



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

3:00 PM

**AGENDA**  
**June 9, 2026**

**Zoom And Youtube Meeting Information**

Join Zoom Meeting:

<https://zoom.us/j/98156756261?pwd=Maax7so0t4fpmbrg3syhnhdy7pztru.1>

Meeting ID: 981 5675 6261

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. Tax Collection Reporting/Reserve Account Update
2. Director's Report
  - Planning For 2027
  - UOT Co-Op Grant Due June 10
  - Campaign Shooting June 8-11
  - Paid Media Results
  - Summer Campaign Approved

3. **Gravel Guide Update With Stephen Beneski**
4. **Moab Film Fund Presented By Commissioner Martinez**
  - **Suggested Motion: I Move To Establish A Film Incentive Fund Subcommittee Made Up Of Commissioner Martinez, Bega Metzner, Mick Soleta, Wendell Williams, [NAME OTHER COMMITTEE MEMBERS] To Form A Proposal To Use TRT Funds For A Film Incentive Program**
5. **MOT Staffing Presentation/Review/Approval**
  - **Suggested Motion(S):**
  - **I Move To Approve The Proposed Full-Time Administrative Assistant Position Within The Moab Office Of Tourism, Effective Immediately**
  - **I Move To Approve Up To \$150,000 In Marketing Staffing Support Through Spring 2027 (Ie Not Permanent Positions) Within The Moab Office Of Tourism**
6. **Holiday Festival Review/Approval**
  - **Suggested Motion: I Move To Approve Up To \$150,000 For The Moab Holiday Festival Special Event And PR Activation, Including Lions Park Christmas Lights, Drone Show, Event Production, And Other Related Costs**
7. **Colorado River Update With Councilman Jason Taylor**
8. **Special Events Marketing Grant - Round 2 Awards Review/Approval**
  - **Suggested Motion: I Move To Approve The [X Dollars] In Special Events Marketing Grants, As Described On The Provided Handout**
9. **Mitigation Grant Discussion - Review/Approve Special July Meeting**
10. **Restaurant Tax Review/Bonding**
11. **OMPA Annual Training**

## Adjourn

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

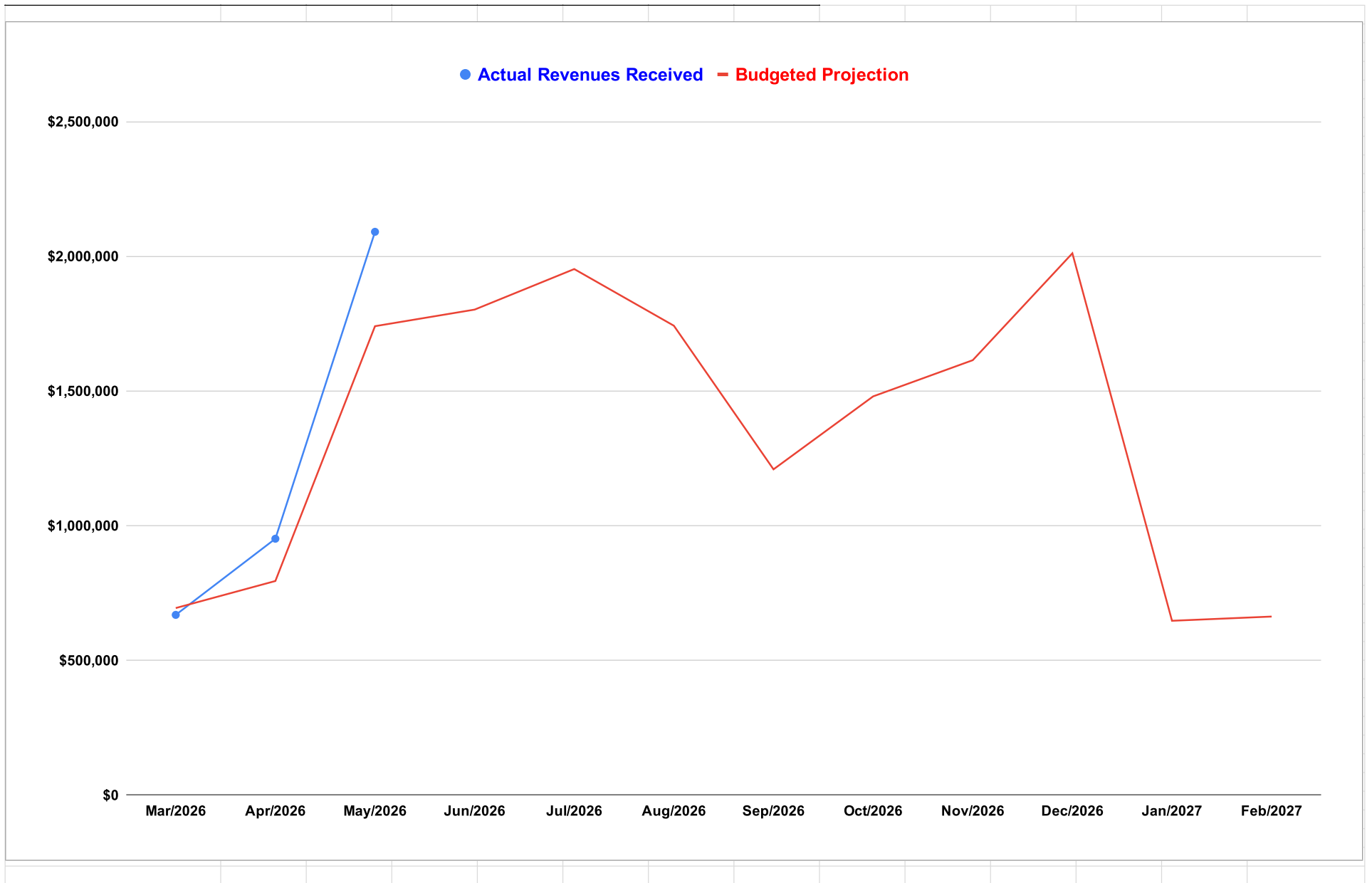
It is hereby the policy of Grand County that elected and appointed representatives, staff and members of the Grand County Commission meetings/hearings and other Grand County Boards, Commissions, or Committees may participate in meetings through electronic means. Any form of telecommunication may be used,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

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

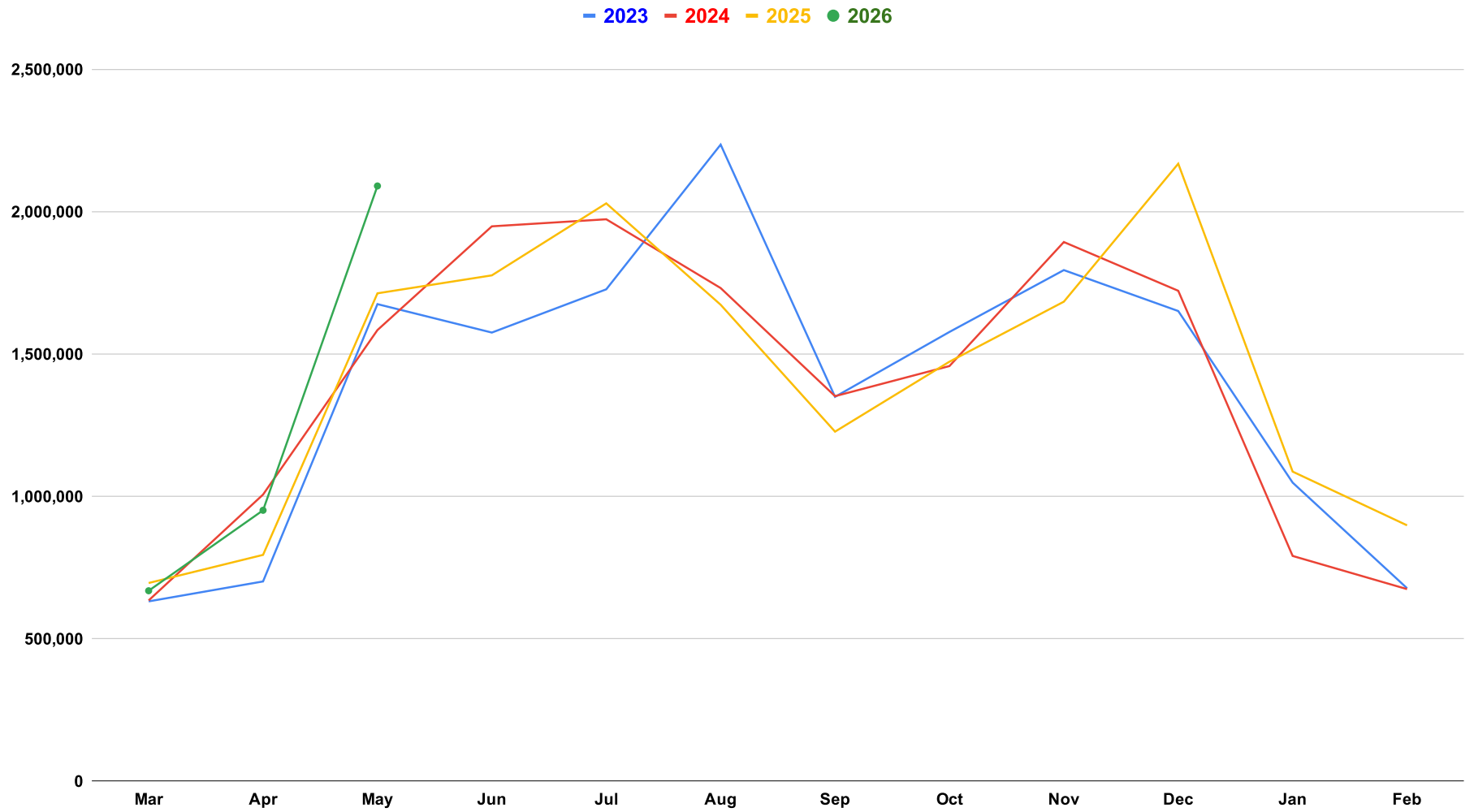
Requests for inclusion on an agenda and supporting documentation must be received by 5:00 PM on the Tuesday prior to a regular Commission Meeting and forty-eight (48) hours prior to any Special Commission Meeting.

**Information relative to these meetings/hearings may be obtained at the Grand County Commission's Office, 125 East Center Street, Moab, Utah; (435) 259-1346.**

| 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         | Jan       | Feb       | Total      |
| TRT                                                  | 286,916                                                                                                                                                                   | 454,586   | 1,075,736   |             |                                                                                                                        |                                                             |             |             |             |             |           |           |            |
| Restaurant                                           | 32,921                                                                                                                                                                    | 47,477    | 131,100     |             |                                                                                                                        |                                                             |             |             |             |             |           |           |            |
| Sales Tax                                            | 161,528                                                                                                                                                                   | 197,073   | 303,039     |             |                                                                                                                        |                                                             |             |             |             |             |           |           |            |
| Hospital                                             | 131,915                                                                                                                                                                   | 174,616   | 412,088     |             |                                                                                                                        |                                                             |             |             |             |             |           |           |            |
| Car Rental                                           | 55,730                                                                                                                                                                    | 77,869    | 168,741     |             |                                                                                                                        |                                                             |             |             |             |             |           |           |            |
| Total                                                | 669,010                                                                                                                                                                   | 951,621   | 2,090,704   |             |                                                                                                                        |                                                             |             |             |             |             |           |           |            |
| 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 |             |             |             |             |           |           | 481,823    |
|                                                      |                                                                                                                                                                           |           |             |             |                                                                                                                        |                                                             |             |             |             |             |           |           |            |
| Restaurant                                           | Tourism, Recreation, Cultural, Convention, and Airport Facilities Tax (TRCCA); 1.0% rate                                                                                  |           |             | Car Rental  | Motor Vehicle Rental Tax (2.5%)<br>Short-Term Leasing Tax (7.0%)<br>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)



|                                   |           |            |          |        |  |                   |            |           |        |
|-----------------------------------|-----------|------------|----------|--------|--|-------------------|------------|-----------|--------|
| Moab Office of Tourism            |           |            |          |        |  |                   |            |           |        |
| Budget-to-Actual P&L Activity     |           |            |          |        |  |                   |            |           |        |
| For the period ended May 30, 2026 |           |            |          |        |  |                   |            |           |        |
|                                   |           |            |          |        |  |                   |            |           |        |
|                                   | May 2026  |            |          |        |  | Year-to-Date 2026 |            |           |        |
|                                   | Actual    | Projection | Variance | Var. % |  | Actual            | Projection | Variance  | Var. % |
| REVENUE                           |           |            |          |        |  |                   |            |           |        |
| Total TRT                         | 1,075,736 | 743,126    | 332,610  | 44.8%  |  | 2,532,195         | 1,653,681  | 878,514   | 53.1%  |
| Total Restaurant                  | 131,100   | 200,729    | (69,629) | -34.7% |  | 335,241           | 399,345    | (64,104)  | -16.1% |
| Total Sales                       | 303,039   | 294,622    | 8,417    | 2.9%   |  | 1,146,959         | 981,518    | 165,441   | 16.9%  |
| Total Hospital                    | 412,088   | 353,802    | 58,286   | 16.5%  |  | 1,173,306         | 990,338    | 182,968   | 18.5%  |
| Total Car Rental                  | 168,741   | 148,192    | 20,549   | 13.9%  |  | 509,913           | 429,286    | 80,627    | 18.8%  |
| TOTAL REVENUE                     | 2,090,704 | 1,740,471  | 350,233  | 20.1%  |  | 5,697,614         | 4,454,168  | 1,243,446 | 27.9%  |
|                                   |           |            |          |        |  |                   |            |           |        |
|                                   |           |            |          |        |  |                   |            |           |        |
|                                   |           |            |          |        |  |                   |            |           |        |
| EXPENDITURES                      | Actual    |            |          |        |  | Actual            | Budget     | Variance  | Var. % |
| Total Personnel                   | 9,686     | -          | -        | -      |  | 83,790            | 395,038    | 311,248   | 21.2%  |
| Total Marketing                   | 276,308   | -          | -        | -      |  | 986,235           | 3,335,784  | 2,349,549 | 29.6%  |
| Total Operations                  | 9,085     | -          | -        | -      |  | 63,873            | 128,193    | 64,320    | 49.8%  |
| Total Grants and Other Funding    | 89,629    | -          | -        | -      |  | 89,770            | 430,000    | 340,230   | 20.9%  |
| TOTAL EXPENDITURES                | 384,708   | -          |          |        |  | 1,223,668         | 4,289,015  | 3,065,347 | 28.5%  |
|                                   |           |            |          |        |  |                   |            |           |        |
| TOTAL EXPENDITURES FILM           | 6,245     |            |          |        |  | 100,283           | 323,890    | 223,607   | 31.0%  |

DRAFT



KH + MADDEN

# DISCOVER MOAB

APRIL 2026 PAID MEDIA



# EXECUTIVE SUMMARY

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The April 2026 paid media campaign for Discover Moab successfully drove high-intent traffic, efficient lead generation, and direct booking revenue by strategically targeting key demographics—specifically Retired Travelers, Families, and Outdoor Adventurers.

