



Simpleguide

dtn
destination travel network

Destination Travel Network

Managed Digital Advertising Programs for DMO Websites

More than 160 global Destination Marketing Organizations (DMOs) rely on Simpleview's Destination Travel Network (DTN) to help their local businesses, members, or partners reach more prospective visitors and receive more referrals through relevant and tasteful digital advertising opportunities and sponsored content packages on their destination websites.

CREATING AWARENESS FOR YOUR AREA BUSINESSES



CONVERTING YOUR SITE VISITORS INTO CUSTOMERS



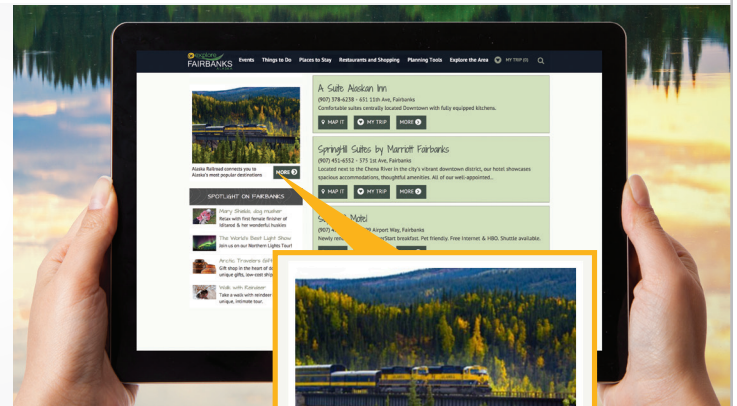
DELIVERING REVENUE FOR YOUR ORGANIZATION



Putting your website to work makes cents dollars.

Your destination website could be doing more for your DMO, your destination, and your local businesses. It already sparks interest and inspires travel, but what if it could generate additional revenue, too?

That's where DTN comes in.



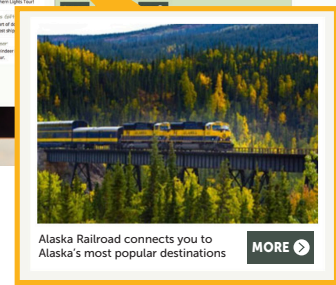
WE DO THE WORK

FULLY MANAGED BY DTN ...

We know how busy you are. We can manage every step of acquiring digital advertising engagement from relevant tourism partners—from introducing DTN and announcing your online ad program to them, to sales calls and contracts, to maintaining a positive ongoing relationship that demonstrates their results and offers upsell opportunities. All you have to do is collect your revenue check.

... OR IN COLLABORATION

If you already have a dedicated online advertising sales team, we can work together to sell space on your DMO website. Your team will benefit from leveraging DTN's ad-serving platform, operations support, managed accounting/billing, Reporting Portal, CMS integrations, and if you use SVCRM; DTN Express.



THE RECIPE FOR REVENUE GENERATION

AN INTERESTED AUDIENCE

Your DMO's destination website has a valuable, targeted, and high-intent audience that local businesses want to connect with. Leisure travelers. Meeting planners. Conference attendees. DTN helps those local businesses expand their reach to these audiences through sponsored content opportunities.

RELEVANT SPONSORED CONTENT

DTN placements are presented in a tasteful, unobtrusive way that harmonizes with and is seamlessly blended into your destination website design and are relevant to your visitors' interests. Your DMO controls who can advertise on the site and what types of placements are offered. We work together with you to create a program tailored to your DMO and your website, including establishing appropriate ad sizes, placement, and pricing.



DTN TECHNOLOGY AND ADVERTISING EXPERTISE

DTN offers the technology and manpower for your DMO to have the most effective digital co-op advertising program possible ... without cost or staff resources required on your part. With our fully-managed option, we handle ad sales, asset gathering, implementation, billing, and on-demand reporting.

As a division of Simpleview, DTN knows DMOs. Our team is well-versed in the travel and tourism industry, and knows how to communicate the value of the advertising program to partners. We understand the importance of exceptional customer service and maintaining strong DMO/partner relationships. Your partners will see our team as a comfortable extension of your DMO.

THE RESULTS

A new revenue and investment stream for DMOs:

In 2017, DTN sent more than \$2 million to DMO clients!

Increased awareness/referrals and business for area tourism members/partners:

In 2017, DTN sent more than 5 million clicks to our advertisers.

More relevant content for site visitors and increased conversion of site visitors to action-takers:

Help travel planners better navigate the local landscape through sponsored content of the best of your destination, from where to dine to what to do and where to stay.

Q: HOW CAN DTN SERVICES BE FREE?

A: DTN services are free and risk-free because we utilize a shared revenue (co-op) system, benefiting you while compensating our advertising experts for their work and insights. There is no additional cost to you, the DMO, for DTN's services, under our fully-managed option.

Q: IS DTN ONLY AVAILABLE TO SIMPLEVIEW CMS CLIENTS?

A: No. While we are a division of Simpleview, you don't have to have the Simpleview CMS to work with DTN.

FOR MORE INFORMATION

Contact Paul Franke: Email pfranke@destinationtravelnetwork.com

Schedule a Demo: [DESTINATIONTRAVELNETWORK.COM/SCHEDULE-A-DEMO](https://destinationtravelnetwork.com/schedule-a-demo)

Our Website: [DESTINATIONTRAVELNETWORK.COM](https://destinationtravelnetwork.com)

