



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

3:00 PM

AGENDA
January 13, 2026

Zoom And Youtube Meeting Information

Join Zoom Meeting:

<https://us02web.zoom.us/j/84013922560?pwd=Qbxjbarkaa0wjttvgndb9won3nd7j4.1>

Meeting ID: 840 1392 2560

Passcode: 135246

Call To Order

Opening Items

- **Welcome**
- **Introductions**
- **Conflicts Of Interest, Disclosures, Ex-Parte Communication**

Citizens To Be Heard

Discussion And Action Items

1. **Presentation: Florian Herrmann**
2. **Approval Of The Minutes: December 9, 2025 Meeting**
3. **Approval Of 2026 MTAB Meeting Schedule**
4. **Approval Of Madden Media 2026 Media Plan And Review 2025**
5. **Special Events Marketing Grant Review Subcommittees**

6. **Discussion: 2026 MTAB Goals**

7. **Letter To The Editor**

8. **Board Member Reports**

Adjourn

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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.

Regular Meeting

Moab Tourism Advisory Board (MTAB)

Held at Grand County, Utah Commission Chambers
125 E. Center
Moab, Utah 84532

<https://www.youtube.com/watch?v=xzBjwXvj-pl>

MINUTES

December 9, 2025 | 3:00 p.m.

**** Time stamps (HH:MM:SS) correspond to the video****

Regular Meeting

Members in attendance: Lori McFarland, Brian Martinez (Commissioner), Sharon Kienzle, Rebecca Monceaux, Howard Trenholme, Cora Phillips (Chamber)

Members in attendance remotely: Alex Borichevsky, Jason Taylor (City Council)

Non-members in attendance: Alison Harford (MOT), Mick Soleta (MOT)

Non-members in attendance remotely: Lesley Rowbal (Madden Media), Campbell Levy (Campstories), Courtney Housam (Campstories), Elitsa Yaneva (Campstories), Ben Peters (Camp4/Tourist), Alex Fuller (Camp4/Tourist), Heidi Gress (Camp4/Tourist), Steve Barry (Camp4/Tourist), Jessica Kunzer-Pearson (Camp4/Tourist), Theresa King

Opening Items

Call to Order (00:02:32)

Citizens to be Heard (00:05:09)

Conflicts of Interest, Disclosures, Ex-Parte Communication (00:05:23)

- Alex Borichevsky hosted Emily Pennington, a freelance journalist on a familiarization trip through Campstories, at Sabaku Sushi

1. Open and Public Meetings Memo (00:06:04)

- Lori McFarland reviewed the open and public meetings memo sent by the county attorney with the board.

Discussion and Action Items

2. Approval of minutes: October 14 and November 11 meetings; November 25 workshop (00:07:44)

- Alex Borichevsky motioned to approve the minutes pending fixing a typo in the spelling of his last name. Howard Trenholme seconded the motion. Motion passed unanimously.

3. Camp4/Tourist Presentation (00:09:17)

- The Camp4/Tourist team ran through its initial Phase 1 findings, reviewing what the team has learned thus far from reviewing competing destinations and interviewing Moab locals and visitors. The team reviewed Greater Zion, Jackson Hole (Wyoming), and Bend (Oregon) and interviewed 95 people. Ben Peters emphasized that the competitive destinations could be used like dials, or examples of how other destinations run their marketing efforts: how much does Moab want to be like Bend, or want to be like Greater Zion, or want to be like Jackson Hole?
- Ben Peters highlighted that the Moab community hopes that tourism in Moab can emphasize authentic experiences and find new ways to connect visitors with the community. Visitors, meanwhile, said they appreciated guide knowledge and expressed that they wished they could stay longer.
- Board members asked about how and when they could give input on the overall strategy. Brian Martinez said that he would like to see the brand look at 10 years into the future, rather than Moab presently.
- Mick Soleta emphasized that this project is to analyze the Moab Office of Tourism's current assets and modernize them to be competitive in the current destination marketing world.
- Howard Trenholme asked about the locals that were interviewed and asked that he have an interview as well. The Camp4/Tourist team said they would check in with all board members.
- Brian Martinez and Lori McFarland spoke to Moab's opportunities, saying that Moab should increase the length of stay and consider branching into wellness as a tourism draw.
- Alex Fuller said she is excited to use these findings and the board's input to begin making visual assets.

