

Arkansas Hot Deals & Packages on the Internet & iPhone

FREQUENTLY ASKED QUESTIONS AND INSTRUCTIONS

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What is the Arkansas Hot Deals & Package program?

Tourists and others planning trips to or within Arkansas can find great deals on places to stay, eat, play and shop by a feature on Arkansas.com called Hot Deals & Packages. The same deals are now viewable for iPhone users via a free downloadable application. While the state's tourism website attempts to include all tourism-related businesses in their listings, those that have built coupons and packages for the site are going to get the most attention from the site's thousands of visitors each month. Providing such incentives for people who are specifically researching where to go and what to do in Arkansas does a lot to seal the deal and get them to choose your city, and specifically, your destination.

This advertising is completely free to destinations, paid for with a state hospitality tax. Although it has some guidelines as to who can use it and how it can be used, is highly customizable to your destination's business needs and is a great way to supplement your traditional advertising. It requires no investment, other than a few minutes to set each deal up.

Who can build the free Hot Deals & Packages?

- **Arkansas Lodging providers:** Hotels, motels, Bed & Breakfasts, resorts, lodges, cabins, retreats, official campsites, etc.
- **Arkansas Food & Beverage providers:** Restaurants, clubs, bars, cafes, bakeries, ice cream shops, etc.
- **Arkansas Attractions or "Fun" providers:** Museums, nature centers, amusement parks, galleries, tours, wineries/breweries, golf courses, water parks, consumer retail shops, boutiques, gift shops, malls, antiques galleries, outdoor adventure centers, etc.

In short: **Places tourists would enjoy going in Arkansas.**

What are Packages?

Lodging + At least 1 extra something. Packages are built by the hotel or lodging facility. The "extra something" can be something that the property provides (breakfast, robes, an upgrade to a Jacuzzi suite, flowers, etc.) or something they have purchased or coordinated with external entities such as

restaurants, events, attractions, stores or other things for the guest to do in the area. The hotel or lodging entity is responsible for having all the package components in place and ready for the guest.

Note: Packages do not have to be discounted. They can actually be more expensive than the regular room rate because the customer is paying for the convenience of having things packaged together for them. Having a pre-packaged getaway is a great incentive for many tourists and travelers.

Examples of Packages (Get creative!):

- Arkansas Wine Weekend – 3 nights’ stay at _____ plus tours of 3 Arkansas wineries in the area + basket of six wines (2 each from Wiederkehr Wine Cellars, Post Familie Vineyards & Winery and Chateau Aux Arc Vineyards & Winery).
- Get Blue Getaway – 2 nights in a queen room at _____ for June 26-27 2010 plus two two-day passes for the 20th Annual Riverfront Bluesfest in downtown Fort Smith.
- Romance Package – 1 night stay at _____ plus a rose and chocolates in the room.
- Girls Getaway Weekend – One night in a double queen suite for up to 6 guests at _____, plus up to 6 manicures, facials and massages at _____ Day Spa, lunch at _____, and gift certificates to _____.
- Movie Madness – One night for family of 4 at _____ plus \$100 in movie gift certificates (can be used for tickets and concessions).
- One night’s lodging plus 50% off buffet for 2 at local restaurant.
- Free Breakfast: Full breakfast for two each day with 2-night stay
- Honeymoon with History – \$1,250 – 3 nights at _____ in Fort Smith, with:
 - Roses, champagne and chocolate in room
 - Breakfast for two each day
 - Two 7-day passes to the National Historic Site
 - Two tickets to the Fort Smith Museum of History
 - Two sundaes, floats or sundaes in the Fort Smith Museum of History soda fountain
 - Two passes to the Fort Smith Trolley Museum and two tickets to ride the 1926 Electric Streetcar around historic downtown Fort Smith
 - Two passes to tour the Clayton House, home of Judge Parker’s prosecuting attorney
 - Two passes to the Darby House, home of General William O’ Darby
 - Two tickets to ride the A&M Scenic Excursion Train
 - Two dinners at Doe’s Steakhouse in the 1848 Knoble Brewery
 - Two dinners at Emmy’s German Restaurant

What are Coupons?

