

SOUTH DAKOTA PASSPORT PROGRAM

February 6, 2024

SHARING INSIGHTS WITH YOU TODAY



ALEXA DORN

Marketing & Campaigns Manager
for Travel South Dakota



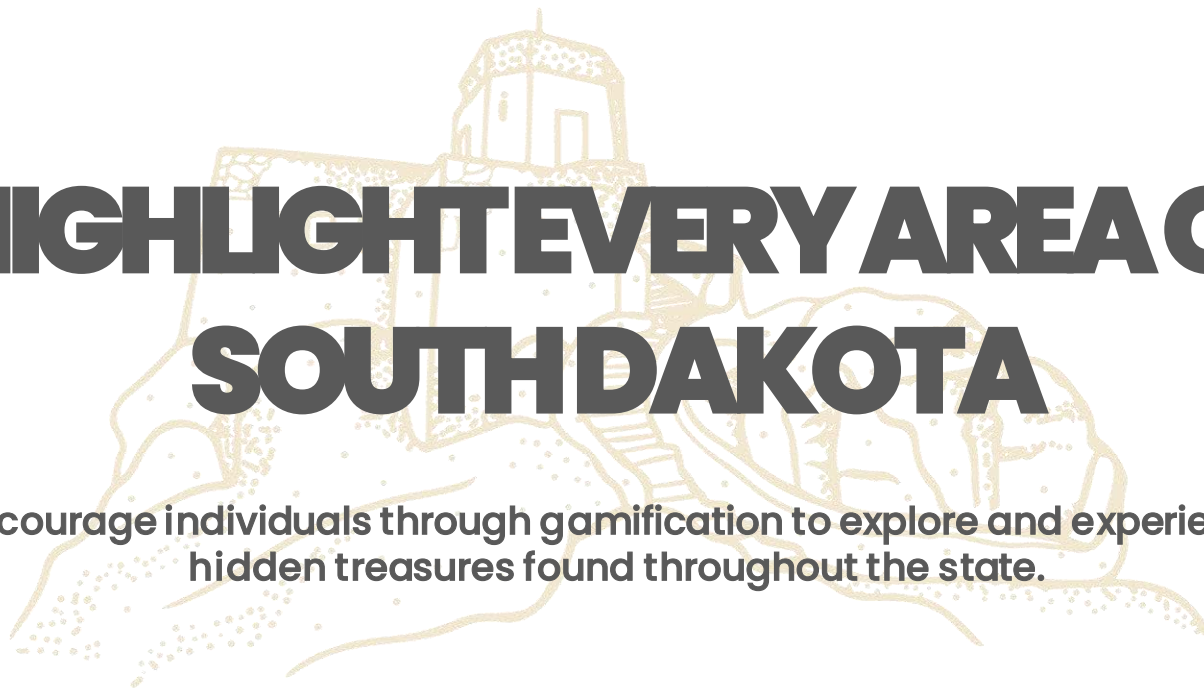
KRYSTAL ROSADO

Client Success Specialist
for Bandwango



HIGHLIGHT EVERY AREA OF SOUTH DAKOTA

Encourage individuals through gamification to explore and experience hidden treasures found throughout the state.



HOW IT WORKS

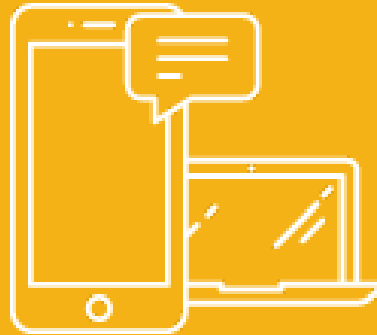
IN THREE SIMPLE STEPS



01

GET YOUR PASS

A mobile-exclusive passport of curated attractions, retailers, restaurants, parks and more.



02

RECEIVE TEXT

Passport instantly delivered to phone via text and email for immediate use. No app to download but can be saved to phone.

