

2018 - 2019

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# ANNUAL MARKETING PLAN

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park  city





# 2018 SUMMER & FALL

## WRAPPING UP THE “YES. ALL THAT.” CAMPAIGN

The current “Yes. All That.” / Silhouette Campaign is in its third and final year for summer and fall advertising. This campaign positions Park City and Summit County as the ideal destination for those seeking outdoor adventure, relaxation, family fun and more.

The Summer Guest Research conducted last year allowed us to take another look at our target audience demographics, markets and vacation planning lead time, giving us valuable information to best craft the details of our advertising. We also leaned on insights gathered from the website analytics. This data helped us determine how, when and where to reach visitors who might be interested in taking a vacation to Park City, Utah.

## Television Advertising

### CUTTING THE CORD (AND GOING 100% DIGITAL)

Our 2017 summer and fall television media buy consisted of cable television in top markets. While this was a very effective method to reach our target audience last year, the way customers are viewing television is rapidly changing. In just one year, cable viewership decreased in double digits. After re-evaluating the television strategy, we determined the best and most effective way to reach our summer and fall visitors is through digital television.

The digital television buy allows us to hone in on who we are advertising to, and the ads provide guaranteed viewership as they cannot be skipped. The summer and fall buy includes running our existing Silhouette spots on Hulu and NBC Streaming.



2018 Summer TV Commercial



2018 Fall TV Commercial



## Digital Advertising

### CONTINUING TO REFINE A WINNING STRATEGY

After analyzing data and reviewing vendor proposals, we decided to add several new items to our digital strategy. In addition to traditional paid search and programmatic pushes, we are adding the following to spread the Park City message: Yellowstone Journal, NBC Streaming, Hulu, Clearstream, The Outdoor Project and Outbound Collective.

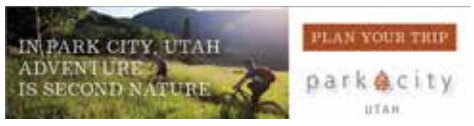
The Summer/Fall paid search strategy is enhanced and optimized from years past. The budget will be directed toward our prospective visitors rather than regular Park City vacationers, as well as focus on content with historically high performance including “Non-brand Summer,” “Brand-Things To Do” and “Brand-Accommodation” messages. We will refresh the non-brand ad copy and deploy A/B testing against 2017 copy to identify performance trends and refine the content.

Pushspring, an audience composition dashboard, is a new targeting tool we are implementing for our Summer/Fall digital. This dashboard will help us build a custom audience based on demographic criteria and app ownership.

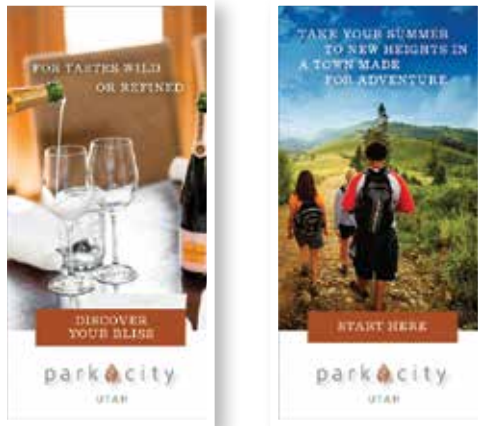
The data we receive is compatible with our agency’s programmatic buying system, and within this system we are able to target visitors with interests in the outdoor and luxury categories. The targeting will be based on their app ownership as well as their relevant search history.

After much analysis, it was determined that we would pursue visitors in the following markets: Los Angeles, San Francisco, San Diego, New York, Denver, Phoenix, Dallas, Chicago and the Wasatch-Front. The summer and fall media buy includes a new strategy of 100% digital television and a mix of digital, content and print.

Starting in August, we will shift the focus to our fall campaign. Because kids will be going back to school, we will change our target audience to adults without children, and continue to target outdoor enthusiasts. The creative will showcase the beauty and color of fall in our town and communicate that fall is a great time to visit Park City.