4. Update from Madden Media on winter creative (00:54:00)

- Lesley Rowbal presented Madden Media's creative assets for placing and running winter advertisements.
- Lori McFarland asked about measuring success of the ads. Lesley said it depends on the placement and the goal: is the goal to drive click through rates? To have higher time spent watching the video? She said Madden assesses the success of each ad as it runs and will replace it with new creative if the ad isn't performing. Madden and the MOT team check in each week and go through advertising data each month.
- Brian Martinez said the winter campaign should focus a bit on spring, too, to encourage visitors to plan trips a few months out. He also emphasized advertising the reality of

early spring: for example, the Whole Enchilada mountain biking trail will still be snowy in the spring.

- Howard Trenholme emphasized the importance of assessing tax data for success, along with the success of click through rates.
- Lesley Rowbal said she'd be happy to join a workshop in January to dive into the weeds of 2025 results.
- Campbell Levy also spoke to the seasonality of restaurants being open in the winter, and how to advertise which places are open and which are closed.

5. Finalize procedures for Special Events Marketing Grant (01:21:09)

- Cora Phillips ran through the scoring guidelines, final report requirements, grant guidelines, and application process for the Special Events Marketing Grant.
- Sharon Kienzle asked about distributing half of the grant funds to event hosts before the event, as opposed to 100% after the final report is turned in. Lori McFarland said no; she wants grantees to be accountable for the funds they're distributed.
- Brian Martinez suggested the board elect four members to review the grant applications each round. (01:30:40).
- He also asked Theresa King, in the audience, for her thoughts on the grant process. She pointed out that the guidelines don't define "offseason," which they should. She also said the application process with two deadlines is confusing. The board noted to better define "offseason."
- Sharon Kienzle motioned to approve the grant procedures following the edits discussed in the meeting. Howard Trenholme seconded the motion.
- Theresa pointed out that the guidelines still said to contact "TBD" for questions. Brian Martinez said he would ask Comm Admin for assistance.
- The motion passed unanimously.

6. Board Member Reports (01:41:46)

- Rebecca Monceaux said renovations on the Red Cliffs Lodge are almost complete, and mentioned the lodge's holiday events schedule.
- Cora Phillips spoke to the success of the Chamber's holiday events the weekend of Dec. 4 and mentioned the January Grand Summit.
- Howard Trenholme said the airport is down to one flight a day. He also talked about the Rocky Mountaineer's rebrand to the Canyon Spirit, and said as a bakery owner, he's excited to see winter advertising.
- Sharon Kienzle said the Chamber's holiday events were amazing. She also said that visitation to the MIC was up almost every month in 2025 over 2024.
- Alex Borichevsky said both his restaurants were doing a bit better this month than last year's numbers, and said he was looking forward to the nice weather in the winter that could correlate with an increase in visitation. He said he would like to see winter advertisements encouraging visitation in the winter starting in mid-February, and emphasized that staying open in the low visitation period in January can be hard for some businesses.

- Brian Martinez said there is a new tool that counties can utilize to ensure that short term rentals are paying transient room taxes. He also praised the board for its success in 2025.
- Lori McFarland expressed her gratitude to the board for its work and for the holiday events.
- Ali Harford said she would try to pull together a year in review for the board to look at social media growth and business highlights. She also mentioned an upcoming familiarization trip with travel agents from Germany and Switzerland.
- Mick Soleta recapped his recent travel to the UK attending a travel show and sales mission, and said there are lots of good ideas and opportunities for 2026.

PRESENTED TO:

DISCOVER MOAB



A photograph of a desert canyon with a yellow school bus in the foreground and a white car further back, viewed through a window. The text "MEDIA PLAN" and "CALENDAR YEAR 2026" is overlaid in large, bold, white capital letters.

MEDIA PLAN

CALENDAR YEAR 2026

Media Planning

All campaigns balance **Discovery**, **Trust**, and **Convert** tactics — combining storytelling, credibility, and performance to bring Moab's authentic spirit to life. This integrated strategy builds awareness through immersive storytelling, strengthens trust through authentic partnerships and content, and drives measurable travel behavior and economic impact through performance marketing.

