

# The Partnership between Carbon County, Wyoming and MetroClick

## Overview of the Collaboration:

The partnership between Visit Widget and MetroClick is enhancing tourism in **Carbon County, Wyoming**, through the deployment of advanced digital engagement tools. This collaboration integrates Visit Widget's digital visitor guide platform with MetroClick's interactive signage solutions to promote the **Discover Carbon County** initiative, which aims to boost local tourism and improve the visitor experience.

## Visit Widget's Role:

Visit Widget provides an interactive digital guide for visitors, offering comprehensive information on Carbon County's attractions, events, dining options, and outdoor activities. The platform helps tourists easily navigate and explore the area while promoting local businesses and events.

## MetroClick's Role:

MetroClick complements Visit Widget by delivering innovative digital hardware solutions. For Carbon County, MetroClick deployed a mix of **15.6" tabletop stands** and **A-Frame displays** to serve as physical touchpoints for accessing the Discover Carbon County platform.



### Benefits to Carbon County:

- **Increased Visitor Engagement:** The interactive displays attract and retain visitors' attention, encouraging them to explore more of what Carbon County offers.
- **Boosted Tourism Revenue:** By promoting local attractions and businesses, the platform drives economic growth and enhances the region's tourism appeal.
- **Streamlined Information Access:** The real-time updates and intuitive interface provide visitors with reliable, easily accessible information throughout their journey.
- **Improved Visitor Experience:** The innovative technology creates a seamless and memorable experience for tourists, increasing the likelihood of repeat visits and positive word-of-mouth.



Wyoming Frontier Prison



Saratoga Museum



Saratoga Hot Springs Resort

## How MetroClick and Visit Widget Are Helping Carbon:

### 1. Interactive Tabletop Stands:

**15.6" tabletop stands** are placed in strategic locations such as visitor centers, hotels, and popular attractions. These devices provide a sleek, user-friendly interface where visitors can access the Discover Carbon County guide, browse local attractions, and view event calendars.

### 2. Eye-Catching A-Frame Displays:

The A-Frame displays are designed to attract attention and are placed in high-traffic outdoor and indoor locations. These larger displays showcase dynamic content such as videos, local business promotions, maps, and event schedules, helping visitors engage with what Carbon County has to offer.

### 3. Enhanced Visitor Experience:

Both the tabletop and A-Frame displays enable visitors to explore Carbon County's offerings in a visually engaging and accessible way. Whether tourists are planning their next activity or discovering new destinations, the displays provide them with the tools they need to make the most of their visit.

### 4. Real-Time Content Updates:

MetroClick's technology allows for real-time updates, ensuring that the information displayed on the devices is always accurate and current. This includes live updates on events, weather conditions, trail availability, and local business hours, giving visitors up-to-date information during their stay.



### 5. Promoting Local Businesses:

The integrated platform helps showcase Carbon County's local businesses, such as restaurants, shops, and tour operators, driving foot traffic and boosting the local economy. Businesses can also feature promotions or offers on the displays, encouraging visitors to explore them.

### 6. Strategic Placement and Accessibility:

The mix of tabletop stands and A-Frame displays ensures coverage across both indoor and outdoor spaces, catering to different visitor needs. For example, tabletop stands are ideal for detailed exploration in quieter settings, while A-Frames capture attention in bustling areas.

### 7. Data Collection and Insights:

MetroClick's displays collect data on user interactions, providing valuable insights into visitor preferences, popular attractions, and engagement trends. This data helps Carbon County refine its tourism strategies and better meet the needs of visitors.

### Conclusion:

Through the deployment of 15.6" tabletop stands and A-Frame displays, MetroClick and Visit Widget are transforming how visitors discover and explore Carbon County, Wyoming. This partnership supports the "Discover Carbon County" initiative by delivering an engaging, up-to-date digital platform that enhances tourism, promotes local businesses, and provides an exceptional visitor experience.

## We Create Interactive Experiences & Products

MetroClick has merged hardware **manufacturing** capabilities and an in-house software development team to create the highest levels of functionality, **customization** and versatility. We pride ourselves on being a full-service platform bringing both your hardware and **software** vision to life.