Digital Passports

visit apps
a **simpleview** company

WHAT IS A DIGITAL PASSPORT?

IT IS...

- ✓ An experience creator for in-market visitors

- ✓ A clear way for DMOs to demonstrate value to local partners

- ✓ Another way to show economic impact to DMO stakeholders

Encourage visitors to check out something new!

Your passport gets stamped with every country you visit. Similarly, some destinations use passport booklets that allow visitors to collect stamps with each venue or activity they visit. Those stamps can then earn the passport holder a reward.

A Digital Passport works in much the same way, but within an app visitors can download to their mobile phone that can be set to validate business/venue check-ins (in place of stamps). The app user gets a guided destination or venue experience, seeing details like restaurant/ business/exhibitor booth listings, plus directions and contact information, while earning rewards for participation/check-ins.
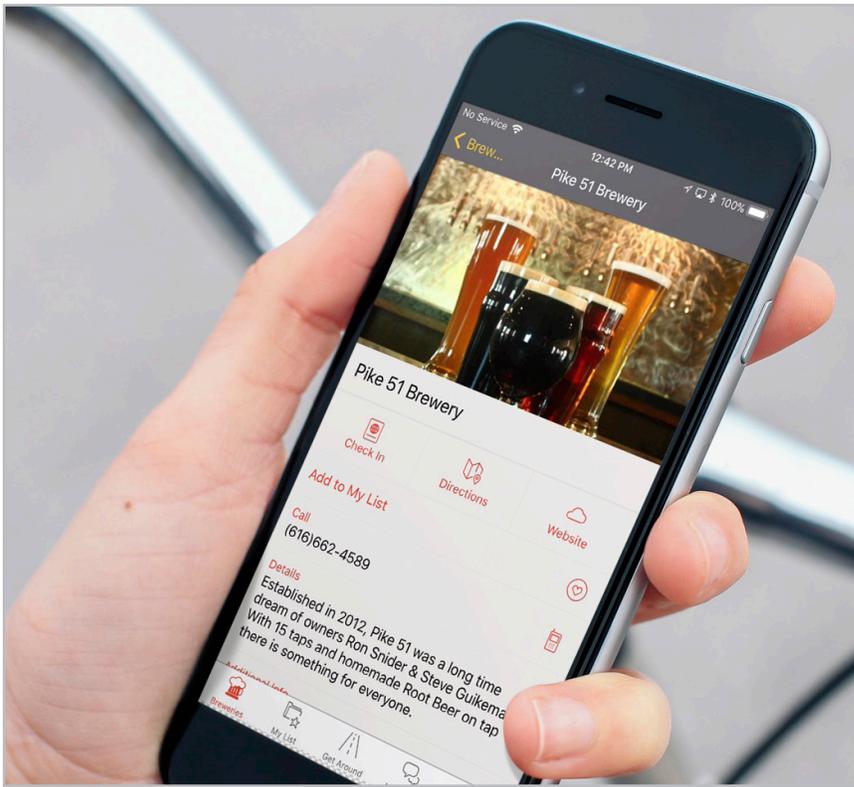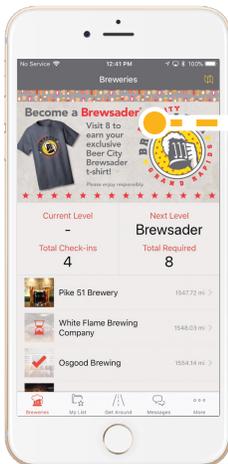
PASSPORT

How Can a Digital Passport Work for Your DMO and Your Partners?

With our VisitApps passport tool, DMOs can much more powerfully demonstrate their value by showing each partner how many check-ins have been made by visitors through the app. Since check-ins have to be made at the restaurant/ destination and then validated in the app, each digital check-in represents real foot traffic through a partner's doors.
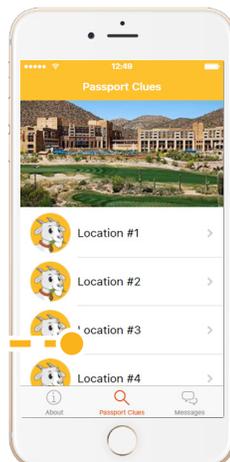
PASSPORT

How Does the Digital Passport Work?

