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With this edition of LTS Technology News we would like to inform you again about the up-to-date topics and events, as well as to give a short overview of the upcoming topics and developments. Should you have any further questions please do not hesitate to contact Mr. Alex Mutschlechner (alex.mutschlechner@LTS.it) by e-mail.

1. Sinfonet Server shutdown

Once more, we would like to point out the fact that starting with **30.04.2014** <u>**all**</u> **services** of the company Sinfonet will be shut down. **It will be not possible to postpone the deadline.**

Once more, and quite explicitly we would like to point out some services that will be shut down:

- The interface function *SendData/SeekEngine* (deprecated accommodation search of LTS) which was applied by Sinfonet, is no longer available. The accommodation search *LCS/AccommodationDataSearch*, developed by LTS, has been used as a substitute for this function for quite some time.

- The Sinfonet XML-interface (e.g. CategorySearch, DocService (http://services.sinfonet.it), PackageSearch, Events XML)

- The Widgets for events and accommodation search (predecessor of LTS Hotelfinder).

2. Old Widget - events

We had to note that there still existed web pages, referred to by the no longer supported Widget for events (http://tourist.bz.it/Eventview/). We would like to point out that this product's support has expired for some time now and can be shut down any time.

3. Widget – LTS Hotelfinder

The 1.1 Version of LTS Hotelfinder has been online for several weeks now. Displaying members of non-tourism associations and introduction of hotel evaluations were among the biggest innovations. In addition, a free XML-interface is now delivered together with LTS Hotelfinder. It enables direct integration of company overview data into the own Homepage, and, therefore, optimization of web page for SEO.

Due to this optimizations and the extremely reasonable price we hope to approach those customers who currently still use interfaces for the search. Reminder: The LTS Hotelfinder has no annual lump sum. The costs can be found at LTS pages solely in a one time fee, at the price of € 190.00.
Moreover, please note that the LTS Hotelfinder can also be integrated into special marketing activities and partner web pages.

LTS Hotelfinder 2.0 outlook:
Currently the LTS works already on the next version of LTS Hotelfinder. Here are the most important innovations:
- Conversion measurement by our own tracking systems with the help of Code-Snippets
- Optimization of booking steps
- Integration of booking offer from bookingsuedtirol.com
- Geographic search by operator
- Further small improvements

4. Hotel evaluations - TrustYou

The TrustYou service integrates hotel evaluations into Internet and social media channels, and enables their depiction as an evaluation badge in form of different Widgets (HTML-page components).

The LTS acquired user rights for tourism associations, tourism unions as well as suedtirol.info from TrustYou. Thus, the evaluation badge and Widgets can be used on their web pages. The purpose is to influence the decisions of the travelers in a positive way.

Besides, all the member companies of tourism associations have received the right to use the evaluation badges on their own homepage free of charge.   Thus, Internet agencies can consider and use it while creating web pages for member companies (accommodations) of tourism associations.

5. AlpineBits

For some time now, LTS has joined the *AlpineBits* association which has set a goal to define a standard for the exchange of accommodation data (available rooms, inquiries, bookings, prices etc.).
The paramount goal of the LTS is to automatize the exchange of bookings, as well as price and offer definitions between the LTS database and other systems (Property Management Systems/PMS, Central Reservation Systems/CRS) within the following months.

6. Local Tax

The interface for the automated completion of monthly reports via the PMS (Property Management Systems) has not been enabled by the LTS yet. We are currently waiting for an ASTAT Newsletter to give us an overview of the developments in the next year. We will subsequently offer the corresponding interface updates. This should prevent the interfaces from functioning only several months.

7. POIs (Points of interest), ActivityData

The ActivityData has been extended by the topics hiking, mountaineering, jogging, fitness and cycling.

At the same time, the POI management will be launched in a few weeks. At the beginning, this completely revised project encompasses among others such topics like services, culture and sightseeing, business, health and wellness as well as sport and spare time facilities. For the output on productive systems, the data can be used after the 30th of May 2014.

We differentiate *ActivityData* from *POIs* as follows:
- The ActivityData include routes offers (not narrowly defined regions), as well as Webcams and snow reports
- POIs are important points or narrowly confined regions

The POIs, handed over by tourism organizations to SMG have been already (once) imported by LTS wherever possible. Some activities such as bike touring are assigned to the ActivityData. The POI interface and the input mask are similar to each of the ActivityData, having just small discrepancies.

Some actual numbers and facts:

- Number of available activities (*Activity Data*): 1331
- Number of available web cams: 410
- Number of available measuring points: 95

Hoping to have provided you some useful information again

Kind regards

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South Tyrol Association of Tourism Organisations
Landesverband der Tourismusorganisationen Südtirols

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