

ADVENTURES

For Days

2019
YEAR IN REVIEW





I always enjoy the end of the year when we can reflect on the successes in 2019 and look forward to all that 2020 will bring. I could not do this job without the incredible team we have in Garfield County, not only in the office but also the travel council board members, the local community support and, most importantly, every business owner county-wide. Without your contribution, we could not make tourism in this area a success.

In the past five years, we have seen substantial growth in visitation to our local national and state parks. Tourism is a cyclical business, and we are experiencing a softening in those numbers. This year, there were a few challenges in the beginning, including an extended winter causing closures in Bryce Canyon, putting a damper on the shoulder season visitation. We are resilient and picked up steam going into the peak season and the end of the year. Transient Room Tax (TRT) revenue is up, with much of that coming from increased compliance initiatives implemented county-wide. The same is true with restaurant tax; overall, the amount has seen an increase, primarily due to increased compliance.

Although a significant focus has been on increasing tax compliance, our marketing efforts continue to invite the world to enjoy and experience all this county has to offer. The tourism office was awarded a dollar-for-dollar grant for out-of-state advertising close to \$300,000. This grant helps stretch the out-of-state marketing budget. In 2019, our campaign message focused on “Adventures for Days.” The campaign encouraged visitors to spend more time in the area by focusing on the many adventures accessible to them, with Garfield County serving as their basecamp.

It is truly amazing how many volunteers make things happen locally. We have some world-class events taking place in our backyard. Our office understands how important local events are to the economy and continues to fund many tourism-based events. In 2019, the tourism office financially supported 24 events totaling \$65,000. Likewise, we understand how diverse this county is and that each community has its own story to tell. Because of this, we offer a cooperative marketing grant program for city website development, kiosks, additional event advertising or community branding projects. In total for 2019, \$38,351.19 in projects received funding. That is \$103,351.19 of funding back into Garfield County communities and nonprofit organizations.

Finally, I appreciate all of the passion and enthusiasm for tourism in Garfield County. I am excited for the 2020 year and cannot wait to roll out the new “Bryce and Beyond” Campaign. I look forward to encouraging visitors to experience not only what Bryce has to offer, but also everything else found Beyond Bryce.

Falyn Owens

Falyn Owens
Executive Director
Garfield County Tourism

Revenue Sources

\$2,006,195.71

2018 TRT - Nov 2018 to Nov 2019

\$257,012.75

2018 Restaurant Tax - Jan to Nov

**TRT
UP
3%**

Park Visitation



ESCALANTE PETRIFIED FOREST STATE PARK

47,73 Visitors (Jan to Aug)



ANASAZI STATE PARK MUSEUM

13,075 Visitors (Jan to Aug)



BRYCE CANYON NATIONAL PARK

2,872,328 Visitors (Jan to Aug)



KODACHROME BASIN STATE PARK

92,685 Visitors (Jan to Aug)

Adventures for Days AD CAMPAIGN



The “Adventures For Days” campaign launched in 2019 and has brought success to the community. The campaign featured print ads, pandora commercials and more. This campaign continues to promote Garfield County as a land of adventure and highlights why visitors should take a step off the beaten path and explore more of the area—not just the top destinations.

This campaign built upon the previous “Day Trips for Days” in 2018 and continued encouraged visitors to make lifetime memories and strengthen bonds through their adventures. Visitors rappelled through the canyons, rode ATV/UTVs through the forests and biked along the county trails, all with backdrops of beauty that Garfield County provides.



Marketing Materials

TRAVEL GUIDE



18,884 BY MAIL

(Jan - Oct)

TOP STATES

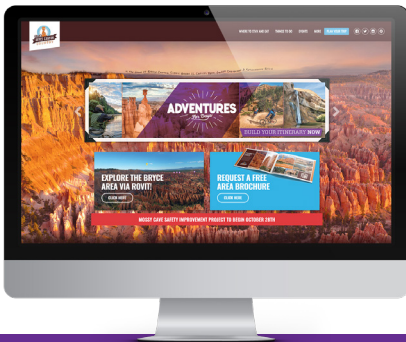
1. California	1,217
2. Texas	890
3. Wisconsin	752
4. Arizona	745

