YEAR IN REVIEW

Dear County Tourism Partners, Stakeholders and Friends:

What a whirlwind year 2022 was for Garfield County Tourism businesses. There were some unique challenges, but we continue to be nimble with our marketing decisions and, hopefully, businesses ended the year in a positive way. The year started out positively, but the summer months reminded us how quickly things can change. There was a bright light during the fall and we saw some increases in visitation, but not to the level we hoped. However, we are all grateful that the entire year wasn't bleak. We focused a lot of energy on changing the narrative that the local media outlets portrayed. They told the story of overcrowded public lands when our region was experiencing some of the most significant lows since the pandemic. We also created resources to help tell this story to key legislators to encourage marketing dollars to be spent in ways beneficial to our local businesses.

We focused on finding high-level data and purchasing software that can help our office with marketing decisions as well as seeing the success of our marketing efforts. We will continue to use these platforms moving forward to help understand our visitors and the impact of the visitor economy. We continued to market internationally using Hoodoo Bill to meet and cultivate our tour operator and international relationships. We are thrilled that we are beginning to see some of those markets grow and start booking Bryce Canyon Country again. A newly designed, more efficient website was unveiled in 2022.

Our office continues to build on our Forever Mighty project efforts; we will soon release videos to help visitors understand the positive impacts they have on our destination. Additionally, we hired a firm to help us with a market capacity study. We wanted to understand how residents and businesses felt about heavily pushing marketing efforts during the winter months or if they preferred for us to use the money during more traditional visitation months. We found that businesses experience significant lows in parts of June, July and August and money would be better-spent marketing when businesses have sufficient staff to accommodate visitors.

2023 is going to be a great year for Garfield County. Celebration efforts are underway for Bryce Canyon National Park's Centennial. Our office, together with the Bryce Canyon Association and the National Park Service, hope to celebrate this monumental event all year long. In addition, there will be an Annular Eclipse in October passing through our region, so we should see some increased visitation for that event. This fall, our office went through a robust RFP process to select a marketing agency. There were so many incredible companies interested in helping us market this great destination. We selected the Zimmerman Agency to help us move forward in 2023. We are excited to see what they will bring to the table while being grateful for the incredible work Relic has done for our county for nearly a decade. Our efforts will combine with some of the economic development office's efforts to help attract visitors, businesses and additional workforce to the area.

On a personal note, I could not be more appreciative of the opportunity I have to do what I do. The incredible residents and businesses throughout Garfield County make my job the best and most rewarding in Utah. There are so many that help guide this office and help it see continued success starting with each stakeholder county-wide. It is true we have some of the most breathtaking scenery in the world but I feel that the people in this county are equally as incredible.

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Falyn Owens
Executive Director
Garfield County Office of Tourism



2022 BY THE NUMBERS

2022 TRT - \$2,540,014.03

2021 TRT - \$2,321,269.70

2022 Restaurant Tax - \$268,925.34 2021 Restaurant Tax - \$273,823.58



TOP SPENDING CATEGORIES

\$286 \$79 Gas Food Accomodations

Average Visitor Spend \$139 Up 23% from 2021

TOP MARKETS VISITING



Salt Lake City Phoenix Los Angeles Las Vegas Denver

INTERNATIONAL



Germany France Canada Netherlands United Kingdom

TOP WEB PAGES CLICKS **IMPRESSIONS** 14.792 2,766,687 brycecanyoncountry.com /things-to-do/ 4,929 448,573 /blog/post/five-dog-friendly-hikes-in-bryce-4,100 41,601 /parks-and-attractions/grand-staircase-3.010 296.169 escalante-national-monument-utah/

TOP QUERIES (CLICKS)

bryce canyon	9,659
bryce canyon national park2	2,664
tropic utah	1,252
things to do near bryce canyon	.933
burr trail	. 719
bryce canyon dog friendly	.578
things to do in bryce canyon	.567

TOP COUNTRIES (CLICKS)

United States 124,905
Canada2,044
United Kingdom 1,075
Germany928
Netherlands683
France
Australia 44





SEO

GOOGLE SEARCH CONSOLE

Clicks	135,000
Impressions	8,710,000
CTR	1.6%
Average Postion	
Organic Pageviews	270,965
Users	134,383
Sessions	153.944

DEVICES USED

MOBILE

Clicks	73,148
Impressions	4,477,775
CTR	1.63%
Position	11.75

DESKTOP

Clicks	58,719
Impressions	4,073,252
CTR	1.44%
Position	21.17

TABLET

Clicks	3,454
Impressions	156,598
CTR	2.21%
Position	8.66

TRADITIONAL MEDIA

FOOTFALL TRAFFIC

OUTDOOR

Impressions		. 10,113,225
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RADIO