2018 Summer Digital Banner



2018 Summer "Luxury" and "Outdoor" Digital



## Print Advertising

### FOCUSING ON TARGETED PUBLICATIONS

Instead of placing a standard one-page ad in print publications, we wanted to have more of an impact with our print placements. We determined the best way to do this would be through a spread in *Outside* magazine that included a one-page ad accompanied by a trail-focused advertorial written and art directed by *Outside*. The article allowed us to provide details on several trails and highlight quotes from member businesses such as Mountain Trails, White Pine Touring and Jaybird. Having the publication create the advertorial gave it a native tone that flowed easily with the rest of the publication's content.



2018 Summer Advertorial Print for *Outside* magazine

The *Yellowstone Journal*, a publication that connects Park City with a trip to Yellowstone, wrote an advertorial focused on everything there is to do in Park City. This was placed alongside our summer brand ad that also ran in the regional publication, *Discover Utah*.

# 2018/2019 WINTER & SPRING

## WELCOME TO THE NEW ERA

After three years of running the Yes. All That. / Silhouette campaign, new creative is needed to help attract first-time overnight visitors to Park City. The process began last summer with a deep dive into existing research. This research helped determine that the Silhouette campaign had done a good job of showcasing everything that Park City has to offer, and we can now reach visitors on a more emotional level.

Based on the findings, a creative strategy was developed, and Marketing Council reviewed several different concepts. Three concepts were chosen and then tested through focus groups in our top markets of Los Angeles and New York.

## Television Advertising

### FOCUSING ON LONG-TERM REACH

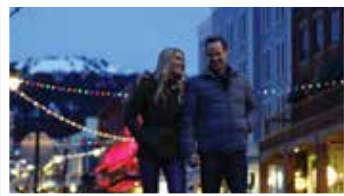
Last year, in order to broaden our reach and hit new markets, we began implementing a television market rotation strategy. Since we had been in New York for over five years, we made the decision to pause this top market. The strategy allowed us to continue in Los Angeles, San Francisco and Chicago, as well as break into three additional markets: Boston, Washington D.C. and Houston. The first year of this plan was a success. Research showed increased awareness in all of our markets and a minimal decrease in awareness in New York.

We will continue the market rotation strategy for the 2018/19 winter season. This year, we will pause Chicago and bring back New York. We will also have television commercials airing in Los Angeles, San Francisco and Boston.

We will once again partner with a single television station for all of our market buys. This has been an effective strategy as last year alone we received over \$950,000 of added value with our buy. The process to choose the partner starts with an RFP that is sent to the stations. The proposals are reviewed and evaluated, and the stations present their ideas. NBC came in with the strongest proposal and our new Winter's Favorite Town commercials will begin running in late October. Several spots will air in prime time TV and high profile live programming, ensuring a large viewing audience.



2018/19 Winter "Family" TV Commercial



2018/19 Winter "Couple" TV Commercial



“Winter’s Favorite Town” performed the strongest and resonated with all of our groups, which included people who had taken a winter vacation to Park City, and those that had not taken a winter vacation to Park City.

“Winter’s Favorite Town” began to take life last winter as the filming of the television commercial began. Currently, the team is hard at work editing footage and building ads to get ready for the campaign launch in October.

## Digital Advertising

### EXPANDING OUR REACH IN MORE MARKETS

#### Digital Immersion

Our winter campaign contains many digital elements to bring our message to our exact audience – right where they are. From paid search to new mobile ad formats to programmatic video, our robust digital strategy is using both proven and new technology to reach our target audience. This year’s buy includes:

- Google Search
- Pandora
- Hulu
- Facebook/Instagram
- NBC Network Sites
- Programmatic Video
- TripAdvisor
- Programmatic Native Display/Retargeting
- Gmail Ads

A few new and exciting items in this year’s plan include Gmail ads that expand to an email sized brand message that can include videos and images, and a Mobile Ad Messenger to deliver less intrusive and more eye-catching messages to our mobile audience.

