



Service description

Destination and Place Digital Marketing Tools and Services



Introduction to Simpleview - a Granicus company

Simpleview Europe empowers destinations with the most widely adopted digital marketing and technology services in the industry. Established in 1999, Simpleview has grown to a global company working with over 150 UK destinations and 900+ destinations worldwide.

Key technology includes a Destination Management System, Content Management System, Digital Asset Management System, and Business Extranet.

Simpleview also provides supporting services such as advice and consultancy, support, hosting, account management, project management, design, development, training, search engine optimisation, digital marketing, testing and training.

Simpleview technology is specific to the destination marketing industry. Designed to offer efficiencies, reduce duplication and ensure data is managed safely, securely and compliantly throughout.

We tailor our services for each client.



150+

destination
clients in the
UK



1,000+

destination
clients
worldwide



400+

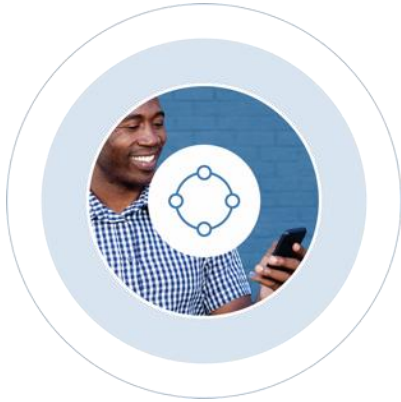
staff dedicated
to destination
marketing



20+

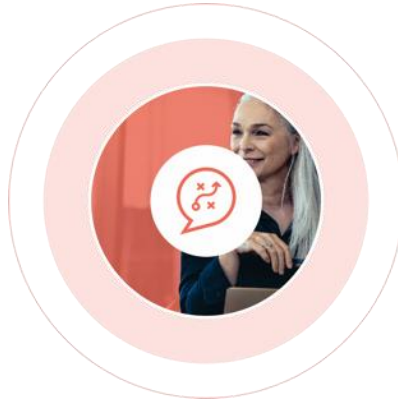
years destination
digital marketing
experience

Our Destination and Place Digital Marketing Tools and Services combine three elements to help deliver meaningful outcomes for our customers:



Connected Technology

Technology designed for destinations fosters seamless customer experiences, prioritising visitors and local businesses throughout the journey.



Customer Service

Trusted account managers empower DMOs to design, support, and deliver exceptional services that drive measurable outcomes.



Data-Driven Insights

Better understand visitor behaviour using insights from interactions across your site to serve your stakeholders more effectively.

These three elements work in concert to ensure that you deliver integrated, efficient and accessible services, improve engagement, whilst driving trust and tangible outcomes within the destination you serve.

Our Core Solutions for Destinations



Website Design & Development

Award-winning and inspiring responsive website designs backed by research, analytics and user testing.



Content Management System (CMS)

Powerful and easy-to-use CMS built specifically for destinations, with a drag-and-drop interface and real-time responsive previews.



Destination Management System (DMS)

Web-based DMS built for managing local business listings, visitor inquiries, event management, media relations, email marketing, reporting and more.



Digital Marketing Services

Simpleview has a comprehensive and highly skilled Digital Marketing Team to help maximise your online marketing from SEO to paid media.



Strategic Planning & Consulting

From content audits to target audience profiles and campaigns, your dedicated Simpleview team will serve as a strategic advisor and extension of your staff.

Additional Services

- User-Generated Content
- Digital Accessibility
- Revenue Generation
- Business Intelligence
- Stakeholder Engagement
- Digital Asset Management
- Search Engine Optimisation
- Click Rate Optimisations
- Paid Media
- Immersive Storytelling
- Content Creation
- Content Migration

Key Features of Simpleview Technology and Services



User-friendly CMS

Your web editors will be able to easily create and update web content, including changing the layout of a page, without needing to involve a developer. Your team will also be able to quickly and easily create themed/campaign content with targeted highlights, business listings and event details. Users don't need knowledge of coding.



Software as a Service (SaaS)

Your solution will constantly evolve to meet changing technological, compliance and security best practices and regulations. Our licensed model allows our developers to push core updates, enhancements, and updates to all clients, ensuring they are protected and have the latest technology.



Industry-specific Technology

The new site will benefit from a back-end system designed specifically for destination and place marketing. It is not a generic platform used across multiple industry sectors.



Industry Experience

Your site will reflect our latest research and commitment to best practice. Our solution is the most widely adopted digital marketing solution in the tourism industry. We work with over 150 UK destinations and over 1,000 destinations worldwide, all of whom contribute to the ongoing development of our solution.



Resource

We have over 60 staff in the UK and 400+ staff worldwide. Your project will be assigned a team of appropriate personnel including a Project Manager, Account Manager, Trainer, Designer, Developer, SEO Analyst and Tester.



Optimisation

Your site will benefit from over 20 years of search engine optimisation experience. We ensure our solutions have the underlying SEO infrastructure to perform excellently. This, combined with site architecture planning, advice on redirects, metadata and content advice, sets the site up to perform better.



Support

Your solution will be supported by a UK-based support team available on weekdays from 8 am - 6 pm. Outside of these hours, we operate 24-hour monitoring and technical support.



Training & Ongoing Education

Your team will be invited to training designed to equip them with the knowledge they need to fully leverage the capabilities of the solution. They will also be given access to our knowledge base, peer-to-peer forums and free educational webinars.



Hosting & Security

We consistently provide over 99.9% uptime.



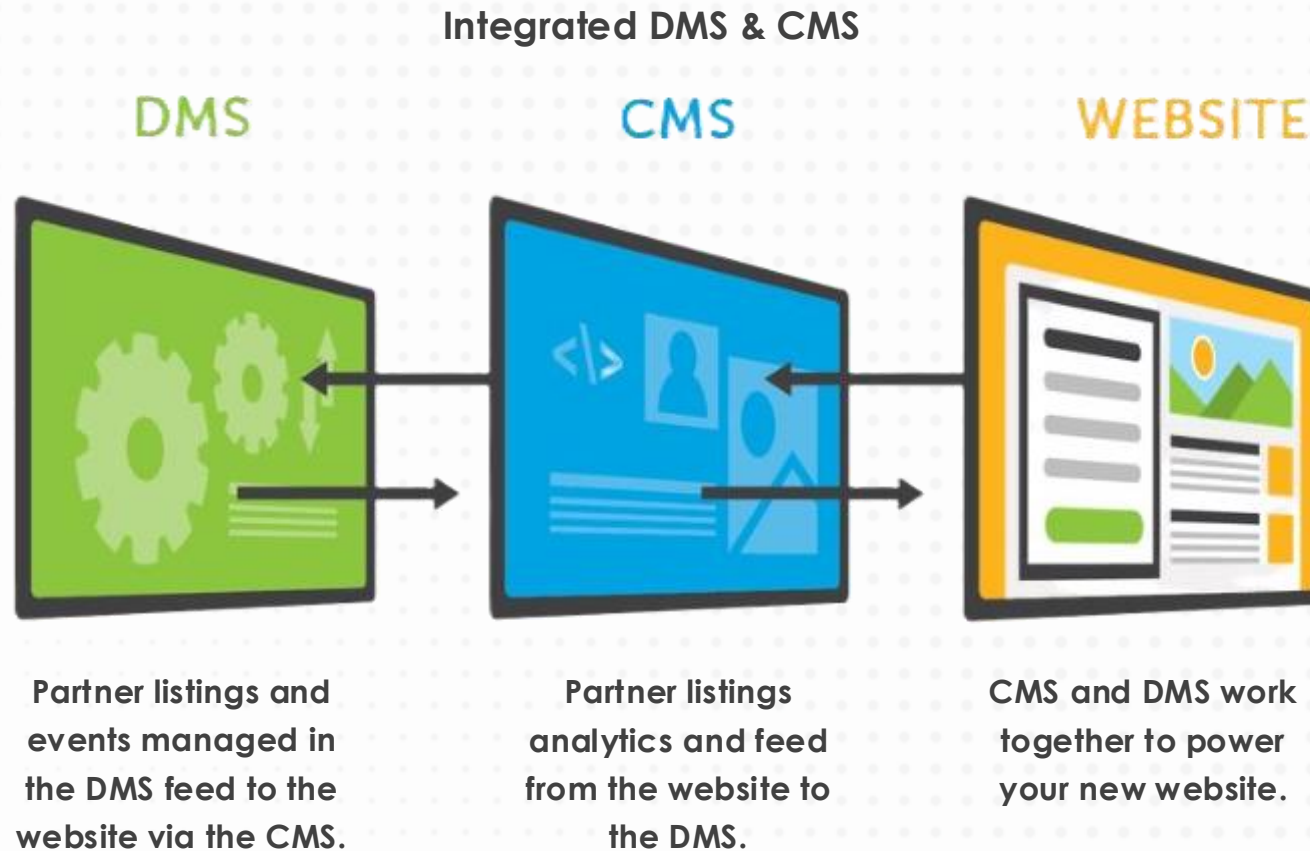
Compliance

We will follow best practice guidelines and ensure your site complies with legislation, including accessibility and data & privacy guidelines.

