



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**

Discussion And Action Items

1. **Camp4 + Tourist: Strategy, Analysis, And Insights Report (Strategy And Branding Project Phase I Findings)**

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 Grand County Commission's Office, 125 East Center Street, Moab, Utah; (435)259-1346.

JANUARY 13TH 2026

MOAB

OFFICE OF TOURISM



2026 
PHASE 1: STRATEGY
JANUARY 13TH
MOAB OFFICE OF TOURISM



TODAY'S AGENDA

1. WHERE THE BRAND STANDS TODAY

2. WHAT TRAVELERS WANT NOW

3. WHERE WE NEED TO GO

OUR PROCESS

PHASE I

Discovery, Research & Insights (Oct 2025–Jan 2026)

- Community immersion trips, stakeholder interviews, and Porchlight Sessions
- Audit of existing materials, media, and brand perception
- Competitive destination analysis and industry trends
- Ethnographic research and visitor intercepts
- Strategic summary deck with insights, visitor archetypes, brand truths, and opportunity mapping
- Organized asset library for creative reuse

TODAY!

PHASE II

Brand Strategy & Identity Development (Jan–Apr 2026)

- Experience journey maps
- Full brand positioning and messaging platform
- Narrative executions: seasonal & vertical messaging, difficulty systems, and master itineraries
- Visual identity system: logo suite, typography, iconography, wayfinding, color palette
- Photography and visual storytelling guide
- Brand guide with complete asset toolkit
- Campaign concept development
- 1-day winter content shoot

PHASE III

Activation & Implementation (Apr–Aug 2026)

- 3-day hero campaign shoot and ad production across digital, print, and OOH
- Brand film and cutdowns, photo suite, messaging system
- Campaign toolkit with all assets and guidance for extensions
- DiscoverMoab.com refresh
- Redesign of Travel Planner and Adventure Guide
- Social rebrand + 3-month organic content calendar
- Environmental branding: kiosks, signage, and merchandise
- Local business co-branding toolkit and community launch materials

WHAT IS STRATEGY, ANYWAY?

WHERE TO PLAY

+

HOW TO WIN

The arenas we'll compete in

The reasons customers will pick us there

WHAT TODAY'S PRESENTATION COVERS

PHASE I: Discovery, Research & Insights

The Foundation

- Local and visitor insights from on-the-ground conversations and social listening
- Audit of current brand and perceptions - how Moab shows up in the world
- Traveler insights that go beyond demographics, revealing how people plan, what they seek, and what shapes their behavior before, during, and after the trip
- Strategic opportunities where the brand can evolve, grow, and how to do it right

CAMP4 + TOURIST

1. WHERE THE BRAND STANDS TODAY

How Moab is currently perceived by visitors, locals, and the internet.
What's working, what's not, and the opportunity space.

1.1 Ethnographic Research

What people on the ground think about Moab

ETHNOGRAPHY INSIGHTS

**The land isn't the
backdrop, it's the
main character.**

Moab's brand power can
convert initial awe into
lasting reverence that
influences behavior.

"There's something unique at every corner. I keep thinking 'this is the best' and then it gets better."

Residents and visitors interviewed overwhelmingly express reverence and awe for the landscape and the diversity of things to explore.

ETHNOGRAPHY INSIGHTS

**Moab's
“contradictions” are a
strategic advantage.**

The destination can own a
“choose-your-own-adventure”
territory without diluting—if the story
is curated as many dimensions with
one center (the land).

“Moab caters to everyone. From those who want super adventure to those who don't. Age group, adventure level, etc.”

Residents interviewed overwhelmingly agree that the breadth of Moab experiences are underleveraged.

ETHNOGRAPHY INSIGHTS

Tourism is both the economic engine and the emotional fault line.

Any growth strategy needs a “good growth” frame paired with visible community reinvestment signals, otherwise trust erodes even if visitation is strong.

“We wonder if the center can keep holding, or if we’ll get priced out or be totally forgotten in the midst of economic pursuits.”

80% of residents interviewed expressed concern about tourism effects on the economy.

ETHNOGRAPHY INSIGHTS

The core behavioral gap is “transactional” vs “relational” visitation.

Use guides and local voices as the delivery mechanism to encourage visitors to show up prepared and to form deeper connections.

“Our tour guide gave us a lot of background of the history of the area and made sure that we got the full experience.”

84% of visitors interviewed said local guides and community members had enhanced their experience.

ETHNOGRAPHY INSIGHTS

**Time is Moab's
under-leveraged
growth lever.**

Shift demand from “hit the highlights” to multi-day progression journeys (first trip → deeper trip), which also supports dispersion and shoulder-season storytelling.

“We were just saying we wish we had more time ...we'll have to come back.”

Over 90% of all visitors interviewed stated they were planning a return trip, or wished they'd built in more time.

