

# FLIP (FRONT-LINE INDUSTRY PERKS)

## Business Toolkit

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Thank you for your participation in Visit Jacksonville's FLIP program! Even though the program has a new name, it still has the same premise: allowing front-line employees access to some of Jacksonville's best things to do at a discounted price or free entry. This allows them to experience your business when they otherwise may not.

As we all know, front-line employees are the face of the tourism community interacting daily with visitors at our hotels, restaurants and other tourism-related businesses. When they visit your attraction and experience it firsthand, they will comfortably be able to share more and be an ambassador for your business and our community. And the next time a visitor asks them "What is there to do in Jacksonville?" they can refer guests and visitors alike to your attraction.

### Here's what you need to know:

- FLIP is now a digital program via the Visit Jax app. All employees must have the Visit Jax app downloaded to participate.
- Employees must be logged into the app with their work email to access the FLIP deals.
- When a front-line employee is "checking in" through the app at your attraction to claim the deal, **please provide them with your attraction-specific code**. This code was sent to you via email by Lauren Hickox. If you are unsure what your code is, please reach out to her at the email below.