



# 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

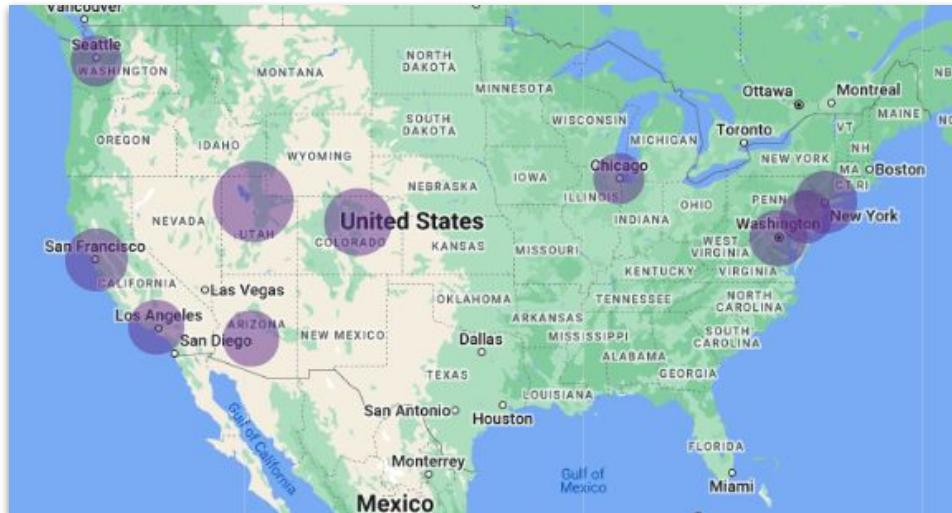
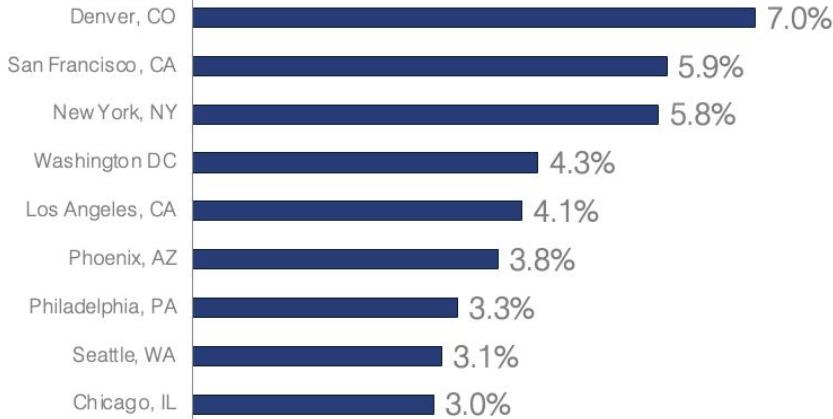


