



DIGITAL JAX ALE TRAIL PASSPORT

WHAT YOU NEED TO KNOW

- Visit Jacksonville is not getting rid of the printed passports, your brewery will still receive a delivery regularly. We are offering another way for customers to experience the Ale Trail that doesn't require them to remember to bring anything other than their phone.
- The Visit Jax app icon is the image to the right and customers will need to download it to use the digital passport.
- We recommend people create an account on the Visit Jax app BEFORE they start checking in on any of the trails. By doing this, the check ins will save to their account. If they do not have an account and already checked in to places, they should not create an account as doing so may wipe out the existing check ins.
- The Jax Ale Trail icon will be found on the main menu of the app.
- There are three different levels on the digital passport. It's a progressive passport and digital check-ins or "stamps" will carry over per level. We recommend all customers start at the beginning '4 breweries' level.
- Each brewery has a unique code for you to provide customers at checkout so they can "check-in" at your brewery on the digital passport. This is their "stamp."
- To claim prizes via the app, customers will fill out the submission form when prompted.



QUESTIONS?

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