## Key Learnings

### Engagement Drivers

- **Search Launched this month and say great success** Google SEM significantly outperformed benchmarks with a **15.34% CTR**.
- **Retired Travelers:** Google Performance Max (PMax) achieved a **7.82% overall CTR**
- **Video:** Google Video campaigns captured audience attention with a **76% view rate**
- **Tangible Lead Capture:** Meta Lead Gen successfully moved audiences from passive scrolling to active planning, generating **803 leads**
- **Niche Community Engagement:** Reddit reached curious travelers in community-driven environments, maintaining above-benchmark CTRs (0.69%) and sustained quality session times (1:15 on average)

### ROI & Partnerships

- Hopper campaigns proved the value of reaching mobile-first travelers during active planning, generating **~\$175,389 in hotel revenue** from 353 bookings
- Expedia data revealed two distinct booking patterns for Moab: **72.3% of hotel bookers treat the destination as a quick 1-2 day weekend basecamp**, whereas **59.4% of vacation rental guests plan longer, immersive 3-5 day stays**
- Azira's Banners and Connected TV (CTV) campaigns drove **513 directly exposed visits** to the destination, with the Moab Information Center seeing the highest physical foot traffic
- **Strong Content Engagement:** GearJunkie custom content successfully held user attention for nearly two minutes on featured articles

### New Launches

- **International Media**
- **Co-Ops**

OVER 11M+ IMPRESSIONS

# APRIL CHANNEL HIGHLIGHT



| SEM                                                                                                                                                                                                                                         | Performance Max           | YouTube                    | Meta Prospecting           | Meta Remarketing           | Meta Lead Gen               | Reddit                     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|----------------------------|----------------------------|----------------------------|-----------------------------|----------------------------|
| <b>40,609 Impressions</b>                                                                                                                                                                                                                   | <b>31,381 Impressions</b> | <b>229,194 Impressions</b> | <b>616,364 Impressions</b> | <b>200,919 Impressions</b> | <b>93,741 Impressions</b>   | <b>349,231 Impressions</b> |
| <b>6,229 Clicks</b>                                                                                                                                                                                                                         | <b>2,455 Clicks</b>       | <b>130 Clicks</b>          | <b>9,748 Clicks</b>        | <b>4,696 Clicks</b>        | <b>2,166 Clicks</b>         | <b>2,425 Clicks</b>        |
| <b>15.34% CTR</b>                                                                                                                                                                                                                           | <b>7.82% CTR</b>          | <b>174,186 Views</b>       | <b>1.58% CTR</b>           | <b>2.34% CTR</b>           | <b>803 Leads</b>            | <b>0.69% CTR</b>           |
| <b>\$0.19 Avg. CPC</b>                                                                                                                                                                                                                      | <b>\$0.67 Avg. CPC</b>    | <b>76% VVR</b>             | CTR Benchmark: 1.86%       | CTR Benchmark: 2.03%       | <b>\$0.87 Cost Per Lead</b> | CTR Benchmark: 0.43%       |
| CTR Benchmark: 12.60%                                                                                                                                                                                                                       | CTR Benchmark: 2.61%      | VVR Benchmark: 44.58%      |                            |                            | CPL Benchmark: \$2.75       |                            |
| <ul style="list-style-type: none"><li>• Launched SEM in April - Lower funnel, strong CTR!</li><li>• Reviewing Meta Campaigns with our buying team to increase our CTRs</li><li>• Meta Lead Gen is showing up with over 800 leads!</li></ul> |                           |                            |                            |                            |                             |                            |

**Total Impressions**  
**1,561,439**

**Total Clicks**  
**27,849**

**CTR**  
**1.78%**

# APRIL CHANNEL HIGHLIGHT



| Tiki                                                                                                                                                                                                                                                                                                           | Gear Junkie                                                                                                                                         | Email Marketing                                                                                 | Hopper                                                                                                     | Adara                                                                                                       | Expedia                                                                                                                                                                                       | Azira Banners                                                                                               | Azira CTV                                                                     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| <b>50,679 Impressions</b><br><br><b>6,781 Clicks</b><br><br><b>13.38% CTR</b><br><br>CTR Benchmark: 6-8%                                                                                                                                                                                                       | <b>487,698 Impressions</b><br><br><b>183,372 Opens</b><br><br><b>3,396 Clicks</b><br><br><b>42.41% Open Rate</b><br><br>Open Rate Benchmark: 39.63% | <b>63,087 Views</b><br><br><b>9,327 Clicks</b><br><br><b>2.70% CTR</b><br><br>CTR Benchmark: 2% | <b>811,387 Impressions</b><br><br><b>10,263 Clicks</b><br><br><b>1.26% CTR</b><br><br>CTR Benchmark: 1.00% | <b>1,809,318 Impressions</b><br><br><b>3,635 Clicks</b><br><br><b>0.20% CTR</b><br><br>CTR Benchmark: 0.43% | <b>610,642 Impressions</b><br><br><b>512 Clicks</b><br><br><b>0.08% CTR</b><br><br><b>138.1 ROAS</b><br><br><b>3,652 Room Nights</b><br><br><b>1,854 VR Nights</b><br><br><b>1.6M Revenue</b> | <b>1,164,275 Impressions</b><br><br><b>9,715 Clicks</b><br><br><b>0.83% CTR</b><br><br>CTR Benchmark: 0.62% | <b>175,560 Impressions</b><br><br><b>98.58% VTR</b><br><br>VTR Benchmark: 98% |
| <ul style="list-style-type: none"> <li>Tiki The Envoy agent fielded 567 queries in April</li> <li>Gear Junkie had over generating 1,791 page views</li> <li>Hopper Hotel Revenue coming in at a ~ \$175,389 revenue with 353 Hotel Bookings</li> <li>Azira Attribution showed 513 exposed visits to</li> </ul> |                                                                                                                                                     |                                                                                                 |                                                                                                            |                                                                                                             |                                                                                                                                                                                               |                                                                                                             |                                                                               |
| <b>Total Impressions</b><br><b>5,172,646</b>                                                                                                                                                                                                                                                                   |                                                                                                                                                     |                                                                                                 | <b>Total Clicks</b><br><b>43,629</b>                                                                       |                                                                                                             | <b>CTR</b><br><b>0.84%</b>                                                                                                                                                                    |                                                                                                             |                                                                               |

# GOOGLE | SEM

**Google SEM** captures high-intent travelers actively searching for Moab using targeted keywords to connect them with relevant planning content.

## → Insights

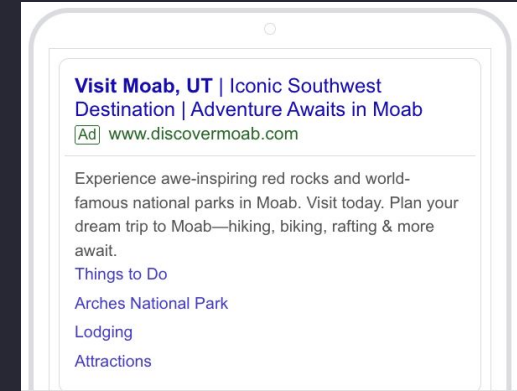
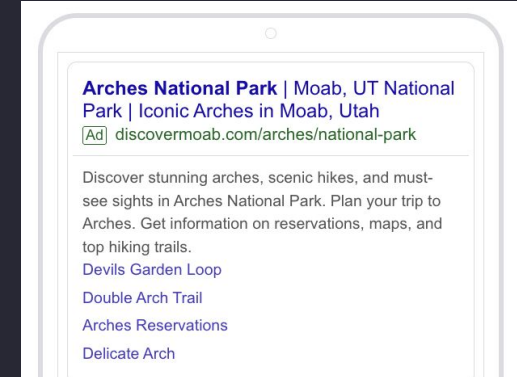
- ◆ **Arches National Park:** Searches specifically for the National Park drive the highest volume of qualified traffic.
- ◆ **Dominant Market Capture:** A 15.34% CTR in April significantly outperforms the Madden benchmark of 12.34%, suggesting the ad copy is highly relevant to current searcher needs

## → Key Learnings

- ◆ The average session duration of 03:45 is the highest across all channels, indicating that searchers have the strongest intent to consume detailed planning content.
- ◆ High engagement for "arches national park moab ut" versus broad "moab" searches suggests that the more specific the traveler's destination knowledge, the more likely they are to click.

# 40,609 IMPRESSIONS | 6,229 CLICKS | 15.34% CTR

## TOP PERFORMER



# GOOGLE | Performance Max

**Google Performance Max** captures high-intent travelers using audience signals and connects them with Discover Moab.

## → Insights

- ◆ **Strong Click Engagement:** The massive 7.82% overall CTR (nearly 4x the Madden benchmark) suggests the machine learning model is successfully identifying users ready to request a planner guide
- ◆ **Retired Traveler Dominance:** This audience is showing a remarkable 20.38% CTR, indicating that retired audiences are very active on PMAX channels.

## → Key Learnings

- ◆ **Steady increase in CTR:** The transition from high volume to high CTR indicates the algorithm has successfully moved past broad awareness into a "quality-first" phase of user acquisition.

## → Breakout By Audience

- ◆ Retired Travelers: 7,759 imp, **1,581 clicks**, 20.38% CTR
- ◆ Family Travelers: **22,311** imp, 721 clicks, 3.23% CTR
- ◆ Outdoor Adventure: 1,311 imp, 153 clicks, 11.67% CTR

# 31,381 IMPRESSIONS | 2,455 CLICKS | 7.82% CTR

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



## RETIRED TRAVELERS TOP PERFORMER



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

Learn more

**Your Next Chapter Starts Here**

Scenic drives, vibrant hikes, and Moab's spring beauty at your pace. You deserve it.

Sponsored - Discover Moab

**Your Next Chapter Starts Here**

Rediscover what you love.

Discover Moab

Learn more >

# GOOGLE | Video

**Google Video** campaigns drive awareness and engagement by showcasing Discover Moab through immersive video to high-intent travel audiences.

## → Insights

- ◆ **Exceptional Creative Resonance:** A 76% view rate (well above the benchmark of 47.13%) indicates that the video content is highly captivating and relevant to the target audience's interests.
- ◆ **Adventure Storytelling Success:** The "Outdoor Adventure" segment achieved strong engagement (84.2% view rate), indicating the action-oriented holds strong appeal.

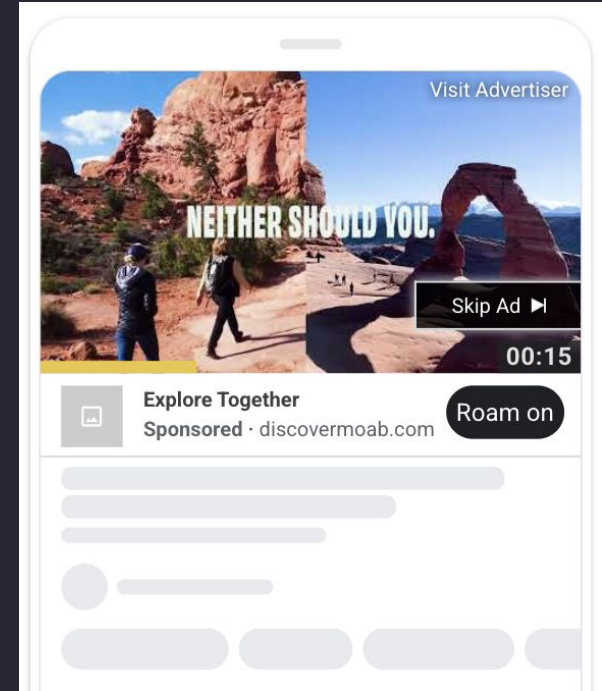
## → Key Learnings

- ◆ **Family Engagement Depth:** Longer-form content (30sec) for families outperformed the shorter version (15 sec) in view rate, showing that this demographic appreciates a more detailed look at the Moab experience.
- ◆ **Strong Momentum:** The steady month-over-month increase in view rates since February indicates that audience brand familiarity is growing

## → Breakout By Audience

- ◆ Family Travelers: 77.40%; Video Played to 100%
- ◆ **Outdoor Adventure: 84.20%; Video Played to 100%**
- ◆ Retired Travelers: 84.33%; Video Played to 100%

# 229,194 IMPRESSIONS | 130 Clicks | 76.00% VVR



**FAMILY TRAVELER 15s**  
ads were the top 3 ads by  
views

# META | Prospecting

**Meta Prospecting** reaches new audiences and drives awareness through aspirational creative that highlights the Moab experience.

## → Insights

- ◆ **Targeting Retired Travelers:** This demographic showed the highest intent and resonance, achieving a 1.84% CTR.
- ◆ **High Social Interaction:** The campaign successfully fostered community engagement beyond the click, generating over 10.7K post engagements.

## → Key Learnings

- ◆ **Spring Awareness Momentum:** The gradual increase in impressions and clicks leading into April suggests the "Spring Prospecting" creative effectively captured seasonal travel planning behaviors.
- ◆ **Geographic Interest Clusters:** Travelers from Texas and California represent the primary interest hubs, contributing to nearly one-third of the total user acquisition for the period.

## → Breakout By Audience

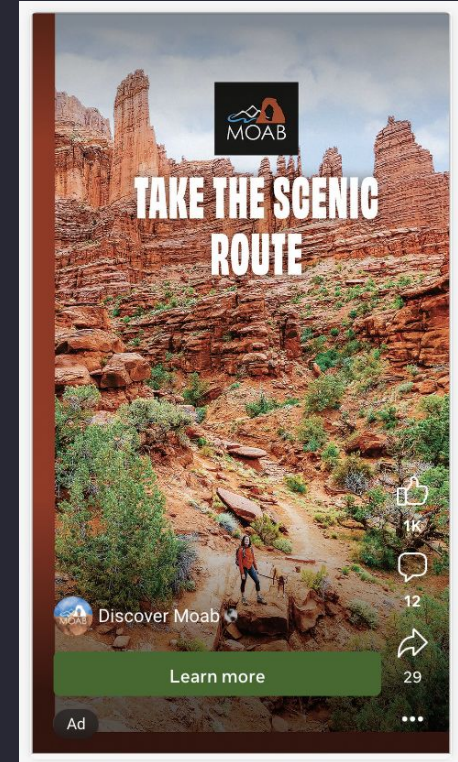
- ◆ **Retired Travelers:** 314,067 imp, 5,770 clicks, 1.84% CTR
- ◆ **Outdoor Adventure:** 74,963 imp, 1,157 clicks, 1.54% CTR
- ◆ **Family Travelers:** 227,334 imp, 2,821 clicks, 1.24% CTR

**616,364 IMPRESSIONS | 9,748 CLICKS | 1.58% CTR**

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



## TOP PERFORMER



**"TAKE THE SCENIC ROUTE" STORIES/REELS**  
creative generated over 210.5K imp, 3.5K clicks, and a 1.67% CTR

# META | Remarketing

**Meta Remarketing** re-engages users who have previously interacted and drive them further down the Media Journey.

## → Insights

- ◆ **Families:** "Family Traveler" audience saw increases in performance MoM – a 0.35% raise in CTR, double the impressions, and nearly 2.5x the amount of clicks – showing this as an emerging top audience as Spring continues.
- ◆ **Resonating With Adventurers:** The "Outdoor Adventure" segment remains the strongest driver of re-engagement impressions, suggesting that Moab's core identity is the primary hook for returning visitors.

