Los Cabos is a vacation destination you will never forget. From the pristine blue waters of the Sea of Cortez to the delectable mix of culinary influences from all over the world, including the iconic 23400 District, and the vibrant culture — it’s easy to see why Los Cabos has left visitors longing to extend their stay.

Los Cabos boasts that the destination holds the key to every door in your imagination. With such innovative, imaginative, and electric vibes pulsing throughout the city, Visit Los Cabos takes on the responsibility of celebrating the bold brand essence in everything it does. So when the destination marketing organization (DMO) decided to redesign its website, the team knew a robust and sophisticated CMS would be crucial. Lucky for them, they chose Simpleview CMS — a content management system designed specifically for the travel industry.

GOAL:
Visit Los Cabos sought to make its website as stunning and unforgettable as its destination. In addition to adopting Simpleview’s products and services for the website redesign, the goals of the DMO were to:

• Develop a best-in-class destination website built within a highly functional content management system (CMS)
• Ensure the destination brand is communicated through the redesign
• Guarantee the website’s search position by using best-practice SEO
• Easily translate content from Spanish to other languages based on the audience location
CHALLENGES
Prior to working with Simpleview, Visit Los Cabos did not benefit from a customer relationship software (CRM) and CMS integration. The theme of their past services was “limitations.” Among their struggles:

- Website content or images could only be refreshed with help from technical experts
- Website structure was not conducive to the audience search or navigation and changes to the design were limited
- Lack of connectivity to a CRM

Because of this daunting list of challenges, Visit Los Cabos could not communicate the destination’s brand essence and all it had to offer visitors. Enter Simpleview.

SOLUTION
The team of professionals at Simpleview served as a swift and easy solution for Visit Los Cabos. By implementing Simpleview CMS, the team now has the ability to easily make edits to their website without the use of an outside agency. Simpleview also helped Visit Los Cabos showcase its meetings industry and make the website multi-lingual using the translation module in the CMS.

In addition, the fully integrated CMS solution connects seamlessly to Simpleview CRM and many of the platforms in destination marketing toolboxes. Prior to working with Simpleview, the Visit Los Cabos site did not have any integrations and was not built with the functionality of the DMO in mind.

“It has a lot of benefits,” said Eduardo Regules Bukantz, marketing director at Visit Los Cabos. “This platform is dedicated to the content of a destination, and the structure is perfect to get destination messages and campaign along very easily.”

Simpleview is the best technology platform for DMOs. The technology allows our staff members to handle the website content immediately and easily, and offers a user-friendly solution, a totally identifiable brand message communication, and a great evolution in a digital approach to all marketing efforts.

EDUARDO REGULES BUKANTZ,
Marketing Director, Visit Los Cabos
RESULTS
With a sparkling new website launched in May of 2020, Visit Los Cabos has reported that since day one, the Simpleview CMS has changed the team’s mindset, shifting it to be more digitally-driven and stakeholder-focused. The seamless integration between the Simpleview CRM and CMS, has enabled the Visit Los Cabos staff to work more efficiently.

Their community outreach has been more significant, and they can now benchmark their marketing to top DMO marketing efforts globally.

The new Visit Los Cabos website now features:

- Prominent CTA to encourage eNews signups
- A dedicated Meetings microsite which includes airline logos to encourage bookings
- A flight map that provides an overview of how there are accessible flights from North America and Mexico, as well as to the UK (which was a strong target market at the time)
- A persona-based widget that allows the user to pick preferences or explore areas of interest relevant to their interests

SEE IT IN ACTION

LEARN MORE ABOUT THE SIMPLEVIEW CMS. Email us at accountmanagers@simpleviewinc.com or call us at 520-575-1151.

SIMPLEVIEWINC.COM