

CASE STUDY: REVENUE GENERATION

Visit Estes Park



SITUATION

Visit Estes Park is the official Destination Marketing Organization for Estes Park, Colorado. Like many DMOs, the organization depends on dedicated lodging tax revenues and advertising dollars for day-to-day operations.

With over 400 tourism related businesses in the area, it would have posed a challenge for the Visit Estes Park team to start an online advertising program that educated each local business decision maker, as well as an easy to understand, low-maintenance reporting solution to prove the value of visitestespark.com advertising.



Visit Estes Park had three primary goals upon engaging the Destination Travel Network:

- Increased Return On Investment (ROI) and online conversion rates for partners
- Increased annual revenue with online advertising
- Provide partners/advertisers/stakeholders with easy to read advertising reports

SOLUTION

Visit Estes Park worked with Simpleview and the Destination Travel Network to design a site that offered several online advertising opportunities. Businesses appearing on the site can select categories from featured or enhanced listings to banner advertising. The partnership included:

- A custom media kit designed by DTN
- New advertising options for shareholders
- New website design to help create more available areas for partner advertising
- Custom reports, leads spreadsheets, Google Sites URL, and more from the Simpleview SEM team

RESULTS

In June 2013, the website launched with a new advertising strategy, and the domain was moved from estesparkcvb.com to visitestespark.com.

In just six months, overall website advertising revenue increased by 104% with the addition of DTN's online ad sales. This resulted in a total projected revenue increase of 210% by the end of the first year - in online advertisements alone. Not only that, Visit Estes Park accomplished:

- 10 featured listings, with specialized highlighting profiles for shareholders Increase annual revenue with online advertising
- 11,171 unique 'Book Now' events, with 5% conversion rate in the first month

"With the launch of our website, came the launch of new options and programs, so having the DTN team available to assist in educating, selling, and fulfilling these new, advanced, dynamic products was really important to our success. It has allowed us to offer customized programs for stakeholders, more flexible billing options, and more."

- Kirby Hazelton, Stakeholder Relations & Communication Manager