# Market Performance by Bookings Share

October 9th, 2023 - January 7th, 2024

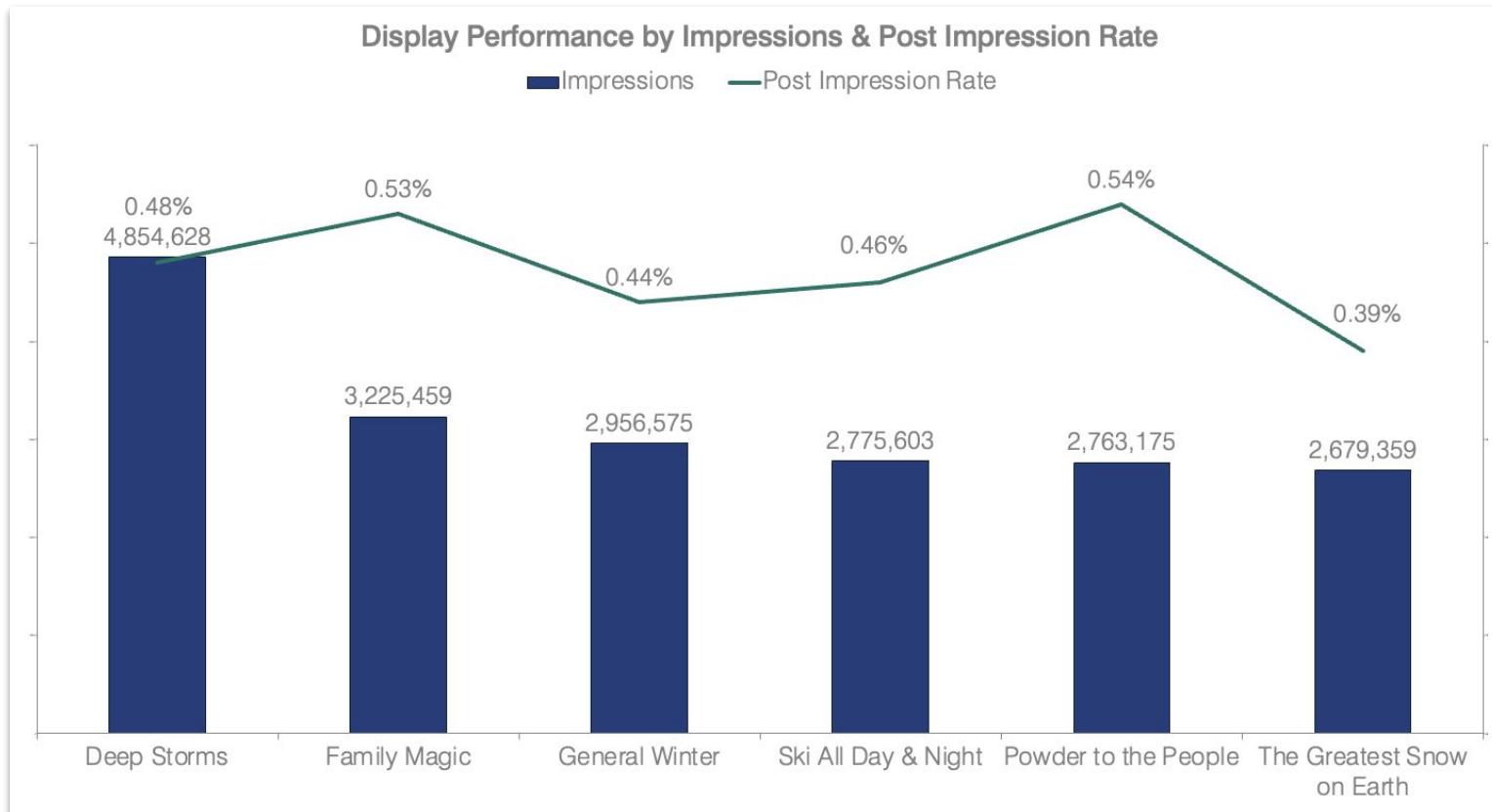
## Bookings Share by Market

■ % Share of Bookings



# Display Creative Performance by PIR

October 9th, 2023 - January 7th, 2024



# Display Creative



Powder

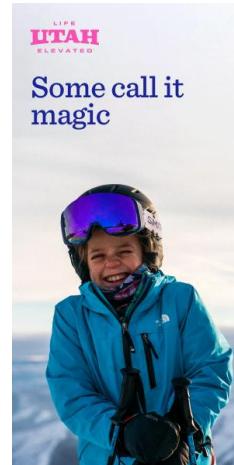


to the  
people



Why Winter Exists  
[VISITUTAH.COM](http://VISITUTAH.COM)

Powder To The People



Some call it  
magic



We call it  
winter



Why Winter Exists  
[VISITUTAH.COM](http://VISITUTAH.COM)

