Regular Meeting
Moab Area Travel Council Advisory Board

Grand County Commission Chambers 125 East
Center Street, Moab, Utah

AGENDA
February 11, 2025

Zoom And Youtube Meeting Information

Join Zoom Meeting
Https://Us02web.Zoom.Us/J/85443667970?Pwd=Anb3v2xocde2uzf2k0hlmdnxk1fkdz09

Meeting ID: 840 1392 2560
Passcode: 2024

Call To Order

Introductions

Citizens To Be Heard

Opening Items

Discussion And Action Items

Election Of Board Officers

Discussion: Annual Board Goals

Recommendations / Upcoming Business

- **Billboard Content And Messaging**
- **Resolution 3406 And "Welcoming" Content**
- **Salt Lake Off-Road & Outdoor Expo Opportunity**
- **RFP For Public Relations Firm**
- **RFP For Branding Effort**
- **Renaming "Tourism Office"**
- **ITB Attendance**
- **Content Creator Contract**

Presentation: Film Commission Expenditures

Review Of Marketing Report And 2024 Metrics

- **Mick Soleta, Assistant Marketing Director**

Update From Assistant Marketing Director Ali Harford

- **Newsletter Marketing Update**
- **FAM Trips Update**
- **Social Media Update**

Update: Website Design Progress

- **Mick Soleta, Assistant Marketing Director**

Consideration Of Future Agenda Items

- **Review / Workshop Of Special Event Grant Program**

Adjourn

NOTICE OF SPECIAL ACCOMMODATION DURING PUBLIC MEETINGS. In compliance with the Americans with Disabilities Act, individuals with special needs requests wishing to attend Grand County Commission meetings/hearings and other Grand County Boards, Commissions, or Committees are encouraged to contact the County two (2) business days in advance of these events. Specific accommodations necessary to allow participation of disabled persons will be provided to the maximum extent possible. T.D.D. (Telecommunication Device for the Deaf) calls can be answered at:(435) 259-1346. Individuals with speech and/or hearing impairments may also call the Relay Utah by dialing 711. Spanish Relay Utah: 1 (888) 346-3162

It is hereby the policy of Grand County that elected and appointed representatives, staff and members of the Grand County Commission meetings/hearings and other Grand County Boards, Commissions, or Committees may participate in meetings through electronic means. Any form of telecommunication may be used, as long as it allows for real time interaction in the way of discussions,questions and answers, and voting.

At the Grand County Commission meetings/hearings and other Grand County Boards, Commissions, or Committees any citizen, property owner, or public official may be heard on any agenda subject. The number of persons heard and the time allowed for each individual maybe limited at the sole discretion of the Chair. On matters set for public hearings there is a three-minute time limit per person to allow maximum public participation. Upon being recognized by the Chair, please advance to the microphone, state your full name and address, whom you represent, and the subject matter. No person shall interrupt legislative proceedings.

Requests for inclusion on an agenda and supporting documentation must be received by 5:00 PM on the

Wednesday prior to a regular Commission Meeting and forty-eight (48) hours prior to any Special Commission Meeting. **Information relative to these meetings/hearings may be obtained at the GrandCounty Commission's Office,125 East Center Street, Moab, Utah; (435)259-1346.**

Marketing Report

2025

MOAB × love. communications

A report on all things marketing

February
2025

OUTLINE

Section 1
Goals and parameters

Section 2
Performance

Section 3
Visitor numbers

Section 4
Up next

1.

Goals and parameters

Where we're advertising

Oct-Jan
2025

- TripAdvisor
- Priceline
- Sojern
- Storygize
- National Geographic
- Travelzoo
- Visit USA Parks
- Go Utah
- ABC4 Good Things Utah
- Print ads

How much we spent on ads

Oct-Jan
2025

$197,882

TripAdvisor ($28K) Priceline ($28.3K) Sojern ($28K) Storygize ($16K) National Geographic UK ($14K) Travelzoo ($25K) Visit USA Parks ($10K) Go Utah ($3K) ABC4 Good Things Utah ($30K) Print ads ($15.5K)

What we want

Goals

- Boost hotel bookings and revenue
- Maximize return on investment
- Showcase Moab's breathtaking natural scenery and diverse range of activities
- Focus on shoulder season; target out-of-state markets as proposed in our UOT co-op application strategy deck

Markets

• Philadelphia • Denver • Phoenix • New York City • San Francisco • Chicago • Washington DC • Atlanta • Dallas • Houston • United Kingdom • Germany • France

Audiences

- Empty Nesters
- Activity-Driven Planners
- Real-Time Travel Intenders

KEY PERFORMANCE INDICATORS

What Love is tracking

See
Inspiration

- Impressions
- Post Impressions

Think
Planning

- Post-impression Rate
- Click-through Rate
- Video View / Completion Rate

Do
Likely to book

- Sessions
- Avg. Session Duration
- Engagement Rate

Care
Confirmed
& In-market

- Adara Enriched Hotel Bookings
- Adara Enriched Hotel Revenue
- Return on Ad Spend

LOVE DIGITAL ADS

Tripadvisor
Priceline
Sojern
Storygize

2.

Performance

What we achieved

Dec-Jan 2025

10.2 million

times people saw a Moab advertisement

$1.5 million

amount people who saw an ad spent on hotels, estimated

$10.35

our return for every dollar spent on ads

Tripadvisor

priceline

SOJERN

storygize

Link to the ads we're running

What we achieved

Dec-Jan
2025

2.6 days

average length of stay

2 thousand

estimated number of hotel bookings by people who saw an ad

ADARA
A RateGain Company

Where people came from

Dec-Jan
2025

- **Denver** (15.7%)
- **Chicago** (6.3%)
- **Boston** (3.1%)
- **Atlanta** (2.4%)
- **Portland** (2.4%)
- **New York City** (11%)
- **Salt Lake City** (4.7%)
- **San Francisco** (3.1%)
- **Philadelphia** (2.4%)
- **Grand Junction** (2.4%)

What we achieved

Dec-Jan
2025

IN SUMMARY

- The Utah Office of Tourism Co-Op campaign is off to a great start with a positive **return on ad spend of $10.35:1**
- The **average length of stay** on measurable media is currently **2.6 days**, which is higher than what we have seen in previous campaigns and is likely due to targeting out-of-state markets
- 2,626 hotel bookings with an **average daily rate of $225**
- **TripAdvisor** is currently the top-performing media channel with **1,538** hotel bookings and **$1.2M+** in Adara enriched hotel revenue generated.
- In addition, the next report will contain additional 1st party data ad-exposed hotel bookings from **TripAdvisor** and **Priceline.**

Link to the ads we're running

DISCOVER MOAB

Website
Facebook
Instagram

2.

Performance

A sizable audience

Dec-Jan
2025

59 thousand
visits to our website during the Love campaign

45 thousand
were first-time website visitors

Source here

TOP SESSION SOURCES	SESSIONS	ENGAGEMENT RATE	AVG. ENGAGEMENT TIME
Google (Organic)	35,148	60.75%	1m 28s
Direct	10,059	46.7%	1m 04s
Storygize	3,954	17.35%	8s
Sojern	2,356	21.1%	8s
Meta (Organic)	1,627	17.64%	5s

A sizable audience

Jan-Dec
2024

1 million

visits to our website last year

A big boost on social media

Dec-Jan
2025

336,300
content views ↑ 102.2%

10,100
content interactions ↑ 304.4%

Source here

ADVERTORIALS

National Geographic UK
Travelzoo
Visit USA Parks
Go Utah
ABC4

2.