1,124 DOWNLOADED

(Jan - Oct)



WEBSITE



TOP 10 NATIONS

1. United States	138,002
2. Canada	3,853
3. United Kingdom	1,682
4. Germany	1,546
5. France	1,340
6. Netherlands	1,238
7. Australia	1,033
8. Italy	801
9. Switzerland	535
10. Belgium	529

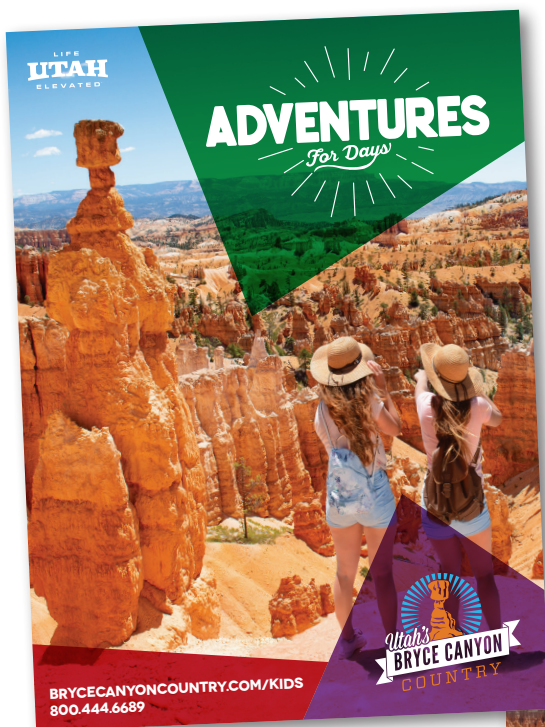
TOP 10 STATES

1. Utah	39,083
2. California	26,703
3. Arizona	7,543
4. Illinois	7,133
5. Nevada	6,077
6. Colorado	4,493
7. New York	4,043
8. Texas	4,012
9. Washington	3,021
10. Florida	3,005

156,215
TOTAL VISITORS

46% ACCESS THE
WEBSITE ON A
MOBILE DEVICE

Marketing Activity



PRINT ADS

- Grand Circle Travel Planner
- Good Sam Utah Adventure Journal
- Discover Utah Kids

TELEVISION

- Hulu in Southern California, Las Vegas and Phoenix
- Comcast - Salt Lake DMA

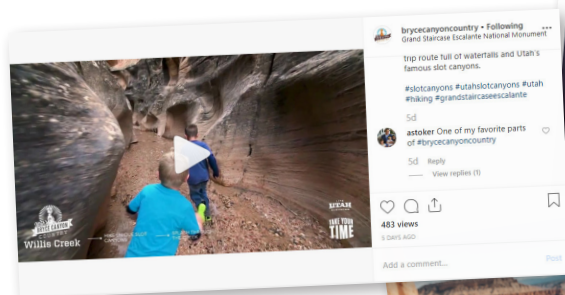
ONLINE MARKETING

- Website Updates and Additions
- Blogging
- Search Engine Marketing
- Retargeting
- KSL.com
- Email Marketing
- International Newsletter
- Facebook Ads
- Outdoor Project
- Sunset Magazine Digital
- Pandora in Southern California, Las Vegas, and Phoenix



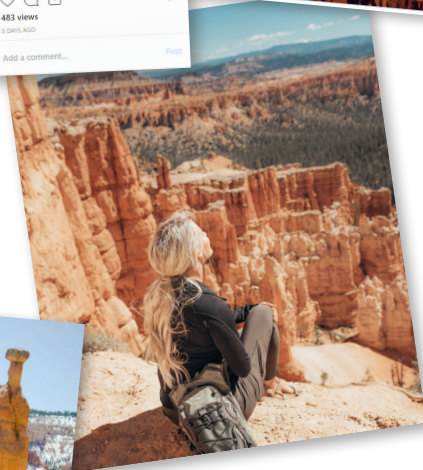
SOCIAL MEDIA

- Facebook
- Instagram
- Twitter
- Pinterest



INFLUENCERS

- Anna Lyn Cook
- The Salt Project
- Utah's Adventure Family



EMAIL AUTOMATION

All Your Dining Needs Right Within Reach

From quick bites to fine dining, Bryce Canyon Country has several restaurants to choose from. Do you have picky eaters? No problem. Find fast food, pizza, and more to resolve your hunger pangs while also taking care of the pickiest palates.

