

outdooractive

**Unlock the Power of
Outdoor Tourism**

Our WHY

We are pioneering
a new era of outdoor
tourism that is safe
and sustainable.

We are driven by values

Trust

Waist deep
mountain
expertise

Pioneering spirit

We break
trail

Reliability

There for you
when you
need it

Celebrate local

Maintain the
local way

Positive impact

Outdoor
impact



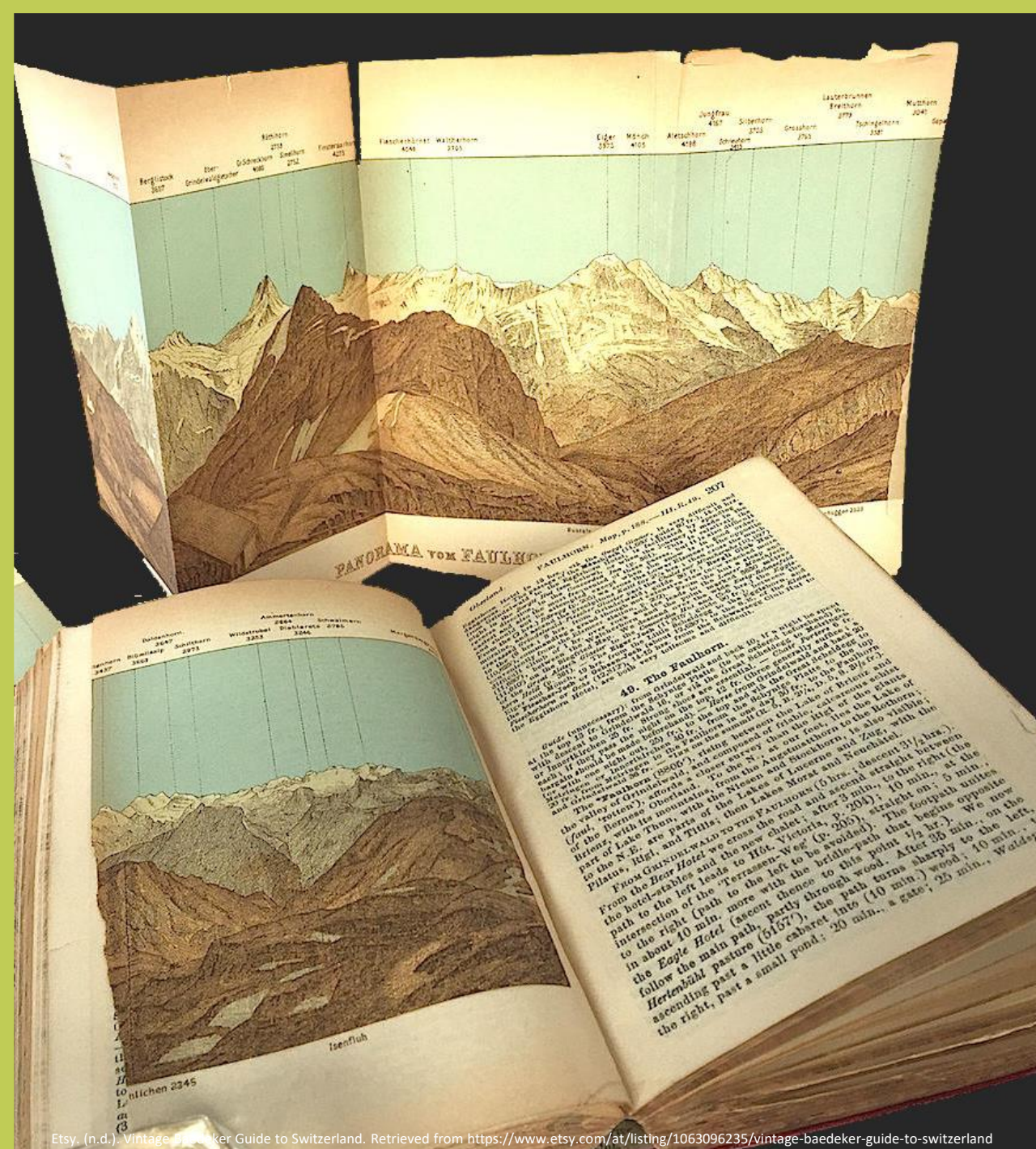
Our HOW

We create
meaningful interaction
between the
outdoor community
and the offering
of the officials.