Service options

Simpleview technology and services are available to purchase on a modular basis. The solution is fully scalable, and additional features can be added at any time.

Simpleview's Destination Management System (DMS) and Content Management System (CMS) have had 20 years of development and innovation influenced by user group input, advisory board insights, and client and partner feedback. This not only makes them more intuitive to your organisation's needs, but it also drives our continuous research and development, so you can rest assured you're always building on the best tools in the market.



Destination Management System (DMS)

The Simpleview Destination Management System incorporates all the functionality that a place marketing organisation and its partners need to coordinate their business activities.

The Simpleview approach is to spend time with our clients to identify how our DMS modules should be configured to best fit with the processes of your organisation.

The core DMS modules include:

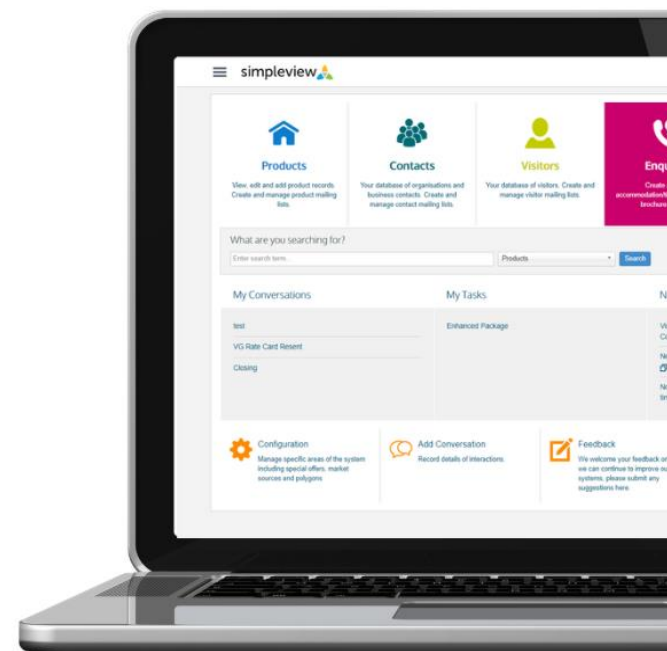
- Product Management
- Visitor / Consumer CRM
- Management Reporting
- Extranet for Businesses

Product (Listing) Management

This module affords the data managers unprecedented control, not only over the collection and maintenance of the data but also the many and varied means by which this data is published to the outside world.

Product types include:

- Accommodation
- Attractions
- Events
- Eating Out
- Activities
- Shopping
- Transport
- Education & Training
- Conferences & Weddings
- General & Tourist Information
- Towns and Villages
- Business & Travel Trade



It is possible to store rich data for each type of product, including:

- Name
- Description
- Contact Information
- Mapping
- Directions
- Categories (e.g. festivals, Christmas)
- Images
- Opening times and dates
- Availability and pricing
- Booking links
- Facilities
- What's Nearby
- Awards
- Listing level (basic, detailed or enhanced listing)
- Marketing channels (publishing options, e.g. sections of the site, app etc.)

Business CRM

A management module for business (trade) contacts. Predominantly used for trade organisations and contacts including press contacts, tourism associations and much, much more!

Easily search on and segment your trade database to create mailing lists, enabling you to send targeted B2B communications. Bulk record mailouts/notifications against the business records that received the communication.

Record conversations and assign tasks to yourself and others.

Visitor CRM

Consumer data is stored in a secure, GDPR compliant Visitor CRM that can be searched, reported on and used to create visitor mailing lists. Filters include:

- Lifestyle Interests
- Conversations History
- Booking History
- Brochure History
- Market Sources
- Preferred Method of Communication
- Opt-In/Data Protection
- Additional Notes

Provider Extranet

Our DMS solution includes a provider extranet to enable businesses to take ownership of their data. Designated partner contacts can access their accounts via a secure online portal.

Depending on the permissions, member/partner contacts can access a variety of functions including descriptions, facilities, contact details, opening times, room/unit details, media, special offers and reports.

Insights & Reports

Intuitive and practical reports provide insights into digital performance. Simpleview insights supply the intelligence to help a DMO fine-tune marketing activity and provide detailed reports to stakeholders.

A data visualisation tool designed and built specifically for DMOs will help you communicate your DMO's value to your board and local stakeholders through performance reports and consolidated data.

Destination benchmarking

Simpleview collects and analyses data from over 150 UK and 400 destinations worldwide to help DMOs identify patterns and trends to influence marketing and sales decisions.

Business listing insights

The solution fully supports a commercial model by giving DMOs the means to provide their members/partners with detailed, qualitative data regarding the performance of their listing pages on the site. Including volume of impressions, views and referrals.

Website statistics

Sites are seamlessly integrated with Google Analytics, allowing clients to harness the power of having powerful visitor insights and website performance stats at their fingertips.

The CMS displays a website dashboard, giving users an 'at a glance' health check, showing performance data that allows CMS users to quickly spot emerging trends or changes to page performance.



DMS – Additional Modules

Channel Validation

Gives DMOs the ability to set rules for specific publishing channels to ensure that business and event listings meet specific standards.

Visitor Import Tool

Easily import visitor records and the associated compliance data into the DMS.

Event Submission and Approval

An online data collection form for events. Event organisers complete the form and submit it to the DMOs approval queue for publishing or rejection.

Data Thistle Integration

This integration allows clients to pull event data, collected by Data Thistle, into the DMS. It works in conjunction with the event form and approval queue. This integration will require the client to purchase a feed directly from Data Thistle. Once the feed is setup Simpleview will complete the configuration work necessary to pull the data into the DMS.

CultureHost

This integration allows clients to pull event data, collected by CultureHost, into the DMS. It works in conjunction with the event form and approval queue. This integration will require the client to purchase a feed directly from CultureHost. Once the feed is setup Simpleview will complete the configuration work necessary to pull the data into the DMS.

DMS – Additional Modules

Product Submission and Approval Module

Online data collection forms allow businesses to submit their business data for inclusion on the client's site. Submissions go to an approval queue for review and editing before approval.

Please note the pricing of this module is dependent on whether the Event Submission form will also be enabled.

Extranet Moderation Module

With the Extranet Moderation Module enabled, destinations can review and approve the product changes made by Extranet users before they are published to the live site.

Survey Builder Module

Easily build surveys and competitions for publishing to your website. Results are stored GDPR-compliantly and can be reported on.

Auto-Translation of Product Records

Enables new and altered business listing and event records to be synched to Microsoft Translate overnight to be translated into your required languages. These translation will automatically pulled through to the foreign language content on your website.

CMS

The Simpleview CMS delivers DMOs a Content Management System (CMS) flexible enough for both standard and advanced users, incorporating features uniquely designed to bring the best information and services to visitors, planners, and local businesses. Our CMS addresses the day-to-day needs of DMOs, right out of the box.



Dashboard Analytics, Tasks and Updates

Key site statistics, tasks and updates presenting key metrics in a way proven to be more effective for communicating data to key stakeholders.



Landing Pages

Quickly create event-specific or campaign landing pages with targeted content.



Page Layout Changes

Freedom of design, without technical limitations. Drag and drop widgets from one column or row to another, instantly changing the layout of your content.



Embed Widget

The Embed Widget enables a user to drop 3rd party code onto a page. It is typically used for embeds for 3rd parties, e.g., train ticketing, car parking, etc.



Navigation & Redirects

Easily create, edit and delete content for the navigation of the site. Manage redirects and the creation of short URLs for campaigns.



Real Time Feedback Page Editing

Don't waste time previewing each individual change; see them as they happen, without stepping out of the editor.



Industry Specific Web Modules & Functionality

Destination specific modules include event calendars, partner listings, itinerary builders, and more.



Workflow and Task Management

Set approval processes and schedule content to facilitate efficient workflows.



Asset Management

Store images, videos, logos, podcasts and more in the Asset Library. Assign metadata and tags to make it easy to find and retrieve specific assets



Image Resizing & Image Collections

Easily resize, crop and select a focal point from within the CMS. Alt text is added to images to improve accessibility and ranking within search engines.

Types of Site

Main Site

The initial site from which you can connect other sub sites.

