

LOVE
COMMUNICATIONS

MOAB AREA TRAVEL COUNCIL
MEDIA AGENCY RFP
June 15, 2022

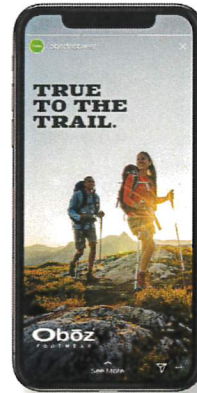
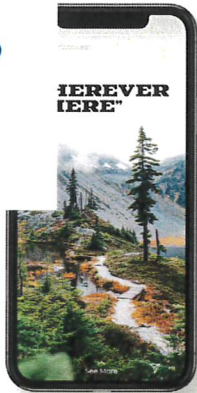
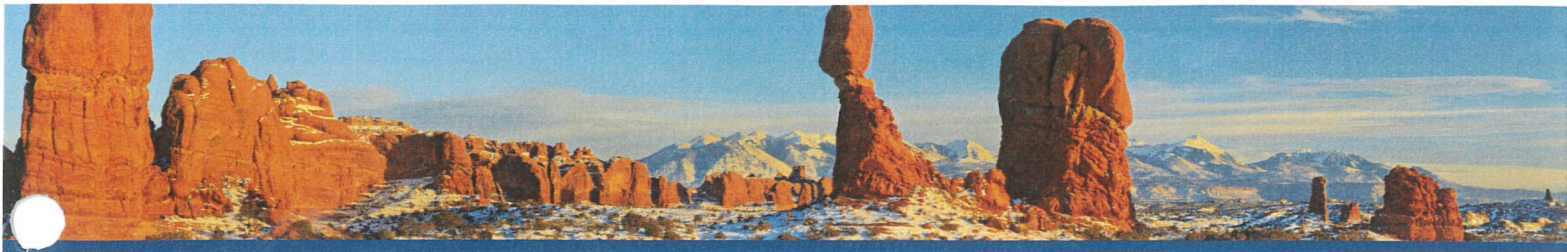


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Dear RFP Evaluation Committee,

We know tourism. It's an absolute cornerstone of our business. We've learned the industry through considerable experience working with DMOs of all sizes, resorts, hoteliers, and attractions. We've helped tourism brands succeed, and our team is regularly asked to share our experiences at numerous industry conferences. We've included case studies to demonstrate our successes including award-winning work for Moab and the Utah Office of Tourism

We know Utah's ecosystem: Because of our deep experience we're able to collaborate, learn, and align with other statewide partners. Our client relationships to promote the state include the Utah Office of Tourism, Greater Zion, Ski Utah, Visit Ogden, Heber Valley, and Powder Mountain.

We know your traveler and how to reach them. We've helped elevate Moab's profile among potential travelers, and this past year conducted an audience segmentation study so we can ensure we're reaching the best travelers in the future. We also utilized that data to help craft your campaign to talk about Arches National Parks' timed entry system.

We know data. As in the past, our in-house data and research talent will not just track and measure every dollar spent to promote Moab, but help craft a narrative that explains what the data tells us, why it's important, and how it relates to economic impact.

We know you! We're immensely proud of our relationship with the Moab Area Travel Council. Together, we've seen our relationship evolve from growing shoulder season visitation, to launching one of the country's first sustainability initiatives, to creating a destination management platform for city and county stakeholders to better understand the impact of tourism. This is a partnership that has proven itself, and we'd be grateful to see our collaboration continue!

If you have any questions whatsoever, please don't hesitate to let me know.

Sincerely,

Tom Love

President and Founding Partner
Love Communications



About Us

1. Firm Background and Narrative

Provide the firm's name, address and contact person, and describe the firm's understanding of the work to be performed and why the firm is uniquely qualified to perform that work. Include any relevant history or credentials of staff.

Love Communications was founded by Tom Love, Rich Love, and Preston Wood in Salt Lake City, Utah in 1999 to fill a need in the market for a firm with national marketing skills that would help companies “drive results overnight and build stronger brands over time.” Alan Reighard joined as the fourth partner in 2004 bringing the firm national and international brand planning expertise. Rich Love retired in 2015.



