Winter

UTAH OFFICE OF TOURISM

A LOOK BACK AT 2018 MOUNTAIN TIME

The 2018/2019 MT campaign reached 57% of snow traveling households, up from the previous year's 50%.

Repeat visitation increased as measured by the RRC study (we targeted past visitors last year).

Advertising had the strongest impact in Las Vegas and new CTV markets of Miami and Dallas.

Online, the campaign tracked over $9.8M in hotel booking revenue (an estimated 70K travelers). This is up from last year's $8M.

March resulted in the largest amount of ad exposed arrivals into the state.

The campaign generated more than 1.2M page views for Visit Utah and its partners - a campaign first!

LIFE UTAH ELEVATED

Mountain Time 2019-20

YEAR THREE OF MOUNTAIN TIME

Leverage strong '18/'19 snow season

- Spur early season bookings by leveraging our strong snow totals

Implement HTML5 creative across all channels

- Translate each of our audience-specific static assets to HTML5 creative
- Ability to truly A/B test static vs. dynamic

Identify core High Value Visitors for expanded creative messaging

- Opportunity to create even more targeted messaging for this valuable audience

Further embrace our key differentiators, The Greatest Snow on Earth® & Access

- Particular focus on native content, website, email and social

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CONTINUE SUCCESSFUL MOUNTAIN TIME INTO YEAR 4:

Research results support the extension of the Mountain Time campaign into a 4th year

- Continue to innovate and implement new targeted platforms & channels to drive awareness and precision marketing to High Value Visitors

Expand the Mountain Time visual library & assets

- Capture additional footage to further extend the Mountain Time campaign to speak more directly to diverse audiences & experiences uniquely found in Utah
- Execute non-campaign assets (social, video) to reach unexpected, but potentially valuable, audiences

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CAMPAIGN PERFORMANCE OVER TIME /DATES OF INTEREST

The HTML5 creative had a solid trend line of improvement with a peak in late February, then a dip in March as (presumably) folks began switching to a summer vacation mindset

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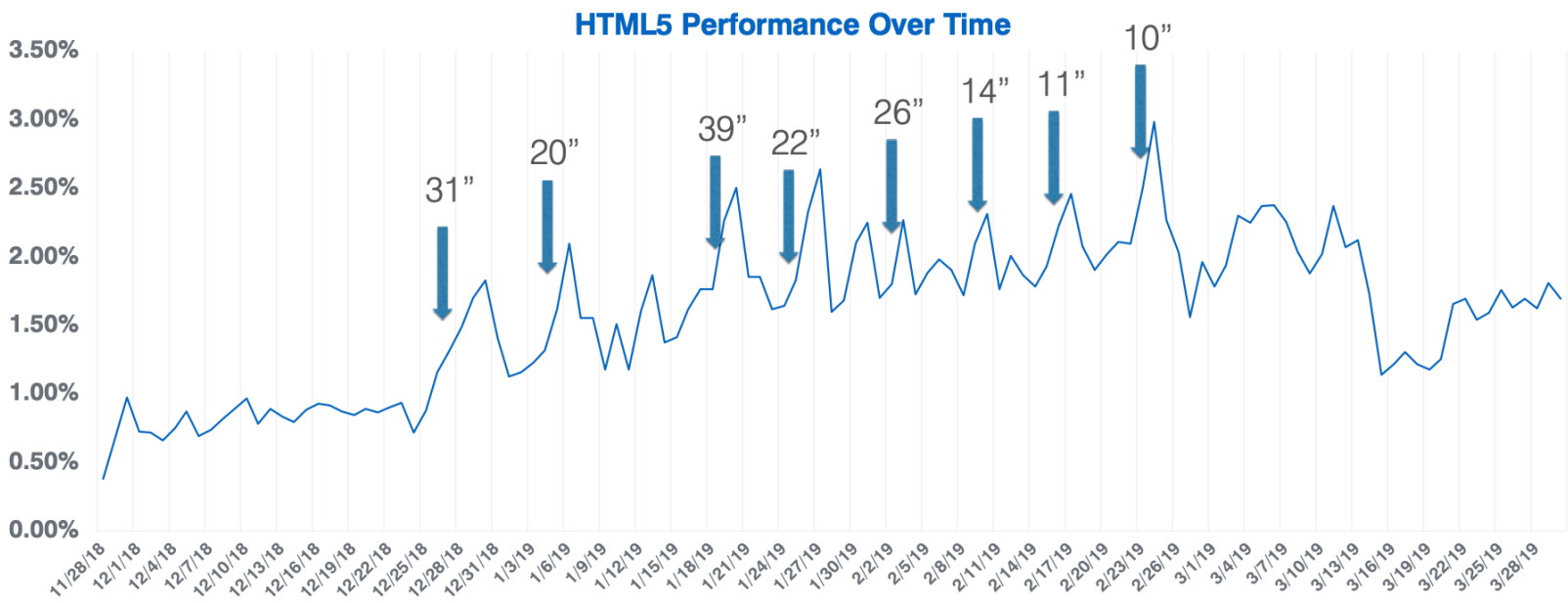

