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# Heber Valley: Winter and Three Seasons Campaigns

The background of the slide is a dark, high-contrast aerial photograph of a city at night, with city lights visible. Overlaid on this image is a complex network of thin white lines connecting various points, creating a grid-like pattern that suggests connectivity or data flow.

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# Overview

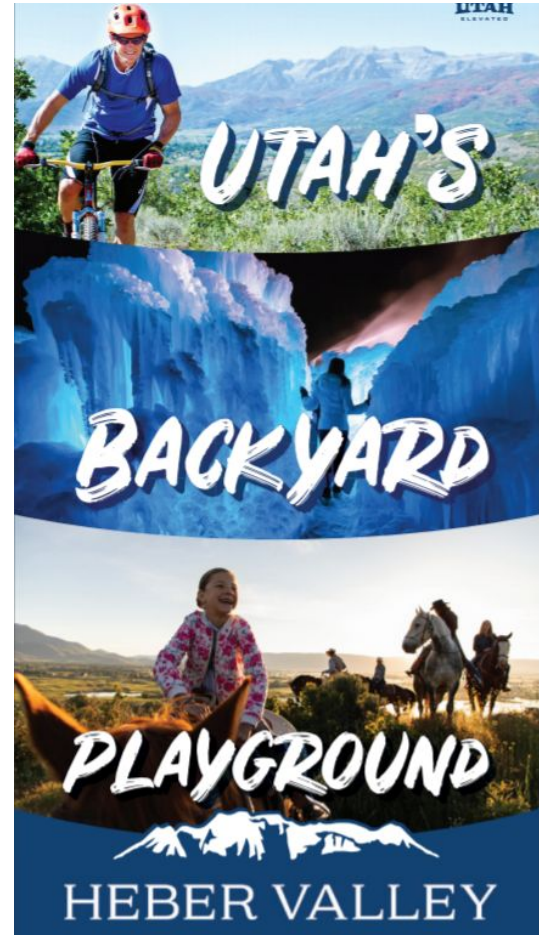
Provide a focus for marketing decision-making and efforts for Heber Valley's 2020 Winter and Three Season campaigns.



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## Objectives

- Grow share of destination travel through integrated media and marketing programs that drive visitation to and within Heber Valley
- Increase in visitation, resulting in broader range of winter and three season activities
- Influence and promote travel to Heber Valley



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# Winter and Three Season Questions

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Our Competitors

2

Our Outdoor Enthusiasts

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Our Top Segmented Markets

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Demographic Recommendations

5

Geographical Recommendations

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# The Competitors

## Park City, Utah

- Highly targeted geofencing to reach key decision makers visiting in the area
- Targeting more “thrill” seekers due to the Olympic Park bobsled ride
- Elevation of 7,000ft results in fluffier and light snow - best for skiing, however not for snowmobiling
- “Winter’s Favorite Town” and “Yes. All that.” (Winter and Summer Campaign)
- Key Markets:
  - New York / Chicago / Boston / Washington DC / Atlanta / Dallas / Los Angeles / San Francisco

## South Ogden, Utah

- Hyper-targeted, multi-media approach that includes digital advertising
- “My Ogden” and “Visit Ogden”, used digital advertising with a focus on video and visual marketing
- Ogden is utilizing digital marketing co-op opportunities to generate additional exposure and revenue for Visit Ogden
- The city’s Facebook video efforts resulted in 440,575 impressions and its Instagram page had more than 14.3k followers as of 2019

## Salt Lake City, Utah

- Salt Lake’s Historic Temple Square is Utah’s most-visited attraction)
- Home to Utah’s two largest convention centers, the Salt Palace and the Mountain America Expo Center
- Digital marketing tactics of Salt Lake City is focused to reflect as vibrant and modern, their marketing materials such as photography is progressive, not posed. Their layouts are clean and contemporary, not cluttered.



**OGDEN IS THE LIVE MUSIC DESTINATION IN UTAH**

**VISIT OGDEN**



visit Ogden | UTAH

**SALT LAKE**  
Your Gateway to Adventure. Naturally.

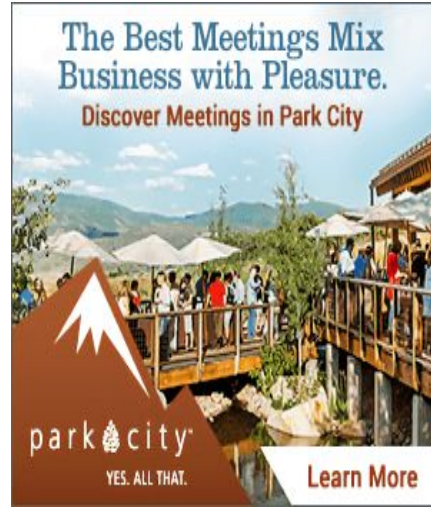


Yellowstone National Park  
Grand Teton National Park  
Zion National Park  
Bryce Canyon National Park  
Arches National Park  
Grand Canyon National Park

Visit SALT LAKE

Different by Nature.