## → Key Learnings

- ◆ **Interest Hubs:** Large coastal and desert markets like Los Angeles and Phoenix are showing the most consistent "sticky" behavior, maintaining high click-through rates across the remarketing funnel.

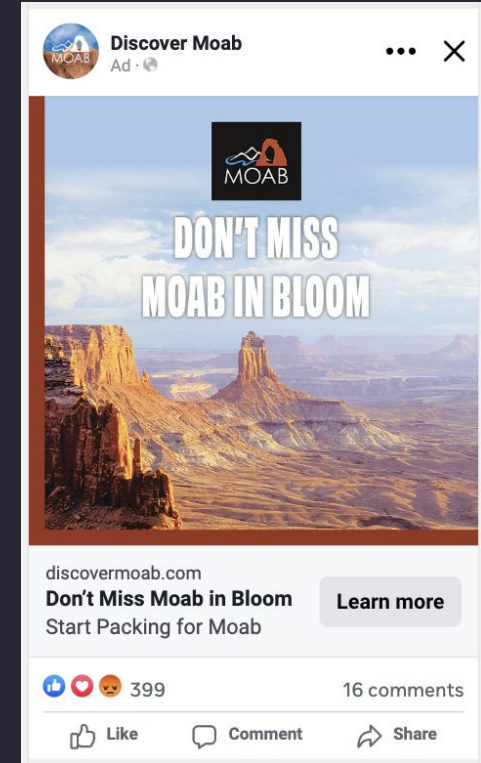
## → Breakout By Audience

- ◆ Retired Travelers: 34,177 imp, 936 clicks, 2.74% CTR
- ◆ **Outdoor Adventure: 133,952 imp, 3,072 clicks, 2.30% CTR**
- ◆ Family Travelers: 33,222 imp, 688 clicks, 2.07% CTR

**200,919 IMPRESSIONS | 4,696 CLICKS | 2.34% CTR**



## TOP PERFORMER



**"DON'T MISS MOAB IN BLOOM"**  
creative generated over 61.2K imp, 1.7K  
clicks, and a 2.84% CTR

# META | Lead Gen

**Meta Lead Gen** drives conversions by capturing user information from high-intent audiences.

## → Insights

- ◆ **Strong Direct Intent:** A 2.31% CTR—significantly higher than the Madden benchmark of 1.41%—indicates that the audience is highly motivated to move from passive scrolling to active planning.
- ◆ **Tangible Value Exchange:** Offering a "Travel Planner" served as a powerful incentive, driving a high conversion rate from users seeking concrete trip-planning tools.

## → Key Learnings

- ◆ **Efficiency Over Reach:** While impressions decreased in April, the CTR remained high, suggesting that the campaign is becoming more efficient at finding "hand-raisers" rather than just broad viewers.

## → Breakout By Audience

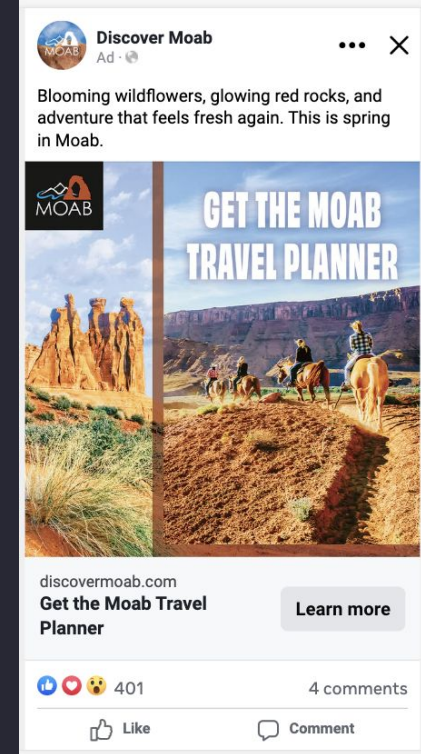
- ◆ Retired Travelers: 14,827 imp, 392 clicks, 2.64% CTR, 141 leads
- ◆ **Outdoor Adventure: 71,649 imp, 1,617 clicks, 2.26% CTR, 602 leads**
- ◆ Family Travelers: 7,265 imp, 157 clicks, 2.16% CTR, 60 leads

# 93,741 IMPRESSIONS | 2,166 CLICKS | 2.31% CTR | 803 LEADS

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



## TOP PERFORMER



**"GET THE MOAB TRAVEL PLANNER"**  
creative generated over 53.7K imp,  
1.1K clicks, 2.21% CTR, and 453 leads

# REDDIT | Prospecting

**Reddit Prospecting** reaches new audiences in community-driven environments and drives engagement around travel inspiration.

## → Insights

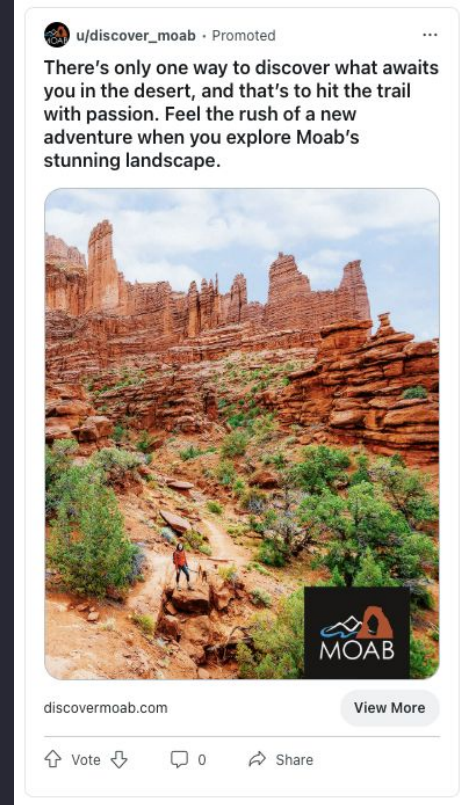
- ◆ **Sustained session quality:** The average session duration of 1:15 indicates that Reddit users who click through are highly curious and spend meaningful time exploring site content.
- ◆ **Click-thrus remain strong:** The campaign continues to drive above benchmark CTRs (0.69% vs 0.43%) indicating travelers are frequenting Reddit and resonating with our ads.

## → Key Learnings

- ◆ **Niche activity targeting:** The Spring campaign saw a month-over-month increase in clicks showing strong alignment between targeting and creative.

## 349,231 IMPRESSIONS | 2,425 CLICKS | 0.69% CTR

Notes: Subreddits targeting: focusing on reaching users based on their interests and behaviors within specific subreddits (e.g., r/investing, r/gaming). Keyword Targeting: focusing on reaching users based on the content they are viewing or searching for in real-time on the platform.



**"MOAB'S STUNNING LANDSCAPE"**  
creative generated over 33K imp,  
263 clicks, and a 0.80% CTR

# AZIRA | Banners + CTV

**Azira** delivers programmatic banner and CTV campaigns to build awareness through high-impact storytelling across screens.

## → Insights

- ◆ Across all tactics, the campaign delivered **~1.3M impressions and 9K+ clicks**, with engagement scaling as we move from upper-funnel CTV to mid-funnel banners to the more contextual Easter Jeep targeting.
- ◆ Desktop display placements were especially effective at driving visitation, showing stronger intent and engagement compared to mobile-focused tactics.

## → Attribution

- ◆ The campaign drove **513 exposed visits**
- ◆ Western drive markets generated the strongest visitation response, with Colorado, California, Utah, Texas, and Arizona leading in exposed visits.
- ◆ The **Moab Information Center** had the highest attributed visitation volume with **71 exposed visits**.
- ◆ Lodging partners including **Fairfield Inn & Suites (34)**, **SpringHill Suites (34)**, and **Best Western (19)** saw strong attributed visitation activity throughout the campaign.
- ◆ Iconic attractions such as the **Arches National Park Visitor Center (19)** and local businesses like **Moab Brewery (12)** contributed to overall destination engagement.

**1,326,586 IMPRESSIONS | 9,825 CLICKS**



# TIKI

Tiki's AI-powered travel advertising platform helps connect Moab with high-intent travel shoppers.

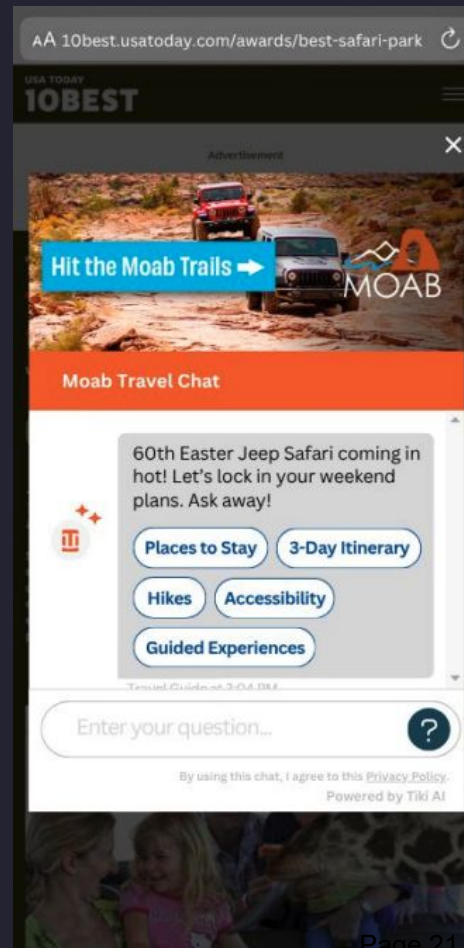
## → Insights

- ◆ The Envoy agent fielded 567 queries in April, with 99.47% of engagement happening through Bubbles (guided prompts).

## Key Takeaways

- **Huge Month-Over-Month Jump:** Clicks more than tripled (+217%) and traveler questions surged 14x as the campaign continues to gained full momentum.
- **The "Bubble" Strategy is Working:** 99.4% of users prefer clicking our pre-set topics rather than typing out their own questions.
- **What Travelers Want Right Now:**
  - ◆ **Places to Stay (47.7%):** Proves we are reaching people actively ready to book.
  - ◆ **3-Day Itinerary (20.9%):** Shows a strong desire for us to structure their trip.
  - ◆ **Accessibility (10.6%):** Highlights a meaningful demand for inclusive travel information.
- **Near identical geographic performance:** Driving both similar volumes and CTRs, both the core and national markets are delivering results; both are needed for a successful campaign.

50,679 IMPRESSIONS | 6,781 CLICKS | 13.38% CTR



# EMAIL MARKETING

**MediaMax** email marketing delivers high value content directly to potential travelers' inboxes, making it easy for them to learn more, and book.

## → Insights

- ◆ Each of the April e-blasts performed very well with each one driving a strong CTR (above 2.00%).
- ◆ Email Results:
  - Email 1 - Spring Break: Views: 23,256 | Clicks: 3,598 | CTR: 3.13%
  - Email 2 - Put it in Drive: Views: 22,618 | Clicks: 3,205 | CTR: 2.79%
  - Email 3 - Springtime: Views: 17,213 | Clicks: 2,521 | CTR: 2.19%

## → Key Learnings

- ◆ The Spring Break image drove the highest interaction of the three sends
- ◆ Creative components of the email drove the highest proportion of overall clicks, generally accounting for 50 - 60% of overall click volume.
- ◆ 78% of traffic came from mobile devices
- ◆ We are seeing strong engagement on site with over 1 minute.

**63,087 VIEWS | 9,324 CLICKS | 2.70 AVG. CTR**

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

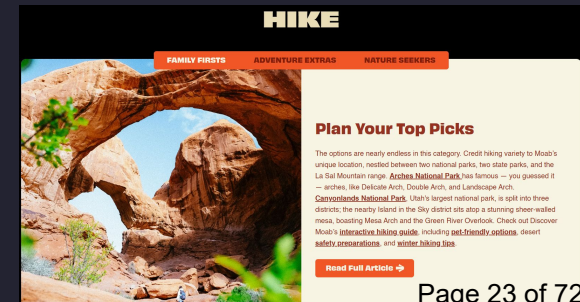
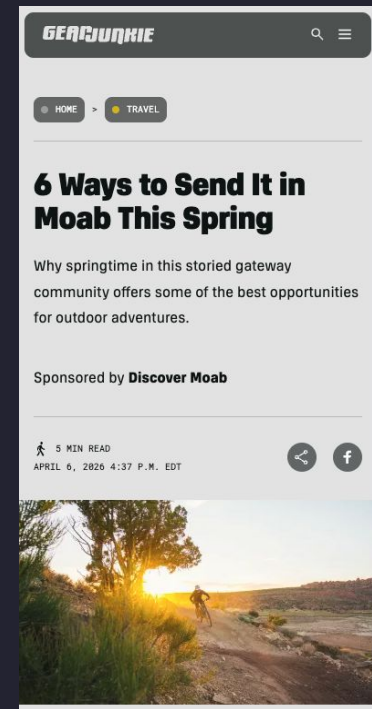


# GEARJUNKIE

## → Insights

- ◆ **Custom content drove strong engagement:** Users spent nearly 2 minute on featured article page.
- ◆ **Newsletters continue to deliver:** An Open Rate of 42.41% (beating the 39.36% benchmark) suggests that the "Discover Moab" community sees the newsletter as a primary trusted source.
- ◆ **The microsite served as traffic driver:** generating 1,791 page views and 104 clicks.
- ◆ **Paid social promotions generated strong engagement:** 87K impressions, 2,014 clicks, and 2,836 engagements, led primarily by Facebook placements.

