

The background is a warm, orange-hued sunset sky. In the foreground, two cyclists are silhouetted against the bright light, riding along a dark, rolling hill. A large, white, stylized outline of the state of Utah is positioned on the right side of the image, partially overlapping the cyclists and the text.

DRIVING AWARENESS

THROUGH PR + INFLUENCER MARKETING

GREATER

ZION

What We'll Cover

- PR + Influencer Marketing 101
- 3 Things Your Business Should be Doing with Influencers
- 3 Things Every Business Should Implement in Their PR Strategy
- How to Maximize Your Partnership with Greater Zion

Introduction to Malen Yantis Public Relations



INTRODUCTION TO MALEN YANTIS PUBLIC RELATIONS

Partnership with Cactus



Greater Zion PR + Influencer Marketing Team

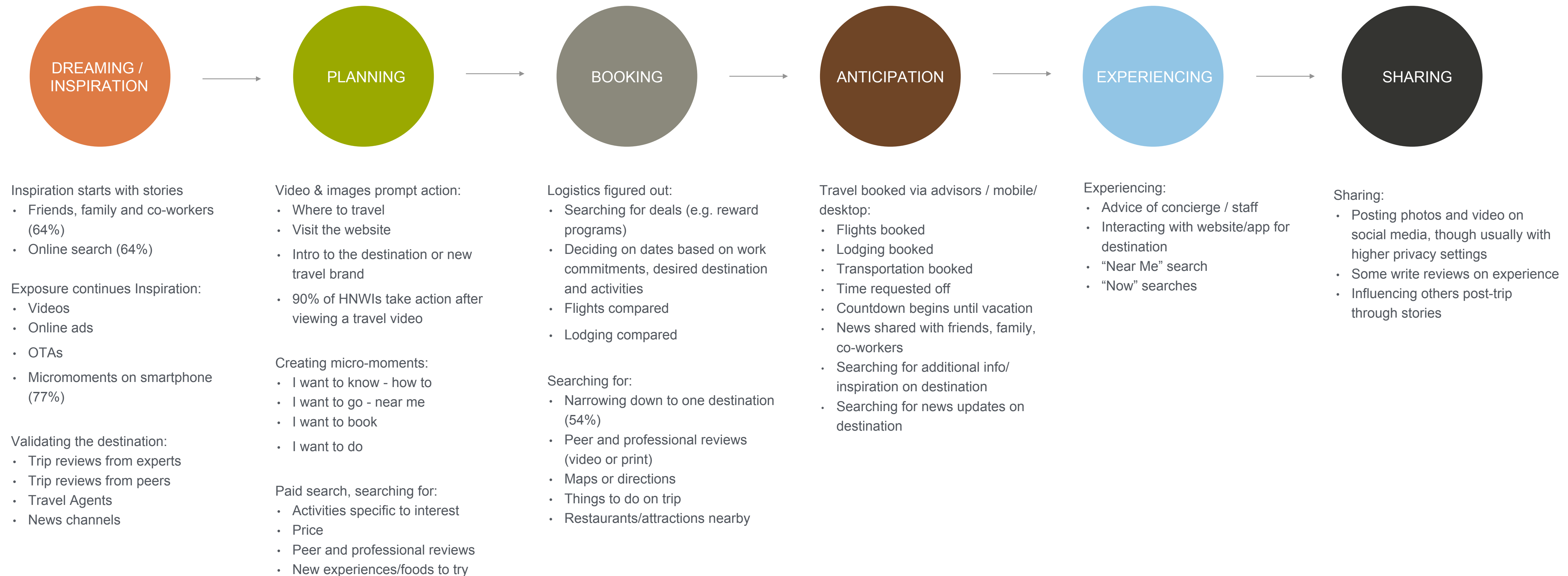
MYPR – Greater Zion Team



- Amanda McNally, Account Director
- Corinne Baud, Account Coordinator
- Kristin Yantis, Principal

Influencer Marketing & PR 101

Decision Making Process - Changing Consumer



Difference Between Influencer + Journalist


INFLUENCER

- Speaks to a targeted audience/followers
- Endorsements
- Topic driven
- Content-driven marketing
- Brand campaign collaborations
- Primary outlet – social media

JOURNALIST

- Researches and writes stories for media outlets (traditional and online - sometimes blogs)
- Often an earned degree – professional
- Freelance or work for a media outlet e.g. Travel Editor LA Times
- Objective, third-party endorsement
- Paid by media outlet
- Secondary outlet – social media

Difference Between Influencer + Journalist




christinexploring

Following ▾ ⋮

567 posts

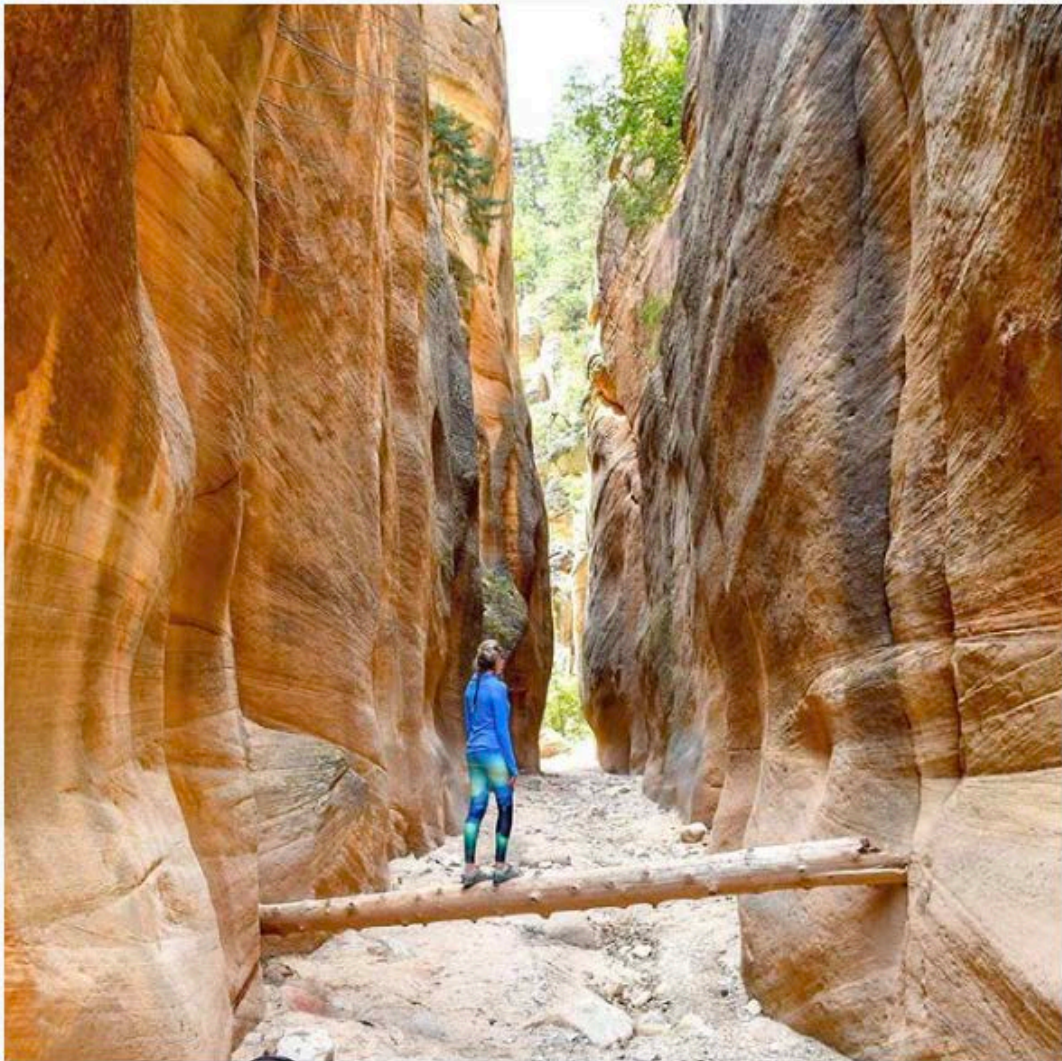
98.5k followers

652 following



christinexploring.com

Followed by shannonoffthemap, spencerspellman, lynnourkehayes + 22 more



Influencer Marketing

What is Influencer Marketing?

