



Travel Utah Regional Co-op AU Campaign Proposal 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 profile (Hello, Robert), and various menu items like My Lists, My Trips, Support, and language options. Below the navigation is a search bar with a dropdown menu set to 'Hotel only' and 'Destination: Anaheim'. The search criteria include 'Check-in' and 'Check-out' dates (mm/dd/yyyy), 'Rooms: 1', 'Adults (18+): 2', and 'Children (0-17): 0'. A 'Search' button is visible. Below the search bar is a promotional banner for 'Amazing Deals in Anaheim' featuring a pool scene. Underneath the banner is a section titled 'Your Southern California Fun Starts in Anaheim!' with a description of Anaheim as a premier destination. Below this are three featured offers: 'Knott's Berry Farm' (located in Southern California's Orange County), 'Irvine Company Resort Properties' (with stunning views at The Resort at Pelican Hill and The Villas), and 'Disneyland® Resort Tickets' (Buy your multi-day Disneyland® Resort Park Hopper® Tickets Here!). Each offer includes a 'BOOK NOW' button. At the bottom, there are two more offers: 'Howard Johnson Anaheim Playground' (Complimentary Self-Parking) and 'Sheraton Park Hotel at the Anaheim Resort'.

Utah Regional Co-op Campaign 2021

We understand many of our Utah regional partners would like to drive visitation from Australian 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.