Our WHAT

We are building the digital outdoor ecosystem that serves as a global travel guide.





The alliance of the officials

We partner
with thousands of brands from
the entire outdoor tourism
industry to
unite forces and give back
the sovereignty over
each player's communication

Tourism Destinations

Trail Manager

Guides

Hotels

POIs

Outdoor Industry

Protected Areas

Search and Rescue Teams

Associations

Publishers

Events

Ballino - Durone - Stenico



TOP moderate Open

↔ 87.6 km ▲ 1470 m

🕒 5:00 h ▼ 1470 m

★★★★★ 4

Garda Trentino

Hike from Söll to the Filzalmsee lake



TOP moderate

↔ 6.2 km ▲ 566 m

🕒 2:30 h ▼ 2 m

adidas

Ottenhöfen in the Black Forest - Karlsruh...



TOP difficult

↔ 12.6 km ▲ 664 m

🕒 4:25 h ▼ 664 m

★★★★★ 86

Nationalparkregion Schwarzwald - Achert...

The bear bicycle trail



TOP difficult

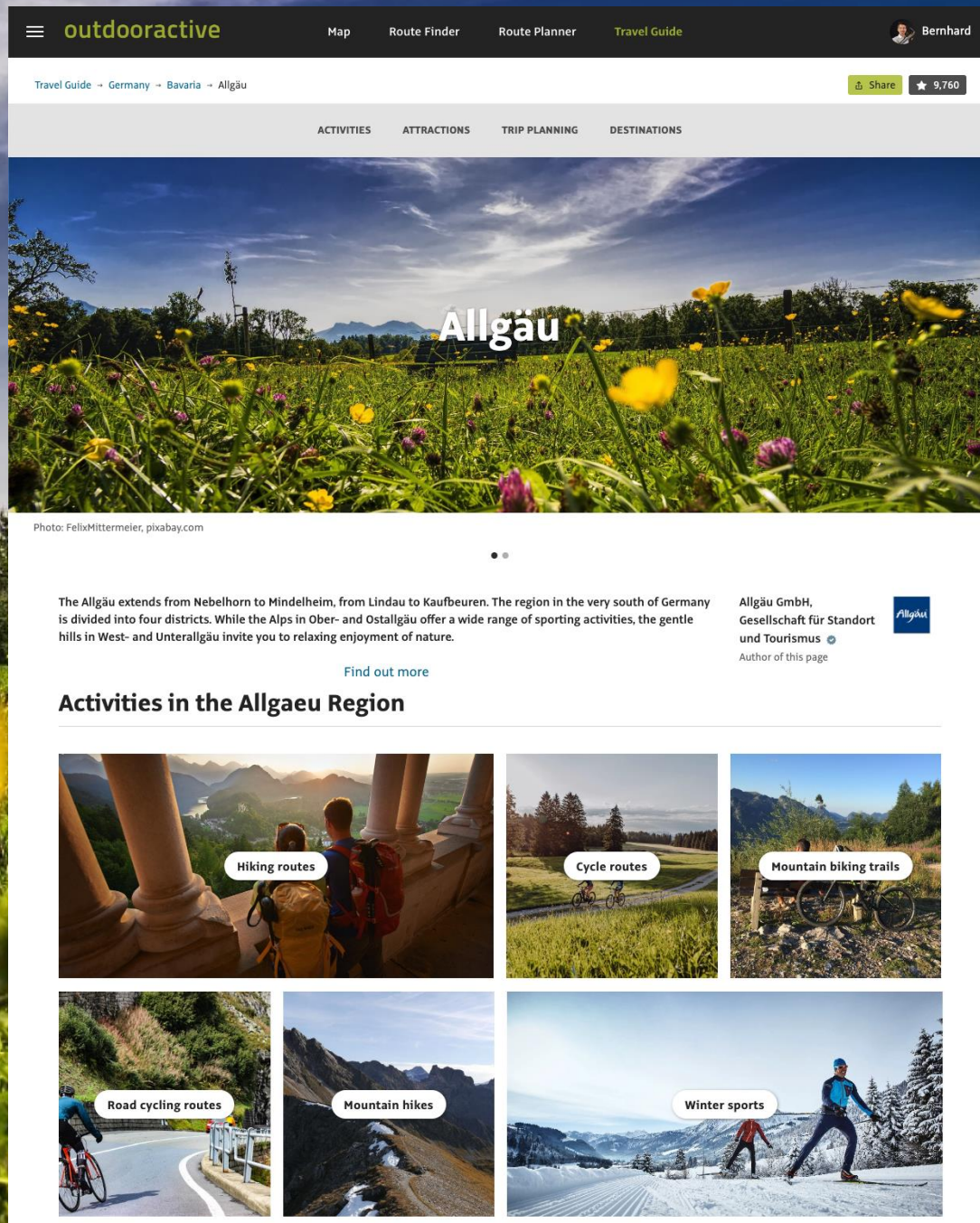
