

Systems for Tourism and City Marketing



City Tours Shopping Guide **Newsletter**
Event Calendar **Hotels** Restaurants and much more





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Dear Sir or Madame,

Your guests expect a comprehensive and professional service of us - online, by phone, and at your place of business. At the same time, you are naturally faced with the task of achieving this goal with as little cost as possible, without having quality suffer.

This is where click around comes into the game: With our professional and yet economically priced systems for tourism and city marketing, we support you in your daily work. Whether it's tours, excursions, hotel bookings, convention block reservations, restaurant administration, brochure mailings, or event calendar, please have a look at our offers especially for tourist informations. We're also the right contact partners for creating websites, CMS, newsletters, online shops, and much more. Our shopping guide is ideal for your city marketing.

All of our systems operate online; you don't need to install software of any kind or purchase new devices. The training and operation are quite simple and save you much time. Incidentally, our systems are produced in Germany by experienced software developers together with tourism pros who are perfectly versed in the field.

May we introduce ourselves to you personally? Call us any time; we would be pleased to come to your place of business and demonstrate our systems for tourism and city marketing free of charge and without obligation on your part.

Kind regards,

A handwritten signature in blue ink, appearing to read 'A. Holzemer', with a stylized flourish at the end.

Andreas Holzemer



An Overview of Our Modules and Services

SYSTEMS FOR TOURISM AND CITY MARKETING



click around **TOURS**

Administer city tours, excursions, theme tours, boat excursions, and much more - for individual guests or groups, of any desired size. Very clearly and in different languages.



click around **EVENTS**

Inform the public about all the events in your city or your region! Our event calendar tool is clear, fast, practical, and naturally in different languages. With ticketing interface on request!



click around **HOTELS**

The tool for every tourist information: accommodations on the Internet, by phone, in the back office, and at the counter. Package offers, conventions/meetings, groups, block reservations - all in various languages, of course.



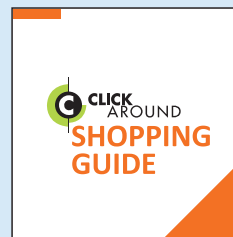
click around **BROCHURES**

Administer and mail printed brochures and catalogs, with ordering tool to be built into your website and for your telephone center. Mailings can be free or with cost sharing, also combinable.



click around **RESTAURANTS**

Clearly represent all the restaurant businesses in your town or your region, with many sorting options as well as with premium pages incl. photos you can easily use for reinvesting in your business.



click around **SHOPPING GUIDE**

Finally a complete overview of all the shops in your town or region - also with restaurants, parking, and more on request. With easy brand search, job offers, and many additional options.

WEBSITE: DESIGN & MARKETING



click around **DESIGN**

Does your website desperately need a relaunch? Are your logo and your corporate identity outdated? Would you like an updated website in modern responsive design? We can do it all for you. Any size. And at a fair price.



click around **NEWSLETTER**

Newsletters always function superbly. Send your offers and news by email easily and conveniently, naturally complete with your desired design. Different groups and language versions are also possible.



click around **CMS**

Of course, you want to be able to handle all the contents, photos, and documents yourself on your new website. For that, there's our professional, scalable content management system - easy to operate and secure.



click around **ONLINESHOP**

City maps, travel guides, souvenirs, and much more: Offer your products for sale worldwide! Configured with a few clicks, the shop gives you an overview at all times. Various payment options provide for smooth purchase transaction.

DATA PROTECTION IN TOURISM



click around **DATA PROTECTION**

Not only is it mandatory by law, but it is also important to protect your business and your customers. Our certified data protection officer can advise and support you in all questions concerning data protection, whether on your website or in your entire business.



The Module for City and Museum Tours, Exhibition Visits, and Excursions

click around TOURS is a longstanding proven, professional administration and booking system for city and museum tours, exhibition visits, and excursions in the region. Developed in our firm and in use for over 15 years, it was developed together with tourism experts according to requirements and expanded over the course of years bit by bit.

