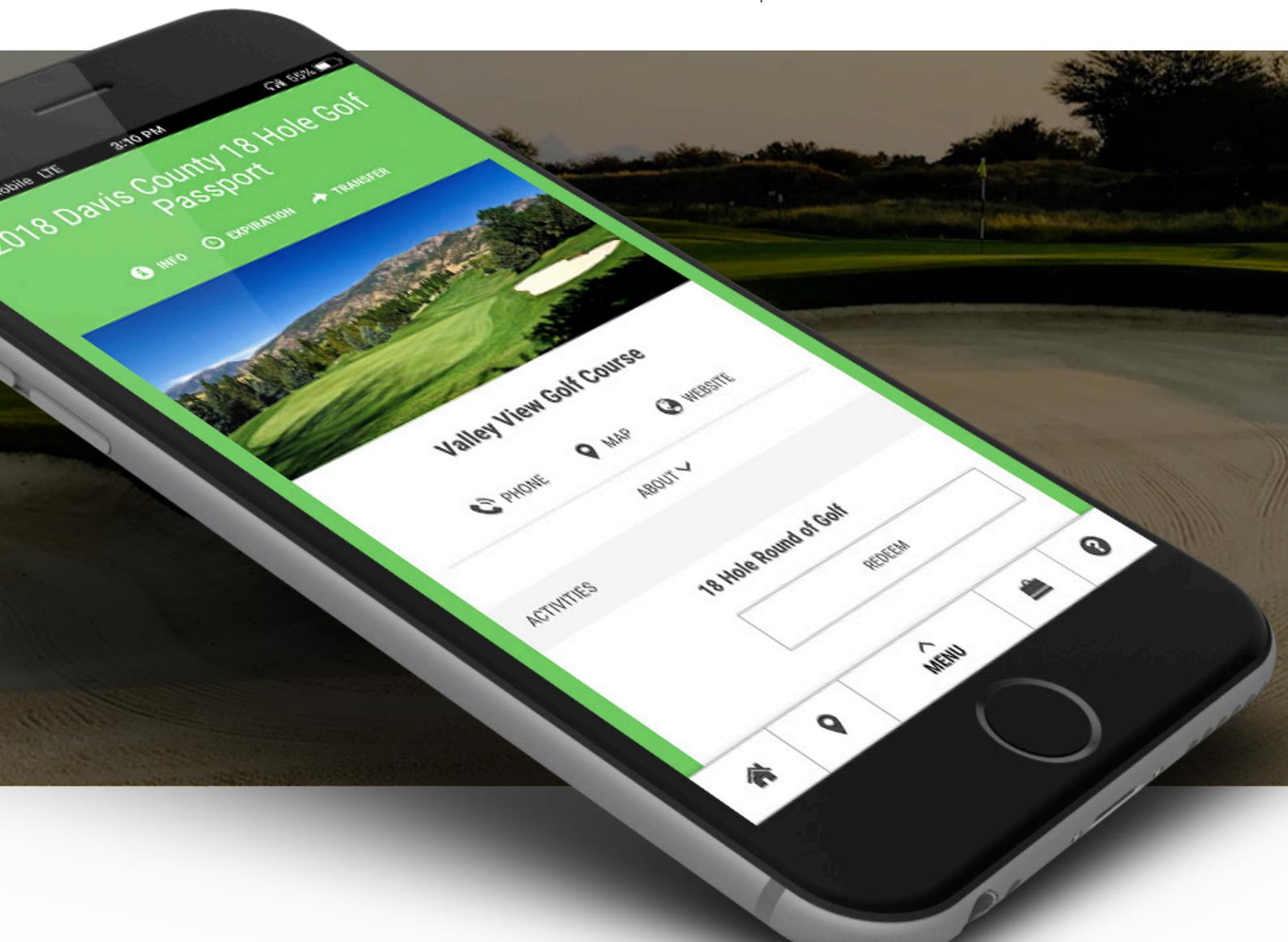


HOW UTAH'S DAVIS COUNTY GOLF COURSES UNITED TO ATTRACT MORE GOLFERS AND INCREASE REVENUE WITH BANDWANGO'S MOBILE PLATFORM FOR GOLF PASSPORTS AND TRAILS

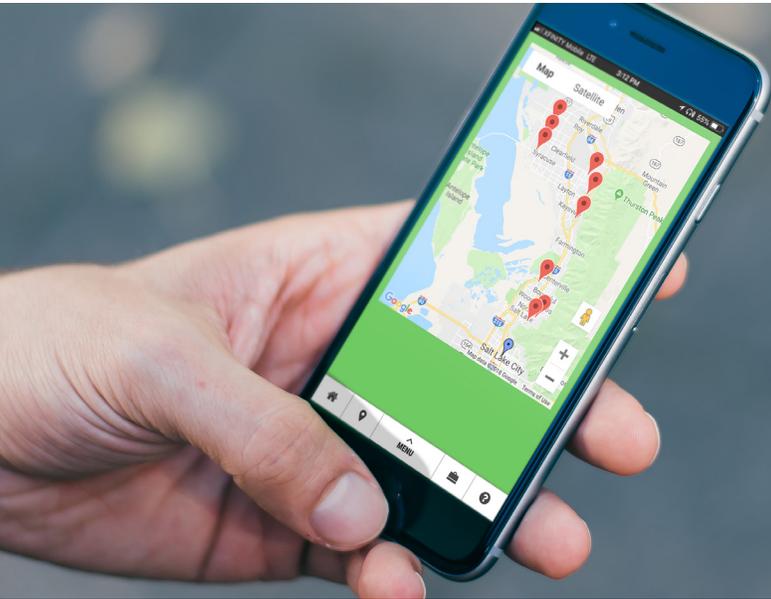
Davis County sits just north of Utah's capital city and is known as a veritable family-centered playground with popular amusement centers, golf courses and access to the Great Salt Lake.

The successful Golf Passport launched by the county's tourism department, Play in Davis, offered through Bandwango's Destination Experience Engine offers a unique golfing experience at some of the state's most notable and picturesque courses. Golfers can explore nine Davis County courses with one easy-to-use mobile pass for one low price.



RESULTS

Since launching the passport, Davis County, Utah has acquired proof—distilled to a concrete dollar amount—of the level of economic impact and ROI from this passport presented in a level of detail that's traditionally been next-to-impossible to achieve with paper passport/trail programs.



In just three years, Play in Davis has seen exciting results with their Davis County Golf Passport, including the following.

1. Play in Davis sold **456 Golf Passports in 2018 so far**, up from just 114 passports sold in the programs first year, making **983 total** sold since program's inception.
2. For 2018, a total of **\$44,856 dollars** was paid out to the golf courses participating in the Golf Passport.
3. Total rounds of **golf redeemed in 2018** came in at **2,197**, which is more than **2,000 rounds of golf** by passport holders across 9 county golf courses.

The Golf courses in Davis County offer some of the best golfing in Utah. Each course has stunning views of the expansive Great Salt Lake and the picturesque Wasatch Mountains. And more people are catching on as the Golf Passport undeniably works at getting new golfers at local courses, and increasing revenue while the participating courses are promoted as yet another way to "Play in Davis."