



Travel Utah Regional Co-op CA Campaign Opportunities 2022/2023



What are Co-Op Campaigns?

Co-Op Campaigns from Expedia Group Media Solutions combines display advertising with custom landing pages to enable multiple advertisers to extend their marketing spend together, while aligning with marketing budgets and business objectives.



Better Together



Flexible and Customizable



Reach Your Relevant Audience

The screenshot shows the Expedia website interface. At the top, there's a navigation bar with the Expedia logo, a user account section (Hello, Robert), and various menu items like My Lists, My Trips, Support, Español, and 简体中文. Below the navigation bar, there's a search bar with a dropdown menu set to 'Hotel only' and a search button. The search criteria are: Destination: Anaheim, Check-in: mm/dd/yyyy, Check-out: mm/dd/yyyy, Rooms: 1, Adults (18+): 2, Children (0-17): 0. Below the search bar, there's a promotional banner for Anaheim with the text 'Amazing Deals in Anaheim' and a search button. The banner features a background image of a resort pool area. Below the banner, there's a section titled 'Your Southern California Fun Starts in Anaheim!' with a sub-header 'visit Anaheim'. The text describes Anaheim as a vibrant city in Southern California, home to Disneyland Resort, area attractions, dining, shopping, and unlimited entertainment. Below this text, there are three featured offers: 1. Knott's Berry Farm: Located in Southern California's Orange County, Knott's Berry Farm is an iconic theme park featuring with rides and shows in four themed areas. One of the most popular theme parks in the world, Knott's is known for Ghost Town and Camp Snoopy. Adjacent to the park is Knott's Soak City Waterpark (open May - September). 2. Irvine Company Resort Properties: Save Up to 15%. With stunning views at The Resort at Pelican Hill and The Villas, sophisticated style at Fashion Island Hotel and innovative space at Hotel Irvine, enjoy a taste of luxury during your SoCal vacation. 3. Disneyland Resort Tickets: Buy your multi-day Disneyland Resort Park Hopper Tickets Here! Beginning April 13, 2018 Pixar Fest is a celebration you won't want to miss, filled with beloved Pixar Characters - and it's only at the Disneyland Resort for a limited time. Experience parades, nighttime spectaculars and reimagined attractions. The fun ends September 3, 2018, so this year, go for laughter. Go for memories. But most importantly - go for Friendship and Beyond! Below these offers, there are two more featured offers: 1. Howard Johnson Anaheim Playground: Complimentary Self-Parking. Howard Johnson Anaheim Hotel and Water Playground features a Castaway Cove pirate-themed water playground with prime views of the Disneyland Resort fireworks. Guests can dine at the neighboring Mimis Café and also can order room service (during limited hours). 2. Sheraton Park Hotel at the Anaheim Resort: You belong where all the excitement is! The Sheraton Park Hotel at the Anaheim Resort, ideally located within walking distance to the Disneyland Resort, the Anaheim GardenWalk and the Anaheim Convention Center, your perfect Southern California haven. We look forward to welcoming you to our 11 acres of tropical grounds where you'll enjoy being in the heart of the magic.

Utah Regional Co-op Campaign #1

We understand many of our Utah regional partners would like to drive visitation from Canadian travelers to your destinations.

OUR SOLUTION

Expedia Group is inviting all of Travel Utah's regional partners to participate in a campaign with shared media exposure.

Campaign Dates: 1-30 November 2022

Promoting: Winter/ski Greatest snow on earth, driving travel for December 2022 – March 2023.

Site: Expedia Canada

Media: targeted banner placements driving users to the campaign landing page*.



*Note final media plan will be determined based on the combined participant investment.



Utah Regional Co-op Campaign #2

We understand many of our Utah regional partners would like to drive visitation from Canadian travelers to your destinations.

OUR SOLUTION

Expedia Group is inviting all of Travel Utah's regional partners to participate in a campaign with shared media exposure.

Campaign Dates: 1-31 March 2023

Promoting: Utah road trip and road trip destinations, driving travel for February - mid May 2023.

