

WORKING WITH MEDIA
+ INFLUENCERS IN
2021

GREATER
ZION

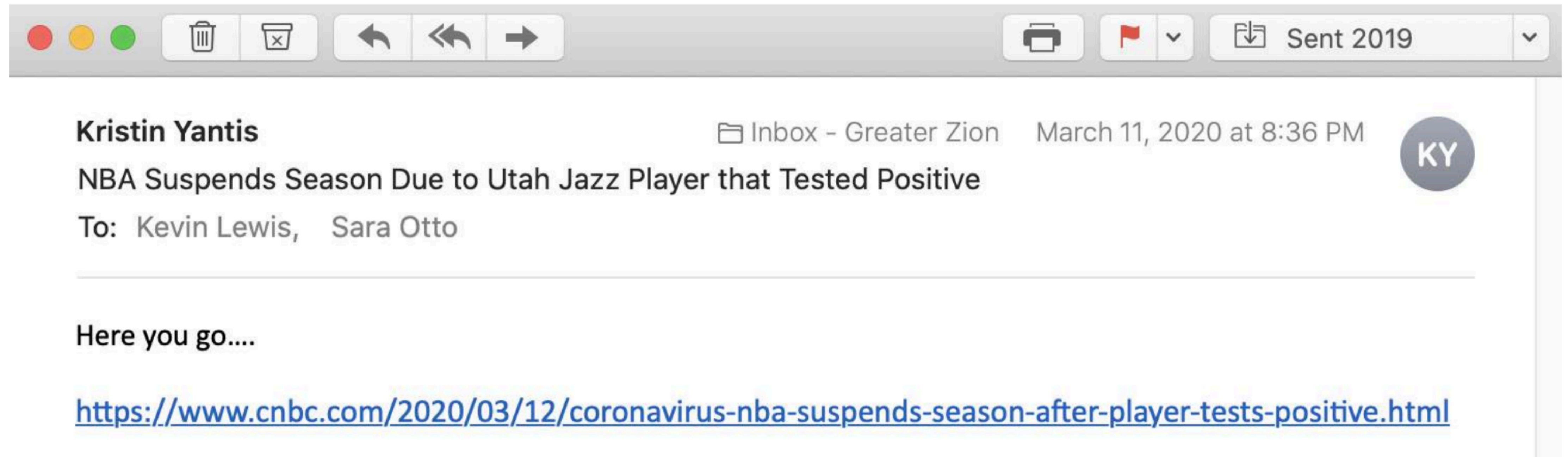


What We'll Cover

- COVID-19's Impact on Media
- 2021 Media + Influencer Program
- Maximizing the GZCTO PR Program
- Creating News

COVID-19's Impact on Media

March 11, 2020

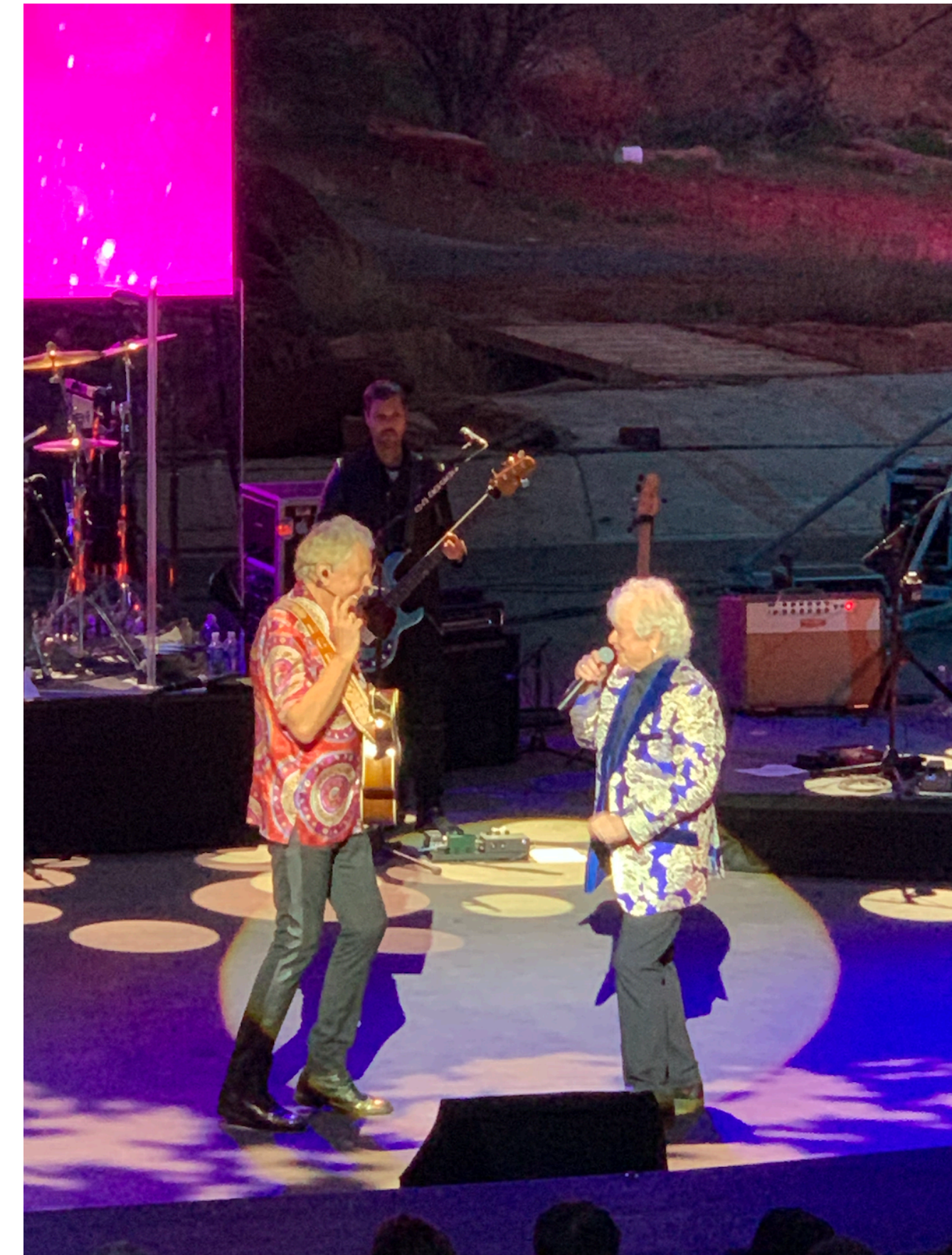


March 13-16, 2020



WORKING WITH MEDIA + INFLUENCERS IN 2021

March 13-16, 2020



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March 13-16, 2020



COVID's Impact on Publishing

The New York Times

News Media Outlets Have Been Ravaged by the Pandemic

Roughly 37,000 workers at news companies in the U.S. have been laid off, been furloughed or had their pay reduced. Some publications that rely on ads have shut down.

COVID's Impact on Travel Media


- Newspaper travel sections stopped covering travel or only cover regional travel, staycations, etc.
- Several lifestyle, travel and endemic publications cease publication
- Travel coverage shifted to online
- Using staff for stories versus freelance writers
- Everything goes virtual – media visits stop...for a while


“Zion is still a go at this point, it’s just on hold until Seattle Times leadership is ready to encourage people to travel....”

