

CASE STUDY: DESTINATION TRAVEL NETWORK ADVERTISER

Across Arizona Tours



SITUATION

Mesa, Arizona is the third largest city in the state, and is a popular destination for all things related to adventure. Visit Mesa is the official destination marketing organization (DMO) for the city, and currently utilizes the Destination Travel Network (DTN) platform as a way to showcase members and partners, and generate revenue.

Across Arizona Tours provides day trips for individuals and large groups across the state of Arizona to the most popular destinations, such as the Grand Canyon, Sedona, Tucson, and more. After seeing the positive impact of simply listing their company's information on Visit Mesa's website, Across Arizona Tours was interested in finding an affordable online advertising program on the website that could help them reach even more of their visitor target audience year-round.



SOLUTION

The company began their online advertising on Visit Mesa's website in the Spring of 2014. The affordable cost of the advertising programs on Visit Mesa's website allows Across Arizona Tours to achieve their goals of targeting their two main audiences: business travelers through the fall and winter months, and leisure travelers through the spring and summer. To further augment their presence on the website, they have also invested in a featured partner listing, which provides them with a unique advantage over other competitors in the space.

RESULTS

Since Across Arizona Tours began advertising on Visit Mesa's website, they have been completely pleased with the positive impact on their business. The first quarterly analysis demonstrated a dramatic increase in leads from Visit Mesa, confirming the return on investment (ROI) from online advertising. "If they can't find you, they can't buy anything from you. Convention and Visitors Bureaus (CVBs) are very trusted by the people. Their websites are a great portal for visitors that normally wouldn't find you," stated Leonardo Gem, one of Across Arizona Tours' founders. "I've been so impressed that I've continued to expand my advertising on this website."

The DTN platform offers a variety of advertising options allowing DMOs the ability to provide more value and marketing opportunities to their members/partners. Across Arizona Tours is a great example of an advertiser who achieved their online marketing goals at an affordable cost, and as a result, VisitMesa.com is now the company's number one referring website, with referrals from the website increasing 400% since prior to advertising.