



Regular Meeting
Moab Tourism Advisory Board
Grand County Commission Chambers 125 East Center
Street, Moab, Utah

3:00 PM

AGENDA
January 12, 2026

Zoom And Youtube Meeting Information

Join Zoom Meeting:

[Https://Us02web.Zoom.Ub/J/84013922560?Pwd=Qbxjbarkaa0wjttygndb9won3nd7j4.1](https://Us02web.Zoom.Ub/J/84013922560?Pwd=Qbxjbarkaa0wjttygndb9won3nd7j4.1)

Meeting ID: 840 1392 2560

Passcode: 135246

Call To Order

Opening Items

Workshop

Adjourn

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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 Tuesday 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.

JANUARY 2026

DISCOVER MOAB

2025 MEDIA



Performance Insights and Key Learnings

DISCOVER MOAB DESTINATION DOWNLOAD



Success from 2025

Media and Creative

- Full-funnel media approach connecting Discovery, Trust and Convert
- Strong year over Year growth in emerging markets (Texas)
- High performance from high-intent and video-led channels, including Search, Performance Max, Meta and Programmatic
- Media investments delivered strong ROI, with lower-funnel channels (Expedia, Hopper, Epsilon) driving measurable impact

Website User Experience

- Paid traffic showed strong engagement, including increased time on site and new active users
- Added Chatbox to the website to help identify content users are looking /searching for.

Upcoming 2026

Media and Creative

- Continue to evolve full-funnel strategy balancing Discovery, Trust, and Visit/Convert tactics
- Shift towards more flexible, event-driven and seasonally aligned media to support visitation
- Co-Ops partnerships will play a larger role as ROI drivers
- Building stronger emotional connection designed to inspire **longer stays, higher spend, and repeat visitation**

Brand Launch

- Launching Brand
- Collaboration with Brand Partner
- Elevating visual and narrative consistency across all channels

GOALS



PRIMARY GOALS

- **Increase length of stay** and position Moab as a compelling **year-round destination**, not just a seasonal/day trip
- **Support visitation and lodging demand** during peak and shoulder seasons to smooth demand and maximize economic impact
- **Drive high-intent traffic** to DiscoverMoab.com
- **Encourage repeat visitation** through deeper trip-planning tools, itineraries, and content that supports longer stays and return trips

SECONDARY GOALS

- **Expand reach in priority feeder and fly markets** to grow demand beyond core drive markets
- **Increase engagement among priority audiences**, including Family Travelers, Nature Lovers, and Retired Travelers
- Strengthen international demand in priority European markets (France, Germany, Italy)

MEASUREMENT

- **ROI / ROAS**, including revenue, visitation, and economic impact where measurable
- **Engagement and CTR benchmarks by channel**, evaluated by funnel role (Discovery vs. Visit/Convert)
- **Qualified website traffic**, including time on site, pages viewed, and planning behavior
- **Growth of first-party audiences**, including email subscribers and guide downloads, to support long-term efficiency and remarketing



SNAPSHOT

\$1.799M

Est. Total Spend

175M+

Total Impressions

1.2M+

Total Clicks

30+

Media Channels

1M+ Active Users

Paid Website Traffic

30K+

Est. Room Nights

1m 27s

Avg. Session Duration (Paid Media)

515

Ads, Advertorials Created

PAID MEDIA OVERVIEW



In June 2025, Madden Media stepped in and quickly launched a **full-funnel media strategy**. Within weeks, Moab was showing up everywhere travelers plan and dream — across digital, social, programmatic, travel platforms, and branded content — keeping demand strong throughout the season.

Highlights

- **Search Media**
 - ◆ Google SEM and Performance Max connected Moab with high-intent travelers actively searching for outdoor, adventure, and national park experiences
 - ◆ **Delivered strong CTRs and efficient traffic**
- **Social & Video**
 - ◆ **Meta (Facebook and Instagram), YouTube, Pinterest, and CTV drove scale and strong engagement**
 - ◆ Video delivered strong view-through rates and meaningful engagement lifts
- **Programmatic**
 - ◆ Platforms including Azira, Tiki, and Epsilon ensured Moab appeared in key planning environments
 - ◆ **Drove both awareness and measurable visitation impact**
- **Branded Content**
 - ◆ **Custom storytelling through Outside, AllGear, and international publishers**
 - ◆ Extended Moab's brand narrative beyond traditional ads and increased time on site
- **Additional Partnerships**
 - ◆ Airline collaborations with Contour and DOOH placements through Wilkins and America Unlimited

TOP PERFORMERS



Top Traffic Driver (Website Sessions)	Top Guide Downloads (Event Count -Travel Guide)	Top Awareness Driver (Total Impressions)	Top ROAS (Vendor Reported ROAS*)
<ol style="list-style-type: none">1. Meta 335K Sessions2. Google 241K Session3. Azira 51K Sessions	<ol style="list-style-type: none">1. Google Pmax 2,023 travel guides2. Meta 874 travel guides3. Tripadvisor 26 travel guides	<ol style="list-style-type: none">1. Outside 43.2M Imp2. Meta 33.8M Imp3. Azira 23M Imp	<ol style="list-style-type: none">1. Tripadvisor 92.91 ROAS2. Expedia 66.3:1 ROAS3. Sojern 6.9:1 ROAS

2025 MEDIA SNAPSHOT

Total Impressions

140,758,87

5

Total Clicks

993,249

CTR

0.71%

Search	PMAX	Google Video	Meta Prospecting	Meta Remarketing	Meta Lead Gen	Meta Video
1,194,668 Impressions 109,176 Clicks 9.14% CTR - We are seeing strong website engagement with over 3 minutes on site	1,241,148 Impressions 59,248 Clicks 4.77% CTR -	4,631,291 Impressions 5,674 Clicks 0.12% CTR 3,142,815 Views 67.86% VVR - We normally see a .02-.05% click thru-rate with other destinations	10,918,271 Impressions 127,569 Clicks 1.17% CTR 146,527 Post Engagements	1,973,900 Impressions 45,318 Clicks 2.30% CTR 50,698 Post Engagements	1,755,655 Impressions 23,709 Clicks 31,933 Engagements - \$1.55 Cost Per Lead Leads captured planner guide requests, supporting mid-funnel planning!	2,708,004 Impressions 99,981 Clicks 3.69% CTR 1,532,923 Post Engagements

CTR Benchmark: 9.85%

CTR Benchmark: 2.15%

VVR Benchmark: 44.58%

CTR Benchmark: 1.86%

CTR Benchmark: 2.03%

CPL Benchmark: \$2.75

CTR Benchmark: 1.64%

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2025 MEDIA SNAPSHOT

Hopper	Expedia	Priceline	TripAdvisor	Epsilon	Sojern
1,495,568 Impressions	4,865,279 Impressions	3,095,055 Impressions	13,067,055 Impressions	4,333,433 Impressions	8,859,362 Impressions
19,721 Clicks	3,647 Clicks	1,763 Clicks	271,488 Clicks	4,057 Clicks	7,359 Clicks
4.5 ROAS	26,569 Room Nights	1,540 Room Nights	46,652 Social Engagements	0.09% CTR	1,155 Room Nights
1,203 Room Nights	66.3 ROAS	5.56 ROAS	2.08% CTR	725,927 Video Completes	6.89 ROAS
\$224,000 Hotel Revenue			92.91 ROAS	73% VCR	

All metrics reflect each partner's role in the convert/visit funnel; detailed performance and optimization insights are included in individual channel slides.

2025 MEDIA SNAPSHOT

Azira	Azira CTV	Wilkins Digital OOH	AllGear	Outside	Pinterest	Tiki	Adtheorent High Impact
23,391,482 Impressions	1,536,656 Impressions	4.5M Impressions	2,308,981 Impressions	43,238,326 Impressions	1,869,324 Impressions	737,808 Impressions	7,537,609 Impressions
101,373 Clicks	99.08% VTR	—	7,992 Clicks	9,324 Clicks	10,457 Clicks	66,200 Clicks	22,193 Banner Engagements
0.43% CTR			1,874 Content Views	22,172 Content Page Views	0.56% CTR		0.57% Banner ER
3,471 Exposed Visitors		We are seeing a low CPM at \$4.44. (Airports' normal CPM is around \$25) Targeting included: SLC and Grand Junction	Over 1 minute on on Content <u>Website Metrics</u> 2,293 New Users 2:02 Avg Time on Site	4.53M Views (Road Less Eaten) 0:33 Engaged TOP			261 Modal Engagements 39.13% Modal ER
— people who saw an ad and later visited a POI							
CTR Benchmark: 0.51%					CTR Benchmark: 0.65%		CTR Benchmark: 6-7%



SEM, Performance Max, and Video garnered 7.1M IMPRESSIONS and over 174K CLICKS

GOAL: Use SEM and Performance Max to meet travelers at key search moments and drive planner guide downloads, supported by YouTube video to reinforce destination storytelling and move users toward conversion.



We are seeing that travel intent is experience-led, with National Parks and Attractions driving the strongest engagement.

- **National Parks** (10.50% CTR) followed by **Attractions** (9.41%)



Performance Max was a key driver of Planner Guide downloads, supporting mid-funnel planning and conversion behavior.

Audience

- **Retired Travelers** drove the most traffic
- **Family Traveler** were the most engaged, with the highest CTR at 11.44%



The Google video campaign delivered 4.6M impressions, with over 3.1M viewers watching at least 10 seconds of the ad.

SEM

[Arches National Park | Moab, UT National Park | Moab, UT Arches](#)
Ad [discovermoab.com/arches/national-park](#)

Discover stunning arches, scenic hikes, and must-see sights in Arches National Park. Plan your visit to Arches NP—maps, trails, tips, and top things to see.

PERFORMANCE MAX

National Parks
Impressions: 311,461
Clicks: 37,030
CTR: 11.89%

Family Travelers
Impressions: 12,705
Clicks: 1,601
CTR: 12.52%

YOUTUBE

Off Season" Winter Nature Lovers | 15 Sec
Impressions: 490,160
Clicks: 691
Views: 344,301
CTR: 0.14%

Outcome: Google effectively captured high-intent demand and supported Discovery and Trust, driving qualified traffic, planner guide downloads, and strong engagement across search and video placements that helped move users toward conversion.



Meta drove 17.4M IMPRESSIONS and 297K CLICKS cross Meta and Reached 10.6M+ Users

GOAL: Drive awareness and high-intent planning behavior through aspirational visual storytelling that reaches lifestyle-driven audiences and inspires guide downloads.



Meta was the leading driver of our website traffic, generating over 234K users.

- We had over 1.7M+ engagements, with 1,097 shares expanding reach beyond paid media.



We had **12,887 leads** with an average **cost per lead of \$1.55!** (Other Destinations are seeing \$2.75 Avg. per lead)

- 78% of all leads came from **adults 55+**, signaling an opportunity to prioritize curated content geared towards mature travelers.
- Top markets for the lead ad campaign were LA (1633), Phoenix (1295), and Dallas (1199)



Key Insights: Meta video creative drove higher engagement than static imagery, delivering **2X higher CTR.**

Moving forward, prioritizing video creative when available



Discover Moab Sponsored Red rock arches look even more majestic under a blanket of snow.