Child Site

These sub-sites inherit functionality from the main site and sit within the same CMS. They run off a sub-domain of the main site e.g. www.visityourdestination.com/sub-site-name.

Multi-Site

These sub-sites inherit functionality from the main site and sit within the same CMS. However, unlike Child Sites they can have their own domain.

Replication

This is a copy of one of your existing Simpleview website which is then setup in a separate CMS.

Language

A copy of a site that is setup in the same CMS as a fully multi-lingual version.

Microsite

Using the Microsite Builder your team can create new mini sites, great for campaigns and specific themes. These sit in the same CMS as the main site.

Note: Child, Multi, Replication, Language and Micro sites inherit the design and functionality of the site they are copied from. However, the design and functionality can be updated at additional cost.

Website Hosting

World-class hosting is included within the license fee, and all network/hosting services are included and managed by Simpleview with guaranteed 99.9% uptime of your website, CMS and DMS.

Leveraging a Content Delivery Network (CDN) we effectively replicate your site all over the world allowing us to connect users to a real-time copy of your site at a node that is closest to them. This not only means faster performance, which adds to the user experience but also increases search rankings and improves reliability.

The platform is built on a network of large, centralised nodes, backed by massive storage capacity within an agile infrastructure. Site traffic is managed within clusters to ensure shared hosting is modified/rearranged as site traffic increases to provide optimum performance.

Web Services API

Simpleview provides a web service API of the product data held within the DMS. This allows third-party developers to build a website(s) with product records, searches, search results and online booking all powered by the Simpleview DMS.

Our RESTful API has numerous technical benefits including performance, scalability and simplicity.

All the product types and associated metadata stored in the DMS can be requested via the RESTful API, including but not limited to:

- Product Types
- Accommodation
- Attractions
- Activities
- Conference Venues and Weddings
- Eating Out
- Events
- Retail
- Towns and Villages

Third-party developers will have full control and access to interrogate the data as required.

Online booking is also possible via the Restful API and booking data is subsequently captured within the DMS reports.

API Training

Third-party developers will be provided with an API key, full technical documentation and training on the DMS. The training covers an overview of the DMS enabling developers to understand how the metadata is structured, explore any new terminology and get a feel for how the data can be used.

API Support

Third-party developers can raise queries via our support team who will work to resolve the query as soon as possible.

Security & Privacy

SSL Certificate

An SSL certificate encrypts the data exchanged between a user's browser and a website, ensuring information is transferred securely. It also verifies the website's identity, helping build trust and protect users from security risks.

Cookie Preference Tool

The cookie preference tool allows users to choose which types of cookies your website(s) may store on their device, supporting transparency and control over personal data.

Communications & Email Marketing

MailMinder

MailMinder is a dedicated email marketing solution designed to give destinations maximum email engagement and conversions to improve campaign results by closing the loop between marketing activity and visitor interactions.

MailMinder integrates web content, the business and events database and CRM data into one seamless eco-system, offering endless e-marketing possibilities.

Search Engine Optimisation (SEO)

Monthly SEO Reporting

Simpleview has an in-house SEO & Digital Marketing division. Investing in a monthly SEO programme with Simpleview ensures your website remains technically healthy, strategically aligned with search trends and continually optimised for audience intent.

Ongoing SEO activity strengthens visibility across priority searches, enhances content relevance, and improves user engagement by keeping pages updated, structured and easy for both users and search engines to navigate. Regular monitoring, reporting and iterative enhancements mean opportunities are identified early, issues are resolved quickly and long-term growth is supported through a clear, data-driven approach.

The services and features of our monthly SEO package are:

INITIAL SETUP (NEW SEO CUSTOMERS ONLY)	
Audit and Correct Technical Barriers	First Month of Engagement
Reporting Template Creation	✓
Google Analytics Implementation - Initial	✓
Google Tag Manager Implementation and Setup - Initial	✓
Tag Installation	Only SEO-Related Tags
Robots.txt Optimisation	✓
404 Page Optimisation	✓
TECHNICAL	
Redirects as Needed (Contracted domain only)	✓
Ongoing Monitoring (Site Health Checks)	✓
On-Page Optimisation	Up to 10 Quarterly
Meta Tag Optimisation	Up to 10 Quarterly
Identify and Correct Crawl Errors	Up to 25 Quarterly
Broken Link Scan and Correction	Up to 25 Quarterly
Ongoing Google Analytics Updates as Needed (custom dimensions, reporting, goals, events)	✗
Simple Support Hours Included for Widgets and Dev Work	✗
Canonical Tag Implementation	✗
Toxic Backlink Check	Annually
Backlink Gap Analysis	✗
AI READINESS	
Content Crawl & Index Audit	Annually
Zero-Click / Generative Engine Optimization (GEO) Recommendations	Up to 5 Pages Quarterly
Search Intent Gap Analysis	Annually
CONTENT STRATEGY	
CMS Blog Export	Every 12 months
Duplicate Content Report	Quarterly
REPORTING	
Standard Reporting	Monthly
Reporting call	Quarterly

Redirects

An SEO strategist will meticulously map the URLs from your old site to the relevant URLs on the new site to help with optimisation and traffic retention.

Site Plan Preparation

Our optimisation specialists will work closely with your team to shape a site plan and navigation that clearly and concisely presents everything your destination offers. We begin with a strong foundation of research into content, keywords, audience demographics and psychographics to understand how people search and what information they expect to find. This insight helps us identify any gaps and highlight new content that may be valuable to create.

From there, Simpleview will begin developing a clear, user friendly sitemap and navigation, mapping where each piece of content will sit, and the corresponding URL structure. We follow established best practice to ensure the final sitemap supports strong search visibility and provides intuitive pathways for your visitors, resulting in a site that is both discoverable and easy to use.

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Click Rate Optimisation (CRO)

Focus on enhancing user experience and engagement through targeted Conversion Rate Optimisation (CRO) testing. As evolving search behaviours and the rise of LLM-powered search tools influence traditional organic traffic patterns, it becomes increasingly important for DMOs to ensure that the visitors who do reach their site are supported to take meaningful actions. This programme provides structured testing based on real user behaviour, helping teams understand how different design, content and interface choices influence engagement.

INITIALISATION

Kickoff meeting to: • Understand context & goals • Confirm deliverables & timeline • Identify client points of contact for approvals and analysis delivery • Discuss initial CRO ideas	Once every 12 months, within 30 days of contract close
Reporting Template Creation	✓
Google Analytics Implementation - Initial	✓
Google Tag Manager Implementation and Setup - Initial	✓
Growthbook Setup	✓

TEST PROGRAM

CRO test	up to 1 per Quarter
Test Report	up to 1 per Test
Status Call with analyst to review test recommendations and results	up to 2 per Quarter as Requested

Destination Experience Workshop

Successful digital initiatives require more than just the right technology. Organisations also need the right strategy and digital orientation. Simpleview's Destination Experience Centre workshops are designed to address each client's unique challenges and enable measurable progress towards achievable goals.

These workshops provide strategic insight, practical guidance, and collaborative problem-solving to help destinations deliver exceptional experiences for their audience.

Training

Simpleview training sessions are outcome-focused and will be tailored to meet client requirements. The training is broken down into manageable sessions, scheduled in the project plan and delivered at a time pertinent to the stage of the project. The available training includes:

- DMS Training
- CMS Training
- MailMinder (email marketing)
- Web Services API – DMS Familiarisation

Demo & Live Environments

We maintain live and training environments so users can train in a non-live environment.

Knowledge Base & Ongoing Education

Clients have unlimited access to our knowledge base (documentation and videos) webinars, insights. Simpleview provides ongoing education and training on the best uses of the latest technologies and sales and marketing strategies.

Data & Content Services

Data and content services offered by Simpleview include imports, content migration and content creation.

Data Imports

Simpleview can provide data imports for:

- Product (business and event) data
- Contact data
- Organisation data
- Visitor data

Content Migration

Our team can migrate content from an existing website to a new website. We will devise a content migration plan with your team and transfer the content.

