



Your Website CAN Look Good AND Build Revenue



The Proof?

Augusta Convention & Visitors Bureau's **Visit Augusta** site and Visit Huntington Beach's **Surf City USA** website. Both sites were honored with **2017 Internet Advertising Competition (IAC) awards** for outstanding achievement. They were named Outstanding Websites in the Travel category.



According to the IAC, their awards “were developed by the Web Marketing Association to honor excellence in online advertising, recognize the individuals and organizations responsible for creating work, and showcasing the award winning Internet advertising.” The Internet Advertising Competition is open to all organizations and individuals involved in developing all forms of Internet advertising, including websites, online ads, email messages, online campaigns, online video, mobile applications, and more. Entries

are judged on creativity, innovation, impact, design, copywriting, use of the medium, and memorability.

What else do these two winning websites have in common? They utilize DTN’s ad program to seamlessly present sponsored content on their websites, offering relevant options to interested visitors, and generating revenue for their partners and their DMO ... without disrupting the thoughtful design and flow of the site.



GENERATED revenue and award WINNING

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Beach Hotels & Resorts



Visit Augusta



About Visit Augusta

Augusta Convention & Visitors Bureau was launching a new magazine to highlight the destination and wanted a contemporary but authentic website design that would elevate their brand. Through the use of strong visual imagery, storytelling, and strategic user interactions Simpleview's experience design team created flexible content components to highlight featured content, signature events, and fresh stories appealing to locals or guests, and branding the destination as rich in history and southern hospitality with plenty to do—from golfing, to festivals and outdoor recreation, to culinary and dining events. DTN ad placement works with, not against these design and content goals, presenting relevant information about local businesses to travel planners already visiting the site.



About Surf City USA

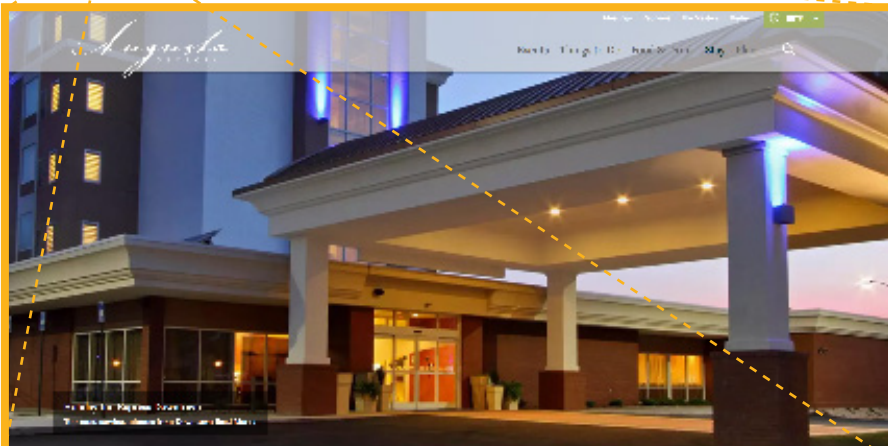
Visit Huntington Beach was launching a new brand focused on laid-back luxury. They came to Simpleview for a modern, clean design, immersive imagery, inspirational video content, and experiential stories. In order to achieve this, our experience design team created a dynamic header area that can play inspiring video content or feature vivid photography, incorporated compelling user generated content (UGC), and encouraged notable engagement on multiple levels through storytelling. In addition, an interactive map features neighborhoods to support the city's wayfinding efforts. Tastefully incorporated paid content via DTN was put into place on Surf City USA to generate additional revenue for the DMO, without disrupting the look and feel of the site.

Surf City USA





Stand-out, award-winning site



visitaugusta.com

By working together toward clear, common goals, the DMOs, the Simpleview Experience Design and CMS teams, and DTN created stand-out, award-winning destination sites. Not only are the sites engaging visitors, they're directing visitors to local partners, potentially creating more business and bringing in additional revenue for the DMOs, while still maintaining an award-winning appearance visitors connect with.



AUGUSTA SITE ENGAGEMENT DATA

Date Range: May 12, 2016 (Launch) - May 31, 2017

- Year over year the site has seen a 27% session increase and 21% user increase
- The top traffic channel to the site is organic with 48% of the overall traffic
- For the date range mentioned above, the visitaugusta.com site accumulated 610 e-newsletter form completions and 820 for the Augustan Magazine



HUNTINGTON BEACH ENGAGEMENT METRICS

YTD data, January 25, 2017 (launch) - June 19, 2017

- The top traffic channel of organic traffic (55% of overall traffic) saw traffic improvements under: sessions (7% increase), new users (3% increase), and bounce rate (decreased by 6%)
- Total clicks over to partner sites (via the "Visit Website" link on listing details) improved by 4% year over year

Want to learn more?

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