Whether your ideal vacation includes scenic drives to watch the desert sunset, a trip to the farmers market to appreciate Hispanic art and culture, or maybe a margarita trail to celebrate the history of tequila, you are encouraged to explore El Paso like a local. This was the goal of Visit El Paso when it created the “Visit El Paso” app — a resource to help visitors and locals immerse themselves in the city.

The app, supported by Simpleview and VisitApps, serves as a complete guide for a memorable visit to El Paso. Locals and visitors alike can find up-to-date information about things to see and do in El Paso while learning more about the city’s culture, attractions, hotels, and restaurants.

**GOAL:**

The goals for the app include:

- Be a user-friendly tool with easily accessible content for visitors
- Promote engagement with El Paso locals

Due to the DMO’s robust in-market promotions, the majority of the app downloads come from locals, but Visit El Paso aimed to see a 10% download rate from out-of-town guests. The team also wanted to maintain a 1-on-1 connection with not only locals but those new to the area and trying to settle in.

Overall, the DMO sought to help make El Paso feel like home while encouraging people to discover the authenticity of the destination and create their own experiences.
**CHALLENGES:**
Most locals choose to go out of town for vacation, so they are not taking advantage of local tours, attractions, etc. Visit El Paso wanted locals to be ambassadors for the destination and act like tourists in their own city. With one of its main goals being to promote engagement with El Paso locals, the DMO was determined to use the app as a tool that would introduce locals to the city they thought they knew.

Another lasting challenge for the DMO in regards to the app was simply making the technology known to everyone who sets foot in El Paso — a never-ending endeavor for sure.

**SOLUTION:**
The solution that Visit El Paso saw within VisitApps was an easy-to-use app that provides the latest information on restaurants, lodging, events, and more. It also has a “Day Trips” section that provides detailed suggestions, and the “Tours” tab provides bike, driving, and walking tours of the city with a voice-over feature. Once someone decides on a few things to do and see, they can even create their own digital agenda.

In order to gain adoption of the tool, one solution implemented by Visit El Paso was extensive marketing to promote the app. The DMO advertised in airports, hotels, restaurants, universities, and other hospitality partners, used table toppers, online calls to action, and more. The app is also promoted at conventions and conferences that take place in El Paso, using easily accessible Simpleview programming to create customized agendas and banners.

In addition to marketing the app, the DMO shared the resource by implementing a master calendar to promote events in not only El Paso, but all neighboring cities as well. Any city can submit events — like concerts, farmers markets, and foodie festivals, to name a few — and they will be distributed to anyone on the app looking for something to do.
Visit El Paso also leveraged the VisitApps “crowds” tool to reach an additional, prominent audience with the app: military families. The purpose of this crowd tool module is to market specifically to those on the Fort Bliss military base. Soldiers and their families are encouraged to download the app and use the crowd tool to immerse themselves in the city. The app includes advice on where to eat, grocery shop, enroll your kids in school, establish accounts with utility companies, and more. There is also a notification setting to communicate with app-users on important updates within the community.

Lastly, to maintain the desired connection with visitors, Simpleview added a Facetime function to the app so Visit El Paso could communicate with app users seeking information. Whether troubleshooting in the app, confused with an event’s details, or even lost in the city, users can contact someone from the DMO and get face-to-face help in English or Spanish.

**RESULTS:**
The success of Visit El Paso’s use of VisitApps is ongoing and measured in the number of downloads:

- **6,100** APP USERS
- **5,200** NEW DOWNLOADS
- **9 MIN 51 SEC** ENGAGEMENT TIME

Using these metrics, Visit El Paso is able to gear how it should market the unique attractions of El Paso, piquing peoples’ interest in what the destination has in store.

By using the tools available through Simpleview and VisitApps, Visit El Paso was able to improve the app to be exactly what was desired. In addition, the redesign of the app done by Simpleview made the content friendlier and displayed vibrant pictures that told the stories of the destination.

**INTERESTED IN FINDING OUT MORE ABOUT VISITAPPS?** Email us at accountmanagers@simpleviewinc.com or call us at 520-575-1151.