



**SKI+ FY22/FY23 Campaign Plan**

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# Red Emerald Strategic Plan

- Vision
  - A state united in welcoming the world to experience soul awakening adventure
- Mission
  - Our mission is to elevate life in Utah through responsible tourism stewardship
- Position
  - Marketing
  - Stewardship
  - Development





## Red Emerald Strategic Plan Imperatives

- Continue Powerful Branding
- Prioritize Quality Visitation, Not Simply Quantity of Visitors
- Distribute Visitation
- Enable Community-Led Visitor Readiness
- Improve Organizational Effectiveness

# Goals & Objectives

- Responsibly drive travel to Utah's ski resorts and communities by growing Utah's brand awareness and consideration, ensuring Utah remains a top-of-mind winter destination -Continue Powerful Branding
- Increase the average length of stay and spend per trip - Prioritize Quality Visitation, Not Simply Quantity of Visitors
- Educate visitors on responsible, thoughtful travel practices to ensure everyone—visitors and locals alike—have the best Utah winter possible - Prioritize Quality Visitation, Not Simply Quantity of Visitors
- Focus on attracting new visitors and audiences to Utah (EDIA) - Prioritize Quality Visitation, Not Simply Quantity of Visitors

# Audience Mix

## General Audience

- Skiers and Boarders: A25-64; HHI \$100k+; interested in winter adventuring, exploring like a local, and adding social, non-skiing activities to their trips

## Sub Audiences

- Families: Parents who have slightly different needs and interests because of their children. (Luxury and economy included, share achiever and explorer qualities. This was our strongest ADR-driving audience)
- Epic and Ikon Pass Holders: Increasingly important audience, intermediate-to-advanced skiers interested in exploring new resorts, sometimes across several states.
- Repeat Visitors: Those who have skied in Utah before, liked their experience, and would consider returning. (Usually our top-performing audience)

## Micro audiences

- EDIA - BIPOC and LGBTQ+ content placements, and influencers

# **21/22 KEY RESEARCH**

# Advertising Effectiveness

Creative ratings strong

- Top 10% industry benchmark range for communicating attributes desired
- Ads have high impact on travel indicators
- Outperforms Colorado, Montana, Wyoming video advertising in evaluative ratings



# Advertising ROI Report

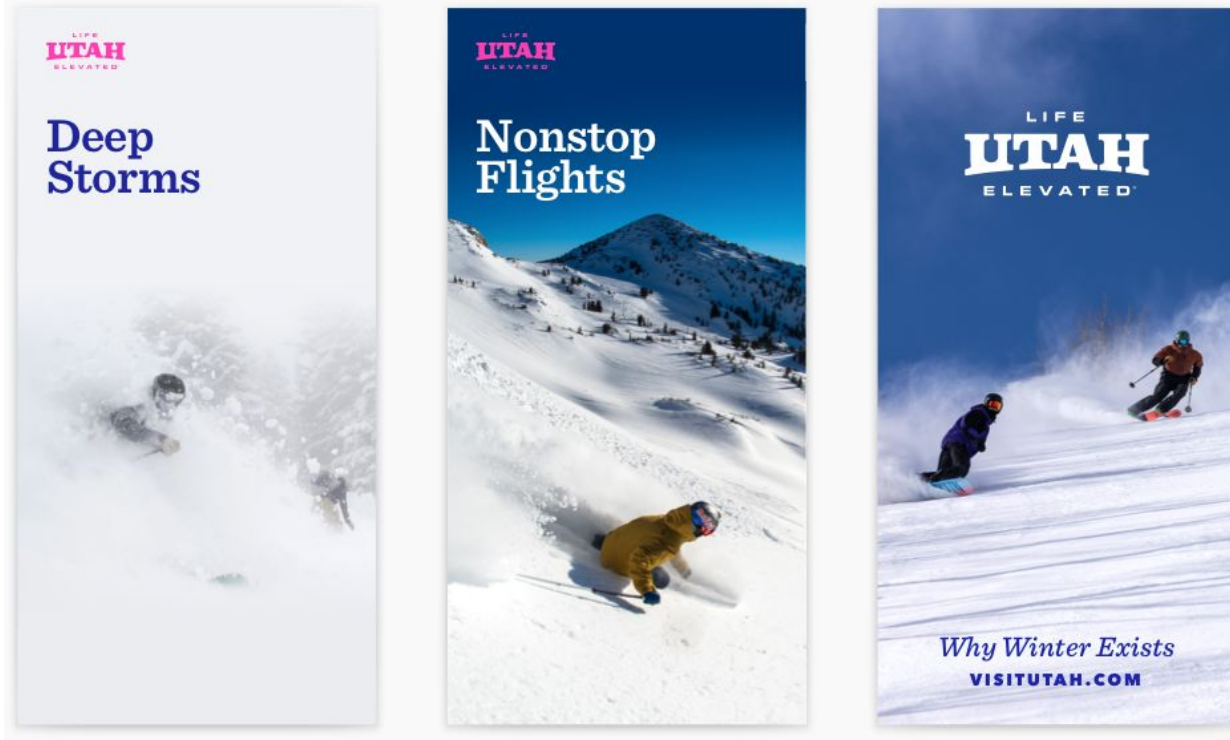
## Why Winter Exists

- More ad-influenced trips than any winter campaign
  - ~345K trips
  - ~\$900M visitor spending
- Highest ROI of any winter campaign
- Advertising influence was higher among target audiences indicating effective targeting



# **ADVERTISING CREATIVE**

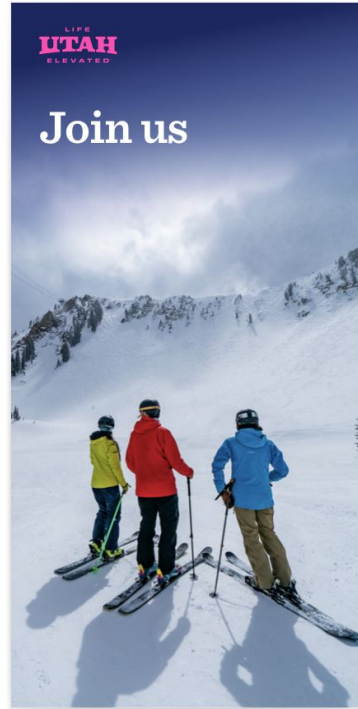
# Display Creative



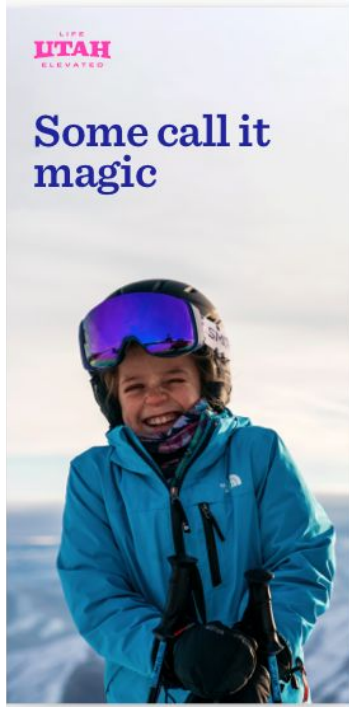
Deep Storms V3



General - Winter V2



General - Season



Family – Magic V2

LIFE  
**UTAH**  
ELEVATED

It's not  
just magic



LIFE  
**UTAH**  
ELEVATED

It's The  
Greatest  
Snow on  
Earth®



LIFE  
**UTAH**  
ELEVATED



THE  
GREATEST  
SNOW  
ON EARTH

*Why Winter Exists*  
**VISITUTAH.COM**


The Greatest Snow on Earth

# 14"

of new snow in the  
past 2 days



LIFE  
**UTAH**  
ELEVATED

POWERED BY  SKI UTAH

Snow Total



:30



:15 The Greatest Snow on Earth

**PAID MEDIA**

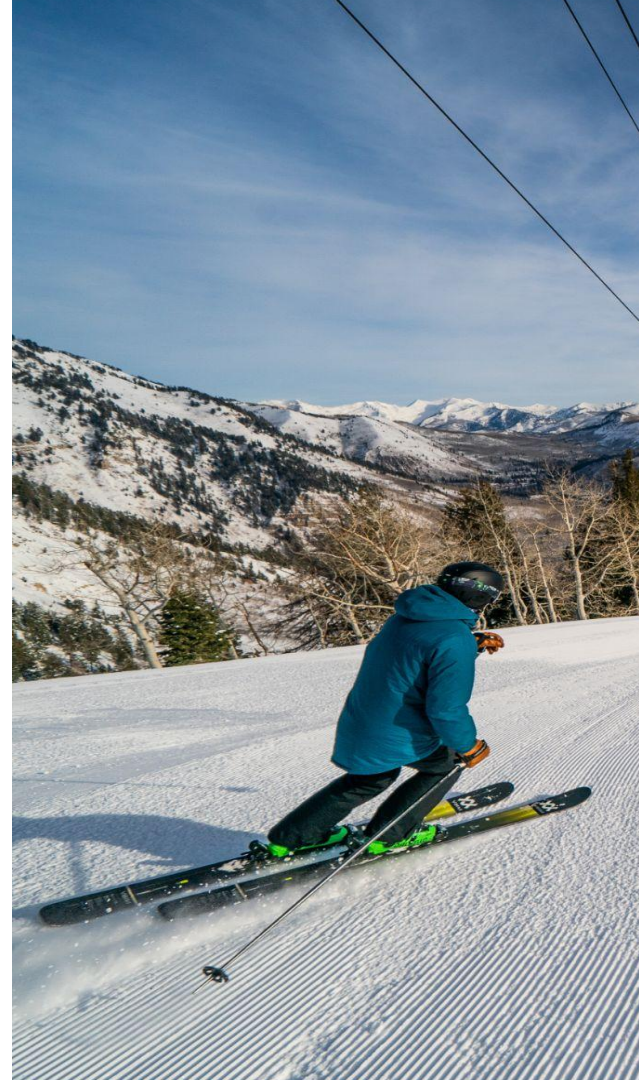
## Media Plan

# \$2,884,821

Total Budget

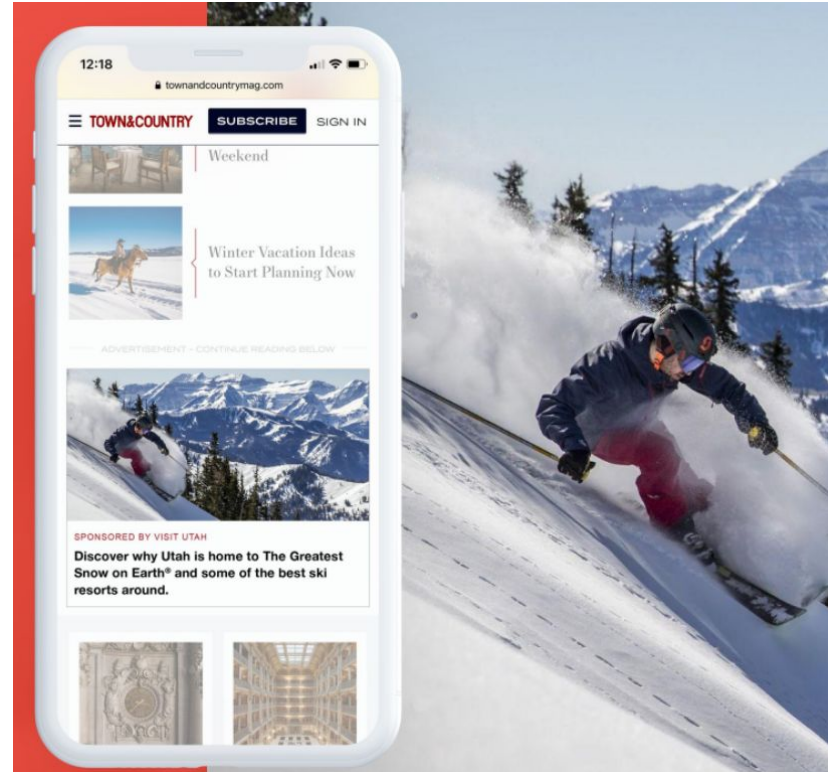
# 11/12/22 - 3/30/23

Flight Dates



# Native: On-Site & Off-Site

- Total Budget: \$275,491
- Targeting Tactics:
  - Behavioral Targeting
  - Look-a-Like Models
  - Contextual Targeting
- Flight Dates: 11/25/2022 - 3/15/2023



# Endemic: Ski


- Total Budget: \$152,000
- Targeting Tactics:
  - Audience Expansion 1P Lists
  - In-Email Promotions
  - Snow Triggered Deployments
  - Epic & Icon pass holders
- Flight Dates: 12/1/2022 - 3/15/2023

**Pow Pow Now: Another big snow event hits Utah mountains**




The snow is dumping again at Utah resorts, and the sounds you hear are eager skiers tapping away online booking trips to Salt Lake City, a perfect hub for winter adventures.

