



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

3:00 PM

AGENDA
May 12, 2026

Zoom And Youtube Meeting Information

Join Zoom Meeting

[https://Zoom.U.s/J/94535435500?Pwd=R7ib1imzdhdvlueng5arw9rlxh01z.1](https://zoom.us/j/94535435500?pwd=R7ib1imzdhdvlueng5arw9rlxh01z.1)

Meeting ID: 945 3543 5500

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. **Rural Film Incentive Program Update From The Director Of The Utah Film Commission, Virginia Pearce**
2. **Approval Of Minutes: April 2026 Meeting**
3. **Special Event Marketing Grant Update**
4. **Q1 Paid Media Results—Madden Media**

5. **Proposal To Invest Additional Funds To Drive Visitation In July And August 2026 (Madden Media) And Winter Campaign Discussion**
6. **Review And Approve The 2026/27 Utah Office Of Tourism Cooperative Marketing Grant Proposal—Madden Media**
7. **Utah Office Of Tourism Fiscal Year 2027 International Opt-In Marketing Programs**
8. **Marketing Toolkit For Moab Businesses**
9. **Letter Of Support For A Grant For Friends Of Arches And Canyonlands Parks From The Utah Department Of Outdoor Recreation**
10. **Arches Shuttle**
Commissioner Martinez
11. **Sales And Use Tax Reporting Form Updated For April 2026**
12. **Who Is Moab - Watch Videos On The Discover Moab Youtube Channel: <https://www.youtube.com/@Discovermoab>**
13. **Board Member Reports**

Adjourn

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

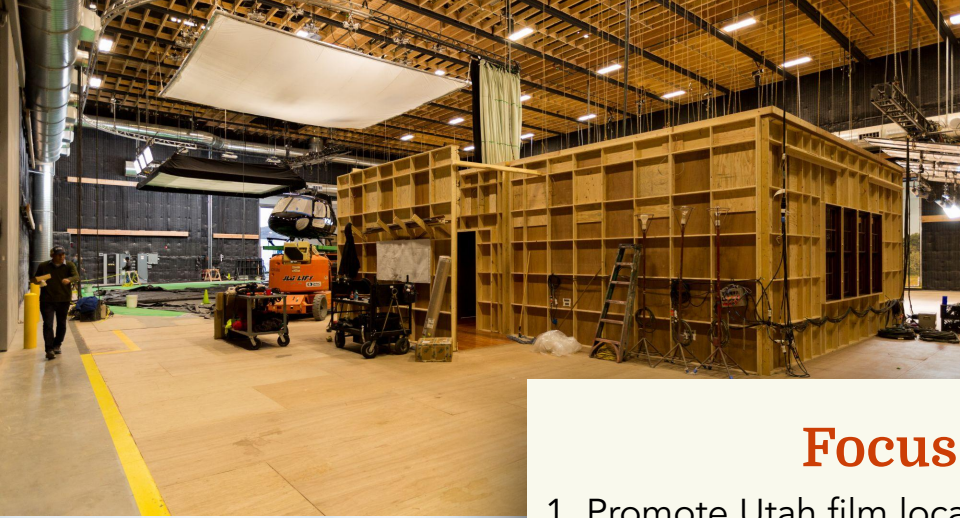
At the Grand County Commission meetings/hearings and other Grand County Boards, Commissions, or Committees any citizen, property owner, or public official may be heard on any agenda subject. The number of

persons heard and the time allowed for each individual maybe limited at the sole discretion of the Chair. On matters set for public hearings there is a three-minute time limit per person to allow maximum public participation. Upon being recognized by the Chair, please advance to the microphone, state your full name and address, whom you represent, and the subject matter. No person shall interrupt legislative proceedings.

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

Utah Film Commission Overview

Virginia Pearce
Director



Focus Areas

1. Promote Utah film locations, crew and vendors
2. Workforce & Industry Development
3. Encourage Film Production
4. Manage the Utah Film Incentive Programs



Film Production Process

Production Company
Reaches Out to
Utah Film Commission

Film Commission
Helps Identify
Resources Needed
for Production

Film Commission
Contacts Regional Film
Liaison to Support
Production

Production Works With
Regional Film Liaison or
Agency to Identify Resources
in the Area

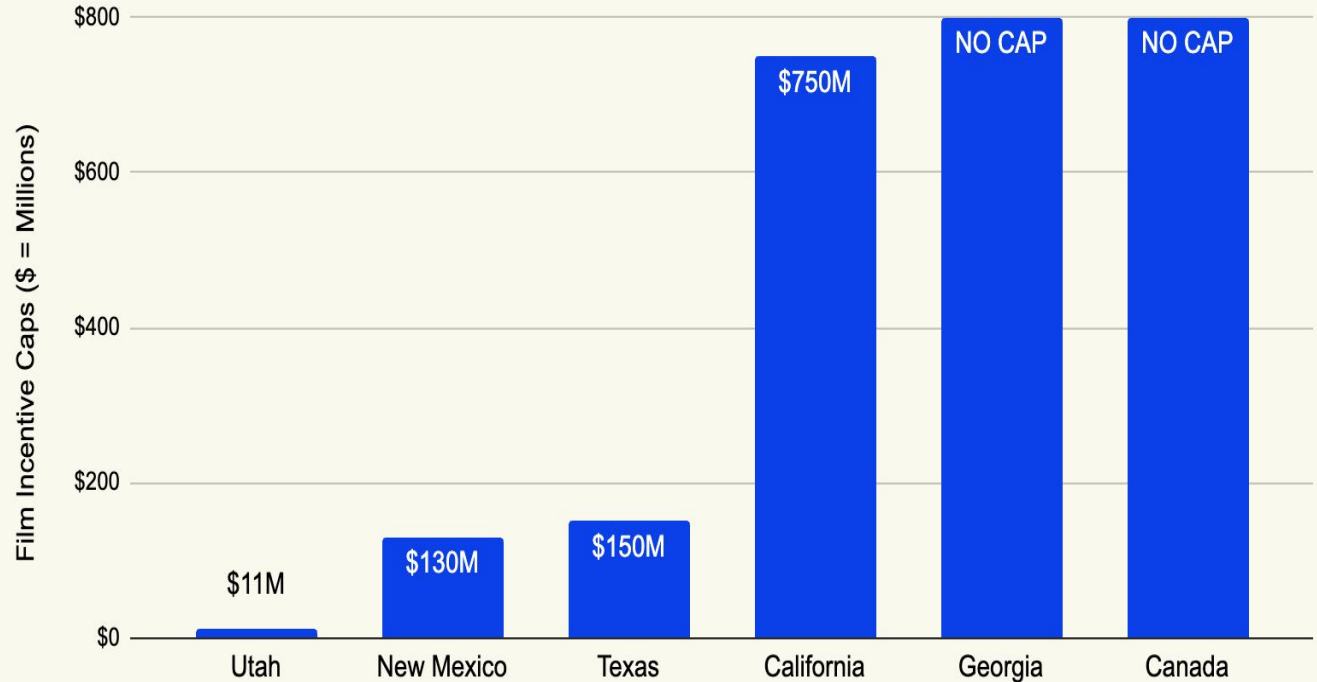


Incentive Program Details

<p>Community Film Incentive Program</p> <p>\$1.4 Million</p> <p>Annual Cash Rebate</p> <p>Economic Impact FY 2023 - FY 2026</p> <p>31 Productions</p> <p>\$8.3 Million</p>	<p>Motion Picture Incentive Program</p> <p>\$6.79 Million</p> <p>Annual Tax Credit</p> <p>Economic Impact FY 2023 - FY 2026</p> <p>39 Productions</p> <p>\$105.2 Million</p>	<p>Rural Film Incentive Program</p> <p>\$3 Million</p> <p>Annual Tax Credit</p> <p>Economic Impact FY 2023 - FY 2026</p> <p>26 Productions</p> <p>\$227.7 Million</p>
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How Utah Stays Competitive

- ✓ Incentive
- ✓ Locations
- ✓ Crew / Vendors
- ✓ Infrastructure
- ✓ Better Return on Investment



\$341+

Million

Total Economic Impact

\$200+

Million

in Rural Utah



96

Productions

68% in Rural Utah



**Film Production
Spend in**

28 of 29

Counties

FY 2023 - FY 2026

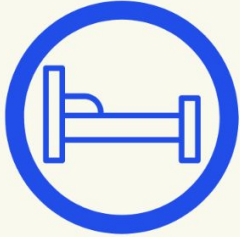
Film Production in Grand County

HORIZON
AN AMERICAN SAGA



Horizon: An American Saga

Accommodations



\$8.2 Million

Payroll & Per Diem



\$5.5 Million

Location & Construction



\$3.7 Million

Retail & Services



\$700K

Transportation



\$690K

Restaurants & Catering



\$300K

\$19.1
Million

Total Spend in
Grand County

More than 1000 vendors in Grand County



Godzilla x Kong: Supernova

- \$1.43M spent with Grand County vendors
- 94 Grand County vendor entries
- \$964K spent in lodging
- Nearly \$75K spent with local restaurants, grocery stores, hardware/supply stores, auto/fuel businesses, and other general services
- More than 30 restaurant and food vendor entries
- Local examples include City Market, Walkers True Value, Moab Garage, Canyonlands Solid Waste, Desert West Office Supply, Canyonlands Copy Center, and local restaurants throughout Moab



\$600
Million

Film Tourism

39% of visitors said a film or television show influenced their decision to come to Utah

32
Markers

Utah Film Trail

A series of physical markers around the state in 19 counties

* Grand County markers: Dead Horse Point State Park | Red Cliffs Lodge



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=T08_tHDDABw

MINUTES

April 14, 2026 | 3:00 p.m.

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

Regular Meeting

Members in attendance: Cora Phillips (Chamber of Commerce), Jason Taylor (City of Moab), Brian Martinez (County Commission), Alex Borichevsky, Felicia Baty, Rebecca Monceaux, Wendell Williams (Chair), Howard Trenholme, Sharon Kienzle

Members in attendance remotely: Lori McFarland (Vice Chair)

Non-members in attendance: Mick Soleta (MOT), Ali Harford (MOT), Bega Metzner (MOT)

Non-members in attendance remotely: Jessica Kunzer-Pearson (Camp4/Tourist), Tori Bernard (Madden)

Opening Items

Call to Order (00:03:38)

Opening Items (00:03:39)

- Howard disclosed that he works for the Canyon Spirit
- Lori disclosed that the Outside x Jeep partnership media buy worked with High Point Hummer

Citizens to be Heard (00:05:51)

- No citizens to be heard

Discussion and Action Items

1. Presentation from Margot Zen, Lead Guest Experience at Canyon Spirit/Rocky Mountaineer (00:06:04)

- Margot Zen introduced the board to the work that the Canyon Spirit (formerly the Rocky Mountaineer) is doing in this area, including the new route that links Moab to Salt Lake City. The train operates April through November, and has been operating for five seasons. The train is aiming to grow to 25,000 guests per year in the next two years.
- Board members expressed their appreciation for the train bringing visitors to the community.

2. Approval of minutes: March 10, 2026 meeting (00:27:39)

- Cora motioned to approve the minutes, Alex seconded. Motion passed unanimously.

3. Introduction to newest member of MTAB, Felicia Baty (00:28:17)

- Felicia Baty works for VistaHost, a hotel management company that oversees four properties in Moab. Felicia works as a sales manager.
- Board members asked about hotel trends and pricing. Felicia said that hotel revenue is trending upward in 2026. She also explained that hotel managers work to create demand through pricing changes every day. She explained the “looking” and the “booking” windows that travelers follow when planning trips, and how hotels work to capture visitors.

4. Introduction to and information from new Director, Moab Office of Tourism, Michael Soleta (00:33:52)

- Mick Soleta previously worked in the office as an assistant marketing director.
- Board members expressed their excitement over Mick’s new position. Mick said in his new role, he said he sees the office focusing on seven functions: marketing, data, community relations, international/global markets, strategy, administrative, and film. Marketing is paid, earned, owned, and shared.
- Sharon asked about adding more staff; Mick said he’s looking at a long term plan for the office to make it sustainable for the long run.

5. Special Events Marketing Grant - Review subcommittee for round 2. Applications open May 1. (00:40:13)

- Board members discussed Round 1 of the grant, including how to make guidelines clear that only advertising costs are eligible for the grant and that applicants need to show their entire marketing budgets. Jason and Cora also discussed their thinking behind how they scored applications from Round 1. Board members emphasized again that only advertising costs, not marketing costs, are eligible for grant funds.
- Sharon, Wendell, and Alex volunteered to review grant applications for Round 2.
- Howard emphasized that extra funds in the budget not allocated for the grant be used for other marketing purposes.
- Howard motioned to approve a subcommittee of Sharon, Wendell, and Alex. Jason seconded. Motion passed unanimously.