Discovery — Inspire Awe & Curiosity at Scale

→ Tactics:

- ◆ **High-impact video storytelling** (CTV, YouTube, OLV)
- ◆ **Paid social** across Meta and Pinterest to showcase the destination
- ◆ **Programmatic**
- ◆ **DOOH** in key drive markets for visibility and recall

→ **KPIs:** Reach, video completion rate, brand lift, social engagement, web traffic

Trust — Deepen Credibility & Build Emotional Connection

→ Tactics:

- ◆ **Strategic content collaborations**
- ◆ **Influencer and ambassador storytelling**
- ◆ **Email and retargeting** promoting seasonal experiences and itineraries
- ◆ **SEM** for Moab travel and lodging search intent

→ **KPIs:** Engagement rate, referral traffic, earned media value, sentiment lift

Visit/Convert — Capture High-Intent Travelers

→ Tactics:

- ◆ **OTA partnerships** (Expedia, Sojern, Epsilon) connecting digital campaigns to bookings
- ◆ **Retargeting campaigns** promoting curated itineraries, guided experiences
- ◆ **Geo-targeted dynamic ads** aligned with real-time seasonal demand and events (*Easter Jeep, America 250, World Cup opportunities*)
- ◆ **Conversion-focused landing pages** integrated with SEO content for measurable results

→ **KPIs:** CTR, conversion rate, bookings, LOS uplift, ROAS

Media Tactics

Discovery

Highlight Moab's authentic story through storytelling that inspires emotion and drives awareness.

- Meta Prospecting
- Programmatic Banners
- Youtube
- CTV
- DOOH

Trust

Build trust by partnering with outdoor and lifestyle brands that reflect Moab's authentic and sustainable spirit.

- Google Pmax and SEM
- Reddit
- Tiki
- Meta Lead Gen
- Meta Remarketing
- Paid Email Marketing
- Outside Magazine Content
- AllTrails/Gear Junkie Content
- Brand Partnerships
- Print Publications

Visit / Convert

Drive action among high-intent audiences through lower-funnel performance strategies that convert interest into bookings and increase visitation.

- Expedia
- Hopper
- Sojern
- Adara

Media Tactics

Co-Op

Deliver strong ROI through targeted in-state and out-of-state campaigns that drive measurable visitation and engagement, supported by digital and out-of-home placements.

- Expedia
- TripAdvisor
- Priceline/Booking
- Adara
- Sojern
- Digital Out of Home

International

Strengthen global awareness by aligning with trusted brands that reflect Moab's authenticity, sustainability, and adventure appeal. Focus on priority markets through storytelling, social engagement, and OTA partnerships.

Discovery	Total Budget	January	February	March	April	May	June	July	August	September	October	November	December	January
Meta Prospecting	\$25,000.00													
Programmatic Banners (Azira)	\$60,750.00													
Google Performance Max	\$20,000.00													
CTV	\$60,000.00													
Google YouTube	\$20,000.00													
Digital Out of Home (DOOH)	\$50,000.00													
High Country Sign & Outdoor Advertising - BILLBOARDS	MOT Owned Media													
SUB-TOTAL	\$235,750.00													
Trust	Total Budget	January	February	March	April	May	June	July	August	September	October	November	December	January
Google SEM (Keywords)	\$6,000.00													
Reddit	\$13,000.00													
Tiki (CPC)	\$100,000.00													
Meta Remarketing	\$12,000.00													
Meta Lead Gen (CPC)	\$12,000.00													
Brand Partnerships (TBD Jeep)	\$200,000.00													
Print Publications	\$55,000.00													
Outside Magazine	\$75,000.00													
AllTrails/GearJunkie Content + Mircrosite	\$75,000.00													
Paid Email Marketing	\$30,000.00													
SUB-TOTAL	\$578,000.00													
Visit/Convert	Total Budget	January	February	March	April	May	June	July	August	September	October	November	December	January
Expedia	\$105,000.00													
Hopper	\$85,000.00													
Adara	\$50,000.00													
Sojern	\$50,000.00													
SUB-TOTAL	\$290,000.00													
Co-Op	Total Budget	January	February	March	April	May	June	July	August	September	October	November	December	January
Expedia	\$35,000.00													
TripAdvisor	\$25,000.00													
Priceline/Booking	\$25,000.00													
Adara	\$14,250.00													
Sojern	\$14,500.00													
DOOH (In-State)	\$12,500.00													
DOOH (Out-of-State)	\$20,000.00													
SUB-TOTAL	\$146,250.00													
International	Total Budget	January	February	March	April	May	June	July	August	September	October	November	December	January
International	\$150,000.00													
MOT OWNED MEDIA - International UOT Budget	MOT Owned Media													
International UOT Creative Support	TBD													
SUB-TOTAL	\$150,000.00													
SUB-TOTAL FOR MEDIA	\$1,400,000.00													
TOTALS	Total Budget	January	February	March	April	May	June	July	August	September	October	November	December	January
TOTAL MEDIA	\$1,400,000.00													
TOTAL														



