



LIFE  
**UTAH**  
ELEVATED®

THE  
GREATEST  
SNOW  
ON EARTH®

THE  
MIGHTY  
5  
UTAH

## The Utah Office of Tourism International Team

**Kaitlin Eskelson - Director of Partner Relations and International Strategy**

**Cicily Kind - Global Specialist: Canada, Australia, Domestic Travel Trade**

**Becky Johnson - Global Specialist: China, France, Germany, United Kingdom**

# INTERNATIONAL STRATEGY

Top 15 Markets Ranked by Estimated Spending - All 5 years

Country	2011	2012	2013	2014	2015	Total
Canada	1	1	1	1	1	1
China	9	5	2	2	2	2
France	2	2	3	3	4	3
United Kingdom	4	4	5	5	3	4
Germany	5	3	4	4	6	5
Australia	3	6	6	7	8	6
Mexico	8	9	7	6	7	7
Japan	6	7	9	9	11	8
Brazil	7	8	8	8	12	9
Switzerland	10	10	10	11	14	10
Puerto Rico	13	13	17	22	5	11
Italy	11	11	11	12	16	12
South Korea	12	12	12	13	15	13
Spain	14	16	14	16	18	14
Netherlands	15	15	15	20	21	15

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## MARKET UPDATES

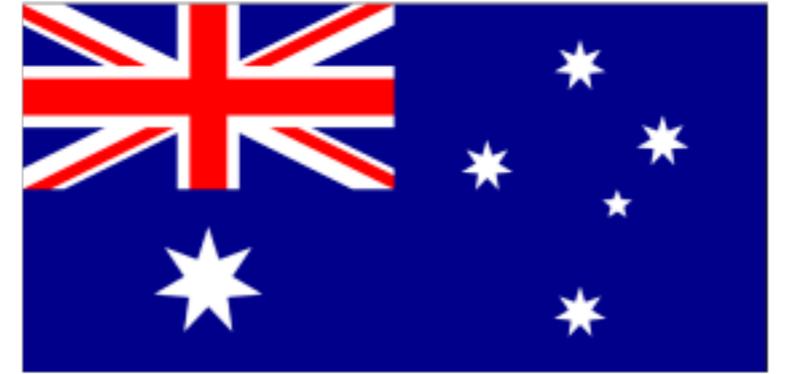
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UNITED KINGDOM



CANADA



AUSTRALIA



FRANCE



CHINA



GERMANY

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## CANADA BY THE NUMBERS

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EARNED MEDIA: \$199,941

BARCELONA PRINCIPAL: 15 out of top 50

COMPANIES TRAINED: 41

IN MARKET ACTIVITIES:

- April 2016 Sales Mission
- Tour operator co-op marketing programs with Voyages Gendron
- iTravel 2000
- Merit Golf and Ski
- Flight Centre
- IMAX National Park film premiere in 10 Canadian theaters



**Canuckiwi Ltd.**

COREY MARSHALL

CONTRACTED SINCE:

NOVEMBER 2014

# CANADA PROJECTS

THE TRUE CHAMPAIGN POWDER SKIING PARADISE  
EDMUNDSONSKI PRESIDENT

**SYLVAIN CHAREST**  
DESTINATION REP

Sylvain has called Western Canada his home for the last 8 years and is always eager to share his passion for adventure, nature and wide open spaces. He loves meeting new people and discovering all that the world has to offer. After traveling across Western Canada, Western America and Cuba, he worked as a COO in the Bahamas, skied every summit he laid eyes on and even cycled his way across Hawaii and France. Wanting to be your adventure guide—as sometimes happens—a photographer—Sylvain's goal is to help make your travel dreams a reality.

