

Annotation of Mayrhofen Region

Schema.org annotation of news related to the Mayrhofen Region

By Omar J. A. Holzkecht

For Online Communication

The Topic

Advice for planning your holiday



© Bernd Ritschel



© Laurin Moser



© Naturpark Zillertaler Alpen

... your summer in Mayrhofen-Hippach

Useful information for your holiday in Tyrol:

* Hiking * Biking * Climbing via Ferrate * Climbing * Running * Walking * Trail Running * Swimming * Golf * Flying * Geocaching * Cable Cars * Zillertal Activcard * Huts & Alpine Farms * High Trails * Alpine Roadsn * Guided Walks * Day Trip Destinations * Top Events * and much more.

MORE...

... your winter in Mayrhofen-Hippach

Tips for your stay in Zillertal:

* Skiing * Snowboarding * Freeriding * Vans Penken Park * Penken and Ahorn * White Lounge * Fun Slope * Piste Map * Ski Pass Prices * Ski Bus * Snow Report * Live Cams * Ski Schools * Ski Hire * Tobogganing * Cross Country Skiing * Winter Walking * Swimming * Top Events * and much more

MORE...

... your family holiday in Zillertal

Plan the nicest time of the year with your loved ones - helpful tips for your holiday with the kids:

* Hiking Tips * Children's Programme * Where to go with the whole family * Family via Ferrate Climbing * Kindergarten for Visiting Children * Pram Hire * Playgrounds * Fun Zone * and much more.

MORE...

The holiday region and its villages



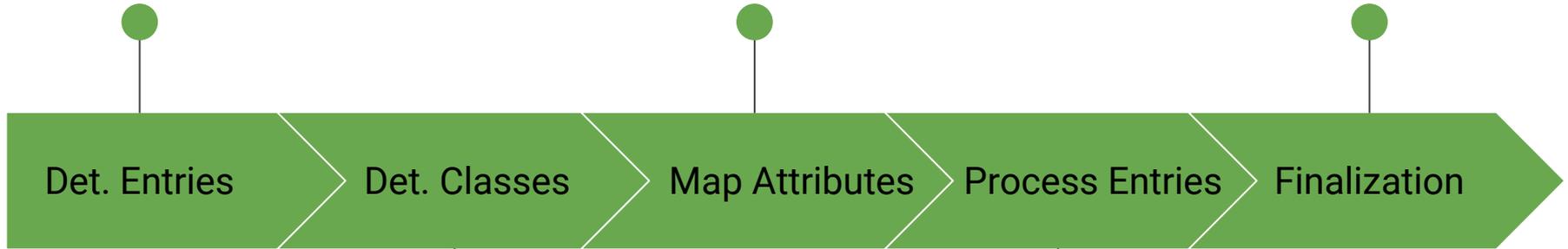
Url: <http://www.mayrhofen.at/en/the-region> and <http://www.mayrhofen.at/en/topnavi/webcam/>

Progress Timeline

Determine entries of the website, that should be annotated

Compare entries and classes, decide which mapping for best result

Project result: Put all annotations with their respective URL in a file



Determine Schema.org classes for the annotation

Do the mapping for the entries

Outcome: Webtool

Web Tool for easier process of entries

3. Output

GENERATE JSON-LD

```
<script type="application/ld+json">
{
  "@context": "http://schema.org/",
  "@type": "Place",
  "additionalProperty": "asdf",
  "geo": "47.1619561,11.8568367",
  "hasMap": "https://www.google.at/maps/place/6290+Mayrhofen",
  "description": "Mayrhofen is a town in the Zillertal in the Austrian state of Tyrol. It is located approximately an hour
from the Tyrolean capital city of Innsbruck.",
  "image": "https://lh3.googleusercontent.com/proxy/K5SGNQaq4lam4nYadNcbg15oJtADbTqNC_v
yNJCfcZ5dmbwrf7d65qq1rzW30eTQXMIPs7gvW75qgzT0HG73-vPXLXt1Q=w408-h388",
  "name": "Mayrhofen"
}
</script>
```

