

# SUMMIT COUNTY COUNCIL MARKETING UPDATE



October 11, 2017

## 2017 SUMMER / FALL MARKETING



## SUMMER / FALL MARKETING

### Campaign Timing

- Summer Out-of-State: 4/17/17 – 7/31/17
- Summer Wasatch-Front: 5/22/17 – 8/20/17
- Fall Out-of-State: 8/1/17 – 9/30/17
- Fall Wasatch-Front: 8/21/17 – 9/30/17

### Media Mix

- Spot Cable Television (46%)
- Digital / Search / Social (44%)
- Print (Regional) (10%)

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## SUMMER / FALL MARKETING

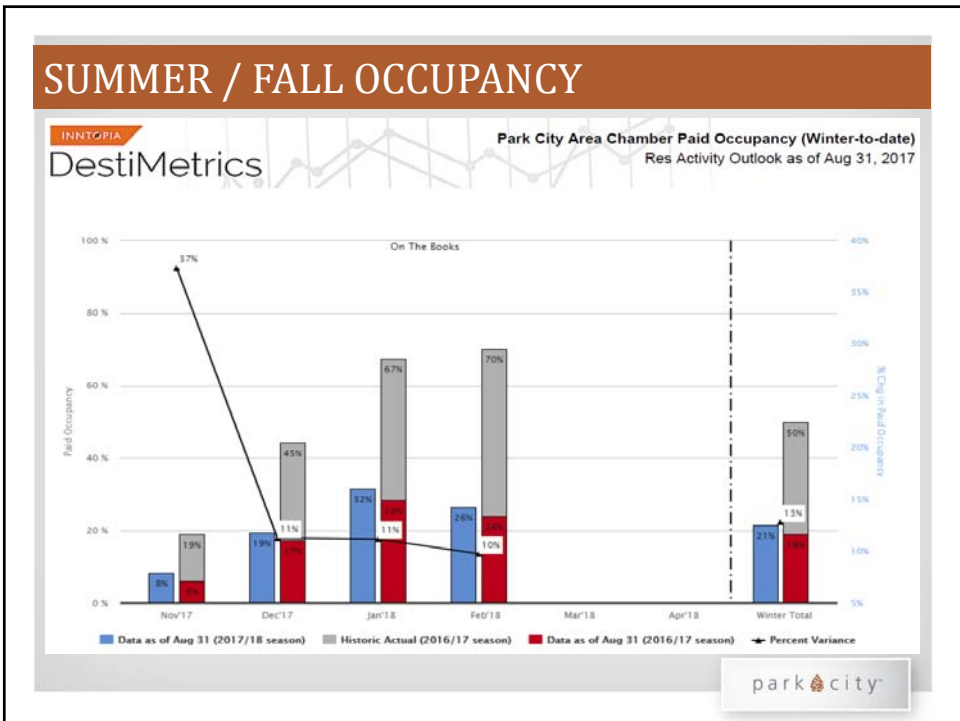
### Primary Target Markets

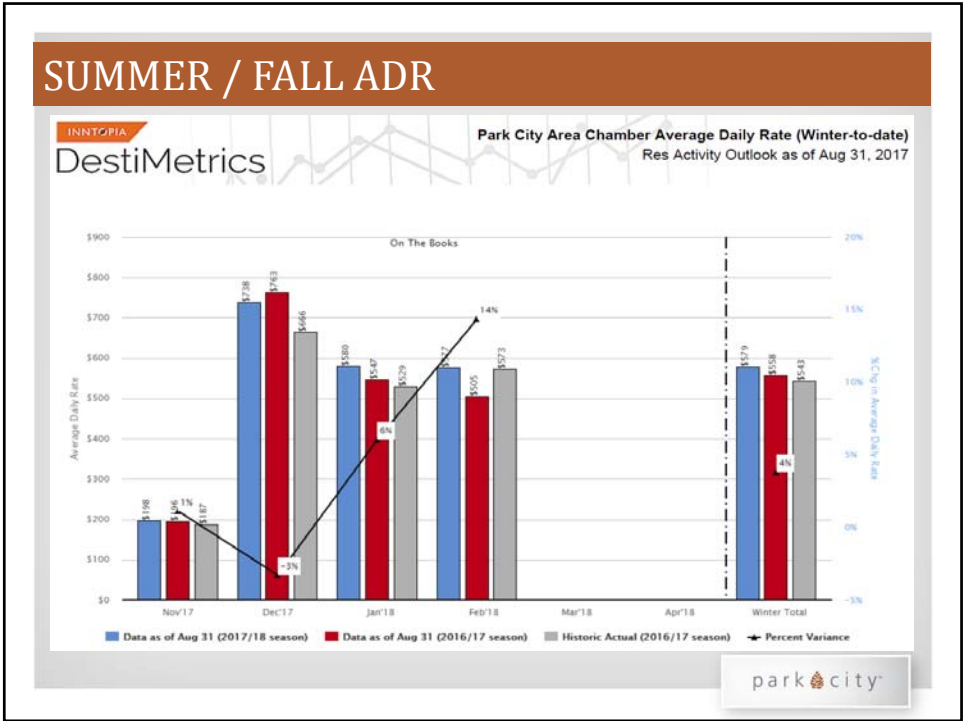
- Los Angeles
- San Francisco
- New York
- Denver
- Salt Lake City / Wasatch-Front

### Secondary Target Markets

- Phoenix
- Dallas
- Houston
- Chicago

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# 2017/18 WINTER / SPRING MARKETING

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## WINTER / SPRING MARKETING

### Organizational Objective

- Increase transient overnight visitation to Park City & Summit County during the Winter / Spring with an emphasis on “first-time” visitors.

### Marketing Objectives

- Continue to build awareness, opinion and consideration of Park City & Summit County as a Winter / Spring overnight destination in key feeder markets.
- Increase qualified traffic to the website and drive engagement with content and booking engine conversion.

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## WINTER / SPRING MARKETING

### Primary Strategies

- Final season for the “Yes. All That.” silhouette creative campaign.