**MY FIRST LOVE...**

**SALT LAKE CITY**  
UTAH

**FLEXIBLE OPTIONS**

**GENDRON SKI TICKET**  
Our exclusive GENDRON TRAVEL ski pass gives you access to 7 ski areas daily (no transfers included).  
• Alta • Snowbasin • Brighton • Snowbird • Deer Valley • Solitude • Powder Mountain

**SKI CITY TICKET**  
The SKI CITY ticket gives you access to 4 ski areas including the mountain shuttle at set times and set pick-up locations.  
• Alta • Brighton • Snowbird • Solitude

**NEW DOOR TO DOOR SERVICE**  
PRIVATE SHUTTLE TO VARIOUS SKI RESORTS

This year, we are offering the possibility of private transportation from your Salt Lake City hotel to the various ski resorts for the same price as a car rental.

**ITINERARY - VALID ALL SEASON**  
Departure at 8:00 a.m.  
Return at 4:00 p.m. from resorts.

Sunday: Alta or Snowbird  
Monday: Alta or Snowbird  
Tuesday: Snowbasin  
Wednesday: Solitude or Brighton  
Thursday: Solitude or Brighton  
Friday: Alta or Snowbird

**PACKAGES**  
One week including round trip airfare with Delta Airlines, compact car rental (local taxes and surcharges depend on state), 7 night accommodation in Doubletree, meal plan as indicated, 4 SKI CITY ski tickets and 1 GENDRON SKI ticket, CO2 and PAF included, starting at:

SALT LAKE CITY ACCESS TO 7 RESORTS GENDRON TICKET	Weekend	USD
Explosion Snowbasin Salt Lake City	Weekend	\$ 1,175 - \$ 1,500
Hotspur Hotel Salt Lake City	Weekend	\$ 1,000 - \$ 1,300
Hyatt Salt Lake City Center	Weekend	Price on request
Interstate Hotel by Hilton	Weekend	Price on request
Gateway and Southcross - 2 for 1 Deal	Weekend	Price on request

**SNOWBASEIN ACCESS TO 4 RESORTS SKI CITY TICKET**

Hotspur	Weekend	\$ 1,000 - \$ 1,300
Hotspur Hotel	Weekend	\$ 1,000 - \$ 1,300
The Lodge at Snowbasin	Weekend	\$ 1,000 - \$ 1,300
Hotspur Hotel & Spa	Weekend	\$ 1,000 - \$ 1,300

\*Book by Jan 26, 2021 to take advantage of these promotional prices.  
Includes all GST for US/CA and all other taxes.  
Reservations at 800 for US/CA and all other taxes.  
Reservations at 800 for US/CA and all other taxes.  
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Reservations at 800 for US/CA and all other taxes.

23 SKIS TESTED at our Peaks  
12 DIFFERENT TIPS TO GET YOU THERE  
WINTER'S COLLECTIBLE

**ski**  
canada

A MORMON 6-PACK  
Park City, UT  
Deer Valley, UT  
Snowbird, UT

**Great Escapes**

LECH, AUSTRIA  
CHAMONIX, FRANCE  
ENGELBERG, SWITZERLAND  
SWEDEN & INDIA

HELL AT HOME  
NORTHSHORE  
SOUTHWEST  
MOUNT WEGGILL

**BY PAUL DUBRÖLE**  
SKI and Sales Director

If you're a skier, you've no doubt heard all about the unbelievable snow in Utah. You probably also know that this destination is renowned for its practically perfect ski conditions and superb mountain stats. So, what are you waiting for? We guarantee you'll enjoy some of the most incredible runs of your life—and, as an added bonus, getting to Utah is a breeze! There are tons of flights to choose from, and it's just a 10-minute hop from the airport to the city.

Few people know this... but, in the late 80s, before I started working at Gendron, I spent three winters in Salt Lake City as a destination rep as part of Normand Pomeroy's team. And, I have to say, these were definitely the best years of my skiing career.

Part of my job involved visiting countless destinations around the world and, over time, I grew to have my favorites. But, despite it all, when it's time for me to book my vacation, I tend to go back to my first love—Utah! After all, just like my customers, I know that you just can't get snow like this anywhere else! Plus, Utah just feels like home. I know every inch of the mountains, all the best spots for backcountry skiing and, of course, it's the one place I'm guaranteed to find my skis!