Jeremy Chase, VP/Business Development

Love Communications

546 S 200 W, Salt Lake City, UT 84101

801-865-1530

jchase@lovecomm.net



Company Facts & History

Two decades since its launch, **Love has grown rapidly and currently has capitalized billings of \$55 million and employs more than 48 people in nine areas:**

- Research
- Digital Marketing & Media
- Advertising
- Data Analytics
- Traditional Media Planning
- Public Relations
- Brand Planning
- Website Development
- Production Studio

Of particular note is our extensive investment in digital marketing, analytics, and research. This is the fastest growing and in-demand area of marketing in the world today and our young team is tops in the field. This group gives Love a very unique offering with a list of industry firsts to our name.

Love is known as the most engaged agency in Utah. And as such, we are better at helping our clients meaningfully engage with their customers and communities than any other agency in Utah. We work with clients not only in Utah, but across the country to build brands, create connections, and decipher data. Love has grown into one of the most influential and successful agencies in the Western United States specializing in travel and tourism, healthcare, retail, and social causes.

Some of our most notable clients include:

- **Tourism:** Utah Office of Tourism, Moab Area Travel Council, Greater Zion, Visit Salt Lake, SLC Int'l Airport, Ski Utah
- **Healthcare:** Utah Dept of Health, Salt Lake Dept of Health, BioFire, Myriad Genetics
- **Retail:** RC Willey, Utah Symphony & Utah Opera, Arctic Circle, IFA, Modern Display, Google Fiber
- **Social Causes:** United Way, Utah Clean Energy, The Road Home, Valley Health

The agency has won numerous awards for its effectiveness and continues to add clients and capabilities year after year.



Our Team

Our team includes our most senior and experienced travel, tourism, and hospitality staffers. The team has years of experience working with tourism clients which give us daily insights into the research, strategies, and successes of what is working in the industry.



TOM LOVE, *President & Founding Partner*

Tom has dedicated the last 35-years leading the advertising and communications industry in Utah – 21 of which are under the title of President and Founding Partner of Love Communications. His clients have covered all business sectors and every media, with a focus on brand strategy, development, and consumer marketing to deliver success. Oh, and we should mention that Tom knows everyone. He's a former United Way Board Chair, part of the adjunct communications faculty at University of Utah, and active in the community as the current Utah Symphony/Utah Opera Board Chair. Just don't ask him to play the flute, because he'll do it. He doesn't know how to, but he's never shied away from a challenge.



ALAN REIGHARD, *Partner/Brand Planning*

Over his 35-year career, Alan has overseen brand planning for some of the biggest global technology companies such as Intel, Netscape, and Novell as well as developed plans for some of the smallest retailers in the state. Joining Love in 2004, he continued this leadership by guiding brand planning for clients such as Kane County Office of Tourism, Visit Salt Lake, RC Willey, and others. His endeavors focus on strategic engagement and developing insightful campaigns to transform businesses and brands into top performers. Alan has learned to counter-balance these very mature responsibilities through weekend mountain biking, fronting the classic rock band High Altitude as lead guitarist, and breaking bones trying to keep up with his teenage son. Young at heart paired with seasoned business acumen is probably the secret to his successful career. At least that's what his groupies say.



JEREMY CHASE, *VP/Business Development*

Jeremy Chase has 25 years in account management and a passion for travel and tourism. During his career he served as the account lead for the Utah Office of Tourism and the Idaho Travel Council, with ten years experience for each of those destinations. Other DMOs he's worked with are the Moab Area Travel Council, Experience Scottsdale, Ski Utah, and Visit Sun Valley. Past destination and resort clients include the Catalina Island Company, Coeur d'Alene Resort, CMH Heli-Ski, Sun Valley, Snowbird, Sundance, and Deer Valley Resort.



MEGAN GRIFFIN, *VP Director of Legacy Media*

Megan joined Love Communications in 2014, overseeing the agency's legacy media team. Bringing more than 16 years of media planning and negotiating experience, she is an expert at getting a client's message in front of the right audience and works hard to negotiate the best cost and value. Her variety of clients crosses diverse industries including tourism, retail, recreation, healthcare, financial, and government. She oversees all legacy media strategies for the Utah Office of Tourism, Moab Area Travel Council, and Kane County Office of Tourism.