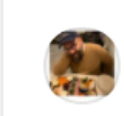
-Freelance writer Caitlyn Flynn

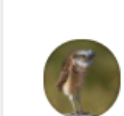
2020 Media Visits







 **hermionehoby** • Following
Snow Canyon State Park

 **hermionehoby** A trail ride with Mike. Ben's steed for the day, Teddy Wayne, was "named after my wife's first cousin in Tennessee." Because, as with his human counterpart, "he's a big gentle easy-going guy."
25w

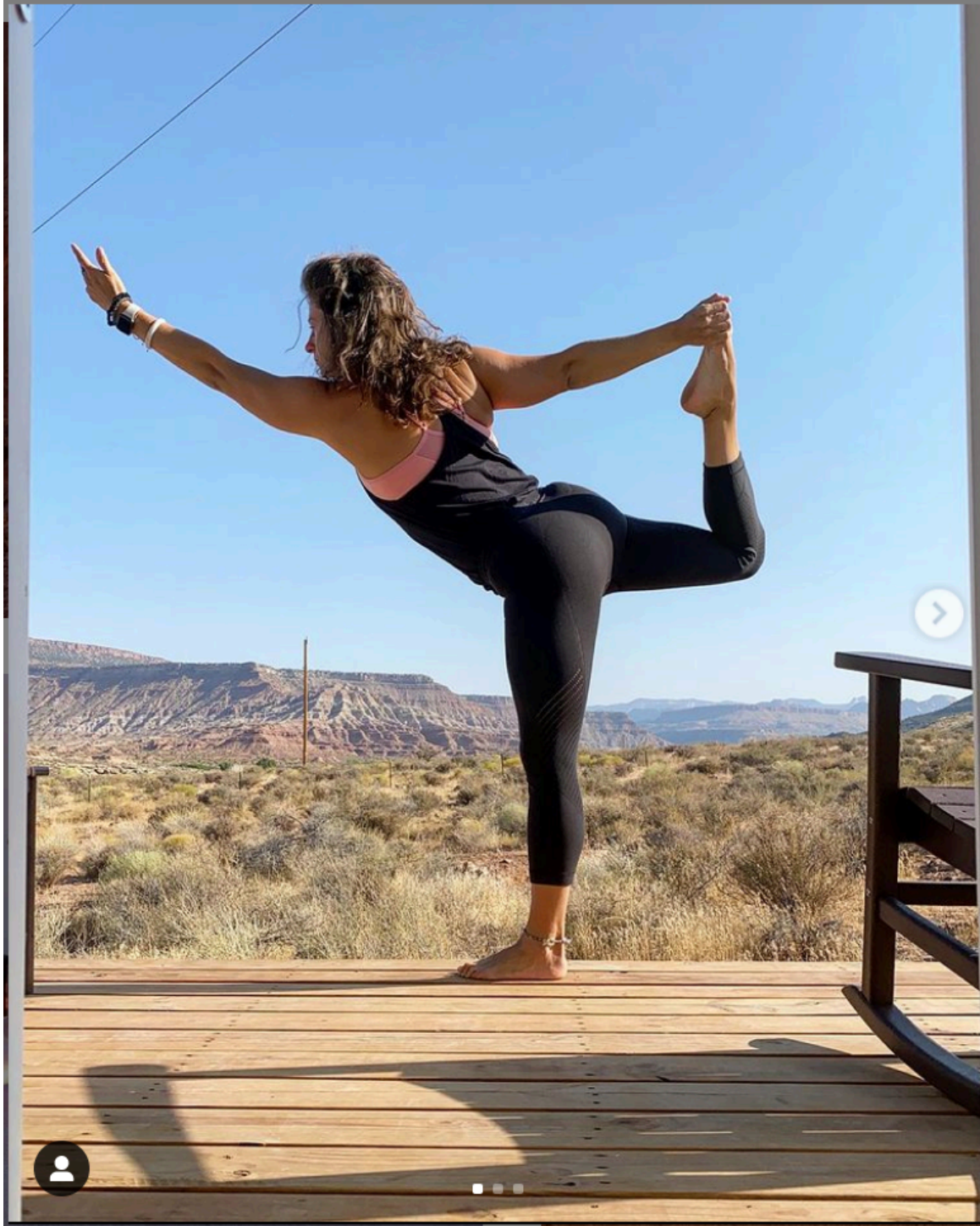
 **imjasondiamond** Hop along Hermione
25w 1 like Reply

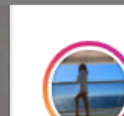
 **jloudis** I love Western Hermione. Hope you're taking elaborate notes!
25w 1 like Reply

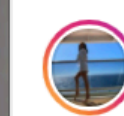
   
Liked by petererictorian and 67 others
OCTOBER 9, 2020

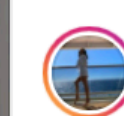
 Add a comment...





Post




 **alexandracheney** • Following
Zion Wildflower Resort

 **alexandracheney** Morning practice, Utah edition
32w

 **alexandracheney** .
.
.
.
.
#alexgoesglobal #travelwriter
#woman #traveler #tlpicks
#stayandwander #verytandc
#traveldeeper #passionpassport
#mytinyatlas #luxuryworldtraveler
#writer #womantraveler
#dametraveler #theidylicwild
#girlmeetsglobe
#travelwithmeaning
#worldofwanderlust
....

   
67 likes
AUGUST 19, 2020

 Add a comment...

Post

2020 Influencer Visits

An Instagram post by user kelleesetgo. The image shows a woman in a pink puffer jacket and leggings rappelling down a rock face. She is wearing a harness and gloves. The background is a desert canyon with red rock walls.

kelleesetgo • Following
Greater Zion Utah

kelleesetgo The look on your face when you're trying Canyoneering for the first time and crushing it with @paragonadventures 

All I knew is that there would be 70 foot drops, lots of maneuvering, crawling through small spaces, holding on to ropes at times for dear life and getting dirty.

I said (yelled)  SIGN ME RIGHT UP! ADVENTURETIME!

Would you try this?
Come HANG (literally) with me in my IG Stories or Highlights after 24 hours!

@GreaterZionUtah #GreaterZion

Liked by mcboyka and 3,756 others
NOVEMBER 13, 2020

Add a comment... **Post**

An Instagram post by user thatpinkjeepgirl. The image shows a bright pink Jeep Wrangler parked on a dirt trail in a desert landscape. A woman is standing next to the Jeep, leaning against the door. The Jeep has a roof rack with a red flag and a light bar.

thatpinkjeepgirl • Following
Greater Zion Utah

thatpinkjeepgirl Sorry.. have been on mute! Justin and I just bought a house, moved, working on our businesses, and packing for our trip out to UT. Hope to see our friends while we are there! ❤️

#jeep #jeeplife #pinkjeep #jeepher #jeepgirl

27w

+

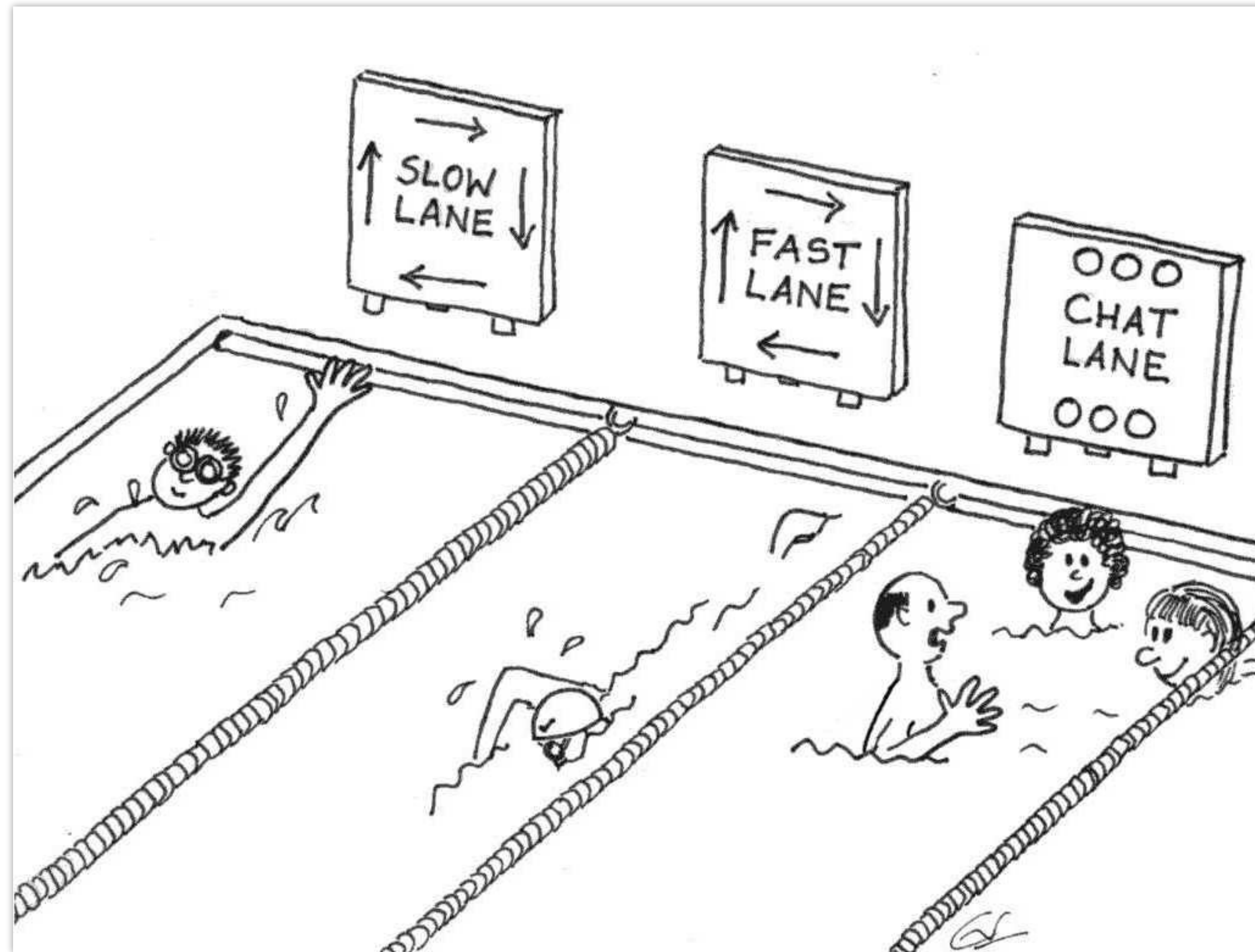
misssarahbeth If you make it up to Salt Lake, the girls have a few runs planned the next couple of weeks! ❤️