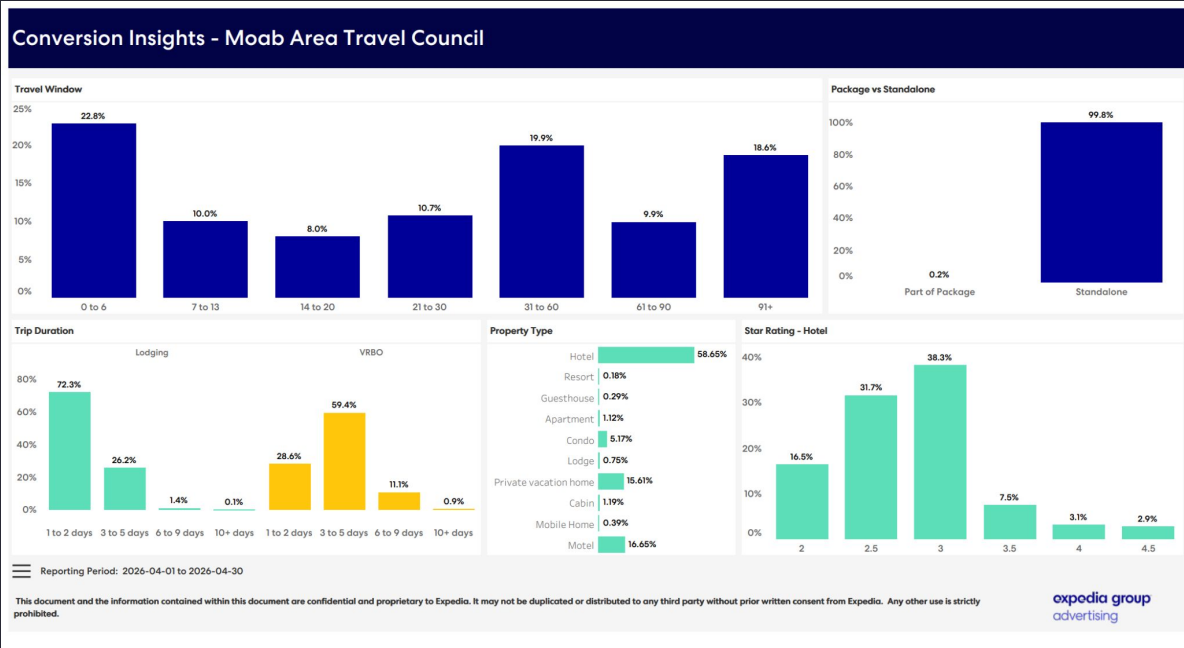
487,698 IMPRESSIONS | 3,396 CLICKS | 42.41% Open Rate





Key Insights

- Moab attracts both spontaneous weekenders and intentional long-stay planners
  - ◆ Nearly half of travelers (48.4%) plan trips more than a month in advance, while 22.8% book within 6 days of travel.
- Hotel bookers primarily treat Moab as a brief weekend basecamp (72.3% stay 1–2 days), whereas vacation rental (VRBO) guests look for immersive destination experiences (59.4% stay 3–5 days).



# EXPEDIA

## Top Revenue Driving Hotels

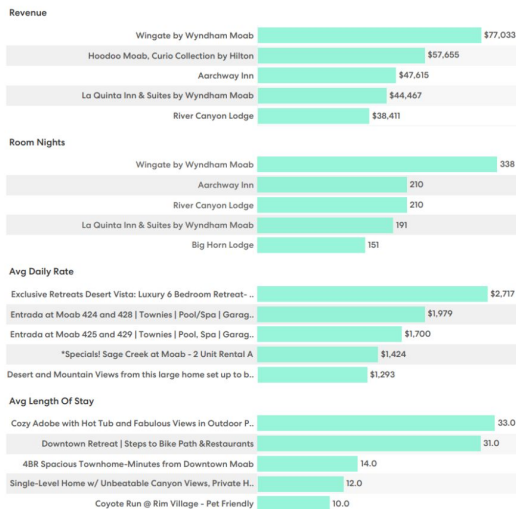
- **Wingate by Wyndham Moab** led all properties with **\$77K+ in revenue** and **338 room nights**.
- **Hoodoo Moab, Curio Collection by Hilton** generated nearly **\$58K in revenue**, signaling strong demand for upscale and experience-driven stays.

Additional strong performers included:

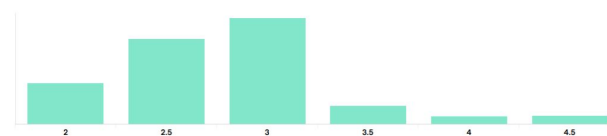
- **Aarchway Inn**
- **La Quinta Inn & Suites**
- **River Canyon Lodge**

## Enhanced Conversion Insights: Discover Moab Always on 2026 Campaign

### Top 5 Hotels



### Star Rating (Room Nights)



### All Hotels and Vacation Rental Properties

|                                                | Revenue  | Room Nights | Avg Daily Rate | Avg Length of St... |
|------------------------------------------------|----------|-------------|----------------|---------------------|
| Wingate by Wyndham Moab                        | \$77,033 | 338         | \$228          | 2.6                 |
| Hoodoo Moab, Curio Collection by Hilton        | \$57,655 | 117         | \$494          | 2.3                 |
| Aarchway Inn                                   | \$47,615 | 210         | \$226          | 1.9                 |
| La Quinta Inn & Suites by Wyndham Moab         | \$44,467 | 191         | \$233          | 2.1                 |
| River Canyon Lodge                             | \$38,411 | 210         | \$183          | 2.1                 |
| Comfort Suites Moab near Arches National Park  | \$37,404 | 150         | \$250          | 2.4                 |
| Hyatt Place Moab                               | \$36,459 | 123         | \$297          | 1.9                 |
| Big Horn Lodge                                 | \$25,679 | 151         | \$170          | 2.1                 |
| Quality Suites Moab near Arches National Park  | \$23,118 | 114         | \$203          | 2.5                 |
| Best Western Plus Canyonlands Inn              | \$22,242 | 68          | \$325          | 1.9                 |
| voco Moab by IHG                               | \$22,129 | 86          | \$257          | 2.0                 |
| Moab Valley Inn                                | \$21,911 | 99          | \$221          | 2.0                 |
| Expedition Lodge Moab Arches National Park     | \$21,684 | 101         | \$215          | 1.8                 |
| Hotel Moab Downtown                            | \$21,579 | 125         | \$172          | 1.7                 |
| My Place Hotel-Moab, UT                        | \$21,306 | 93          | \$230          | 2.0                 |
| MainStay Suites Moab near Arches National Park | \$20,765 | 80          | \$260          | 2.4                 |
| Red Cliffs Lodge Moab                          | \$19,289 | 34          | \$573          | 2.1                 |
| Days Inn by Wyndham Moab                       | \$19,167 | 111         | \$173          | 1.9                 |
| Scenic View Inn & Suites Moab                  | \$18,662 | 94          | \$198          | 1.6                 |
| Moab Springs Ranch                             | \$18,589 | 47          | \$392          | 2.6                 |
| Holiday Inn Express & Suites Moab by IHG       | \$18,365 | 57          | \$323          | 2.0                 |
| Slackline Moab, Outset Collection by Hilton    | \$17,235 | 60          | \$289          | 1.8                 |
| *Special! Sage Creek at Moab - 2 Unit Rental A | \$17,000 | 15          | \$1,134        | 9.0                 |

Reporting Period: 4/1/2026 - 4/30/2026

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advertising

# HOPPER

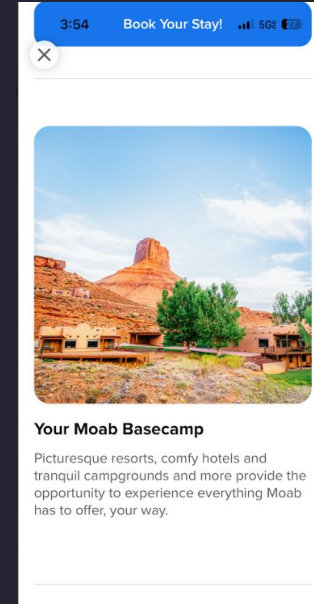
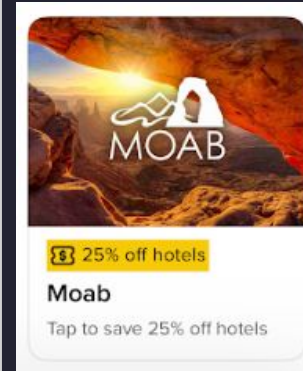
**Hopper** reaches highly engaged, mobile-first travelers while they are actively searching and booking trips, positioning Moab in front of high-intent audiences.

## → Insights

- ◆ In April, the campaign delivered over 800K impressions and 10K clicks but also contributed to actual revenue:
  - Hotel Revenue ~ \$175,389
    - 353 Hotel Bookings
    - 688 Nights Booked
  - Flight Revenue ~ \$5,960
    - 8 Passengers
- ◆ Push Notifications launched this month and performed well, generating a **1.59% CTR**, above the **1.00% benchmark**.
- ◆ Hopper continues to perform well as a mobile-first travel platform, reaching travelers during active trip planning and booking moments.

**811,387 IMPRESSIONS | 10,263 CLICKS | 1.26% CTR | 9 ROAS**

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



# ADARA

**Adara** targets in-market travelers using real booking data, ensuring Moab ads reach high-intent audiences most likely to visit.

## → Insights

- ◆ The campaign is driving strong awareness coverage, generating over 1.8M impressions in April.
- ◆ The campaign CTR is 0.20%, incredibly strong results as general benchmarks are 0.07% - 0.10%.

## → Total Attribution

- ◆ Direct attribution measured:
  - **110 confirmed travelers**
  - **174 booked nights**
- ◆ Enriched methodology, total estimated campaign impact increased to:
  - **1,100 travelers**
  - **1,952 room nights**

**The campaign delivered a strong modeled return with an estimated 7:1 ROI.**

### Observed (Direct Measurement)

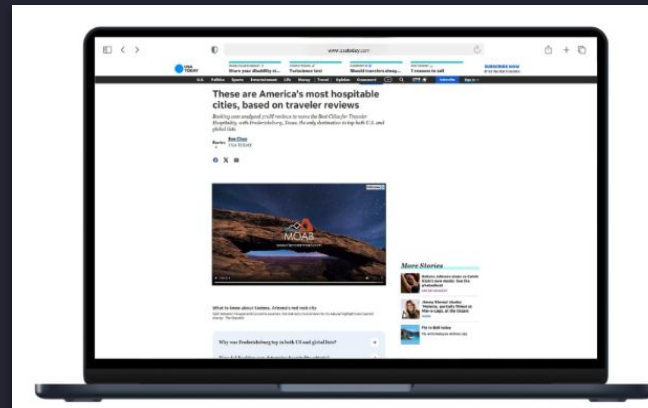
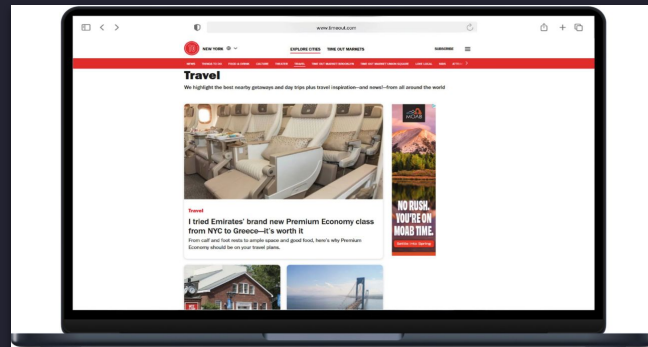
Confirmed bookings from users exposed to campaign media who booked with tracked partners (Marriott, Choice, Wyndham, Kayak).

### Enriched (Modeled Impact)

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

# 1,809,318 IMPRESSIONS | 3,635 CLICKS | 0.20% CTR

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



# APRIL CHANNEL HIGHLIGHT: CO-OP



| Sojern               | TripAdvisor           |  |
|----------------------|-----------------------|--|
| 454,310 Impressions  | 1,110,795 Impressions |  |
| 544 Clicks           | 14,072 Clicks         |  |
| 0.12% CTR            | 1.27% CTR             |  |
| CTR Benchmark: 0.09% | CTR Benchmark:1.20%   |  |

Total Impressions  
1,565,105

Total Clicks  
14,616

CTR  
0.94%

# SOJERN

**Sojern** delivers multi-channel campaigns combined with local partnerships to reach high-intent travelers.

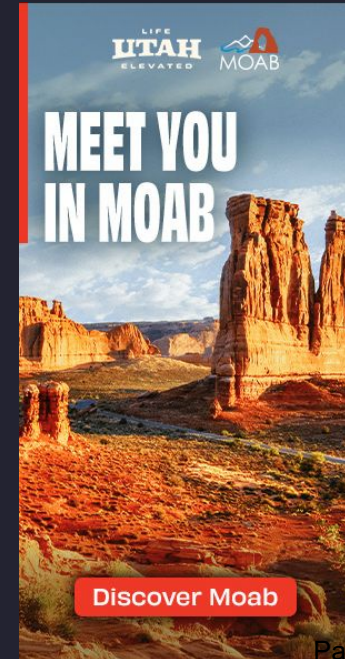
## → Insights

- ◆ Campaign launch has garnered 454,310 Impressions and 544 Clicks plus strong down funnel actions:
  - 17 Confirmed Hotel Stays

## → Key Learnings

- ◆ With only a week's worth of data available, initial results are strong, driving above average CTRs.
- ◆ Additionally, we're already seeing economic impact, reaching travelers who have booked stays, indicating the campaign is directionally strong.
  - We recommend letting the campaign run and optimize before making any significant changes.

**454,310 IMPRESSIONS | 544 CLICKS | .12 CTR**



# APRIL CHANNEL HIGHLIGHT: Who Is Moab



## Meta Prospecting

46,297  
Impressions

42,884  
Reach

45,801  
Views

58  
Clicks

0.13%  
CTR

## Google Video Sequencing

23,927  
Impressions

12,035  
Views

126  
Clicks

50.30%  
View Rate

Total Impressions  
70,224

Total Views  
57,836

Clicks  
184

# YOUTUBE METRICS – WHO IS MOAB



Metrics Pulled April 20th





## Discover Moab

@discovermoab · 1.41K subscribers · 39 videos

The official visitor's bureau of Moab, Utah. Come for the iconic, stay for the unexpected: ...more

[discovermoab.com](https://discovermoab.com)

Subscribe

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### Videos



Who Is Moab: Episode 4 - Rafting

299 views · 4 weeks ago



Who Is Moab: Episode 3 - Off-road and 4x4

201 views · 4 weeks ago



Who Is Moab: Episode 2 - Art

310 views · 4 weeks ago



Who is Moab: Episode 1 - Motorcycle Trail Riding

819 views · 4 weeks ago



Moab: Where Transformation Begins.

184 views · 8 months ago



The BEST stargazing in the world: Moab, Utah!

6.2K views · 11 months ago

# YOUTUBE METRICS – WHO IS MOAB



Metrics Pulled May 26th





## Discover Moab

@discovermoab • 1.42K subscribers • 39 videos

The official visitor's bureau of Moab, Utah. Come for the iconic, stay for the unexpected. ...more

[discovermoab.com](https://discovermoab.com)

Subscribe

Home Videos Shorts Live Playlists

### Videos



Who Is Moab: Episode 4 - Rafting  
2.5K 2mo ago



Who Is Moab: Episode 3 - Off-road and 4x4  
6.2K 2mo ago



Who Is Moab: Episode 2 - Art  
21K 2mo ago



Who is Moab: Episode 1 - Motorcycle Trail Riding  
51K 2mo ago



Moab: Where Transformation Begins.  
192 9mo ago



The BEST stargazing in the world: Moab, Utah!  
7.1K 1y ago

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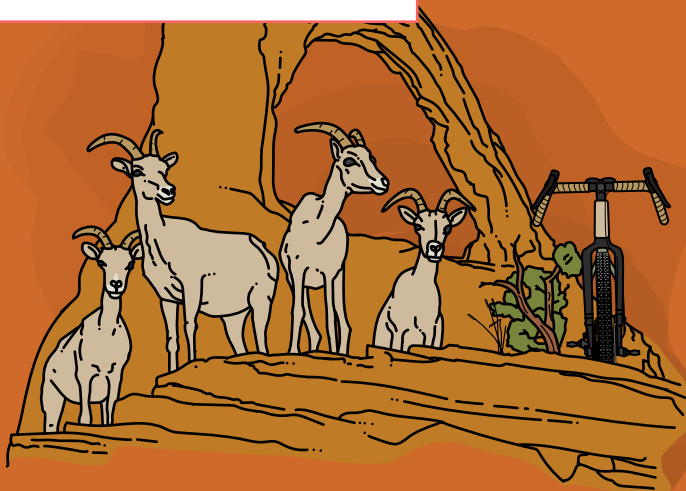
# THANKS!



