Online Advertising Programs for Destination Marketing Organizations (DMOs)

Managed by Destination Travel Network (DTN), a division of Simpleview

EXPERTISE & EXPERIENCE: DTN manages online ad programs for over 145 tourism websites in the US & Canada and has been in business for over a decade.

AUDIENCE: Advertisers are showcased in front of a highly targeted, ready-to-spend audience—with over 90% of travel planning now being done online and over 80% of lodging now being booked online.
* source Google Customer Journey Mapping 2017/Destination Analysts State of the American Traveler 2017.

TRUSTED: DMO websites are the most trusted planning resource after friends & family*; and over 36% of leisure travelers use DMO websites to plan trips.
* source Destination Analysts State of the American Traveler Tech Edition April 2016;

RESULTS: Most common result reported by advertisers: DMO websites often become an advertiser's #1 referring website; sending more traffic and potential business to the advertisers' sites than any other—Google and TripAdvisor included.

ONE CLICK: Just one click on an ad takes the online visitor to your website.

ANY BUDGET: Advertising programs can be tailored to meet any budget—large or small.

BROAD OR NARROW: Advertisers can be showcased across the entire website, or just on high-priority pages—like "Lodging," "Dining," "Shopping," and "Things To Do."

OPTIONS: Advertising options typically include featured listings, page sponsorships, advertising on smartphones, "seen everywhere" graphic banners, and text ads.

NEW USERS: 70% – 80% of visitors to tourism websites find the sites by search engines like Google; the majority of users are new to the site. Advertisers have the advantage of being found quickly or even first.

MOBILE ADVANTAGES: Now just over 50% of visitors access the site on their cell phones. They may be in the area now and want to spend money right now. Is a mobile presence important to you?

MOBILE USERS BUY: 78% of local searches conducted on a mobile phone result in a purchase.

HIGH CTRS: Advertisers on DMO websites enjoy CTRs (Click-through rates) that are frequently 5x to 10x—and more—the average CTR for banner advertising across the internet.

FLEXIBLE: Online ad artwork, messaging, and referring URL can all be updated throughout the year.

MEASURABLE: Online ads can be analyzed and their ROI is measurable (clicks, impressions, CTRs).

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Interested in learning more? Contact DTN Sales at advertising@DTNads.com