

Tourism Barrie Helps Drive \$600 Million Tourist Economy with a Dynamic Destination Marketing Website Powered by Progress Sitefinity

AT A GLANCE



A Progress Sitefinity customer for more than 17 years, Tourism Barrie, the city's official tourism office, continues to enhance and evolve its web presence. Through the delivery of exceptional digital experiences, engaging content and targeted persona marketing, the Tourism Barrie website continues to exceed expectations, playing a major role in the region's \$600 million tourist economy.

COMPANY
Tourism Barrie

INDUSTRY
Travel & Leisure

PRODUCT
Progress® Sitefinity®
Progress® Sitefinity
Insight®

COUNTRY
Canada

Challenge

Barrie, located about one hour north of Toronto, has established itself as a tourist haven and weekend getaway destination. Keeping Barrie on the radar of potential visitors requires the ability to deliver exceptional digital experiences—something Tourism Barrie's lean web team of two has been able to accomplish with the help of Flywheel Strategic and Sitefinity.

“The partnership, relationship and collaboration speak volumes. We've been happy for 17 years, and we have no reason to change our platform.”

Kathleen Trainor
Executive Director, Tourism Barrie

Solution



Take advantage of new Sitefinity enhancements; the recent redesign optimized the website experience across all device types.



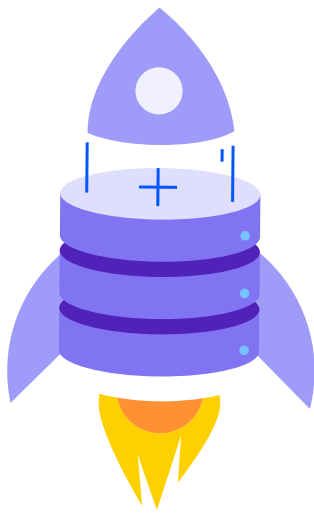
Take advantage of easy-to-use content management capabilities to quickly launch new campaigns and landing pages.



Leverage Sitefinity's latest features by drawing on its deep in-house knowledge and implementation partner Flywheel Strategic.



Create more personalized experiences and strategize based on the data delivered through the Progress Sitefinity Insight Customer Data Platform (CDP).



Results



Dynamic, unique-looking destination marketing website that stands out from the crowd.



Click-through conversions to over 400 business partners and local resources expanded by 30%.



Tourism Barrie's lean team of two content marketers can manage the digital experiences for thousands of daily visitors who engage with millions of individual digital touchpoints, which helps bring \$600 million of new money into the local economy annually.



Develop new Personas, such as "Sport Barrie," which generated \$29 million in revenue by attracting tournaments and other sporting events.



Easy integration with third-party software like LiveChat and GhostRetail for interactive video capabilities.



Learn how Sitefinity's digital experience capabilities can make your next marketing initiative a success.

About Progress

Progress (Nasdaq: PRGS) provides software that enables organizations to develop and deploy their mission-critical applications and experiences, as well as effectively manage their data platforms, cloud and IT infrastructure.

As an experienced, trusted provider, we make the lives of technology professionals easier. Over 4 million developers and technologists at hundreds of thousands of enterprises depend on Progress. Learn more at www.progress.com

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