



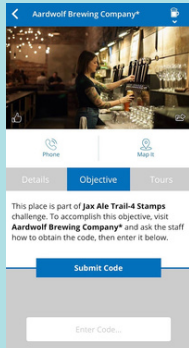
# DIGITAL PASSPORT

## HOW TO PARTICIPATE

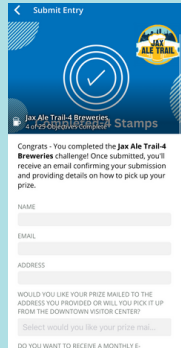
1. Download the Visit Jax app from the app store. The icon is the image to the right. Once downloaded, create an account on the app. This is important so your check ins will save.
2. Head to a brewery and purchase a beverage.
3. Ask the bartender/server for the Jax Ale Trail code.
4. Look for the Jax Ale Trail icon on the main menu of the app and click on it.



5. Select the 4, 8 or All brewery level depending on how many breweries you hope to mark off on your journey.



6. Select the brewery you are at and enter the provided code in the blank box. Hit submit to complete the objective.



7. Continue to as many breweries as you wish. Once you complete 4, 8 or All brewery levels, a submission form will appear and you will need to fill it out to receive your prize.

## HELPFUL TIPS AND TRICKS

- We recommend you create an account on the Visit Jax app BEFORE you start checking in on any of the trails. By doing this, the check ins will save to your account.
- The brewery codes submitted on a level will carry through to the next level. For example: The codes entered at the 4 brewery level will automatically move to the 8 brewery level if you visit more than 4 breweries.
- You will have the option to pick up your prizes from Visit Jacksonville's Downtown Visitor Center OR have them mailed to you at the address you provide on the submission form.
- You cannot combine a printed passport with a digital passport. If you have a printed passport, please finish that first before starting the digital version.
- Share your experiences on social media! Tag @visit\_jax and use #jaxaletrail and #onlyinjax.

### Visit Jacksonville

#### Downtown Visitor Center address:

100 N. Laura St. #120  
Jacksonville, FL 32202

Visit  
*Jacksonville*  
and the Beaches

