Munich's Oktoberfest goes Digital

The Munich-based company Airlst sets the course for the future with its digital reservation tool

Munich, September 4, 2019

At this year's Oktoberfest in Munich, the hosts once again relied on the digital software tool Airlst to simplify reservation management, improve capacity utilization and enable visitors to find free tables at short notice and book directly.

Airlst has been receiving reservations for this year's Wiesn tables since the beginning of the year. The digital Wiesn system can map the entire workflow of a reservation office: Displaying tables and their availability, sending invoices and booking confirmations, managing meal vouchers, and coordinating admission on site.

Optimization through digitization

Philipp Rappold, Managing Director of Airlst, says: "We are continually developing Airlst further and can draw on more experience every year. There is still room for improvement, especially when it comes to the utilization of lunch reservations. Therefore, we are currently developing a platform solution that displays free lunches live and makes them bookable with immediate confirmation. Guests can then quickly and easily get an overview, book their desired table, and pay immediately by credit card or Paypal.

The company is continuously working on new digitization strategies. In doing so, it can draw on many years of practice in digital subscriber management. All data is stored on servers in Germany in compliance with DSGVO.

The hosts of three marquees have already been convinced by Airlst's system.

"It is a fact that the reservation systems of the marquees have to adapt to digital change. Through good planning and implementation, the potential of digital and automated reservation management unfolds. The administrative processes of the landlords are simplified," Rappold summarizes.

Traditional companies are also moving onto digital paths

A study on digitization conducted by the Federal Ministry of Economics and Energy indicates that 69 percent of companies have been able to improve their customer communication thanks to digital tools. Where the Oktoberfest Hosts were used to receive reservation requests by telephone, fax, e-mail, or letter, and guest had to wait for confirmation, digital tools like Airlst can now display table occupancy in real-time. Hosts

and guests can plan, and losses due to non-attendance are reduced - an advantage for all visitors of the Oktoberfest.

Siegfried Able, a digital Oktoberfest pioneer of the first hour and head of the Marstall tent, confirms: "With this software tool, Airlst offers us an all-encompassing solution that optimizes many work processes and provides us with a lot of advice when developing new ideas and functions. Our guests also experience an uncomplicated and easy booking process. We are thrilled."

The high demand confirms Airlst's concept: "We have hit a nerve with our approach. Many hosts have recognized the potential of future-proof software. Next year, five more tents will use our software", says Rappold. Airlst wants to have the Oktoberfest completely digitalized by 2024. (3114 characters)

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Annex:
Picture: Airlsts digital reservation system for the Marstall festival tent (040919-Visual-for-Press-Release-AirLST-Digital-Oktoberfest_1920x1080 .jpg)

Background Information:
AirLST is a provider of a cloud based software solution (SaaS) of the same name for the invitation and attendee management of events. The company has been working on digital reservation tools for the Oktoberfest since 2016. Meanwhile, the families Reinbold (Schützen Festzelt), Schottenhamel (Festzelt Schottenhamel) and Able (Marstall Festzelt) use the system. The core competence of the Munich-based company lies in the programming of individual, digital registration processes for events. From e-mail invitations, event websites and accreditations to check-in, the software manages all guest data.

Source: Federal Ministry of Economics and Energy: Monitoring Report Economy DIGITAL 2018 (https://www.bmwi.de/Redaktion/DE/Publikationen/Digitale-Welt/monitoring-report-wirtschaft-digital-2018-langfassung.pdf?__blob=publicationFile&v=4)