JONATHAN SMITHGALL, *VP/ Director of Digital Marketing & Media*

Jonathan joined Love Communications in the spring of 2012 and became the Digital Media Department's head in late 2015. Today, he oversees all of the agency's digital campaigns. His ten-person team includes digital media and social media specialists with proven track records of developing and executing online media campaigns that get noticed and get results. Jonathan is responsible for supervising the strategy, negotiation, and placement of some of the state's most visible clients, including the Utah Office of Tourism, Ski Utah, the Moab Area Travel Council, and Visit Salt Lake.



HANNAH SAUNDERS, *Digital Media Manager*

Hannah joined Love Communications in 2015 where she has been responsible for managing, monitoring, and implementing multi-faceted digital campaigns and placing media on targeted digital media outlets. She brings six years of experience in digital media and digital marketing to the digital media team, leading planning for the Utah Office of Tourism, Moab Area Travel Council, Ski Utah, and Heber Valley Tourism. In her time as a media buyer and media planner for Proctor and Gamble in Chicago, she worked closely with clients from strategy conception to media planning and execution. Hannah brings a strong background in leading upfront negotiations with digital and print partners. Hannah also has experience in executing social media campaigns.



DALLAS MILLER, *SEO & PPC Manager*

Dallas has worked closely with clients including Utah Office of Tourism, Ski Utah, Magnolia Medical Technologies, Salt Lake County Health Department, and Discover Moab to strategize and execute winning Search Engine Marketing strategies. His online marketing experience spans a variety of industries from legal to tourism, but has a special focus on Ecommerce. When he's not optimizing websites or building paid search campaigns, you might find him fly fishing, mountain biking, or rock climbing.



ADAM WHALEN, *Manager of Data Analytics & Research*

Adam has a strong background in quantitative research and data analysis which provides a solid foundation to craft usable insights that benefit current and future digital efforts for Love's clientele - particularly in tourism and travel where he has worked extensively with the Utah Office of Tourism. He'd be an integral part of the team, providing insights and analysis on campaign effectiveness. A graduate from the University of Utah, Adam double-majored in Strategic Communications and Political Science with an emphasis in Public Policy. He later went on to receive his Master's Degree in Business Analytics from the same school.



Our Tourism Clients

If not already clear, our team believes in the power of travel and tourism, especially when we see how our client collaborations turn into wins. For 10+ years, we've been able to work with a variety of DMOs, ranging from the State of Utah to communities like yours, Kanab, Ogden, St. George, and the Heber Valley. We're proud of these relationships and the successes we've been able to achieve. We also have experience working with National Park partners to promote the importance of sustainability and quality visitor experience, namely Zion National Park Forever Project, and most recently, Bryce Canyon Natural History Association.

Moab Area Travel Council

Media Strategy & Buying, Research, Analytics

Utah Office of Tourism

Media Strategy & Buying, Research, Analytics, PPC, SEO

South Dakota Dept. of Tourism

Media Insights & Consumer Research, Co-op Media Strategy & Buying, PPC

Ski Utah

Creative, Media Strategy & Buying, Research, Analytics

The Blocks—Salt Lake's Cultural Core

Media Strategy & Buying, Research, Analytics, Branding, Promotion, Creative, Website & UX design

Visit Ogden

Creative, Media Strategy & Buying

Visit Salt Lake

Media Strategy & Buying, Research, Analytics

Heber Valley Tourism

Creative, Media Strategy & Buying, Analytics

Zion Natl Park Forever Project

Branding, Promotion, Creative, Website & UX design

Bryce Canyon Natural History Association

Branding, Promotion, Creative, Media Strategy & Buying

Thanksgiving Point

Media Strategy & Buying, Branding, Creative, Video Production

Salt Lake Restaurant Association

Media Strategy & Buying, Research, Analytics, Creative, Video Production

Salt Lake City International Airport

Media Strategy & Buying, Creative, Video Production, Website and Digital initiatives