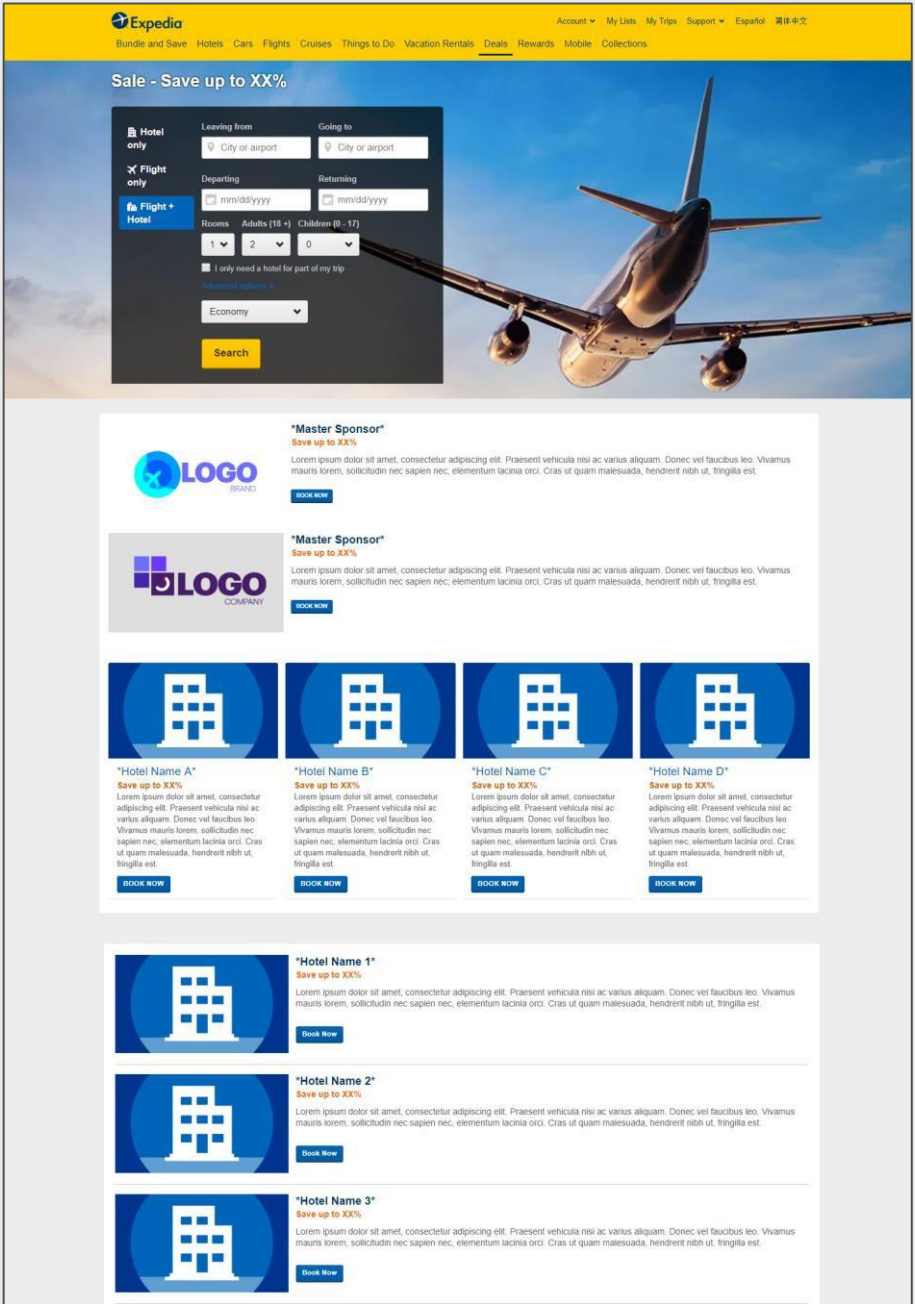
Site: Expedia Canada

Media: targeted banner placements driving users to the campaign landing page*.



*Note final media plan will be determined based on the combined participant investment.





