

South Del **Sidekick**



SouthDelSidekick.com

The Official Southern Delaware Mobile App

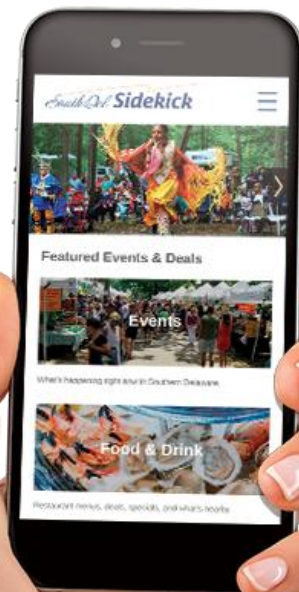
- What's Happening
- What's Nearby
- Where To Eat
- What To Do
- When To Do It
- Big Savings



The App You Don't Need to Download

*Scan the QR or go to
SouthDelSidekick.com*

- Constantly Updated
- Exclusive Offers
- Fun Things To Do
- Where To Eat & Drink
- Special Events
- Area Info
- Add to Calendar / Reminders



SouthDel **Sidekick**

Area Business Benefits



SouthDel **Sidekick.com**
The Official Mobile App For Southern Delaware Tourism

Your Daily Guide to Our Beaches | *WHAT to do. WHERE to go. WHEN to do it.*

Let Hotels Promote Your Business To Their Guests!

Add your Business
SouthDelSidekick.com/add
or email info@southdelsidekick.com

Features

- Exclusive Offers
- Fun Things To Do
- Special Events
- Where To Eat & Drink
- Area Info
- Live Camera Feeds

Free Promotion for Your Business!

- Business Profile
- Events
- Pictures
- Specials
- Menus
- SUPER DEALS!

ATTRACT visitors to your business when they are in the area

COLLECT customer data for targeted marketing

ADD qualified prospects to your email list

INCREASE business during slow periods



GAIN direct exposure to area hotel guests

The App You Don't Need to Download | Just go to SouthDelSidekick.com

- Attract Customers
- Increase Business During Slow Periods
- Collect Customer Data
- Add Qualified Prospects
- Communicate With Guests
- Gain Direct Exposure to Hotel Guests

Super Deals!

BIG CHILL BEACH CLUB
Opens at 11:00 am • Bethany Beach • 19.00 mi





+10

TripAdvisor Traveler Rating
4.5 (184 Reviews) \$\$ - \$\$\$

Unlock Sidekick Steal \$5 OFF

CROOKED HAMMOCK BREWERY
Opens at 11:00 am • Lewes • 28.45 mi





+10

TripAdvisor Traveler Rating
4.5 (564 Reviews) \$\$ - \$\$\$

Unlock Sidekick Steal \$5 OFF

DOGFISH HEAD BREWINGS & EATS
Opens at 11:00 am • Rehoboth Beach • 26.32 mi
Cuisine: American



+10

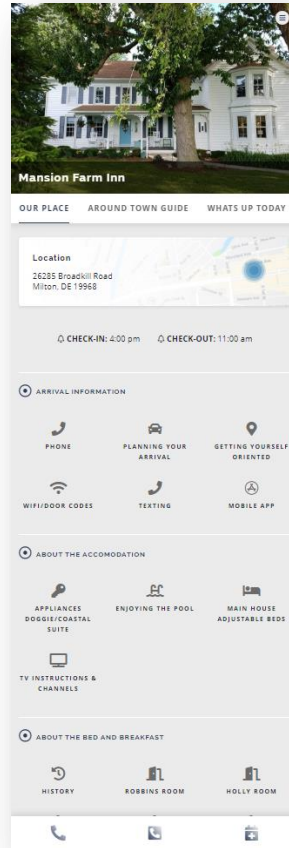
TripAdvisor Traveler Rating
4.5 (1536 Reviews) \$\$ - \$\$\$

Unlock Pizza & Crowler To-Go Special

- Unlimited Deals
- Capture Email Addresses
- Promotion by Southern Delaware Tourism
- No Fee
- Add Your Super Deal TODAY!