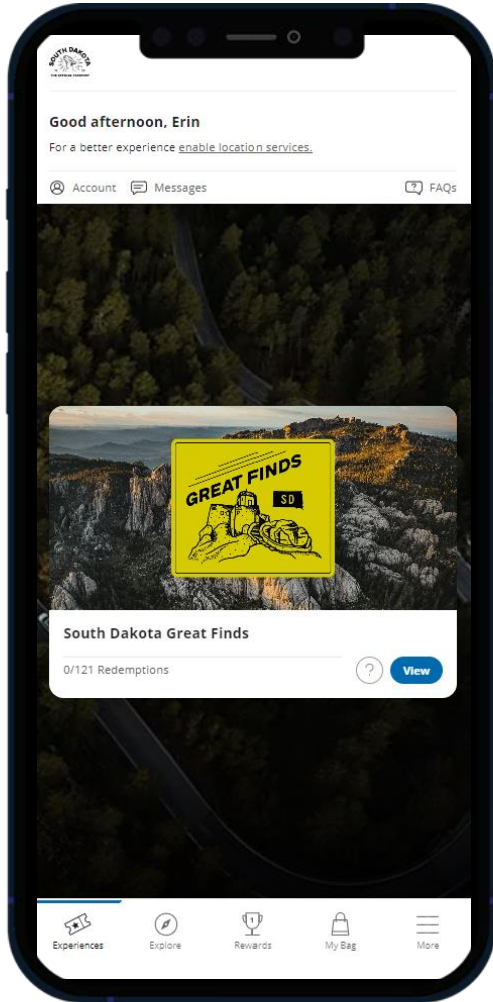


03

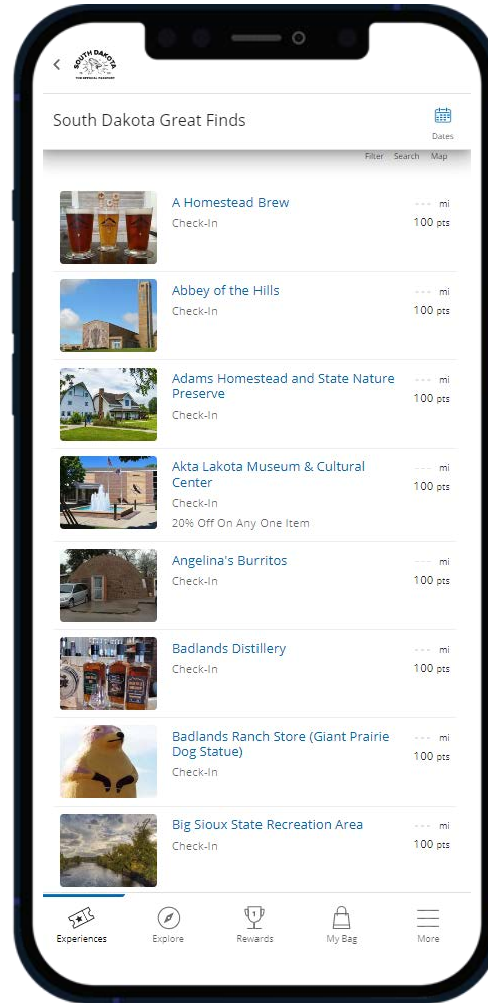
REDEEM

When visiting a participating location, simply check-in, through geolocation services, to count a visit for a prize.

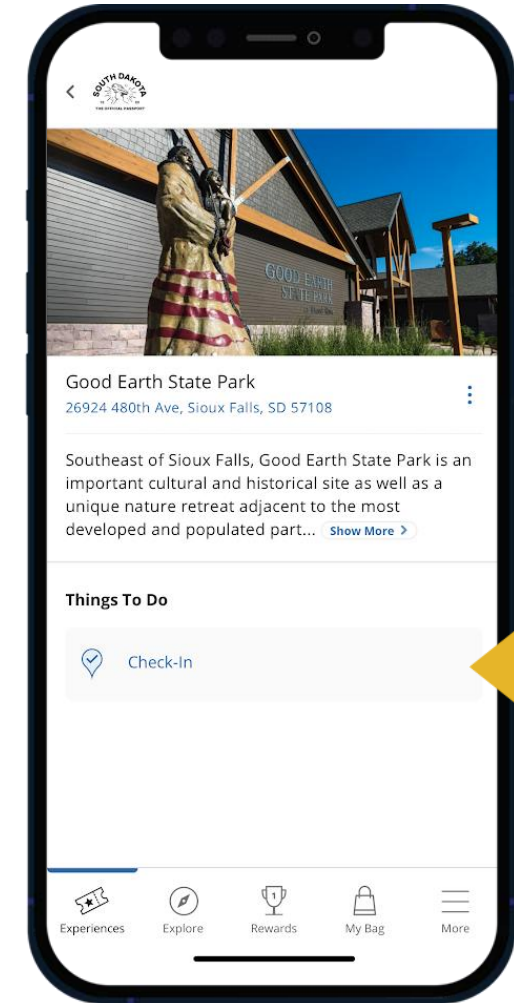
HOW IT WORKS



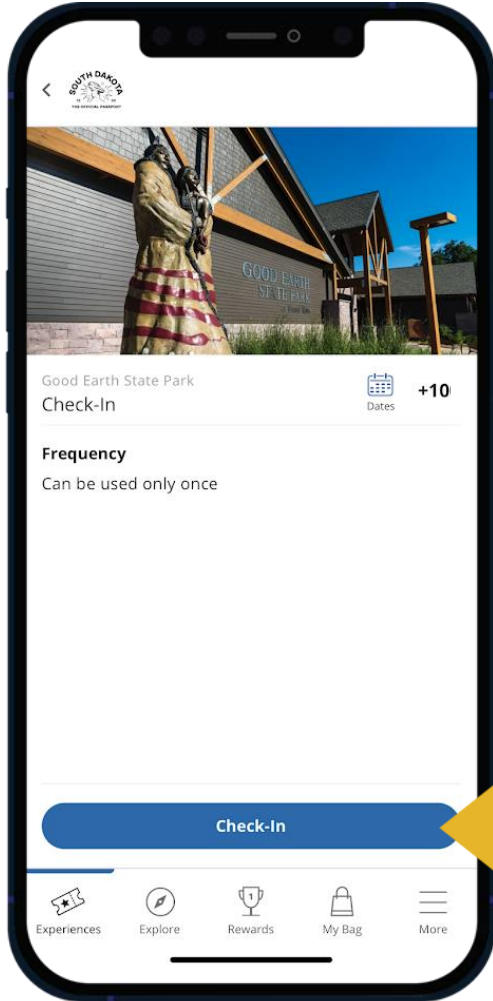
1. Customer will access the pass on their phone.



