



2024

YEAR-END REPORT

As we step excitedly into 2025, we at Garfield County Tourism are proud to reflect on a year marked by growth, innovation, and a stronger commitment to sustainable tourism than ever before. This year has been transformative for our region, with achievements that have not only bolstered our visitor economy but also highlighted the unmatched beauty and culture of Garfield County.

In 2024, Garfield County welcomed a diverse array of visitors who came to experience our iconic destinations, including Bryce Canyon National Park and the Grand Staircase-Escalante National Monument, along with countless outdoor adventures. Our signature events celebrated the area's vibrant cultural heritage, creating significant economic impacts and reaffirming our county's status as a premier destination for travelers from around the globe.

This year, we embraced innovation in marketing by working with data-driven advertising partners to connect more effectively with potential visitors. These advanced strategies have boosted Garfield County's visibility and deepened audience engagement, driving measurable increases in visitation and local spending.

We were proud to continue our partnership with The Zimmerman Agency as our Agency of Record. Through their efforts, we've seen substantial growth in visitation from key markets and strong public relations initiatives that position Garfield County as a world-class destination. Additionally, we began a promising partnership with Soren Digital, whose team will redesign our website in 2025. This new platform will offer improved navigation and resources, making it easier for visitors to plan their trips and spend meaningful time in our community.

Looking ahead to 2025, we are committed to fostering sustainable growth in visitation, particularly during slower periods like July and August. These efforts, along with our other strategic priorities, align with our mission to enhance the quality of life for Garfield County residents by supporting a thriving and balanced tourism economy. We are deeply grateful to our community partners, stakeholders, and leaders across Garfield County who continue to champion our investments in tourism. Your support is the foundation of our success, and we are excited to continue working together to achieve new milestones in 2025.

Thank you for your continued partnership. We could not achieve these successes without the incredible people of Garfield County.

Sincerely,

Falyn Owens

Falyn Owens
Tourism Director



BY THE NUMBERS ADS/STATS



ADVERTISING STATS

PAID SEARCH

- 6,885,557 Impressions
- 45,351 Clicks
- .66% CTR

PAID SOCIAL - META

- 9,215,766 Impressions
- 144,593 Link Clicks
- 2.43% CTR

GOOGLE ADS

- 358,370 Impressions
- 59,000 Clicks
- 16.46% CTR

WEBSITE ANALYTICS

TOP 5 PAGES:

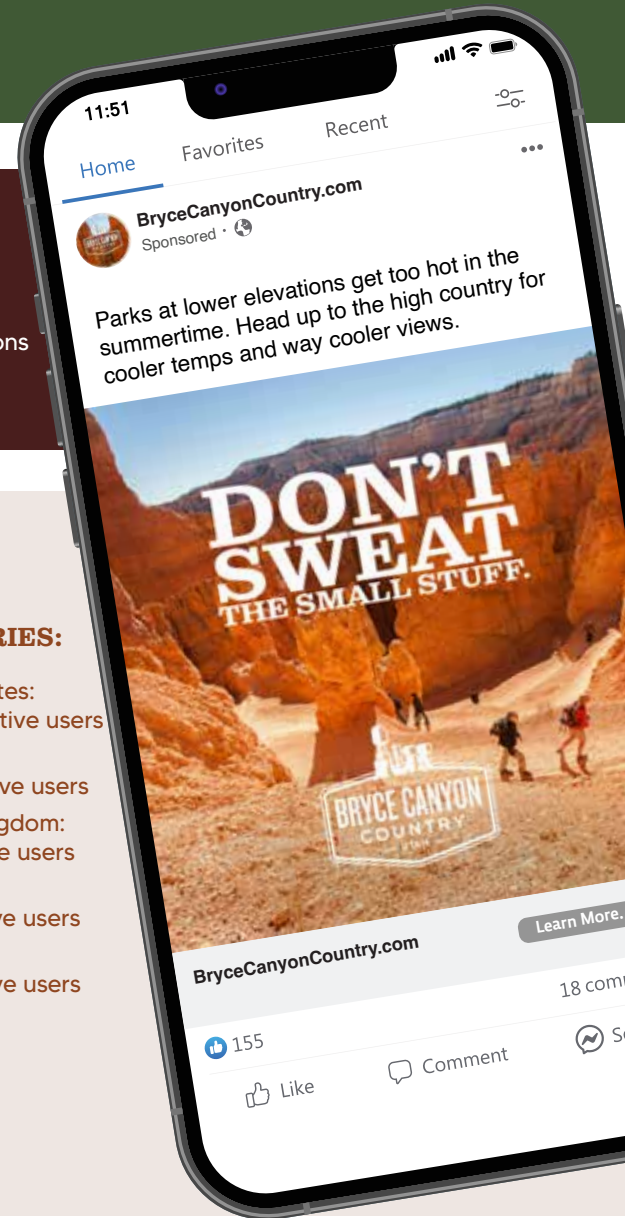
- Homepage: 326,088 views
- Request Brochure: 91,146 views
- Bryce Canyon National Park: 61,297 views
- Local Business Directory: 51,095 views
- Local Hotels Directory: 47,449 views

