January 14, 2020 Tourism Advisory Board Meeting Notes

Attendees:

Brianna Edwardson – Relic Agency  
Anjie Kennard – Homestead Resort  
Brandon Fife – Zermatt Resort  
Craig Simons – Homestead Crater  
Dallin Koecher – Heber Valley Tourism  
Ed Shaul – Deer Valley Resort  
Jacqueline Crane – Relic Agency  
James Gibson – Relic Agency  
Jennifer McCulloch – Soldier Hollow  
Joshua Sheer – Relic Agency  
Mikayla Meeker – Relic Agency  
Monica rich – Relic Agency  
Giselle Vega – Relic Agency  
Cache Ferguson – Relic Agency  
Adaire Willoughby – Wasatch County Parks and Rec

Relic Presents Heber Valley: Three Seasons Campaign Brainstorming. Overview – provide a focus for marketing decision-marketing efforts and brainstorming for Heber Valley’s 2020 Three Season Campaign.

Provide collaboration on the overarching goal for three season campaign to increase ADR and occupancy during the weekdays and shoulder season.

State of play recap from 2019. Understanding the marketing funnel. A/B testing market results CA vs AZ – CA winner. FB vs Insta FB winner. 3 different audiences’ families, outdoors/adventure (winner), outdoor families.

Overview of three season concepts for 2020. Storybook heroic journey theme – fun. Several really liked the word fantastical. The majority of the group didn’t feel like this theme would resonate with the outdoor/adventure group. Haven Escape seemed to be more of a safe theme, but we could consider integrating some ideas from storybook heroic journey.

Group participated in a brainstorming session about “why” Heber Valley. Brandon came up with a great concept “Choose your adventure” Similar to the books we read as children. Members of the group liked this idea and thought we should try to find a way to incorporate this.

We also talked about creating a message and audience for mid-week and shoulder season. Heber Valley created four pages on our website, one for each season. We can use this pages o direct campaigns during spring and fall.

Relic will take the brainstorming info, put together a proposal and send it Jessica and Dallin. Dallin and Jessica will forward to the TAB and reconvene if needed to propose a strategy for three-season.