



## case study | Visit South Bend Mishawaka

# Breaking website records & winning awards with its newly designed website by Simpleview

### THE GOAL:

Home to the first manmade whitewater rafting course in North America, the Midwestern city of South Bend, Indiana, lets you raft through the heart of downtown and then pop into a coffee shop for a cup of joe. Even though the rapids are artificial, the rest of "The Bend" is an authentic mix of a destination rooted in its industrial past while stepping into the high-tech future. From catching a Fighting Irish football game at Notre Dame to visiting the Studebaker National Museum, the team at Visit South Bend Mishawaka encourages visitors to linger with its clever theme of "Mondays Can Wait."

To further maximize the brand essence of The Bend, when its website was due for a redesign, the destination marketing organization (DMO) turned to Simpleview.

### CHALLENGES:

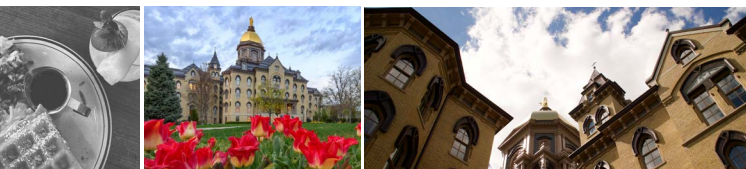
After choosing a local vendor for its previous website, the team at Visit South Bend Mishawaka realized that the complicated content management system (CMS) depended on ongoing involvement from the vendor for even the smallest of modifications. This resulted in extra expense and limited the team's ability to make content changes in a timely manner. The team wanted to manage its own content and benefit from the expertise at Simpleview, the leading provider of CMS in the DMO industry.



**Travel and tourism is what Simpleview does. We wanted to tap into that. No one on staff writes code, so ease of use, uniformity, and back-end functionality were very important to us."**



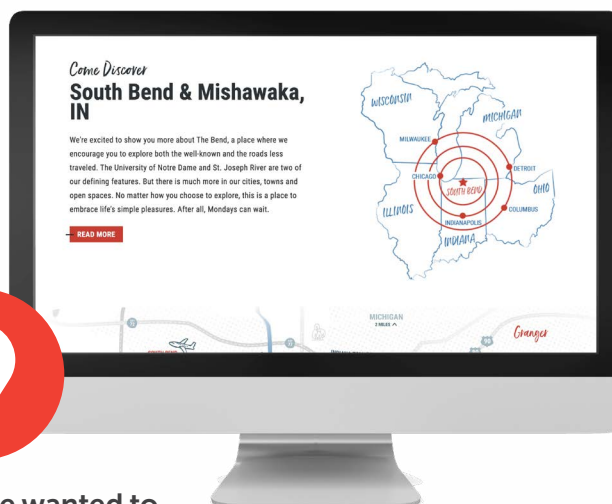
– **NICOLE LAWLER**  
Director of Tourism Marketing & Travel  
Media, Visit South Bend Mishawaka



GRANICUS

simpleview

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**We chose Simpleview because we wanted to partner with a company that understands the tourism industry and can put its depth of knowledge to work for our destination,”** said Nicole Lawler, director of tourism marketing and travel media.

**“Going with Simpleview for our new website also offered efficiency – we were already CRM, DTN and Act-On clients – which was extremely valuable for our team.”**



– **NICOLE LAWLER**

Director of Tourism Marketing & Travel Media  
Visit South Bend Mishawaka

Since the DMO already used Simpleview CRM and Act-On, it hoped to take advantage of the seamless connection between Simpleview CRM and CMS and add additional integrations such as the Book > Direct lodging referral engine and CrowdRiff.

## GOAL:

The main goals for the website rebuild were to:

Showcase a “best in class” website to **maximize all opportunities for visitor engagement**

Enable in-house staff to **make website edits on the fly**

Provide **direct referrals to lodging partners and put lodging information front and center** as a companion to its “Mondays Can Wait” campaign

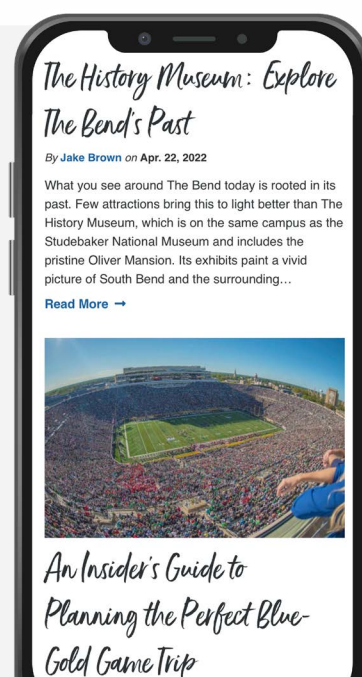
Make full use of the Simpleview **CRM + CMS integration and tourism tech stack**

## SOLUTION

The website redesign was a collaborative effort. Visit South Bend Mishawaka brought a wealth of content, while the Simpleview team helped the DMO structure it in the most effective way possible. The visual appeal of the content collections and the ease of use for the team to make changes in the CMS have been game-changers.