TOP 5 COUNTRIES:

-  United States: 358,871 active users
-  Canada: 12,539 active users
-  United Kingdom: 9,127 active users
-  France: 3,447 active users
-  Germany: 3,047 active users

DEVICES USED:

Mobile: 288,771 sessions | Desktop: 94,351 sessions | Tablet: 13,952



SEO

GOOGLE SEARCH CONSOLE

- Clicks: 112,200
- Impressions: 8,404,105
- Average Click Through Rate: 1.3%
- Average Position: 12.3
- Organic Users: 108,891
- Organic Sessions: 139,739

TOP 10 SEARCH QUERIES:

- Bryce Canyon: 3,845 clicks
- Bryce Canyon National Park: 2,360 clicks
- Burr Trail: 987 clicks
- Tropic Utah: 896 clicks
- Bryce Canyon Airport: 762 clicks
- Things to Do Panguitch Utah: 725 clicks
- Grand Staircase Escalante: 611 clicks
- Mammoth Cave Utah: 495 clicks
- Kodachrome Basin State Park: 378 clicks

BY THE NUMBERS ADS/STATS



DIGITAL BILLBOARD ADS

SUMMER CAMPAIGN:

- Total # of Times Shown: 54,981
- Impressions: 821,707

FALL CAMPAIGN:

- Total # of Times Shown: 58,980
- Impressions: 881,490



EMAIL MARKETING

- Email Newsletters Sent: 11
- Emails Successfully Delivered: 26,660
- Open Rate: 47.9%
- Contacts Added to Database: 3,203

SOCIAL MEDIA ADS

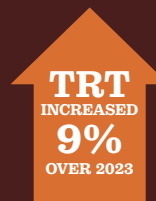
- Impressions: 2,297,154
- Reach: 973,476
- Clicks: 15,373



