

Love

SKI+ FY24 CAMPAIGN UPDATE

Campaign Parameters

A general overview of the campaign

Timing: 10/9 - 3/31

Channels: Connected TV, Native, Endemic, YouTube, Programmatic (Display + Pre-Roll)

Audiences: Skiers/Boarders, Families, Epic & Ikon Pass Holders, Repeat Visitors, and EDIA

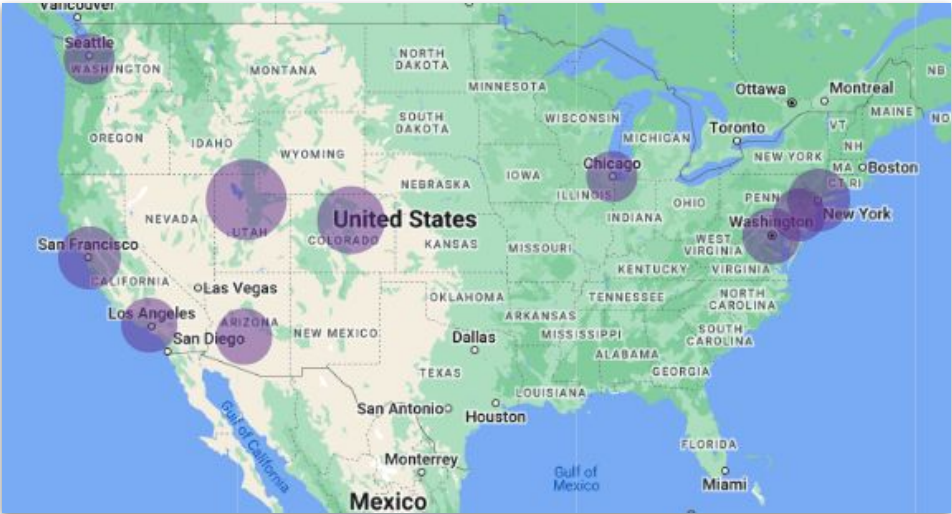
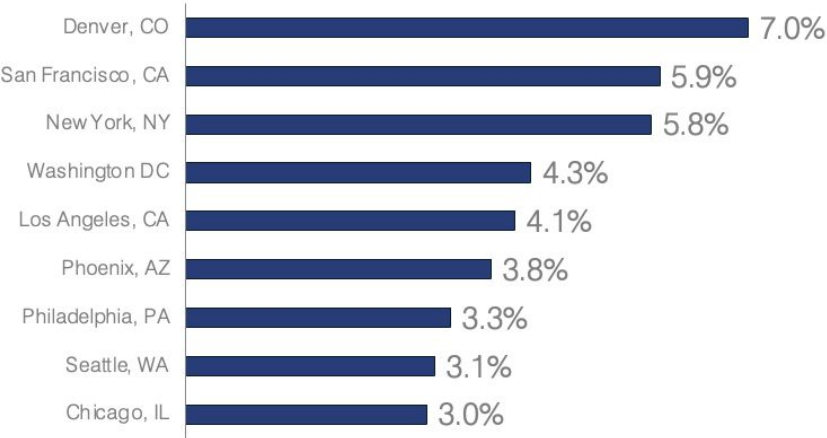