Family Magic

# Display Creative



Ski  
all day



and  
night



Ski All Day



Winter



A nonstop  
flight from  
most  
anywhere

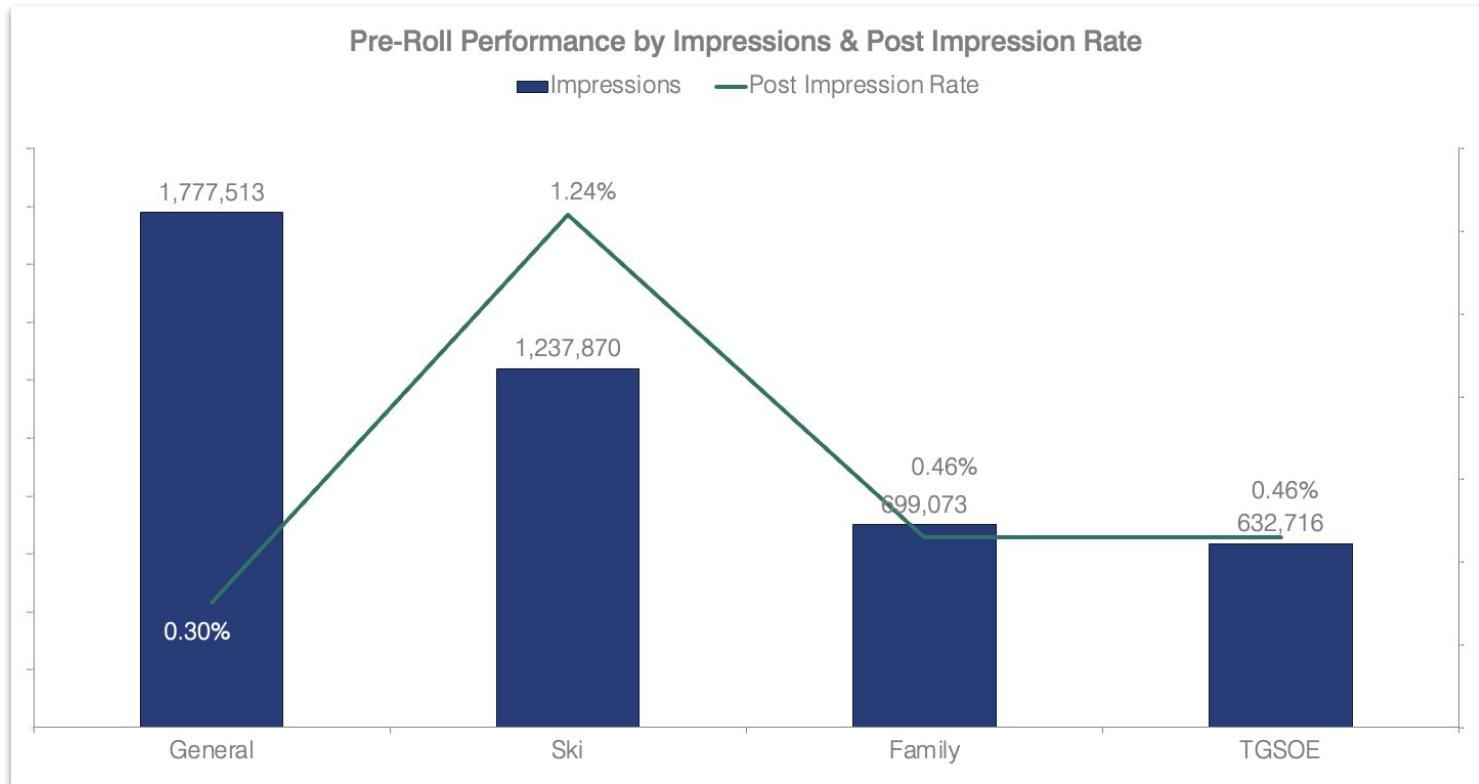


Why Winter Exists  
[VISITUTAH.COM](http://VISITUTAH.COM)

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

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# 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.

## Table of Contents

CY23 PR Recap

CY24 PR Strategy

2024 Travel Trends

A photograph of a man and a woman sitting on a rocky outcrop, looking out over a mountainous landscape at sunset. The woman is in the foreground, wearing a tan puffy jacket, dark pants, and a purple and white checkered beanie. The man is behind her, wearing a yellow beanie and a dark jacket. They are both wearing backpacks. The background shows rolling hills and mountains bathed in the warm light of the setting sun.

CY23 PR Recap

# CY 2023 Numbers at a Glance



4.1B

**Media Impressions**

139

**Earned Placements**

89

**Average  
Barcelona  
Principles Score**

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

Outlets

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

Scores above 85 are  
considered "Incredible"

# CY 2023: Top Earned Media Hits

## Robb Report

JANUARY 19, 2023

### The Sundance Film Fest Is Back! Where to Eat, Stay and Après in Park City

The 10-day festival is back after two years. Here's everything you need to know to treat your inner cineaste in style.



Long before a little-known film festival called [Sundance](#), and legions of high-profile magazines started referring to it as a "mecca for skiers," [Park City, Utah](#) was known as a scrappy silver mining town gone bust. That town of

### 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!

## CHRON

LIFESTYLE | TRAVEL

### From Capitol Reef National Park to Torrey: What to see, do in Southern Utah

Escape the crowds and explore the quieter side of the state.