- Drive into new markets – Pausing our television buy in New York and expanding into Boston, Washington DC and Dallas / Fort Worth DMAs.
- Expand our reach with digital into Miami, Tampa, Atlanta, Dallas and Houston. Also heavying-up in New York to off-set pausing television.
- Utilize editorial approach with our print creative to better target the luxury market.

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## WINTER / SPRING MARKETING

### Primary Strategies

- Continue to focus on content creation with “First Timers” and “My Town” while expanding our distribution of this content.
- Focus on building business during key need periods with a targeted messaging strategy:
  - Martin Luther King Holiday
  - Spring Skiing (March / April)

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## WINTER / SPRING MARKETING

### Media Buy

- Network Television (NBC):
  - Los Angeles
  - Chicago
  - San Francisco
  - **Boston**
  - **Washington DC**
  - **Dallas / Fort Worth**
- Television Schedule:
  - Winter Campaign: 10/23/17 – 1/28/18
  - Spring Campaign: 1/22/18 – 2/25/18

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## WINTER / SPRING MARKETING

### Media Buy

- Digital Display & Re-Target (10/2/17 – 3/11/18)
  - Skinet
  - NBC Networks
  - Trip Advisor
  - Trade Desk
- Digital Video & Radio (10/2/17 – 3/25/18)
  - Hulu
  - Trade Desk Pre-Roll Video
  - Pandora Radio

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## WINTER / SPRING MARKETING

### Media Buy

- Social Media (10/2/17 – 4/8/18)
  - Facebook
  - Instagram
- Paid Search (10/2/17 – 4/8/18)
  - Google AdWords (National)

