SMARTVISIT LAUNCHES FIRST EVER WESTERN AUSTRALIAN PASS WITH THE STUNNING PORT CITY OF ALBANY

Powered by Smartvisit Technology, the Great Southern Flexi Pass will showcase the unique beauty of this region, with fun for the whole family.

SYDNEY, AUSTRALIA 19 OCTOBER 2022: Nestled in the Great Southern Region of Western Australia, Albany has the most spectacular adventures to offer both on land and at sea. From whale watching, to mountain climbing, wine tasting to bushwalks, **Smartvisit** and the **City of Albany** have teamed up to curate four fully customisable, multi-attraction passes that will hero all this amazing city has to offer.

As a **Smartvisit-enabled** pass, the *Great Southern Flexi Pass* is fully digitised, and comes with access to **Smartvisit's** app allowing for easy reservation and instant booking confirmation within the app environment along with access to maps and planning tools that make exploration effortless and access to experiences in the region easy. Providing unbeatable convenience, great savings and flexibility to visitors, the four different passes with several package options allows customers to choose a pass that suits their budget or length of time visiting the area. With a broad range of experiences hosted by local tour, activity and restaurant operators the *Great Southern Flexi Pass* takes the stress out of holiday planning.

"The City of Albany is a hidden treasure along Australia's Western Coastline, and we can't wait for local, interstate and international travellers to experience how much it has to offer with the Great Southern Flexi Pass" says **Ryan Mossny, Smartvisit's Director, Western Australia**. *"We are thrilled to support the City of Albany with an easy to use, end-to-end solution that is flexible for customers, promotes a plethora of reasons to spend greater time in destination and develops new revenue streams for their beautiful city."*

Mayor of Albany, Dennis Wellington, said now is the time to be attracting the attention of tourists. *"The Great Southern is a tourist's wonderland,"* he said*. "With the return of domestic and international travel, now is the perfect time to launch an offering like the Great Southern Flexi Pass to visitors.*

"Ensuring the tourism sector continues to thrive is a priority in the lead up to the summer holidays. We want to do whatever we can to promote the wonders of our Great Southern Region and this pass is another way to ensure visitors to our region can take advantage of all that is on offer."

View *The Great Southern Flexi Pass* online: https://www.iventurecard.com/au/albany/

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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.

Smartvisit app
Our Smartvisit app makes it easy and fun to enjoy the destination you're visiting. With this app, you'll be able to explore all the different activities, experiences, and tours included within any Smartvisit-enabled pass or package, details of which will be saved within your account in the app. Reserve your spot directly where reservations are required with instant confirmation, and access maps and planning tools that make exploration effortless.
Bookings and tickets you redeem are stored digitally in the app so there's no need to print or fumble around for paper tickets. And, help is at hand with our app chatbot with a connection to a live agent if you need one.

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