BRIGHT SHINY NEW OBJECTS

eTourism Summit
San Francisco, October 23, 2015
Mo Parikh, CEO @ Bandwango
VISIT SALT LAKE MEETS BANDWANGO

First Date: Mountain Travel Symposium in 2014
Bandwango Interests: Mobile Lift Tickets
VSL Interests: Mobile Connect Passes
Result: Bandwango - Visit Salt Lake Partnership
Outcome: Bandwango Pivots 100% to DMO/CVB Industry
Launch Date: May 2015
THE DMO BUSINESS MODEL IS EVOLVING

DMOs need to satisfy stakeholders through real, quantifiable ROI
DMOs need to gather new types of data (not heads-in-beds)
CONSUMER EXPECTATIONS ARE CHANGING
CONNECT PASS PLATFORM

Enables DMO/CVB to create destination passes to target any visitor segment Convention Attendees, Bachelor Parties, Families, Groups

...the possibilities are endless
CLIENT USE CASES

Visit Salt Lake - Connect Pass
Visit Denver - Mile High Culture Pass
Visit Ogden - Ski 3 Lift Ticket Package
Bermuda Tourism - Cultural Passport
Grapevine CVB - Layover Package
Oregon North Coast / Travel Oregon - Beer 101 Pint Pass
Portland Pint Pass
Proof PDX Distillery Row Passport
Wine Tasting Passports
Digital Coupon Books

...the possibilities are endless
PRODUCT DEMO
THE BUSINESS MODEL

- Technology
- Commerce
- Affiliate Marketing
- Data

CONNECT PASS

DMO/ CVB
- Marketing
- Product Placement
- Merchant Relationships
- Visitor Experiences

MERCHANT
- Inventory
- Perks

Browse — Buy — Share — Redeem
CONCLUSION

We’re the “Things to Do” people
We help you target any visitor segment
We drive commerce and help you show ROI
We get you activity data
ADDITIONAL SLIDES
OUR TEAM

Monir Parikh  CEO, Lead Engineer
Brandon Holmes  VP, Customer Development
Ryan Kelly  CTO, Lead Architect
George Rogers  VP, Marketing
Mike Daniel  VP, Brand + Product Design
Trevor Meier  Lead Developer
Started in ski industry in 2012

THE BACKSTORY

Started in ski industry in 2012
100% customizable with unlimited possibilities

Mobile optimized checkout and delivery (print-at-home too)

Share passes via mobile phone
Real-time engagement by surrounding businesses

Fully destination-branded white label solution

Affiliate marketing tools