Oakland International Airport

Media Strategy & Buying, Research, Analytics



Our Tourism Expertise

The travel and tourism industry is a pillar of our business that we've been developing for the past 12 years. **Moab Area Travel Council needs an experienced and engaged agency partner to collaborate with your team to reach the right travelers and motivate them to visit.** We've done that very thing with state and destination partners like the Utah Office of Tourism, Greater Zion, Heber Valley, and Ski Utah. **Our role for these partners emphasizes our media, research, and analytics capabilities to deliver successful campaigns with proven ROI, and all have worked with us to integrate sustainability messaging.**

Love Communications is a premier agency in the travel and tourism space. We've worked hard to raise our profile with the tourism clients we serve and the relationships we've developed with media specific to the travel and tourism industry. **Unofficially, we've been known as "Utah tourism's secret weapon" for our strategy and digital media expertise.** In recent years, our team has been called upon more and more to share insights at major industry conferences like ESTO and eTourism, state tourism conferences across the West, as well as regular webinars with media partners like Adara and Arrivalist.



ARRIVALIST



Our work with the Moab Area Travel Council and Utah Office of Tourism was also recognized in 2021 by the U.S. Travel Association. This recognition represents our strengths in media, creative, analytics, and SEO, in addition to successful collaboration with client and agency partners.

- **Destination Council Destiny Award:** Advocacy and Grassroots Campaign – Moab. Do It Like A Local Campaign
- **National State Tourism Directors Mercury Award – Integrated Marketing and Messaging Campaign:** State Marketing Budget More Than \$10 Million – UOT Southern Utah 2020-2021 Renaissance to Normalcy
- **National State Tourism Directors Mercury Award – Travel Website:** VisitUtah.com redesign

In 2021, we celebrated with the Utah Office of Tourism for being recognized by Hospitality Sales and Marketing International (HSMIA). HSMIA annually presents awards to DMO and hospitality organizations demonstrating excellence in consumer marketing. **Utah was awarded the Travel Marketing Excellence Award, a prestigious competition that recognized the state’s COVID-19 recovery campaign.**

Alongside key marketing partners, we quickly developed a strategic plan that was defined and guided by key measured indicators that outlined the path for all communications for the Utah Office of Tourism across their paid media, social, public relations, community management, and website content platforms. In addition to promoting safe, well-prepared visitation, the campaign (called “Small but Mighty”) worked to mitigate the economic loss for the tourism industry in Utah and set up our multiple destinations for a strong recovery when the time was right.



Media Planning & Buying Capabilities

2. Sample of Work

Share at least one example of past work that demonstrates the capabilities of the firm to perform the requested work.

The Love Approach

At Love, it all starts with a fundamental understanding of what the objective is, and from there goals and measurables can be assigned, debated, and ultimately accepted between all teams involved in the planning process. But something that is even more critical, is our long-term vision and partnership with our clients, especially our tourism destinations as we know goals and challenges naturally evolve. We pride ourselves in committing and participating in the shaping of a brand to drive the proper results overnight while building the path to future goals years to come.

The best way to do this effectively is marrying our transparent tourism passion with your team's expertise and knowledge. Love Communications takes a thorough but customized approach not just with each client, but every new opportunity that is brought to us by the same client, meaning every media mix and campaign approach will be slightly different based on historical learnings and shifting to match progressive goals and trends. As we have demonstrated over the years with your collaboration, we have expertise in placing all digital media channels but **the selection, execution and partnerships built with vendors is our secret sauce.**

If the goal of the campaign is to simply drive visitation to the destination during the shoulder months as an example, we would select a set of measurables and statistics that are not only marketing specific (by channel), but also those that get at the visitation level of measurement such as user volume changes and observed bookings. However, if the campaign necessitates bringing in more responsible, 'quality' visitors as we have focused on more recently for Moab, we will place more importance on the likes of boosting average daily rates and length of stays compared to their observed baseline levels.