Market Performance by Bookings Share

October 9th, 2023 - January 7th, 2024

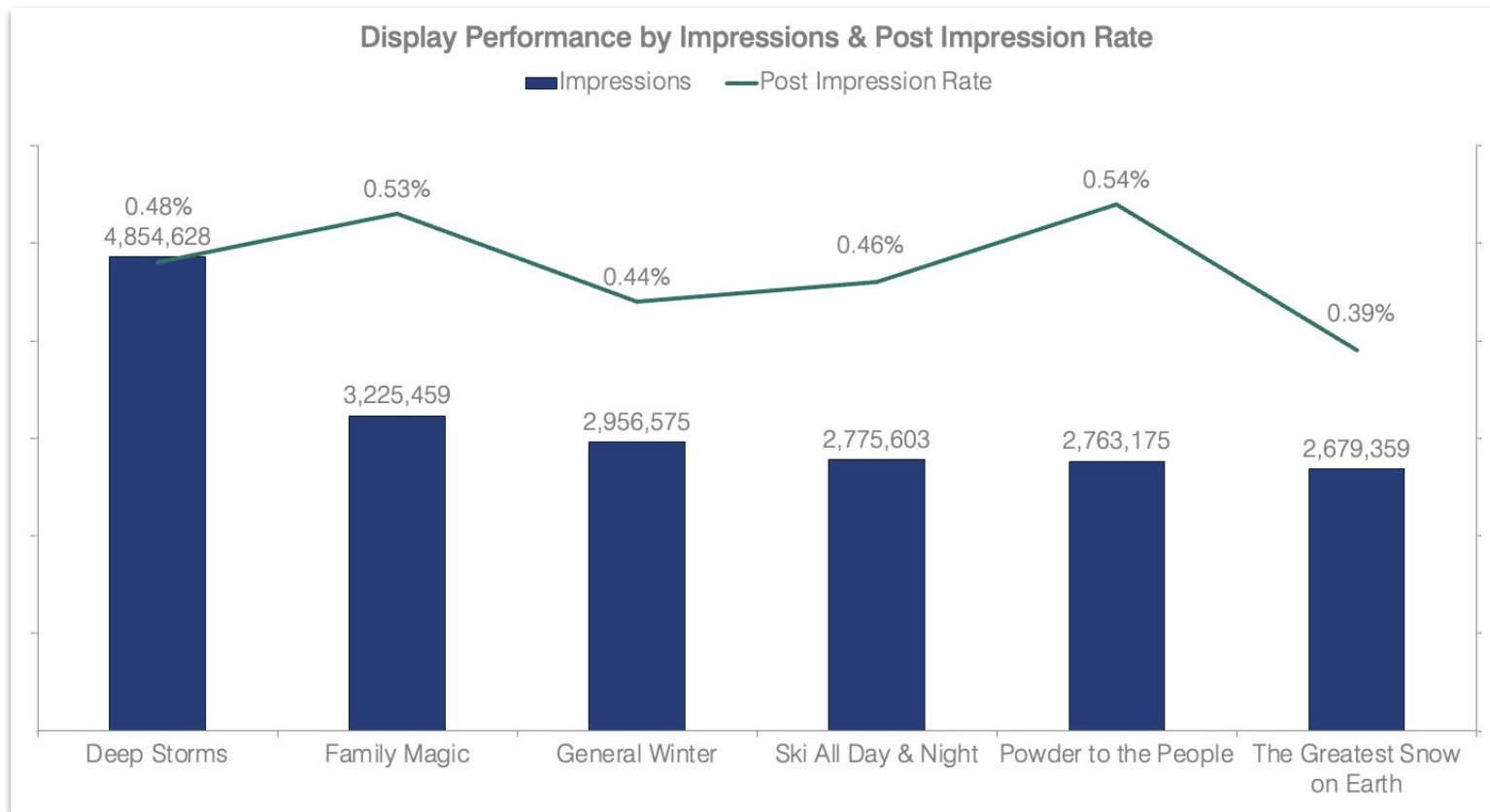
Bookings Share by Market

■ % Share of Bookings



Display Creative Performance by PIR

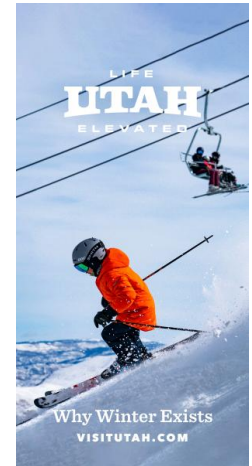
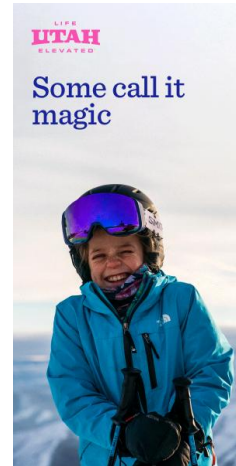
October 9th, 2023 - January 7th, 2024



