



## HERE'S WHAT DMOs SAY ABOUT DTN.

**Destination Travel Network doesn't just monetize DMO websites.** DTN tastefully spotlights a DMO's tourism stakeholders through thoughtfully designed sponsored content on the DMO website which drives more referrals to grow local businesses, while providing an additional way DMOs can generate revenue to further promote tourism to their destination.

**More than 160 DMOs have discovered the difference DTN can make to their goals and missions.** Here's what a few of them had to say ...

### DESTINATION NIAGARA

As the DMO, we are connecting visitors to our partners, and benefiting by generating significant revenue from the DTN digital advertising programs that boost our marketing budget. This supports us in the promotion of Niagara Falls USA as a premier travel destination.



– **JULIE GILBERT** | Vice President of Marketing & Brand Management, Destination Niagara USA

### MAINE TOURISM ASSOCIATION

We were skeptical of having a third party selling to advertisers on our behalf. The customer service level is great ... That's important to us because our reputation means a lot to us. One bad experience can hinder that. You could have the best product in the world, but if people don't trust you, it's not going to work.



– **TONY CAMERON** | Associate Director of Marketing, Maine Tourism

### EXPLORE FAIRBANKS

I discovered our partners were hungry for the opportunity. DTN worked with us to fit our needs with their program in both ad placements and price.



– **KASEY GILLAM** | Assistant Director of Communications, Explore Fairbanks



These stories and more can be found on the [DTN Publisher Stories blog](#) and on the [DTN Advertiser Insights blog](#).



**JOIN THE CONVERSATION**

Learn more about becoming a DTN publisher and offering your local businesses enhanced exposure opportunities on your website.

Contact Paul Franke to schedule a demo: 412.254.9002 x 402 or [pfranke@destinationtravelnetwork.com](mailto:pfranke@destinationtravelnetwork.com)



## HERE'S WHAT LOCAL BUSINESSES SAY ABOUT DTN.

**Your local businesses need exposure to grow and to continue to bring people to your destination.** As business owners (and travelers), they know people turn to the DMO website for places to stay, things to do and where to eat. These businesses need additional referrals to succeed, which your DMO can provide through a partnership with DTN.

**More than 1,600 tourism businesses have discovered the difference a DTN program on their local DMO website can make to their bottom line.** Here's what a few of them had to say ...

### GREYBEARD RENTALS – ASHEVILLE, NORTH CAROLINA

We've found that ExploreAsheville.com consistently feeds a high volume of referral traffic, while also delivering conversions. The site remained one of our top referral sources throughout the years, and we've always been pleased with the performance of the site.



– **CALEB HOFHEINS** | Marketing Director & Broker, Greybeard Rentals

### BAUBLES, BITES & BOOTS – ST. CHARLES, MISSOURI

Main Street in St. Charles is based on tourism, so there's no better way to reach customers than the Discover St. Charles website. When you join something like this, you're not alone. The Greater Saint Charles Convention & Visitors Bureau and DTN go out of their way to help businesses like mine, and I really appreciate that.



– **SALLY BOHNENSTIEHL** | Owner, Baubles, Bites &

### THE LOST COLONY – OUTER BANKS, NORTH CAROLINA

As soon as the opportunity to start advertising on OuterBanks.org was available, we jumped on board. The return we get has been incredible. I'm not exaggerating when I say we keep asking, 'what else you got?' OuterBanks.org is far and away in first place as far as referral traffic.



– **BILL COLEMAN** | CEO, The Roanoke Island Historical Association



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