- The new era of “celebrity” endorsements
- Community - speaks to a targeted audience/followers
- Trusted voice to select audience
- Content-driven marketing
- Brand campaign collaborations
- Primary outlet – social media



kimkardashian



Follow



4,823 posts

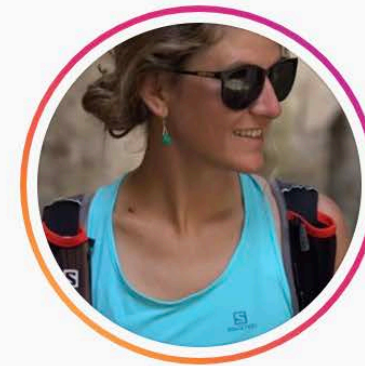
150m followers

13 following

Kim Kardashian West

@kkwfragrance Diamonds Collection by Kourtney x Kim x Khloé Launching 11.08 at 12PM PST

kkwfragrance.com



alexborsuk

Following



2,392 posts

83.8k followers

1,292 following

Alex Hasenohr

as soon as you're born you start dying,
so you might as well have a good time

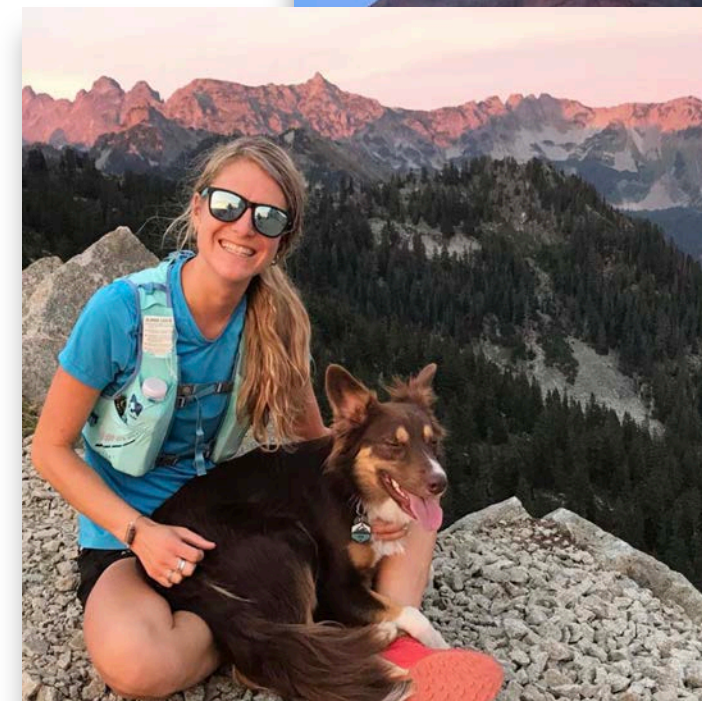
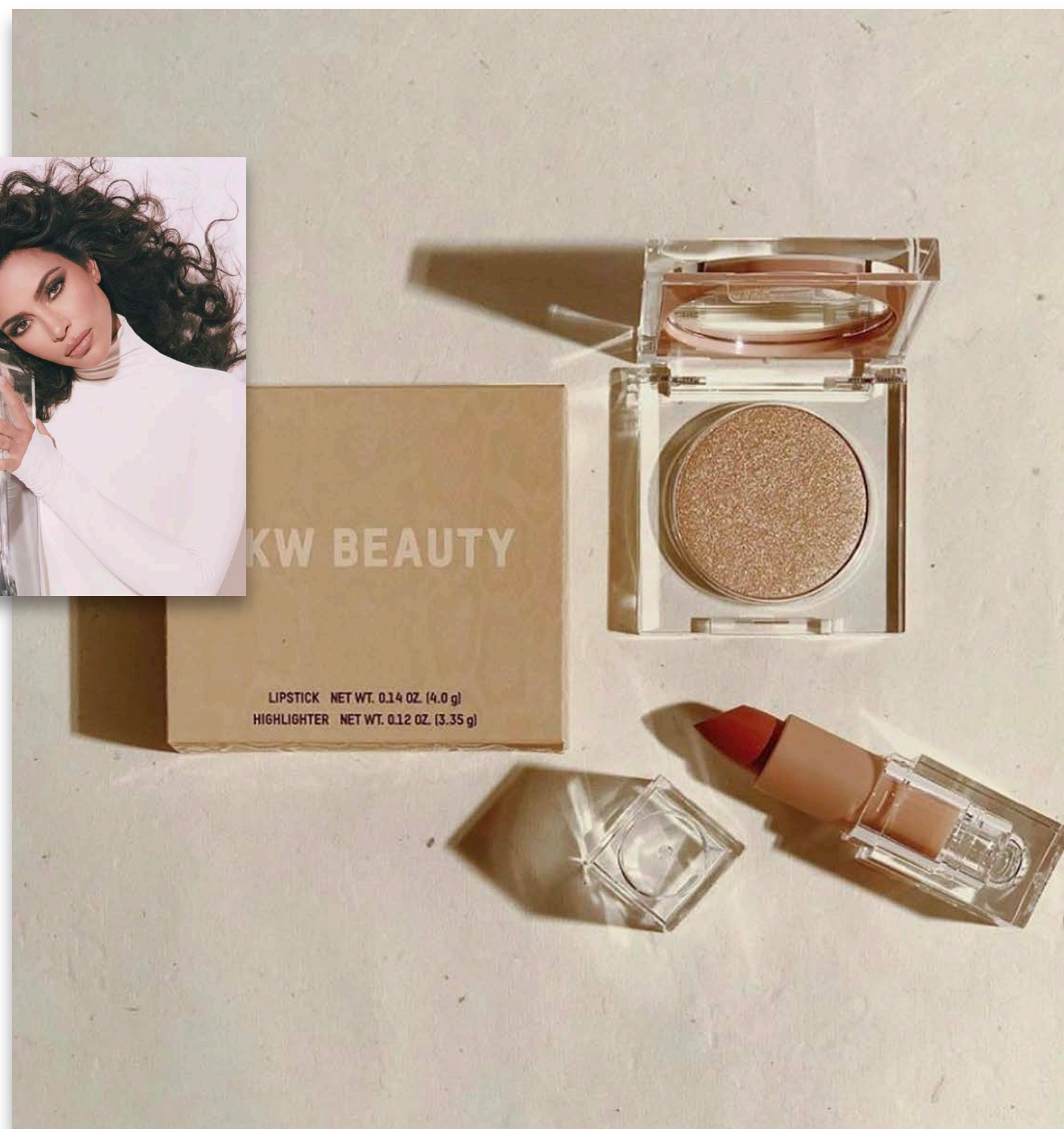
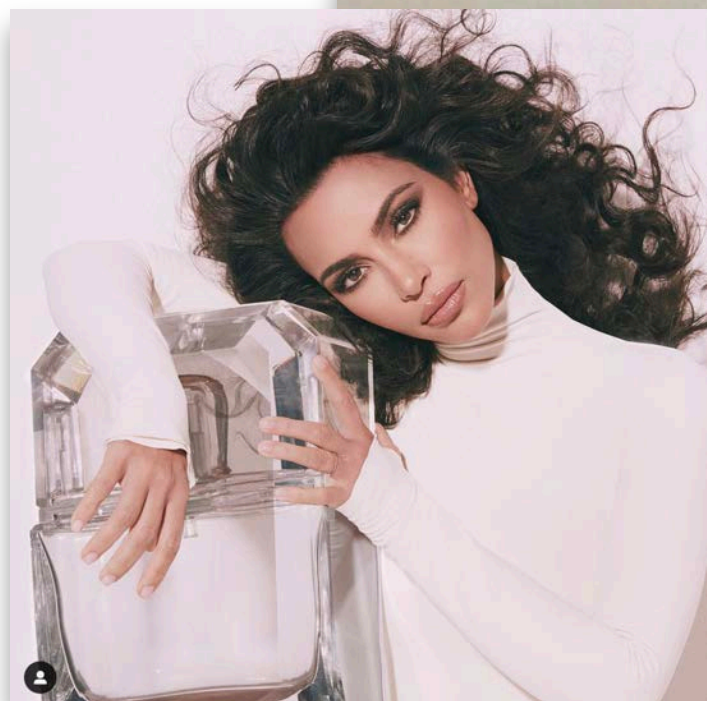
...

Supported by @salomon @suunto

Sports nutritionist || PDX, OR

alexborsuk.com/nutrition-services

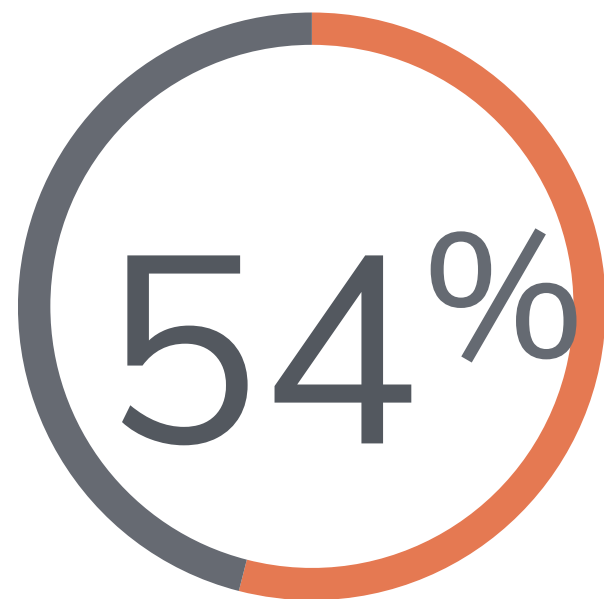
Followed by michellepearl, ivie_elizabeth, amandibles1220 + 18 more



Why Influencer Marketing?