A good media plan starts with solid research, followed by deep interpretation of that data, to then determine how we want to customize our measurement of success. We would start our relationship working closely with your team to gather historical data that would help us identify the right audience, encourage us to continue with the wins and to explore and rethink areas of challenge and bring our fresh, experienced perspective to the table. To ensure our media strategies are built for success, Love invests a lot into having the best research resources at our fingertips. Our team is constantly monitoring the latest media consumption trends, platforms, and analytic tools. Trackability is, and will forever be, of the utmost importance to Love when it comes to campaign planning, with the focus rooted in understanding placement performance and using those results to optimize campaigns around what really matters—bookings and a continuous thriving economy. In order to effectively do this, your foundational

data sources must be sound and robust. The data sources that we'd utilize with Moab to optimize media placements can best be broken down into three buckets; research tools, marketing data, and sources available through destinations. Based on the challenge to break through to the right audiences in a fragmented media landscape, to build awareness of what a Moab experience is all about, while also supporting the local businesses and economy of the area, we want to leverage data-driven and trackable channels.

Specific Examples and KPIs

Prior to all our campaigns, regardless of how long we have worked with a tourism client, we build out a KPI chart that includes all of our media channels. Based on the goals of the program, our media mix and funnel will shift accordingly and we will outline the primary and secondary KPIs of measurement per channel. We also will use the brand's past benchmarks, as well as the industry standards to keep us accountable and to ensure we are working towards the same goals. Determining what we can measure, how we should measure and what studies we need to negotiate to fill in the gaps are all steps that we take with our clients and partners prior to launching any paid media.

Example of KPI Chart:

Channel	Primary KPI	Secondary KPI
Streaming Television CTV/OTT/VOD	Video Completion Rate Benchmark: 95%+, non-skippable inventory	Website visitation *Via post impressions or lift study. Impact ROI, ADR, LOS, etc.
Streaming Audio	Total Impressions (CPM) Benchmark: \$12-\$22 depending on placement type	Website lift/attribution Benchmark: .06% CTR (where click enabled)
Native Content	Pageviews, Time on Page Benchmark: 1:11	Impact ROI, ADR, LOS, etc. Content Lift Study
YouTube	Video Completion Rate Benchmark: 40%+, Skippable inventory Cost Per Completed View Benchmark: \$0.05 CPCV	Click-Through to website Benchmark: .10% CTR
Pre-Roll	Video Completion Rate Benchmark: 75%+, Skippable inventory	Impact ROI, ADR, LOS, etc.
Paid Social	Engagement Rate and/or CTR Benchmark: .95% -1%	Click-Through to website Benchmark: \$3 CPC
Display	Post Impression Rate (PIR) Benchmark: .75%-1.5%	Impact ROI, ADR, LOS, etc.
Digital OOH	Impression delivery (CPM) Benchmark: \$10-20 depending on selected venue types	Secondary research measurement around campaign: Arrivalist visitation lift study

Challenge

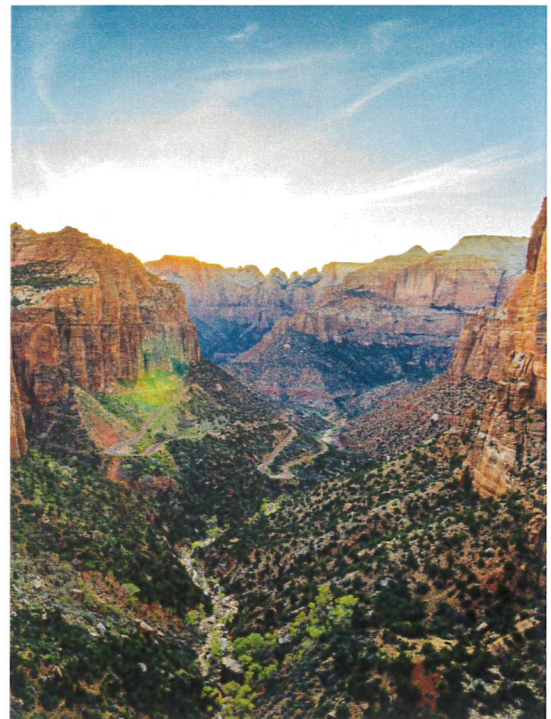
Along with most travel and tourism boards around the world, the Utah Office of Tourism's (UOT) planned campaigns were put on hold in early 2020 while the world desperately sought solutions to the coronavirus pandemic.

Solution

Rather than have our marketing efforts go completely dark, the UOT quickly developed a strategic plan guided by key performance indicators that spoke to the moment and outlined the path for all communications, paid media, social, public relations and website content. **This plan guided the development of a new campaign specifically designed to be adaptable to ever-changing conditions.** Included were three sets of creative messaging ranging from brand awareness with no call to action to welcoming visitors back to travel responsibly. Media placements were selected to allow adjustments, pausing, and changes in messaging by market.