OnSite Stay - Your Hotel App

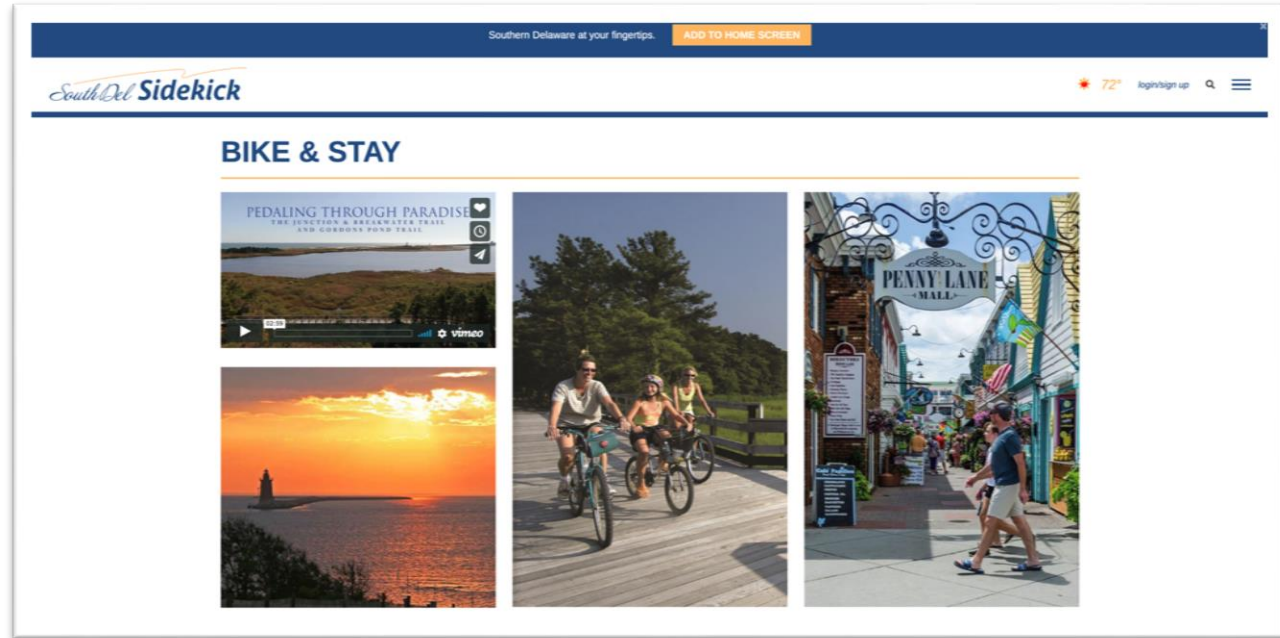
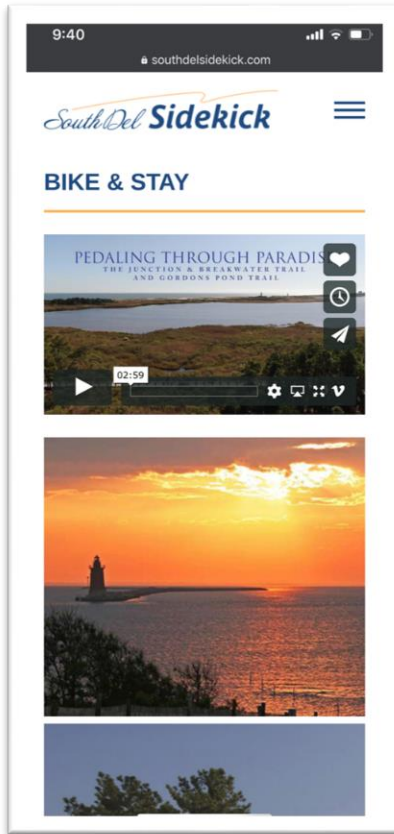
- Custom Branded
- Digital Guest Directory
- Hotel Events
- Hotel Features & Dining
- Announcements
- Social Engagement
- Data Capture
- Solicit Reviews
- Increase Direct Bookings
- Up To The Minute Area Info
- Provide Guest Value
- Branded Super Deals
- Increase Loyalty