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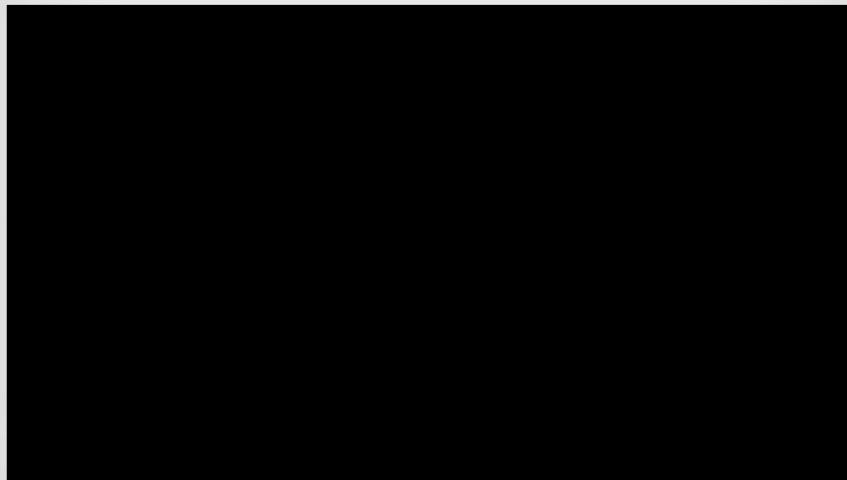
## WINTER / SPRING MARKETING

### Media Buy

- Print Advertising / Advertorials
  - *SKI Magazine*
  - *Ski Utah Magazine*
  - *Outside Magazine*
  - *Mountain Magazine*
  - *Departures*
  - *Modern Luxury*
    - San Francisco
    - Washington DC
    - New York

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## SPRING SPOT



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# PRINT CREATIVE

THERE'S JUST AS MUCH MAGIC OFF THE MOUNTAIN.



The second you arrive in Park City, Utah, your relaxation begins in a town that has it all. Be warmly greeted at one of our collection of airbnbs and luxury accommodations, and then head out on the slopes and glide through The Greatest Snow on Earth® at the number one rated Deer Valley Resort in Park City Mountain, which boasts the largest ski resort terrain in the nation.

No day on the mountains is complete without some après ski festivities. Use your park from city on-mountain perks with flowing glasses of champagne, to the world's largest ski or whiskey distillery, to views of the mountains from a ski beach, in Park City, the options are endless.

You didn't come here for just the snow, you're on vacation after all. Pamper yourself with a rejuvenating treatment at a variety of unique spas. Afterwards, satisfy your appetite at one of our nationally recognized restaurants where chefs continue to seek accolades for their innovative and creative cuisine.

Be sure to take some time to wander charming Main Street Street and stroll through the many shops galleries, or find that perfect new outfit in a boutique shop. Then celebrate your day on the mountain at a bar with a cocktail made with locally crafted spirits while listening to live music.


When in Park City is when mountain art meets mountain adventure. Where you can experience a winter paradise in a one-of-a-kind place filled with spectacular views, award-winning dining, vibrant nightlife, transport pass and boutique style accommodations, it's all just 35 minutes from Salt Lake City International Airport. Discover the wonder at [VisitParkCity.com](http://VisitParkCity.com)

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YES. ALL THAT.



# PRINT CREATIVE

THERE'S JUST AS MUCH MAGIC OFF THE MOUNTAIN.



Can one place have it all? It's entirely possible. In Park City, Utah, your family can get away from it all in a true winter adventure town. With a variety of accommodations, you'll be sure to find the perfect home away from home. Then when you're ready, zip up your jackets and rush through The Greatest Snow on Earth® at Deer Valley Resort in Park City Mountain.

The mountains isn't the only place to go for a good time. Take a high speed ride down the tubed at the Utah Olympic Park or esplanade and tube at Georgia Park. If you prefer something a little slower paced, bundle up for a sleigh ride in a horse-drawn carriage, cross-country ski or give dog sledding a try.

All that playing is guaranteed to work up everyone's appetite. Good thing Park City is home to over 150 restaurants ranging from quick bites for when you're on the go, to award-winning dining experiences. With that many choices, you're sure to find something to please even the pickiest of palates.

