



YEAR IN REVIEW

2018 ANNUAL REPORT



BRYCE CANYON COUNTRY



Dear Tourism Industry Partners and Friends:

First and foremost, thank you all for making Garfield County one of the top destinations in Utah for in-state, out-of-state and international visitors to come and experience all we have to offer. 2018 has been another incredible year with visitation to many of our scenic attractions increasing, including the tax revenue from these visitors. This is due to the great partnerships and collaborations we continue to see within the county.

The tourism office funded \$65,214.18 in marketing grant funds and \$57,000.00 in event funding, equaling a total of \$122,214.18 that was put back into the communities. Much of the successes we have experienced are because of the great events and the volunteers that are so willing to organize each one.

The "Take Your Time" initiative was rolled out in 2018, with several businesses jumping on board. This effort was created to train front-line employees on the many great offerings we have county-wide and encourage them to get visitors to spend an extra day or see something new. Businesses that were able to get the majority of their staff to take the quiz received a "Take Your Time" certified sticker to hang in the business, one to post on our tourism website and extra recognition in

our tour-operator newsletters. Also, those who passed the quiz were submitted in a drawing for an Amazon gift card; several individuals were rewarded for their efforts. This is an ongoing initiative. In 2019, we hope to continually increase the number of certified businesses.

The tourism office secured four grants for 2019 from the Utah Office of Tourism for four marketing campaigns totaling \$279,000.00. The grant is a 50/50 match and doubles the dollar amount and reach for these campaigns.

2019 should be another wonderful year as we work together to keep the communities of Garfield County thriving and our tourism economy strong. Many new training tools and educational opportunities will be available for Garfield County businesses, so keep an eye out for that!

Here's to an amazing 2019!!

Falyn Owens

Falyn Owens
Executive Director

REVENUE SOURCES

2018 TRT - **\$2,006,195.71**

2017 TRT - \$1,882,408.06

November 2017 to November 2018

2018 Restaurant Tax - **\$266,510.86**

January - November

**TRT
UP
6.58%**

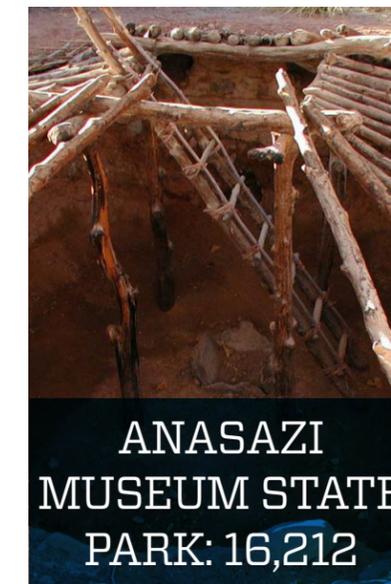
2018 PARK VISITATION



**2.5
MILLION
BRYCE CANYON
NATIONAL PARK**

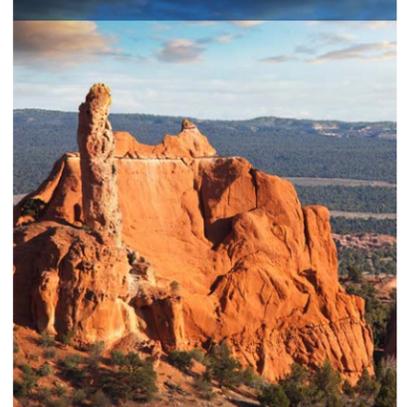
UP 4.68%

**ESCALANTE
PETRIFIED
FOREST: 52,872**



**ANASAZI
MUSEUM STATE
PARK: 16,212**

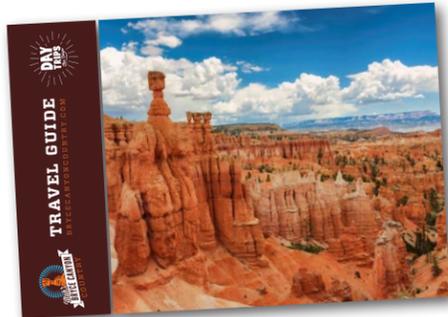
**KODACHROME
BASIN STATE
PARK: 106,149**



MARKETING

TRAVEL GUIDE

Major photo and accommodations update



BREAK FREE
from the Holiday Crowds



18,389 TRAVEL GUIDES

Distributed (January - October)

