

# Greater Zion Marketing Series

March 12, 2020





# Agenda & Key Outcomes

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1. COVID 19
2. 2019 Review (Challenges, Accomplishments, Numbers)
3. 2020 Initiatives
4. Digital Strategy
5. Importance of the digital landscape, the traveler decision making process, and the role we each have to play
6. What this means for your organization
7. Actions you can take to integrate and participate





# Covid 19

**Industry Toolkit:** stakeholder resources,  
talking points, and industry insights

<https://travel.utah.gov/news/covid-19-toolkit>

**Traveler Resources:**

<https://www.visitutah.com/plan-your-trip/covid-19/>



# Who we are...









# Tourism Economics

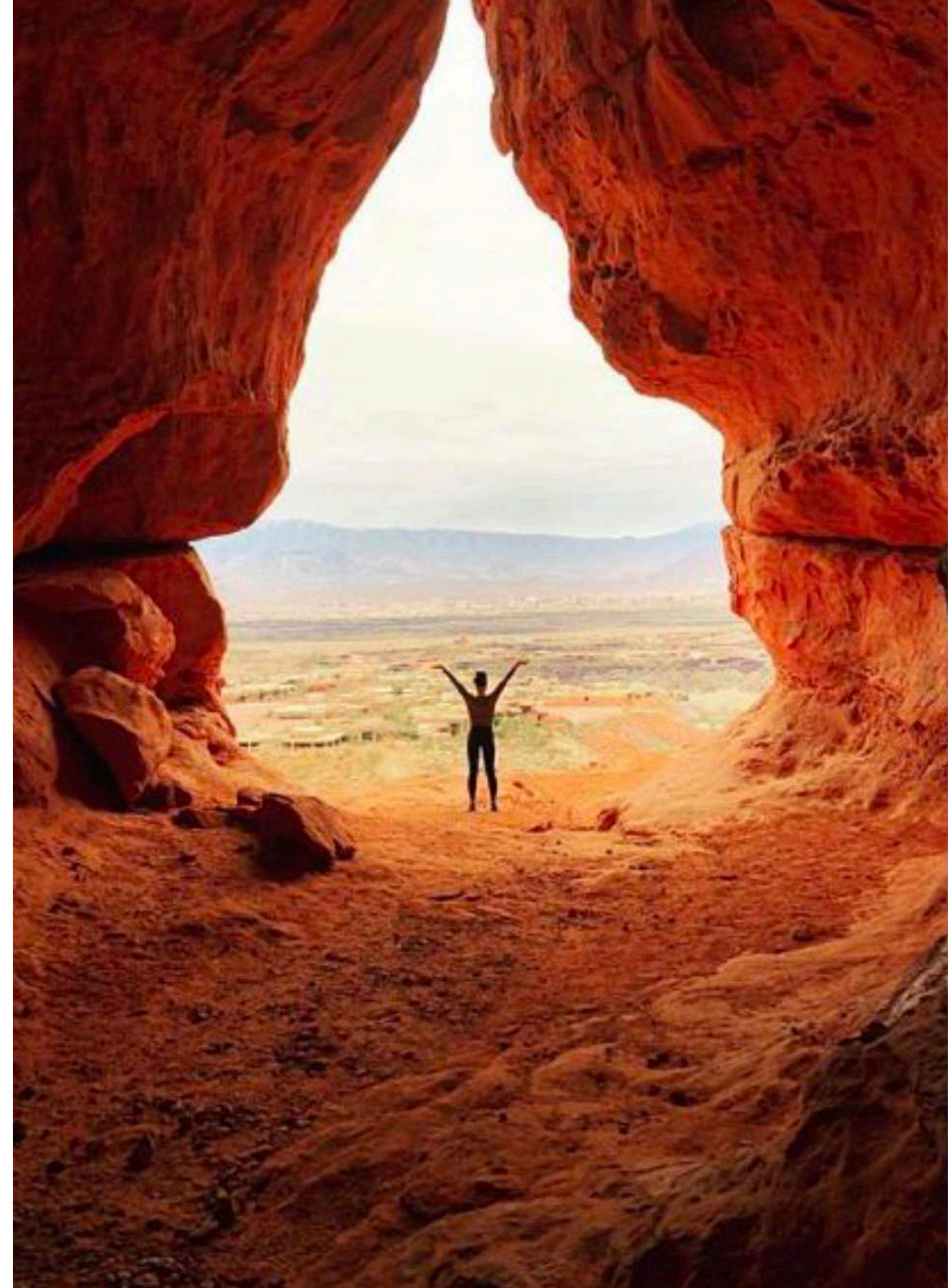
- **\$600M in Economic Impact from Hotel Guests**
- **\$200M in Hotel Revenue**
- **9M in Transient Room Tax Revenue**
- **\$1200 - \$1300 reduction in personal taxes**
- **\$\$Millions toward infrastructure development**



# Major Contributors - 2019

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- **\$100M Sports**
- **\$ 99M Arts & Entertainment**
- **\$ 71M International** (2018)
- **\$ 62M Golf**
- **\$ 60M Conventions**





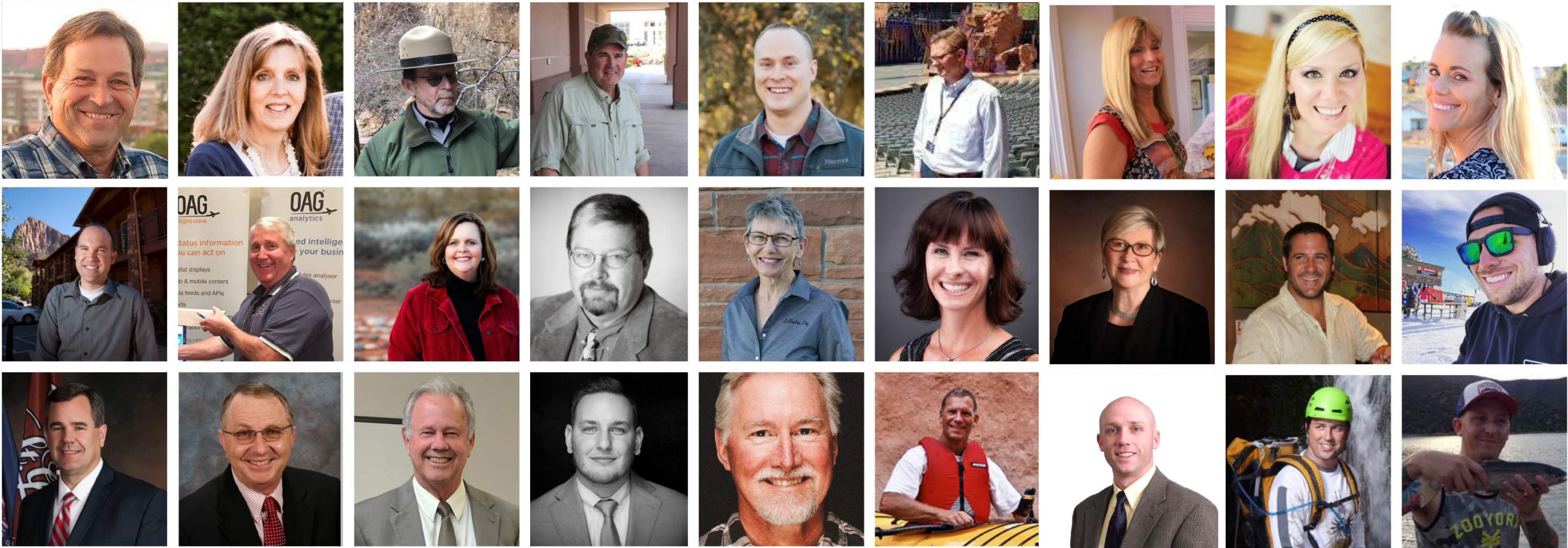
# Overall Objectives of the Greater Zion Team

- 1 **Unite Tourism Related Entities**
- 2 **Responsibly Grow the Tourism Market**
- 3 **Distribute Visitation Throughout the County and Throughout the Year**
- 4 **Inspire Greater Stewardship**
- 5 **Clearly Communicate Tourism Benefits to the Community**



# Unite Tourism Related Entities with a Cohesive Destination Brand

- 1
- Establish a memorable identity with a forward thinking, community-led vision
  - Learn of and understand the objectives, pressures, and concerns of communities, land managers and stakeholders





# Responsibly Grow the Tourism Market

2

- Attract the right kind of visitors to the right places at the right time
- Identify and market to visitors who are seeking rich, memorable experiences
- Attract those who will stay longer, spend more, and care for the places they visit
- Create a better connection with tourism and economic development





# Distribute Visitation Throughout the County & Throughout the Year

3

- Establish compelling tourism identities for each region of the county
- Focus messaging on discovering and experiencing the lesser known attractions and hidden gems in each region
- Foster user groups who are passionate about the unique activities in each region
- Pursue events, activities and marketing opportunities that fill non-peak room nights





# Inspire Greater Stewardship

4

- Enhance the compelling feelings visitors experience by investing in, caring for, supporting and celebrating the unique natural and cultural resources of the area
- Communicate the importance of caring for resources
- Partner with agencies and organizations who promote and fulfill the essential objectives of stewardship





# Clearly Communicate Tourism Benefits to the Community

5

- Be involved in and contribute to positive civic dialogue, philanthropic activity and community service
- Support infrastructure development that enhances tourism experiences, opportunities and the quality of life for locals
- Develop local campaigns to generate pride, support and positive sentiment among residents
- Initiate training programs to assist stakeholders in developing effective marketing, PR, and hospitality strategies

**9000 jobs!**



**\$1300 in tax relief!**



# Situation Analysis

## Lodging Options

- **Hotel inventory added 560 rooms**
- **Short term rental inventory added 774 properties**

