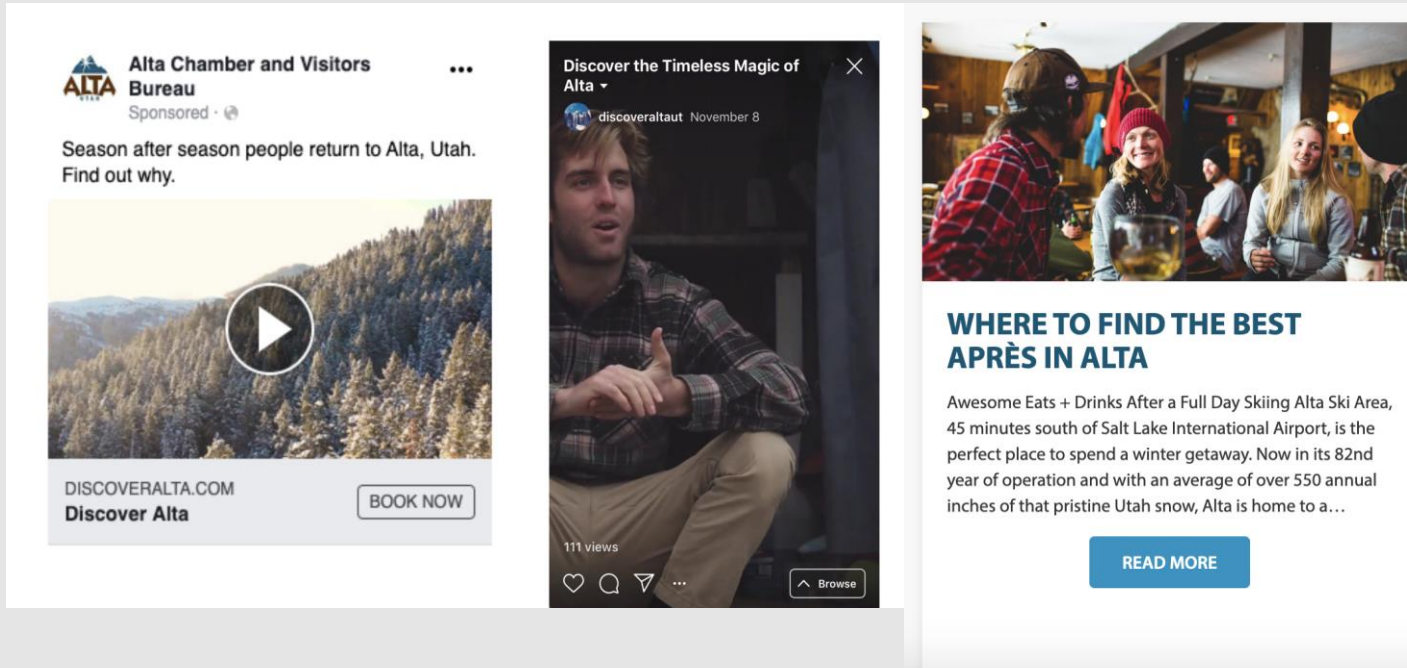


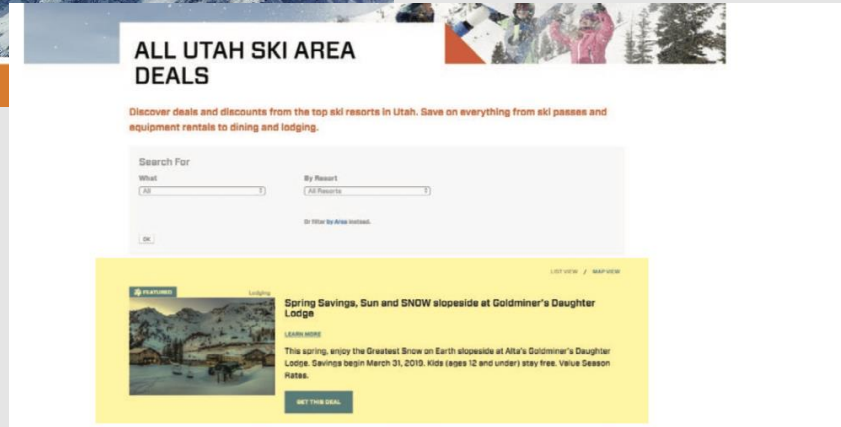
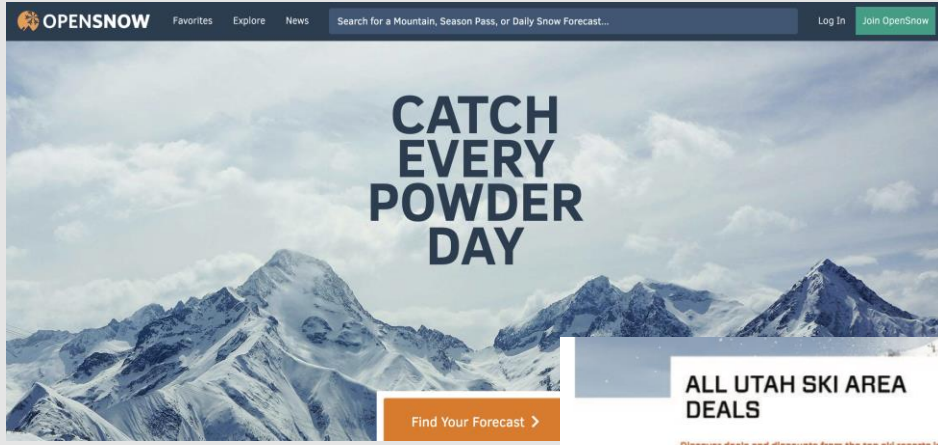
Discover Alta

