

#FEELAUSTRIA

the it's-all-  
about-perspective  
moment



Austria

arrive  
and revive

austria.info

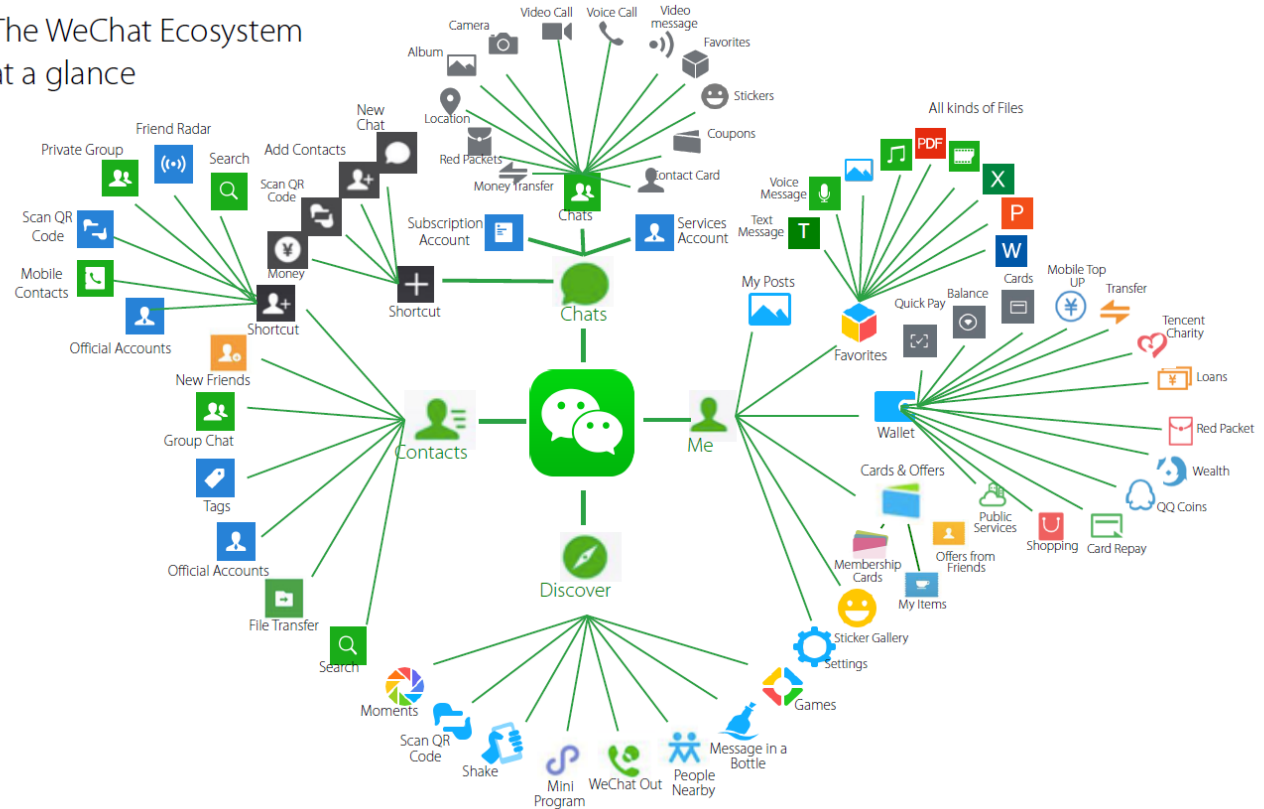
# Wechat and Wechat mini program

- What is mini program?
- How Mini Program can be used by tourism organisations?
- Our ÖW mini program innovation: In Tune with Austria