>50

Of millennials surveyed say they make travel plans based on social media accounts that they follow



Of leisure travelers say that pictures of a destination are important when choosing where to go

Greater Zion Influencer Program

- Focus on vertical markets and general adventure travel
- Contracted influencers
 - Engagement vs. no. of followers
 - Audience - target market
 - Market expert

Greater Zion Influencer Program

Main focus on the OHV and Mountain Biking verticals for the influencer program. Also planned a group trip focused on female adventure influencers.

OHV

FOUR

influencers

total reach 155K

average total engagement 4.6%

MTB

FOUR

influencers

total reach 233K

average total engagement 6.5%

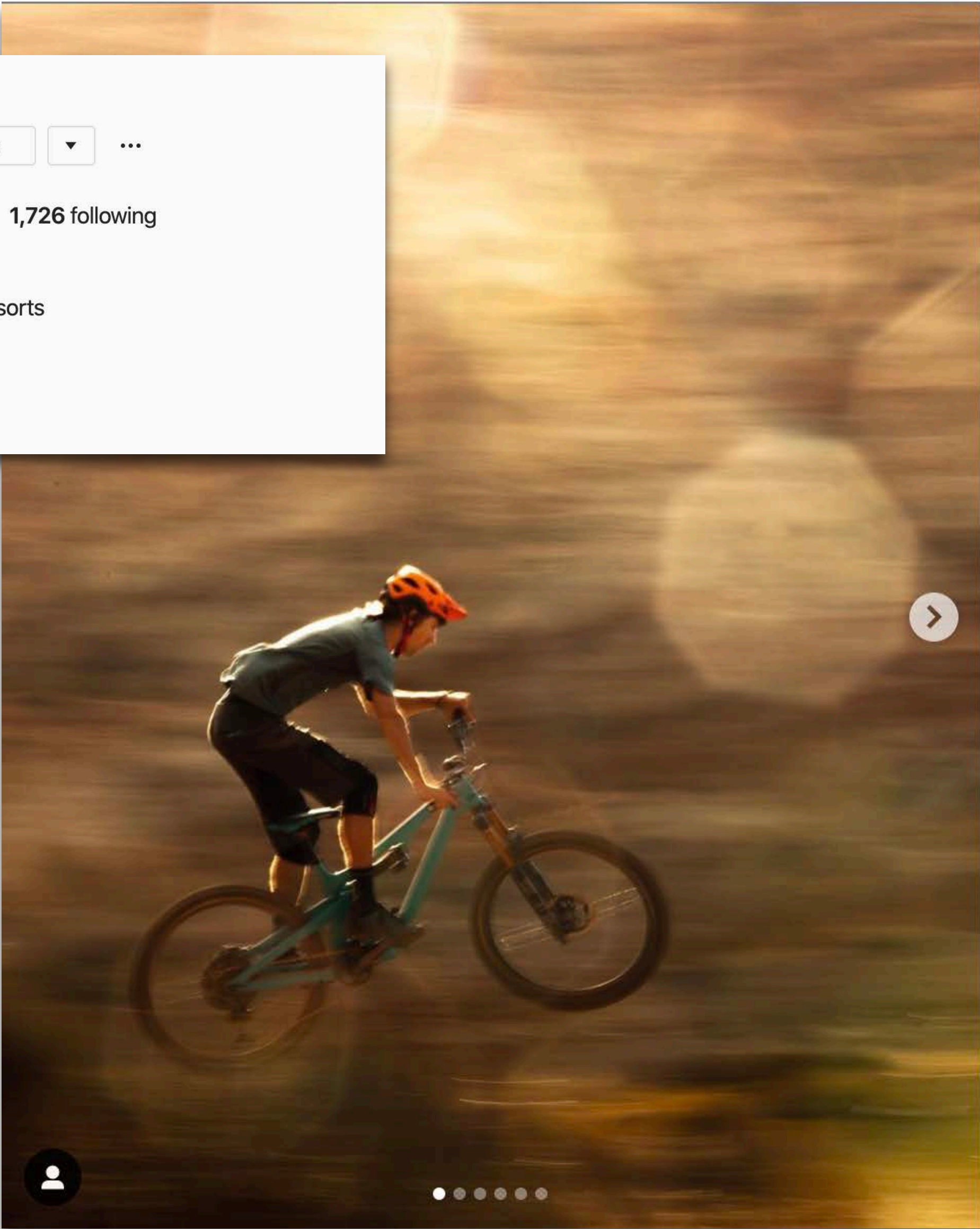
Adventure

EIGHT

female influencers

total reach 667K

average total engagement 9.5%



joeyschusler

Following



...

1,316 posts 47.4k followers 1,726 following

Joey Schusler
Mountain bikes and adventures of all sorts

- Cinematographer & photographer
- [@joeyschuslerfilms](#)
-



joeyschusler • Following
Greater Zion Utah

...



joeyschusler Desert season is upon us. With cold temps flooding into the high country, [@sam_seward](#) and I spent a long weekend in [@greaterzionutah](#) keeping the summer dream alive. While we may not be ready for Rampage here next month, we did get to explore an extensive network of really fun trails, new terrain, and epic views into Zion National Park - all which made for an exceptional time.

- [@greaterzionutah](#) #GZPartner2019

4w



laryarcanjo Dope



Liked by [sam_seward](#) and 2,679 others

SEPTEMBER 29

Add a comment...

Post



ben.m.westerik Favourite trails for views in the area? Heading down there next month and looking for the most scenic trails in the area that you'd recommend!

3w Reply

— Hide replies



joeyschusler
[@ben.m.westerik](#) hard to go wrong anywhere. The stuff off Gooseberry Mesa was fun and had incredible views. All on Trailforks!

3w 1 like Reply




mtb_co_kerry Thanksgiving can't come soon enough. Heading there for a fun filled week riding.

4w 2 likes Reply

— Hide replies


Upcoming Influencer Visits

INFLUENCER MARKETING



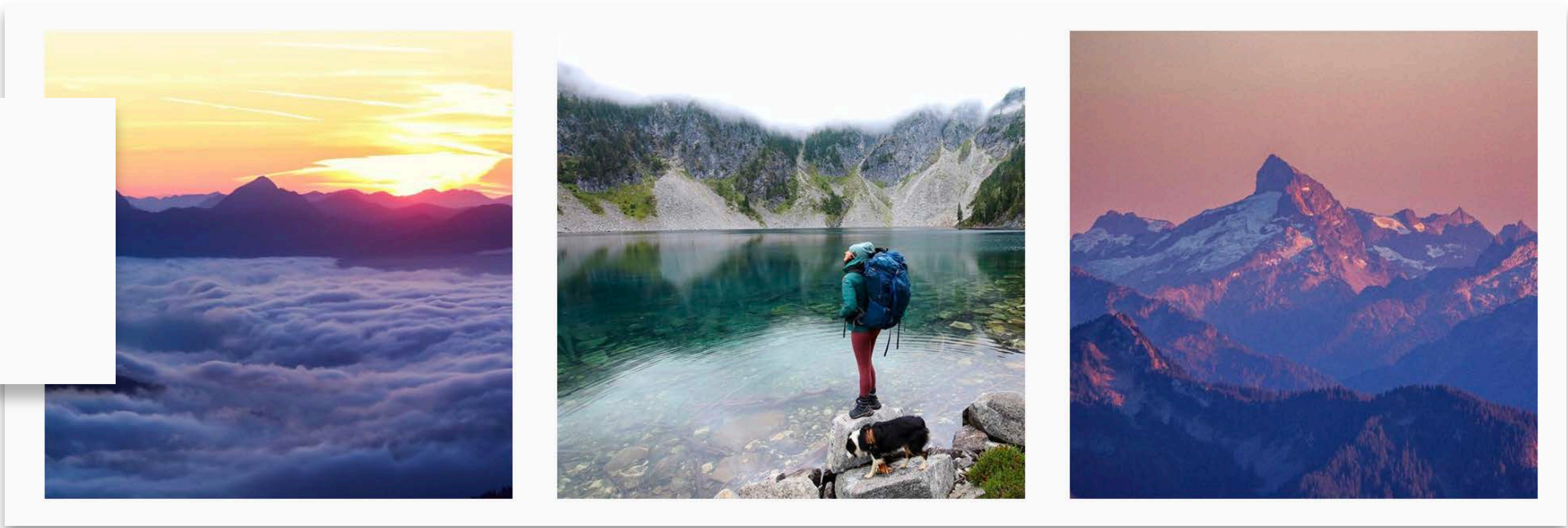
annniegirl Following ▾ ...