[Read More](#)

**OnTheSnow**  
Paid Partnership · March 8 · 

The snow is dumping again at Utah resorts, and the sounds you hear are eager skiers tapping away online booking trips to Salt Lake City, a perfect hub for winter adventures.  
Sponsored by Visit Utah. — with Visit Utah.



ONTHESNOW.COM

**Pow Pow Now: Another Big Snow Event Hits Utah Mountains - OnTheSnow**  
Sponsored by Visit Utah The snow is dumping again at Utah resorts, and the sounds you h...

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[Like](#) [Comment](#) [Share](#)



**SNOW IS FALLING**  
[FIND OUT WHERE](#)

**SNOW IS FALLING!**  
[FIND OUT WHERE](#)

# Endemic: Travel


- Total Budget: \$300,000
- Targeting Tactics:
  - Behavioral
  - Conquesting
  - Dedicated Newsletter
- Flight Dates: 11/18/2022 - 3/30/2023

It's officially ski season and everyone's invited. From the land of some of the best powder out there, check out our recs and roundups for your next trip to Utah (and other snowy destinations). All skiers—and non-skiers—welcome.

[Explore the guide](#)

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**UTAH**  
ELEVATED



**A Checklist For Your Utah Ski Trip**

Skiers love Utah's cozy resorts and reliable snowfall. Experienced travelers plan ahead to maximize winter and minimize impact.

[Read How](#)

Sponsored by **Visit Utah**

\*This product was independently selected by our editors. If you buy something through this link, Tripadvisor may earn an affiliate commission.

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Download on the **App Store** | **GET IT ON Google Play**

# Connected TV: Proven vs Test Partner

- Total Budget: \$1,265,000
- Targeting Tactics:
  - Sequential Targeting of past viewers of last years Ski campaign.
  - Cross Device Retargeting
  - Past Visitors to Utah Ski Resorts
- Flight Dates: 12/01/2022 - 3/15/2023
  - Heavy Up: 12/26/2022 - 1/10/2023



# Wanderlust Newsletter: Test

- Total Budget: \$11,000
- Targeting Tactics:
  - Delivery to 1.2M members
  - 5 sponsored newsletters
- Flight Dates:
  - 11/12/22
  - 12/10/22
  - 1/2/23
  - 2/6/23
  - 3/23/23




**WANDERLUST**  
Travel inspiration and advice from globetrotters

Presented By  
**LIFE UTAH**  
ELEVATED

## How to Actually Enjoy The Snow

Who loves a hip hotel, a room in a fairy chimney, a treehouse retreat, boutique B&B, old English manor house or a luxury design hotel? Check out my storyboard for some of my favourite places to stay in Europe and around the world from London to Spanish islands and the Peruvian jungle to a converted Paris bookshop and many more...

Curated by  Suzanne Jones, **The Travelbunny**




### The Best Ski Resorts in the United States

AFAR

Winter's great consolation prize is the ski vacation: Waking up under thick down comforters and opening the curtains to sublime views of powder-covered peaks; strolling down snowy, lighted main streets of a ski town and dipping

+ FLIP

PROMOTED BY VISIT UTAH



### 8 Elevated Ski Experiences That are Uniquely Utah

visitutah.com

If you dream of the possibility of hitting six resorts in one day or carving your own lines from snow-covered summits served by helicopters, then this listicle is made for you... Utah's close proximity to the Wasatch Front gives adventurers easy access to vast stretches of pristine and rugged backcountry and the best powder-filled ski resorts...

LEARN MORE

# Programmatic Pre-Roll & Display

- Total Budget: \$240,081
- Targeting Tactics:
  - Behavioral
  - Contextual
  - 1P data for Look-alike modeling
  - Primary focus on Video assets
- Flight Date: 11/18/2022 - 3/15/2023



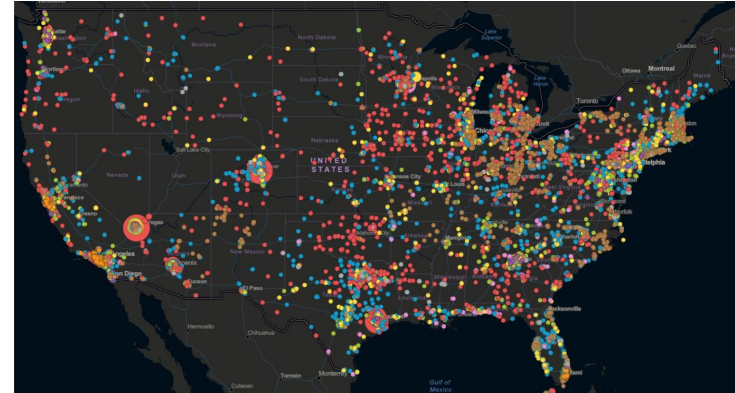
# OTA Programmatic Pre-Roll & Display

- Total Budget: \$125,000
- Targeting Tactics:
  - Behavioral
  - Contextual
  - 1P data for Look-alike modeling
  - Primary focus on Video assets
- Flight Date: 12/1/2022 - 2/17/2023
  
- **\*\*New:** Our partner will dedicate \$0.50 per hotel room booked up to 10% of our buy from this campaign to the Park City Foundation.



# Programmatic Digital Out of Home / Environmental

- Total Budget: \$250,000
- Static digital and video placements served across out of home venues/environment settings
  - Airports, malls, transit, gas stations, restaurants and billboards.
- Use custom audiences to define targets
- Arrivalist data to provide attribution tracking
  - 2021/22 metrics reported impact above benchmarks  
4.1x APM (.08 benchmark) and 486% lift (89% benchmark)
- Prioritize top performing geos from last season with specific market “heavy ups”
  - Las Vegas, Phoenix, Denver, Dallas/Fort Worth, Atlanta, Houston



# Print Salt Lake Magazine

- Total Budget: \$4,919
- January/February Issue
- Targeting locals and visitors with Forever Mighty messaging.
- Distribution:
  - local grocery stores
  - Barnes & Noble
  - In-room at several hotel properties
  - 6 Hudson News locations at the airport.



## TIPS AND TRICKS TO ENJOY THE GREATEST SNOW ON EARTH

You've anticipated the ski season for months, watching the forecast and snow totals carefully, and now it's time to enjoy winter in the Wasatch. Your out-of-office reply is clear: "I'll NOT be checking emails." No more work time, meeting time, client-call time or screen time. Here are some tips and tricks for making your on-mountain time the escape it is meant to be.

### TRANSPORTATION

The popularity of Utah's resorts around Salt Lake, Park City and Ogden mean that you won't be the only one on the road. But sitting in a line of canyon traffic or circling a crowded parking lot is not a great way to start a ski day. Wouldn't you rather be sitting on a chairlift?

**Tip 1: Carpool.** This will save you on parking fees and help reduce traffic and improve air quality. Resorts like Solitude reduce fees when a vehicle has two or more occupants. If you are flying solo, try out carpool apps like Waze Carpool and connect with like-minded powder hounds eager to get to the slopes.

**Tip 2: Ride the UTA Ski Bus.** The ski bus picks up at locations around the valley and at the well-situated park-and-ride lots below the resorts. The UTA Ski Bus will take you directly to Alta, Snowbird, Solitude, Brighton, Sundance Mountain Resort, Park City Mountain, Powder Mountain or Snowbasin and it allows you time to study trail maps to plot your first tracks. Some resort season passes come with complimentary ski bus access.

**Tip 3: Reserve a spot.** Resorts vary on paid parking, but some require parking reservations on weekends and holidays. Others, like Brighton, offer free parking (but it fills up fast) as well as a small reserved parking lot. Check resort websites for the latest parking information and reservation options.

### SKI AND RIDE SMART

Skiing and snowboarding are lifelong sports, relatively easy to learn but difficult to master. It is important to ski within your own range of ability, heed trail signs and consider the terrain you are venturing into. And it's important to know that the commonly known and understood Green, Blue and Black indicators are not universal—they are individual to each resort. That's right. Each resort bases the black-to-green range of difficulty on its most difficult run. That means a blue run (intermediate) at Snowbird—known for some of the steepest and most challenging runs in Utah—may not equate to a blue run at another resort.

**Tip 1: Take a lesson.** Sure, your best buddies are great skiers but are they great teachers? Utah resorts offer deals on lessons for beginners and a menu of workshops and clinics for intermediate and advanced skiers who want to eliminate bad habits, learn new skills and up their ski and riding games. Working on technique and practicing under the watch of an experienced teacher can make skiing less difficult, help you avoid injury and just plain make your time on the mountain more fun. **BONUS TIP:** Never try to teach your significant other how to ski. It's relationship suicide.

**Tip 2: Up your gear game.** You might be skiing on a set of Rossignols from 1995 and in boots you bought at a garage sale. Skis and boards have gotten much better. Consider renting a demo package at a resort for a day or from one of the local rental shops. Rentals also offer an affordable way to try before you buy and many shops offer deals on season-long rentals. (This is especially helpful for parents whose kids are quickly growing out of their gear from season to season.)

### BACKCOUNTRY | KNOW BEFORE YOU GO

One of the great things about the Wasatch Range is its easily accessible backcountry and sidecountry terrain. But easy access does not translate to "easy." Backcountry skiing is a risky endeavor that requires special equipment, training and an extensive understanding of terrain and snow conditions. Before you attempt any backcountry experience, educate yourself or consider going with a guide. The Utah Avalanche Center offers low-cost Utah Snow and Avalanche Workshops for beginners and experts to understand the finer points of terrain and avalanche danger. Visit [utahavalanchecenter.org](http://utahavalanchecenter.org) for dates and times.