**The Best Meetings Mix Business with Pleasure.**  
Discover Meetings in Park City



park city  
YES. ALL THAT.

**Learn More**

DISCOVER THE SOUNDS OF SPRING IN

*Winter's Favorite Town™*



**LAUNCH STATION**

park city  
UTAH

**SALT LAKE**

**16 Attractions. One Pass. One Awesome Price.**



**Learn More**

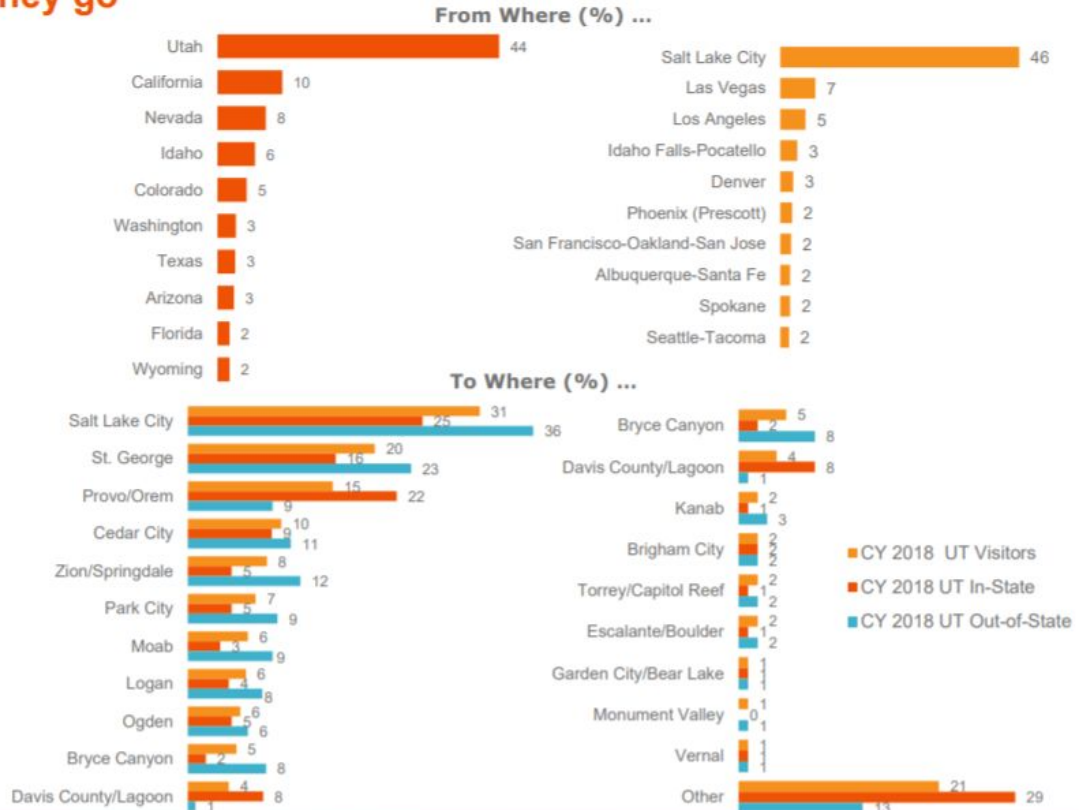
**MAKE OGDEN UTAH**  
YOUR NEXT DESTINATION FOR INCENTIVE TRAVEL



visit Ogden

## From where they come ... to where they go (CY 2018)

- Utah primarily draws visitors from within its borders and from nearby states: California, Nevada, Idaho, and Colorado. However, unlike many destinations, the key source markets do not always border Utah (most notably, California).
- Visitors flock to the largest Utah cities, regardless of where they live. However, some differences appear by residence, with out-of-state visitors more likely to include trips to Salt Lake City, St. George, Zion, Moab, Park City, and Bryce Canyon, than in-state visitors.