6. Discuss and Review Mitigation Grant (00:55:04)

- Brian reminded the board that recent TRT law changes developed an “Outdoor Mitigation Grant,” funded by TRT. Grand County is eligible to apply for the grant; since it is funded by TRT, Brian requested that the board be involved in the county’s application. The county is looking to apply for funds for mitigation costs including search and rescue and roads.
- He asked that the board put together a meeting in July to discuss the grant.

7. Branding Overview (01:04:41)

- Wendell emphasized that the branding project with Camp4/Tourist goes far beyond creating a new logo; it encompasses the entirety of MOT’s voice.
- Mick went through what’s been done so far, noting that Phase 1 (research) is completed, and Phase 2 (visual identity and brand narratives) kicked off in February. In March, the team completed a messaging guide: the messaging centers around “immediate awe and unfolding depth,” the idea that Moab is impressive when you first see it, but holds so much more. Phase 2 includes logo, photography, and more brand messaging. Phase 3 will begin once Phase 2 finished.

8. TRT/Sales Tax/TRCCA Review (01:12:32)

- The Grand County Clerk/Auditor prepared data reports for the MTAB.
- Wendell noted that 2025 numbers have an “uptick” in monthly sales and use tax revenues after October 2025.
- Board members pointed out that tax data reflects collections from two months prior: numbers paid in March reflect taxes collected in January. Board members discussed how to make the data standardized and easier to digest.

9. Board Member Reports (01:18:19)

- Jason said that the city is in budget season: the city is still focusing on beautification, particularly around downtown Moab.
- Cora mentioned the Chamber’s upcoming golf tournament, and is excited to work with the Office of Energy Development. Their partnership will include events about nuclear energy.
- Rebecca said the Red Cliffs Lodge renovation is officially completed, and she’s excited for the remainder of the year.
- Wendell said March was a busy month, especially during Easter Jeep Safari. He also mentioned events for Child Abuse Prevention Month.
- Howard said that the airport board asked for funds for signage at the airport. He also spoke to the decision of the airport board and commission to contract essential air services with Skywest. He encouraged creating a marketing plan for the flights that could start in the fall; Skywest offers \$25,000 in matched marketing dollars to airports each year. He also said the board could think bigger than essential air service. He added that he’s excited about the Canyon Spirit, and feels optimistic about the future.
- Felicia said that she’s also optimistic about the future with spring numbers, though she’s working to plan for a slight summer dip.

- Alex said his spring business has been up, which he attributes in part to a low-snow ski year. He's planning for summer numbers to dip, but believes fall will be up again. He also mentioned that the golf course could be a tourism asset: it's a long-lived and beautiful course.
- Sharon said MIC visitation is steady, and said the center has longer hours for springtime. Arches and Canyonlands both experienced surges in visitation. She also mentioned that the MIC can sell national park passes. She detailed a few MIC events, including a movie night and its annual lecture series.
- Brian said he's working on understanding the reserve account, and how many dollars are earmarked for mitigation versus recreation, film, and convention. He was also interviewed as a Moab expert in a few pieces of ebiking media, some that Campstories pitched. He said the proposed changes to restaurant taxes were defeated, and he said the Board should look at protecting the tax as it is through bonding. He also praised the branding project and "Who is Moab" videos.
- Lori said she was excited about the springtime surge in visitation, and places some of the success with the MOT's and the state's advertising efforts. She also mentioned a new offroading Youtube channel that's using Moab as a backdrop.

KH + MADDEN

DISCOVER MOAB

JANUARY – MARCH 2026 PAID MEDIA



Goals 2025



PRIMARY GOALS

- **Increase average length of stay to drive higher visitor spend and total economic impact**
- **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 feeder and fly markets** to grow overnight visitation beyond core drive markets
- **Increase engagement among priority audiences**, including Family Travelers, Nature Lovers, and Retired Travelers
- Continue to strengthen **international demand in markets (France, Germany, Italy)**

MEASUREMENT

- **ROI / ROAS**, including revenue, visitation, and economic impact
- **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
- **Grow of first-party audiences**, including email subscribers and guide downloads, to support long-term efficiency and remarketing

Q1 Takeaways

Performance Drivers

- Google Performance Max **outperformed CTR benchmarks**, capturing active travel demand
- Expedia drove **strong bookings (room nights + revenue)**, showing travel the platform investment
- Meta drove **scale**, while Remarketing and Lead Gen delivered **highest efficiency (CTR + CPL)**

What This Tells US

- People aren't just browsing, They're **actively engaging with our content throughout the funnel.**
- Meta is driving **steady engagement from both new and returning audiences**
- Lead Gen shows users are **moving into planning mode and looking for more trip details**

Q1 CHANNEL HIGHLIGHT



Performance Max	YouTube	Meta Prospecting	Meta Remarketing	Meta Lead Gen	Reddit	Azira Banners	Azira CTV
169,558 Impressions	428,386 Impressions	1,488,500 Impressions	352,355 Impressions	255,889 Impressions	704,048 Impressions	1,700,237 Impressions	246,945 Impressions
11,924 Clicks	289 Clicks	27,208 Clicks	10,804 Clicks	5,797 Clicks	4,906 Clicks	18,326 Clicks	98% VTR
7.03% CTR	308,456 Views	1.81% CTR	3.07% CTR	3,042 Leads	0.70% CTR	1.08% CTR	VTR Benchmark: 98%
CTR Benchmark: 2.15%	72% VVR	CTR Benchmark: 1.86%	CTR Benchmark: 2.03%	\$0.71 Cost Per Lead	CTR Benchmark: 0.43%	CTR Benchmark: 0.48%	
-	VVR Benchmark: 44.58%		-	CPL Benchmark: \$2.75			
Website Metrics: Engagement Rate is 77% time on site!			Launched in Feb	-			
				Launched in Feb			

Q1 CHANNEL HIGHLIGHT



Expedia

1.5M
Impressions

1,467
Clicks

.10%
CTR

\$161
ROAS

\$5.3M
Revenue

Tiki

18,642
Impressions

2,137
Clicks

11.46%
CTR

CTR Benchmark: 6-8%

Launched March

Adara

616,371
Impressions

1,991
Clicks

.32%
CTR

Launched March

Observed (Direct Measurement): 25
Enriched (Modeled Impact): 237

Adara can directly track bookings from a set of partners (Marriott, Wyndham, Choice & Kayak). The **Observed** number reflects confirmed bookings within that subset. The **Enriched** number builds on this by using additional market data (such as STR) and modeling to estimate bookings across the broader hotel landscape that Adara cannot directly see.

Hopper

1,867,912
Impressions

15,004
Clicks

.80%
CTR

–
Hotel Booking: 556

Room Nights: 1,163

ROAS: \$9

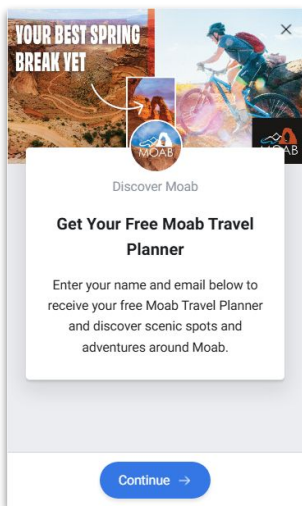
Revenue
268,155

–
Launched March

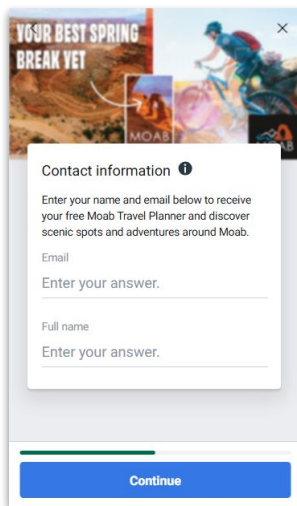
META | LEAD GEN JOURNEY



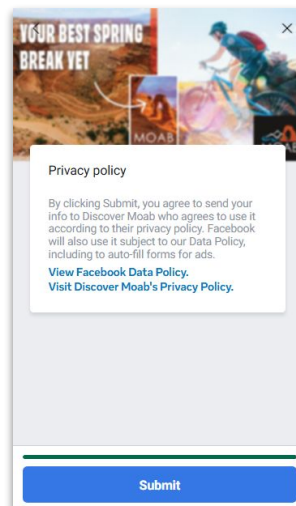
1. User is served ad



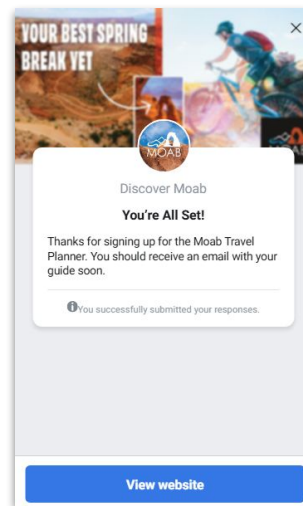
2. User clicks CTA to get the guide



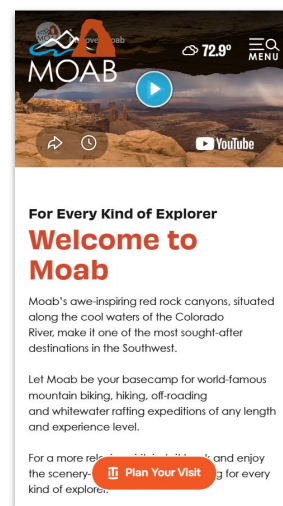
3. User enters contact information



4. User agrees to privacy policy



5. User submits guide request



6. User continues journey on site

Q1 Total Results



9.3M+

Total Impressions
January through March

99K+

Total Clicks
January through March

3,000+

Meta Leads
February - March

\$268,155

Hopper
March Revenue

\$5.3M

Expedia
January through March Revenue

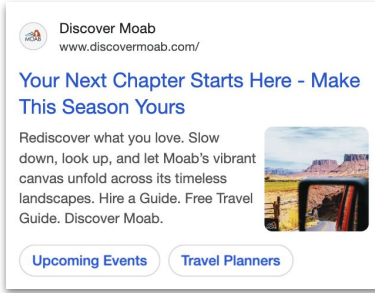
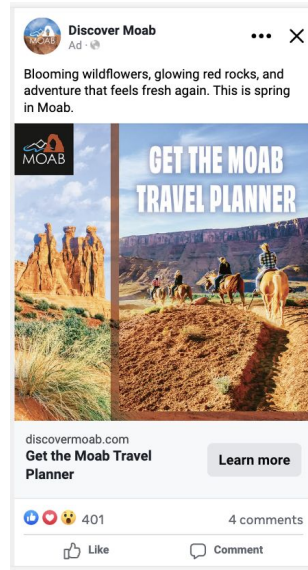
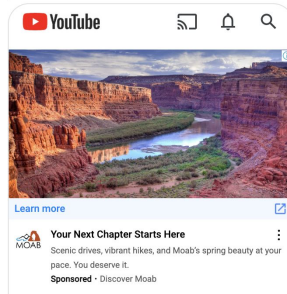
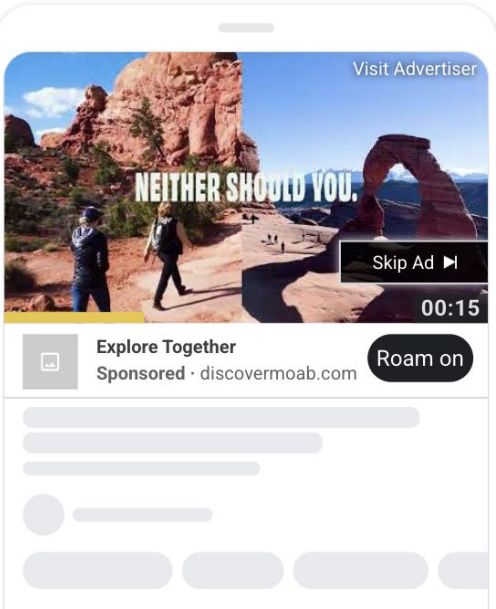
\$28,790*

Adara
March Revenue

TOTAL IMPACT

\$5.6M

CREATIVE





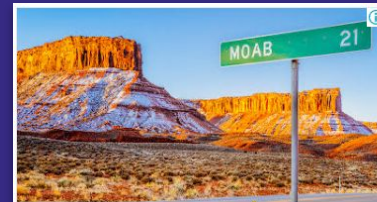
Q1 Highlights

GOOGLE | PERFORMANCE MAX

Performance Max is Google's full-funnel campaign that uses automation to serve ads across Search, YouTube, Display and Gmail— all within one campaign — to reach users based on real-time intent signals.