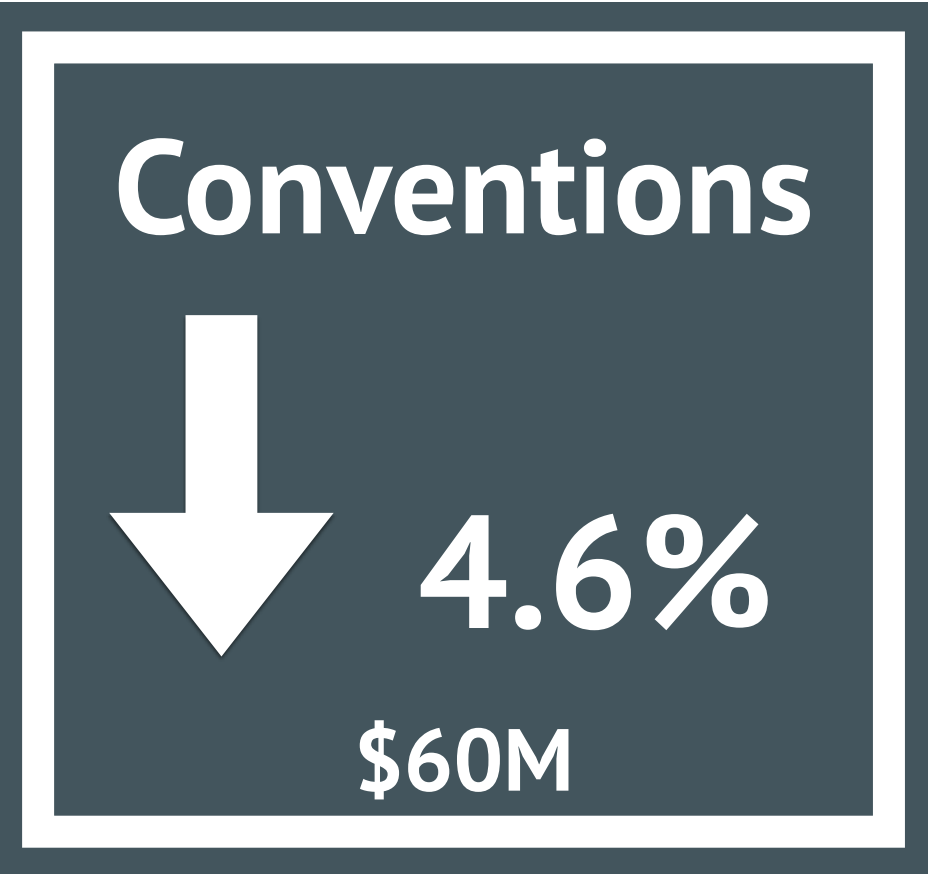
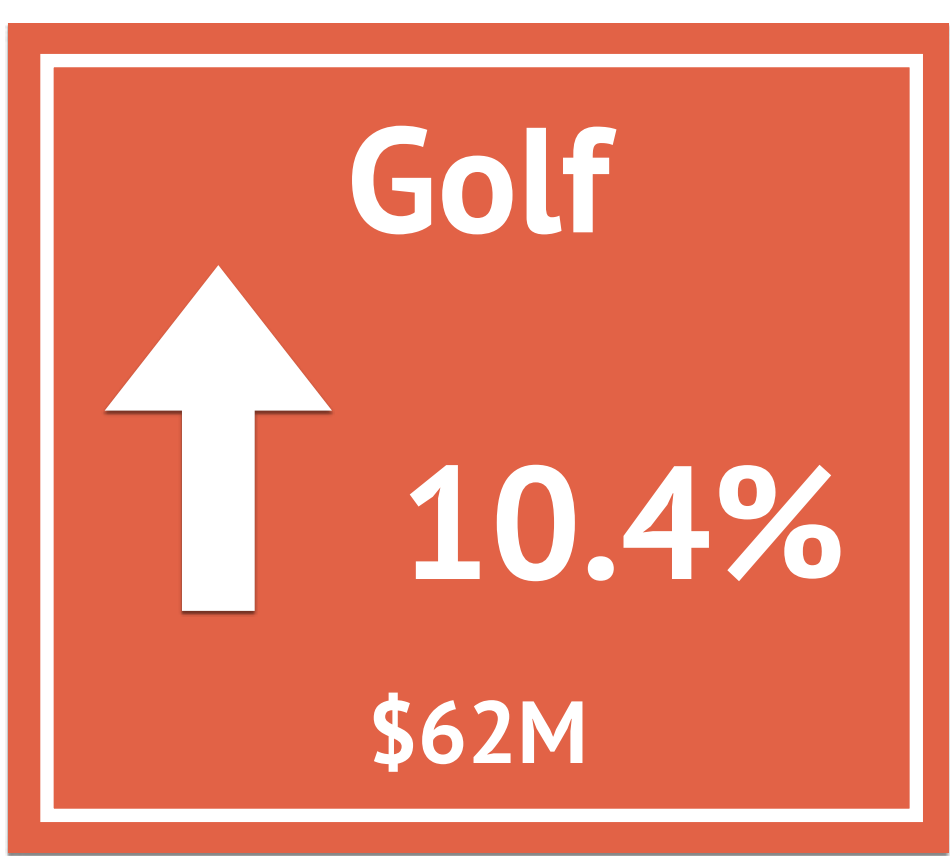
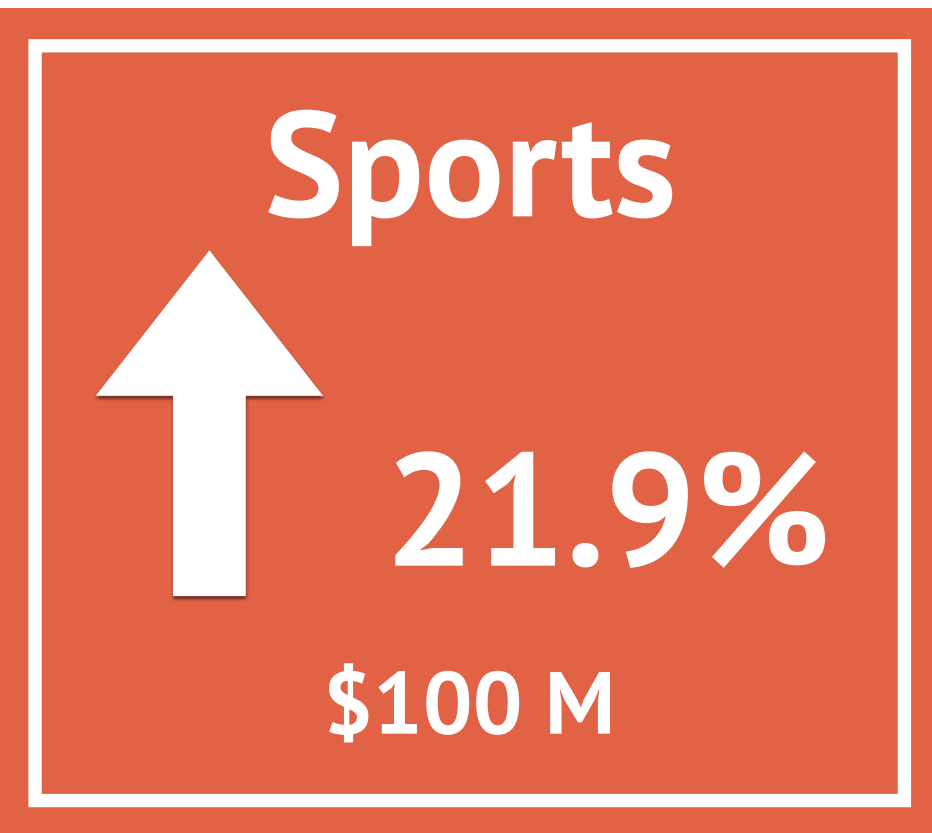
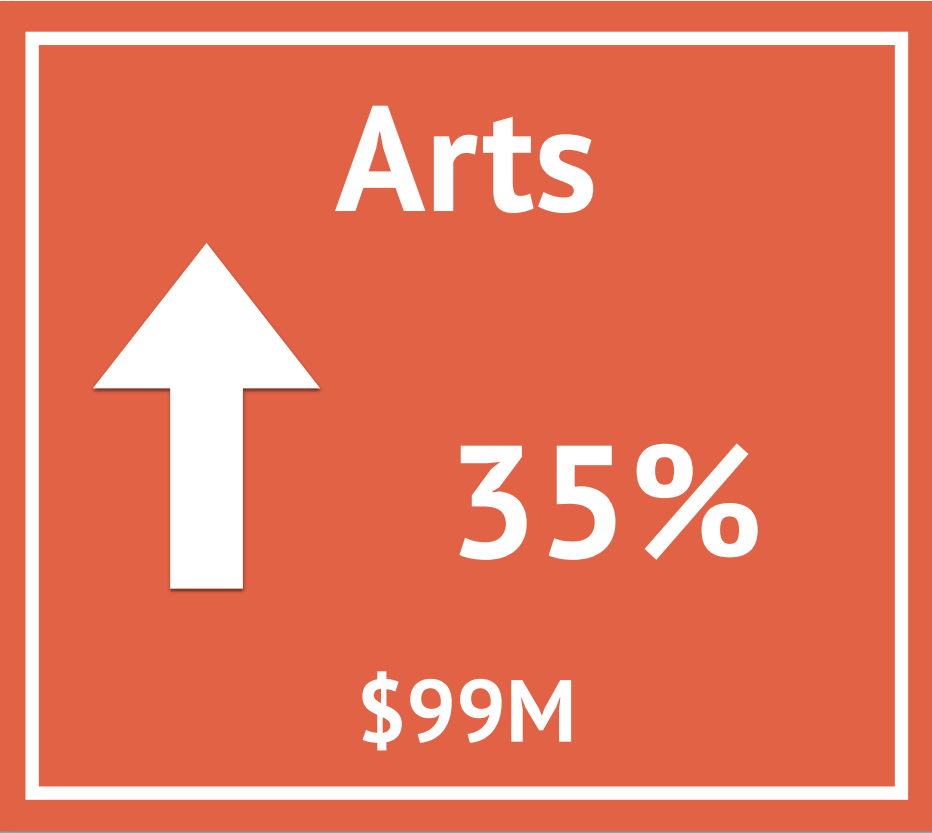
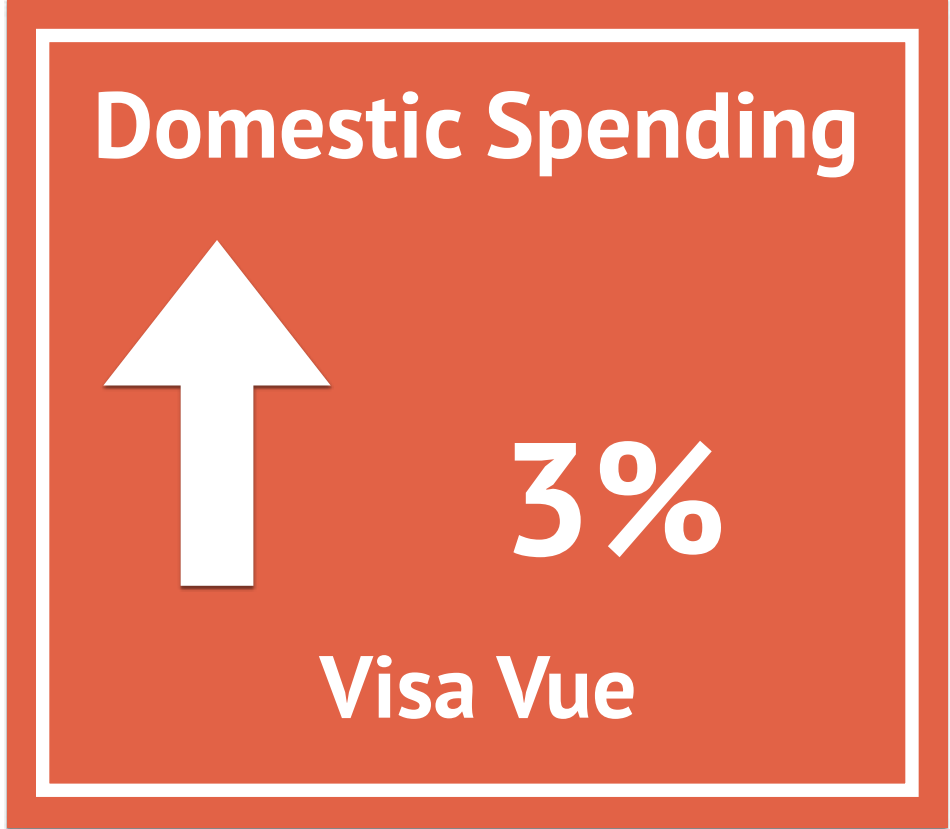
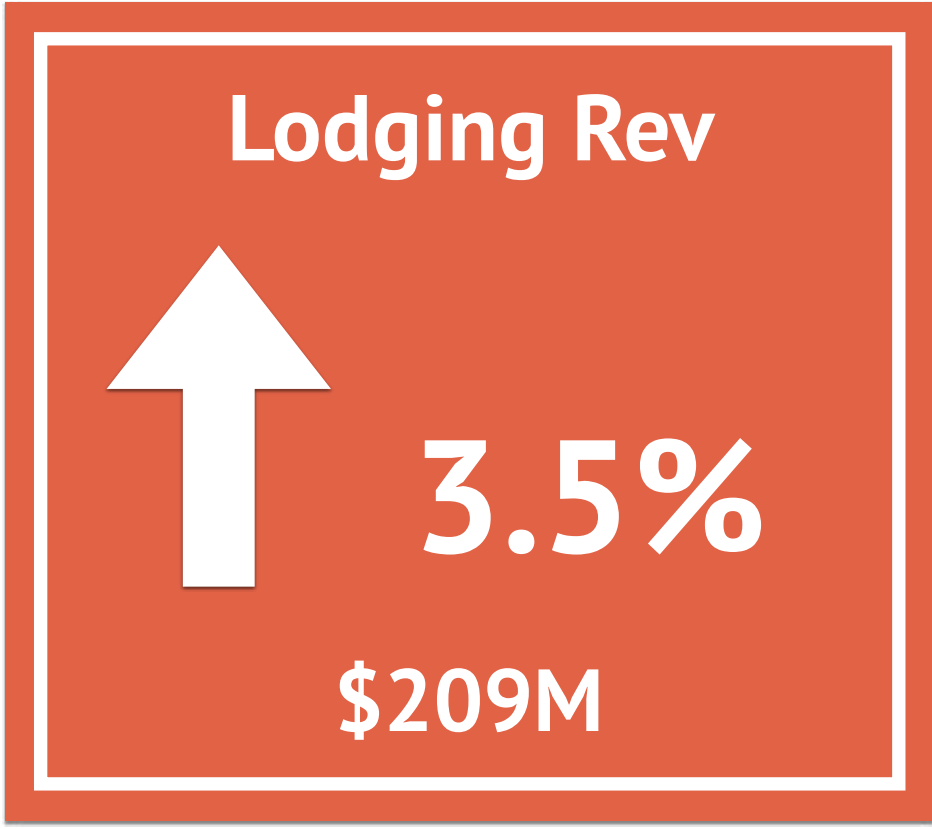
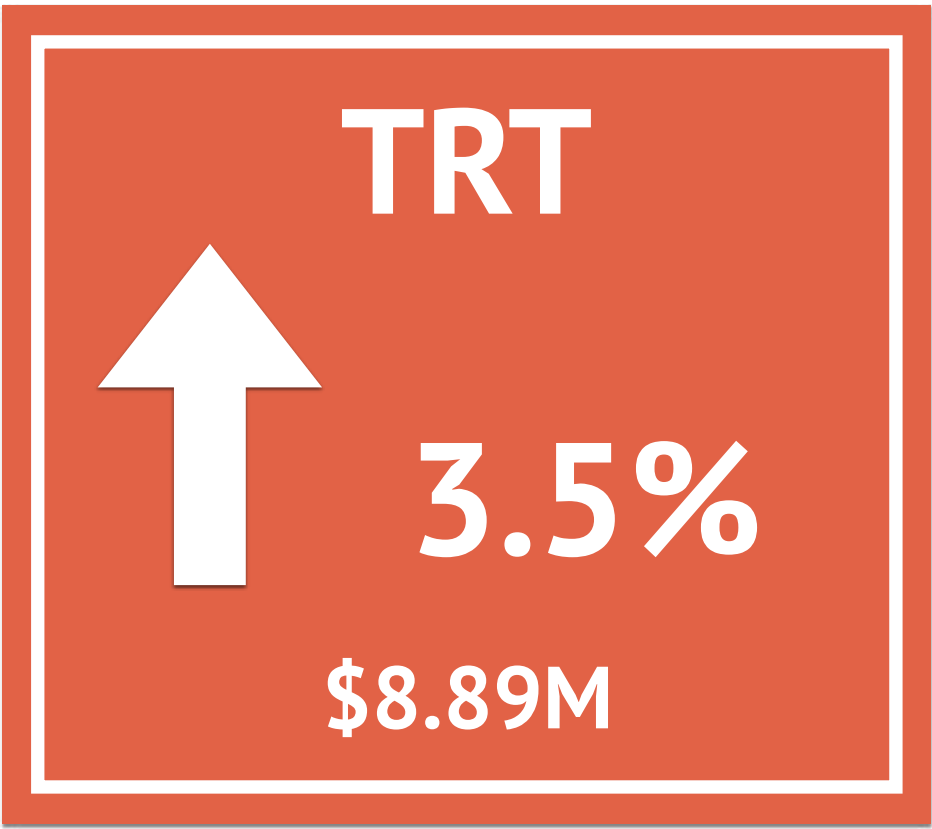
## External Influences

- **Government Shutdown**
- **Airport closure**
- **I-15 construction**
- **National Park trail conditions**
- **Negative PR**





# Economic Impact





# Year over Year Comparisons

Lodging	2018	2019	+ / -	%
TRT Collections	\$8,599,254	\$8,897,209	+ \$297,955	+ 3.46%
Lodging Revenue (Based on TRT)	\$202,335,388	\$209,346,094	+ 7,010,706	+ 3.46%
Hotel Occupancy	65.16%	62.03%	-	- 3.13%
Hotel ADR	\$108.33	\$102.96	- \$5.37	- 4.95%
Hotel RevPar	\$71.95	\$64.89	- \$7.06	- 9.81%
Hotel Room Inventory	5733	6293	+ 560	+ 9.76%
Short Term Rental Inventory	1800	2574	+ 774	+ 43%



# Year over Year Comparisons

Visitation	2018	2019	+ / -
Zion National Park	4,320,033	4,488,269	+ 3.9%
Sand Hollow State Park	766,564	864,751	+ 12.8%
Snow Canyon State Park	391,445	509,347	+ 30%
Gunlock State Park	40,126	71,052	+ 77%
Quail Creek State Park	141,879	169,139	+ 19%
Airport (*closed June - Sept)	277,520	226,850	- 18%



# Golf



Golf	2018	2019	+ / -
Visitors	216,000	278,000	+ 28.7%
Economic Impact	\$57M	\$62M	+ 10.4%



# Arts & Entertainment



Tuacahn	2018	2019	+ / -
Visitors	210,000	220,969	+ 5.2%
Economic Impact	\$73M	\$99M	+ 35.6%



# Meetings & Conventions



Dixie Center Conventions	2018	2019	+ / -
Events	54	71	+ 31.5%
Visitors	162,000	123,000	- 24%
Economic Impact	\$63M	\$60M	- 4.6%



# Sports



“Newsworthy” Events	2018	2019	+ / -
Events	51	44	- 13.7%
Visitors	149,000	187,000	+ 25.5%
Economic Impact	\$82M	\$100M	+ 21.9%



# International



Top 5 Markets	2017	2018	2019	+ / -
Estimate from State #s	\$62M	\$60M	-	- 3.2%
Tracked by Tour Operators	-	\$71M	-	-
Tracked (Visa Vue)	-	\$14.7	\$13.9	- 5.4%