Content Creation

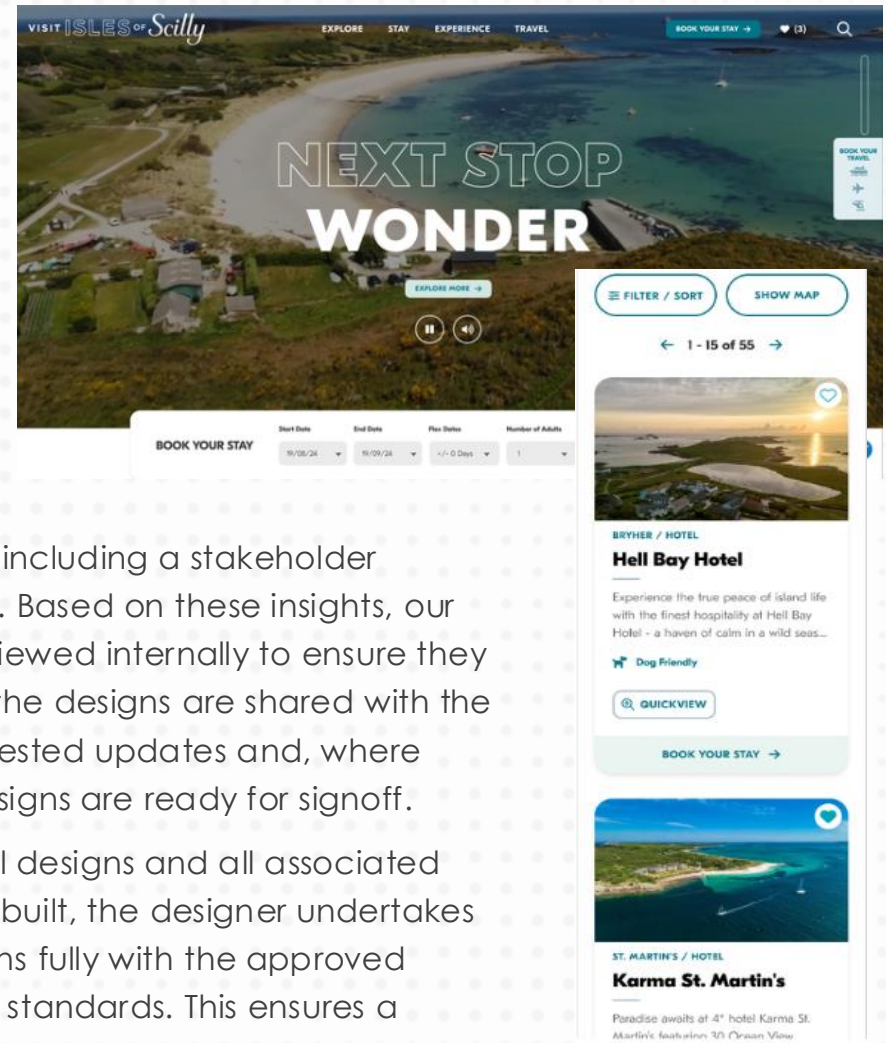
Our skilled copywriting team can create new website content and review and update existing content.

Web Design

Every year, over 90 million people touch, click, swipe and scroll through Simpleview creative on more than 1,000 tourism/place marketing websites. Simpleview will ensure that the design is innovative while still nurturing the delicate balance of usability, simplicity, and aesthetics.

Designs will be:

- Tailored to the destination
- Onbrand
- Mobile-first but not mobile only
- Responsive & cross-browser compatible
- Conform to latest UI/UX trends
- Compliant with industry best practices
- Complaint with accessibility regulation



Design Process

Our process begins with a research and discovery phase, including a stakeholder workshop to establish objectives, priorities and user needs. Based on these insights, our design team develops initial concepts which are then reviewed internally to ensure they meet usability and accessibility standards. Once refined, the designs are shared with the client for review and feedback. We incorporate any requested updates and, where needed, facilitate further rounds of feedback until the designs are ready for signoff.

Following your approval, the designer hands over the final designs and all associated assets to the development team. Once the site has been built, the designer undertakes a final review to confirm that the live implementation aligns fully with the approved designs and meets the expected quality and accessibility standards. This ensures a smooth, consistent transition from concept to delivery.

Website Development

Simpleview offers different types of websites:

- Bespoke
- Kit 1(Essentials Template)
- Kit 2(Enhanced Template)
- Child Site
- Replication Site
- Language Site

In each instance, we will configure the websites to meet client requirements. The developer will:

- Configure the CMS to meet your requirements
- Create a site structure that replicates the agreed site plans
- Create page structures and layouts to match the agreed designs
- Build a fully responsive and cross browser compatible website
- Ensure the site complies with accessibility standards

Bespoke Websites

Simpleview's bespoke websites are purpose-built digital platforms designed around the specific goals, audiences and operational needs of each client. Rather than relying on templates, we develop customised solutions shaped through research, collaboration and user-centred design. Every site is crafted to be intuitive, accessible and easy to navigate, with a structure and visual language that reflect your brand and priorities. Our in-house specialists work closely with clients to ensure that the finished product not only looks exceptional but also performs reliably, integrates smoothly with required systems and supports long-term digital and commercial growth.

Templated Websites

Simpleview Kits are a means of delivering highly functional, secure and accessible websites in the most efficient and cost-effective way. Simpleview kits will deliver a core structure that has been tried and fully tested for usability, accessibility, performance, indexability, browser compatibility, responsiveness and security - meaning our team is free to focus on content, imagery and telling your destination's unique story.

The Kits are simply what is under the 'hood', the site can be styled with your branding, and the drag and drop functionality of the CMS makes it easy to change the layout of pages, giving you full control over the prominence of the features that are most important to you and to your visitors.

Sites built on Simpleview Kits are simply a great way for destinations with limited budgets to launch a functionally rich site, with growth capabilities.

Simpleview offers two templates:

- **Kit 1 (Essentials)** - this Kit 1, the most basic of our templated options, is designed to cater for the needs of smaller destinations. It offers the ability to commercialise your offering and grow the site. Additional functionality can be bolted on as required.
- **Kit 2 (Enhanced)** - this template incorporates more functionality than the Kit 1 template and provides plenty of potential for commercialisation. Additional functionality can be bolted on as required.

FUNCTIONALITY	KIT 1	KIT 2
Creation of Site Style Guide Based on DMO Branding	✓	✓
Font Choice		✓
Number of branding colours for collections	1	2
Main Navigation Style	Drop-Down	Hamburger
Footer Navigation Style	Opaque	Background image
Responsive Design	✓	✓
Asset library for images, video and documents	✓	✓
Accommodation Product Search & Listings	✓	✓

FUNCTIONALITY	KIT 1	KIT 2
Accommodation Product Search & Listings	✓	✓
Things To Do Product Search & Listings	✓	✓
Events Product Search & Listings	✓	✓
Food & Drink Product Search & Listings	✓	✓
Shopping Product Search & Listings		✓
Refine by, Grid view, List view, Map view, Near Me		✓
Special Offers		✓
What's Nearby		✓
Related Products		✓
YouTube Video on Product Pages		✓
Social media links - Business' own social media		✓
Businesses Facebook Feed on their Product Listings		✓
Links to DMO Social Media Accounts (Icons)	✓	✓
DMO Instagram Feed		✓
Dynamic Google Mapping	✓	✓
Cookie Banner	✓	✓
Video Player		✓
FAQ		✓
enewsletter Sign Up	✓	✓
Request a Brochure		✓
Trip Builder (Itinerary Builder)		✓
Site Search	✓	✓
News Articles		✓
Blog Articles		✓

FUNCTIONALITY	KIT 1	KIT 2
Highlights & Features	✓	✓
Ability to Create New Landing Pages for Campaigns	✓	✓
Embed Widget - place 3rd party code into site	✓	✓
Unlimited Support	✓	✓
Dedicated Project Management	✓	✓
Dedicated Account Manager	✓	✓
Training - tailored for your DMS and Website	✓	✓

Child Site

Child sites are built to 'hang off' a main site and they use a sub-domain of the main site. Typically used for sites for trade, invest, study, meet, specific interests, key events, etc.

Replication Site

The developer takes a copy of another of your sites and recreates it in a different CMS.

Language Site

A main site or sub-site can be replicated to create the basis for a foreign-language website. The developer will then configure the site to a specific language resulting in a fully multi iligual website. Simpleview does not provide translation services.

Additional Website Functionality

Blog

The blog tool gives your team complete flexibility to create rich, engaging posts with support for embedded content. Each post can be enhanced with SEO-friendly metadata to improve visibility and ensure your content is structured effectively for search engines.

Comment moderation is fully supported, allowing you to review and approve submissions before they appear on the site. The system also enables guest posts, incorporating an approval workflow to ensure all posts meet your standards before publishing.

Dynamic Content

Dynamic content allows your website to adapt in real time, presenting visitors with the most relevant version of a page based on who they are and how they interact with your site. You can create multiple variations of key content pages and display them according to specific criteria. This ensures each person sees content aligned with their interests, intent and stage in the journey.

A/B Testing

Simpleview's A/B testing approach helps organisations make confident, evidence-based decisions about their digital experience. Allowing you design tests to compare different versions of pages, components or user journeys to understand which variations resonate most effectively with visitors. This removes guesswork, allowing teams to refine design, content and functionality using clear data and a controlled testing framework. The result is a more informed, user-centred approach to continuous improvement across your website.

