



# What Are Membership Colleagues Saying About Destination Travel Network (DTN)?

**DTN & DMO membership administrators are truly a match made in heaven.**

## EXTENDING YOUR MEMBER/PARTNER REACH

**Once your DMO initiates a DTN online advertising program,** your Account Executive (AE) quickly becomes acquainted with your market and potential advertisers in your member/partner base. With a tailored marketing strategy customized for your destination in place, the AE calls on key tourism businesses which are most likely to advertise on your website, such as hotels, attractions, restaurants and tour companies.

**In doing so, DTN becomes an extension of your outreach to members/partners.**

Your AE will share contact updates, member/partner feedback and relay DMO-related questions directly to you, all while communicating the value of your website as a vital component of a robust marketing program for your tourism-based members/partners.

## WHAT YOUR COLLEAGUES SAID



“Working with DTN to provide our partners with online advertising is creating a powerful benefit for our partners, plus additional income for our marketing efforts—and MBCVB staff don’t have to do a thing!”

**Katy Meador**  
**Director of Partnership Marketing**  
Mobile Bay Convention & Visitors Bureau

## INCREASING YOUR MEMBER/PARTNER ENGAGEMENT

**The golden connection** between the DTN Account Executive and the DMO membership administrator can yield amazing results. Whether DTN staff is walking your members/partners through website advertising placements, helping them update their website listing, or simply making an in-person presentation at your educational session—the magic begins with a strong partnership between your Account Executive and the DMO membership administrator.

**When your members/partners see** that strong DTN-DMO connection, they're eager to participate in new opportunities which strengthen their relationship with you. For smaller businesses that may not be familiar with online advertising, DTN provides the education that gets business owners excited about putting the power of your website to work for their business. Your DMO advertisers are maximizing their advertising spend by supporting your marketing efforts. Partner advertising dollars spent on your website flow back to your DMO for use in overall destination marketing and continued website enhancements.

## WHAT YOUR COLLEAGUES SAID

"Vicki and her friendly, talented team serve as an extension of the Visit Knoxville marketing and partnerships departments, allowing us to stay in communication with more stakeholders more often. They engage very well with our tourism partners, providing promotional opportunities that benefit us, the advertisers and anyone visiting our website."



**Angie Wilson**  
**Sr. Marketing Director**  
Visit Knoxville

## MAXIMIZING OUR MUTUAL SUCCESS

**There are many ways that DTN and DMO membership administrators work together to increase member/partner awareness of YOUR online advertising program:**

- **Include** your online Media Kit or live link in EVERY new member/partner orientation e-packet
- **Add** a DTN advertising mention on your website with a direct link to DTN for more information
- **Invite** your partners to attend a DTN GoToMeeting session to learn more about online advertising
- **Schedule** a joint DTN/DMO e-blast to introduce or re-energize your online advertising campaign
- **Host** an educational event featuring an onsite DTN presentation and pre-scheduled one-on-one consultations

## WHAT YOUR COLLEAGUES SAID

"I really think Vicki coming here helped get things moving. I'm so happy with the number of new advertisers. I think it will just keep growing . . .once people see their competitors, then they start taking notice."



**Sally McAleer**  
**Vice President of**  
**Integrated Marketing**  
Travel Lane County

## Want to learn more?

Contact Vicki Doyle! As a former DMO membership administrator (and DTN client!), it would be Vicki's pleasure to work with you to promote the value of your website as a tangible, trackable bottom-line benefit to your DMO's tourism stakeholders.

### **Vicki Doyle**

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