# Wechat as Ecosystem

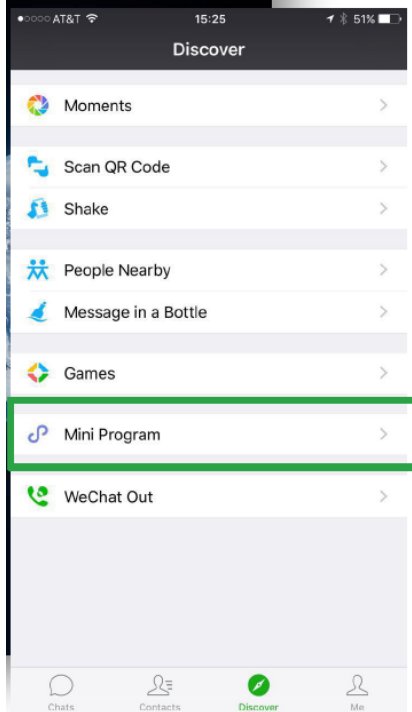
The WeChat Ecosystem  
at a glance



# Wechat mini programs are like mini-apps

- Mini Programs are like apps, but inside the Wechat eco-system.
- You do not need to download and install.
- As long as you have Wechat, you can directly access mini programs.
- QR-Code as an access

# Wechat mini programs are like mini-apps





# How mini Program can be used by tourism organisations?

OTA

Booking.com



Scan the QR code to access the Mini Program



San Francisco Asian Art Museum



Scan the QR code to access the Mini Program

Learn about the newest exhibition and enjoy the audio tour through this mini program.



Starbucks



Scan the QR code to access the Mini Program

Customize your Starbucks' gift card experience and send virtual gift card to your friends through WeChat.



Duty Free Store

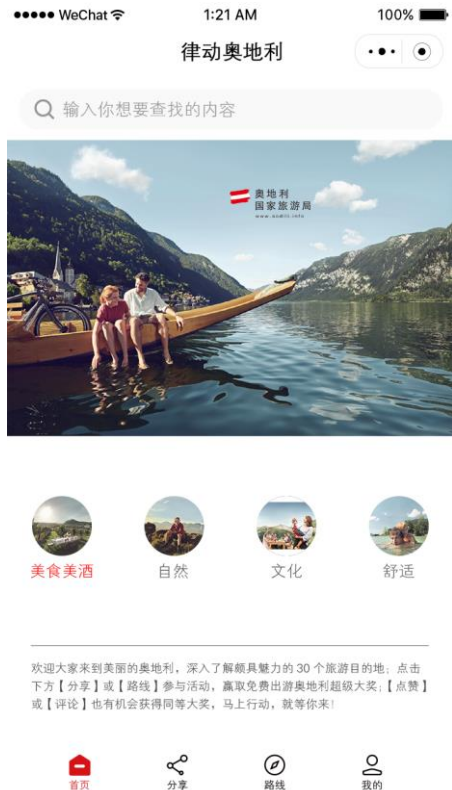


Scan the QR code to access the Mini Program

Shop through the mini program and pick up your order off-line. Your currency-exchange program is solved by WeChat.



# Our mini program innovation: In Tune with Austria



- Size < 2MB
- Access through QR-Code



# How to get our Wechat mini program?



- Offline cooperation: Lifestyle Magazine, 135.000 circulation/weekly
- Online cooperation: Wechat account „Traveller“, 850.000 Followers



# How to get our Wechat mini program?



- Tencent cooperation: targeting core cities Shanghai, Beijing und GuangZhou. Age between 25-45 in all gender. People who already were in Europe.
- We got 3.7M views.
- Other social media cooperation: Sinaweibo, Tik Tok etc.

# Innovation I. more flexible content

- All content can be collected, shared and searched in mini program



欢迎大家来到美丽的奥地利，深入了解颇具魅力的 30 个旅游目的地；点击下方【分享】或【路线】参与活动，赢取免费出游奥地利超级大奖；【点赞】或【评论】也有机会获得同等大奖，马上行动，就等你来！



## 达赫斯坦全景缆车

在施泰尔马克州海拔最高的地方——2700米高的达赫斯坦，有无数亮点待你体验。乘坐双侧玻璃的全景缆车，10分钟就可以来到达赫斯坦峰的山顶。在山顶，除了天空步道（Sky Walk）、冰雪宫殿（Ice Palace）的绝佳景色，你还可以走一走...[展开](#)