An interface with the ticket system Ticket Regional was docked on as well. And so hand in hand or rather door to door, there arose a perfect, uncomplicated cooperation between tourist informations and tourism service providers. The events calendar click around EVENTS with all the tour offers, museum tours, boat excursions,

and much more can accordingly be networked as well, or tickets can be purchased here directly online.

The booking system click around TOURS distinguishes between tours for individual guests and tours for travel groups with very useful functions created individually for both segments. Guides can be allocated online and can themselves view all the important data via a password-protected page.

A very user-friendly, interactive booking system for fast, competent processing of tours.



click around **TOURS: An Overview**

- Internet-based system
- Complete administration of city and museum tours, exhibition visits, and excursions
- Administration of time frames (for example, for exhibitions)
- Administration of tourist guides
- Every guide has his/her own password-protected access which he/she can view for different info and administer if the tourist information so requests
- Guides can register their availability exactly
- Differentiation of tours for travel groups and tours for individual guests
- Daily overview list of tours for the info counter with all relevant information
- Creation of offers possible
- Occupancy display of tours for individual guests
- Billing of additional services and products
- Datev export, including PDF billing document
- Integrated interface with Ticket Regional
- Accounting of commission fees or percentages
- Customer database
- Statistical evaluation
- Configured according to your wishes



Other wishes or questions? We look forward to your email at info@click-around.de



The Module for Hotel Bookings, Package Offers, and Administration of Convention Block Bookings

The booking system click around HOTELS is very easy to operate, in several languages on request. It has long been proven and offers many useful features for tourist informations: from administering all accommodations in your region to online booking, from creating offers and billing to option bookings. Naturally the layout is individually adapted to your website. Export and statistics functions are also available.

A further very important topic is package offers. click around HOTELS makes the complete administration, processing of confirmations, and billing possible. Professional vouchers can be created for your guests either with standard printers or special ticket printers, also with your own design.

And last but not least: conventions and meetings. The convention block reservations at your accommodations as well as the list of participants can be administered and processed via click around HOTELS.



click around **HOTELS**: An Overview

- Internet-based system
- Easy operation and input
- Different language versions
- Administration of hotels, pensions, private rooms, and holiday apartments
- Simple block reservations through the respective tourist information or through the accommodations themselves
- Booking options: online, at the counter, or in the back office
- Online booking from existing block reservation, alternative booking requests
- Accommodations themselves can maintain their data using password-protected access
- Percentage accounting with accommodations and other partners
- Easy reinvestment through premium or info pages
- Readout individually adjusted to the respective layout
- Printing of guest vouchers also possible through ticket printer
- Linking to Google Maps or OpenStreetMap
- Creation of offers and billing
- Option bookings on request
- Data export to Datev, including PDF billing document
- Complete processing of package offers
- Administration of convention block reservations in accommodations, including lists of participants

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The Module for Administering Restaurants, Cafés, Bars, Wine Rooms, and Breweries

The module click around RESTAURANTS offers a system to administer food service businesses in your town or your region - divided into, for example, restaurants, cafés, bars, wine rooms, and breweries. The interactive system is available in German and English and can be expanded at any time to other language versions.

Whether opening times of kitchen service, cuisine type, facilities, distance from city center, directions to the business, payment options, or current offers, all these data and information can be edited, for example, by the tourist information or in general as well, on request, by the restaurant itself via a password-protected area. Photo galleries round off the listing and per-

mit any interested parties a perfect overview. Restaurants and other food service businesses can be found by several search options: for example, by name, by region, or with the help of a map. The allocation to nightlife areas of a respective region or city is an element of the service catalog as well.



click around **RESTAURANTS**: An Overview

- Internet-based system
- Different language versions
- Easy operation and input
- Complete administration of the food service businesses
- Maintenance of the restaurant data via password-protected access
- Information on opening times of kitchen service, cuisine type, payment options, and much more
- Easy reinvestment through premium or info pages
- Linking with Google Maps or OpenStreetMap
- Allocation to nightlife areas possible
- Many varied search options
- Photo galleries