Objectives

1. **Use inspirational and hopeful messaging** to reframe the conversation around COVID-19 and stimulate economic growth through strategic media.
2. **Demonstrate empathy** and active support for travel planners and dreamers across UOT's communications channels and trade partners using inspirational content and timely resources that attract and build an audience of highly motivated travelers.
3. **Convert share of social conversation to messages and actions that support Utah communities,** promote wellness and build local business while continuing to cultivate future travel.
4. **Mitigate the economic loss for the tourism industry in Utah** and set up the destination for a strong recovery.
5. **Promote well-prepared visitation.**



We focused on drive markets and greatly expanded our normal drive-market range from neighboring states to include anything within a 1-2 day drive. In COVID times, even Texas became a drive market. We knew we needed to both keep in touch with our core audiences to maintain brand awareness — as well as reach those who could travel now. This knowledge led us to the decision to include an in-state audience for the first time. **Ultimately, all of our audiences shared one common mindset: being “Travelers-In-Waiting” longing for a time when it was safe to get out and explore again.**

Campaign

In March 2020, we only had advertising live on TripAdvisor and Expedia for those actively seeking travel information. Shortly thereafter Connected TV launched our “Small but Mighty” spots, which prompted brand awareness without a call to action to travel. In the summer of 2020, Utah’s Governor’s Office of Economic Development rolled out a grant program for local businesses with funding for companies that offered discounts for consumers to stimulate economic spending. The UOT partnered with TravelZoo to create promotion opportunities for tourism companies offering “Shop In Utah” Grant Discounts. The UOT paid for all the marketing with TravelZoo. **The partners only needed to provide information on their discounts.**

Planning travel during a pandemic proposed a new challenge, and questions we have not faced previously were now common for everyone considering a trip. Questions ranged from what is open and what is different to will I be able to travel safely? We knew we needed to help our travelers find this information and [visitutah.com/plan-your-trip/responsible-travel](https://www.visitutah.com/plan-your-trip/responsible-travel) was born.

\$5.9m

total campaign budget

\$144m

estimated total hotel revenue, an increase in 18.6% over the 2019

920k

new Utah trips influenced by campaign

\$1.5b

in visitor spending

Results

The total campaign budget of \$5.9M was entirely used. In Adara, we tracked \$144.9M in estimated hotel revenue, an increase of 18.6% over the 2019 campaign. SMARI tells us the advertising influenced about 920,000 Utah trips and \$1.3 billion in visitor spending creating an ROI of \$252:\$1. This ROI is lower than 2019, although SMARI commented that the results were surprisingly good and should be considered a huge success.

Most importantly, the successes of 2020 enabled us to return to our core mission of elevating life in Utah through responsible tourism stewardship in 2021. We are now able to return to focusing on quality visitation and not simply quantity. In 2021, Adara tracked an 18% growth in ADR from 2019. Also, ad-exposed travelers' ADR is 36% higher and stays are 17% longer than those not exposed to our advertising. We are thrilled to be inviting our travelers to do their part to help keep Utah Forever Mighty® through responsible travel practices!





Moab Area Travel Council **DO IT LIKE A LOCAL CAMPAIGN**

Challenge

“Do It Like A Local” was the name of a marketing campaign created for Moab, Utah in 2019. It was designed to be the start of a movement and has since taken root in and around the Moab community. The purpose is to help Moab visitors get the most out of their trip, but its deeper purpose is to gently educate Moab visitors on proper behavior, etiquette, and stewardship of the environment while they’re visiting. The core idea is that Moab locals know what’s best: They know the best hiking trails. They know the best biking trails. They know the best stretches of river. They know the best places to eat. They know everything about Moab – which means they also know what’s best regarding the proper care for Moab and the natural environment that surrounds it.