A green Jeep Wrangler is shown from a rear-three-quarter view, driving up a steep, sandy, and rocky incline. The vehicle has a spare tire mounted on the back and a license plate that reads "VOT 583". In the background, other off-road vehicles are visible on a similar path, and the landscape is a vast, arid desert with large rock formations and distant mountains under a clear sky. The text "THANK YOU" is overlaid in large, bold, white letters across the center of the image.

THANK YOU



A night scene of two tents in a desert landscape under a starry sky. The sky is dark blue with many stars and a faint Milky Way. The ground is dark and rocky with some dry grass. Two tents are visible: a white and yellow one on the left and a yellow one on the right. The text 'APPENDIX' and 'MEDIA TACTIC DETAILS' is overlaid in large white letters.

APPENDIX

MEDIA TACTIC DETAILS

Google Video (YouTube)

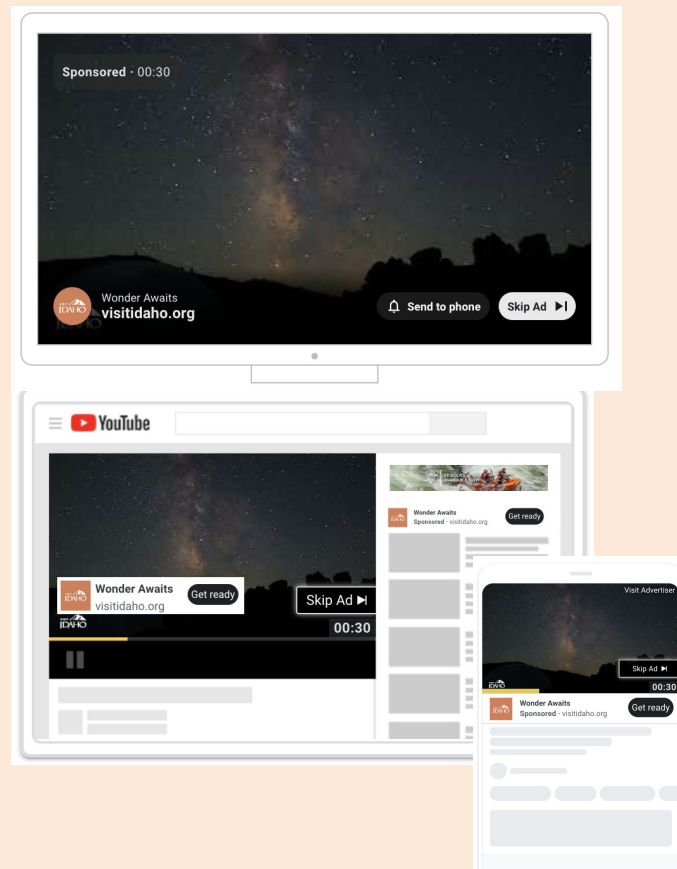
YouTube Video Advertising provides a powerful opportunity for Discover Moab to capture attention with **visual storytelling**, connect with potential travelers at scale. Leveraging the reach of YouTube and Google's ecosystem, advertisers can deliver compelling video content to users who are researching travel, watching destination videos, or exploring outdoor adventure content.

Audience Targeting & Impact

- Outdoor Travel Audience: Reaching users engaging with adventure and nature content.
- By using YouTube, we're able to elevate Moab's brand with sight, sound, and motion, while ensuring our message reaches travel-minded audiences efficiently and effectively.
- Benefits – Visual Storytelling + Smart Targeting in Google's Ecosystem

Tactics

- :15 and :30 second video spots
- Placements: Skippable In-Stream Ads, Non-Skippable In-Stream Ads, In-Feed Video Ads
- Targeting Mobile, Tablets, and TV screens