2024 TRT - \$3,281,120

2024 Restaurant Tax - \$316,396

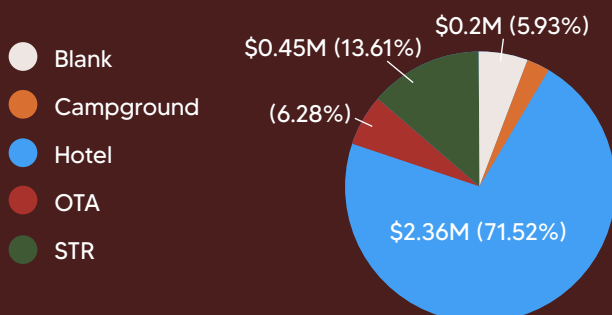
9% increase over 2023



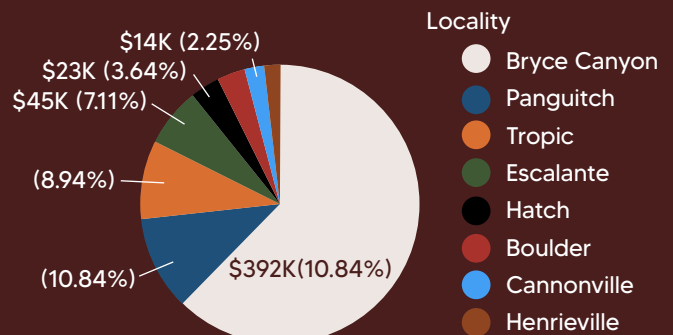
TRAVEL TRADE

Hosted close to 15 International Media/Trade fams. Countries include: Canada, Australia, New Zealand, UK, Germany, Switzerland, India, China, Austria, Netherlands.

YTD LODGING CATEGORY SALES CREDIT



YTD TRT BY LOCALITY



EVENTS

Event	2024 Request	2024 Award
Panguitch Old Skool Motorcycle Rally+	\$3,000.00	\$3,000.00
Panguitch Quilt Walk Retreat+	\$3,000.00	\$3,000.00
Escalante Canyons Marathon, Half Marathon, and 5K	\$3,000.00	\$3,000.00
Escalante Pioneer Days Rodeo*+	\$3,000.00	\$1,000.00
Panguitch Ice Fishing Derby 2024+	\$3,000.00	\$3,000.00
Panguitch Valley Balloon Rally+	\$3,000.00	\$3,000.00
Give Light Lantern Festival	\$3,000.00	\$3,000.00
Chizle's Ranch Sorting+	\$3,000.00	\$3,000.00
Cruizin Old 89 car show	\$3,000.00	\$3,000.00
Panguitch chicken lights and chrome truck show+	\$3,000.00	\$3,000.00
Cruizin and Old89 Christmas car show	\$3,000.00	\$3,000.00
Quinoa Harvest and Andean Festival	\$3,000.00	\$3,000.00
Bryce Canyon Half Marathon+	\$3,000.00	\$1,500.00
Native American Wild Potato Days+	\$3,000.00	\$3,000.00
Panguitch National Senior Pro Rodeo+	\$3,000.00	\$3,000.00
Canyon 2 Canyon	\$3,000.00	\$3,000.00
Mule Days+	\$3,000.00	\$3,000.00
TOTAL Request	\$ 51,000.00	\$ 44,500.00
Total Budget	\$ 60,000.00	\$ 60,000.00

MARKETING FUNDING

Name of Project	Total Project Cost	Total Request	Amount Awarded
Tropic Town Tourism Brochures/Website	\$6,496	\$3,500	\$5,000
Panguitch City Marketing	\$24,000	\$15,000	\$15,000
Garfield County Barn Quilt Trail	\$3,000	\$1,950	\$1,950
6th Annual Rally in Bullfrog Valley Advertising	\$20,700	\$13,455	\$13,455
Escalante Utah Historic District Guide - Homes, Back Houses & Barns	\$10,000	\$6,500	\$6,500
TOTAL		\$40,405	\$41,905
BUDGET		\$50,000	\$50,000

2024 OVERVIEW

683,015,910

TOTAL IMPRESSIONS

\$1,982,875

PUBLICITY VALUE

272

PIECES OF PUBLICITY

PR Spotlights:

- Secured 7 attendees representing a diverse mix of national powerhouses and premier regional publications across several of our top drive markets to experience the destination on our group press trip in August 2024.
- Secured 30 attendees representing a strategic mix of Arizona-based national + regional journalists and influencers for our Scottsdale Media Mixer in October 2024, driving interest and engagement in one of our top drive markets.
- Collaborated with more than 15 partners to host 8 A-tier journalists and influencers for individual stays across the destination, generating impactful editorial coverage and social media exposure for both the destination and its partners.

