

TRAVEL WISCONSIN'S FOODIE PASS TOOLKIT



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+

bandwango™
The Destination Experience Engine

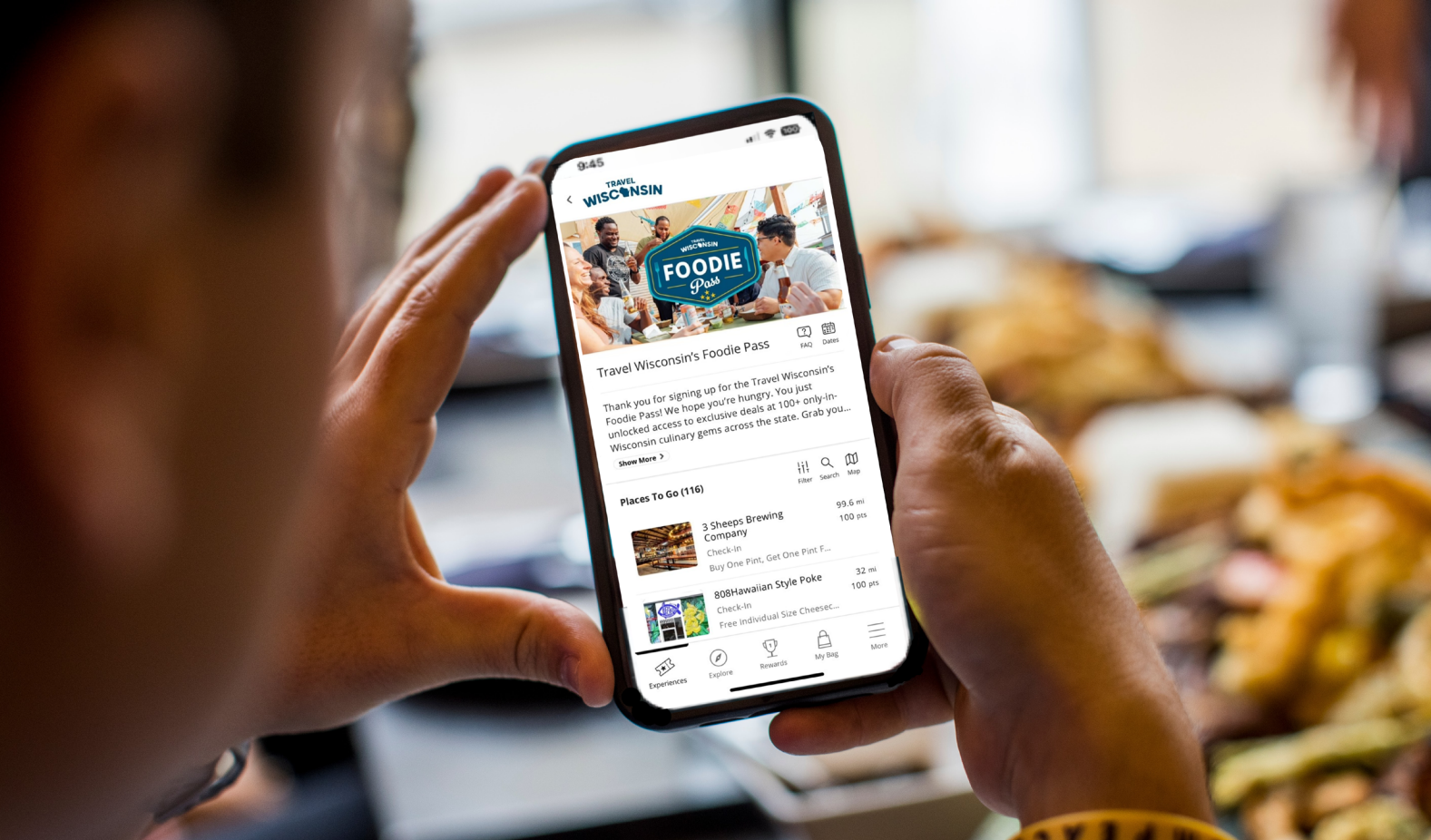
Travel Wisconsin's Foodie Pass is a free digital pass powered by Bandwango designed to encourage visitors to explore the state's rich culinary offerings. By signing up, consumers can unlock exclusive deals across Wisconsin including James Beard Award-winning and nominated restaurants, iconic Wisconsin supper clubs, craft breweries and other local culinary gems. This toolkit is designed to help industry partners maximize the impact of the promotion, share resources, identify promotional opportunities and support efforts to grow the economic impact of tourism.