Performance

NATIONAL GEOGRAPHIC UK

An article and ads with broad reach

Oct-Jan
2025

3.3 million

number of people who saw Moab-related content

NATIONAL GEOGRAPHIC

$3.03

cost per thousand impressions

Source here

View full reporting deck

TRAVELZOO

Promoting our flight and winter tourism

Dec-Jan
2025

1.9 million
number of people who saw Moab-related content

$13.20
cost per thousand impressions

$9,041
hotel revenue across 50 bookings (enriched)

Read the article

Content targeting European park enthusiasts

Oct-Jan
2025

225 thousand
people who saw Moab-related content

6 thousand
times someone clicked for more

$44.44
our cost per thousand

VISIT USA PARKS

Source here

Travel guides sent on request

Jan-Dec
2024

2,628
number of leads for Moab travel guides

Top 10 States to Request a Guide

1. Florida
2. Texas
3. Wisconsin
4. Utah
5. Ohio
6. Illinois
7. California
8. Pennsylvania
9. Missouri
10. Michigan

Source here

ABC4 GOOD THINGS UTAH

A video feature on film

67 thousand

number of people who watched the segment

1.2 million

who saw a Moab ad

Watch the video

TOTAL REACH

Promotional reach in this report

17 million

people who saw Moab advertising and content

Glossy ads

Oct-Jan
2025

- **Guest Guide** ($8K)
- **Grand Circle Trip Planner** ($7K)
- **Conde Nast Traveller India** ($550; UOT Opt-in)

3.

Moab visitor numbers

PLACER AI

Winter visitation

Dec-Jan
2025

516 thousand
visitors to Moab

Placer.ai

23 thousand
visitors to Arches

Source here

View full reporting deck

4.

Up next

More promotion to come

MAY

- **Outside TV** ($100K)
  Road Less Eaten **episode**

JUNE-AUGUST

- **More Love digital ads** ($150K)

SPRING

- **Seven billboards** (plan and estimate to come)
- **Crux Academy video promotion**

COMING SOON

- **Paid media budget commission approval**
- **2025 Love annual contract** (need budget approval)
- **2025 Love paid media plan** (need budget approval)

Marketing Report

2025

Thank you!

MOAB × love. communications

@DiscoverMoab

organic social metrics
Jan 1-31, 2025

Facebook

75,850
Followers

Mostly 45-65+
84% in the U.S.

113,000
Views

Up from 70.8K in Dec. 2024 (no data from Jan. 2024)

1,200
Interactions

Up from 808 in December 2024; down from 1,500 in Jan. 2024

Top content by views

Landscape photo
6.5K 95
1 2

Landscape photo
8.5K 78
2 2

Landscape photo
8.9K 44
0 4

Top content by interactions

Landscape photo
99 95
1 2

Landscape photo
85 73
9 3

79 78
2 2

Instagram

15,793
Followers

Mostly 45-65+
84% in the U.S.

96,400
Views

Up from 56K in Dec. 2024 (no data from Jan. 2024)

6,100
Interactions

Up from 2.9K in December 2024; 443 in Jan. 2024

Top content by views

2025 events graphic
9.3K 119
8 54

Delicate Arch reel
9.2K 538
12 82

Blog post graphic
6.7K 233
2 44

Top content by interactions

Delicate Arch reel
681 538
12 82

Things to do reel
507 291
7 90

Landscape photo
505 458
12 19

Destination Findings

Site Traffic & Keyword Overview

Grand County Economic Development

https://www.discovermoab.com/

This document and the data within is proprietary and only to be shared between Simpleview, Inc. and the contracted client named above