Display Creative

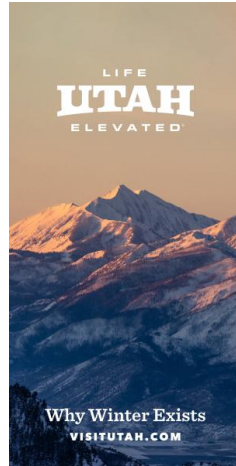
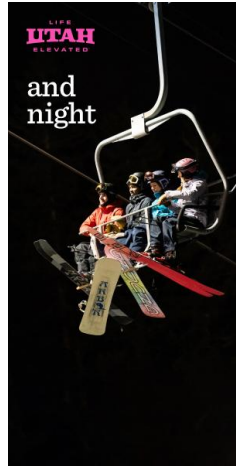


Powder To The People

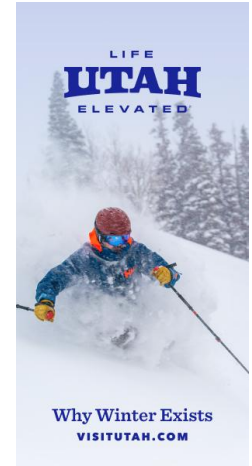
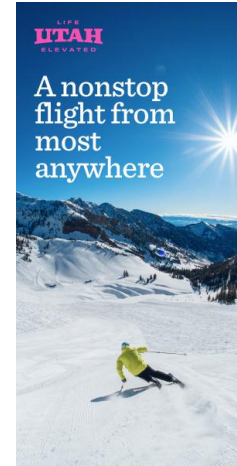