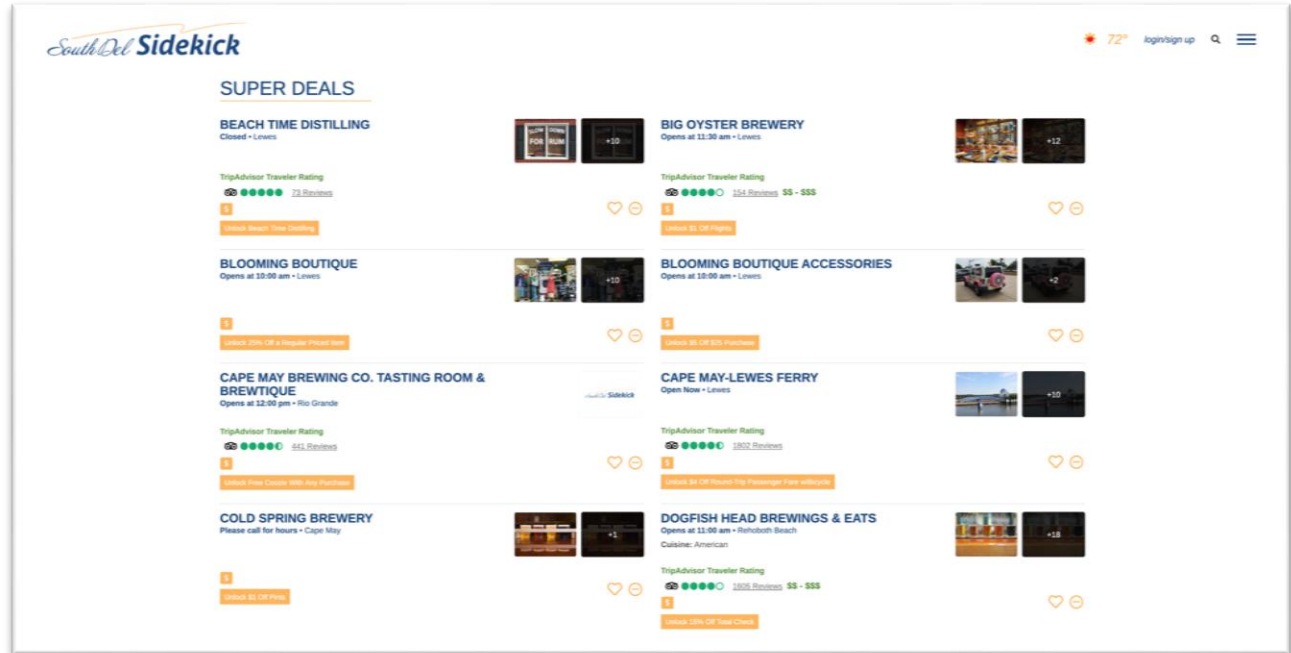
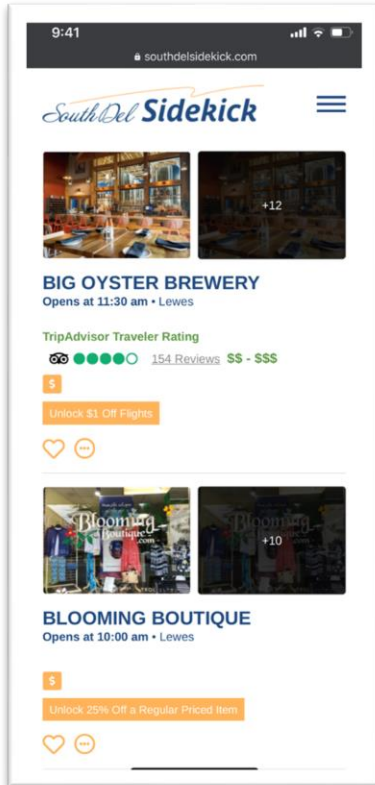
Check It Out