We are also adjusting our paid search. Last year, the campaign saw online success with a 9% average click-through rate, 76,598 clicks and 7,993 booking searches. The 2018/19 plan calls for a significant increase in the paid search budget, with the specific focus of maximizing shares on “Brand-Accommodation” and “Brand-Things To Do” search terms to meet our online booking goal.

## Print Advertising

### REACHING A LIFESTYLE AND LUXURY AUDIENCE

In an age where digital media is all the talk, the importance of print advertising should not be overlooked and is still vital to a well-rounded media plan. Magazine ads are a great way to captivate an already engaged audience and, in comparison to digital advertisements, studies have shown that print media evokes higher emotional reactions and further enhances recall. Our advertorials and print advertisements provide us with the opportunity to entice the reader with more in-depth content specific to their interests. The combination of television, print and digital is a great way to ensure our message is reaching as many first-time visitors as possible within all of our target markets.

This year, our ads will be placed in the following luxury, outdoor and ski focused publications: *Outside* magazine (November and December), *SKI* Magazine (November/February), *Ski Utah* (Annual Issue), *Mountain Magazine* (December/January) and *Departures* (October). These publications index high within our target audience of skiers and snowboarders with a household income of \$200,000+.





## 2018/2019 WINTER & SPRING

### Outdoor Advertising

#### GOING BIG IN THE BIG APPLE

We will launch the campaign by introducing our top market, New York City, to “Winter’s Favorite Town” in an unforgettable way. Two different out-of-home displays will complement each other to run vibrant, high-impact video invitations to Park City. The displays will be located in two locations that are popular among New York locals: Penn Plaza and Bryant Park. These key locations will reach residents, not tourists – and spread awareness about Park City and captivate potential visitors.



Penn Plaza and Bryant Park out of home displays

### Spring Campaign

#### FINISHING THE SKI SEASON STRONG



The “Spring it On” campaign will continue in all markets. To drive visitation during March and April, we will use dedicated media, creative and content that is spring-focused, but resides under the campaign umbrella. The media buy is similar to winter’s, but the messaging changes to promote spring skiing along with all the fun a spring vacation in Park City has to offer. To help drive more traffic, members have the opportunity to place special spring offers on the chamber’s website landing page. The Summit County Restaurant Tax Grant helps support our spring marketing efforts.

# CONTENT CREATION

## EXPANDING THE REACH OF OUR CUSTOM CONTENT

As the marketing landscape continues to evolve and consumers become savvier, content-focused concepts have become key drivers in marketing strategies. As such, the last few years we committed to content development. This initiative has seen great success — we have a multitude of videos and blogs depicting all aspects of Park City. This year we will collaborate with existing writers in our community to create new content from a variety of perspectives, and we will hire professional photographers to compliment our continued asset acquisition by our Content & Social Specialist.

While we will continue to create video, blog, and digital assets to represent the unique attributes of Park City, we will also continue our focus on promoting the content to relevant audiences across new and existing channels. These efforts help drive a large number of visitors to VisitParkCity.com where they can learn more about everything Park City has to offer.

### My Town



“My Town” video series

We have continued to create new episodes for our “My Town” series, which highlights individuals that embody Park City’s authenticity and unique attributes. Each episode provides a different view of

Park City life – all through the eyes of a local. Current episodes feature a variety of businesses and personalities, including Emily White of Wish Park City, Ernesto Rocha from Washington Schoolhouse Hotel, The Beau Collective, and Mountain Song Farms.

