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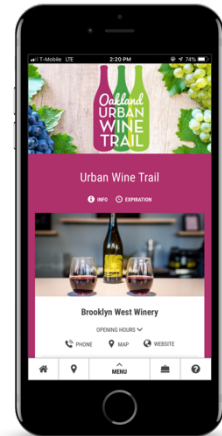
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Oakland Ale Trail and Oakland Urban Wine Trail Passports Go Digital

Visit Oakland launches digital passports through partnership with Bandwango

(Oakland, CA) — [Visit Oakland](http://www.visitoakland.com), the city's official destination marketing organization, has made it easier for locals and visitors alike to experience the Oakland Ale Trail and Oakland Urban Wine Trail by launching digital passports. This was completed through a partnership with Bandwango, a destination experience engine.

The Ale Trail and Urban Wine Trail digital passports allow users to discover new venues, check-in to locations and redeem discounts from participating wineries and breweries all via phone. No app store downloading or printed passports is needed, users can access the digital passports by opening the bookmarked web app in their internet browser. Other features include a text-to-sign-up option, access to business information and map integration, making a more seamless mobile experience.



Urban Wine Trail digital passport screenshot.

“Launching the digital passports for the Ale Trail and the Urban Wine Trail ensures that visitors will get the most out of their experience. This will also facilitate exploration of Oakland’s many neighborhoods in which our breweries and wineries are located,” says Mark Everton, President & CEO of Visit Oakland. “We are thrilled to partner with Bandwango, to make the trails easier than ever to access and provide a helpful resource for visitors and local alike.”

Oakland offers eight wineries and 12 breweries on the trails, all with flavor and style combinations that make them stand out within their industries. Oakland’s wineries and breweries also offer unique atmospheres, from a winery along Oakland’s waterfront to a brewery inside of a previous car dealership space. Urban Wine Trail web app users will redeem an exclusive Oakland Urban Wine Trail wine and cheese tote, once they check-in and make a purchase of a bottle of wine or greater value from all wineries. After Ale Trail web app users check-in and make any purchase from all breweries, they will receive a Oakland Ale Trail growler.

ACCESS DIGITAL PASSPORTS HERE:

Ale Trail Passport www.oaklandaletrail.com

Urban Wine Trail Passport www.oaklandurbanwinetrail.com

ABOUT VISIT OAKLAND

Visit Oakland is a non-profit organization marketing Oakland, California as a travel destination. Visit Oakland offers a wide variety of complimentary services and materials for travelers interested in visiting Oakland. For more information, check out www.visitoakland.com. Want to share the Oakland love with the world? Follow @visitOakland on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

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