Most Leads: "Discover Moab Like a Local" Impressions: 1,116,061 Clicks: 13,161 Leads: 7,170

Highest CTR and strongest engagement: Nature Lover "Enter Dark Sky Paradise" 30-second video

Impressions: 1,711,524 Clicks: 93,929 CTR: 5.49% Engagements: 663,014 Post Shares: 288



Discover Moab Sponsored Sign up and receive your free Moab Travel Planner!

Order Your FREE Moab Travel Planner

Discover Moab Like a Local Sign Up Today! Sign up 31 comments

Outcome: Meta helped drive broad reach, strong engagement, and efficient leads, especially among travelers aged 55+, while supporting awareness and planning actions throughout the funnel.



Azira ads achieved over 24.9M IMPRESSIONS and 101K CLICKS

GOAL: Drive upper- to mid-funnel awareness and consideration through programmatic display and CTV, reinforcing destination storytelling and supporting downstream planning behavior across channels.



Tactic Breakdown

- **Programmatic prospecting drove scale**, delivering 22.4M impressions and serving as the primary awareness driver across key DMAs.
 - ◆ Prospecting Banners: 98,747 clicks resulting in a 0.44% CTR
- **Remarketing supported mid-funnel consideration**, reinforcing Moab's experiences among previously engaged users.
 - ◆ Remarketing Banners: 966K impressions, 2,626 clicks, 0.27% CTR
- **CTV delivered strong storytelling impact**, with a 99% view rate, indicating high engagement and message retention.

We continue to see **Nature Lovers** audience performed the strongest (0.47% CTR), followed by **Retired Travelers** (0.43% CTR)



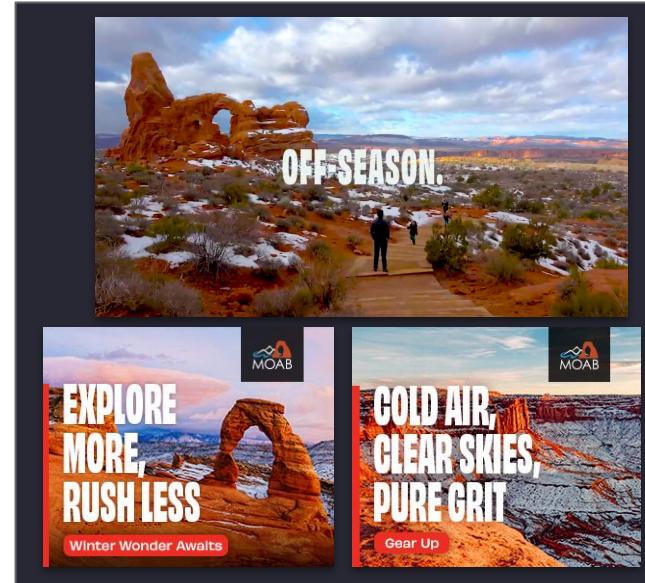
Top DMAs

- Dallas
- Denver
- Phoenix
- Salt Lake City



Attribution

- **3,471 Exposed Visitors:** Unique people who saw an ad and later visited a POI
- **17,982 Exposed Visits:** Total number of visits made by those exposed individuals



Outcome: Azira supported Discovery and Trust by delivering targeted reach and high-impact storytelling across platforms, reinforcing destination awareness and consideration that helped prime users for planning and conversion in downstream channels.



Tiki Drove High-Intent Engagement and planning insights across the travel funnel

GOAL: Engage high-intent travel intenders during the research and planning phase, using interactive content and conversational AI to influence trip decisions and support downstream booking behavior.



Tactic Breakdown

- Lightbox: 345K impressions and 29K clicks resulting in a CTR of 8.53%
- Envoy: 392K impressions and 36.7K clicks resulting in a strong CTR of 9.36%

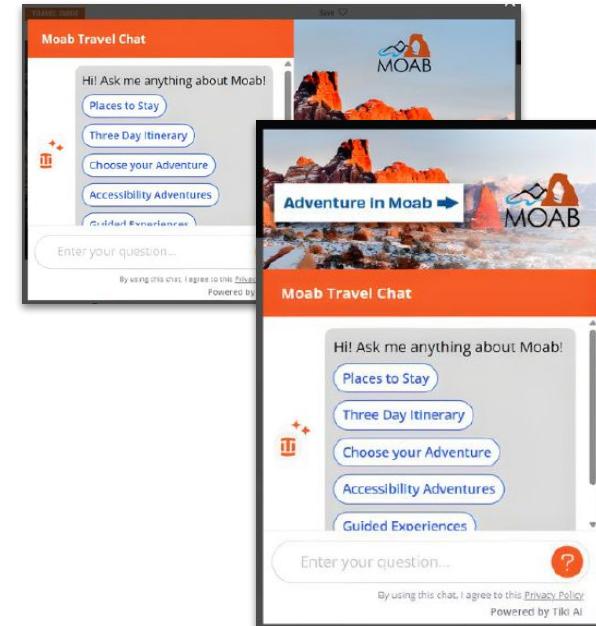
737K total impressions and 66.2K clicks, delivering an **8.97% blended CTR**, well above Tiki's 6% benchmark.



- **1,253 total traveler queries** were submitted through the Moab Envoy chat experience.
 - ◆ **Bubbles drove 92% of all engagement**, indicating strong interest in guided discovery and curated planning prompts.
 - Analysis of open-ended traveler questions revealed three dominant themes: Stay and Trip Planning, Local Experiences and Outdoor Adventures



Optimization: Rearranged order of bubbles to feature Places to Stay and Three Day Itinerary to push accommodation interests and itinerary content



Outcome: Tiki helped build Discovery and Trust by engaging travelers through interactive planning experiences, revealing what users are actively planning and helping inform content and conversion strategies across lower-funnel channels.



Outside Built Awareness and Trust through Video Content and branded content

GOAL: Drive upper-funnel awareness and deepen destination credibility by placing Discover Moab within trusted outdoor editorial, branded content, and owned media channels.

Storytelling



Road Less Eaten

- **We had over 38M impressions**, making Road Less Eaten a **primary awareness driver** within the Outside partnership.
- Editorial placements drove **high-quality site visits**, with users spending more than **5 minutes on site**, well above site benchmarks.
- Content context reinforced Moab's credibility among outdoor-focused audiences by aligning the destination with exploration, authenticity, and adventure.



Branded Content

- **4.9M impressions** and **7,462 clicks**, indicating stronger engagement despite lower overall reach.
- Branded placements drove **meaningful interaction** with Moab content and supported deeper exploration of experiences.

Outside further amplified both campaigns through its owned channels:



Email: 204K opens and 1,777 clicks

- *Top email "The Road Less Eaten" achieved a **10.2% open rate**, exceeding the 8.7% benchmark.*

Social: 658K impressions, 91,779 video views, and 6,184 engagements

Top Email "The Road Less Eaten"
10.2% Open Rate
(8.7% benchmark)



Head to the desert in the latest episode of The Road Less Eaten!

Join chef Biju Thomas in Moab, Utah for world-class mountain biking and a rafting adventure. Then fuel up with a food scene that can't be beat—featuring incredible sushi at Sabaku Sushi, one-of-a-kind food trucks, and hand-crafted wines at Spanish Valley Vineyard.

[Learn More](#)

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POWERED BY **Outside**

Outcome: Outside supported Discovery and Trust by pairing editorial credibility with branded storytelling. Road Less Eaten drove broad awareness, while Branded Content encouraged deeper engagement and consideration ahead of downstream planning.



Hopper Drove Incremental Hotel Revenue, Bookings and Length of Stay for Moab

GOAL: Capture high-intent, deal-driven travelers actively searching for lodging and convert demand into hotel bookings, increased length of stay, and incremental revenue for Moab.



\$224K+ in hotel revenue generated, representing a **58% YoY increase**, supported by increased exposure from paid Hopper placements.



628 hotel bookings delivered, driving **1,203 hotel room nights**.



Average length of stay increased to 1.92 nights, up from 1.80 nights last year (**+6.3% YoY**), indicating travelers stayed longer when influenced by Hopper.

Moab captured 10.9% of Utah's hotel market share on Hopper, a **31% YoY increase**, reflecting improved competitiveness within the state.

Deal Tile
 1.4M Imp | 18K Clicks
 1.25% CTR
 (Above Benchmark of 1%!)

Custom Microsite
 9.7K Imp | 1,195 Clicks
 12.23% CTR

Branded Notifications
 37,285 Notifications
 368 Clicks (1% CTR Benchmark)

Hey! It's Time to Plan a Trip now
 What are you waiting for? Discover things to do and places to stay for your Moab getaway. Make your desert dreams come true!

Outcome: Hopper directly supported the Visit/Convert stage of the funnel by turning travel intent into measurable economic impact. The channel drove incremental hotel bookings, longer stays, and increased revenue for Moab.



Expedia Drive \$8M IN Attributed Revenue with a ROAS OF 66.3:1

GOAL: Capture booking-ready travelers actively planning lodging and convert demand into direct hotel revenue, longer stays, and measurable economic impact using Expedia's first-party booking data.



Economic Impact:

- Campaign is estimated to have driven **\$8M in attributed revenue**
- 26,569 room nights booked
- **66.3:1 ROAS** reflecting strong lower-funnel efficiency
- Average length of stay: **2.0 nights**



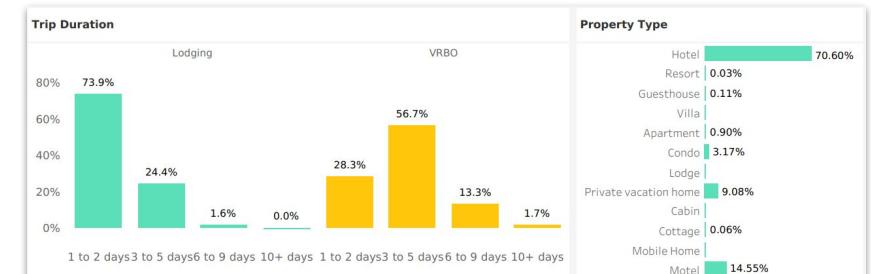
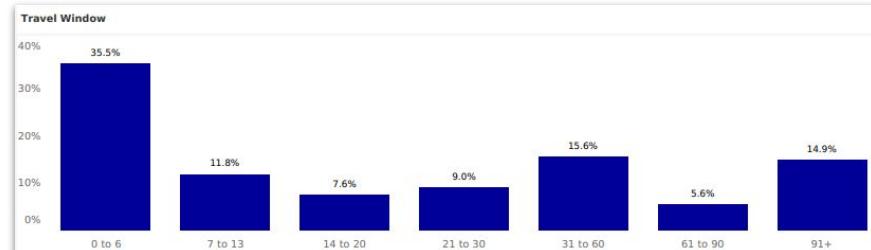
Lodging Insights:

- We are seeing **73.9%** of hotel stays occurred within **1–2 day trips**
- Property mix was led by **hotels**, followed by **vacation rentals**, supporting both short stays and extended trips



Overall we delivered 5.2M impressions | 3,674 clicks | 0.07% CTR

- Expedia, Hotels.com, and Vrbo each contributed to revenue, with **Vrbo delivering the highest ROAS** among partners



Outcome: Expedia played a key role in the Visit/Convert stage by capturing high-intent lodging demand and translating it into direct revenue, room nights, and longer stays, demonstrating strong lower-funnel efficiency.