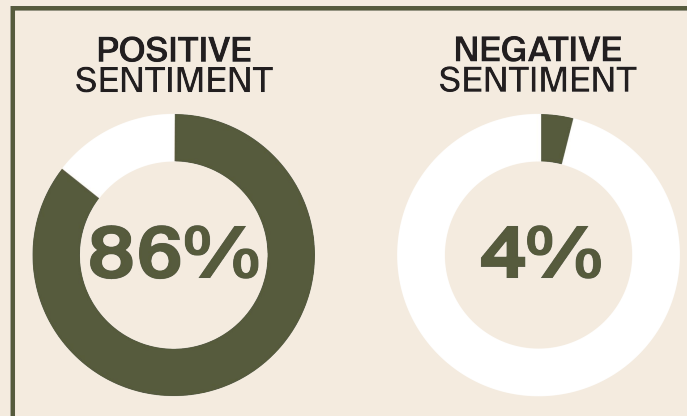
1.2 Social Sentiment Research

What people on the internet think about Moab

THE INTERNET LOVES MOAB

From December 2024 to December 2025, Moab was mentioned over 18,000 times across social media channels – generating 61 million views and 7 million engagements.

And the tone? Overwhelmingly positive. 86% of posts were favorable, with only 4% negative.



Source: Infegy (IG, X, Reddit)

The strongest emotions in these posts? Joy, trust, and love - pointing to real emotional connection with the place.



Travelers **LOVE** the place ... and are vocal about the challenges they encounter

Moab over-delivers when the experience is planned and paced; it under-delivers when visitors hit peak-time congestion and access friction.

What visitors **LOVE** (~86% of overall sentiment)

- Instant awe, iconic landscapes
- Adventure basecamp energy
- Guided experiences elevate satisfaction
- Depth beyond the marquee parks

What visitors **complain about** (~4% of overall sentiment)

- Crowding is localized but can be problematic
- Access friction is becoming part of the trip
- Heat/exposure amplifies planning risk
- Expectation gaps

WAYS TO OVERCOME VISITOR CHALLENGES



OWN THE PLANNING ADVANTAGE

Position Moab as an approachable destination with clear, confident trip choreography



SHIFT DEMAND, NOT JUST VOLUME

Encourage off-peak timing, dispersion to secondary experiences, and guided pathways



TURN FRICTION INTO TRUST

Provide proactive tools that feel empowering (not restrictive)



PROTECT THE PRODUCT

Reinforce that Moab's magic is finite, and the best experience comes from traveling intentionally

1.3 Market Dynamics Research

What the market thinks about Moab

MOAB CAN GROW REVENUE THROUGH STRATEGIC MESSAGING & TARGETING



GET PAST VISITORS TO RETURN



GET MORE PEOPLE TO VISIT IN SHOULDER SEASONS



GET CAMPERS TO RETURN, AND CHOOSE HOTELS ON THEIR NEXT TRIP



GET HOTEL & SHORT-TERM RENTAL GUESTS TO STAY ONE MORE NIGHT



EXPOSE TRAVELERS TO MORE ACTIVITIES IN MOAB



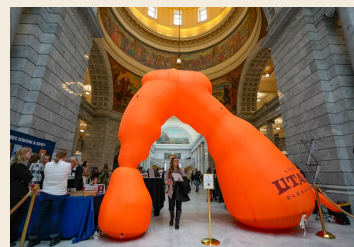
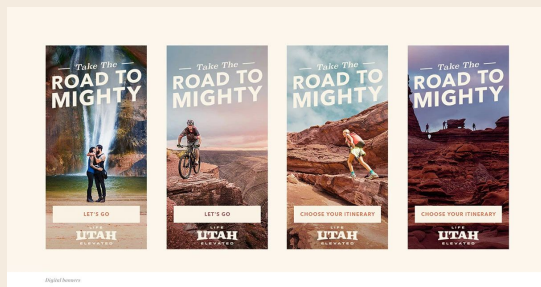
APPEAL TO MODERN TRAVELER NEEDS

1.4 Moab In-Market

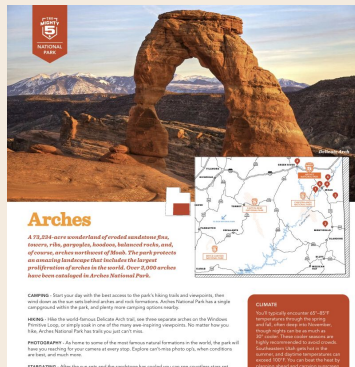
How Moab shows up in the world

THE HISTORY OF UTAH STATE MARKETING

Great for awareness of National Parks and landmarks



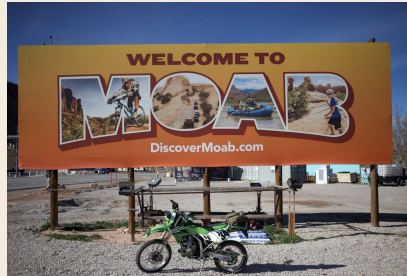
This reinforces a consistent “red rock” look and feel across all National Parks. It’s also where Delicate Arch is seen as a key driver of bucket list tourism for the entire state.