Google Performance Max

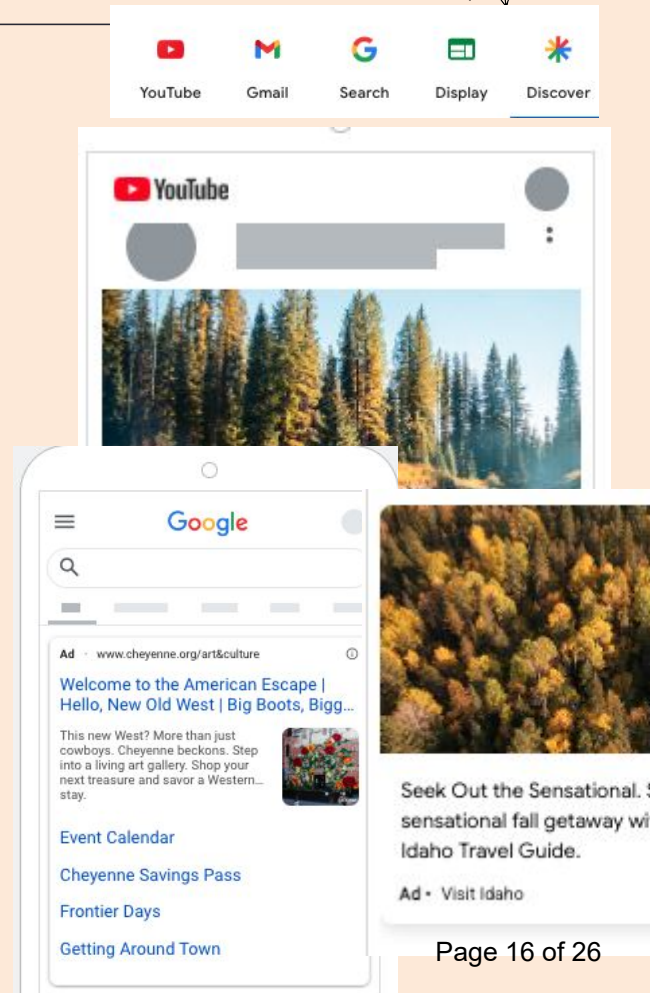
Google PMax allows you to reach high-intent travelers across **all of Google's platforms**—Search, YouTube, Gmail, Discover, and Display—through a single, goal-based campaign. It automatically serves dynamic creative to the most likely converters, helping us efficiently scale Discover Moab's presence across every stage of the travel journey.

Key Insights

- Leverages Google's AI and automation to optimize placements, creative, and bids in real-time.
- Targets across multiple channels at once—capturing users researching trips, watching travel videos, or planning itineraries.
- Expands beyond traditional SEM by reaching users across the entire Google network—not just Search—based on intent signals

Deliverables (What are we creating)

- **Text Ads:** Headlines & descriptions capture high-intent searchers
- **Display Ads:** Responsive images drive visual inspiration across sites
- **Video Ads:** Dynamic storytelling on YouTube builds emotional connection



Meta (Facebook & Instagram)

Support **upper- and mid-funnel goals** through Meta's flexible, high-efficiency reach across Facebook and Instagram. Continue leveraging Meta's audience precision and creative versatility to **drive awareness, engagement, and conversion** among key traveler segments.

Audience Targeting & Impact

- Leverages Meta's data-driven precision to reach high-intent travelers across key markets
- **Layer geo-targeting** to focus on *origin markets*, *drive markets*, and *in-state audiences* with the strongest travel intent.

Creative delivery across formats: Feeds, Reels, Stories, and dynamic placements to maximize exposure and engagement.

Tactics

- **Prospecting Campaigns:** Expand reach to new audiences using *video*, *carousel*, and *click-to-site ads* that showcase Moab's signature experiences per audience segment
- **Retargeting Campaigns:** Re-engage users who visited the website.
- **Lead Generation Campaigns:** Continue promoting *travel guides and add in itineraries* to help drive visitation.



Event & Opportunity

Maintain year-round awareness and adjust media to support **major 2026 events**:

- *Easter Jeep Safari*
- *America 250 Anniversary*
- *World Cup*

Use **geo-targeted ads** and *seasonal creative swaps* to align with these key visitation drivers.

Azira Programmatic Display & CTV

Azira delivers high-impact storytelling across both digital display and connected TV environments, keeping Moab top of mind throughout the travel planning journey. Its advanced targeting and attribution capabilities allow us to connect awareness campaigns to measurable visitation outcomes.