Something discounted. Does not have to be bundled with lodging.

Examples of Arkansas Hot Deals/Coupons (Get creative!):

- Free Trolley Ride with purchase of Museum of History day pass

- Stay two nights, get 3rd night free
- Free dessert with meal purchase.
- 10% off concert tickets to _____.
- Buy 1 Get 1 Free FancyExpensive brand jeans at My Boutique
- Tonight only! Free ¼ rack of ribs with each BBQ platter purchased.
- \$10 off a \$100 purchase at the Fort Smith Art Center gift shop.

What will having these Packages and Coupons online cost me?

The advertising costs your business nothing. It is already paid for 100% with state hospitality taxes. Please take advantage of this free advertising—because your competitors (and other Arkansas cities competing for tourists’ dollars) already are.

What if I build these deals and nobody uses them?

Thousands of visitors view these deals every month. If you have a regular presence in the program, your deals eventually will be used by some of them. Even if no one does, your brand name is getting out there, building awareness of what you offer and promoting your city as a tourist destination.

Can I take a deal down or edit it once it is online?

Yes. Using the same login that you used to build the deal you can log on anytime and review, edit, or delete your package or coupon.

How many can I add?

There’s no limit to the number of deals that you may post. Each Package may be included in up to 3 categories (Family, Festivals, History, Attractions, Tours, etc.). Arkansas Parks & Tourism personnel monitor the deals to make sure they are legitimate, clear, and are not being abused.

How can I get the word out about these deals to my potential customers?

The most successful partners are the ones who use all their tools to promote the packages, coupons, and the iPhone app itself. You can link to the deals via Facebook, Twitter, and other social media (there’s a helpful social media “Share” function on the website and a direct link to posting the deal on Facebook via the iPhone app), put a link to them on your website or Facebook fan page, mention them in your print media, tell your friends! Spread the word.

Do international customers use these?

Yes! In fact, because Arkansas.com is ranked so high in search engines, it is often one of the first sites that international travelers looking for fun things to do in the U.S. will encounter. The coupons and hot

deals (and the entire site) are also quickly translatable into Spanish and dozens of other languages using an embedded translation tool across the top of the screen on the website.

What does the new Arkansas Hot Deals iPhone app do?

People who have downloaded the iPhone app can search for Hot Deals by city (only cities with active deals show up in the search), by type of deal (Lodging, Attractions, Dining) or by the GPS-based “Near Me” function.



For example, if a family of vacationers is driving down I-40 in Sebastian County and wants to know if there are any appealing coupons within 25 miles for a good place to stop for dinner, within a few seconds they can find your restaurant’s coupon using the free iPhone app. The coupon tells the family the succinct details of what the deal is, and contains a photo you’ve uploaded or your restaurant or logo, your phone number (hyperlinked so one click starts dialing you), your website, and map (with the iPhone’s built-in custom directions from where they are to your business). The iPhone app also has a direct link to e-mail the deal to someone and a link to post it on that user’s Facebook page if they want to share it with their friends.

See example:

List of Dining Coupons Available within 50 miles



The default search setting is for within 25 miles, but since no deals were found in that range, this search yielded these two restaurants in the 50 mile range. This user might pass Fort Smith by entirely since no restaurants in the city had incentives when they were passing through.

Coupons Available from Weinkeller Restaurant (found in previous search)



*The restaurant has not provided a photo, but it would appear here in the space above "Map."
If the restaurant had additional coupons available, they would be listed here as well.*

Detail of Weinkeller Restaurant's 50% Off Coupon



*Concise text makes the best use of iPhone space.
Coupon is automatically put into this format.*

Note: All deals that are on the Arkansas.com website are automatically also on the iPhone app. You do not have to add these separately. There is a field on the main form for the more concise iPhone text description.

Will the new app work with my Blackberry or other smartphone?