Audience:

- If there is one major takeaway from Q1 PMax, it is that the **"Retired Travelers" audience is an absolute powerhouse.**
 - ◆ They were your top-performing asset group for the entire quarter
 - In January, Retired Travelers drove an incredible **19.92% CTR**
 - In February, they continued to lead performance, generating 2,552 clicks at a **17.75% CTR**
 - In March, we saw specific creative messaging resonate perfectly with this group; the "Your Next Chapter Starts Here" headline generated over 12.2K impressions and a 10.91% CTR for Retired Travelers
- **Top Markets: Salt Lake City consistently dominated engagement** throughout the quarter
- **Device Behavior:**
 - ◆ **Mobile drove the vast majority of the traffic** (3,000 clicks)
 - ◆ **Desktop delivered the highest engagement quality**, hitting a 14.83% CTR, indicating stronger intent and deeper engagement when users are at their computers
- **Takeaway:** Strong driver of high-intent traveler engagement



Explore More, Rush Less

Your unhurried winter retreat.

Discover Moab

Open >



Discover Moab

www.discovermoab.com/

Fewer Crowds, Deeper Moments -
Explore More, Rush Less

Soak in golden light and peaceful trails—Moab's winter is a season worth savoring. Find your rhythm in Moab this winter, where stillness and beauty go hand in hand. Discover...



Discover Moab

www.discovermoab.com/

Your Next Chapter Starts Here - Make
This Season Yours

Rediscover what you love. Slow down, look up, and let Moab's vibrant canvas unfold across its timeless landscapes. Hire a Guide. Free Travel Guide. Discover Moab.



Upcoming Events

Travel Planners

Adara uses travel booking data (flights + hotels) to target users who are actively planning trips, allowing us to reach high-intent travelers closer to booking.

Audience:

→ High-Intent Travelers Ready to Book!

- ◆ In its first month, the campaign drove: **25 observed bookings and 237 enriched bookings**
- ◆ Performance reflects impact across both **flight and hotel bookings**, capturing travelers across the journey

We saw strong Engagement Performance Out of the Gate showing an strong CTR of a .32%

→ Revenue Impact: Driving High-Value Travelers

- ◆ Generated **\$4,260 observed and \$28,790 enriched revenue**
- ◆ Average Daily Rate of **\$202.86**, indicating higher-value travelers
- ◆ Delivered a **5:1 enriched ROI**

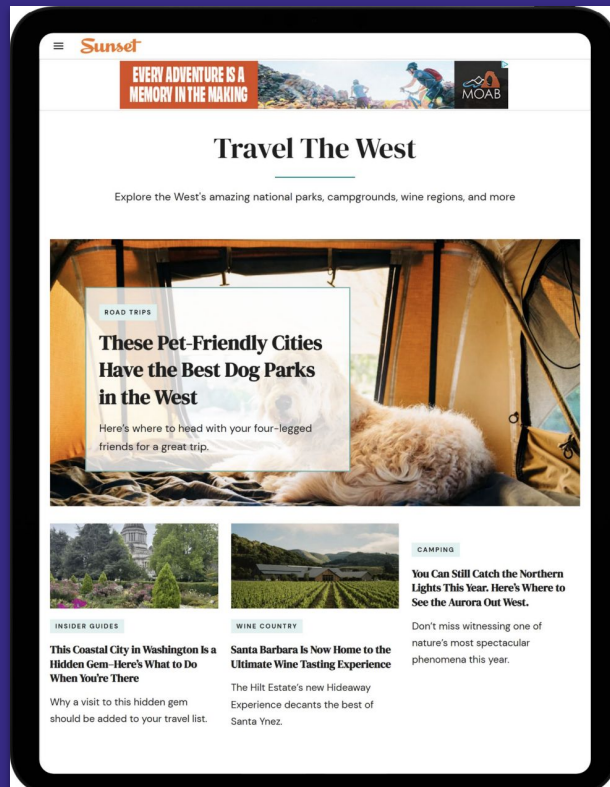
→ Takeaway: Media is directly influencing bookings, not just traffic

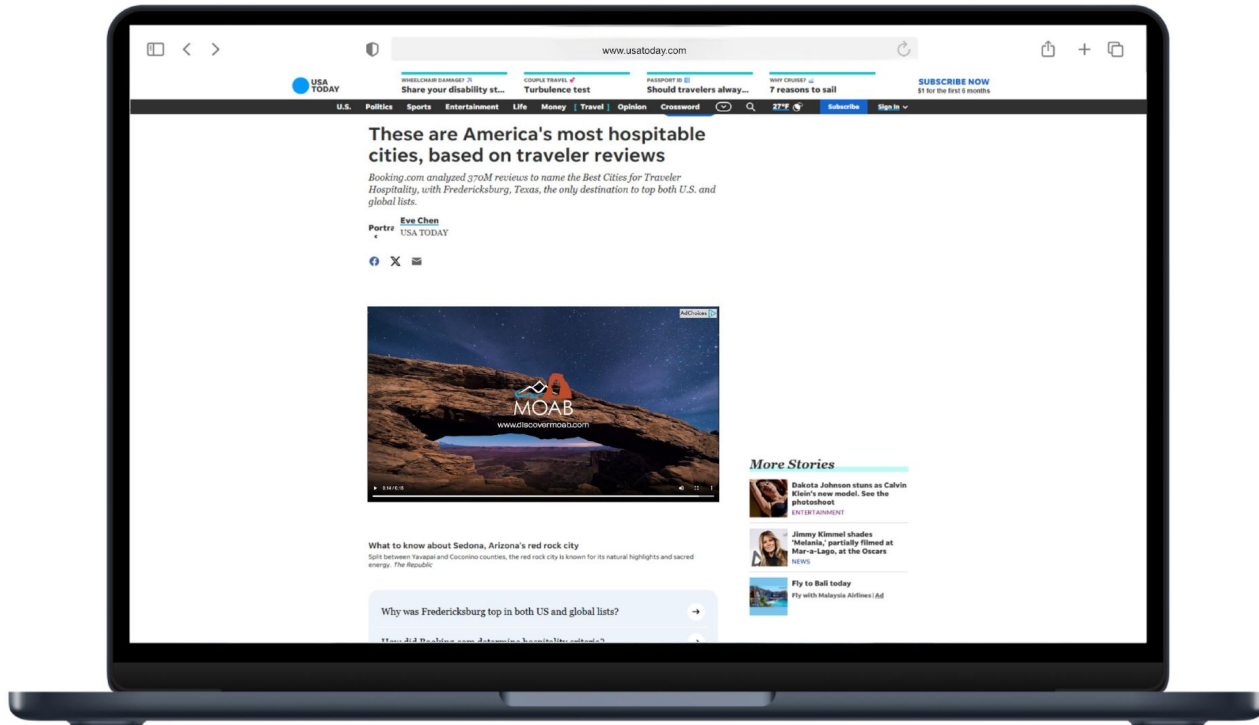
Observed (Direct Measurement)

Confirmed bookings from users exposed to campaign media who booked with tracked partners (Marriott, Choice, Wyndham, Kayak).

Enriched (Modeled Impact)

Uses market data and modeling to estimate total bookings, including those outside Adara's tracked partners.





REDDIT

Reddit allows us to reach niche, interest-based communities where users actively engage in travel and outdoor-related discussions.

Audience

- ◆ **Reddit helped us reach people actively researching and planning travel.**
- ◆ These users are more intentional and engaged compared to passive scrolling on other platforms.

Engagement

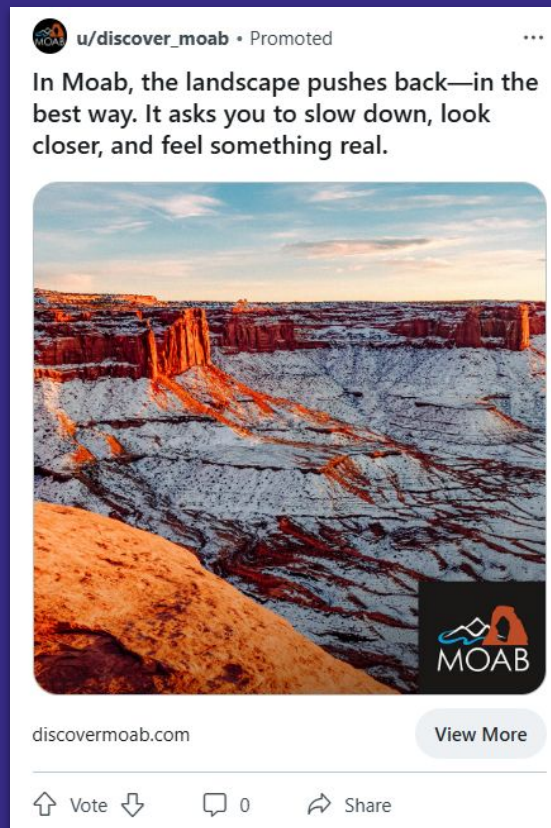
- ◆ **Performance was strong, with CTR above benchmark.**
- ◆ **Ads blend naturally into feeds, making users more likely to engage when messaging fits the conversation.**

Creative & Messaging

- ◆ **'The Landscape Pushes Back,' was the top performer with a 1.05% CTR, proving that messaging asking users to slow down and look closer is resonating.**

→ **Takeaway: Effective mid-funnel channel driving engaged consideration**

Geos: Denver, Salt Lake, St. George, Grand Junction, Phoenix, New York, Texas, Arizona, Chicago, Los Angeles, San Francisco, Philadelphia, DC, Dallas-Fort Worth | Demos: Nature Lover, Family Traveler, Retired Traveler, Outdoor Adventure



Tiki is driving high-intent travelers from discovery into active trip planning

Performance

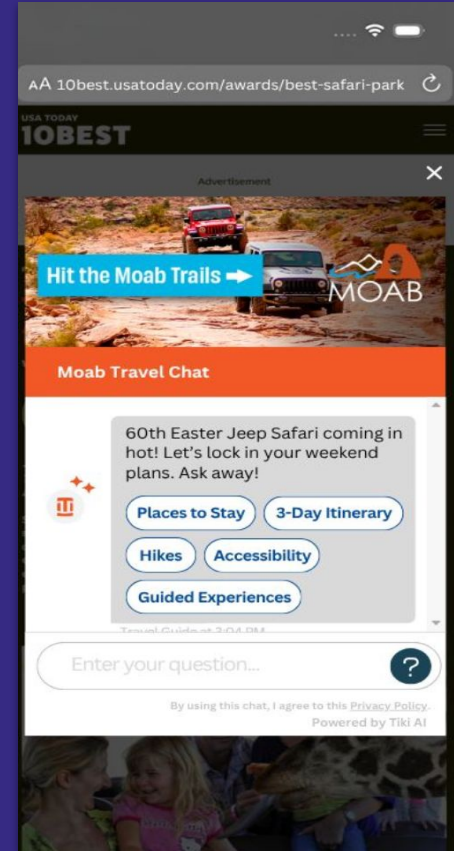
- Strong early performance: 11.46% CTR, \$1.59 CPC
- Drove **2,100+ high-intent clicks** within first week of launch.
- **Accommodations** While "Places to Stay" is the most popular bubble
 - ◆ **Accommodations drive about 34% of all queries**

Onsite Engagement: March

- **89K+ users interacted with the Envoy Chat Unit**
- Generated over 9,300 trip planning queries in March
- **Envoy Home unit currently has a 18.65% open rate across the site with stronger engagement on mobile.**

Top Demand Areas:

- **Places to Stay (34–36%)**
- **Itinerary Planning (24–33%)**
- **Outdoor/Adventure (50%+)**



USA TODAY
10BEST

Hit the Moab Trails →

MOAB

Moab Travel Chat

Plan your perfect Moab adventure with trails, views, and can't-miss stops. Start with an itinerary or explore your options below.

Places to Stay 3-Day Itinerary

Hikes Accessibility

Enter your question...

By using this chat, I agree to this [Privacy Policy](#).
Powered by Tiki AI

This is a screenshot of a '10BEST' article overlay. It features a background image of two SUVs on a desert trail. A blue button with a white arrow says 'Hit the Moab Trails'. Below this is a 'Moab Travel Chat' widget with a white background and an orange header. The chat contains a message from Tiki AI, buttons for 'Places to Stay', '3-Day Itinerary', 'Hikes', and 'Accessibility', and a text input field with a question mark icon. At the bottom, there is a privacy policy link and 'Powered by Tiki AI'.

Fodor's Travel

MOAB AND SOUTHEASTERN UTAH

Overview Hotels Restaurants Sights Top Places Shopping Nightlife Performing Arts

Moab and Southeastern Utah

Moab Travel Chat

Plan your perfect Moab adventure with trails, views, and can't-miss stops. Start with an itinerary or explore your options below.

Places to Stay 3-Day Itinerary

Hikes Accessibility

Enter your question...