Expedia Top Hotels



Top 5 Hotels

Revenue

Hoodoo Moab, Curio Collection by Hilton	\$304,692
Wingate by Wyndham Moab	\$288,509
Aarchway Inn	\$274,126
Slackline Moab, Outset Collection by Hilton	\$241,621
My Place Hotel-Moab, UT	\$222,861

Room Nights

Wingate by Wyndham Moab	1,756
Aarchway Inn	1,607
My Place Hotel-Moab, UT	1,311
Slackline Moab, Outset Collection by Hilton	1,184
La Quinta Inn & Suites by Wyndham Moab	1,043

Avg Daily Rate

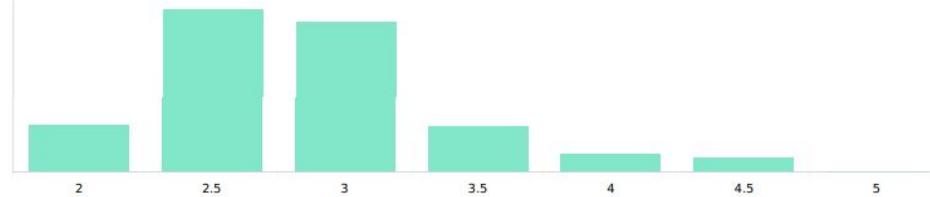
Exclusive Retreats Desert Dream Estate 10 Bedrooms ..	\$2,220
Exclusive Retreats Desert Vista: Luxury 6 Bedroom Ret..	\$2,040
Exclusive Retreats Desert Panorama with Private Pool, ..	\$1,981
Exclusive Retreats Desert Vista Mirage - Moab Getawa..	\$1,948
Exclusive Retreats 6 Bedroom 6 Bath Desert Paradise ..	\$1,894

Avg Length Of Stay

Downtown Retreat Steps to Bike Path &Restaurants	91.0
Stylish Beauty in Prime Location	43.0
Guest Nest 360 degree's offers a peaceful & private re..	33.0
Your dream retreat in a private and tranquil 2 bed/2 ba..	30.0
5G Perfect Moab RedCliff Condo, POOL AND HOT TUB	26.0



Star Rating (Room Nights)



All Hotels and Vacation Rental Properties

	Revenue	Room Nights	Avg Daily Rate	Avg Length of Stay
Hoodoo Moab, Curio Collection by Hilton	\$304,692	867	\$351	2.2
Wingate by Wyndham Moab	\$288,509	1,756	\$164	2.1
Aarchway Inn	\$274,126	1,607	\$171	1.8
Slackline Moab, Outset Collection by Hilton	\$241,621	1,184	\$204	2.0
My Place Hotel-Moab, UT	\$222,861	1,311	\$170	2.0
Holiday Inn Express & Suites Moab by IHG	\$207,227	953	\$217	1.9
La Quinta Inn & Suites by Wyndham Moab	\$194,725	1,043	\$187	1.8
Homewood Suites by Hilton Moab	\$172,249	810	\$213	2.4
Comfort Suites Moab near Arches National Park	\$170,744	1,017	\$168	1.9
Expedition Lodge Moab Arches National Park	\$156,717	902	\$174	1.9
MainStay Suites Moab near Arches National Park	\$146,242	962	\$152	2.3
Gravity Haus Moab	\$142,372	768	\$185	1.9
Best Western Plus Greenwell Inn	\$131,753	681	\$193	2.0
Hyatt Place Moab	\$128,846	583	\$221	1.9
River Canyon Lodge	\$127,028	720	\$176	2.0
Best Western Plus Canyonlands Inn	\$123,830	556	\$223	2.1
SpringHill Suites by Marriott Moab	\$116,538	431	\$270	2.3
voco Moab by IHG	\$108,275	568	\$191	1.7

CONTOUR AIRLINE

CONTOUR PARTNERSHIP | 2025 MEDIA SNAPSHOT

Meta	Expedia	TravelZoo*	
441,877 Impressions	1,616,307 Impressions	9,174 Gallery Page Views	 Total Impressions
11,285 Clicks	446 Clicks	<u>Story Distribution</u>	2,058,184 (excl travelzoo)
2.55% CTR	0.03% CTR	1,872,655 Reach	 Total Clicks
11,332 Post Engagement		11,741 Total Engagements	11,731 (excl travelzoo)
CTR Avg: 1.80%		1:25 Average Time On Site	 Average CTR
		Benchmark: 830K Reach	0.57% (excl travelzoo)

*Performance metrics 10/16-11/30

INTERNATIONAL

INTERNATIONAL | 2025 MEDIA SNAPSHOT

Performance metrics for 10/02 - 12/31

Search	Meta Prospecting	Meta Remarketing	Reddit	Priceline/Bookings	Wanderlust	Nat Geo UK	Dreamscape Print
118,054 Impressions	13,713,024 Impressions	2,277,808 Impressions	14,961,404 Impressions	1,345,307 Impressions	3,215,701 Impressions	175,000 Printed Copies (Guardian)	288,000 Impressions
23,330 Clicks	103,803 Clicks	19,688 Clicks	50,383 Clicks	402 Clicks	23,880 Pageviews (online Article)	180,000 Printed Copies (Nat Geo Traveller UK)	
19.76% CTR	0.76% CTR	0.86% CTR	0.34% CTR	0.03% CTR	591,975 Printed Copies (Advertisorial)		
Reviewing International benchmarks	110,430 Post Engagements	20,997 Post Engagements	Time on website is over 1:20 seconds	822 Room Nights	5.70 ROAS		
Based off other destinations running UK we are seeing a 6%							

*Benchmark: 9.85%

*Benchmark: 1.85%

*Benchmark: 2.08%

*Benchmark: 0.86%

Total Impressions**
32,415,597

Total Clicks**
197,606

Room Nights
822

**Excluding Wanderlust, Nat Geo, and Dreamscape

THANKS!



MEDIA PARTNERSHIPS

WELCOME TO

Outside

An award winning media ecosystem that unites content, iconic brands, utility apps, and live events that define outside culture.



IT'S WHERE WE CONNECT.

Outside

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Why Outside?

The Power of an Integrated, Full-Service Partnership

- **The "Right" Execution:** We don't just have an idea; we have the technical expertise, creative vision and award-winning team to execute it at the highest standard, with the right touch, tone and vibe.
- **The Jeep Advantage:** Our decades long working relationship, as well as our 2026 partnership, with Jeep ensures production efficiency and insider access that no one else can replicate.*
- **Unmatched ROI:** Because we'll already be collaborating with Jeep on the ground, we will be to leverage efficiencies and able deliver high-quality content and unique moments
- **Turn-key, Full-Funnel Solution:** From making the custom ducks to content capture, to final delivery AND a robust media distribution network, we meet all the needs to deliver a successful partnership
- **Niche Authority:** We own the connection to the Overlanding and Adventure Travel community—the exact audience that lives and breathes this lifestyle. BONUS: Outside's audience is also active (mtn bikers, hikers, trail enthusiasts), family vacation oriented, seeks out National Park travel, and embraces sustainable travel practices – all important audience segments to Moab

* We're actively talking with Jeep about opportunities to amplify distribution, co-brand the custom video content, and other ways to collaborate with them on this partnership campaign!

Meet our active audience, looking for their travel next adventure



AVG. HHI

\$175K

AVG. DAYS ACTIVE
(EACH WEEK)

5.4

AVG. # OF
OUTDOOR ACTIVITIES*

12

AVG. EXPENDITURE
ON GEAR (EACH YEAR)

\$4.5K

TRAVEL PLANS THIS YEAR

85%
DOMESTIC

41%
INTERNATIONAL

THEIR VALUES

ADVENTURE

FAMILY

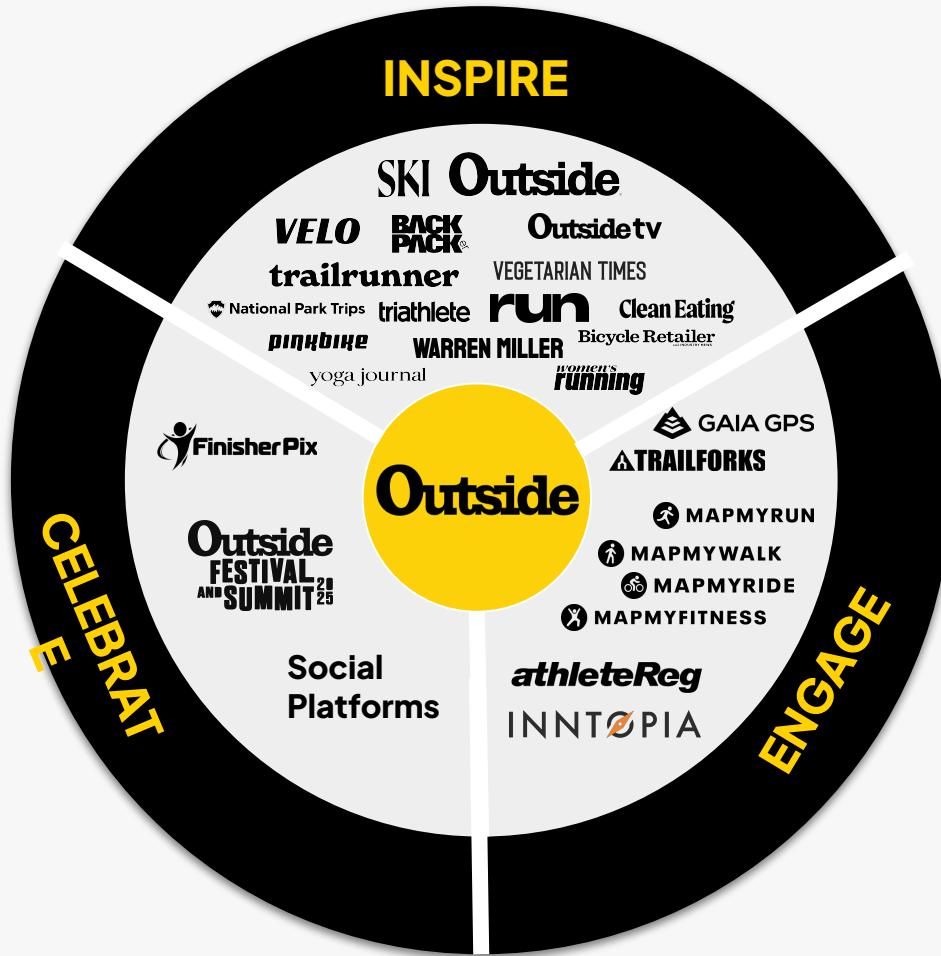
ENVIRONMENT

HEALTH

INCLUSIVITY

CRAFTSMANSHIP

*Across activities within outdoor recreation, cycling, running, water sports, winter sports, motor sports, and mind-body activities



OUTSIDE CAPABILITIES

The Outside Family & Ecosystem

Get Inspired with Content

Adventure begins with world-class storytelling.