**MOAB - GRAND COUTY**

**EASTERN UTAH**

**DRAFT**

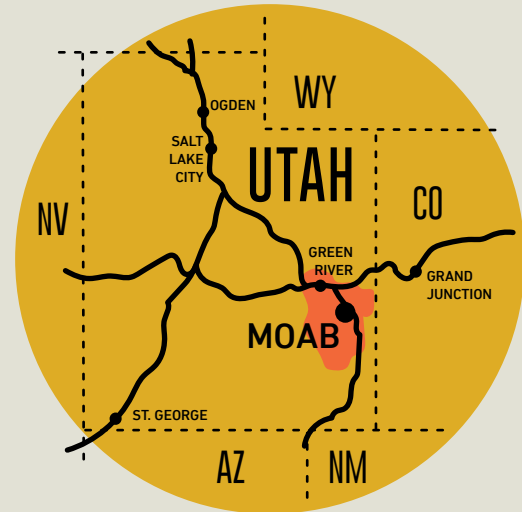


# **GRAVEL ADVENTURE FIELD GUIDE**

**MOAB - GRAND COUTY**

**EASTERN UTAH**

# **GRAVEL ADVENTURE FIELD GUIDE**



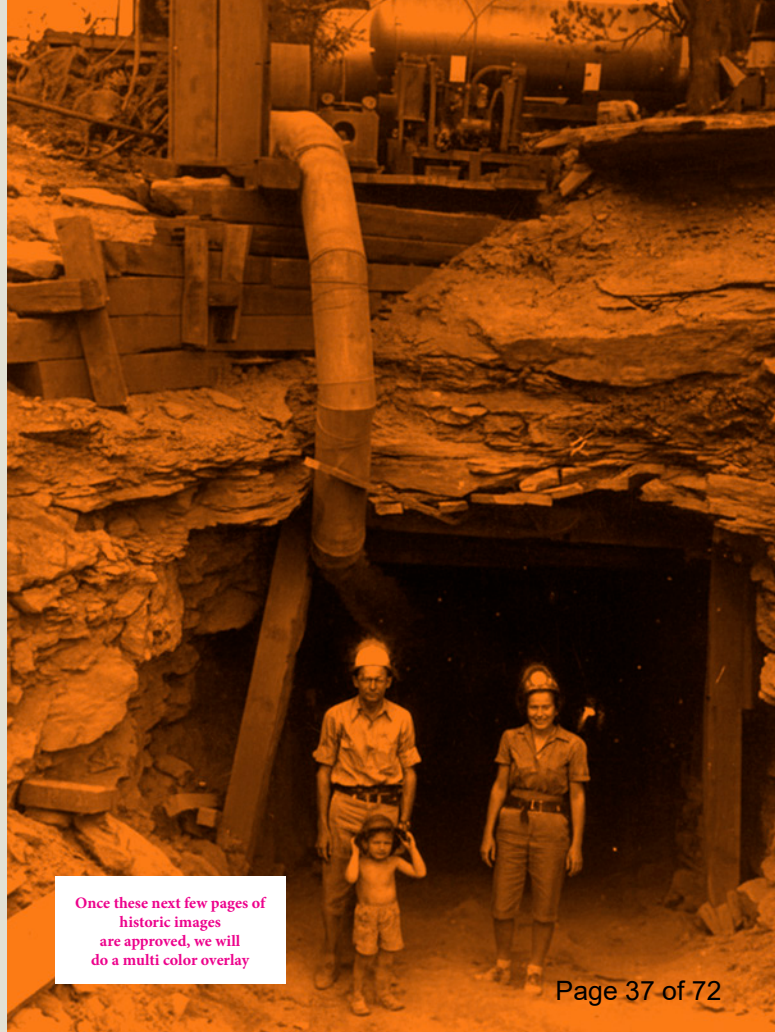
# INTRODUCTION

A rugged landscape composed of Entrada sandstone fins, arches, buttes, mesas, balanced rocks, and desert silence is what makes Moab a purely unique gravel-adventure experience. Despite its global offroad-cycling popularity, the surrounding terrain remains vast, serene, and ever capable of providing inspiration for the adventure traveler in all of us. Gravel riding in Moab reminds us that cycling still delivers an authentic encounter with the wilderness.

By itself, Moab has played an important role in elevating and promoting offroad-bike destinations on a global scale. The discovery of Moab by cyclists in the late 1980s and early '90s helped turn mountain biking into a bona fide sport; in turn, this gravel guidebook draws inspiration from that era's culturemaking impact on Moab.

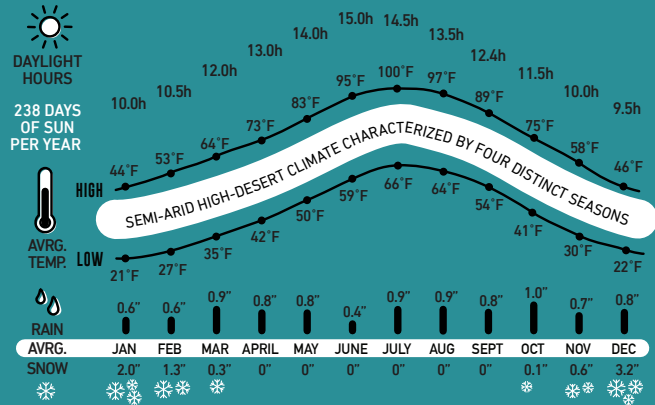
Gravel bikes are the perfect way to uncover the magic of the red-rock canyon country. Adventure travel on rough overland and double-track roads on drop-bar bikes, influenced by mountain-bike-equipment design, lets you engage in a meditative way with the desert landscape—gravel bikes help us humans connect with the natural world we find ourselves in.

Steen in front of mine Caption in  
progress  
The entrance to the Big Indian Mine.  
Charlie, ML & Mark.  
Photo: Canyon Country Zephyr



Once these next few pages of  
historic images  
are approved, we will  
do a multi color overlay

## CLIMATE: MOAB, UT



## GETTING HERE:

### DRIVE TIME:

4 hours east of Salt Lake City  
1.5 hours west of Grand Junction  
5.5 hours west of Denver  
7 hours north Phoenix  
10 hours east of Los Angeles

### FLY:

Salt Lake City Intl. Airport  
Grand Junction Rgnl. Airport  
Canyonlands Field Airport

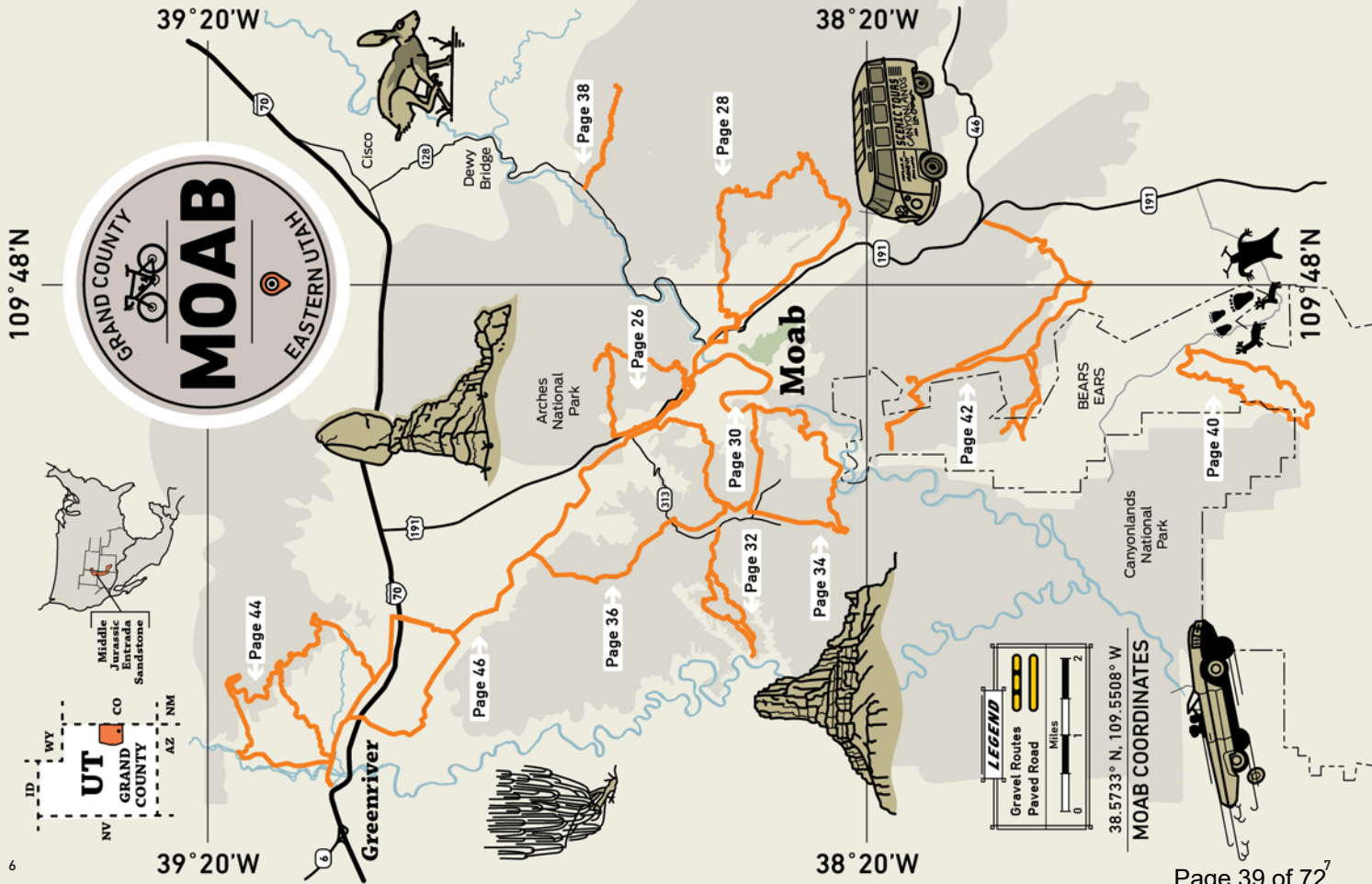
### SHUTTLE:

Salt Lake Express

Credit: Moab Museum

DiscoverMoab Ad Page

PLEASE SEND NEW LOGO  
AND PHOTO OPTIONS



# WELCOME

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Moab, Utah, has been a hub for mountain bikers and offroaders for decades. Now, we're inviting gravel bikers to explore its thousands of miles of trails and roads. This isn't your average gravel experience—you won't find any champagne gravel here, and you'll want to run 47+ mm or 2.1+ wide tires on your bike—but what about Moab is ever average anyway?

This edition of the Gravel Adventure Field Guide encourages adventure cyclists of all skill levels to peel back the layers of Moab, mile by mile. This isn't a destination that can be covered in a day—it can hardly be covered in a lifetime. Gravel bikes provide the magic ingredient for going deeper: for finding new trails, new roads, new viewpoints, and new ways to connect the landscape. This guidebook highlights why this place is so special to the people who travel here year after year, and to those who stay for a lifetime.

## NEED NEW LOGO

## Ride Photo from June Trip

idea is riders with grand view of Green River area of Thelma & Louise  
Overlook or view looking up at Dead Horse Point ...

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## ROAD ORIGINS

MOAB & GRAND COUNTY, UTAH

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Many of the routes you'll explore on your Moab gravel adventures have been used for thousands of years. In a region made up of deep canyons and vast vistas, the Moab valley provides the only major crossing of the Colorado River for miles.

According to the National Park Service, nomadic Indigenous groups began settling in the Four Corners region roughly 2,000 years ago. These early agriculturalists, known as the ancestral Puebloans, left the region about 700 years ago. They were followed by the nomadic Shoshonean peoples, including the Ute and Paiute, who carved their stories into petroglyph panels and were in the area when the first European settlers arrived. Countless tribes migrated through and settled in this area; today, we consider these lands the homelands of tribes including the Ute, Navajo, Paiute, and Hopi.

# 1961 1,450

FIRST OFFICIAL TOUR  
OF CANYONLANDS

MILES OF THE  
COLORADO RIVER



# 1,511,740

NUMBER OF RECREATIONAL VISITORS  
TO ARCHES NATIONAL PARK IN 2025.

Caption TK: Lynns tour stat  
Photo: Moab Museum

Moab grew slowly through the early 1900s: The journey to Moab was arduous, and required patience. Rough double-track and primitive wagon roads, including roads used along the Old Spanish Trail, extended through Moab; the journey often required a ferry ride across the Colorado River. Moab became more accessible to travelers after the first bridge over the river was constructed, in 1912. Roads throughout the region were mainly used to transport cattle.

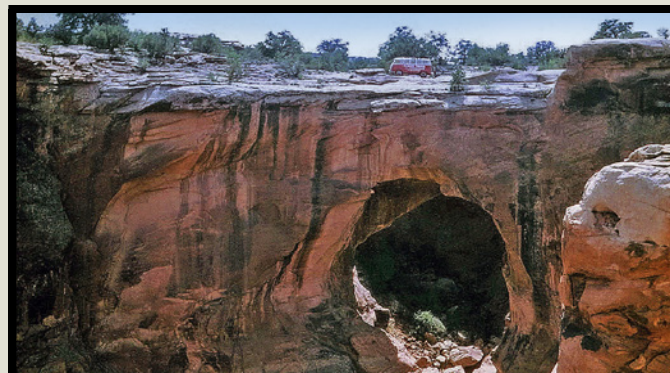
In 1952, the geologist Charlie Steen discovered one of the country's richest uranium deposits just outside Moab, creating a uranium "boom." The town's population grew 400 percent, and Moab crowned itself the richest town in the USA. As thousands of mining claims were staked across public lands in Grand County, prospectors needed vehicle access for their mining operations—so the Atomic Energy Commission expanded upon and built thousands of miles of gravel roads, creating better accessibility throughout the region for miners and visitors both.



Caption  
two year search for  
Uranium



Caption  
Dewey Bridge



Lynn's Canyonland VW tour bus at Gemini Bridges. Travel to this spot in our XX route on page YY. Photo: Moab Museum.

By 1970, the uranium-mining industry was in significant decline—government contracts to buy uranium only lasted until 1966. Just two years prior, in 1964, Canyonlands National Park was established just outside Moab. Arches was a burgeoning national monument (established 1929), and Dead Horse Point State Park (established 1959) was quickly becoming a favorite camping spot. The town of Moab looked to tourism as a viable economic path: In 1965, Canyonlands reported 19,400 visits, while Arches reported 143,900. Tourists and locals alike were finding that they could explore mining roads outside the parks in their vehicles—the first "Easter Jeep Safari" took place in 1967. Today, you can recreate on those same roads, using much of the same infrastructure created by the cattle industry, mining machines, and 1960s vehicle tourism.