TOP 5 STATES

1. California 1,585
2. Texas 890
3. Florida 853
4. Arizona 817
5. Wisconsin 672

WEBSITE



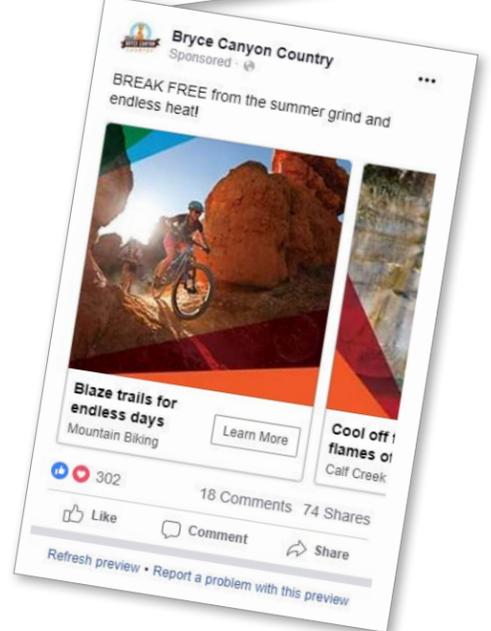
210,512
TOTAL VISITORS

TOP 5 NATIONS

1. United States 173,517
2. United Kingdom 14,347
3. Canada 9,261
4. Germany 1,975
5. France 1,800

TOP 5 STATES

1. Utah 51,135
2. California 36,488
3. Arizona 9,723
4. Nevada 8,130
5. Colorado 5,425



PRINT ADS

- Sunset Magazine
- AAA Western Magazine Network
- Good Sam Utah Adventure Journal
- Adventure Utah
- Adventure Utah Kids
- International- The Utah Guide
- Adventure Outdoors Magazine
- Travel Planner Guide
- Utah.com Magazine

TELEVISION

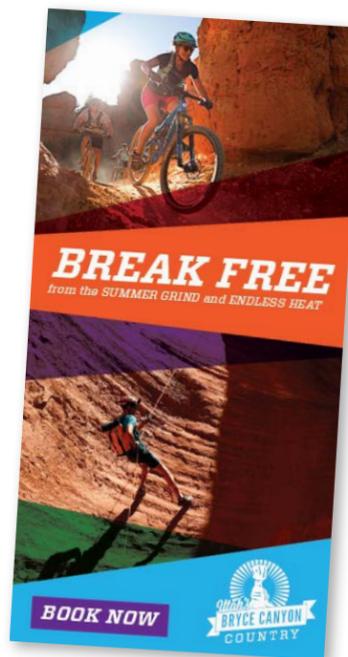
- Cox Media - Las Vegas DMA
- Comcast - Salt Lake DMA
- KUTV

OUTDOOR

- Digital Outdoor Billboards

ONLINE MARKETING

- Website updates and additions
- Blogging
- Search Engine Marketing
- Retargeting
- Email Marketing
- International Tour Operator Newsletter
- Facebook Ads
- YouTube Pre-roll
- Utah.com
- Goutah.com
- Goarizona.com
- Sunset Magazine Digital
- Pandora in Southern California, Las Vegas, and Phoenix



TV COMCAST

Total Impressions 2,498,694

PANDORA

Total Impressions 721,554

PUBLIC RELATIONS

The implementation of effective public relations is a vital inclusion of any tourism campaign. This year, Garfield County has sought to expand its audience through earned media by distributing press releases, story pitches, creative content and blog posts.

Because of these efforts, Garfield County has been featured in numerous local, national, and international media outlets throughout the year, including:

FEATURED IN

- Deseret News
- KSL.com
- Fox 13
- Salt Lake City Weekly
- MSN
- Yahoo Finance
- Orbitz
- San Francisco Business Times
- Silicon Valley Business Journal
- Utah Pulse
- St. George News
- Cedar City News
- L.A. Biz
- MarketWatch
- Global Business Travel Association

FOR IMMEDIATE RELEASE
February XX, 2018

Media Contact:
Relic
801-704-7063
hannah@relicagency.com



Grand Staircase-Escalante National Monument changes boundaries; tourism remains the same

SOUTHERN UTAH (February XX, 2018) — While the Grand Staircase-Escalante National Monument's boundaries were recently modified by Presidential proclamations, Kane County and Garfield County to assure the public that these changes should not affect their overall outdoor experience in southern Utah. The area's tourist attractions and sites continue to be accessible.

