

Winter's Favorite Town™

2019 - 2020

ANNUAL MARKETING & COMMUNICATIONS PLAN

park  city



2019 SUMMER & FALL

CONTINUING TO GROW SUMMER & FALL VISITATION

The Summer & Fall seasons are showing strong growth in overnight visitation, with 80% of visitors traveling from out-of-state. Visitation is also increasing in the off-peak months of May, June, September and October. To capitalize on this trend, we chose to extend the successful “Yes. All That.” campaign for one more season as we develop a new campaign this summer.

This campaign kicked off on April 1 and runs through September 30. The Summer portion of the campaign targets families and outdoor enthusiasts in Los Angeles, San Francisco, San Diego, New York, Denver, Phoenix, Dallas, Chicago

and the Salt Lake City DMAs. When school starts in late August, our target switches to adults without children, still emphasizing outdoor enthusiasts.

This season marks the second year of advertising with almost exclusively digital media; the one exception being a 5% investment in print. The campaign meets our target where they are – online – and shows them how Park City and Summit County is the ideal destination for outdoor adventure, arts and cultural events, relaxation and family fun.

Digital Television Campaign

FINE-TUNING OUR DIGITAL TV STRATEGY – 2ND YEAR

We saw great success last year with digital TV in terms of reach, viewability, video completion and website conversions. With the continued decline of traditional and cable viewership each year, digital TV proves to be an efficient way to reach our audience.



With people cutting the cord at a higher rate than ever before, we have been able to optimize the media buy through NBC and Hulu. NBC is a reputable station with high views for both traditional and online content. Hulu has extremely high reach and is the top digital TV platform in the United States, with even more significant growth after launching its Live TV platform last year. Hulu provides coverage in markets NBC does not reach, while also providing support in the markets that are covered by NBC. Both stations have high completion rates, non-skippable ads and have proven to be successful partners for us in the past.

To finalize our market and campaign timing, we considered data from our Summer survey and website, as well as feedback from resorts, Arrivalist information and the number of non-stop flights from possible target cities. We chose the DMAs of Los Angeles, San Diego, San Francisco, Phoenix, Salt Lake City, Denver, Dallas, Chicago, New York and Las Vegas. We pushed the launch of Summer Google Paid Search to mid-March based on spikes in summer-related keyword searches at that time. We launched our Hulu/NBC buy in mid-April and we are extending our flights through mid-September to capture those looking for last-minute shoulder season travel.



2019 Summer TV Commercial



2019 Fall TV Commercial

DIGITAL TELEVISION TARGET MARKETS



Print Advertising

FOCUSING ON TARGETED PUBLICATIONS

For our print efforts, we are utilizing high-impact units for maximum exposure with a limited media buy. We placed an ad and advertorial featuring Park City's arts and culture offerings in *Sunset* Magazine. Additionally, we will place an ad in *Mountain, Utah.com Magazine* with a connection to our digital buy, and one in the *Discover Utah Kid's* regional publication. An ad and advertorial will also go in *Yellowstone Journal* drawing connections to National Park visits.



2019 Summer Advertorial Print for *Sunset* magazine

2019/2020 WINTER & SPRING

CONTINUE SUCCESS OF “WINTER’S FAVORITE TOWN”

Last winter we saw great results from the 1st season of our new “Winter’s Favorite Town” campaign showing 43% awareness among skiing / snowboarding households in our target markets. The campaign generated 1,086,000 website sessions, 38,600 booking searches and achieved a \$130 ROI for each \$1 invested. The campaign creative resonated well with consumers and drove record awareness, opinion and consideration measures.

We are excited to showcase “Winter’s Favorite Town” again this year. The incredible snowfall of the 2018/2019 winter season gave us the opportunity to shoot more snow-covered footage that will be utilized to enhance our campaign for the 2019/2020 season.



How our audience sees our campaign will be different in 2019/2020. Based on our success with using digital TV for our summer / fall campaign, as well as the trends in how consumers are watching video, we will be reducing our traditional TV buy and making a large investment in digital TV. This will allow us to be more targeted while spending our media dollars more efficiently.