### First Timers



“First Timers” series

Winter 2017/2018 marked the third and final season of the successful “Park City First Timers” content series. This time around we added a twist, as the entire Page family — all six of them — showcased a few of the many family-friendly adventures and activities that Park City offers. With their help, we were able to highlight the fun of snowmobiling in the Uintas, tubing at Gorgoza Park, Ice-skating at the Park City Ice Arena and an arts class at the Kimball Arts Center.

### Additional Efforts

- Enriching our website and blogging presence
- Expanding and further utilizing our social media channels (Facebook, Instagram, Twitter)
- Ramping up our paid media support efforts

Ultimately, our efforts will focus on creating quality content that inspires, educates and guides. The content will also align with our target audiences at the right time, with clear conversion goals, and well-defined points of contact.

# INTERNATIONAL

## CREATING WORLD-WIDE AWARENESS

Park City continues to promote and increase awareness in the international market as a world-class, year-round destination. We will maintain a strong presence in our key markets of Australia, Brazil, Germany, Mexico, and United Kingdom. We will also continue to target our secondary markets that include New Zealand, Argentina, Chile, Netherlands, Switzerland, Costa Rica, Panama, and China. Most of our efforts and budget, including in-market representation, sales missions, media events and consumer marketing campaigns, will be focused on our key markets. In our secondary markets, we will conduct sales missions to help keep our destination top of mind.



Mega FAM

To lessen the impact on time and budget for all our partners while hosting tour operators and travel agents in Park City, last winter season we conducted two Mega FAM (Familiarization) trips during off-peak times. The Mega FAMs take place when lodging occupancy is typically low during the winter season and provide a more manageable, engaging experience. By all accounts, this approach to hosting 10-20 people at one time was successful and we will continue with this model by hosting two Mega FAMs next year.

To create more engaging content and support our international efforts, we are producing four new welcome videos for our top markets of Australia, United Kingdom, Mexico and Brazil. These videos will be approximately two minutes and will be hosted by a Park City resident who moved here from one of these countries. The videos will be produced in an engaging and friendly way, speaking to why the hosts chose Park City, along with everything we have to offer. Each video will be tailored to the market with hosts talking in their native language (Spanish and Portuguese) and highlight things that visitors

from each market would be interested in. These videos will live on [visitparkcity.com](http://visitparkcity.com) and our YouTube page, be promoted on our social media channels, and be used during training presentations given throughout our sales missions.

Other items for this upcoming year include producing new displays to use on our sales missions for trainings and events as well as consumer and trade shows. We will again attend key trade shows including Go West Summit, Mountain Travel Symposium and IPW, as well as continue with our annual participation in the Utah Office of Tourism's Yellowstone Loop marketing campaign.



Australia Consumer Show



# COMMUNICATIONS

## ELEVATING PARK CITY TO HIGH PROFILE

The Communications team is responsible for meeting an ambitious goal of \$30 million in editorial coverage for Park City, keeping the town top of mind for consumers in key national markets and in prestigious US and Canadian publications ranging from *Travel & Leisure Magazine* to the *Sunset Magazine* Travel Awards.



This year the Chamber/Bureau looks to keep Park City high profile with positive publicity surrounding the town's hosting of the World Championships (Freestyle) in February and during the 35th Annual Sundance Film Festival in January, hosting both a US and Canadian media FAM tour over that period. Proactively, the Communications team will hold a second media FAM during the Autumn Aloft balloon festival and a first-ever 'Western-themed' media FAM showcasing the towns of Eastern Summit County including the annual Oakley Rodeo in July. The team will help prepare to host the Bible of Bikes destination issue in August 2019 with a feature that also will include Eastern Summit County locations. In total, more than 85 journalists will be invited to experience Park City during all four of our seasons to tell specific messages to strategic audiences throughout the US and Canada.

In addition, the Communications team plans to visit a number of key markets and meet with local media to share the town's newest story angles for editorial consideration. These markets include Denver, Chicago, New York and cities in the Southeast US and Florida. The team's New York media mission will be held in conjunction with the prestigious James Beard House in New York City in September, where five local Park City chefs will host the first-ever Park City culinary showcase at this renowned venue in association with the Park City Area Restaurant Association. In addition, the team will be hosting events in both Calgary and Toronto and will meet with media in Montreal in the fall.