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## COMMUNITY

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Grand County has a population of 9,700 residents in 3,700 square miles. Its largest municipality is Moab, Utah (population 5,200), a gateway town to two national parks (Arches and Canyonlands), two state parks (Dead Horse Point and Utahrapator), over 3 million acres of public lands, and the Colorado River. The area sees an estimated 2.5 million visitors annually.

The stories here go far—beyond just Delicate Arch. This slice of Utah is a geologic wonder: The rich and colorful layers of sedimentary rock you see today were deposited over millions of years; so too were the nearby canyons, fins, and arches carved by wind, water, and freeze-thaw cycles. These extraordinary landscapes have left visitors and locals alike mesmerized for millennia.

Today, Moab remains a small town with a big spirit, and everyone dines at the same table. When you go for that post-ride milkshake at Milt's, you'll be in line with guides, artists, scientists, offroaders, climbers, cowboys, hikers, bikers—and often folks who are some combination of all of those.

Caption here  
Moab Museum



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## FOUR-SEASON GRAVEL

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Moab is a dynamic desert landscape, which makes it an ideal four-season gravel-bike destination. Winter brings quiet solitude on red-rock-lined dirt roads, while spring conjures a desert awakening of wildflowers and wildlife migration. Summer is the best time to view the Milky Way, and fall days are filled with perfect temperatures and golden desert light. Moab reveals a new personality every season—especially when seen from a bike.

Winter is best for your long rides, especially rides that overlap with pavement. While there isn't as much daylight as in other seasons, Moab rarely sees temps cold enough to sabotage your adventure—and if the sun is shining, you'll want a lighter layer to peel down to under your coat. Fewer visitors also means quieter trails to yourself.

Spring is a popular season to be in Moab. Temps are gorgeous, the cacti are blooming, and local birds—including fearsome birds of prey—begin building their nests. During this season, you'll want to break out your bikepacking gear to extend your time in the saddle and sleep under the stars.

In summer, plan to ride early in the day, so you can hop in your hotel pool (or take a guided river trip) in the afternoon. At night, enjoy the best views of the Milky Way all year. No sugarcoating the fact that summer in Moab is hot: It's a desert, after all. June sees temps in the 90s, and in July and August, temperatures regularly spike above 100.

Fall is the golden desert season, bringing many visitors to Moab—for good reason. The cottonwoods along the Colorado River turn bright yellow, along with the aspens in the La Sal Mountains. This is a popular season to join a local bike event, including Outerbike, the Moab Ho Down Mountain Bike Festival, and the Skinny Tire Fall Festival. Plan a longer stay when you come in the fall, to leave room for more exploration.

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# SUSTAINABLE GRAVEL

## SAFETY & DESERT CONSERVATION ON THE COLORADO PLATEAU

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caption: Place Holder, getting new photo from June Trip

Moab is one of the most sought-after adventure-travel destinations in the Southwest. This notoriety and popularity mean that all visitors must be diligent in matters of planning, preparation, and stewardship, including visiting gravel cyclists, who are encouraged to be aware and intentional with their time in the desert backcountry. The landscape is vast and rugged, and the weather is often variable.

### PLANNING AND PREPARATION:

Preparation for a desert gravel-adventure is essential. Planning minimizes encountering scenarios that require emergency assistance. Here are some things you can do:

Be prepared for temperature extremes. Have appropriate clothing layers. In winter, take insulating clothing for any unforeseen circumstances encountered during a ride. In summer, a lightweight long-sleeved shirt and cycling cap can help you stay cool. Carry sunglasses and sunscreen. Carry lots of water. You can never have enough water in the desert. Bring as much as your bicycle can accommodate. A gallon per person a day is a good rule to follow. Electrolyte replacement is essential—use powered or liquid electrolytes, or something salty.

Bring food. A great gravel adventure requires energy. Eating adequate food helps maintain energy levels throughout the ride. Salty food choices are good ones.

Share your gravel-ride plans with someone. Let them know how far and long you plan to ride, and when you expect to be back. Never deviate from the plan without informing them.

Know your gravel route. Research and download your planned route to your phone or head unit. Save them for offline use. Cell phone and/or GPS coverage vary across the desert. Carry this Moab Gravel Adventure Field Guide and a compass as backup. If you do become lost or disoriented, contact rescue services and stay where you are.

Know your fitness and skill levels. In the desert, rides of a certain distance can take longer than typical gravel rides. Even expert gravel cyclists will find Moab's terrain challenging and unforgiving. Be honest in assessing your fitness and skill levels. Take a light. It never hurts to carry a headlamp or flashlight—and extra batteries—on a Moab gravel adventure. Do not attempt to ride at night without illumination. The consequences could be deadly.

Take a fire starter. Carry the means to start and sustain an emergency fire. This can be a lighter, waterproof matches, or a fire-starting kit. A knife can help with carving kindling.

Take a cell phone. Regardless of inconsistent cell service in the desert, cell phones have assisted Grand County Search and Rescue to save numerous lives. Leave with a fully charged phone, and then leave it off, or in airplane mode, unless necessary. If calling 911, your location is automatically located. Cell-phone signals work better on mesa tops versus down in the canyons.

Carry first aid and supplies. Bicycle accidents happen. Be prepared with a basic first-aid kit containing bandages and gauze, adhesive tape, and the means to cleanse a wound.

Know the weather. Check the forecast before you ride. Pay attention to the day's weather patterns. In summer months, ride during the cooler hours earlier or later in the day. Be mindful of lightning and thunder, especially during monsoon season (July through September). Avoid slot canyons and drainages during threats of thunderstorms. If you hear thunder, lightning is close enough to strike.

Ride with the right equipment. Surface conditions on Moab's gravel and dirt roads can vary. Gravel rides here can include chunky gravel, loose rocks, slickrock, and sand. Overland and/or double-track jeep roads require comfort with the rugged offroad-riding experience. Tire size is important: We recommend 47 mm / 2.1 or wider tires, with sealant. Use bike bags, on handlebars or frames, to carry ride supplies.

Know the local camping regulations. Only the developed campgrounds within 20 miles of Moab allow camping. Dispersed camping is allowed on select BLM lands outside Moab. This link will provide more details if you plan to sleep under the stars.

*[discovermoab.com/stay/campgrounds](https://discovermoab.com/stay/campgrounds)*

## STEWARDSHIP

Please help protect Moab's natural wonders for generations to come. The small actions of each gravel cyclist make a difference. Be mindful within your travel plans, seeking ways to minimize your impact while maximizing your experience. Visit and ride with respect, and take care of one another and our public lands.

Stay on the road or trail. Doing so is crucial to preserving them and protecting the fragile soil that sustains the desert ecosystem. Cryptobiotic soil, also known as biological soil crust, is foundational to healthy desert plant life. This unique black, knobby crust is composed of diverse living organisms vital to maintaining the delicate balance of the desert environment.

Though it's incredibly beautiful and enticing, this soil crust is also exceptionally delicate and takes decades to regenerate.



caption:



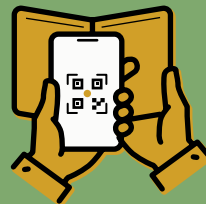
caption:

Even a single tire track, or footstep, can cause irreparable damage that can persist for years, reverberating into the entire ecosystem. We urge cyclists to stay on designated roads, routes, and trails, to ensure preservation of the soil crust.

Follow proper protocols for the disposal of human waste in the Moab area. Digging a cathole to poop in is illegal in Grand County. In the desert, human waste doesn't break down as easily or quickly—it produces health hazards. Human waste can be disposed of in one of two ways: using a developed toilet facility or packing it out in approved waste bags. These bags are referred to as "Waste Alleviation and Gelling Bags," or WAG Bags.

When gravel biking where toilets aren't available, the most convenient and sustainable option is purchasing a WAG Bag, a double-walled, self-closing human-waste container complete with crystals or gels to neutralize any dangerous pathogens. They must be disposed of at an approved WAG Bag disposal bin after use. For more information and a list of locations visit:

[discovermoab.com/plan/be-prepared/poop/](https://discovermoab.com/plan/be-prepared/poop/)



## SCAN THE QR CODE AND ACTIVATE OUR ROUTES ONE PRESS AND YOU'RE OFF RIDING

Start navigating and recording your ride on the Ride with GPS app with just a single tap, or get spoken turn-by-turn directions for your routes using the signature voice-navigation feature. No data? No problem! You can download routes to navigate while offline and record rides without a data connection. The GPX file is also available for your cycling computer/head-unit.

**RIDEWITHGPS.COM/APP**

On the following gravel-route pages, scan the QR code with your smartphone to land on our digital route page, making it easy, safe, and fun for cyclists to go on great gravel rides.

We encourage people to get outside, reconnect with nature, and embark on two-wheeled adventures.

The Ride with GPS mission is to build a global community of riders who create and share routes, discover new adventures, and go on better rides, more often.



## GRAVEL ADVENTURE FIELD GUIDE

GUNNISON COUNTY - CENTRAL COLORADO

GUNNISON / PITKIN / CRESTED BUTTE

## ROUTE BY REGION

### REGION: MOAB

|                                |        |
|--------------------------------|--------|
| Arches Sojourn (x & 49 Miles)  | pg. 26 |
| Sand Falts (21.6 & 45.3 Miles) | pg. 28 |
| Grand View Moab (53 Miles)     | pg. 30 |

### REGION: WEST OF MOAB

|                                |        |
|--------------------------------|--------|
| Horse Thief (26.5 Miles)       | pg. 32 |
| Shafer Trail (36.4 Miles)      | pg. 34 |
| Dubinky Well Loop (47.3 Miles) | pg. 36 |

### REGION: EAST OF MOAB

|                        |        |
|------------------------|--------|
| Onion Creek (20 Miles) | pg. 38 |
|------------------------|--------|

### REGION: SOUTH OF MOAB

|                                      |        |
|--------------------------------------|--------|
| Bridger Jack Beef Basin (32.3 Miles) | pg. 40 |
| Canyon Rlm Gravel (X & 86 Miles)     | pg. 42 |

### REGION: NORTH OF MOAB

|                                            |        |
|--------------------------------------------|--------|
| Green River Bookcliffs (37.4 & 52.3 Miles) | pg. 44 |
| Golden Gravel Trail (X & 58.4 Miles)       | pg. 46 |

## ROUTE ICONS

|             |         |                           |
|-------------|---------|---------------------------|
| COFFEE/CAFE | LODGING | VIEWPOINT                 |
| STORE       | CAMPING | GUNNISON<br>RGNL. AIRPORT |
| RESTAURANTS | WATER   | BRIDGE                    |



## ARCHES SOJOURN

This ride through Utahrapator State Park and Arches National Park offers a classic Moab mixed-surface gravel adventure. It goes from bike path, to double-track jeep road, to smooth gravel, to overland, to tarmac, offering a day full of panoramic views from the saddle.

Along the way, you'll pedal past the park where the Utahrapator was first discovered, while Willow Springs Road takes you to Balance Rock, on the original, rugged entrance to Arches National Monument (1929–1958). This is a highly scenic segment, but also a backcountry challenge replete with sand, rocky steps, and steep washes. An added bonus is the out-and-back to visit Eye of the Whale Arch, a secluded sandstone arch in the lesser-known area of Herdina Park. We route you to the vista with and the 1/4 mile hiking path that leads into the center of the arch.

A shorter loop option is available for those who seek an overland gravel-adventure encounter, but start at Willow Springs.

**RIDE NOTE:** The shorter route option is available for those who seek an overland gravel-adventure encounter. Enter though Utahrapator State Park.



SHORT



LONG

Distance: X & 49 Miles  
Elevation: +X & +3,040 Ft  
Max Grade: X% & 9.3%  
Gravel/Paved: X/X% & 66/34%  
[ridewithgps.com/routes](https://ridewithgps.com/routes)  
[ridewithgps.com/routes/53270147](https://ridewithgps.com/routes/53270147) (L)

# SAND FLATS GRAVEL

**Ride Note:** The short route option enters via the front gate of Sand Flats Recreation Area with a \$10 fee, good for 5+ days. The Long route enters from the back with no fee.

While most of the route is paved, cyclists are rewarded with majestic views of the La Sal Mountains. These laccolithic mountains are dome shaped due to viscous magma intruding between sedimentary rock layers, uplifting without breaking the surface. Consider them “underachieving volcanoes” in the form of a mushroom-shaped, isolated mountain group.

The featured offroad segment is Sand Flats Road. It originally connected Moab and Castle Valley over Wilson Mesa prior to the construction of Utah Highway 128. It’s named “Sand Flats” because of the deep sand that once accumulated on the road—a trip back then could take two to three days. Now, regular road maintenance has eliminated this issue, and made it an artery for outdoor-recreation access.

For those seeking the highlights, a 15-mile out-and-back stretch on Sand Flats Road offers a worthy option for taking in the sandstone fins, deep canyons, and majestic panoramas.



SHORT



LONG

Distance: 21.6 & 45.3 Miles  
 Elevation: +2,856 & +4,764 Ft  
 Max Grade: 14.3% & 14%  
 Gravel/Paved: 100/0% & 37/63%  
[ridewithgps.com/routes/54653778](https://ridewithgps.com/routes/54653778)  
[ridewithgps.com/routes/54008605](https://ridewithgps.com/routes/54008605)

## GRAND VIEW MOAB

This is a big day, with three historic Moab road segments: Gemini Bridges, Long Canyon and Potash Road. You'll be mesmerized by the vistas of the red-rock desert terrain. Gemini Bridges Road provides access to the geologic feature Gemini Twin Bridges, comprising two massive, parallel, natural sandstone arches. The East Bridge is 85 feet high by 44 feet wide, while the West Bridge is 60 feet high by 67 feet wide. You can easily view them from the route.

Long Canyon Road offers a 2,152-foot descent over 7.5 miles to Potash Road on a fairley well maintained gravel road. The canyon offers long views of your descent from several switchbacks and a great view of the Needles and La Sal Mountains.

At the base of Long Canyon you'll have a great view of Jug Handle Arch as you turn left for the return to Moab on Potash Road. This paved section features petroglyphs and the trail head for Longbow Arch and the Wall Street climbing area. Please ride single file on this road.

**RIDE NOTE:** Two to three lines to give extra beta for a route.



Distance: 53 Miles  
Elevation: +3,739 Ft  
Max Grade: 9.2%  
Gravel/Paved: 46/54%  
[ridewithgps.com/routes/54682345](https://ridewithgps.com/routes/54682345)

## HORSETHIEF MESA

The stark isolation and dramatically carved terrain above the Green River give this overland route on Horsethief Mesa an old-west feel. Archaeological evidence indicates that the area was used by Indigenous people for hunting and foraging: While this zone was not densely populated, it was an important seasonal landscape.

In the 1800s, the mesa's geographic isolation attracted outlaws, rustlers, and frontier opportunists. Its extreme remoteness, mazes of canyons, limited law enforcement, and close proximity to outlaw networks, like Robbers Roost, made it an ideal hideout. Butch Cassidy and his Wild Bunch even operated in the area.