Get Engaged + Active with Mapping, Travel, Events, & Weather

We supply the tools and services that make it easier to get outside.

Share & Celebrate Your Outside Time

We celebrate participation and motivate activity.



THE CONCEPT

The Big Idea

Create collectible Moab-themed Jeep ducks that participate authentically in Jeep Ducking culture—**turning visitors into long-tail ambassadors who carry Moab on their dashboards and across the country.**

Content Capture: We'll shoot a series of social videos that can include Moab guides, Jeep creators, talent, etc giving out ducks to Jeep owners before/during/ after Safari - and then distribute the social first custom Moab (x Jeep Easter Safari) videos on Discover Moab, Outside, and Jeep channels.*

That's just the start: Every duck that leaves town ends up:

- On dashboards across the country
- In photos + conversations
- On social

This is not a campaign. It's a gesture. A souvenir that travels. Earned media with wheels.

*pending Jeep approval



DISCOVER MOAB X JEEP X OUTSIDE

How it Works

Themed Ducks: “Special” ducks, that commemorate an event/place/etc, are a thing. We’ll create a series of 3 Discover Moab-themed ducks: Examples might include “Red Rock,” “Trail Respect,” and “Backcountry Explorer” editions. We make a few hundred, and hand out a few on camera. (Moab can advise/collaborate on priorities for what ducks represent from the area)

Hand-Out + Content Capture: Outside’s content capture crew heads out with local talent for a few days, exploring Moab’s trails, campsites, etc, and we film ourselves handing out a few, including interactions with recipients.

Deliverables : 3 to 5 short-form, social-first videos (plus cutdowns) of the ducking, plus BTS and other organic content from the exploration and interactions. (5 videos at the \$150K Investment)

Deliverables & Distribution

Full-scale deployment across Outside's primary social channels, including Instagram, Facebook, and YouTube, reaching our travel-ready audience.

- Ability to collaborative post with Discover Moab
- Includes Discover Moab brand mentions and tagging

We'll extend the video distribution Scaling content impact beyond the social feed via the following placements across the Outside digital Network:

- High-impact Inline video units
- Pre + Mid-roll placements

This integrated approach ensures we maximize the value of the creative assets by increasing distribution depth and reaching travelers throughout their entire digital journey . Plus, Discover Moab will have one year usage rights*.



*If utilizing a creator, usage rights will be throughout the duration of the campaign.

High Impact Digital Media

Leveraging Outside Network's most powerful touchpoints to amplify Discover Moab's brand campaign with our travel-ready, off-roading audience.

- **High-Impact Skywalker Prestitial Takeovers:** Dominant, full-screen visibility across Outside's premium digital ecosystem.
- **Strategic Gaia GPS Integration:** Two (2) dedicated newsletter features reaching our most active backcountry community.
- **Precision Audience Alignment:** First-party (IPD) data targeting focusing on the "Gaia GPS" and "Overlanding" cohorts to drive high-intent conversion.





DISCOVER MOAB X JEEP X OUTSIDE

Keys to Success

In order for this to be successful, it needs to feel organic, like a love letter to Jeep culture and a wink to insiders. It can't feel like a marketing activation.

Duck Design: Tasteful and collectible, no big logos or URLs.

Gift Energy: Feel like a reward, not swag. We do not give out at booths and the like

Vibe: Moab feels like the host. Not overly polished, more raw and authentic.

Bottom Fine Line: Discover Moab supports the culture, shows they are having fun with it, but doesn't try to own or commercialize it.

Investment Overview

\$150k Investment | 5M+ Impressions

Products	Descriptions
Custom Content Campaign	<p>Custom Video Production in Moab feat. Talent</p> <p>Deliverables: 5x 1-min. Videos with :15 cutdowns & Social BTS</p> <p>Video Distribution on Outside's Social Channels (IG, FB & YouTube) and on digital within high impact inline video and pre + mid roll placements</p> <p>Destination Spotlight Article on Outside</p> <p>Custom Discover Moab Rubber Duckies</p>
Added Value Brand Media	<p>Bonus Skywalker high Impact First impression Takeover</p> <p>Gaia GPS Newsletter Sponsorship (2x)</p> <p>1P Overlanding Audience Targeting Impressions</p> <p>Bonus RON impressions</p>

Please refer to the media plan for specific placements and targeting. 2-week min. lead time for digital brand campaign assets.



2026 Brand Partnership



The Opportunity

The opportunity is clear: Today's travelers crave more than just a place to visit—they seek destinations that deliver seamless, unforgettable outdoor experiences, whether they're chasing adrenaline or simply extending a trip into nature. Moab is uniquely positioned to lead in this space, with its iconic red rock landscapes, winding canyons, and protected national parks. In partnership with Topo Designs, this story comes to life—pairing functional, sustainably made gear with Moab's rugged spirit of exploration. From packing a Topo daypack for a hike to hidden arches, to rafting the Colorado River with durable gear built for adventure, to capturing the essence of desert exploration in head-to-toe Topo style—every moment becomes part of a narrative that travelers want to live and share.

Together, **Moab and Topo Designs** aren't just creating experiences, they're telling Moab's story in a way that resonates with future visitors—inviting them to see themselves in the journey, connect with the land, and carry the inspiration forward long after the trip ends.

The Goal

- **Boost Tourism** – Inspire travel to Moab by showcasing its iconic red rock landscapes, national parks, and world-class adventure.
- **Enhance Brand Visibility** – Position Moab and Topo Designs as leaders in authentic outdoor exploration and sustainable travel.
- **Drive Engagement** – Spark interactive, shareable content moments that connect with adventurers, creators, and future visitors.
- **Support Local Communities** – Highlight Moab's outdoor stewardship, cultural heritage, and experiences that benefit residents.
- **Increase Overnight Stays** – Convert inspiration into bookings and extended itineraries across hiking, biking, rafting, and stargazing.
- **Align with Target Audience** – Reach adventure-seekers, eco-conscious travelers, and premium lifestyle consumers who value purposeful brands.



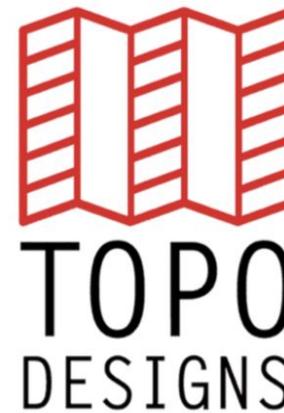
Topo Designs, the modern outdoor lifestyle brand, is celebrated for its versatile, sustainably crafted gear built to outfit every adventure. By tapping into Topo's vibrant community of explorers, outdoor enthusiasts, and storytellers, we can spotlight Moab's awe-inspiring desert beauty—from hiking to hidden arches and biking legendary slickrock trails to rafting the Colorado River, chasing golden-hour light across red rock mesas, and revealing the raw, untamed landscapes that make Moab a haven for adventurers year-round.

Social Reach



Partnership Components

- Custom Backpacks
- Digital Integration
- Retail Displays
- Influencer Activities
- Denver Launch Activation
- Paid Media Promotional Support



Custom Rover Packs

300 DISCOVER MOAB Rover Packs

- Iconic best-selling Topo item
- Custom Discover Moab colorway
- Logo inclusion on pack
- Seeding influencers
- Social media giveaways
- Retail value \$109.00/each

Production timeline dictates delivery of Discover Moab Art by 12/31/2025. If final art isn't feasible, basic colorway could be used to produce packs, and we can add decoration after production.



Topo Digital Integration

Email Newsletter:

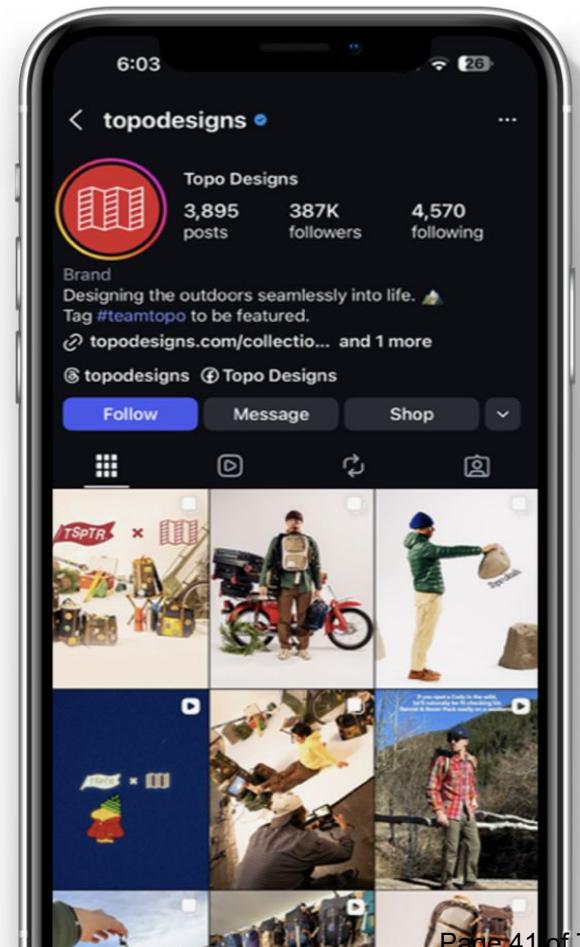
- 2 spotlights promoting the collab Pack and win-a-trip giveaways
- 300k newsletter recipients
- 36k SMS recipients

Social Media:

- Instagram/Facebook - 440k followers
 - Dedicated reel for Rover Pack giveaway/win-a-trip.
 - Dedicated hard post collaboration featuring custom Rover Pack
 - 5 IG Stories
- Retail Store Instagram
 - Denver: 26.5k
 - Fort Collins: 10.5k

Website Blog Inclusion:

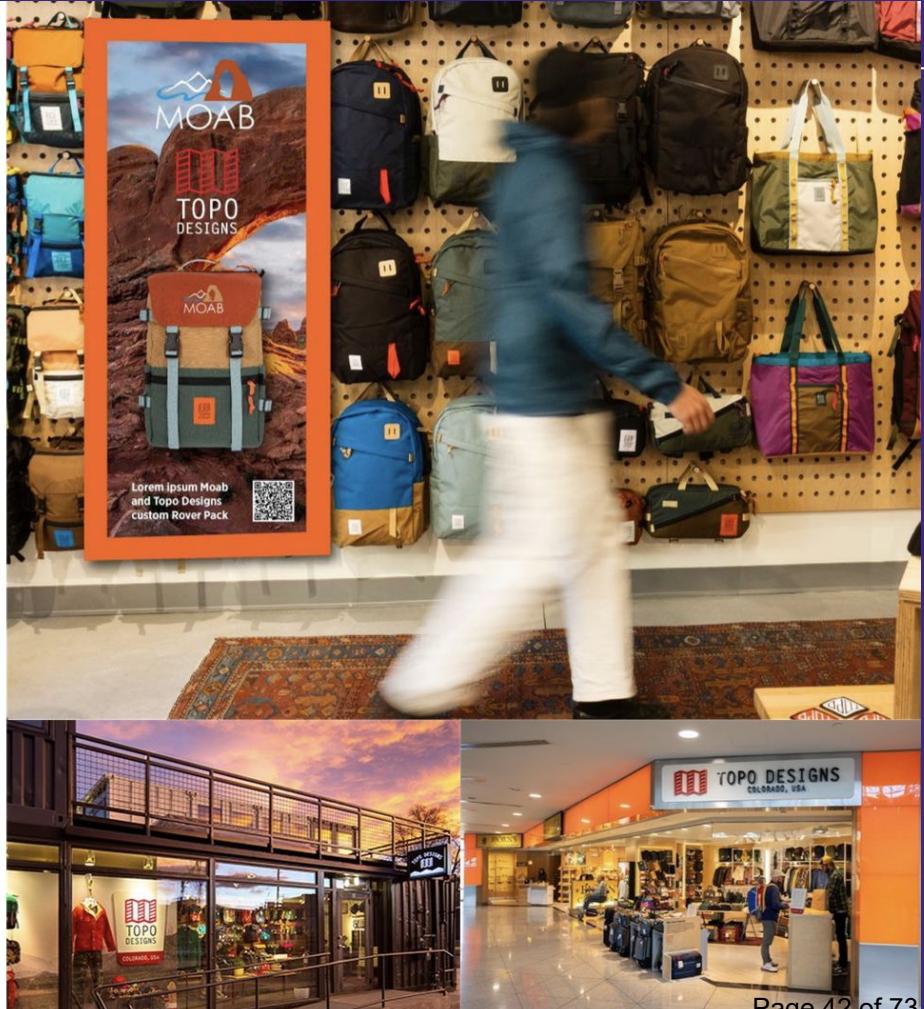
- 1 blog post highlighting the campaign (Topo “In The Wild”)
- 350k monthly site visitors



Retail Display

Collab pack and POS promotion in all retail locations for 4 weeks:

- Denver Flagship & Denver Base Camp stores
- Denver Int'l Airport (Concourse B)
 - 12k/month foot traffic
 - ~2mm eyeballs/month
 - Potential add'l locations by Summer 2026
- Fort Collins
- Boston
- San Francisco x 2
- Los Angeles



Topo Designs

In partnership with **Topo Designs**, Moab connects with a *highly engaged community of outdoor explorers, creators, and sustainably minded travelers*. Together, we spotlight Moab's rugged beauty and authentic spirit of adventure through co-branded storytelling, retail activations, and digital experiences that blend **style, function, and purpose**.

Audience Targeting & Impact

- **Adventure-driven, design-conscious travelers:** Topo's core audience includes *young, active explorers* who value quality, sustainability, and storytelling
- **Eco-minded and lifestyle-oriented:**
- **High social engagement:** 440k+ combined social followers across Instagram & Facebook, 300k+ email subscribers, and a highly active community that drives organic reach, amplification, and content sharing.

Deliverables:

- **300 Custom Discover Moab Rover Packs**
 - ◆ Custom colorway, co-branded decoration, influencer seeding, and social giveaway integration.
- **Digital Integration**
 - ◆ Newsletter spotlights, SMS promotion, co-branded Instagram/Facebook reel, hard post, 5 IG stories, and dedicated retail-store social amplification.
 - ◆ Includes website blog feature on Topo's "In the Wild" (350k monthly visitors).
- **Retail Displays**
 - ◆ 4-week in-store promotion across 8 Topo locations
 - ◆ Denver Flagship, Denver Basecamp, Denver Airport, Fort Collins, San Francisco (2), Los Angeles, Boston.
 - ◆ Exposure: 12k monthly foot traffic per store and ~2M+ monthly impressions across all locations.
- Influencers
- Denver Launch Activation
 - ◆ Topo Basecamp launch party featuring live music, meet-and-greets, complimentary beverages, giveaways, and a live win-a-trip moment.

Moab x Topo Program Deliverables (\$200K Program)

Retail activation in 8 Topo brick and mortar stores:

- Denver, CO Flagship Store
- Denver, CO Base Camp Store
- Denver Int Airport
- Fort Collins, CO
- Hayes Valley, San Francisco, CA
- Marina District, San Francisco, CA
- Los Angeles, CA
- Boston, MA

Social & Paid Media Amplification:

- 3.5mm Paid Facebook/Instagram Impressions
- 750K Display Retargeting Impressions
- 1 Reel, co-tagged with Moab and Topo Designs branded hashtags
- 1 Facebook Post, co-tagged with Moab and branded hashtags, with link to entry page
- 2 Topo Designs email newsletter spotlights to subscriber list
- Blog feature in Topo Designs "In the Wild" (community hub + content driver)

Outcome:

- Authentic, high-performing content goes live across multiple channels and Topo Designs platforms—building buzz, visibility, and credibility with highly engaged adventure-seeking new audiences while positioning Moab as the ultimate outdoor playground.



Summary

3.5mm Paid Facebook/Instagram Impressions

750k Display Retargeting Impressions

686k Topo Web and Newsletter Reach

447k Topo Organic Social Media Reach

345k Influencer Reach

300 Custom Discover Moab Rover Packs

8 Retail Locations Promoting the Collaboration

1 Epic Launch Activation in Downtown Denver

Influencer Integration



Kayla Lockhart

- Professional Fly Fisher & Outdoors Woman
- Topo & Ford Bronco Ambassador
- 42,000 IG audience
- Colorado Based
- (2hrs from Moab)



Cam McCaul

- Professional Mountain Biker
- 147,000 IG audience
- California Based



Tyler McCaul

- Professional Mountain Biker
- Can Am & Ford Bronco Ambassador
- 157,000 IG audience
- Utah Based



Topo Basecamp Store // Launch Party

Live Music Vibe:

Monster Rally

Goth Babe DJ Set

Free collab Rover Packs to the first xxx in the door.

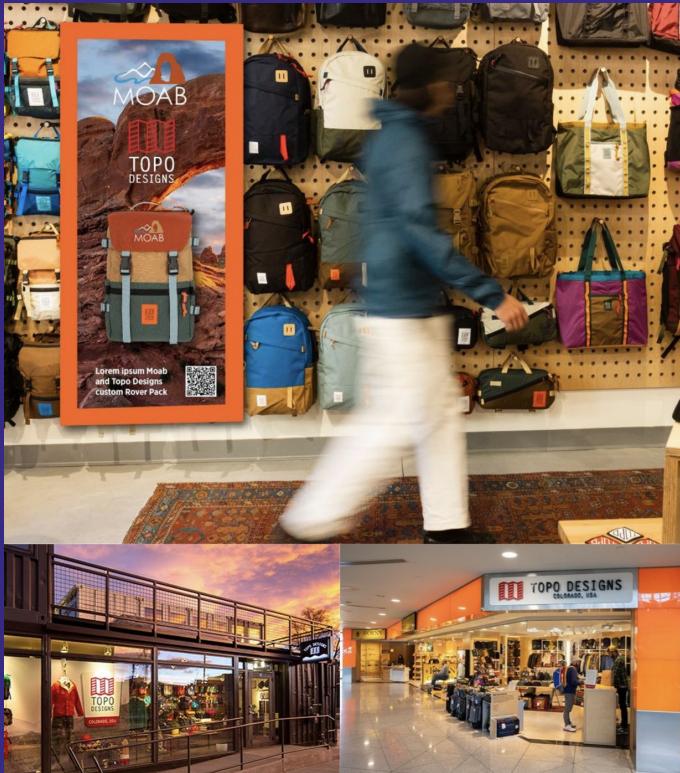
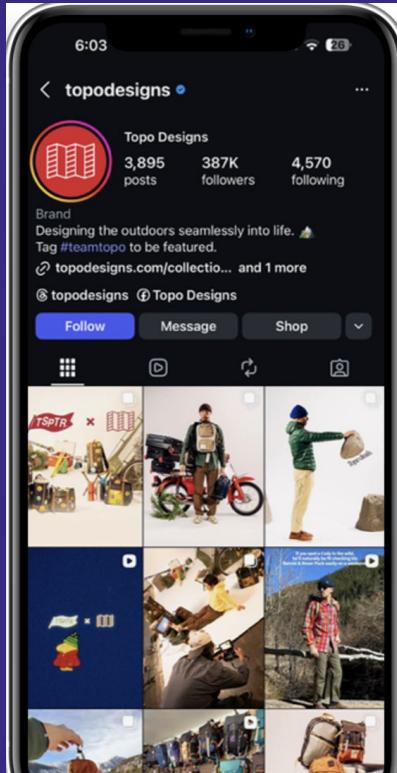
Tyler/Cam McCaul, Kayla Lockhart Meet and Greet.

Complimentary beverages from New Belgium Brewing.

Live win-a-trip giveaway.



Topo Designs



APPENDIX



Tripadvisor Drove Over \$19M IN DESTINATION IMPACT and ROAS OF 92.91:1

GOAL: Influence travelers at the point of decision by activating Discover Moab across Tripadvisor's high-intent travel environment and converting consideration into measurable economic impact.



Economic Impact:

- \$19M in destination impact, as measured by Datafy, Discover Moab's economic impact partner.
 - ◆ Datafy measures economic impact using privacy-safe, exposure-based modeling that connects media exposure to downstream visitation and estimated visitor spend.
- 7,494 trips influenced
- 92.9:1 ROAS, reflecting strong lower-funnel efficiency and booking influence.



Tactic Breakdown

- Onsite: 5.3M impressions, 4,798 clicks, 0.09% CTR
- Social: 2.2M impressions, 34,458 clicks, 1.52% CTR, and 46,652 social engagements
- Offsite (First party Data): 5.4M impressions, 232K clicks, 4.22% CTR



Outcome: Tripadvisor directly supported the **Visit/Convert** stage of the funnel by influencing travelers and driving measurable economic impact. Through Datafy's attribution modeling, the campaign demonstrated Tripadvisor's ability to translate media exposure into real visitation, traveler spend, and return on investment for Moab.

SOCIAL



Instagram

tripadvisor and discovermoab Sponsored

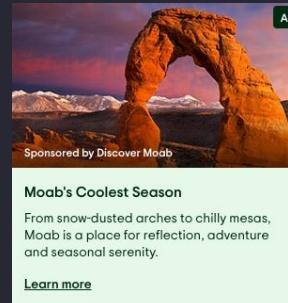
Learn more >

Moab's Coolest Season

From snow-dusted arches to chilly mesas, Moab is a place for reflection, adventure and seasonal serenity.

[Learn more](#)

DISPLAY



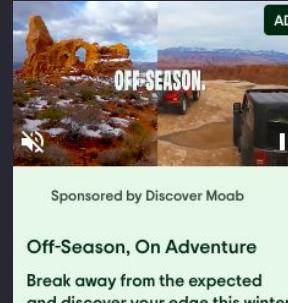
Sponsored by Discover Moab

Moab's Coolest Season

From snow-dusted arches to chilly mesas, Moab is a place for reflection, adventure and seasonal serenity.