By using this chat, I agree to this [Privacy Policy](#).
Powered by Tiki AI

Recommended Fodor's Videos

UTAH

Fodor's Utah: with Zion, Bryce Canyon, Arches, Capitol Reef.

This is a screenshot of the Fodor's Travel website for Moab and Southeastern Utah. The page has a dark theme. A 'Moab Travel Chat' widget is overlaid on the page, identical in content to the one in the first image. The background shows a desert landscape with a red SUV and a silver SUV. Below the chat, there are 'Recommended Fodor's Videos' and a 'UTAH' section with a video player and a caption: 'Fodor's Utah: with Zion, Bryce Canyon, Arches, Capitol Reef.'

TIKI | WHAT WE LEARNED

What we're seeing (Insights)

- Accommodations drive **34% of queries**
- **Itinerary, Activities and Recreation** makes up over **50% of queries**
- Accessibility is a **fast-growing, under-served category**

What we should do (Opportunities)

- **Expand Accommodations Content**
 - ◆ Build **more specific lodging content** (by experience, location, trip type)
 - ◆ Add **filters and guides** (e.g., near parks, family-friendly, unique stays)
- **Double Down on Itineraries & Trip Planning**
 - ◆ Expand **multi-day itineraries** (3-day, 4-day, seasonal)
 - ◆ Add **route-based guides** for hikers, bikers, off-road users
- **Lead in Accessibility (Emerging Opportunity)**
 - ◆ Create a **dedicated accessibility hub**
 - ◆ Develop content for:
 - Wheelchair-accessible trails
 - Adaptive outdoor experiences
 - *Impact: Captures underserved demand + sets Moab apart*

Query Type	% of Overall Questions
Accommodations - different types of lodging options, from hotels and resorts, and what each accommodation offers ("Places to Stay")	34.14%
Activities and Recreation - recreational activities, leisure pursuits and entertainment options available ("Three Day Itinerary")	31.59%
Nature and Outdoors - outdoor activities, natural attractions and ecological aspects including wildlife and natural environments ("Choose your Adventure")	19.59%
Local Experiences - local food, nightlife and services that provide a taste of local life and culture ("Guided Experiences")	7.12%
Accessibility - information on adaptive services, inclusive restaurants, and services for people with disabilities (bubble "Accessibility in Moab")	5.06%
Travel and Transportation - modes and aspects of transportation to, from, and including flights and local transport	1.04%
Geographical and Climate Information - questions about geography including climate, weather patterns and topographical details	0.62%
General and Social Insights - broader questions about society, culture, and general information including social norms and communication	0.35%
Safety and Security - safety measures, security concerns, and advice for staying safe	0.16%
Financial and Economic Aspects - questions about costs, budgeting and other financial considerations relevant to traveling	0.12%



MEDIA Q2

SNEAK PEAK Q2



PAID EMAIL MARKETING

MediaMax (Condé Nast Audience) to execute a series of 20 paid email campaigns reaching high-intent travelers and driving engagement with Moab content.

Tactics will include:

- 20 paid email deployments via MediaMax
- Audience targeting through Condé Nast data
- Optimized messaging to drive traffic and engagement

CONTENT

Engage active travelers through immersive editorial experiences and targeted distribution across multiple channels

Tactics will include:

- GearJunkie
 - ◆ Microsite
 - ◆ Article
- Outside Magazine
 - ◆ Video
 - ◆ Social amplification
 - ◆ Sponsored content article

VIDEO CONTENT

An episodic video series highlighting Moab and its key pillars, designed to inspire and engage travelers. (Who Is Moab)

Tactics will include:

- Social and Google
 - Launched Mid-April

CO-OPS

Drive conversions through strategic co-op partnerships with leading travel platforms and data-driven targeting solutions.

Tactics will include:

- Expedia
- TripAdvisor
- Priceline/[Booking.com](https://www.booking.com)
- Adara/Sojern
- DOOH

PAID EMAIL MARKETING | MEDIA MAX

MediaMax leverages premium publisher email lists (including Condé Nast audiences) to reach engaged, travel-interested users directly in their inbox, driving traffic and trip planning behavior.

Highlights - (Meet You in Moab!)

Performance: Exceeding Engagement Benchmarks

The first email significantly outperformed standard benchmarks across key metrics.

- **3.01% CTR (2% benchmark)**
- Delivered a **19.3% view rate (12% benchmark)**
- **15.6% click-to-view rate**, showing users are taking action after opening

Engagement: Users are not just opening - they're actively engaging with content.

- Generated **3,457 clicks** from a single send
- **Attractions content drove over 50% of total clicks, making it the top-performing section**
- **Travel guide links also performed strongly, showing planning behavior (11.69%)**
- Event and homepage links supported broader exploration

Device Behavior: Mobile-First Engagement

- **77% of clicks came from mobile devices**, reinforcing the importance of mobile-first designs and website user experience.

LINK SUMMARY





GEARJUNKIE MICROSITE + ARTICLE



**HIKE
BIKE
OFF-ROAD
PADDLE
SLEEP**

6 Ways to Send It in Moab This Spring

Why springtime in this storied gateway community offers some of the best opportunities for outdoor adventures.

Sponsored by **Discover Moab**

5 MIN READ

APRIL 6, 2026 4:37 P.M. EDT





OUTSIDE SNEAK PEAK

OUTSIDE

Campaign Overview: The core strategy is to use custom video content across the Outside Network to connect with the off-roading community

The "Big Idea" Instead of just speaking at Jeep owners, the campaign taps into the viral, community-driven "Jeep Ducking" culture (featuring custom Moab rubber ducks). This acts as an authentic entry point to welcome them into the broader culture that surrounds Moab

On-the-Ground Activation

- **The Anchor Event:** The campaign captured content during the Easter Jeep Safari, a major 60-year legacy event!
- **The Hook:** We leveraged the authentic "Jeep Ducking" trend as a community-driven entry point.
- **The Message:** We strategically positioned Moab as **more than just off-roading**—showcasing it as a multi-day, full-destination experience

Media

- **Hero Mini-Doc (2.5 min):** A story-driven "ode to Moab" anchored in culture and community.
- **Social Video Series:** Three distinct social first videos, focusing on beginner-friendly, guide-led, UTV adventure storytelling.
- **Custom Article:** A service-driven spotlight highlighting Moab's food, lodging, activities, and adventures.





INTERNATIONAL

2026 International Tactics



Campaign Overview & Target Markets This campaign is supported by a dedicated \$150,000 budget and is specifically focused on capturing travelers from Moab's priority international markets: **France, Germany, Italy and Austria.**

PROGRAMMATIC

Drive awareness and consideration through high-impact digital and streaming placements

Tactics will include:

- Display banners across France, Germany, and Italy + Remarketing
- CTV
- Footfall attribution

HIGH-INTENT

Drive conversions through high-intent travel and booking platforms

Tactics will include:

- Expedia display placements (FR, DE, IT)
- Hopper microsite and native placements
United Airlines
Dedicated emails

AMERICAN UNLIMITED

Drive awareness through high-intent travel platforms

Tactics will include:

- Microsite
- Social and Google
- Enewsletter

SOCIAL

Build international awareness and engagement for Moab

Tactics will include:

- Meta Prospecting
- Meta Remarketing
- Reddit



TRENDS

Travel is strong, but **trips are shorter**, faster, and more flexible.

91%

of Americans plan to travel in 2026.

[\(The National Herald\)](#)

41%

of trips will be quick getaways (3 nights or fewer).

[\(Deloitte\)](#)

65%

of travelers booked a trip just because they needed a mood boost.

[\(Priceline\)](#)



Road trips are rising as travelers look to control costs.

73%

of parents say affordability is the biggest obstacle for trip planning.

[\(Family Travel Association\)](#)

71%

of Americans expect to take a road trip at least once across summer trips.

[\(Deloitte\)](#)

37%

of families say they'll drive instead of fly due to high airfare.

[\(Family Travel Association\)](#)

70%

of Millennials and Gen Z like trips where the journey matters as much as the destination.

[\(American Express\)](#)



UPCOMING

Seasonal Refreshes

Summer & Winter Remaining in Plan

- Summer: June - September (light refresh based on spring language + performance)
- Winter: October - December

Tactics

- Meta Prospecting
- Google Pmax
- Azira Banners
- Azira CTV
- Youtube Video
- Google SEM
- Reddit
- Tiki
- Meta Remarketing
- Meta Lead Gen (CPL)
- Expedia
- Hopper
- Sojern

Continuation throughout the remainder of the year:

- Email marketing
- SEO
- Full Voyage + Signal

MEDIA FLOW CHART

2026	Q1			Q2			Q3			Q4		
Discovery	January	February	March	April	May	June	July	August	September	October	November	December
Meta Prospecting	█											
Google Performance Max	█											
Programmatic Banners (Azira)	█											
CTV	█											
Google YouTube	█											
Digital Out of Home (DOOH) (MXKH)	█											
High Country Sign & Outdoor Advertising - BILLBOARDS	█											
SUB-TOTAL	█											
Trust	January	February	March	April	May	June	July	August	September	October	November	December
Google SEM (Keywords)	█											
Reddit	█											
Tiki (CPC)	█											
Meta Remarketing	█											
Meta Lead Gen (CPC)	█											
Brand Partnerships (TBD Jeep)	█											
Print Publications	█											
Outside Magazine	█											
AllTrails/GearJunkie Content + Mircrosite	█											
Paid Email Marketing	█											
SUB-TOTAL	█											
Visit/Convert	January	February	March	April	May	June	July	August	September	October	November	December
Expedia	█											
Hopper	█											
Adara	█											
Sojern	█											
SUB-TOTAL	█											
Co-Op	January	February	March	April	May	June	July	August	September	October	November	December
Expedia	█											
TripAdvisor	█											
Priceline/Booking	█											
Adara	█											
Sojern	█											
DOOH (In-State) (MXKH)	█											
DOOH (Out-of-State) (MXKH)	█											
SUB-TOTAL	█											

THANKS!



KH + MADDEN

DISCOVER MOAB

BUDGET ADD-ON RECOMMENDATION



CORE CHALLENGE



To boost summer visitation and maintain competitiveness with last year's budget allocation, we propose a prioritized tactical budget increase focused on summer requirements. When we look at the Future Stays report from Expedia, we are seeing a year-over-year dip in room nights during our core summer months showing the following:

- June is down 6.1%
- July is down 25.1%
- August is trailing by 12.6%

WHAT DOES THE RESEARCH SAY:

We're experiencing the "Great Trip Edit" where travelers are repricing and reprioritizing trips due to high fuel prices (~\$4.50/gal) and the Spirit Airlines shutdown.

People aren't abandoning summer travel; they are editing the trip. Our job is to make sure Moab pushes through the edit.

YEAR OVER YEAR COMPARISON



Last year, the late start to our marketing efforts prevented us from adequately preparing for the summer slump. Because we officially took over the campaign in July, the initial deployment was slow, with only \$45,000 in the market that month. This necessitated a massive push in August, where we deployed nearly \$700,000.

While that significant August expenditure was necessary to launch our campaigns, it occurred too late in the year to effectively influence travelers who plan their summer vacations in advance.

This additional budget allows us to spend smarter, not just more. Based on insights from our recent in-market trip, we plan to deploy these funds to achieve an immediate impact.

KH + Madden Managed Media

Year/Metric	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
2025 Spend	-	-	-	-	-	-	\$45,000	\$697,833	\$344,083	\$306,583	\$186,975	\$218,775	\$1,799,249
2026 Spend	\$8,812	\$34,994	\$78,160	\$121,444	\$163,777	\$137,277	\$160,840	\$166,631	\$145,265	\$126,265	\$116,702	\$139,827	\$1,399,994
% Difference	N/A	N/A	N/A	N/A	N/A	N/A	257.42%	-76.12%	-57.78%	-58.82%	-37.58%	-36.09%	-22.19%

TACTIC: Meta Prospecting

Drive Summer Travel

GOAL: Take advantage of the existing strong CTR by utilizing new creative talking about pool time, why it's a great time to travel, and families

- **Audience:** Existing, prioritize drive markets and existing strong routes
- **Ad Units:** Click to site, carousel, Reels
- **Current Spend** June- August per month \$2K
- **Budget Recommendation:** \$29,500



WHY: This tactic helps keep Moab top-of-mind among likely summer travelers by pairing strong-performing creative with highly targeted audience segments.

TACTIC: Expedia (Conquesting)

Eyeing Our Competitors

GOAL: Capture high-intent travelers actively looking for last-minute deals and drive immediate room nights through targeting our competitor set.

- **Audience:** To complement our existing Expedia buy, this will focus on conquering we will also target those searching for:
 - ◆ Zion, Bryce Canyon, Sedona, Grand Canyon (South Rim and Flagstaff), Durango / Telluride, Jackson Hole. RMNP, Lake Tahoe and Yosemite
- **Budget:** \$59,000



WHY: By capturing travelers researching competing destinations, we position Moab as a more accessible and higher-value option for both drive and fly markets.