↔ 50.5 km ▲ 540 m

🕒 5:05 h ▼ 546 m

Slovenia Outdoor

Crowdsourcing and local collaboration

Each type of business is supported with a **tailor-made account** and generates the content for their own services, **orchestrated to cooperate and crowdsource.**



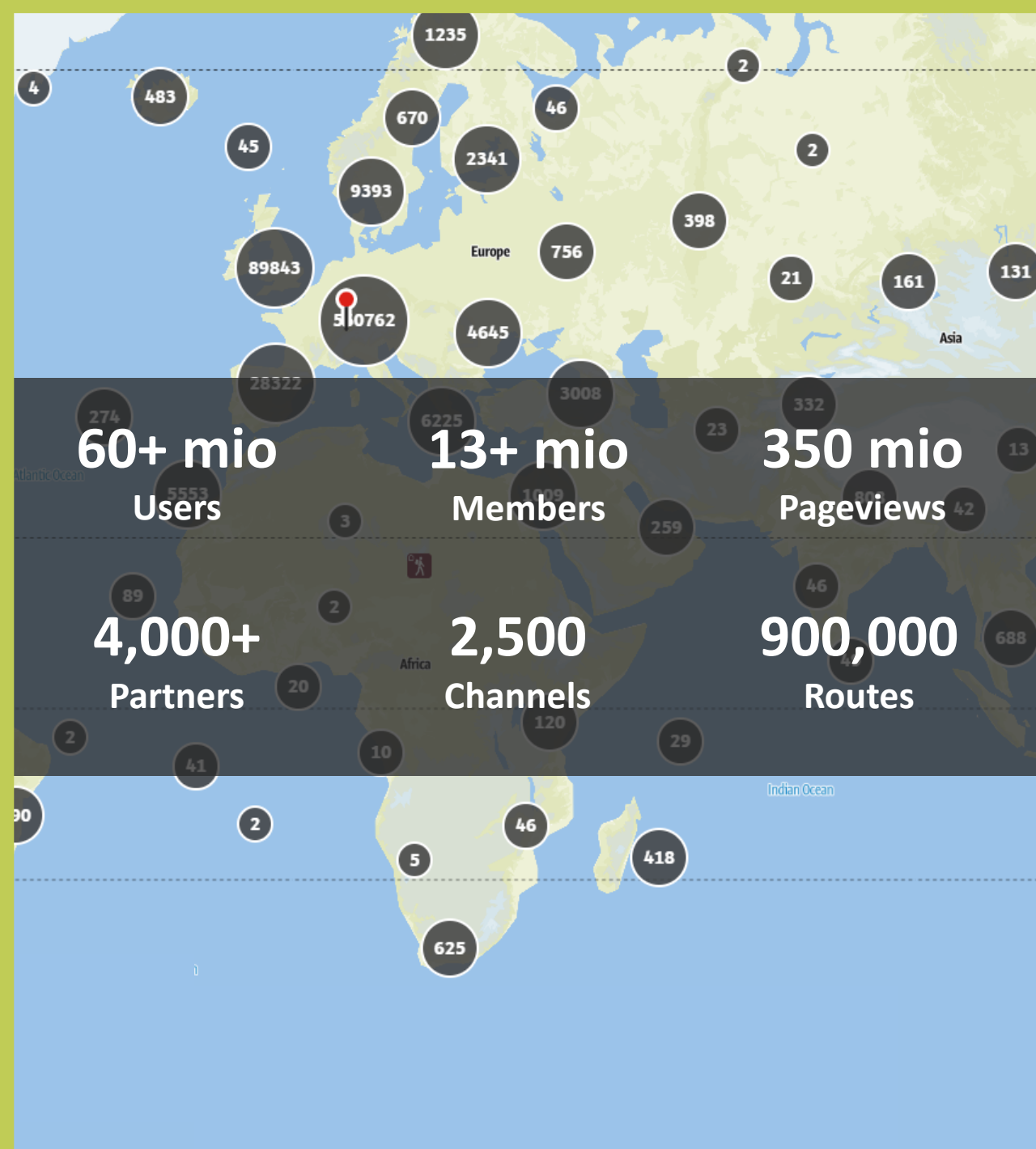
The screenshot displays the outdooractive website interface for a travel guide to Allgäu. The top navigation bar includes 'outdooractive', 'Map', 'Route Finder', 'Route Planner', 'Travel Guide', and a user profile 'Bernhard'. The breadcrumb trail shows 'Travel Guide > Germany > Bavaria > Allgäu'. Below the navigation is a menu with 'ACTIVITIES', 'ATTRACTIONS', 'TRIP PLANNING', and 'DESTINATIONS'. The main content area features a large image of a field of yellow and purple flowers with the word 'Allgäu' overlaid. Below the image is a photo credit: 'Photo: FelixMittermeler, pixabay.com'. A text block describes the Allgäu region, stating it extends from Nebelhorn to Mindelheim, from Lindau to Kaufbeuren, and is divided into four districts. It mentions that the Alps in Ober- and Ostallgäu offer a wide range of sporting activities, while the gentle hills in West- and Unterallgäu invite relaxation. To the right of the text is the logo for 'Allgäu GmbH, Gesellschaft für Standort und Tourismus' and the text 'Author of this page'. Below the text is a link 'Find out more'. The section is titled 'Activities in the Allgaeu Region' and features six activity cards: 'Hiking routes' (two hikers on a path), 'Cycle routes' (two cyclists on a road), 'Mountain biking trails' (two mountain bikers on a trail), 'Road cycling routes' (a cyclist on a road), 'Mountain hikes' (a hiker on a mountain trail), and 'Winter sports' (two skiers on a snowy slope).