1,200 likes
SEPTEMBER 26, 2020

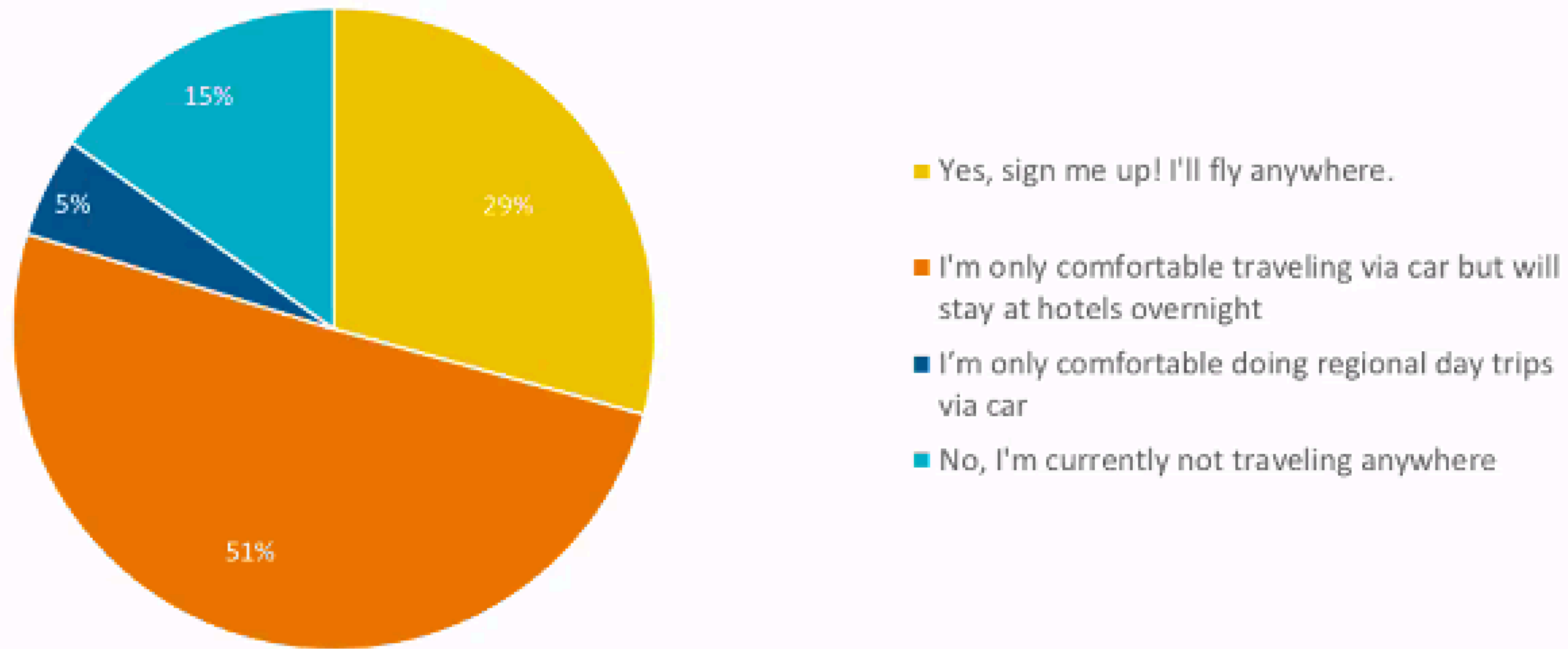
Add a comment... **Post**

2021 Media + Influencer Program

We Are All Moving at Different Speeds

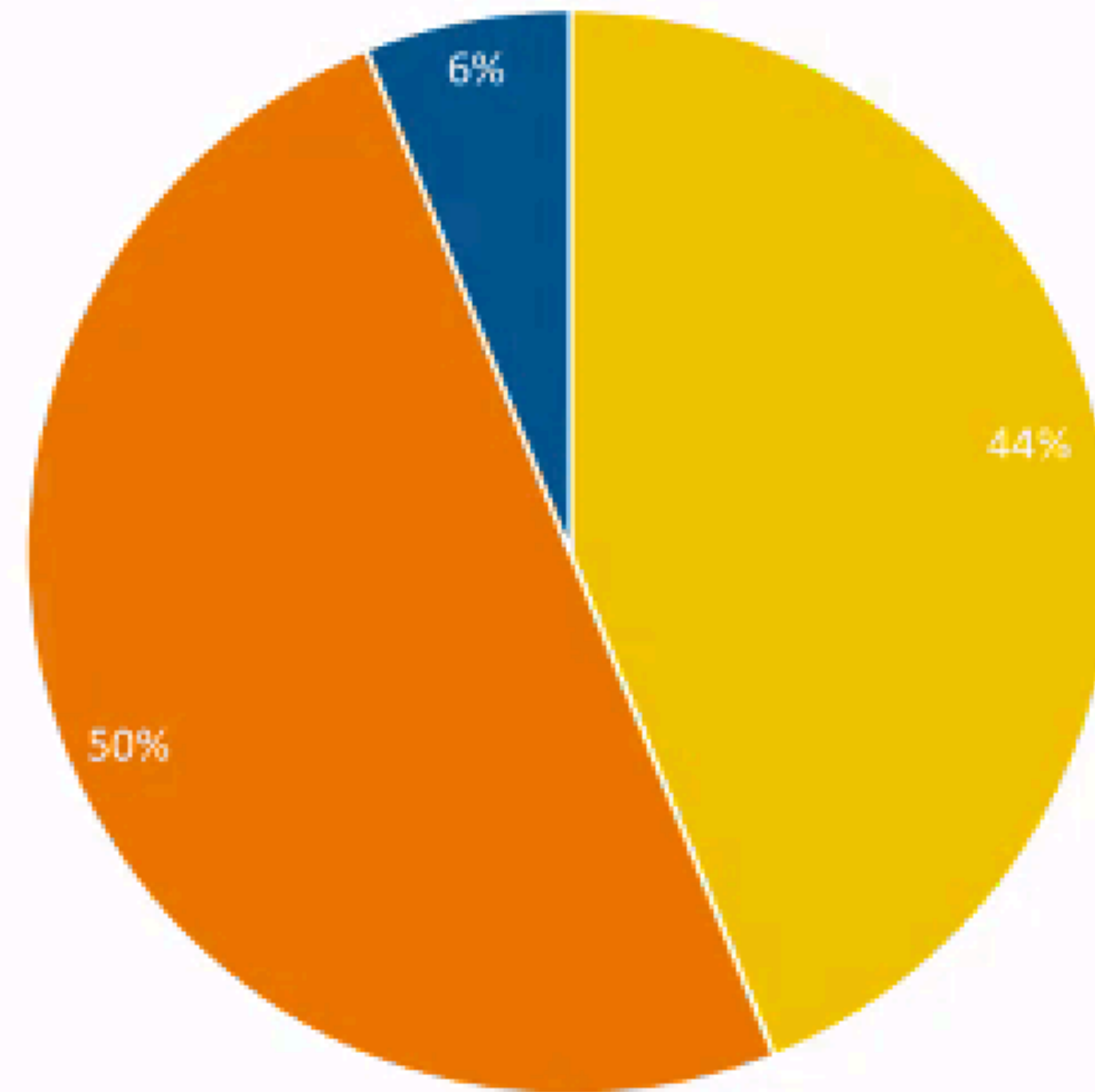


Media Thoughts on Domestic Travel



Source: Visit California media survey

Current Sentiment About Covering Domestic Travel



- I am covering all things travel-related now
- I am still taking a cautious approach to covering travel
- I am not actively covering travel until...

Widespread vaccinations or
until readers feel safe

Press Trip Modifications

- 80% - favor individual press trips
- Approx. 45% - no carpooling or ridesharing
- Nearly 60% - primarily outdoor experiences
- 35% - small group settings, socially distanced

Top Travel Topics



No. 1 – Road Trips

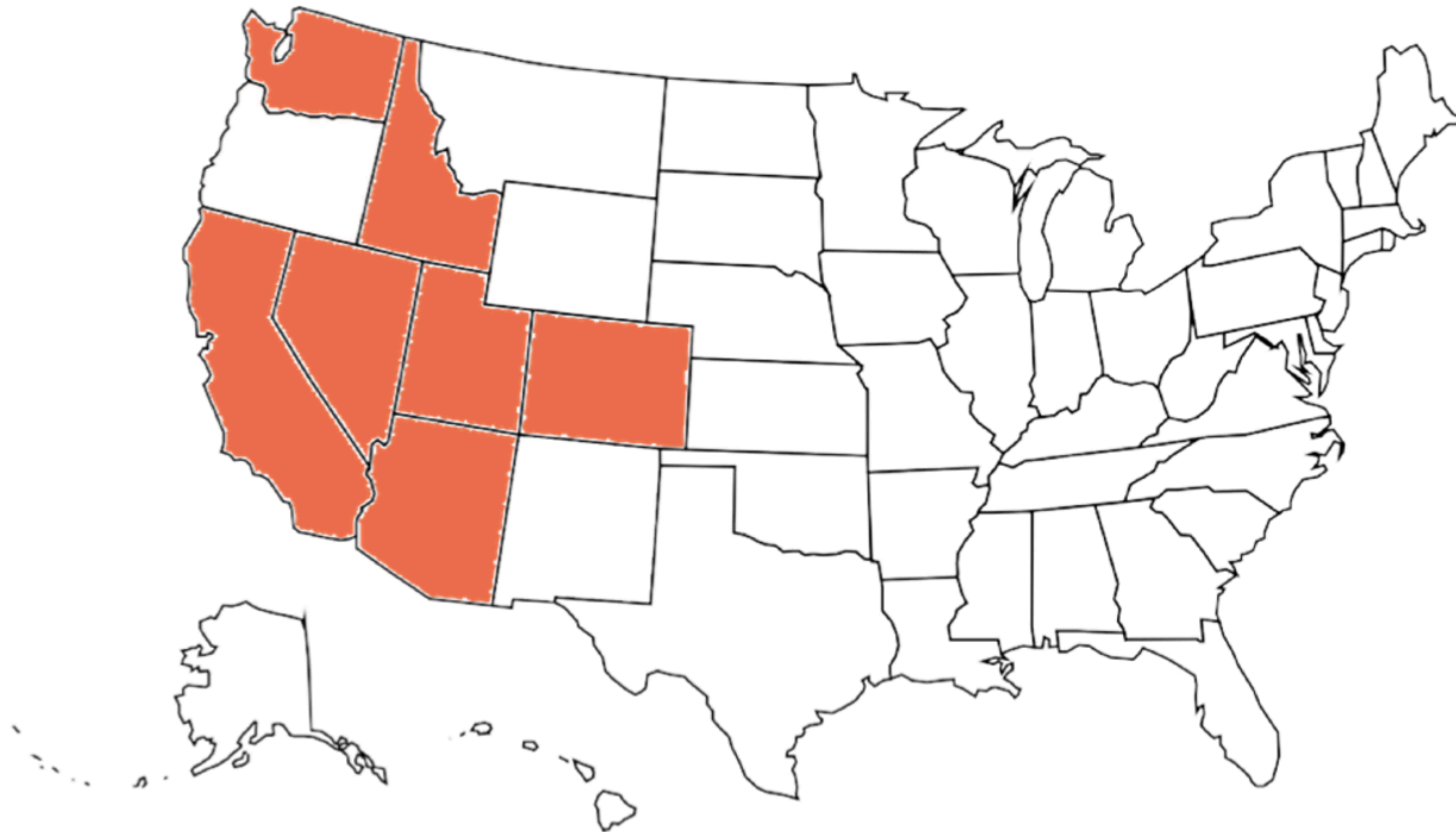


No. 2 – Wide Open Spaces

