

CASE STUDY: REVENUE GENERATION

Visit Tucson



SITUATION

Visit Tucson is the official destination marketing organization (DMO) for Tucson, Arizona. Like many DMOs, Visit Tucson had contracted with a company to sell ad space on its website to local businesses. With the desire to give its partners even more marketing opportunities and generate greater revenue, Visit Tucson engaged the Destination Travel Network (DTN) to heighten advertising on VisitTucson.com.

SOLUTION

The initiative began by incorporating banner ads and other marketing call-outs on many of the site's most visited pages. Since the Tucson brand is built partly on being a destination that isn't flashy or artificial, it was crucial to preserve the integrity of the website design and find ways of adding marketing that balanced grabbing visitors' attention without being too splashy or loud. It was clear from the start, however, that DTN's subtle and elegant ad integration was capable of doing just that.

**Projected 637% Growth
Year over Year**



Over time, Visit Tucson began utilizing additional tastefully allocated ad spaces on its website, including:

- Display ads
- Text ads
- Featured Listings
- Sponsored content

In doing so, it wasn't long before Visit Tucson doubled their advertising income.

RESULTS

The results were immediate: in the first two months alone, Visit Tucson's partner-based ad revenue jumped an average of 271%. Sales continued to grow by an average of 39% per month in the following six months, and over the six-month period from November 2012 to May 2013, Visit Tucson saw a staggering 536% increase in revenue from partner advertising.

Visit Tucson is a shining example that DMOs have something no one else can offer: website visitors with guaranteed interest in their destinations. This uniquely pre-qualified audience makes your site an incredible asset that you can utilize for new revenue, at no additional cost to you.