No Park City visit is complete without wandering charming historic Main Street. Lined with restaurants, boutique shops, art galleries, bookstores - and a local history museum - this is one part of town with something for the whole family.

Yes, All That, in Park City, Utah. Where you can experience paradise in a one-of-a-kind place filled with spectacular views, activities for everyone and loads of family fun. It's all just 35 minutes from Salt Lake International Airport. Discover the wonder at [VisitParkCity.com](http://VisitParkCity.com)

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YES. ALL THAT.



# PRINT ADVERTORIAL (DEPARTURES)

ADVERTISEMENT

## Peak Splendor

Nestled in the Wasatch Range of the Rocky Mountains, Park City, Utah, tops the wish lists of travelers looking for natural beauty and unparalleled luxury in lodging and dining.

If it's a 35-minute ride from Salt Lake City International Airport—offering 100 daily flights from 60 cities—why Park City, Utah? This former silver mining hub is now known as a ski resort. Every January thousands of people descend upon Park City's historic main street for the annual Sundance Film Festival. Main Street's Victorian-style buildings are filled with stores of shopping, boutiques, galleries, bookstores, artisanal cafes, and more. Home to the Grand Olden and Lupton Park City has world-class resorts—Deer Valley and Park City Mountain—set the great outdoors for locals and visitors. Deer Valley continues to earn accolades for its grooming, hospitality, and dining, while Park City Mountain is home to the nation's largest lift-accessed terrain, which boasts the best views of Utah's largest collection of hot air balloons and winter accommodations.

Adventure in Park City comes in the form of world-class skiing, snowboarding, and winter sports. Award-winning restaurants, coupled with numerous high-end locally sourced fare, continue to raise the country's reputation for nationally recognized dining experiences such as those found on Main, Mainie, or Squaw, a gourmet or macchiavelli or high-level Italian. The awards only do it justice. It's got something for every taste and every mood.

When it comes time to unwind, Park City's amenities are boundless. Ski in, hike out accommodations such as the Grand Olden, Montage Deer Valley, the Woodlark Retreat, and Canyon Summit trail make the mountain luxury Park City's own brand. The resort's most beloved properties and exclusive treatments. And the après-ski lounge at Montage Deer Valley is a true Olden experience with its own bar.

With its fresh mountain air and endless adventures, Park City is a town you'll want to keep revisiting. Cool, the skiing, hiking, and biking—Park City is the International Mountain Biking Association's first gold medal site. Center in the world's highest (10,000 feet) ski area, the snow-capped, alpine forest, and the historic, symphony concerts, and breathtaking alpine scenery by nature the nation. Park City is a bucket list destination for any traveler.

TO PLAN YOUR PARK CITY ADVENTURE, GO TO VISITPARKCITY.COM

**IN THE KNOW**  
A few tips to keep in mind if you're visiting:  
**SKIING/SNOWBOARDING**  
Deer Valley and Grand Olden Resort Park City's resorts during the Sundance Film Festival are the best for most visitors in the area.  
**GO FOR THE GOLD**  
Visit the resort Park City's main street and power plant during the 2017 Olympic Winter Games. The resort's main street offers the opportunity to do with former Olympic athletes and spectators together.  
**GET A LIFE**  
The resort's main street is looking for the skiing to continue. Skiing, hiking, and biking are the sport you'll want to do to get the most out of your visit. The resort's main street is looking for the skiing to continue. Skiing, hiking, and biking are the sport you'll want to do to get the most out of your visit. The resort's main street is looking for the skiing to continue. Skiing, hiking, and biking are the sport you'll want to do to get the most out of your visit.



# DIGITAL CREATIVE

INCREDIBLE SLOPES

FRIENDLY TOWN

WINTER ADVENTURE

YES, ALL THAT.