768 posts 45.7k followers 778 following

Annie Jensen 

Inspiring Others to Live a Happy Healthy Life.
Holistic Nutritionist 🍷 HE > i 🙏 ✨
Pacific North West 🌲 🍷
anniemovesmountains@gmail.com

Followed by moore_rachel, followtiffsjourney, hikrlife + 16 more

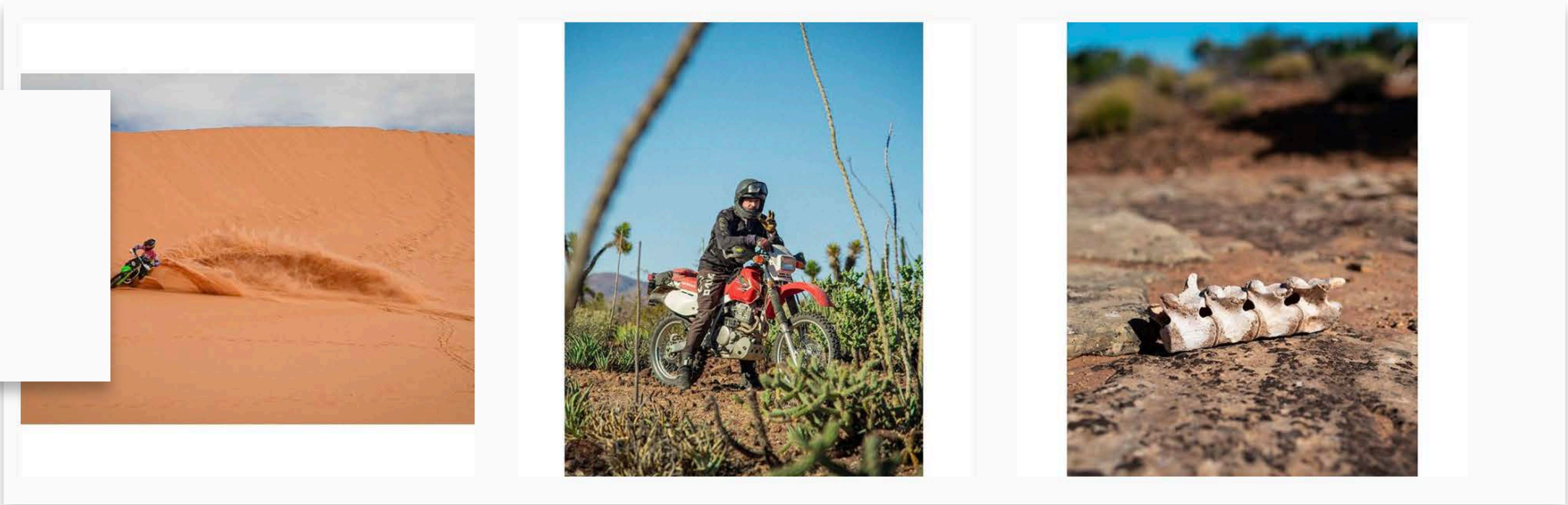





blakedraguesku Following ▾ ...

964 posts 10.6k followers 996 following

Blake Draguesku
Rider/Writer/Photographer
Omega 701 Rally Bike 🇸🇪 / 🇳🇴
Kawasaki KX500AF 🇯🇵
Husqvarna FX450 🇳🇴
BMW R1200GSA 🇩🇪
campsite.bio/blakedraguesku



INFLUENCER MARKETING



natehills1

Follow

1,300 posts

72.7k followers

575 following

Nate Hills

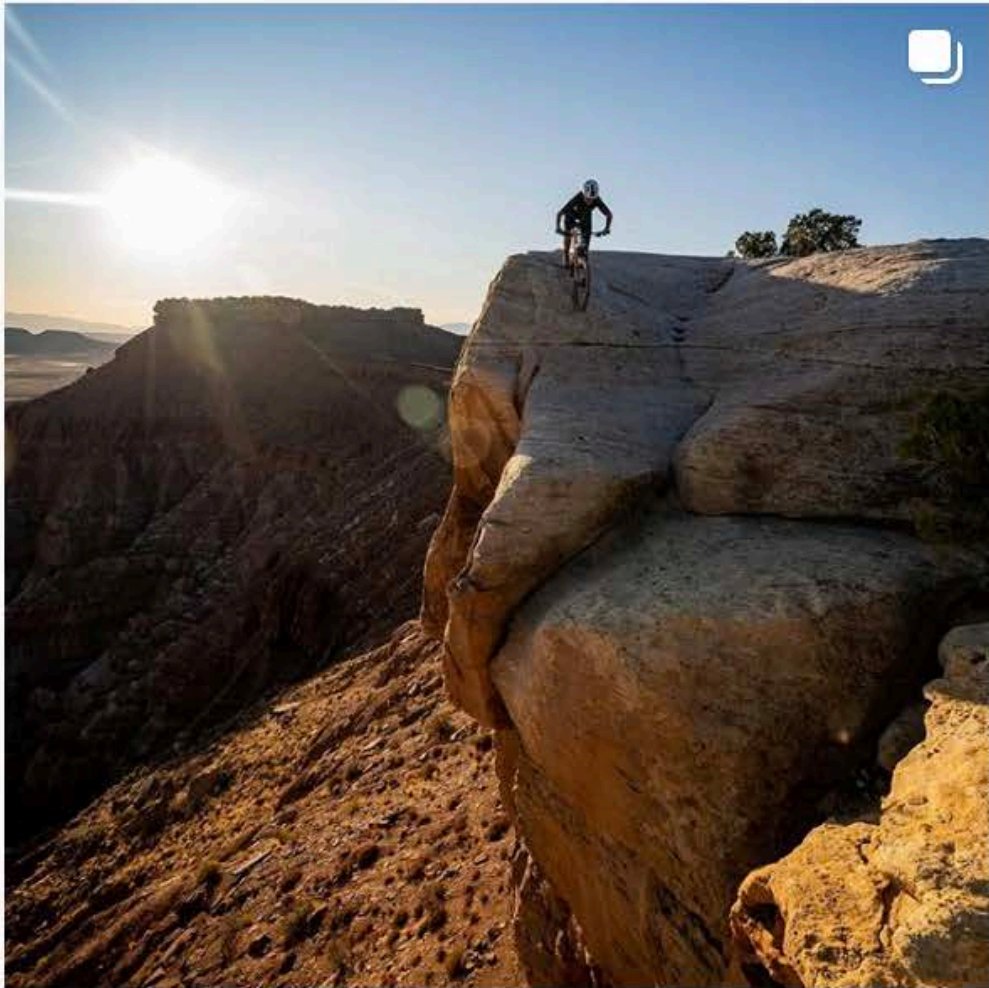
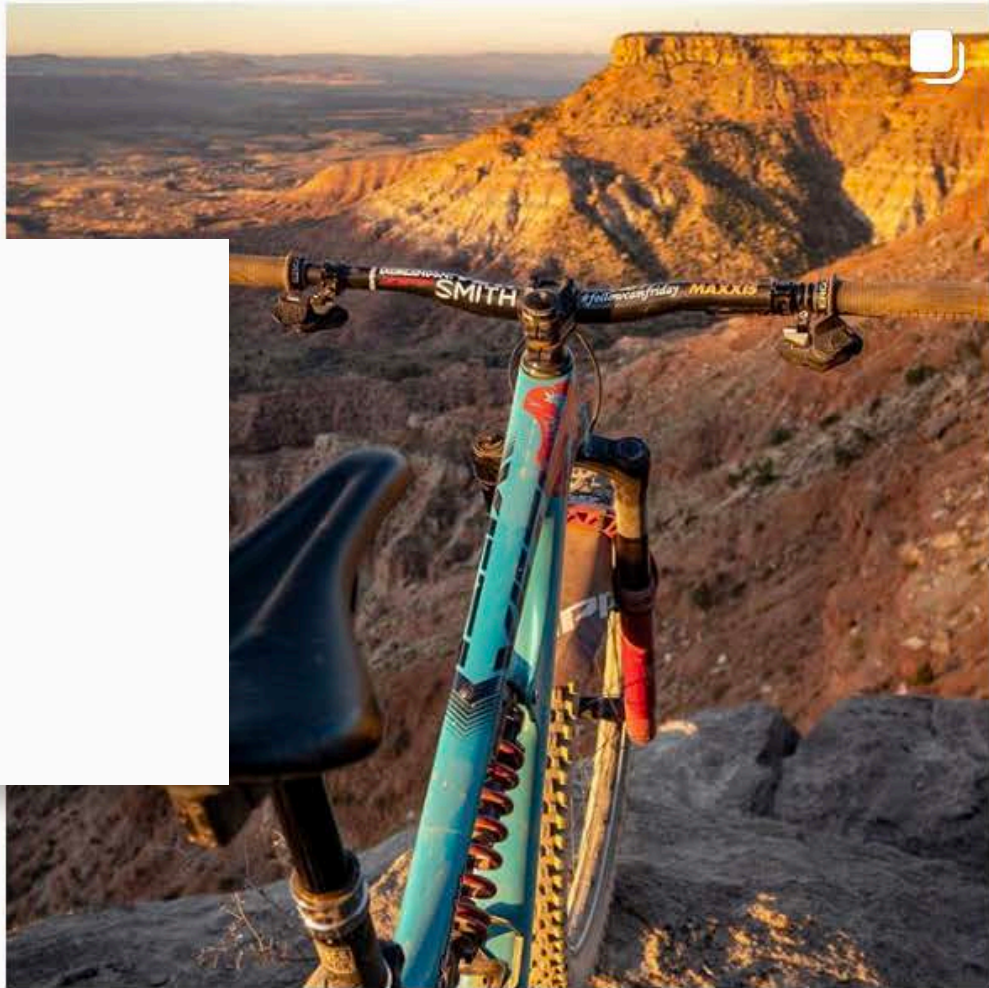
Rider of bikes, enabler of stoke