Bike & Stay – Home Page




Bike & Stay – Exclusive Super Deals



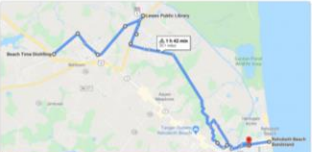
Bike & Stay – Interactive Trail Maps

9:43
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TRAILS




Brewery/Distillery - Rehoboth Start
 20 miles 1 h 45 min Mostly Flat

Enjoy a tour of some of Delaware's favorite breweries and distilleries on this mostly flat and clear trail. Use your Bike & Stay coupons to receive discounts on tastings and more. Note: Pick up the new Lewes-Georgetown trail (not yet in Google maps) at the Lewes Public library to go to Beach Time distilling.

Type of Path: crushed stone/paved

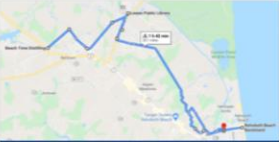




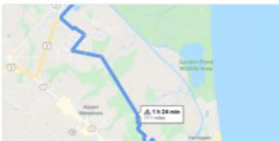


Brewery/Distillery - Lewes Start
 20 miles 1 h 45 min Mostly Flat



📶 72°
login/sign up
🔍
☰

TRAILS

 <div style="background-color: #004a7c; color: white; padding: 5px;"> <p>Brewery/Distillery - Rehoboth Start 20 miles 1 h 45 min Mostly Flat</p> <p>Enjoy a tour of some of Delaware's favorite breweries and distilleries on this mostly flat and clear trail. Use your Bike & Stay coupons to receive discounts on tastings and more. Note: Pick up the new Lewes-Georgetown trail (not yet in Google maps) at the Lewes Public library to go to Beach Time distilling.</p> <p>Type of Path: crushed stone/paved</p> </div>	 <div style="background-color: #004a7c; color: white; padding: 5px;"> <p>Brewery/Distillery - Lewes Start 20 miles 1 h 45 min Mostly Flat</p> <p>Enjoy a tour of some of Delaware's favorite breweries and distilleries on this mostly flat and clear trail. Use your Bike & Stay coupons to receive discounts on tastings and more. Note: Pick up the new Lewes-Georgetown trail (not yet in Google maps) at the Lewes Public library to go to Beach Time distilling.</p> <p>Type of Path: crushed stone/paved</p> </div>	 <div style="background-color: #004a7c; color: white; padding: 5px;"> <p>History & Nature - Rehoboth Start 15 miles 1 h 15 min Mostly Flat</p> <p>Explore Delaware's lovely nature and WWII history with a bike tour through Cape Henlopen State Park. Bike through Ft Miles military installation and enjoy Gordon's Pond lovely nature from a new raised platform trail stop for waterfront lunch at Grain on the Rocks at the Lewes Ferry Terminal.</p> <p>Type of Path: crushed stone and raised platform</p> </div>
 <div style="background-color: #004a7c; color: white; padding: 5px;"> <p>History & Nature - Lewes Start 15 miles 1 h 25 min Mostly Flat</p> <p>Explore Delaware's lovely nature and WWII history with a bike tour through Cape Henlopen State Park. Bike through Ft Miles military installation and enjoy Gordon's Pond lovely nature from a new raised platform trail stop for waterfront lunch at Grain on the Rocks at the Lewes Ferry Terminal.</p> <p>Type of Path: crushed stone and raised platform</p> </div>	 <div style="background-color: #004a7c; color: white; padding: 5px;"> <p>Destination Shopping - Rehoboth Start 17 miles 1 h 30 min Mostly Flat</p> <p>Enjoy all the lovely stores and treats that the beaches have to offer. From iconic Treadler's fries in downtown Rehoboth to boutique shops in historic Lewes to savings galore at Tanger outlets. Unlock your discounts for all the savings.</p> <p>Type of Path: crushed stone and paved</p> </div>	 <div style="background-color: #004a7c; color: white; padding: 5px;"> <p>Destination Shopping - Lewes Start 17 miles 1 h 30 min Mostly Flat</p> <p>Enjoy all the lovely stores and treats that the beaches have to offer. From iconic Treadler's fries in downtown Rehoboth to boutique shops in historic Lewes to savings galore at Tanger outlets. Unlock your discounts for all the savings.</p> <p>Type of Path: crushed stone and paved</p> </div>

