



simpleguide

# Destination Travel Network (DTN)

## Managed Online Advertising for Destination Marketing Organizations (DMOs)

Over 100 DMOs throughout North America rely on the DTN to enable their local businesses to reach millions of prospective visitors through targeted, relevant online marketing opportunities and advertising packages on the destination website.

DTN was specifically created for DMOs to empower their local businesses, members and partners alike through increased exposure.

### Q: HOW DOES THE DESTINATION TRAVEL NETWORK (DTN) WORK?

**A: DTN DELIVERS ADS TO THE RIGHT CUSTOMERS AT THE RIGHT TIME AND AT THE RIGHT PLACE.**

DTN works with the DMO to determine which area businesses would be eligible and interested in promoting their business through enhanced exposure opportunities on the DMO website.

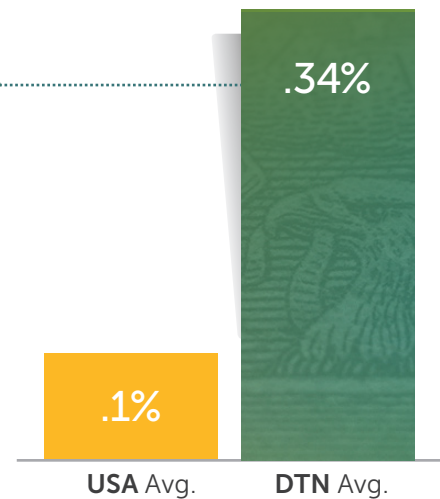
Then, the expert team at DTN begins selling space on the DMO's website on behalf of the organization, making certain that all placements are targeted, relevant, tasteful and seamlessly blended into the site design and brand to ensure visitor interest and a high click-thru rate.

If the DMO has a dedicated sales team that is already well-versed on online advertising trends, DTN has a suite of services available where the DMO's team can sell space on the site and benefit from leveraging DTN's ad-serving platform, ad operations services, accounting and billing, network national brand engagement, and expert ad sales and marketing consultation.



# HIGHER THAN AVERAGE CLICK-THROUGH RATE

DTN DMO sites experience a **0.34%** click-thru average on their site's advertising placements, which is considerably higher than the industry's **0.1%** average on banner advertisements.



## Q: SHOULD DMOS INCORPORATE ADVERTISING ON THEIR WEBSITE?

### A: YES.

After all, the online display advertising market reached more than \$52 billion in 2014 and is predicted to top \$62 billion by 2017.\*

These statistics translate to more consumers responding to digital media and more companies realizing the power of online advertising. Consumers are relying more on the internet to plan vacations and make in-market spending decisions than ever before, with 90% of travel planning now occurring online, and over 75% of lodging now being booked online, with 20% being booked on smart phones.\*\*

DMOs have an optimal opportunity to help their local businesses reach these consumers online through DTN's services.