What this Means for You

- **Greater Zion Primed for Success**
- **Media Insights** – Watch for content from MYPR.
- **Different Speeds** – Media might not be comfortable with faster speeds. Clearly communicate current details for tours, masks, cleaning policies, safety protocols, etc.
- **Help Them Feel Comfortable** - Share standards like remote check in, takeout, tour group size, option for driving separately, etc.

Target Markets



States:

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

Greater Zion 2021 PR Effort

KEY MESSAGES

- Outside the Park
- Golf Greater Zion
- Top Mountain Biking Destination
- Expansive OHV Options
- Outdoor Adventure
- Where Competitive Athletes Train, Play + Compete
- Tourism's Economic Impact on the Community
- Timely, Newsworthy Content

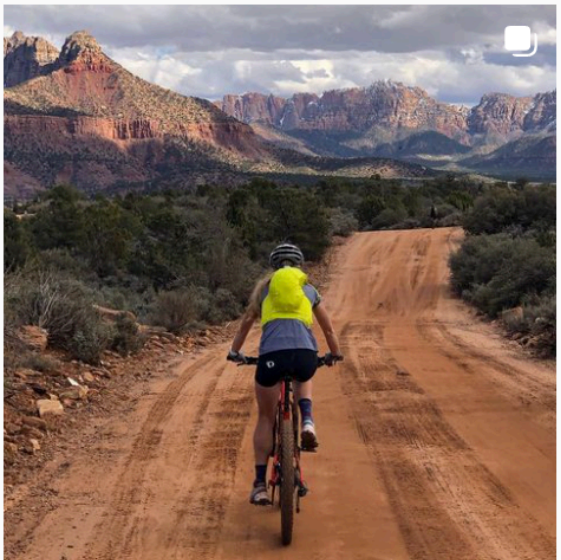
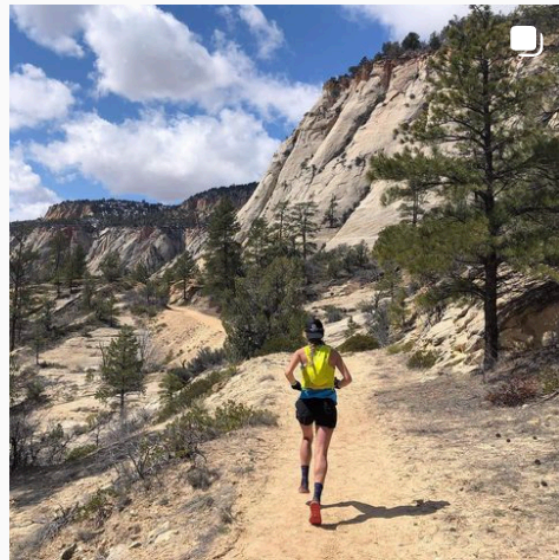
TACTICS