# Regional Data

ST. GEORGE



HURRICANE VALLEY

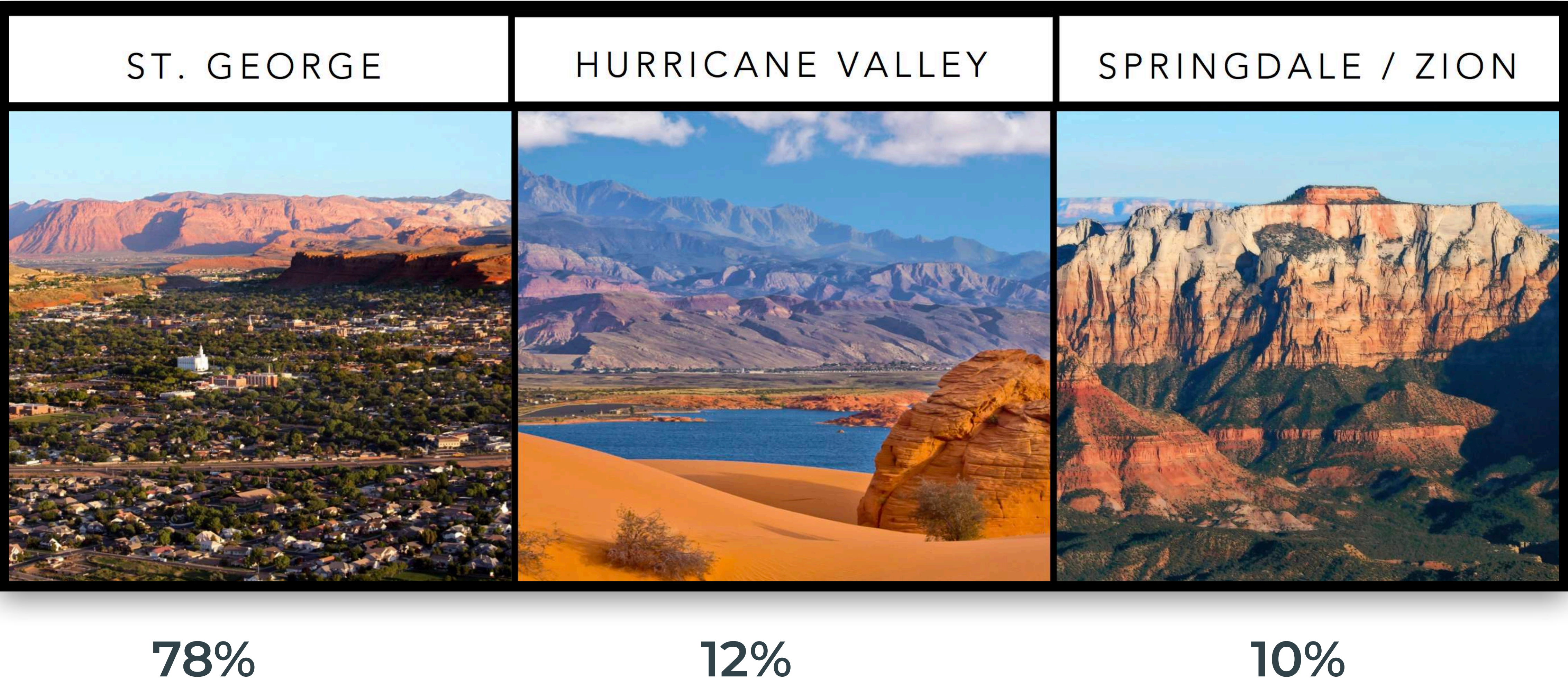


SPRINGDALE / ZION





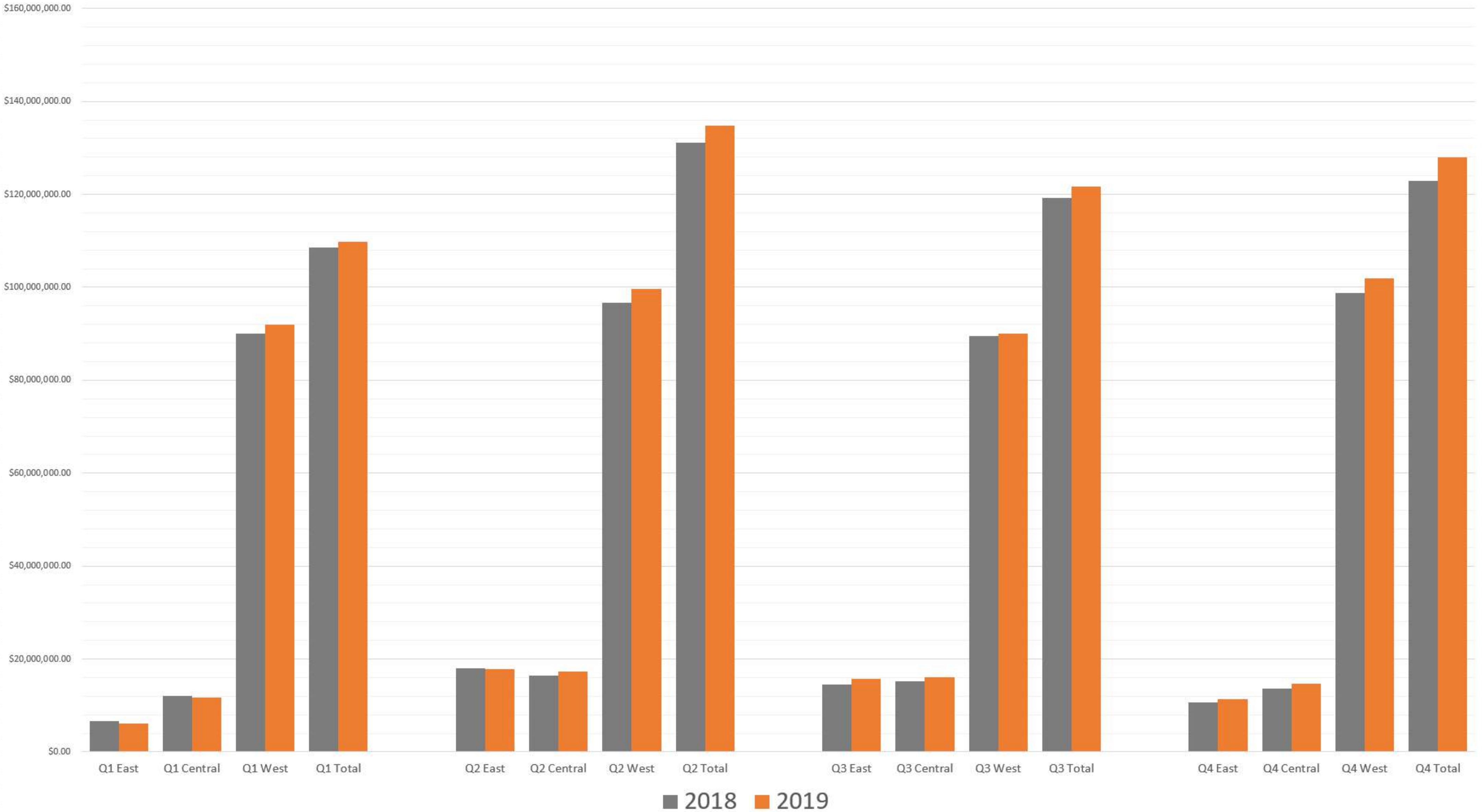
# Visitor Spending by Region - Domestic (VisaVue)





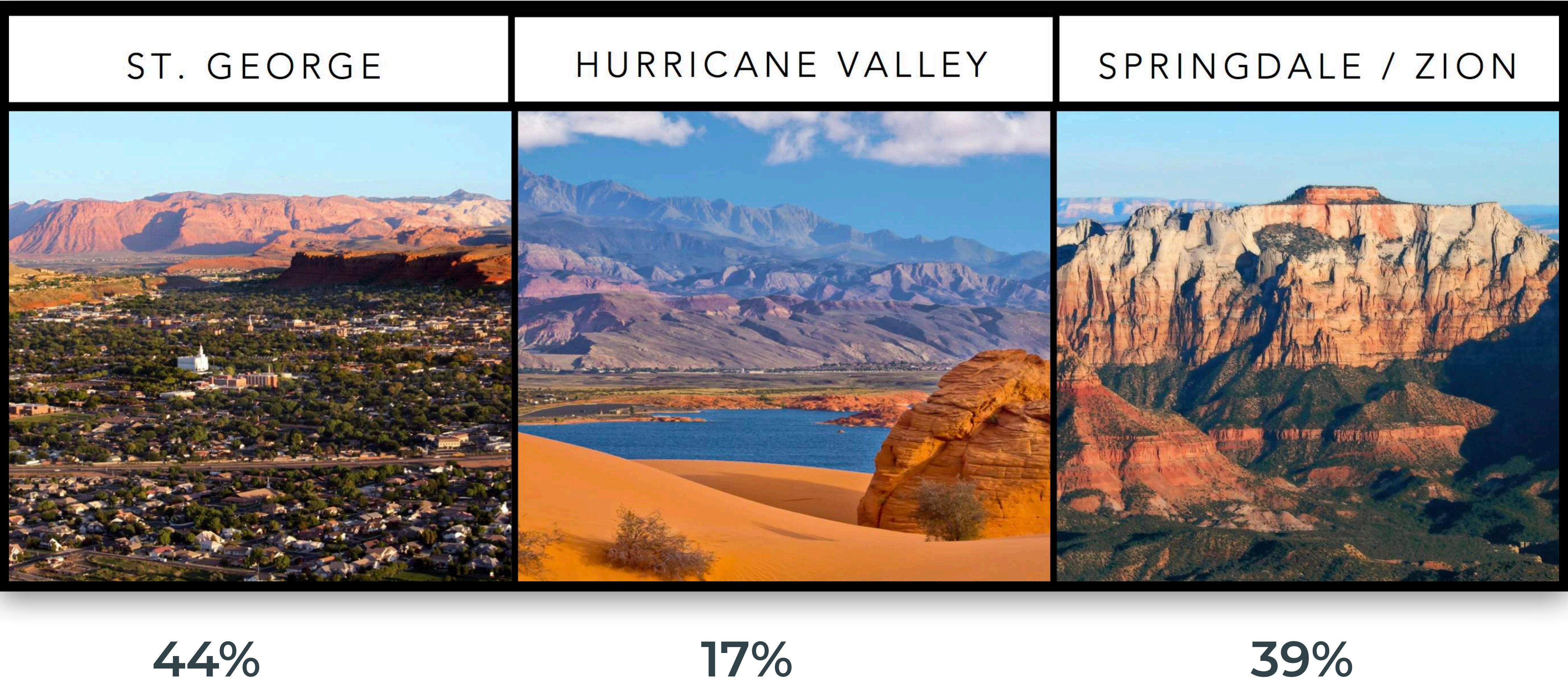
# 2018 vs 2019 Visitor Spending- Domestic

VisaVue data represents roughly 53% of visitor spending

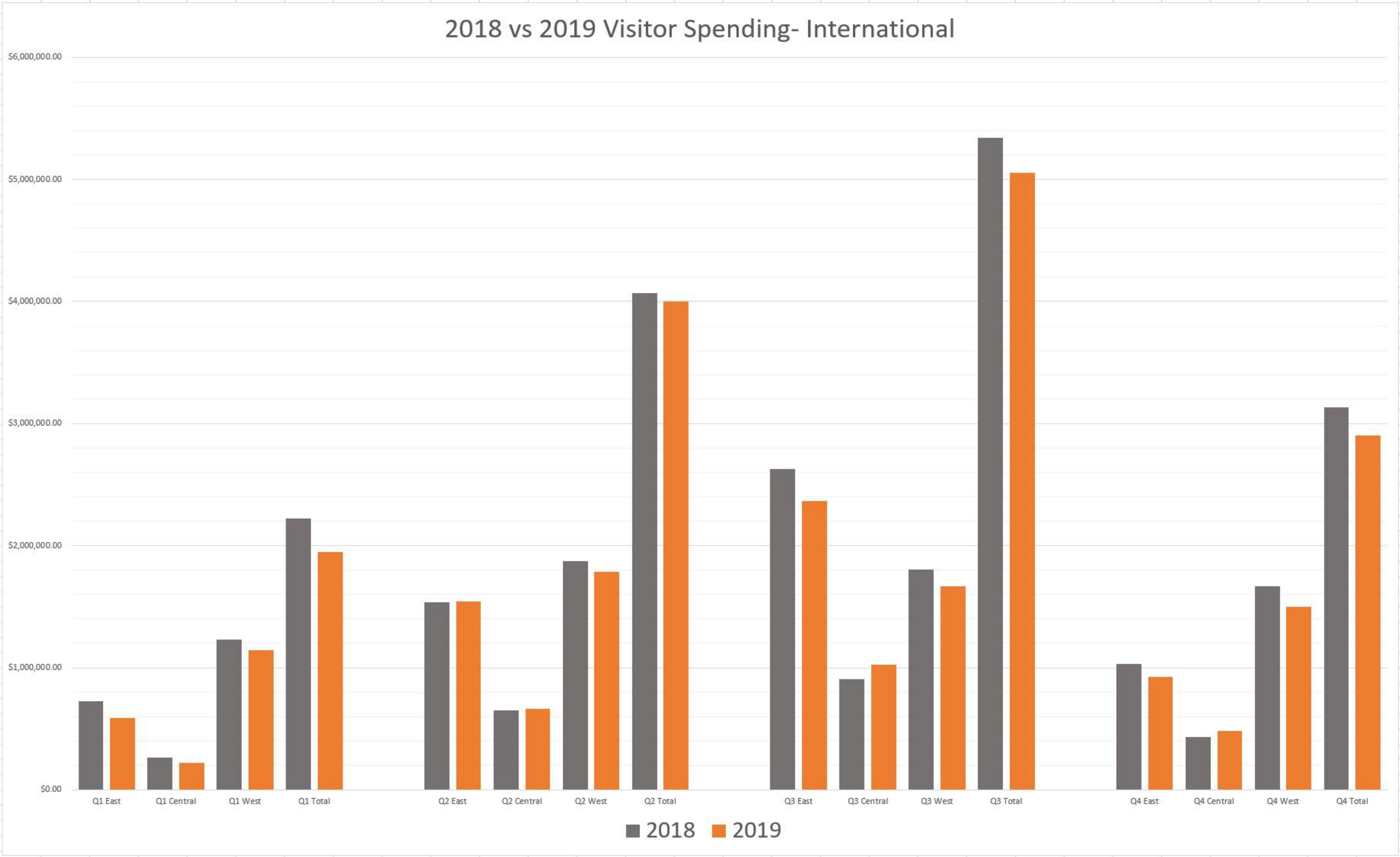




# Visitor Spending by Region - International (VisaVue)









# Key accomplishments

Together in 2019, we successfully...

Created an  
**award-winning**  
identity and brand

American Graphic Design Award  
Denver One Show

Generated  
**\$8,897,209**  
in TRT revenue

Increase of **3.5%**  
from \$8,599,254 in 2018

Secured **\$275,000**  
in additional  
Co-Op marketing funds  
from UOT

Won the Bid  
to Host the  
2021 IRONMAN 70.3  
World Championship

Completed  
Destination  
& In-market  
research

Established data  
partners,  
baselines and  
reporting

Established a  
focus on MTB,  
Golf & OHV

Built Greater  
Zion content

Launched  
community  
sessions







# Average Length of Stay: Jan-Dec



Avg. length of stay  
has increased 18%  
since launch of  
Greater Zion

BEFORE GZ  
Jan-Jun  
(6 months)

AFTER GZ  
Jul-Dec  
(6 months)



# Average Party Size: Jan-Dec



Avg. party size has  
increased 20%  
since launch of  
Greater Zion

**BEFORE GZ**  
Jan-Jun  
(6 months)

**AFTER GZ**  
Jul-Dec  
(6 months)



# Average Number of Visitors per Month



Avg. number of  
visitors has increased  
149%  
since launch of  
Greater Zion

**BEFORE GZ**  
Jan-Jun  
(6 months)

**AFTER GZ**  
Jul-Dec  
(6 months)



# Marketing Efforts

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- **7 International Trade Shows/Sales Missions**
- **318 Training Meetings with International Product Managers**
- **59 FAM Tours with 132 Participants**
- **5 Travel & Adventure Shows**
- **5 Golf Shows**
- **6 Meeting, Convention & Sports Shows**
- **2.8M Social Media Impressions**
- **3,782 New Followers**



# Co Op Marketing

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- **Washington DC & Chicago Program**
  - **2.5M Impressions • 2.6K vacation planners • 1,300 additional room nights**
- **Trails Website**
  - **31M Impressions • 7K people to non-Zion areas • 14.7K additional room nights**



# Media Coverage

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



# Influencer Work

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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%

- **5 Additional Adventure Influencers (pre-Greater Zion)**
  - **35 million impressions**
  - **256 social media posts**
  - **445K social media engagements**



# Visitor / Destination Services

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- **Events Calendar**
  - **40% increase in the number of events listed**
  - **Weekly event brochure**
- **Visitor Center**
  - **14% increase in traffic**
- **Destination Development**
  - **Hired a Destination Development Manager**
  - **Hired an Event Coordinator for Legacy Park**



# IRONMAN









# 5-year Agreement

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- 2 IRONMAN NORTH AMERICAN CHAMPIONSHIP RACES (140.6) (2020, 2023)
- 3 IRONMAN 70.3 NORTH AMERICAN CHAMPIONSHIP RACES (2021, 2022, 2024)
- 1 IRONMAN 70.3 WORLD CHAMPIONSHIP EVENT (2021)
- **7 TOTAL RACES**

