

## case study | Visit Estes Park + DTN

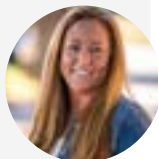
# From in-house challenges to outsourced success: how DTN revitalized ad revenue for Visit Estes Park

Visit Estes Park had been working successfully with Destination Travel Network (DTN), a Simpleview website monetization company, but changed its strategy to bring its online ad operations in-house. It turned out that the sales process was much more labor-intensive than anticipated; **the destination marketing organization (DMO) decided to reestablish its relationship with DTN and quickly saw a 92% revenue boost in website ad sales.**



**Why Simpleview? That's an easy question,"** said Rebecca Gelsing, chief operating officer at Visit Estes Park. **"We had a previous partnership with DTN where we valued their strengths in relationship building and customer service. We knew they could deliver the results we needed."**

– REBECCA GELSINGER  
Chief Operating Officer,  
Visit Estes Park



### GOALS

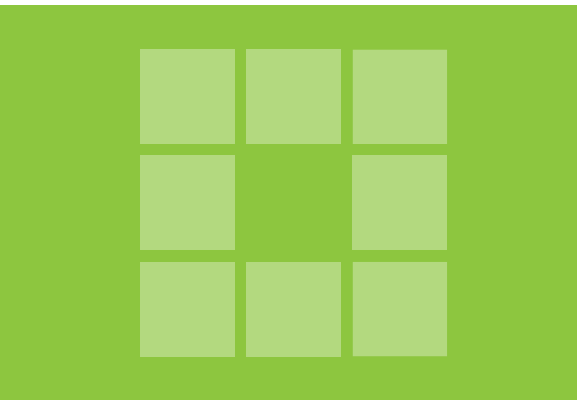
Visit Estes Park had several key goals:

- **Dedicated support:** the DMO wanted to bring in dedicated support to streamline the sales process
- **Strong community relationships:** it wanted to work with people who had strong relationships within the local community
- **An enjoyable experience:** it wanted to provide an efficient, pleasant stakeholder experience

### CHALLENGES

Visit Estes Park faced **three main challenges** in attempting to bring its website ad sales program in-house:

- 1 **Time limitations:** staff member time was best utilized serving the community, so they couldn't dedicate the hours needed to achieve full ad revenue potential
- 2 **New hires:** with sales deadlines rapidly approaching, newly hired staff needed support that they could quickly activate with confidence
- 3 **Balancing community engagement properties:** because of how time-consuming it was to run the website ad sales program, staff was unable to dive into other community engagement opportunities that they felt would be a better use of their time



## SOLUTIONS

Instead of hiring additional staff exclusively for selling website advertising, Visit Estes Park's leadership team made the strategic decision to reintroduce DTN to oversee its website ad sales.



**The DTN team's relationship with our stakeholders was amazing,"** said Gelsinger. **They were able to come in quickly and provide the necessary support. It was a great transition and was exactly what was needed."**

– REBECCA GELSINGER  
Chief Operating Officer,  
Visit Estes Park



## RESULTS

Visit Estes Park saw two major results from its renewed partnership with DTN. **First, the DMO experienced a very welcome 92% revenue boost in website ad sales, which helped supplement the DMO's budget.**

**Equally important is the newfound ability for staff members to focus on their core strengths — building relationships with and supporting stakeholders.**



**It has been a true win-win for us,"** said Gelsinger. **"After bringing DTN back into the picture, we were able to hone in on our strengths, abilities, and skill sets to better serve the community.**

**The time saved allowed us to build a robust community ambassador program and build out our community relations department. More time in the day meant more time for us to be out in the community, which, at the end of the day, aligns perfectly with our role."**

**INTERESTED IN FINDING OUT MORE ABOUT HOW DTN CAN WORK FOR YOU?**

Email us at [accountmanagers@simpleviewinc.com](mailto:accountmanagers@simpleviewinc.com) or call us at 520-575-1151.

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