- Proactive + Reactive Media Relations
- Quarterly Media Tip Sheet
- Satellite Media Tour
- Content Program
- Visiting Journalists Program
- Monitoring Media Placements

Greater Zion Inflencer Program



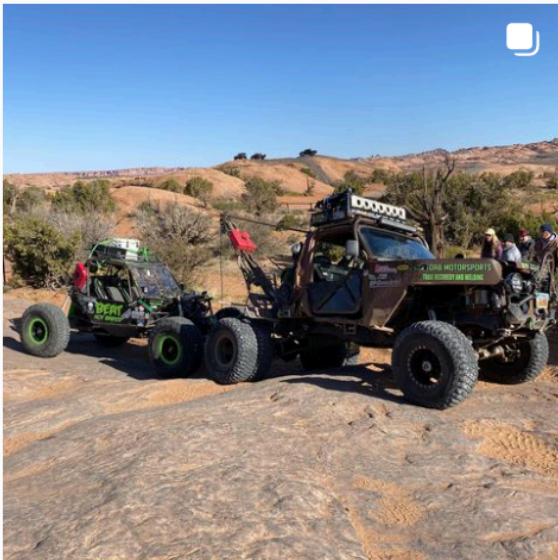
Outdoor Adventure



@alexborsuk



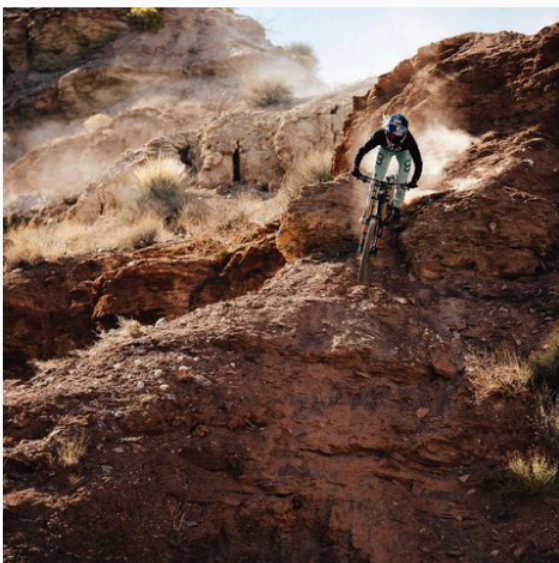
OHV



@beat_not_babied



Mountain Bike



@katieholden

5 Things Your Business Should Be Doing to Maximize the GZCTO PR Program

1

Partner to help organize the trip/
itinerary

2

Meet and engage with media/
influencers while they are in-market –
in-person and/or via social media

3

Respond to inquiries in a timely manner - driven by deadlines

4

Be a positive representative of the
destination

5

Create news! Define + tell your story

How to Create News

What's Trending

- Return to travel – how travel has changed after COVID-19
- Access to COVID testing
- Working/learning on the road
- Small hotel or floor buyouts – “pod travel”
- Curated group travel
- Unique, socially distanced lodging
- Re-imagining events
- Outdoor adventures in wide open spaces

How to Create News

- Creative packaging and programming
 - Creatively cater to mountain bikers (access to off limits/private areas, free shipping, overnight tuning)
 - 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. (first ever stores, unique drive thru experiences)
 - Events – what's new, celebrity attendees, etc. (unique regional only celebrations, largest/biggest celebrations in the country.)

SHARE
INFO!

Tell Us What You are Doing!

Media Results



The Best Staycation in Every State

44 of 50 St. George, Utah



Mario Möller / EyeEm / Getty Images

[VIEW MAP](#)

ADDRESS:
St. George, UT,
USA

WEB: [Visit website](#)

Explore Southwestern Utah red rock wonders in St. George, a year-round adventure destination four hours from Salt Lake City. Best known as a Zion National Park gateway, find in-town desert adventures at quiet [Snow Canyon State Park](#). Experience the park's secluded slot canyons, subterranean lava tubes, or petrified dunes on short, scenic hiking trails. Go mountain biking past endangered flowers on [Bearclaw Poppy Trail](#) and paddleboard on tranquil waters amid Navajo sandstone in [Gunlock Reservoir State Park](#).

Channel pioneer vibes with a downtown stay at [The Advenire](#), a boutique hotel home to [Wood.Ash.Rye](#)—conservative St. George's only craft cocktail bar. Fill up with takeout (or patio dining) from family-run [Angelica's](#) Mexican Grill, where authentic mulitas, cheese, veggie, and meat-loaded quesadillas, are served to order with housemade salsa. Reserve lauded ledge-side seating with panoramic city vistas at [Cliffside Restaurant](#), a romantic eatery famous for its bold American cuisine. —*Jenny Willden*

Media Results



Media Results

DRIVING WEST LAST OCTOBER through the stretch of southern Utah where the Mojave Desert, Great Basin, and Colorado Plateau collide, I found myself reflecting on the word *greater*. The name Greater Zion was coined in 2019 to encourage visitors to think beyond the spectacular yet relatively small Zion National Park, which is a mere 232 square miles, compared with, say, Yellowstone's 3,472. The new designation is an implicit reminder that Zion itself is just one chunk of beauty within an excess of staggering scenery. Following roads that wound through blazing canyons and valleys of russet-colored Navajo sandstone, I began to consider *greater* less as a geographical or marketing term and more as a superlative. Greater as in more beautiful, more awesome, more sublime than anywhere else.

Like so many places of natural wonder in the U.S., Greater Zion—a region of more than 2,400 square miles—saw growing numbers of visitors amid the pandemic. “Folks were cooped up and confined and looking for places to get some mental freedom again,” Kevin Lewis, the area’s director of tourism, told me. “They’re coming to have an open-space experience.”

So was I. I was traveling with Ben, my boyfriend and comparably awestruck chauffeur, from our home in Boulder, Colorado, to Under Canvas Zion, one of a collection of nine campsites near national parks around the country that seek to make roughing it a bit more glam. From there we’d take in the region by foot, on horseback, and, most adventurously, by rope and ladder.

From a distance, Under Canvas Zion looked a little culty: an encampment of white tents dotted across a hillside, nestled in a craggy valley of red rock just beyond the western border of the national park. Up close, by the glow of fairy lights and the campfires around which happy kids toasted marshmallows, it was simply idyllic.

We found our tent snugly wedged between giant red boulders, looking out across the wide valley. Inside, I reveled in the pleasure of everything being just so. Two little USB-charged lanterns cast a sweet glimmer across the honey-colored canvas walls. There were two elegant chairs, a wood-burning stove, and, best of all, a vast and plush bed in which I would sleep outrageously well for the next four nights. That evening, before I fell asleep, I listened to spooky ululations, answered and echoing through the canyon. “Coyotes,” confirmed Ben, who grew up on Colorado’s Western Slope, rather than in suburban London like me. The West, suddenly, felt wild.

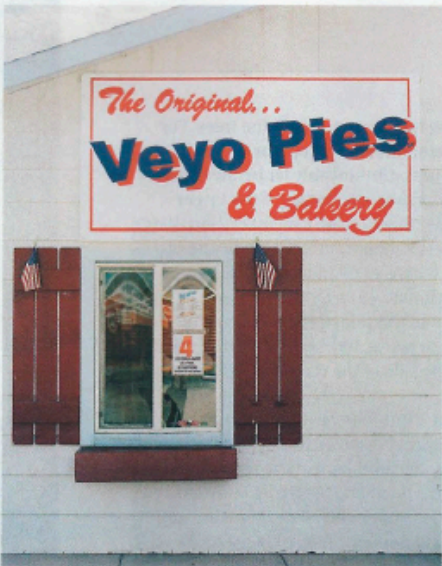

HAD I BEEN sleeping in a traditional tent, I would have been annoyed to wake before dawn. But here, it felt only delightful to creep out of bed and venture into a cool, dark, still faintly starry morning. After procuring coffee—mercifully, a help-yourself situation at Embers, the property’s restaurant—I sat on our deck and watched the rocks flush apricot as the day broke.