THE WINTER TRAVELER

Core demo of adults 25-54 with a slight skew toward males

HHI of $115K + exceeds the national average with an index of 165 (target HHI $85K+)

Half of ski visitors start planning before November, and 44% of bookings occur from November - January

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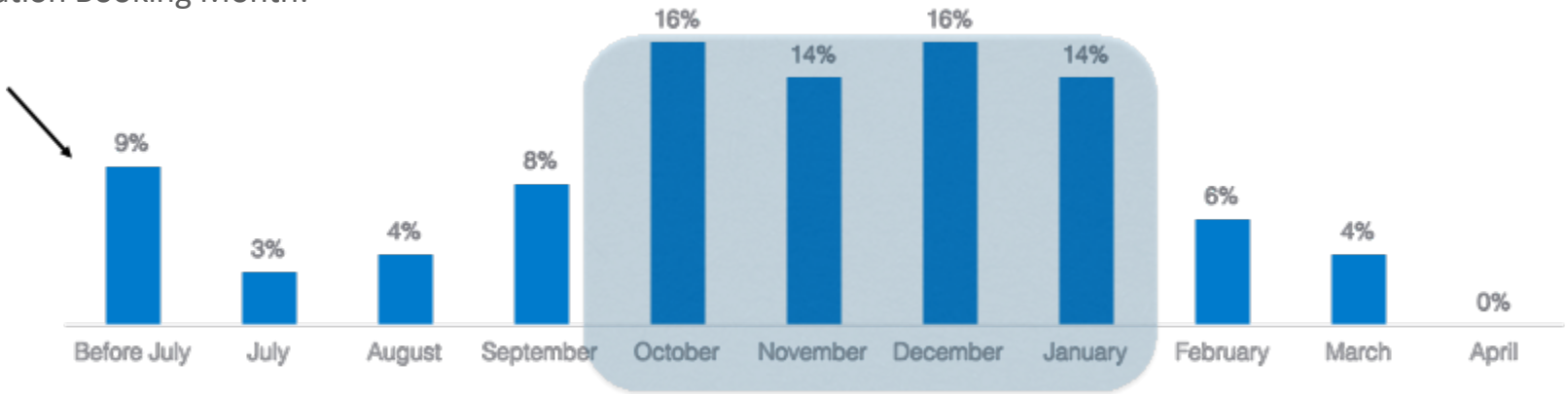
Reservation Booking Month:



Source: 2018 Doublebase GfK MRI / Source: RRC 2019 SkiUtah Study

MEDIA PLAN RECOMMENDATIONS

Launch early campaign with HTML5 and native creative to activate an earlier booking pattern and capitalize on last year's amazing snow totals

Continue CTV in Houston, Dallas, Atlanta, Miami and add an additional CTV market of Chicago

Upload audience data of past visitors to competitive ski resorts and serve them ads on CTV and social

Support long form video through new partnerships and YouTube

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MEDIA PLAN RECOMMENDATIONS

Grow our Out-Of-Home strategy by overlapping with *two* CTV markets.

- OOH/CTV Markets: Chicago and Dallas
- OOH Only Markets: NY, SF, LA, LV

Launch campaign to run during pre-optimized time of day metrics identified in last year's campaign

Target Epic & Ikon pass holders

Continue to innovate!