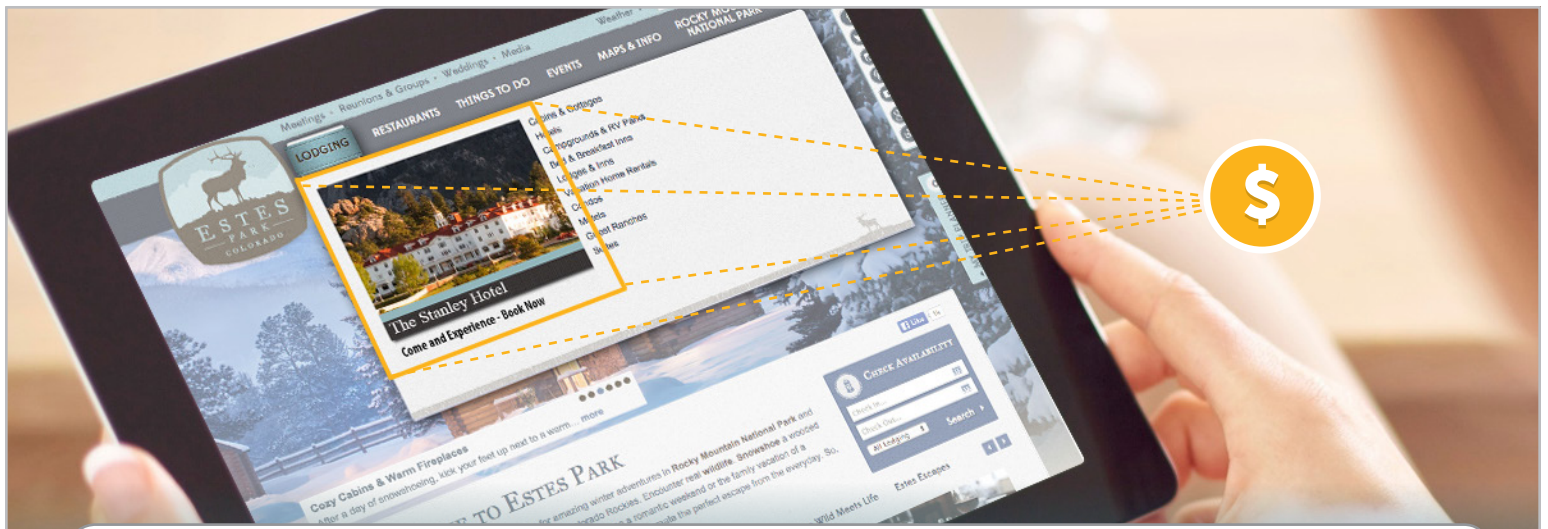
\*Source: eMarketer, comScore

\*\*Source: Destination Analysts, Google

## Q: HOW MUCH CONTROL DOES THE DMO HAVE OVER ADVERTISING CONTENT?

### A: THE DMO IS ALWAYS IN COMPLETE CONTROL OF CONTENT.

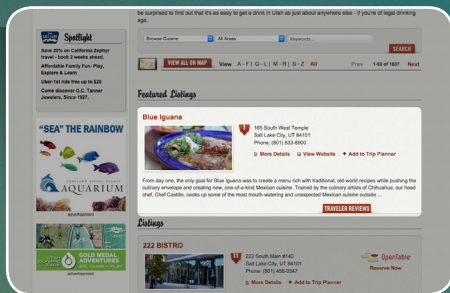
With DTN, the DMO has all of the power over their online advertising program without any of the heavy lifting. This means the DMO completely controls who can advertise on the site, what placements will be offered and can establish ad artwork style guidelines and even approve every ad before it runs if that level of control is desired.



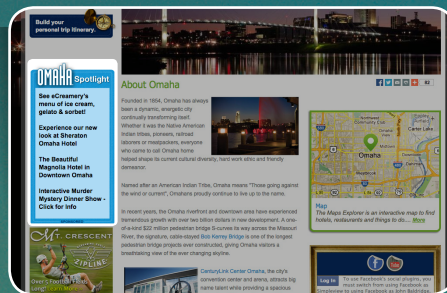
## INTEGRATING THE DESTINATION TRAVEL NETWORK

Typically, bringing online advertising to your website means creating a devoted sales team, developing resources for creating ads, integrating new technology, working with ad-serving technology vendors and providing monthly reports to program participants.

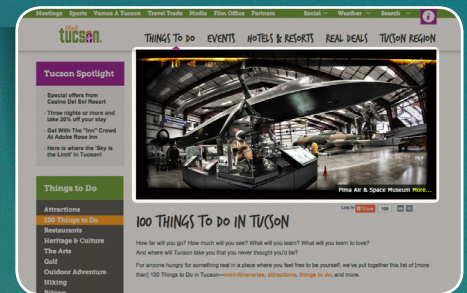
DTN handles all of those tasks for the DMO, providing a turnkey solution that manages every aspect of implementation and sales. Once integrated, DMOs have created a new revenue and investment stream, all while gaining reassurance that local businesses are being connected with more potential customers and receiving more exposure through the destination website.



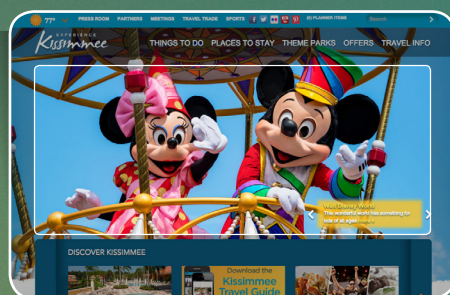
**Priority listings**  
Visit Salt Lake



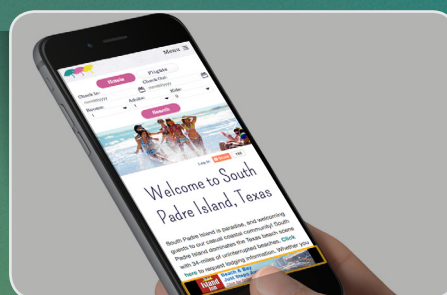
**Text-Link Advertising**  
Omaha CVB



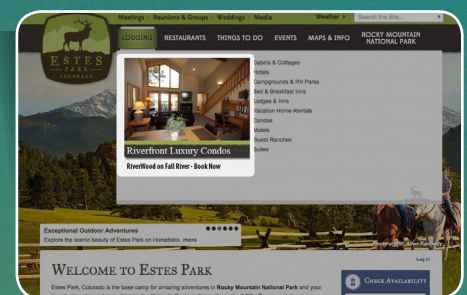
**Page Sponsorship**  
Visit Tucson



**Sponsored Headers**  
Experience Kissimmee



**Mobile Advertising**  
South Padre Island, CVB



**Drop Down Navigation**  
Visit Estes Park



**Q: WHICH DMOS ALREADY WORK WITH DTN?**

Click the link below to see a full list of DMOs who work with DTN on online advertising initiatives:

[destinationtravelnetwork.com/publishers/publisher-network](http://destinationtravelnetwork.com/publishers/publisher-network)

**Q: CAN DTN HELP DMOS ENGAGE WITH LARGE TOURISM-RELATED BRANDS AS ADVERTISERS?"**

**A: YES.**

Many brands, such as international airlines and hotels, have an interest in running a campaign in multiple destination markets through the Destination Travel Network. By joining the DTN, securing advertising from these multimillion dollar corporations is a reality, but entirely optional for the DMO.

### Questions?

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