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QR CODE

EASIER WAY  
HIVES BLISS  
HICKS RIDGE  
RETURN TO COLORADO  
SNOWBIRD  
SUNDANCE MOUNTAIN RESORT

REAL ADVERTISING SECTION



## Ski+ Year-Over-Year Comparison

Mediums	21/22	22/23
TV	\$0	\$0
CTV	\$1,298,000	\$1,265,000
Out of Home	\$250,000	\$250,000
Media	\$900,000	\$1,133,491
Social Media	\$85,000	\$96,330
Long-Form Video	\$50,000	\$50,000
Ski Utah Partnership	\$90,000	\$90,000
<i>Total</i>	<i>\$2,873,000</i>	<i>\$2,884,821</i>

# **PUBLIC RELATIONS**

# KPIs + Tactics

- **Monthly Headline Pitch:**
  - Winter Like a Local (October)
- **Overall Utah KPI Campaign Messaging Points Supporting Ski+**
  - Red Emerald
  - Forever Mighty
  - Guided Adventures
- **Ski+ NYC Media Event (October)**
  - Media desksides
- **Audience**
  - Food and wine enthusiasts
  - Luxury family travelers
  - Affluent adventurers
  - Key regional markets with direct flight lift (luxury focus) / drive-markets



# Messages | Storylines

- The Greatest Snow on Earth®
- Lesser-Known Mountains
- Welcoming Culture
- Activity Variety
- Culinary + Spirits



# Audiences | Target Publications

- Bloomberg
- Chicago Tribune
- Cool Hunting
- CNN Travel
- Conde Nast Traveler
- Essence
- Esquire
- Forbes
- PEAK Magazine
- Purewow
- New York Post
- Reader's Digest
- Seattle Times
- Sherman's Travel
- Sunset
- Travel + Leisure
- Town & Country
- USA Today

**SOCIAL MEDIA**

# Organic

## Video Content

- Inspirational storytelling and photographs
- More video content across Instagram and TikTok
- Utilize influencer/ambassador and resort assets

## Messaging

- Disperse visitation
- Incorporate Forever Mighty into our Ski+ Reels/TikToks/posts
  - Showcase ways to elevate the mountain experience
    - ridesharing, public transit, avalanche safety, slope etiquette, etc.

## Other Goals/KPIs

- Repackage website storytelling into Instagram stories to drive more link traffic to the website from social
- Elevate our Twitter presence to provide more up-to-date information for travelers and add more humor to our ski messaging
- Consideration of a giveaway for a pass

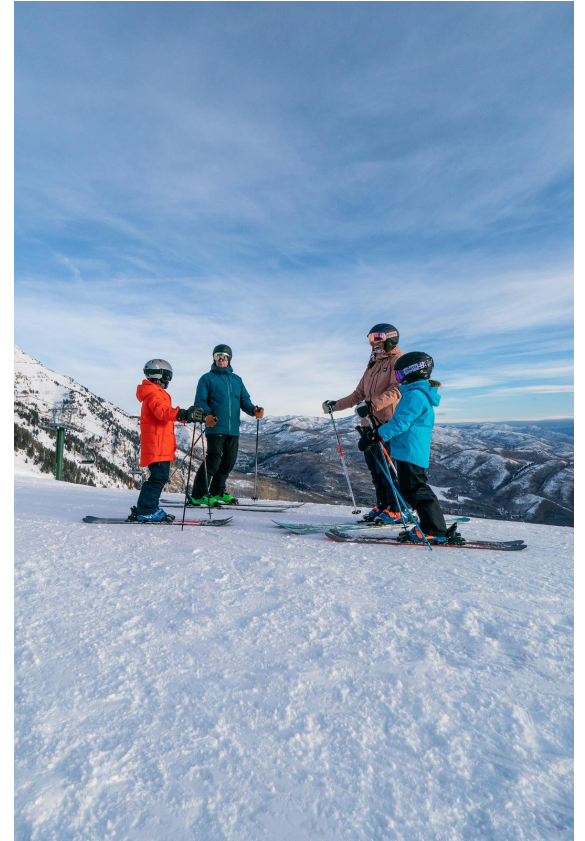


# Paid

Flight: Early November 2022 through March 2023

Objectives:

- **ACTION:** Increase traffic to Visit Utah's website as measured by link clicks and landing page views (LPV)
- **AWARENESS:** Increase awareness in key markets as measured by impressions and CPM
- **INTEREST:** Increase interest in key markets as measured by engagement and ad recall rate.



# KPIs

The following metrics are based on the previous slide breakdown of campaign types, with the main goal of landing page views .

# \$96,330

Domestic Planned Spend  
Objective: Traffic

# 17MM

Impressions

# 2.7MM

Reach

# 109k

Clicks

# 40k

Landing Page Views



# Influencers

## Utah Skiing is for Everyone

Objective: Brand Awareness + Destination Education

Mix of niche influencers (family-focused, disabled, BIPOC and LGBTQ+) with a common interest in winter sports

- Reach parents looking for winter family vacation inspiration
- Reach audiences who have not considered a winter vacation in Utah

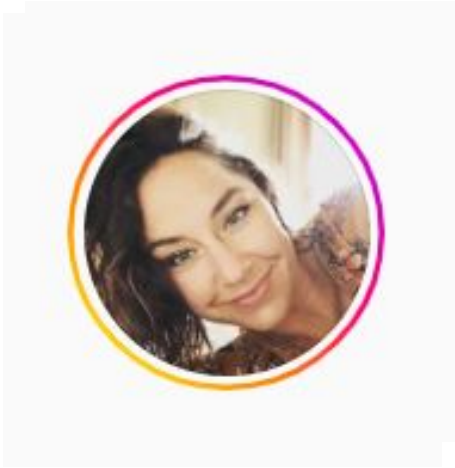
Key messaging across the campaign will prioritize:

- Warm hospitality
- The Greatest Snow on Earth
- World-class resorts
- Beyond the slopes
- Forever Mighty information to educate

Showcase how much Utahns love winter with exciting excursions outdoors as well as cozy spots to warm up.

[@alanathejane](#)

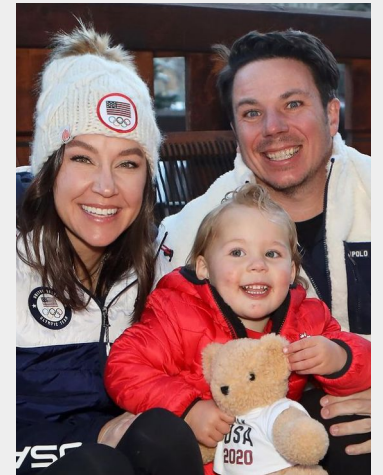
ALANA



- Location: San Diego
- Paralympian and Professional Speaker (Olympic gold medalist in wheelchair basketball)
- Paralyzed from waist down in snowboarding accident at 17
- Showcases her very active lifestyle that proves her disabilities don't hold her back
- Positive role model to her young family and social audience



[15.4K](#) followers



[@urbanclimbr](https://www.instagram.com/urbanclimbr)

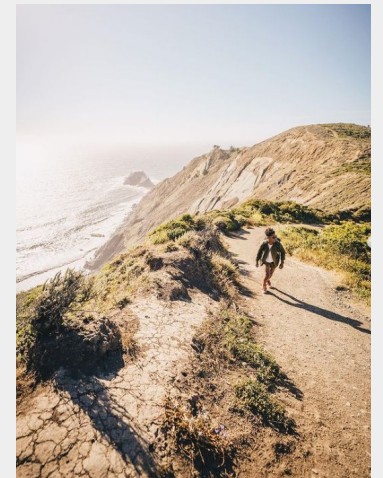
"L." RENEE



- Location: San Francisco
- Professional Adventure Photographer
- Her content is funny and lighthearted with a passion for the outdoors
- Her photography has been featured in National Geographic, Backpacker and Outside magazines as well as Patagonia ads

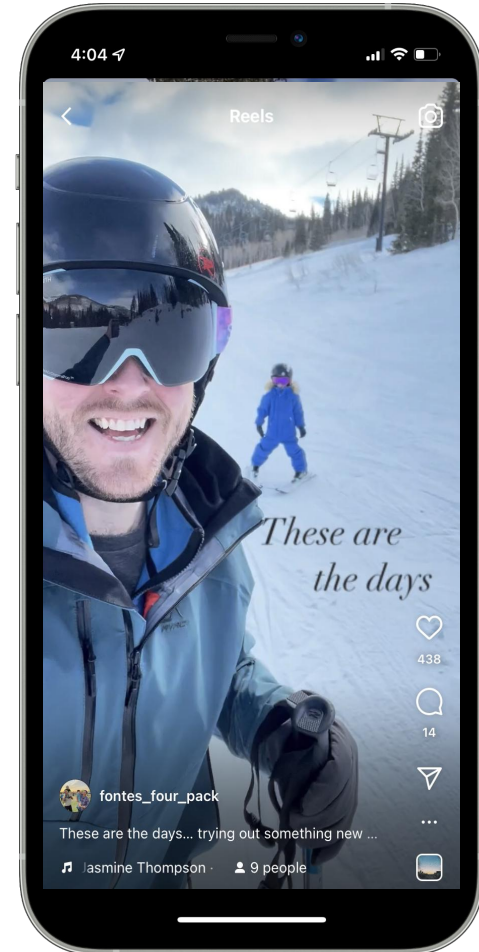


[31.5K](https://www.instagram.com/urbanclimbr) followers



# Ambassadors

- Ambassadors are Utah-based content creators
- Highlight diverse winter experiences across their social media channels and/or Visit Utah's channels.
- Continue to showcase The Greatest Snow on Earth® across our Instagram page.
- Showcase winter activities, lesser-known areas, and unique food and beverage options throughout the state.



**EMAIL NEWSLETTER**

# Monthly Newsletter Approach

- 7 Emails during the season
- 116,214 subscribers


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NOVEMBER 2021

## Winter in Utah

As the snow falls, our spirits rise. We cheer for the snow, powder on our ski runs and admire the mountain ranges.


[READ MORE](#)



Skating at Snowbird, Utah  
Photo: Clark Adam

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DECEMBER 19TH  
A single story shared weekly by Visit Utah



Snowbird, Utah  
Photo: Adam Clark


## How to Prepare for Your Utah Ski Vacation

Written by Evan Thayer

As someone who makes a living forecasting snowfall in Utah and has spent one hundred days on the slopes each winter, I can tell you that the tagline — The Greatest Snow on Earth® — is not just an advertisement. It's a [meteorological fact](#). We have an unrivaled combination of quantity and frequency of snowfall, as well as epic terrain. That doesn't mean we don't have our challenges during ski season. We do. But there are ways to overcome those challenges, and even help to mitigate them, all while making the most of our Utah ski and snowboard experience. Before you travel, review our [Travel Checklist](#) and keep these five tips in mind:

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DECEMBER 12TH  
A single story shared weekly by Visit Utah



Snowshoeing near Kamas  
Photo: Austen Diamond

## Fresh Tracks in Kamas – Utah's Snowcountry

Just east of the busy Park City resorts lies the Kamas Valley and Uinta Mountains, an uncrowded recreational motherlode bursting with Western charm.

