

Web Portal for the Best Places to Eat and Stay

Online search for 26,000 hotels und restaurants – always up-to-date

Enjoy and relax from the very first click – that's the promise to VARTA guide users visiting the web portal of the VARTA Guide, the leading hotel and restaurant guide in Germany. Everyone who enjoys travelling and wants to search for the best places to stay and fine places to eat will quickly and easily find the ideal restaurant or hotel, including a route planner, at www.varta-guide.com.

Customer: **VARTA-Führer GmbH**, independent hotel and restaurant guide. Print edition available since 1957

Challenge: POI search and online route planner allowing VARTA-Führer GmbH to edit and update their POI data.

Solution: PTV MobilityPlatform including the PTV POIAdministration Service module

The first print edition of the VARTA Guide was produced in 1957 and it has remained the best-selling independent hotel and restaurant guide in Germany ever since.

"The VARTA Guide includes information about more than 26,000 hotels and restaurants. Since 2006 we have also offered our travel-related services on our web-site. We wanted to relaunch the site in 1996 to make it simpler and more user-friendly," explains Jürgen Reimsbach, head of marketing & sales at VARTA-Führer GmbH, Germany. The company chose PTV as software specialist providing geo-spatial features, such as POI search, map display and route planning. Jürgen Reimsbach continues: "We needed these essential web portal functionalities." Another important factor was data maintenance.

Editing POI data quickly and easily

"The VARTA Guide data are constantly being updated. It is therefore important that we can easily edit the information for the online portal," says VARTA's marketing & sales manager. "PTV provided a unique solution: the PTV POIAdministration Service which is part of the PTV MobilityPlatform. A user-friendly user interface enables the customers to manually position POI locations on the map and to edit POI-related data. Users can also easily upload

POI data as CSV-files. Edited data can immediately be used for all features such as routing and map display.

Additional trip-related information

Not only do users of the web-based VARTA Guide benefit from up-to-the-minute information, but they can also use numerous routing and mapping features provided by the PTV MobilityPlatform. It allows them to search for hotels and restaurants sorted by different criteria, such as distance or rates. It is also possible to visualise, for instance, the location of hotels and restaurants or petrol stations and service areas along the route.



The VARTA Guide provides constantly updated information about more than 26,000 hotels and restaurants.

Toll roads can be excluded from the route selection, if desired. Users can also search for the best motorcycle roads.

Excellent collaboration between PTV and VARTA

Jürgen Reimsbach describes working with PTV as very good: "Throughout the project, we have been pleased with the level of support that we have received from PTV. Their POI-Administration service ensures that the content on our web portal is always kept up-to-date.