DISCOVER WINTER

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UTAH



## WINTER / SPRING CONTENT

### Episode 4: Bryon Friedman of Soul Poles

Meet Bryon Friedman, founder of Soul Poles, and learn about how he made his dreams of producing eco-friendly, bamboo ski poles a reality.



### Explore Park City

#### PARK CITY FIRST TIMERS: DOG SLEDDING

March 9, 2017 by Visit Park City



In the fourth episode of *Park City First Timers*, Makana makes her way to Rancho Luna Lobos for a sun-and-fun-filled dog sledding adventure. The ranch is family-owned and operated, and home to over 50 Itador and rescue pups—trained and groomed for dog sledding.

Makana is introduced to Fernando, owner of Luna Lobos and a Park City native, and meets his team of dogs. After helping harness them, she quickly learns the ABCs of mushing (dog sledding technical) before hitting the trail, for an exhilarating and scenic ride along snow-covered trails.

Watch the full episode below and explore more about dog sledding with Luna Lobos. Stay tuned for the next episode, when Makana hops in the world-famous Winner Comet Bobsled for an adrenaline-fueled ride at Utah Olympic Park.



## WINTER / SPRING CONTENT (MY TOWN)



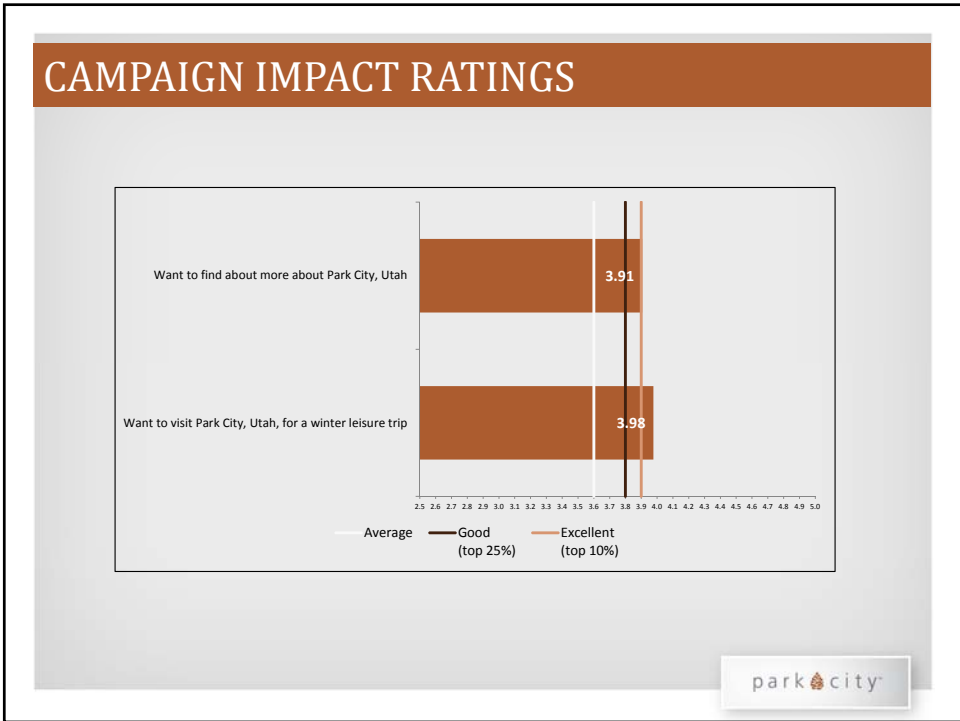


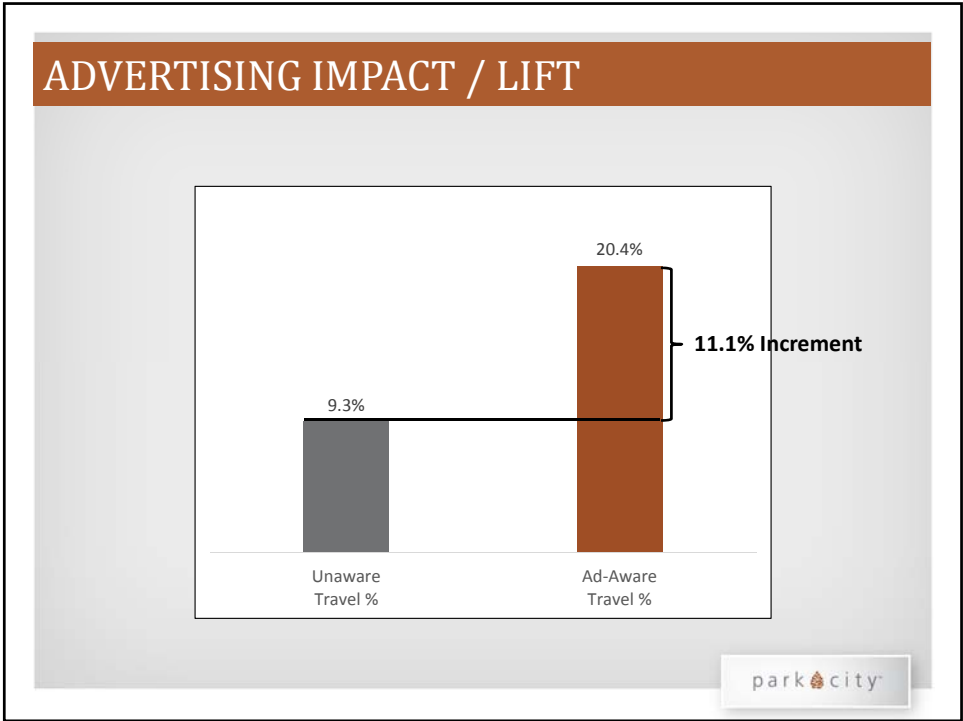
**ADVERTISING EFFECTIVENESS / ROI**

**STUDY OVERVIEW**

- Annual Winter Marketing Study
- 1,800 Consumers / 8 Key Markets
- Measures Key Metrics:
  - Advertising Awareness
  - Effectiveness of Creative
  - Advertising Influence Consideration
  - Incremental Travel / **ROI**
