

Partner Training Guide: Maximizing the Program for Your Business

Introduction

Welcome back to the Cheers Trail! We're excited to introduce something new and innovative that we've been working on. The TDA has invested in a digital Cheers Trail Pass, designed to enhance the promotion of the trail and its participating partners.

This guide will help you and your staff understand how to promote and engage customers with this new digitized program.

What is the Cheers! Trail and Why Was It Created?

The Cheers! Trail highlights the region's craft beverage scene, connecting locals and visitors with breweries, wineries, cideries, and distilleries. It encourages tourism, supports local businesses, and enhances the customer experience by offering a fun and flavorful way to explore the area.

Benefits of Going Digital

Transitioning the Cheers! Trail Pass to a digital format brings several advantages:

- **Increased Accessibility:** Customers can access the pass instantly from their mobile devices—no need for printed materials.
- **Valuable Insights:** Businesses gain access to data on customer visits and participation, helping to refine marketing strategies.
- **Simplified Redemption:** Staff no longer need to stamp physical passports. Allows for visits without handling paper, making transactions seamless and efficient.

How We Took the Passport Digital

To modernize the Cheers Trail experience, the TDA partnered with a leading digital pass platform to develop an easy-to-use, mobile-friendly system. The digital pass is hosted online, eliminating the need for an app download. Customers can sign up through a dedicated website, receive their pass via email and text, and start their Cheers! Trail journey right away. The transition ensures a streamlined experience while maintaining the excitement and rewards of the original program.

How Easy It Is for Consumers to Use

The new digital Cheers! Trail Pass was designed with simplicity in mind:

1. **Sign Up:** Customers register online and receive their pass instantly via text and email.
2. **Visit & Check-In:** At each participating location, they check in using their mobile pass.
3. **Earn Rewards:** As they visit more locations, they unlock rewards and incentives.

**Can't guarantee increased business; participation in the program is offered free to partners and promoted by the Henderson County Tourism Development Authority. Quality of data is based on volume of participants; this is why it's important that you help us promote the digital pass.*

How to Use the Digital Cheers! Trail Pass

For Customers:

- Open the digital Cheers! Trail Pass from their phone.
- Check in at participating locations with a simple tap.
- Earn points and redeem rewards as they complete the trail.

How can my business further benefit from the digitized program?

Benefits for Your Business

- Increased customer engagement and traffic.*
- Access to analytics and reporting on customer interactions such as:
 - **Passholder Geographics**
 - **Passholder Check-Ins**
 - See how many people are checking in
 - See when people are checking in
 - **Marketing Opt-Ins**
 - Communicate with those who participated in the Cheers! Trail Passport
 - TDA can send follow-up emails to participants (surveys, questionnaires, etc.)
- Enhanced brand visibility through cross-promotion and marketing efforts.

How can we help the program and my business be more successful?

To promote the Cheers! Trail digital pass, train staff to mention it at key moments (entry, ordering, checkout) and explain the benefits with simple messaging like, *"Join the Cheers! Trail and win prizes just by visiting businesses like ours!"* Provide QR codes for easy sign-ups and engage customers to encourage participation. Display TDA-provided signage, such as window clings and counter displays, and contact Ashley Downer for materials.

On social media, post about the program, tag @visithendersonvilleNC, and use provided graphics and sample captions. A sample caption could be: *"Join the Cheers! Trail Passport and earn rewards by visiting local businesses like ours!"* Mention the program in email newsletters and add the Cheers! Trail crest to your website.

Reach out to Ashley Downer to receive the **FREE** partner Toolkit.

In-Store Promotion

- **Train staff** to mention, explain and encourage participation with the Cheers! Trail digital pass (upon entry, sitting down, ordering, at checkout.)

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- Staff should explain the program benefits in simple terms: *"Participate in the Cheers! Trail Passport and win prizes just by visiting businesses like ours!"*
- Provide QR codes for easy access to sign-ups.
- Engage customers by asking if they have participated and encouraging them to join.
- **Display free, TDA-provided signage and promotional materials** in visible locations.
 - Promotional materials include but are not limited to: (window clings, counter displays).
 - You can receive free promotional materials from the TDA by reaching out to Ashley Downer.
 - Have an idea for signage? Please feel free to share those ideas with us and we can see if we can create it!

Social Media Promotion

- Post about the program.
 - Share behind-the-scenes content featuring staff explaining the program.
 - Tag @visithendersonvilleNC
- Use provided social media graphics and captions
 - Provided by TDA

Example Social Media Caption:

"Have you joined the Hendersonville Cheers! Trail Passport yet? Earn rewards just by visiting local businesses like ours! Scan the QR code in-store and start winning!"

