



VISITDALLAS

Digital Passports

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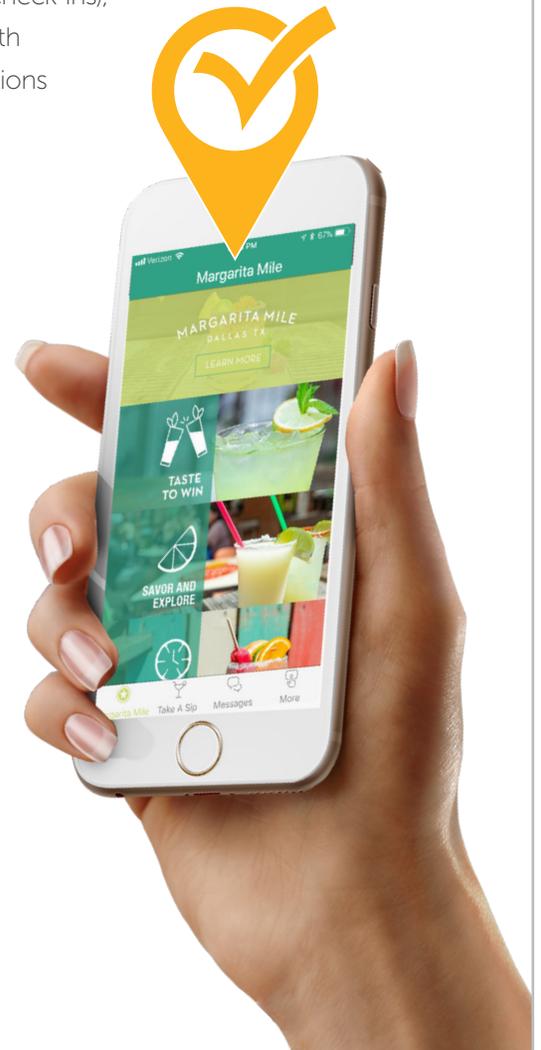
“You’ve heard of pub crawls and wine tastings – but Dallas takes it to the next level. The Margarita Mile is a collection of the best and brightest margaritas in the city, conveniently collected in a [colorful app](#).”

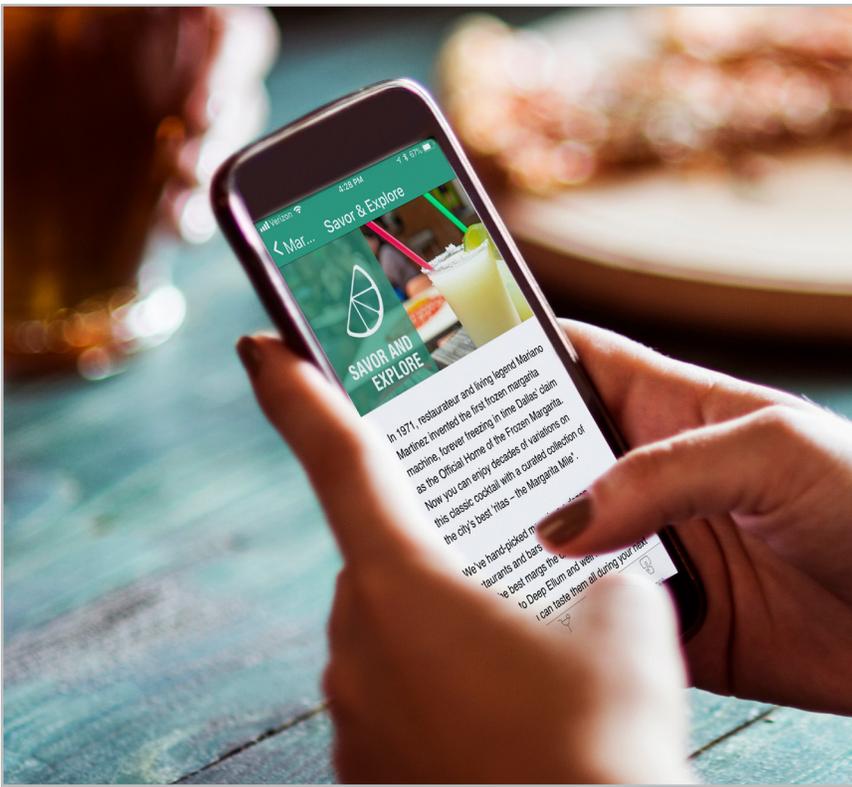
VisitDallas uses the VisitApps Digital Passport tool to help in-market visitors and locals taste and explore their way through the Margarita Mile. The Margarita Mile Dallas app guides users to local restaurants and bars offering a variety of takes on this refreshing tequila drink. In turn, visitors track where they sip and get the chance to earn prizes. Users “level up” or gain achievement levels based on the number of check-ins along the Mile, from a ‘Rita Rookie’ (3 check-ins earns you this level), to an ‘MVP’ (at least 8 check-ins), and finally, a ‘Master’ (14 check-ins). Safe sipping is encouraged within the app, with transportation options suggested as well. A calendar of events and push notifications help explorers plan their journey, while detailed listings let them know the flavors they can savor at each stop, from classic to creative.

“**The first frozen margarita machine was invented in Dallas in 1971.**”

Naturally, with a tagline like “Big Things Happen Here,” VisitDallas doesn’t stop at just serving up a mobile app. They go big on marketing support behind it, with the microsite [Margarita Mile Dallas](#) on VisitDallas.com providing listings and a map to encourage exploration, along with user-generated social media content depicting the margarita scene, a margarita quiz and blogs, and a free transportation guide.

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An interesting and inspirational content campaign promoting an easy-to-use app that rewards tasty exploration with prizes has shown to be a winning combination for VisitDallas — and for the local businesses the DMO can show they support through app check-in numbers.

AS OF AUGUST 10, 2018:

- 1,659 users have registered for the Margarita Mile passport.
- 3,681 downloads since launch.
- 400 have checked in.
- The Margarita Mile app currently has 500 weekly active users.

How Digital Passports Can Work for YOUR DMO, too

A food and beverage passport like [Margarita Mile Dallas](#) is just one example of how the VisitApps passport tool can be implemented for a destination's in-market visitors and locals. It can also be used to make a walking tour more engaging, to create a scavenger hunt for meeting attendees, or give event attendees an incentive to visit exhibitor booths. Depending on determined end goals, the DMO sets the capabilities of the passport to meet their visitors' plans, their partners' expectations, and the DMO's needs. To find out more about Digital Passports, check out our [Simpleguide](#).

Questions? Want to learn more?

Contact us:
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