Great for top-of-funnel demand generation, but not a vehicle to expand and deepen engagement in Moab.

FOUNDATIONAL MOAB MARKETING

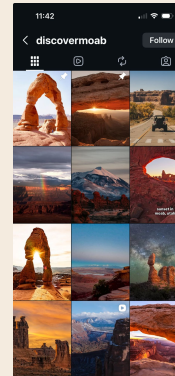
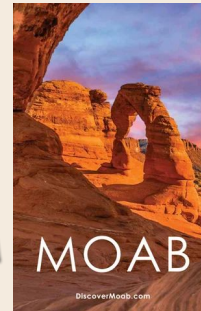
Supports an immense amount of positive word of mouth



However, this has led to outdated, unfocused brand messaging and creative identity.

It makes Moab feel like a one and done “red rock adventure”, and is in service of a photo moment with an arch for posting on social media.

It’s time for an overhaul.



1.5 Brand Position

**How people see and experience Moab,
based on what's being said and shown**

PAST KEY MESSAGING

A red-rock adventure basecamp “for every kind of explorer,” paired with a responsible-recreation stance that asked visitors to behave and protect the place

**“Basecamp for any
outdoor adventure”**

**Broad, inclusive,
checklist-oriented**

**“Recreate
responsibly”**

**Impact mitigation as a
brand behavior, not a
footnote**

“Plan smart”

**Managed access +
safety reality folded
into trip planning**

**“Beyond the
parks”**

**Broadening the
story with credible
sub-topics**

RECENT MOAB POSITIONING

A brand stuck between the extremes

Moab's current image is broad and safe: "epic red rock adventure" with "something for every kind of explorer." It's appealing — but it's not distinctive. It could easily be almost anywhere in the West, and for anyone.

And not long ago — and still fresh in people's minds — the message swung hard in the opposite direction, with a tone that felt unwelcoming to visitors.

The result is a brand sending mixed signals, and one that still isn't fully expressing what Moab truly is.

CAMP4 + TOURIST

2. WHAT TRAVELERS WANT NOW

Travel is changing. Here's what travelers today crave, and how Moab can meet them with depth, delight, and meaning.

2.1 Emerging Travel Trends

From bucket lists to deeper experiences - here's what's driving travel decisions today.

MACRO TRAVEL TRENDS

Global travel trends signal a clear shift in what today's visitor values: fewer, deeper experiences over checklist itineraries, credibility on community impact, and travel that supports mental restoration as much as adventure.

In parallel, climate and crowding are accelerating demand for shoulder-season timing, after-dark programming, and “choose-your-intensity” itineraries that broaden accessibility without increasing peak-hour strain.

TRAVEL TRENDS

Values-based and authentic storytelling

Cultural tourism is a major segment - it's estimated that ~40% of tourists travel to experience culture

WHAT IT MEANS FOR US

Move away from generic destination marketing and capture the authentic essence of the place.

Use authentic community voices, local traditions, and high-quality videography to tell a story of Moab that resonates at every stage of the traveler's journey.

TRAVEL TRENDS

Intentional and "slow travel"

Travelers are increasingly embracing "JOMO" (the Joy of Missing Out), moving away from packed itineraries in favor of deeper immersion in fewer locations.

WHAT IT MEANS FOR US

Visitors are seeking "untouched" or "undiscovered" paths **rather than photogenic hotspots** driven by the "Instagram effect".

Shift marketing toward longer stays that encourage exploring lesser-known places beyond Arches and Canyonlands to alleviate central crowding.

TRAVEL TRENDS

Hyper-personalized “travel on your terms”

Large-scale consumer research signals a push toward individuality and ultra-personalized travel.

WHAT IT MEANS FOR US

“Outdoor adventure” is too broad. The opportunity is **persona-led itineraries**.

Move from one brand story to a portfolio of tightly defined “reasons to come” - each with a bookable path.

TRAVEL TRENDS

Wellness and mental health-focused travel

Outdoor travelers in 2025 prioritize "soft travel": simplicity and spontaneity aimed at self-discovery or mental decompression.

WHAT IT MEANS FOR US

22% of travelers plan getaways **specifically for mental health.**

Position Moab's desert landscape as a space for "wellness retreats," quiet stargazing (Astro-tourism), and restorative hiking rather than just high-adrenaline sports.

TRAVEL TRENDS

Maximizing the shoulder season

Intentional travelers are no longer waiting for peak seasons; there is a 68% preference for adventure-based vacations during off-peak times (hiking, cultural immersion).