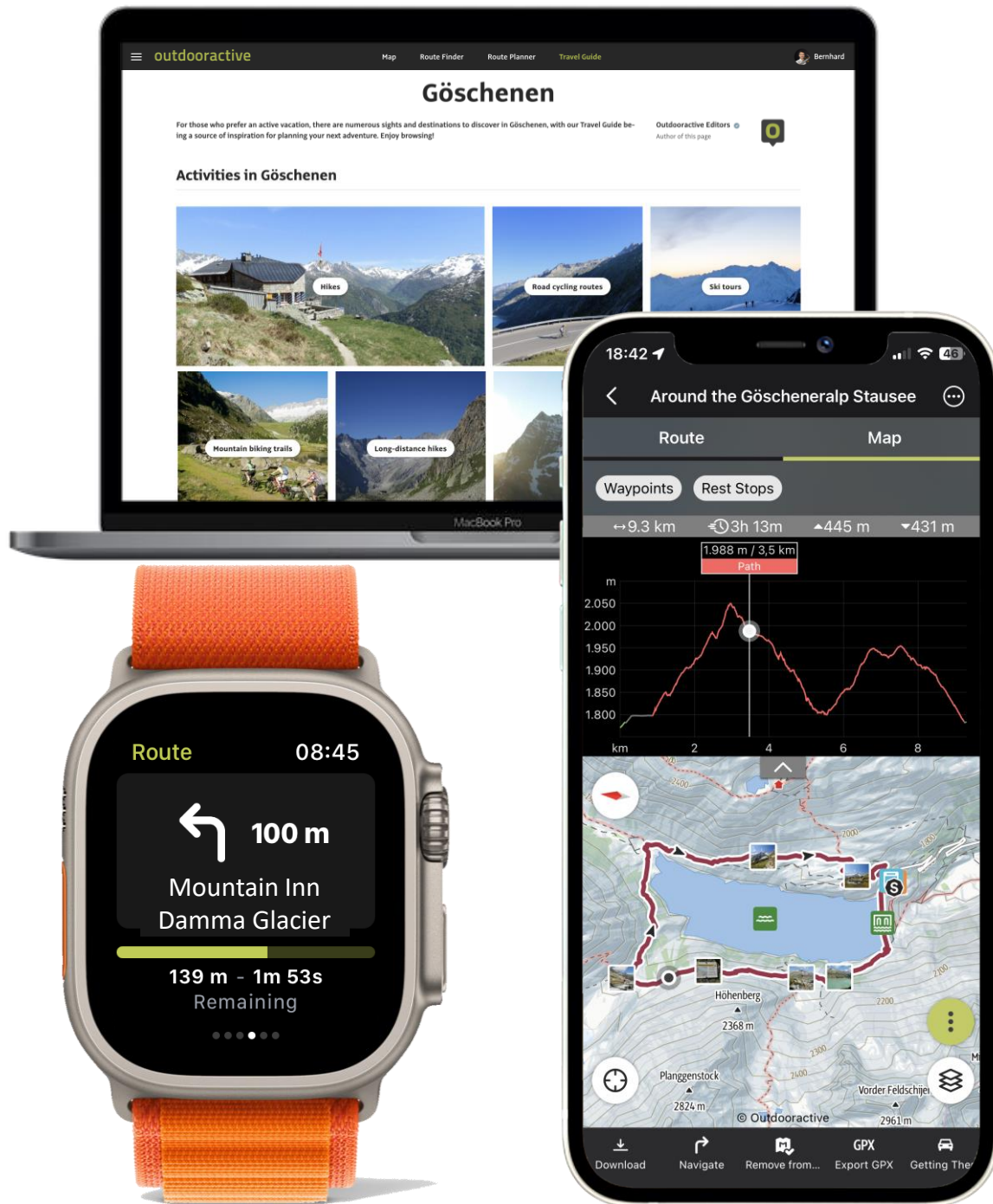
Your Travel Guide

Our map-based travel guide is **automatically filled** in the proven structure for **guests and search engines**. Your content is **optimized** and **enriched** with maps, webcams and weather data.

Community & Content Reach

Content is viewed 5 times more on our platform than on brands' individual channels, with the potential to reach more than 60 million users.





360° Technology

Outdooractive offers the **market-leading complete solution** for tourism destinations from **a single source** as a full-service subscription.

Content Manager

Search

Content Manager

Contents

Routes

Tracks

Points

Conditions

Stories

Offers

Events

Providers

Literature

Collections

Joint Trips



HIKING ROUTE - SWITZERLAND

Around the Göscheneralp Stausee

Premium moderate

↔ 9.3 km ⌚ 3:13 h ▲ 445 m ▼ 431 m

Beautiful circular trail over narrow paths around the idyllic reservoir in the Uri Alps with glacier view