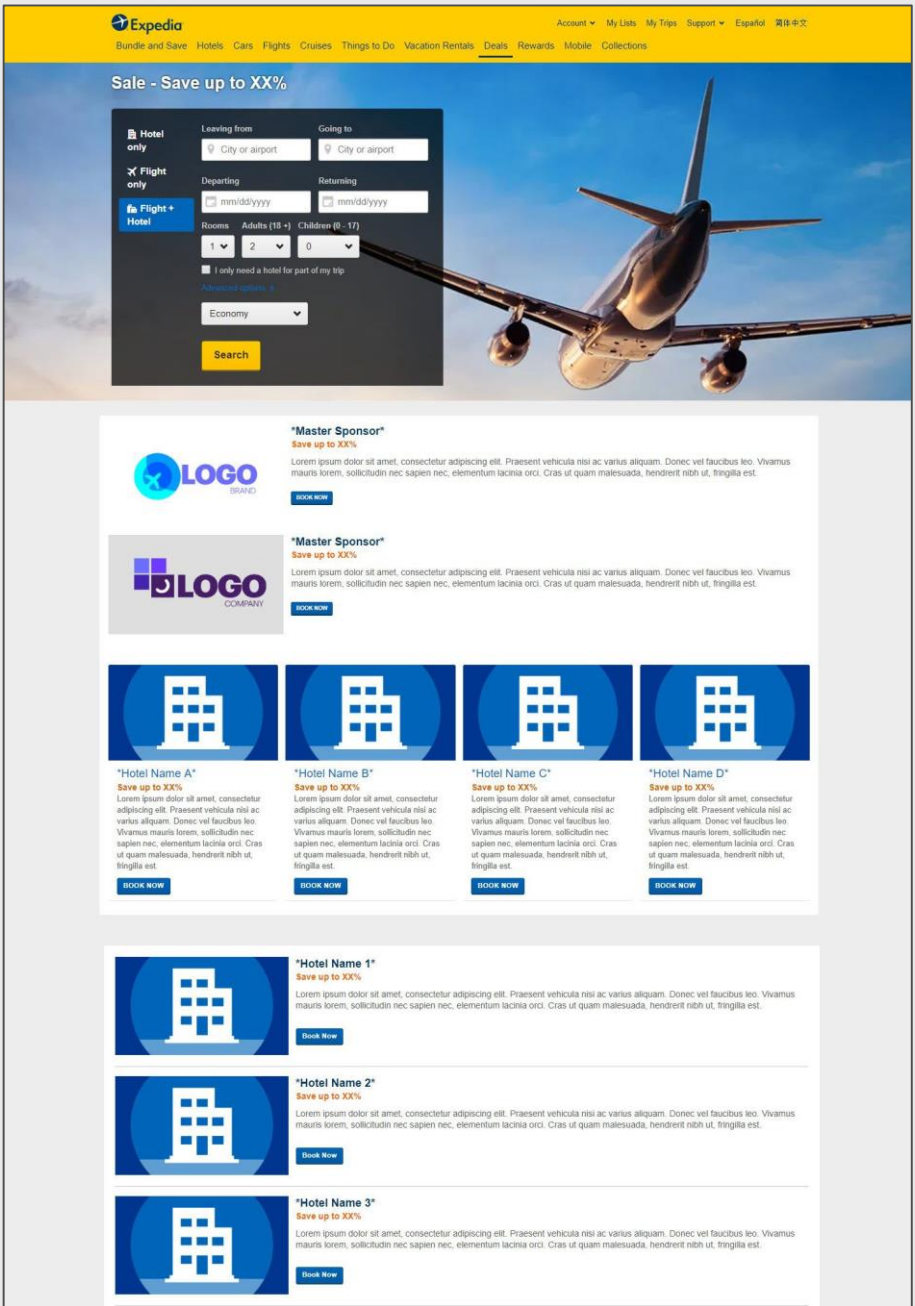
Campaign Dates: 1-31 October 2022

Promoting: Promoting Greatest Snow on Earth and incredible road trips.

Site: Expedia Australia

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





The Cost

1

Presenting Sponsor Tier:

- Sponsorship taken by Travel Utah

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 AU

Co-op Success Story

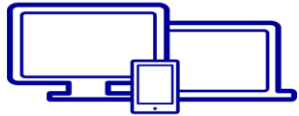
GOAL

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

TIMING

15 August – 14 September 2019

RESULTS



IMPRESSIONS

790k+



PAX

344



ROOM NIGHTS

298

During the campaign we achieved:

+19% room nights/day PoP

+14% pax/day PoP

+60% booking revenue/day PoP

expedia group™

 media solutions



Utah 2021 AU - Recovery Co-op Success Story

GOAL

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

TIMING

15 November 2021 – 10 January 2022

RESULTS



IMPRESSIONS

478k+



PAX

151



ROOM NIGHTS

107



Ad



Discover Utah's Greatest Snow on Earth®

Where the next storm is always around the corner and the skiing is even closer.

expedia group™

media solutions

Visit Utah

Stays Flights Packages Cars Activities Holiday rentals

1 room, 2 travellers

Going to Utah

Check-in 3 Jun. Check-out 4 Jun.

Add a flight Add a car

I need multiple places to stay

Search

✓ We recommend booking a stay with no cancellation fees in case plans change.

✓ Please check government advisories before booking and travelling.



Discover Utah's Greatest Snow on Earth® and add on your Ultimate Winter Road Trip through our State and National Parks.

In the winter, Utah's mountains become a playground for snow enthusiasts looking for the best ski destinations around. With ten resorts within an hour of the airport and fifteen throughout the state, that means easy access. Endless pockets of powder, snowy red rock views, welcoming slope side culture and unmatched accessibility await you.

Visitors from all over Australia flock to Utah's ski areas, with the iconic resort names of Northern Utah including Park City Mountain, Deer Valley, Alta, Snowbird, Brighton, Solitude, Beaver Mountain & Cherry Peak to name a few, but a hidden gem not to be missed is the iconic Brian Head Resort that will truly have you taking your powdery turns amongst the red rock formations of Cedar Breaks National Monument. Put that one on your 'bucket' list as you travel south.

Travelling south allows you to take in vistas across some of our 46 State Parks, our Mighty 5® national parks and International Dark Sky areas in a much milder winter climate as well. It also allows you to stop in Kanab, UT, your basecamp for adventure as you explore, abseil, hike, bike and travel.

Now... stop dreaming, book that trip today and experience The Greatest Snow on Earth® in Utah coupled with the Ultimate Winter Road Trip.



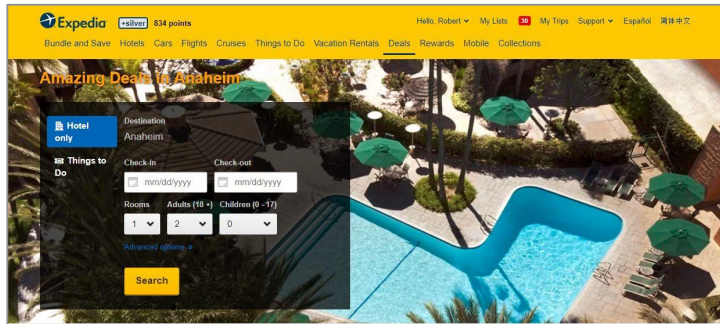
Explore Logan Logan Winter East of Zion Kanab Salt Lake: West of Conventional Salt Lake: Ski Super Pass



Explore Logan - just get here

Year-round indoor and outdoor fun for everyone. Visit 20 stops on our self-guided Foodie Trek and Signature Products Tour and take a taste of our famous cheeses, ice cream, coffee, honey and more! We're Utah's Heart of the Arts with more than 250 fantastic performances and concerts each summer and professional and regional theatre productions year-round. Logan is only a 10-minute drive from the national forest for hiking, biking and fishing. Just 90 minutes north of Salt Lake City and four hours away from Yellowstone and Grand Teton National Parks.