Collateral



Web Banners

Solution

The campaign centered on two fronts: A first-to-market partnership between travel industry brands like Adara, Survata, and TripAdvisor, along with the Moab Area Travel Council. Ultimately, we saw our goal to benefit the local community by sending a more informed sustainable traveler to enjoy all of Moab and what its natural wonders had to offer. Second, help Moab rally the locals around the effort to ensure the messaging would be seen and embraced across the community. To be smart. Be informed. Be courteous. Be a good steward. Be a local and Do It Like A Local.

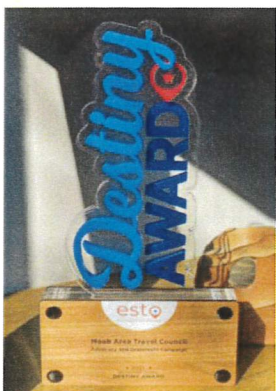
Campaign

The “Do It Like a Local” campaign was introduced to the public at a July 4th, 2019 event in Swanny City Park in Moab. In addition to answering questions from locals and visitors alike, the Travel Council staff handed out T-shirts and educational materials to attendees and, in the following weeks, delivered quantities of them to local businesses. We also developed collateral describing the campaign and distributed it to local businesses. Lodging properties displayed tent cards on check-in desks and in guest rooms. Bookmarks describing the campaign were also distributed to local businesses to hand out to visitors. On the paid media front, we utilized a digital campaign with display and social to reach travelers in-state and feeder markets utilizing the new branding and a call-to-action to a landing page about the effort.

Results

The launch of “Do It Like A Local” started a groundswell of local support and reinforced through the advertising campaign to potential travelers. It inspired many Moab locals to help spread the word about responsible recreation, including the production of a music video that’s been featured locally. High social media

engagement was achieved with a geofenced campaign: nearly 42,000 people on Facebook and 3,200 on YouTube. The effort was also recognized nationally by U.S. Travel, winning a Destiny Award for Grassroots and Advocacy Campaign



Destiny Award | 2021

#1

**The first-to-market
sustainable tourism
initiative of its kind**

42K

**Engaged with
Facebook content**

3,200

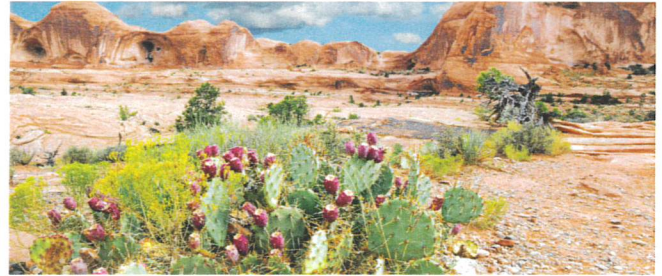
**New YouTube
subscribers**

National Recognition

**U.S. Travel Destiny
Award for Grassroots
and Advocacy Campaign**

Challenge

Moab, Utah is a destination known for its astounding natural landscapes and adventurous spirit. Long-regarded as a bucket-list destination for mountain bikers, hikers, four-wheelers, and travelers in general, the town of Moab has faced overwhelming pressure during peak seasons. Working with The Moab Travel Council (discovermoab.com), Love Communications was tasked with promoting travel during the off-season and inspiring responsible visitation. The content produced would be central to digital media efforts, and used as in-native advertising.



Solution

Like all content creation efforts, we started by analyzing our audience's search intent. How were travelers seeking the information we wanted to offer, and how could we better position DiscoverMoab.com than their competitors? Our research led to the creation of an informative article, optimized to address all aspects of The Best Time to Visit Moab. The piece was written to keep users engaged, rank organically, and serve as a useful resource to acquire backlinks.

