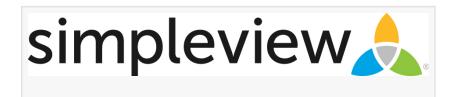


## Discover Green Bay Launches New Website Designed by Simpleview

Simpleview announces the launch of its new design for Visit Green Bay's website



GREEN BAY, WISCONSIN, UNITED STATES, May 19, 2022 /EINPresswire.com/ -- <u>Simpleview</u>, the worldwide leading provider of CRM, CMS, and marketing solutions for destinations worldwide, is excited to announce its collaboration with <u>Discover Green Bay</u> to design and launch a new website for the destination marketing organization (DMO) using the Simpleview CMS.

Simpleview CMS is a content management system designed specifically for the travel industry and powers hundreds of the most successful destination websites in the world.

Discover Green Bay acquired Simpleview CMS on April 1, 2021, with the goal of using the software to launch a new website for Green Bay, Wisconsin, to improve the online experience for both leisure and business travelers. The new website, <a href="www.greenbay.com/">www.greenbay.com/</a>, launched the first week of May 2022; the site met the DMO's goals for intuitive navigation, the ability to easily add content, and a fresh, clean look that represented the destination's brand and colors.

Discover Green Bay also utilizes Simpleview's customer relationship management (CRM) software, Act-On services, Book > Direct, Crowdriff, and Destination Travel Network (DTN).

## **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
+15209095877 ext.
stacie.wingfield@simpleviewinc.com

This press release can be viewed online at: https://www.einpresswire.com/article/573172553 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. © 1995-2022 Newsmatics Inc. All Right Reserved.