

# DESTINATION PARTNERSHIPS WITH LOCAL EVENTS

Destination Marketing Organizations and local events have always had a tenuous relationship. Though no one can dispute the fact that local events drive out of town visitation, it has been difficult to track ticket sales to these visitors in the past and measure their true impact on the economy. The result of this is that DMO dollars sometimes feel wasted on sponsorships for signage or event costs.

With Bandwango technology, sponsoring local events can become a truly measurable KPI for a Destination Marketing Organization.



Our mobile experience combines admission tickets with festival/event guides and additional offers.

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In addition to merchandise and vendor integration, DMOs can craft and provide other experiences to event attendees including Bandwango built passes and other special offers.

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Our fully integrated communications platform allows DMOs and event hosts to send e-mails and text messages directly to audiences before, during and after the event.

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## How much is your DMO spending to sponsor local events?

If it's more than \$10,000 a year then you could be gaining access to event attendee names, addresses, billing zip codes, ticket sales, purchases, downloads and redemptions of any additional offers for roughly the same price. Plus, with an all-in license fee, your DMO can also craft free savings passes, gamified trails or paid passes that measure economic impact year-round and incentivize event attendees to check out other local businesses before, during and after the event.

## Job's Daughters Conference at the Davis County Convention Center

Davis County may be Utah's smallest county, but the scenic mountain views that can be seen as a backdrop for the Great Salt Lake make it the perfect location for convention attendees to escape meeting rooms and enjoy the great outdoors. Using their existing Bandwango license, Davis County Tourism offers a seamless experience for event registration, activities booking, and meal and merchandise purchases.

*"I have used other registration products in the past. Bandwango was better by far."*

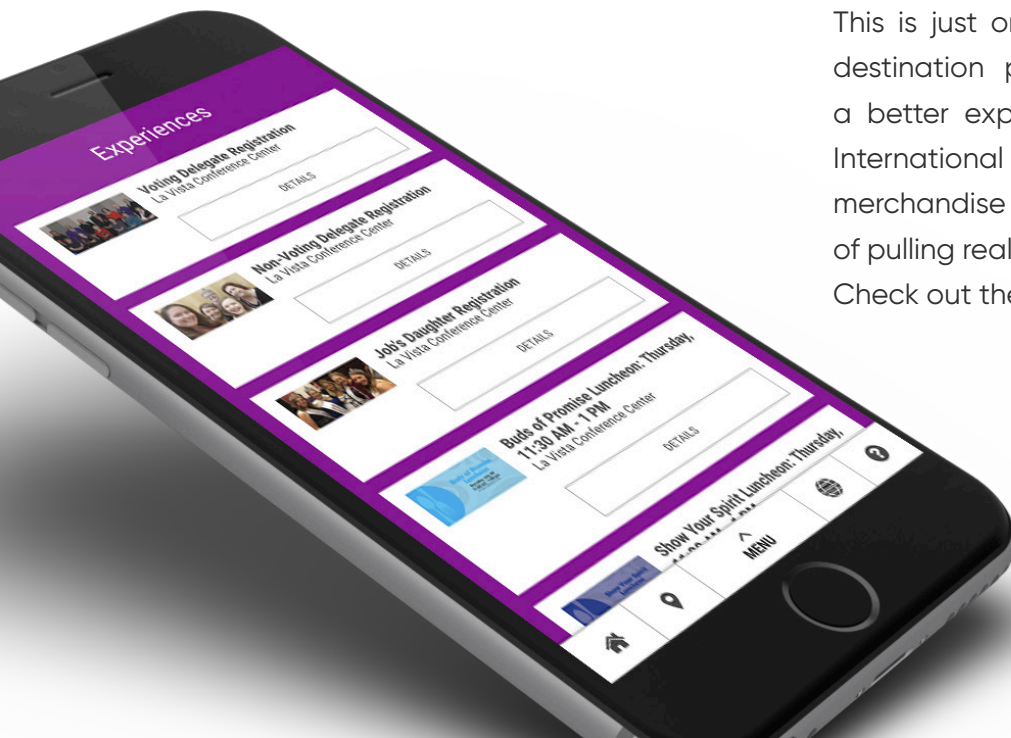
– Jan Boyer, Meeting Planner

In this case study, Davis County Tourism worked together with an incoming conference, Job's Daughters International, to transform their formerly manual paper process into a mobile-optimized solution that not only streamlined the attendee experience, but also improved the operational efficiency for the event organizer in 2019. merchandise and meals, and book tours and tickets to nearby attractions in one easy platform.

The conference continues to utilize Bandwango technology because Bandwango's fees are comparable to other popular event ticketing platforms with far more features to choose from. Unlike popular ticketing sites, with the Bandwango DXE, event planners and collaborators have the ability to streamline their logistics and tailor their attendee experiences in a variety of ways. The scanning software Bandwango has in place has also been described as "less sticky" than alternatives, making checking attendees into events faster and easier than ever.

Bandwango technology creates a hub of information for event participants, allowing planners to streamline logistics. For the Job's Daughters International conference, attendees had the ability to register for the event, browse and buy merchandise and meals, and book tours and tickets to nearby attractions in one easy platform.

This is just one example of how an event and a destination partner worked together to create a better experience for visitors. Job's Daughters International reported a record amount of merchandise purchased and enjoyed the benefits of pulling real-time reporting throughout the event. Check out their 2019 results below.



<b>\$26,923</b>	Activity Sales
<b>\$94,950</b>	Registration
<b>\$6,265</b>	Merchandise
<b>\$203,214</b>	Total Sales