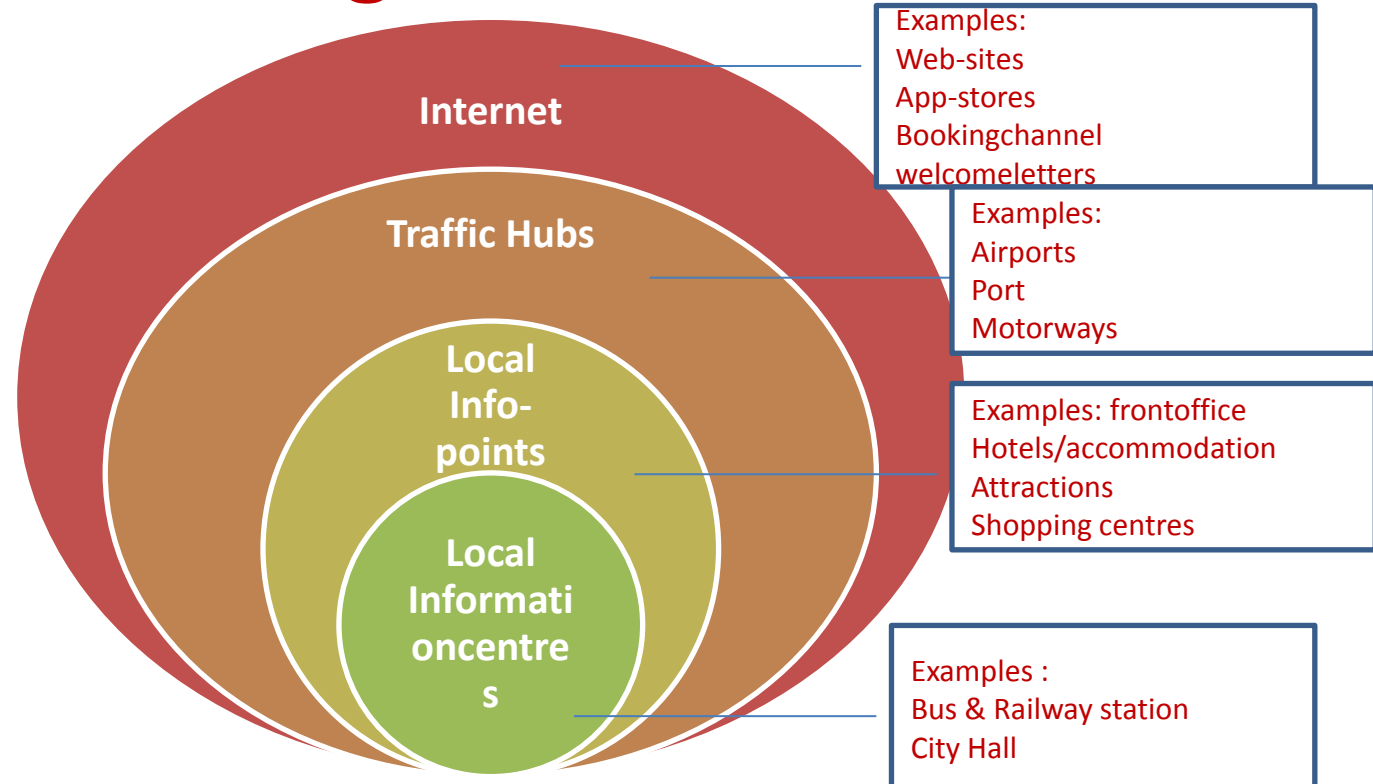


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Where do we need to make guest service?