[Get More Info](#)



Devil's Garden Grill

Located in Escalante, Utah, Devil's Garden Grill combines the flavors of Utah with the southwest. With every menu item made from scratch, this local eatery buys local or grows their own ingredients. Stop by from Tuesday-Saturday for unique food for any meal of the day. Open through November.

[SEE MORE](#)



Stone Hearth Grille

Best known for its locally grown, hormone-free beef that creates the freshest and juiciest steaks, this restaurant in Tropic, Utah also provides vegan and vegetarian dishes. The grill's seafood is flown in daily and the fresh fruits and vegetables are picked during the seasons ripeness. Apart



Tour through Bryce Canyon Country with Guides and Outfitters

Have you ever vacationed with a tour guide? It takes the stress off of you to plan a vacation for the family and it's easy to sign up. Tour guides are experts in their field and know the area. This gives you the opportunity to visit Bryce Canyon Country and start your rest and relaxation early.

INTERNATIONAL NEWSLETTERS

BRYCE CANYON COUNTRY

International Outreach

With so many of our visitors being International guests, Garfield County commits to make an effort to expand our outreach to the International Market. Bill Scoffield, or Hoodoo Bill as he is often referred to by our International colleagues, has established a relationship with several travel trade partners to help educate operators and develop more of the Bryce Canyon Country product in key markets. With help from the Utah Office of Tourism and partnering counties, we participate in collaborative in-country marketing efforts to raise brand awareness.

SALES MISSIONS ATTENDED

- Australia and New Zealand
- Scotland and Ireland
- Belgium
- Italy and Switzerland
- China
- LA-based Chinese Tour Operator Luncheon
- Canada Media Event



TRADE SHOWS ATTENDED

- Go West Summit
- RTO West Summit
- IPW
- NTA



FAM TOURS

Garfield County hosted 35 total groups for familiarity tours throughout Garfield County. These groups consisted of 130 tour operators, sales agents and media groups.



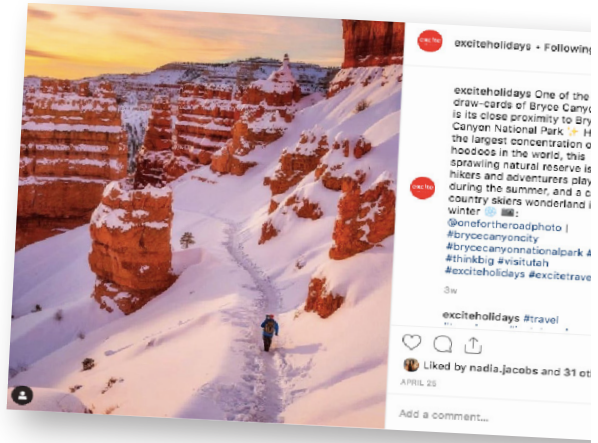
INTERNATIONAL MARKETING PROJECTS

Co-op between Utah, Garfield, Washington, and Grand with German Tour Operator TUI

- Social media takeover on TUI Germany
- Created a blog post about off-the-beaten-path experiences
- Hosted a partner event in Berlin, Cologne Willich, Muenster and Hamburg
- TUI Newsnet Article
- TUI Landing Page
- TUI Print Mailing to approx. 20,000 customers
- TUI In-store Banners

Co-op between Utah and Excite Holidays; a top Australia & New Zealand Tour Operator

- Shoulder season campaign aimed at Ski and National Park Vacations
- Promotes off-the-beaten-path spring and summer activities
- Newsletters
- Landing page
- Destination guide
- Social media takeover



Visit the USA Parks

- Targets UK, Australia, Germany, and US Drive market
- Social media takeover
- Retargeting ad promotion



Cooperative Marketing Program

Each year, the Garfield County Office of Tourism Board awards funding for tourism-related events and marketing related projects within Garfield County communities. This year the board awarded \$106,326.91 in both grant programs.