"The Presidential proclamation modified the boundaries of the national monument into three management units within the Monument known as the Grand Staircase, Kaiparowits and Escalante Canyons units. The lands excluded from the Monument's boundaries continue to be managed by the BLM's Kanab Field Office and will remain accessible to the public in accordance with the existing BLM management plan," said Harry Barber, acting Monument Manager.

"We are optimistic these changes won't impact the outdoor experience in southern Utah," said Camille Johnson, executive director of Kane County Office of Tourism. "The hikes, destinations and viewpoints exploring are not going anywhere. Visitors still have access to all the iconic sites and attractions; the only difference is that some areas will be managed by a different BLM..."

Popular destinations—such as...
Devil...

FOR IMMEDIATE RELEASE
March 13, 2018

Media Contact:
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Hunt for hidden treasure in Bryce Canyon Country this spring
Visitors are invited to search for tokens that are redeemable for prizes

BRYCE CANYON CITY, Utah (March 13, 2018) — Adventurers who visit Bryce Canyon Country this spring may leave with more than just great memories; visitors will have the chance to take home items such as an Apple Watch, GoPro or 55-inch smart TV by participating in a treasure hunt taking place in three Utah state parks. The treasure hunt is being held on three separate weekends—March 23-24, March 30-31 and April 6-7—resulting in a total of 24 prizes being given out.

"This treasure hunt is a great opportunity for adventurers to come explore our area of the state," said Falyn Owens, executive director of Garfield County Office of Tourism. "Visitors will be able to experience the unique scenery of Bryce Canyon Country as well as have the chance to win great prizes. What better way to spend your spring break than by coupling exploration with family-friendly competition?"

During each weekend of the hunt, eight gold tokens—redeemable for prizes—will be distributed and hidden throughout Kodachrome Basin State Park, Escalante Petrified Forest State Park and Anasazi State Park Museum. The associated prize will be identified once the token is turned in for redemption, which can be done at the visitor center of the state park where it was found.

Tokens must be redeemed by 4:30 p.m. on Saturday the weekend they were found or they will not be honored. Only one prize will be awarded per person over the span of the three weekends. A complete list of prizes and corresponding weekends can be found at brycecanyoncountry.com/treasurehunt.

The hunt begins on Friday at 8 a.m. and ends on Saturday at 4 p.m. of each event weekend and will take place independent of weather conditions. Visitors are asked to use good judgment as they participate.

Tokens distributed for the treasure hunt will be hidden within trail boundaries to ensure the safety of wildlife and participants. Adventurers participating in the activity should pack plenty of food and water and also be aware that some trails in the area are steep and may require technical skills. Participants are also to submit an online waiver as part of their participation.