Family Magic

Display Creative



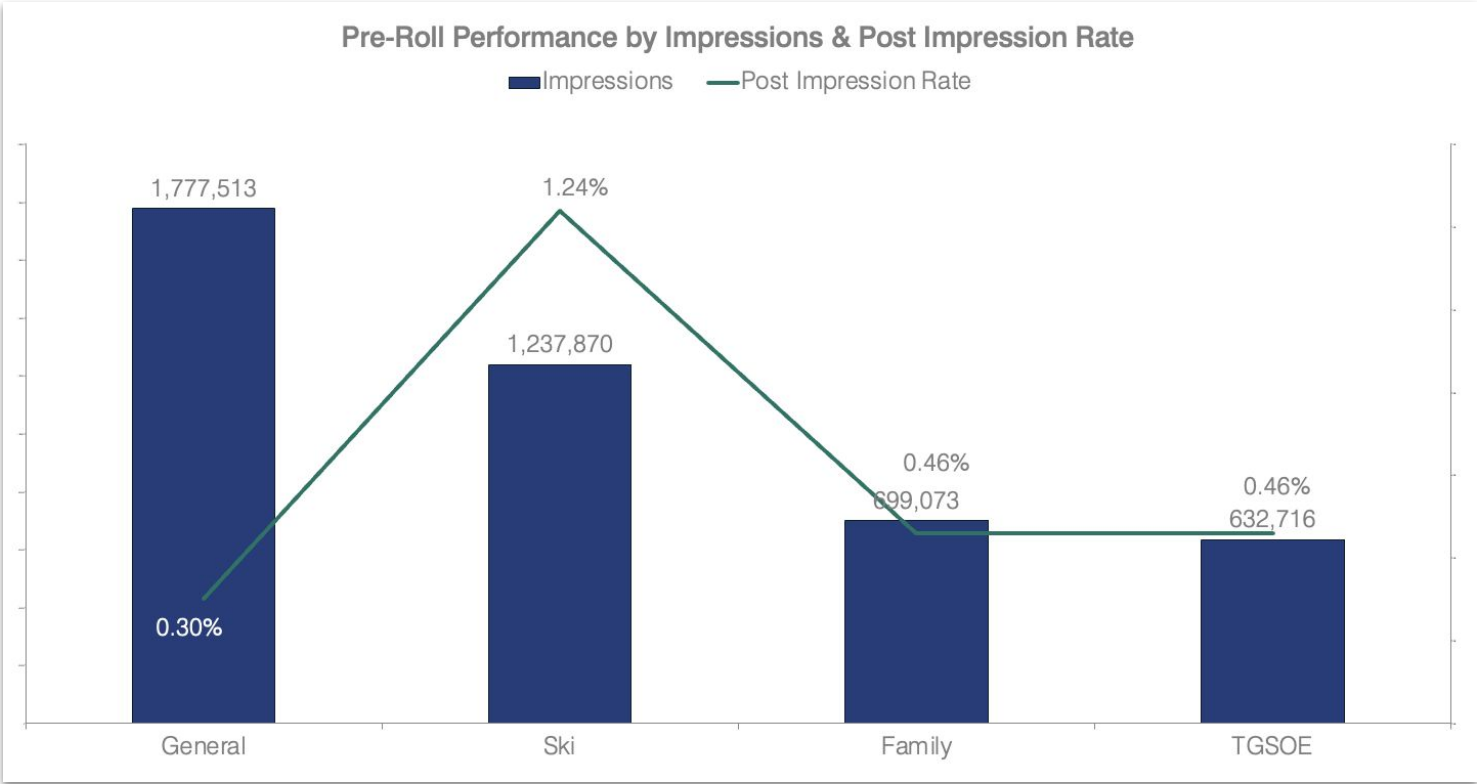
Ski All Day



General Winter

Pre-Roll Creative Performance by PIR

October 9th, 2023 - January 7th, 2024



Video Creative



Ski :15



Family :15

Video Creative



General :30



General :15



Utah Office of Tourism

J/PR CY23 Recap + CY24 Public Relations Strategy

LIFE
UTAH
ELEVATED

Public Relations Overview

J/PR is the Utah Office of Tourism's public relations agency partner, focused on generating positive earned media exposure for Utah in support of core campaigns including Southern Utah+, Northern Utah+, Ski+ and our overarching In Love. In Utah. campaign.

Our goal is to assist the Utah Office of Tourism in reaching its overarching marketing goals by leveraging earned media to drive meaningful awareness and increased consideration of the destination with target traveler segments and audiences.

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CY23 PR Recap

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A photograph of two hikers sitting on a rocky mountain ridge at sunset. The hiker in the foreground is a woman wearing a tan puffy jacket, a purple and white checkered beanie, and tan hiking boots. She has a blue backpack with a water bottle. The hiker behind her is a man wearing a dark jacket and a yellow beanie, with a dark backpack. They are both looking out over a vast valley with orange-hued trees and distant mountains under a bright, low sun.

CY23 PR Recap

CY 2023 Numbers at a Glance

4.1B

**Media
Impressions**

National + Regional Inclusions of Utah in KPI Media
Exposure in Key Markets

139

**Earned
Placements**

Outlets

89

**Average
Barcelona
Principles Score**

Scores above 85 are
considered "Incredible"

8

**Media Missions
& FAMS**

4 In-Market Media
Missions & 4 Group FAM
Trips

30

Total Hostings

Number of Journalist Visits
In-State for Valuable
In-Person Experiences

CY 2023: Top Earned Media Hits



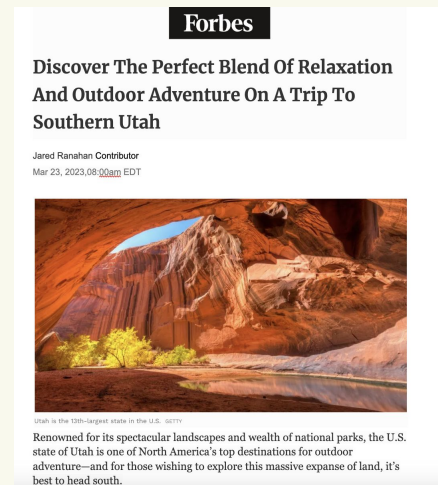
ROBB REPORT
January 2023

Film lovers returning for another year may know the lay of the land but for the first timers to Sundance Film Festival, this piece highlights the perfect itinerary including the best places to stay, delicious eateries and lively bars and more!



HOUSTON CHRONICLE (online)
February 2023

When trekking through the southern part of Utah, a bit of planning can come in handy, enjoy the bright night sky, hike in Capitol Reef National Park to see petroglyphs and remnants of pioneer settlements and enjoy a locally sourced lunch at Hell's backbone.



FORBES.COM
March 2023

Southern Utah is the modern day explorers' dreamland - whether searching for native wildlife, conquering new heights, or just kicking back by the fire under the stars, the southern part of the Beehive state has endless offerings for every traveler.