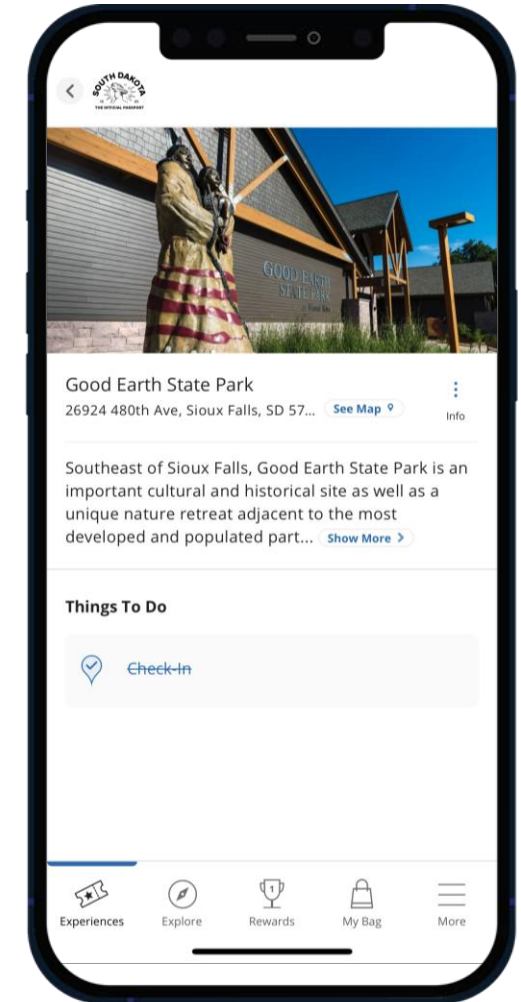
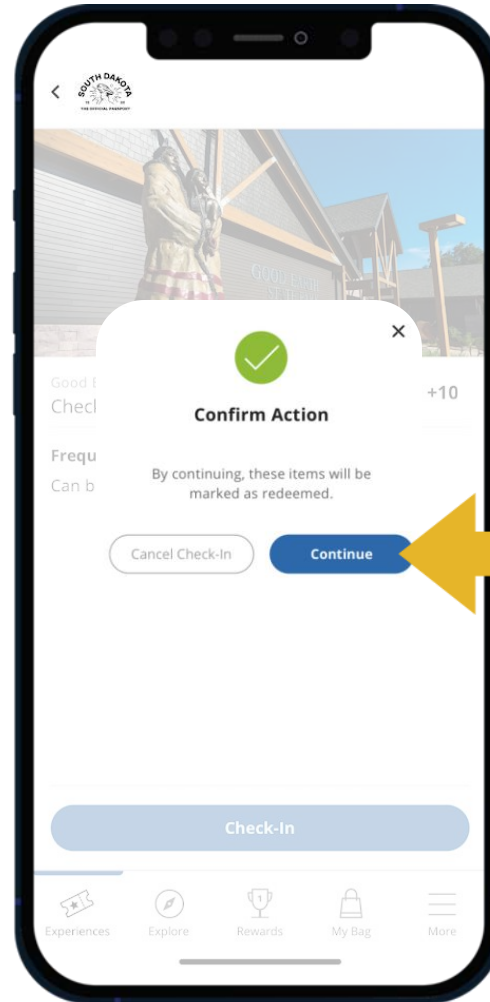
2. User will locate participating business or location within the passport Experience tab.



HOW IT WORKS



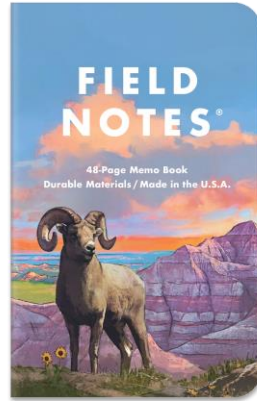
3. When a customer checks-in, they'll need to make sure their location services are on, and they'll need to be within 0.25 miles of the business.



4. A checkmark will be present upon successful check-in.

EXPLORE AND BE REWARDED

EXPLORATION REWARDS



→ 10 POINTS (1 Stop): Local Artist Stickers, Kids Activity Book

→ 50 POINTS (5 Stops): Custom South Dakota Posters, Stuffed Buffalo

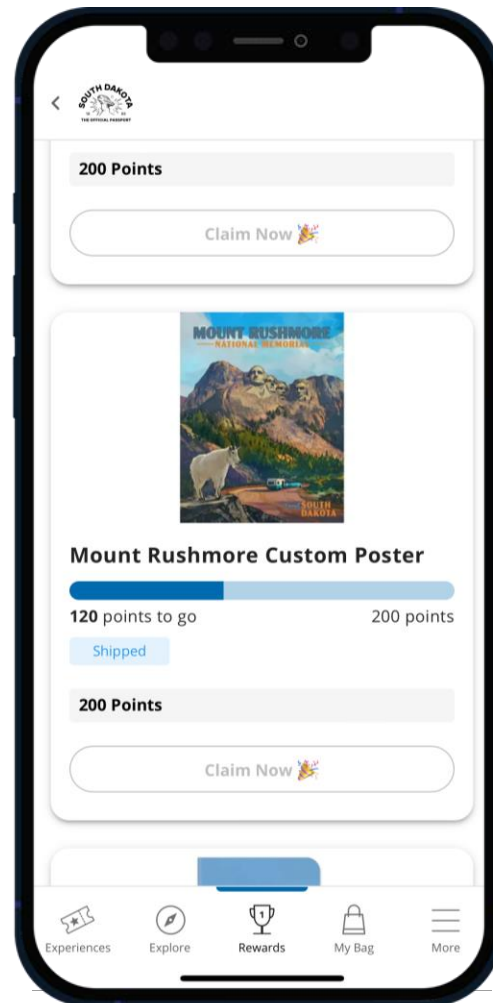
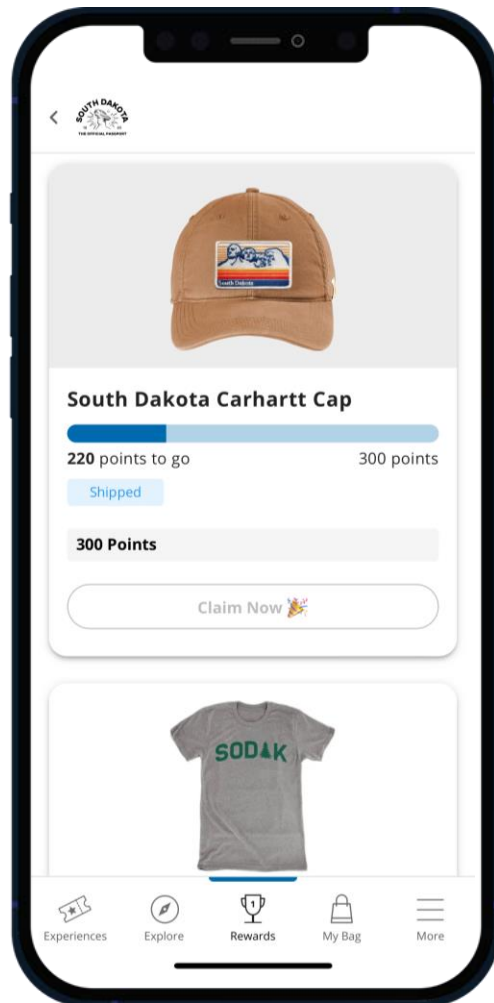
→ 150 POINTS (15 Stops): Field Notes, Carhartt Cap