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# Outdoor Enthusiasts: Winter and Three Season Campaign

## Winter Season

- **Snowmobiling**
  - Heber Valley supplies tourists with the ideal environment for snowmobiling as the snow is deep, and there are countless play areas and trails.
- **Midway Ice Castle**
  - One of the leading Winter attractions in Utah as it features about 5,000 icicles, which are lit up every night.
- **Homestead Crater**
  - Swimming, scuba diving, snorkeling, or even take a paddle board yoga class inside the crater.

## Three Seasons

- **Fishing**
  - One of the top activities to do in Heber Valley is fishing as there are about 3,000 fish per mile
- **Ziplining**
  - Heber Valley has one of the world's longest zipline routes ran over water
- **Aqua X Zone / Jordanelle Reservoir**
  - It is one of three Utah state parks situated in the area. In terms of the number of visitors, it is also one of the most prominent state parks in Utah and keeps visitors entertained.



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# Digital Marketing

It's critical that we demonstrate our understanding of the audience we're marketing to for each initiative through digital analytics.

- 01 | Winter Season
- 02 | Three Seasons
- 03 | Recommendations



# Digital Analytics and Visa Vue Reports

## Winter Season Data

### Winter Seasons Campaign



- Texas and California have the most engagement on winter related pages on the site over the last two years
- California is supported strongly by the Q4/Q1 Visa report. Based on Visa Vue, Denver is worth targeting
- Data states no interest from New York or Boston; unless, it's a relatively small audience that we want to try growing rather than boosting markets more likely to visit
- Recurring affinity audiences in Georgia for Q4/Q1 last year show that out-of-state visitors are looking for more Park City alternatives that are budget and pet friendly.

# Digital Analytics and Visa Vue Reports

## Three Seasons Data

- Visa Vue and Google Analytics both support that LA, as well as Phoenix which we are already targeting, are worth targeting. However, the volume interest is still low in Phoenix
- Vegas is a close behind, which builds the case that we should also target Denver
- Interest groups for out-of-state web visitors in this time frame are similar: value shoppers and food-dining/cooking/30-minute meals are at the top. Travel/travel buffs are ranked higher than pet-friendly visitors

Three Seasons  
Campaign

GET INTO A

STATE OF PLAY

# Digital Analytics and Visa Vue Reports

## Recommendations



**Winter Season geography** recommendations would be LA, Denver, Dallas and their respecting surrounding metros. We recommend strong branding efforts in the LA and San Francisco markets to generate interest that we can capture with low funnel efforts

**Three Season geography** recommendations would be more branding efforts in Phoenix to boost visitation, have messaging for a Utah experience for the budget-friendly demographic, and grow LA and San Francisco while transferring the spend for Phoenix to Denver instead.

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## Digital Overall

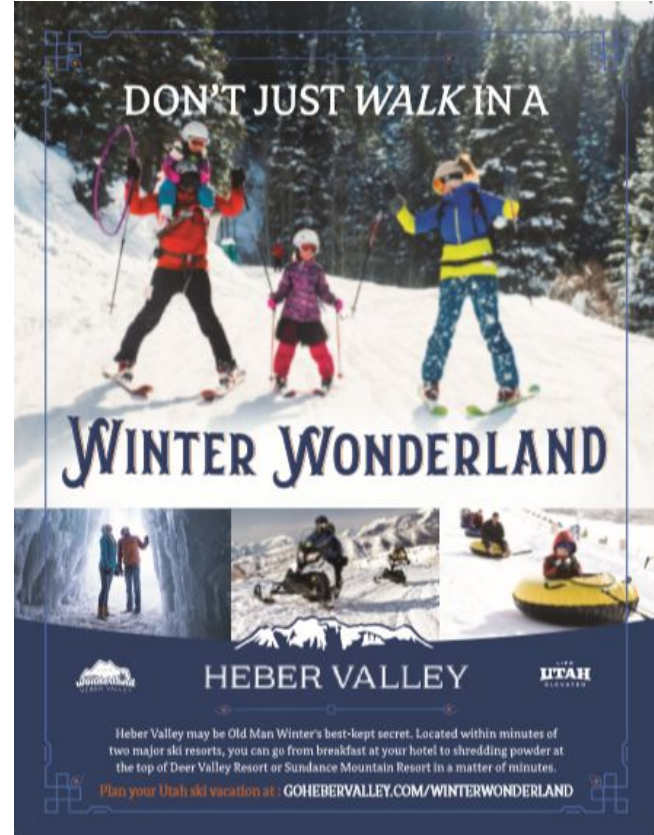
- Facebook ad data shows women are more engaged
  - 66% leads have been **women**
- With an average age group from both genders being 35-44 and 45-54, this allows us to suggest targeting ads more specific to the older demographic on Facebook than Instagram
  - We do reach the younger demographics, although they're less likely to fill out lead forms
  - However they have better lead rates on Instagram