CY 2023: Top Earned Media Hits



CONDE NAST TRAVELER (online)
May 2023

The best family vacations are not always about where you go, but what you do and the experience you takeaway. Capitol Reef National Park with its remote nature is the perfect destination for the adventurous family.



NEW YORK POST (online)
June 2023

Visitors and residents of Heber Valley have unrivaled access to Deer Valley to skip big lines and get on the mountain faster. With record snowfall this hidden gem in Utah is a no brainer for ski excursions.



AFAR (online)
June 2023

Utah is known for having the most designated dark skies in the US and with the eclipse upon us there is no better time to map out the best places for viewing!

CY 2023: Top Earned Media Hits

Wasatch Escape



Fly fishing on the Upper Provo River; photo courtesy Go Heber Valley, Utah

Salt Lakers love their signature ski region. Whether it's winter, summer or somewhere in between, you will, too.

Though it was the massive, mostly lifeless body of water to the west that gave their town its name, the residents of Salt Lake City – or “Salt Lakers,” as many prefer – clearly feel a greater kinship with the large mountain range to their east.

It's where Salt Lakers have most of their fun, after all.

PHOENIX MAGAZINE (online + print) November 2023

The residents of Salt Lake City – or “Salt Lakers,” as many prefer – clearly feel a greater kinship with the large mountain range to their east. It's where Salt Lakers have most of their fun, after all.

TRAVEL+LEISURE

TRIP IDEAS

See 9 National Parks on This Picturesque Road Trip Through the American West — Including the Grand Canyon, Arches, and Zion

Plus, you'll drive through the Navajo Nation Reservation and visit the Four Corners.

By [Ella Martin](#) Published on July 25, 2023

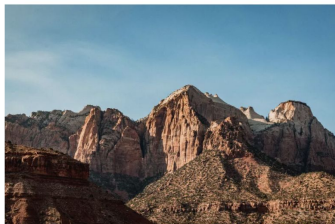


PHOTO: DON ELAM/TRAVEL + LEISURE

With [so much to do and see in the world](#), there's something wonderfully [efficient about a road trip](#) that takes you through five states and nine national

TRAVEL+LEISURE (online) July 2023

What is better than discovering the wonders of the Beehive State through an iconic road trip through some of the most renowned areas?

Forbes

In Torrey, Utah Dark Skies And Desolation Are An Irresistible Draw

Joe Sills Contributor

Jul 22, 2023, 09:55am EDT



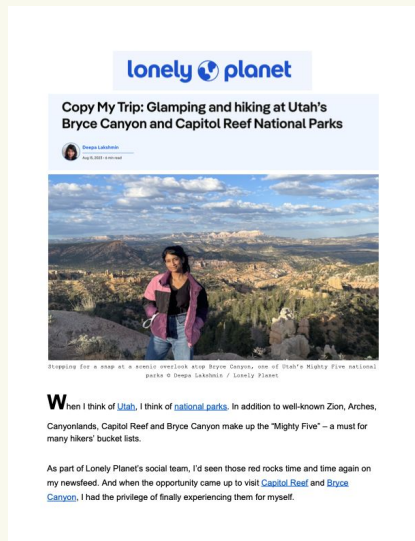
Skyview Torrey sits inside of an international Dark Sky Community where evening lighting is strictly ... [+] SKYVIEW TORREY

The desert is a dark, foreboding place at night, one that

FORBES (online) July 2023

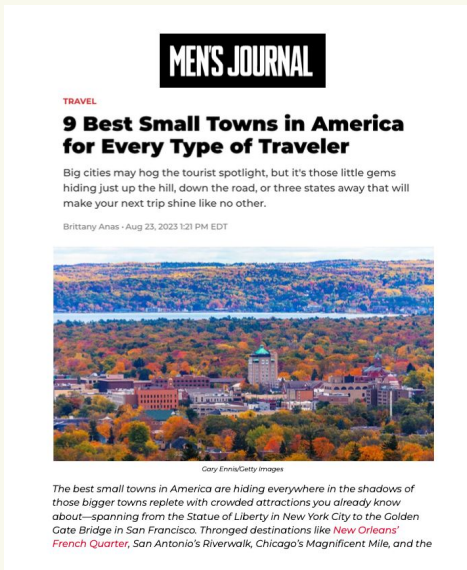
Torrey Utah is known for its off the beaten path location and unique offerings. And The Skyview Hotel sits about 30 miles from the Temple of the Sun and Moon perfectly situated to explore all that Torrey has to offer.