Additional Website Functionality

Accommodation Booking

Accommodation bookings are achieved via our polling engine which pulls in real-time availability from multiple suppliers, from large OTA's to direct Property Management Systems (PMS).

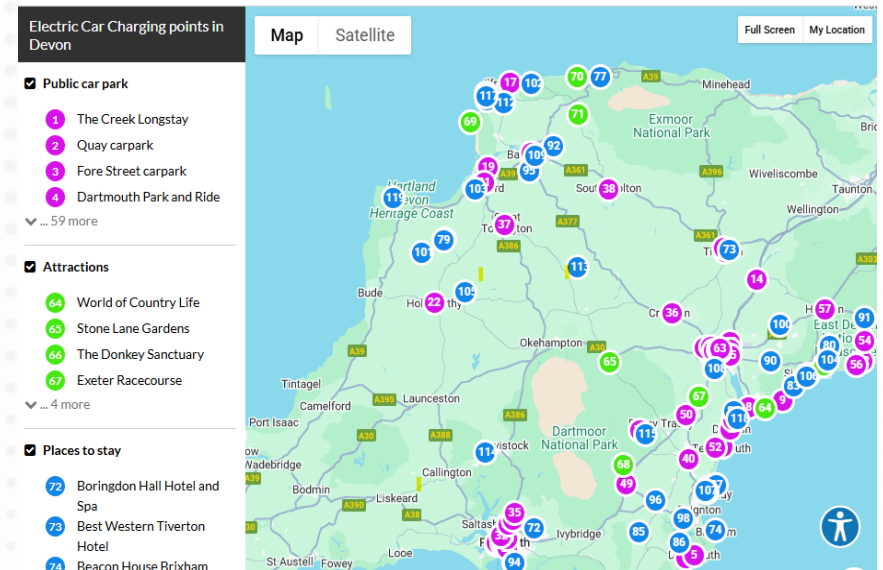
We also integrate with TXGB who have additional connections with accommodation booking systems - a full list can be found [here](#).

Ticketing

Ticketing is achieved via our integration with TXGB. A full list of the ticketing suppliers that TXGB connects with can be found [here](#).

Map Publisher

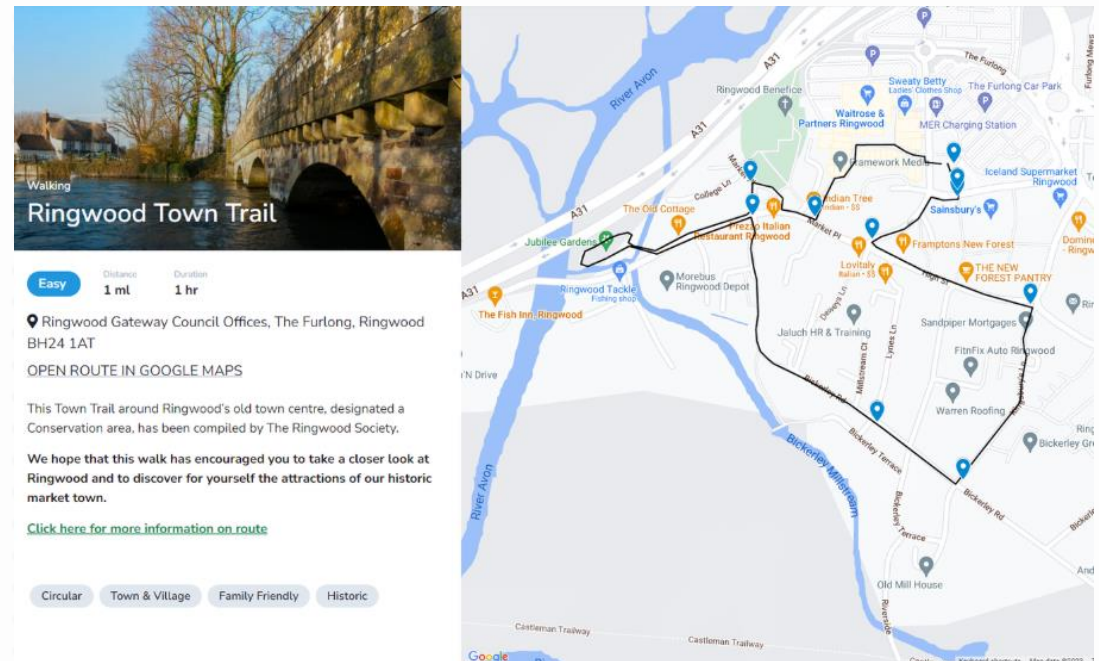
A fully integrated, user friendly solution for curating maps that draw directly from your listings data, ensuring all points of interest, categories and attributes are consistently maintained and automatically updated without duplication of effort. Visitors can explore the map through intuitive filters, detailed pop-ups and clear visual markers, helping them quickly identify the businesses and events most relevant to their needs.



Trails

Trails offer a flexible way to blend content, business listings and mapping into engaging experiences that inspire visitors with route-based itineraries. They can encourage exploration of lesser-known areas, help manage over-tourism, support local economies and promote healthier, more active lifestyles.

Routes can be created from scratch or imported, and can include photos, descriptions, difficulty, distance, duration, ascent, seasonal tips and detailed maps, along with parking details and points of interest such as attractions, shops and eateries. Users can download routes for use in Google Maps.



AudioEye

Our partnership with AudioEye further enhances usability features on websites by empowering visitors with the tools to customise their journey through your site so they can view the contact and interact with the site in a way that meets their needs.

Tripadvisor (Legacy Only)

Displays Tripadvisor rating on business listings.

You.Smart.Thing

This map-based travel assistant enhances the visitor experience & reduces the disproportionate carbon footprint created by travel.

'You. Smart. Thing.' adds additional personalisation options to your site, enabling visitors to see travel options based on data that they supply, e.g., departure location, arrival location, date, time, who's travelling (adults, children, pets), electric vehicle filters, accessibility requirements and more.

Each travel option displays detailed steps, travel time, CO2, calories, etc., empowering the visitor to choose a mode of transport that best meets their needs and/or is the most environmentally friendly option.

The data collected from visitors can be used for travel demand management, to improve accessibility, to promote active travel, to measure transit-based CO2 emissions, and for highly targeted marketing.

The screenshot displays the 'Map & Directions' interface of the 'You.Smart.Thing' travel assistant. On the left, a 'Travel Options' panel allows users to set their journey details. At the top, it shows '25th Mar', 'Dep 16:39', and an 'Options' button. Below this, the 'Outward Date & Time' section has 'Depart' and 'Arrive' tabs, with '25/03/2024' and '16:39' entered. The 'Who's travelling?' section features two groups of controls: one for adults (minus, plus, and a button showing '1 Adult') and one for children (minus, plus, and a button showing '0 Children'). There is also a section for 'Electric Vehicle Filters' and 'Additional requirements for this trip' with checkboxes. An 'Update' button is at the bottom of the panel. The right side of the interface shows a map of the Windermere area. A pop-up window titled 'The World of Beatrix Potter Attraction' is overlaid on the map, featuring an image of a rabbit and text describing the attraction. The top right corner includes a 'My Travel Profile' link and social media icons.

CrowdRiff

Our partnership with CrowdRiff provides powerful UGC capabilities.

Image Recognition

Curate your assets like a pro with social photo image recognition.

Hashtag Sourcing

Group together hashtags to see every photo tagged with them in one stream.

Device Engagement

Customise your UGC calls to action to drive traffic to your site.

Rights Management

Easily reach out to content creators to request rights to use their UGC.

Gallery Insights

Use analytics data to determine your best performing UGC galleries.

Intelligent Search

Use quality filtering and smart curation to find just what you're looking for.

Public Uploader

Run contests and collaborate with photographers on photo or video contests.



Digital Asset Management System (DAM)

Designed to simplify your asset storage and delivery for a great user experience. Discover seamless integration, AI-powered distribution and management of images and video, as well as effortless transformations and edits. The DAM streamlines digital asset management for your destination, saving you time and effort.

Intelligent automation (AI)

Leverage AI for tasks such as auto-tagging, dynamic collections, and advanced search, allowing you to manage beyond a tag. Implement AI transformations to streamline editing and prep assets for use.

Fully integrated with the CMS

The DAM is fully integrated with the Simpleview CMS.