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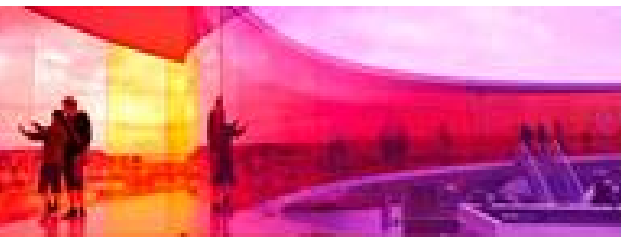


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Mobile toolbox



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Touchscreens



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APP



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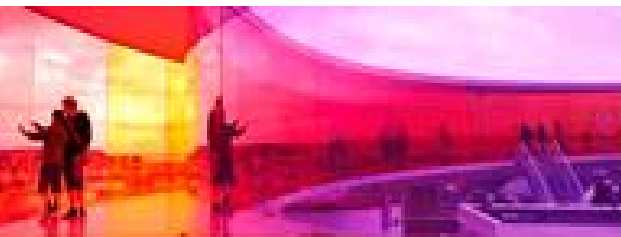


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Mobileweb



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Feel like



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Tripadvisor Cityguide



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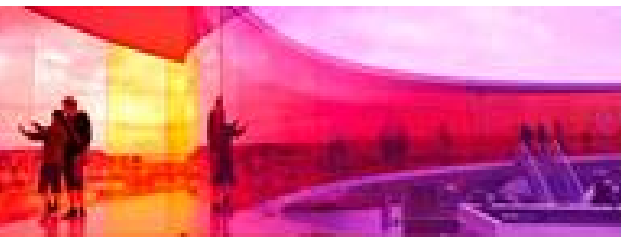


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Social media on the move



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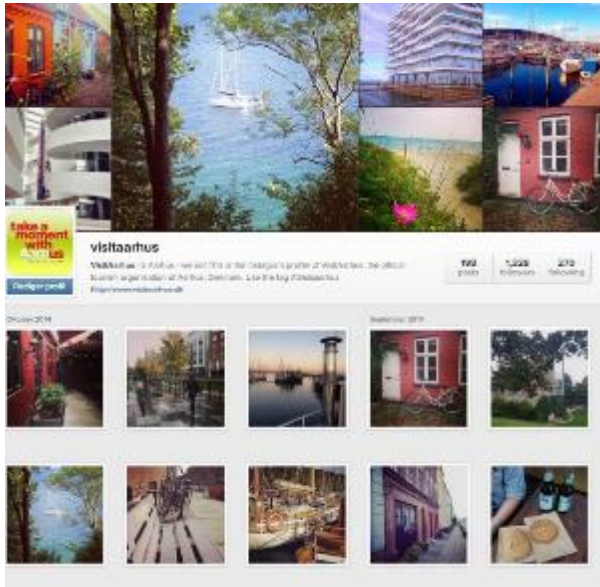


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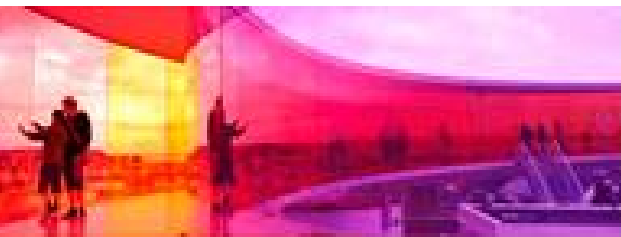


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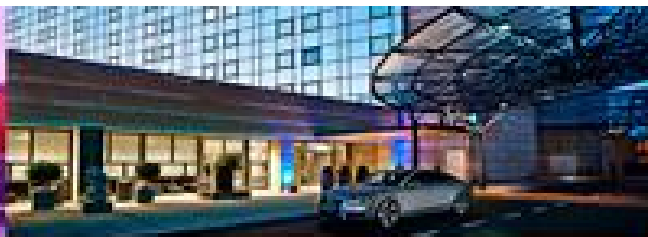
Social media on the move



Mobile TIC



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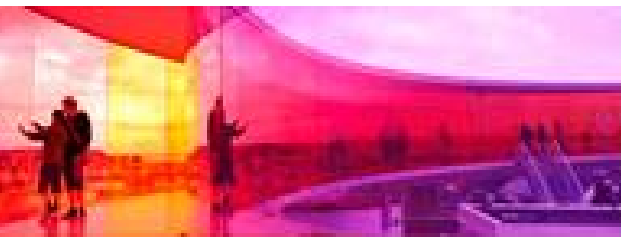


