

# Dezentraler Direktvertrieb & tokenbasierte Loyaltyprogramme

MIT BLOCKCHAIN KUNDEN GEWINNEN UND HALTEN



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München, den 12.5.2022



# Who we are



**Anke**

Blockchain Researcher @ University of Zurich  
Lecturer @DHBW Lörrach und Ravensburg  
25 years in tourism, fascinated by blockchain  
Loves chocolate and thrillers



**Daniel**

Background in  
Hospitality Management & Computer Science  
Loves exploring new technologies  
Proud father of a little one

# Why should you care?



## Hoteliers' Challenges

"I wish my customers would be more loyal"



"I wish I would pay less commissions"



"How can we sell more direct?"



"How can I create frictionless experiences for our customers?"



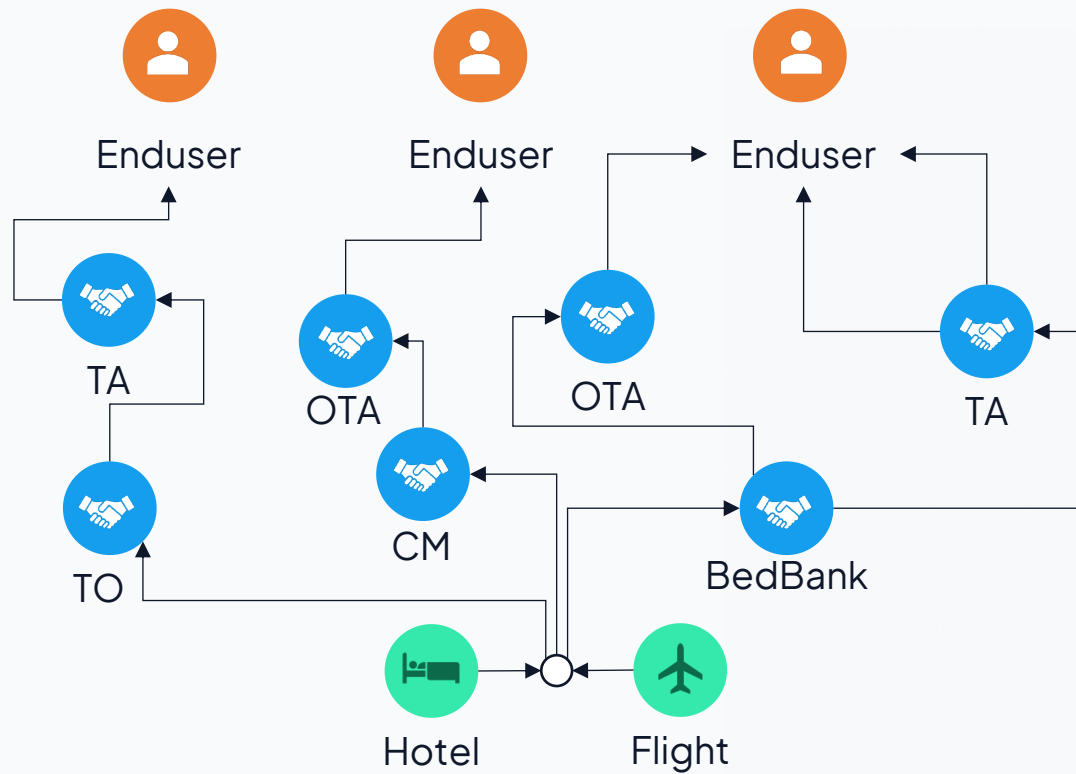
"I wish I knew my customers better!"



