

# Uber

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**RIDESHARE  
PROGRAM**



# MAIN GOALS

## AUG 2022

- Entice those visiting the Tulsa region to utilize Broken Arrow lodging
- Connect visitors with shopping and dining experiences in Broken Arrow
- Allow the City to test micro-transit options
- The service is only available to guests staying in our lodging properties

# MARKETING

- Flyers
- Business Cards
- Website
- Hotel Staff Education

<https://visitbrokenarrowok.com/uber>



**Visit Broken Arrow Oklahoma**

**REDEEM:**

**Uber**  
Complimentary ride to:  
**THE ROSE DISTRICT**  
**NEW ORLEANS SQUARE**

**Step 1**  
Click on the link provided by the City of Broken Arrow and hotel.

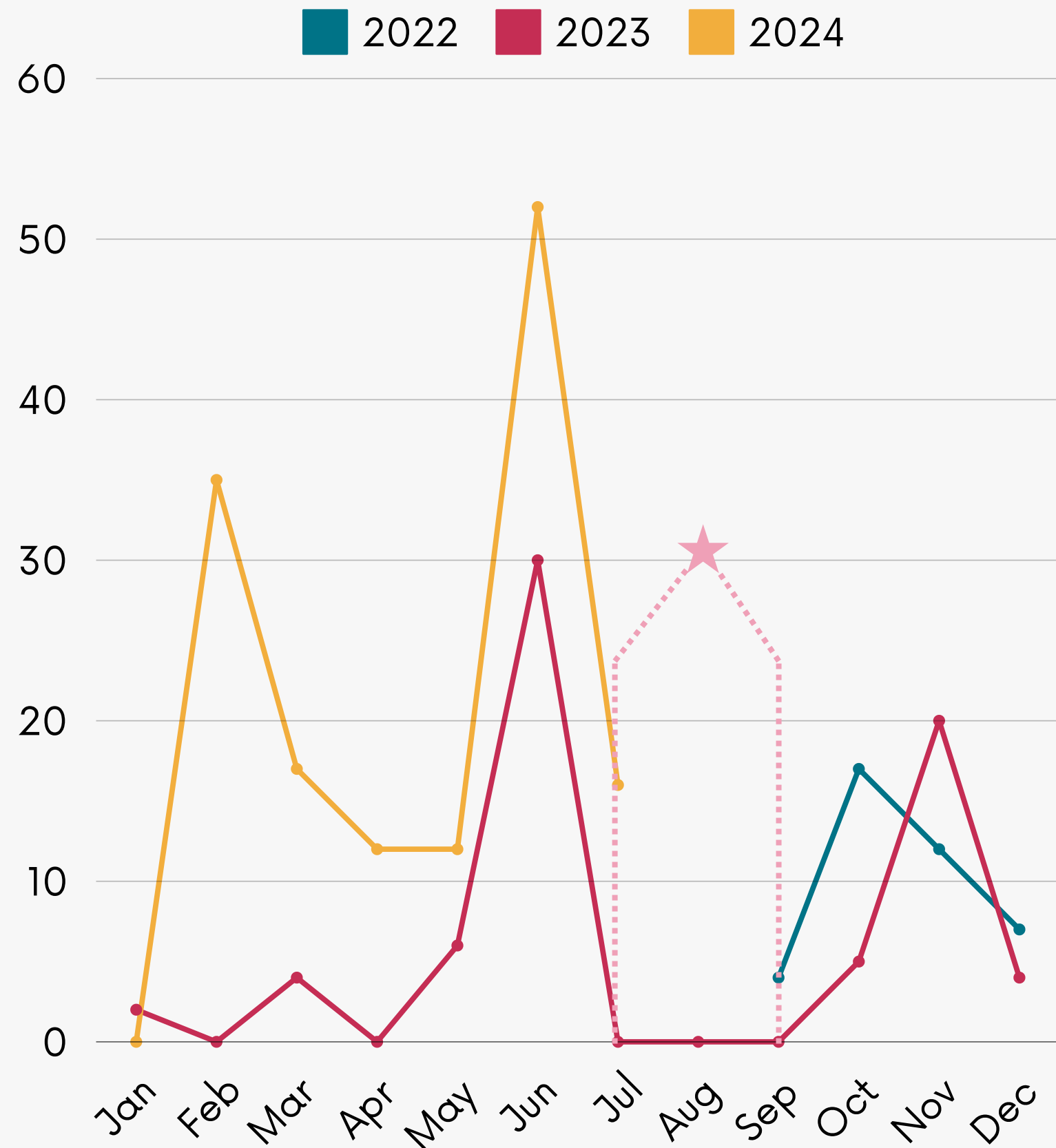
**Step 2**  
Add voucher to your account.

**Step 3**  
The voucher will appear in your wallet.

**Step 4**  
Voucher will be applied when requesting a trip.

For more information visit:  
**VisitBrokenArrowOK.com/Uber**

Only available at participating Broken Arrow hotels for paid overnight guests. Complimentary rides will only redeem traveling to or from Rose District and New Orleans Square areas. Only available for Uber transportation service.



- **Est 258 valid trips**
- **Avg person stays 1.5 nights**
- **2 trips per person per night**
- **\$7000 total spend (22-24)**

Assumed volume w/out fraud

★ Between July and Sept of 2023 we had malfunctions

# EXPANDING THE PROGRAM

## Additional Location

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## Expanding Hours

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- Current Hours: M-F 9:30am-10pm and Sat/Sun 8am-11pm
- Updated Hours: 8am-2am 7 days a week

# AIRPORT MARKETING ROLLOUT

- Restaurant Notifications
- Airport ad
- Facebook ads
- Swag bags
- Rose District brochures
- Visitors Guides
- Billboards
- Press Release