**\$70-million economic impact**



# IRONMAN 70.3 WORLD CHAMPIONSHIP

SEPTEMBER 13-18, 2021

- WOMEN'S RACE - Friday, Sept. 17
- MEN'S RACE - Saturday, Sept. 18



ZELL AM SEE, AUSTRIA



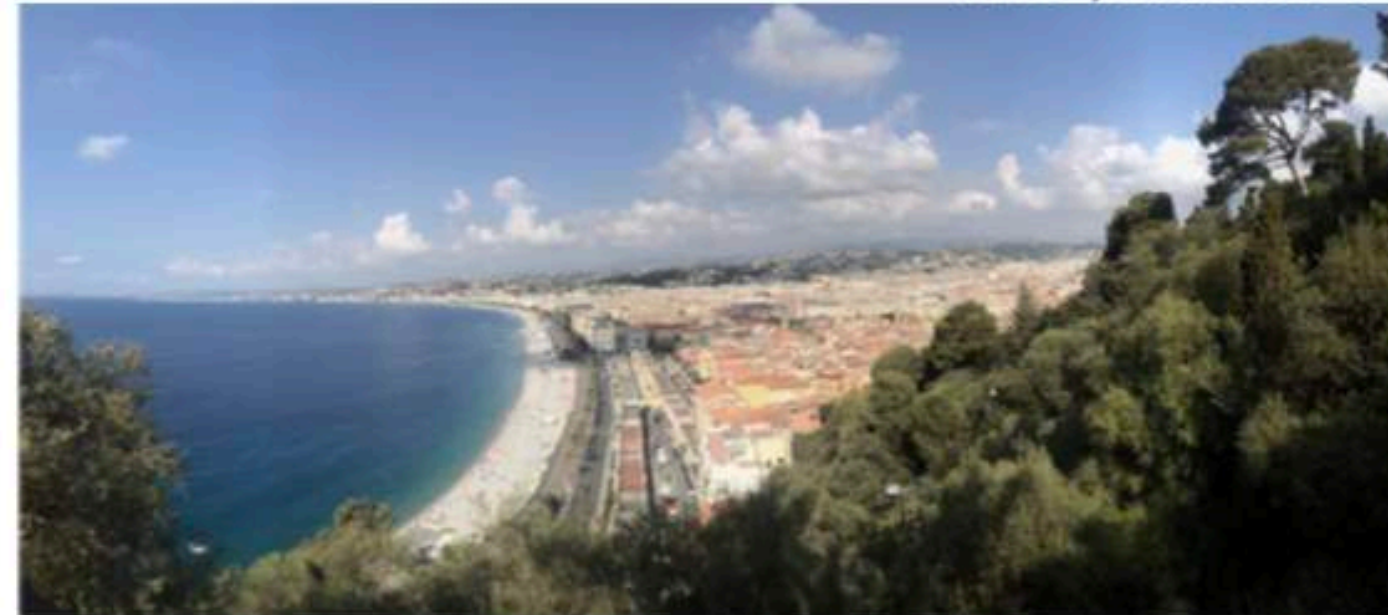
NELSON MANDELLA BAY, SO. AFRICA



SUNSHINE COAST, AUSTRALIA



NICE, FRANCE

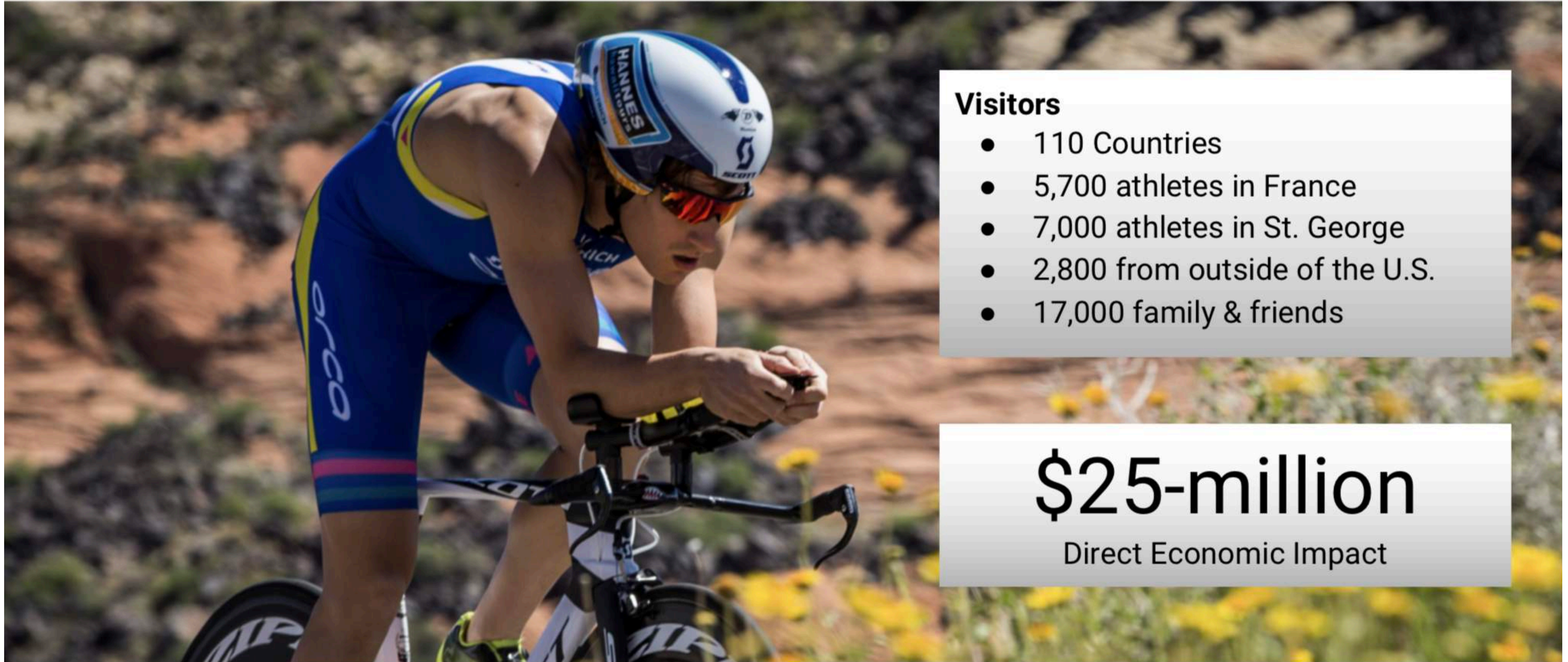


TAUPO, NEW ZEALAND





# IRONMAN 70.3 WORLD CHAMPIONSHIP



## Visitors

- 110 Countries
- 5,700 athletes in France
- 7,000 athletes in St. George
- 2,800 from outside of the U.S.
- 17,000 family & friends

**\$25-million**

Direct Economic Impact



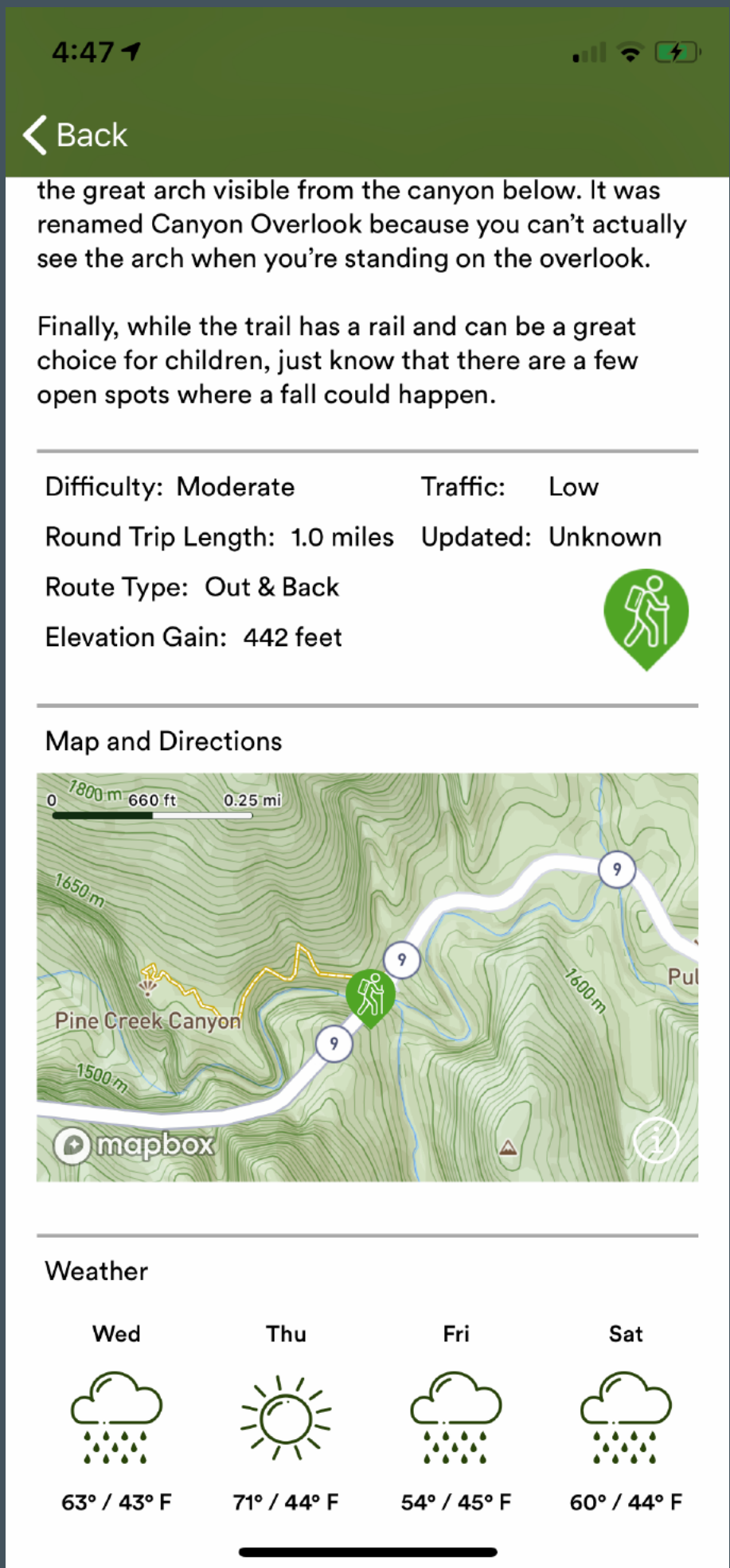
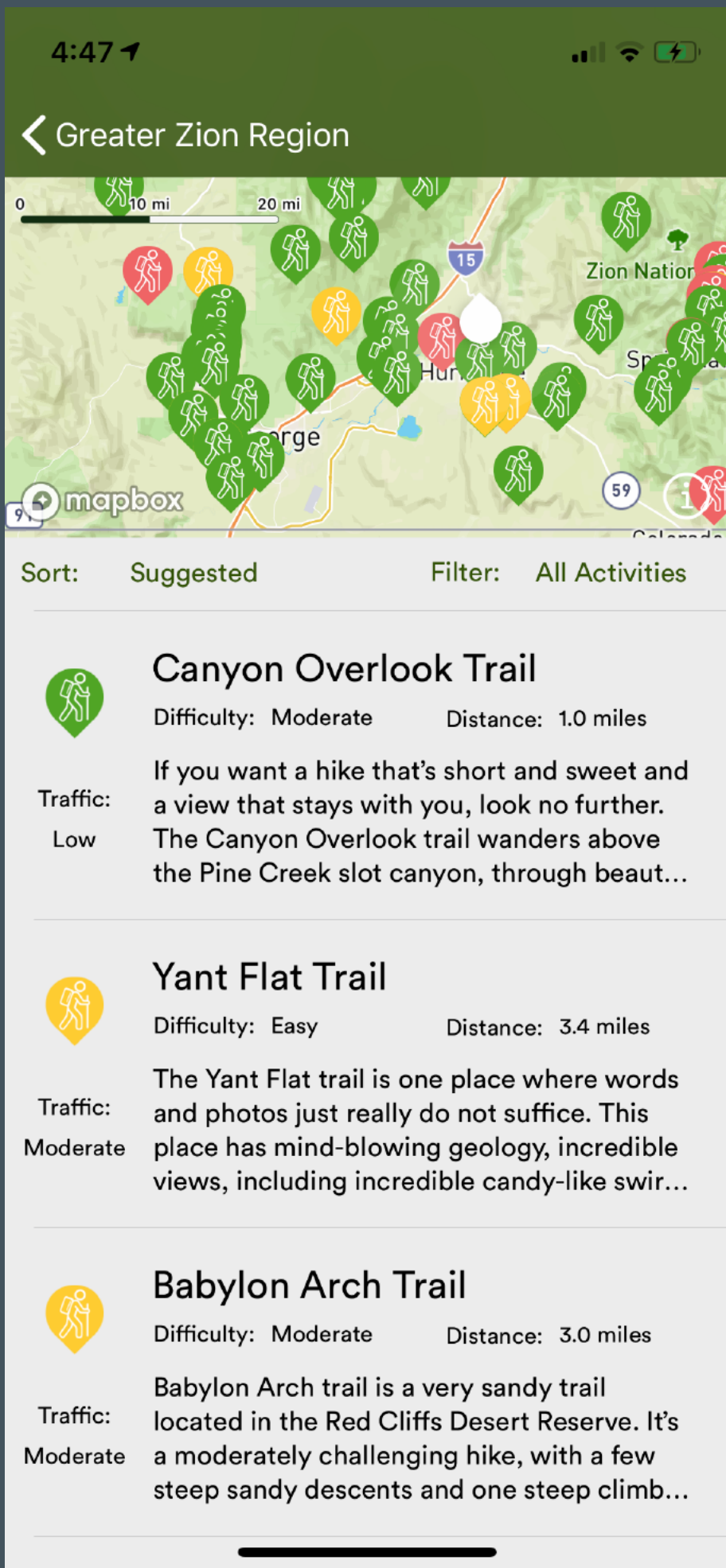
# 2020 Initiatives

- Greater Zion App
- RootRez Centralized Booking System
- DSU Marketing Partnership
- Local Marketing Campaign
- Deepening our digital connection with communities and partners





# Greater Zion App





# 2020 Initiatives

- Greater Zion App
- RootRez Centralized Booking System
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- Deepening our digital connection with communities and partners





# Importance of Digital Landscape

and the role we each have to play





# Travel Decision Making Process



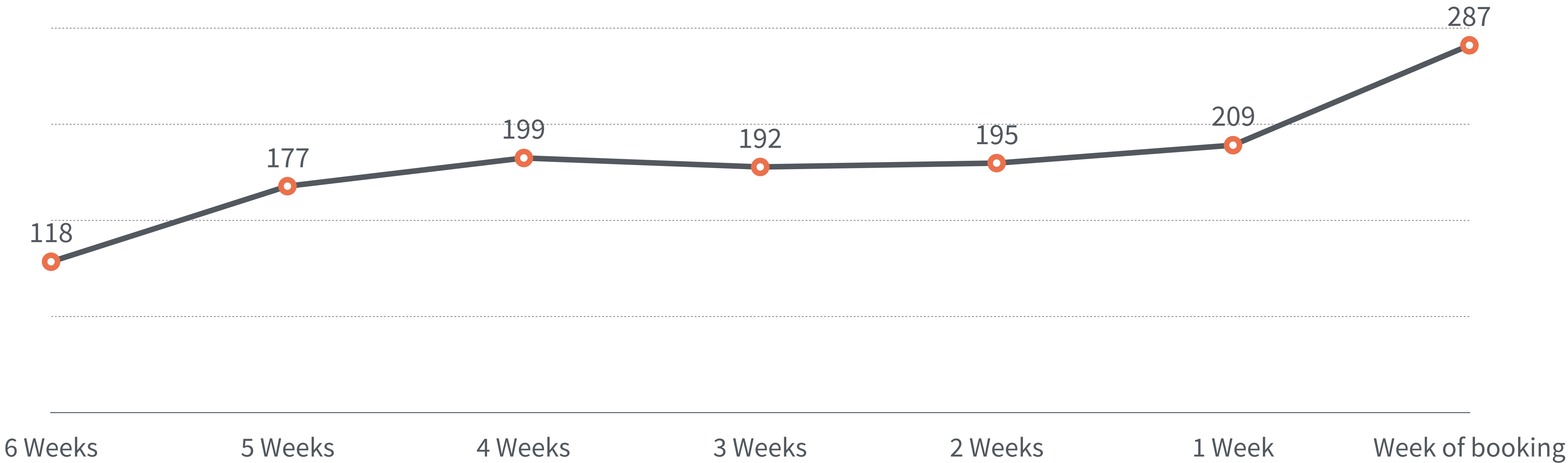


60%

A trip was the largest discretionary purchase last year according to nearly 60% of leisure travelers.

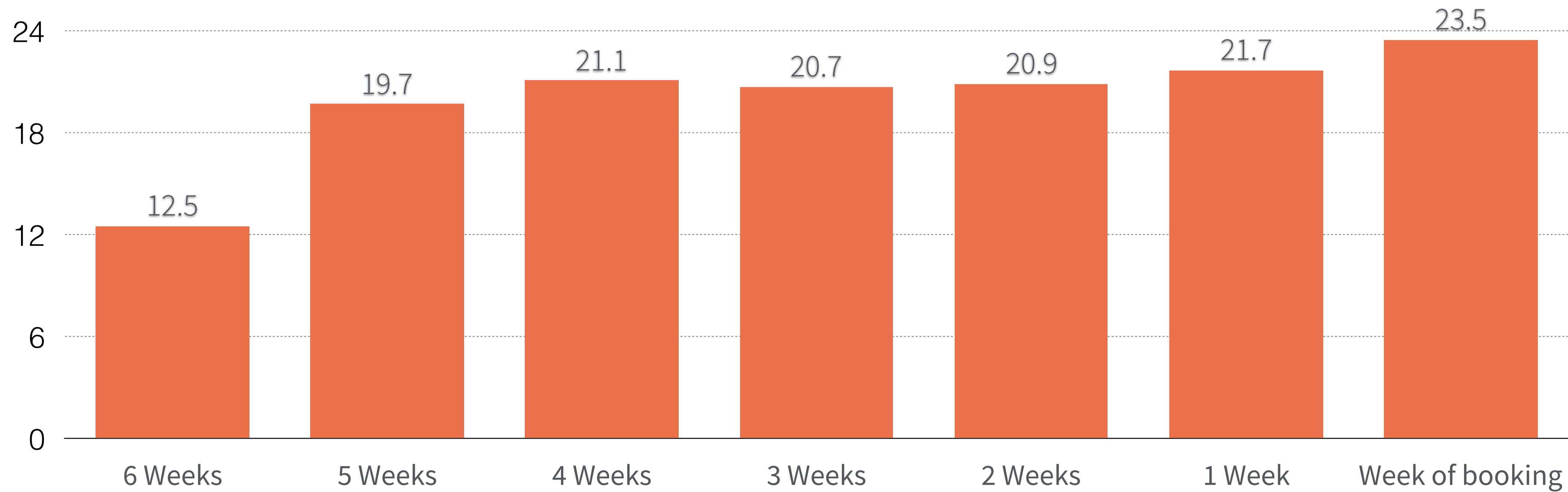


Minutes spent per week researching travel online in the weeks preceding a booking.





Average number of travel sites visited per week in the 6 weeks leading up to booking.





