

Success Story 2025/2026

car-tours.ch – Website Relaunch



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There were moments when the complexity felt overwhelming. But every time, someone would sit down with us – either from our side or from Chili's – and together we'd find a solution. It wasn't just a client-contractor relationship. It was genuine collaboration. And when the new website finally went live on April 8, we all breathed a collective sigh of relief – a moment we won't forget in a hurry.



Web Design

Conceptualisation and delivery of the entire website from a single source – UX, design and implementation.



HubSpot Custom Modules

47+ customisable modules with HubDB integration for dynamic travel content and easy multilingual support.



API-Integration

Tourdata Web Trips API via ChiliDataHub® – automatic synchronisation every 60 minutes.



Content Migration

Complete WordPress migration of travel content, blogs, media and author profiles.

Challenges

The existing WordPress website for car-tours.ch no longer met modern standards: Key requirements needed to be reliably met with the new HubSpot CMS, and consistent bilingual support (German/French) had to be maintained. In addition, all content—trips, blogs, media, and author profiles—had to be fully migrated from WordPress.

Solution

Chili Digital developed a completely new HubSpot CMS website featuring 47+ custom modules, direct integration with the Tourdata API via ChiliDataHub® and full German/French bilingual support – including a WordPress migration and a bespoke HubDB management tool for the planning team at Holiday Partner AG.