Ben and I live in a place where hiking is more or less mandatory, so we were particularly excited to try something called a *via ferrata*, which, despite our outdoorsiness, neither of us had heard of before. The name, which is Italian, refers to cables that plot routes across rock faces. Giant steel staples cemented into the rock provide ladders. The pastime of climbing a *via ferrata* gained popularity in the Italian Alps in the 1950s, when routes originally used by troops during World War I were reclaimed for recreational purposes. This allowed people to experience the kind of vistas and vertiginous thrills usually available only to seasoned climbers.


We headed to the charming Kolob General Store—a small outpost on a high, wild road—where we met our guides, Cindy Alfaro and Jared Wright of the Utah Adventure Center. Both exuded a sense of profound calm, which was helpful, given that we were about to descend a thousand-foot rock face. They were taking us on a route called Angels Leading LedgeWalk, located on a private ranch that borders the park. I stepped into a complicated-looking harness, which fell around my hips like some avant-garde skirt made by a club-kid designer. Then we went into a buggy that bumped down a steep dirt road to where the route began. Alfaro and Wright demonstrated how, when we reached the “anchors” along the cable, we were to unclip and reclip one carabiner, then the next. In this way, they explained, we would always be safely attached to the cliffside.

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From far left: The author uses a via ferrata on Angels Leading LedgeWalk; cacti in Snow Canyon State Park; Veyo’s legendary pie shop.

How good it was to feel small, just a blip of human life encountering the enduring physical evidence of 2 million years.



Bighorn sheep crossing the human imprint on Zion.

The air smelled like hot dust and cool pine trees. For a time, the canyon was soundless, except for the click-clacking of our carabiners. Unthinkably far below lay the silvery ribbon of Kolob Creek, a tributary of the Virgin River, which carved the mighty main canyon of Zion. We paused, halfway or so along our route, to take in one of the hanging gardens, where an overhang of “weeping rock” creates a microclimate—a bright green, mossy efflorescence tucked into the side of the canyon. The occasional tree gave me pause, too: some little specimen asserting itself from the side of the rock face, flourishing against all odds.

Our route ended in a 100-foot vertical ascent that, in a mild fit of masochism, I resolved to climb without stopping. Breathless and triumphant at the top, I then followed Wright out to a terrifying overhang of rock where he encouraged me to lean back and let go. My mind said: you are attached and cannot fall. My body, speaking even louder, said: thousand-foot drop below. Emitting a bovine noise of trepidation, I leaned back, my heart hammering, and mustered the courage to glance down at the plummeting drop and see birds sweep below me. A brief look was all I could manage.

WE HAD ARRANGED TO MEET a pair of representatives from the Zion National Park Forever Project, a nonprofit philanthropic organization, at the Taylor Creek trailhead in the northern part of the park. Zachary Almaguer told me that he quit his corporate job in Texas to move to the



The Best of Greater Zion

Getting There St. George Regional Airport, a 45-minute drive from Zion National Park, is serviced by United, Delta, and American Airlines.

Where to Stay **Under Canvas Zion** One of Under Canvas’s nine-and-counting glamping retreats situated near national parks across the country, its handsomely outfitted tents combine a pioneer vibe with a contemporary luxe aesthetic, from comfortable beds to high-end bath products.

River Rock Roasting Company Located in La Verkin, this is a great spot for a sundown beer and pizza, thanks to its lovely views of the Virgin River Gorge. [riverrockroasters.com](#); entrees \$10–\$15.

Veyo Pies Witness baked goods being made right behind the counter at this Veyo institution. Slices come in classic flavors like banana cream and strawberry-rhubarb. [veyopies.com](#).

How to See It **Snow Canyon Trail Rides** Leisurely tours on horseback through Snow Canyon State Park, a landscape of lava flows and petrified dunes. [snowcanyontrailrides.com](#).

Utah Adventure Center For those unafraid of heights—or wishing to conquer their fear with some magnificent and vertiginous views of Kolob Canyon—this is the place to try a *via ferrata*, a kind of rock climbing for amateurs. [utahadventurecenter.com](#).

Zion National Park Forever Project This nonprofit works closely with the park, offering lectures, field classes in identifying birds and wildflowers, and Thursday treks with an expert naturalist. [zionpark.org](#).

Travel Advisor **Dan Austin** (408-671-6067; [dan@austnadventures.com](#)), a member of T+L’s A-List of the world’s best travel advisors, specializes in American national parks, and can plan every aspect of a trip to the Greater Zion region.—H.H.