Improceione	 1 092 587
TITIDICOPIONO	I,.UJG.JU/

DIGITAL ADS

IN STATE

GOOGLE PPC	
Impressions413	
Clicks 47	A BU
CTR11.38%	4.68%
60.00	Industry average

CO-OP

FACEBOOK ADS

Impressions	752,781
Leads	1,087
Cost/conversion	\$8.78

FLY IN CAR SHOW FB

Impressions 785,676	
Leads	
Cost/conversion\$0.62	

PAY PER CLICK

Impressions	82,948		
Clicks	4,928		
CTR			
Forms submitted	50	Industry	
Calls from Ads			

YOUTUBE

Impressions829,207	
Engagements/views560,474	
View rate50.39%	

DISPLAY

Impressions	. 1,256,332
Clicks to website	5,854
Average CTR	0.47%
Forms submitted	16

RETARGETING

Impressions	1,130,079
Clicks to website	1,089

PINEREST ADS

Impressions	7,129
Paid engagements	3,154
Outbound clicks	1.039

TIKTOK

Followers	2,828
Video views	46,685
Likes	5,207
Shares	230

EMAIL MARKETING

Open rate	49.3%
Emails delivered	84,261
Opened	41,508
Clicks	4,608
Click per unique opene	11 1%

ZARTICO DATA

TOP ORIGIN MARKET CITIES

1.	St	George	
7			

- 2. Cedar City
- 3. Las Vegas
- 4. Los Angeles
- 5. Salt Lake City
- 6. Phoenix
- 7. Henderson
- 8. Paradise
- 9. West Jordan
- 10. San Diego

VISTORS BY POI CATEGORY

I. Attractions	64.4%
2. Accommodations	50.5%
3. Transportation	23.3%
5. Outdoor Recreation	23.1%
5. Food	.16.6%

TOTAL VISITATION BY REGION

1. Bryce Valley Area	70.7%
2. Panguitch Area	46.5%
3. Escalante Area	12.5%
4. Burr Trail Area	. 7.6%

59.3% of Visitors stayed overnight compared to day-visits

MARKETS WITH THE GREATEST ECONOMIC IMPACT

- 1. Los Angeles, CA
- 2. Phoenix, AZ
- 3. Las Vegas, NV
- 4. New York, NY
- 5. Denver, CO
- 6. Bay Area, CA
- 7. Sea-Tac, WA
- 8. Twin Cities, MN
- 9. Chicago, IL
- 10. San Diego, CA

VISTORS BY POI CATEGORY

1. Logistics and Planning41.2%
2. Outdoor Recreation 29.8%
3. Nav/Home Page
4. Accommodations5.2%
5 Events 3.3%

BLOG POSTS

Blog posts draw traffic to your website and set the company up as a leader in your industry. In 2022, 7 blog posts were created and are housed on the Bryce Canyon Country Website. This provided the website with a total of 745 views.

POST TITLE	монтн	VIEWS
Unique ways to snowshoe in Bryce Canyon Country	January	180
Peek-a-boo and Spooky Gulch Slot Canyons (Update)	February	335
A Photographer's Guide to Bryce Canyon Country (Update)	March	15
What Sets BC Apart from Other National Parks	August	68
Glamping in Bryce Canyon Country	September	97
A Guide to Fall in BCC (Update)	October	21
How to Visit Mammoth Cave	November	29



Snowshoeing In Bryce Canyon Country For Beginners

The temperature is chilly, you've been stuck inside for weeks and nothing sounds better than an outdoor adventure. It sounds like Bryce Canyon Country is the winter getaway you need. The red hoedoos covered in white are a sight to behold and there are many activities catering to fun in the same. Showshoeing has been. Confirm reading.

How to Visit Mammoth Cave

Known for being one of Utah's largest lava tubes, Manamoth Ceve is a funtastic, family-friendly place to explore. The cave is roughly a quarter mile long making it an easy luke. Formed from water and cooling lava about 2.000 years ago, Mammoth Cave is still really young from a geological standpoint? Hore's how you can... Continue realing.

