OFIMÁTICA TSS

A company specialising in direct marketing solutions. Experts in:

- Programming and automation of direct communications
- Direct and published opinion management
- Up-sell and cross-sell content manager.

www.hotels-quality.com

Collaborating member of the Smart Destinations Network

Ofimática TSS
miembro colaborador
Red DTI

DYNAMIC HOTEL & DESTINATION EMAIL MARKETING MANAGER

A destination's accommodation offering tends to lack attractive content (images, event information and resources), but it does have data about visitors and their status with respect to their trip. Destination managers, meanwhile, have and generate attractive content, but don't know much about their visitors (those arriving, those currently in the destination, those who have left).

The **dynamic hotel & destination email marketing manager** is a system that connects destination marketing organisations with local accommodation, meaning that:

- The destination edits content to share information about the accommodation in that location
- Accommodation establishments share their communications securely and confidentially. It provides a PMS connection to update the database automatically, in addition to manual uploading.

The following metrics are provided for accommodation and destinations: the number of emails sent, the number opened, and the number of clicks within the message, from the establishment itself and from the destination in general.
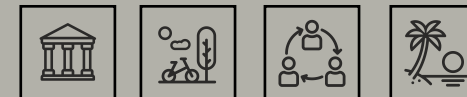
How does it work?

The destination provides the content (final artwork and HTML) for a marketing email, with a fixed structure (graphics and content) for main and secondary messages, which is left in the template repository for the destination's accommodation providers.

The accommodation establishment is notified that the template is available, and activates the segmented campaign within its database, where the HTML template includes, via token, the message that the establishment has decided on for this campaign.

Scope of smart destination application	Solutions for destinations in the following areas	Type of solution
Technology **Governance**		