→ 200 POINTS (20 Stops): T-shirt, Big Frig Rambler

→ 350 POINTS (35 Stops): ENO Hammock, Osprey Backpack



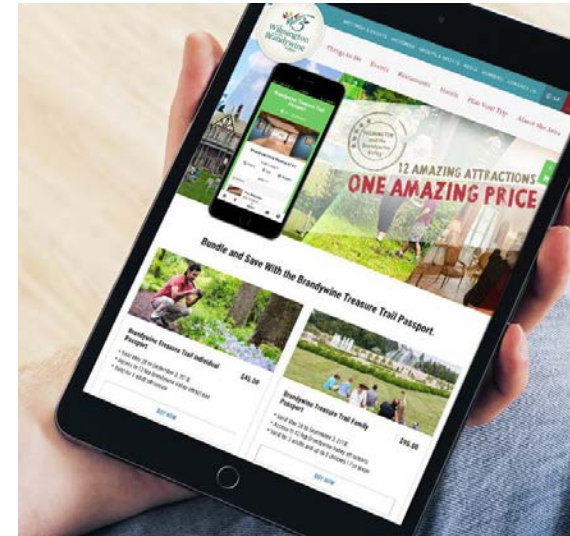
EXPLORATION REWARDS



BANDWANGO

SO, WHAT IS BANDWANGO?

- Bandwango is a destination marketing platform that enables the creation and management of digital passports or "pass" programs.
- The platform facilitates seamless collaboration between destinations, attractions, and local businesses to create engaging and personalized experiences for visitors.
- Bandwango works by providing a digital space where users can access and collect various offers, discounts, or experiences from participating businesses within a destination.



**TRAVEL SOUTH
DAKOTA 2023
PASSPORT PROGRAM**



5,186

Sign Ups

5,877

Check Ins

29.5%

Usage Rate

..... TRAVEL SOUTH DAKOTA PASSPORT PROGRAM



- **Great Finds** – Hidden gems focused gamified check in challenge with points of interest & businesses
 - Relunched March 2022
 - Sign ups: 2685/ increased from last version 2666
 - Check ins: 3051 /increased from last version 897



- **Tribal Nations: Oceti Sakowin** – Gamified check in challenge with points of interest & businesses
 - Launched June 2023
 - Sign ups: 192
 - Check ins: 226

TRAVEL SOUTH DAKOTA PASSPORT PROGRAMS



- **State of Create** – Art focused gamified check in challenge with points of interest & businesses
 - Relaunched February 2023
 - Sign ups: 945/ increased from last version 107
 - Check ins: 1647/ increased from last version 31



- **Peaks to Plains** – Outdoor focused gamified check in challenge with points of interest & businesses
 - Launched February 2023
 - Sign ups: 1364
 - Check ins: 953

..... HOW BANDWANGO PASSPORTS BENEFIT LOCAL BUSINESS

- **Increased visibility:** Passports create a centralized platform for local businesses to showcase their offerings to a broader audience, reaching potential customers who may not have discovered them otherwise.
- **Collaboration:** Businesses can collaborate with other local entities to enhance the overall visitor experience and create attractive bundled offerings, encouraging visitors to explore and spend more.
- **Data insights:** Bandwango provides valuable data and analytics to businesses, offering insights into visitor behavior, preferences, and spending patterns, enabling informed marketing strategies.



WHAT BUSINESSES CAN DO TO PROMOTE PASSPORTS

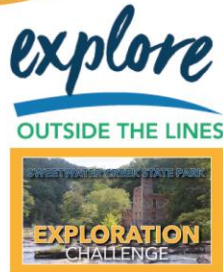


Sign up for the Visit Oxnard Restaurant Pass so you can participate in our gamified check-in challenge! The Visit Oxnard Restaurant Pass is free and instantly delivered to you via email and text. There is no app to download, and the pass is always easily accessible.

HERE'S HOW IT WORKS:

Unlock prizes by dining at Oxnard restaurants and checking in at locations:

- Receive a text or email with a link to your passport
 - Redeem your discounts at partner locations and click on 'Check-in' to check-in at participating venues
 - Enter the displayed PIN# to check in
- Check into 3 spots to receive your choice of fribee or playing cards.
 - Check into 7 spots to receive your choice of journal or water bottle.
 - Check into 12 spots to receive your choice of beach towel or candle.
- Explore Oxnard restaurants using your mobile pass, check-in and win prizes! It's that simple. If you have any questions, please email info@visitoxnard.com.



