

Press Release

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How feratel is rethinking holidays with digital guest cards and holiday companions

feratel has been shaping digital change in tourism for years - with over 160 customer projects and more than 200 active regional maps throughout the DACH region. As the market leader in the field of digital guest cards, feratel not only offers technological solutions, but also a comprehensive complete package for destinations that want to offer their guests a modern, convenient and sustainable stay.

The digital guest card has long been more than just a ticket or discount booklet. It is the key to the destination, a management tool for sustainable tourism and a direct link between guests and regions.

The digital guest card in St. Peter-Ording is a prime example. It is representative of a new generation of tourist services: paperless, available on the go in your holiday companion and packed with services that make your stay easier and more enjoyable. From free use of the local bus to digital access to discounts on events, museums or leisure activities - everything is bundled in one system.

Embedded in a concierge app, guests always have their mobile guest card available online and can view all the services on offer in detail - usage options, opening times, accessibility, All destination-relevant information, such as events, food/drink, route tours and leisure facilities, is also available for the period of their stay.

Experiences can also be booked smartly directly in the app. And thanks to the feratel Card solution, the digital holiday companion becomes a matter of course.

Carolyn Kühn, Head of Tourism at the St. Peter-Ording tourist information centre. *"Our digital guest card in St. Peter-Ording makes holidays even more relaxed for our guests. All the important information, a wide range of offers and intuitive planning of the best time of the year - ready to hand on your own smartphone as an "all-round carefree package" is our contribution to greater convenience and sustainability."*

In 2024, 447,000 guest cards were issued in St. Peter-Ording. In addition, 122,000 PIA invitations were sent out - a digital all-round service offer for guests. An impressive 74,000 of these invitations led to the activation and use of the concierge app.

Almost 60 destinations in the DACH region already rely on feratel's digital concierge and thus offer an excellent service. These include Kühlungsborn, Garmisch-Partenkirchen, Bad Salzufen, Norden Norddeich, Söden, Ischgl, Saas-Fee and many more.

Large regions such as the Salzburger Land also rely on the feratel solution. In future, guests will be able to use the entire public transport system in the province of Salzburg free of charge with the Guest Mobility Ticket - a milestone in terms of sustainable mobility in tourism, which feratel supports and implements as a technological partner.

The numerous references that feratel has to show demonstrate its diversity and strength: Whether the South Tyrol GuestPass with direct connection to public transport throughout South Tyrol, the Salzburg City Card, the AlbCard on the Swabian Alb or the Zugspitzarena Bayern-Tirol Card - each of these cards is individually designed and at the same time part of an intelligent overall system that offers guests and hosts added value.

Thanks to the open system architecture, feratel's card platform can be seamlessly integrated into existing system landscapes. Interfaces such as Customer API, Sales API, Check API, CRM API or the public transport connector can be used to smoothly connect web shops, apps, CRM systems or existing solutions for electronic guest registration.

About feratel

feratel media technologies GmbH, based in Meßkirch, is the German subsidiary of the internationally active feratel media technologies AG, headquartered in Innsbruck, Austria. As a leading provider of complete digital solutions in the tourism sector, feratel Germany offers customised systems for destinations, tourism organisations and hosts - from guest registration and digital guest cards to a central data platform for destination management.

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