Mention it to your email subscribers!

Add Cheers Trail participant crest to website

- Provided by TDA in your toolkit

Want to take it a step further

- Offer in-store incentives to customers (e.g., discounts or small gifts for sign-ups).
 - Optional
- Have a fun competition between staff to see who can get the most people to sign up:
 - Punch cards/sticker cards for employees
 - Optional

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What is the digitized Cheers! Trail Pass?

- A free, web-based program that allows customers to save the tab to their home screen and earn points to redeem for prizes.
- No app to download!
- A customer engagement initiative that rewards participation and drives business growth.
- Customers can earn prizes by visiting Henderson County Craft Beverage locations.
- Partners gain access to analytics and reports on customer interaction.

Why It Matters:

- Encourages repeat business and increased traffic.
- Creates a fun, interactive experience for customers.
- Provides valuable visitor insights.

What if someone shows up with a physical Cheers! Trail Passport?

Great question! We're currently phasing out the physical Cheers! Trail Passports and encouraging everyone to switch to the new digital version, which is super easy to use and keeps track of all points automatically.

You can let the customer know:

"We're actually moving to a digital version of the Cheers! Trail Passport—it's really simple to use and works right from your phone! I can show you how to sign up or pull it up if you already have it."

If they already have points on their physical passport:

"If you've got stamps or points on your paper passport, just stop by the Hendersonville Welcome Center and they'll transfer everything over to the digital version for you."

Understanding the Program

Steps of the Passport:

1. Customer scans QR code or visits <https://visithendersonvillenc.org/postings/cheers-trail-pass>
2. Customer signs up for the passport
3. Customer saves tab to their home screen
4. Customer is within 0.1 mile of your location and clicks "Check-In"
5. Customer earns 100 points for visiting and checking in to your location
6. Customer earns enough points to claim prize
7. Customer goes to the Hendersonville Welcome Center to claim prize

What Your Business Needs to Do

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Next Steps

- Ensure all staff members are trained and comfortable explaining the program.
 - Have a short in-person walk at your next staff meeting
 - Go over the “cheat sheet” and FAQ’s provided by the TDA
 - Encourage them to get the passport and experience it for themselves!
- Actively mention the program to customers in-store and online.
 - HERE’S WHAT YOU CAN DO ONLINE:
 - Comment or reply to visitors asking about your business
 - Include a blurb about the passport in captions, events, newsletters
 - Encourage/repost User generated Content
 - HERE’S WHAT YOU CAN DO IN-PERSON:
 - **Reference signage:** “That’s the Cheers! Trail digital Passport, you can scan the QR code to start earning points!”
 - **For New Visitors:** “First time here? There’s a fun passport program that allows you to earn points toward prizes— we’ve got the details if you're interested!”
 - **When talking to customers:** “If you're exploring local spots, you should check out the Cheers! Trail — we’re one of the stops!”
- Monitor customer participation and adjust engagement strategies as needed.
 - Let the TDA know what is working and what is not
 - Let TDA know if there are any questions that come up a lot
 - Let TDA know if they can help in any way

Thank you for being a valued partner in this program! View consumer FAQ’s below:

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Common Consumer Questions & How to Answer

What is The Cheers! Trail Passport?

"The Cheers! Trail Passport is a rewards program where you can earn prizes just by visiting local businesses like ours. It's free and easy to join—just scan the QR code and start earning!"

How do I sign up?

"Just scan the QR code here, or visit VisitHendersonvilleNC.org to sign up. There is no app to download, just simply save it to your home screen."

Do I have to pay to participate?

"Nope! The program is completely free for customers."

How do I earn rewards?

"Every time you visit a participating business, you can check in through the program. The more places you visit, the more points you earn to win prizes!"

What kind of prizes can I win?

"Prizes for the Cheers! Trail Passport include:"

<i>Wine Stopper</i>
<i>Coasters</i>
<i>Corkscrew/Bottle Opener</i>
<i>Wine Goblet</i>
<i>Knit Hat/Beanie</i>
<i>Pint Glasses</i>
<i>T-shirt</i>

Where can I see the list of participating businesses?

"You can find the full list on the VisitHendersonvilleNC.org/cheers-trail or on the Passport itself."

How do I know if I've earned a reward?

"You can view your points under the "Rewards" tab as well as all of the prizes."

What if I have trouble signing up or checking in?

"Try scanning the QR code again or visiting the website directly. If you still have issues, visit or call the Welcome Center at (828)-693-9708."

Why should I join?

"It's a fun way to support local businesses while earning rewards! Plus, it's free and easy to participate."

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