Salt Lake City is the only place in the world where you'll find 5 major ski resorts less than 40 km from the city. Not only are there lots of options to choose from—each one is as different as the next, with its own unique personality and style. If hip-deep powder is what you're dreaming of, then search no more!

The Wasatch Mountains in Salt Lake City are home to some of the most internationally renowned ski resorts where you will enjoy an incredible number of sunny days, varied terrain to meet every skier's needs and easy access to the canyons. Extend your stay and visit some of the area's national parks, including Moab, Bryce or Zion—or, head to Vegas for an exciting getaway. You can customize your package to ensure you enjoy the most unforgettable vacation ever!

Note that the Canyons and Park City resorts are now owned by Vail Resorts. More investments are sure to follow. Stay tuned!

[gendronski.com/en/salt-lake-city/](http://gendronski.com/en/salt-lake-city/)  
WATCH THE VIDEO

Let Crystal Inn delight you with our unexpected quality and award-winning guest service.

- Oversized guestrooms - 25% larger than most
- Complimentary hot buffet breakfast
- Complimentary hi-speed wireless internet
- Complimentary airport shuttle
- Indoor swimming pool and hot tub

**CRYSTAL INN**  
HOTEL - SUITES

We look forward to seeing you.

[www.crystalinns.com](http://www.crystalinns.com)  
Salt Lake City, UT  
230 West 500 South, 84103  
801-325-4466

**SKI UTAH**  
UTAH, THE PLACE TO SKI THIS WINTER!

**MY FIRST LOVE...**  
A lifetime of memories in the snow.

**TAILOR-MADE DEPARTURES**  
Choose your departure from Salt Lake City or Park City.

**10 WORLD-CLASS RESORTS**  
within an hour of the airport.

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## CHINA BY THE NUMBERS

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EARNED MEDIA: \$3,309,285

BARCELONA PRINCIPAL: 35 out of top 50

COMPANIES TRAINED: 69

IN MARKET ACTIVITIES:

- Sept. 2015 China Sales Mission
- Caissa Tours Shanghai Office Shopping Mall Consumers Promotion
- LvMaMa 2016 US Tours Promotion



**AVIAREPS**

Derek Yang

CONTRACTED SINCE:  
NOVEMBER 2014  
2 YEARS IN MARKET



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## UK BY THE NUMBERS

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EARNED MEDIA: \$9,302,888

BARCELONA PRINCIPAL: 28 out of top 50

COMPANIES TRAINED: 45

### IN MARKET ACTIVITIES:

- Sundance social media competition on Facebook
- Visit USA Meet the Media
- Blogstock
- Trekwear consumer promotion
- World Travel Market, ExCeL London
- Destinations: The Holiday & Travel Show, Olympia, London (Consumer)
- Bon Voyage consumer show

## KBC Travel Marketing PR & Representation

JENNI BRIDGMAN

CONTRACTED SINCE:  
AUGUST 2015  
OVER 10 YEARS IN MARKET





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## FRANCE BY THE NUMBERS

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**DUXIN COM**  
OLIVER BARTHEZ

