Check in. Win prizes. It’s that simple with Bandwango’s Gamified Trails passport! This pass is built to entice visitors and locals to move throughout your destination’s best offerings in order collect a prize. Creating these Gamified Trails are easy because we handle all the gamification and prize fulfillment through the pass.

These passes are a powerful solution designed to enhance the visitor experience, capture dynamic marketing data, and most importantly drive regional economic impact.

#WINNING WITH GAMIFICATION

Using Gamified Trails, destinations can drive engagement, which ultimately leads to loyalty. Forbes reports more than 80 percent of millennials and two-thirds of baby boomers have interested in getting rewards or prizes for their engagement with brands.

WE BELIEVE AN IMPRESSION IS A METRIC, NOT AN OBJECTIVE

Using Bandwango’s Destination Experience Engine (DXE) makes all key progress indicators, economic impact, and visitor behavior data trackable, discernible and distilled into easy-to-understand intelligence.

- Number of passes purchased
- Permission based marketing opt-ins
- Average number of passes redeemed
- Merchant payouts and/or total dollars generated from sales

LET’S TAP INTO THE NEXT STEPS... CLICK HERE!
Gamified Trail passports reward passholders for checking in at particular segment of businesses, locations or points of interests. These passes perform best when the trail is focused on a specific audience and a central theme.

REQUIREMENTS

These passports reward passholders for checking in at a particular segment of businesses, locations or points of interest. Prizes can be in the form of giveaways, or even tiered based upon the duration of the pass. Prize distribution can be handled by you or Bandwango. Prizes can be picked up at a physical location, or shipped to the passholder, or Bandwango can provide fulfillment services for shipped prizes. 40-50 merchants max per pass.

PASS DURATION

Short duration passes can repeat at a regular cadence or a one-time offer. Yearly passes can repeat year over year or be a one-year only offer. For passes that have a short time frame, giveaways can be used as a prize. For passes with longer duration or more than 25 locations, tiered prizes can be offered.

RECOMMENDATIONS

Our data shows that passes focused on a specific audience perform better. Gamified Trails can include optional discounts, but only for check-in points included on the trail. Discounts cannot be added for locations that are not check-in points. These passes perform best when the trail is focused on a specific audience. These passes cannot include virtual offerings, online retailers, or hotels.

WE SUGGEST MEASURING THE FOLLOWING KPI’S:

Number of pass sign-ups, marketing opt-ins, number of check-ins, coupon redemptions, average number of redemptions, activated passes, prizes earned and/or prizes redeemed.
A CULINARY ADVENTURE USING GAMIFIED TRAILS

With tons of taquerias throughout the city, tacos became the clear common denominator between a lot of locally-owned restaurants.

LET’S TACO ‘BOUT IT

Visit Kansas City approached Bandwango in August 2020 with the idea to create an experiential campaign that could tie together food, culture and history. The cornerstone of the campaign planning focused on:

- The desire to promote the authentic side of Kansas City’s large Hispanic population.
- Incorporating the tons of locally-owned taquerias throughout the city, forming the KCK Taco Trail.

THE RESULTS

At the same time, Visit KCK wanted the trail to be accessible to all merchants. So, the only requirement for becoming part of the trail was that the restaurant in question had to serve tacos on their menu. In order to make sure no taqueria was left behind, Visit KCK worked with local community and neighborhood associations to connect with many restaurant owners.

To make the trail more engaging and to encourage diners to visit more taquerias, Visit KCK decided to add gamification into the mix. This component meant that passholders were rewarded for eating tacos and checking in. The ultimate goal? Visit all 50 taquerias and get your face on the Taco Trail Wall of Fame.

The gamification adds another level of incentives and challenges users to complete the trail. Plus, the data we’ve been able to collect has been instrumental in helping us determine the success of the pass.

Kim Thompson, Madden Media

4,000+ Total number of passport sign-ups
3,100+ Total number of passholder check-ins
1,900+ Total number of marketing opt-ins