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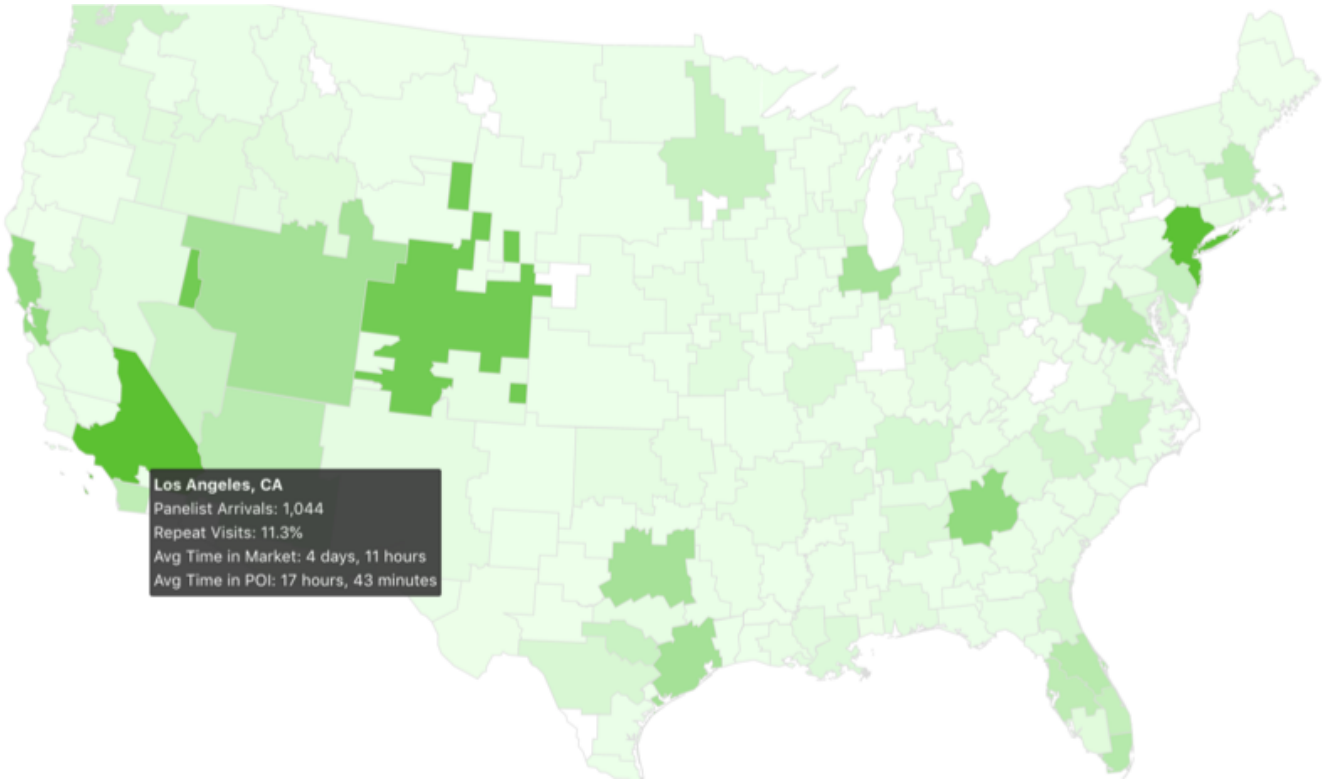
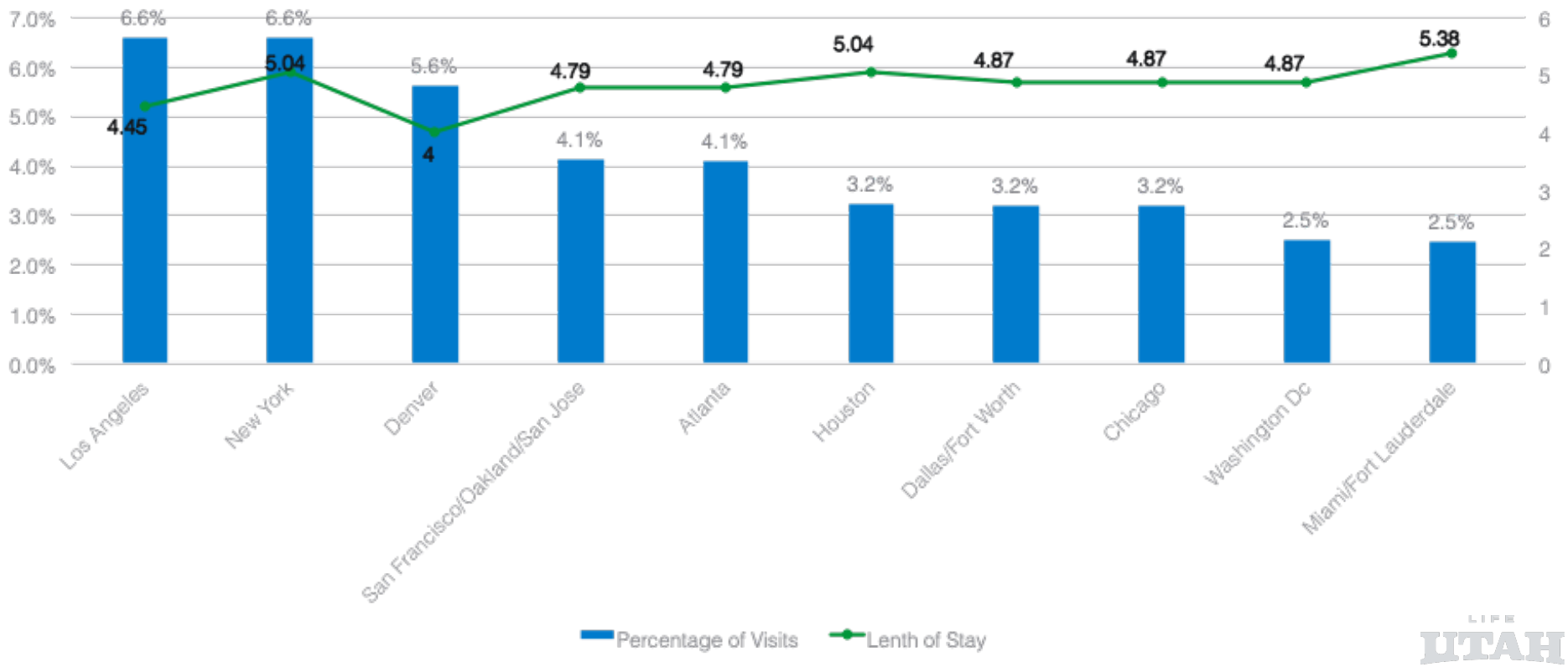
UTAH SKI RESORTS: TOP ARRIVAL MARKETS