Let's Work Together



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The App You Don't Need to Download | Just go to SouthDelSidekick.com

Everyone Wins!
provided by Southern Delaware Tourism

- Hotels provide great deals to guests
- Businesses are promoted to guests

Contact Info



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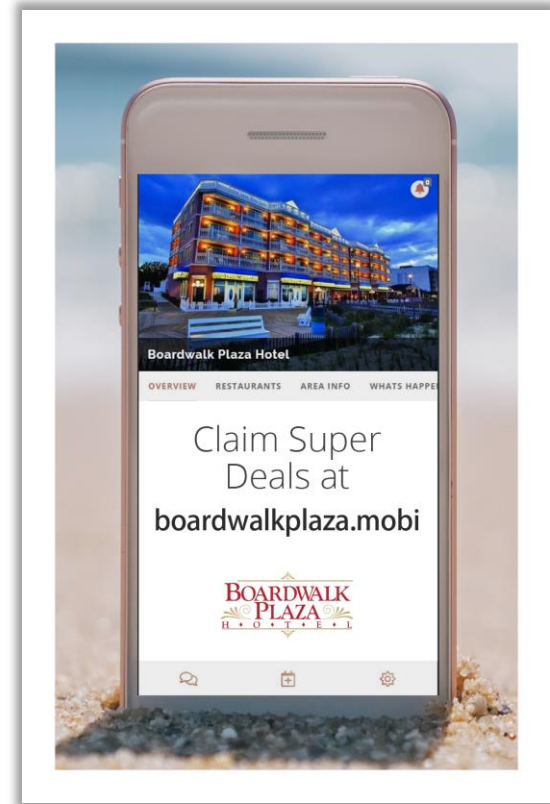
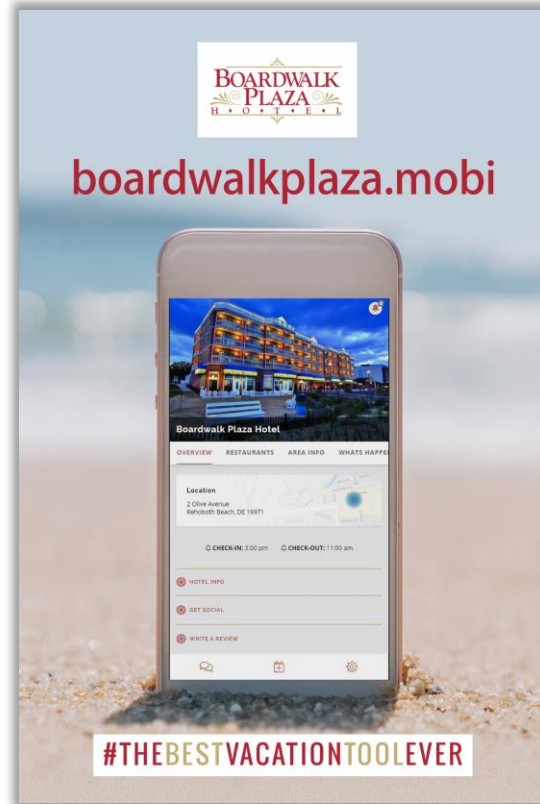


