



simpleguide

DTN Didn't Kill The Visitors Guide

A study of DMO website advertising and its impact on visitor guide print advertising

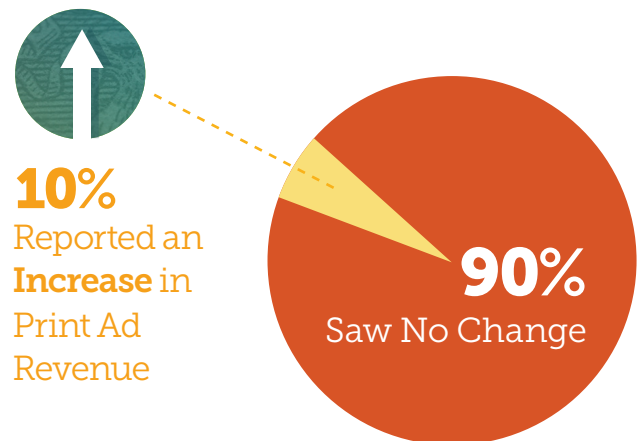
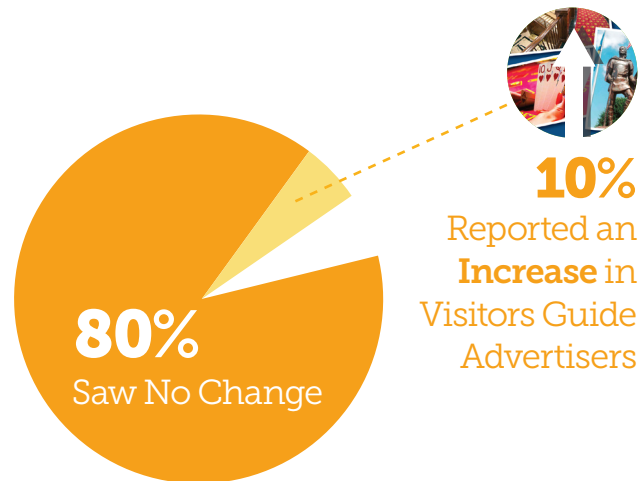
In May 2015 Simpleview's Destination Travel Network conducted a survey of 78 existing Publishers (DTN DMO clients) who have worked with DTN for at least one year.

The intention of the survey was to aggregate feedback to develop a clearer picture of DMO advertising program trends and draw insight on what impact, if any, DMO website online advertising programs have had on visitor guide advertising.

THE DTN SURVEY RESULTS

80% of respondents stated that since launching DTN on their website, they have "about the same" number of visitor guide advertisers than they had before launching an online advertising program... and 10% stated they actually have MORE advertisers in the visitors guide since launching DTN than they had before.

90% of respondents stated they have "about the same" amount of print advertising revenue as they had before since launching DTN, however, 10% claim to have MORE print advertising revenue since launching DTN, and 0% claim to have less print advertising revenue.



WHAT RESPONDENTS SAID



"We are seeing more of our partners come on board with the online advertising through DTN as it gets their message out to a large audience through our site."

- Director of Marketing Communications

"I don't believe the DTN online ad sales have had any impact on our print visitor guide ad sales."

- Group Travel & Sports Sales Manager



"We were certain that our Travel Guide and In Room sales would be down due to the expenditures that clients were making on the website (DTN advertising). However, 2014 was our best sales year on record! I think that our clients see that they need both, and the sell seasons were different."

- Collateral Sales Manager

"Some people just prefer electronic. Others only care about print. Very few are actually doing both with us."

- Vice President of Development



Questions?

Contact Paul Franke!
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