This is a challenging overland route that alternates between hardpack double-track and sandy sections, 47mm to 50mm tires are recommended. It travels on portions of the Hell Roaring Rim Safari route: Please share the road with OHV users.



Distance: 26.5 Miles

Elevation: +1,554 Ft

Max Grade: 5.2%

Gravel/Paved: 100/0%

[ridewithgps.com/routes/54076310](https://ridewithgps.com/routes/54076310)

## SHAFER TRAIL

This adventure route circumnavigates Dead Horse Point State Park, which sits on a narrow mesa steeped in western lore. The park draws its name from a legend which holds that cowboys used the top 100 feet of the mesa as a natural corral for wild mustangs.

One ride highlight comes near mile marker 12, where the route passes the film location used in the *Thelma and Louise* finale. It's followed by an ascent up the gully-crossing and sidwinding Shafer Trail Road. Drop-off exposures along the rim and switchbacks make this one dramatic. The road is named for Frank and J.H. Shafer, who worked to improve an ancient Indigenous trail for the purpose of moving cattle from summer rangelands. Later, in the 1950s, the Shafer Trail Road Group, a consortium of oil and uranium men, invested in widening the route, creating what has become one of the Moab area's most iconic climbs.



Distance: 36 Miles  
Elevation: +3,492 Ft  
Max Grade: 13.7%  
Gravel/Paved: 79/21%  
[ridewithgps.com/routes/54080883](https://ridewithgps.com/routes/54080883)

## DUBINKY WELL

A rugged day excursion into the Moab backcountry awaits the adventurous cyclist on this route. Expect mind-altering vistas that stretch north to the Book Cliffs and east toward the the La Sal Mountains on an infrequently traveled road.

Aficionados of geology will recognize that they're riding through terrain rich with agate or banded chalcedony, found within the colorful rocks. It's a favorite zone for rockhounds, who come here seeking the agate's microcrystalline quartz structures and distinct, translucent mineral rings. Agate typically features a smooth, glassy, or waxy surface rather than a dull, chalky one, and is most often found in specific desert environments, like the one around Moab.

Along the route sits Dubinky Well, a cultural heritage site comprised of a 500-foot-deep well built in 1937 by the Civilian Conservation Corps (CCC) that features an oversized windmill and livestock watering troughs.

**RIDE NOTE:** Two to three lines to give extra beta for a route.



Distance: 47.3 Miles

Elevation: +3,052 Ft

Max Grade: 8.9%

Gravel/Paved: 88/12%

[ridewithgps.com/routes/54653828](https://ridewithgps.com/routes/54653828)

## ONION CREEK

The ascent on Onion Creek Road offers arguably the best route for taking in all of the beautiful scenery surrounding Moab. Onion Creek received its name after “Stinking Spring,” a natural spring with sulfur, alkali, and other minerals that give it a mild odor.

You get to enjoy views of the Fisher Towers as you enter the area, an imposing collection of Cutler sandstone fins, pinnacles, and spires. This group includes the Titan, which, at 900 feet, is the largest freestanding tower in the United States. Complementing the geologic wonders are the La Sal Mountains hanging in the backdrop.

This route in general offers a moderate and consistent climb on a winding dirt road. There is a little sand in sections, and around 19 shallow creek crossings. This route turns around after a giant meadow in the middle of redstone cliffs. It is one of the smoothest gravel rides in this collection making it good for intermedite riders.



Distance: 20 Miles  
Elevation: +1,899 Ft  
Max Grade: 13.4%  
Gravel/Paved: 100/0%  
[ridewithgps.com/routes](https://ridewithgps.com/routes)

**Ride Note:** Cyclists are advised to wash their bikes after riding this route. The creek's waters are corrosive due to the sulfur.

## BRIDGER JACK BEEF BASIN

RIDE NOTE: Two to three lines to give extra beta for a route.

This route explores one of the more remote places in Southern Utah. Beef Basin sits near the Needles District of Canyonlands National Park, and its name reflects a period, in the mid-nineteenth century, when the grassland was used for cattle grazing. These lands are protected within the Bears Ears National Monument.

The area was inhabited by prehistoric farmers, and holds Ancestral Puebloan surface cultural sites, including dwellings, ruins, and rock art. Sites are frequently found along ridges, with examples of extraordinary freestanding masonry structures and towers.

Most of the ride is on unimproved dirt roads, with minimal technical surface conditions. Expect a mix of classic gravel roads, loose rocks, dirt, and sand, with intermittent sections of slickrock. Mud is possible during the winter months into April. Beef Basin stunning tall mesas, the adventure cyclists can expect stunning views and is a delicate place that affords desert solitude, beauty, and wonder—perfect for witnessing raptors in flight.



Distance: 32.3 Miles

Elevation: +2,121 Ft

Max Grade: 5.4%

Gravel/Paved: 100/0%

[ridewithgps.com/routes/54297634](https://ridewithgps.com/routes/54297634)

## CANYON RIM GRAVEL

This bikepacking/adventure gravel route takes cyclists deep into the quieter outskirts of Canyonlands National Park. This ride begins near Looking Glass Arch and travels across a sage brush landscape before revealing an unparalleled panoramic view of Canyonlands. Camping is highlighted with exceptional stargazing. Dispersed camping is an option near the rim of both overlooks. A strict Leave-No-Trace® ethic applies.

Hatch Point offers dramatic vistas overlooking Canyonlands National Park and you'll pass by Wine Glass Arch on the way. The BLM Hatch Point Campground is also situated on this route; 10 first-come/first-served campsites, \$20 cash recommended, toilets, no potable water. Reference *Stewardship* on page 21/22.

Needles Overlook is situated at 1,600 feet of elevation, and offers one of the most impressive views of the Needles District of Canyonlands. The golden glow of sunset is considered an ideal time to take in the view.

Rattle snakes do inhabit Canyonlands, but encounters are rare. If heard or seen, keep 10 to 15 feet of distance and back away. Summer is a more active time, be aware and do not approach or corner a rattle snake.



SINGLE NIGHT



TWO NIGHT

Distance: X & 68 MILES

Elevation: +X & +X Ft

Max Grade: X% & X%

Gravel/Paved: X/X% & X/X%

[ridewithgps.com/routes](https://ridewithgps.com/routes)

[ridewithgps.com/routes](https://ridewithgps.com/routes)

# GREEN RIVER BOOKCLIFFS

RIDE NOTE: Two route options for a short cut or long ride that can be paired with the xxxxx

This gravel route out of Green River traverses a rugged landscape characterized by high sedimentary bluffs, sandstone cliffs, and deep canyons. Geologically, the area features evidence of the Cretaceous Period, including marine-deposited sandstone from the Grassy Member (145 to 66 million years ago) and overlying fluvial deposits of the Desert Member, best epitomized by the Book Cliffs.

The topography along the route is dissected by steep ridges and V-shaped canyons, such as Horse Canyon, that were produced by drainages. Most of the vegetation is piñon-juniper woodland, with high-desert plant species including Douglas fir, sagebrush, and riparian and mountain shrubs. Wildlife that roam the area year-round include elk, mountain lion, black bear, and Rocky Mountain bighorn sheep.

Throughout the ride, you'll encounter features highlighting the erosional effects of time—pinnacles, balanced rocks, alcoves, overhangs, potholes, and arches are all part of this gravel-adventure experience.



SHORT



LONG

Distance: 37.4 & 52.3 Miles  
Elevation: +1,959 & +2,895 Ft  
Max Grade: 6.4% & 6.0%  
Gravel/Paved: 71/29% & 65/35%  
[ridewithgps.com/routes/ridewithgps.com/routes/54062094](https://ridewithgps.com/routes/ridewithgps.com/routes/54062094)

## GOLDEN GRAVEL TRAIL

In recognition of Adventure Cycling Association's 50th golden anniversary, the *Golden Gravel Trail* long distance bikepacking route was created. It travels across eight states, including Missouri, Kansas, Oklahoma, Colorado, Utah, Wyoming, Idaho, and Oregon. The Colorado Plateau segment between Green River and Moab is one the more challenging ones over the 3,805 mile Golden Gravel Trail.

Riding between Green River and Moab is an adventure due to the extreme remoteness and stark nature of the rugged terrain. High exposure requires sound route planning; weather elements, along with a lack of shade and limited water resources, add a layer of challenge. It can be ridden in a day, or bikepacked with overnight enroute options. The unique Moab landscape makes this one of the most beautiful and exciting segments of the Golden Gravel Trail.



MOAB  
START



GREEN RIVER  
START

Distance: X & X  
Elevation: +X & +X Ft  
Max Grade: X% & X%  
Gravel/Paved: X/X% & X/X%  
[ridewithgps.com/routes](https://ridewithgps.com/routes)  
[ridewithgps.com/routes](https://ridewithgps.com/routes)



## GEOLOGY, PALEONTOLOGY, AND ROCK ART

SUBHEAD HERE

The Grand County landscape is defined by the impressive geology of the Colorado Plateau. It is composed of Mesozoic sandstones, deep canyons, and distinctive salt-cored anticlines, of which is exemplified by Arches National Park. Shaping it all were ancient seas, sand dunes, and salt diapirism. The last being the process whereby buoyant salt rose over denser overlying rock layers due to tectonic pressure to form structures such as

domes, walls and plumes. Sand Flats Raod is a great place to see these large sandstone dome rock formations.

Coinciding with geological processes of the Mesozoic Era was the active presence of dinosaurs. Common fossils found in Grand County include carnivorous theropods, giant sauropods, along with reptiles, and amphibians. A notable discovery near Moab at Stikes Quarry uncovered the largest Utahraptor, (approximately 20 feet long) found within a 9 ton megablock of sandstone.

Rock art sites of national significance can also be found within Grand County. The rock wall on Potash Road is a great example. Petroglyphs from the Formative Period can be seen from the road side. The panel extends along the road 125 feet near the turn off for Longbow Arch. Look for the line of "paper doll cutouts" and horned anthropomorphs holding shields and abstract images, as well as a wide variety of other animal and abstract images.

It's essential to preserve these incredible cultural works of art. It is best to observe the art from a distance and to not touch the petroglyphs. Simply take photos of these areas. These sites are sacred, and protected by law.

### Sand Flats Photo

Opposite Page: Caption Petroglyphs

Left: Caption Sand Flats from our trip

Raptor Cliff Nest photo

Ali, Do you have a  
Nest Photo?

We can look for a nest  
while in Moab in June

## ORNITHOLOGY OF GRAND COUNTY

Adding a special layer to any Grand County gravel-adventure outing is the distinct possibility of seeing a variety of bird species while riding. Unique to Grand County gravel birding is the fact that the county compresses multiple ecological zones within a tight geographic area—a vertical habitat diversity consisting of a rare density of ecotones. Grand County is in fact one of the few counties in the United States to offer bird-watching centered on elevation-driven habitat stacking.

### need to add color



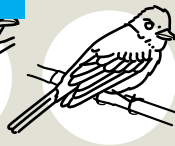
Yellow-breasted  
Chat



Blue  
Grosbeak



Summer  
Tanager



Southwest Willow  
Flycatcher

### COLORADO RIVER

Sitting below 4,000 feet, the river acts as a biological corridor in the desert, offering precious water and a canopy habitat. It behaves like a desert oasis flyway that bottlenecks in Grand County. This in turn supports high-density breeding zones for riparian migrants and songbirds.



Black Throated  
Sparrows



Canyon  
Wren



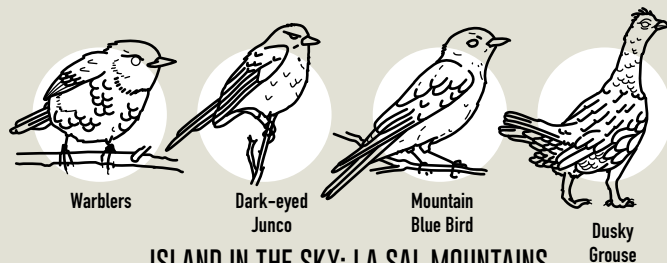
Rock  
Wren



Sage  
Thrasher

### DESERT SPECIALISTS

Sitting between 4,000 to 5,500 feet, Grand County hosts a number of true Colorado Plateau desert species native to this geologically unique landscape. While riding your bike, pay attention to dramatic natural features such as arches, fins, and canyon walls where these birds dwell and deliver their dynamic songs.

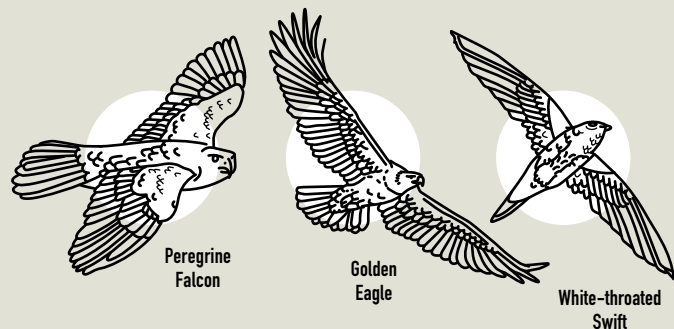


## ISLAND IN THE SKY: LA SAL MOUNTAINS

Rising 12,000+ feet above the arid landscape are the isolated La Sal Mountains, which create a unique “sky island” ecosystem in the desert. This produces a completely different bird community within 25 miles of Moab. Pedaling Sand Flats Road, for example, may result in witnessing the transition from desert wrens to alpine songbirds. Cooler temps make this zone an ideal spot for a summer gravel adventure.

### SEASONALLY DYNAMIC

Despite the stillness and solitude of canyonland country, the desert teems with life. Bird activity in Grand County is never static: Spring initiates peak migration along the Colorado River corridor, and, in summer, desert specialists breed and montane species split. Meanwhile, fall brings secondary migration along the river and raptor action. Winter is sparser, but eagles, juncos, and other hardy residents make their presence known. Seasonal rhythms are what make Grand County an ideal gravel birding destination, and repeat visitation will reward you with the chance to see a great variety of birds.



## RAPTORS AND CLIFF ECOLOGY

The canyons of Grand County are ideal raptor habitat, with a combination of low human density and thermal updrafts that support soaring birds. Vertical cliff walls are where nests will be found. There may be no better way in the United States to observe raptor flight behavior than taking a gravel bike ride though the canyon country of Grand County.

### GRAVEL BIRDING

Grand County’s extensive road network on public lands, and access to riparian corridors and mesas, makes it a unique gravel birding destination. It’s a low-density birding opportunity with high-quality experiences, made all the more special by being paired with a gravel ride. It’s rare nationally to be in a place where you can ride 40 miles, cross three ecosystems, and log 60 species along the way.

# GRAVEL ADVENTURE FIELD REPORT

## MOAB'S LANDSCAPE: THE EPICENTER OF OFF-ROAD ADVENTURE HERITAGE

|                |   |
|----------------|---|
| X – need stats | X |
| X              | X |

While it was industrial know-how that built the dirt roads of Grand County between 1940–1970, it was the enthusiastic off-road adventurers that propelled the canyonland country towards world notoriety. Moab didn't build roads and trails for bicycles, rather it inherited a backcountry transportation grid that called to off-road cyclists seeking new places to explore in the 1980s.