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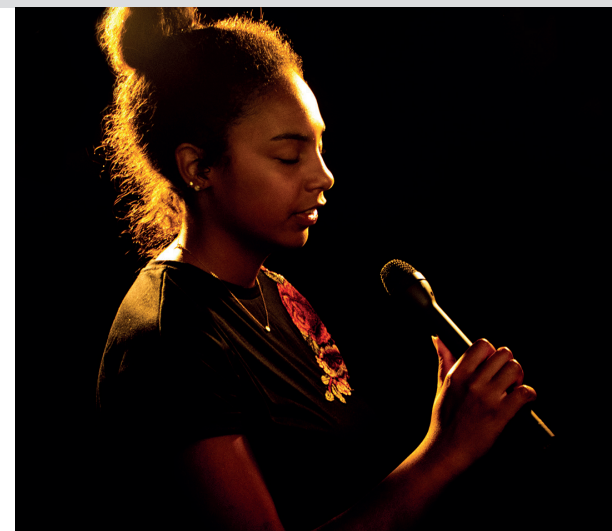


Your Event Calendar Module for City and / or Region

click around EVENTS - The event calendar module is chock full of special functions and a great deal of technical and touristic background. Its numerous features make the event calendar informative, interactive, and perfectly clear. There are many display element options, including linking with social media, a must that goes without question for us. Internet publication occurs in accordance with your website; that applies to layout and composition. Well-developed search functions facilitate finding every event quickly.

Very important: fast, effective processing of photos. click around EVENTS offers, for example, copyright administration of images; more-

over, the function “trimming and resizing” facilitates processing photos many times over. Maintaining the event calendar via password-protected access is very user-friendly; it is equipped with special programming that greatly simplifies input into the system. For example, time periods can be entered, events and dates separated; dates can be duplicated, saving you time and money.



click around **EVENTS**: An Overview

- Internet-based system
- Different language versions
- Easy operation
- Compiling of events with title, subtitle, description, prices, links, and more
- List display with preview image
- Own info page for every event
- Entry of event dates in a password-protected area
- Administration of all event categories
- Localization via Google Maps or OpenStreetMap
- Copyright administration of images
- Trimming and resizing of images
- Detailed search options and filters
- Optimized print version
- Weekend overview
- Sharing of events on social media channels
- Display of the next event dates

Other wishes or questions? We look forward to your email at info@click-around.de





The Module for Mailing Brochures

The tool for mailing brochures, click around BROCHURES, is quick and easy to operate for everyone. The staff member responsible for this area of a tourist information can upload brochures with a few clicks, administer them, select time periods and availability, upload images and PDFs, and print text info on your own letter paper and add them to the order. When placing flyers and brochures in the system you can define different availabilities (online and / or back office).

Those who are interested in visiting the region can quickly and easily select the desired flyers or brochures or view them online. Info packages put together by a tourist information

can also be selected and mailed to the person's home address. Ordering options are available in different languages. Text building blocks can be added at any time on request.

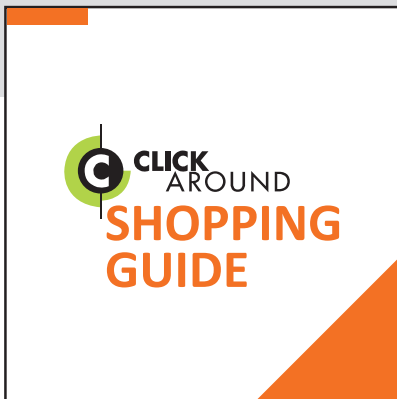


click around **BROCHURES: An Overview**

- Internet-based system
- Different language versions
- Comprehensive system to display, acquire, order, and download flyers and brochures
- Different availabilities can be defined: online and / or back office
- Time period of availability can be selected
- Information material (brochures, flyers, etc.) can be pooled into packages
- Packing list for mailing department
- Option to only download brochures
- Order option with or without payment
- Text building blocks can be added at any time



