

AGENDA SUMMARY
GRAND COUNTY COMMISSION MEETING
AUGUST 16, 2022

TITLE:	Approval of the cooperative marketing program with Canuckiwi and the Utah Office of Tourism.
FISCAL IMPACT:	\$7,000
PRESENTER(S):	Ben Alter, Economic Development Specialist Melissa Stocks, Assistant Marketing Director

Prepared By:

Ben Alter

Specialist,
Grand County
Economic
Development

FOR OFFICE USE ONLY:

Attorney Review:

SUGGESTED MOTION:

I move to approve the opt in form and enter into the cooperative marketing program with Canuckiwi and the Utah Office of Tourism.

BACKGROUND:

Grand County Economic Development Assistant Marketing Director Melissa Stocks completed a trip to Vancouver, Toronto, and Calgary in April to learn more about Canadian visitors and their travel trends. At the IPW conference in June, Melissa connected with Canuckiwi representatives. Canuckiwi has previously partnered with the Utah Office of Tourism (UOT) and this year is offering their cooperative marketing program to Utah destinations at a discount.

Grand County Economic Development has been informed by UOT that Canuckiwi is their only vendor contracted to represent Canada. Canuckiwi is the only vendor used for travel trade, public relations, and marketing services for the markets provided above. Funding for these marketing services is accomplished through a cooperative agreement with UOT. A sole-source determination has been made; therefore, three informal bids are not required.

Because Canuckiwi is partnering with UOT to distribute its promotional content, advertising for Grand County attractions will fall within the scope of the state's responsible "Forever Mighty" recreation campaign and align with our own responsible recreation and promotion policies (established in Resolution No. 3248). Grand County will provide input on content that markets attractions in its area.

The proposed partnership with Canuckiwi and UOT would promote Grand County specifically in Canadian markets. VISA Destination Insights data (which claims to represent 60% of the credit card market) shows that, after U.S. visitors, Canadian visitors consistently contribute the greatest spend in our area. This year alone, they have already spent over \$1.4M at Moab area eateries, hotels, outfitters, and more.

Though the original Canuckiwi contract lists a due date of July 31st, 2022, Grand County has been given an extension.

ATTACHMENT(S):

1. Utah Office of Tourism Partner Opt In Form 2022
2. Utah Office of Tourism Partner Opt In Form 2022 w/ highlighting (indicates program tiers that Grand County Economic Development will pay for)
3. TravelWeek Group Canadian Trade Campaign (slide deck)
4. Expedia Canada Utah Regional Co-op Campaign 21-22 Proposal (slide deck)