[Learn more](#)

VIDEO



AD

Sponsored by Discover Moab

Off-Season, On Adventure

Break away from the expected and discover your edge this winter in Moab.

[Learn more](#)



Epsilon ads achieved over **\$270K*** IN MEASURED VISITOR SPEND with a **ROAS OF \$5:1**

GOAL: reach travelers most likely to visit and spend in Moab by leveraging Epsilon's core credit card data on traveler intent and purchase behavior.



**Economic Impact:

- 2,000 tracked visitors
- \$270K in est visitor spend
- \$135 average spend per visitor, with accommodations accounted for 18.9% of total visitor spend.



Traveler demographics skewed older and comfortably middle-class

- Adults 45+ contributed to 81% of visitor spend
- Visitors with HHI of \$100k+ contributed to 57% of visitor spend



****We will see a full core data report in February 2026, providing a complete view of total visitation and spending impact.**





EPSILON CAMPAIGN METRICS- SNAPSHOT

Measurement Window: August 05, 2025 – November 30, 2025



\$270K

total messaged
visitor spend
Spend in destination zips from
visitors who received an ad

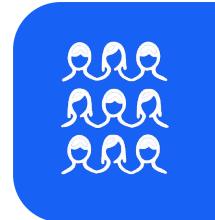
\$50K

investment
Campaign spend

\$5:1

ROAS

Return on ad spend. Every dollar of
investment resulted in X dollars of
visitor spend



1.9M

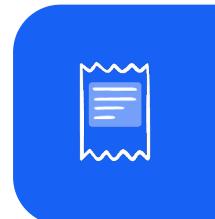
unique individuals
reached
Number of individual people messaged
with an Epsilon campaign ad

2.0K

total visitors
Number of people messaged with a
campaign ad who went to the
destination zips

0.1%

messaged traveler
rate
Total visitors/unique individuals
reached



4.6K

total transactions
Number of captured non-cash
transactions in destination zips from
visitors who received an ad

2.3

average purchases
per visitor
Total transactions/total visitors

\$135

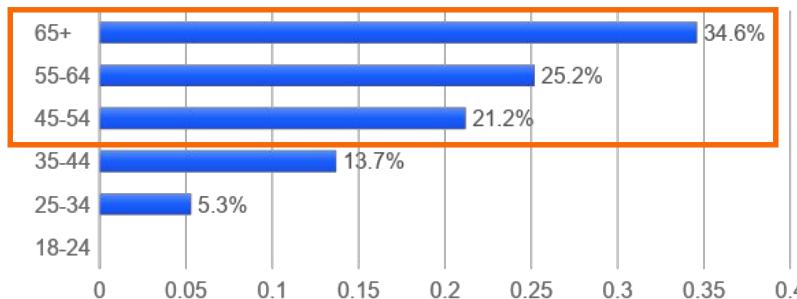
average messaged
yield per visitor
Total messaged visitor spend/total
visitors

Note: NEI measures on average about 60% of non-cash transactions

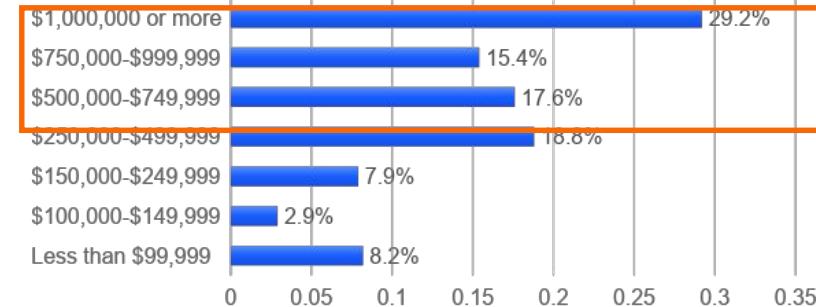


EPSILON VISITOR DEMOGRAPHIC

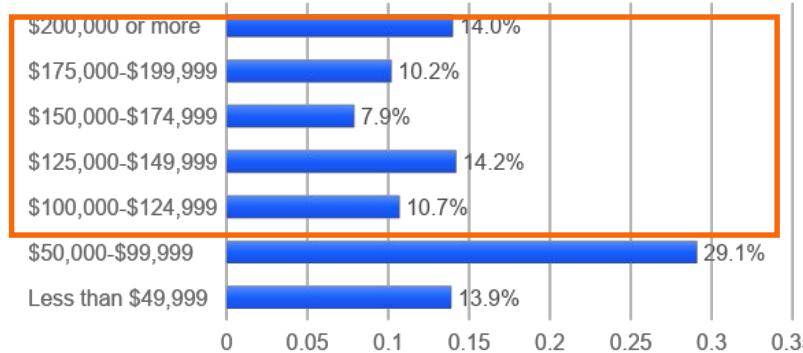
Visitor Spend by Age Bracket



Visitor Spend by Net Worth

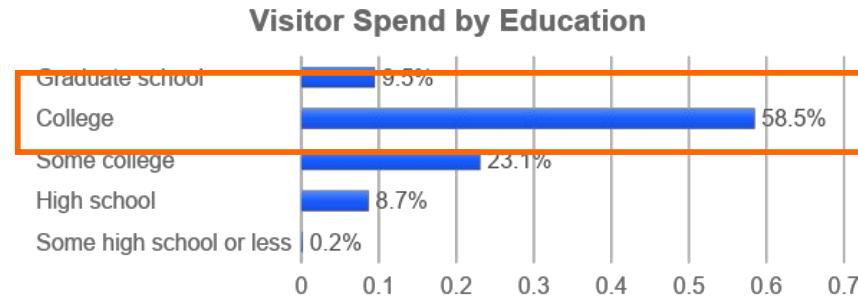
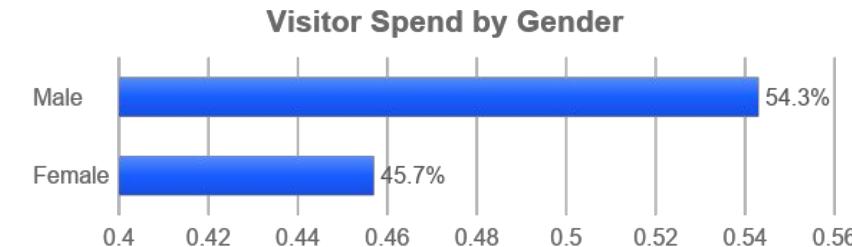
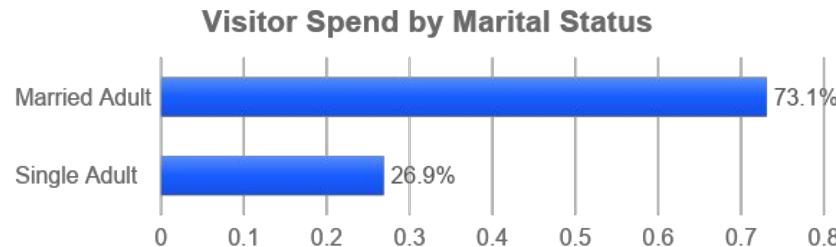


Visitor Spend by Household Income





EPSILON VISITOR DEMOGRAPHIC





Pinterest drove 1.8M IMPRESSIONS with 10.4K CLICKS

Pinterest is more than a social platform it's a visual discovery engine where travelers actively plan trips, build itineraries, and save travel inspiration. We used Pinterest ads to reach users early in their dreaming and planning phase.



Nature Lover was the highest performer, among target audiences. Responsible for 35% of total Click volume:

- Retired Travelers (2.8k clicks)
- Outdoor Adventure (2.7k clicks)



Interests like Travel to U.S destinations, Hiking, Landscape Photography, and Camping show the campaign has captured the essence of Moab.

- These three interests alone created 30% of available Impression volume.
- 0.57% CTR vs 0.56% (campaign average)

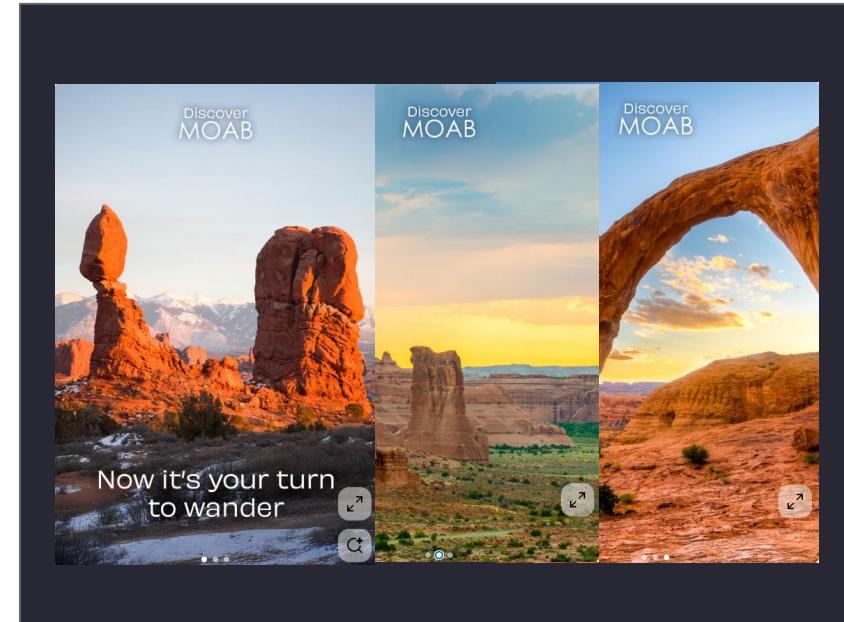


Top DMAs for Pinterest included:

- Los Angeles, CA (1.8k clicks)
- New York, NY (1.6k clicks)
- Dallas- Ft Worth (1.1k clicks)

Top Performing Age group

- 25-34 (5.6k clicks)
- 65+ (1.6k clicks)
- 35-44+ (1.4k clicks)





AllGear served over 3.1M IMPRESSIONS to outdoor enthusiasts

AllGear to reach outdoor enthusiasts actively researching gear, trails, and travel inspiration. This partnership positioned Moab as a year-round adventure basecamp while driving engagement with content.



Moab positioned as a top outdoor destination year-round

- Custom articles and paid social placements drove over 2,000 website clicks and 2,239 engagements, showing continued interest in Moab's outdoor recreation opportunities.



Adventure and off-road content performed best

- Email sponsorship highlighting **off-roading trails earned a 26% open rate** and over 200 outbound clicks despite being halfway through the email content, suggesting subscribers were engaged with learning more about Moab rugged experiences

≡ **GEARJUNKIE** Latest Buyers Guides Reviews Camping Hunting Fishing Motors Topics From

Home > Travel

Moab All Year Long: A Red Rock Destination for Every Kind of Explorer

Red rock landscapes and vibrant local life collide in Moab, where there's no wrong time — or wrong reason — to visit.

Sponsored by Discover Moab Sep 17, 2025 3:07 p.m. ET

[f](#) [x](#) [e](#)





AdTheorent generated over 7.5M IMPRESSIONS and \$7.8K IN INCREMENTAL SALES

AdTheorent delivers high-impact ad units using predictive modeling powered by first-party data signals.