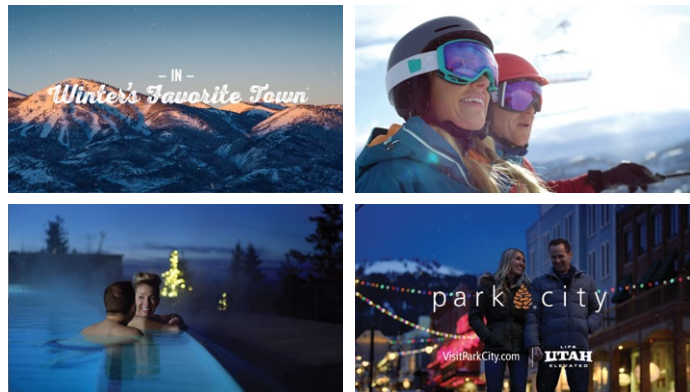
Television Advertising

MIXING TRADITIONAL AND DIGITAL

With the increase of streaming and online content, incorporating digital television advertising is a vital component to our media strategy. Internet connected households make up 75% of all US households and worldwide streaming subscribers surpassed cable subscribers for the first time ever last year. We expect that 57.2% of the US population will watch digital TV in 2019, up from 51.7% in 2017. Additionally, the time viewers spend watching TV will increase, which will provide more platforms and penetration for digital TV advertisers. With this changing landscape, we have created a media plan that matches the future of TV.



2019/2020 Winter “Family” TV Commercial



2019/2020 Winter “Couple” TV Commercial

We will run both traditional TV and digital TV to be more efficient with our budget, reach more markets, transition smoothly to this new format of television, and test our message in target markets. We are moving forward with traditional TV buys in the Los Angeles and Chicago DMAs, and digital TV in all other markets (Dallas, New York, San Francisco, San Diego, Washington, D.C., Boston, Atlanta and Houston DMAs). Our traditional TV buy is flighted based on market distance while digital TV runs through the entirety of the campaign.



For our digital TV advertising, we are introducing a new partnership with Viant®, a video network that includes FireTV, Hulu and Roku. Viant has the unique capability to use credit card data to target people who have purchased ski/snowboard equipment, ski passes, ski resort rooms, and other ski-related products and services. The buy comes with a significant added-value package that includes cross-device display, a brand lift study and foot traffic attribution.



Print Advertising

REACHING A LIFESTYLE AND LUXURY AUDIENCE

While many of our efforts have gone increasingly digital, it’s important to our strategy to maintain a presence in print. Print provides the unique opportunity to capitalize on the aesthetic nature of the brand. Print advertising can be very effective in targeted publications that align with our brand such as ski and high-income magazines. Accordingly, we chose publications that help us effectively reach our target audience. We focused more on niche publications rather than lifestyle categories so we could better reach our target audience while being more efficient with our budget. This year our print buy includes full pages and spreads in *Departures*, *Outside*, *SKI Magazine*, *Ski Utah* and *Mountain*.



Digital Advertising

EXPANDING OUR REACH IN MORE MARKETS

As the digital landscape continues to expand, our media strategy is adapting to include more digital markets and outlets. This year we added YouTube Custom Intent to our media plan based on the success of the “My Town” campaign the previous summer. The custom intent targeting reaches users based on terms they are searching for or interacting with on other Google products.

Display ads are another integral part of our plan with placements on *Outside Magazine’s* website, *Utah.com* and *NBC’s* website, which will also show pre-roll video with a custom skin. In addition, we will have Trip Advisor display banners and video, based on our data that shows Trip Advisor reaches 62% of travel bookers.

Our Interactive Gmail ads will allow readers to play a video, fill out a form, and click to VisitParkCity.com. We will continue Google Paid Search throughout the entire buy. This year we are introducing a digital effort using Viant, which provides accurate cross-device retargeting from our digital TV spots to digital banners.

We will again be using Pandora digital radio which continues to attract the largest audio streaming audience. Our contracted placements provide unique ways to connect with our audience and give us a creative opportunity to add visual elements to enhance our audio message.

Facebook and Instagram have 2.3 billion monthly users, with 1.5 billion logging in daily. To tap into this key platform, our social media buy includes carousel, video and lead generation ads on in-feed, stories and messenger platforms. Social ads will run throughout the entirety of our media buy in all of our target markets.



2019/2020 Winter Animated Digital Display Ad for Trip Advisor

Spring Campaign

FINISHING THE SKI SEASON STRONG



Due in large part to the support of the Summit County Restaurant Tax Grant, the Spring marketing campaign is in its fourth year and continues to see success. This past spring we had record visitation while the resorts were open in March and April.