THE STRATEGY BEHIND TRAVEL WISCONSIN'S FOODIE PASS

Our goal for the Foodie Pass is to create a dynamic and engaging platform that encourages visitors to explore Wisconsin's rich culinary landscape. Building off of the culinary spotlight from the Wisconsin season of Bravo's Top Chef, we partnered with locations across the state to incentivize visitors to travel by fork in Wisconsin. Given that 47% of millennials have planned trips around a single restaurant, we know food can be a powerful motivator for travelers to discover the unique flavors and dining experiences our state has to offer.

The curated, digital pass inspires visitors by highlighting only-in-Wisconsin food and drink experiences. It serves as a tool to engage and educate travelers with details about delicious offerings, prompting them to craft their own itineraries to explore the state. As travelers sign up for the pass, they will also be invited to opt-in to receive more communication from Travel Wisconsin, growing our subscriber list and providing long-term opportunities to continue to engage this audience hungry to explore Wisconsin. Through collaborative partnerships with local businesses and industry partners, the pass can reach wider audiences and reinforce Wisconsin as a top destination for statewide culinary adventures.



WHAT IS BANDWANGO?

Bandwango is a destination marketing platform that enables the creation and management of digital passport programs. Travel Wisconsin partnered with Bandwango to highlight tasty culinary gems across the state. Their platform offers a unique way to showcase can't miss stops by providing exclusive discounts and offers. The mobile-friendly pass technology drives users to explore and experience local businesses and create positive economic impact across the state.

HOW DOES IT WORK?



Step 1: Get the Pass

Consumers sign up for the free mobile pass on TravelWisconsin.com to unlock curated culinary favorites including exclusive deals and discounts available across the state.



Step 2: Receive Text

The pass is instantly delivered to a user's phone via text and email. There is no app to download. The pass can be saved to a phone's home screen.



Step 3: Redeem

When visiting a participating business, users can simply check in or redeem a discount by presenting the pass on their phone to staff. Each use earns points that can be redeemed for prizes.

HOW DOES BANDWANGO BENEFIT BUSINESSES & YOUR COMMUNITY?

Increased Visibility

Passes create a centralized platform for businesses to showcase their offerings to a broader audience, reaching potential customers who may not have discovered them otherwise.

Collaboration

Collaboration among businesses can 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, offering insights into visitor behavior and preferences, as well as spending patterns, to enable more informed marketing strategies for Travel Wisconsin.

HOW DO USERS EARN PRIZES?

After signing up, consumers earn points by checking in to locations or redeeming exclusive offers. Then, the points earned can be redeemed for rewards only available to users of Travel Wisconsin's Foodie Pass. Multiple prizes will be available, including stickers, a dog bandana, hat and canvas bag and are subject to availability. Once redeemed, prizes will be shipped directly to the user.





STAY CONNECTED!

We'd love to see how you put these ideas into action! Share examples of your efforts with your [Tourism Development Specialist](#) or reach out with questions along the way.

INDUSTRY RESOURCES

Together, we are on a delicious mission to showcase the unexpected food and drink offerings across Wisconsin. Your participation and promotional muscle are invaluable to the success of the promotion. Help extend the reach, encourage sign-ups, and inspire visitors to follow their fork or glass to delicious only-in-Wisconsin adventures.

TIPS FOR THE BEST USER EXPERIENCE

Keep it simple

Provide clear and concise instructions for how to use the pass, check in, redeem offers and rewards. [Share this step-by-step guide](#) with prospective users and your team.

Keep it updated

Share regular updates to keep the pass dynamic. Businesses should update offers to include seasonal promotions to maintain user interest and to encourage visits.

HELP PROMOTE TRAVEL WISCONSIN'S FOODIE PASS

Share the landing page

Spread the word and share the pass landing page, sharing the trackable link available on the industry site.

Share on social media

Actively share details about the pass featuring your business or destination on your own channels and encourage sign-ups. Highlight exclusive offers and prizes.

Sample copy: Sign up. Check in. Earn rewards! Eat and drink your way through delicious spots across the state with Travel Wisconsin's Foodie Pass! [LINK]

Extend the reach through email

Consider sharing the pass with relevant audiences through email, by including the shared graphic and the trackable link to the landing page.

Include a link on your website

Promote the pass, using the trackable link, on your website to help maximize reach.

Leverage shared resources

Display promotional materials in your business or visitor center to inform and encourage participation with the pass program.

Extend the reach through paid promotion

Incorporate the promotion into your paid campaigns to drive interest in your business or destination.

Develop content to highlight your location as part of the pass

Create content on your owned channels by highlighting your business or locations featured in your destination through an article or blog, linking to the landing page.