Tactic

- **Display Banners** – High-visibility placements in premium travel and lifestyle content
- **CTV Video** – Immersive storytelling on streaming TV and OTT devices
- **Retargeting Banners** – Reconnect with users who visited Moab content
- **Dynamic Creative Testing** – Optimize messages across *Adventure, Wellness, Family* themes
- **Geo-fenced targeting** for key events like World Cup



Azira uses **mobile ID and location data** to reach travelers showing recent trip-planning intent. We are able to track **Total Exposed Visitors** — people who saw an ad and later visited Moab



Tiki

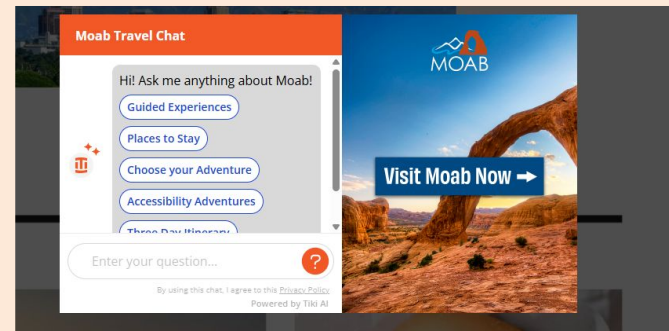
Through a partnership with Tiki, we'll build a strategic marketing program to reach travel prospects, in real time, as they engaged with relevant travel content about broader Utah and core conquest destinations, driving guaranteed qualified audiences to Discover Moab's website and helping convert visitation.

Audience Targeting & Impact

- Reach travel intenders in the trip planning phase, across the trip planning funnel, in the moment they are engaged with travel related content
- Delivers ads contextually aligned with travel-related content, ensuring message relevance
- **CPC Model:** Media costs are based solely on actual clicks to Visit Grand County's site, ensuring cost efficiency and accountability

Tactics

- High impact Native Units
- Envoy Chatbox
- + Website chat bot with media buy



Meta Lead Gen (FB & IG)

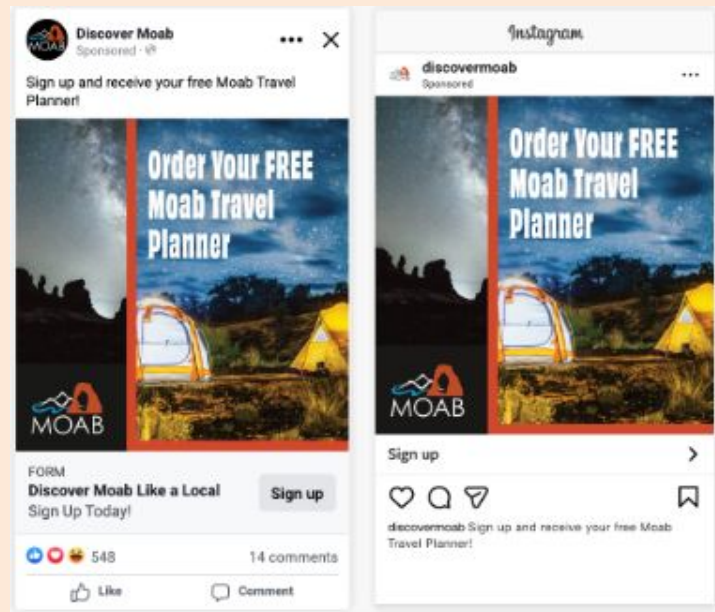
Use Meta's Lead Generation campaigns to capture *qualified traveler data* directly from high-intent audiences within the Meta ecosystem. These campaigns meet travelers mid-funnel — as they're actively exploring trip inspiration — and convert that engagement into valuable first-party data for ongoing retargeting and seasonal promotion.

Audience Targeting & Impact

- **High-intent planners:** Targets users who have shown travel interest through Meta's behavioral signals (e.g., outdoor adventure, national parks, road trips, or Utah travel).
- **Behavioral:** Uses audience insights (retired travelers, families, adventure seekers) to tailor creative and messaging that resonates with different trip motivators.

Tactics

- **Lead Generation:** Capture qualified traveler emails for ongoing engagement



Lead Gen turns curiosity into connection building Moab's most valuable audience: travelers who raise their hand to learn more.