  - Competitive Situation

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### ADVERTISING ROI

Target HHs	1,436,435
Awareness	38%
Aware HHs	550,134
Incremental Travel %	11.1%
Incremental Traveling HHs	60,922
Average Trip Spending	\$3,937
Economic Impact of the Advertising	\$239,825,933
Media Spending	\$2,116,405
<b>ROI</b>	<b>\$113</b>

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## COMPETITIVE LANDSCAPE

	Park City	Aspen	Vail	Whistler	Steamboat	Breckenridge
Is a unique winter destination	3.83	3.92	3.88	4.06	3.63	3.69
Is an authentic/historic mountain town	3.81	3.94	3.81	3.73	3.79	3.80
Offers world-class skiing/snowboarding at multiple resorts	4.03	4.18	4.15	3.96	3.80	3.92
Provides a variety of activities/experiences in addition to skiing	3.93	4.06	4.00	3.85	3.68	3.79
Offers luxury amenities and lodging	3.98	4.36	4.23	4.06	3.66	3.81
Has award-winning dining	3.77	4.17	4.00	3.81	3.51	3.63
Has a vibrant nightlife	3.57	3.97	3.79	3.68	3.43	3.49
Is a family-friendly destination	4.02	3.83	3.84	3.85	3.80	3.83
Has a welcoming and laid-back personality	3.93	3.65	3.74	3.85	3.86	3.87
Is easy to get to	3.89	3.72	3.73	3.36	3.51	3.62
Is easy to get around in	3.92	3.92	3.87	3.79	3.73	3.81
Offers everything you need for the perfect winter vacation	3.98	4.14	4.08	4.00	3.64	3.86
Has very consistent snow quality/conditions	4.02	4.14	4.07	3.92	3.79	4.00

Above average across competitors
Average across competitors
Below average across competitors

29

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CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU

Visit ParkCity.com