# Media

It's critical to demonstrate that we understand the audience we're marketing to for each initiative through Media efforts

- 01 | Top Segmented Markets
- 02 | Recommendations



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# Media: Top Segmented Markets and Recommendations

- Based on the meeting with Sasha for the 2020 media recommendations and the information we received from AskWonder and Joshua, we can conclude that our top market is younger families looking for a Park City alternative that fits their budget friendly vacation, or retirees looking for a laidback vacation
- Winter Season recommendations would include:
  - Interest-targeted magazine: Cross Country Skier and Freeskier
    - This interest base magazine targets the entering retirement demographic (Average age: 58)
    - Freeskier hits mid 20's and early 30's, budget friendly demographic
- Three Season recommendations would include:
  - Interest-targeted magazine: American Angler and Outdoor Life
    - Both target the main Three Season demographic as well as creates the go to destination for fly fishing in Heber

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# Public Relations

Demonstrate an understanding of engagement and coverage we're receiving for all Public Relations efforts.

- 01 | Past
- 02 | Present
- 03 | Future
- 04 | Recommendations

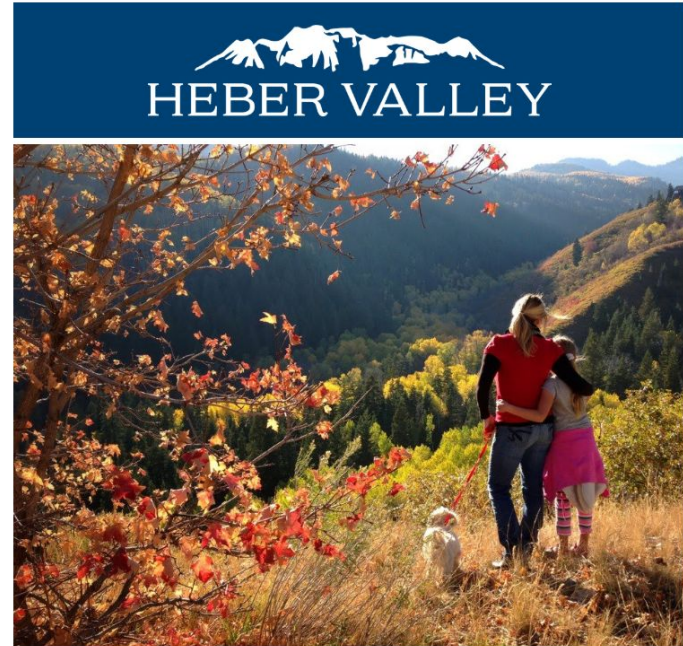
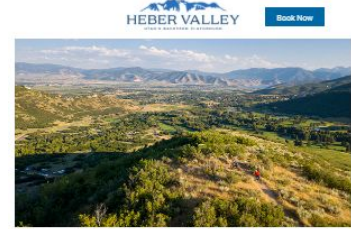


Photo Credit: Bryan Rowland



# PR- What We Have Done

- Three Seasons Personas
  - Summer edition
  - Winter edition
- Monthly Newsletters
- Monthly Blog Posts
- Influencer Marketing



## Heber Valley - Your Next Vacation

Have you ever been to Heber Valley in the summer? The area known for the best snow on earth fills with color, life and adventure for the whole family! With three state parks ([Wasatch Mountain State Park](#), [Jordanville State Park](#) and [Deer Creek State Park](#)), endless activities, delicious dining and comfortable lodging, make Heber Valley your next vacation.

Fall is here, and with it comes the Heber Valley in a magical & the sweeping vistas, a gorgeous family outing into the charming picture-perfect fall destination!

As sweeter weather begins, it's sunsets, cool mountain evenin' Soar to new heights with [Zipline Railroad](#) train ride or roast s'm' Looking for a family outing? Es [apple harvest](#) or watch a play! [Valley Theatre](#). The possibility Heber Valley.

Let us help you get the most o

## Swim, Scuba, Snorkel and more at The Homestead Crater

Posted On  
 Jul 10, 2019

Category  
 Things to Do



Fifty-five feet below the top of a limestone, beehive-shaped dome, is a mineral spring that stays at temperatures ranging from 90 - 98 degrees Fahrenheit no matter the weather outside. The Homestead Crater is a unique, natural wonder that's not only a great spot for a vacation but also a one-of-a-kind experience.