from Hartmut Wimmer, Outdooractive Premium



Statistics

Teasers 145.292

Pageviews 26.898

Actions 9.538

Downloads 414

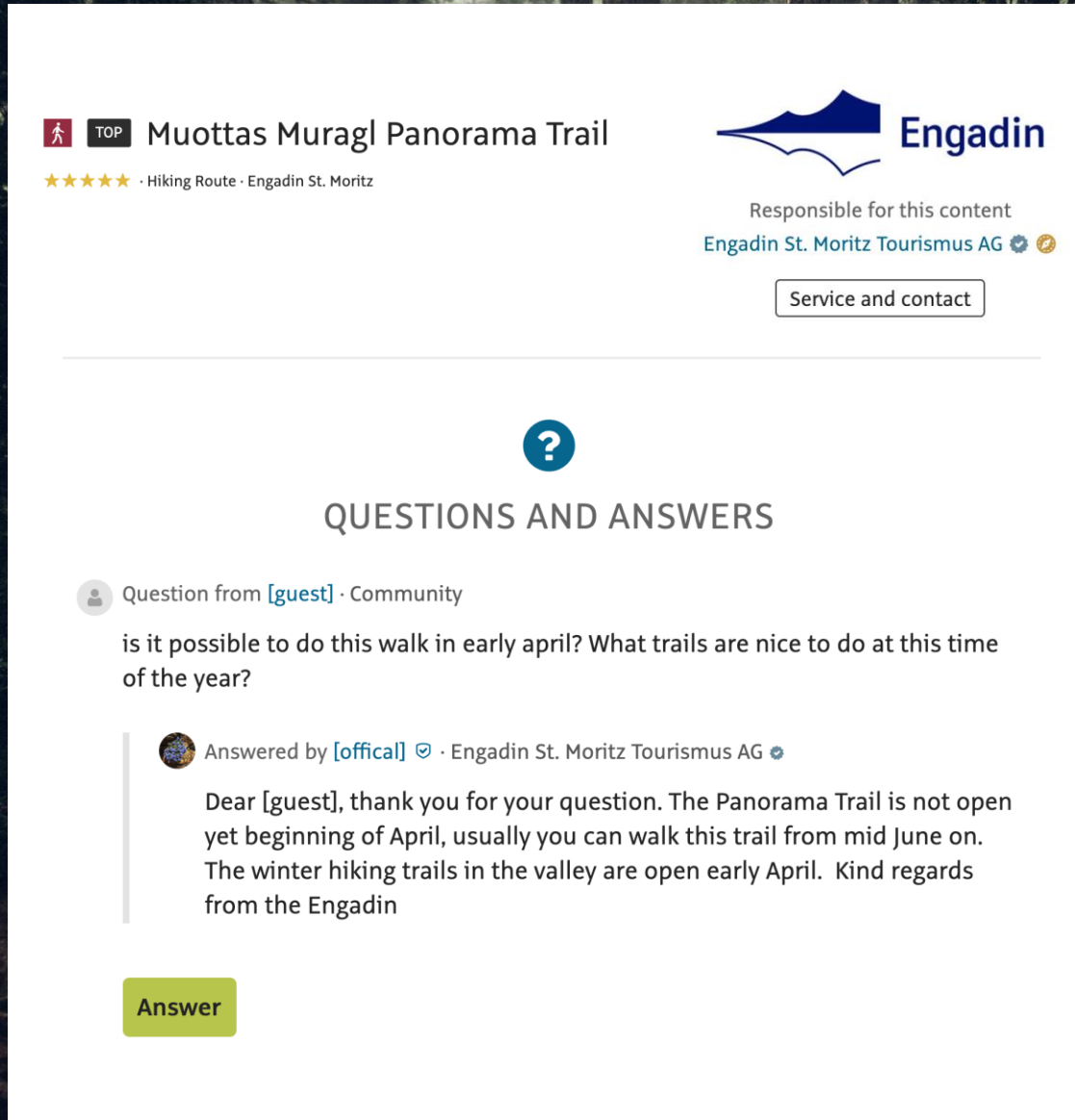
Rank 100


360° Technology

Outdooractive offers the **market-leading complete solution** for tourism destinations from **a single source** as a full-service subscription.


Manage your community



Create your own **guest profiles** with the **fully integrated white-label community**, switching from advertising to guest communication with the support of our full-service **community management**.




 **TOP** Muottas Muragl Panorama Trail

★★★★★ · Hiking Route · Engadin St. Moritz


 Engadin

Responsible for this content
Engadin St. Moritz Tourismus AG  




Service and contact



QUESTIONS AND ANSWERS

 Question from [\[guest\]](#) · Community

is it possible to do this walk in early april? What trails are nice to do at this time of the year?