OVER 10 YEARS IN MARKET

EARNED MEDIA: \$2,437,406

BARCELONA PRINCIPAL: 17 of top 50 reached

COMPANIES TRAINED: 358

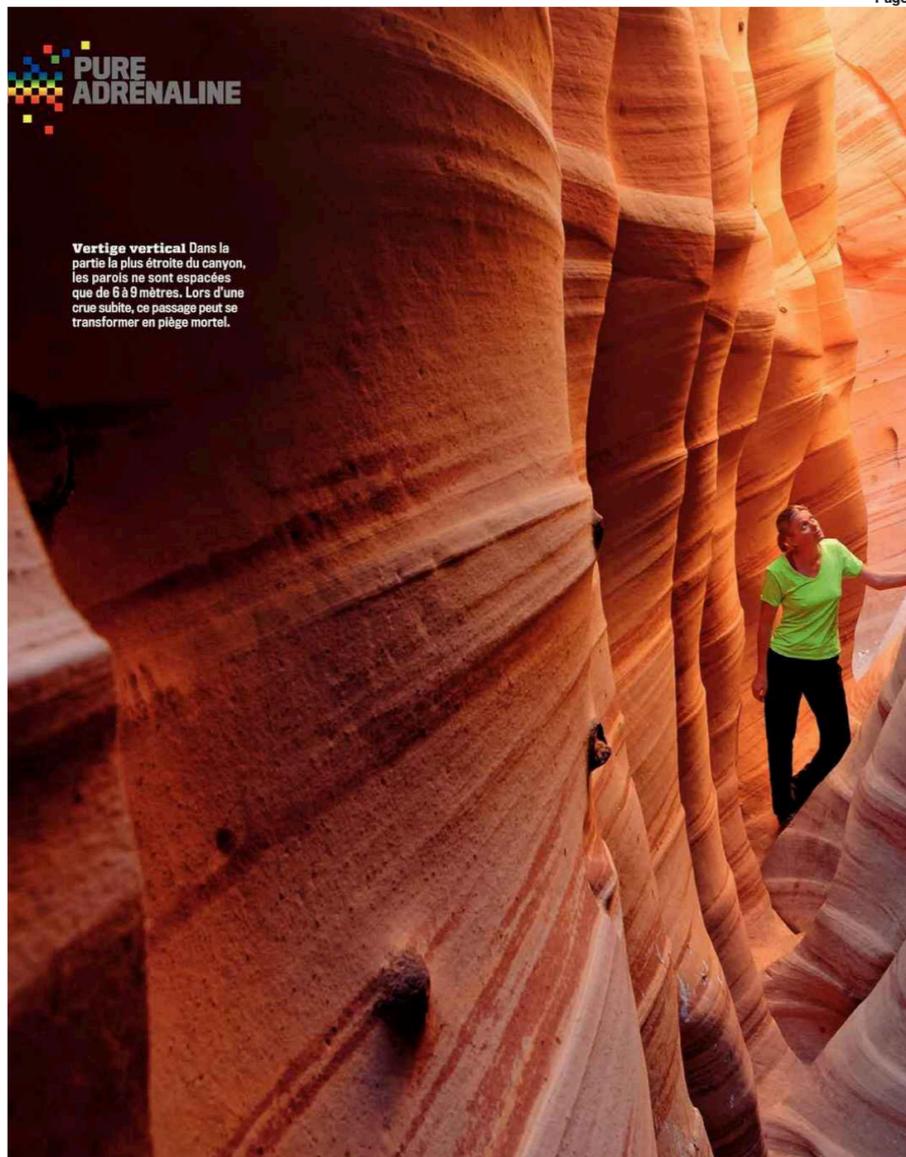
### IN MARKET ACTIVITIES:

- Visit USA France training seminars in Paris, Toulouse and Lyon (a total of 172 different travel agencies/tour operators trained)
- Mahana Consumer Travel Show (Greater Lyon area), in partnership with tour operator Companies du Monde
- Jetset Voyages Corsica RoadShow (a total of 39 different travel agencies trained)
- Air France & Delta Air Lines training day on the western US (a total of 73 different travel agencies trained)
- Le Cercle des Vacances Utah FAM (we escorted a team from tour operator Le Cercle des Vacances in Utah's National and State Parks)
- French trade Utah winter FAM (5 top US Product Managers to experience Utah's National and State Parks in winter)

# FRANCE PROJECTS



Page 1/4



**PURE ADRENALINE**

**Vertige vertical** Dans la partie la plus étroite du canyon, les parois ne sont espacées que de 6 à 9 mètres. Lors d'une crue subite, ce passage peut se transformer en piège mortel.