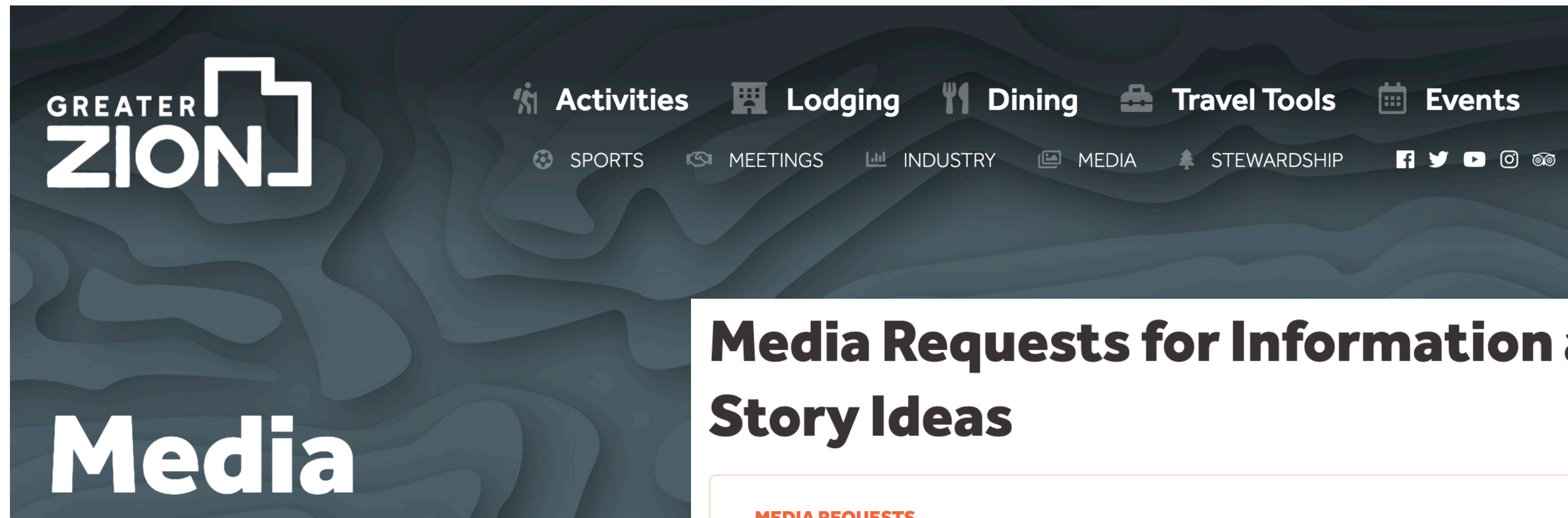
ILLUSTRATION BY NAT HANLEY

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Media Results



Greater Zion Media Page



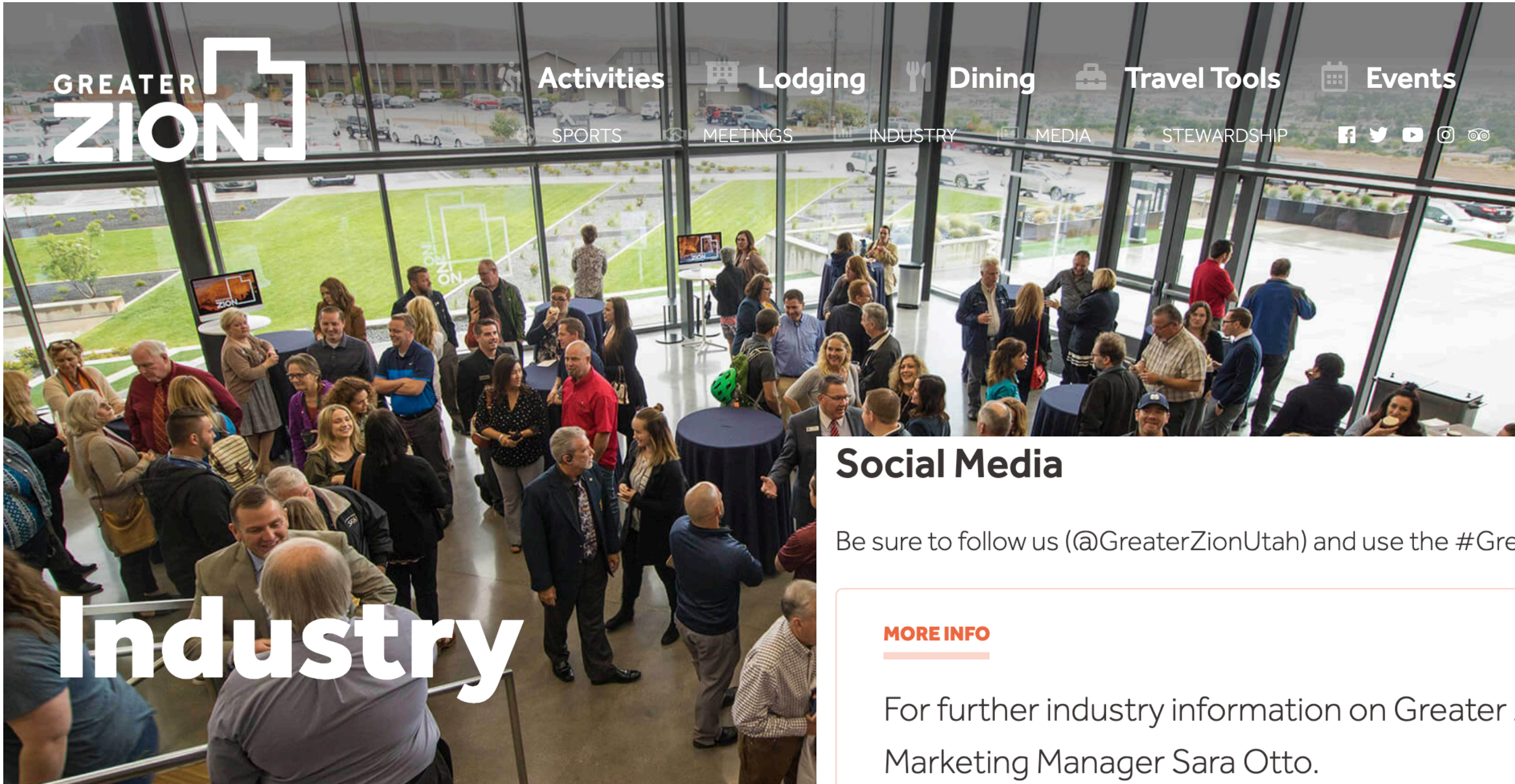
Media Requests for Information and Story Ideas

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!



Public Relations 2020/2021

Anna Loughridge, Public Relations Manager
Utah Office of Tourism

IMMEDIATE

When COVID-19 gripped the nation, our PR strategy quickly adapted and we shifted our approach to media pitching and FAMs to the state. We began by telling the story of Utah's hospitality industry, spotlighting people and places helping others through this challenging time and sharing virtual wanderlust and Utah-from-home travel inspiration.



NEWS

How restaurants are reinventing themselves during the pandemic

—— Travel ——

Need to Get Outside? These 5 National Parks Offer Virtual Tours You Can Take From the Comfort of Home

Bryce Canyon National Park, Utah



Jeremy Duguid Photography/Getty Images

The beautiful, red and orange hoodoos of this famous desert landscape are now on full display, even if you're in your living room. This [virtual tour](#) centered on Sunset Point lets you enjoy the star-filled night sky from this Dark Sky [certified national park](#), get up close and personal with the park's unique rock formations, and even take a horseback ride through the canyon from the comfort of your own home.



SMALL BUT MIGHTY

“RENAISSANCE”

As the travel world began to open again, we began conversations with key freelancers and journalist, sharing story angles focused on renewal & recovery, wide-open spaces -- and, we focused on those “ready to hit the road.”

DAILY BEAST

TRAVEL ➞

Escape the West Coast With This Utah Road Trip

| OPEN ROAD |



MOTHER NATURE PLAYED FAVORITES

The Great American Road Trip



Road trip in Utah

From serpentine sandstone canyons to scraggy hoodoos, Utah is a geologic marvel. Molded over millennia, three wildly different physiographic provinces converge near the state's center: the Colorado Plateau, Middle Rocky Mountains, and Basin and Range. Each features a staggering yet specific array of landscapes as evidenced throughout the Beehive State's five national parks. It's best experienced via the open road; the unrushed cadence of automobile travel allows for scenic stops and flexible days. In the winter, that could mean a bluebird morning on the

by Alexandra Cheney

ZION

As the state's first designated national park, Zion brims with Navajo sandstone, ranging in reds from a saturated carmine to a crisp vermillion, all the while punctuated by juniper and pine cliffs. Although a robust shuttle system services the park, drive in before sunrise or at twilight, when the 54-mile Zion Canyon Scenic Drive is most illuminated. While a set of stratified rock formations called the Watchmen is easily viewable from one of the many turnoffs, opt for the mile-long Canyon Overlook Trail hike, which terminates with a monumental vista of some of Zion's most celebrated formations.

Head out of the park and into neighboring Springdale to **FeelLove Coffee (feellovecoffee.com)** for freshly baked donuts or avocado toast, which pair brilliantly with their signature tea elixirs or lattes. Stroll down Zion Park Boulevard, the main artery dotted with gem shops and galleries. **Tribal Arts Zion (tribalartszion.com)** sells Native American jewelry, pottery, baskets and sculptures crafted by the Hopi, Navajo and Kewa tribes, to name a few. The bespectacled namesake proprietor at **David J. West Gallery (davidjwest.com)** hopes to "encourage others to protect what natural lands we have left" through his photography, regaling customers with behind-the-scenes stories and helpful local tips. Dinner at **Zion Canyon Brew Pub (zionbrewery.com/the-brew-pub)** allows plenty of time to absorb the rustic, modest charm of **Zion Wildflower Resort (zionwildflower.com)**. Each bungalow proffers uninterrupted views of Cougar Mountain or Kolob Canyons from a private deck outfitted with rocking chairs and porch swings.

slopes or a day spent in the snow-covered desert. During the warmer months, it unlocks balmy evenings filled with stargazing and Milky Way spotting.

The name Utah originates from the Native American Ute tribe; it means 'people of the mountains.' Weaving along the Virgin River and through the multitude of mesas excites, but the adventure truly begins when tires meet with dirt, snow or gravel. Slide into the immeasurably capable 2021 Land Rover Defender 110 X and begin the journey in Utah's southwest at Zion National Park.

Alexandra Cheney took the Land Rover Defender 110 X on an epic road trip through Utah

AMANGIRI

Straddling the southern Utah/Arizona border, **Amangiri (aman.com)** and the freshly launched tented pavilions of Camp Sarika, which translates to 'open space' in Sanskrit, continue to exemplify luxury. Tucked within the mesas of the high desert and gently undulating landscape, the 600 acres of wilderness dramatically seduce. On property, experience the Via Ferrata, a harness-required hike available exclusively to hotel guests, then unwind with a Hózhó healing treatment at the Aman spa. Watch the sun set over the sea of Coral Pink Sand Dunes and give sandboarding a try with **Coral Pink ATV Tours (coralpinkatvtours.com)** before retiring to a private fire pit and plunge pool at camp.



