

iVENTURE CARD & PHILLIP ISLAND JOIN FORCES INVITING AUSTRALIA TO TAKE A TRIP DOWN SOUTH FOR WINTER

***The Visit Phillip Island Pass rewards eligible interstate visitors* with \$250 to
enjoy local experiences during their stay***

SYDNEY, AUSTRALIA 6 JUNE, 2022: **Destination Phillip Island (DPI)** has engaged iVenture Card to provide an end-to-end solution to entice Aussies out of their homes this coming winter, and to the southern sanctuary of beautiful Phillip Island with the newly created **Visit Phillip Island Pass**.

The pass offers a great incentive to interstate travellers who book two or more nights' accommodation in the Phillip Island region with \$250 of credit. This can be spent at local participating activities, experiences, food and beverage locations, attractions and/or tours on the Island and surrounds. iVenture Card has developed technology making it easy for DPI to engage and incorporate their local business partners and requires a simple, singular download for customers to utilise. "The Visit Phillip Island Pass powered by iVenture Card is another example of how we work with each client to understand their situation and draw on our technology and tourism expertise to create a unique solution supporting their revenue ambitions." says Joost Timmer, **Managing Director, iVenture Card Australia**. "Post COVID, DMO's, hotels and major attractions are seeking new ways to engage their customers with their own branded products and this is where bespoke product development is more important than ever. We're proud to have partnered with Destination Phillip Island to power a credit-based activities pass demonstrating freedom and flexibility for partners and consumers alike."

This initiative received grant funding under the Recovery for Regional Tourism program administered by Austrade.

The Phillip Island Pass will launch to the interstate market with advertising commencing 6 June, 2022 with registrations open 8th June – 31st August when the promotion ends.

www.visitphillipislandpass.com.au



**Registrations are capped at one pass per valid accommodation booking of a minimum of 2 nights in the region. Terms & conditions apply.*

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The Smartvisit Group operates across 6 continents and offers bespoke, white label solutions to the tourism, hotel and airline sector through technology platforms, ticketing consolidation, payment solutions, content, and distribution with its brands Smartvisit Solutions, iVenture Card, CityXplora and Play with Points.

Smartvisit Solutions

Utilising its cloud-based, non-monetary payments platform, Smartvisit Solutions provides gift and loyalty programs with technology for the issuance and redemption of points, tickets, passes, coupons and vouchers.

iVenture Card

iVenture Card offers an end-to-end solution for the design, development and management of multi-experience, tours and attraction passes. Connecting consumers to experiences through co-branded, straight to gate entry products designed to offer flexibility, choice and convenience.

CityXplora

Plugging into a merchant's own ecosystem, CityXplora delivers a consolidated online channel for the distribution of tours and activities, products and passes.