The Cost Per Campaign

1

Presenting Sponsor Tier:

- Travel Utah to take this place

2

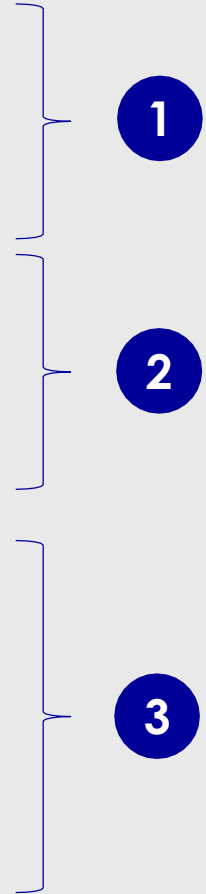
Featured Sponsor Tier:

- Cost: \$4,000 USD per participant
- Available for high exposure on landing page
- Up to 4 positions available

3

Standard Sponsor Tier:

- Cost: \$3,000 USD per participant
- Available for most efficient exposure on landing page
- Up to 20 positions available



Utah 2019 CA

Co-op Success Story

GOAL

Driving passengers and room nights for Utah from Canada and showcase Utah's regions.

TIMING

12 October – 9 November 2019

RESULTS



IMPRESSIONS

1.1m+



PAX

2.2k+



ROOM NIGHTS

1.5k+

During the campaign we achieved:

+2% pax YoY Kane County

+33% pax YoY San Juan County

+160% pax YoY Cache County

expedia group[™]

 media solutions





✓ The advertised booking is a package with no cancellations fees in case plans change. ✓ Please check government advisories before booking and traveling.



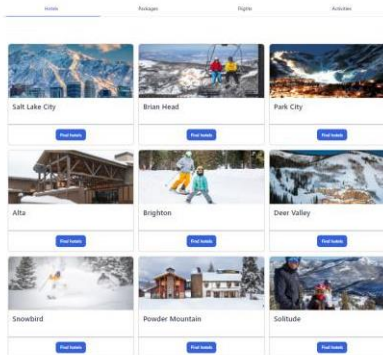
Brian Head Resort Deer Valley Resort Park City Alta Brighton



Deer Valley Resort Park City Mountain Snowbird & Powder Mountain Escalante Solitude



Select offers in Utah



Follow us on social media icons for Facebook, Twitter, Instagram, and YouTube.

Creative Examples: Mar-Apr 2021 CA Ski



Utah 2021 CA Recovery Co-op Success Story

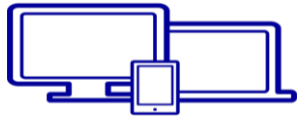
GOAL

Driving passengers and room nights for Utah from Canada and showcase Utah's regions.