SOCIAL MEDIA

Facebook

Followers 22,683
13% INCREASE

Impressions 6,667,404
356.7% INCREASE

Engagements 29,069
190.6% INCREASE

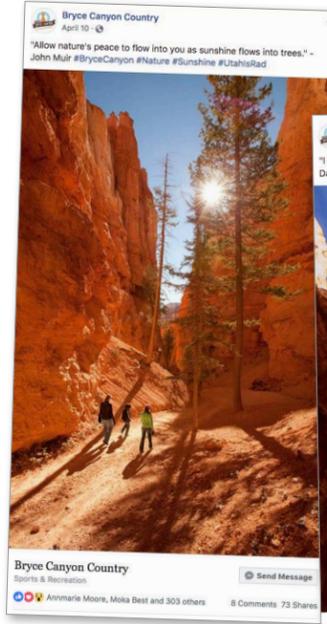
Clicks 23,398
343% INCREASE

Twitter

Followers 824
824% INCREASE

Snapchat

Video Views 123,047
5,017 SWIPE UPS



SALES MISSIONS & TRADE SHOWS

INTERNATIONAL

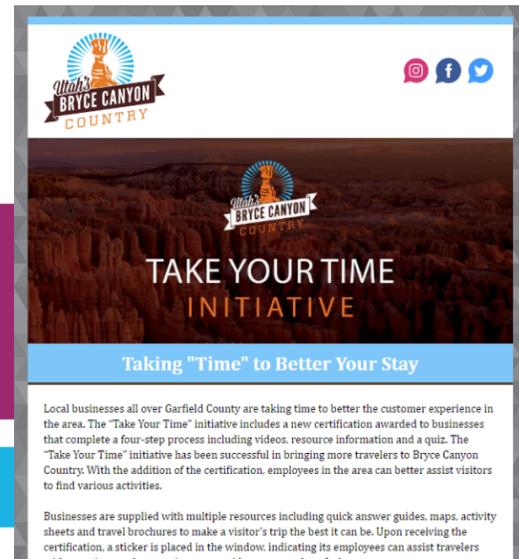
- Canada
- Australia
- UK
- IPW
- Go West Summit
- ABA



DOMESTIC

- International Sportsmen's Expo
- LA Time Travel and Adventure Show
- San Diego Travel and Adventure Show

ADDED **322** CONSUMERS NAMES TO OUR TRAVEL DATABASE.



INTERNATIONAL NEWSLETTER

FAM TOURS

HOSTED **89** TOUR OPERATORS, SALES AGENTS AND MEDIA



COOPERATIVE MARKETING & EVENTS

This year, **over \$120,000** awarded to 34 entities in the county. The money helped expand out-of-area advertising campaigns, provide financial support for important community events that boost local businesses and draw positive attention to tourism attractions.

COUNTY COOPERATIVE MARKETING PROGRAM	AWARDED
Moqui Motor Madness	\$2,340.00
Escalante Heritage Center	\$3,250.00
Bryce Canyon City	\$5,000.00
Quilt Walk Retreat	\$1,457.00
Panguitch Main Street	\$13,195.00
BCA Extreme Horseman Challenge	\$910.00
BCA Rack Card Reprint	\$455.00
Bryce Canyon Half Marathon	\$4,127.50
Escalante Boulder Chamber	\$5,200.00
Escalante Art Festival	\$12,580.00
Panguitch City	\$4,484.68
Escalante Marathon	\$4,550.00
Panguitch Lake Fall Festival	\$5,000.00
Bryce Canyon Music Camp	\$3,575.00
TOTAL	\$66,124.18

EVENT	AWARDED
Boulder Community 4th of July	\$2,500.00
Boulder Heritage Foundation Writing Conference	\$3,000.00
Bryce ATV/UTV Rally	\$2,500.00
Bryce Canyon Half Marathon	\$3,000.00
Bryce Canyon Mule Days	\$3,000.00
Bryce Canyon Music Camp	\$3,000.00
Canyon 2 Canyon Bike Ride	\$3,000.00
Color Me Fun Run	\$3,000.00
Escalante Canyon Art Festival	\$3,000.00
Escalante Canyons Marathon	\$3,000.00
Moqui Motor Madness	\$3,000.00
Panguitch Lake Fall Festival	\$3,000.00
Panguitch Lake Ice Fishing Derby	\$3,000.00
Panguitch Quilt Retreat	\$3,000.00
Panguitch Truck Show	\$3,000.00
Panguitch Valley Balloon Rally	\$3,000.00
Senior Pro Qualifying Event	\$3,000.00
Summer Concert Series (Boulder Arts Council)*	\$3,000.00
Cannonville Bear Festival	\$1,400.00
Escalante Riding Club	\$3,000.00
TOTAL	\$65,000.00

*New for 2018



LOOKING AHEAD TO 2019

Garfield County is once again in the process of preparing for a very successful year! The focus for 2019 is the "Adventures For Days" campaign, which trails the successful 2018 campaign, "Day Trips for Days."

The roadmap for 2019 includes a website revamp, brand new videography and photography, the implementation of a coded itinerary building machine, social media strategies and last but not least, new digital and print ads to promote our campaign.

This new and upcoming campaign will create the groundwork for adventure-seekers and introduce new activities for all ages. The focus for the market is on the high-end adventure visitors. Experiences such as rappelling in the canyons, ATV/UTVing in some of Utah's most scenic terrain boating along the beautiful scenery of Lake Powell, biking on rugged terrain and rock-climbing along the most scenic routes will be featured in the campaign.

The goal of the campaign is to have visitors make lifetime memories and strengthen bonds among family and friends. In 2019, expect plenty of high-end adventure activities for everyone when you come to Bryce Canyon. We have it all!





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