WHAT IT MEANS FOR US

Demand is expanding **beyond traditional seasonal peaks.**

Capitalize on river-based summer experiences, and skills-enhancing or knowledge-deepening winter tours to create year-round demand and support stable local employment.

TRAVEL TRENDS

Softer, more accessible adventure

The market is broadening beyond hardcore adventure into “soft expedition” and accessibility.

WHAT IT MEANS FOR US

Growth can come from **widening the aperture** - more ability levels, more guided options, more comfort, more interpretation.

Design “choose-your-intensity” itineraries and expand guided interpretive experiences that reduce risk and resource impact.

TRAVEL TRENDS

Noctourism and after-dark experiences

After-dark travel (stars, night hikes, dark-sky parks) is an emerging trend.

WHAT IT MEANS FOR US

Nighttime programming can **increase length of stay** without adding peak-hour pressure on trails/roads.

Build a “Moab After Dark” platform (astronomy partners, astrophotography permits, ranger-style talks, night markets, stargazing shuttles).

TRAVEL TRENDS

Leave a place better than you found it

As of late 2025, 84% of global travelers consider sustainable travel important. Communities are moving toward "climate-conscious routing" where travelers choose destinations based on environmental impact and restoration.

WHAT IT MEANS FOR US

Delivering sustainability messaging to the **right audiences in the right context** can drive demand.

Highlight a culture of care and conservation to win back community buy-in and attract values-driven travelers.

2.2 Our Audiences

Who's Coming to Moab and What They Need



GROUP 1: Family Adventure Planners

“We want a trip that feels like a real adventure for the kids, but with enough structure that nobody melts down and we don’t waste a day figuring it out. We want to come home closer and proud of what we did together.”



GROUP 2: Multi-Gen Memory Makers

“We’re trying to create a trip where everyone can participate; something meaningful we’ll still talk about years from now, without exhausting the older folks or boring the teens.”



GROUP 3: Adventure Maximizers

"I didn't come to Moab to chill—I'm here to earn it. Give me the hits, the hidden stuff, and a plan that lets me squeeze every ounce out of the daylight."



GROUP 4: Nature-First Explorers

**“I’m here to feel small in the best way;
to slow down, notice more, and leave a
place like this better than I found it.”**



GROUP 5: Retired Scenery Seekers

**“We’ve earned the time to travel well -
show us the beauty without the stress,
and help us understand what we’re
looking at.”**

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3. WHERE WE NEED TO GO

A strategy to deepen connection, broaden value, and stand out.

WHAT'S WORKING, WHAT'S NOT

The magic is real. But so are the growing pains.

Moab continues to inspire — and as we grow, we need to protect what makes the experience special.

- **The awe is instant. The iconic attractions still deliver.**
- **Locals and visitors alike are feeling the whiplash — from intense tourism peaks to underwhelming lulls, with frustration on both sides.**
- **We're winning on desire. Now we need to keep winning on experience.**

WHAT EVERYONE AGREES ON

**We heard the same signals across locals, leaders and visitors
(and it's validated by what modern travelers want)**

This moment calls for a smarter, more thoughtful approach to growth.

- **Visitors want help making the most of their trip.**
- **Locals want more meaningful tourism—not just more people.**
- **Leaders want less peak pressure and more value per visit.**
- **Everyone agrees: Moab is more than a weekend checklist.**

THE REAL OPPORTUNITY

From a Place You Visit to a Place You Connect With

Moab is ready to move from bucket-list basecamp to a destination with deeper meaning.

- **Shift the story from quick hits to multi-day immersion.**
- **Help visitors slow down, see more, and stay longer.**
- **Guide the experience—from timing to trail to town.**
- **Let the land lead—but make the path clear.**

THE STRATEGIC PIVOT

FROM

A bucket-list basecamp, with visitor education that was well-intentioned, but tonally off.



TO

A place where adventure runs deeper, connection lasts longer - and guidance is part of the journey.

Iconic landscapes spark awe. Local knowledge deepens it.
Guidance is baked in. This is travel done well.

OUR FOCUS GOING FORWARD

How we grow from here

A smarter kind of tourism that works for the community, the traveler, and the land.

Extend the stay. Deepen the experience.

Spread demand across seasons and locations.

Attract visitors who value the place, not just the photo.

Offer clear, helpful guidance—without finger-wagging.

WHY NOW

The moment to act

Moab is still ahead of the curve—but change is needed to successfully evolve.

Visitor demand is strong — but visitor expectations are changing.

Communities want to protect what makes them special.

Smart destinations are adapting now.

If we don't shape the future, the future shapes us.

NEXT STEPS BRAND STRATEGY MOAB OFFICE OF TOURISM





LET'S GO!

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