Curated tasting deals guaranteed to make you thirsty.

PURCHASE YOURS TODAY!



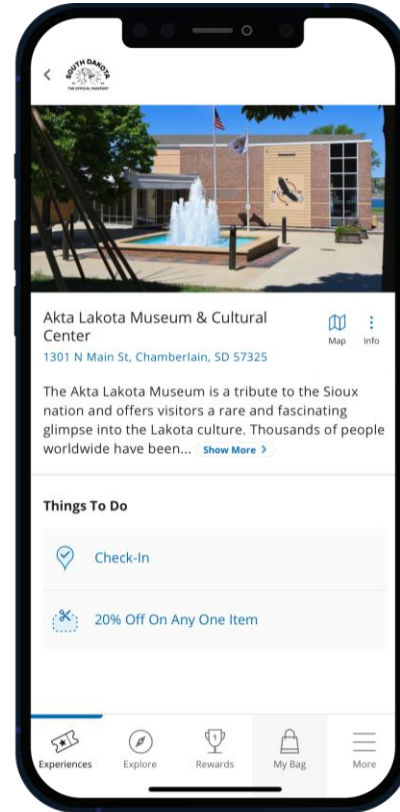
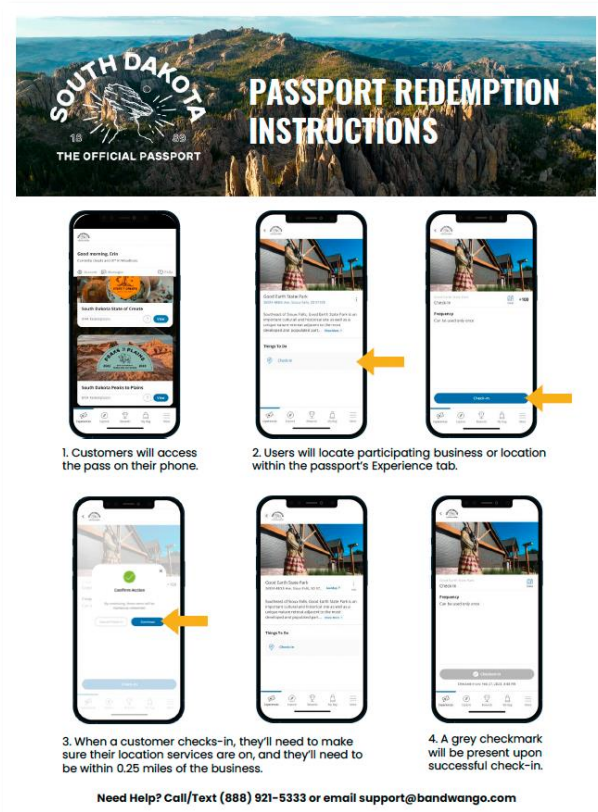
MONTCO MAKERS PASSPORT

DRINK UP. CHECK-IN. WIN PRIZES.



- **Social media promotion:** Actively share passport details, exclusive offers, and engaging content across various social media channels to reach a wider audience.
- **In-store promotion:** Display promotional materials within businesses to inform and encourage customers to participate in the passport program.
- **Collaborative marketing:** Partner with other businesses and the destination marketing organization to cross-promote the passport program, maximizing reach and impact.

COMMON PRACTICES TO MAKE THE BEST USER EXPERIENCE



- **Clear instructions:** Provide clear and concise instructions on how to use the passport, collect stamps or rewards, and redeem offers.
- **Regular updates:** Keep the passport program dynamic by regularly updating offers and introducing seasonal promotions to maintain user interest.

2024 PROGRAM RELAUNCH

2024 PROGRAM RELAUNCH



PROGRAM OVERVIEW & DETAILS

Travel South Dakota is excited to have launch the second year of its free "South Dakota Great Finds" mobile-exclusive pass and share that your business will be featured on the passport. The Great Finds pass encourages individuals through gamification to explore and experience the many hidden treasures found throughout the entire state. With the pass, visitors and locals can check in to designated Great Finds to unlock a broad range of fun South Dakota prizes based on points accumulated by the number of locations visited and receive optional discounts at the state's special restaurants, retail business, outdoor activities and more.

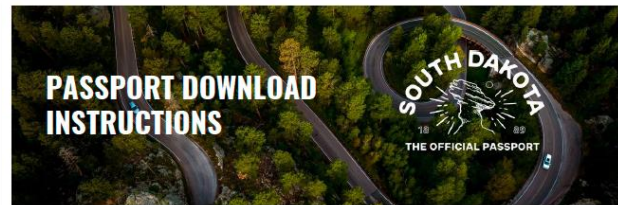
The program delivery is seamless, with no app download needed. Instead, the pass is simply accessed through TravelSouthDakota.com. Participant location redemption is followed through GPS-based tracking. Prize selection will be accessed through the passport application. Prizes will be shipped by Travel South Dakota to qualifying participants. This pass will be a vital component of all marketing campaigns moving forward.

GREAT FINDS PARTNERS

The department originally sent out a survey to all industry members asking to identify areas within each region that should be showcased through marketing efforts. These entities were then reviewed and selected as partners for the SD Great Finds passport. There were nearly 125 partners in this first year, spanning across all four regions, that include places to eat, drink, see, stay, shop and play. New partners will be added quarterly as we continue to grow and optimize the passport.

TRAVEL TECHNOLOGY TOOL

As part of this program, the department partnered with the technology company Bandwango, based in Salt Lake City, to launch our passport. Their team has successfully launched many gamified check-in trails with destinations across the United States and Canada. They have assisted with partner setup, technology development and program launch.



