



Simpleview launches updated “Insights Hub” platform for North American users

Updated “Insights Hub” tool to help DMOs better understand industry patterns

TUCSON, ARIZONA, UNITED STATES, August 25, 2021 /EINPresswire.com/ -- Media Contact:
Stacie Wingfield
VP of Marketing at Simpleview
859-206-5020
stacie.wingfield@simpleviewinc.com

FOR IMMEDIATE RELEASE

Simpleview launches updated “Insights Hub” platform for North American users
Updated “Insights Hub” tool to help DMOs better understand industry patterns

Simpleview has announced the launch of an updated version of its “Insights Hub” platform — a tool that aids destination marketing organizations (DMOs) in following fluctuating data in the tourism and meetings industries.

Simpleview has aggregated the most complete sets of website and CRM data to create the Insights Hub, which is available to industry professionals and media.

Insights Hub became a crucial resource for DMOs in April 2020, when the industry was at a standstill due to COVID-19. The new and improved version will provide data in weekly and monthly snapshots for two areas of focus: Tourism & Marketing and Meetings & Events. Both areas feature an improved user experience and interactive interface, including a dashboard for filtering capabilities. The Meetings & Events data now includes meetings leads, bookings, and cancellations.

Chief of Staff Cara Frank spoke on behalf of Simpleview about the company's efforts in updating Insights Hub, saying, “We are constantly looking for ways to help DMOs gain access to data and insights. We will continue to improve and develop meaningful tools, like Insights Hub and Destination Dashboards, to help DMOs make data-based decisions that provide the greatest impact on their destination.”

The Insights Hub is available on the [Simpleview website](#). Clients will have access to more

granular data and filtering options in the customer portal.

About Simpleview

Headquartered in Tucson, Arizona, Simpleview is the worldwide leading provider of CRM, CMS, website design, digital marketing, revenue generation, and mobile technologies for destination marketing organizations (DMOs). The company employs 350+ staff and works with 900+ travel, tourism, and convention marketing customers on six continents.

Stacie Wingfield

Simpleview

+1 859-206-5020

stacie.wingfield@simpleviewinc.com

This press release can be viewed online at: <https://www.einpresswire.com/article/549672481>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.