#followcamfriday

My Current Bike

bit.ly/YetiSB140spec

Followed by nathanjr, bryaustins, venturesportscolorado + 5 more





bretttippie

Follow

7,567 posts

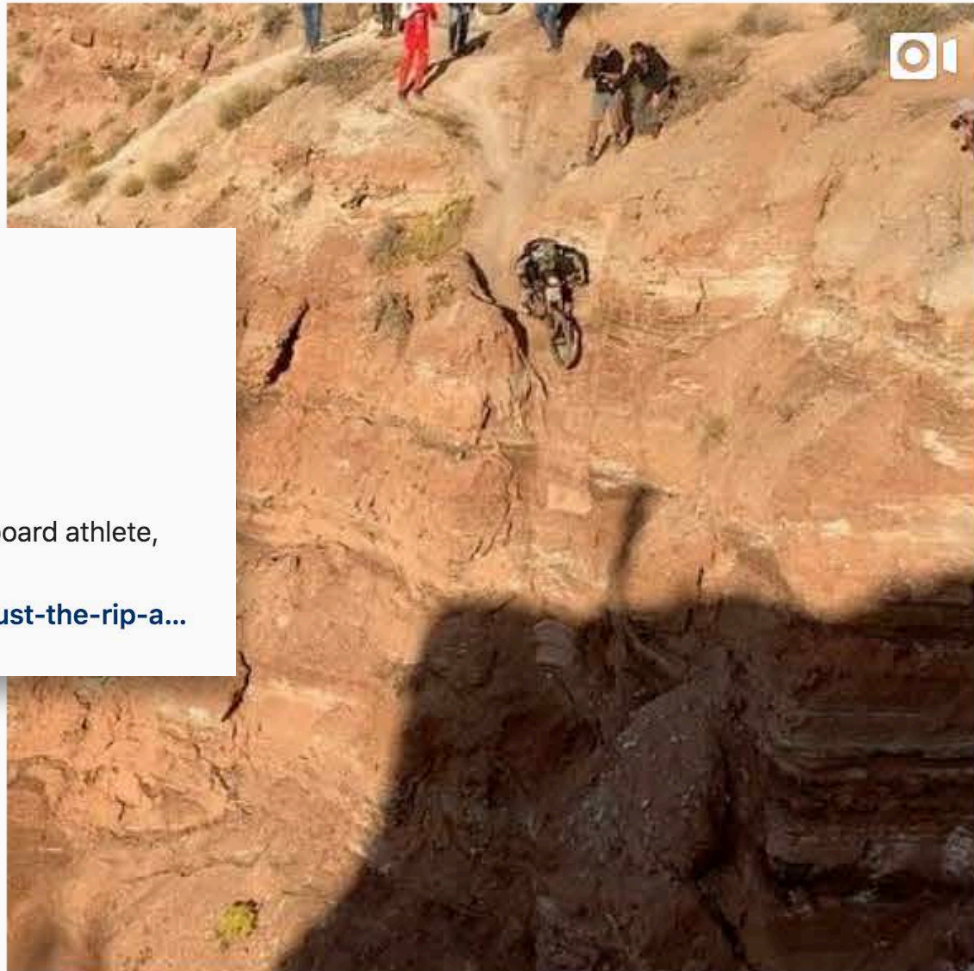
100k followers

2,708 following

Brett Tippie (official)

Professional Freeride MTB Hall of Famer, ex-WC Team Canada Snowboard athlete, Dad, Director of Good Times. Spinning spokes & telling jokes.

m.pinkbike.com/news/video-wade-simmons-and-brett-tippie-in-just-the-rip-a...



How to Get Involved

- Assist with hosting
- Engage with influencers while they are in-market
- Let us know if you are hosting influencers
- Klear media resource – quality versus quantity
- Integrate the Greater Zion hashtag - #greaterzion

Three Things Your Business Should Be Doing with Influencers

1

Follow and engage with
influencers who impact your
business/industry

2

Partner for strategic purposes

3

Establish a #hashtag for your business/
campaign – also use
#greaterzion

BONUS!

Leverage your Greater Zion agency partner!

Public Relations

What is PR?

Public Relations professionals help a business or individual cultivate a positive reputation with the public through various unpaid or earned communications, including traditional media, influencer programs and in-person engagements. They also help clients defend their reputation during a crisis that threatens their credibility.

How Does it Work?

- Content must be newsworthy
- Based on relationships – pitching media, hosting, in-market visits
- Know what media are looking for
- Editorial deadlines
- Creativity – trends, twist on the ordinary
- Long term strategy
- No guarantees
- Cannot fully control the message
- Cannot review and approve stories – rarely change what's already been published
- Every placement counts!

Case Studies

Driving Destination Business

VAIL SUMMER

Driving Destination Business

- 1.4% lodging tax
- Grow business non-ski months
- Leverage Epic Discovery to tell destination story





Media Coverage



The New York Times

Mountain Resorts Moving Beyond Biking and Hiking



The gondola at the Heavenly Mountain Resort at Lake Tahoe in California.

Mountain resorts generally build their reputations on snow sports. But for many mountain regions, summer is the busier season based on school vacations and the appeal of cool mountain weather when other places are sweltering.

Supplementing hiking, gondola rides and mountain biking, Vail Resorts has opened two on-mountain summer activity campuses positioned to engage more fair-weather visitors in the outdoors and balance the seasonal economies of its mountain towns.

"Our winter business has a loyal, passionate, committed following, but it's a narrower following," said Robert Katz, chief executive of Vail Resorts. "We have an opportunity in summer to broaden that."

On June 28, Vail Mountain, the popular Colorado ski resort, opened Epic Discovery (vail.com), a series of summer-only attractions that bridge adventure and education. With entry via the Eagle Bahn gondola, its thrills include a canopy tour with seven zip lines that crisscross one of its famous ski bowls, Game Creek. There is also a high-ropes course and a new alpine roller coaster at 10,350 feet that relies on gravity to propel its cars.

Two short hiking trails on relatively level ground emphasize learning through play via new "story stakes," interpretive signs that display fun facts about the strength of an eagle. According to one sign, for instance, eagles can carry food up to a third of their body weight, the equivalent of a human running up 10 flights of stairs carrying over 45 pounds of groceries.



Results

COVERAGE

in outlets such as:

SHAPE

5280
Denver's Magazine

Money

The New York Times

Star-Telegram

AND MORE

>950M

IMPRESSIONS

OUTPERFORMED

other western US mountain resorts
based on Destimetrics Data

712 STORIES PLACED

ECONOMIC INDICATORS ILLUSTRATED
SIGNIFICANT GROWTH IN THE 2016
SUMMER SEASON

30%

MORE COVERAGE
THAN VAIL'S MAIN
COMPETITORS

26.6%

INCREASE IN REVPAR

13.8%

GROWTH IN OCCUPANCY

11.3%

GROWTH IN ADR

Driving Tour Operator Bookings

LEVERAGING LLAMAS TO SELL A DESTINATION

Driving Tour Operator Bookings

- Focus on “outdoor adventure” message
- Identified unique ways tour operators were enlivening this message
- Take a Llama to Lunch Hike = Media Gold!



Results

COVERAGE

in outlets such as:

Chicago Tribune

5280
Denver's Magazine

NATIONAL
GEOGRAPHIC

LUXURY
travel

Outdoor
Families

Condé Nast
Traveler

SPAFINDER

NEW YORK POST

RootsRated
WHERE TO GO OUTDOORS

“OUTDOOR ADVENTURE”

message grew from 31 percent to 33 percent

SECURE PLACEMENTS

for the outdoor adventure” message in at least 20
media outlets in the agency’s target list

2

SPECIFIC PACKAGES

DEVELOPED BY HOTELS AROUND
LLAMA TREKKING

“EVERY TIME AN ARTICLE
FEATURING THE LLAMAS
RAN, OUR PHONES
STARTED RINGING,”