Data Sources

Google Analytics

SEMRUSH

Google Ads

Google Trends

Google Search Console

Simpleview CRM

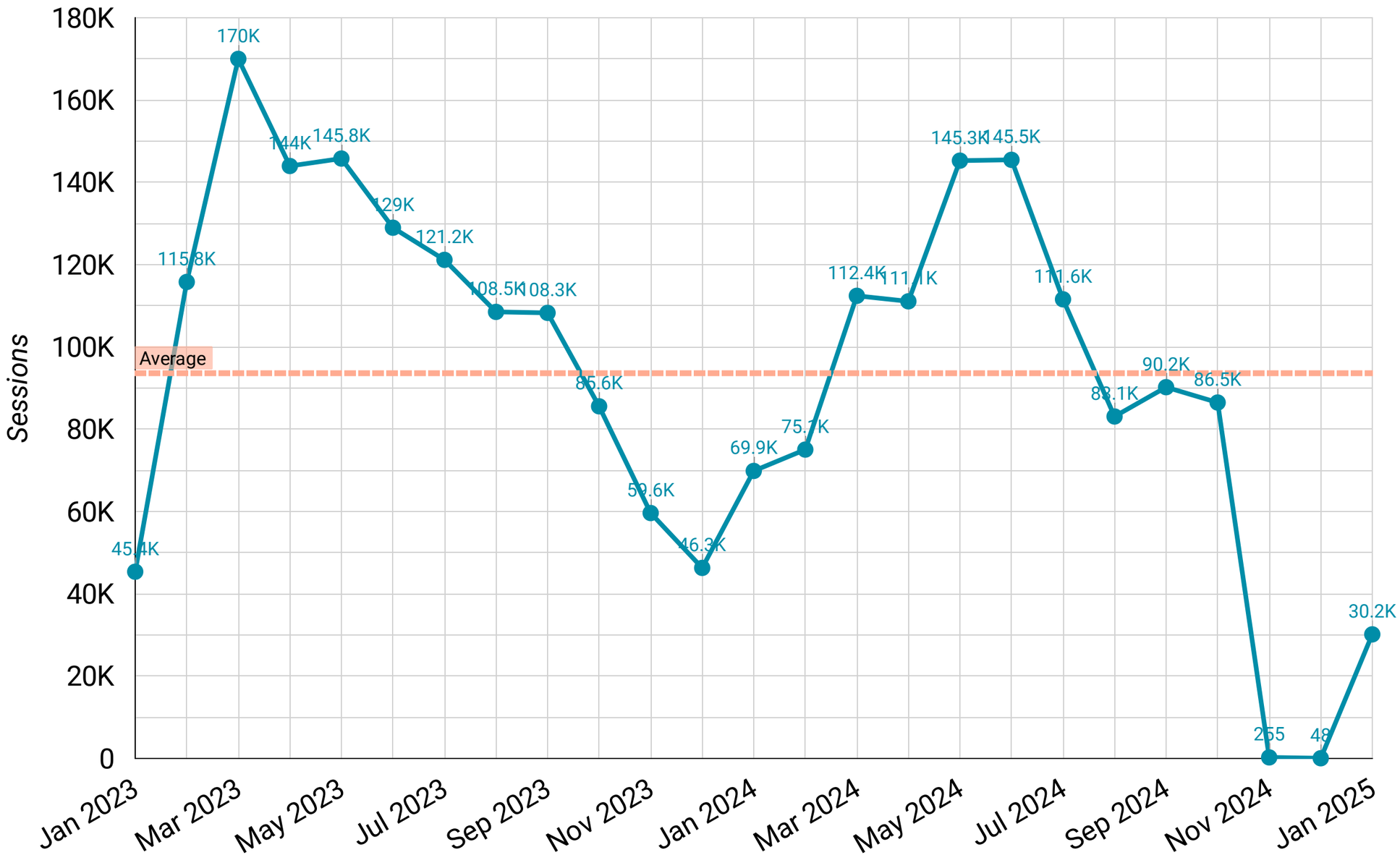
Current Site Metrics

24-Month Session Trends

12 Month Total

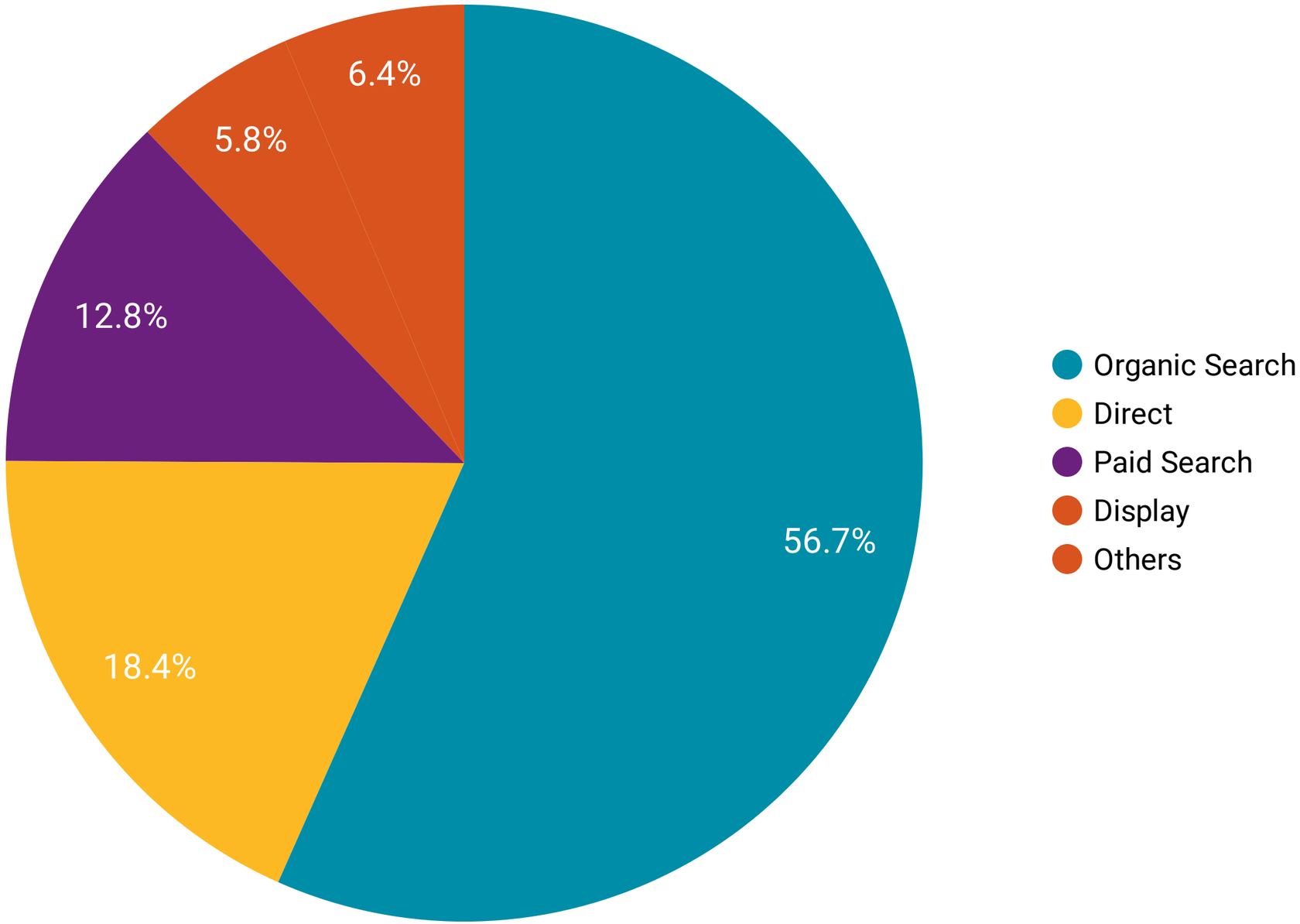
Sessions

1.0M

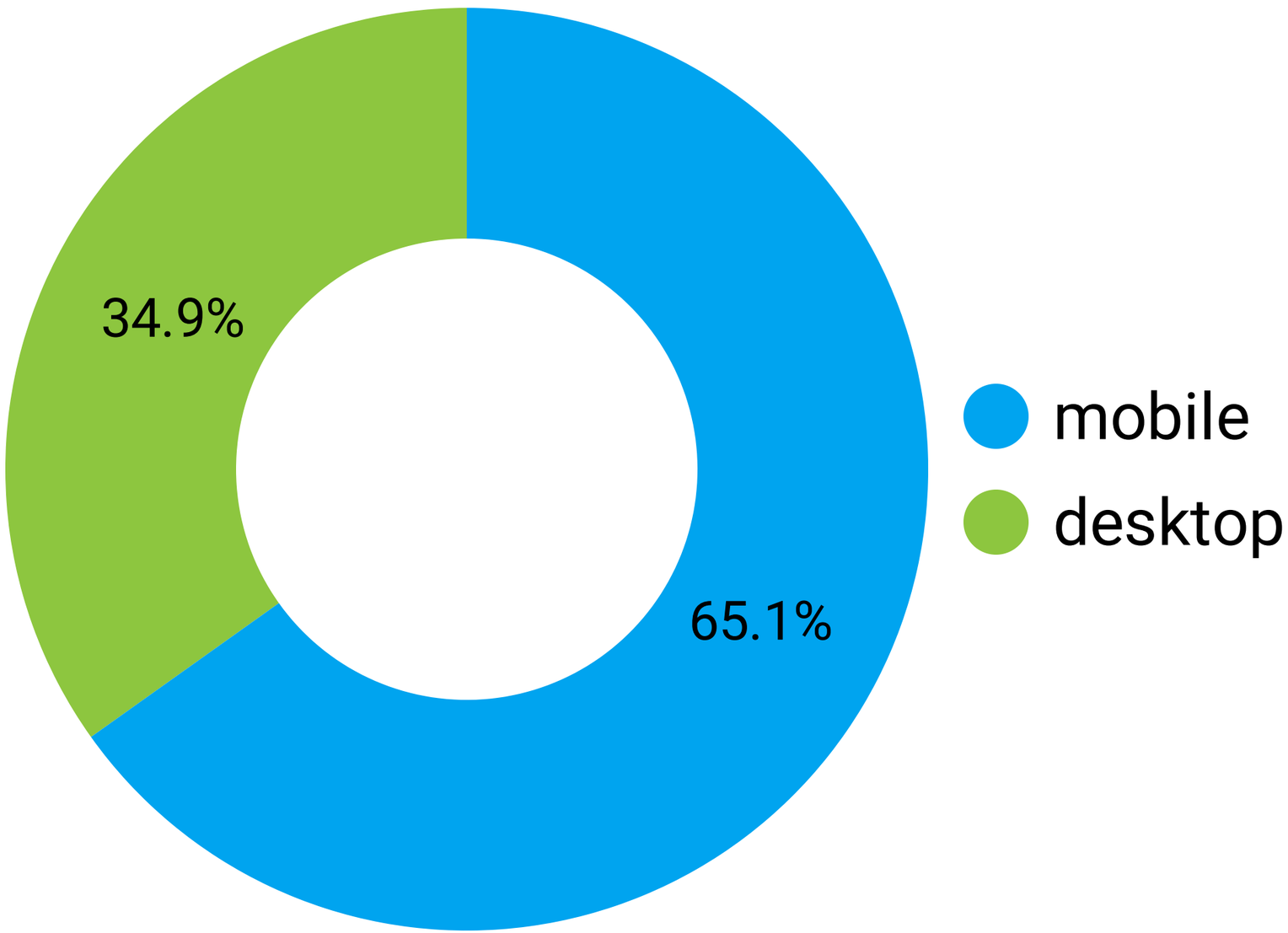