UTAH SKI RESORTS: TOP ARRIVAL MARKETS VS LENGTH OF STAY



BUDGET BREAKDOWN

Media	2018/2019	New 2019/2020	Media Mix	% Growth
TV	$1,380,233	**$1,366,667**	36%	-1%
Out of Home	$297,667	**$435,605**	11%	33%
CTV	$325,000	**$500,000**	13%	53%
Digital	$1,025,420	**$1,050,000**	28%	2%
Social Media	$135,000	**$135,000**	4%	-
PPC	$65,000	**$60,000**	2%	-7%
Long-Form Video	$125,000	**$150,000**	4%	20%
South West Magazine	-	$18,333	-	-
Print-Polybagging (SkiUtah)	$90,000	**$90,000**	2%	-

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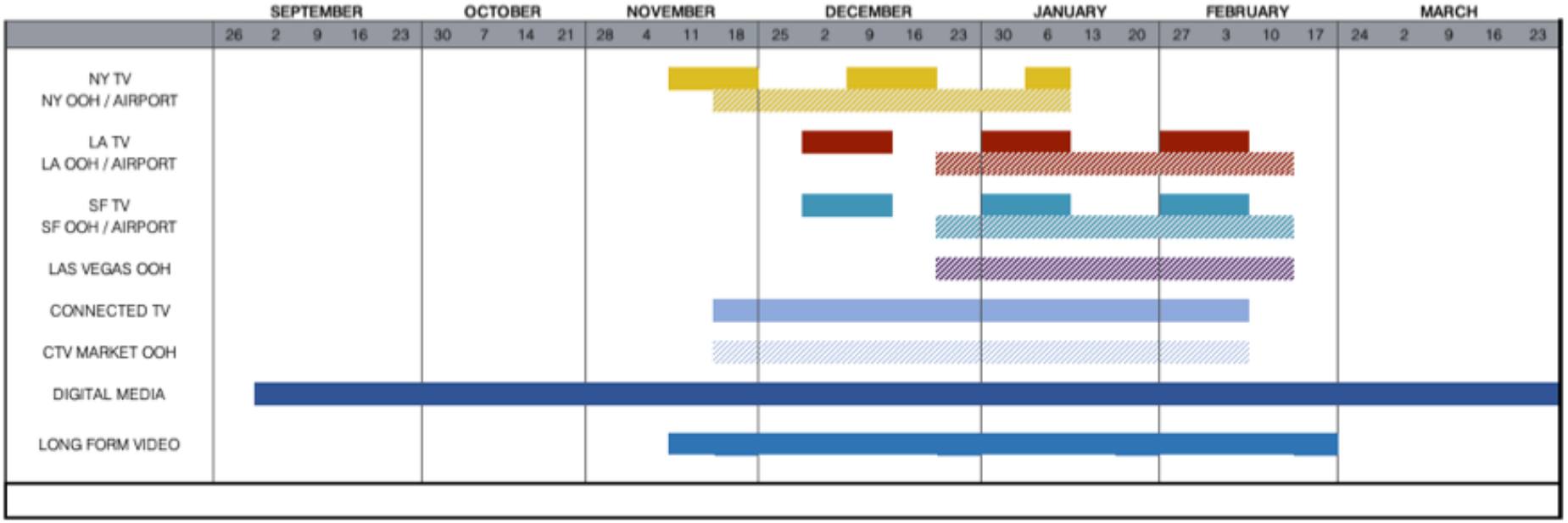
MOUNTAIN TIME 2020 FLIGHT DATES - WINTER 2020 MEDIA



Thank You