COUNTY COOPERATIVE MARKETING PROGRAM	AWARDED
Bryce Canyon Half Marathon Advertising	\$2,665.00
Escalante Boulder Chamber- Ad Campaign	\$5,850.00
Escalante Heritage Center- Ad Campaign, Rack Cards	\$1,950.00
Panguitch City- ATV Kiosk Project	\$7,106.61
Ruris- Moqui Motor Madness Ad Campaign	\$1,470.30
Bryce Canyon City- Bike Path Maps and Canyon 2 Canyon Event Promotion	\$1,950.00
Escalante Arts Festival- Marketing Campaign	\$8,000.00
Panguitch City- Marketing Campaign	\$9,360.00
Envision Escalante- Art Brochure	\$975.00
Boulder Community Alliance	\$994.50
TOTAL	\$39,326.91



TOURSIM BUREAU FUNDED EVENTS	AWARDED
4-H Archery 3D Shoot*	\$3,000
Boulder Arts Council Music In the Park Series	\$3,000
Boulder Cliff Notes Writing Conference/Boulder Book Festival	\$3,000
Boulder Community Alliance- Independence Day	\$1,500
Bryce ATV/UTV Rally- Panguitch City	\$3,000
Bryce Canyon Half Marathon	\$3,000
Bryce Canyon Mule Days	\$3,000
Bryce Canyon Music Camp	\$3,000
Cannonville Bear Festival	\$1,500
Canyon 2 Canyon Bike Ride	\$3,000
Color Me Fun Run	\$3,000
Escalante Canyons Art Festival	\$3,000
Escalante Canyons Marathon	\$3,000
Escalante Heritage Center Heritage Days Opening	\$1,500
Escalante Heritage Center Heritage Days Closing	\$1,500
Escalante Riding Club Rodeo	\$3,000
Moqui Motor Madness	\$3,000
Panguitch Lake Ice Fishing Derby	\$1,500
Panguitch Quilt Retreat	\$3,000
Panguitch Truck Show	\$3,000
Panguitch Valley Balloon Rally	\$3,000
Senior Pro Qualifying Event	\$3,000
Panguitch Pacific SW Regional/State Baseball	\$3,000
Panguitch City Motorcycle Rally	\$2,500
Panguitch Quilt Walk Play	\$3,000
Total	\$67,000



Social Media

This year, Garfield County engaged with Facebook, Instagram, Twitter and Pinterest users. These social media pages showcased the beautiful sceneries and locations within the county and shared inspirational trip tips and activities that ignited desires to experience it themselves. In 2019, Pinterest was the newest social media endeavor and saw remarkable results, as well as heightened potential in 2020.

The goal for Garfield County's social media in 2019 was to not only increase the number of followers but also to increase engagement. This goal was successfully accomplished on Instagram, Twitter and Pinterest. Pinterest was a new endeavor for the county in 2019 and saw tremendous results and great potential that will be built upon in 2020.



FACEBOOK

23,182 Followers
+2.26% increase over 2018
+8.9% Message Link Clicks



TWITTER

864 Followers
+4.9% increase over 2018
+15% Impressions
+13% Engagements



INSTAGRAM

1,853 Followers
+102% increase over 2018
+538% Impressions
+20% Engagements
+539% Profile Clicks



PINTEREST

272.8K Total Impressions
6.7K Total Engagements
4.04K Engaged Audience
1,176 Total Link Clicks

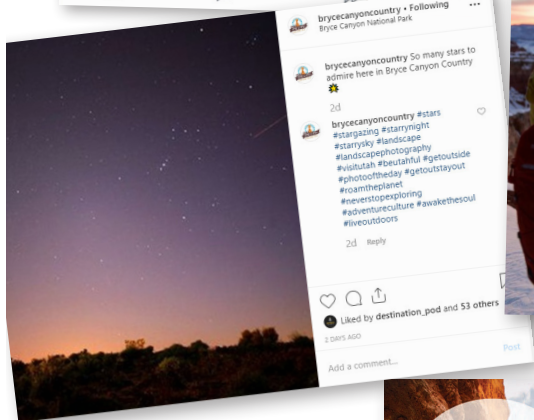
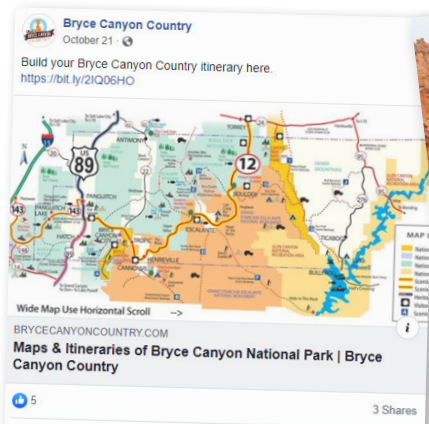
PINTEREST CASE STUDY