A Guide to Fall in Bryce Canyon Country

Autumn is the perfect time to visit Bryce Canyon Country with the cool, crisp air, vibrant follage backed by that's dynamic red rocks and fewer people to share the trails with. Timing is everything and mother natura's painthrosh reaches its peak at the end of September to mid-October. See the Colors From science drives to... Continue realing

EMAIL MARKETING & NEWSLETTERS

Emails Successfully Delivered	. 84,005
Clicks	4,561
Open Rate avg	49.2%
Clicks per unique opens avg	5.4%

INFLUENCERS

This July, Relic and Bryce Canyon Country collaborated with 10 influencers and five local businesses for a large summer influencer event. Participating influencers received:

- An official title as Ambassador for the summer until September 5, 2022
- Exclusive Facebook Group Access
- Part of the "close friends" feature on Instagram
- Potential Swag from Event Sponsors
- · Swag bag from participating Utah companies
- Networking opportunity through the Kickoff dinner
- Public-facing itinerary for the influencer to share
- Free trip to Bryce Canyon Country
- · Contractual payment for each influencer
- · Instagram Takeover opportunity
- Optional opportunity to author a blog for BryceCanyonCountry.com for backlinking v

Total Likes	31053
Total Comments	3104
Average Engagement	7.98%

2022 SOCIAL QUARTER OVER QUARTER

2022	FACEBOOK	INSTAGRAM
Quarter 1	Impressions: -48.8% Engagements: -63.6%	Impressions: -33.9% Engagements: -39.8%
Quarter 2	Impressions: -18.9% Engagements: -46.5%	Impressions: +86.8% Engagements: +8.8%
Quarter 3	Impressions: -19% Engagements: -21.3%	Impressions: +13.1% Engagements: -2.8%
Quarter 4	Impressions: -62% Engagements: -77.8%	Impressions: -59.3% Engagements: -28%

2022 SOCIAL COMPARED TO 2021

2022	FACEBOOK	INSTAGRAM
Quarter 1	Impressions: -48.8% Engagements: -63.6%	Impressions: -33.9% Engagements: -39.8%
Quarter 2	Impressions: -18.9% Engagements: -46.5%	Impressions: +86.8% Engagements: +8.8%
Quarter 3	Impressions: -19% Engagements: -21.3%	Impressions: +13.1% Engagements: -2.8%
Quarter 4	Impressions: -62% Engagements: -77.8%	Impressions: -59.3% Engagements: -28%

2022 TRAVEL GUIDE INQUIRY

Inquiries where physical address is present	. 1413
Inquiries where email address is present	2863
Inquiries where both are present	17,193
Inquiries where neither are present	89
Total2	1,558

MARKET CAPACITY RESEARCH

On July 12, 2022, GCOT sent out a survey to residents, business owners, and stakeholders in Garfield County. This survey aimed to gather interest in expanding efforts to drive tourism during the Shoulder Season, the advantages and disadvantages of expanding efforts. And the challenges Garfield County faces in accommodating and accomplishing the goal of expanding the season.

When asked. In your opinion, what would be the most beneficial direction for the development of Garfield County's tourism economy?

- 66% of residents saw year-round tourism as the most heneficial
- 31% believed that summer was the most beneficial
- 3% believed winter tourism would be the most beneficial.

When asked, Would your business benefit from marketing efforts done during the off-season?

- 62% of businesses said ves
- 38% of businesses said no

However, when asked, What are the barriers to welcoming more visitors during the off-season? All respondents recognized that many barriers need to be overcome before they can expand operations and welcome visitors year-round. Most commonly listed were:

- Weather constraints. Garfield County welcomes snow throughout the year, unlike many parts of Southern Utah.
- Staffing issues. The staff working during the summer is generally seasonal, and they would need to find new staff for the winter months.
- Housing issues. There are already issues with housing in Garfield County. Adding more tourism before this situation is resolved would exacerbate the issue
- Supply chain issues. Ordering large quantities of food for

restaurants is hard to gauge in the winter because of the sporadic tourism.

When broken down into cities rather than looking at Garfield County as a whole, we can see certain cities are more eager to develop year-round tourism than others.

- Boulder: 38% would like to see the development of year-round tourism, while 63% wanted to see a focus on summer tourism
- Escalante: 52% would like to see the development of year-round tourism, while 48% wanted to see a focus on summer tourism.
- Panguitch: 86% would like to see the development of year-round tourism, while 14% wanted to see a focus on summer tourism.
- Tropic: 71% would like to see the development of yearround tourism, while 28% wanted to see a focus on summer tourism.

The majority of both residents and businesses surveyed would like to see more tourism during the winter months. However, they also all recognized that there are barriers to overcome before Garfield County can welcome tourism year-round.

Another data point that was analyzed when looking at the market capacity for this region was visa statistics domestically and internationally. The years that were included were 2020, 2021, and 2022 up until June. Obviously, the visa stats were down internationally for 2020 and 2021, so the team left out those statistics as they were not significant to this study. However, when looking at visa statistics for domestic travel, the trend was the same for each city in the county. This trend data showed a build-up in spending and visitation during July and August. This is another data point that shows there is a missed opportunity to capitalize on visitation when these communities have the capacity to welcome visitors.

2022 CREATIVE SAMPLE









