

TOURISM TOUCHES EVERYTHING.

Arlington Convention & Visitors Bureau DIGITAL COUPON PROGRAM

BE FEATURED ON THE MOST VISITED PAGE ON ARLINGTON.ORG

We are excited to offer an innovative new platform for a fully DIGITAL marketing opportunity. This offers a broader reach, greater customization and more robust reporting.

We are offering an exclusive opportunity to be featured on the “Deals” section of arlington.org, which is a top stop for our more than 1.5 million unique website visitors each year.

HOW DO VISITORS FIND THE COUPON PROGRAM?

Now visitors can access and redeem all the offers from their mobile device! The offers are part of the “Deals” section of Arlington.org, and promoted with a full color brochure with regional distribution.

RACK CARD DISTRIBUTION POINTS

- Arlington Hotels
- TXDOT Travel Information Centers (11 centers in Texas)
- TX CVB Visitor Centers
- AAA Travel Offices (TX, LA, OK, AR)
- Certified Folder Distribution (TX, LA, OK, AR)
- Local Enterprise Car Rental Offices



HOW DO I PARTICIPATE?

For more information or to secure your spot, contact the Director of Partnerships & Programs. This opportunity is exclusively for Arlington Marketing Partners. Please see the application for cost.



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WHY THE DIGITAL PLATFORM?

- Allows for better ROI tracking
- Allows the visitor access from anywhere
- Easy access to robust reporting on redemption rates and information about customers
- Ability to change discount in real time

While there will not be a printed coupon booklet, a rack card promoting the program will be printed highlighting partners who sign up prior to January 15th, 2020. About 200,000 cards will be distributed at the Six Flags Over Texas entry gates. Additional rack cards will be distributed at travel information centers and hotels across Texas, Oklahoma, Arkansas and Louisiana.

WE HAVE PARTNERED WITH BANDWANGO

- Once you have secured your spot in the program, a representative from Bandwango will contact you to get you setup on the system including training on redemptions, reporting and changing your offer.
- There is zero integration and minimal staff training is required.
- Offers are delivered through a mobile system and check in is easy - via a code that is entered on the visitor's mobile phone.

FOR VISITORS

- Visitors will be directed to the deals and discounts from arlington.org
- Visitors will provide basic information in order to access and redeem deals at your location
- Convenient mobile delivery improves the visitor experience and ultimately increases the likelihood they will visit your business and spend money



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