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## GERMANY BY THE NUMBERS

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EARNED MEDIA: \$3,275,727

BARCELONA PRINCIPAL: 15 of top 50

COMPANIES TRAINED: 91

### IN MARKET ACTIVITIES:

- Consumer Promotion Red Bull and Expedia
- TV Show 'The Wild Ones'
- 2 Utah Ads and 1 advertorial in the Red Bulletin Magazine
- Utah as an official premium partner of the Red Bull 26 Zoll Event
- Consumer Promotion with Garmin
- AVIAREPS Roadshow
- DER Touristik 'Summer Lights' Brochure Presentation Event
- Utah Sales Mission October 26-30



**AVIAREPS**

KATHARINA WEISL

CONTRACTED SINCE:

NOVEMBER 2014

OVER 10 YEARS IN MARKET

# GERMANY PROJECTS



REVIEW  
ALTA

## Powdern in Sierra Quitiquit

Für die einen ist Alta ein riesiger Abenteuer-Spielplatz, für die anderen das schönste Outdoor-Fotostudio der Welt. Für Amerikas Ski-Beauty Sierra Quitiquit ist das Kult-Skigebiet in Utah beides und noch mehr. Das legendäre Ski-Resort bei Salt Lake City ist für den Freeridestar so etwas wie ein Zuhause. „Es gibt nichts Schöneres“, sagt das Model. Schaun mer mal ...

TEXT Brigita Krieger

46 SNOW



» REISE PARK CITY

## VON DER GEISTERSTADT ZUM SKI- GIGANTEN

Park City ist der neue Superstar am amerikanischen Skihimmel. Der Zusammenschluss mit dem Nachbarn The Canyons in diesem Winter macht Utahs Skitown Nummer 1 zum größten Skigebiet der USA und krönt Park Citys kompetentem Aufstieg vom verfallenden Minenstädtchen zu Amerikas Skigiganten.

Text: Bernhard Krieger

**A**usgerechnet der Erzrivale macht Park City zur Nummer 1. Für über 180 Millionen Dollar haben die Vail Resorts das Park City Resort gekauft, um es mit dem schon seit einigen Jahren von ihnen kontrollierten Nachbarkgebiet The Canyons zu fusionieren. Ein Mega-Projekt, das in Utah von einigen zunächst skeptisch beäugt wurde. Schließlich sind die Vail Resorts in der amerikanischen Skiszene so etwas wie der FC Bayern München im deutschen Fußball - von den einen bewundert und von den anderen gehasst.

Die Vail Resorts sind sehr erfolgreich und kaufen seit Jahren die Filetstücke unter den amerikanischen Skiresorts zusammen. Utahs größtes Skigebiet, The Canyons, und Utahs berühmtestes Skigebiet, Park City, hatten sie schon lange im Visier. Nach einigen erfolglosen Anläufen sicherten sie sich 2013 mit einer Langzeitpacht über 50 Jahre The Canyons und schließlich 2014 auch Park City - und das mit einer beispiellosen Operation.

Der Park-City-Deal gäbe einen guten Stoff für einen Hollywood-Thriller ab: Ein schicksalhafter Fehler, erbittert kämpfende Staranwälte, Marathonverhandlungen, Big Money und

www.photostudio.de 57

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## AUSTRALIA BY THE NUMBERS

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EARNED MEDIA: \$95,668.00

BARCELONA PRINCIPAL: 8 out of top 50

COMPANIES TRAINED: 181

### IN MARKET ACTIVITIES:

- February 2016 Visit USA Expos
- August/September 2016 Sales Mission
- Ski Shows in May 2016
- Warren Miller Film Promotions
- Tour operator co-op marketing programs with Webjet, Adventure World, Flight Centre, and Collette Vacations.



**Canuckiwi Ltd.**

COREY MARSHALL

CONTRACTED SINCE:

NOVEMBER 2014

# AUSTRALIA PROJECTS



The view from the Canyon Overlook trail at Zion National Park.  
Nikon D810, 14–24mm, f/5.6, 1/500s, ISO 400

## UTAH

From Mountains to Metro,  
Reserve Your Place to The Greatest Snow on Earth®  
Story by Shara from AMPED The Ski Adventure Travel Specialists & Broker

The

DiscoverAmerica.com

**AMPED's Guide to Skiing Utah**, the fun starts here. Salt Lake City features on the edge of the Wasatch Mountains, one of the most iconic skiing destinations in the world. It's truly a unique juxtaposition, a blend of big city amenities and the wilderness of the mountains. A quick 30 minutes separates the bright lights of Salt Lake City from Park City and the Cottonwood Canyons where Alta, Brighton, Snowbird, and Solitude are located. A little further north and you'll be in ever your head with more big P200 resorts like Powder Mountain, Snowmass, and Homero Valley. To top that, and from time to time you can tackle all these amazing resorts by day, and delight your way through the hype and glam of Robert Redford's Sundance Film Festival held annually at the end of January throughout this region.