TACTIC: Programmatic

Shifting Audience Focus

GOAL: Reach travelers actively researching outdoor and adventure destinations similar to Moab.

- **Audience:** Target audiences researching or visiting competitive and adjacent markets. The conquering list includes: Zion, Bryce Canyon, Sedona, Grand Canyon, Durango/Telluride, Jackson Hole, Rocky Mountain NP, Lake Tahoe, and Yosemite
- **Media Channels:** Deploying digital display banners and CTV ad placements across premium digital/ streaming environments
- **Budget:** \$88,500



WHY: This tactic helps us reach travelers already planning outdoor-focused vacations, allowing Moab to stay visible and competitive during key decision-making moments.

United Airlines

Strong Data Outputs

GOAL: We will utilize United's exclusive 1st-party MileagePlus credit card data to serve display banners directly to high-intent audiences (Families, Outdoor Enthusiasts, and High-Value Travelers).

→ **Audience:**

This will target United Hub DMAs and a specialized "Drive Audience" segment reaching MileagePlus members living within a 300-mile radius of Moab.

- ◆ Hub and key feeder markets: These will be positioned in key feeder hubs: Denver (DEN), Los Angeles (LAX), and Phoenix (PHX).

→ **Budget:** \$59,000

WHY: United's first-party traveler data allows for more precise audience targeting, helping Moab efficiently reach travelers with higher likelihood to visit and spend more during their stay.

TIMELINE



May 8- Present Recommendations to Moab team

May 11 - All feedback from recommendations

May 12 - Finalized Recommendations, MTAB Board Presentation

May 19 - County Commissioners Review

Mid June - July - Campaigns Go Live

SUMMARY



Buy	Price	Notes
Meta Prospecting	\$29,500	Capturing families with "great time to travel" creative.
Expedia Conquesting	\$59,000	Targeting travelers searching for competitive regional destinations.
Programmatic	\$88,500	Utilizing first-party data to reach high-value travelers in feeder hubs like Denver, LAX, and Phoenix.
United Airlines	\$59,000	Maintaining visibility for like-minded audiences in premium environments.
Total	\$236,000	

THANKS!



FY27 UTAH OFFICE OF TOURISM INTERNATIONAL MARKETING CAMPAIGNS

EXECUTIVE SUMMARY

The Utah Office of Tourism spends \$2.4 million to engage international representatives in nine international markets and drive visitation to the state.

The state will also invest an additional \$300K in international marketing campaigns and promotions.

Destinations throughout the state, like Moab, are invited to invest up to \$135K in these campaigns and promotions. By opting into these campaigns and promotional opportunities, Moab will be featured and will be able to shape the associated messaging.

The only way to be featured in the campaigns is to opt in.

Since the state runs on a different fiscal year, the Moab Office of Tourism has already set aside \$103,650 (last year's opt-in total) in its approved 2026 budget and we propose to make up the remainder by drawing from the reserve fund.

RECOMMENDATION

- Fully engage and invest in the entire suite of the Utah Office of Tourism's international marketing campaigns and initiatives
- Madden Media to produce creative deliverables

TOTAL INVESTMENT

- \$125K + costs associated with hosting reverse missions and up to \$10K in additional programs to be priced

CAMPAIGN BREAKDOWN BY MARKET

1. Australia and New Zealand: \$31.5K
2. Canada: \$22K
3. China: \$5.75K + reverse mission hosting costs
4. India: \$2.8K
5. Korea: \$4.3K
6. France: \$9K + reverse mission hosting costs
7. Germany: \$23.15K
8. United Kingdom: \$10K + reverse mission hosting costs
9. Benelux (Belgium, Netherlands, Luxembourg): \$7.9K

Additional US and Canada travel agent training: \$9K

SUGGESTED MOTION

I move to approve up to \$135,000 to participate fully in the Utah Office of Tourism Fiscal Year 2027 International Opt-In Marketing Programs as outlined on the related forms.



UTAH OFFICE OF TOURISM (UOT) PARTNER OPT IN FORM
DUE: May 31st, 2026

I _____ of _____
(Signatories Name) (Name of UOT Partner)

agree to opt into the following UOT lead marketing programs for the Australia/New Zealand and/or Canadian markets in the coming UOT fiscal year. (Please tick box)

I understand that Canuckiwi Ltd (on behalf of UOT) will invoice our region for the total amount in USD of all selected partner programs on September 1st, 2026 and be the conduit between my region and the partner involved in the cooperative program. For the majority of the programs that are to be implemented post January 1st, 2027 we are able to invoice for these programs on January 1st, 2027 if it supports and assists Utah partner budgets.

Canada and Australia Program Benefits, Timing, and Pricing Spreadsheet
[International Cooperative Programs_FY27](#)

CANADIAN MARKET PROGRAM OPPORTUNITIES

The Canadian market has always been Utah's largest international market. Even in challenging political times it is important to maintain presence. We also know that Canadians are digital travel consumers and always want to implement Canadian programs driving direct partner ROI through room night production as well as expanded consumer awareness of our unique selling proposition. This is why two separate Expedia campaigns have been proposed and two separate Booking / Priceline campaigns have been included as options based on seasonality.

We want to ensure partners have an ability to stay connected with the Canadian trade through a dedicated training and educational program opportunity with our Travelweek program, including guaranteed editorial.

In addition, we will have both winter and road trip focused consumer/ trade program options again this fiscal year.

A) Travelweek Canada–Multi Tiered Utah Regional Partners Program (Trade)
\$6,000.00 USD (Tier One), \$4,250.00 USD (Tier Two), \$3,750.00 USD (Tier Three)

PARTICIPATED LAST YEAR

Tier of Interest _____ 1 _____

Month of Interest _____ March _____

B) Expedia Media Greatest Snow and/or Road Trips Campaign:
\$4,000.00 USD (Featured Tier), \$3,000.00 USD (Standard Tier) - Per Campaign

PARTICIPATED LAST YEAR IN ROADTRIPS

Tier of Interest _____ 1 _____

Campaign of Interest _____ BOTH _____
(Winter/ Greatest Snow (October2026); Road Trips (March 2027), BOTH)

C) Booking.com Greatest Snow and/or Road Trips Campaign:
\$4,000.00 USD (Tier One), \$3,000.00 USD (Tier Two) - Per Campaign

PARTICIPATED LAST YEAR

Tier of Interest _____ 1 _____

Campaign of Interest _____ BOTH _____
(Winter/ Greatest Snow (October2026); Road Trips (March 2027), BOTH)

D) Wholesale/ Consumer Marketing Campaign – Winter Focus:
(TBD based on partners interest. Merit, SkiCAN, Explore examples included)
\$3,000.00 USD



PARTICIPATED LAST YEAR

E) Wholesale Trade/Consumer Campaign– Spring and Summer - Utah Road Trips, State & National Parks
\$3,000.00 USD



PARTICIPATED LAST YEAR

F) Visit Utah Canadian Mission Expression of Interest FY 2026 2027:
\$2,000 USD (minimum 3 partners) *(Travel and expenses additional)*



Preferred Season of interest (Circle One)

(a) If possible move to Fall of 2026 (b) Keep in Spring of 2027 (c) No preference

OPT IN BUT NEED MORE INFORMATION FOR FINAL DECISION

G) Value Add: Complimentary eDM inclusion (1) with any paid program.
\$0.00 USD



PARTICIPATED LAST YEAR

H) Value Add: Complimentary social post (1) with any paid program
\$0.00 USD



PARTICIPATED LAST YEAR

AUSTRALIA & NEW ZEALAND UTAH PARTNER OPPORTUNITIES

For our Australia & New Zealand opportunities, we will provide a staying connected opportunity with a Utah focused Sales Mission in May 2027. This includes the opportunity to bring a supplier partner with you (or two!) As the travel trade market is so important from Australia and New Zealand, we also have included a trade advertising program with leading trade media partner KarryOn. To drive consumer demand we have two OTA opportunities (proven driver of room nights) with Expedia & Booking.com that will incorporate both winter and road trips messaging. We also have a winter cooperative, consumer state & national parks cooperative (three-season), and our Snow Travel Expo program.

A) Expedia Media October Greatest Snow & Road to Mighty Combination Campaign: \$4,000.00 USD (Featured Tier), \$3,000.00 USD (Standard Tier)



PARTICIPATED LAST YEAR

Tier of Interest _____ **1** _____

B) KarryOn Australia Multi Tiered Trade Media Campaign:
\$9,000 USD (Platinum) \$6,250.00 USD (Gold Tier), \$4,500.00 USD (Silver Tier),
\$3,500.00 USD (Bronze Tier)



PARTICIPATED LAST YEAR

Tier of Interest _____ **Platinum** _____

Month of Interest _____ **April** _____

C) Booking.com October Greatest Snow & Road to Mighty Combination Campaign:
\$4,000.00 USD (Featured Tier), \$3,000.00 USD (Standard Tier)



PARTICIPATED LAST YEAR

Tier of Interest _____ **Featured** _____

D) Wholesaler Trade or Consumer Winter Marketing Campaign–Greatest Snow on Earth® Winter Road Trip Focus: (May & June 2027)
\$3,000.00 USD



PARTICIPATED LAST YEAR

E) Wholesaler Trade or Consumer Campaign: Utah’s State & National Parks, Dark Skies, Road Trips, Outdoor Adventures (Spring, Summer and Fall)
(TBD based on partners invested, Get Lost, Adventure.com and Byrdli samples included)
\$3,000.00 USD



PARTICIPATED LAST YEAR

F) Snow Travel Expos & May Ski Month UOT Partner Opportunity:
Utah Regional Partner Buy In Cost: \$5,500.00 USD (Minimum 5 Partners)
Ski Utah: \$10,500.00 USD
VIP Event Additional Investment: \$3,000.00 USD



PARTICIPATED LAST YEAR

G) Utah Sales Mission (May 2027) - Expressions of Interest.
\$3,000.00 USD RDMO, \$2,000 USD for Invited Supplier.
VIP Event Additional Investment: \$3,000.00 USD



OPT IN BUT NEED MORE INFO TO CONFIRM

Supplier interested: _____ See above _____

H) Value Add: Complimentary eDM inclusion (1) with any paid program.
\$0.00 USD



PARTICIPATED LAST YEAR

I) Value Add: Complimentary social post (1) with any paid program
\$0.00 USD



PARTICIPATED LAST YEAR

By signing below I am committing our organization to the confirmed UOT partner programs we have selected for the 2026-2027 financial year.

(Signed)

(Date)



INDIA - UTAH OFFICE OF TOURISM PARTNER OPT IN FORM

I _____ of _____
(Signatories Name) (Name of UOT Partner)

agree to opt into the following UOT lead marketing programs for the **INDIA** market in the coming UOT fiscal year. (Please tick box)

I understand that **AVIAREPS INDIA** (on behalf of UOT) will invoice our region for the total amount in USD of all selected partner programs and be the conduit between my region and the partner involved in the cooperative program.

India Program Benefits, Timing, and Pricing Spreadsheet

INDIA MARKET PROGRAM OPPORTUNITIES

Now entering its third year, this program continues to offer a low-barrier opportunity to explore and engage with the growing Indian market. Through a mix of trade and consumer-facing initiatives, this year’s efforts will build on past learnings to further strengthen your understanding and presence in this dynamic international market.

The UOT will once again subsidize the costs for each program, helping you participate in a way that aligns with your budget, while continuing to maximize visibility for your destination across key Indian channels.

A) Travel Trade Email Newsletter (Trade)

Free

PARTICIPATED LAST YEAR

B) WhatsApp Banner or Video Promotion (Trade)

Free

PARTICIPATED LAST YEAR

C) Dedicated Week on Visit Utah India Facebook (Consumer)

Pricing/Tiers

PARTICIPATED LAST YEAR

D) Media Campaign with Travel Trade Media (Trade)

\$1,000 / Tier 1

\$500 / Tier 2

NEW: OPT IN

Tier of Interest 1

E) Product Development and Promotion with Product Development and Promotion with Indian B2B Wholesalers (Trade)

\$1,500 / Tiers 1

\$1,000 / Tier 2

NEW: OPT IN

Tier of Interest 1

F) India Virtual B2B Roadshow (Trade)

\$300

PARTICIPATED LAST YEAR

Preferred month Any

Nominate supplier(s) _____

By signing below, I am committing our organization to the confirmed UOT partner programs we have selected for the 2026-2027 financial year.

(Signed)

(Date)



CHINA - UTAH OFFICE OF TOURISM PARTNER OPT IN FORM
DUE: May 31st, 2026

I _____ of _____
(Signatories Name) (Name of UOT Partner)

agree to opt into the following UOT lead marketing programs for the **CHINA** market in the coming UOT fiscal year. (Please tick box)

I understand that **Travel Link Marketing** (on behalf of UOT) will invoice our region for the total amount in USD of all selected partner programs and be the conduit between my region and the partner involved in the cooperative program.

