

VISIT WIDGET

# Exploring your destination made easy

Visit Widget integrates seamlessly with Simpleview CRM to highlight your destination's attractions, restaurants, hotels, and events in fully branded apps with rich features — like itinerary building, digital passports, and insightful data analytics.

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Your mobile application & visitor's journey solution is simple. **It's Simpleview + Visit Widget.**



## Full-funnel marketing

Visit Widget can be used for the entire funnel from start to finish. Through website engagement to app engagement, it connects visitors from the planning phase to arriving and exploring in market — completing the entire customer journey.



## The ultimate destination experience

Guide visitors to your partners by integrating points of interest and distinctive venues and lead them to unique trails and trip-planning itineraries based on their likes. Digital passports encourage travelers to visit local businesses — and you can share the visitation data with your partners and stakeholders.



## Seamless planning for visitors

Visitors can create their own personalized itineraries on your Simpleview CMS with Visit Widget's progressive web app — which seamlessly carries over to the mobile app. Create curated experiences so visitors can discover recommended activities that have been outlined for them — it's like having a local guide in their pocket.



## Manage effortlessly, report confidently

Integrate your CRM listings data and existing website content into the app while Visit Widget handles the rest. Use the analytics dashboard to drill down into individual metrics on user interactions so you can get reports consistently and confidently.



## Help travelers find what they'll love most

Easily broadcast notifications to visitors with geo-location-based, real-time updates on important happenings in your community. Encourage travelers to visit and enjoy your partners while using personalization tools to customize their adventures.

VisitWidget



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simpleview

# Experiences for visitors. Value for partners.

## Seamless integration for you.

- **Seamless integration** — places and events from your Simpleview CMS and CRM seamlessly flow into the widget and apps
- **Fully customizable** — everything from branding and content to third-party solutions can be easily integrated into the platform
- **Multi-device interfaces** — native app, web, mobile, and available kiosk interface add-ons let visitors plan their trip on the device of their choice and take it with them on the go
- **Trip planning made simple** — interactive mapping offers prospective visitors an intuitive way to plan their ideal itinerary and share it with a group
- **Push notifications** — easily broadcast notifications to visitors with real-time updates on important happenings in your community
- **Partner referrals** — curate digital passports and incentivize visitation to local businesses with visitor check-ins and gamification



Visit Widget has an incredible hands-on approach that is client friendly, and their unrivaled knowledge of the travel industry makes them the perfect development company for destination marketing organizations from the city level all the way to country DMOs."

SONOMA COUNTY  
• CALIFORNIA •  
LIFE OPENS UP

— ACHILLES STRAVORAVDIS, Senior Manager  
of Digital Marketing, Sonoma County Tourism



## Give your destination the **mobile application it deserves.**

Simpleview is a leading provider of CRM, CMS, website design, digital marketing services, and data insights for convention bureaus, venues, tourism boards, destination marketing organizations (DMOs), and attractions. The company employs staff across the globe, serving clients of all sizes, including small towns, world capitals, top meeting destinations, and countries across multiple continents.

## Highlight your partners and destination offerings with Simpleview and Visit Widget.

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