

case study | destination travel network

VISIT TAMPA BAY

Visit Tampa Bay began working with Simpleview's Destination Travel Network (DTN) in mid-2010 to initiate a digital advertising program for their industry partners on VisitTampaBay.com. By the end of 2011, with DTN managing the online ad sales as well as the back-end operations related to the program, the DMO saw notable success in terms of partner participation, ad performance, and revenue. DTN was able to improve Visit Tampa Bay's revenue from the program by 40% year over year, 2012 to 2013, and by 2013 there were 70 advertisers engaged with the program.

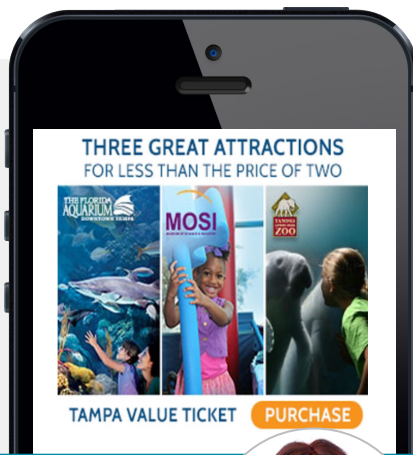
After briefly managing online ad sales and operations in-house in 2014, Visit Tampa Bay renewed its relationship with Simpleview's DTN team the following year – a decision that took advantage of the team's experience, expertise, and effectiveness at managing the complexities inherent in the system. The renewed relationship benefitted both Visit Tampa Bay and its industry partners, especially those already familiar with DTN. The result: a growth in Visit Tampa Bay's market and revenue stream. In turn, DTN saw even greater potential in the DMO's market, and set out to bring Visit Tampa Bay even more revenue, while returning them to a more streamlined, efficient management method.



DTN.

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increase
in revenue



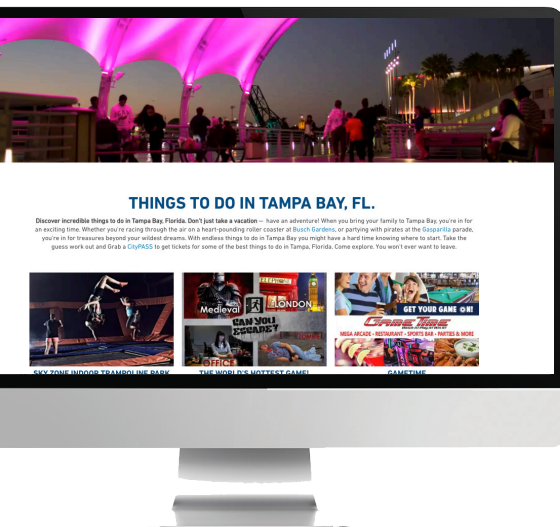


The DTN ad program for Visit Tampa Bay is performing well in terms of participation, ad performance, and revenue generation. Since the DMO re-engaged with DTN in 2015, the number of advertisers has more than tripled from 2014 levels. DTN is delivering a solid return on investment for the advertisers by helping them reach their target audience of leisure travelers, delivering a strong click-through rate and significant impressions; all at a competitive price point.



DTN Senior Account Executive, Gail Stewart now manages the digital ad sales effort for Visit Tampa Bay, and remarked, "They're one of the best markets I work with. **It's a really good partnership, and I love to travel there to meet with the partners face to face.**" Gail enjoys the outstanding communication she has with the Visit Tampa Bay Marketing & Advertising team, and they're quick to send interested partners her way to learn more about the digital opportunities on the website.

Patrick Harrison, Visit Tampa Bay's CMO says "DTN makes offering online advertising through our website look easy. There's a lot of detailed operational aspects and attentive customer service that go into producing really effective results all around, and I feel those details and relationships are best managed through a partnership between our marketing team, DTN, and our local businesses. We're happy not only with the revenue that DTN delivers, but that our partner businesses are happy with the results from the program."



THE RESULTS

In 2018, the VisitTampaBay.com DTN program averages over **11,600** clicks per month or approximately **139,000** clicks per year, with **1.71** million impressions per month, or **20** million per year. Those are the kind of results that come from a conscientious balance of dedicated ad management, tactful website presentation, thoughtful customer service, and efficient teamwork.

WANT TO LEARN MORE? Contact a DTN representative at **412.545.0673** or email us at **advertising@DTNADS.COM**.

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