FOOD & BEVERAGE APP

with Digital Passport

SCAVENGER HUNT MEETINGS APP

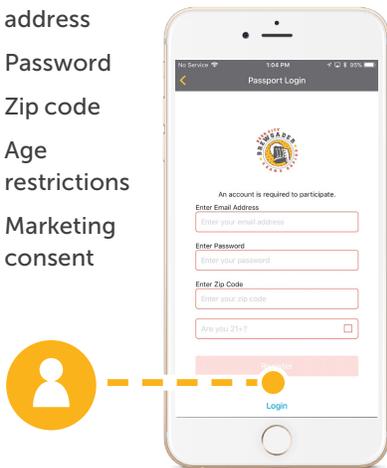**with Digital Passport**

Choose a Visitor Experience

Do you want to help your visitors enjoy a city-wide event like Mardi-Gras? Do you want to help promote local artisans or businesses? Want to make sure outdoor adventurers get the most out of nearby trails and activities? A digital passport can make a walking trail more engaging, guide food and beverage experiences like **brewery tours**, or even make a city-wide or **meetings event** less overwhelming and more memorable.

Set Guidelines

Depending on your KPIs, you set the capabilities of the passport through the **Mobile Application Studio**, or **MAS**. Participation requirements, check-in requirements, and achievement levels, for instance, are set for app users by the DMO within the MAS.

Also within the MAS, listings pulled automatically from your integrated CRM can be set with **check-in requirements**. Users have the option to check-in via one of three options, or you can require that two or more be combined to form a valid check-in.

Use the **User Login Form** to identify which pieces of information you require from users in order to participate in the passport, such as:

1. Email address
2. Password
3. Zip code
4. Age restrictions
5. Marketing consent

CHECK-IN OPTIONS INCLUDE:

CODE WORD: A code is acquired in the visited establishment, perhaps by asking the manager.

GEO-LOCATION: The app checks the user's GPS location against the address of the destination and validates the check-in if the user is within a certain radius of the destination.

IMAGE UPLOAD: This allows users to either convert stamps in their physical passport books (for destinations that have them) or take a photo or selfie at the destination to prove they were there. The DMO is able to view and either approve or deny every user submitted via photo check-in.

Create the Experience

The experience you build for the visitor can be as expansive as you like. Within the MAS, you can identify how many **levels** you want to create within the passport, what they should each be called, what the threshold number of check-ins required for each level are, and what the user will see in a pop-up window when they achieve each level.
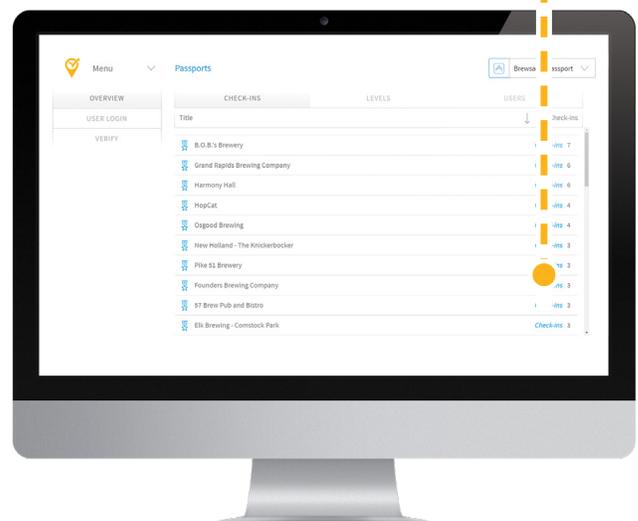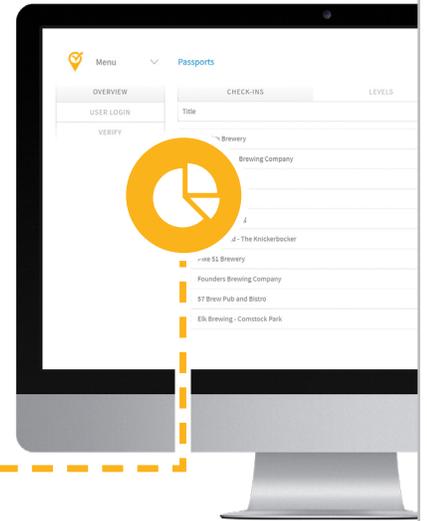
Collect Data

The MAS also allows the DMO to view **analytics data**, such as:

1. Total check-ins per listing and which users checked in

2. Number of users that achieved each level, and who they are

3. Number of check-ins per user, and which locations were visited

Go Beyond Your Website with a Digital Passport

Go beyond inspiring the travel planning phase to influence your visitors' in-market journey. A Digital Passport is one more way to bring a destination to life for a visitor, to guide them on a distinctive journey once in-market. You'll help go beyond your website to share with them the options and attractions your destination or event have to offer in a way that travels with them and helps them document the experience. Meanwhile, you're encouraging local traffic and business, and showing the value of your DMO to your stakeholders in a more detailed and appreciable way.

Questions? Want to learn more?

Contact us:
info@visitapps.com or **520.575.1151**

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