Without a doubt, Utah under promise's and over delivers on its claim of "less travel time, and more skiing with 11 Ski Resorts located less than an hour's drive of Salt Lake City, and 500-miles of snow on average per season. Imagine 12 minutes from baggage claim to ski line, 20 minutes to over 100 bars and restaurants in Park

City, and a chance to ski 6 resorts or any given day. Use a local guide, that's a definite thing on your "must do" skiers and snowboarders bucket list!

**AMPED'S GUIDE TO SKIING SALT LAKE CITY, THE PUN STARTS HERE**

**Utah Area | Powder Mountain, Snowmass, Nordic Valley**  
For crazy amounts of untracked powder and non-existent lift lines, try the Ogden region. Both can be easily found off the beaten path or Powder Mountain, Snowmass and Nordic Valley that is more beaten path, the town of Ogden and its historic 26th street are just 30 minutes away.

**Salt Lake Area | Alta, Brighton, Solitude, Snowbird**  
Big city life and deep powder together in one package. Go downtown one minute, and up top on Solitude, Brighton, Alta or Snowbird before you know it. All of these resorts feature incredible terrain and over 500 annual inches of The Greatest Snow on Earth.

**The City & Resorts** Purchase your Super Pass through AMPED & Ski at a Salt Lake Area Resorts.

**Park City Area | Canyons, Deer Valley, Park City**  
The view of every other ski town, Park City is a mere 20 minutes from Salt Lake City Airport. Once there, choose between Park City (includes Canyons), and Deer Valley Ski Resorts. Either way, there's après ski wandering Park City's Main Street with over 100 bars and restaurants.

**2 Resort Pass** Purchase your international pass through AMPED and Ski at 2 Park City Area Resorts.

**Provo Area | Sandstone**  
Fun to say and an breath-taking as they come, Mt. Timpanogos is home to the famed Sandstone Mountain Resort founded by Robert Redford. For a romantic getaway or fun snowbird diving options, stay on the mountain or make the short journey 20 minutes to Provo - just becoming famous in its own right as the Silicon Valley of the Rockies.

Find Your Park

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# CONSUMER DIRECT BRAND UMBRELLA PROGRAM

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## CHINA

### BRAND PROGRAM:

SOCIAL MEDIA (4 MONTHS) WEIBO

### CO-OP/BRAND PROGRAM:

C-TRIP APRIL, SEPTEMBER 2016

[GOUSA.COM.CN](http://GOUSA.COM.CN) WEB PACKAGE LAUNCH, APRIL 2016 / ANNUAL

### CO-OP PROGRAM:

ATTRACT CHINA MAP LAUNCH

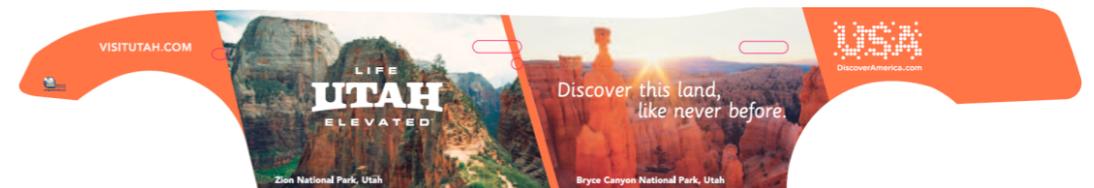
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# CONSUMER DIRECT