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Mobile TIC



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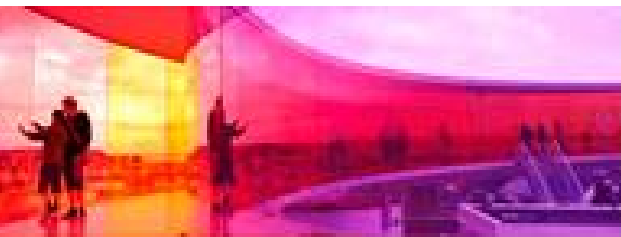


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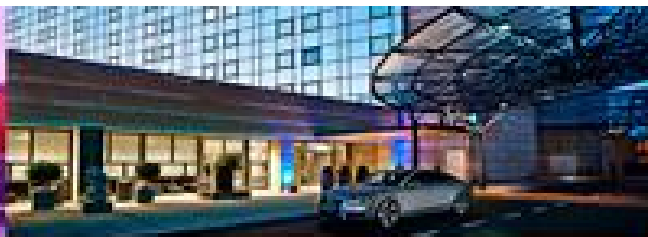


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Mobile TIC



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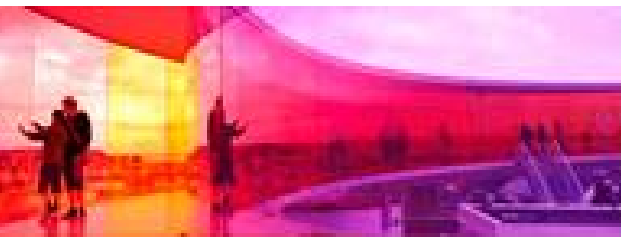


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Mobile TIC



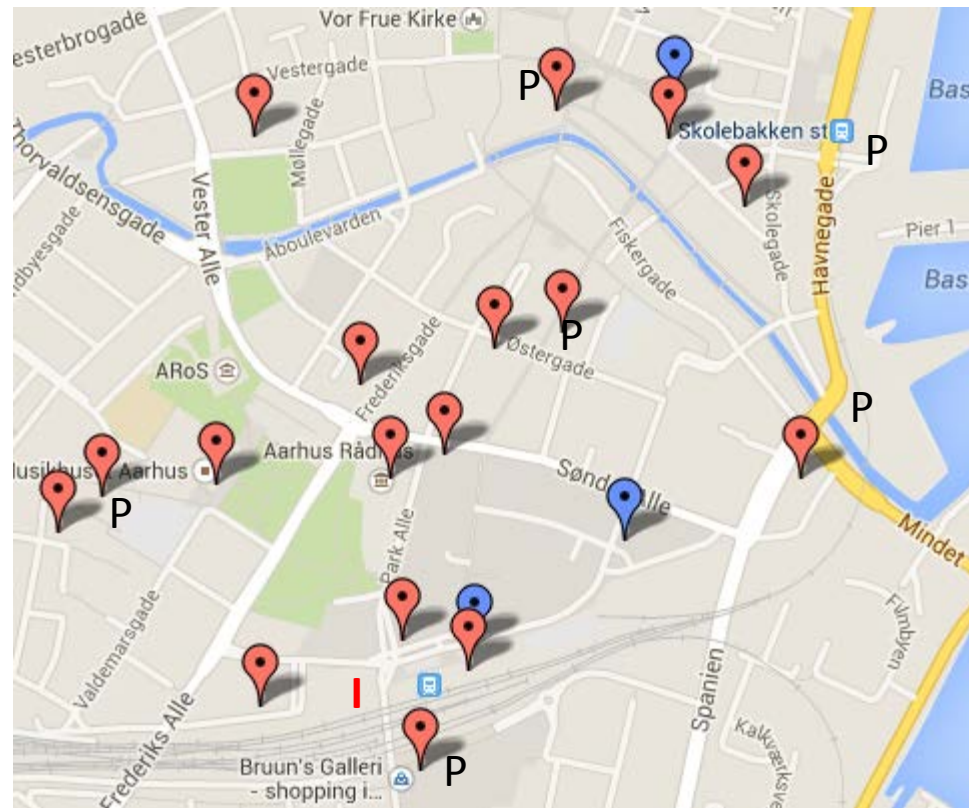
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Results