Exposure to the AdTheorent campaign drove incremental purchases in Moab, generating **\$7.8K in incremental sales** and delivering a **57% lift in sales compared to the control group**.

- **\$21,397 in observed sales**
- \$59.77 average sales per transaction
- 2.52 transactions per purchaser



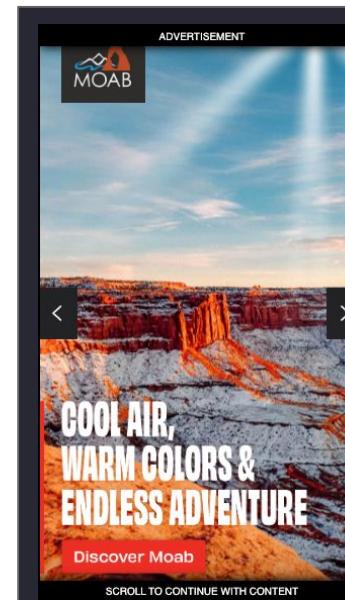
Interscroller Rich Media generated the most incremental sales (\$6K), **generating a 320% sales lift**.

- Top engaged content centered around **trails and rafting**

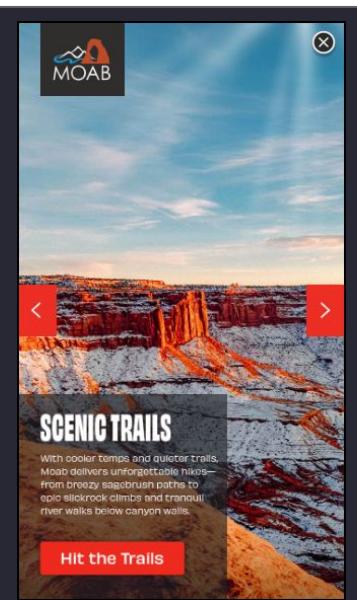


Top Engaged Audience by Engagement Rate:

- Outdoor Adventure (1.79% ER)
- Retired Traveler (1.78% ER)
- Family (1.78% ER)



INTERSCROLLER



EXPANDABLE

Banner view: the small unexpanded state of the ad was fully loaded/displayed for the user
 Modal view: the expanded modal has loaded and is now visible to the user.
 Banner/modal engagement: occurs when user interacts with the unit



Sojern ads generated over 8.8M IMPRESSIONS with a ROAS of 6.89:1

Sojern delivers data-driven media to in-market travelers through their travel-intent marketing platform.



Display: 7,173,906 impressions | 5,128 clicks
 Native: 1,225,516 impressions | 2,110 clicks
 Video: 459,940 impressions | 84% video completion rate

Attribution:

- 1,155 hotel night stays
- 1,601 travelers
- 877 in-destination visits



Lodging Insights:

- 1.72 avg. LOS
- 38 avg. lead time to booking

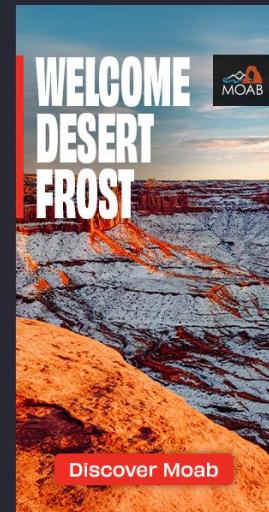


Top Origin Markets for Lodging Bookings:

- 54% Salt Lake City
- 27% Denver
- 11% Phoenix



VIDEO



DISPLAY



NATIVE



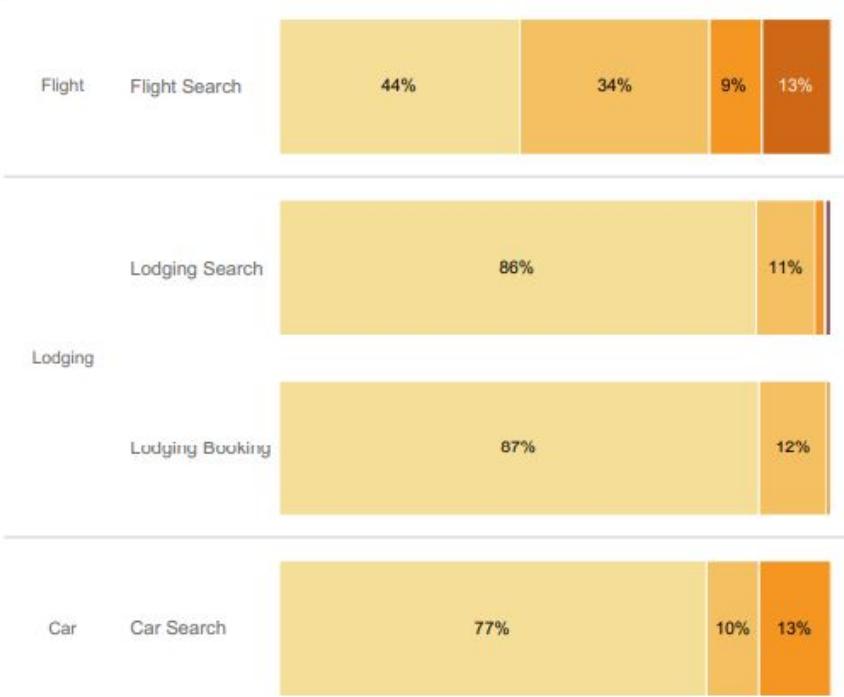
Trip Planning

How far in advance are travelers planning and booking prior to their trip to **Moab, UT**?



Length Of Stay

How long are travelers staying in **Moab, UT**?



█ 0-7 Days
█ 8-14 Days
█ 15-21 Days
█ 22-29 Days
█ 30-59 Days
█ 60+ Days

█ 1-3 Days
█ 4-5 Days
█ 6-7 Days
█ 8-11 Days
█ 12+ Days

INTERNATIONAL



SEM drove 118K IMPRESSIONS & over 23K CLICKS

Google campaigns connected high-intent travelers interested in and searching for Moab, national parks, and U.S. Southwest itineraries.



19.76% CTR – Over 2X higher than benchmark average



Engagement was strongest among adults ages 55–64, with slightly higher participation from women—indicating particularly strong interest from mature, decision-making travelers.



Top engaged countries were Mexico, Canada, and Italy

Engagement was strongest in short-haul markets.



Top searched keywords revolved around adventure theme.

- “Adventure vacations”
- “Southwest road trip”
- “Utah tours”

Non-Brand Ad Group

Explore Utah Adventures | Visit Arches & Canyonlands | Top Utah Hiking & Trails
Ad www.discovermoab.com

Plan a Utah adventure. Explore Arches, Canyonlands & desert trails. Discover epic hikes, biking trails & road trips in Southwest Utah.

Impressions: 108,648
 Clicks: 22,651
 CTR: 20.85%

Brand Ad Group

Discover Moab | Moab Utah Travel Guide | Things To Do in Moab
Ad www.discovermoab.com

Adventure awaits in Moab with hiking, biking, rafting and national parks. Explore Moab Utah with Arches, Canyonlands and stunning red rock landscapes.

Impressions: 9,406
 Clicks: 679
 CTR: 7.22%



Meta prospecting and remarketing ads delivered

16M IMPRESSIONS and **123K CLICKS**

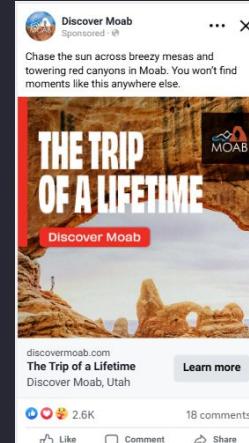
Meta's international reach across Facebook and Instagram enables granular audience segments make it ideal for both prospecting and retargeting.


131,427 post engagements
 7,711 post reactions and 126 saves showing users are engaging with Moab beyond link clicks.



Top engaged countries for both prospecting and retargeting campaigns

- Mexico (123K Clicks)
- Italy (282 Clicks)
- France (157 Clicks)

PROSPECTING	REMARKETING	REMARKETING
 <p>Discover Moab Sponsored Chase the sun across breezy mesas and towering red canyons in Moab. You won't find moments like this anywhere else.</p> <p>THE TRIP OF A LIFETIME Discover Moab</p> <p>discovermoab.com The Trip of a Lifetime Discover Moab, Utah</p> <p>Learn more</p>	 <p>Discover Moab Sponsored Chase the sun across breezy mesas and towering red canyons in Moab. Don't miss moments you won't find anywhere else.</p> <p>Plan the Trip of a Lifetime Explore Utah</p> <p>Learn more</p>	 <p>Discover Moab Sponsored</p> <p>PLAN YOUR NEXT BIG TRIP TO MOAB, UTAH</p> <p>Discover Moab</p> <p>616 6 6</p>
<p>Impressions: 8,422,805 Clicks: 65,056 CTR: 0.77%</p>	<p>Impressions: 420,956 Clicks: 3,849 CTR: 0.91%</p>	<p>Impressions: 938,065 Clicks: 8,388 CTR: 0.89%</p>



Reddit ads generated 14.9M IMPRESSIONS and 50,383 CLICKS

Reddit reach international travel planners, nature lovers, and cultural explorers who often conduct deep travel research and itinerary planning.



Creative showing people in Moab performed better than landscape-only images, suggesting audiences connect more when they can picture themselves in the destination.



Top engaged countries were

- Mexico (30K Clicks)
- Italy (7K Clicks)
- Denmark (6K Clicks)



Top-engaged subreddit communities

- Travel
- Hiking
- Camping

IMAGE



discovermoab.com

Impressions: 2,101,168
Clicks: 8,215
CTR: 0.39%

VIDEO



discovermoab.com

Impressions: 2,173,847
Video Views: 78,900
Clicks: 7,368
CTR: 0.34%



Priceline delivered 1.3M IMPRESSIONS with a ROAS 5.70:1

Priceline reach international travelers actively planning trips to Moab - searching for hotels, flights, and vacation packages across Priceline's travel network, including Booking.com.



Economic Impact:

- 333 Reservations
- 822 Room Nights
- **\$142K Estimated Revenue**
- Roas 5.70



Hotel Search Results achieved 736 room nights books – Significantly more than Index Page placements, 74 room nights



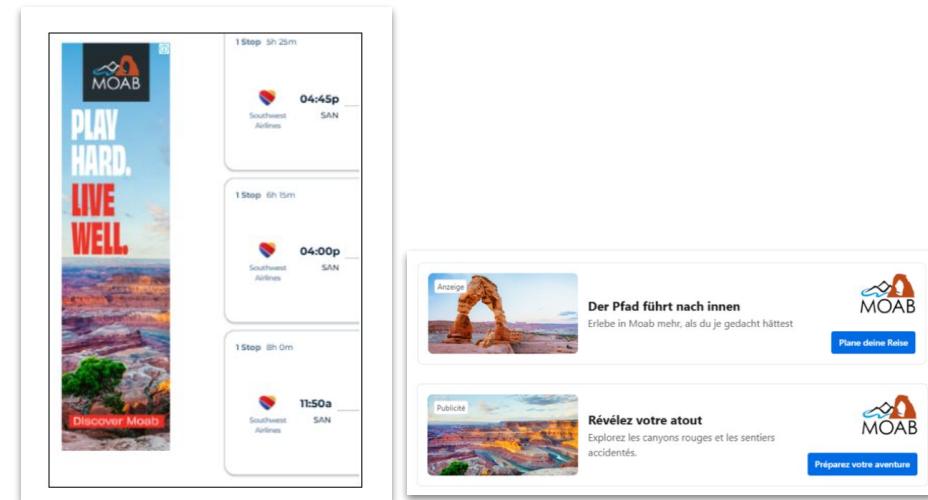
Index Page placements delivered over 855K impressions and 163 clicks.