# Greater Zion Visitors

Past 12 Months





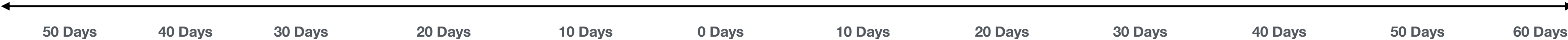
# Trip Planning Window



**45.9 days:** first search to in market



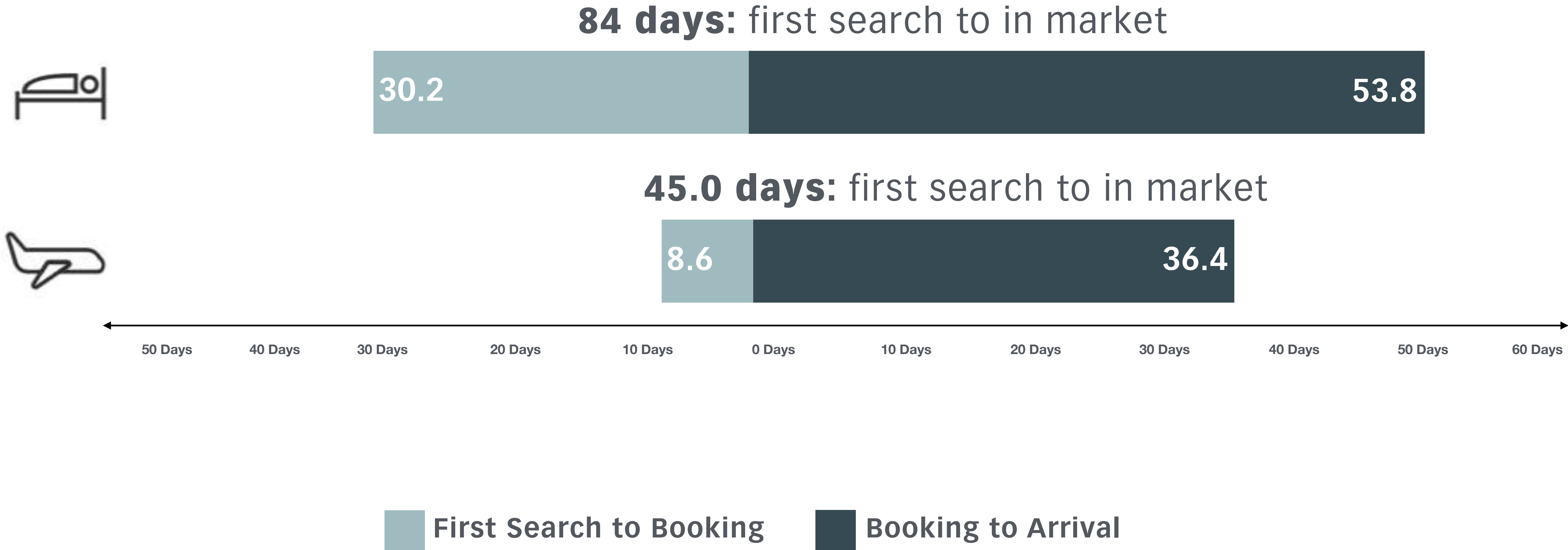
**47.3 days:** first search to in market



 First Search to Booking       Booking to Arrival



# Trip Planning Window



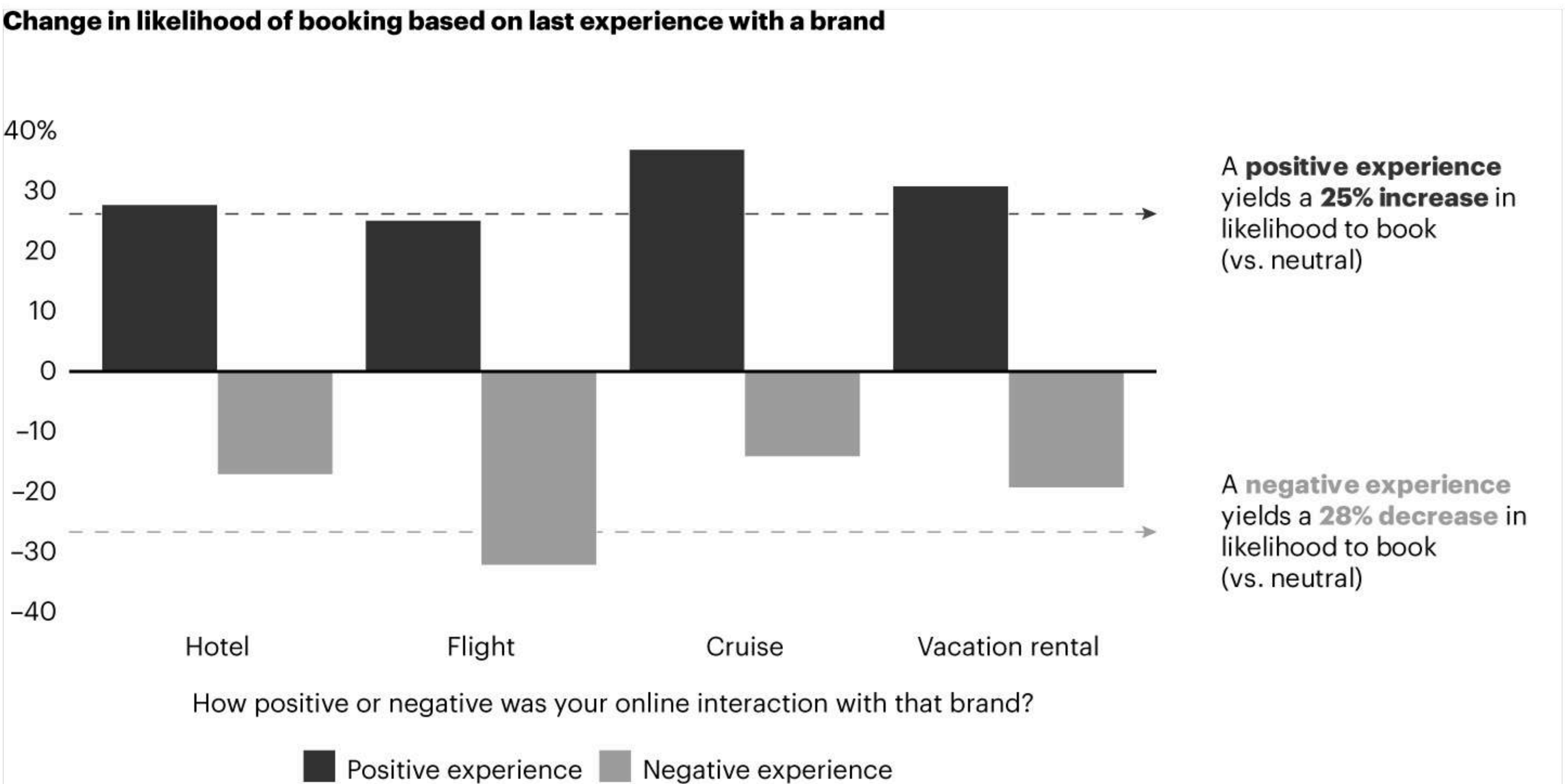


# Winning Each Traveler Interaction

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Create a cohesive digital experience for the entire Greater Zion travel product by collaboratively meeting the raw consumer need at every stage of their path to purchase.





Source: 2019 Bain, Google and Dynata Digital Travel Study (n=7,227)



# Traveler Path to Purchase



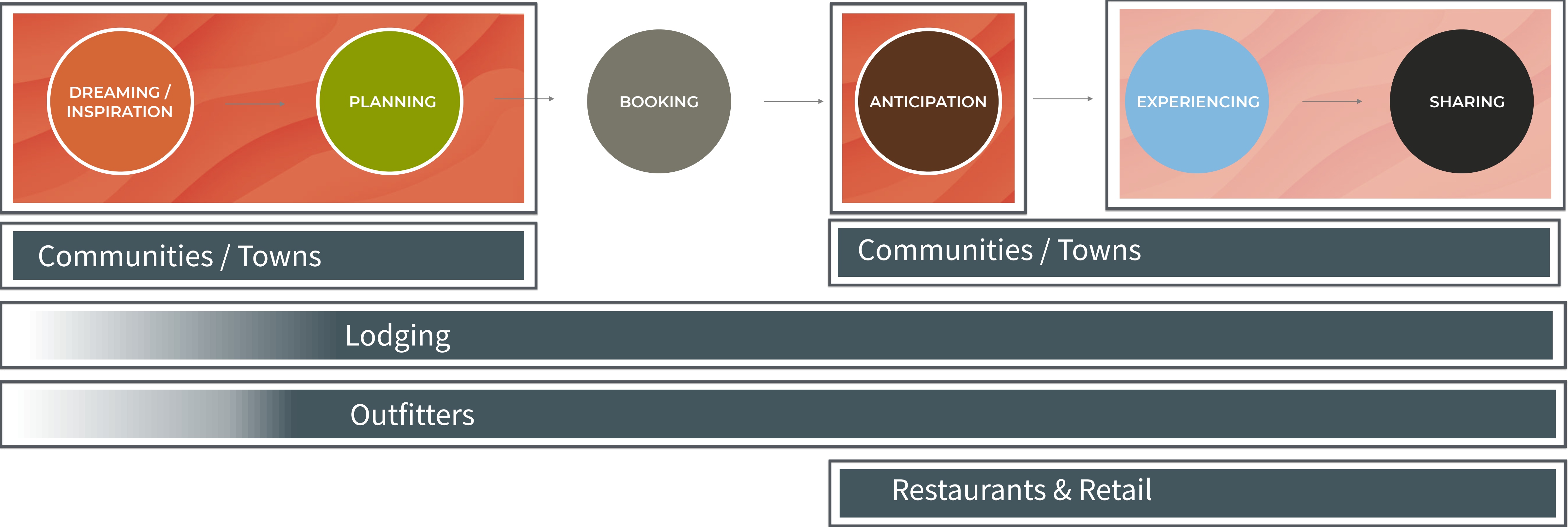


# Discovery & Distribution

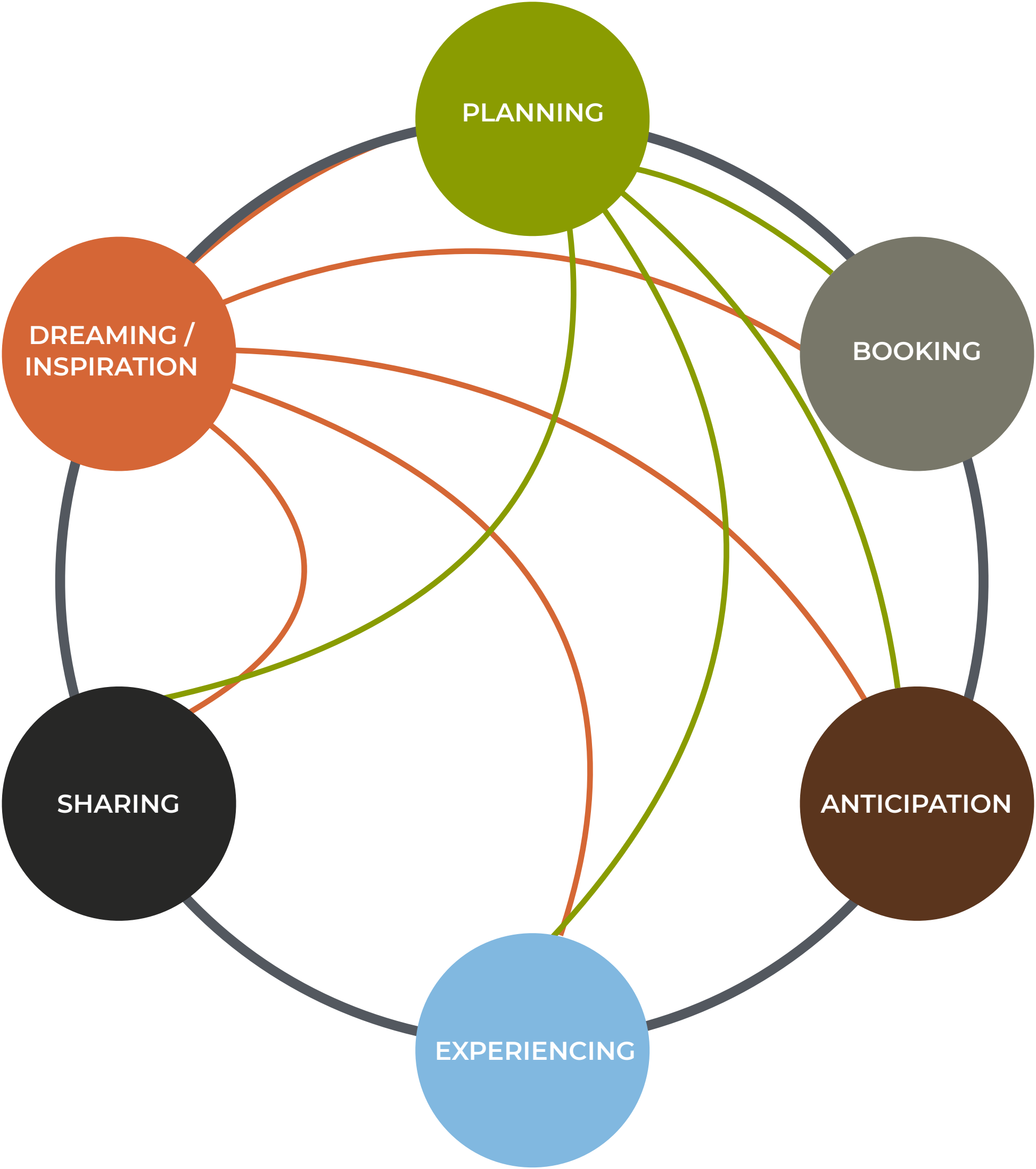




# Travel Decision Making Process









# Dreaming & Inspiration





69%

Of leisure travelers search for travel ideas during spare moments, like when they're standing in line or waiting for a ride.



# Impact of Mobile

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Of Destination traffic to  
GreaterZion.com is from  
mobile devices



# Travel Inspiration is Visual

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



three in five travelers who watch online video use it to narrow down their brand, destination, or activity choices



# Instagram & Travel

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Instagram users use the app to find new travel destinations and places to explore



of Millennials consider “Instagrammability” when selecting their next travel destination



# Planning & Consideration

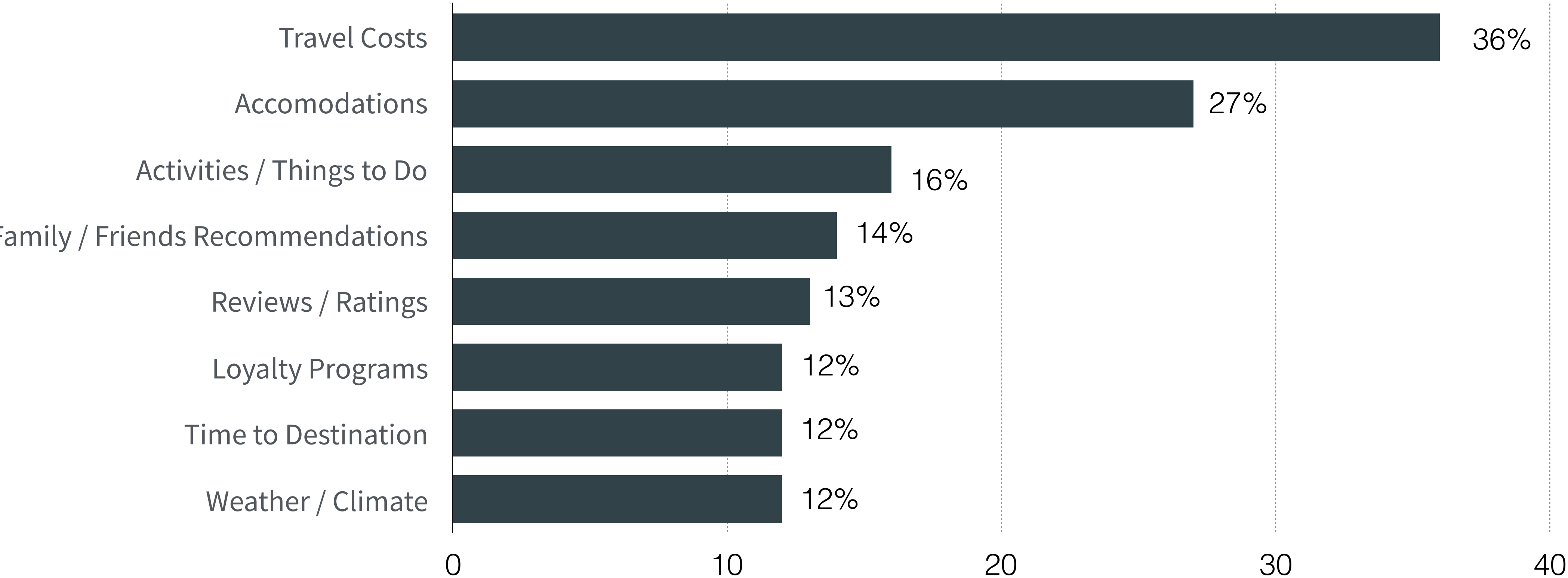




Nielsen research found that travelers spent an average of 53 days visiting 28 different websites over a period of 76 online sessions, with more than 50% of travelers checking social media for travel tips **before booking a trip.**



# Planning & Consideration





# Top 10 Landing Page Views

Page		Pageviews	% Pageviews
1.	/	310,803	<div></div> 31.79%
2.	/things-to-do-in-greater-zion/	55,279	<div></div> 5.65%
3.	/activities/	44,574	<div></div> 4.56%
4.	/lodging-in-greater-zion/	36,409	<div></div> 3.72%
5.	/activities/?sitelink=2	22,448	<div></div> 2.30%
6.	/travel-tools/getting-to-greater-zion/	16,940	<div></div> 1.73%
7.	/accommodations/	16,821	<div></div> 1.72%
8.	/upcoming-events/	16,715	<div></div> 1.71%
9.	/travel-tools/	12,969	<div></div> 1.33%
10.	/hiking-trails/	12,898	<div></div> 1.32%

Majority of our ads are driving out to the homepage.





Mobile searches for “best time to book/travel/fly” have grown by over 70% in the past two years (e.g., “best time to book a flight,” “best time to travel to the desert,” “best time to fly to Utah”).



# Changing Consumer



More than 60% of U.S. travelers would consider an impulse trip based on a good hotel or flight deal.





