

THE **travel**WEEK GROUP



Utah Governor's Office *of*
Economic Development

Contact:

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THE TRAVELWEEK GROUP

TRAVELWEEK.CA

E-LEARNING

TRAVELWEEK MAGAZINE

TRAVEL PROFESSIONAL MAGAZINE

DISTRIBUTION AND WAREHOUSING

EMAIL MARKETING



VIRTUAL EVENTS

SOCIAL MEDIA



VIDEOS



FRENCH MARKET



WEBINARS

We have solutions for **ALL** your travel trade marketing needs!

UTAH OFFICE OF TOURISM– Canadian Trade Campaign 2022

Campaign Overview:

Travelweek will create an integrated marketing campaign on behalf of the Utah Office of Tourism and partners leveraging our dynamic multiple media channels and robust travel industry reach.

Objectives:

- Inspire and engage Canadian trade with creative content and learning
- Provide share of voice to Utah Tourism and partners
- Top of mind awareness across multi channel platforms

Measurement:

- Industry reach through database totals and impressions
- Industry engagement with click totals
- full post-campaign report



Initiatives	Tier 1	Tier 2	Tier 3
Digital Home Page – 1x month placement 4x articles, large web banner 1000 x 200, 4x week content box rotating each article weekly on Travelweek Daily newsletter 4x social media posts highlighting each article	1x		
Travelweek Daily Newsletter – 1x week sponsored content (up to 100 words) + opposite facing ad display 300 x 600		1x	1x
Video Hosting – 1x week Featured in Travelweek Daily newsletter Up to 100 words to be included in video showcase		1x	
E-blasts – dedicated messages	2x	1x	2x
Webinar – includes promotion & registration	1x	1x	
Added Value: Social Media posts –each of Facebook + Twitter	2x	2x	2x
Added Value: E-blast with dedicated message	2x	1x	
Total Impressions	894,000	394,500	132,500
Total Investment per partner package: USD Net	\$5,500 (value \$10,210)	\$3,000 (value \$7,670)	\$2,000 (value \$4,540)



Objective

Inspire and engage Canadian travel professionals later part of 2021 and into 2022, with emphasis on educational content via multi-partner campaign.

Strategy

Multi-channel distribution; newsletter eblast, content creation, social media, web

- Bespoke monthly newsletter series showcasing each Travel South partner
- Deployment over 10 months (each newsletter included 4x articles and imagery)
- Article placement on Travelweek.ca
- Social media post each of Facebook and Twitter

Results

317,380 newsletter/website impressions
55,180 newsletter opens
6,720 newsletter/website/social media engagement click throughs
3,808 social media views on Facebook and Twitter



Thank you for your consideration!

Annie Cicvaric