

park  city™

YES. ALL THAT.

ANNUAL
MARKETING PLAN

2016-2017



EXTENDING THE “YES. ALL THAT.” CAMPAIGN TO SUMMER AND FALL MARKETING

To capitalize on the launch of the new brand campaign this past winter, we will extend “YES. ALL THAT.” branding into our summer and fall marketing efforts. This campaign positions Park City and Summit County as the perfect destination for outdoor mountain adventure with so much more. This campaign will also be split into two waves with separate messaging and targeting for summer and fall and will feature the creation of unique content designed to improve opinion and consideration of our destination.

Television Advertising

YES. ALL THAT... IN A 30-SECOND SPOT

The summer commercial uses silhouettes representing our target audience that are filled with footage of the diverse summer offerings in Park City. It’s a beautifully simple way to showcase that a variety of activities are available both in the town and in the mountains.



“Mountains, Adventure, Love” TV Commercial

The summer spot is currently running on DirecTV using addressable targeting in California, Texas, Florida, New York, Arizona and Colorado. The spot is also running along the Wasatch Front to drive in-state traffic to Park City.

We also created a second version of the commercial targeted to empty nesters visiting in the fall. The silhouettes reflect that demographic while the footage depicts autumn’s beauty in Park City. Both spots feature original music by local composer Mary Beth Maziarz, and can be viewed on the Park City Chamber/Bureau’s YouTube Channel.

Digital Marketing

AN INCREASED FOCUS ON DIGITAL MESSAGING

Our digital strategy employed Search, Social Ads, Retargeting Display Banners, Digital Banners, Content, Native Advertising and Video to reach visitors from California, Texas, Florida, New York, Arizona and Colorado. We use event tracking and Google Analytics to ensure our ads reach our target audience at the point during their trip planning process when they would book a vacation.



Summer Online Banner Ad

Print Advertising

PICTURE YOURSELF IN THE SILHOUETTES

Our summer print ad features family adventures – both in the mountains and in town – that await you in Park City, Utah. The ad ran in *Outside* in June and July.



2016 Summer Print Ad

Content Creation

BRINGING THE PARK CITY EXPERIENCE TO LIFE

With the goal of maximizing the summer experience through inspirational content, connections and the creation of experiences, we are developing content that is relevant, helpful and informative while showcasing all that Park City has to offer. By producing content regularly, we are keeping our brand current and providing ample opportunities for people to learn about and explore Park City. Content includes blog, video and social media posts, promoted accordingly.



2016 Summer “First Timer” Vlog

International

INVITING PEOPLE FROM ALL OVER THE WORLD TO EXPERIENCE PARK CITY

Through analyzing our 2015-2016 Two Resort International Pass (T.R.I.P.) sales and lodging numbers it is again in our best interest to continue our international sales and marketing efforts in Australia, New Zealand, Brazil, Germany, Mexico and the UK, and in some instances, expanding into neighboring countries. Our audiences are international tour operators, media and consumers, as well as key airline partners that service our markets. This year we have added sales and marketing plans to our budget for existing markets in order to expand into the markets of Canada, China and Central America. Accessibility to Park City is growing with new direct year-round flights from Toronto (Air Canada and Delta), Amsterdam (Delta) and London (Delta). KLM also launched a summer season only direct flight from Amsterdam.



Mexico Print Ad

PR/Communications

SHARING PARK CITY WITH THE MEDIA AND BEYOND

Continuing our momentum from last year’s record-breaking \$30 million in earned publicity, our communications team is introducing a Travel Influencer campaign this year. This tactic involves hosting high-profile social media influencers and utilizing their network of followers to increase Park City’s exposure in an authentic, trusted medium. During their visits, these influencers will share destination-based posts on their social networks and supply us with content that we can use on various Visit Park City platforms.

Group Sales (M&C + Leisure Sales)

WHERE MEETINGS ARE MOUNTAINS OF FUN



Meetings and Conventions Print Ad

This year, we are focusing on introducing new meeting planners to Park City by attending more tradeshows and extending invitations to our promotions and FAM trips. Group Sales marketing efforts will utilize the “YES. ALL THAT.” campaign and include digital mediums (paid search, digital display, new website, social media, email marketing, and three targeted promotions) and print (2-page spread and editorial in *Meetings and Conventions Magazine* and *Successful Meetings Magazine*). We will attend 17 tradeshows targeting meeting planners and other decision makers in the meetings industry.