Written by Melissa Fields

If you were to stand at either of the highest points and gaze eastward of what are arguably Utah's best known ski and snowboard resorts — [Park City Mountain](#) and [Deer Valley](#) — the view you'd see is a bit like looking into a

**VISITUTAH.COM**

# SEO | PPC

## Search Engine Optimization

- Target regional ski terms w/ content optimizations or backlink outreach
- Revisit off-mountain content introduced last season for optimizations or supportive storytelling
- Audit opportunities for new content creation

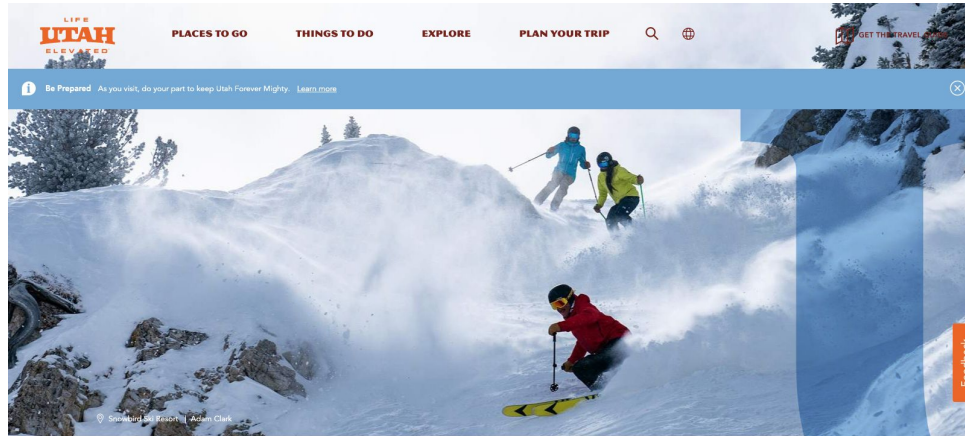
## Paid Search

- Aiming for improvements in engagement, CTR and cost efficiency
- Drive to campaign landing pages with new ad enhancements and targeting strategies
- Expanded ad groups for on and off-mountain experiences
- Continue targeting in-state searchers with FM messages

# Campaign Landing Pages

[/winter landing page](#) (Higher Funnel)

[Plan Your Ski Trip](#) (Lower Funnel)



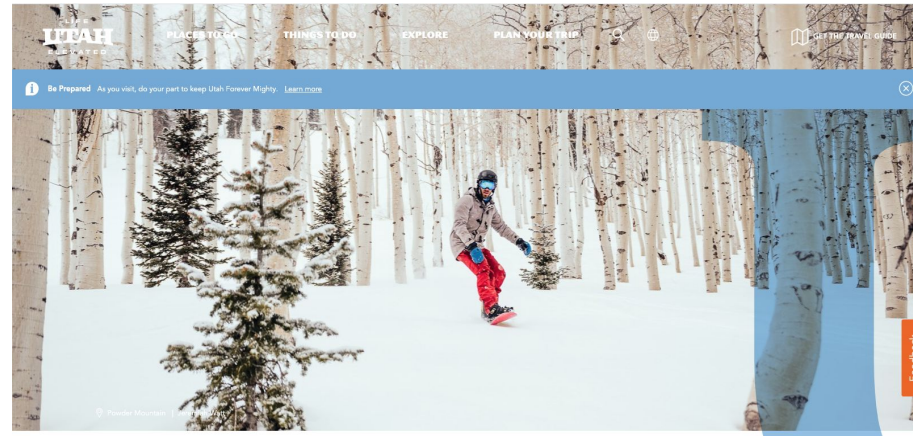
Home > Winter in Utah

## WINTER IN UTAH

Here in Utah, winter is a beloved season. As the snow falls, our spirits rise. We gleefully anticipate frost on our cheeks, powder on our ski runs and a blanket of white spread across the mountain ranges. The alpenglow of a rising sun ignites winter playtime; the warmth of a crackling fire celebrates the day's well-earned calm. You don't have to be from here to belong here. Welcome to Utah's famous winter.

[PLAN YOUR SKI TRIP →](#)

[WINTER IN SOUTHERN UTAH →](#)



Home > Plan Your Trip > Plan Your Ski Trip

## PLAN YOUR SKI TRIP

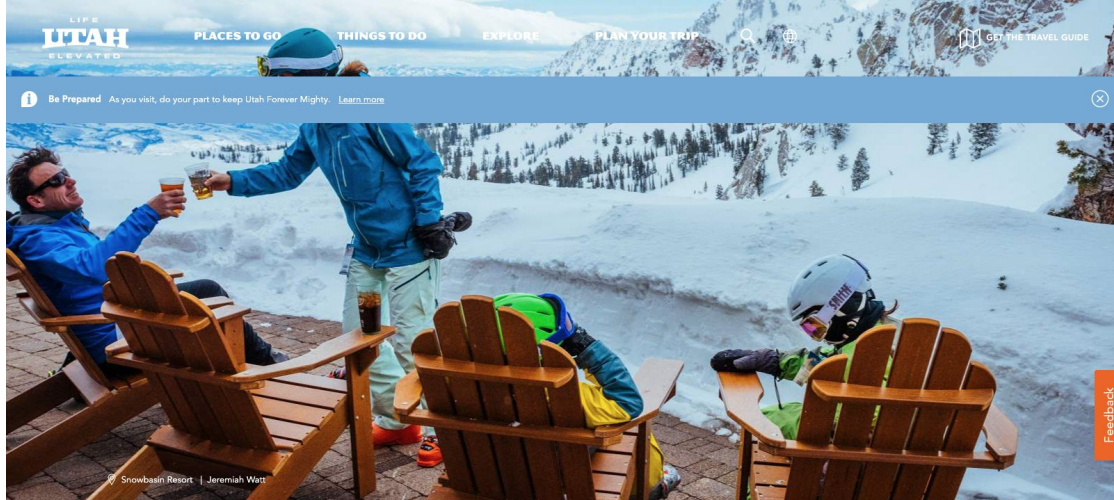
Utah's easy access and reliable snowfall keeps ski vacation planning simple, but you should still review our [checklist](#) to minimize delays and maximize downhill. If you have any questions as you make your plans, feel free to chat with our team using the button in the corner of this page.

[UTAH SKI RESORTS →](#)

[ABOUT COVID-19 IN UTAH →](#)



# Content - Inspirational and Informational



## Powder Dreams

Quick access to three distinct ski areas and a choice of seven resorts.

Explore the itinerary, then start planning your Utah ski vacation.

This three-day powder dream ski vacation takes you to Utah ski resorts all known for their seemingly endless stashes of deep powder. In Salt Lake City and Ogden, you can ski or ride all day then relax slope-side for the night, or make the short trip back to the city for a night on the town.

Salt Lake City isn't your regular ski town — it's a Ski City. With big city, world-class amenities galore and 10 different resorts within an hour of Salt Lake City International Airport (SLC), Salt Lake City, Utah ski trips can satiate any skier's or snowboarder's lust for more time on the The Greatest Snow on Earth® (here's why), and if you have an Ikon Pass or Ski City Super Pass, you can ski any or all four Cottonwood Canyon resorts for a fraction of the walk-up rate.

Best of all, because of its size, Salt Lake City lets you live your powder dreams on any budget and, rest assured, there's no "roughing it" here. You can still enjoy a vibrant, "West of Conventional" urban culture and modern lifestyle. This three-day itinerary visits your choice of Ski City's four resorts, plus makes the short drive north for a bonus day at one of Ogden's resorts. Once you get a taste for Utah ski trips — and once you realize how close, easily-accessible and incredible it all is — you may never want to ski anywhere else.



## Snow Report

Show New Show Best



**Alta Ski Area**  
New Snow: 0"  
Open Runs: 0/18  
Opening: 11/18/2022  
Closing: TBD



**Beaver Mountain**  
New Snow: 0"  
Open Runs: 0/48  
Opening: TBD  
Closing: TBD



**Brian Head Ski Resort**  
New Snow: 0"  
Open Runs: 0/71  
Opening: 11/18/2022  
Closing: TBD



**Brighton**  
New Snow: 0"  
Open Runs: 0/66  
Opening: TBD  
Closing: TBD



**Cherry Peak**  
New Snow: 0"  
Open Runs: 0/20  
Opening: TBD  
Closing: TBD



**Deer Valley Resort**  
New Snow: 0"  
Open Runs: 0/153  
Opening: 12/16/2022  
Closing: TBD



**Eagle Point**  
New Snow: 0"  
Open Runs: 0/39  
Opening: 12/16/2022  
Closing: TBD



**Nordic Valley**  
New Snow: 0"  
Open Runs: 0/40  
Opening: 12/09/2022  
Closing: TBD



**Park City Mountain**  
New Snow: 0"  
Open Runs: 0/31  
Opening: 11/18/2022  
Closing: TBD



**Powder Mountain**  
New Snow: 0"  
Open Runs: 0/156  
Opening: TBD  
Closing: TBD



**Snowbasin Resort**  
New Snow: 0"  
Open Runs: 0/107  
Opening: 11/25/2022  
Closing: TBD



**Snowbird**  
New Snow: 0"  
Open Runs: 0/141  
Opening: 11/30/2022  
Closing: TBD



**Solitude Mountain Resort**  
New Snow: 0"  
Open Runs: 0/62  
Opening: 11/18/2022  
Closing: TBD



**Sundance Mountain Resort**  
New Snow: 0"  
Open Runs: 0/50  
Opening: 12/09/2022  
Closing: TBD



**Woodward Park City**  
New Snow: 0"  
Open Runs: 0/11  
Opening: TBD  
Closing: TBD

Home > Plan Your Trip > Plan Your Ski Trip > SKI FAQs

### SKI FAQs

You're new to a Utah winter vacation, lured by promises of [The Greatest Snow on Earth®](#) and incredibly [easy access](#) to as many as 15 resorts. As you've researched, maybe you've heard the term "Altaholics" thrown around, or you've heard rumors of a ski-in distillery? What about those liquor laws, anyway? Let us help clear things up so you're properly prepared to ski, board, tour, spa and then relax with a drink.

[HOW TO PREPARE FOR YOUR SKI TRIP →](#)



A photograph of two skiers from behind, walking on a snowy mountain slope. The skier on the left wears a purple jacket and a red helmet. The skier on the right wears a dark blue and teal jacket and a black helmet with goggles. They are carrying their skis and poles. The background features snow-covered evergreen trees and distant mountains under a cloudy sky.

Questions

# Ski+ TMPF Budget

Mediums	22/23
TV	\$0
CTV	\$1,265,000
Out of Home	\$250,000
Media	\$1,133,491
Social Media	\$96,330
Long-Form Video	\$50,000
Ski Utah Partnership	\$90,000
<i>Total</i>	<i>\$2,884,821</i>

LIFE  
**UTAH**  
ELEVATED



UOT 2022 SOUTHERN UTAH +

# 2022 Southern Utah+ Campaign Retrospective

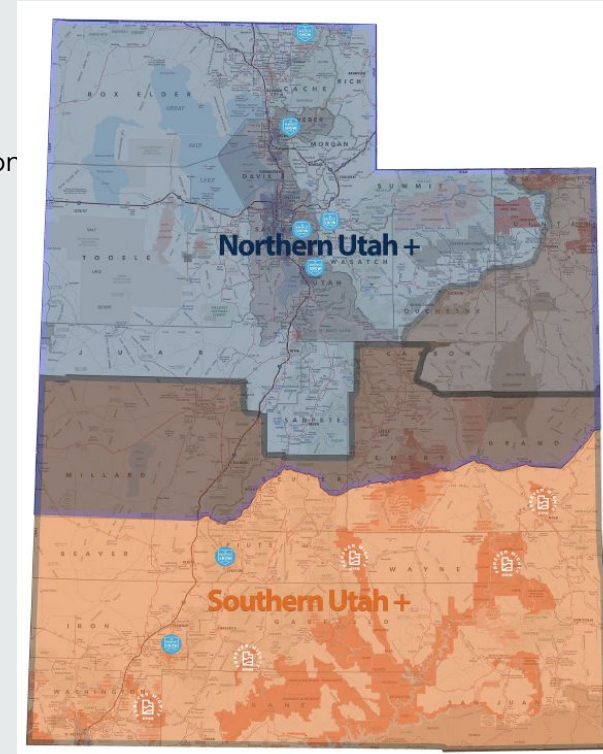
The Utah Office of Tourism



# Campaign Strategy

## CAMPAIGN GOALS

1. Increase awareness of Utah's promise of connection to place, others, and self among Red Emerald Ready audience.
2. Increase consumer engagement with Forever Mighty content and messages.
3. Distribute visitation by responsibly promoting unique Utah product and cultural offerings, especially dark skies and our local communities.



