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YOUTUBELINK: **http://youtu.be/vdhE22FONTY**

Brief description of idea

Our idea is based around getting winter tourists to return and experience Schladming during the summer season as well. We see the typical tourist as an active, competitive person who loves outdoor activities.

The basic idea is that we offer competitions or challenges for the tourists to accept and try out. The challenges can be for example to ride a ski slope, hike a trail, walk a glacier, take photographs around Schladming etc. People can earn points by either participating in a lot of different activities during their stay, and they can also earn more points by being "King of the Hill", "Queen of Hiking", King of Photography etc., of the day. By having the best time in a slope, trail or by taking the best photography person can earn more points.

Points can be used at once, during your stay to get for example a free coffee, BUT our intention is that it should be communicated to the tourists that they can save their points for the summer season in which case the points can used for say, a free mountain bike rental for a day. The summer activities should also be promoted in the software used, where summer challenges like mountain biking are displayed advertise and inform about the summer season activities.

Use scenario
A winter tourist that has arrived to Schladming to ski downhill, downloads the smartphone application which contains the challenges. While browsing the application he sees the different slopes available and the time to beat of the day. He also see other challenges and activities like hiking and cross country skiing.

He decides to start his skiing in medium hard slope, after leaving the ski lift and arriving to top of the slope, his phone asks him if he wants to "check in" to accept the challenge. He accepts and starts his ride. When passing the starting point, our user's starting point is tracked, and when the goal is reached the total time of the ride is calculated can be viewed through the smartphone application. Our users earns points for riding the slope and also notices he has the 16th best time of the day. He decides to ride a few more times to beat the time of the day.

At the end of the day, he has tried a few other slopes and also visited some historical spots in Schladming. He also uploaded some pictures to compete for photo of the day. All of these activities earned him points. The application tells him that his total points can award him a free coffee tomorrow or he can try to get more points to get a free dinner. He also realize that the points can be kept for summer and can earn him a free mountain bike for two days during his stay, or a guide during a mountain hike. He has also decided to go hiking tomorrow, something he he had not originally planned to do but got inspired to do, both the get more points, and to experience more of Schladming. He wants to keep his points and return to see more of Schladming in the summer.

Technology used
The smartphone application
RFID/NFC to track user progress
The starting page of the WIFI hotspot connection which will communicate the challenges and maybe the best time of the day for some challenges.