Sessions by Channel

Session default channel group



Mobile Session Share



Users on Mobile Devices

1.1M

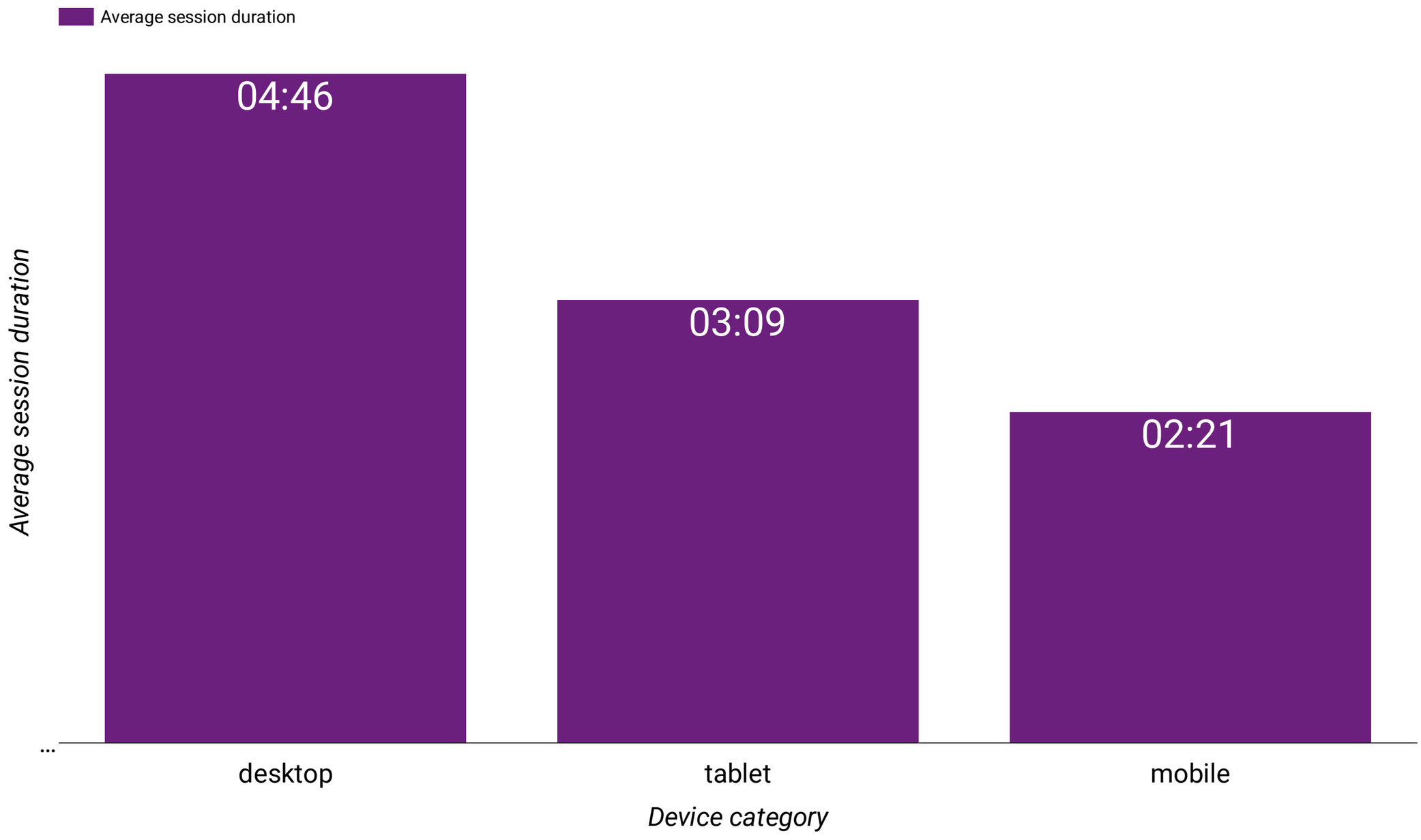
Users on Desktop

585.4K

Users on Other Devices
(Tablets, Smart TVs, etc.)

59,777

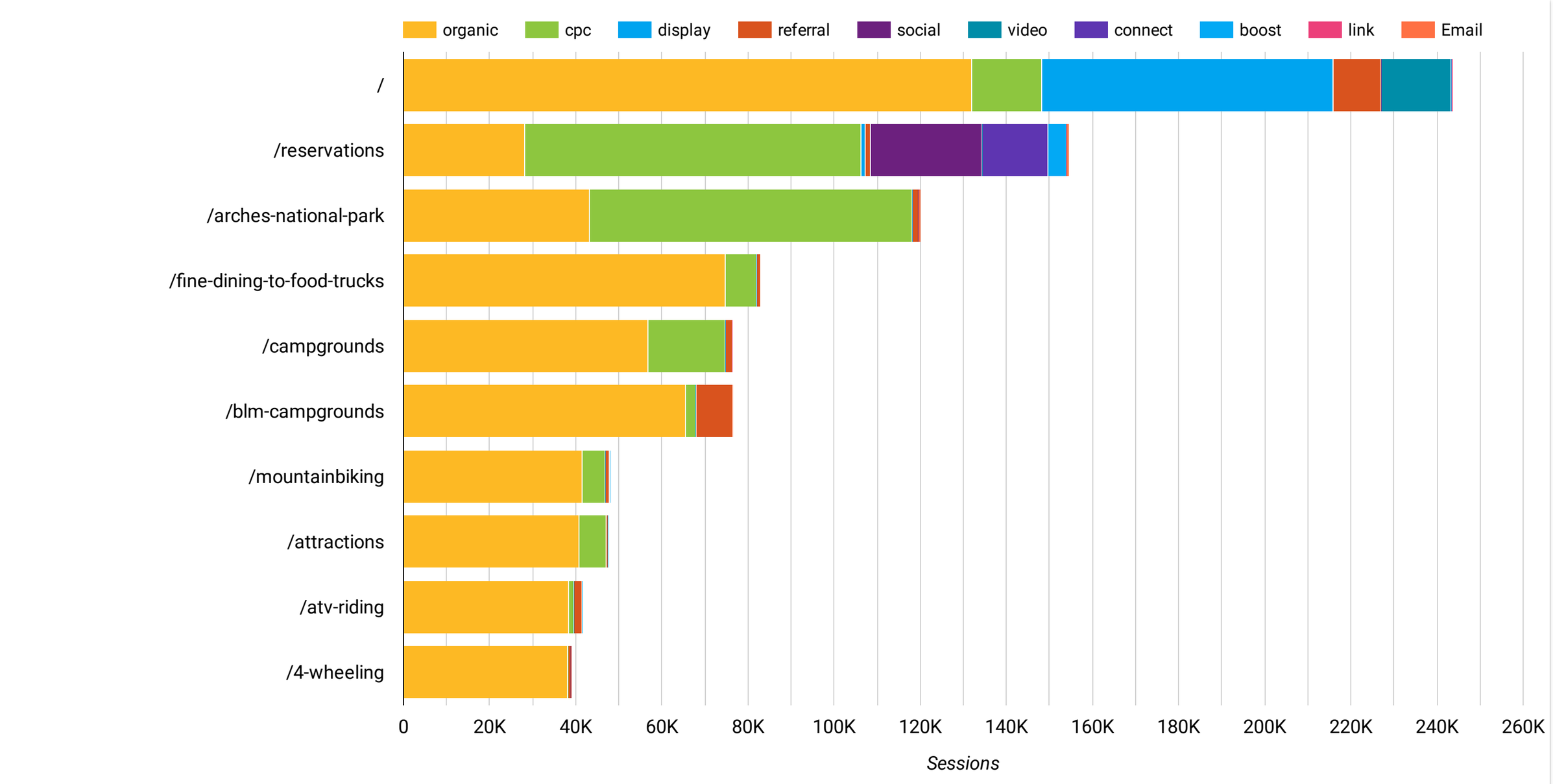
Average Session Duration - Sorted by Device Category