China Program Benefits, Timing, and Pricing [Spreadsheet](#)

CHINA MARKET PROGRAM OPPORTUNITIES

China market has once again become Utah’s top spending international market. Building on the positive momentum and growing confidence following the 2026 China Mission, UOT China Team will continue to strengthen the visibility and awareness of Utah’s diverse tourism offerings across both B2B and B2C channels, while expanding Utah offerings in China itineraries beyond sightseeing to more diverse, in-depth experiences.

We encourage partners to take full advantage of available complimentary opportunities and to selectively invest in paid initiatives aligned with your annual marketing priorities. At the same time, we look forward to facilitating more in-market connections by bringing key players with great potential from China’s travel trade to Utah for meaningful, face-to-face engagement.

A) B2B Quarterly Newsletter Feature
Free

PARTICIPATED LAST YEAR

B) MITE(Macau International Travel Industry Expo)
Free - Branding Exposure/Brochure Distribution
Partner will need to cover own business travel costs – Attend as Exhibitor

PARTICIPATED LAST YEAR

Tier of Interest Free

C) UOT China B2B Portal
Free

NEW: OPT IN

D) The Greatest Snow on Earth Campaign
\$1,500 USD

NEW: OPT IN

Tier of Interest 1

E) Travel+Leisure Magazine Media Campaign
\$1,500 USD – Tier 1 (At least 3 partners)
\$2,750 USD – Tier 2 (At least 3 partners)

PARTICIPATED LAST YEAR

Tier of Interest 2

F) China Reverse Mission

NEW: OPT IN TO HOST FAM TOUR IF STAY THREE DAYS AND TWO NIGHTS

Full Destination Host – Tier 1

Workshop Attendee: \$1,500 plus own business travel costs – Tier 2

Tier of Interest Full Host

By signing below I am committing our organization to the confirmed UOT partner programs we have selected for the 2026-2027 financial year.

(Signed)

(Date)



[COUNTRY/MARKET] - UTAH OFFICE OF TOURISM PARTNER OPT IN FORM
DUE: May 30th, 2026

I _____ of _____
(Signatories Name) (Name of UOT Partner)

agree to opt into the following UOT lead marketing programs for the French market in the coming UOT fiscal year. (Please tick box)

I understand that Orkestra Tourism (on behalf of UOT) will invoice our region for the total amount in USD of all selected partner programs on September 1st, 2026 and be the conduit between my region and the partner involved in the cooperative program. For the majority of the programs that are to be implemented post January 1st, 2027 we are able to invoice for these programs on January 1st, 2027 if it supports and assists Utah partner budgets.

France Program Benefits, Timing, and Pricing Spreadsheet

A) Monthly Trade and Media Newsletter

Pricing/Tiers
Tier #1: no cost

X

Tier of Interest 1

PARTICIPATED LAST YEAR

B) Visit Utah France B2C Social Media

Pricing/Tiers
Tier #1: no cost

X

Tier of Interest 1

PARTICIPATED LAST YEAR

C) Angèle B2C Campaign

Pricing/Tiers
Tier #1: US \$3,500.
Tier #2: US \$2,000.

X

Tier of Interest 1

NEW: OPT IN

D) Le Parisien Media campaign

Pricing/Tiers
Tier #1: US \$2,500.
Tier #2: US \$1,500.

X

Tier of Interest 1

NEW: OPT IN

E) Occ'ygène Consumer Show Toulouse

Pricing/Tiers

X

NEW: OPT IN

Tier #1: US \$3,000.
Tier #2: US \$1,500.

Tier of Interest _____ **1** _____

F) December 2026 France Reverse Mission

Pricing/Tiers
Tier #1: Full destination host
Tier #2: US \$1,500.



Tier of Interest _____ **Full host** _____

NEW: OPT IN TO HOST IF STAY FOUR DAYS AND THREE NIGHTS

By signing below I am committing our organization to the confirmed UOT partner programs we have selected for the 2026-2027 financial year.

(Signed)

(Date)



**BENELUX - UTAH OFFICE OF TOURISM PARTNER OPT IN FORM
DUE: May 30th, 2026**

I _____ of _____
(Signatories Name) (Name of UOT Partner)

agree to opt into the following UOT lead marketing programs for the **BENELUX** market in the coming UOT fiscal year. (Please tick box)

I understand that **TARGET TRAVEL MARKETING** (on behalf of UOT) will invoice our region for the total amount in USD of all selected partner programs on September 1st, 2026 and be the conduit between my region and the partner involved in the cooperative program. For the majority of the programs that are to be implemented post January 1st, 2027 we are able to invoice for these programs on January 1st, 2027 if it supports and assists Utah partner budgets.

BENELUX Program Benefits, Timing, and Pricing Spreadsheet

**BENELUX MARKET PROGRAM OPPORTUNITIES
OVERVIEW**

A) Option 1 Travel Trade & Media Newsletter
Free

PARTICIPATED LAST YEAR

B) Option 2 Visit Utah Benelux Social Media
Free

PARTICIPATED LAST YEAR

D) Option 3 Joker – trade (Belgium)
\$2,400

NEW THIS YEAR

E) Option 4 Style in Travel – trade (Netherlands)
\$1,500

NEW THIS YEAR

F) Option 5 Amerika Only - media
\$2,250

NEW THIS YEAR

F) Option 5 Benelux Sales Mission
\$1,750
Supplier name: _____

By signing below I am committing our organization to the confirmed UOT partner programs we have selected for the 2026-2027 financial year.

(Signed)

(Date)



GERMANY, AUSTRIA, SWITZERLAND -
UTAH OFFICE OF TOURISM PARTNER OPT IN FORM
DUE: May 30th, 2026

I _____ of _____
(Signatories Name) (Name of UOT Partner)

agree to opt into the following UOT lead marketing programs for the Germany, Austria, Switzerland market in the coming UOT fiscal year. (Please tick box)

I understand that Harwardt PR & Marketing (HPR) (on behalf of UOT) will invoice our region for the total amount in USD of all selected partner programs on September 1st, 2026 and be the conduit between my region and the partner involved in the cooperative program. For the majority of the programs that are to be implemented post January 1st, 2027 we are able to invoice for these programs on January 1st, 2027 if it supports and assists Utah partner budgets.

Germany, Austria, Switzerland Program Benefits, Timing, and Pricing Spreadsheet

GERMANY, AUSTRIA, SWITZERLAND MARKET PROGRAM OPPORTUNITIES OVERVIEW

A) Option 1 B2B Newsletter Feature
No Cost

X

PARTICIPATED LAST YEAR

B) Option 2 Social Media Theme Week "Discover Utah"
No Cost

X

PARTICIPATED LAST YEAR

C) Option 3 Social Media Ad Campaign
Tier 1: 2,000 USD Performance Campaign
Tier 2: 1,000 USD Traffic Campaign

X

NEW THIS YEAR

Tier of Interest 1

D) Option 4 B2C online campaign with America Unlimited
Tier 1: 5,000 USD
Tier 2: 3,000 USD
Tier 3: 1,000 USD

X

Tier of Interest 1

NEW THIS YEAR

E) Option 5 B2B campaign with Die Reisebotschafter

Tier 1: 2,400 USD

Tier 2: 1,700 USD

Tier 3: 900 USD



Tier of Interest _____ **1** _____

NEW THIS YEAR

F) Option 6 Media campaign with Weltwach

Tier 1: 4,000 USD (excl. travel costs)

Tier 2: 2,000 USD (excl. travel costs)

Tier 3: 1,000 USD (no travel costs)



Tier of Interest _____ **1** _____

NEW: OPT IN PENDING ESTIMATED TRAVEL COSTS

G) Option 7 ITB Berlin 2027

11,000 USD



PARTICIPATED LAST YEAR

H) Option 8 Virtual Sales Mission

750 USD



NEW THIS YEAR

Please indicate which suppliers
you would like to have join you
(max. 3) **TBD**

By signing below I am committing our organization to the confirmed UOT partner programs we have selected for the 2026-2027 financial year.

(Signed)

(Date)



UNITED KINGDOM - UTAH OFFICE OF TOURISM PARTNER OPT IN FORM
DUE: May 31st, 2026

I _____ of _____
(Signatories Name) (Name of UOT Partner)

agree to opt into the following UOT lead marketing programs for the **UNITED KINGDOM** market in the coming UOT fiscal year. (Please tick box)

I understand that **KBC PR & MARKETING** (on behalf of UOT) will invoice our region for the total amount in USD of all selected partner programs on September 1st, 2026 and be the conduit between my region and the partner involved in the cooperative program. For the majority of the programs that are to be implemented post January 1st, 2027 we are able to invoice for these programs on January 1st, 2027 if it supports and assists Utah partner budgets.

UNITED KINGDOM Program Benefits, Timing, and Pricing Spreadsheet

UNITED KINGDOM MARKET PROGRAM OPPORTUNITIES

The UK is the leading long-haul overseas market to the US and ranks second in the Utah Office of Tourism’s Global Market Index. It is a well-established market, with a wide range of Utah itineraries already available through our tour operator partners. As a result, our focus is on consumer inspiration. By leveraging tour operator-owned marketing channels and selected strategic partnerships, we aim to inspire travel to Utah, encourage longer stays, promote exploration beyond the state’s most well-known destinations, and drive advance booking of activities and experiences. In the UK, the travel trade continues to be a vital booking channel for complex destinations such as Utah. Therefore, educating our trade partners and equipping them with the tools to convert interest into bookings is a key priority, ensuring they are confident in selling Utah and fully aware of the breadth and diversity of experiences available across the state.

Our partnership with award-winning tailor-made tour operator Trailfinders will leverage their direct client database and proven external advertising channels to promote Utah as a destination, while also highlighting participating partners.

Our proposed travel trade activities feature a Reverse Sales Mission, bringing top tier UK tour operators to Utah to meet with DMOs and suppliers across the state to further enhance their Utah programs. This is supported by a Digital Guide with leading trade media outlet to provide sales agents with a handy resource to refer to.

By partnering with Escapism Magazine we will reach UK consumers during the consideration stage of their vacation planning to encourage their readership of experience-driven travellers to consider Utah for their next vacation. Bringing in a tour operator partner as the call to action will ensure there is a direct path to purchase.

A) Trailfinders Co-op Marketing Campaign
\$3,000



NEW THIS YEAR

B) Escapism Magazine Media Partnership
\$3,500



NEW THIS YEAR

C) Travel Gossip Digital Guide
\$3,500



NEW THIS YEAR

D) Reverse Mission
Tier1: Full destination host
Tier 2: Workshop attendee (\$1,500)



Tier of Interest FULL HOST

NEW: OPT IN TO HOST IF STAY FOUR DAYS AND THREE NIGHTS

E) Value add: Facebook Takeover Week
FOC



Preferred Month Prime selling season; Fall 2026?

NEW THIS YEAR

By signing below I am committing our organization to the confirmed UOT partner programs we have selected for the 2026-2027 financial year.

(Signed)

(Date)

SOUTH KOREA - UTAH OFFICE OF TOURISM PARTNER OPT IN FORM

I _____ of _____
(Signatories Name) (Name of UOT Partner)

agree to opt into the following UOT lead marketing programs for the **S. Korea** market in the coming UOT fiscal year. (Please tick box)

I understand that **Connect Worldwide Korea** (on behalf of UOT) will invoice our region for the total amount in USD of all selected partner programs and be the conduit between my region and the partner involved in the cooperative program.

S. Korea Program Benefits, Timing, and Pricing [Spreadsheet](#)

S. KOREA MARKET PROGRAM OPPORTUNITIES

As it marks the first opt-in program in the fast-growing Korean market to Utah, CWWK has focused on delivering both B2B and B2C exposure. The program aims to educate key travel agencies and receptive tour operators while promoting Utah’s diverse destinations, attractions, and tour products to Korean consumers.

We hope you will join us in launching this inaugural program in Korea. To support participation, the Utah Office of Tourism will subsidize program costs, enabling partners to participate in a way that aligns with your budget while maximizing visibility across key Korean channels.

A) Option 1 B2B & Media Quarterly Newsletter Feature
No cost

NEW THIS YEAR

B) Option 2 Korea Virtual Webinar
\$300
September 2026/ February 2027

Preferred Month: _____ NP _____

NEW THIS YEAR

C) Option 3 Advertorial on Korea Travel Times
Fall or Winter 2026
Tier 1: \$1,500
Editorial featured in Korea’s most influential trade publication

NEW THIS YEAR

D) Option 4 Advertorial on Hey! Travel
Fall or Winter 2026
Tier 1: 2,500 USD
Editorial featured in Korea consumer travel magazine to feature Utah partners in Hey! Travel’s channel

NEW THIS YEAR

By signing below I am committing our organization to the confirmed UOT partner programs we have selected for the 2026-2027 financial year.