 Answered by [\[official\]](#)  · Engadin St. Moritz Tourismus AG 

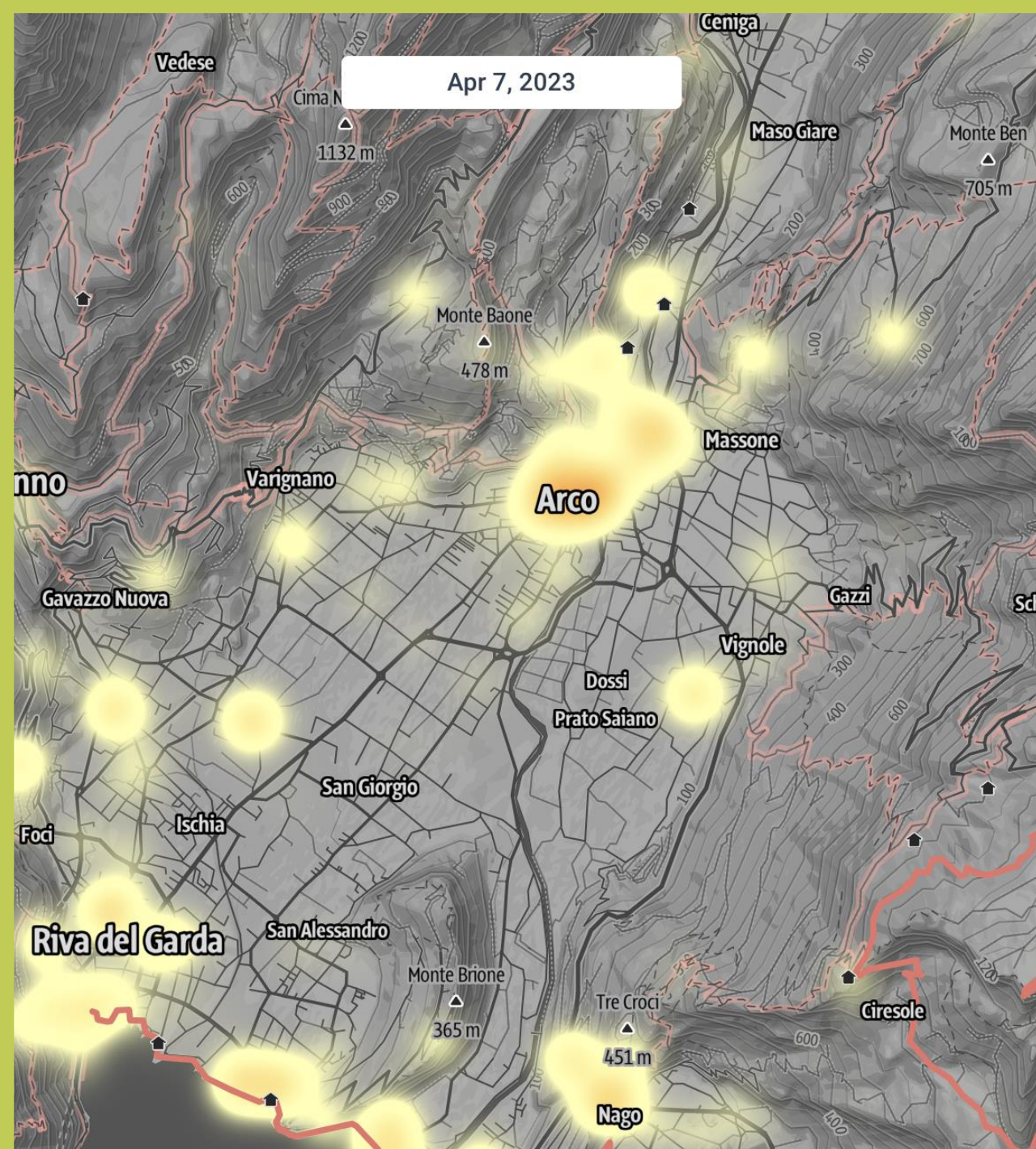
Dear [\[guest\]](#), thank you for your question. The Panorama Trail is not open yet beginning of April, usually you can walk this trail from mid June on. The winter hiking trails in the valley are open early April. Kind regards from the Engadin

