




# DOWNTOWN LONDON PATIO TRAIL!

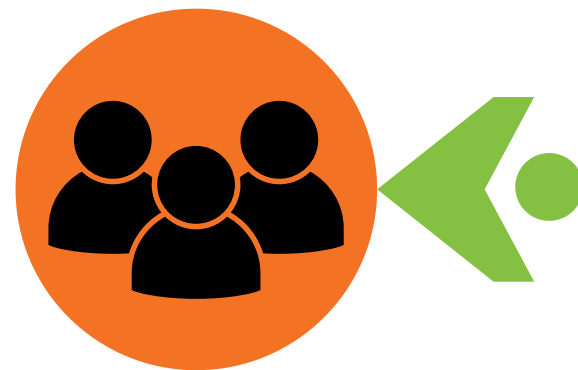
## What Are The Trails?

-  Free for users to sign up
-  Uses digital passport technology on your phone
-  Encourage visitors to check in via GPS at downtown businesses and locations.



### 29 BUSINESSES SIGNED UP!

29 businesses in the downtown area signed up for the 2024 patio trail.



### 548 PEOPLE PARTICIPATED!


548 people signed up for, and used the trail pass in 2024!



### 2,801 CHECK-INS!

Participants are able to check into each location on the trail to earn points. The 548 people checked in over 2,800 times at various locations!

## Why The Trails Work:

-  Users earn points by checking in at your business, and can redeem them for Downtown Dollar Gift Cards and prizes.
- Users receive special coupons/discounts offered by businesses.
- A proven tourism tactic that drives foot traffic and local shopping year-round.

### How this Pass Works



#### Step 1 - Get Your Pass

This mobile exclusive passport is a collection of curated attractions, retailers, restaurants and more, offering deals and discounts to redeem during your visit.



#### Step 2 - Receive Text

Your passport will be instantly delivered to your phone via text and email and is ready to use immediately! There is no app to download. Your pass can be saved to your phone's home screen for easy one-tap access.



#### Step 3 - Redeem

When visiting a participating business, simply present your phone to the attendant or staff member to redeem available discounts.

DOWNTOWN  
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## Ready to bring more visitors to your patio?

Join Downtown London's Patio Trail this summer!

[DOWNTOWNLONDON.CA/TRAILS](https://downtownlondon.ca/trails)