		February				March				April				May					June				July					August					September				Budget
		31	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	
	Connected TV																																				\$1,700,000
	TripAdvisor																																				\$1,082,000
Standard Media	Branded Hub																																				
Animated Videos																																					
	Outside Online																																				\$150,000
	Native Programmatic																																				\$400,000
To include retargeting of confirmed travelers																																					
	Programmatic Display/Pre-Roll																																				\$500,000
	YouTube																																				\$100,000
	In-Market OOH																																				\$150,000
	In-Market Pandora																																				\$150,000
	Social Media																																				\$246,488
	AdServing																																				\$50,000
	<b>Total</b>																																				<b>\$4,528,488.00</b>

## KEY MESSAGES

1. **Forever Mighty: a rugged yet fragile landscape with welcoming and thoughtful communities**
  - A Southern Utah for everyone; respect for place and each other.
  - Learning to outdoors and sharing your knowledge with others (Leave No Trace principles); unexpected places ready to explore
    - i. Stop Archaeological Vandalism
  - Support local
2. **Travel Matters: Prioritize deeper, quality travel**
  - This is the year to travel and to travel well
  - Emphasize wellness, regeneration (you+destination), guided and itinerary-based regional visits, slow travel/slow movement
3. **Steeped in History and Culture**
  - Sense of connection
  - Blend of prehistory, Indigenous and Western Americana
  - Filmed in Utah

## CORE AUDIENCES

Red-Emerald Ready Travelers (New custom audience from Love that will REPLACE our Traditional Parks Visitors audience. People who have previously taken a Red Emerald trip and show interest in this type of longer, slower travel) who are:

- Explorers
- Families
- Achievers

## MICRO AUDIENCES

- New to Nature (concentrated effort to deliver Forever Mighty messages to help this audience plan and prepare)
- She Travels (Love to coordinate separately; utilizing existing assets and remaining budget from carry forward)
- Film enthusiasts/Film tourists (dedicated custom audience and media buy for native content distribution overlapping with this campaign)
- Utahns (both residents and travelers currently in-state; targeted with a plan and prepare message on digital radio and OOH)

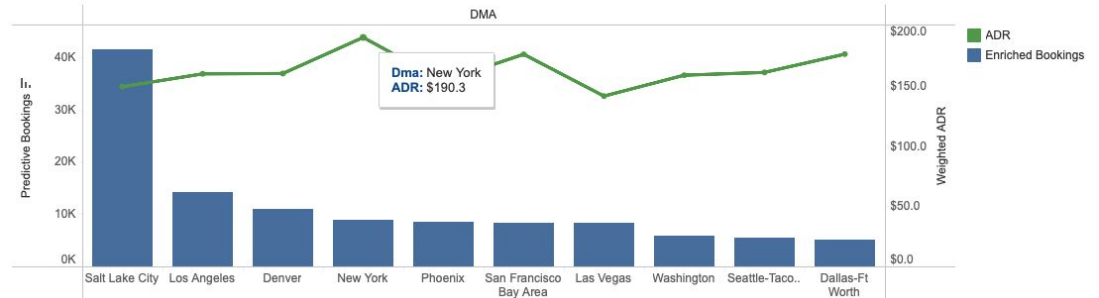
Media



# Campaign Performance: Overview

- The campaign generated 1.58M post ad exposed page views.
  - Our CTV campaign accounted for 412,943 ad exposed page views specifically for VisitUtah.com.
- We tracked more than 6.2M hotel searches, resulting in \$91.4M in hotel revenue:
  - ADR: \$166.06
  - Tripadvisor has been driving the strongest ADR, \$174.

Top 10 DMA's by **Enriched Bookings** & **ADR**

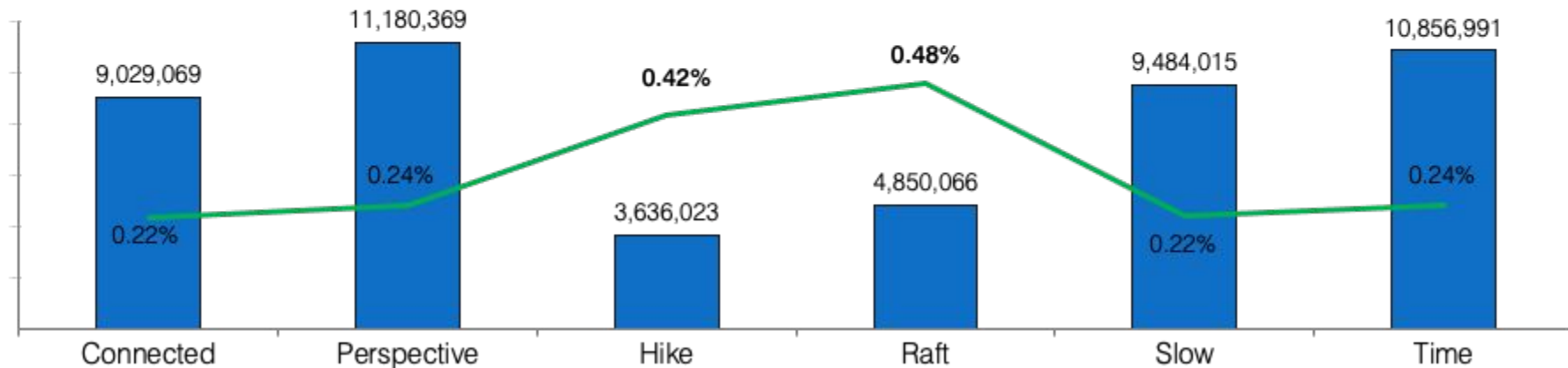


# Display Campaign:

## Performance by Creative

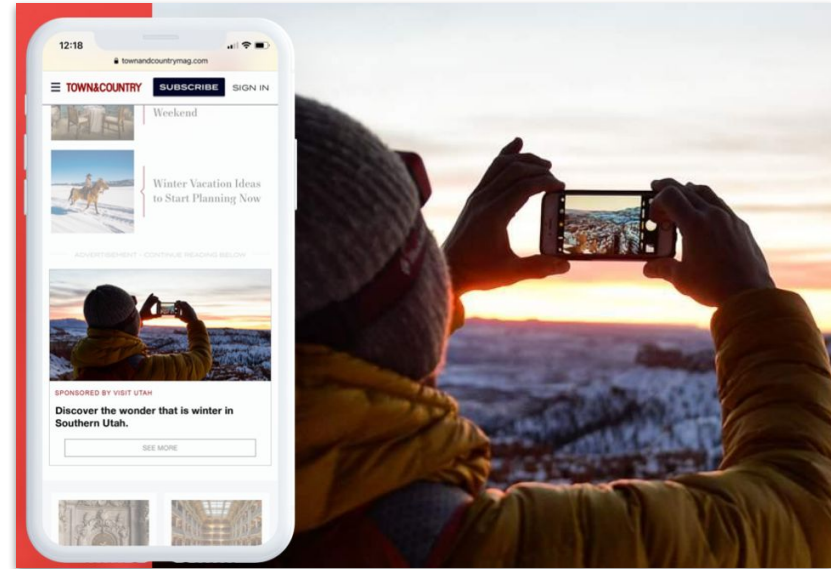
Impressions PIR

Forever Mighty Targeting



# Native

- There have been over 411k page views generated to our website as a result of being exposed to our native advertising campaign.
  - Hotel Revenue: \$20.5M
  - ADR: \$168.15 *this is down from May's ADR of \$176.29*
- Top performing Articles:
  - How to Visit Zion National Park: 14,092 page views
  - How to Visit Rock Imagery: 13,835 page views



## Native: Top Ten (126k page views)

Article	Page Views	Average Time on Page
How to Visit Zion	14,092	2:09
How to Poop in the Woods	13,130	4:44
How to Visit Rock Imagery	13,835	4:29
Historic Highway 89	12,807	3:51
Focusing on Wellness	12,583	2:24
Insiders Guide to Torrey	11,812	4:10
Rural Community Stewardship	11,292	4:34
Red Acres is the Place for me	11,845	2:20
Utah Llama Trekking	12,794	2:48
How to Visit Arches	12,089	2:02

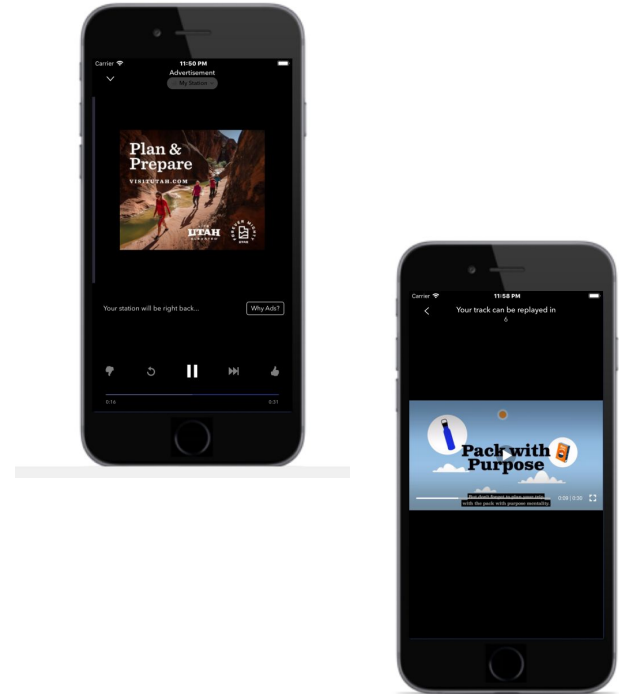
# CTV Performance

- Viant
  - There have already been more than 412k post impression activities generated by the CTV Campaign.
  - Our family audiences are driving the most website visitation post ad exposure with 67k page views.
  - Our regional creative was slightly more efficient at driving website visitation.



# Pandora Audio

- Targeted in-state travelers with Forever Mighty messaging on Pandora's streaming audio and podcast platforms.
  - 710,992 Reach / 8.5x frequency
  - 6,346,625 impressions (117% delivery)
  - 1,930 clicks / 0.22% CTR
- Sponsored Access-Mobile Video placement delivered high engagement with 94% View Rate (88% benchmark) and 0.31% CTR
- Podcast ads provided 141% incremental reach to the campaign.



Although not a standard “click” environment, website visitors from the Pandora campaign showed high engagement with a higher than average session duration of 55 seconds.

■ Non-Podcast Reach (UV)  
■ Podcast Reach (UV)

420,819

299,482

# Gas Station Advertising (static)

- In-state targeting (excluding Salt Lake City) at gas stations along high traffic interstates/routes to southern Utah attractions.