Sojern

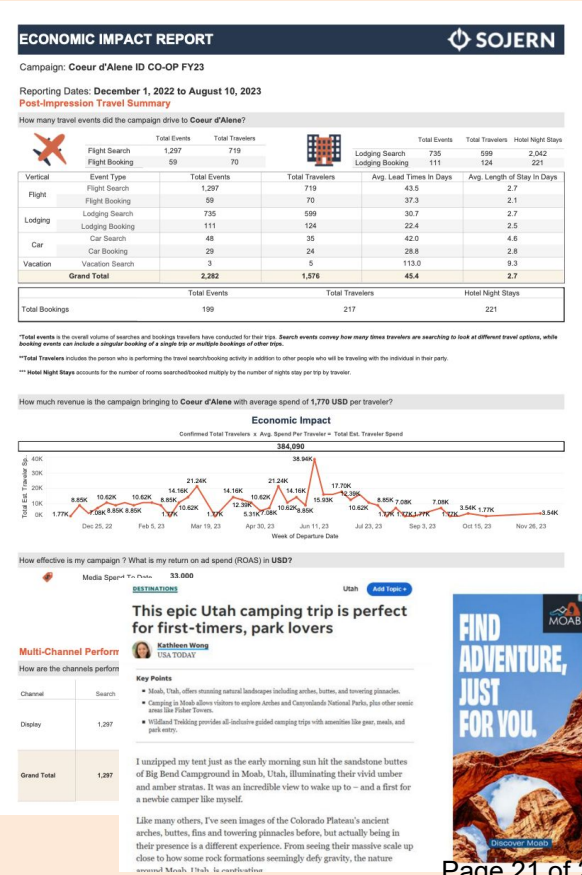
Sojern allows destinations like Discover Moab to effectively reach the right audience at the right time with data-driven media. Utilizing powerful targeting, multichannel delivery, and transparent reporting, Sojern acts as a strategic partner to drive travel demand and economic impact for the destination.

Key Insights

- Intent-Based Targeting – Sojern identifies and reaches travelers actively searching for flights, hotels, and experiences, ensuring media dollars are focused on high-intent audiences likely to visit Moab.
- Real-Time Travel Influence – Campaigns launch within seconds of travel behavior signals, enabling messaging to align with key decision-making moments.
- **Benefits** - Attribution reporting (Lodging Booking/Flights + Foot Traffic)

Tactic

- Display Banners
- Video



Print Publications

Print publications provide ongoing opportunities to feature Moab within trusted travel, lifestyle, and outdoor media. These placements build credibility, extend reach beyond digital channels, and keep Moab top of mind among qualified travelers. As opportunities arise, we'll evaluate print partnerships that best align with Moab's brand pillars—authenticity, sustainability, and adventure—to maximize visibility and engagement.

Tactics

- Feature and editorial placements
- Advertorial opportunities
- Partnership integrations

All Trails / Gear Junkie

AllGear Digital (AGD+) campaigns connect Moab with a large, highly qualified audience of outdoor enthusiasts across trusted brands like AllTrails, GearJunkie, Bikerumor, Backcountry, and more. With 60M+ monthly adventure travelers, readers, and shoppers, AGD+ is the first point of inspiration for where to go next—turning trip dreaming into real visitation for Moab.

Benefits

- **Travel-Intent Outdoor Audience:** Reach hikers, cyclists, campers, and adventure travelers who actively use AllTrails and AGD+ brands to plan where to go and what to do next.
- **High-Value Households:** Skews A25–54 with \$100K–\$150K+ HHI and strong propensity to spend \$2,500+ on travel in the past 12 months.
- **Adventure Travel Focus:** Audience over-indexes for hiking, cycling, camping, backpacking, and other outdoor vacation activities that align directly with Moab's experience mix.

Tactics

- 1 Custom Article
- Interactive Content Hub Microsite
- Social Amplification
- Digital Display Package Driving traffic to both pieces