TIMING

21 August – 30 September 2021

RESULTS



IMPRESSIONS

976k+



PAX

1.2k+



ROOM NIGHTS

935



Discover Utah

5 National Parks, 24 International Dark Sky Places and 7 National Monuments are just the beginning!

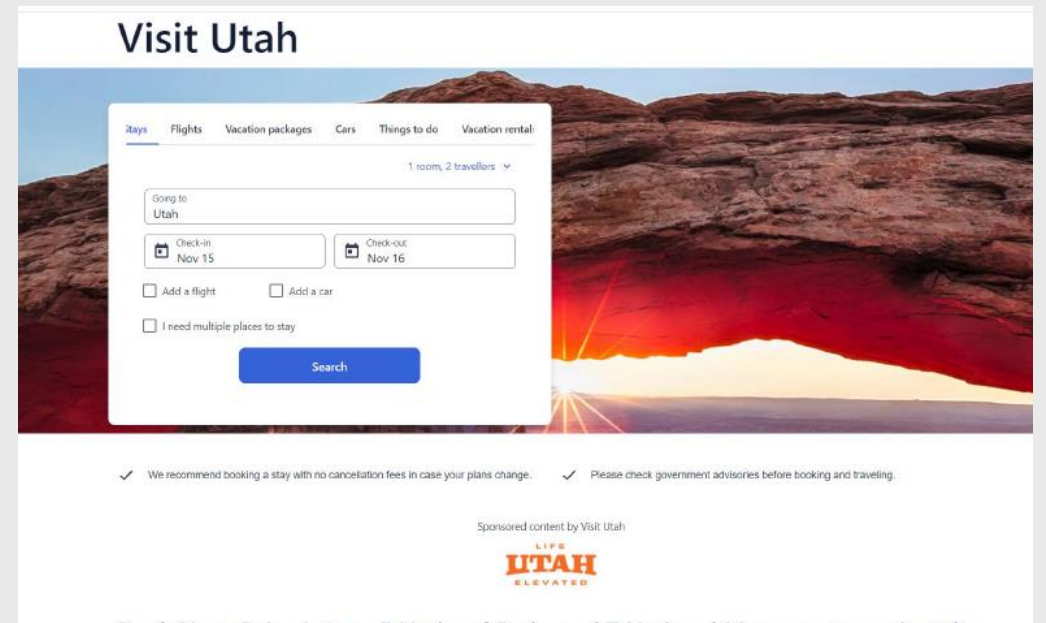


Ad



Discover Utah

5 National Parks, 24 International Dark Sky Places and 7 National Monuments are just the beginning!



Visit Utah

Stays Flights Vacation packages Cars Things to do Vacation rental

1 room, 2 travellers

Going to
Utah

Check-in
Nov 15

Check-out
Nov 16

Add a flight Add a car

I need multiple places to stay

Search

✓ We recommend booking a stay with no cancellation fees in case your plans change. ✓ Please check government advisories before booking and traveling.

Sponsored content by Visit Utah



Visit Utah

Stays Flights Vacation packages Cars Things to do Vacation rentals

1 room, 2 travellers

Going to
Utah

Check-in
Jun 3

Check-out
Jun 4

Add a flight Add a car

I need multiple places to stay

[Search](#)

✓ We recommend booking a stay with no cancellation fees in case your plans change. ✓ Please check government advisories before booking and traveling.

Sponsored content by Visit Utah



Utah: The Ultimate Road Trip - Five National Parks and Eight National Monuments are just the beginning

Discover Utah's hidden gems. Dark Sky places as you wind across America's Filmset®

Utah is home to The Mighty Five® national parks, each connected by some of the most scenic byways and back roads in the USA. These roads curve through lush valleys, roll across red rock domes and climb mountains of pinyon, juniper and pine. They roll by vibrant and historic cities and towns with world class restaurant scenes and a rich selection of museums, cultural attractions and luxury travel experiences, all surrounded by natural beauty. Most importantly these roads take you places you'll want to stop and stay. Places that you likely would have seen in one of more than 400 feature films shot in the state. After all, Utah is America's Filmset®.



Select offers in Utah

Logan Kanab All Utah Flights Packages

Summer Sizzles in Logan Kanab: At the heart of unbelievable Logan: Just get here Kanab: Venture beyond imagination



Summer Sizzles in Logan

Make your escape to Logan where outdoor and indoor adventure await. The national forest is only a 10-minute drive from downtown. Moments from your hotel you can hike, picnic, mountain bike, fish or bird watch. Explore more by renting horses or off-road vehicles. Step back in time at the American West Heritage Center, a huge outdoor living history museum. Hang out with mountain men, 1920s farmers and pioneers. Stroll through downtown Logan with its charming cafes and storefronts with character. Check out a live performance in the historic theatre district. Logan is an easy 90-minute drive north of Salt Lake City and less than four hours from Yellowstone and Grand Teton national parks.

[Learn more](#)

Creative Examples: Road Trips Mar-May 2022



FAQs

Q- How many ads are created?

A – There is one ad created in multiple sizes for the campaign with Travel Utah branding. Regional tourism board branding will be on the landing page.

Q- How many landing pages are created?

A- There is one landing page created for the campaign which the banners will link through to.

Q-How will consumers find the landing page?

A-The campaign will have an overarching media plan to drive traffic to the landing page.

Q – What type of reporting will I receive and when?

A - Reporting is provided at the aggregate Utah state level 4 weeks post the end of the campaign, and we provide each partner with room nights and passengers volumes and YoY variance.

Q – How does our position within each tier get determined?

A – It is determined on a first come, first served basis to signing up.

Q – What do I need to provide once I sign up?

A- This will depend on the tier investment you select but each participant showcased will need to provide their logo, one image and 200 character description.

Q- How will I be invoiced for my participation?

A – Canuckiwi will invoice you for your sponsored tier cost upon launch of the campaign

Confirm your Participation

Register your expression of interest to participate in each or both bursts by including your regional partner name and preferred sponsor tier by **31 July 2022** to Corey Marshall
Corey@canuckiwi.com



THANK YOU

Danielle Gorman

Lead Business Development Manager ANZ

dgorman@expediagroup.com

+61 408 457 073