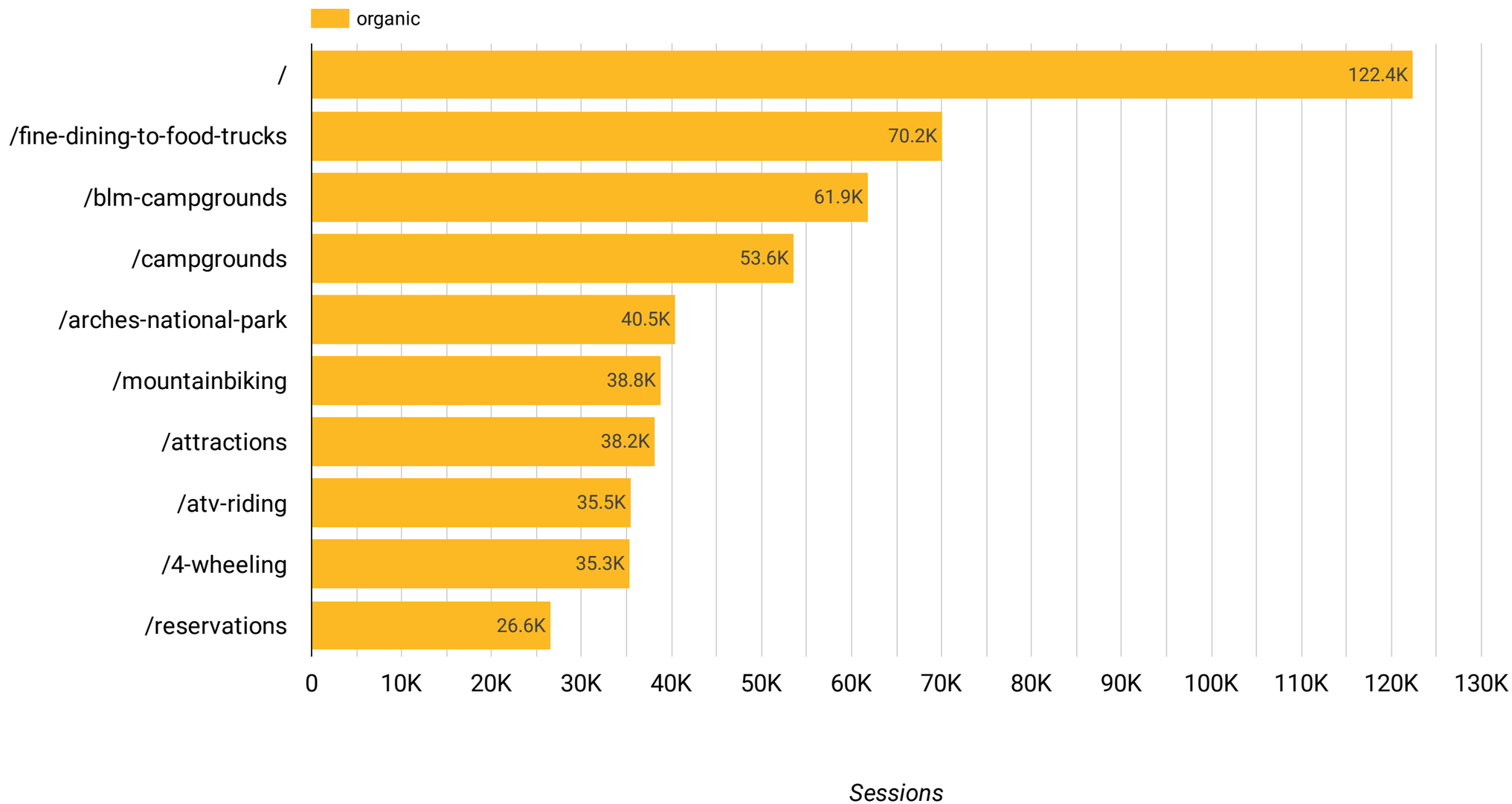
Top Landing Pages & Keywords

Top Landing Pages - All Channels (Ranked by Sessions)

Session medium



Top Landing Pages - Organic Traffic



Top Landing Pages - By Device

Mobile

	Landing page	Sessions	Average session duration
1.	/	226,088	01:56
2.	/reservations	125,522	02:13
3.	/arches-national-park	98,167	02:49
4.	/fine-dining-to-food-trucks	74,165	02:44
5.	/blm-campgrounds	62,463	02:54
6.	/campgrounds	45,414	04:14
7.	/mountainbiking	34,759	02:43
8.	/attractions	30,857	03:26
9.	/atv-riding	30,079	02:45
10.	/4-wheeling	26,558	02:37

1 - 10 / 812

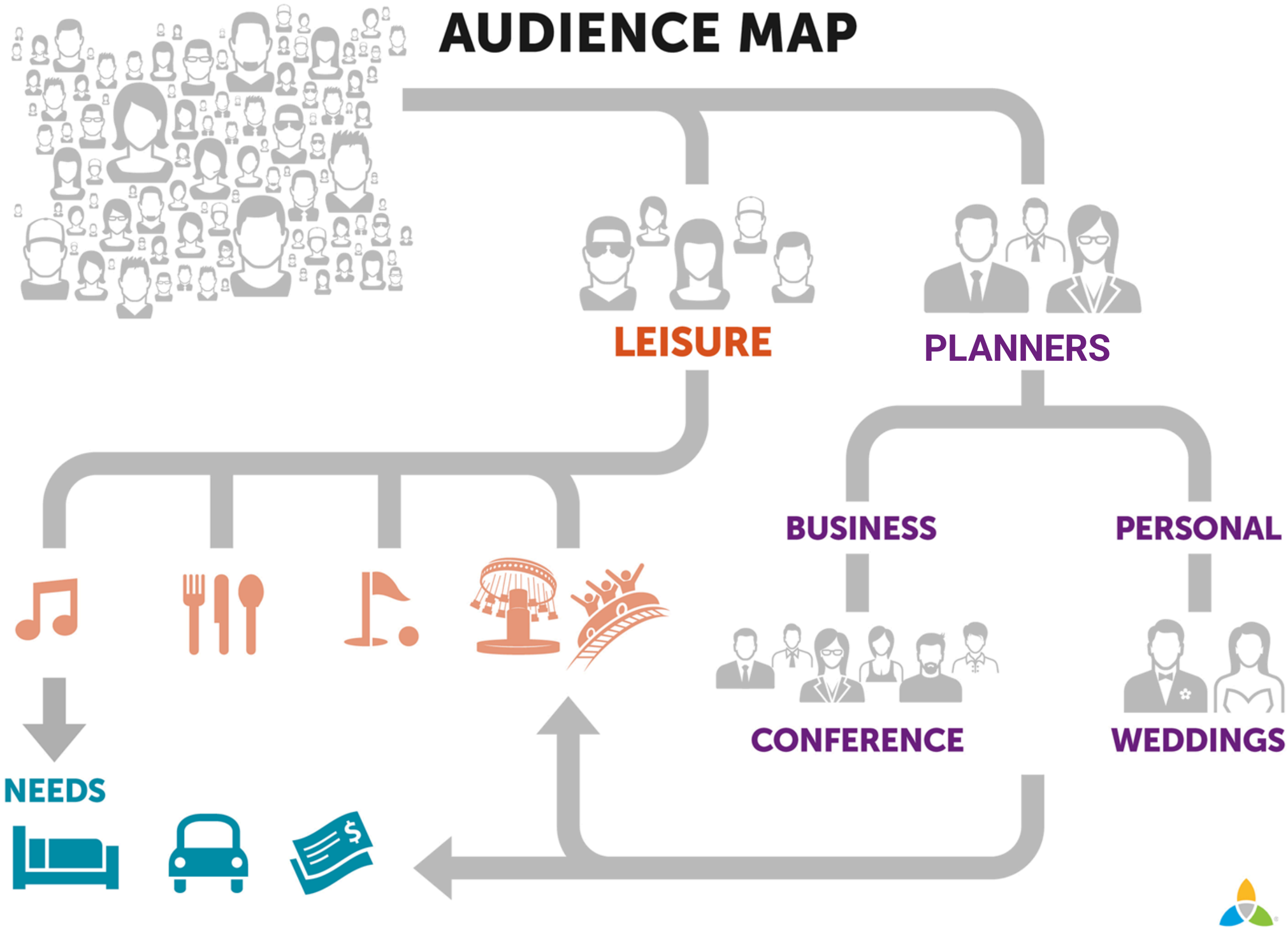
Desktop

	Landing page	Sessions	Average session duration
1.	/	141,007	05:53
2.	/blm-campgrounds	37,321	05:38
3.	/campgrounds	36,220	08:24
4.	/arches-national-park	35,109	05:51
5.	/reservations	31,172	05:13
6.	/fine-dining-to-food-trucks	21,879	05:12
7.	/mountainbiking	21,752	05:16
8.	/attractions	18,212	07:02
9.	/4-wheeling	15,688	04:49
10.	/moab-three-day-itinerary	15,338	33

1 - 10 / 871

Navigation Strategy

AUDIENCE MAP



Current Navigation

MAIN

Attractions | Activities | Lodging & Campgrounds | Area Info | Services | Transportation

SECONDARY/INDUSTRY

Moab Snapshot | Contact | Events | Submit Event

FOOTER

Terms of Use

Recommended Navigation

MAIN

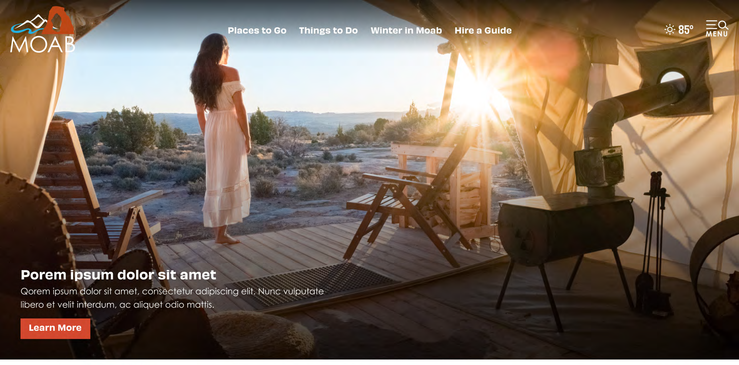
Outdoors | Thing To Do | Events | Food & Drink | Places to Stay | Plan