# Booking





45%

of mobile travelers have called to  
book or to get more information  
after doing research on their  
smartphone





**1/2**

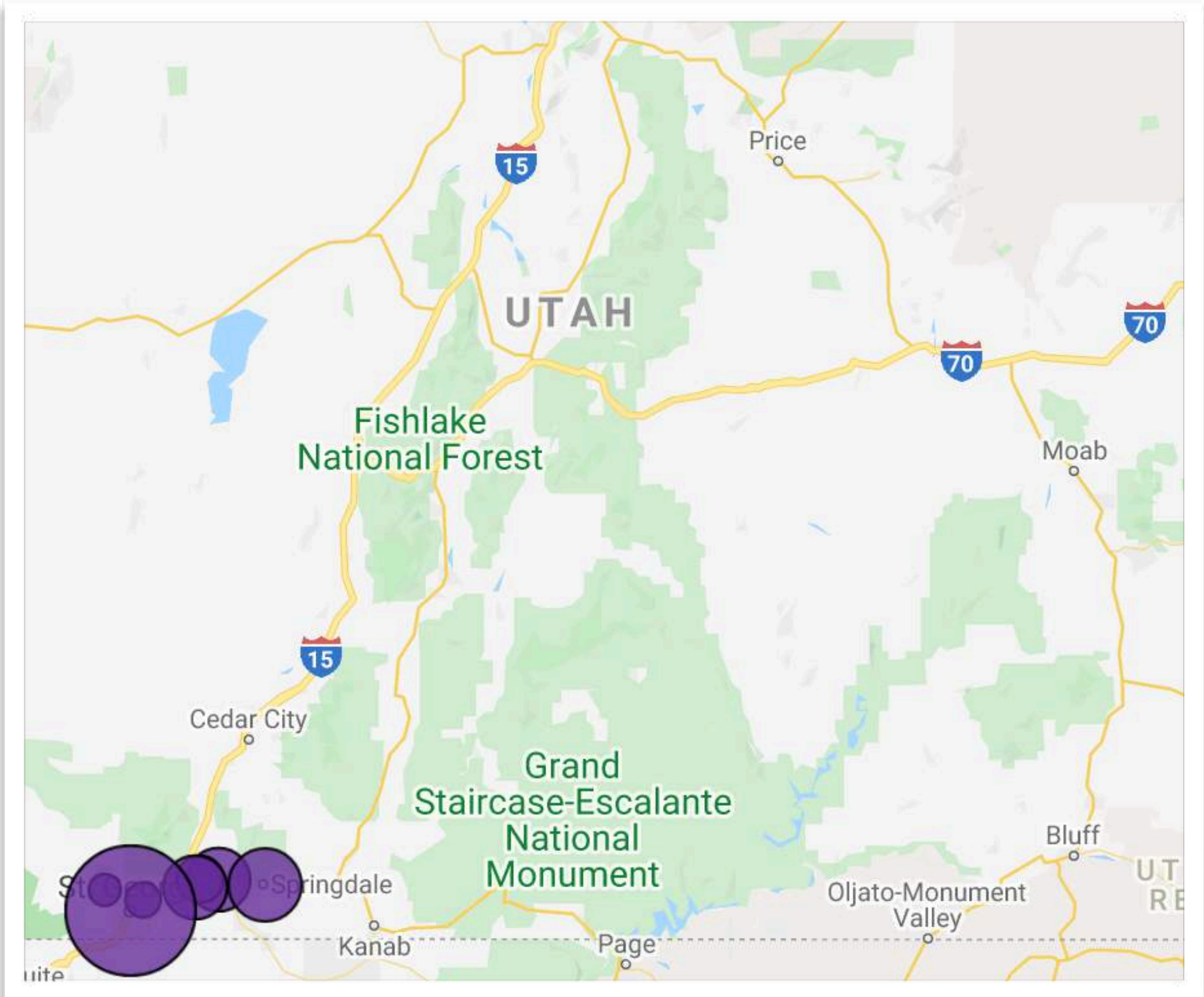
**Nearly half of those travelers go on to book their choices through an entirely separate channel.**



# Top Hotel Booking Destinations

## Hotel Booking Destinations

St. George, UT	67.7%
Springdale, UT	13%
Hurricane, UT	8.2%
Virgin, UT	8.1%
La Verkin, UT	2.5%
Washignton, UT	0.4%
Ivins, UT	0.1%





# Top Origin Markets: Hotel Bookings

## Origin Hotel Markets

Salt Lake City, UT

Los Angeles, CA

Las Vegas, NV

Denver, CO

Phoenix, AZ

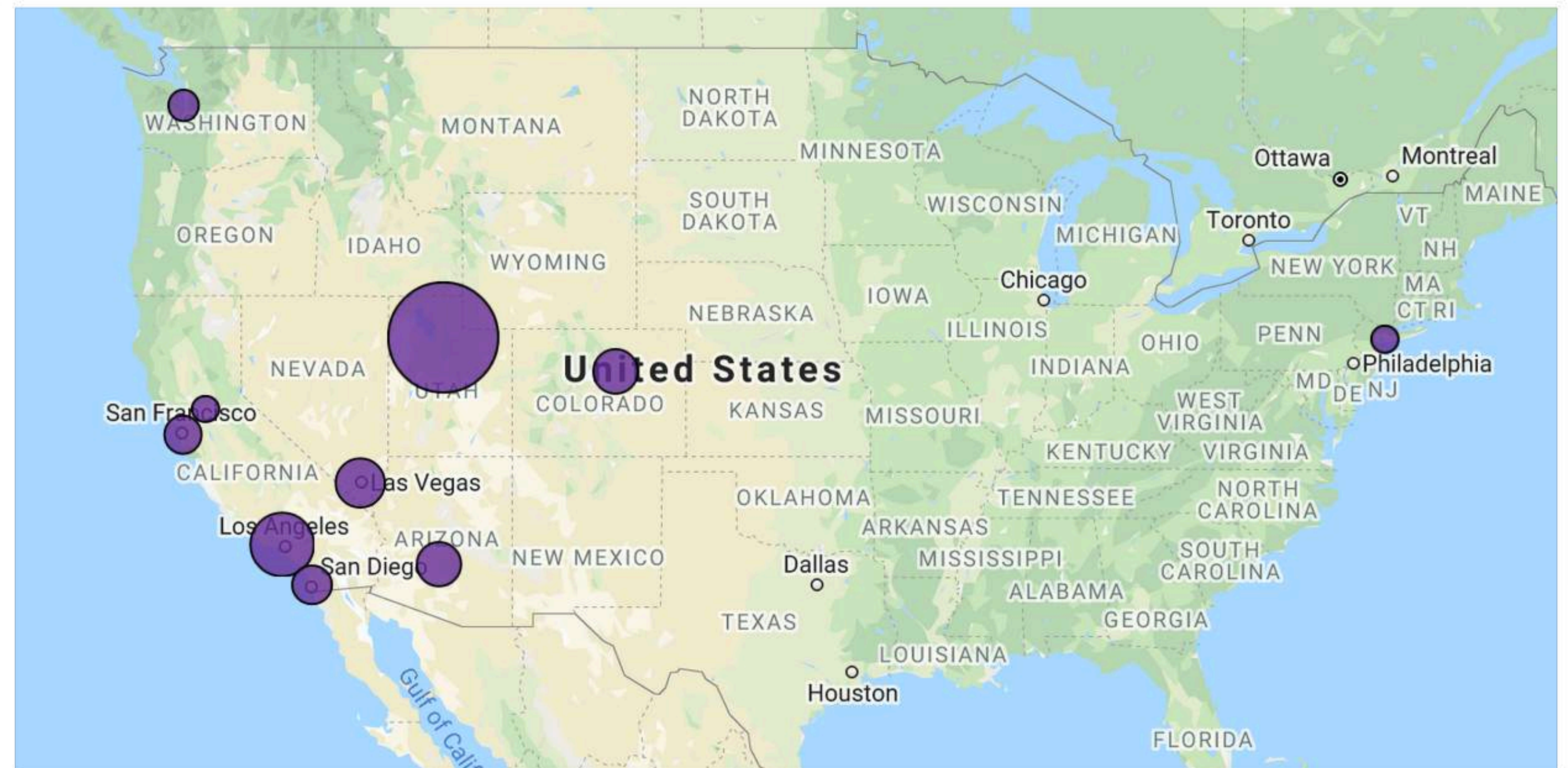
San Diego, CA

San Francisco, CA

Seattle-Tacoma, WA

New York, NY

Sacramento, CA



# Top Alternate Hotel

## Searched Hotel Destinations

Las Vegas, NV

Moab, UT

Page, AZ

Salt Lake City, UT

Palm Desert, CA

Cedar City, UT

Henderson, NV

## Booked Hotel Destinations

Las Vegas, NV

Henderson, NV

Page, AZ

Salt Lake City, UT

Flagstaff, AZ

Moab, UT

Provo, UT

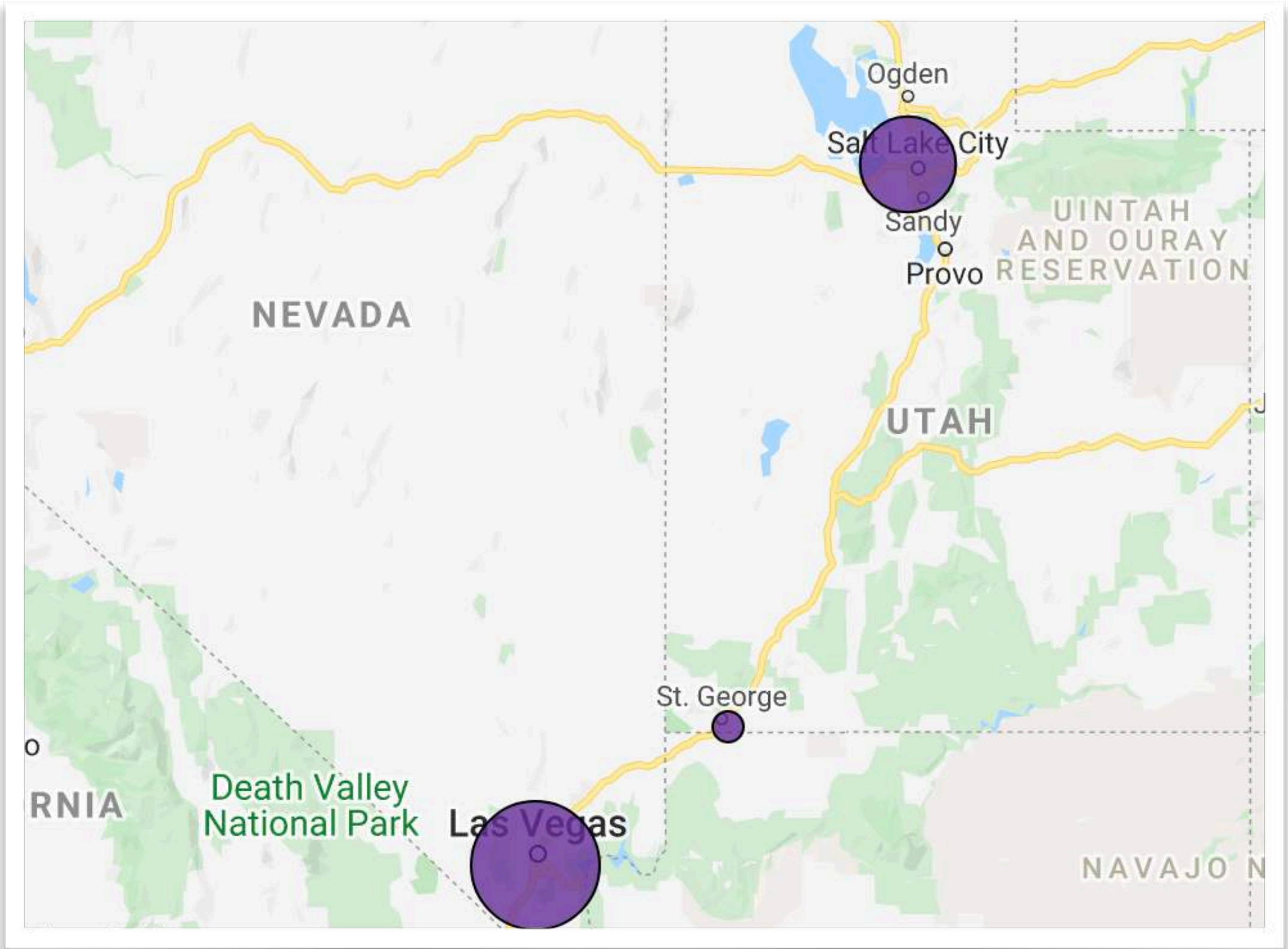
Waikoloa Village, HI



# Top Flight Booking Destinations

## Flight Destinations

Las Vegas, NV	65.5%
Salt Lake City, UT	33.4%
St. George	1.5%





# Top Origin Flight Markets

## Origin Flight Markets

Denver, CO

Los Angeles, CA

San Francisco, CA

Long Beach, CA

Dallas-Fort Worth, TX

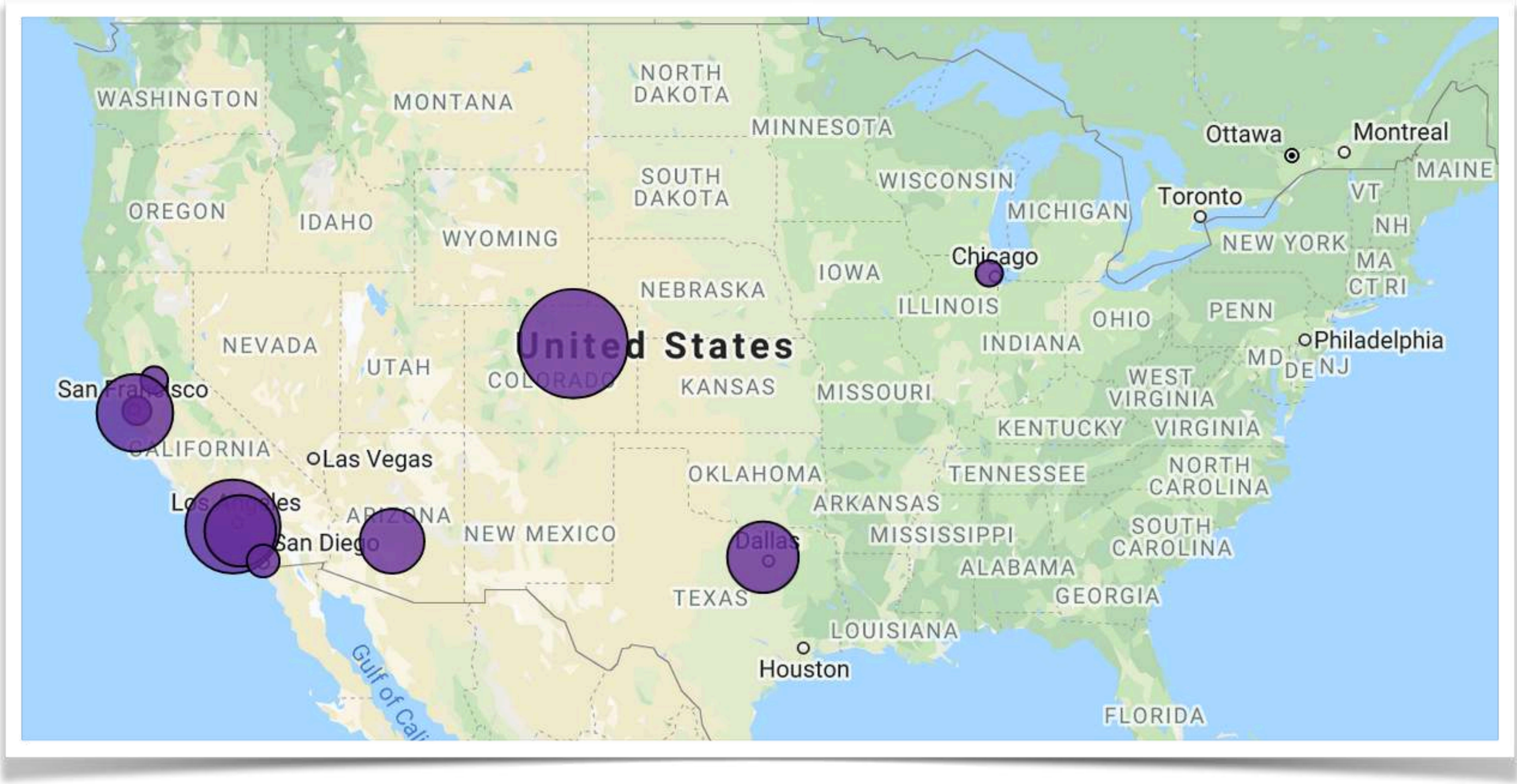
Phoenix, AZ

San Diego, CA

Oakland, CA

Sacramento, CA

Chicago, IL





# Top Alternate Flight

Searched Flight

Raleigh / Durham, NC

Los Angeles, CA

Denver, CO

Phoenix, AZ

Dallas-Fort Worth, TX

New York, NY

San Francisco, CA

Chicago, IL

San Diego, CA

Boston, MA

Booked Flight

Los Angeles, CA

Denver, CO

San Francisco, CA

Phoenix, AZ

Dallas-Fort Worth, TX

Chicago, IL

Miami, FL

Fort Lauderdale, FL

Newark, NJ

Houston, TX

# Anticipation





of people surveyed re-research a trip after completing a booking.



of people surveyed keep visiting travel-related sites after booking.