CY 2023: Top Earned Media Hits



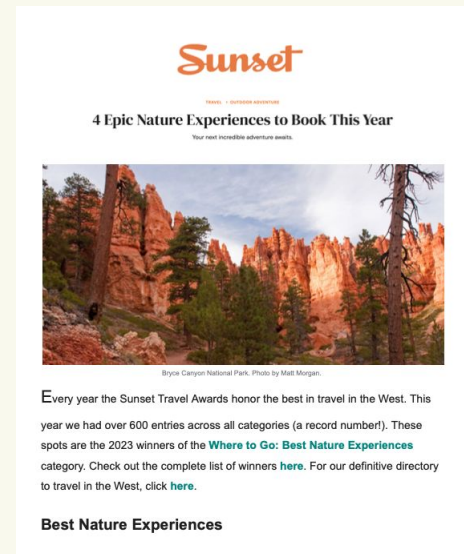
LONELY PLANET (online) August 2023

When I think of Utah, I think of national parks. In addition to well-known Zion, Arches, Canyonlands, Capitol Reef and Bryce Canyon make up the "Mighty Five" – a must for many hikers' bucket lists. Southwestern Utah delivered exactly what I was looking for – and then some.



MEN'S JOURNAL (online) August 2023

Utah's powder is trademarked "The Greatest Snow on Earth" for a reason. Investigate the claim at Park City Mountain, which hosted the Winter Olympic Games in 2002 and has 7,300 acres of skiable terrain.



SUNSET (online) September 2023

Marked by towering red rock formations, this International Dark Sky Park is one of Utah's "Mighty Five" for good reason. With wide-open spaces in awe-inspiring vistas, it's a transformative destination that belongs on every traveler's bucket list.

A photograph of two hikers sitting on a rocky ridge at sunset. The hiker in the foreground is a woman wearing a tan puffy jacket, a purple and white checkered beanie, and tan hiking boots. She has a blue backpack with orange straps. The hiker behind her is a man wearing a dark jacket and a yellow beanie, with a dark backpack. They are both looking out over a vast mountain valley. The sun is low on the horizon, creating a warm, golden glow and long shadows. The text "CY24 PR Strategy" is overlaid in the center of the image.

CY24 PR Strategy

Our Strategy for Success

1

Monthly Headlines &
News

Our editorial calendar captures timely and newsworthy storytelling moments for Utah and our destination partners for both long and short lead target outlets, ensuring we storytell across the state.

2

Thoughtfully Curated
Media FAMs &
Individual Experiences

We design and plan themed group and individual media FAMs to showcase unique partners and destinations across the state. This approach ensures creative story opportunities across a range of target outlets.

3

Media Missions,
Conferences & Events

We concept and execute in-person, and virtual media missions, and media meetings tied to key conferences and events in target markets to connect the UoT and our in-state partners with target media to tell their stories.

Monthly Headlines: 2024 Editorial Calendar

- January - Sundance Film Festival, Where to Eat, Play and Stay in Park City & SLC (The 40th Edition)
- February - In Love. In Utah.
- March – We’ve Got Spirits, Yes We Do! (Distilling and Brewing News)
- April - Utah's Dark Sky Moment: Unique Ways and Places to Explore Utah's Night Sky
- May - 100 Years of Film in Utah: When Hollywood Came to Utah
- June - Uniquely “Utah” Summer Experiences
- July - The Best Small Towns in Utah
- August - National Wellness Month: Explore the Wellbeing Power of Utah's Natural Landscapes
- September - A Local's Guide to Utah: The Insider Spots Most Visitors Miss
- October - The Best of the Best: Winter Basecamps and Travel Deals
- November – Ski Utah for ALL
- December - Major 2025 News



2024 FAM Outline & Strategy



Slopes & Stars; Exploring Utah's Dark Skies & Greatest Snow on Earth

We've put together an itinerary that celebrates The Greatest Snow on Earth® and Utah's Dark Sky Places, from March 5-8, including Compass Rose Lodge + Sundance Mountain Resort; skiing, enjoying Dark Skies at Antelope Island State Park, and more
Focus: Dark Skies, Northern Utah, Ski+