COPY TO CLIPBOARD

Url: www.nicarao.eu/schemaorg/

Outcome: Annotation of Webcams

[Webcam 1 - Location - http://www.mayrhofen.at/en/topnavi/webcam/](http://www.mayrhofen.at/en/topnavi/webcam/)

```
<script type="application/ld+json">
{
  "@context": "http://schema.org/",
  "@type": "Place",
  "geo": "47.196071, 11.880611",
  "hasMap": "https://www.google.com/maps/place/@47.1960664,11.8789811,17z",
  "logo": "https://static.panomax.com/instances/resources/460/default/11107\_mayrhofen\_at\_top\_right.png",
  "alternateName": "Panorama Mayrhofen",
  "description": "Webcam near Mayrhofen that shows the hotspots of the region.",
  "name": "Location Webcam",
  "url": "https://mayrhofen.panomax.com"
}
</script>
```

Outcome: Annotation of the Region

[Huts with Heart - http://www.mayrhofen.at/en/the-region/huts-with-a-heart/](http://www.mayrhofen.at/en/the-region/huts-with-a-heart/)

```
<script type="application/ld+json">
{
  "@context": "http://schema.org/",
  "@type": "Article",
  "articleBody": "... show solidarity! There are many mountain huts in the Mayrhofen-Hippach holiday region, but only eight are "Huts with a Heart". These huts deserve to be singled out, because they offer particularly warm and welcoming hospitality – something you will find out for yourself when you next visit! All „Huts with a Heart“ are easily accessible and well signposted. Show your affinity with your favourite hut, tie one band on your wrist and the second on the heart outside the hut. Make a selfie and post it on Facebook, Twitter, Instagram & Co with the hashtag #lovemayrhofen. Friendship wristbands are available from the Tourist Information Offices, your accommodation provider and from all "Huts with a Heart!",",
  "articleSection": "All the latest news from the region",
  "alternativeHeadline": "HUTS WITH A HEART",
  "headline": "HUTS WITH A HEART",
  "isFamilyFriendly": "true",
  "description": "Article about the huts in the Mayrhofen region.",
  "Image": "http://www.mayrhofen.at/typo3temp/\_processed\_/csm\_huetten-mit-herz-olperer-huetten-1\_831d95554e.jpg",
  ...
}
</script>
```

Outcome: Annotation of the Region

[Huts with Heart - http://www.mayrhofen.at/en/the-region/huts-with-a-heart/](http://www.mayrhofen.at/en/the-region/huts-with-a-heart/)

```
<script type="application/ld+json">
{
  "@context": "http://schema.org/",
  "@type": "FoodEstablishment",
  "telephone": "0676 9579818",
  "geo": "47.0014481,11.7470179",
  "hasMap": "https://www.google.at/maps/place/Furtschaglhaus",
  "description": "Furtschaglhaus is a family friendly mountain refuge hut in the Zilletal Alps at 2,295m above sea level. It is accessible via a 2.5 uphill walk from the Schlegeis Reservoir through picturesque landscapes. The sun terrace with views of Zillertal's highest peaks invites you to linger. The hut can accommodate 120 overnight guests, who can look forward to a warm dining room and a well heated drying room. Furtschaglhaus is the starting point for tours to many of the surrounding three thousand metre peaks.",
  "image": "http://www.mayrhofen.at/fileadmin/\_processed\_/csm\_furtschaglhaus-huette-mit-herz\_f6292021ec.jpg",
  "name": "Furtschaglhaus"
}
</script>
```

Outcome

- Webtool to create Schema.org Annotation
- Annotation of Webcams
- Annotation of the Region
 - Advice for planning your holiday
 - The holiday region and its villages
 - All the latest news from the region
- Output collected in .pdf and forked in .json



Thank you for your attention

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