KAREN PECK,
PARAGON GUIDES

6

FREELANCE WRITERS

PARTICIPATED IN BACKCOUNTRY
LLAMA TREKKING

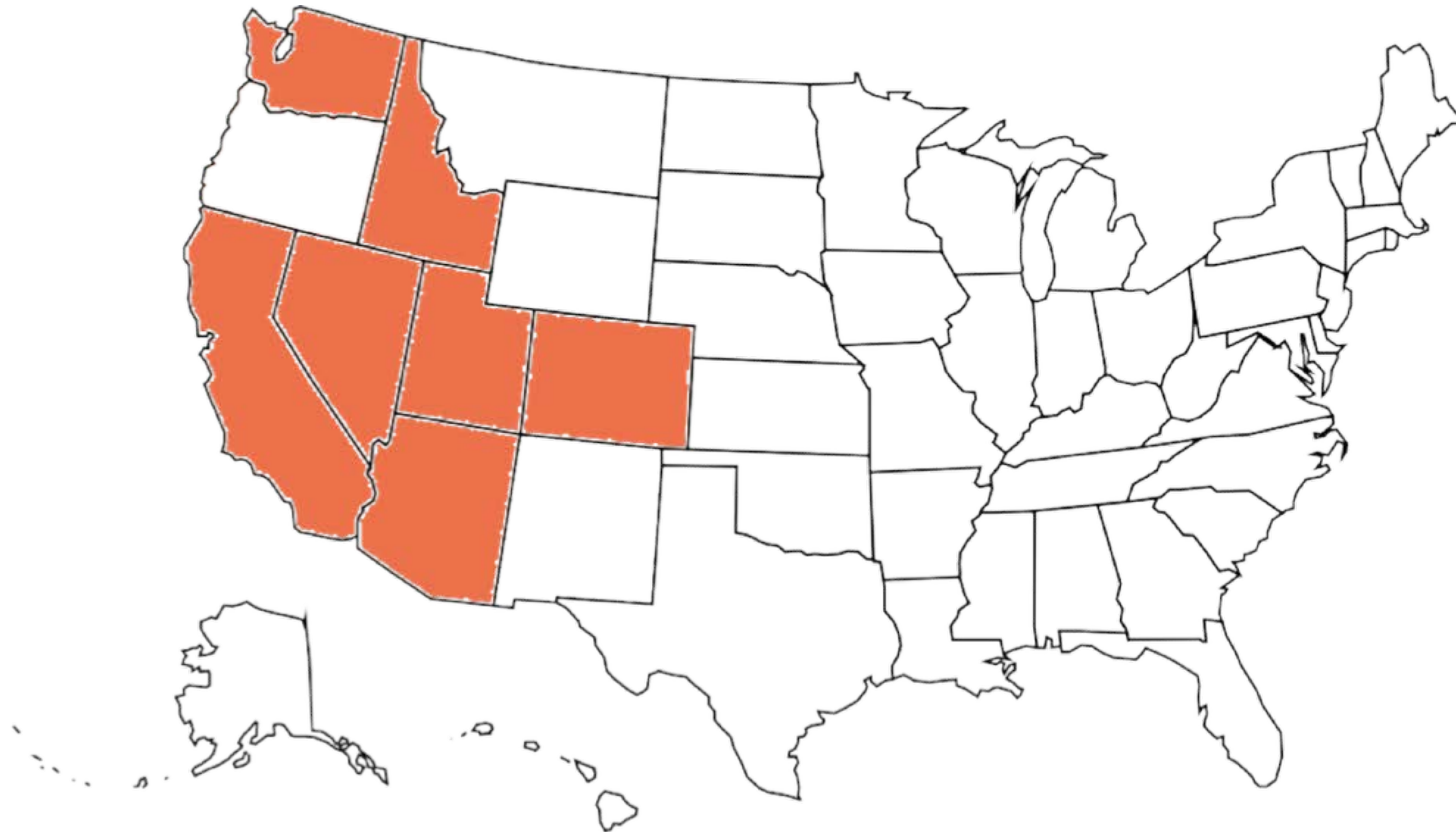
Greater Zion PR Effort

Audiences

While there are a number of traveler types that visit Greater Zion annually, based on our strategic priorities and recommended approach - we focus on one primary audience: **Adventure & Sports Travelers**, as well as three high-quality sub-audiences: **Mountain Bikers**, **OHV's** and **Golfers**.



Geography: Rocky Mountain West



States:

- Arizona
- California
- Colorado
- Idaho
- Nevada
- Utah
- Washington

What We are Doing

- In-market media visits
- Quarterly media tip sheets
- Ongoing releases - content program
- Press kit
- Visiting journalists program - group/individual
- Proactive pitching
- Responding to media opportunities/generating media opportunities
- Monitoring media placements

YTD Results

1,479
Media Clips

2.5 Million
Audience Reach

Key Messages

- 84% General Travel
- 8% Mountain Biking
- 2% OHV
- 2% Greater Zion
- 4% Golf

6
Media Visits

Tone

- 44% Very Positive
- 15% Somewhat Positive
- 39% Neutral

Coverage Type

- 47% Extensive Mention
- 24% Significant Mention
- 29% Brief Mention

Media Visits

- Oct. 18-22 – Golf Press Trip
- Nov. 1-5 General Travel Press Trip

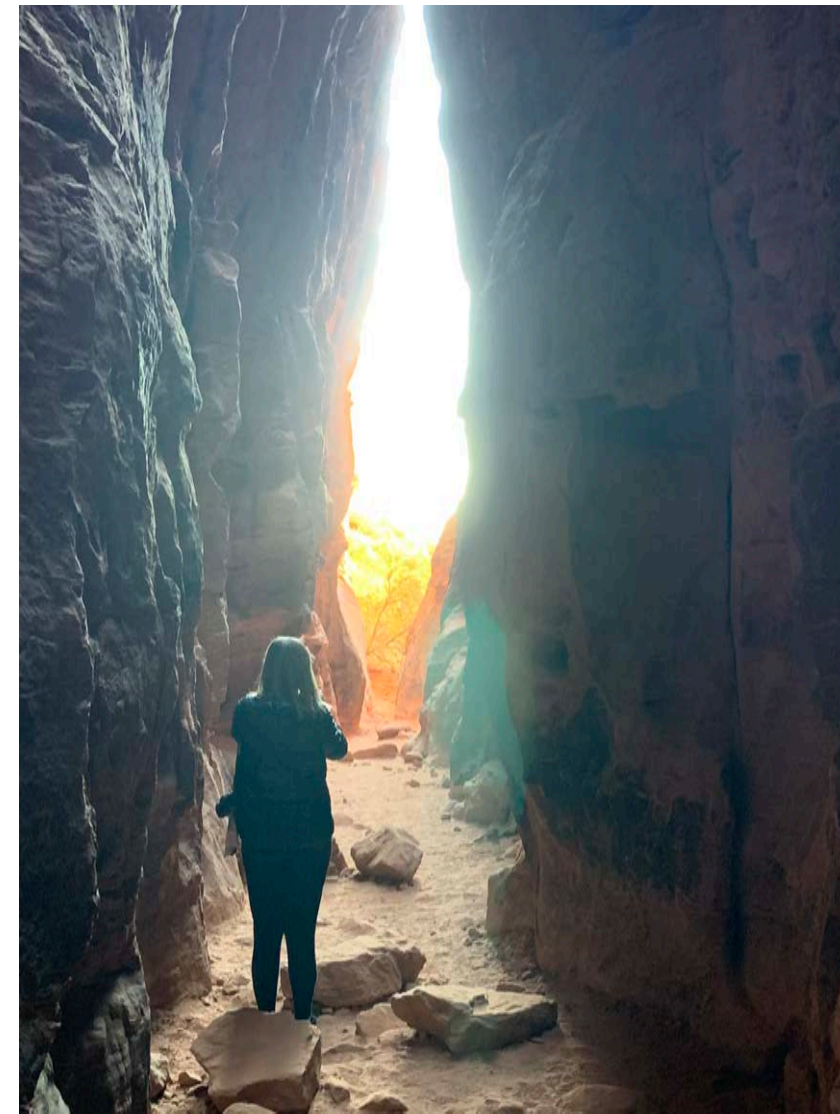
GREATER ZION PR EFFORT

Media Trips – Golf



GREATER ZION PR EFFORT

Media Trips – General Travel



Three Things Your Business Can Do to Support or Get Involved in Media Trips/Visits

1

Partner to help organize the trip/
itinerary

2

Meet and engage with media
while they are in-market

3

Be a positive representative of the
destination

Sample Media Clips

Greater Zion: Where Golf Meets Adventure in Utah

October 29, 2019 / Tim Cotroneo



The A-List of Travel®
LUXURY TRAVEL
MAGAZINE

Southern Utah is one of the few places in the world in which golf is mentioned in the same breath with extreme sports. With nine, and soon to be ten, golf courses located within the 118 miles that is the city of St. George, it's hard to find a foursome that doesn't mention nature walks, mountain biking, canyoneering, or ATV riding along with their beauteous 18-hole golf itinerary.

Waking up in St. George is an exercise in fresh air. Take a deep breath and your lungs fill to an exhilarating capacity. Your all-natural high is maximized when your week is complemented by a quartet of St. George's best golf courses, and at least four of Greater Zion's majestic outdoor experiences.

You've narrowed morning tee times to Sand Hollow, Copper Rock, The Ledges, and Green Spring golf courses. Your afternoons are buoyed by a nature walk through Zion National Park, mountain biking on Gooseberry Mesa Trail, canyoneering through the slots of Mystery Canyon, or an ATV trail ride at Coral Pink Sand Dunes. Are you ready? Then let's combine golf and adventure throughout a city that insiders call "St. Geezy."