Responsive media

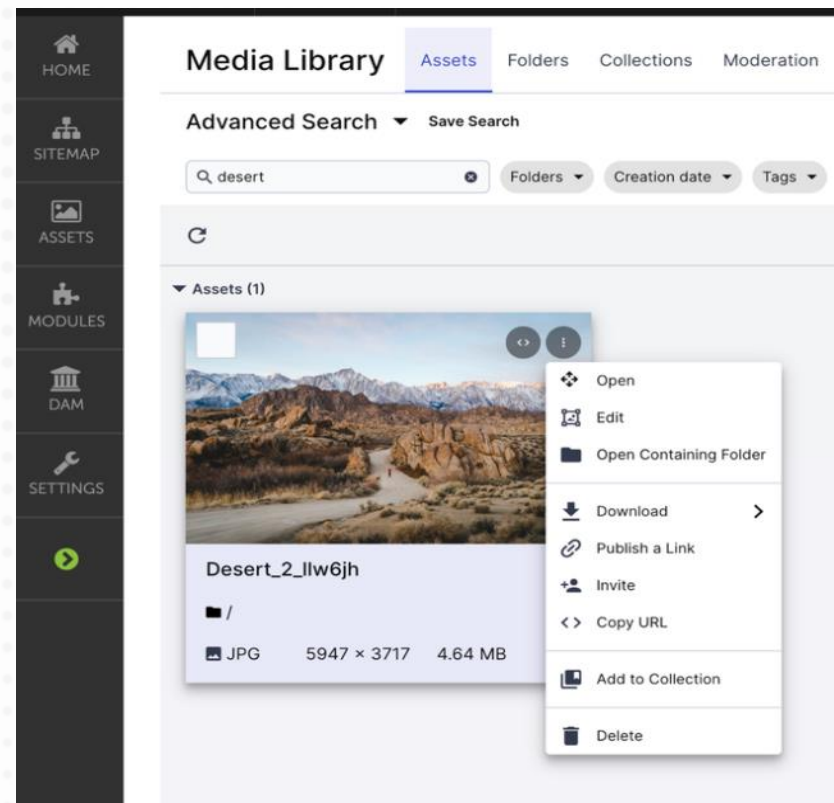
DAM images and videos delivered through the CDN are auto-responsive and dynamically adjust to each viewing screen, ensuring a consistent presentation.

Operations made simple, edits made easy

Enhanced editing powered by AI allows you to edit, upload assets in bulk, and manage data for assets simultaneously with no external software needed. Set copyright and expiration dates for automatic asset takedown, create collections and share links to assets for upcoming campaigns, and easily tag items for usage rights.

Simplified, smart asset management

Relate assets to each other for easy segmentation, sourcing, and image-tying to press releases, campaigns, website pages, and personas.



Website Advertising

Many destinations use advertising and content sponsorship options to generate revenue streams. Advertising and placements can be added sympathetically to not distract from the design.

Banner Adverts and Sponsored Content

This solution helps organisations generate revenue by offering targeted advertising placements, driving referrals and visibility for those businesses.

The image displays a website interface with a prominent sponsored banner at the top and four smaller sponsored content cards below it. The banner for Alder Vineyard shows a group of people harvesting grapes in a vineyard, with a dog in the foreground. The text on the banner reads: "Go beyond the bottle - Alder Vineyard", "From the muddy boots of winter pruning to the glimmering sunshine across our vineyard at harvest, our love of wine has grown far beyond the bottle. The only thing we love more is sharing it with you. So what are you waiting for?", and a "Learn More" button. Below the banner are four content cards, each with a "Sponsored" label in the top left corner. The first card is titled "Coastal breaks in Croyde" and features a photo of a resort building. The second card is titled "Places to stay in Devon" and features a photo of a hotel room. The third card is titled "Things to do in Devon" and features a photo of a red panda. The fourth card is titled "Dog Friendly Devon" and features a photo of a dog. Each card includes a brief description and a "Learn More" button.

Sponsored

Go beyond the bottle - Alder Vineyard

From the muddy boots of winter pruning to the glimmering sunshine across our vineyard at harvest, our love of wine has grown far beyond the bottle. The only thing we love more is sharing it with you. So what are you waiting for?

[Learn More](#)

Sponsored

Coastal breaks in Croyde

Croyde Bay Resort is located right next to the world class Croyde Beach and offers...

[Learn More](#)

Sponsored

Places to stay in Devon

Wherever you choose to base yourself on your Devon getaway you can guarantee some...

[Learn More](#)

Sponsored

Things to do in Devon

Fill your days in Devon with lots of activities and attractions for all ages.

[Learn More](#)

Sponsored

Dog Friendly Devon

Devon's all about the great outdoors, so many of our activities and attractions...

[Learn More](#)

Eventsforce

Manage all industry partner events, seminars, tradeshow participation and sales missions. It allows for online registration and secure payment via our Eventsforce integration.

Please see our G-Cloud **Event Management Tech Platform** listing for further details and pricing options.



CRM

Simpleview CRM is a cloud-based customer relationship management platform built specifically for Conferences Venue Bureaus and organisations involved in marketing to the MICE market. It provides a central hub to manage partner relationships, group sales, marketing activities, events and reporting. It is used by more than 1,000 organisations worldwide to streamline operations and improve collaboration across teams.

Simpleview CRM includes comprehensive sales and servicing tools, covering prospecting, lead management, bid preparation, event servicing and economic impact reporting, supported by automated reporting, sales forecasting and customised dashboards for different user groups.

It also provides marketing and media management capabilities, such as campaign organisation, FAM trip coordination and media exposure reporting, helping DMOs strengthen destination branding and visitor engagement.

Built with scalable workflows and deep industry-specific functionality, Simpleview CRM helps organisations improve productivity, centralise data, enhance partner collaboration and make data-driven decisions through robust analytics and reporting.

The system integrates with over 20 third-party tools and 12 Simpleview products, including Cvent, Act-On, CrowdRiff, MINT+, and SendSites. This makes it a powerful central data source that links CRM, CMS, marketing automation, booking engines and analytics.

Modules within the CRM include:

Group Sales

Streamline the sales and services process for meetings, conferences, conventions, exhibitions and sports. Manage every aspect of your sales operation, including client relations, prospecting, lead generation and distribution, workflow management, bid preparation, event servicing, economic impact reporting, and more. Features automated reporting, sales forecasting, and dashboards.

Member/partner management

Capture and manage venue and business listing descriptions, facilities, and specifications, images, and logos. Track and report all member communications. Manage member dues, sponsorships/advertising, and invoicing. Automatically track and report the value you generate for members.

Visitor services/consumer module

Tracks visitor inquiries and consumer records from all sources including website forms, phone, walk-in, reader-response, consumer shows, etc. Fulfill brochure requests, manage newsletter subscriber lists, direct mail lists and profile/segment/target visitors.

Custom reports

This tool allows designated users to create custom reports. It is available in all modules. Virtually every field in CRM can be queried and/or displayed on reports.

Tour/travel trade sales

The Tour/Travel Trade module is similar to the group sales module, but configured for the tour, travel and incentive sales teams.

Media & public relations

Manage records for media outlets and contacts, track media coverage of your destination and members, distribute media leads, and manage familiarisation tour participation. Report media exposure generated by your team.

Inventory management module

This module allows organisations to manage brochures and other collateral inventories, client gifts, supplies, promotional items, etc. Inventory can be tracked at multiple locations, and the system notifies designated staff when inventory falls below an established threshold.

Familiarisation/site visit management module

Manage familiarisation trip and site visit itinerary details. Integrated with the other modules in the system (e.g., link the event to partner participants and meeting planner attendees) functions, and more.

Event management module

Manage all industry partner events, seminars, tradeshow participation and sales missions. It allows for online registration and secure payment via our Eventsforce integration. For more information on Eventsforce please refer to the following G-Cloud listing:

- Company: Granicus-Firmstep Ltd
- Listing name : Events Management Tech Platform

Marketing & Advertising

Manage campaigns and promotions, co-op programs, print guide ad sales, and more. Allow partners to register and pay for these programs using the Marketplace functionality within the Partner Extranet Portal and members.

Form Builder

Create customised, web-based forms for collecting consumer and stakeholder information directly into the CRM.

CRM Additional Items

Facility Calendar

The Simpleview CRM Facility Calendar is used to manage and track facility availability, event dates, and space usage for meetings, conventions, sports events and other group business. It sits within Simpleview's group sales and event-servicing tools, helping organisations coordinate bookings, view scheduled activities, and keep all event-related information organised in one place. The calendar supports workflow management by giving teams a clear, centralised view of what facilities are booked, when events are happening and how these activities connect to leads, bookings or service requirements.

Meeting Planner Extranet

Designed specifically for meeting planners to access and manage information shared by your organisation through the Simpleview CRM system. It provides planners with a central login where they can view leads, event details, communications and service requests related to meetings, conventions or group bookings. The Extranet streamlines collaboration by allowing planners to receive updates, review information, and respond to requests without relying on email chains or manual document sharing. This makes it easier to coordinate efficiently, maintain accurate information, and manage the meeting planning process in a confidential and organised way.