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## UK

CO-OP / BRAND PROGRAM:  
20 TAXI WRAPS, OCT '15 – JAN '16



TAI WRAPS: TOTAL IMPRESSIONS 80,000.  
2,000 TAXI'S WITH VIDEO (4 WEEKS)  
20 TAXI WRAPS, INSIDE ADS, & RECEIPTS

CO-OP PROGRAM:  
UK MULTI-CHANNEL PACKAGE, JAN – FEB '16

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## CONSUMER DIRECT

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### GERMANY

#### CO-OP / BRAND PROGRAM:

GERMANY MULTI-CHANNEL PROGRAM

VISIT THE USA PRINT INSERT, DIGITAL DISPLAY, CONTENT AMPLIFICATION

#### CO-OP/BRAND PROGRAM:

RED BULL: BIKE RACE SPONSOR, WILD ONE'S TV SHOW SPONSOR, ONLINE  
& RED BULLETIN MAG ADVERTISING

#### CO-OP / BRAND PROGRAM:

RED BULL / EXPEDIA CO-OP

PROMOTION CODE - \$100 INSTANT SAVINGS

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## CONSUMER DIRECT

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### CANADA

#### BRAND PROGRAM:

IMAX – AMERICA THE WILD; EXPEDIA / BRAND USA SPONSORSHIP  
DEDICATION SPOT IN FILM / 5 THEATRES / IN THEATRE ACTIVATION / ONSITE EXPEDIA MEDIA

#### CO-OP/BRAND PROGRAM:

CANADA WEST MULTI-CHANNEL PACKAGE DEC '15 – JAN '16.  
VISIT THE USA PRINT INSERT, DIGITAL DISPLAY, CONTENT AMPLIFICATION

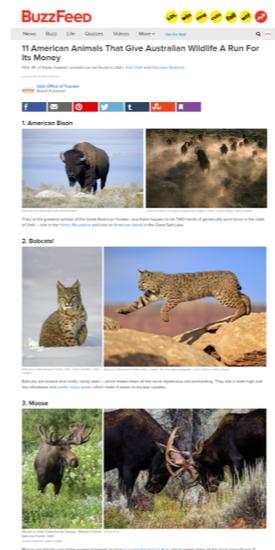
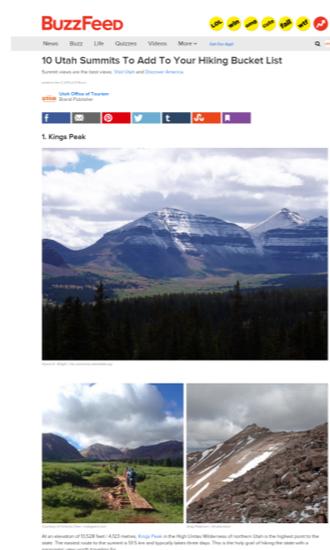
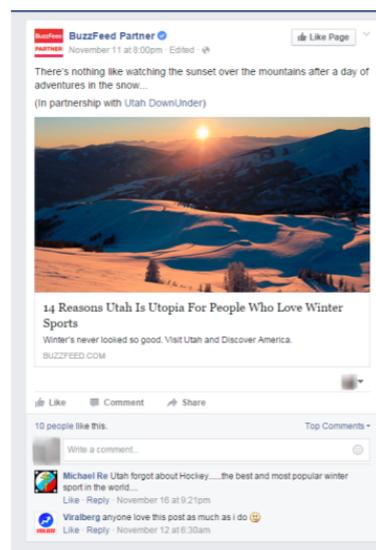
#### CO-OP PROGRAM:

TRAVELZOO DESTINATION FLASH EMAIL  
DEC 17, 2015 – JAN 30, 2016

# CONSUMER DIRECT

## AUSTRALIA

CO-OP / BRAND PROGRAM:  
BUZZFEED, NOV – DEC '15  
5 POSTS



## CO-OP PROGRAM:

AUSTRALIA MULTI-CHANNEL, SEPT – OCT '15  
VISIT THE USA PRINT INSERT, DISPLAY, EMAIL  
AUSTRALIA SNOEXPO & WARREN MILLER SPONSORSHIP, MAY – JUN '16