- 10.000 "real" tourist's in the TIC in 2010. Total cost 360.000 € - 36 €/guest
- 76.000 guest in school holidays (summer)
Total cost 3000€ - 0,4 €/guest



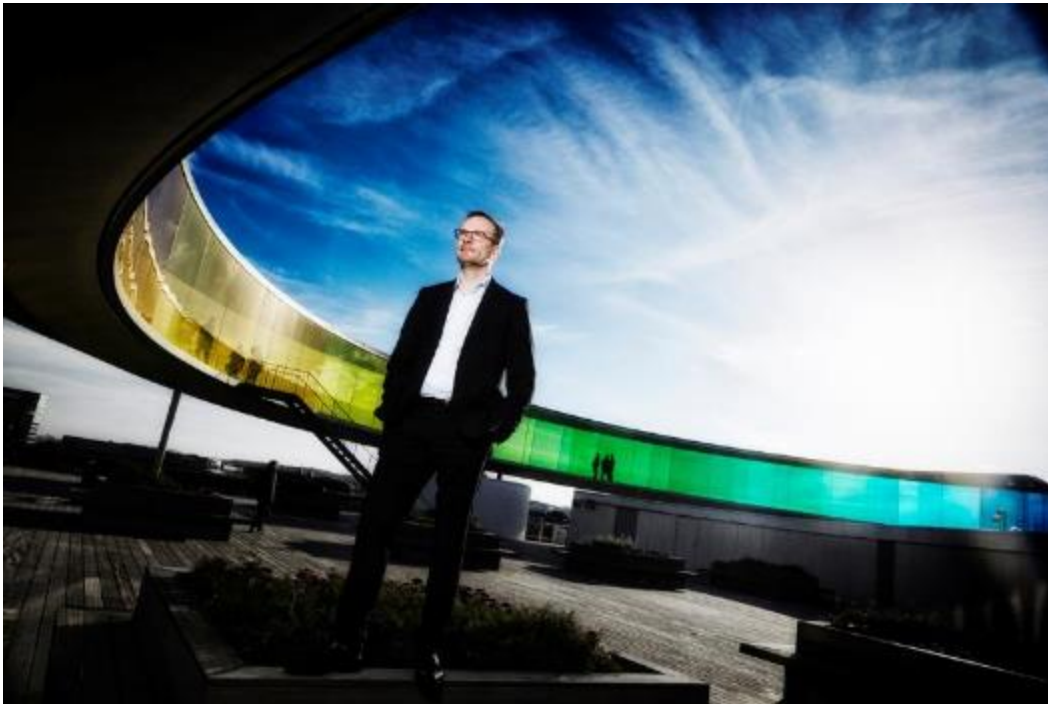
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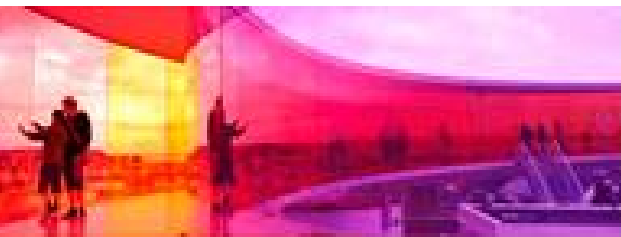
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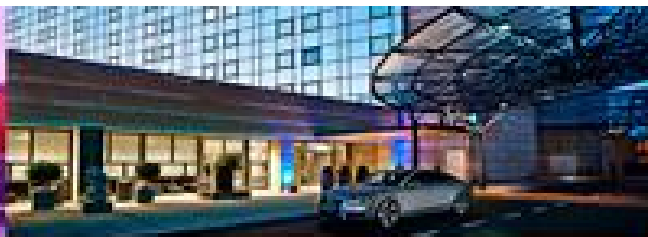
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Questions ?



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