ESCALANTE

A three-hour drive east through Bryce Canyon National Park (which is not a canyon but rather an assemblage of natural amphitheaters) grants a midday check-in at **Escalante Yurts (escalanteyurts.com)**. Originating in Central Asia, these round tents stay cool in the summer and warm in the winter. Prepare to be awestruck navigating S-turns and hairpins to Upper Calf Creek Falls Trail. The tree line melts away as the two-lane road follows the ridgeline, revealing stunning panoramas. Scramble down the slickrock (which, contrary to its name, is not slick unless wet) and into the forested, cool canopy that leads to a dramatic set of waterfalls. Cairns lead the way. Escalante's a sleepy town, so plan for an early supper at **4th West Pub, (4wpub.com)** the local watering hole owned by Erin and David

Treanor. A mélange of street tacos, in-house smoked craft salsa, nachos and an ample number of paninis grace the menu.

Water governs everything when it comes to slot canyons. Named for their narrow widths, slot canyons zig and zag, sometimes squeezing down to a sliver. The hard-packed dirt trail provides playful fodder for the Defender en route to a trio of slot canyon hikes, Dry Fork Narrows, Peekaboo and Spooky Slot Canyons. Be mindful of the hourly forecast; flash floods and afternoon rainstorms occur and must be dutifully considered. Back in town, **Escalante Outfitters (escalanteoutfitters.com)** doubles as a general store and restaurant. Consider their house-made pizzas and carrot cake welcome rewards after a day snaking through the slots.

2020 COVERAGE RECAP (state-wide)

Generated **79** total print / online and social impressions

Coverage included **16** print placements

57 online placements

100% of all coverage was in a KPI outlet in key regional and national publications and media outlets

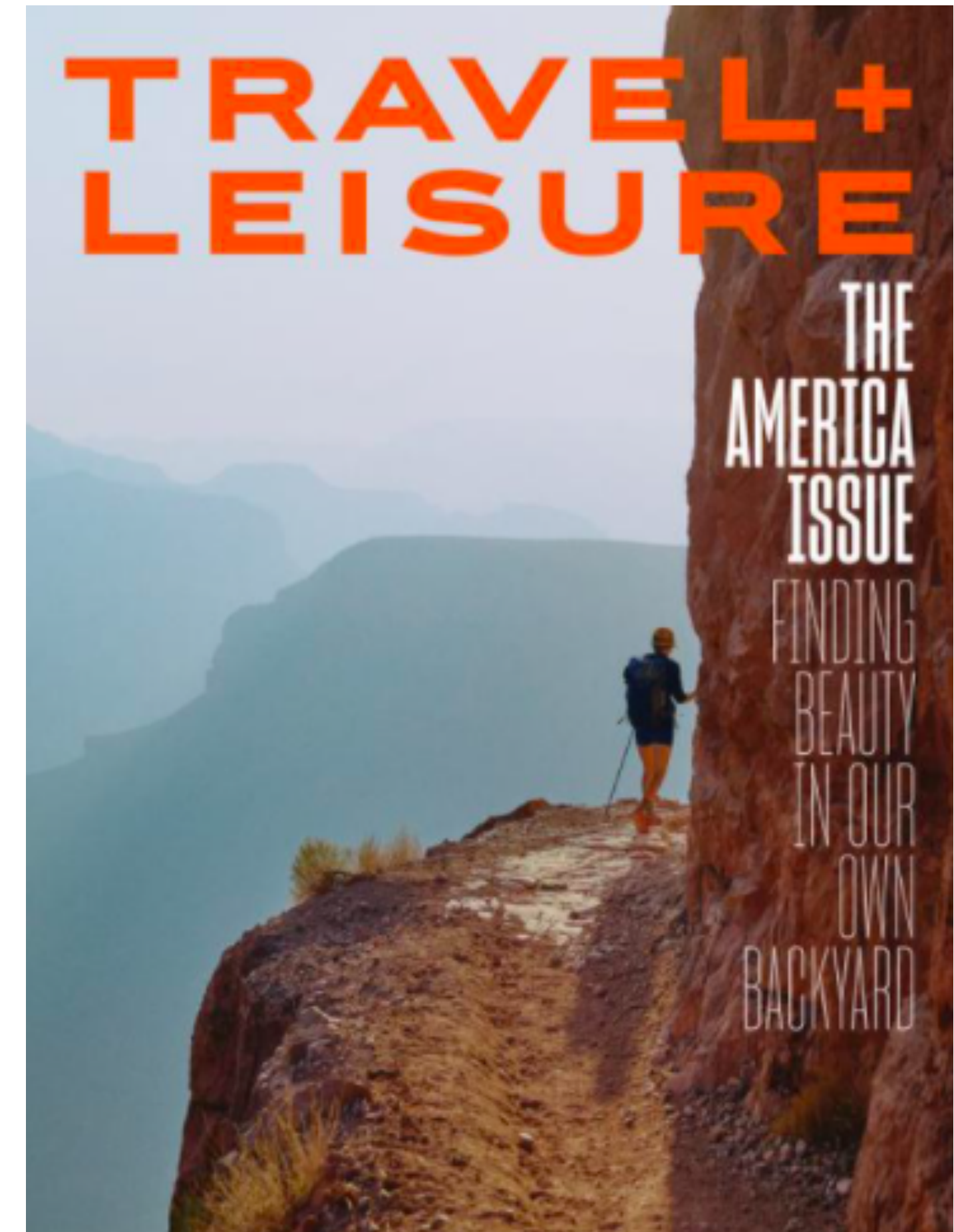
		
		
		



A PATH TO TOURISM RECOVERY 2021

PR Tactics - 2021

- **Trends First:** *the great outdoors, solo experiences, family matters, hit the road, no-touch wellness and healing power of nature, guided and experiential travel, plus so much more!*
- **KPI Messaging Focus & Key Storylines Laddering up to Strategy Initiatives** (Red Emerald, Forever Mighty, SheTravels, etc.)
- **In-person media hosting for first-hand experiences in Southern Utah (IMVs & FAMS):** *The Red Rock Retreat, Family Roadtrip, Ultimate Utah Guided Experiences, The Best State Parks in America, Gone Glamping, etc*



SAMPLE MEDIA TARGETS

CONDÉ NAST
Traveler

**TRAVEL+
LEISURE**

DEPARTURES

thrillist

AFAR

Key Storylines - 2021

Red Emerald Visitation:

Longer stays, support local. Embrace the destination.

Guided Experiences:

Understand the land via local experts.

Off the Beaten Path / Wellness in Utah:

Find wellness & healing in nature.

Opt Outside & Opt into Adventure:

Utah’s an adventurer’s paradise.

The Great American Road Trip:

“Mother Nature played favorites here in Utah.”

St. George, Utah

TRAVEL+
LEISURE



CREDIT: GETTY IMAGES

St. George is the largest city in [Greater Zion](#) in Utah's southwest corner. March temperatures are ideal for outdoor activities, and you'll be ahead of summer's hot weather and crowds. While nearby Zion National Park will be on your list of places to see, you'll also want to include several of Utah's less visited parks, like [Capitol Reef](#) and [Canyonlands](#), as well as [state parks](#), if your time allows. With St. George as a convenient home base, your itinerary can include the ghost town of [Leeds](#), once a booming silver mining town. Hike or bike the [Red Cliffs Desert Reserve](#) for scenery and a variety of wildlife. The International Dark Sky Association has certified at least 18 Utah locations for great [stargazing](#). Relax among red rock canyons at the [Red Mountain Resort](#), and enjoy a treatment at the [Sagestone Spa and Salon](#). Or stay in the heart of St. George at the [Advenire Hotel](#), a luxurious boutique in a convenient location. In Springdale, the recently renovated [Cliffrose Springdale](#) is a half mile from the Zion Visitor Center.

SAMPLE MEDIA TARGETS





RED EMERALD STRATEGY

- 1. Life Elevated: Continued powerful branding**
- 2. Prioritize quality visitation, not just quantity of visitors**
- 3. Distribute visitation**
- 4. Enable community led visitor readiness**
- 5. Improve organizational effectiveness**



GO WITH A GUIDE
MOUNTAIN BIKING GOOSEBERRY MESA

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- **Social Media**

Melissa Kinney

- **Editorial (Video and Photography)**

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Rosie Serago

- **Website**

Rosie Serago



**23 dark sky designations &
more to come!**

*APRIL DECLARED "DARK SKY
MONTH" BY GOV. COX*





Thank you!