**THE RED BULLETIN**

Get it. Do it. See it.

guide

RIDING THE WAVE
These seven up-and-coming mountain bike destinations just might become the next big thing.
Words JOE LINDSEY



Carson Valley
Goose Canyon Trail

a day trip into Zion National Park. **Ride** Gooseberry Mesa is a can't miss, especially the North Rim's fantastic views. Watch the weather; the dirt access road can be impassable after a decent rainfall. **Stay** The Inn at Entrada offers luxurious casitas and suites with small kitchens and garages to store bikes. **Eat** Irmila's Casita offers Saint George's best homestyle Mexican food; Riggatti's Pizza, downtown, is ideal for takeout; and the Cliffside, with a mix of steaks, seafood and pasta, is your spot for fine dining and panoramic views.

named One and Only. **Shop** Red Rock Bicycle Company has everything you need to keep you rolling, including rental bikes from Santa Cruz or an electric mountain bike from Specialized—even a chance to jump into weekly afternoon group rides on the Green Valley system. **Brevard, North Carolina** Beyond the quality of the trails in Brevard, what's maybe most remarkable here is the sheer quantity of them: almost 200 miles to explore around this picturesque town

the Jordan Street Cafe and The Square Root, Maya's Grill for Mexican, and Magpie Meat & Three for new-wave Southern comfort food. **Drink** Oskar Blues's spacious taproom and brewery offers yours and pours of favorites and taproom rarities.

Valle been com Trail Creek and Sierra Canyon both feature 3,000+ foot descents. For other diversions, go down to King's Beach, a funky hybrid of mountain town and beach burg, and rent a standup paddleboard to look down into Lake Tahoe's crystal clear depths. Or, just grab a beachside cocktail at Steamer's or Jason's, which both have patios. **Ride** Northstar will keep you entertained for days, but the Rim Trail's views are Instagram all-stars. If you

Saint George, Utah
Less than two hours from Las Vegas lies some of the best desert mountain biking in America. It's no accident the area is home to the Red Bull Rampage. Close to town, the Green Valley trail offers a series of stacked loops of tight singletrack that meander up the long synclines and then bomb back down the ledges and drops. The expert Zen trail is worth the stop on its own, while the world-famous Gooseberry Mesa system feels like riding on frozen waves, rolling over sculpted lips and bowls that have been likened to "God's terrain park." Once the summer home for Brigham Young, you won't find much nightlife here due to Utah's liquor laws (bars are rare, and state-run liquor stores close at 7 p.m.). Instead, explore picturesque downtown, packed with stores and restaurants; head out to

64

THE RED BULLETIN

Sample Media Clips

furthermore/

Hike, dive, and horseback ride

Earlier this year, the [Utah](#) region that includes Zion National Park and the towns of St. George, Hurricane, and Springdale was renamed Greater Zion. The park itself draws four million visitors annually to its 146,000 acres, which feature [natural attractions](#) like red rock canyons and the clear waters of the Virgin [River](#).

But there are many more natural wonders to discover in Washington County, Utah. Visit in early fall and spring, when the weather is mild.

Getting there

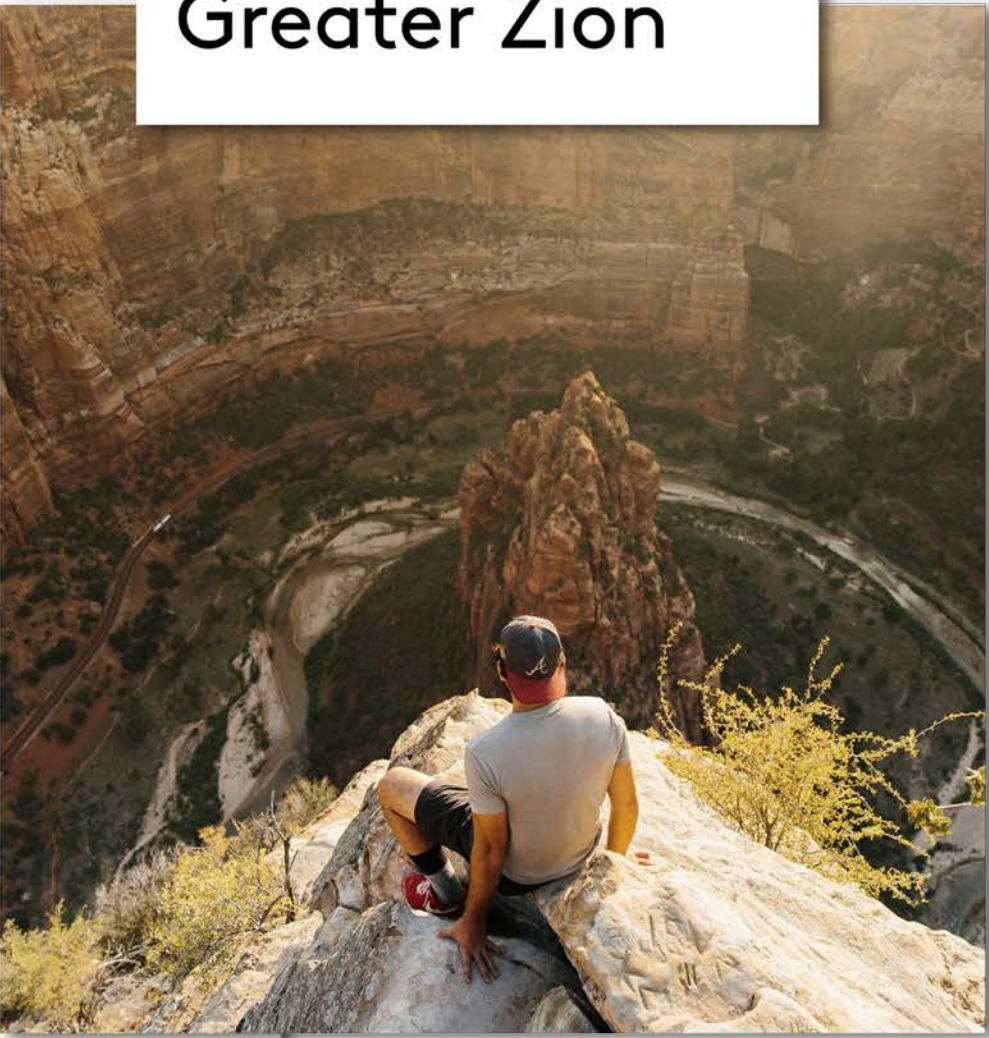
After a runway rehabilitation project this summer, St. George Regional Airport will reopen September 26. It offers direct flights to and from Denver, Salt Lake City, Phoenix, and Dallas-Fort Worth. Las Vegas' McCarran International Airport is a three-hour drive from Greater Zion.

Where to stay

Book at the [Red Mountain Resort](#) in Ivins, which boasts a landscape of the iconic local red rock along with mesquite trees and black lava gardens. Stay in one of the 24 villas for mountain views, fireplaces, and activities like energy healing.

Within walking distance of Zion National Park's entrance is [Cable Mountain Lodge](#). For a large group, reserve the expansive Grand Residence, which includes three king-sized bedrooms

Go here now:
Greater Zion



Sample Media Clips

FALL 2019TRAVEL

Home > Issues > Fall 2019 > Cool Greens Red Rocks

Cool Greens Red Rocks

BY JUDD SPICER / OCTOBER 15, 2019 / 224 / 0

SHARE: [f](#) [t](#) [g+](#) [p](#) [v](#) [in](#)

Fore

...ed Rock Golf Trail coupled with exploration of the region is the Greater Zion norm.

...area. For us, about half the guests come here to ...s. "The other half are doing all sorts of other ...we've worked to brand as more than just a great

...ry mineral ore in iron; when oxidized, it's rust.

...ks a deeply-distinct blood red.

...ploration and adventure, the Greater Zion region presents an almost ...ng the quality-of-life draw, the county seat of St. George is one of the

...our state parks, the area also sports nine courses on the Red Rock Golf ...ly set to debut by 2020.

...n to the St. George Regional Airport (debuted in 2011); or, a six-plus hour ...o piecemeal a trip with clubs in tow, as Palm Springs, Las Vegas and ...te, with St. George located just 90 minutes from Sin City. Visitor numbers ...ading vacation rental outfit says that nearly 40 percent of Greater Zion's ...lifornia.

...gh a dry summer sizzle ...Rock Golf Trail doesn't ... (spring and fall) green ..., but course operators ...the value as they do in

...nds," says Dale Beddo, ...yon GC. "Our market is ...come in here, get a good hotel room, a good steak and two or three ...ome with some money in the pocket."

...atural beauty is offered from the outset. With a rustic, rolling flair, rising ...onal Park and the 10,000-foot perch of Pine Valley Mountain.

In neighboring St. George, a more-manicured style of play is found at The Ledges GC, where a benign opening nine serves as a mere appetizer for a scenic, shot-shaping latter side.

"The front is really friendly; fairways are forgiving and holes are close together," says Paul Holden, director of golf. "There's a lot of room and kind of a tune-up for the back, which becomes more target golf."

