BEER WORTH FINDING®
**VERMONT BREWERS
ASSOCIATION**

Passport Program, Site Visits & Social Posts

Passport Program Overview -

A. Local Explorers

   a. We went through an app upgrade in 2023, the program we were using was built on a pilot system and in order to keep a functioning app we had to update it. This caused all digital passport stamps to be set back to 0 and we have seen the 2023 stamp numbers exceed the 2022 stamps by over 22%.

   b. Stamp Expiration Update - every 2 years
Originally there was no stamp expiration, we have changed it to expire stamps every two years so consumers can continue to collect stamps and the leadership board resets every 2 years.

B. Passport User Experience -

   a. *"I really feel like beer is a catalyst for connections; Starting a conversation with a stranger at the bar over preferred styles and favorite finds; Talking with bartenders and brewers about unique creations and what's coming out next. Even reconnecting people – my husband and I taking a long weekend to celebrate our anniversary traveling around the state to new breweries; Meeting friends or co-workers at the end of a work day for a pint and conversation. The brewery app I also believe has contributed a great deal to the individual brewery and also to Vermont by prompting people to travel, spending money in hotels, restaurants, breweries as well as exploring places they might not ever have gone to otherwise."*

   b. VBA Interns working on interviews/articles with passport enthusiasts to showcase their experiences and will be featured on our new website coming 2024.
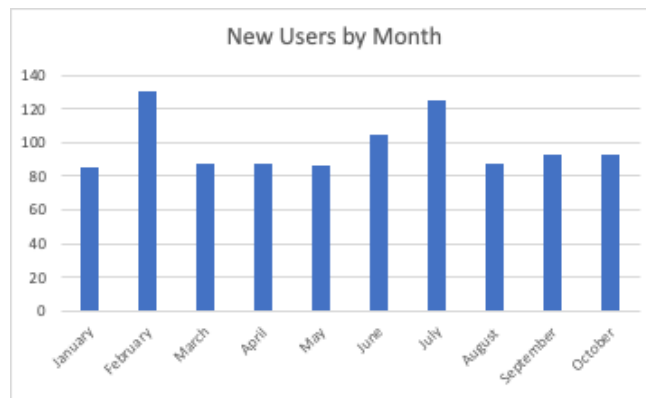
C. Engagement -
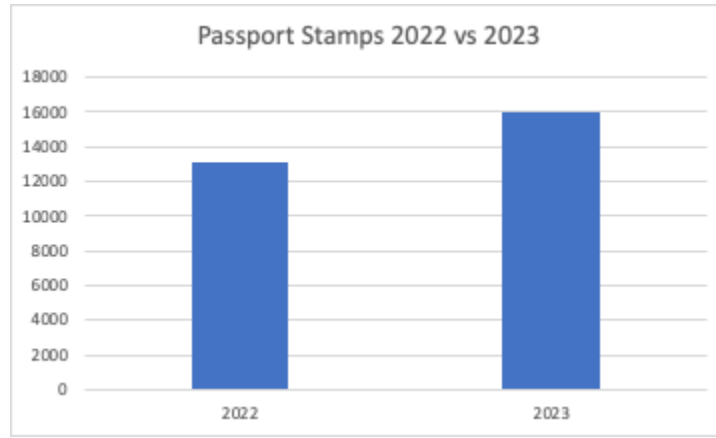
   a. **Users -**
Registered Users - 17, 087
Active Users - 15,367
2023 New Users - 979

D. Stamps -
    a. 2022 - 13,054 stamps
    b. 2023 - 15,981 stamps
       22% increase in stamp engagement in 2023
       2023 average revenue per brewery assuming $15/visit - $3,687.92

E. Passport Reward Redemption -
    a. **2022:** Rewards Redeemed - 318
    b. **2023:** Rewards Redeemed - 538
    c. 69.18% increase in redemption compared to last year
    d. Paper Passports are still in circulation and grandfathered in

Passport Program Log-In Information -
A. Go to https://business.localexplorers.com, enter your email and password.
    a. Forgot your password? No worries! To retrieve your password, click on the Forgot your password? link and fill out the information. An email will be sent shortly with the link to reset your password. If you cannot remember the email address that you registered with, reach out to VBA staff.
B. Click on "Content Management" > "Locations" and edit your business info-
    a. Business Hours (please update seasonally), address, and contact information
    b. Updated logo
    c. Brewery Descriptions and Photos
    d. Add any upcoming events to encourage app users to visit
    e. Create special deals to entice users to visit your business
C. To add new users-
    a. Click "User Management" > Plus sign in the corner
    b. Fill out the form and the new user will get an email with sign-in details.

Member Visits & Social Posts -
A. **Membership Site Visits** - 29/63 member breweries visited in 2023
B. **Social Posts** - 41/63 brewery members had individual posts on the VBA social channels in 2023