Women in Travel - Red Rock Retreat

April 9-11, J/PR will lead one of the Women in Travel Summit groups to Torrey, using the Red Sands Hotel & Spa as our home base to explore the stunning and dramatic geography – participate in morning yoga, explore Capitol Reef National Park and pristine Dark Skies.
Focus: Southern Utah, Dark Skies



Set-Jetting: Celebrating 100 Years of Film in Utah

In June, we'll partner with the Utah Film Commission to create the ultimate Set-Jetting FAM trip showcasing 100 years of film in Utah, highlighting iconic filming locations and including film screenings under Dark Skies and conversations with actors, directors, and professionals who've made Utah their backdrop.
Focus: Film, Southern Utah



In Love. In Utah. (Campaign-Driven FAM)

As part of the larger "In Love. In Utah." campaign and social contest, We plan to turn the winning "experiences" from the social media contest into a collective media FAM itinerary—created essentially by our contest winners(!)—to showcase first-person stories of being In Love.
In Utah.
Focus: TBD

Key Conferences & Events

Through a rotating calendar of meaningful media moments, we will ensure that every quarter, we meet in-person or virtually with key members of the press to deliver rich, first-person storytelling opportunities for the Utah Office of Tourism to drive national and regional awareness.

- In Love. In Utah. Activations & Media Missions (February 14)
- WITS Conference, Utah (April)
- PRSA Travel & Tourism (June)
- ESTO Conference (August)
- Travel Classics West (September)
- SKIFT Global Forum (September)
- Denver Media Mission (October)





Awards

Our goal is to position Utah as a premier travel destination by showcasing its unique attractions, experiences, and tourism initiatives through strategic participation in target awards.

We'll target key media for dedicated hostings, generating meaningful experiences and thoughtful consideration for relevant awards and accolades (i.e. hosting Senior Deputy Editor Jennifer Flowers for AFAR's Travel Vanguard Awards), and will also focus on highlighting Utah's innovative marketing campaigns, partnerships, and tourism initiatives that have contributed to visitation growth and awareness, in addition to highlighting the impact of collaborations with local businesses and community organizations.

Target Awards:

- ESTO Destiny and Mercury Awards
- SKIFT IDEA Awards
- AFAR Travel Vanguard Awards
- Travel + Leisure Global Vision Awards

By strategically participating in these awards programs, the Utah Office of Tourism can effectively showcase the state's tourism initiatives, attract attention from travel enthusiasts, and solidify its position as a must-visit travel destination.

A photograph of two hikers sitting on a rocky ridge at sunset. The hiker in the foreground is a woman wearing a tan puffy jacket, a purple and white checkered beanie, and tan hiking boots. She has a blue backpack with orange straps. The hiker behind her is a man wearing a dark jacket and a yellow beanie, with a dark backpack. They are both looking out over a vast mountain landscape with a river valley below. The sun is low on the horizon, creating a warm, golden glow. The text "2024 Travel Trends" is overlaid in the center in a white serif font.

2024 Travel Trends

2024 Travel Trends

1. **Accessible Travel.** 61 million adults, or 26% of the population, live with a disability, according to the CDC. And as baby boomers continue to age, that number will grow substantially. There has been a positive shift in the travel industry toward inclusivity of people with mobility, hearing and vision limitations as well as autism and other disabilities, but there is far more to be done.
2. **Multi-Gen Trips.** Family members continue to be the preferred travel companion leading to hotels enhancing amenities, creating new room types and packages. Multi-Gen trips are still trending with grandparents, parents and children continuing to travel all together.
3. **The Great Outdoors.** Travelers are seeking more opportunities to immerse in nature and explore the great outdoors, embarking on multi-activity adventure vacations with equal parts adrenaline rushes and time-outs all spent outside. Activities such as hiking, biking and exploring to reconnect with nature improve overall health and wellbeing, and continue to rank high on traveler to-do lists.
4. **Set-Jetting continues.** TV viewers are finding inspiration in their favorite shows and are embarking to far-flung destinations like Italy or soak in those epic Yellowstone scenes "IRL." Big -and small-screen spots are the stamp everyone wants on their passport this year.