# What is a Blockchain?



## Collaboration in a Peer-2-Peer Network



Traditional Route



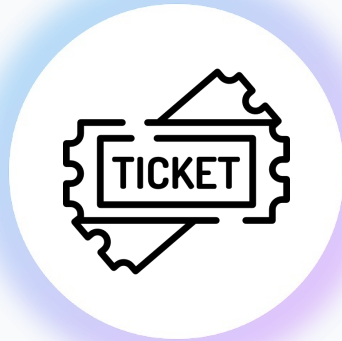
Travel on Blockchain





# What is a Non-Fungible Token?

## Manage Services as Digital Assets



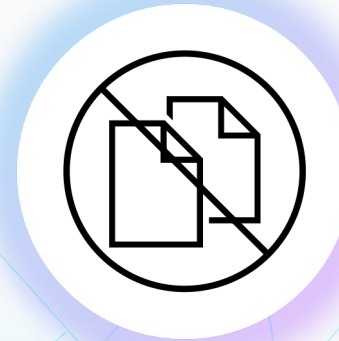
### Value

Tokenized version of a real-life product or service



### Unique

Cryptographically unique



### Secure

Cannot be replicated or stolen

# Use Case: Manage Services as Digital Assets



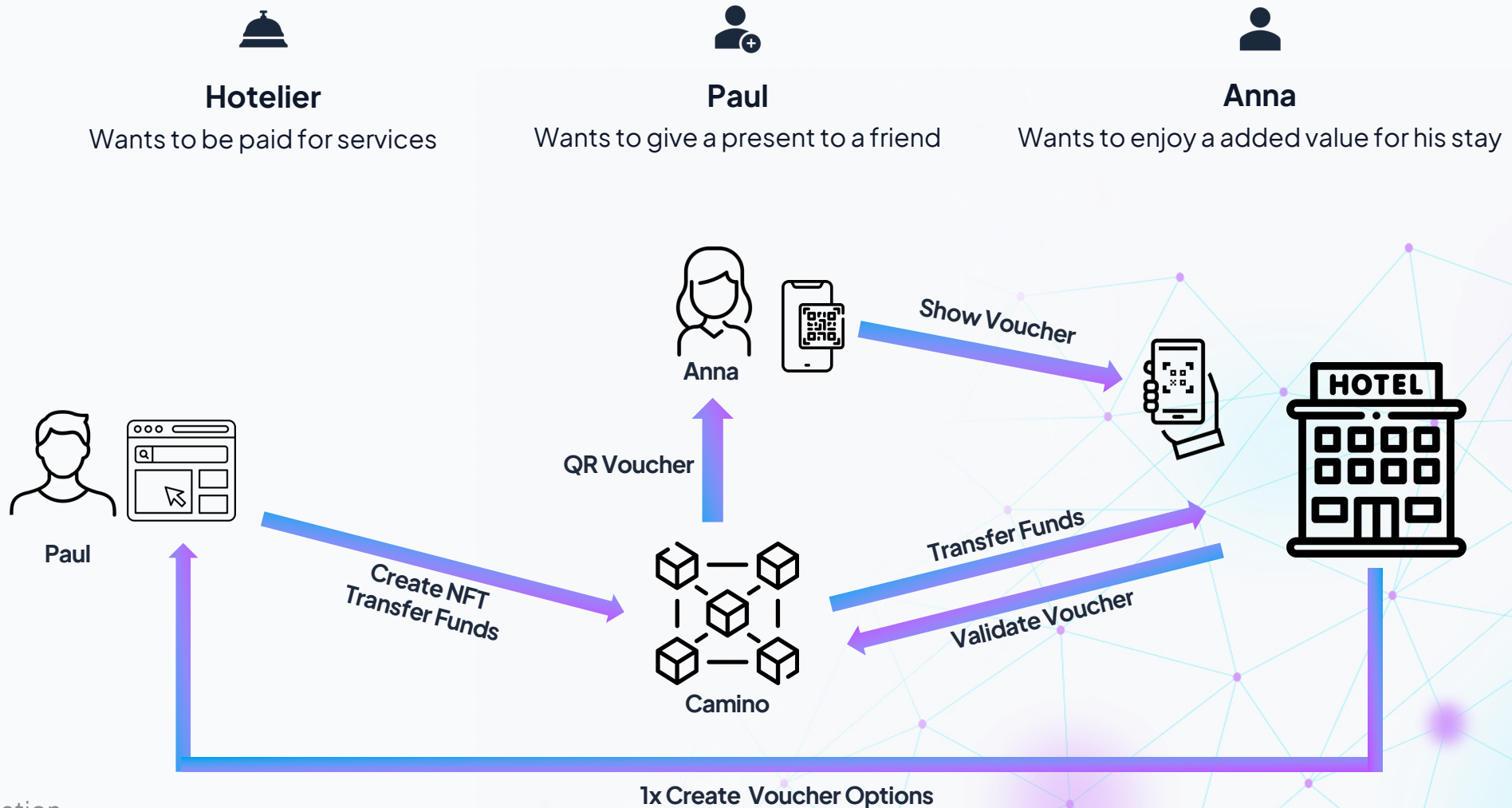
Tokenize Everything!



# Use Case: Vouchers for Customer Loyalty



## Create and Redeem NFT-Vouchers





What do you want to create  
for your customers?





# Camino

Thank you!  
[hello@chain4travel.com](mailto:hello@chain4travel.com)