5/2/22 - 6/27/22

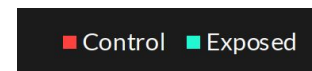
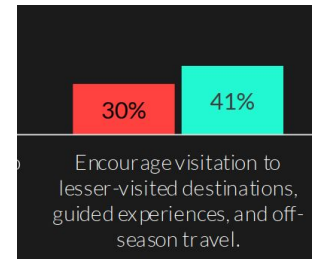
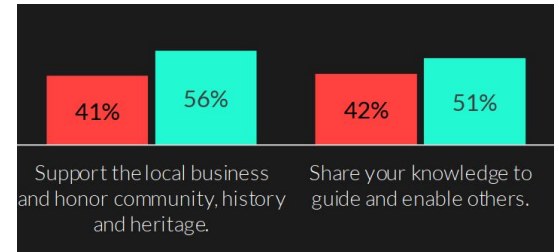
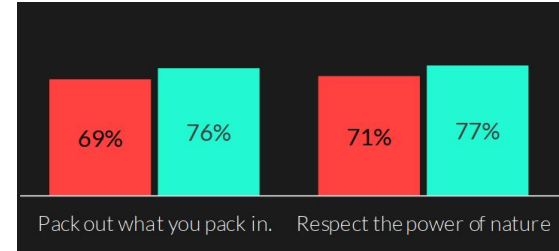
17,526,600 impressions

- (50) Gas Pump Locations : 9,534,000 IMPs
  - (25) One-Sheet Posters Locations : 4,767,000 IMPs
  - (20) Window Cling Locations: 3,225,600 IMPs
- Campaign received in-kind override for 4 weeks and no charge on window cling placement.  
\$22,610 total value add



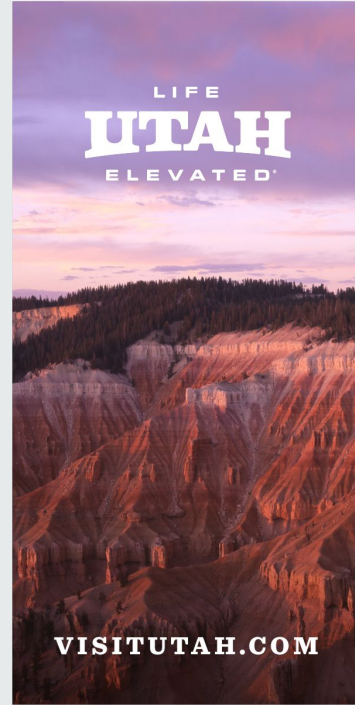
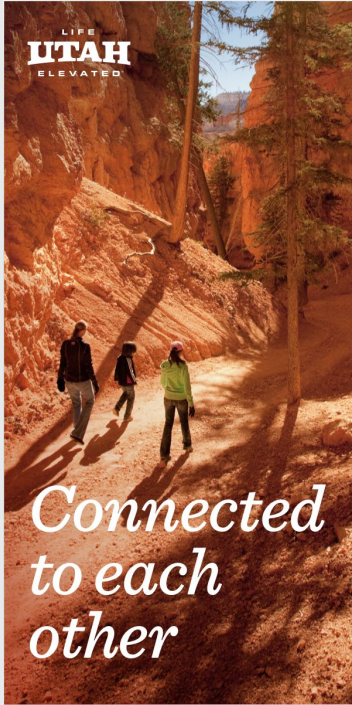
# Programmatic Digital Out of Home

- Targeted in-state travelers with Forever Mighty messaging on digital screens at gas stations and entertainment venues. 5,312,685 impressions delivered
- Retargeted visitors exposed to DOOH screens with mobile display ads - 0.13% CTR (2,652 site visits)
- Vendor brand study showed audiences with cross-screen exposure (DOOH and mobile retargeting) had a significantly higher lift for consideration (+50% vs +34%) and visit intent (+47% vs +29%).

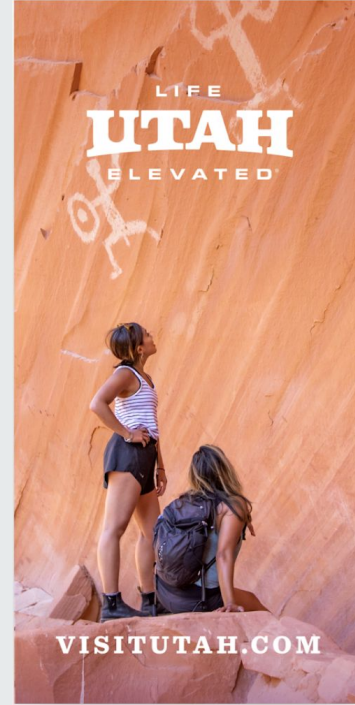


# Advertising Creative

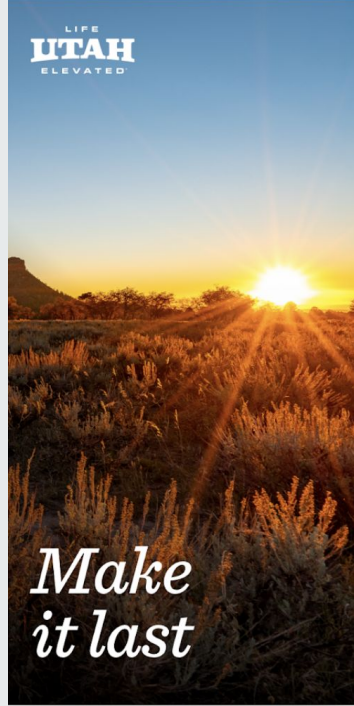
ADVERTISING CREATIVE - Banners



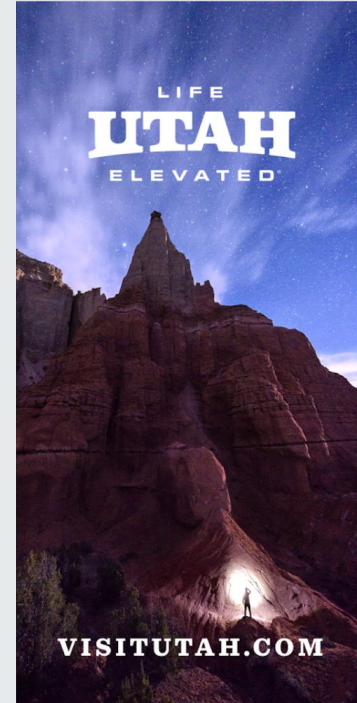
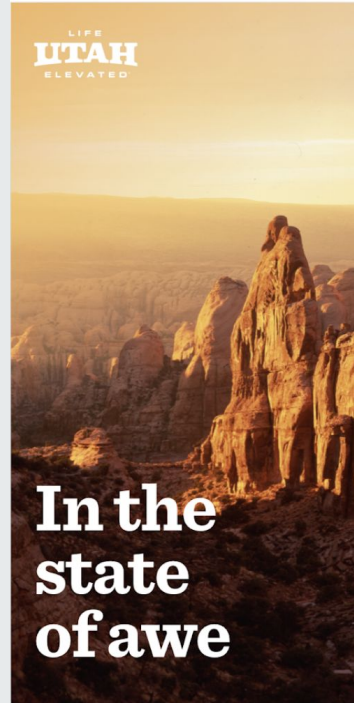
ADVERTISING CREATIVE - Banners



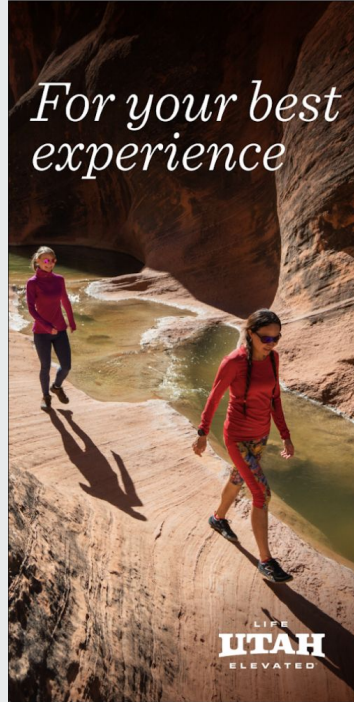
ADVERTISING CREATIVE - Banners



ADVERTISING CREATIVE - Banners



ADVERTISING CREATIVE - Banners



ADVERTISING CREATIVE - Banners



## SEE/THINK ADVERTISING CREATIVE - Slow Down



## SEE/THINK ADVERTISING CREATIVE - Perspective



## “CARE” RE-TARGETED SPOTS

### Assets:

- 1 :30 second spot
- 3 :15 second spots

**Approach:** Sourcing visuals and VO from the work of our new content creation we will create spots to highlight Forever Mighty key messages and distribute through retargeted

- **Respect + Protect**
  - **Support Local**
  - **Plan + Prepare**
  - **Honor Indigenous Cultures/Stop Archaeological Vandalism**
-

CARE ADVERTISING CREATIVE - Respect & Protect



## CARE ADVERTISING CREATIVE - Support Local



## CARE ADVERTISING CREATIVE - Plan and Prepare



CARE ADVERTISING CREATIVE - Honor Indigenous Cultures/Stop Archaeological Vandalism



LIFE  
**UTAH**  
ELEVATED<sup>®</sup>

Endemic Creative





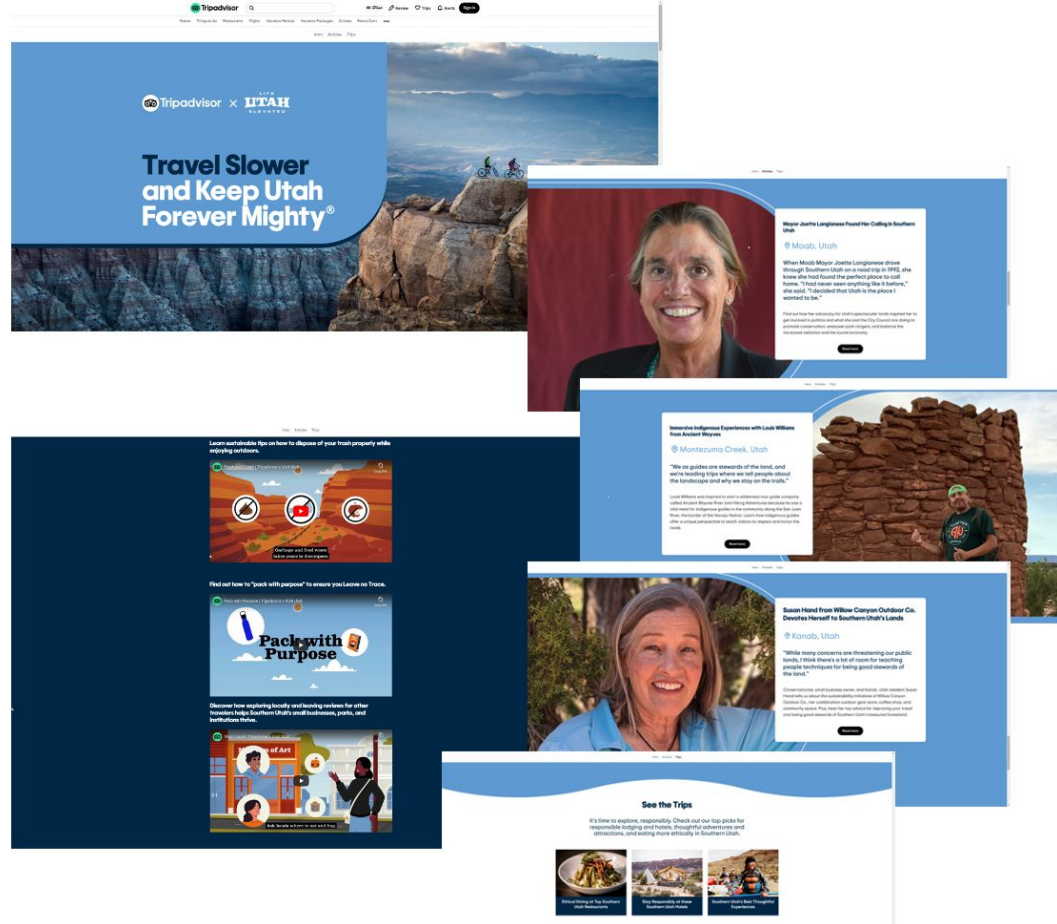
# Tripadvisor

- Tripadvisor users exposed to our campaign:
  - 50% more pages of Utah Content.
  - 40% more points of interest.
  - Booked 80% more.
  - Viewed 60% more Utah attraction content.