### The history

The crater has been around for 10,000 years, formed from melting snow that flowed from the Wasatch Mountains. The snow is heated two miles below the earth's surface and rises to the surface, creating this crater and a pool of water within its hollow core. As the water travels up through the cracks and rock sediment, there is an influx of carbon dioxide that heats the water.

Located on the Homestead Resort property, the crater was an integral part of the hotel's history. Swiss settlers first discovered the crater's mineral spring pool around 1886. The original hotel, located on the property for guests to see, was host to Swiss settlers, miners and travelers who would bathe and soak away their aches and pains from work.

Later, in 1996, the Crater was opened for public use and was given the publicity and recognition that it has today. This was also when many projects were completed on the crater to make it more easily available to travelers.



# PR- What has worked

- Influencer Marketing
  - Brought awareness to unique activities
- Newsletters
  - New, engaging email format
  - Relevant and itinerary-like topics
- Blog Posts
  - Evergreen content with a longer life cycle

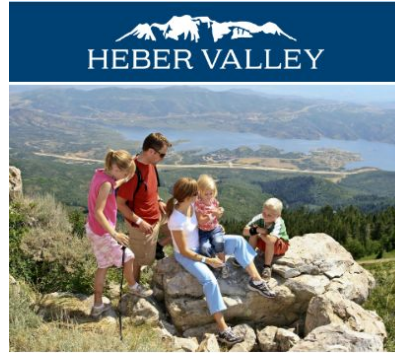


Photo Credit: Monique Beeley

Families, friends and adventure seekers love hiking. It's one of the most popular activities and it's easy to get started! Hiking can be as simple as walking around downtown Heber City, hiking the mountain or strolling by the reservoirs in the area. Either way, don't forget to stay hydrated on the trails this summer!



**Pine Creek Nature Trail** | This beginner trail perfect for families looking for an adventurous afternoon together. **Pine Creek Nature Trail** is shaded, 1.2-mile hike that walks along a creek a glacier wash. If you would like a map for this you can stop by the visitor center on your trailhead. The visitor center is located at 1281 Warm Springs Road in Midway.



utahsAdventurefamily • Following

utahsAdventurefamily We absolutely LOVED our tour @hebervalleythese today! We love learning new things and we were amazed at how this farm is running their cows now—with robotic milking and manure cleaning as just a few examples of this hi-tech farm. It was super interesting and we ended our tour with Aggie ice cream and cheese tasting in their shop!

Our boys said it was their favorite part of the day—and we went swimming!

If you visit #hebervalley, definitely add this to your list. Dairy farm Tours are only once a day at 11 AM, so advanced tickets are recommended. \$16/adult, \$6/ages 6-12, and 5 and under.

66 likes  
Add a comment... Post

## Five Must Do Fall Adventures in Heber Valley

Posted On  
Sep 04, 2019

Category  
Things to Do



By the end of September, orange and red colors begin to pop up in the mountain views of Heber Valley. With the changing of the leaves, numerous fall activities become available for residents and visitors alike to experience Heber Valley in an entirely new way, with a whole new bucket list of adventures.

As the mountain air cools, sweater weather arises and memorable activities revolving around pumpkin, campfires and Halloween are essential. If you're looking for family outings, date nights or a weekend away, we've compiled five fall experiences for a season of excitement.

### 1. Take the Scenic Route



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## PR- What We Will Do

- Continue writing monthly content
- Build out winter personas
- Coordinate last influencer for the year - The Salt Project in December



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## PR- Recommendations

- Blog Posts
  - Move the blog link to the main website header to be seen, clicked and read
- Pinterest
  - Pinterest is a powerful social media and search engine tool for increased website visibility



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# Overall Conclusion

- **Top Recreational Activities:**
  - *Winter* - Snowmobiling, Midway Ice Castles, Homestead Crater, Cross Country and Tubing
  - *Three Seasons* - Fishing, Ziplining, Golf and Aqua X Zone at Jordanelle Reservoir
- **Top Demographic Recommendations:**
  - Young and established families with a middle class income
    - An alternative a Park City vacation
- **Top Geographical Recommendations:**
  - To boost promotion in Denver, LA and possibly rebrand in Phoenix since activity from there is low

The background of the slide is a dark, high-angle aerial photograph of a city. Overlaid on this image is a network of glowing white lines that connect various points across the city, creating a web-like pattern. A small yellow horizontal bar is positioned above the word "Questions?".

# Questions?