

TOURISM VETERAN, RICHARD PETERSON, TO SPEARHEAD SMARTVISIT PARTNERSHIP GROWTH IN NORTH AMERICA

SYDNEY, 16 December, 2021: Smartvisit Group announces the exciting appointment of tourism expert and trusted industry thought leader, Richard Peterson, in the newly created role of *Vice President, Smartvisit America*. As *President & CEO* of U.S. Cultural & Heritage Marketing Council, Peterson will utilise his comprehensive knowledge of the travel & tourism industry to connect the diversity of cultural attractions and experiences via **Smartvisit** Group's platforms and services, namely **iVenture Card**.

Smartvisit has enjoyed a West Coast presence with its **iVenture Card** brand, powering attractions passes in Los Angeles and San Francisco. Consequently, with the resurgence of tourism in the coming years, **Smartvisit** sees exponential collaborative opportunities to offer its suite of products and services across the wider North American marketplace.

Leading the peer-to-peer movement in the tourism sector, **Smartvisit** CEO & Founder Ryan Rieveley states *"Our focus is to empower tourism and activities operators with the tools they need to retain their customer base, build new consumer opportunities and ultimately grow their sales revenues. We're thrilled that Richard has come on board to drive these collaborations in America. His extensive experience, industry knowledge and emphasis on building meaningful business relationships aligns perfectly with our ambitions."*

Headquartered in San Francisco, Peterson's executive leadership experience with cultural institutions, the hotel sector, and destination marketing organisations, positions him perfectly for this collaborative role that requires a broad perspective of the American travel and tourism market, as does his long track record of collaborating with diverse stakeholders to create successful multi-connected partnerships. Peterson states, *"As arts, culture and family attractions across North America assess their evolving marketing programs to support their missions, Smartvisit will complement individual partner business goals, bolstering their ability to reach diverse audiences, and achieve long-term results. I am delighted to partner with Ryan and the Smartvisit team to support the individual needs of our national attractions and cultural experiences."*

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Founded in Sydney Australia, the Smartvisit Group operates across 6 continents under its **Smartvisit Solutions**, **iVenture Card** and **CityXplora** brands. The group offers bespoke, white label solutions to the tourism sector through technology platforms, ticketing consolidation, payment solutions, content and distribution.

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.