Expedia / VRBO

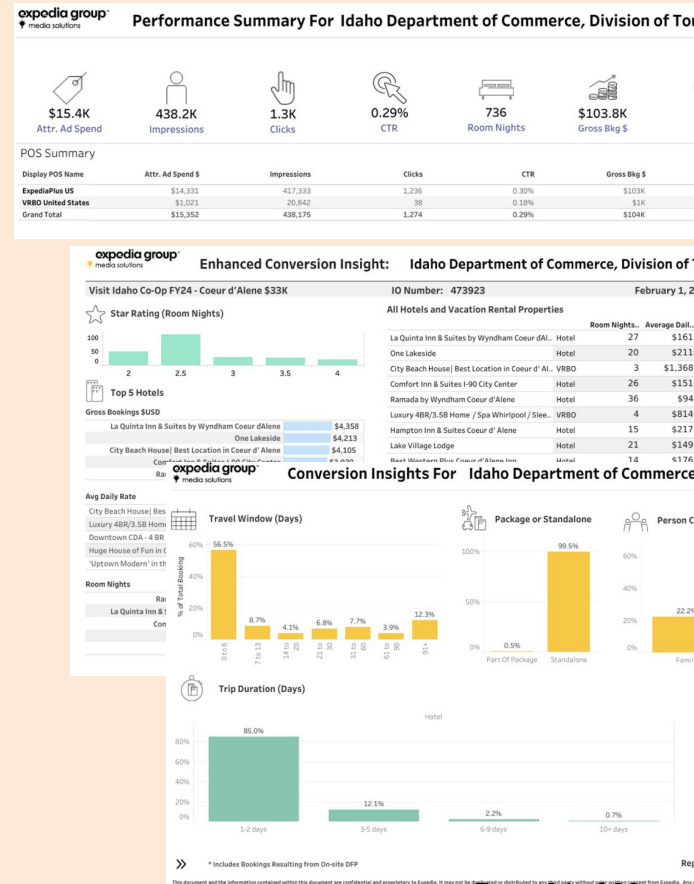
As the world's leading travel media network, Expedia Group connects brands with intent-driven travelers at scale. With reach across Expedia US and VRBO, their advertising ecosystem empowers destinations to inspire, engage, and convert global travel audiences — when and where it matters most.

Audience Targeting & Impact

- **Search Intent Targeting:** Reach users who have previously searched for Moab or similar destinations, engaging them with Moab-focused content during trip research and planning.
- **Geo Targeting:** Focus on top origin markets to strengthen regional conversion.
- **Conquesting targeting:** Capture attention from our competing destinations

Tactics

- Native placements
- Standard banner ads



Reddit

Reach travel planners, outdoor enthusiasts, and cultural explorers through authentic, interest-driven engagement on Reddit. The platform connects Moab with niche yet influential traveler segments—such as photographers, hikers, and adventurers—who use Reddit to research destinations, swap experiences, and plan trips.

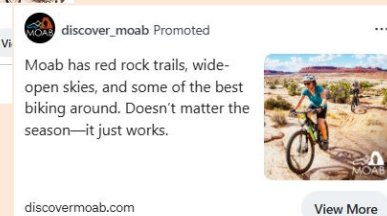
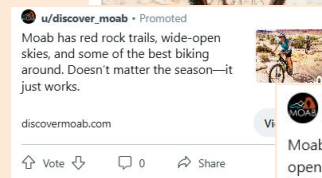
Reddit also offers a **cost-effective, test-and-learn environment** for driving qualified engagement during the **research and consideration** phase of the travel funnel.

Audience Targeting & Impact

- Promoted posts in relevant subreddits: r/travel, r/utah, r/nationalparks, r/hiking, r/roadtrip, r/photography, r/ATVing, r/Jeep etc.
- Geo-targeting to key target markets (Denver, Salt Lake City, Phx, Dallas etc.)

Tactics

- Ad Placements:
 - **Card, Compact, and Conversation Ads** — engage users through visual, in-feed, and discussion-based placements across relevant subreddits
 - **Static Images & Video** — showcase Moab's landscapes and experiences to inspire top-of-funnel awareness



Hopper

Advertising on Hopper allows Moab to inspire potential visitors with visually rich, targeted content at the exact moment they are planning their trip. This capability influences travel behavior in real-time, effectively turning general travel interest into actual bookings and significantly increasing destination awareness and visitation.

Key Insights

- High-Intent Travel Audience - **users are actively searching for flights, hotels, and experiences**—making them prime candidates for destination ads like Moab's outdoor adventures and scenic beauty.
- Inspiration + Conversion - Hopper combines aspirational trip planning with real-time booking capabilities, increasing the chances of converting inspiration into actual visits to Moab.
- Custom Destination Spotlight - Showcase Moab with immersive visuals and tailored messaging that highlights national parks, outdoor activities, and lodging options, creating a strong sense of place.

Tactic

- **Display Banners:** Contextual placements within the Hopper app appearing alongside flight and hotel search results to keep Moab top-of-mind while travelers browse destinations and accommodations.
- **Destination Spotlight:** Custom branded placement featuring Moab as a highlighted destination within the Hopper interface, connecting inspirational messaging with real-time booking functionality.
- **Promotional Offers (Optional):** Time-limited messaging (e.g., "Save on stays in Moab") to drive urgency and increase conversion rates during key booking windows.

