



MEDIA CONTACT

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November 1, 2022
FOR IMMEDIATE RELEASE

Visit Beloit has Launched a Mobile Beloit & Beyond Outdoor Art Trail

Visit Beloit, the official tourism organization for Beloit, Wisconsin, has launched a mobile Beloit & Beyond Outdoor Art Trail, a new self-guided tour that aims to encourage visitors and community members to explore our beautiful city and find the hidden gems that you may otherwise miss.

The trail is a free mobile passport that anyone can sign-up for. With 24 art installations included within the passport, it showcases and tells the history of the outdoor art in an easy, mobile-friendly way.

“This fall, our marketing campaign highlights Beloit’s rich art scene so the timing of our new Outdoor Art Trail couldn’t be more perfect. As a local, having the history at our fingertips of the outdoor art installments scattered around Beloit has been a vision for years and it’s really exciting to see it come to life. We hope everyone will enjoy strolling and discovering areas along the riverfront, downtown, Beloit College campus, and Nature at the Confluence on this self-guided tour,” says Tracy Bliss, Director of Marketing and Public Relations.

Conversations around getting the community engaged in public art and how to get the history of the art into the eyes of the public began in January and led Visit Beloit to reach out to a well-known technology company in the travel space, Bandwango. Bandwango technology is designed to support free and paid experiences created by destinations and marketed to visitors and locals. Using this technology, Visit Beloit began collecting history and GPS coordinates on the various outdoor art sculptures and paintings in order to map out the new trail.

Art enthusiasts are now able to visit a dedicated mobile passport landing page (<https://visitbeloit.com/outdoor-art-trail>) where they can sign-up for the passport by providing their name, e-mail address, and mobile phone number. A link is then sent to their mobile phone, which opens the passport and directs the user to add the button icon to their home screen, where they can access it any time. There is never anything to download and no bulky apps take up space on a user’s phone.

After redeeming their trail passport, the explorer will receive an exclusive Beloit & Beyond Outdoor Art Trail sticker.

Bliss states, “We have many great outdoor art installments to be proud of and we hope getting the community engaged in the art scene will spark new interest and we see new art installments so that our trail can continue to grow. We also plan on introducing four more trails in 2023 with the help of Bandwango. Some familiar, some new. So watch for those!”

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Visit Beloit is Greater Beloit's tourism champion using their expertise to generate positive economic impact and to create a vibrant community for residents and visitors.