No. At this time, the app is only formatted for iPhone. Keep in mind these two things:

1. iPhone users tend to be enthusiastic about the brands they discover, tend to embrace technology and want to share their experiences with their friends, and they tend to have money to spend. These are customers you want.
2. Anyone with a web-enabled mobile phone can still access the Hot Deals & Packages online at Arkansas.com using their phone's web browser. The iPhone app is just an additional enhancement of the same information for iPhone users.

How to Build Arkansas Hot Deals & Packages:

1. **Call or e-mail Kerry Kraus at 501-682-1925 or info@arkansas.com to find out your business' logon and password to the Arkansas.com Attractions, Lodging & Dining (ALD) database.** If your business is not already in the database, she can tell you if it qualifies and get it listed immediately. There is no charge to this, and your business will then be included in the search results for our area on Arkansas.com. (Tip: Keep this unique logon and password somewhere you can easily access it for future updates to your information.)
2. **Go to this web address: [www.Arkansas.com/\\$MGT](http://www.Arkansas.com/$MGT)**
(Tip: Bookmark this site as "Hot Deals & Packages" so you don't have to remember the web address every time you update your packages and coupons.)



The screenshot shows the login interface for the Arkansas.com site administration. At the top, the 'Arkansas.com' logo is displayed with 'SITE ADMINISTRATION' underneath. A red horizontal bar contains the text 'Arkansas.com > Login'. Below this bar is a white rectangular area containing a 'Log In' form. The form has two input fields: 'User Name:' and 'Password:'. A 'Log In' button is located at the bottom right of the form.

3. **Enter your ALD logon & password.** The page will then take you to a menu where you can choose to update your listing, create Hot Deals & Packages, or view/edit your existing Hot Deals & Packages.
Note: On your first visit, you want to update your ALD listing under "ALD Member Info" to make sure Arkansas.com can give visitors accurate and thorough information about your business. Besides including the name, phone number, address and website, this free listing includes up to 3 pictures, 800 words of description, directions, credit cards taken, hours, amenities, and much more information to help it turn up in the Arkansas.com search results for people who might be looking for what you have to offer. It's worth taking a few minutes to fill the form out thoroughly.



4. To add a **PACKAGE**: Click on “Packages & Hot Deals” then on “Add a Package/Hot Deal” in the upper left corner.



- To add a **COUPON**: Click on “Coupons” and then “Add a Coupon” in the upper left corner



Note: You **CANNOT** have **ONE** general Package and Hot Deal for multiple locations of your business—each location’s package or coupon must be built individually. This is because the search function on the iPhone application is going to go by two things, the user’s location and zip code. Creating a deal for each location of your business will ensure that each location will have a deal that shows up when the user searches a certain zip code.

5. **Fill out all the applicable fields for your package or coupon.** This is a short process that should take only a few minutes maximum per package or coupon. Your **If you have questions about filling out the form or would like someone to walk you through the process, contact Arkansas Parks & Tourism’s Anna Mitchell at anna.mitchell@arkansas.gov or 501-682-7602. She is happy to help.**

6. **You're done!** After you fill out the form and submit it, your package is automatically formatted for both the website and for the iPhone app – no design necessary. Keep in mind:
 - a. Packages must be approved by a member of the Arkansas Parks & Tourism staff, so please allow up to 72 hours before those show up online and on the iPhone app.
 - b. Coupons will show up on the website and on the iPhone app immediately after submitting the form. (This is especially helpful for quick-turnaround coupons—for example, if you have a sale for tonight only.)

RECAP:

1. Contact Kerry Kraus at 501-682-1925 or info@arkansas.com to get your login information.
2. Go to [www.Arkansas.com/\\$MGT](http://www.Arkansas.com/$MGT) and follow the prompts to fill out a form for each package or deal you want to create. This can take as little as 5 minutes per deal.
3. Contact Anna Mitchell at anna.mitchell@arkansas.gov or 501-682-7602 if you have trouble.