**3x**

**In the 12 weeks leading up to a trip,  
there are 3X more experiences  
searches than hotel searches.**



# Experiencing



**70%**

of U.S. travelers agree that they "always" use their smartphones when traveling, up from 41% in 2015.



48%

of experience bookings are  
happening once travelers arrive at  
their destination.

A black smartphone is shown horizontally, centered against a dark blue background with a wavy, topographic pattern. The phone's screen is black and displays a white square on the left side. Inside the square, the text '6X' is written in a white, serif font. To the right of the square, white text is displayed on the screen.

6X

Mobile searches for “things to do/activities” + “near me” have seen a 600% increase over the last two years





150%

Travel-related searches for "tonight" and "today" have grown over 150% on mobile, over the past two years.

# Sharing





60%

Or travelers share photos and/or  
videos to social media sites while  
traveling

60%

Or travelers share photos and/or videos to social media sites while traveling

97%

Of millennials share photos and / or videos to social media sites while traveling.





**46%**

**After returning from a trip, nearly half  
of all travelers have posted a review  
about a hotel, restaurant or experience.**

# What Does This Mean for Your Organization?





# Four Things

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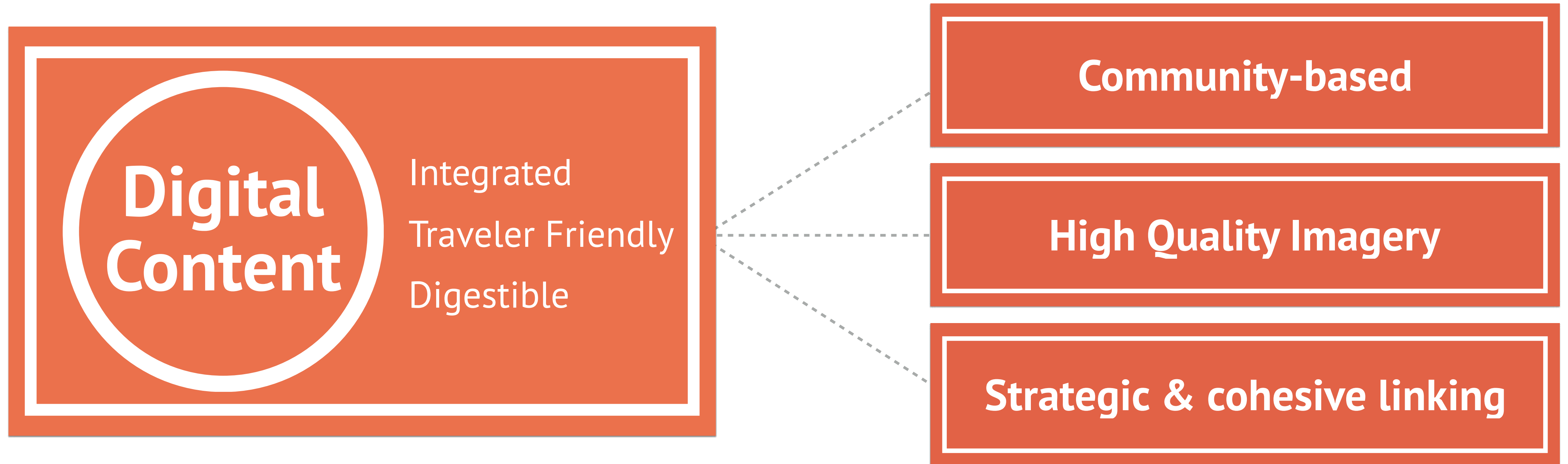
1. Digital Integration
2. Social Integration
3. Mobile Friendly Sites
4. Additional Tools

# Digital Integration

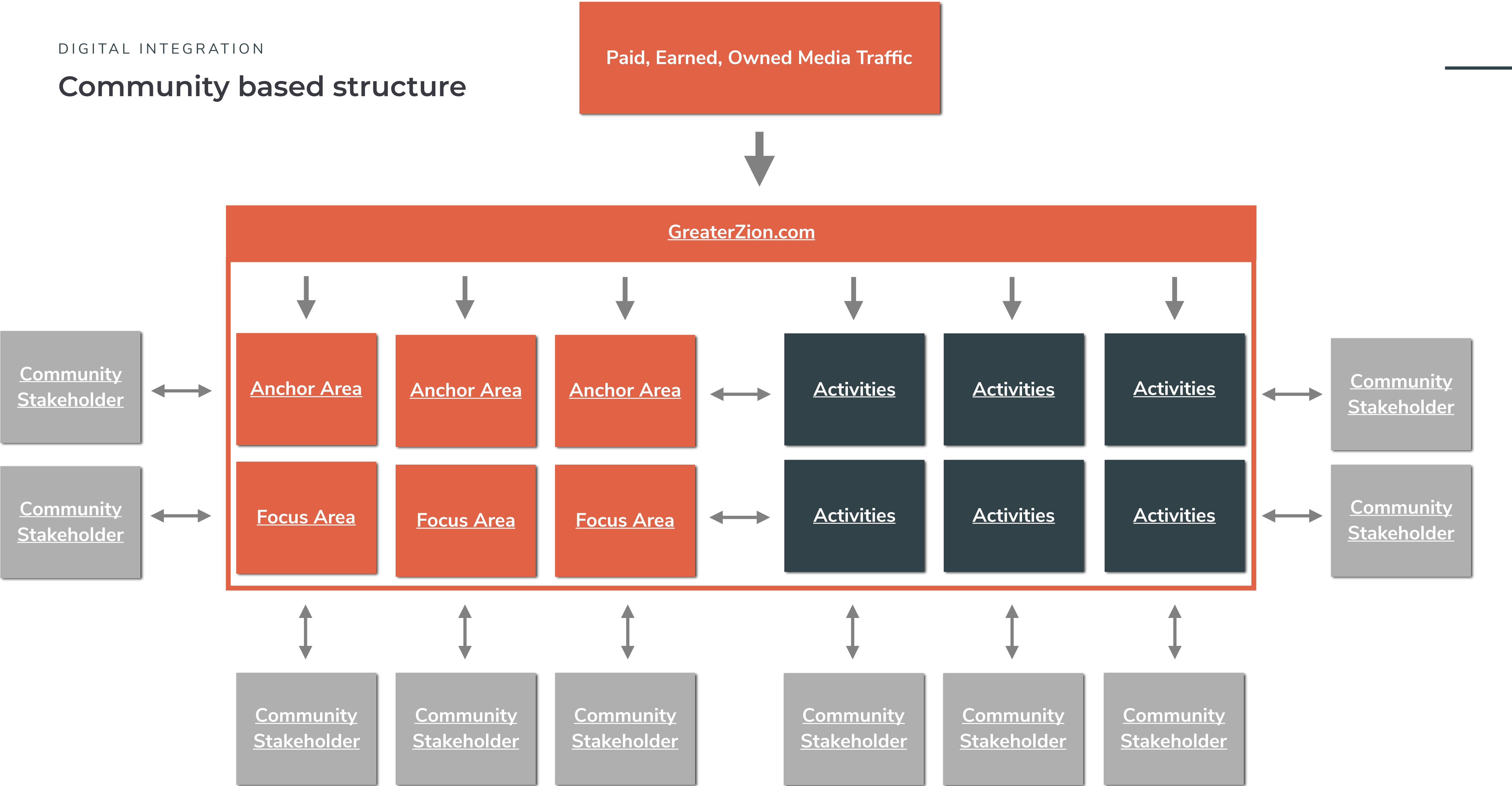


# Digital Integration

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# Community based structure







[Anchor Area](#)

# Hurricane Valley

[Home](#) / [Hurricane Valley](#)

## Between St. George and Zion National Park, you'll find the Hurricane Valley, smack dab in the middle of Greater Zion.

Known for its outdoor adventure, the area is dense with [mountain bike trails](#), [OHV destinations](#), [camping](#), and [water sports](#) at two state parks, set among red rock mesas. Small city charm is evident in Hurricane, La Verkin, Toquerville, Leeds and Apple Valley. It provides easy access to [Zion National Park](#), as well as all the bigger-city attractions of [St. George](#).

### Things to Do in Hurricane Valley

ADVENTURE  
**Hiking**

**Focus Area**

ADVENTURE  
**Mountain Biking**

**Focus Area**

ADVENTURE  
**ATV / UTV**

**Focus Area**

ADVENTURE  
**Jeep® & Off-Road**

**Focus Area**

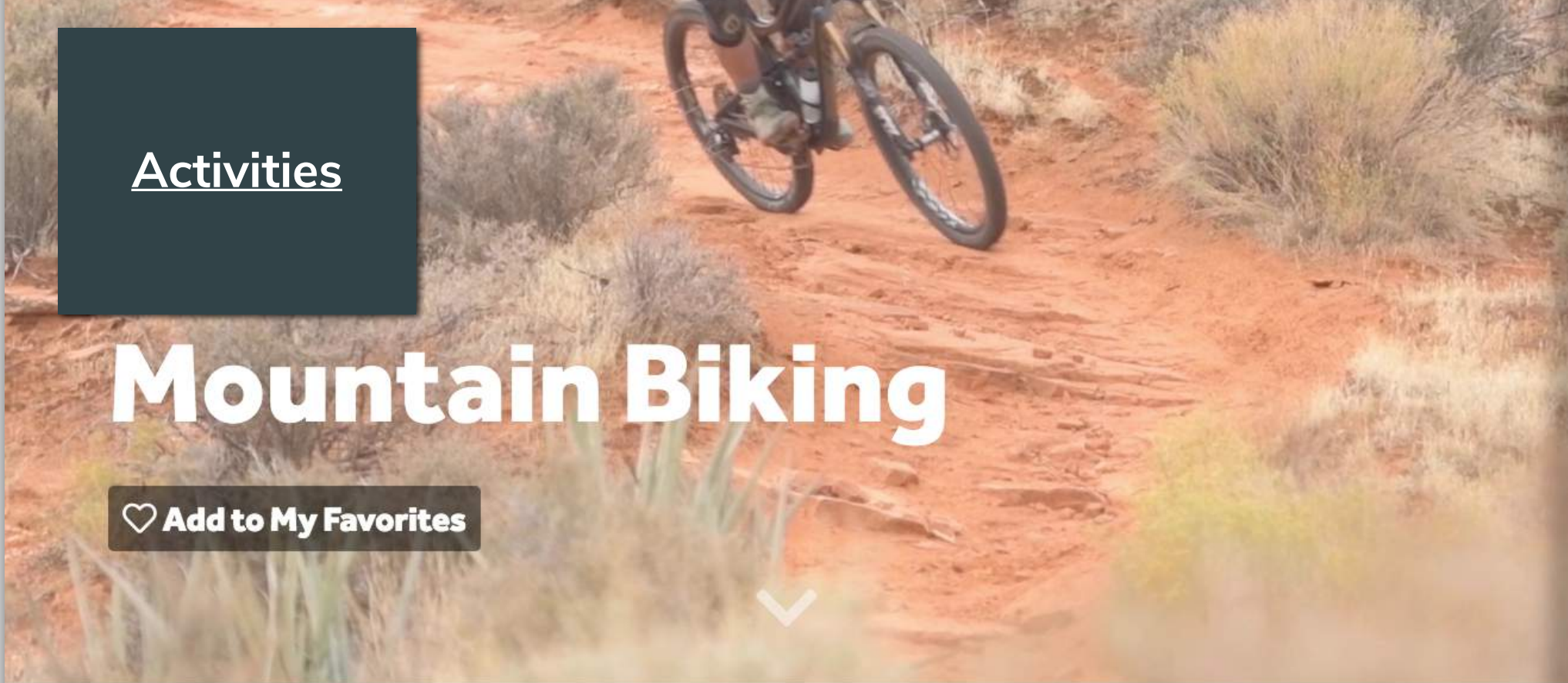
RELATED  
**Five**  
**Su**

**Community Content**

**Community Content**

**Community Content**

**Mesa is not loud and has no crowds**



[Activities](#)

# Mountain Biking

[Add to My Favorites](#)

[Home](#) / [Activities](#) / [Adventure](#) / [Mountain Biking](#)

## Becoming a mountain biking destination: Greater Zion

With all of the red-rock beauty and slick-rock adventure of any other famous location, the area is fast becoming known as [one of the best mountain biking destinations in America](#). Our mountain biking trails come with fewer people and year-round access.

This extreme southwestern section of Utah boasts clear skies upwards of 300+ days every year. Most of the year, temperatures range from the mid 50s to low-80s. Outdoor temperatures are only a passing problem for a couple months each summer, but can be avoided by starting out early in the morning and getting off the trail before noon. Spend the rest of the day relaxing by the pool or riding some trails found in Pine Valley, located above St. George.

**Anchor Area**

**Anchor Area**

**Anchor Area**

**Community Content**

**Community Content**

**Community Content**

Some of the most popular trails in the region are Gooseberry Mesa, The Zen Trail, Bear Claw Poppy Trail, Barrel Roll, Jern Trail, Green Valley Loop, Little Creek, and you can find 40+ other mountain biking trails that will capture your attention and offer remarkable scenic views along the way.

#### INTERACTIVE TRAILS MAP

Plan your next adventure in southwestern Utah using our interactive map. The map is easy-to-use and





Anchor Area

# Hurricane Valley

[Home](#) / Hurricane Valley

**Between St. George and Zion National Park, you'll find the Hurricane Valley, smack dab in the middle of Greater Zion.**

Known for its outdoor adventure, the area is dense with [mountain bike trails](#), [OHV destinations](#), [camping](#), and [water sports](#) at two state parks, set among red rock mesas. Small city charm is evident in Hurricane, La Verkin, Toquerville, Leeds and Apple Valley. It provides easy access to [Zion National Park](#), as well as all the bigger-city attractions of [St. George](#).

## Things to Do in Hurricane Valley

ADVENTURE  
**Hiking**

ADVENTURE  
**Mountain Biking**

ADVENTURE  
**ATV / UTV**

ADVENTURE  
**Jeep® & Off-Road**

Focus Area

Focus Area

Focus Area

RELATED ARTICLES

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**Community Content**

**Community Content**

**Community Content**



Focus Area

# St. George Area

[Home](#) / St. George Area

**St. George is a clean and vibrant community of about 85,000 residents, located in the heart of Greater Zion.**

Community Content

## Things to Do in St. George Area

Community Content

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Community Content

RELATED ARTICLES

**Mountain Biking Sidewinder**

[Read More](#)



Community Stakeholder Websites

Community Stakeholder Websites

Community Stakeholder Websites



# Digital Integration Benefits

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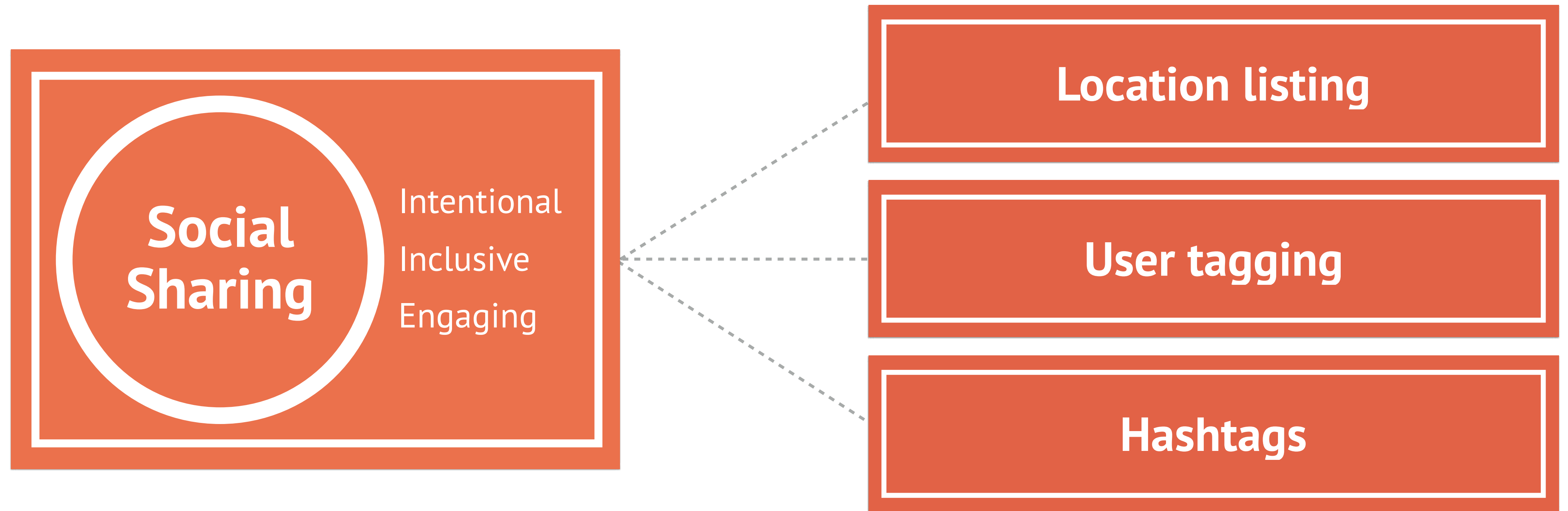
1. Sustained, long-term travel growth, and continued community connection through Greater Zion brand
2. Greater Zion traffic becomes your traffic
3. Dedicated web-content specific to your communities
4. Cohesive outbound and inbound linking results in long-term organic growth and cohesive digital visibility
5. Before booking, we fill our traveler's journey with Greater Zion specific-sites ([GreaterZion.com](https://GreaterZion.com) is just one of 28)
6. Educated and distributed travelers across Greater Zion
7. Travelers stay within Greater Zion vs. driving through
8. Complete and cohesive travel journey resulting in better experiences for travelers and the Greater Zion community