South Del **Sidekick**

Print Campaign

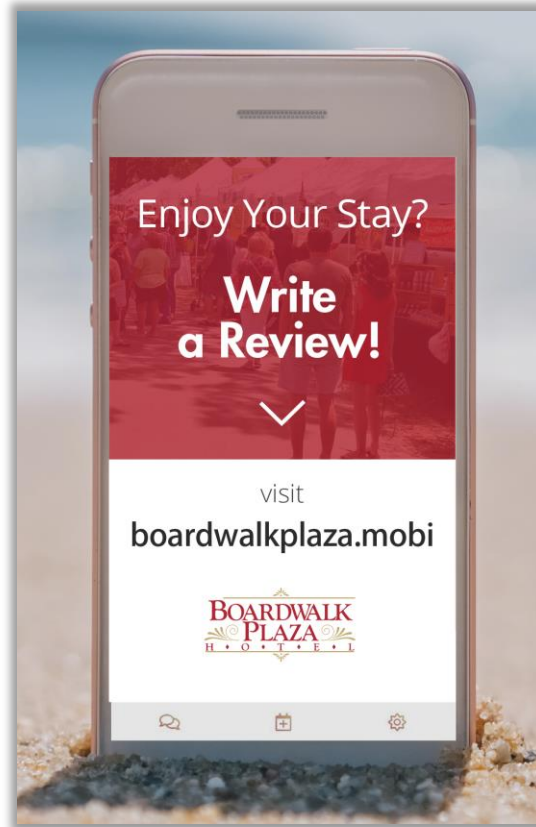
PRINT CAMPAIGN

Check-In Postcard



PRINT CAMPAIGN

Check-Out Postcard



South Del **Sidekick**

PRINT CAMPAIGN

Poster

Free Stuff
Super Deals
Hotel Info
Area Guide
and more!