Answer

Apr 7, 2023

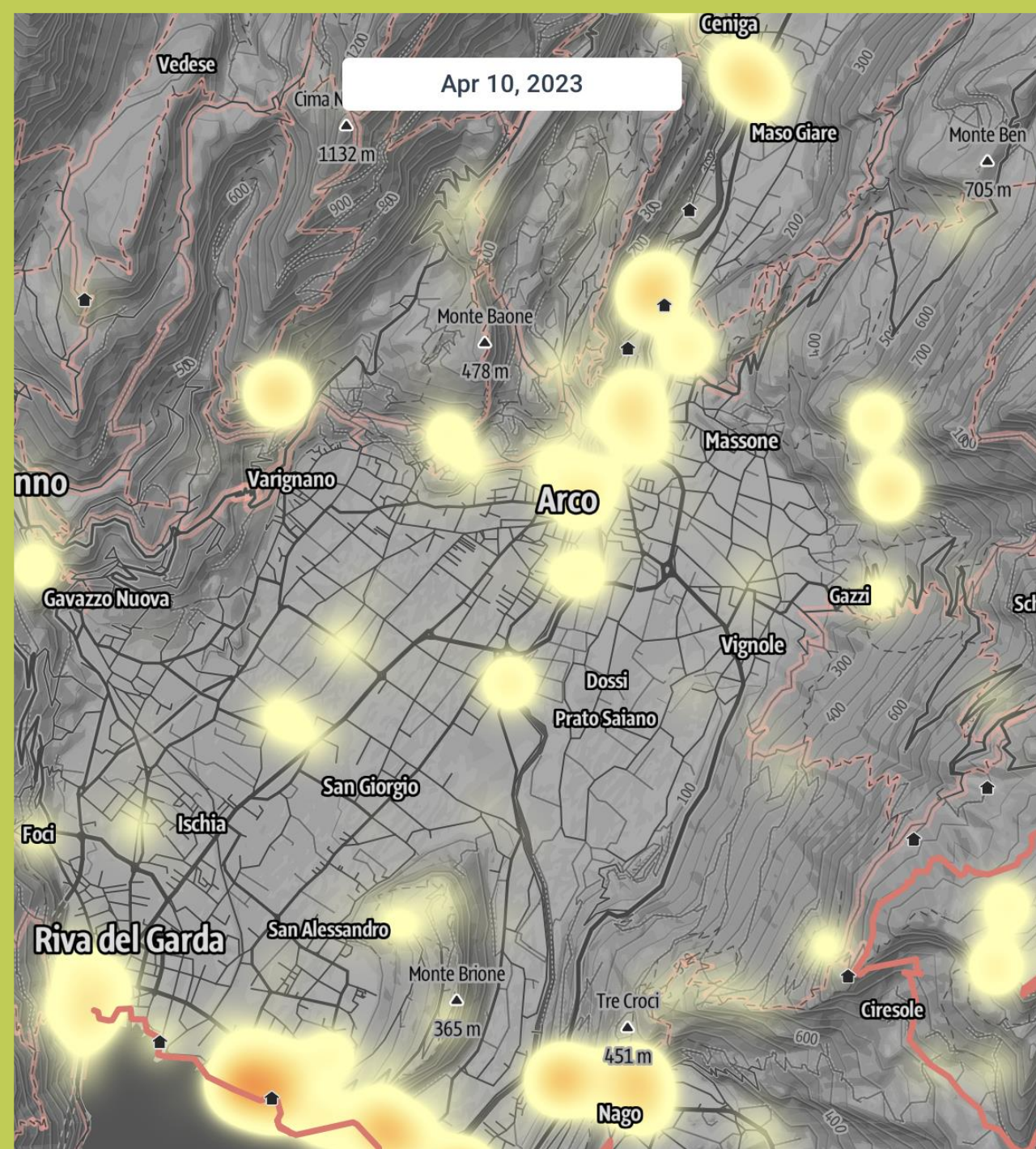
Analytics & Insights

We measure the entire user **journey** from inspiration to trip planning and on-site navigation, analyzing destination data – for you to learn how to **improve your product.**



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We digitize the rules for the use of nature



We support all Trail Organizations, Nature Parks and S&R Teams with a free account



We standardize certification data.

Driving Sustainability

Our sustainability efforts help you **make the right decisions**, achieve and manage **certifications**, guide **visitor flows**, **protect nature**, support local communities and operate economically in the long term.

outdooractive

Join the Alliance of the Officials