Sporting superb greens throughout, keeping one's eye focused on said targets becomes a test, as Snow Canyon State Park comes into view and cliff-routed holes come into play. "On the back, being on top of Snow Canyon State Park, it's easy to get lost in the scenery," Holden says, smiling.

How to Be Included in Media Coverage

- Respond to media opportunities
- Offer new, creative, unique programming, packages, etc.
- Partner to host media

The New York Times



Llama hikes organized by Paragon Guides are extremely popular with children in the summer and during peak foliage season. Paragon Guides

‘Take a Llama to Lunch’ Hike

Paragon Guides in Vail, Colo., introduced llama treks in the region in 2013. Since then, the outfitter says they’ve been extremely popular with children in the summer and during peak foliage season.

Visitors get to hike with a llama or two in a small group; a red-checkered picnic lunch is provided. Most of these hikes occur at around 9,000 feet and the guides select the best foliage trails from more than 300 options, including Big Horn, Gore and Grouse Creeks, and Missouri and Nancy Passes where a lot of aspen clusters are found. Nate Goldberg, a lead guide with the outfitter said visitors see “a lot of underbrush, red and yellow aspen leaves, scrub oak, berries and willows which turn a bright yellow.”

A four-hour, three-mile long hike [starts at \\$450](#) for two people, and \$95 for each additional guest.

Ideas for Becoming Newsworthy

- Hotels
 - Creatively cater to mountain bikers
 - Develop unique vacation packages
 - Programming that ties with trends
- Outfitters/Outdoor Adventures
 - Twist on the ordinary
 - Repackage already existing programs
- Other
 - Restaurant – unique, regional cuisine
 - The Arts – debuts, launches, first runs
 - Retail – new stores, openings, etc.
 - Events – what's new, celebrity attendees, etc.

Three Things Every Business Should Implement in Their PR Strategy

1

Respond to inquiries in a timely manner - driven by deadlines

2

Define + tell your story

3

Get creative!

BONUS!

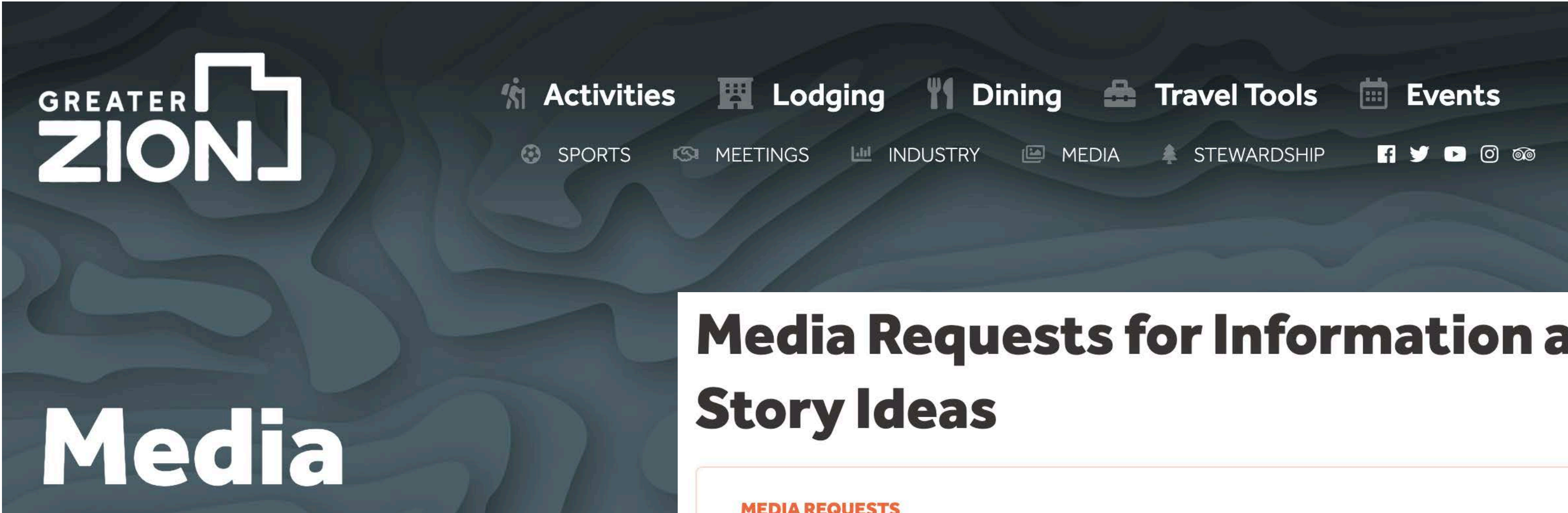
Leverage your Greater Zion agency partner!

Selling Greater Zion

THE DESTINATION + YOUR BUSINESS

Partnership

Greater Zion Media Page



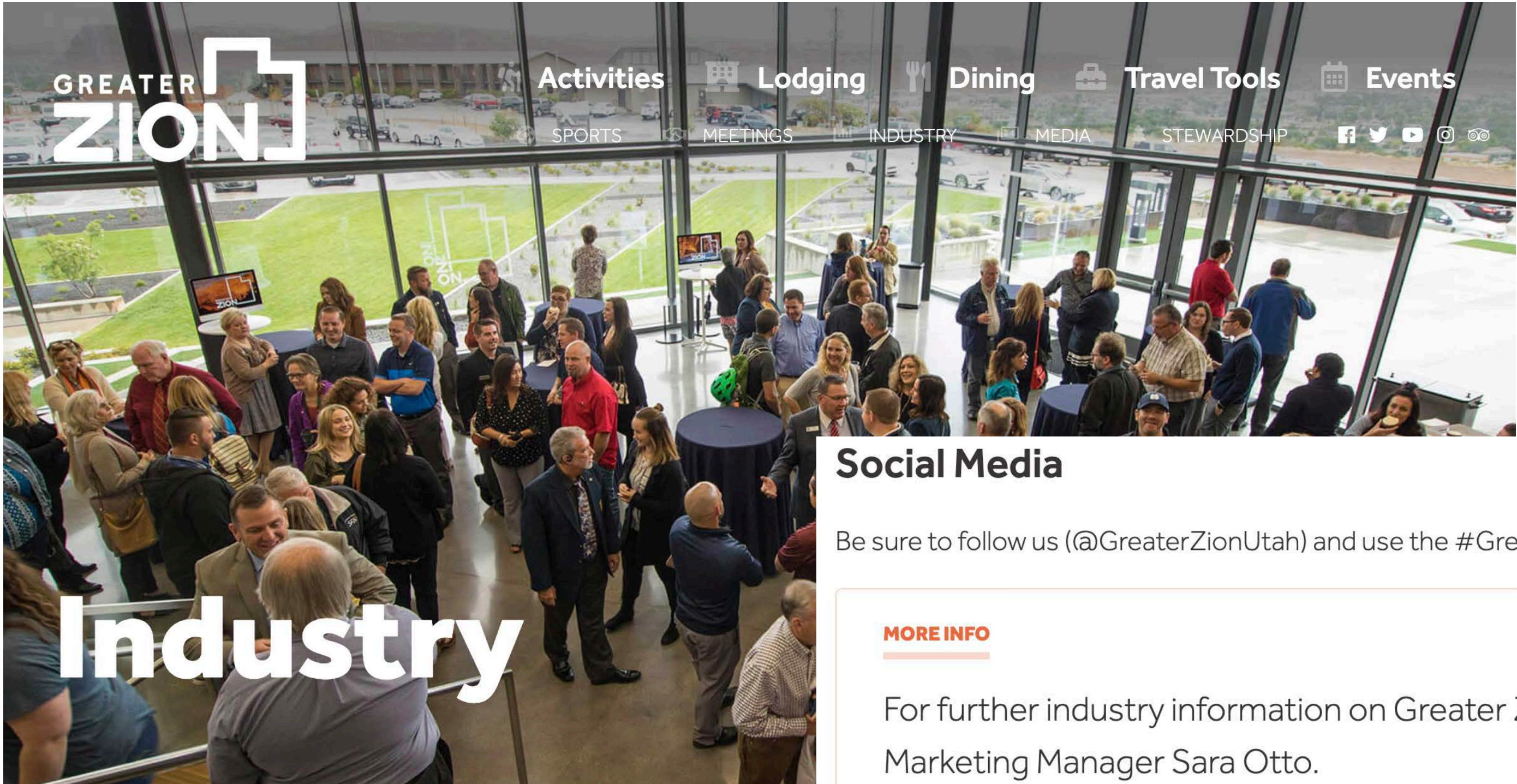
Media Requests for Information and Story Ideas

MEDIA REQUESTS

Working on a travel story about Greater Zion? Interested in “what’s new” or “what’s hot” in travel ideas in Greater Zion? Looking to travel to Greater Zion for media purposes? Contact Kristin Yantis, Principal, Malen Yantis Public Relations.

Contact Kristin

Greater Zion Industry Page



Social Media

Be sure to follow us (@GreaterZionUtah) and use the #GreaterZion hashtag.

MORE INFO

For further industry information on Greater Zion, please contact Marketing Manager Sara Otto.

Contact Sara

Thank You!