The Spring paid media plan is a continuation of Winter media, but the creative changes to show springtime in Winter's Favorite Town. The ads portray families and couples enjoying exciting events, Spring skiing, dining and fun in the Spring sunshine. The dedicated landing page features Spring messaging, as well as special Spring season offers from our members.



IMPORTANCE OF HAVING A WELL-DEFINED CONTENT STRATEGY/PLAN

Our content strategy aims to grow consumer awareness, opinion and consideration of Park City and impact brand sentiment. By consistently creating and distributing content, we will enhance or shift our audience’s perception of the Park City brand.

This year we have seen continued success with our social media content and now more than ever we are embracing and promoting user-generated content. In this area, we are utilizing a new content vendor, CrowdRiff. CrowdRiff is an official Instagram partner that specializes in user-generated DMO and tourism content.

To enrich our website and social channels, we are aligning all new content with our marketing goals, brand pillars and content themes to create a cohesive brand across channels. We are utilizing contributing writers to create authentic experiential posts and we are monitoring search trends to determine content gaps. Additionally, we have implemented a content schedule to create consistency for organic posts and relevant channels. We also boost posts on Facebook and Instagram to reach relevant non-audience users, live-stream events and optimize brand YouTube videos to reach our audience on their preferred digital channels. For enhanced web traffic, we publish blog posts with links to our website, incorporate SEO, refresh copy on high-level webpages and maintain a year-long search program.

For the blog, our updated content strategy calls for a redesigned homepage that will improve user experience, increase visibility and longevity of past posts, and highlight high-performing categories. Our content calendar also calls for republishing of well-performing posts.

We will be producing three types of new content: Experiential – informational, specific actionable posts; Unique – posts that differentiate Park City; and

Evergreen – content that is relevant multiple times throughout the year. This content will be produced on an editorial content model and will run 52 posts throughout four seasons. We will use social media channels for distribution.

Two new video series will be produced highlighting local chef-owned restaurants and unique, non-recreation “trails” around Park City. Trails featured in the videos are a Historical Trail, Wellness Trail, Tasting Trail, Arts Trail, and Summer Trail. In each video, Park City Chamber member establishments detail their unique offerings. The series showcase the variety of experiences available in Park City.

Beauty & Wellness




Haum Meditation Provides a Calming Urban Oasis in Park City

May 28, 2019 by **Locke Hughes**

When you're feeling overwhelmed or stressed out, I'd bet that the last thing you want to do is sit quietly in a room for 45 minutes. But according to Cindy Hallows, that might just be the very best thing for your well-being, both mental and physical.

[Continue Reading](#)

Categories: [Beauty & Wellness](#), [Spring in Park City](#), [Summer in Park City](#), [Winter in Park City](#), [Fall in Park City](#)



Ride Through Park City's Past on a Historic Bike Tour

HISTORY

BY: **DUSTIN OWL JOHNSON**

With over 100 historic sites throughout Park City, White Pine Touring offers not only an educational experience but a beautiful scenic ride through town. [More](#)

Blog Posts

WELCOMING THE WORLD TO PARK CITY

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



Mega Trade FAM

During the past two winter seasons we have conducted a Mega Trade FAM in order to lessen the impact on both time and budget for all our partners. We will continue with this model for next season and again host when lodging occupancy is typically low relative to other time frames during the winter season. This timing provides a more manageable experience for all involved and allows our partners a more engaging experience with attendees.

This past season, we created five new international welcome videos for our top markets of Australia, the United Kingdom, Mexico and Brazil as well as an overall welcome video compiled with clips from the four market videos. Each video is hosted by a Park City resident who

has moved here from one of these countries. This format has proven to be an engaging approach for showcasing our destination in a relatable way to these markets.

We have uploaded these videos to our YouTube channel, promoted them on our social media channels and placed them on each market’s appropriate page on our website. We have also been using them during our training presentations with Tour Operators, during our sales mission and distributed them to our top Tour Operators for use on their websites when promoting Park City. We continue to look for other ways to create engaging and relevant content in our top markets, and will host vetted influencers this upcoming season to both create content and publicize it through their social media channels as well as ours.

This upcoming year we will be producing our new international brochure for use during trainings, meetings and international consumer shows. We will continue with our annual participation in the Utah Office of Tourism’s Yellowstone Loop marketing campaign, and place an ad in their international guide, which is translated into four different languages. We will again attend key trade shows including Go West Summit, Mountain Travel Symposium and IPW.