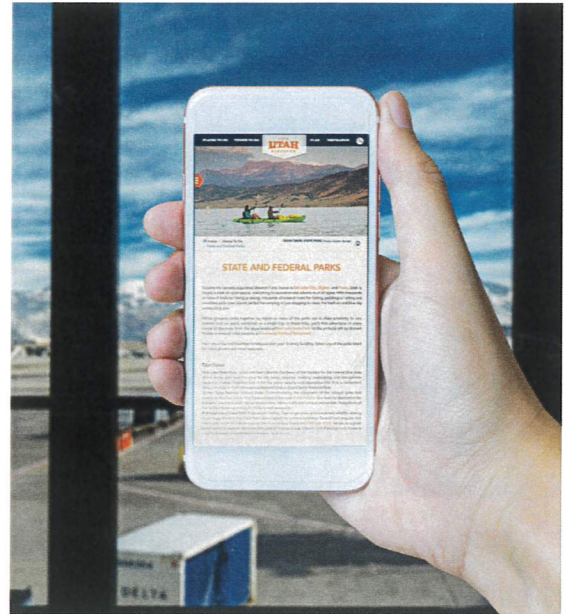
Results

The article gained organic value quickly, with the target keyword "best time to visit Moab" **rising from the 16th position to the 2nd in only 3 months**. The page also ranks for a variety of terms DiscoverMoab had not currently ranked before. Plus, the page attracted backlinks for a variety of sites, including travel publications. Since publishing, **organic traffic accounts for 83% of all users** and **drives higher session durations than the site average**.



Challenge

Utah's Mighty Five™ national parks are a primary focus for out-of-state tourists and the Utah Office of Tourism (UOT) alike, each year generating over \$10 billion in overall travel spending and over \$1 billion in Total Tourism-Related Tax Revenue for the state. As overcrowding of the parks continues to rise, UOT must be deliberate in how it manages its strong search presence and on-page communication around national park visitation. Love was presented with the challenge of prioritizing the search presence of high-value national park pages, maintaining and improving ranking positions, while continuing to support UOT's strong initiatives around sustainable tourism, distribution of visitation statewide, and quality visitation.



Utah Office of Tourism Content

Solution

Love collaborated with UOT on new content structures for each national parks page, bolstering each with relevant content and technical optimizations. Furthermore, Love created supporting pages for each national park to address activities, camping, and itineraries that would act as organically valuable content clusters and provide travelers with better resources for planning.

A focus among new pages was regional itinerary content, pointing users to destinations "off the beaten path" as part of a 5-day visit. Both national parks pages and itinerary content were supported with a paid search campaign. In response to unprecedented industry trends related to the COVID-19 pandemic, drive market searches (i.e. Las Vegas to Zion) were strategically targeted to capture those with the highest intent to travel.

Results

As a result of our optimizations, UOT saw an increase in organic rankings, page sessions, and average session duration for national parks pages. The site gained top rankings and 3 new featured snippets for national park search terms. This site also saw a 16.81% increase in average time spent on-page and a 15% increase in average rank for target search terms across all optimized national park pages.



13%

**increased avg. time
spent on page across
optimize parks pages**



15%

**increased average ranking for
target keywords on optimized
parks pages**



34%

**longer session duration
from PPC drive markets
than national campaigns**



Financial Structure & Management

3) Cost of services to be provided

A schedule of fees for the various services to be performed

Love proposes a 10% commission of the media budget to serve as compensation. This would cover all agency time for media planning and buying, optimization, reporting, and account management. This is lower than our standard media commission of 15%. We would welcome any discussion and refinement to this proposed structure.

We value our partnership with you and would want an arrangement that works for both of us!

FORM I

Public Records Law

THIS FORM MUST BE COMPLETED AND RETURNED WITH YOUR PROPOSAL

Upon selection of the award, submittals become "public records" and shall be subject to public disclosure consistent with the Governmental Records Management Act. Those who submit must invoke the exemptions to disclosure provided by law in the response to the solicitation, and must identify the data or other materials to be protected, and must state the reasons why such exclusion from public disclosure is necessary.

If you submit information exempt from public disclosure, you must identify with specificity which page(s)/paragraph(s) of your proposal package is (are) exempt from the Governmental Records Management Act and identify the specific exemption section that applies to each. The protected information must be submitted to the County in a separate envelope marked accordingly. By submitting an offer in response to this solicitation, you specifically agree to defend and indemnify Grand County, County Commission, and its officers, employees and agents, and hold them harmless from any claim or liability and defend any action brought against them for their refusal to disclose copyrighted material, trade secrets or other proprietary information to any person making a request therefore.

Company Name: Love Communications

Authorized representative (printed): Jeremy Chase

Authorized representative (signature): 

Date: 6/10/2022

**WHY SETTLE
FOR LOYALTY
WHEN YOU
CAN HAVE
LOVE?**

– Joey Reiman

LOVE
COMMUNICATIONS