Cycling around Moab owes its early accessibility to the off-road vehicle community, in particular one man. In 1969, Richard R. Wilson founded the Slickrock Trail off Sand Flats Road, specifically for motorcycles like the Honda Trail 90. These small-displacement bikes were uniquely well-suited to travel over the petrified sand dunes that stymied horse travel in the



Wilson Caption

past. Over the next decade, backcountry motorcycle travel would help establish many of the routes that would attract the mountain bike crowd.

Once mountain biking emerged in select destinations, the early pioneers turned their attention to new ones. Moab possessed a backcountry road network across a challenging and stunning landscape, and low crowd density made it very attractive. By the mid 1980s, Moab became a pilgrimage site for any serious mountain biker. Iconic trail experiences emerged to complement the Slickrock Trail, like Porcupine Rim which



Top: 4x4 on Shafer Trail Road - CAPTION IN PROGRESS made infamous from White Rim Route, you can ride this as part of our Shafer Route on Page XX  
Below: Fat Tire Fest 1986 in Progress Poster designed by a young local artist, Serena Supplee. for the 1986 Fat Tire Festival. Photos by Action Shots, Moab, Utah c. 2000.



descends from the Colorado Plateau to the Colorado River. Local experimentation, early mountain bike media attention, and word-of-mouth brought Moab to the forefront of the mountain bike world.

The 1990s witnessed Moab solidify into a bona fide mountain bike destination. Aiding this development was the launch of the Moab Fat Tire Festival. It became a signature event for the cycling industry as a whole. The festival brought cyclists from across the United States, and evolved into a place where emerging bike brands tested equipment and connected with consumers. Local infrastructure grew as bike shops, guide services, and shuttle operations filled the demand for off-road adventure experiences. All of this positioned Moab as the hub of culture and commerce, and one of the first places where mountain biking became integral to the local economy.

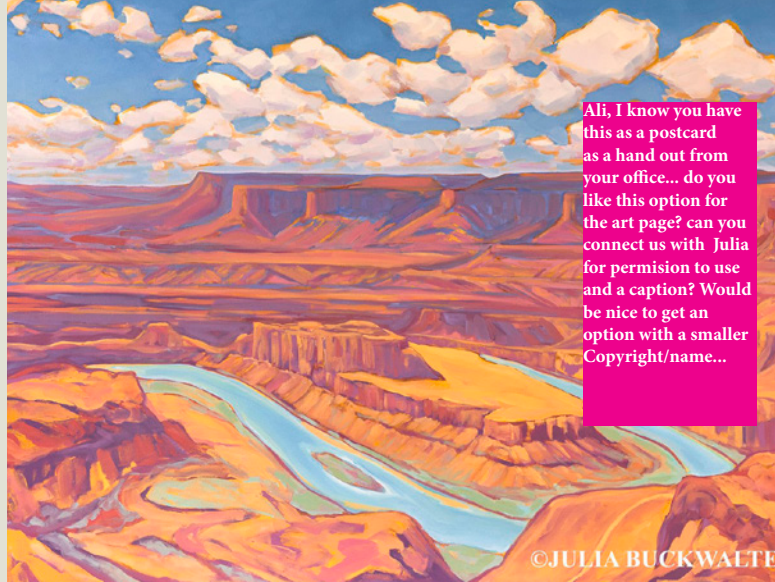
Mountain biking expectations changed in the 2000s as the sport matured from rugged jeep roads to engineered singletrack that included flow trails, loop systems, and progressive features. This benefited the riding experience as Moab transitioned from “extreme technical riding” to accessible and scalable riding. Mountain and gravel biking share a deep connection. Equipment innovation that took place in Moab, like improved tire traction and durability, stronger frame materials, and improved braking systems trickled over to equipment design and capability of a gravel bike. Moab’s off-road riding status also ushered in the idea that the sport is something you travel to experience.



## MOAB ART & CULTURE

The natural beauty of Moab draws serves to inspire the creative mind. The landscape attracts artists and art lovers alike to experiment with landscape painting, photography, and jank art (sculptures made from desert finds). Between the red rocks, Colorado River, and outdoor lifestyle it's hard to not think creatively while in Moab on a gravel adventure.

Downtown Moab hosts a number of galleries and boutique shops that complement public art, including sculptures, murals, live music events and community art gardens. The Moab Arts Council is "your one-stop for the arts in Moab". Their mission is to promote and support arts in southwestern Utah through community arts activities, events, and education. Learn more about the organization by visiting their website [www.moabartscouncil.org](http://www.moabartscouncil.org).



Ali, I know you have this as a postcard as a hand out from your office... do you like this option for the art page? can you connect us with Julia for permission to use and a caption? Would be nice to get an option with a smaller Copyright/name...

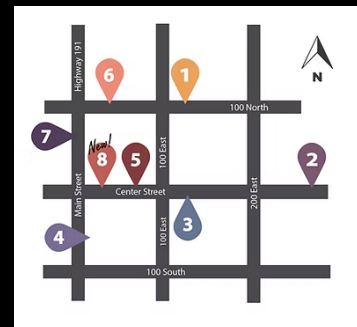
Left Page: TK

Moab Art Walk Map:

Above: Julia Buckwalker, Oil on Canvas. "Around The Bend"

MOAB ART WALK:

1. Moab Art: 100E 100N
2. Grand County Library
3. Moab Museum
4. Gallery Moab
5. Summit Sutherby's Moab
6. Moonflower
7. The Sunday
8. The Press



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# NIGHT SKY HEADLINE

## ASTROTOURISM SUB HEAD

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Utah currently has the most certified international dark sky parks anywhere in the world, and all three of them (Arches National Park-Canyonlands National Park-Dead Horse State Park) are located in the Moab area. Conservation focused on night sky preservation is keeping the sky above the Colorado Plateau one of the darkest remaining areas in the contiguous United States. Overland rides, with epic views of unique rock formations and stunning vistas, during the day sets the stage to see a cornucopia of stars at night, including the Milky Way. Under the right conditions, binoculars can be used to see the rings of Saturn.

Many of the rock art sites created by ancient people in the area surrounding Moab frequently feature astrological significance, with petroglyphs and pictographs marking celestial events like solstices and equinoxes. These artistic creations illuminate the deep knowledge of the Ancestral Puebloan, Fremont, and older cultures, and traditions that link shamanistic figures with cosmos. Common depictions including spirals, circles, and sheep figures are thought to represent solar calendars, the movement of the sun, or cosmic happenings.



Caption: Blenched Rock.

LOCAL LISTINGS FOR THE ADVENTURE CYCLIST

REST+RELAX AS YOU EXPERIENCE MOAB

# HOTELS

- RESORTS
- HOTELS
- BED & BREAKFASTS
- CONDOS
- GUEST HOUSES
- APARTMENTS

[DISCOVERMOAB.COM/STAY](http://DISCOVERMOAB.COM/STAY)

## BREWERIES

MOAB: A BEER TOWN  
PILSNER, LAGER, IPA, STOUT  
AND EVERYTHING IN BETWEEN

## RESTAURANTS

A  
GREAT  
MEAL  
FOR  
EVERY  
RIDE



LOCAL LISTINGS FOR THE ADVENTURE CYCLIST

## GUIDES

MOAB'S VARIETY OF  
EXPERIENCED GUIDES  
CAN MAKE YOUR  
DREAM A REALITY

[discovermoab.com/attractions](http://discovermoab.com/attractions)

## EVENTS

LEARN ABOUT ALL THE  
EVENTS IN MOAB AND  
PLAN YOUR TRIP

## BIKE SHOPS

DECADES OF EXPERIENCE FOR BIKE SALES & REPAIRS

LOOKING FOR  
A BIKE REPAIR,  
OR NEW GEAR?  
MOAB BIKE  
SHOPS ARE  
HERE TO HELP.

- BIKE FIEND
- BLAZE BICYCLES
- CHILE PEPPER BIKE SHOP
- MOAB CYCLERY
- POISON SPIDER BICYCLES
- RIM CYCLERY



## GRAVEL ADVENTURE FIELD GUIDE

MOAB - GRAND COUNTY  
EASTERN UTAH

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Juan DelaRoca

### *Creative Director & Illustrator / Co-Founder*

Stephen Beneski

**Gravel Photos:** Justin Balog

|                       |                         |                         |
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| <b>Office Liaison</b> | <b>Design Associate</b> | <b>Design Associate</b> |
| Julie McDaniel        | Ryan Exner              | Patrick Murphy          |

### **Route Planning & Gravel Road Beta:**

Juan DelaRoca, Ali Harford, Stephen Beneski, Evan Smiley

### **SPECIAL THANKS TO:**

Moab Office of Tourism  
Grand County Active Transportation and Trails  
Bureau of Land Management

### **FOLLOW OUR STORY:**

@discovermoab  
@graveladventurefieldguide

Learn More    Follow Us

**GravelAdventureFieldGuide.com**

Warning: Riding a bike in a remote area can be dangerous.

This book serves as a guide to explore eastern Utah.

Be prepared to enter remote areas with little to no cell service!

Be familiar with GPS. Always ride within your limits.

We are not to be held responsible if you crash, flat, or get lost.

Be safe. Be prepared. Ride with a friend. Ride at your own risk.



**MOAB - GRAND COUNTY**

**EASTERN UTAH**

**GravelAdventureFieldGuide.com**



# Grand County

## Job Description

|                    |                                 |                      |                      |
|--------------------|---------------------------------|----------------------|----------------------|
| <b>Title:</b>      | <b>Administrative Assistant</b> | <b>Job Code:</b>     | <b>2710</b>          |
| <b>Division:</b>   | Administration                  | <b>Effective</b>     | <b>Date: 05/2026</b> |
| <b>Department:</b> | Moab Office of Tourism          | <b>Last Revised:</b> | <b>05/2026</b>       |

### GENERAL PURPOSE

Performs **administrative, executive assistant, technological, board and community support, visitor relations, and financial responsibilities** to support the director and daily operations of the Moab Office of Tourism (MOT) and film commission.

### SUPERVISION RECEIVED

Works under the direct supervision of the MOT Director.

### SUPERVISION EXERCISED

None.

### ABOUT

The Moab Office of Tourism is the official destination marketing organization of Moab, Utah, dedicated to driving visitation to support the local economy. The office also includes the Moab to Monument Valley Film Commission, responsible for attracting and supporting local film production.

### ESSENTIAL FUNCTIONS

This is a non-creative position that performs administrative, executive assistant, operational, accounting, organizational, and public-facing functions. Interest in local government, office management, records management, scheduling, accounting, and interacting with the public and visitors to Moab is crucial. Ability to work collaboratively with a small team in an open office while multitasking and remaining focused is required.

### **Administrative and Operations Support**

Provides day-to-day in-office administrative and executive assistant support related to MOT and film commission operations.

Manages Google Drive, and maintains and uploads electronic files related to creative deliverables, advertising, photography, video, design files, contracts, work orders, invoices, project documents, and work product.

Assists with data entry projects related to film production and global markets lead generation.

Manages warehouse and is responsible for inventory management and organizational projects related to office maintenance, furniture, files, brochures, equipment, merchandise, including long-term planning, scanning and archiving records and materials.

Reviews and accepts submissions for the DiscoverMoab.com events calendar and makes updates to local business profiles submitted through the community extranet, and makes other routine website updates.

Prepares timesheets for Director and HR approval. Coordinates vehicle and building maintenance and manages common office areas.

### **Accounting and Finance**

Manages accounts payable, accounts receivable, and invoice processing. Receives invoices, matches invoices to contracts and budgets, codes invoices, submits requests for payment, and records payments.

Collects MOT and film commission expenses and budget activity in Caselle software, sales and use tax, hotel occupancy data in STR reports, and prepares monthly board reports.

### **Board and County Commission Support**

Schedules and attends Moab Tourism Advisory Board (MTAB) meetings, public workshops, and other board-related meetings, and prepares and publishes agendas, meeting minutes, and board packets using CivicPlus and other legacy County systems.

Sets up and operates Zoom and other meeting technology for public meetings and workshops.

Prepares and publishes commission meeting agenda items. Monitors and follows developments in County government. Watches bi-weekly County Commission meetings, and reports developments to the Director.

Watches monthly partner webinars and board meetings for the Utah Office of Tourism (UOT), Brand USA, Utah Association of Counties(UAC), Moab Trail Mix, Utah Tourism Industry Association (UTIA), and other regular partner meetings, and reports developments to the Director.

### **Visitor Relations**

Answers the Moab Information Center public phone line and answers tourist questions. Greets walk-in visitors to the office and assists tourists with general travel and destination information.

### **Familiarization Support**

Tracks participation and contracts related to receptive tour operators (RTOs), hotels, outfitters, and global market programs.

Plans and coordinates hotels, restaurants, excursions, and related logistics for familiarization tours and visiting travel professionals. Tracks and manages local business participation.

Gives high-level webinar presentations about Moab to international travel agents and tourism partners.

### **Community Engagement**

Administers the Special Event Marketing Grant and other grant programs, including uploading applications, coordinating subcommittee meetings, corresponding with applicants, organizing receipts and payment coordination, and updating related webpages and records.

Oversees automated distribution of weekly visitor email leads sent to local guides and outfitters.

### **Film Commission Support**

Receive film crews and deliver film commission materials

Performs related duties as required.

### **MINIMUM QUALIFICATIONS**

#### **1. Education and Experience:**

##### **A. Graduation from high school or equivalent.**

**AND**

##### **B. Two (2) years of related experience providing exposure to a variety of general office duties requiring the above type skills**

**OR**

##### **C. An equivalent combination of education and experience.**

#### **2. Required Knowledge, Skills and Abilities:**

Working knowledge of general office procedures, equipment, and methods, and general bookkeeping and budget, English, spelling, grammar, and punctuation; various software applications utilized in work processing, desktop publishing, accounting, etc. Some knowledge of Transient Room Tax (TRT), how it is collected and disbursed.

Skill in photography, brochure development, and general merchandising; photographic skills in use of a digital camera.

Ability to draft technical reports, documents and agreements; operate standard office equipment such as desktop computers, copy machines, typewriters, calculators, paper folder, etc.; ability to follow verbal and written instructions; ability to perform clerical and secretarial work involving departmental operations; ability to organize, develop, and maintain

filing and other record keeping systems; ability to perform under stress of time deadlines, frequent changes in programs and seasonal demands; ability to use computerized art layout and design related to bulletins, announcements, advertisements etc.; ability to establish and maintain effective working relations with fellow employees and the public. Ability to lift 35 lbs, to load and unload brochures.

3. Special Qualifications:

Must have a current driver's license.

4. Working Environment:

General office environment requiring variety of physical activities not generally involving muscular strain, such as walking, standing, stooping, sitting, reaching, hearing and seeing. Mental application utilizes memory for details, critical thinking and creative problem solving. Modest flexibility of schedule is necessary, as weekend and evening hours are sometimes needed, limited travel to accommodate delivery of brochures.

\*\*\*\*\*

**Disclaimer:** The above statements describe the general nature, level, and type of work performed by the incumbent(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.

I \_\_\_\_\_ have reviewed the above job description. Date \_\_\_\_\_  
(Employee)