PROBLEM

• Current app mirrored visitor guide
• Decline in foot traffic to visitor information centers
• Change in target demographic
• Shift to digital
GOALS

• Create 24 hour access to info
• Create visitor center in the palm of travel intenders’ hands
• Immediately enhance visitor experience
• Create a one-of-a-kind app

Launch prior to United States Bowling Congress Open Championships
PROCESS

- Strategic content planning
- Vendor research
- Change in target demographic
IMPORTANCE

• Customization
• Easy navigation
• Innovation
• Strong partnership with vendor
SOLUTION

- Bluebridge Tourism
- The Official Visit El Paso App
FEATURES

• Custom + Pre-set Itineraries
• Tours with Audio Tracks
• Master Calendar
• Direct access to Social Media Outlets
• Instant access to visitor guide
• FaceTime for iPhone
• aRes Hotel Booking Engine
OUTBOUND MARKETING

App download call to action
• Print Ads
• Tradeshow Brochures
• Visitor Guides
SAMPLES
FESTIVAL GEAR
NOT READY?
...
YOU BETTER
EL PASO UP

KEEP DRIVING FOR GREAT MUSIC FESTIVALS

visitelpaso.com
Get the official app.
REMEMBER THIS VERSION OF YOU?

YOU BETTER EL PASO UP

UNLESS YOU'RE OK WITH THE FAKE GUACAMOLE

YOU BETTER EL PASO UP
OFF THE BEATEN PATH

Experience El Paso like a local. There is no better way to experience a city than at street level. Our walking and bike tours explore the many layers of history that make up the fabric of El Paso. Download the official Visit El Paso App in the iTunes Store or Google Play Store for a complete list of self-guided audio tours. Popular walks and tours include Downtown Public Art Bike Tour, Mexican Revolution, Segundo Barrio Murals, Train Architecture and many more.

ANNUAL EVENTS

Family Fun
• Downtown Kids Carnival (March)
• Plaza Classic Film Festival (August)
• Chalk The Block (October)
• Hyundai Sun Bowl (December)

Epic Outdoors
• El Paso Puzzler Endurance Weekend
  Mountain Bike Race (January)
• Michelob Ultra El Paso Marathon (February)
• Franklin Mountains Trail Run (November)

Music Festivals
• Neon Desert Music Festival
  (Memorial Day Weekend)
• El Paso Downtown Street Festival (June)
• Sun City Music Festival (Labor Day Weekend)

Download the Official Visit El Paso App:

Available on the
App Store

EL PASO ESSENTIALS:
Local Guide to the Sun City

SAMPLES

• Tradeshow Brochure
IN-MARKET SAMPLES

- Promotional posters
- Postcards
IN-MARKET SAMPLES

- Temporary Construction Walls at El Paso International Airport
IN-MARKET SIGNAGE

- Tabletop
- Exterior
IN-MARKET SAMPLES

- Window decals
- Table tents
- Coasters
RESULTS

• 5,500+ downloads (Average 500/month)
• $5,000 savings in international postage
• $5,000 savings in brochure printing
• 20% return rate (previous users)
• 3,500 + user sessions
• Still the ONLY destination marketing organization to offer FaceTime