Due and Invoicing

Creates invoices, manages dues, tracks financial activity, administers member revenue programmes.

Online Dues Payment

Allows partners to pay dues online and supports automated enrolment and payment workflows

Marketplace Forms

Marketplace forms are customised data-collection forms used to gather information from partners, members and local businesses for campaigns, listings, events or co-op opportunities. These forms are displayed either in the Simpleview CRM Extranet or via a public-facing link, and any information submitted feeds directly into the CRM, eliminating manual data entry and streamlining partner engagement.

Marketplace forms support multiple field types tied to partner records, including listings, coupons, amenities, contacts and media, and can be used for activities such as membership signup, visitor guide data collection, advertising enrolment and more.

Eventsforce Integration

Simpleview CRM's Eventsforce integration connects the CRM directly with the Eventsforce event-management platform, allowing DMOs to run events using Eventsforce's robust planning and registration tools while keeping all attendee and event data synchronised with their Simpleview CRM.

Form API

The Simpleview CRM Form API is part of the CRM's broader XML/SOAP API framework, allowing external websites or applications to submit structured, form-based data directly into the CRM using name-value pairs or SOAP objects. It supports sending data such as listings information or partner details via secure HTTP POST requests, enabling DMOs to automate data collection, eliminate manual entry and integrate custom web forms with their CRM. The API accepts XML or SOAP formats and routes requests to dedicated endpoints defined per client instance, ensuring form submissions feed smoothly into CRM records.

RFP Integration Form

This solution provides a structured, step-by-step online form that meeting planners can use to submit a Request for Proposal directly into the CRM. The form includes basic facility search, room-flow inputs and the ability to

upload attachments, ensuring planners can supply all essential event details in one submission. When an RFP is submitted, the information automatically populates into the Group Sales User Group within Simpleview CRM, where sales teams can review, qualify and convert submissions into leads.

Listings & Special Offers API & Feeds

Provides an API that allows external websites and applications to query and display listings data and special offers stored in the CRM.

Calendar of Events API & Feeds

Provides an API that allows external websites and applications to query and display event data stored in the CRM.

CRM Third-Party Integrations

Meeting Broker

This connection supports DMO sales teams by enabling automated lead distribution and centralised management of meeting and event sales activities.

Venue Ops

Integration with VenueOps, a cloud-based venue management and booking system created by EventBooking. The integration allows organisations to view and work with real-time venue availability and event booking data directly within Simpleview CRM.

Destinations International Event Impact Calculator integration

The Event Impact Calculator was developed by Destinations International and Tourism Economics (an Oxford Economics company) to provide a standardised approach to calculating the economic impact of meetings, festivals, and sports events.

Cvent Integration

The Simpleview CRM/Cvent integration provides real-time sync capabilities that will allow your organisation to quickly bring Cvent RFPs into your Simpleview CRM and provide suppliers with a single place to submit responses. Hotel/venue responses in Cvent will automatically feed into Simpleview CRM for synced RFPs, significantly reducing the duplication of effort and data entry requirements.

ICCA Integration

The ICCA import tool lets users easily import client and profile/series data from the International Congress and Convention Association's database.

Outlook

Integrating with the world's most popular email clients ensures that important communication histories are stored within the CRM system without the need to copy and paste manually.

QuickBooks

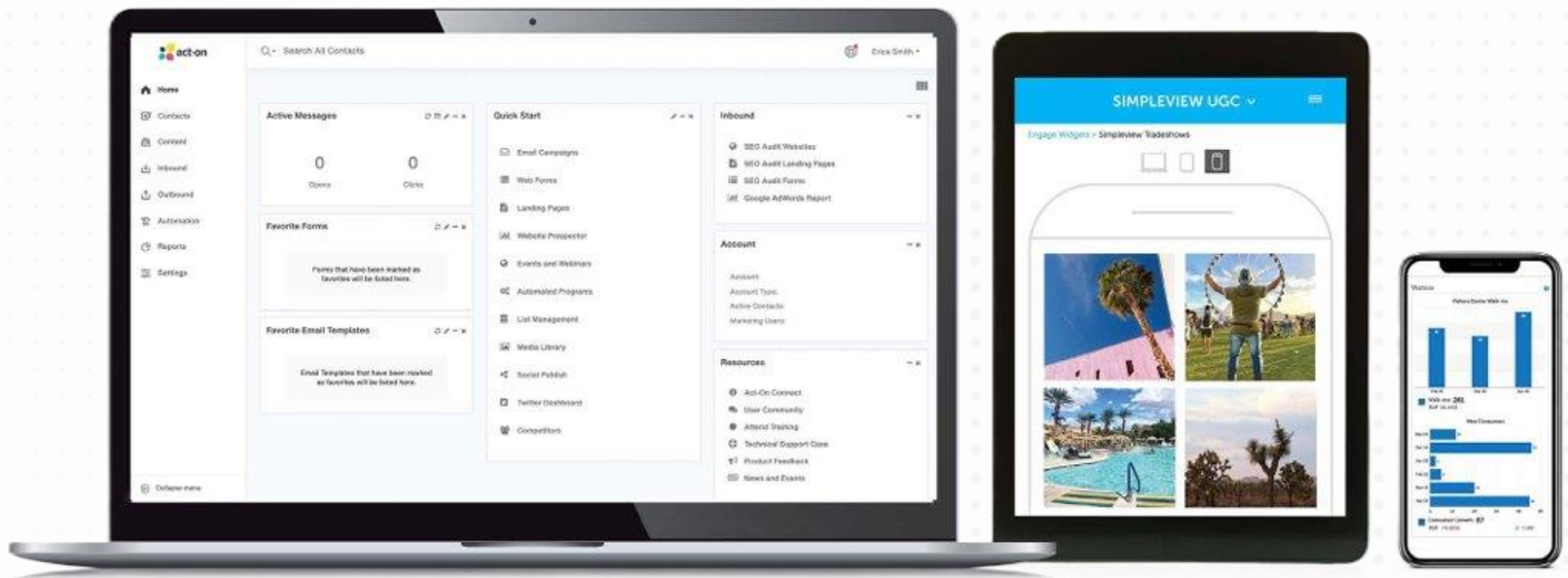
Streamline accounting processes including invoices, payments, and partner transactions. Information flows seamlessly between the CRM and QuickBooks, reducing manual data entry and improving accuracy.

Act-On

Act-On is the combined marketing automation solution formed by integrating Act-On's powerful automation tools with Simpleview CRM. It lets organisations use CRM data to build targeted email campaigns, automate visitor and partner journeys, manage subscriptions and gain deeper insights. Create email campaigns using synced contact-based advanced searches from Simpleview CRM.

- Connect Simpleview CRM forms to Act-On so captured data flows directly into marketing workflows.
- Manage email subscriptions via CRM-linked email addresses.

It effectively links your CRM audience data with Act-On's automation engine, enabling smarter, more targeted and more personalised marketing.



SendSites

SendSites is a web-based digital proposal platform used by CVBs, Destination Marketing Organisations (DMOs), hotels and venues to create high-quality, interactive proposals, bid books and sales collateral. It allows teams to build visually polished, on-brand proposals without relying on static PDFs, offering a faster, more flexible and more engaging way to present destination information.

Key Capabilities

Dynamic, web-based proposals - SendSites enables users to craft interactive, mobile-friendly proposals that meeting planners can access via a simple link rather than email attachments.

Deep Simpleview CRM integration - SendSites pulls lead data, partner listings, room blocks and bid responses directly from Simpleview CRM, eliminating manual data entry and ensuring proposals always use accurate, up-to-date information.

Speed and efficiency - Templates, reusable sections and CRM automation allow DMOs to build proposals in minutes, streamlining sales workflows.