SECONDARY/INDUSTRY

Moab Snapshot | Groups | Services | Film |

FOOTER

About | Contact | Press & Media | Terms of Use | Privacy Policy | Sitemap



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Learn More

Places to Stay in Moab

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Hotels

Motels

Rentals

Camping

Keyword

Search

Categories

- [x] Category Name (8)
- [ ] Category Name (13)
- [ ] Category Name (20)
- [ ] Category Name (28)
- [ ] Category Name (3)

Show 12 more

Regions

- [ ] Category Name (8)
- [x] Category Name (13)
- [ ] Category Name (20)
- [ ] Category Name (28)
- [ ] Category Name (3)

Show 3 more

Clear Filters

View: Grid | List | Sort: Recommended | Near Me | Show Map

Sorrel River Ranch Resort and Spa
Mile 17 Highway 128

WorldMark Moab Resort
1435 N Hwy 191

Expedition Lodge
168 N Main St

The Gonzo Inn
100 West 200 South

Moab Under Canvas
13784 US-191

Moab Rustic Inn
120 East 100 South

Best Western Plus Canyonlands Inn
16 S Main St

Hotel Moab Downtown
182 S Main St

Hyatt Place Moab
890 N Main St

Canyon Rims Endurance Rides
Venue Name
Recurring daily on Friday, Saturday, & Sunday

Skinny Tire Festival (Road Bicycle Event)
Recurring on Tuesday, Wednesday, & Thursday

Winterlude Moab Music Festival
Recurring daily until Feb 1, 2025

1 - 12 of 20

MORE TO DISCOVER

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Learn More

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Learn More

Vorem ipsum

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Learn More →

Porem ipsum dolor

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Learn More →

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PLAN YOUR TRIP

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made by simpleview
LIFE ELEVATED UTAH

Share

WorldMark Moab Resort

Learn More

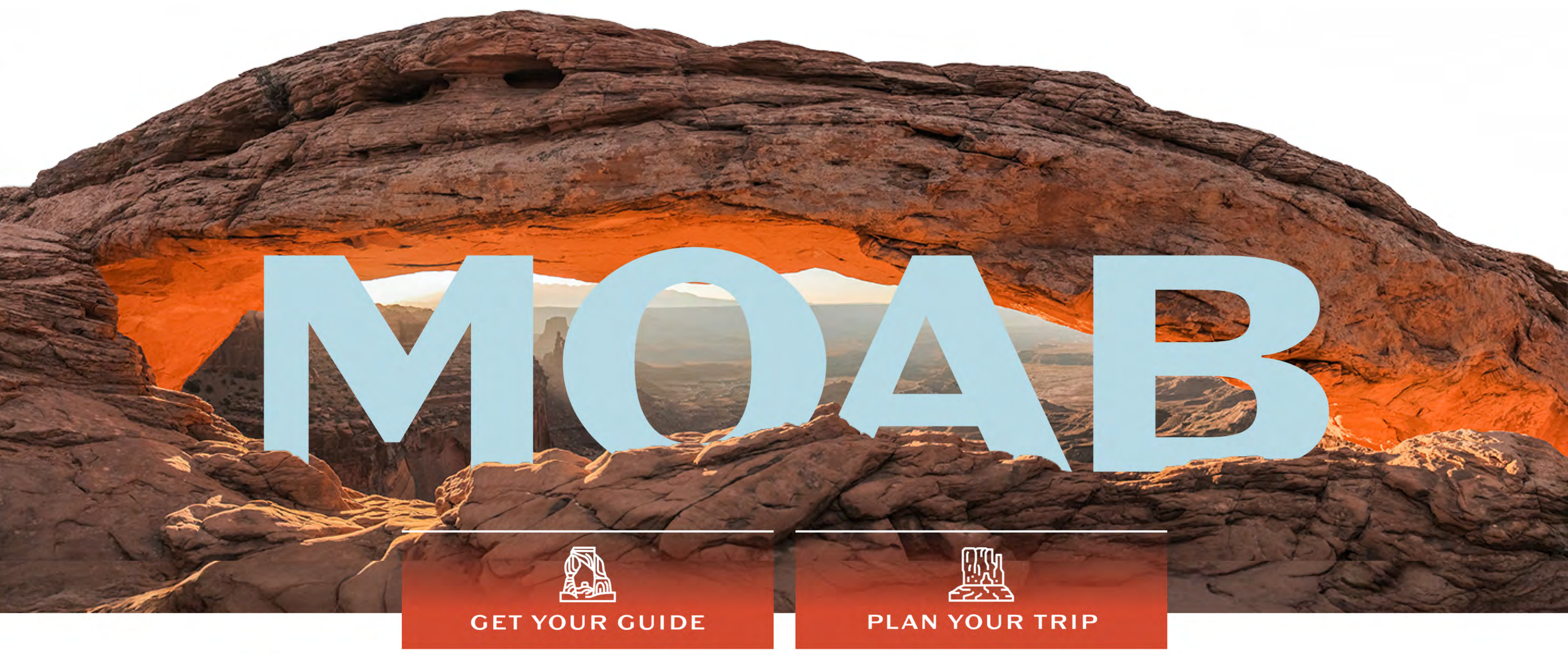
1435 N Hwy 191
email@emailaddress.com
(435) 719-2400

About

Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Nullam quis risus eget urna mollis ornare vel eu leo. Donec id elit non mi porta gravida at eget metus. Nulla vitae elit libero, a pharetra augue.

Map

Amenities



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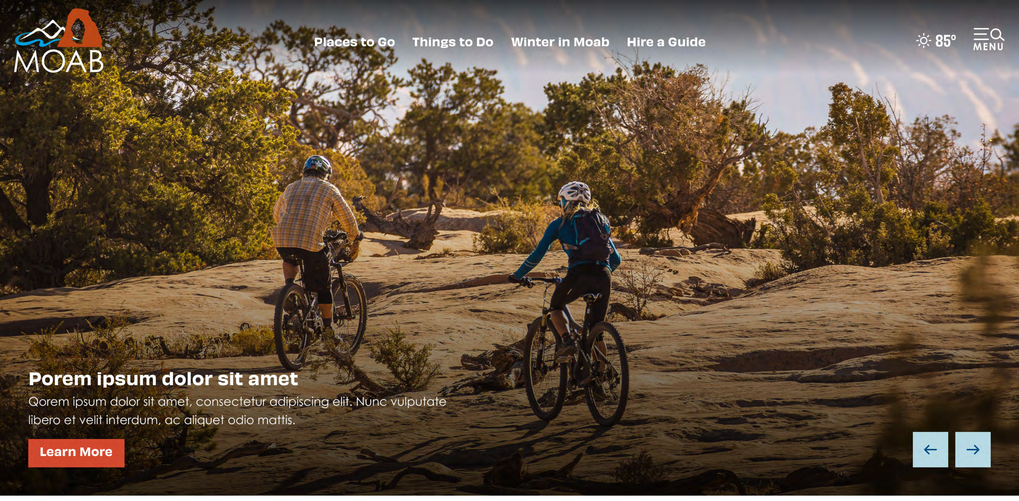

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Discover More of Moab

Things to Do | Places to Stay | Food & Drink | Events | Live Music | Arches

View All

GET YOUR GUIDE

PLAN YOUR TRIP

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COLLECTION LIBRARY

CALL OUT TILES, 4 ACROSS, FULL WIDTH

PREVIEW SLIDER WITH HEADER

Top 10 Things to Do

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Learn More

MARQUEE, SIDE BY SIDE

Tips & Tricks

See All Articles

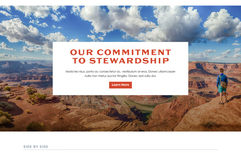
Experience the Red Canyon Pow Wow
◷ 10:00 AM
Nulam ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, ac aliquet odio mattis.
Learn More »