In 2019, Garfield County started their Pinterest efforts. Two months were spent, researching and optimizing the profile before posting began in March. Garfield County began posting frequently in order to increase monthly viewers and engagement with Bryce Canyon Country content.

Thorough research, pin creation, profile management, pin scheduling and engagement with the platform all contributed to successful results for the Bryce Canyon Country brand.

Over the course of eight months, Bryce Canyon Country's Pinterest profile increased its monthly viewers by 1,488%. Monthly engaged users also increased by 80% over this same time period.

**UP
80%**
MONTHLY
ENGAGED
USERS



UP
1,488%
MONTHLY
VIEWERS

Outdoor
Enthusiast's
Guide to
Bryce Canyon



6-DAY
ITINERARY
Through Bryce
Canyon Country



Public Relations

An important piece of any tourism campaign is effective public relations efforts. This year, Garfield County has been involved in distributing press releases, story pitches, pre-written content and blog posts.

Generating organic media content has been a major focus in 2019, as studies show that 92 percent of consumers trust earned media. For this reason, the value of earned media is great.

Media Exposure

Throughout 2019, Garfield County has been featured in numerous local, national and international news publications. Here are a few examples of the many publications that featured Garfield County this year:

- Travel Agent Central
- Cision PR Newswire
- Deseret News
- St. George News
- Lake Powell Life
- KUTV
- Las Vegas Review Journal
- Richfield Reaper



Bryce Canyon Mule Days brings community together to help raise funds for cancer research

By Hunter Garret | Sunday, May 5th 2019



The Richfield Reaper

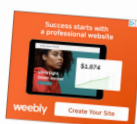
Garfield tourism receives grant

Sep 8, 2019

FRANKFURT – The Garfield County Office of Tourism recently received a \$229,500 match in cooperative marketing funds from the Utah Office of Tourism Board for 2020. The on-go funds will be used to promote tourism in the area, spearheaded by Garfield's upcoming 2020 campaign "Wine and Beyond," which is headlined on encouraging visitors to explore other locations in Bryce Canyon Country in addition to the headlining national park.

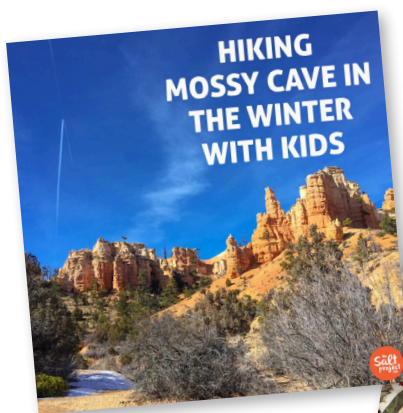
This campaign will be used to promote a wide range of recreational activities around the county, as well as other cultural activities and draw out-of-state tourists to the various scenic treasures specific to Garfield County.

Due to the number of applicants and limited funds, each qualifying applicant typically receives approximately 70 to 85 percent of the amount requested. However, for 2020, the Garfield County Office of Tourism received the full amount requested, which will allow the office to expand its marketing efforts in 2020.



Influencers

Influencer marketing is being used across many industries to bring awareness to products, services and destinations alike. In 2019, Garfield County collaborated with three influencers to bring the charm and experience of Bryce Canyon Country to the influencers' audiences. Influencers that came to the area include Anna Lyn Cook, The Salt Project (who hosted a staycation giveaway) and Utah's Adventure Family. The success of this marketing was seen through the influencers' social media statistics.



