Citybreak Ad Platform

*Generating revenue is easier with Citybreak™ CMS*

GOTHENBURG, SWEDEN, February 7, 2015 /EINPresswire.com/ -- Increasingly, tourist boards around the world are looking for ways to increase revenue streams. The Citybreak™ CMS was created for the easy management of destination websites, and integrates an easy-to-use advertising platform at no extra cost, boosting revenue generation opportunities in a measurable manner. The fully integrated advertising platform allows tourist board staff to administrate, automate, sell, monitor and report on hits and clicks for any advertisement on a minutely, daily or monthly basis.

The Citybreak™ CMS advertising platform manages the placements of advertising on any and all webpages, with parameters which can be set to show adverts in specified time zones and

during indicated times.

Tourist boards can create a number of commercial programs for their destination websites including sponsorships pages, advertorials and more. Advertising sales can be displayed for members and partners, or any business which the tourist board identifies as appropriate for their official tourist board website. Reports on the activity generated by advertising spaces can be produced and sent to advertisers. With the Citybreak™ CMS and integrated advertising platform, tourist boards can realize another exciting revenue generation opportunity. For more information please contact aviva@visit.com.

About VTG
• Founded in 1999, Visit Technology Group (www.visit.com) are the developers of Citybreak™, the leading enterprise ecommerce and marketing platform to the tourism and travel industry.
• The Citybreak™ platform allows for the creation and management of revenue streams through online bookings, ticket sales, eShops, advertising and packaging. With over 300 tourism and travel companies as clients, our platforms are built to increase revenue and manage data for hotel chains, ski resorts, tourist boards, tour operators, transport providers and attractions.
• Our offices are based worldwide with locations in Phoenix, AZ; New York City, NY; Gothenburg, Stockholm, Sweden; Oslo, Bodö, Norway and Nantes, France.
• The Ad platform is completely integrated with the Citybreak™ CMS solution and is free (no licensing
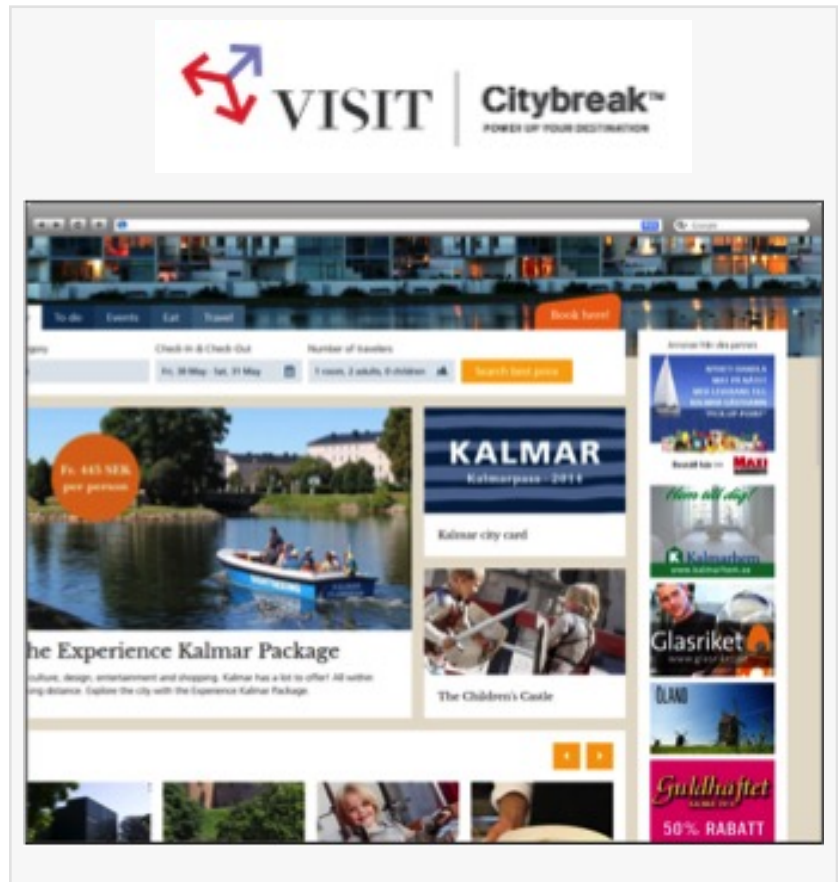
or commissions).

About Citybreak™
• The Citybreak™ suite of solutions is an integrated solution, allowing for the modular build of a system which can grow with the clients' needs.
• The Citybreak™ CMS and CRM systems enable travel and tourism organisations to take the leading position in the management of all information and data for marketing, personalization and loyalty programmes. We create websites for the industry which focus on strong calls to action and smart content.
• The Citybreak™ CRS is a complete Central Reservation System for the online booking and dynamic packaging of accommodation, flights, car rental, ferry, train, attractions and events. The system allows for the complete management of bookable and packaged travel, including financial management. Our solutions are not all for online transactions, as we have solutions for call centres and kiosks.

www.visit.com

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