Health
Arrivecan for the Outdoor Adventurer
Learn More

Guides
Winter Travel Wonders
Learn More

Guides
Your Guide to Accessibility in Moab
Learn More

IMAGE-BOX, 1 ACROSS, FULL WIDTH



OUR COMMITMENT TO STEWARDSHIP

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Learn More

SIDE BY SIDE

SEP 22 2023

Skinny Tire Festival (Road Bicycle Event)

◷ 10:00 AM
📅 Saturday, Sep 23, 2023
Learn More »

Skinny Tire Festival (Road Bicycle Event)

◷ 10:00 AM
📅 Saturday, Sep 23, 2023
Learn More »

SEP 22 2023

EVENT TICKER

More Upcoming Events

SEP 11 — Science On Tap
◷ Noon to 1:00 PM

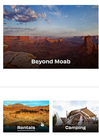
AUG 13 — Vinnie Unbound Wins A Persistent Indigenous Women
◷ Thursday, August 13, 2020 - Noon

JAN 22 — Winterhale Moab Music Festival
◷ Jan 21, 2021 - Feb 1, 2021

See All Events

CALL OUT TILES, 2 ACROSS

Discover Moab



Beyond Moab

CALL OUT TILES, 4 across

Hotels

Motels

Rentals

Camping

CAROS, 2 ACROSS

MORE TO DISCOVER

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Learn More

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Learn More

CAROS, 4 ACROSS

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Learn More »

ICON CALLOUTS

Discover More of Moab

Things to Do | Places to Stay | Food & Drink | Events | Tour Moab | Arches

View All

PREVIEW SLIDER, 3 ACROSS, FULL WIDTH

Eyebrowing

Winter Activities in Moab

Learn More

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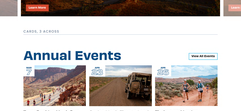
Learn More

PREVIEW SLIDER, 3 ACROSS, FULL WIDTH



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Learn More

CAROS, 3 ACROSS

Annual Events

View All Events

Transflockrise Moab Run the Rocks

◷ TBD
📅 Sat, Oct 1st, Sept 30th
View Details »

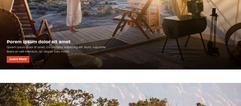
Cruise Moab (Toyota Land Cruiser 4x4 Event)

◷ Thursday, Sept 17th
📅 Sat, Oct 3rd, Sept 3rd
View Details »

Thelma and Louise Marathon, Half Marathon, ISIC and Marathon Team Race

◷ TBD
View Details »

HEROES



THERE'S ONLY ONE MOAB

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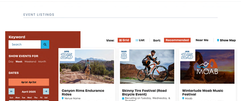
Learn More



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Learn More

EVENT LISTINGS

Keyword
Search

SORT BY TYPE
Any | Music | Recreational | Seasonal

DATES
Sort By Date
April 2020
Sun Mon Tue Wed Thu Fri Sat

CATEGORIES
Any
Category Name (12)
Category Name (24)
Category Name (18)
Category Name (20)
Category Name (8)
Uncategorized

Show Filters

View: List | Grid | Map
Sort: Recommended | Near You | Show Map

Canyon Rims Endurance Ride

◷ Saturday
📍 Bucking Horse at Fitness, Saturday, 8 AM

Skinny Tire Festival (Road Bicycle Event)

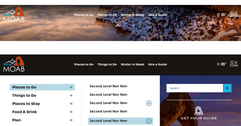
◷ 10:00 AM
📍 Saturday, Sep 23, 2023 - Wednesday, Sep 23, 2020

Winterhale Moab Music Festival

◷ Noon
📍 Recurring every until Feb 1, 2021

1 - 12 of 20

NAVIGATION – DEFAULT & OPEN



NAVIGATION W/ NO HERO IMAGE

Learn to Webflow

Places To Go					
PRIMARY NAVIGATION	SECOND LEVEL	THIRD LEVEL	FOURTH LEVEL	TOTAL PAGE VIEWS/ ORGANIC ENTRY	CURRENT LINK
Places To Go				New page	
	National Parks			New page	
		Arches National Park		PV:68375 / OrgEnt:15940	https://www.discovermoab.com/arches-national-park/
			Delicate Arch	PV:11644 / OrgEnt:4073	https://www.discovermoab.com/arches-national-park/delicate-arch/
			Arches Reservations	PV:51201 / OrgEnt:13494	https://www.discovermoab.com/reservations/
			Arches Webcams	PV:17256 / OrgEnt:9276	https://www.discovermoab.com/arches-webcam/
		Canyonlands National Park		PV:27533 / OrgEnt:9812	https://www.discovermoab.com/canyonlands-national-park/
	State Parks			New page	
		Dead Horse Point State Park		PV:40213 / OrgEnt:12106	https://www.discovermoab.com/dead-horse-point-state-park/
		Utahraptor State Park		New page	
		Goblin Valley State Park		New page	
	Outside the parks			New page	
		Sand Flats Recreation Area		PV:180 / OrgEnt:29	https://www.discovermoab.com/introduction-to-sand-flats-recreation-
		Hiking Outside the National Parks		PV:20829 / OrgEnt:7156	https://www.discovermoab.com/hiking/
		Corona Arch		PV:5442 / OrgEnt:1394	https://www.discovermoab.com/corona-arch/
			Exploring Corona Arch With A Trail Ambassador	PV:70 / OrgEnt:21	https://www.discovermoab.com/exploring-corona-arch-with-a-trail-ambassador/
		La Sal Mountains		PV:9448 / OrgEnt:4784	https://www.discovermoab.com/la-sal-mountains/
		Visit Our Trail Ambassadors		PV:333 / OrgEnt:116	https://www.discovermoab.com/moabfirst/
	Scenic Byways Overview			PV:7708 / OrgEnt:4346	https://www.discovermoab.com/scenic-byways/
		Scenic Byway U 313		PV:3799 / OrgEnt:1725	https://www.discovermoab.com/scenic-byway-u-313/
		Scenic Byway U 128		PV:27298 / OrgEnt:12973	https://www.discovermoab.com/scenic-byway-u-128/
	Winter in Moab			PV:3485 / OrgEnt:2095	https://www.discovermoab.com/moabinwinter/
		Winter Activities		PV:1584 / OrgEnt:1067	https://www.discovermoab.com/winter-activities/
		Winter Hiking Tips		PV:171 / OrgEnt:97	https://www.discovermoab.com/winter-hiking-tips/
		Whats Closed In The Winter In Moab		PV:23 / OrgEnt:18	https://www.discovermoab.com/whats-closed-in-the-winter-in-moab/