Landing Page Examples



Your Southern California Fun Starts in Anaheim!

Anaheim is the home of happy memories for generations, making it one of the most popular vacation spots in the U.S. Anaheim is a vibrant, evolving city in the heart of Southern California. Our world-renowned Disneyland® Resort, area attractions, dining, shopping and unlimited entertainment make Anaheim a premier destination. Centrally located between Los Angeles and San Diego, near Orange County's beaches and amid year-round warmth and sunshine, Anaheim is where your Southern California adventure is just beginning!

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).

[BOOK NOW](#)

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.

[BOOK NOW](#)

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!

[BOOK NOW](#)

Howard Johnson Anaheim Playground

Complimentary Self-Parking

Howard Johnson Anaheim Hotel and Water Playground's features a Castaway Cove pirate-themed water playground with prime views of the Disneyland® Resort fireworks. Guests can dine at the neighboring Mm's Café and also can order room service (during limited hours).

[Book Now](#)

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.

[Book Now](#)

Presenting

Featured

Standard

Escape to The Bahamas: Get a Taste of Paradise

Hotel only
Destination: Nassau, New Providence, Bahamas
Check-in: mm/dd/yyyy
Check-out: mm/dd/yyyy
Rooms: 1 | Adults (18+): 2 | Children (0-17): 0
[Search](#)

Escape to The Bahamas: Get a Taste of Paradise

Save up to 60%

In the Bahamas, the sun shines bright and the water is simply gorgeous. The Bahamas is one of the most relaxing places in the world – heaven for rejuvenating your mind and body. It's also a wonderland of outdoor experiences— from diving for sunken treasure to sport fishing, golf, hiking and more. Since the storms have passed by, hotels and resorts are fully operational and as beautiful as ever—and the deals have never been better! Check out these excellent hotel deals and start planning your Bahamas vacation today!

Better in the Bahamas - Nassau

Featured Properties

Atlantis Royal Towers

Save up to 30%

Experience the warmth of The Bahamian culture at the center of Atlantis surrounded by turquoise waters, extraordinary marine habitats and the one-of-a-kind Aquaventure waterpark. Reserve a bundled deal now and save, plus receive up to a \$300 Resort Credit.

[BOOK NOW](#)

Grand Hyatt Baha Mar

Save up to 10%

Discover the bold beauty of The Bahamas during your stay in Nassau at Grand Hyatt Baha Mar. Spend your days under the sun at Cable Beach or one of our six pools exclusive to resort guests. During your stay, play a round at our golf course, or try your luck at the casino, where we offer more than 100,000 square feet of gaming space.

[BOOK NOW](#)

Mellé Nassau Beach - All Inclusive

Save up to 30% + \$ up to 400 Resort Credit + Kids Stay Free throughout December

Mellé Nassau Beach All-Inclusive is located right on the stunning Cable Beach just a few minutes away from the airport and city center. Nearby in Downtown Nassau taste new foods at local restaurants, shop 'til you drop at Straw Market, enjoy beautiful sights and take a trip through time at the Pirates Museum. Water enthusiasts can also enjoy non-motorized water sports right on property.

[Book Now](#)

Riu Palace Paradise Island All Inclusive - Adults Only

Save up to 68% + up to \$900 Resort Credit

Hotel Riu Palace Paradise Island for adults only is located on an impressive white-sand beach on Paradise Island, in the Bahamas. This All-inclusive 24-hour hotel has the best facilities for you to enjoy an unforgettable stay, such as free WiFi throughout the hotel, an extensive range of cuisine and the exclusive service of Riu Hotels & Resorts.

[Book Now](#)

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 including your regional partner name and preferred sponsor tier by **31 July 2022** to Corey Marshall Corey@canuckiwi.com



THANK YOU

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