**“As we run campaigns, we can change things on our own really quickly,”** said Lawler. **“Really quickly used to mean two weeks, and now it means two minutes.”**

The “Mondays Can Wait” branding is now incorporated into the home page hero image, along with lodging options that directly connect to partners’ websites. There’s now a dedicated space for the “Around The Bend” blog, Meetings & Groups has its own tailored section, as does Sports, and an interactive county map is featured on the home page.





## RESULTS

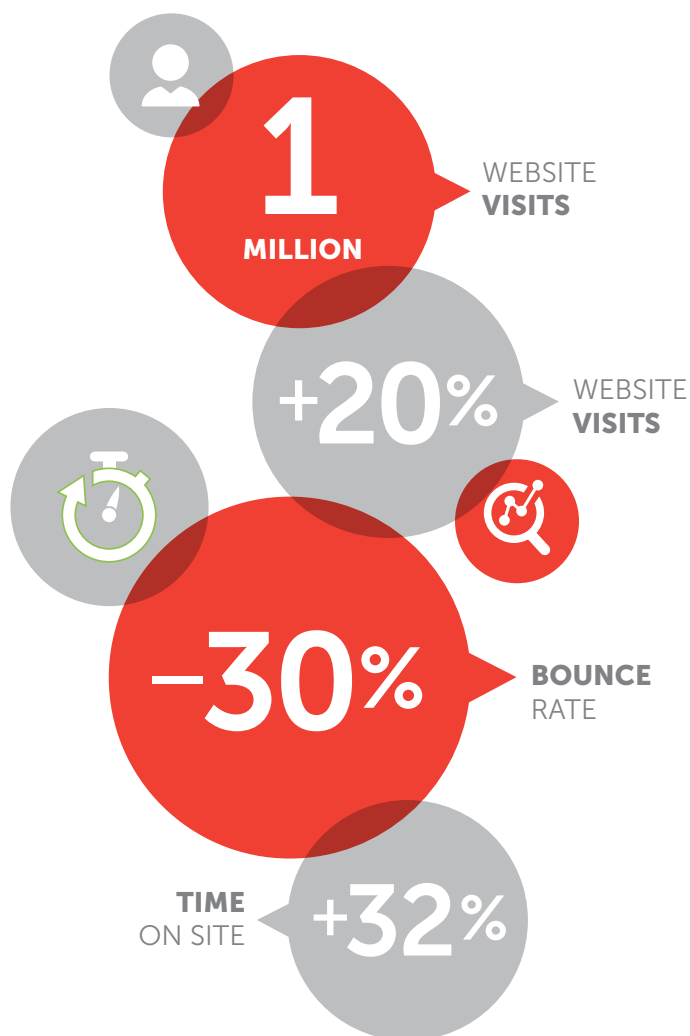
Switching to Simpleview CMS has been an unqualified success for Visit South Bend Mishawaka, as evidenced by being quickly awarded Best Tourism Website by the Indiana Tourism Association. **It helped contribute to the largest number of website visits in the DMO's history, exceeding 1,000,000 million visitors for the first time in 2021. That's an increase of 20% from both 2019 and 2020.**



**The results have spoken for themselves,"** said Nicole Lawler, director of tourism marketing and travel media. **"We set a page views record, our bounce rate is way down, and time on site is up. All our engagement metrics are better, so I don't know of a better way to say it's been successful other than when people get to our website, they stay longer and look at more stuff. It's been really rewarding."**



— NICOLE LAWLER  
Director of Tourism Marketing & Travel  
Media, Visit South Bend Mishawaka



**SEE IT IN ACTION**

**INTERESTED IN FINDING OUT HOW WEBSITE REDESIGN CAN WORK FOR YOU?**

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

[SIMPLEVIEWINC.COM](http://SIMPLEVIEWINC.COM)

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