

case study | Visit Las Vegas + CMS

## Simpleview designs “game-changer” website for VisitLasVegas.com

**The Las Vegas Convention and Visitors Authority (LVCVA) is the official destination marketing organization (DMO) of Southern Nevada, responsible for promoting Las Vegas as the world’s most desirable destination for leisure and business travel.** When it was time for a website redesign, the team reviewed several proposals and decided Simpleview was best suited to help them develop and implement a strategy.



Working with Simpleview on the ‘Only Vegas Experiences’ project was a game-changer for us,” said Michael O’Brien, Vice President of Digital & Content Marketing at LVCVA. **“Simpleview’s expertise, innovation, and commitment to our vision were evident in every aspect of the project. We couldn’t be happier with the results and the partnership we’ve developed.”**

**MICHAEL O’BRIEN**  
Vice President of Digital &  
Content Marketing at LVCVA



### GOAL:

The website redesign goals were to:

- **Modernize** user experience (UX)
- **Build site navigation around modularity and flexibility** to allow for seamless editing, page builds, and real-time optimization
- **Focus on content curation** and partner referrals
- **Create a smooth digital experience** from social media to the web
- **Develop custom solutions** to enhance content experience and repurpose the most engaging social media assets
- **Optimize** A/B testing capabilities

### CHALLENGES

It had been five years since Visit Las Vegas redesigned its website, and the old website needed an aesthetic upgrade. Its clunky navigation overshadowed the fun, fresh personality of modern Las Vegas — where there is always something new to explore.

Since 80% of travelers are return visitors to the destination, Simpleview sought to design a website that continually offers compelling content as the go-to source for information on the latest happenings for the destination’s loyal fanbase.

## SOLUTIONS

Simpleview's design team led an extensive overhaul for an improved user experience. Changes included:

- **Curated content**
- **Integrated social media**
- **Responsive, mobile-first design**
- **Aesthetic updates**
- **Modernized navigation bar**

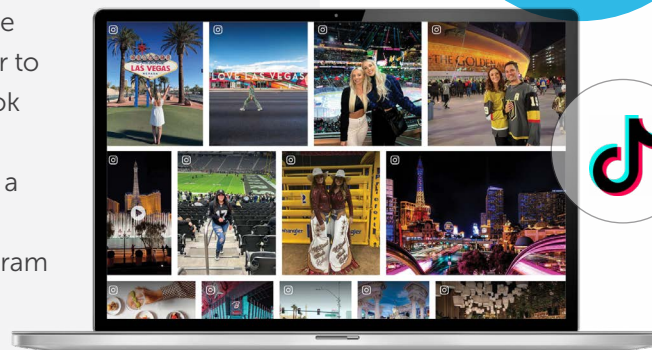
The team implemented a new color and navigation strategy using purple for hovers and red for current and social media-related content. Combined with flexible navigation, these elements enhance user experiences and streamline flows.

Simpleview analyzed booking and conversion data to determine which data points were required by users to make a decision. **Each listing category now displays information relevant to the category type to give the user the data needed to click through to the partner's website.**

Index pages were moved lower in the site map, so users now encounter curated pages prefiltered with popular categories and amenities. This optimizes the search experience and reduces unqualified leads.

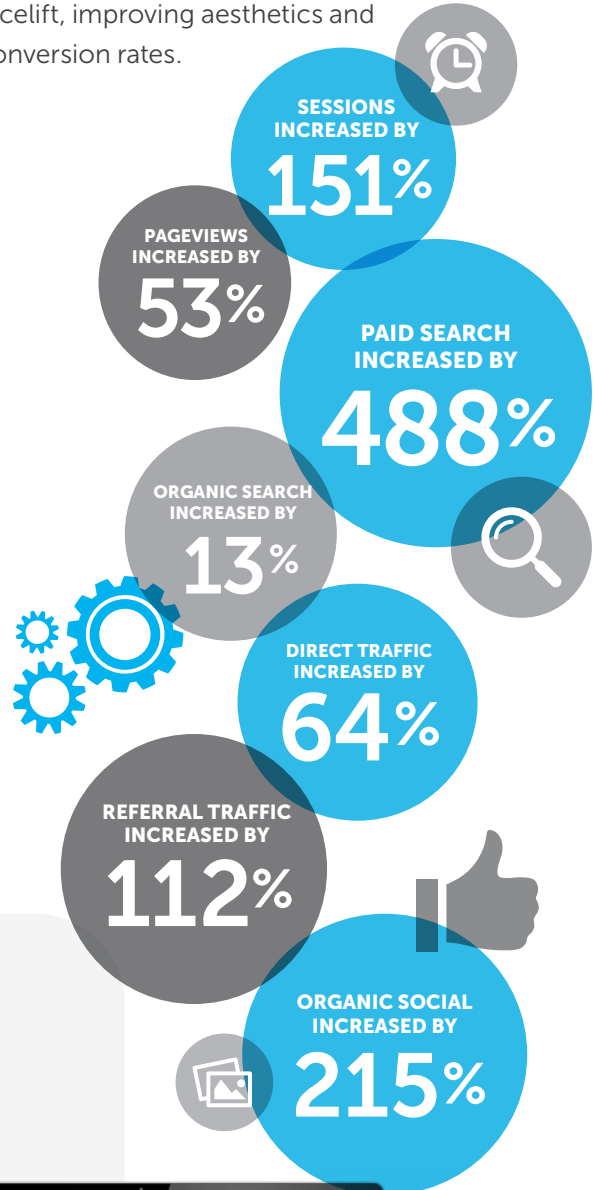
Visit Las Vegas is the **most-followed destination on TikTok**, so Simpleview proposed directly integrating its social media assets into the website for a seamless transition between mobile screens and browsers.

Simpleview's custom solutions include a stories widget and vertical video integrations. Now, the DMO can feature stories on the website, similar to how they're featured on Instagram. Since TikTok does not allow content to feed back to VisitLasVegas.com via API, Simpleview devised a widget that plays and functions to match the vertical story aesthetic on platforms like Instagram Reels and TikTok.



## RESULTS

VisitLasVegas.com now captures the vibrant spirit of Las Vegas itself. With its modernized user experience, mobile-first optimization, and intuitive navigation, the website has received a significant facelift, improving aesthetics and conversion rates.



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

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