

SHOP SIMON & SAVE

Reserve your space now in our complimentary 2019 Savings, Destination and Platinum Passport coupon books. These books will target domestic and international shoppers/tourists.

Savings Passport (113 Centers)

Discount book offered to visitors through marketing or community initiatives (Military, Student/Teacher Appreciation, VIP Shopper Club, etc). Promoted via several channels including PR, on-site collateral, social & digital media, Simon Guest Services and more. Available for purchase.

*Passport will be digital for any shoppers that sign up for the VIP Shopper Club program at Premium Outlets.

Destination Passport (31 Centers)

This passport is exclusive to our travel trade partners (tour operators, travel agents, airlines, hotels) and is designed for our centers that have high international and domestic penetration. It will be offered to visitors who participate in tourism driving initiatives. Not available for purchase.

Platinum Passport (28 Centers)

Targets the largest International banks affluent card holders. Participating banks cardholders will receive a free Simon Platinum Passport when they show their credit card at Simon Guest Services. This program will be highly targeted and heavily advertised in country to the banks customers. Not available for purchase.



RETAILER PARTICIPATION

- Provide an offer which will go in both the Savings and Destination Passport
- Provide a “best” offer for the Platinum Passport which needs to be better than the offers in the Savings/Destination Passport

Deadline to Participate

September 14, 2018

Offer Valid Dates

February 1, 2019—January 31, 2020

To reserve your space, please visit simonpassport.mmmtoolkit.com/SimonSavingsDestination2019 and/or simonpassport.mmmtoolkit.com/SimonPlatinumPassport2019 to fill out the online automated form.