By Gabi De la Rosa, Special to Chron

Feb 10, 2023



A person picks fruit at the orchard at Capitol Reef National Park near Torrey, Utah. This magical place is the least visited of Utah's five national parks. (Courtesy Film Services/David W. Frank)

Southern Utah is the kind of natural heaven where outdoor enthusiasts trade in their phones and laptops to revel in panoramic views, fresh air and the

### 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

### Discover The Perfect Blend Of Relaxation And Outdoor Adventure On A Trip To Southern Utah

Jared Ranahan Contributor  
Mar 23, 2023, 08:50am EDT



Utah is the 12th-largest state in the U.S. (Getty) Renowned for its spectacular landscapes and wealth of national parks, the U.S. state of Utah is one of North America's top destinations for outdoor adventure—and for those wishing to explore this massive expanse of land, it's best to head south.

### 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




**23 Family Summer Vacation Ideas, From Costa Rica Eco-Lodges to Alaska National Parks**

Whether city, the sea, or the great wilderness beyond, these are the ultimate family adventures.

BY NINA KOKOTAS HAHN  
May 18, 2023

Some of the best summer family vacation ideas are less about where you're going and more about the experience you hope to have together. Want to bring history lessons to life on a cultural mega-trip? Try Paris, Rome, or [New York](#). Ready for your first international adventure together? [Costa Rica](#) is a

## 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.



### How to have a swish Swiss-style adventure in this secret Utah valley

By Jennifer Gould  
June 1, 2023 12:11pm | Updated



White Park City has a fun, Western vibe. The Heber Valley has its own alpine allure, with Swiss-influenced architecture and dining.

If you love to ski more than you like to drive, locals in Utah's [Heber Valley](#) have a secret.

## 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.



TRAVEL INSPIRATION • OUTDOOR ADVENTURE • NATIONAL PARKS

By Sarah Kehr • June 21, 2023

### A “Ring of Fire” Eclipse Is Coming This Fall: Here’s Where to See It

When the sun, moon, and Earth align in October for an annular solar eclipse, skywatchers can head to a handful of U.S. national parks for the best views.



An annular solar eclipse creates a ring of light when the moon passes in front of the sun. Photo by Robert Menner/Corbis

Excitement is already mounting for the April 2024 total solar eclipse. But that's nearly a year from now and,

## 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 [Don E. Certo](#) Published on July 21, 2023



PHOTO: DON ELM/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, 09:55pm EDT



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

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**

Copy My Trip: Glamping and hiking at Utah's Bryce Canyon and Capitol Reef National Parks

Debra Lachman Aug 6, 2023 • 4 min read



Stopping for a nap at a scenic overlook atop Bryce Point, one of Utah's Mighty Five national parks. Debra Lachman / Lonely Planet

**W**hen 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.

As part of Lonely Planet's social team, I'd seen those red rocks time and time again on my newsfeed. And when the opportunity came up to visit Capitol Reef and Bryce Canyon, I had the privilege of finally experiencing them for myself.

## 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**

**TRAVEL**

**9 Best Small Towns in America for Every Type of Traveler**

Big cities may hog the tourist spotlight, but it's those little gems hiding just up the hill, down the road, or three states away that will make your next trip shine like no other.

Brittany Anas - Aug 23, 2023 1:21 PM EDT



Cory Erns/Getty Images

*The best small towns in America are hiding everywhere in the shadows of those bigger towns replete with crowded attractions you already know about—spanning from the Statue of Liberty in New York City to the Golden Gate Bridge in San Francisco. Thronged destinations like New Orleans' French Quarter, San Antonio's Riverwalk, Chicago's Magnificent Mile, and the*

## 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**

TRAVEL + OUTDOOR ADVENTURE

**4 Epic Nature Experiences to Book This Year**

Your next incredible adventure awaits.



Bryce Canyon National Park. Photo by Matt Morgan.

Every year the Sunset Travel Awards honor the best in travel in the West. This year we had over 600 entries across all categories (a record number!). These spots are the 2023 winners of the **Where to Go: Best Nature Experiences** category. Check out the complete list of winners [here](#). For our definitive directory to travel in the West, click [here](#).

**Best Nature Experiences**

## 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 a man and a woman sitting on a rocky outcrop, looking out over a mountainous landscape at sunset. The woman is in the foreground, wearing a tan puffy jacket, dark pants, and a purple and white beanie. The man is behind her, wearing a yellow beanie and a dark jacket. They are both wearing backpacks. The background shows rolling hills and mountains bathed in the warm light of the setting sun.

# 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.



# 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.