- Index Page ads helped introduce Moab to a broader audience at the very start of their trip-planning journey



European travelers drove the most room nights booked

- UK, Germany, France | 613 Room Nights
- Canada | 104 Room Nights
- Australia | 93 Room Nights



Hotel Search Results

390,082 Impressions
224 Clicks
736 Room Nights

Index Page

855,225 Impressions
163 Clicks
74 Room Nights



Wanderlust ads generated over 3.2M IMPRESSIONS and 23.9K PAGEVIEWS

Wanderlust connects Moab directly with high-intent UK travelers actively planning their next trip. As the largest travel magazine in the UK, Wanderlust reaches a highly engaged audience of informed, high-intent cultural and adventure travelers.

[View Online Article](#)

6.3m Impressions

111K Link clicks

ONLINE ARTICLE PAGE VIEWS: 23,880

*Benchmark: 10,000 page views
The Standard Online Article drove nearly 2.5X more pageviews than planned.

Paid Social Promotion impressions outperformed the planned delivery by more than 325%

- This helped boost visibility and drive readers to the online article.

Up Next: December 4th, 2025

[View Online Version](#)



Dreamscape



MOAB, UTAH

Where Red Rock Trails, Celestial Skies and Rugged Rides Inspire the Soul

BY ILONA KAUREMSZKY

Use the movie trailer voiceover: "In a world where sandstone spires pierce the clouds, where cosmic light shows electrify the night." Welcome to Moab, Utah—the blockbuster of American landscapes. This cinematic desert town is a place where you ditch your watch, lace up your boots, and discover your own edge. Whether you're standing under the glowing curve of Delicate Arch at sunset, spinning your wheels on legendary Slickrock, or tilting your head back as the Milky Way unfurls like cosmic confetti, Moab will knock you sideways—in the best way possible.

Red Rock Trails

That Lead to Wonder

Imagine hiking through a D. Seuss sketchbook: breezy mesas, vermillion fire, towering rock spires, and a sandstone structure of a sci-fi set. Moab delivers it all, with no one, but two national parks (Arches and Canyonlands), plus two state parks and kilometers of trails. In Moab, the desert backdrop is the sky. You could spend weeks here and never step on the same trail twice. Delicate Arch, a natural arch, is as iconic as

Utah license plates. If you look to Corona Arch, it's a solid cathedral. And don't overlook Dead Horse Point State Park, where trails deliver jaw-dropping overviews of the Colorado River's deep bends.

Celestial Skies:

Utah's Nighttime Theatre

Utah's desert drama is enough. Moab cracks up the after-hours magic. This desert is home to three International Dark Sky Parks: Arches, Canyonlands, and Dead Horse Point. You can't see the stars in the city, but there's a mighty red-carpet premiere. Pack a blanket, lean back, and watch galaxies spin overhead. You can even catch a meteor shower! Please sightings? Yes and yes. NASA scientists have even used Utah's desert near Moab as a Mars training ground!

Rugged Rides of World-Class Trails
This is Moab's main attraction: a pilgrimage for two-wheeled thrill-seekers. The legendary Slickrock Bike Trail is a bucket-list, a natural roller coaster carved from Navajo sandstone. It's 17 km of whoop-worthy



PRESENTED BY DISCOVER MOAB

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DESIGN BY JEFFREY L. BROWN

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CONTOUR AIRLINE



Meta ads generated **441,877 IMPRESSIONS** and **11,285 CLICKS** reaching **146k people**.

Meta's offers targeting capabilities and massive reach, allowing us to efficiently engage users in Phoenix and Denver based on their interests, behaviors, and travel intent. Ideal for building awareness, sparking inspiration, and generating low-cost traffic.



Meta ads achieved a **2.55% CTR** and **11.3k Post Engagements**

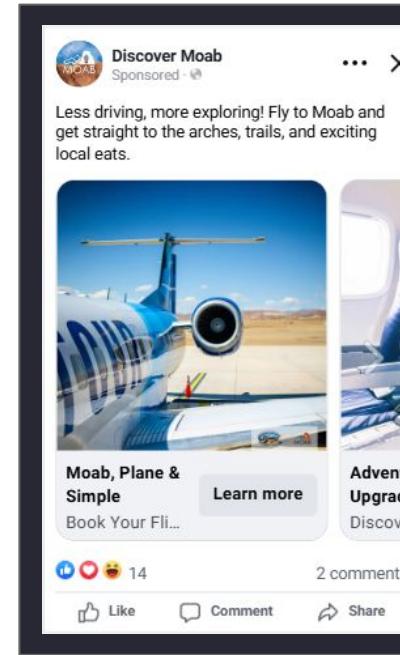


- Meta click-through rate was 42% higher than benchmark average



DMA Performance

- **Denver** 230K impressions | 5,743 clicks | 2.49% CTR
- **Phoenix** 211K impressions | 5,542 clicks | 2.62% CTR





TravelZoo flight concluded, reaching 1,872,655 people and driving 9,174 pageviews

TravelZoo reaches an engaged, experience-seeking audience actively looking for curated travel deals and inspiration while tactically spreading awareness of Contour Air's Denver routes to Moab



Gallery page performed really well, surpassing total page view goal for the flight.

- Readers were very engaged with the content, spending 217 total hours with the Gallery.
- The most clicked links in the Gallery were call to actions for planning a winter.
- Users spend the most time viewing the Contour Airlines paragraph, Intro, Arches National Park, and Hiking/outdoor photos.



To support the Gallery page, email, social and RON banner ads were used to distribute the story.

- The social campaign drove 2,567 Facebook likes, shares, comments and clicks.
- Email placements (Including Top 20 AV email placements) were sent support page views to the gallery page.

Why winter in Moab really rocks

Lindsay Benson Deal Expert Oct 17, 2025

SHARE THIS

6 1 1

Easy to visit

Contour Airlines runs daily flights from Denver to Canyonlands Regional Airport (CNY), just outside of Moab. Fly direct or enjoy seamless connections with their partner American Airlines. You'll have the same baggage allowance throughout your whole trip (carry-on included), and they'll handle the checked baggage transfer for you.

[View Online Gallery](#)

Set an alert for Moab

In collaboration with:

MOAB

CONTOUR

CONTOUR AIRLINES FLIES TO CANYONLANDS REGIONAL AIRPORT, JUST OUTSIDE OF MOAB, UTAH



TravelZoo flight concluded, reaching 1,872,655 people and driving 9,174 pageviews

TravelZoo reaches an engaged, experience-seeking audience actively looking for curated travel deals and inspiration while tactically spreading awareness of Contour Air's Denver routes to Moab

Gallery Support



Story Distribution

Email placements:	1,310,866
Social media reach:	235,594
Travelzoo website impressions*:	326,195
Total reach:	1,872,655
Bonus Top 20 email placements:	1,800,000

Gallery Heat Map





Expedia ads drove over **1.6M IMPRESSIONS**

Expedia reaches high-intent travelers are actively planning trip. With direct flights into Moab from Phoenix (PHX) and Denver (DEN) via Contour Airlines, this partnership creates a valuable opportunity to drive visitation from key fly markets.



1,616,307 impressions | 446 clicks | 0.03% CTR

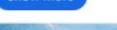


Right column ads are outperforming the center inline ads

- This campaign was linked off to contour website so tracked bookings only reflect bookings that were made on Expedia.

Right column ads are outperforming the center inline ads

- Right Column: 616K impressions | 248 clicks | 0.04% CTR
- Center Inline: 1M impressions | 198 clicks | 0.02% CTR

 11:41am ————— 11:54pm Cincinnati (CVG) - Dayton Beach (DAB) Multiple airlines operated by Mesa Airlines DBA United Express, United and Delta	12h 13m • 2 stops 1h 13m in IAH + 4h 36m in ATL	\$909 Roundtrip per traveler
 11:20am ————— 11:54pm Cincinnati (CVG) - Dayton Beach (DAB) Multiple airlines operated by Gojet Airlines DBA United Express, United and Delta	12h 34m • 2 stops 2h 32m in EWR + 4h 4m in ATL	\$909 Roundtrip per traveler
 11:15am ————— 11:54pm Cincinnati (CVG) - Dayton Beach (DAB) Multiple airlines operated by Republic Airways DBA United Express, United and Delta	12h 39m • 2 stops 2h 38m in ORD + 5h in ATL	\$858 Roundtrip per traveler
 2:54pm ————— 11:54pm Cincinnati (CVG) - Dayton Beach (DAB) Multiple airlines operated by Gojet Airlines DBA United Express, United and Delta	9h • 2 stops 1h 25m in IAD + 2h 37m in ATL	\$1,465 Roundtrip per traveler
Flight details		Flight details
Show More		
 ADVENTURE EFFORTLESSLY Find flights to Moab and start your journey to a world of iconic geological wonders.		
 Now Boarding		
		
		

2025 MEDIA SNAPSHOT

AllGear Display	AllGear Video	AllGear Content	AllGear Social	AllGear Email	Outside	Digital OOH	
1,402,893 Impressions	72,439 Impressions	10,834 Content Impressions	416,301 Impressions	406,514 Impressions	43,238,326 Impressions	Impressions	
2,557 Clicks	214 Clicks	1,874 Content Views	302,273 Reach	52,655 Opens	9,324 Clicks		
0.25% CTR	0.30% CTR	1 minute 4 second	3,139 Clicks	208 Clicks	22,172 Content Page Views		
Website Metrics	69.5% Video Completion Rate	Avg. Time on Content	0.07% CTR	25.9% Open Rate	4.53M Views (Road Less Eaten)		
2,293 New Users		748,316 Social Impressions	2,626 Engagements		0:33 Engaged TOP		
2:02 Avg Time on Site		224,220 Social Reach					
CTR Avg: 0.24%	VCR Avg: 68%	1,758 Social Link Clicks					
		2,239 Social Engagements		Click Benchmark: 180			

TOP PERFORMERS



Top Traffic Driver

(Website Sessions)

Meta
335K Sessions

Top Guide Downloads

(Event Count - Travel Guide)

Google Performance Max
2,023 Travel Guides

Top ROAS

(Vendor Reported ROAS*)

TripAdvisor | 92.91 ROAS
Expedia | 66.3 ROAS
Sojern | 6.9 ROAS

Top Awareness Driver

(Total Impressions)

Outside
43.2M Impressions