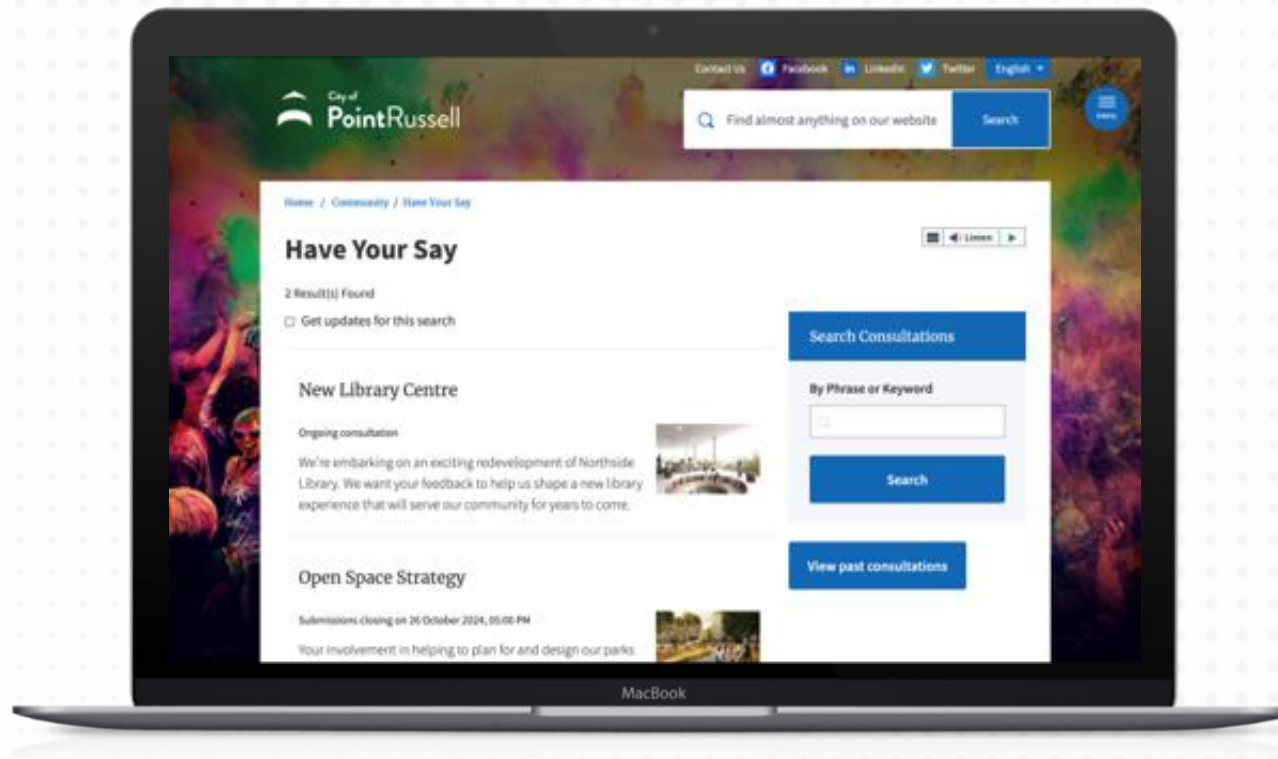
Engagement analytics - Every SendSites proposal includes click and view metrics, giving sales teams insight into planner engagement and follow-up timing.

Brand consistency - SendSites ensures every proposal has a polished, professional look aligned to the destination's branding.

Sentiment & Feedback

Sentiment & Feedback fosters inclusive conversations in secure, interactive digital spaces, catering to diverse needs without sacrificing speed or accessibility. With it you can empower your audience to participate from anywhere and equip your team with data to power decision making.

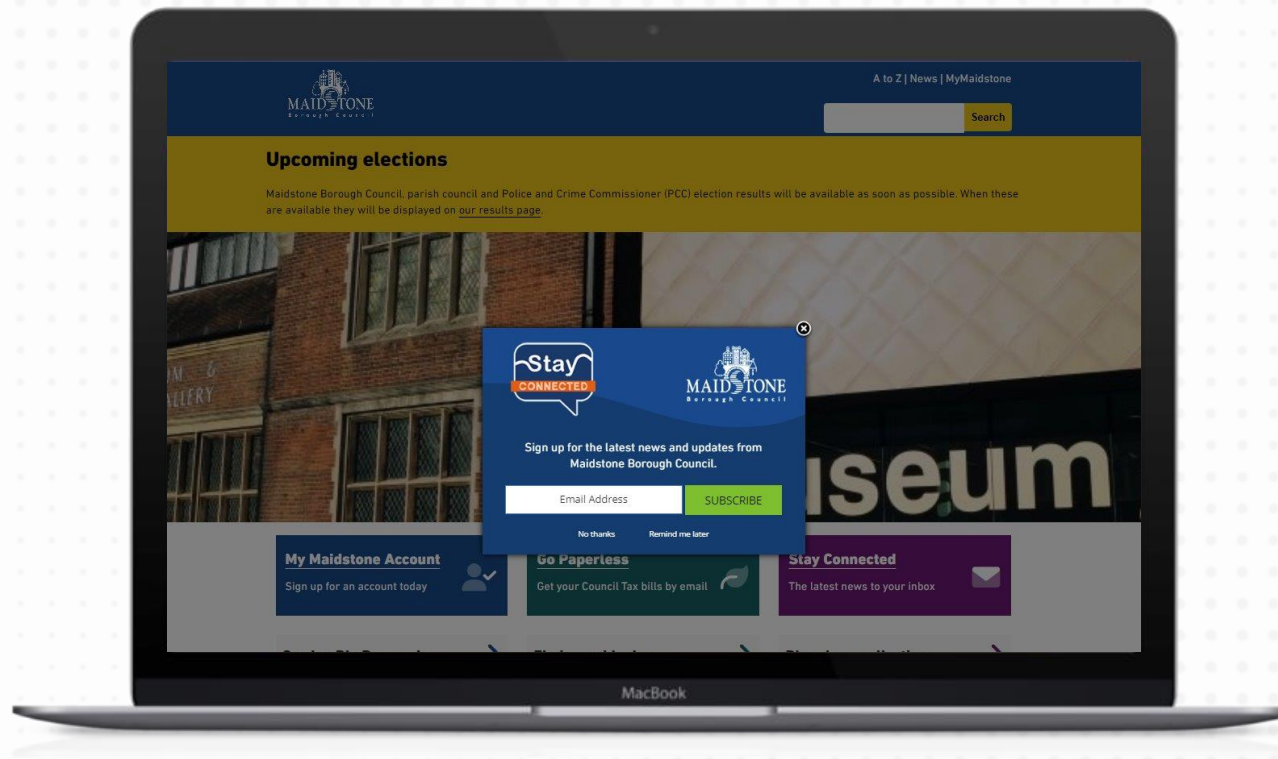
Please see our G-Cloud listing [Sentiment & Feedback \(EngagementHQ\) - Online community engagement software](#) for further details and pricing options.



Communications

Granicus Communications is a secure SaaS marketing platform built exclusively for public sector organisations and is designed to promote usage of online services, enhance public awareness, and increase the contributions and engagement of communities.

Please see our G-Cloud listing [Granicus Communications \(govDelivery\) - Digital Communications Platform](#) for further details and pricing options.



Services

Onboarding

Our team will arrange meetings to welcome users, guide them through the setup, demo the system and provide setup documentation and access to resources. Onboarding activities include:

- Welcome meeting- introductions, high-level review of the project, next steps.
- Project process review- outlining the steps involved in the project.
- Setup/configuration meeting and documentation- this will determine how the system should be configured and outline setup actions for the client.
- Training- provided throughout at significant stages of the project.
- Documentation and help resources- comprehensive documentation and help resources, such as knowledge bases, FAQs, and videos.
- Account & project management- the account manager and project manager will check in regularly to ensure the project is progressing to the client's satisfaction.
- Support- once a project is live there will be a detailed handover to the support team. The client will be introduced to the support team and advised on raising tickets.
- Feedback- we encourage users to provide feedback on their onboarding experience throughout the process to see if there are any areas in which we can provide additional support.

Simpleview will ensure that users have a smooth and effective onboarding experience setting them up for success in using the solution to its fullest potential.

Services

Account Management

Each client is assigned a dedicated Account Manager who oversees the entire project and provides ongoing assistance, advice and consultancy. The account manager will be supported by a full team of professionals e.g. project managers, developers, testers, support and trainers.

Clients are welcome to contact their Account Manager as often as needed and there will also be regular monthly meetings scheduled.

Project Management

Each project is assigned a project manager who will coordinate the entire project, scheduling meetings, assigning tasks and resources and ensuring that the project is delivered on time and to budget.

Support

Our experienced, support team is available Monday to Friday from 8 am to 6 pm. Outside these hours, the solution is covered by 24-hour monitoring, and any alerts or calls will be investigated as a priority.

Support requests can be raised via:

- The Simpleview Support Portal
- Email
- Telephone



Do more with Granicus

Ready to take the next step?

Simpleview offers destination organisations a unified, industry-focused partner that brings people, processes and technology together to help them work more efficiently, strengthen stakeholder relationships and deliver better visitor experiences. By providing an integrated ecosystem designed specifically for DMOs, Simpleview supports smoother collaboration, clearer insights and more consistent organisational performance allowing teams to focus on strategy, storytelling and growth rather than fragmented tools or manual effort.

Contact us:

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