(Signed)

(Date)



**Domestic - UTAH OFFICE OF TOURISM PARTNER OPT IN FORM
DUE: May 31st, 2026**

I _____ of _____
(Signatories Name) (Name of UOT Partner)

agree to opt into the following UOT lead marketing programs for the **Domestic** market in the coming UOT fiscal year. (Please tick box)

I understand that **Movement Marketing** (on behalf of UOT) will invoice our region for the total amount in USD of all selected partner programs on September 1st, 2026 and be the conduit between my region and the partner involved in the cooperative program. For the majority of the programs that are to be implemented post January 1st, 2027 we are able to invoice for these programs on January 1st, 2027 if it supports and assists Utah partner budgets.

Domestic Program Benefits, Timing, and Pricing [Spreadsheet](#)

**DOMESTIC MARKET PROGRAM OPPORTUNITY
OVERVIEW**

A) Movement Marketing Travel Advisor Campaign
Pricing/Tiers



NEW THIS YEAR

Tier of Interest _____

By signing below I am committing our organization to the confirmed UOT partner programs we have selected for the 2026-2027 financial year.

(Signed)

(Date)

GC letterhead

May 8, 2026

Utah Division of Outdoor Recreation
1594 W North Temple, Suite 100
Salt Lake City, UT 84116

Re: Outdoor Recreation Planning Assistance Grant Letter of Support

Dear Utah Division of Outdoor Recreation ORPA Review Committee,

On behalf of Grand County, I strongly support the Friends of Arches and Canyonlands Parks' application to the Utah Division of Outdoor Recreation's 2026 Outdoor Recreation Planning Assistance Grant program. This proposed feasibility study is an important investment in the long-term safety, accessibility, and sustainability of visitor access at Arches National Park, one of the region's most significant recreational and economic assets.

This proposal will support a feasibility study focused on critical entrance infrastructure improvements at Arches National Park. The study will evaluate site conditions, environmental review considerations, cost estimates, and project phasing required to advance this effort toward final design and construction. These improvements will help reduce congestion, improve traffic flow and emergency access, and enhance the overall visitor experience at the park.

Arches National Park is one of the most important economic drivers in Grand County, supporting local businesses, tourism-related employment, and the broader regional economy. Efficient, safe access to the park is essential not only for the visitor experience but also for maintaining the economic benefits that outdoor recreation and tourism bring to our community. Improved entrance operations will help reduce congestion on surrounding roadways, improve traffic flow during peak visitation periods, and support the continued vitality of Grand County's tourism economy.

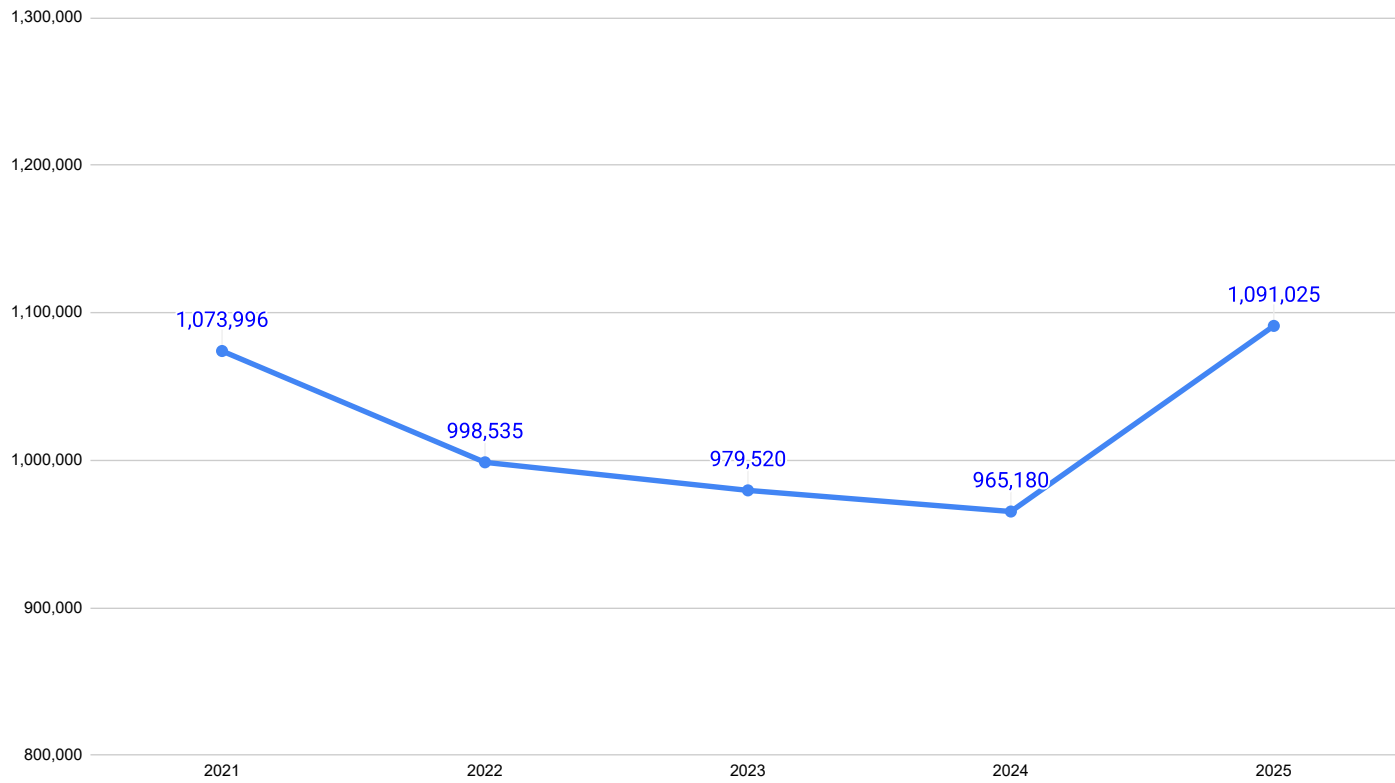
Grand County strongly supports this application and appreciates the Utah Division of Outdoor Recreation's commitment to improving recreation infrastructure across our great state. Thank you for carefully considering this application.

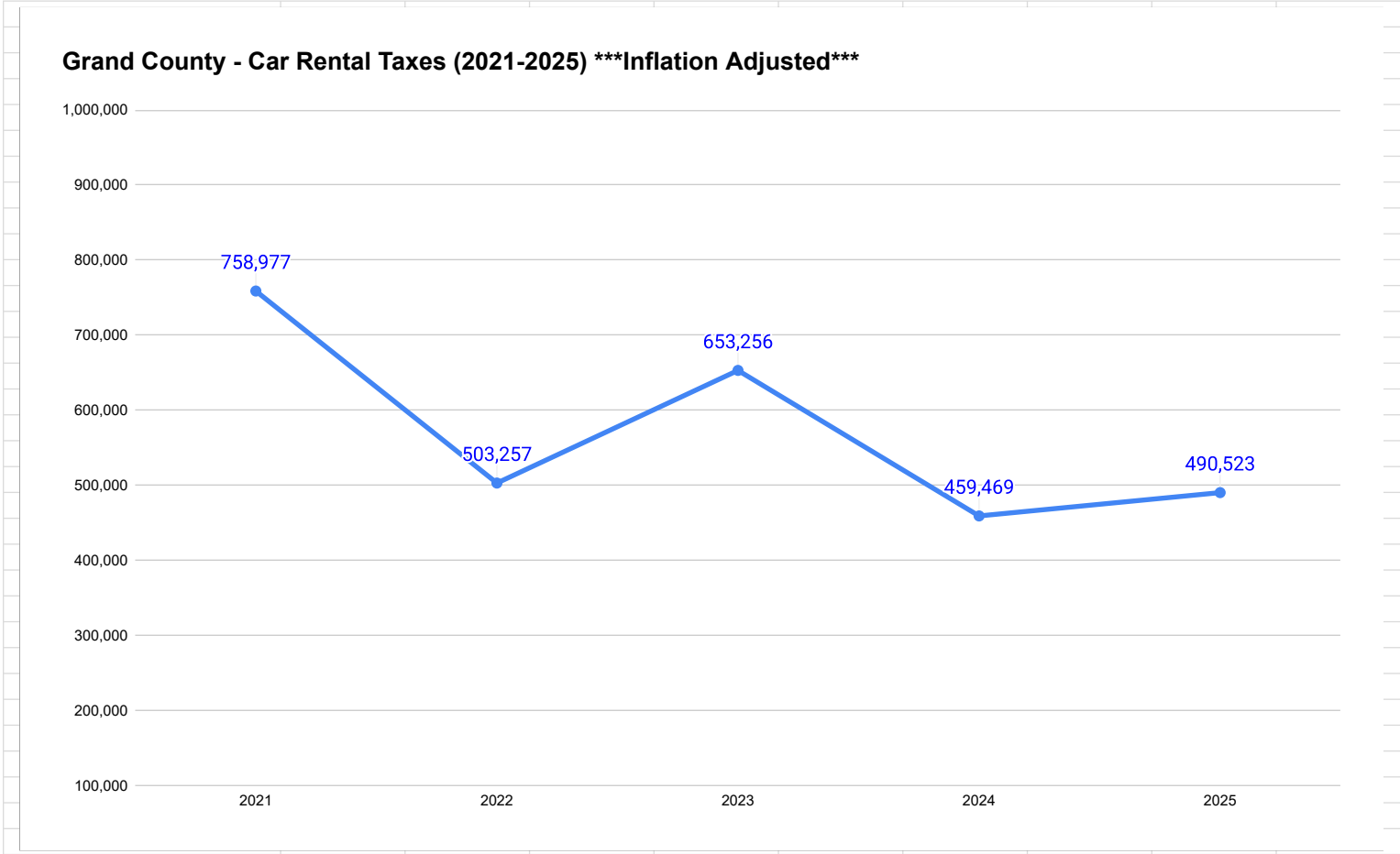
Sincerely,

[ENTER SIGNATURE]

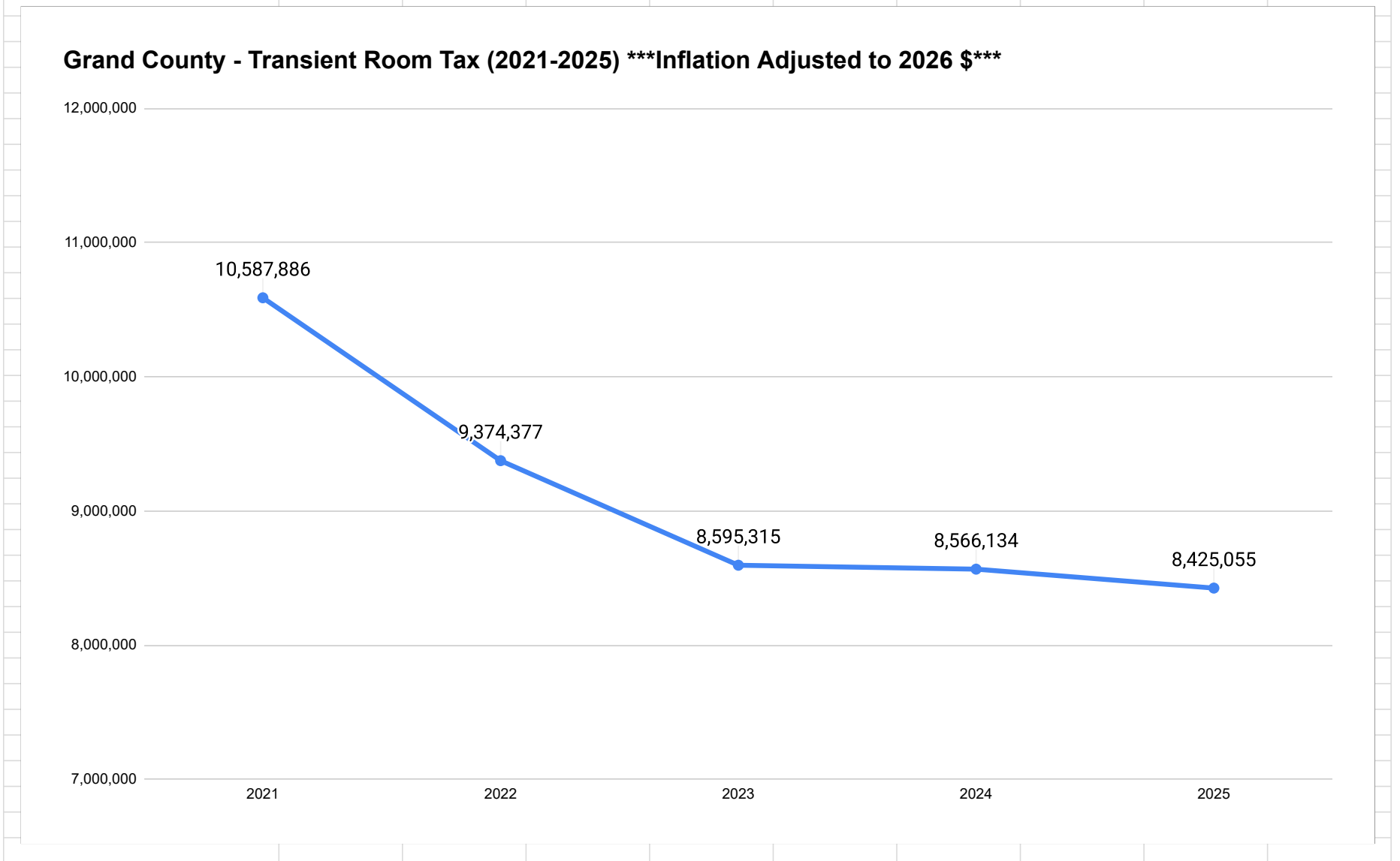
Fund 22 - TRCCA Revenues									
Restaurant									
Fiscal Period (Mar-Feb)	2017	2018	2019	2020	2021	2022	2023	2024	2025
Actual	590,652	638,789	697,842	599,373	894,789	898,755	917,739	930,978	1,079,934
Inflation Adjusted Actual (2026 \$)	783,711	827,486	887,708	752,664	1,073,996	998,535	979,520	965,180	1,091,025
Car Rental									
Fiscal Period (Mar-Feb)	2017	2018	2019	2020	2021	2022	2023	2024	2025
Actual	145,034	301,560	401,966	423,640	632,307	453,258	612,758	443,849	485,545
Inflation Adjusted Actual (2026 \$)	192,442	390,768	511,554	531,939	758,977	503,257	653,256	459,469	490,523