HOW TO ADD SOUTH DAKOTA OFFICIAL PASSPORTS TO MOBILE DEVICE HOME SCREEN

For all mobile devices, begin by opening your passport via the link from your confirmation email or text, following the prompt to add passport to mobile device.

iPhone

1. From there, launch Safari app. (This will not work with the Chrome app.)
2. Underneath the 'Menu' at the bottom of your pass, you should see an up arrow with a box around it (📲). Click on that.
3. You will need to look for 'Add to Home Screen'. Depending on the version of iOS you have, you will either find it by scrolling down to the list of items, or scroll right where the icons are (Airdrop, Messages, etc.).
4. Once you click 'Add to Home Screen', follow the prompts and you'll get an icon on your phone's home page. The South Dakota Passport icon should now be listed with your other apps.

Android (Chrome Browser)

1. Open Chrome's Settings menu by tapping the three vertical dots found in the top-right corner.
2. Select the "Add To Home Screen" or "Install App" option (this will depend on your version of chrome).
3. A new screen that will allow you to place the icon automatically or choose where to place it. On this 'Add To Home Screen' screen, you'll see a preview of the shortcut's icon. Tap the 'Add Automatically' button to place the new icon on your Android device's Home Screen wherever space is available.

Android (Firefox Browser)

1. Touch and hold the website's URL in the address bar until a pop-up menu appears. Select the 'Add Page Shortcut' option.
2. A new window will open, and you'll see a preview of the 1x1 icon. Press the 'Add Automatically' button to add the icon on your device's Home Screen. To configure the exact location as to where the shortcut is placed on the Home Screen, touch and hold the icon, and drag it to your desired location.

Happy exploring!

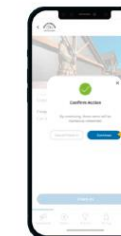
Need Help? Call/Text 888-921-5333 or email support@bandwango.com



1. Customers will access the pass on their phone.



2. Users will locate participating business or location within the passport's Experience tab.



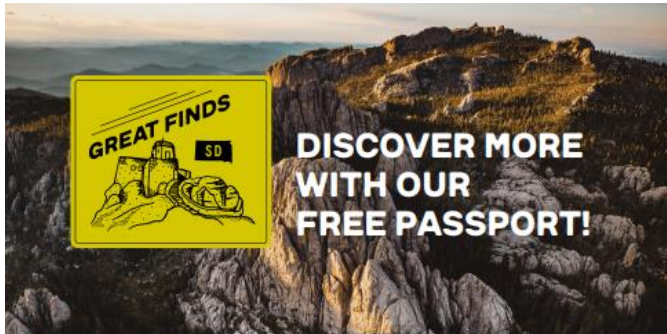
3. When a customer checks-in, they'll need to make sure their location services are on, and they'll need to be within 0.25 miles of the business.



4. A grey checkmark will be present upon successful check-in.

Need Help? Call/Text (888) 921-5333 or email support@bandwango.com

2024 PROGRAM RELAUNCH

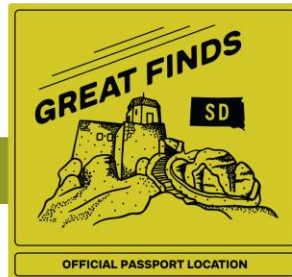


Add some Great Finds to your SoDak adventure. With the free, mobile-exclusive South Dakota **Great Finds Passport**, explore hidden gems - the small towns, the local favorites, the best-kept secrets - and earn South Dakota prizes along the way.

No app required. Simply log in and check in at specified locations for discounts and prizes. The more you explore, the better the prizes. Get your **FREE** Great Finds Passport today. Let the exploration begin.



GREAT FINDS, GREAT MEMORIES
Scan the QR code or visit TravelSouthDakota.com/SDGF to start your adventure!



A place to pitch a tent. To fish and enjoy pristine waters. To stand and savor life with views only found in South Dakota. Let the Peaks to Plains Passport show you the best of our state's outdoors.

No app required. Simply log in and check in at specified locations for discounts and prizes. The more you explore, the better the prizes. Get your **FREE** Peaks to Plains Passport today. Let the exploration begin.



FIND INSPIRATION, WIN PRIZES
Scan or visit TravelSouthDakota.com/PeaksToPlains to start your adventure!



2024 PROGRAM RELAUNCH



Locals swear by them. Now it's your turn. These free, mobile-exclusive South Dakota passports will take you to the best restaurants, businesses, sights, trails and more!

It's simple! Use one of these passports to check in at unique stops across the state – no download required – and earn prizes. Great Finds, State of Create, Peaks to Plains and more – pick your favorite and let the exploration begin!

Scan the QR code or visit TravelSouthDakota.com/Passports to start your adventure!



Discover the hidden, the cultural, and the beautiful in South Dakota – while winning prizes!

