**The CanCanaria Passport**

The **CanCanaria Passport** is a premium A6 printed booklet of discount vouchers designed to connect tourists with selected venues across **Maspalomas**.

The Passport is **handed directly** to people attending CanCanaria events, ensuring **targeted distribution to a high-value audience** who are already social, engaged, and actively exploring the area.

**Targeted Distribution**

Passports are personally distributed at **CanCanaria and partner events**, including:

* The Weekly **CanCanaria Social**
* **Maspalomas Fetish Pride**
* **Bear Carnival**
* **CanCanaria Adventure Week**
* **CanCanaria Official Winter Pride Excursions**
* Selected **special partner events**

This targeted, hand-to-hand distribution guarantees **quality exposure** and **zero wasted reach**.

**Format & Longevity**

* A6 printed booklet
* **2,000 copies per print batch**
* **No expiry date**
* Transferable up to **two times**
* Free to visitors attending targeted events

The transferability of the Passport increases the likelihood that offers will be redeemed over time, extending the value of each advert beyond a single visitor.

**Simple & Flexible Model**

* No monthly payments
* No long-term contracts
* No obligation to renew
* Add your own terms and conditions

Venues only pay **at each print run** and remain fully in control of their participation.

**Participation Options**

**Option 1: Voucher Page (Best Value)**

Each voucher page includes:

* One **full A6 advert**
* Venue details and branding
* A **fun, venue-specific offer** (e.g. signature shot, mini tapas, welcome cava, cocktail taster)
* A **voucher box** for staff to mark once redeemed
* Venue set **term and conditions** for voucher redemption

**Cost:** €50–€100 per page, per print batch

Voucher pages are intentionally priced lower to encourage engagement. They actively drive customers into venues, create interaction, and deliver measurable results.

**Option 2: Standard Advertising Page (No Voucher)**

For venues that prefer visibility without offering a voucher, **premium advertising pages** are available. These pages focus purely on brand exposure.

Available placements include:

* Back page
* Inside covers
* Centre spread
* Standard full-page adverts

**Indicative pricing:** €100–€500 depending on placement.

**Pricing Model**

* Pricing is based on **individual print runs of 2,000 A6 CanCanaria Passport booklets**
* There are **no automatic renewal** and **no long-term commitment**
* Participation is confirmed **at the start of each print run only**
* Venues choose whether or not to take part in **each new edition**

At every renewal stage, venues are free to:

* Update or redesign their advert
* Change their voucher offer
* Switch between voucher and non-voucher advertising options
* Change terms and conditions