Town Council Meeting Presentation 1/8/20



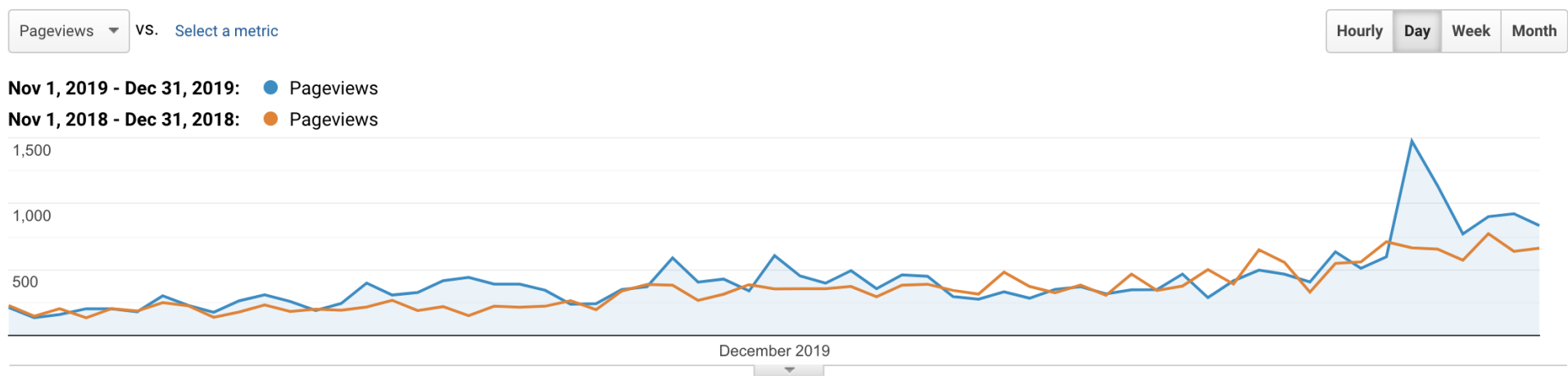
- Early Season Video
 - Voices of Alta Community
 - Revenue \$9,664
 - Views 64,111
 - Traffic 905 clicks
 - Social audience growth
- Blog Posts
 - Day in the Life Series
 - Local Business Highlights
- Newsletter

Marketing Recap Organic



Marketing Recap Paid Digital Ads

- Ski Utah Weekly Deals
 - Ads are highly visible and impactful for businesses.
 - +45,000 subscribers for Snow Report emails
 - Invited Alta Chalets to participate this year and expand the support to the Alta neighborhoods not just lodges.
- Opensnow Digital Ads
 - Spring Break
 - Ikon Pass holders



Pageviews

19.43%

25,479 vs 21,334



Unique Pageviews

18.84%

10,918 vs 9,187



Avg. Time on Page

3.32%

00:00:31 vs 00:00:30



Bounce Rate

-2.42%

1.40% vs 1.44%



% Exit

1.40%

31.26% vs 30.82%



Website Metrics

- Key Takeaways:
- Consistent growth from 2018 to 2019
- Top viewed pages:
 - Visit
 - Experience
 - Events
- December 2019 report overview

Membership Welcome Winter Event

- Collaboration with South Valley Chamber & Visit Salt Lake.
- Shallow Shaft hosted and provided a great atmosphere for networking and discussion
- Ski City provided valuable marketing info to local businesses.
 - VSL breakdown of marketing budget
 - Demographics
 - Ad strategy
- Successful turn out from members. Great response after the event.



2019-2020 SKI SEASON

**THIS IS SKI CITY.
THIS IS SALT LAKE.**



Upcoming Projects

- Ski. Eat. Sleep. Repeat Campaign
 - Highlighting local businesses, independent and uniqueness of Alta and the snow fall.
 - Promotion for late season & next season.
 - Paid ads to support roll out of video
- FAMs
 - Working with Ski Area on a collaboration for a FAM trip
- Social/Paid Google Ads
 - Ongoing to drive traffic to Discoveralta.com and member landing pages
 - TRCC Funding
 - Approved \$36,000 for new website
- Imagery Library Growth
- Spring Break Campaign

Finical Statement 2019

- Outstanding member dues 2019
 - Collected \$22,475 since this report was made
 - Created new strategy to collect on time for 2020
- Marketing spend \$36,790
 - Below average spend due to inefficient long term planning
 - Rectified the low spend issue by holding consistent committee meetings and better communication with the board
 - On track to spend the full amount this year with the marketing plans outlined here

Current Fiscal Year Marketing Budget

EXPENSES	
ADVERTISING AND PROMOTION	
Email Marketing (sends)	\$338.00
Early Season Campaign	\$883.67
FAMs	\$1,000.00
Neighborhoods Content Creation w/VSL	\$0.00
Paid Social	\$5,000.00
Photography	\$5,750.00
SEM/Adwords	\$6,000.00
Spring Lodging Campaign	\$5,000.00
Ski Utah Weekly Featured Deals (All 5 lodges + neighborhood angle)	\$9,000.00
Video Content	\$15,000.00
Website - New Templates for Key Pages	\$4,151.00
TOTAL A&P	\$52,122.67

Upcoming Spends:

- Ski Eat Sleep Repeat Video Project
- Digital Ads Opensnow to drive spring break bookings
- Spring Lodging Campaign
- SEM/Adwords
- Photography

Current Fiscal Year to Date Marketing

▼ Advertising & Promotion

Paid Social	1,450.00
Photography	800.00
SEM/Adwords	109.59
Ski Utah Weekly Featured Deals	9,000.00
Video Content	7,056.00
Website - New Templates	146.25
Total Advertising & Promotion	18,561.84



Questions?