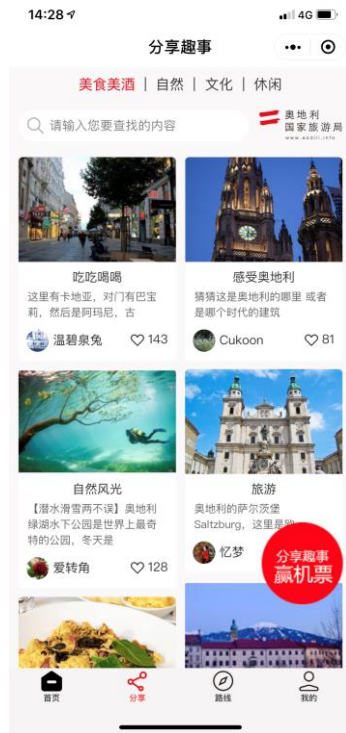
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# Innovation II.

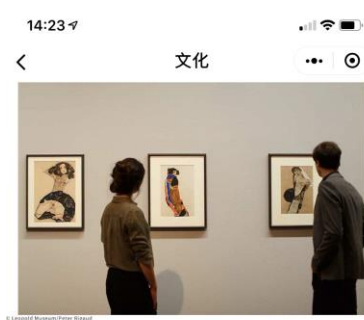
## Real-Time and interactive content



- User can find what people do in Austria in real-time.
- User can make comment on all postings and share them directly in Wechat Moments and Wechat friend groups.

# Innovation III.

## Campaign in Wechat mini program



© Leopold Museum/Photo Rigolet

### 维也纳现代化的利奥波德博物馆

利奥波德博物馆 (Leopold Museum) 坐落在世界上规模最大的现代艺术与文化展览区——维也纳的博物馆区 (Museums Quartier)。博物馆区荟萃了60多家文化机构，见证着历史建筑与现代设计的碰撞融合。园区中世界闻名的种种家具设...展开

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分享至  
朋友圈



Yumi

不是一个狂热的艺术爱好者，但是忍不住对这博物馆的布置感到惊讶。这建筑本来就让人印象深刻，它所收藏的艺术品更加如此。展品“Kiss”非常漂亮。漫步穿过花园，来到地下观景台，那里也有令人印象深刻的收藏品。古老马厩里的中世纪展品真是太棒了

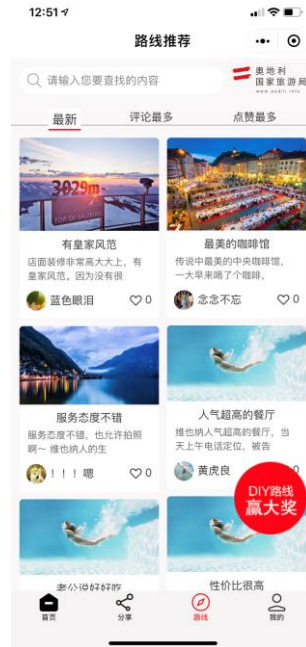
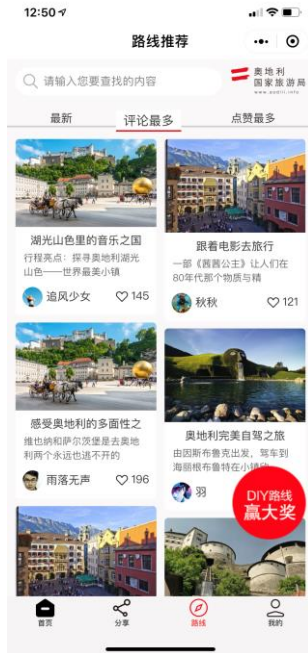


评论:

评论输入框

# Innovation IV.

## Our mini program is a kind of TripAdvisor



- User can read the most popular reviews and comments.
- User can find the latest travel advices.

# Innovation V. Setting up and managing your account in mini program.



- You can find how much interaction (likes and comments) you got from others.
- You can collect other routes in Austria.
- Mini program as your personal „Lonely Planet“.



# THANK YOU



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