

## FEATURED PROJECT

# Visit Tampa Improves Revenue with DTN Program

**DTN delivers a solid return on investment for Tampa Bay's advertisers, helping them reach their target audience of leisure travelers, and delivering a strong click-through rate and significant impressions. All at a competitive price point.**

Visit Tampa Bay began working with Simpleview's Destination Travel Network (DTN) in 2010 to initiate a digital advertising program for their industry partners on VisitTampaBay.com. By 2012, 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%, 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 the 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.

The DTN ad program for Visit Tampa Bay continues to perform well in terms of participation, ad performance and revenue generation. Since reuniting with DTN in 2015, the DMO's number of advertisers has more than tripled from 2014 levels.

## The Results

The success shown in the numbers for 2018 came from an intentional balance of dedicated ad management, tactful website presentation, thoughtful customer service and efficient teamwork.

**11,600**

Clicks Per Month

**139,000**

Clicks Per Year

**1.7**

Million Impressions Per Month

**20**

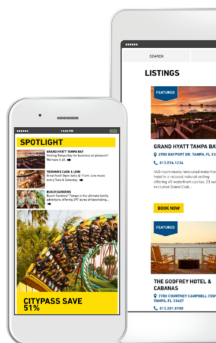
Million Impressions Per Year

## Mutual Feelings

### Our Clients Say It Best

"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 not only happy with the revenue that DTN delivers, but that our partner businesses are happy with the results from the program."

- Patrick Harrison, CMO at Visit Tampa Bay



### Beyond the Numbers

You may recognize a trend when working with the DTN team. They set the intention to develop holistic partnerships with the DMOs they sign on, as well as those DMOs' partners. DTN Senior Account Executive Gail Stewart manages the digital ad sales effort for Visit Tampa Bay. She enjoys the outstanding communication she has with Visit Tampa Bay's marketing and advertising team, and that they're quick to send interested partners her way to learn more about the digital opportunities on the website. In her words, "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."

### About the Client



#### Client

Visit Tampa Bay

#### Products & Services

CMS

DTN

OnceThere

CRM

#### Region

South / Southeast (USA)

#### Industry

Destination Marketing Organization (DMO)