

Turn your destination website into a partner engagement engine with **Destination Travel Network**



Your destination website is already your most trusted, high-intent marketing channel — where travelers, meeting planners, and event organizers actively explore and make decisions. Destination Travel Network (DTN) is a managed digital advertising capability built specifically for destination websites, helping DMOs use that channel more effectively to elevate partner content, connect local businesses with qualified audiences, and deliver meaningful engagement while preserving brand standards and the visitor experience.

Connecting Your Destination with **High-Intent Travelers**

- ✓ **Building awareness** for your destination and partners.
- ✓ **Turning engaged visitors** into loyal customers.
- ✓ **Delivering measurable value** for your destination and partner community.

Your destination website already inspires travel, but it can do more. Beyond sparking interest, it can actively support local businesses, help partners connect with qualified audiences, and reinforce the value of the DMO relationship. DTN extends the role of your website by turning engagement into meaningful partner opportunities, without compromising your standards or visitor experience.

That's Where **DTN Comes In**

Effortless Advertising Management for Your DMO

DTN offers fully managed support, giving your DMO complete control over partner relationships and website integrity while we handle the operational work behind the scenes. From launching your program and engaging partners to managing sales, contracts, billing, and ongoing support, DTN removes day-to-day complexity so your team can stay focused on strategic priorities. The result is a scalable, professionally managed program that delivers consistent partner value and measurable organizational outcomes — without adding staff or administrative burden.



Turning Website Engagement into **Partner Investment**



Unlock the Power of Your Audience

Your website is the only destination-owned channel where local businesses can connect directly with a highly qualified, intent-driven audience: travelers, meeting planners, and event organizers actively considering your destination. This built-in demand is what makes partner participation valuable. DTN helps turn that audience into meaningful, in-context opportunities for businesses to engage travelers, reinforcing the destination website as a premium, trusted channel that partners are willing to invest in.



Sponsored Content That Drives Results

DTN delivers sponsored content that enhances the visitor experience while respecting your DMO's standards. You control who participates and where content appears, ensuring partner opportunities remain high-quality and on-brand. DTN works directly with partners to create relevant, effective content that performs — supporting engagement that partners see value in sustaining over time.



Proven Advertising Solutions Backed by Expertise

DTN combines destination-focused technology, industry expertise, and a dedicated support team to operate a digital co-op advertising program that delivers consistent outcomes. By managing sales, implementation, billing, and reporting, DTN ensures programs run smoothly and predictably, creating the reliability partners expect and organizations need to sustain long-term value.



A Trusted Partner for DMOs

As a division of Granicus Destinations (Simpleview), DTN understands the importance of trust and strong DMO-partner relationships. Our team works as a natural extension of your organization, communicating value clearly and supporting participation without compromising standards. This trust helps maintain partner confidence and underpins consistent, long-term program sustainability.



The Results



Transform Your DMO's Revenue Potential

DTN delivers a sustainable, recurring revenue stream tied directly to partner participation and performance on the destination website — giving DMOs a reliable way to reinvest in their mission and support the long-term health of the visitor economy.



Boost Visibility and Drive Partner Success

DTN advertisers often find the destination website becomes one of their top sources of qualified referrals, helping them grow visibility and performance in ways other channels can't replicate.



Reduce Operational Burden

DTN removes the complexity of running a digital advertising program by handling sales, contracts, billing, and reporting — all while your DMO retains full control over partners, placements, and website standards. The result is a transparent, professionally managed program that delivers value without adding staff workload or administrative risk.

Ready to see how DTN can work for your destination website?

For more information, contact Lia Wik at
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Let's get started