

CRAFT BEVERAGE PASS

SHOWCASE THE DISTILLERIES, WINERIES, BREWERIES OR OTHER CRAFT FRIENDLY PRODUCTS IN YOUR DESTINATION

This tasting tour has the power of technology at its fingertips. Using Bandwango's platform, destinations can optimize paper passports of the past or leverage their craft beverage scene for the first time. When destinations build a Craft Beverage Pass, they give customers another reason to visit while simultaneously unlocking real traveler data. With no apps to download, simple check-ins and redemptions, instant SMS/e-mail delivery and white-labeled functionality for brand cohesion, Craft Beverage Passes are the new way to experience a destination.



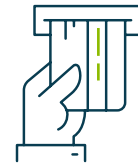
DISCOUNT OR SAVINGS PASS

Provide value to potential visitors



GAMIFIED PASS

Encourage redemptions at partner locations



PAID PASSPORT

Capture revenue and pay out merchants



Visit Bucks County's Ale Trail launched in May 2019 with the goal of driving visitors to area breweries, brew pubs and tap rooms. The gamified pass includes more than 20 local vendors and encourages visitors to check in at five locations to receive a complimentary Bucks County Ale Trail t-shirt.

6,893

Pass sign-ups

14,234

Redemptions

12,556

Check-ins at locations along the trail

1,506

Visitors who followed up to collect their prize

49,388

Pageviews on site