



QWASI WORKS WITH VINE TRAIL TO ACTIVATE THEIR MONTH OF MOVEMENT

QWASI IS PROUD TO PARTNER WITH VINE TRAIL TO SUPPORT THEIR MONTH OF MOVEMENT CHALLENGE, PROVIDING EASY ACCESS TO RESOURCES AND SUPPORT FOR ALL PARTICIPANTS



CHALLENGE

Generate trail engagement and promote initiatives for donation through a direct line of communication with community members

The Napa Valley Vine Trail Coalition is working diligently to complete the 47-mile trail to connect all of Napa Valley and recognizes the many safety, health, environmental, economic and tourism benefits the trail could provide for the community. More than 70% of Americans would bike/walk/skate more if they felt safe, so the Coalition intends on creating an interactive experience with resources and support available at any point on the trail.



SOLUTION

Providing QR- and NFC-activated smart keychains and touchpoints for all participants to engage with mobile resources and community initiatives

QWASI is supporting the Vine Trail's Month of Movement Challenge by providing easy access points for participants to log miles, donate, connect on social media, and stay updated with Vine Trail developments. Travelers can enter the mobile experience at any point on the trail or at home. This mobile-first approach also allows the Napa Valley Vine Trail Coalition to continually update content, providing community members with relevant, interactive materials to remain connected and involved in the region's prosperity. The implementation of touch-free assets will also provide a new revenue opportunity for advertising, fundraising, and sponsorship promotion.



QWASI
Innovation Realized™



"Qwasi is a proud sponsor of the Napa Valley Vine Trail Coalition and welcomes the opportunity to collaborate with a focus on connecting community. The Coalition's work to connect communities physically and Qwasi's work to connect communities digitally offers a common thread that unites. We believe that technology is a great conduit for providing better access to information and we are thrilled to be able to optimize Napa Valley's Trail in its mission of movement with engaging experiences,"

LARA HANSON
CHIEF INNOVATION OFFICER
QWASI





RESULTS



- + measurable mental and physical health benefits*
- + enhancement of tourism and local initiatives*
- + engagement with promotions and information*

Trails in residential and tourist areas around the United States (NYC; Portland, OR; Ketchum, ID; Nantucket, MA; Charleston, SC; Washington, DC and more) have made an immediate positive impact on the health, well-being and safety of residents, while measurably benefiting the economy and environment. By utilizing QWASI's technology, travelers can be immersed in the artistic, cultural, and educational elements trail-wide, thus enhancing cultural tourism and supporting local initiatives. QWASI's smart technology will connect travelers to the Vine Trail's public art, rich history, outreach programs, and diverse landscapes, thus strengthening Napa Valley's community ties and promoting mental and physical health awareness.



LOCO-MOTION

ABOUT

QWASI is the software leader in Mobile Innovation, creating Smart Spaces and building COVID safe touch free experiences for leading brands across Hospitality, Travel, Sports, Entertainment, Retail, CPG, Healthcare, Pharma, Education, and the Government Sector.