The Communications team also will help launch the Chamber/Bureau's new advertising campaign 'Winter's Favorite Town' at four major ski shows in Dallas, Boston, Los Angeles and Toronto and will accompany Ski Utah on media missions to Washington D.C., Boston, San Francisco and New York City.

Another special focus for the year is spotlighting the town's spa scene with several influencers producing multi-spa spots for high-profile spa websites. In total, more than 300 journalists will be provided story leads during inbound media visits (85 journalists) and media missions in major US and Canadian cities (225 journalists).

Finally, the Chamber/Bureau's Communications team plans to give the town a higher profile for its green initiatives including publicizing the Summit E-bike Share and Electric Xpress buses.



2018 FAM Trip

# GROUP SALES



2018 Group Sales Landing Page



2018 Group Sales Digital Banners

## EXCEEDING EXPECTATIONS

The Group Sales Department set ambitious goals last year and exceeded them all with over 600 leads distributed and \$10 million in booked business revenue for our meeting property partners.

This year we have a unique opportunity to showcase Park City to meeting planners who are in Salt Lake City for the Connect Marketplace Conference in August. We will highlight our destination in style with fun activities and incredible meals including chairlift rides, a party at Deer Valley's Silver Lake Lodge with local Olympians, The Flying Aces, and Deer Valley's Resort's award-winning cuisine. From there, we will move on to Main Street, where the party continues as we show off our Historic District and all there is to do in Park City. Once meeting planners have experienced the destination, it is much easier for them to envision placing future business in Park City.

Other direct sales efforts include travel to industry tradeshows and hosted FAM trips. Support for these direct sales efforts will come from digital, email and social media campaigns that will encourage meeting planners unfamiliar with our destination to visit. These marketing efforts will coincide with the "Yes. All That." messaging while also promoting Park City's year-round activities, dining options, airport access, variety of meeting spaces and experience in hosting.



2018 FAM Trip



# EVENTS

## CONTINUING TO SUPPORT THE COMMUNITY

Over the past year, the Park City Chamber/Bureau's Special Event Grant Program has supported over 30 special events, which have generated more than \$100 million of economic impact for our community. By helping to create and support a robust special events calendar, we not only drive year-round tourism but also make Park City and Summit County a better place to live, visit, and do business. We look forward to working with the community on future special events.



Sundance Film Festival



Savor the Summit



Autumn Aloft



Kimball Arts Festival

## GEARING UP FOR 2019 FIS SNOWBOARD, FREESTYLE AND FREESKI WORLD CHAMPIONSHIPS

The 2019 FIS Snowboard, Freestyle and Freeski World Championships happens every two years and is the second largest international skiing and snowboarding event behind the Olympic Winter Games. On February 1-10, 2019, Park City will play host to over 700 athletes from 36 nations competing for World Championship medals in 15 different sport disciplines at Deer Valley Resort, Park City Mountain Resort (both Park City Village Base Area and Canyons Village Base Area), and Solitude Mountain Resort. All competitions, plus opening and closing ceremonies, will be free and open to the public. Join us as we prepare to welcome the world.



Photos courtesy of Deer Valley Resort





# INTRODUCING EVERYONE TO *W*INTER'S *F*AVORITE *T*OWN.

The best winters happen in a charming town that has it all. Where visitors can breathe fresh mountain air while taking turns on The Greatest Snow on Earth® at two distinct ski resorts - Park City Mountain and Deer Valley. Where the scenery is inspiring, the nightlife is electric, the adventures are unmatched and award-winning dining awaits at every turn. Yes, all that in our easy-to-get-to ski-in/ski-out mountain town. It's no wonder that Park City, Utah is winter's favorite town.

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