Grand County - Restaurant Tax (2021-2025) ***Inflation Adjusted***

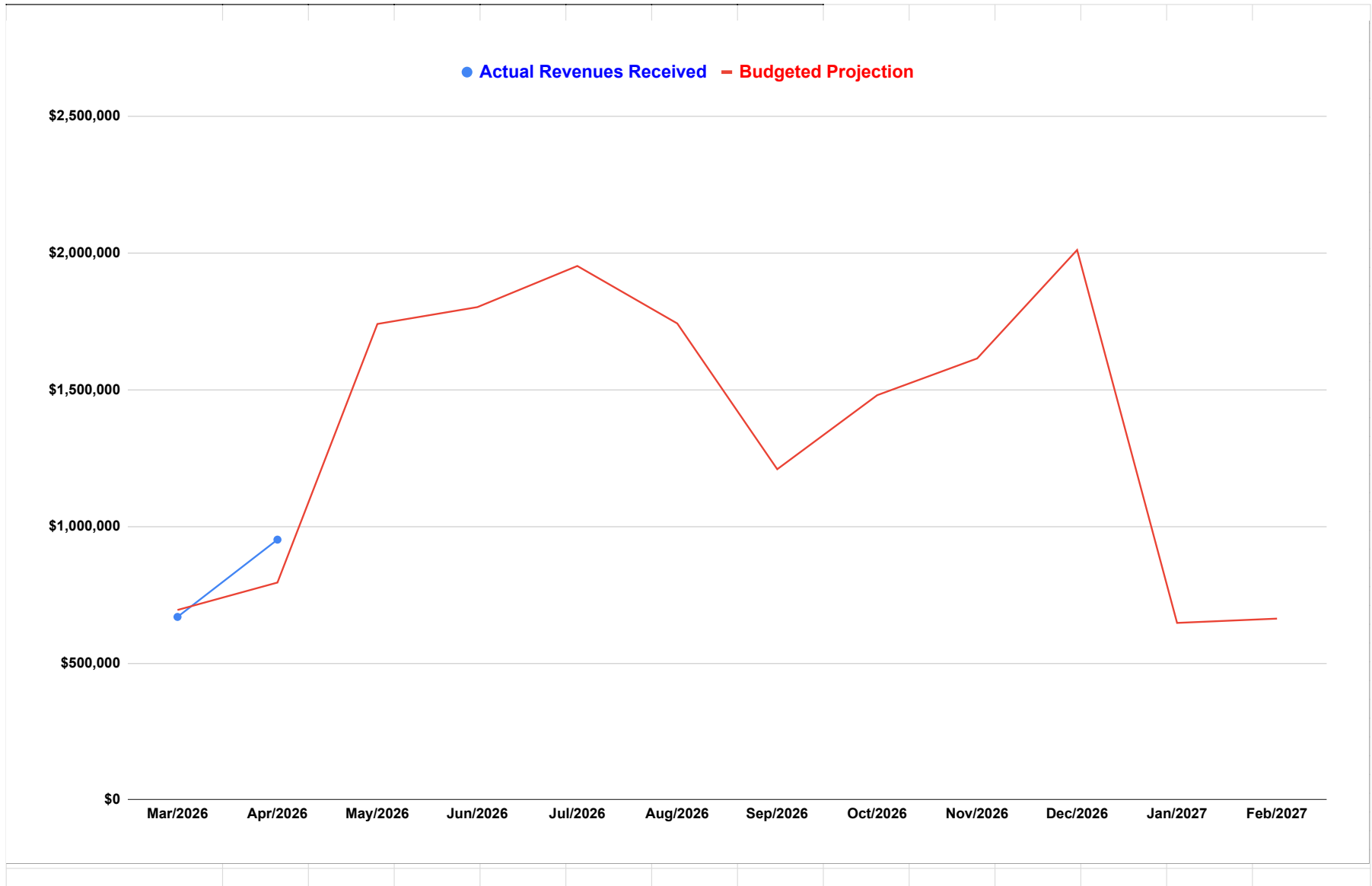




Transient Room Tax (TRT)									
Fiscal Period (Mar-Feb)	2017	2018	2019	2020	2021	2022	2023	2024	2025
Actual	4,990,308	5,370,097	5,687,026	4,446,825	8,793,610	8,409,640	8,030,250	8,239,070	8,315,949
Inflation Adjusted Actual (2026 \$)	6,641,263	6,978,623	7,250,191	5,600,222	10,587,886	9,374,377	8,595,315	8,566,134	8,425,055



2023 Actual Revenues Received															
Category	Mar/2023	Apr/2023	May/2023	Jun/2023	Jul/2023	Aug/2023	Sep/2023	Oct/2023	Nov/2023	Dec/2023	Jan/2024	Feb/2024	Total		
TRT	264,524	255,141	856,062	816,468	876,200	1,168,711	661,914	777,801	900,083	861,470	409,436	182,439	8,030,250		
Restaurant	23,368	42,749	87,161	84,559	99,173	119,370	81,956	73,518	98,230	90,513	77,343	39,800	917,739		
Sales Tax	152,949	167,994	269,567	224,372	251,155	343,182	226,259	277,003	282,154	248,870	228,378	209,091	2,880,974		
Hospital	128,613	155,436	298,734	280,264	313,346	395,629	244,795	294,545	323,383	281,312	225,042	172,410	3,113,508		
Car Rental	62,289	80,390	164,200	170,158	187,825	209,083	135,210	155,133	191,374	169,259	108,605	74,166	1,707,691		
Total	631,742	701,710	1,675,724	1,575,821	1,727,699	2,235,975	1,350,134	1,578,000	1,795,224	1,651,424	1,048,804	677,906	16,650,162		
2024 Actual Revenues Received															
Category	Mar/2024	Apr/2024	May/2024	Jun/2024	Jul/2024	Aug/2024	Sep/2024	Oct/2024	Nov/2024	Dec/2024	Jan/2025	Feb/2025	Total		
TRT	216,795	439,353	799,014	1,028,543	1,091,222	865,442	677,403	703,577	1,003,914	927,502	301,661	184,644	8,239,070		
Restaurant	24,860	44,317	83,067	108,040	99,574	112,338	82,545	89,853	98,489	89,558	58,422	39,914	930,978		
Sales Tax	182,527	223,615	262,468	290,136	259,110	280,735	222,980	251,852	292,726	255,535	176,153	203,454	2,901,292		
Hospital	147,977	209,080	289,765	348,482	335,414	313,804	245,093	278,406	338,263	305,466	176,539	164,785	3,153,076		
Car Rental	62,904	90,478	150,297	173,722	188,404	159,843	124,410	134,513	160,406	144,489	78,506	81,962	1,549,934		
Total	635,062	1,006,843	1,584,612	1,948,924	1,973,724	1,732,162	1,352,432	1,458,201	1,893,799	1,722,550	791,281	674,760	16,774,349		
2025 Actual Revenues Received															
Category	Mar/2025	Apr/2025	May/2025	Jun/2025	Jul/2025	Aug/2025	Sep/2025	Oct/2025	Nov/2025	Dec/2025	Jan/2026	Feb/2026	Total		
TRT	238,923	328,183	791,678	963,429	1,111,458	723,903	600,243	730,672	835,045	1,277,457	444,805	270,152	8,315,949		
Restaurant	38,070	55,757	143,814	114,737	112,600	123,764	73,307	86,962	102,889	104,291	73,462	50,281	1,079,934		
Sales Tax	179,404	173,047	295,241	247,313	273,945	307,728	216,322	247,955	272,545	267,817	234,501	250,818	2,966,636		
Hospital	163,090	166,827	323,720	303,571	345,051	342,394	224,649	270,271	312,939	335,840	234,042	220,645	3,243,039		
Car Rental	76,722	71,179	159,235	147,683	186,524	175,753	113,327	137,675	160,888	183,514	100,646	106,927	1,620,072		
Total	696,209	794,992	1,713,688	1,776,734	2,029,578	1,673,542	1,227,848	1,473,535	1,684,306	2,168,918	1,087,455	898,823	17,225,630		
2026 Actual Revenues Received															
Category	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2027 Jan	2027 Feb	Total		
TRT	286,916	454,586													
Restaurant	32,921	47,477													
Sales Tax	161,528	197,073													
Hospital	131,915	174,616													
Car Rental	55,730	77,869													
Total	669,010	951,621													
2026 Sales and Use Tax Revenue, Budgeted Projection:															
Category	Mar/2026	Apr/2026	May/2026	Jun/2026	Jul/2026	Aug/2026	Sep/2026	Oct/2026	Nov/2026	Dec/2026	Jan/2027	Feb/2027	Total		
TRT	\$217,918	\$286,402	\$743,126	\$951,633	\$994,963	\$831,333	\$587,894	\$768,197	\$807,775	\$1,072,154	\$189,565	\$163,188	7,614,149		
Restaurant	\$51,164	\$65,307	\$200,729	\$118,991	\$123,632	\$132,010	\$63,061	\$82,168	\$105,541	\$116,712	\$38,002	\$38,496	1,135,814		
Sales Tax	\$183,093	\$186,699	\$294,622	\$259,022	\$279,157	\$297,176	\$214,994	\$238,677	\$225,494	\$276,976	\$178,397	\$206,811	2,841,115		
Hospital	\$169,375	\$182,036	\$353,802	\$331,541	\$379,178	\$331,852	\$245,127	\$270,871	\$323,270	\$382,134	\$176,353	\$180,201	3,325,739		
Car Rental	\$72,798	\$74,249	\$148,192	\$140,837	\$175,578	\$149,850	\$98,074	\$119,996	\$152,206	\$163,061	\$64,789	\$74,084	1,433,713		
Total	\$694,348	\$794,692	\$1,740,472	\$1,802,024	\$1,952,507	\$1,742,220	\$1,209,151	\$1,479,908	\$1,614,285	\$2,011,037	\$647,105	\$662,781	16,350,530		
TRT	Transient Room Tax; as of 7/1/2025 split 56% for Mitigation uses and 44% for Promotional Uses, county rate increased from 4.25% to 4.5% beginning in Q4 of 2025 (Dec '25)										Hospital	Rural Healthcare Sales Tax; rate increase from 0.5% to 1.0% expected to take effect Q2 of 2026 (June '26 disbursement)		Difference to date, Actual Revenues vs. Budgeted Projection	131,591
Restaurant	Tourism, Recreation, Cultural, Convention, and Airport Facilities Tax (TRCCA); 1.0% rate										Car Rental	Motor Vehicle Rental Tax (2.5%) Short-Term Leasing Tax (7.0%) Off-Highway Vehicle Rental (7.0%),			
Sales Tax	State and Local Sales Tax (4.85% and 1.0%) and County Option (.25%)														



Grand County - Monthly Sales and Use Tax Revenues (2023-2026)