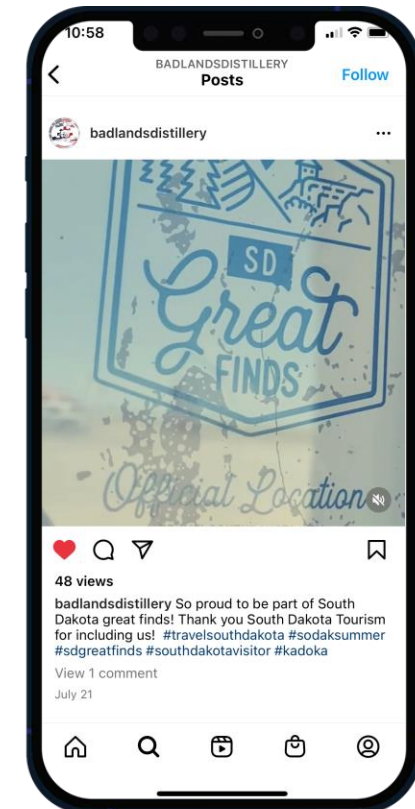
Free mobile-exclusive passports introduce you to some SoDak spots that'll have you talking long after the adventure is over. Let *Great Finds* guide you to hidden gems that only the locals talk about. Engage your artistic spirit with the *State of Create*. Dive deep into the state's rich Native American culture with *Tribal Nations*, and follow the trails to brilliant views with *Peaks to Plains*. No matter what passport you pick, prizes and discoveries await!

No app required. Simply log in and check in at specified locations for discounts and prizes. The more you explore, the better the prizes. Get your **FREE** mobile passports today. Let the exploration begin.



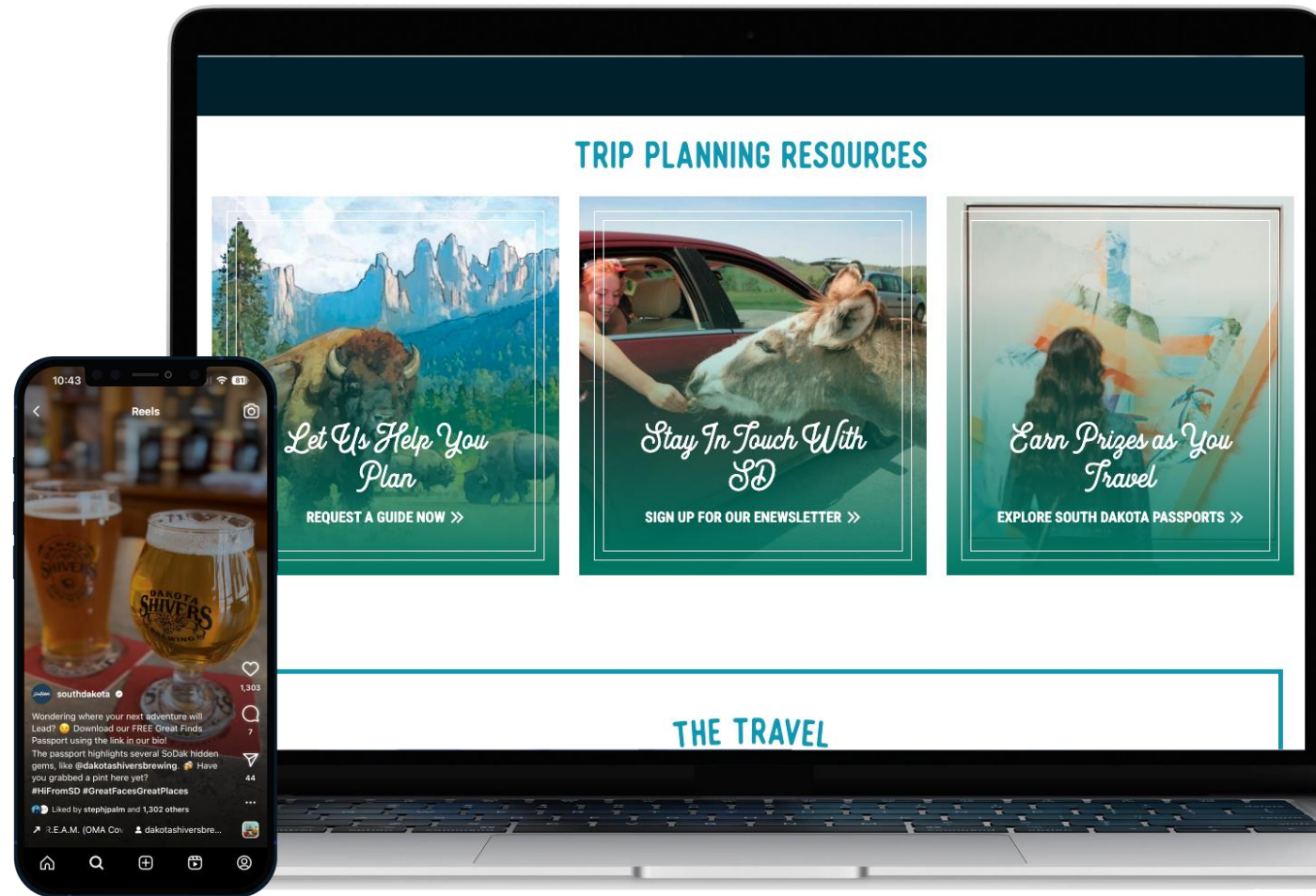
GREAT FINDS, GREAT MEMORIES

Scan the QR code or visit TravelSouthDakota.com/Passports to start your adventure!