Blog Posts

Creating content that is valuable and relevant to audiences is important to Garfield County. In 2019, 15 blog posts were created and are housed on the Bryce Canyon Country website. This content has been distributed on social media and utilized in our Pinterest efforts to bring awareness to the adventures and experiences Garfield County has to offer. It also establishes Garfield County as a knowledgeable and reputable source to help audiences plan their trips to Bryce Canyon Country.



Digital Marketing

Digital Marketing has also seen successes in 2019. Clicks on digital ads increased illustrated through a Click-Through Rate (CTR), thus also rendering an increase in conversions. Statistics similar to this prove that digital ads have improved in content for audiences to both click on and click through to the website to receive content relevant and valuable to them.

TOP IMPRESSIONS

1. California 53.61%
2. Utah 10.74%
3. Arizona 10.44%
4. Nevada 8.48%
5. British Columbia 8.25%
6. Alberta 7.8%
7. Other 8.93%

PAID FACEBOOK

3,358,638 Impressions
1.55% Click-Through Rate
+31.03% increase over 2018

PAY-PER-CLICK

272,129 Impressions
17,042 Clicks
+10.57% increase over 2018

RETARGETING

3,714,973 Impressions
+14.55% increase over 2018
3,558 Clicks



Email Automation

In 2019, email automation in relation to the buyer's journey was implemented. In addition to monthly local and quarterly international newsletters, emails in relation to awareness, consideration and purchase behaviors were created and sent to potential visitors through advertising such as Facebook ads.

Each email lead visitors to learn more about the area and encouraged them to book a trip. By automating emails, prospective customers are guided through the journey from awareness to purchase as they learn about the county and engage with the content illustrated by a click-through rate.

Awareness Emails

- 2,796 Emails Delivered
- **48.9% Open Rate**
- 23.6% Clicks Per Unique Opens

Consideration Emails

- 1,726 Emails Delivered
- **43.3% Open Rate**
- 14.6% Clicks Per Unique Opens

Purchase Emails

- 1,732 Emails Delivered
- **55.7% Open Rate**
- 10.7% Click Per Unique Opens

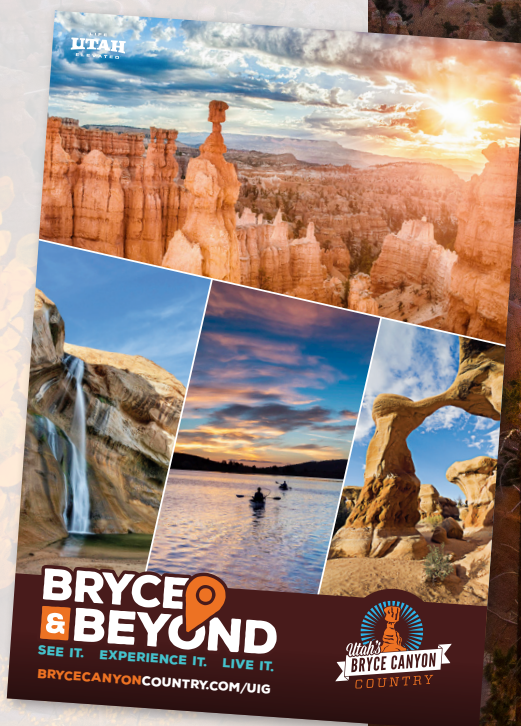


Looking Ahead to 2020

As 2019 comes to a close, we look forward to another successful year. In 2020, we are introducing a new campaign called **"Bryce and Beyond."** The campaign focuses on Bryce as the hook that draws visitors to the area, with added materials showcasing everything beyond Bryce that a visitor can experience. Bryce and Beyond will include a summer-long PR event that will encourage adventure and activity throughout the county.

In 2020, we are excited to publish and implement a brand new tourism website. Eventually, this website will give partners the ability to edit and keep their business listings up-to-date. In addition, updates to the Garfield County Trails website will also be made to educate visitors on the many hiking, biking and ATV trails available.

While marketing efforts continue to provide material on the existing county offerings, we will start to shift some focus to destination development and creating a sustainable tourism economy in Garfield County. Watch for these developments as they continue and prepare for another exciting and adventurous year!







P.O. Box 200 | 55 South Main | Panguitch, Utah 84759
800-444-6689 | brycecanyoncountry.com

