

# 'LOOPS EXPLORER PASS

Tourism Kamloops is back with an all NEW amped up digital pass that brings you the best of Kamloops. With just a few taps on a mobile device, pass holders unlock exclusive discounts and fantastic experiences.

In 2023/2024, we're bringing the heat with an exclusive \$30k digital marketing plan dialed with contests, games, and giveaways to entice redemptions at partner businesses. Our creativity is off the charts with fun ideas to build excitement and engagement with pass holders.

## ARE YOU GAME?

Avoid FOMO and join all the Loopy action with the NEW Loops Explorer Pass! Ponder the ultimate offer to highlight your businesses alongside the hottest new pass in Kamloops.

## THE GOALS

- Create an awesome program to highlight local tourism businesses
- Get visitors excited for all that Kamloops has to offer



**kamloops**  
BOLDLY UNSCRIPTED

## PASS SALES

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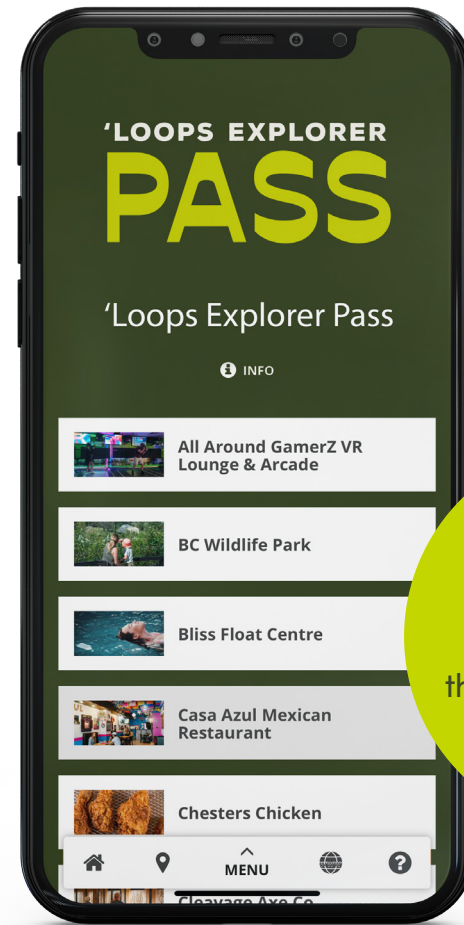
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## HOW THE PASS WORKS:

- LoopsExplorerPass.com will show all pass deals and is the account login for pass users.
- Once registered, the pass is delivered or “pushed” digitally to users’ mobile devices via a text message.
- Our team will provide pass onboarding before the program launch.
- Pass partners will receive exclusive features on @tourismkamloops Facebook and Instagram channels
- Extensive promotions through paid @tourismkamloops sponsored digital marketing campaigns, contests, and organic content (blogs, social posts, etc)
- Marketing will include extensive photoshoots at your business, and influencer visits
- Discounts must reflect a minimum of 20% discount or equivalent to be eligible
- Offers may be changed as needed

## SPECIFICS:

- Offers may be changed as needed
- Passport offers must reflect a minimum of 20% discount or equivalent to be eligible



### PROGRAM INSIGHT

'2 for 1' offers are the most popular and well-received

## PRICING

6 MONTHS

**\$400**

+GST

12 MONTHS

**\$600**

+GST

### RUN TIME:

September 1<sup>st</sup>, 2023 - August 31<sup>st</sup>, 2024