PROMOTION EFFORTS

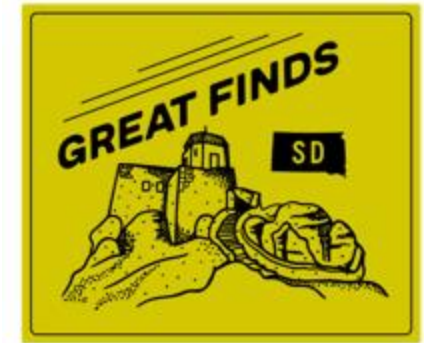
- South Dakota Vacation Guide
- Welcome Centers
- Email Marketing
- Digital and Social
- TravelSouthDakota.com



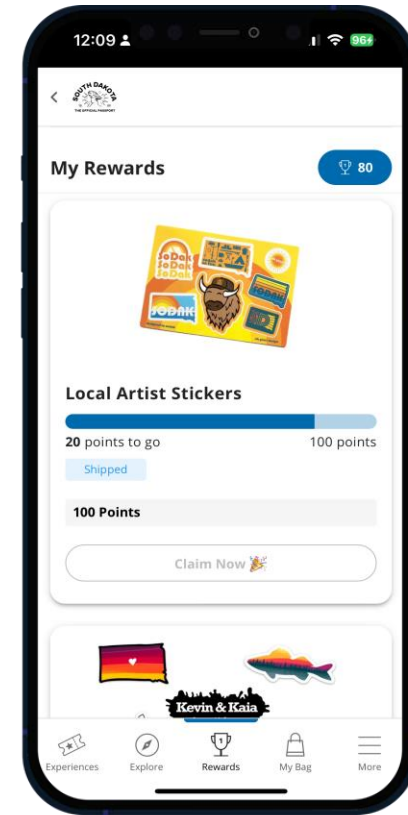
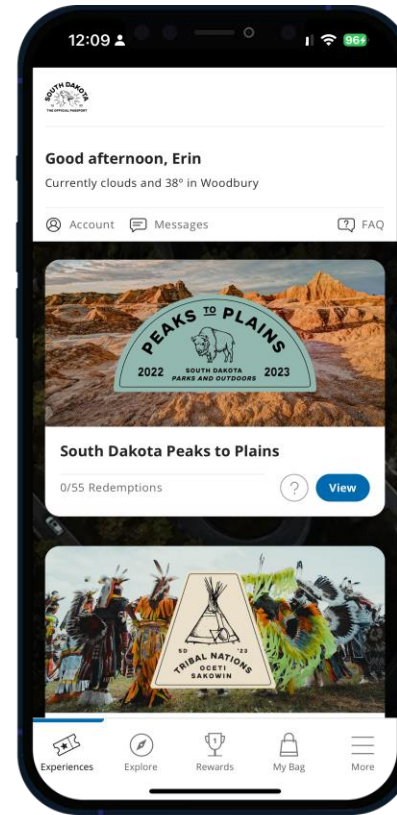
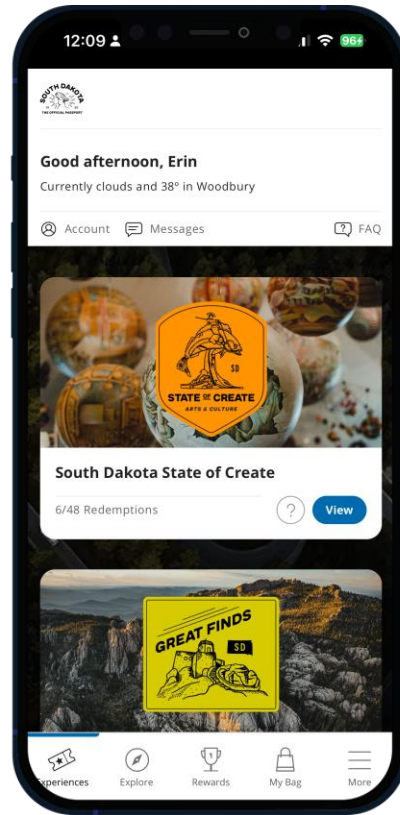
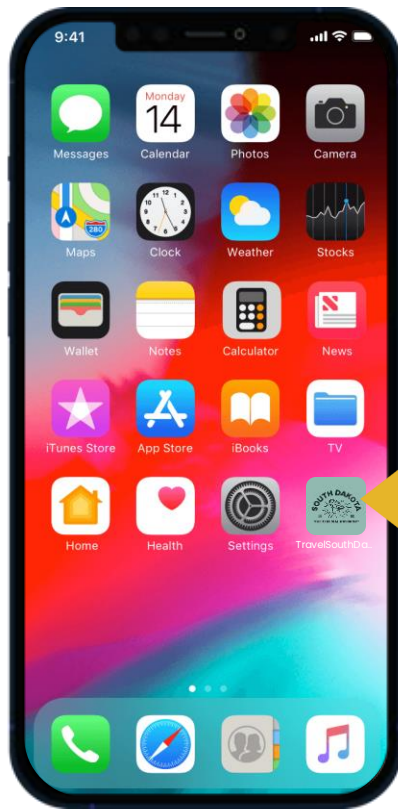
FREQUENTLY ASKED QUESTIONS

..... WHAT PASSPORT IS NEXT?

- SD Great Finds - Launched
- State of Create - Launched
- Peaks to Plains - Launched
- Tribal Nations Oceti Sakowin - Launched
- **Head for the Hills- April 2024**
- **Regional Passports, Agritourism, More!**



DO I NEED TO SIGN UP FOR JUST ONE PASSPORT?



..... HOW DO I GET ADDED TO A PASSPORT?



- **Visitor Awareness** Are visitors or residents well-aware of the business or location?
- **Business Reviews** Does the business have overall good reviews on Google and/or Facebook?
- **Location/Proximity** Is the business/attraction in an area of the state that can help better distribute visitors to all areas of the state?
- **Contact Us** Reach out to me (Alexa Dorn) and we'll add your business/location to the list for current or future passports



LEARN MORE

..... SIGN UP AND LEARN MORE



TRAVELSOUTHDAKOTA.COM



SDVISIT.COM





CONTACT US

- **Alexa Dorn**, Marketing Campaigns & Projects Manager at Alexa.Dorn@TravelSouthDakota.com
- **Krystal Rosado**, Client Success Specialist at Krystal@Bandwango.com



QUESTIONS?