



GRAND COUNTY  
Economic Development

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## Notes provided to Assistant Marketing Director Melissa Stocks from Canuckiwi representative Corey Marshall

- Grand County will be able to fully create and curate your own content with each partner to make sure the messaging you want to reach Canadians achieves your goals. This is always approved by Grand County in advance of any distribution. This includes messaging, image selection, video selection etc.
- Part of leaving no trace is an educational component for the visitor. Melissa has selected educational programming with KarryOn/ Travelweek & Charlie Travena to support getting important educational information out (again curated by Grand County) to the front line Travel Advisor/ Tour Operator.
- We (UOT) will also lead campaigns with our Forever Mighty ethos aligning with Grand County goals.
- According to the Canadian Index of Well Being Canadians top values include: Fairness, inclusion, sustainability, diversity, equity, health, safety, democracy & economic security. Values that align with responsible recreation. This is published by the University of Waterloo.
- Canadian travel times are consistent year round to Utah as such we are able to target campaigns on seasonal visitation to void marketing over peak periods allowing for seasonal dispersal of travellers.

### Australian and NZ Market

Priority One - KarryOn Multi-Tiered Trade Media Campaign - I would look at Tier Two or Tier Three for this program and likely suggest August/ September for the month of the campaign.

**(\$3,000)**

Priority Two - Utah Regional Partners Destination Webinar with Charlie Trevana - I would overlap this with KarryOn and do September. **(\$2,000)**

- Unlike Canada in Australia and New Zealand nearly 65 - 70% of the market book through the retail/ wholesale channel. Both the Karry On program & Destination Webinar program target this important front line retail/ wholesale group to continue to build education and awareness of all the reasons to push their Aussie and Kiwi clients to consider extending their stays in Moab and the region.
- With the cost to travel into the market on a sales mission high these two partners ensure you can keep connected with front line and not only connect but educate them on not only reasons to visit but new product offerings available as well. (Hotels, Glamping Options, Attractions, Sightseeing and Restaurants).

Priority Three - Expedia Media Solutions - Greatest Snow and Winter Road Trips campaign - again if you had the budget to do a featured partner that would be an awesome otherwise standard partner. **(\$4,000)**



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- We know that 30 - 35% of all bookings come through OTA partners with Expedia having the largest market share. We also know that Australia represents the largest international market in the world for Northern Utah Ski Holidays. This is in large part because the Aussie summer holidays aligns December through February as well as Spring Break in March/ April.
- Our focus with this campaign is to encourage these Australian's booking winter vacations to Northern Utah to road trip South into Moab and Southern Utah with this partnership. Seasonal dispersal of high value travellers who are active and intrepid.
- We also know that the average Australian holiday in the USA is 17.8 nights and want most of these nights in Utah.