Things To Do					
PRIMARY NAVIGATION	SECOND LEVEL	THIRD LEVEL	FOURTH LEVEL	TOTAL PAGE VIEWS/ ORGANIC ENTRY	CURRENT LINK
Things To Do				PV:90264 / OrgEnt:26372	https://www.discovermoab.com/attractions/
	Hiking			PV:20829 / OrgEnt:7156	https://www.discovermoab.com/hiking/
	Mountain Biking			PV:51754 / OrgEnt:19120	https://www.discovermoab.com/mountainbiking/
	Whitewater & Calmwater Rafting			PV:6507 / OrgEnt:2477	https://www.discovermoab.com/colorado-river/
		More River Recreation		PV:1288 / OrgEnt:668	https://www.discovermoab.com/river-activities/
	Off-Roading			New page	
		4WD		PV:26128 / OrgEnt:15671	https://www.discovermoab.com/4-wheeling/
		OHVs		PV:29120 / OrgEnt:14891	https://www.discovermoab.com/atv-riding/
		Motorcycle Trail Riding		PV:7755 / OrgEnt:5292	https://www.discovermoab.com/motorcycle-trail-riding/
	Rock Climbing & Canyoneering			PV:2081 / OrgEnt:1334	https://www.discovermoab.com/rock-climbing-canyoneering/
	Scenic Flights			PV:389 / OrgEnt:132	https://www.discovermoab.com/scenic-flights/
	Stargazing			PV:19355 / OrgEnt:9224	https://www.discovermoab.com/moab-night-skies/
	More Outdoor Activities			New page	
		Horseback Riding		PV:1147 / OrgEnt:608	https://www.discovermoab.com/horseback-riding/
		Accessible Adventures		PV:1464 / OrgEnt:793	https://www.discovermoab.com/accessibility/
		Ballooning		PV:1303 / OrgEnt:266	https://www.discovermoab.com/ballooning/
		Skydiving		PV:1217 / OrgEnt:626	https://www.discovermoab.com/skydiving/
		Motorcycle Road Touring		PV:2070 / OrgEnt:1162	https://www.discovermoab.com/motorcycle-road-touring/
		Fishing		PV:7579 / OrgEnt:5415	https://www.discovermoab.com/fishing/
		Golf		PV:1428 / OrgEnt:732	https://www.discovermoab.com/golfing/
		Bird Watching		PV:1559 / OrgEnt:951	https://www.discovermoab.com/bird-watching/
		Ziplining		New page	
		Road Biking		PV:4322 / OrgEnt:2080	https://www.discovermoab.com/road-biking/
			Moab Canyon Pathway	PV:8137 / OrgEnt:4302	https://www.discovermoab.com/moab-canyon-pathway/
		City Recreation		PV:555 / OrgEnt:241	https://www.discovermoab.com/city-recreation/
	Hire A Guide			PV:5553 / OrgEnt:1919	https://www.discovermoab.com/guides-and-outfitters/
	History, Arts & Culture			PV:1205 / OrgEnt:271	https://www.discovermoab.com/arts-in-moab/
		Rock Art Sites		PV:7918 / OrgEnt:5340	https://www.discovermoab.com/rock-art-sites/
			Petroglyphs In Southeast Utah	PV:15 / OrgEnt:4	https://www.discovermoab.com/petroglyphs-in-southeast-utah/
		Museums & History		PV:1870 / OrgEnt:787	https://www.discovermoab.com/museums/
		Dinosaur History & Hikes		PV:13510 / OrgEnt:7541	https://www.discovermoab.com/dinosaur-museums-and-hikes/
		Movie Sites		PV:5068 / OrgEnt:2867	https://www.discovermoab.com/movie-sites/
		Photography		PV:2296 / OrgEnt:1332	https://www.discovermoab.com/photography/
		Night Life		PV:12198 / OrgEnt:5431	https://www.discovermoab.com/night-life/
	Itineraries			New page	
		Three Day Moab Itinerary		PV:806 / OrgEnt:42	https://www.discovermoab.com/three-day-moab-itinerary/
		Group Tours		PV:179 / OrgEnt:90	https://www.discovermoab.com/group-tours/

Places To Stay					
PRIMARY NAVIGATION	SECOND LEVEL	THIRD LEVEL	FOURTH LEVEL	TOTAL PAGE VIEWS/ ORGANIC ENTRY	CURRENT LINK
Places To Stay				New page	
	Hotels & Motels			PV:23375 / OrgEnt:7314	https://www.discovermoab.com/hotels-and-motels/
	Resorts			PV:4039 / OrgEnt:2496	https://www.discovermoab.com/resorts/
	Bed & Breakfasts			PV:2472 / OrgEnt:1031	https://www.discovermoab.com/bed-and-breakfasts/
	Condos			PV:694 / OrgEnt:248	https://www.discovermoab.com/condos/
	Campgrounds			PV:82979 / OrgEnt:23760	https://www.discovermoab.com/campgrounds/
		Arches Camping		PV:2814 / OrgEnt:1414	https://www.discovermoab.com/park-campgrounds/arches-camping/
		Canyonlands Camping		PV:2936 / OrgEnt:1731	https://www.discovermoab.com/park-campgrounds/canyonlands-
		Bureau of Land Management		PV:65956 / OrgEnt:32249	https://www.discovermoab.com/blm-campgrounds/
		Commercial Campground		PV:11709 / OrgEnt:2008	https://www.discovermoab.com/commercial-campgrounds/
		State Park, National Park &		PV:4481 / OrgEnt:1541	https://www.discovermoab.com/park-campgrounds/
		RV Fill & Dump Stations		PV:3527 / OrgEnt:2439	https://www.discovermoab.com/rv-dump-stations/
		Fire		PV:2599 / OrgEnt:1837	https://www.discovermoab.com/fire/
	Guest Houses & Apartments			PV:505 / OrgEnt:135	https://www.discovermoab.com/guest-houses/
	Property Management			PV:356 / OrgEnt:196	https://www.discovermoab.com/property-management/

Food & Drink					
PRIMARY NAVIGATION	SECOND LEVEL	THIRD LEVEL	FOURTH LEVEL	TOTAL PAGE VIEWS/ ORGANIC ENTRY	CURRENT LINK
Food & Drink				PV:13201 / OrgEnt:6559	https://www.discovermoab.com/restaurants/
	Food Guide			PV:63865 / OrgEnt:34514	https://www.discovermoab.com/fine-dining-to-food-trucks/
	Winery			PV:2502 / OrgEnt:1491	https://www.discovermoab.com/wineries/
	Grocery Stores			PV:3174 / OrgEnt:1887	https://www.discovermoab.com/moab-grocery-stores/

Plan					
PRIMARY NAVIGATION	SECOND LEVEL	THIRD LEVEL	FOURTH LEVEL	TOTAL PAGE VIEWS/ ORGANIC ENTRY	CURRENT LINK
Plan				New page	
	Visit Our Information Center			PV:12591 / OrgEnt:2385	https://www.discovermoab.com/visitor-center/
	Travel Guides			New page	
		Moab Travel Guide		PV:25054 / OrgEnt:2272	https://www.discovermoab.com/free-travel-guide/
			Thank You	PV:1060 / OrgEnt:143	https://www.discovermoab.com/thank-you/
		Outdoor Adventure Guide		PV:3344 / OrgEnt:719	https://www.discovermoab.com/moag/
			Thank You	New page	
	Transportation			PV:4544 / OrgEnt:1755	https://www.discovermoab.com/transportation-services/
		Airline Service		PV:9270 / OrgEnt:6643	https://www.discovermoab.com/airline-service/
		Moab Area Transit		PV:2171 / OrgEnt:1142	https://www.discovermoab.com/moab-area-transit/
		Train Service		PV:1681 / OrgEnt:1031	https://www.discovermoab.com/train-service/
		E-Bike Guide		PV:9273 / OrgEnt:4802	https://www.discovermoab.com/ebikes/
	Be Prepared			PV:1134 / OrgEnt:603	https://www.discovermoab.com/be-prepared/
		FAQ		PV:1310 / OrgEnt:253	https://www.discovermoab.com/faq/
		Moab Map		PV:20031 / OrgEnt:10760	https://www.discovermoab.com/maps-and-location-info/
		Weather		PV:11865 / OrgEnt:8873	https://www.discovermoab.com/weather/
		Sunrise & Sunset Times		PV:13034 / OrgEnt:4041	https://www.discovermoab.com/celestial-bodies/
		Fire Restrictions		PV:2599 / OrgEnt:1837	https://www.discovermoab.com/fire/
		Long-Term Parking		PV:1514 / OrgEnt:1089	https://www.discovermoab.com/moab-long-term-parking/
		Traveling with your Pet		PV:3102 / OrgEnt:1187	https://www.discovermoab.com/pet-information/
		Responsible Waste Disposal		PV:2845 / OrgEnt:1011	https://www.discovermoab.com/poop/
		Fire		PV:2599 / OrgEnt:1837	https://www.discovermoab.com/fire/
	Stewardship			New page	
		Hire A Guide		PV:5553 / OrgEnt:1919	https://www.discovermoab.com/guides-and-outfitters/
		Visit the Moab Trail Ambassadors		PV:333 / OrgEnt:116	https://www.discovermoab.com/moabfirst/
		Responsible Waste Disposal		PV:2845 / OrgEnt:1011	https://www.discovermoab.com/poop/

Events					
PRIMARY NAVIGATION	SECOND LEVEL	THIRD LEVEL	FOURTH LEVEL	TOTAL PAGE VIEWS/ ORGANIC ENTRY	CURRENT LINK
Events				PV:22118 / OrgEnt:5022	https://www.discovermoab.com/events/
	Submit an Event			PV:366 / OrgEnt:32	https://www.discovermoab.com/event-submission/
		Thank You		New page	