

Destination Pass Combination Smart Card Solution

Background

Red Crater's vision for Combination Smart Card Solutions is that Smart Card technology will be used strategically to support business growth and enrich customer experiences.

Smart Cards offer huge benefits as a strategic tool for combining multiple uses into one technology. For example any combination of attraction entry, event tickets, public transport, parking, discounts, cash on card and loyalty can be combined onto a single Smart Card.

Because their electronic chip enables data to be stored on the card separately, several discrete applications can all be contained on one card but not be accessible to each other. This ensures complete privacy of data on the card which protects both vendors and customers, and allows solutions to be added onto the card incrementally in a cost-effective manner.

Red Crater specialises in designing, developing, delivering and managing such highly secure yet extremely flexible Combination Smart Card Solutions. While we can build total systems from new, we can also provide complete hardware and software solutions that integrate with existing Smart Card applications (e.g. ski passes and bus tickets).

The Destination Pass Concept

Today's local travellers, overseas vacation and business visitors expect easy and affordable access to the best a destination can offer, all in one single seamless package. As leaders in the provision of fully integrated Smart Card solutions, Red Crater can help attract, retain and increase visitor numbers and spend with a Smart Card Destination Pass.

Smart Cards provide an effective tool for focussed marketing campaigns by enabling defined packages to be offered strategically. Alternatively, cards can be loaded with customers' hand-picked attractions and savings as they choose them, offering great flexibility. Key benefits to scheme participants are faster throughput of visitors, greater visitor spend, receipt of payment in advance, and on-going loyalty to both the destination and participant because the cards can be re-loaded.

A Smart Card Destination Pass can include:

- Entitlements for multiple attraction entry
- Multiple people on one card (the card can be loaded with as many passes as needed for individuals or the whole family – forget using multiple cards or tickets)
- Streamlined entry (just swipe the card– no need for exchange of cash or an EFTPOS transaction, avoid long queues, offer VIP entry)
- Cash on card (credit on the card for use at the point of sale can be pre-loaded either in one transaction at the destination or before leaving home in own currency)
- Public transport passes (include passes for buses, trains and ferries to enable easy access to city or resort attractions and retail areas)
- Discounts (the card can be loaded with discounts or bonuses from hotels, restaurants, complementary businesses)
- Assists in collection of tourist information (e.g. country of origin can be loaded on the card and read when used – avoids the need to survey your visitors).

Overseas Examples

Visitor Smart Card passes are being increasingly adopted worldwide. For example, in the United States an 'Explorer Pass' is offered in Las Vegas, New York City, Boston, Chicago, San Francisco, Miami, Hollywood and the California Wine Country. It enables holders to hand pick the attractions most appealing to them with the flexibility to use it over 30 days and yet provides savings of up to 35% off the price of buying separate tickets.

The more prescriptive US based 'Go City Card' provides a pre-defined package of attractions and savings to be used over either 2, 3, 5 or 7 days within a 14 day period. For example, in Los Angeles the Go City Card includes admission to over 35 top attractions, a guidebook, 20-50% savings on shopping, dining, and tours, and special bonus offers when a 3, 5 or 7 day card is purchased. The Go City Card is also currently available in Boston, Chicago, San Diego, Oahu, Miami, Orlando, San Francisco, Seattle, Maui, Blue Ridge and Toronto.

The Dublin Pass enables users to choose from a 1, 2, 3 or 6 day pass providing greater savings the longer it's used for. It comes with a free guidebook and maps, and offers free transport around the city including free airport transfer to and from Dublin Airport. This card can be re-charged and used at other destinations in the U.K and Europe.

Red Crater's Approach

The above overseas examples are highly complex involving large numbers of participants and offering a wide range of packages. However, a Destination Pass system can be built cost-effectively by starting simple and incrementally adding more applications, participants or more complex package structures.

Red Crater are the experts in designing, developing, delivering and managing Combination Smart Card Solutions that can start with simple software and hardware, yet which are highly extensible to support future growth.

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