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The Informative and Interactive Shopping Guide for Your City or Region

The click around SHOPPING GUIDE is one of a kind. It contains a wealth of information, offers a search according to brands, and presents news announcements and current sales and offers. Every business, shopping center, and market in your city or region can be listed here. A premium or info page can be used perfectly for reinvestment, but at the same time it contains much additional information: from directions to parking possibilities, from image gallery to brands and job offers to sales promotions.

We also have included the thematically suitable topic restaurants. In the food services segment, we have differentiated among restaurants, wine rooms, cafés, bars, snack bars, etc. In the

shopping guide, we also have an online listing of current lunch menus or the week's menu.

Many services such as display of all public mail boxes, ATM machines, and taxi stands round off the large offer in the click around SHOPPING GUIDE.



click around **SHOPPING GUIDE**: An Overview

- Internet-based system
- Different language versions
- Optimized for smartphones

Businesses

- Complete listing and administration of shops
- Brand search
- Opportunity for reinvestment through info or premium pages
- Job offers
- New openings and closings
- Updated promotions & sales
- Video integration
- Listing of markets
- Shopping Sundays: Which businesses are participating?

Restaurants

- Complete listing and administration of restaurants
- Lunch menus / week's menus / breakfast
- Opportunity for reinvestment through info or premium pages
- Job offers
- New openings and closings
- Updated promotions & sales
- Video integration

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Websites and Print Products - with click around DESIGN You Have an Experienced Partner at an Economical Price.

You're on the sophisticated page with click around DESIGN: We will create your website tailor-made in every desired size, from the brief info page for events all the way to complete websites for your city or your region. Naturally always in a modern, responsive design.

With click around DESIGN, you have a unique team of creative web graphic artists, experienced tourism experts, and professional developers at your disposal. We can advise you comprehensively and create your web project according to your wishes and ideas. Naturally also in different language versions and always focused on the special features of your tourist region and the expectations of your guests.

We would be pleased to also take over texts and images from your previous website for a relaunch or create new content according to your guidelines.

An appropriate logo should be part of a professional website - we would be pleased to create this for you as well. We can design print products such as flyers, brochures, catalogs, posters, and much more in our offices and also have them printed. Full service and friendly customer consulting from A to Z - that's what distinguishes click around DESIGN.



click around **DESIGN**: An Overview

- Websites in any size and in any desired layout
- Always in modern responsive design
- Print products
- Logo development
- Creativity and experience in graphics and techniques
- Longstanding tourism experience
- Full service from A to Z
- Friendly consulting: before, during, and after your commission for us



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Process all Images and Texts on Your Website Yourself - It's Easy and Secure!

With click around CMS, you receive a complete content management system with which you yourself can administer the contents of your website created by click around DESIGN.

We offer you a professional, secure solution: every security criterion follows the highest standards (bank level), just as all legal conditions are observed. It goes without saying that click around CMS is thus not an open-source solution, but high-performance software built up over years by a professional developer team.

You won't need anything installed at your place of business nor any additional client. click around CMS can be used on any standard PC,

Mac, or tablet with any browser, also of course for underway. The time control of the texts is quite useful; in that way, you can better plan and prepare, even with a longer absence.

The graduated user administration provides for further security: Decide for yourself which staff member is permitted to process which areas.



click around **CMS**: An Overview

- Internet-based system
- Process images and texts yourself on your website
- Operation quick and easy to learn
- Usable online with any browser, also underway
- Text input and output in different language versions
- Secure, reliable software
- Adjusted to the size of your website
- Graduated user access according to your wishes
- On-site training
- Full service from A to Z
- Free telephone support
- Friendly consulting: before, during, and after your commission for us

Other wishes or questions? We look forward to your email at info@click-around.de





Mail Newsletters Effectively and with Legal Certainty to Your Customers and Partners!