The image shows a screenshot of the TripAdvisor website. At the top, there is a navigation bar with the TripAdvisor logo and search options. Below the navigation bar, the main content area is titled "Restaurants in Washington DC" and "Hotels in Washington DC". The restaurant section displays a grid of results, including "1 Bistro Arocosi" and "Bistro Arocosi". The hotel section displays a grid of results, including "Hilton Toronto Airport Corporate Centre" and "Courtyard by Marriott Toronto Downtown". A "LIFE IN UTAH" banner is visible on the left side of the page. The banner features a scenic view of a desert landscape with a red rock formation and the text "LIFE IN UTAH ELLEVATED".

# Tripadvisor

- Editorial and Custom Campaign Data:
  - New email opt-ins: 2,271
  - Branded Hub: 77k page views
  - Branded Videos: 3.7 million completed views
  - Viewed 60% more Utah attraction content
  - Branded Articles: 63k page views



# Outside Online

- Page Views: 29,236

**Outside** Q ☰

GEAR ADVENTURE HEALTH TRAVEL CULTURE LONG READS VIDEOS PODCASTS

## BEYOND THE PARKS

Utah's national parks are iconic, but they're just the tip of the adventure iceberg.

PRESENTED BY **UTAH** ELEVATED

OUTFITTERS' PICKS FOR 10 UNFORGETTABLE SOUTHERN UTAH ADVENTURES

Regardless of how experienced you are, exploring with a guide can elevate your experience. Plus, you'll be supporting the livelihoods of the people who care for and call Utah home.

[READ MORE](#)

Explore the map below for great adventures, with fewer people.

[SHOW ALL](#)  
[EXPLORE DARK SKIES](#)  
[FIND ACCESSIBLE ADVENTURES](#)  
[CONNECT WITH CULTURES](#)  
[GO DEEP](#)

**Outside** [JOIN NOW](#) [SIGN IN](#)

Explore the map below for great adventures, with fewer people.

[SHOW ALL](#)  
[EXPLORE DARK SKIES](#)  
[FIND ACCESSIBLE ADVENTURES](#)  
[CONNECT WITH CULTURES](#)  
[GO DEEP](#)

UTAH

HOAS ADVENTURE CENTER

EXPAND

5 TIPS FOR MINDFUL TRAVEL IN UTAH

Follow these guidelines during your trip to keep Utah Forever Mighty

[READ MORE](#) →

UTAH IS FOR ADVENTUROUS WOMEN

There's never been a better time to seek the positive benefits of being outdoors, which is why this travel writer keeps coming back to Utah

[READ MORE](#) →

**Outside** [JOIN NOW](#) [SIGN IN](#)

Explore the map below for great adventures, with fewer people.

### TAKE A JEEP TOUR

You don't have to venture far into the wilderness to see some of southern Utah's most beautiful sights. There are plenty of scenic drives you can do in a passenger car, but to get a little further out there, Graber suggests signing up for a Jeep tour. He recommends checking out [Moab Adventure Center](#), which runs "summer safaris" deep into the red-rock valleys.

5 TIPS FOR MINDFUL TRAVEL IN UTAH

Follow these guidelines during your trip to keep Utah Forever Mighty

[READ MORE](#) →

UTAH IS FOR ADVENTUROUS WOMEN

There's never been a better time to seek the positive benefits of being outdoors, which is why this travel writer keeps coming back to Utah

[READ MORE](#) →

# Content Marketing

VisitUtah.com

*Website Design & Development,  
Content Landing Pages and SEO*

## Key Learnings / Recommendations:

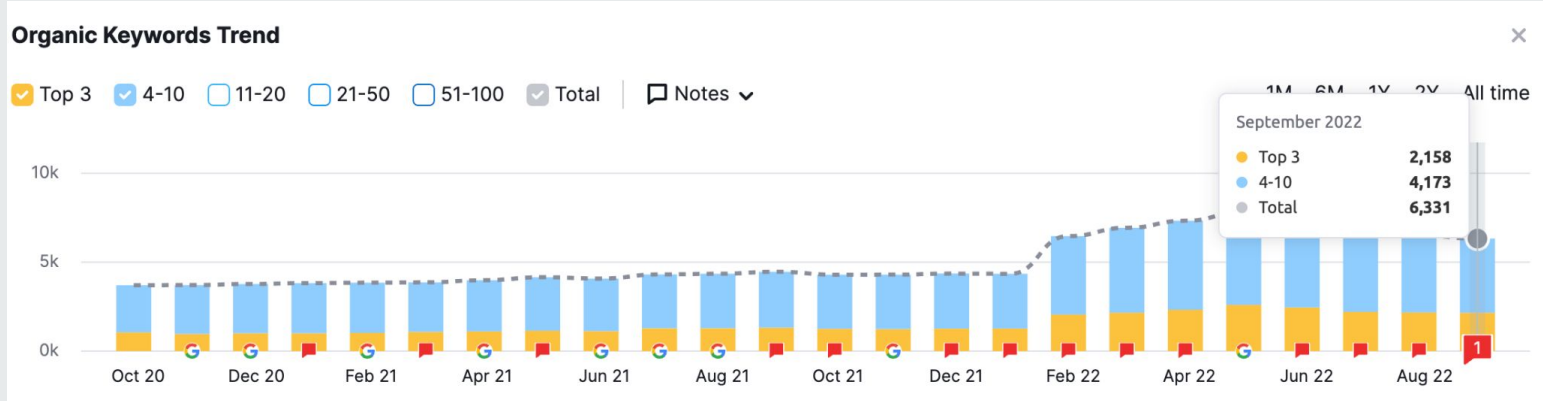
- Southern Utah-tagged content gained more exposure but slightly lower engagement overall YoY
  - 2/1/22-7/31/22: Pageviews +6%, Avg time on page -4%
- Paid Search, Native and Display contributed significantly to the YoY rise in pageviews and sessions to Southern Utah-tagged content
- Southern Utah-tagged content seemed to resonate well with International users
  - 139% overall increase in sessions YoY (Organic search top driver at +143% YoY)
  - 01:44 average session duration was higher than users in US
- Itineraries were perhaps not emphasized enough this campaign period
  - 40% drop in pageviews to Southern Utah-tagged itineraries
  - Native was the only channel to drive more pageviews YoY

MOST-VISITED SU+ PAGES: 2/1/22 - 7/31/22

Page	Pageviews ▾	% Δ	Entrances	% Δ	Avg. Time on Page	% Δ
1. /places-to-go/parks-outdoors/the-mighty-5	177,047	-21.7% ↓	136,607	-19.2% ↓	00:02:19	22.2% ↑
2. /places-to-go/parks-outdoors/zion/outdoor-experiences	68,801	70.6% ↑	34,685	79.1% ↑	00:01:25	4.3% ↑
3. /visiting-southern-utah	68,322	-	60,855	-	00:01:51	-
4. /articles/15-must-do-adventures-in-kanab	63,787	-5.3% ↓	49,810	-1.8% ↓	00:03:56	1.2% ↑
5. /places-to-go/parks-outdoors	60,450	-	22,776	-	00:01:11	-
6. /places-to-go/parks-outdoors/four-corners-area	57,494	257.4% ↑	51,906	263.2% ↑	00:03:24	19.4% ↑
7. /places-to-go/parks-outdoors/arches	46,392	20.2% ↑	30,457	75.9% ↑	00:01:44	-1.9% ↓
8. /places-to-go/dark-sky-parks	41,105	-1.0% ↓	14,205	7.5% ↑	00:02:14	-2.5% ↓
9. /places-to-go/parks-outdoors/zion/outdoor-experiences/emerald-pools	32,993	72.5% ↑	13,486	68.6% ↑	00:02:11	7.9% ↑
10. /places-to-go/parks-outdoors/bryce-canyon	31,547	-18.0% ↓	18,668	-5.7% ↓	00:01:25	-20.0% ↓
11. /places-to-go/parks-outdoors/grand-staircase-escalante	30,554	-30.3% ↓	18,361	-30.0% ↓	00:02:15	0.9% ↑
12. /places-to-go/parks-outdoors/bryce-canyon/adventure-guide	28,421	29.4% ↑	15,548	48.9% ↑	00:01:44	-4.2% ↓
13. /places-to-go/parks-outdoors/zion/where-to-stay	28,358	-37.6% ↓	16,183	-49.7% ↓	00:02:56	1.9% ↑
14. /places-to-go/parks-outdoors/zion/outdoor-experiences/narrows	27,849	137.0% ↑	13,685	224.4% ↑	00:02:44	7.9% ↑
15. /things-to-do/stargazing	27,194	-	11,524	-	00:02:10	-
<b>Grand total</b>	<b>2,332,280</b>	<b>6.4% ↑</b>	<b>1,382,925</b>	<b>6.2% ↑</b>	<b>00:02:32</b>	<b>-3.6% ↓</b>

## First Page Rankings for all Parks & Outdoors pages

We saw a near 50% increase in the number of search terms ranking on the front page for all /parks-outdoors pages



# Storytelling

*Long-form video and editorial*

**YouTube Long-Form:**

[Kodachrome Dark Skies](#)

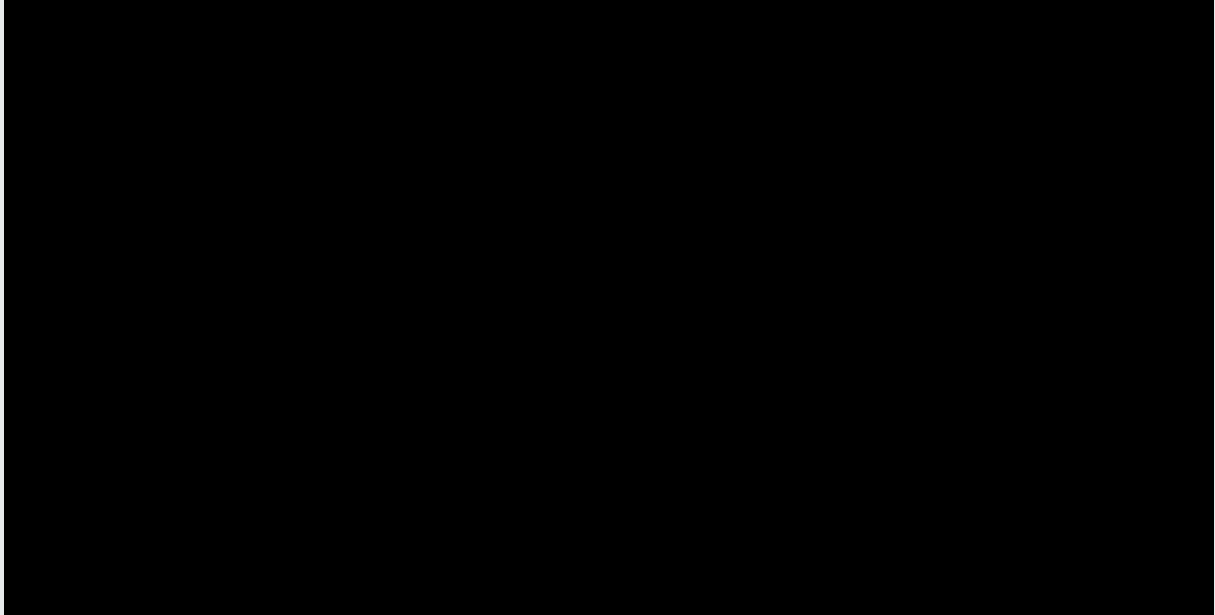
[Voices of Bears Ears Archaeology](#)

[Excursions of Escalante](#)