We are also leveraging direct sales by hosting a party in August 2016 for 500 destination decision makers and meeting planners attending the American Society of Association Executives (ASAE) annual meeting in Salt Lake City. Additionally, we will be hiring an in-market sales representative in Chicago where there is a large concentration of meeting business contacts.

Event Marketing

MAINTAINING A PRESENCE AT POPULAR EVENTS

The events department is pleased to offer a variety of events throughout the year. Both visitors and locals alike will enjoy experiencing arts and culture, sports and recreation, and many other family- and community-centric events.

This past year we launched the Thin Air Innovation Festival, a business innovation event strategically scheduled for early April to extend business within this time frame. The Thin Air Innovation Festival will return next season and will feature top-level speakers and break-out sessions at this unique networking opportunity.

2016-2017 WINTER CONSUMER MARKETING CAMPAIGN

CONTINUING TO BUILD THE BRAND AND REACH NEW GUESTS

The winter campaign will continue the momentum of the “YES. ALL THAT.” branding and feature updated commercials that improve the magical quality of the original spots. In addition, we have shifted our media mix to include more digital tactics and we will continue our efforts to produce intriguing and compelling content that will improve consideration of the brand. Lastly, this season we are adjusting our messaging strategy and developing a special marketing effort to drive business during the key need period of March and April.

Television Advertising

BRINGING “YES. ALL THAT.” TO A NEW MARKET

As a result of adjusting the media mix to include more digital, we are going to be limiting our network television buy to four key markets. We will continue to air our spots in the New York, Los Angeles and Chicago Designated Marketing Areas (DMA). After an extensive evaluation that looked at which market offered the best potential to reach new guests, we have added the San Francisco DMA to this year’s plan.



2015-2016 “Winter Magic” TV Commercial



Digital Media



2015-2016 Winter Online Banner Ad

INCREASING OUR DIGITAL REACH

This year we are including even more digital media messaging. These elements will communicate our messages via Search, Social, Display, Online Radio, Programmatic Video, Hulu, YouTube, Apps, Custom Content and Native Advertising. We will target our audience with a first impression message inviting them to explore Park City, followed up with a retargeting message and strong call-to-action to book their vacation.

Print Advertising

REACHING THE LUXURY GUEST

Our affluent market is well-suited to print advertising, as high-income households are far more likely to subscribe to magazines. Our ad will be running in the publications of *Departures* (Nov/Dec), *Outside* (Nov/Dec), *SKI* (Nov and Spring), *Competitor Magazine* (Nov/Dec and Feb), *Mountain* (Dec), *NY Times T-Travel Magazine* (Nov) and *Sunset* (Nov).

Targeted Messaging Strategy

FOCUSING OUR EFFORTS ON KEY NEED PERIODS

Martin Luther King Holiday – Based on the success we saw in the past two seasons, we will continue to execute a dedicated digital marketing effort to build our destination visitation during this need period.

Spring It On Campaign – After careful analysis of our business levels versus our key competitors, we have identified that we are underperforming in March and April. Based on this, we are planning to execute a targeted marketing effort to build our spring business. The “SPRING IT ON” campaign will feature a combination of television, digital and print advertising starting in late January / early February that will encourage guests to book their Spring Break Ski Trip to Park City, Utah. Additional campaign elements will include a special microsite / landing page, which will feature spring offers from our members and content promoting everything spring (concerts, events, activities).



2015-2016 Winter Print Ad



2015-2016 MLK Print Ad



VisitParkCity.com

A NEW WEBSITE THAT DELIVERS, YES. ALL THAT. AND MORE.

On May 17, 2016, our digital team launched a new website that improved the overall user experience and created a stronger platform for our members to promote their brands, products and services. It has a responsive design and is optimized for all platforms, eliminating the need for a standalone mobile website. We also streamlined the website with evergreen content – meaning there are no longer separate summer and winter versions.



OUR PARTNERS ARE INCREDIBLE, SUPPORTIVE AND WORLD-CLASS. YES. ALL THAT.

The continued success and growth of tourism and Park City and Summit County would not be possible without the unmatched help and support of the Park City community and Park City Chamber of Commerce/Convention & Visitors Bureau members. Please accept our heartfelt thanks for all you do.



CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU

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