No matter which messenger service your customer likes to use, no matter which social media offers he or she prefers - all your customers and partners use one thing: email! As in the past, hardly any other advertising form is more effective or direct in its appeal. With click around NEWSLETTER you can send your newsletters by email especially easily and conveniently.

You can use prepared templates or even let us create them completely for you, according to your choosing. Your images and texts can be used at your discretion. The newsletters will be sent automatically, in the right format and tailored to all recipients, whether it's for a PC or

a smartphone. Interested customers can subscribe or unsubscribe in conformity with data protection, naturally with all the required confirmations. You always have a full overview of the administration area of the system.

A time-controlled mailing is possible as is the allocation of recipients in groups and optional languages.



click around **NEWSLETTER**: An Overview

- Internet-based system
- Any number of email addresses
- Any number of recipient groups
- Templates or we can create a newsletter for you
- Subscribing and unsubscribing in conformity with data protection
- Integration into your website
- Easy and comfortable operation
- Low costs



Other wishes or questions? We look forward to your email at info@click-around.de



Sell Your Products Online – Secure and Easy Operation for You and Your Customers!

With the click around ONLINESHOP, you can sell your products quickly and reliably. Whether it's fashions or souvenirs, drinks or specialist literature, you enter your articles with a few clicks and offer them for sale in the shop. List displays, detail pages, many images with zoom functions and an uncomplicated customer administration are available. We would like to emphasize that click around ONLINESHOP has an easy-to-use interface, both for the operator and the customer.

Discounts for specified customers can be recorded or offered to all customers during particular sales promotions. Shipping and handling costs can be accounted as flat rate, according

to shopping cart, or according to weight. A multi-lingual user interface and a platform in accordance with data protection enable world-wide sales. All standard payment options are available.

The especially flexible set-up of click around ONLINESHOP offers security for the future: The module can be expanded at any time with new functions, languages, payment options, and much more.



click around **ONLINESHOP**: An Overview

- Internet-based system
- Easy operation for customers
- Optimum display, even for smartphones
- Individual shop design according to your wishes
- Fast article input
- Clear administration
- Varied secure payment options
- Option for ordering as guest or with customer account
- Shipping and handling costs of your choosing
- Display of bestsellers and sales offers



Other wishes or questions? We look forward to your email at info@click-around.de



Data Protection and Security in Tourism

The General Data Protection Regulation (GDPR) places new official demands on businesses and public offices. The main principle is to protect all personal data from unauthorized access. Naming a data protection officer for private sector tourism organizations is prescribed by law, as long as at least 10 staff members are constantly concerned with processing personal data, or special categories of personal data are processed. It is mandatory that public tourism organizations appoint a data protection officer.

We offer you the services of a certified external data protection officer (Southern German Technical Inspection Association, DSB-TÜV) to work towards observing the data protection

regulations in your tourism organization, to develop and supervise relevant measures. We are familiar with the specific conditions within tourism organizations through our longstanding experience in tourism. Thus together we can lay the foundation for your business data protection.

We have drawn up affordable service packages oriented to your demands. Every package aims at fulfilling the prescribed duties of the data protection officer and is always adaptable to your needs through additional services.



click around **DATA PROTECTION: An Overview**

- Certified external data protection officer
(Southern German Technical Inspection Association, DSB-TÜV)
- Professional assistance in implementing data protection regulations of the GDPR
- Affordable packages with different services
- Packages adaptable to your needs
- Generally more favorably priced than an internal data protection officer
- Coverage of the status quo in all relevant areas of your organization's data protection
- Website check for data protection conformity (can also be booked separately)
- Guidance on implementing GDPR
- Development of measures, processing of a data protection concept
- Supervision of implementation of measures
- Information and sensitization of employees concerning data protection
- Consultation on questions of data protection
- Contact partner for regulating authorities and others concerned

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