[Tips from Search and Rescue](#)

[River Rafting with Navajo Guide Brandi Atene](#)

[Kids Rafting Trip](#)



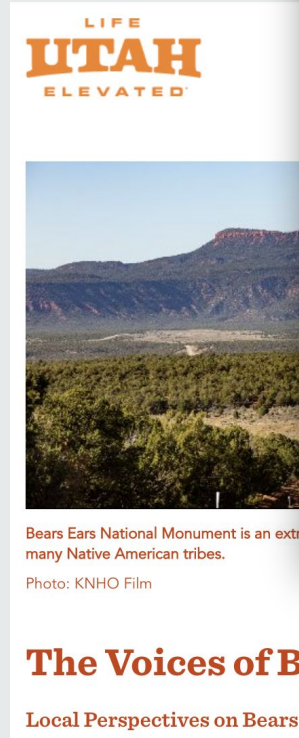
Email Newsletter

## Key Learnings / Recommendations:

- 92K newsletter subscribers and steadily growing
  - Average email open rate of 34%
  - Drove 9,690 sessions on visitutah.com with an average session duration of 2:02
-

## Best Performing Emails

- 2022-05-29 - Sunday Long Form
  - Southern Utah National Forests
  - 37% open rate | 1.6% click rate
- 2022-07-17 - Sunday Long Form
  - Blazing Sandals in North Lake Powell
  - 37% open rate | 1.2 % click rate
- 2022-07-24 - Sunday Long Form
  - The Voices Of Bears Ears: The Navajo
  - 37% open rate | 1.0% click rate



# Public Relations

# Coverage Summary / Southern Utah+ (2022)

- Southern Utah+ 2022 PR efforts generated ~91M total print/online and broadcast impressions.
- 6 dedicated print placements, 8 digital placements.
- 100% of all coverage was in a KPI outlet in key regional and national publications and media outlets.
- Hosted 5 journalists for individual and group first-hand media experiences during 2022
- Coverage averaged a Barcelona Principles score of 88 (considered "exceptional").



Media Coverage Included





Social Media

## Key Learnings / Recommendations:

- Paid Media
  - Users were more inclined to click through and spend time on a resource hub rather than a specific article link
    - Going forward we recommend utilizing ads on social to drive users toward those dedicated travel planning hubs
  - Our most engaged audiences were boomer, LGBTQIA+ and female travelers
    - Total Impressions: 20,542,056
    - Total Reach: 5,900,757
    - Total Engagement: 92,764
    - Total Link clicks: 119,393
    - Total Landing page views: 53,883

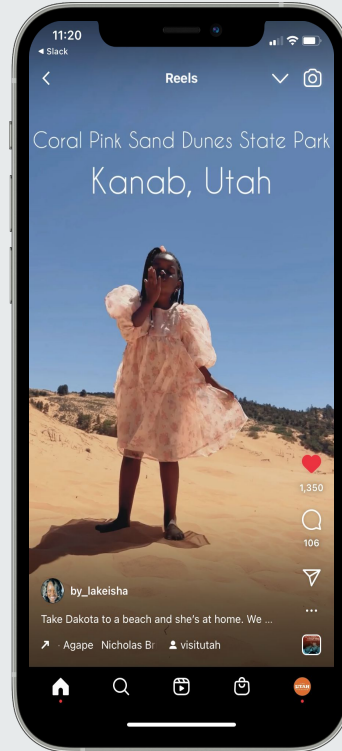
Influencers + Ambassadors

Rob Taylor [@2traveldads](#)

Irene Ogeto [@blackhikingqueen](#)

Lily Yu [@deafjourney](#)

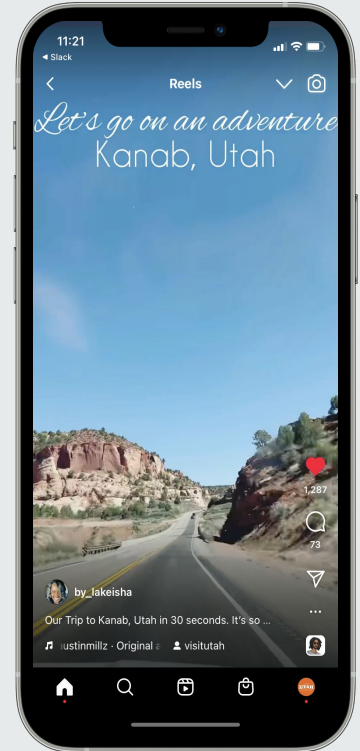
Lakeisha Drayton-Sharpe [@by\\_lakeisha](#)



Highest Shares: 74



Highest Video Plays: 7,251



Highest Saves: 55

## Sentiment from Influencer post comments



**fruition1** Wow I want to go. I wanted to go to Utah, now I know where to go. Thanks!



**theprettygirlsguide** We may have to put Utah on our travel list!!



**themdrnmama** Wow! Had no idea there was so much to do in Utah! This trip looks awesome!



**thekennedylabel** Wow! I know I definitely want to visit Utah! Your vacation looks like it was such a beautiful and scenic one. The Narrows is on my bucket list. Can't wait to check it off one day!



**smallandmightyerp** Thanks for sharing ❤️ I always wondered what was there to do in Utah.



**one\_fancy\_cookie** Wow! So beautiful! We obviously need to go to Utah now



**monagranroth** Love that you're showcasing a less busy portion of the park!



**txfoodiemama** Thanks for the list of ideas- saved!



**actresschristinaderosa** I can wait to experience all this. Gotta [@visitutah](#)



**hannahavison** Woah what a stunning look at Utah 🤩



**musicedwithmissy** I've been to Zion but not to Kolob Canyons!

19w 1 like Reply



**tati\_wanders** I need to get back there. Thank you for the tip.



**amazingrace20** Ahhhmazing adventures you had! Love all the views. Would love to [@visitutah](#) ! 🤩



**lindaontherunofficial** Looks sooooo fun! I'm going to have to add this to my list.



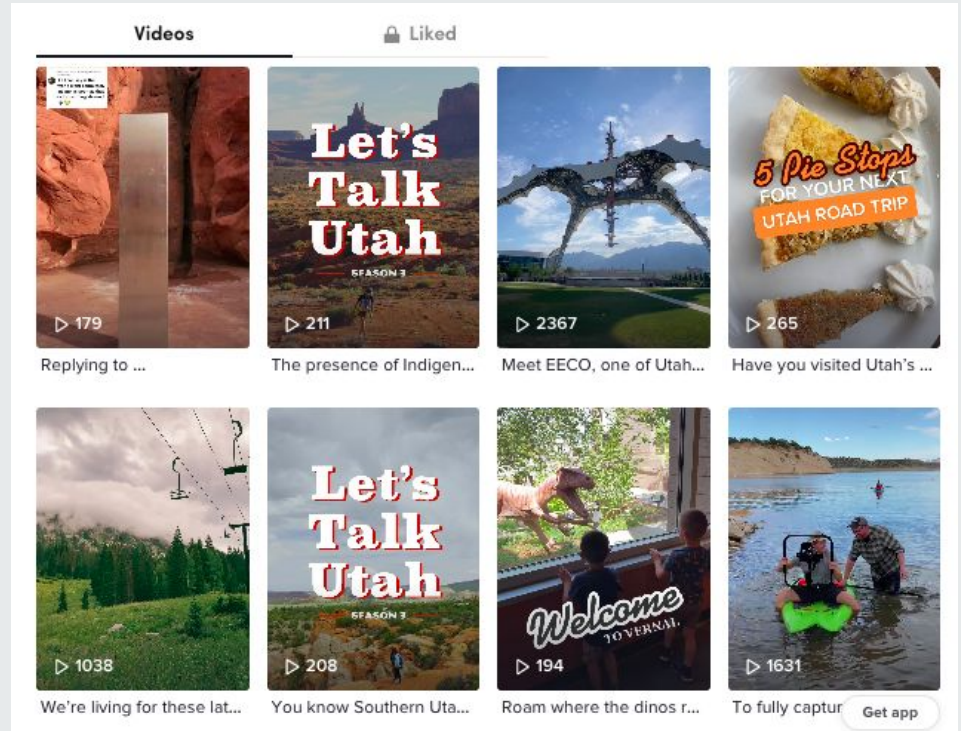
**learnersandmakers** Love yurts! Saving this for future Utah travels.



**paospostcards** Utah is amazing for nature & adventure. I did the Mighty 5 last year but would have loved to see more of the places on your list.

## Organic Social

- Inspirational red rock images and Forever Mighty messages continue to outperform other posts on social media channels.
- Recommendation: pair every shared article on Instagram with a linked story to increase web traffic and meet new landing page visit goals.



SMARI



## Advertising Effectiveness Study

- Independent analysis: SMARI
  - Southern Utah+ campaign
    - SU+
    - SU+ Forever Mighty
    - SU+ Forever Might Leave No Trace
  
- Two components
  1. Wave 1: Advertising awareness
  2. Wave 2: ROI

# KEY LEARNINGS (SOUTHERN UTAH+ CAMPAIGN): AWARENESS, COMMUNICATION, IMPACT

## Awareness

- Overall SU+ ad awareness growth from 33% to 40% (2021 versus 2022)
  - Highest awareness for SU+ campaign in the last 5+ years
  - Efficient media investment at \$0.12 per ad-aware household

## Communication

- Excellent ratings for showcasing:
  - Beautiful scenery, dramatic landscapes, connection w/nature, opportunities to explore
  - Effective for showcasing Utah as place where a visitor can visit responsibly / sustainably

## Impact

- Builds perceptions of Utah, prompts information gathering, increases likelihood to visit

# ADVERTISING IMPACT & ROI

**777,000** Utah trips

**\$1.6 billion** in visitor spending

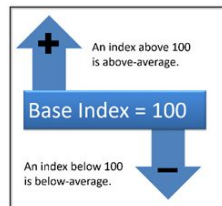
	Utah	Regional	Remaining National	Total
Traveling HHs	685,724	15,566,352	72,015,322	88,267,398
Ad Awareness	59%	48%	47%	48%
Ad-Aware HHs	404,577	7,479,146	34,084,922	41,968,645
Incremental Travel	3.2%	2.4%	1.7%	1.9%
Ad-Influenced Trips	12,916	178,120	586,313	777,349
Avg. Trip Spending	\$1,301	\$2,226	\$2,037	\$2,068
<b>Ad-Influenced Visitor Spending</b>	<b>\$16,803,991</b>	<b>\$396,487,629</b>	<b>\$1,194,319,902</b>	<b>\$1,607,611,523</b>

# KEY LEARNING: MINDFUL TRAVELERS

Travel Attitude and Importance Statements	2021 Mindful Travelers' Index	2022 Mindful Travelers' Index
I look for green or eco-friendly accommodations when I travel	134	151
Sustainability is an important consideration when selecting a leisure travel destination	126	141
I try to find ways to give back to the community I visit	124	140
I am interested in travel activities that limit the environmental impact during my stay	124	139
Offers green or eco-friendly travel options	122	151
I am driven by physical challenges such as biking, hiking, running, etc.	120	143
I understand and practice Leave No Trace principles when I travel	119	129
I try to visit places that protect and preserve their natural resources	119	131
Is a state that I can visit responsibly/sustainably	115	125
Offers physical challenges like biking, hiking, running, etc.	115	140
Is a place that cares about the environment and natural resources	115	122

**2X** Audience size over last year

*The Mindful Traveler segment has grown and is even more focused on sustainable travel.*



LIFE  
STAIR  
ELEVATED

# 2022 Southern Utah+ Campaign Retrospective

Questions

