



HCMGo

Saigon Digital Travel Passport

PARTNER PORTFOLIO · 2026

Bring Saigon explorers **right to your door**

A partnership portfolio for restaurants, hotels, cafés and attractions that want to offer vouchers to HCMGo players.



552

check-in places



10

curated journeys



Voucher

redeemed at
partners



Built and operated by **Gometap**

A startup in the UEH Institute of Innovation (UII) Startup Community · Cohort 2/2026

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What is HCMGo?

HCMGo is a digital travel passport and city exploration game for iOS and Android. Players walk to real landmarks across Ho Chi Minh City, check in by GPS or QR code, solve cultural quizzes, collect digital stamps and earn rewards.

Each journey is a themed series of stops – heritage, riverside, Cho Lon, food, parks... On completion, players receive a **voucher issued by a partner** and bring it to the venue to redeem.

In short: **HCMGo turns a walk around the city into a reason to step into your venue.**



552

Check-in places

10

Curated journeys

84

Quizzes & missions

75

Beta sign-ups in the first 2 days

Figures from the HCMGo platform as of 13 October 2026. Closed Beta sign-ups counted over the first 2 days the form was open.

Who plays HCMGo?

Domestic travellers

In Saigon for a few days and want the right places and the right food.

International visitors

The app is bilingual (Vietnamese – English) and easy to use solo.

Young people & students

Love challenges, collecting and sharing journeys with friends.

Families & friend groups

Looking for weekend fun that also teaches them about the city.



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How do players find you?

Your voucher is the reward at the end of a journey. Players only get it by actually walking the stops, so they are nearby and ready to drop in.

1

Pick a journey

Players open the app, choose a themed journey and preview its stops and the reward at the end.



2

Walk & check in on site

Arrive within 30m (GPS) or scan the QR code at each stop to unlock a digital stamp.



3

Solve quizzes, earn XP

Answer questions about the history and culture of each place to complete missions.



4

Receive your voucher Your brand appears here

On completing the journey, players receive a voucher carrying your brand name right in the app.



5

Visit & redeem

The guest comes to your counter and staff confirm a one-time redemption code. A new customer just walked in.



10 live journeys – your voucher can be attached to any route near you

- ◆ Saigon · Heritage trail
- ◆ Saigon Riverside
- ◆ Saigon Memory and Art
- ◆ Saigon 1911–1975: Nha Rong Wharf to Reunification
- ◆ Saigon Green Lungs: Parks Journey
- ◆ City Centre Landmarks
- ◆ Colours of Cho Lon
- ◆ Around Tan Dinh
- ◆ Da Kao: Zoo, Relics and the Jade Emperor
- ◆ Saigon Markets: Colors of Trade

Why become an HCMGo partner?

A different way to reach new customers than ordinary advertising: guests come to you because they want a reward they worked to earn.



New customers at your door

Players are already walking around your area. Your voucher gives them a concrete reason to step in instead of walking past.



Discounts only cost you when guests show up

An offer only applies when the guest is at your counter and the code is confirmed. No visit, no discount cost.



A brand tied to Saigon culture

Your name appears inside a heritage journey – a more positive and memorable impression than a banner ad.



You stay in full control

You decide the offer, the number issued and the expiry date. Vouchers stop automatically when they run out or expire.



Fraud-resistant, one-time codes

Only players who finish the journey receive it, one voucher per person; codes expire and only your staff can confirm them.



Reach international visitors easily

The app is bilingual (Vietnamese – English), so foreign visitors understand your offer without extra printed material.

Partners who join during the Closed Beta launch alongside HCMGo

Your brand features in the very first journeys, with the HCMGo team helping you design the right offer and featuring you on the project's communication channels.



Choose the option that suits you

Start simple with a single voucher, then grow into a journey stop or a journey with your own brand.

QUICK START

Voucher Partner



Offer a reward at the end of journeys near your venue.

- ✓ Choose the offer, quantity and expiry
- ✓ Your name & logo shown in the app
- ✓ Staff confirm codes at the counter
- ✓ Best for: restaurants, cafés, shops

DRIVE FOOT TRAFFIC

Destination / Journey Stop



Your venue or hotel becomes a check-in point on a journey.

- ✓ A digital stamp featuring your venue
- ✓ Quizzes that tell your brand story
- ✓ A check-in QR code at your venue
- ✓ Best for: hotels, heritage eateries, private museums

BRAND PRESENCE

Co-branded Journey



Design a themed or event journey together with HCMGo.

- ✓ A route carrying your brand name
- ✓ Multiple stops & rewards combined
- ✓ Great for festivals and product launches
- ✓ Best for: F&B chains, hotel groups

Voucher ideas that work

RESTAURANT

15% off the bill

For groups of 2+, weekday lunch.

CAFÉ

A free iced milk coffee

For completing the "Saigon Riverside" journey.

HOTEL

Free late check-out

Or a room upgrade on direct bookings, subject to availability.

SHOP / SPA

A gift with purchase

A sample, an accessory or an extra 15 minutes of service.

Clear offers that are easy to use right away and tied to a local experience tend to be redeemed the most.

Mix and match options

For example, a hotel can be a check-in stop on a journey and also offer a bar drink voucher to players who complete the route.



Get started in 5 steps

1

Sign up via the form

Fill in basic details about your venue in the partner form (scan the QR code on the last page).

2

HCMGo gets in touch

The team discusses your location and customers and suggests the journeys that fit your venue.

3

Agree on the offer

You decide the voucher, the quantity, the validity period and the linked journey.

4

Go live & brief your staff

The voucher goes live in the app; your staff get access to confirm redemption codes at the counter.

5

Track & adjust

See how many vouchers were claimed and redeemed, and fine-tune the offer with HCMGo.

How are vouchers protected?

- 🔒 Only players who **complete the journey** receive the voucher.
- 🔒 Each player gets **at most 1 voucher** per campaign.
- 🔒 Redemption codes are **single-use** and time-limited.
- 🔒 Only **your staff accounts** can confirm a code.
- 🔒 Stops automatically when **sold out** or **expired**.
- 🔒 Every claim and redemption is **recorded** for reconciliation.

Do I need any equipment?

No. Staff only need a phone with internet access to confirm codes when guests arrive.

Can I stop the campaign?

Yes. You set the quantity and validity, and can pause or swap in a new offer whenever needed.

My venue isn't on any journey?

HCMGo covers 552 places and keeps adding journeys; the team will suggest the route closest to you.

What does it cost?

It depends on the partnership option. HCMGo will send a specific proposal after the first conversation.

Let's bring Saigon's explorers to you

Signing up takes about 2 minutes. The HCMGo team will contact you to recommend the best partnership option.



Scan to sign up as a voucher partner

Or open the link below on your phone or computer.

forms.gle/8pPpTX4CphmhS59x5

EMAIL

contact@gometap.com

WEBSITE

hcmgo.gometap.com

DEVELOPED BY

Gometap · Ho Chi Minh City



Learn more about HCMGo

Scan to visit the website and explore journeys and app features.