# Social Media Integration



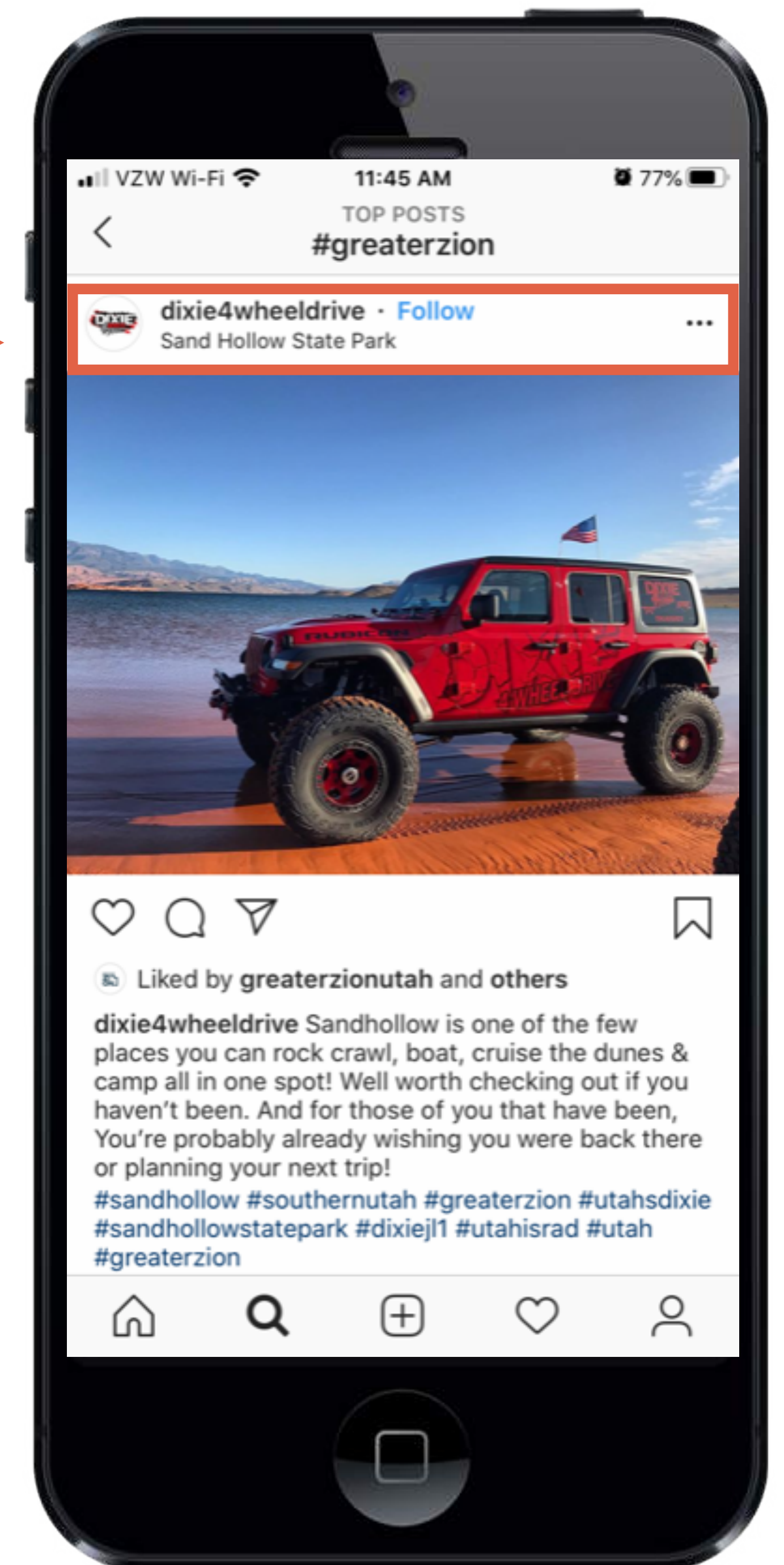
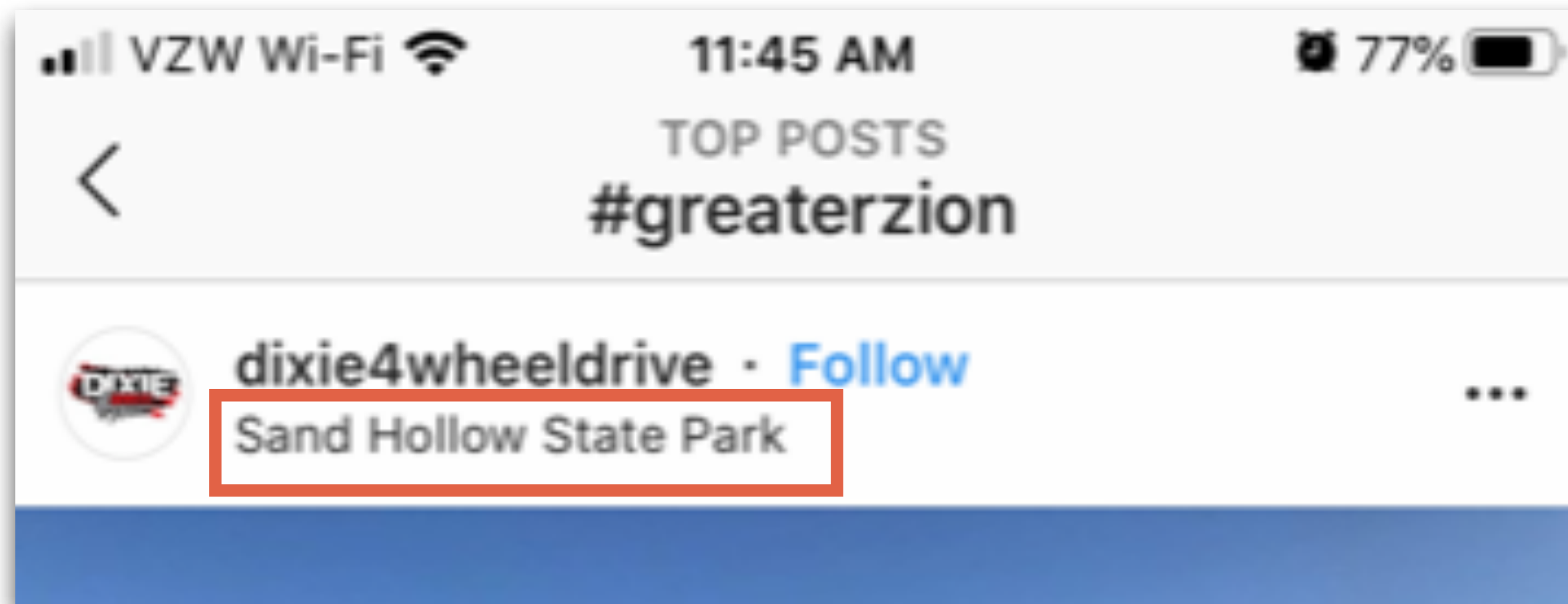
# Social Media Integration

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# #1) Location Listing

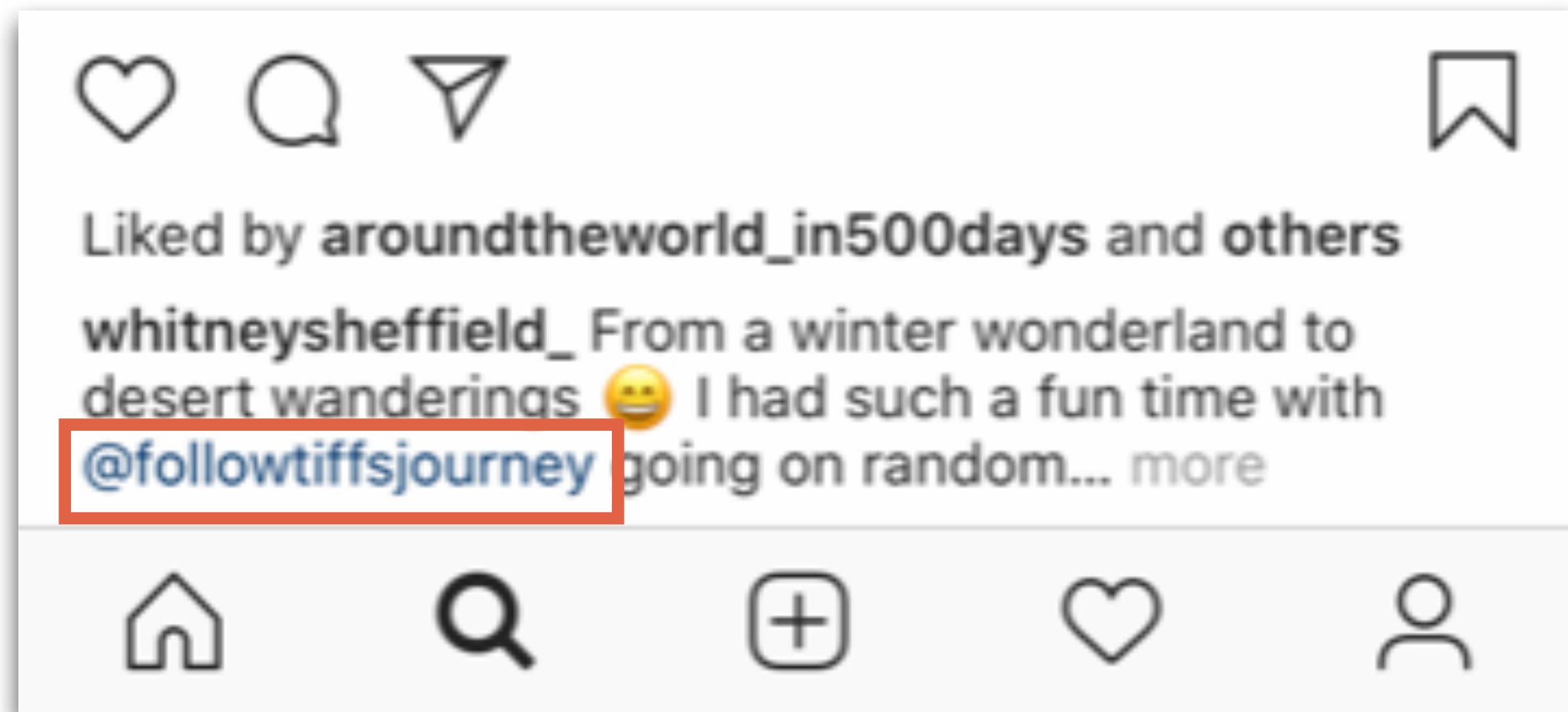
Always add the location





## #2) User tagging

Tag participating stakeholders





## #3) Use Hashtags

#GreaterZion

#Location

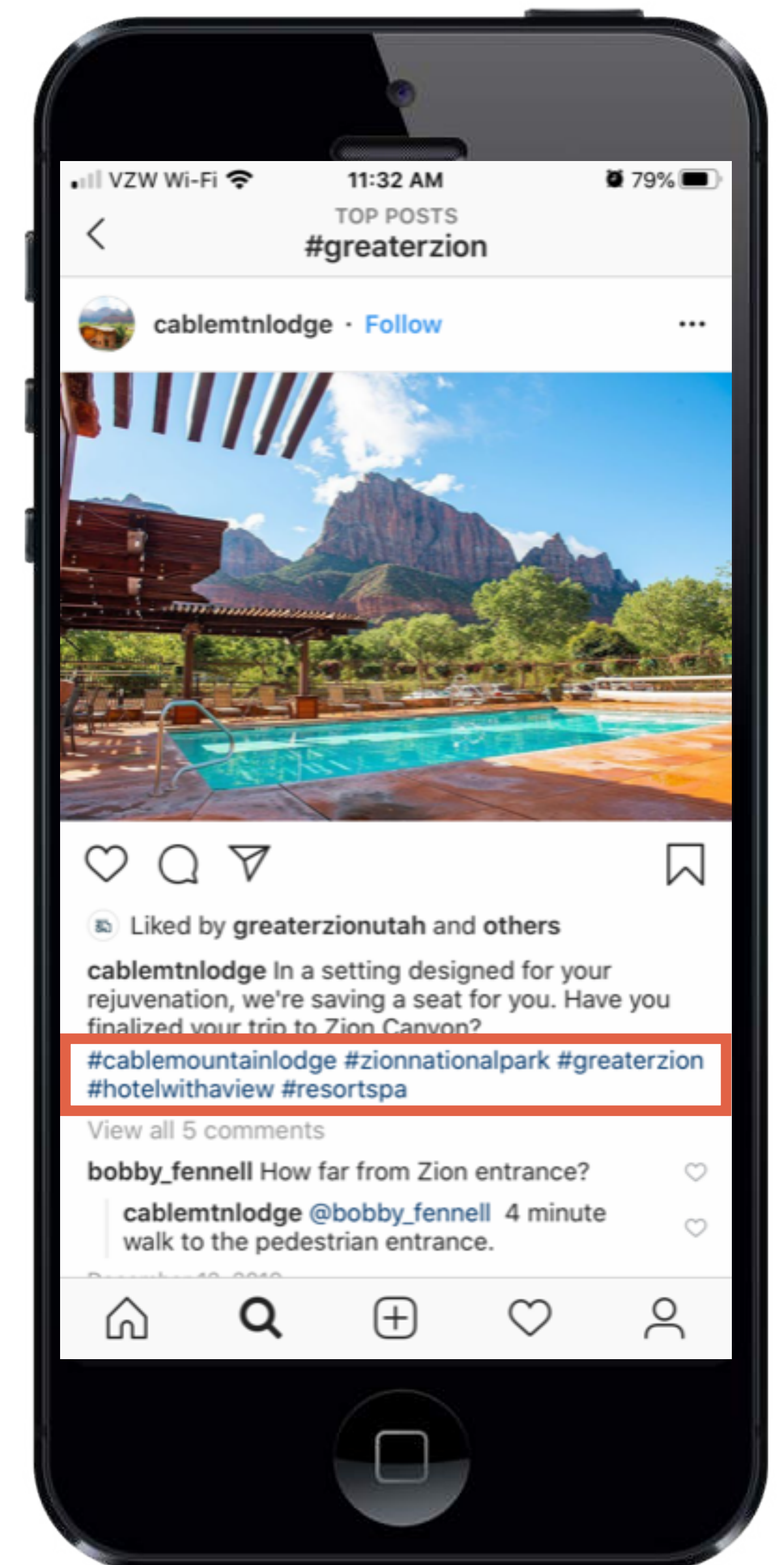
#Activity

Liked by greaterzionutah and others

**cablemtnlodge** In a setting designed for your rejuvenation, we're saving a seat for you. Have you finalized your trip to Zion Canyon?

#cablemountainlodge #zionnationalpark #greaterzion  
#hotelwithaview #resortspa

View all 5 comments





# Social Integration Benefits

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1. Establishes cohesive network of social content and eliminates dead-ends
2. Drives discovery and education for travelers
3. Drives cross traffic between Greater Zion stakeholders
4. Cohesive outbound and inbound linking
5. Further distributes travelers across Greater Zion

# Mobile Friendly Sites





WHAT IS MOBILE  
FRIENDLY?

A black smartphone is shown from a front-facing perspective. The screen is dark and displays a white question. In the top left corner of the screen, there is a small white number '1' inside a red circle. The phone's physical home button is visible on the left side of the screen, and the earpiece and front camera are visible on the right side.

①

CAN YOU CONSUME  
AND SHARE IT ON  
A MOBILE DEVICE?



2

IS IT LIGHTWEIGHT?

③

DO LINKS LEAD TO  
MOBILE OPTIMIZED  
WEBSITES?



④

CAN FAT FINGERS  
(OR NORMAL)  
NAVIGATE EASILY?

5

ARE INCENTIVES  
MOBILE FRIENDLY?



# Additional Tools

# Additional Tools

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Map

Signage &  
Way-finding

Collateral



# Next Steps

# How to participate

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1. Greater Zion is developing this digital structure and system and will begin to reach out for assembling community content and links
2. Develop your integration and cohesiveness with Greater Zion to improve our digital landscape
  - Add Greater Zion brand and content to your website and overall digital experience
  - Add inspirational assets and content to your digital experience
  - Review your mobile experience and identify areas for improvement
  - Use locations, user tagging, and hashtags every time you post on social media
3. Add inbound and outbound links to your digital platforms (websites, social, etc.)
  - [GreaterZion.com](https://GreaterZion.com)
  - Appropriate community links for your immediate area (lodging, outfitters, community resources)



# Questions

# Thank you!

