



Island Adventure

Destination Management Juist and Norderney – Networked Island Solution

The East Frisian island of Juist, situated along the tidal flats of the southern North Sea, is called a magic isle. Over its 17 km length, with only 500 m width in places depending on tides, motor vehicles are prohibited. Guests arrive by ferry or airplane, and horse-drawn carriages roll across Juist in place of cars. It's no wonder that tourism is the main source of income for the island's inhabitants. And their number one industry has taken a big leap in productivity with SKIDATA's destination management solution.

Many services under a single roof

Juist focuses intensely on its guests and works very closely with its partner AG Reederei Norden-Frisia from the neighboring island of Norderney. SKIDATA implemented its destination management solution to enable the providers to target regular customers and to provide tailored marketing and synergies through networking of stakeholder systems.



Armin Ortmann / Deputy Managing Director, AG Reederei Norden-Frisia

„SKIDATA's destination management solution enables Juist and AG Reederei Norden-Frisia to operate in and market to the entire region in a consistent manner that uses resources effectively.”

Client

Juist and AG Reederei Norden-Frisia: Collaboration and close partnership between companies to offer services jointly.
Juist: East Frisian island community has been using a guest pass system for some time
Shipping company: Ferrying visitors to and from Juist and Norderney for more than 90 years.

Task

- Maintain / improve service focus and processes
- Benefit from synergies
- Online reservation, make better use of modern media
- Cooperation with partners
- Professionalization of the destination to secure and improve the competitive position. Targeting regular customers, tailored marketing and compatibility of systems.

Tourist

Destination Management

- Consulting
- Know-how
- Island and destination-wide information and sales system with webshop, ferry ticket system, guest pass and visitor tax management system, event management and merchandising items management, as well as parking and people access systems.

All the services of the companies taking part in the project can be booked online according to the one-stop shop principle. Tickets can be purchased from the internet and parking on the mainland can be reserved online; island inhabitants and companies profit from pay-per-use sales. Data and transactions are managed in a standardized system that provides comprehensive analyses and planning data.

Destination Management Juist One-Stop Shop at the North Sea

Better service and more efficient processes are the dream of every business operator. Online reservations and the use of modern media should also professionalize the marketing for this destination. In a ten-month project, SKIDATA implemented a destination management solution that meets their client's requirements.

From many small, scattered points of sale and ticketing, SKIDATA created a clearly designed, profitable system. Customers can buy the tickets they need at any one of the points of sale or online. The solution saves time and provides customers with an overview, as well as making the many different offers more easily accessible.

Service providers benefit from the close collaboration and a destination-wide information and sales system, in addition to parking and people access systems.

Special features

- **Shared platform**
All providers use a common platform and any service can be sold regardless of location.
- **One-stop shopping**
Individual vacation programs with low administrative costs and enhanced promotional impact. Special offers with dynamic pricing. Cashless payments with only one card for all products and services.
- **Valuable client data**
All client data and reservations are stored centrally. Analysis and rating of compiled transaction enables providers to target regular customers. Internal processes and management are simpler, more cost-effective and more efficient.
- **Networked systems**
Integration of partner systems such as ERP and ticketing systems increases convenience for suppliers and customers.