Bem-vindo ao Park City



Brazil International Welcome Video

REACHING CONSUMERS IN UNIQUE WAYS

Communications supported the launch of the new “Winter’s Favorite Town” campaign with a consumer event at Bryant Park in New York City in December 2018. The “Park City Polar Lounge” reached a total of 8,000 consumers and was co-sponsored by High West Distillery. The pop-up yurt was an exciting introduction to Park City in a high-traffic area popular among locals. In 2019/2020, the Communications team will expand the successful “Polar Lounge” event to Chicago in conjunction with the city’s September ski show. High West will continue to support these non-traditional, instagrammable experiences at consumer locations in Denver, Los Angeles and Santa Barbara in the fall to encourage early ski-season bookings. The team also will host a ski trade event in Boulder, Colorado.

One of the messages Communications will be driving home this year is that the holiday ambience always arrives early in Park City and there is no reason to wait until December 25th for that festive feeling. We’ll be encouraging visits between December 1 and December 20th with special restaurant, retail and accommodation offers, and an inbound media familiarization tour for journalists visiting Park City December 12 – 15.

Communications will support outbound Ski Utah activations in Orlando/Tampa, New York and Boston. We are reaching out to the LGBTQ market to encourage visitation during our popular Gay Ski Week in February, and we are promoting spring skiing with the help of media influencers from the Southeast, Southwest and Midwest in March. The team will continue to support WITS – the Women in Travel Summit, which will be held this year in Kansas City and will sponsor the International Food, Wine & Travel Writers conference in Santa Fe.

Communications also will continue a tradition of hosting front-line employees in Park City at a rally to bolster winter service levels. By hosting nearly 100 writers in town and visiting 200 more in key cities each year, the team works to exceed \$30 million in positive editorial coverage (earned media) for the Park City destination.



2018 Polar Lounge Event at Bryant Park



2018 Park City Panache Event (NYC)

The Washington Post
Hottest Spring Break Destinations, 2019

Sunset
Park City Travel Tips from Modern Family Star Ty Burrell

TRAVEL+LEISURE
Best Long Weekends for Couples, 2019

2018 MICHELIN
Utah: America’s Only 3-Star Michelin Awarded State

10 USA TODAY 10BEST
10 Restaurants Elevating Park City’s Dining Scene, June 2019

FOOD&WINE
100 Hours in Park City – Where to Eat and Drink

BUSINESS INSIDER
13 Best Places to Travel in February, 2019

TOWN&COUNTRY
Best Places to Travel, 2019

GROUP SALES

Your Park City FAMily

We are a mountain town – a stunning one. Schedule your FAMilarization tour today and discover why we are YOUR mountain town for your next meeting or conference. Yes. All That.

SUBMIT AN RFP NOW



Why Schedule Your FAM Tour In Park City?

We are a mountain town, yes - a stunning mountain town. In fact, we are America's Favorite Mountain Town according to Travel + Leisure 2016. But what makes our mountain town YOUR destination for your meeting or conference?

In the heart of our Wasatch Mountains lies a dynamic community, alive with year-round meetings & conferences conventions, events, restaurants, adventures, resorts & venues and top medical facilities. A community where commerce is thriving and people are meeting. Yes. All That. Park City's personalized FAM tours provide meeting planners the opportunity to gain local and exclusive insights to All That, as well as a perspective from your future attendees' eyes.

Group Sales Landing Page



ASAE Trade Show Booth

BUILDING RELATIONSHIPS WITHIN OUR COMMUNITY

The Group Sales Department aims is to build on multiple years of success with an exceptionally respected team of sales professionals. The team was honored to receive a Stella Award in 2018, an accolade voted on by meeting planners and awarded to suppliers who have provided excellent service. Through relationship building within our community and with meeting planners who have potential business to place in Park City, the teams’ goal is continue the momentum for 2019/2020.

This year, the approach to selling the non-peak seasons of our destination is two-part. First, we will bring more meeting planners to Park City who are unfamiliar with our offerings. Our goal is to introduce 250+ meeting planners to the area through FAM trips, site visits and by hosting industry shows locally. Additionally, we will create new relationships with meeting planners by traveling to more trade shows. The sales team is deployed by territory and will travel to the East Coast, West Coast and Midwest to attend 27 trade shows and conduct sales calls. These direct sales efforts are supported by marketing that reaches out through digital media, email and social media campaigns.