# CONSUMER DIRECT

## MEXICO

### PROGRAM:

MULTI-MEDIA, NOV – DEC '15  
PRINT, RADIO, DIGITAL, OOH, TV



SPORT CITY SPONSORSHIP – 40 CLUBS IN 15 DIFFERENT CITIES:  
VIDEO ON 220+ SCREENS, TABLE TENT CARDS

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## CONSUMER DIRECT

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### MULTI-MARKET PROGRAMS

#### EXPEDIA CREATIVE PARTNERSHIP:

UK, AU, CA (DE ADDED VALUE)  
DEC – JUN '16

#### TRIP ADVISOR MULTI-MARKET HUB CAMPAIGN:

CA, UK, AU, DE  
NOV 18 – JUN '16

#### TRIPTUNER™:

CONTENT DISTRIBUTION TOOL DE, CN, UK, AU, CA

# CONSUMER DIRECT

## MULTI-MARKET – CURRENT PROGRAMS

### EXPEDIA CREATIVE PARTNERSHIP

The Expedia creative partnership assets include:

- Main Banner:** "LIFE UTAH ELEVATED" with navigation for "SEE & SHOW SPORTS", "NATIONAL PARKS & MONUMENTS", "OUTDOOR RECREATION", "CULTURE & ENTERTAINMENT", and "ROAD TRIPS".
- Vertical Sidebar:** "LIFE UTAH ELEVATED" with the text "Find your adventure in Utah, home of The Mighty 5®" and a "GET STARTED" button.
- Grid of Destination Cards:** A grid of 12 cards featuring various Utah destinations such as "Epic Hikes in Zion National Park", "Utah's Ski Areas", "Bryce Canyon Country", "Arches National Park", "The Mighty 5® Utah's National Parks", "Utah Life Elevated", "RAY'S TAVERN", and "Capitol Reef Vista Hiker".
- Dinosaurland Ad:** "Visit Dinosaurland The Origin of ADVENTURE" with a "BOOK NOW" button.

### TRIPADVISOR HUB

The TripAdvisor creative partnership assets include:

- Vertical Sidebar:** "LIFE UTAH ELEVATED" with the text "Find your adventure in Utah, home of The Mighty 5®" and a "GET STARTED" button.
- San Juan County Itinerary Page:** A detailed page titled "SAN JUAN COUNTY" with an "ITINERARY" section for "Day One" and "Day Two", featuring various landmarks and activities.
- Park City Ad:** "park city UTAH, U.S.A." with a "SKI TWO RESORTS WITH ONE PASS" and a "LEARN MORE" button.
- Main Banner:** "Explore Utah's Canyon Country Today!" with a "LEARN MORE" button.





# RESOURCES

Utah Office of Tourism  
**INDUSTRY SITE**

About Us | Contact Us | **LIFE UTAH ELEVATED**

Partner Opportunities | Marketing | Travel Trade | Research | UOT Board | 🔍

### What's New

- **2016 Utah Tourism Conference**  
Join us at this annual gathering of Utah's tourism industry is sponsored by the ...
- **25 Must-Do 2016 Activities in Utah**  
You've read Fodor's Travel article, naming Utah as the number one destination in the ...
- **December 2015 Elevated Outlook Newsletter**  
The December 2015 issue of The Elevated Outlook newsletter includes the following stories: Read ...
- **October 2015 Elevated Outlook Newsletter**  
Read all about the following in the latest issue of The Elevated Outlook: UOT ...

### Travel Trade Resources

#### Brand USA/Miles Marketing Destinations In-Language Videos

This groundbreaking program creates and distributes in-language content to help U.S. destinations promote their experiences to international travelers. Content is created in-language (not translated) and customized to the specific international audience's point of view. Participating partners and Brand USA have rights to use and distribute this authentic, experiential content on their own channels. In addition to distribution on the language-appropriate DiscoverAmerica.com site

English



Experience UTAH Outdoors English

Arches National Park

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**QUESTIONS?**

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LIFE  
**UTAH**  
ELEVATED®

THANK YOU