**BOARDWALK
PLAZA
HOTEL**

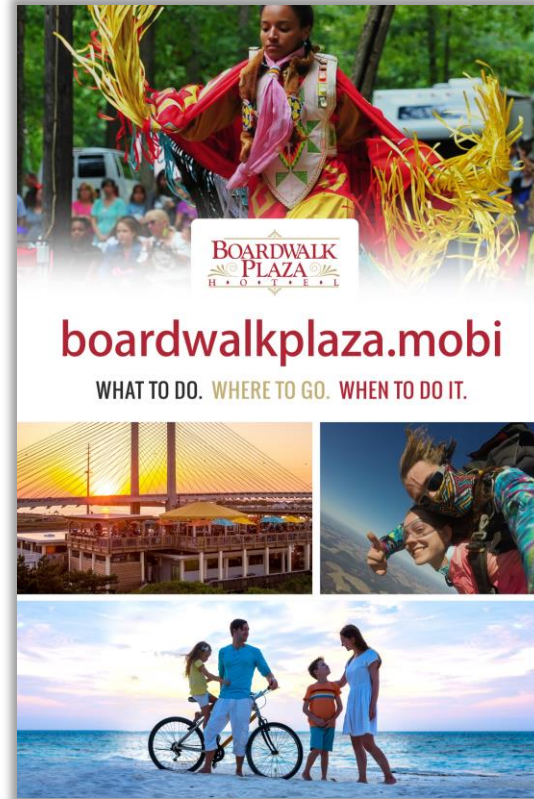
boardwalkplaza.mobi

#THEBESTVACATIONTOOLEVER

South Del **Sidekick**

PRINT CAMPAIGN

In Room Table Tent

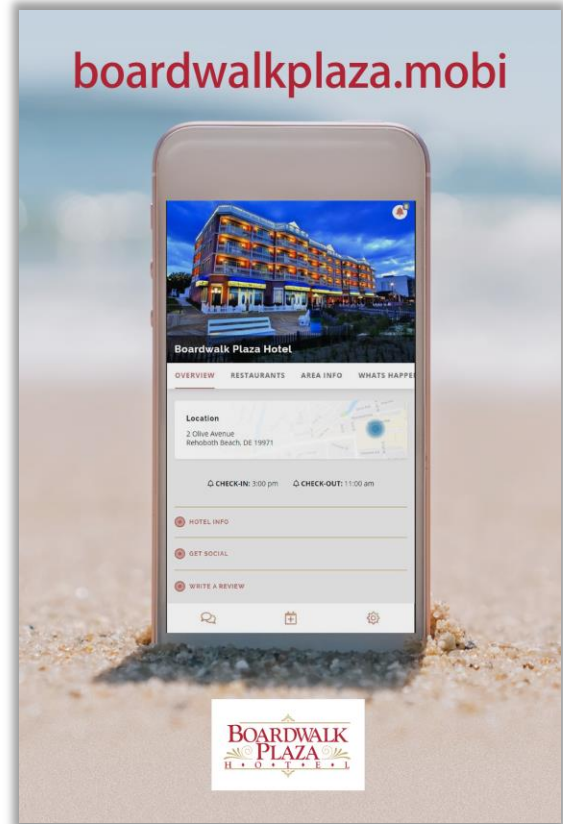


**BOARDWALK
PLAZA
HOTEL**

boardwalkplaza.mobi

WHAT TO DO. WHERE TO GO. WHEN TO DO IT.

The print campaign table tent features three main images: a woman in a vibrant, colorful parade float at the top; a view of the Boardwalk Plaza Hotel building at sunset in the middle left; and a family of four (a man, a woman, and two children) on a beach with bicycles at the bottom. The text is centered and includes the hotel's name, the mobile website URL, and a tagline.



boardwalkplaza.mobi

Boardwalk Plaza Hotel

OVERVIEW RESTAURANTS AREA INFO WHAT'S HAPPENING

Location
2 Olive Avenue
Rehoboth Beach, DE 19971

☑ CHECK-IN: 3:00 pm ☑ CHECK-OUT: 11:00 am

HOTEL INFO
GET SOCIAL
WRITE A REVIEW


**BOARDWALK
PLAZA
HOTEL**

The mobile app interface is shown on a smartphone screen. At the top, the URL 'boardwalkplaza.mobi' is displayed in red. Below it is a night view of the Boardwalk Plaza Hotel. The app has a navigation bar with 'OVERVIEW', 'RESTAURANTS', 'AREA INFO', and 'WHAT'S HAPPENING'. The main content area shows the hotel's location on a map, check-in and check-out times, and sections for 'HOTEL INFO', 'GET SOCIAL', and 'WRITE A REVIEW'. The Boardwalk Plaza Hotel logo is at the bottom of the screen.


South Del **Sidekick**

PRINT CAMPAIGN

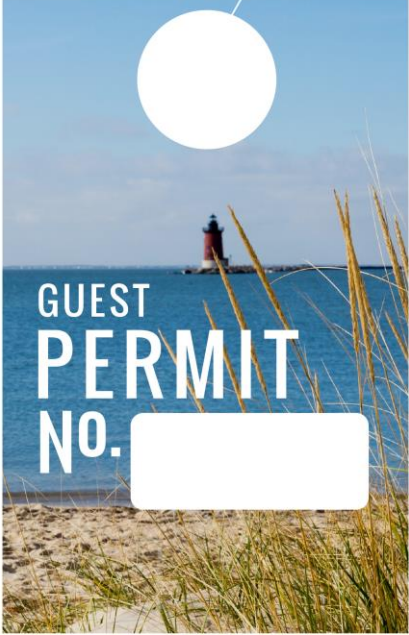
Parking Permit



boardwalkplaza.mobi
WHAT TO DO. WHERE TO GO. WHEN TO DO IT.



**BOARDWALK
PLAZA
HOTEL**



**GUEST
PERMIT
NO.**

**BOARDWALK
PLAZA
HOTEL**