Group Sales FAM Tour

EVENTS



Sundance Film Festival



Savor the Summit



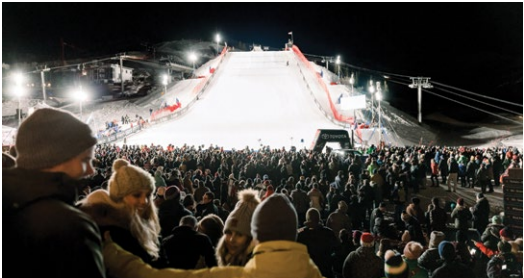
Autumn Aloft



Kimball Arts Festival

SUPPORTING SPECIAL EVENTS

The Park City Chamber/Bureau’s Special Event Grant Program has supported over 30 special events this past year, generating more than \$100 million of economic impact for our community. Curating a robust calendar of special events drives year-round tourism while making Park City and Summit County a better place to live and do business. We are excited for Park City to be the home of several special events this year.

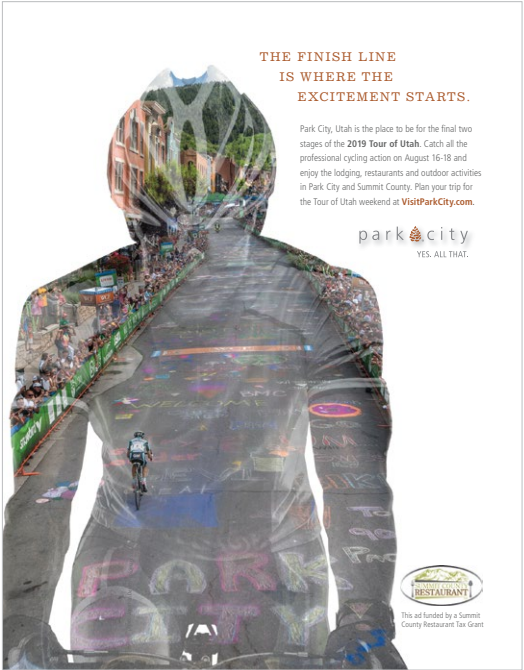


2019 FIS Freestyle World Championships

One such event is the 2020 FIS Freestyle Ski World Cup (February 6-8). Deer Valley Resort will host the world’s best freestyle skiers at the home of the 2002 Winter Olympic Games. The World Cup events are free to the public and bring high numbers of ski enthusiasts to Park City.

Park City is also hosting the start and finish of two stages of the 2019 Tour of Utah, a professional cycling stage race. Canyons Village at Park City Mountain will host the start and finish of Stage 5 (August 17) and Historic Main Street will host the start and finish of Stage 6 (August 18). Advertising for the event, thanks to a Summit County Restaurant Tax Grant, will highlight the weekend of cycling action in Park City/Summit County as well as our offerings as a destination. Canyons Village and Main Street will be featured prominently in video footage. We hope to encourage friends and family of cyclists as well as cycling enthusiasts to stay in Park City/Summit County for the weekend. To reach this market, we are running a mix of digital video ads on the trade desk and YouTube, a cable television buy running during the Tour de France on NBC Sports Network, and a full-page print ad in *Velo*, a cycling magazine.

Additionally, the Kimball Arts Festival will be celebrating its 50th Anniversary this summer so look for some interesting changes to this summer classic. A couple new events will highlight this year’s calendar: Canyons Village will host Oktoberfest, a traditional celebration of Bavarian food and beverages, in late August/early September; and the Park City Wine Festival will return to the calendar with a new date (October 3-6). Pair these new events with Autumn Aloft (September 14-15), and Fall might just become a prime time to visit Park City.



Tour of Utah ad in *Velo*



SUMMER OR FALL, *You're on the right trail.*

This exciting new Summer and Fall campaign was founded on insights provided from a Summer research survey. The study showed that visitors left feeling that they had “made the right choice” in selecting Park City as their vacation destination. This was due to all the amazing Summer and Fall adventure, as well as the ease, that a Park City vacation offers.

While Park City is certainly known for actual trails, the “On the Right Trail” campaign message is metaphorical and aspirational. Each visitor is looking for something different from their vacation experience. Whether it’s adventure, arts, dining, charm, relaxation or memories, when you visit Park City in the Summer or Fall, you’re on the right trail.

The creative development of the “On the Right Trail” campaign is being filmed this Summer and Fall all around Park City.

park  city

