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Client: Discover Moab

Request: Fly and Drive strategy options

Date: 9/14/22

Objective: Based on strategic feedback, we have created three options on how we could allocate funding to support two initiatives: 1) a campaign targeting Fly Markets, and 2) a campaign targeting Drive Markets.

Travel Trends to keep in mind:

Source: Destination Analysts (September 2022)

- 59.4% of travelers agree that if gas prices don't come down, they will be staying closer to home on their road trips this summer/fall. *Only 19.9% disagree.*
- 28.7% of travelers agree that due to airline's recent issues, they have decided to not travel by air this summer. *40.7% disagree with this statement.*
- 53.2% of travelers will prioritize visiting new places in 2022.
- Utah continues to show strongest in the western region, currently the 19th most desired destination for travelers living in the west.

Two-Pronged Strategy Rationale:

Amongst the concerns of inflation and cost implications on leisure travel, close-to-home road trips is a great opportunity for our Drive campaign to capitalize on — to inspire and influence active travel intenders to choose Moab. We also want to focus on targeting audiences who have not been to Moab before, as people are carefully selecting new destinations to visit. Our fly campaign will target these audiences in longer distance markets to stimulate a longer stay audience that can fly directly into the destination.

Option 1: Revised Drive Markets to include out of state

1. Drive Campaign:

- a. Strategy and Markets:
 - i. Our legacy placements remain as is, targeting northern Utah communities to encourage in-state travel that can be low hanging fruit for this fall to help increase hotel occupancy.
 1. 34% of SLC travelers stay 3 or more days. That number jumps to 61.6% if you change it to those who say two days or longer.
 - ii. As for the digital channels, we have added 6 out-of-state drive markets. The rationale for the market selections, in addition to being a possible road trip origin market, is the longer average length of stay in Moab that these markets produce:
 1. Denver: 57% of people stay 3 nights or more
 2. Phoenix: 67% of travelers stay 3 nights or more
 3. Colorado Springs/Pueblo: 74% of travelers stay 3 nights or more
 4. Boise: 80% of travelers stay 3 nights or more
 5. Idaho Falls: 86.4% of travelers stay 3 nights or more
 6. Las Vegas: 61% of travelers stay 3 nights or more
- b. Budget: \$459,000 for Q4 2022

2. Fly Campaign:

- a. Strategy: Remains the same as presented
- b. Markets: Denver, Los Angeles, Salt Lake, Chicago (focusing on markets that have flights into Moab, as well as Salt Lake City).
- c. Budget: \$750,000
 - i. \$300,000 in Q4 2022
 - ii. \$450,000 in Q1 2023

Option 2: Revised Budget Allocations to favor Fly Campaign

1. Drive Campaign:

- a. Strategy and Markets:
 - i. Our legacy placements remain as is, targeting northern Utah communities to encourage in-state travel that can be low hanging fruit for this fall to help increase hotel occupancy.
 - 1. 34% of SLC travelers stay 3 or more days. That number jumps to 61.6% if you change it to those who say two days or longer.
 - ii. As for the digital channels, we have added 4 out-of-state drive markets. The rationale for the market selections, in addition to being a possible road trip origin market, is the longer average length of stay in Moab that these markets produce:
 - 1. Denver: 57% of people stay 3 nights or more
 - 2. Colorado Springs/Pueblo: 74% of travelers stay 3 nights or more
 - 3. Boise: 80% of travelers stay 3 nights or more
 - 4. Idaho Falls: 86.4% of travelers stay 3 nights or more
- b. Reduced Budget: \$359,000 in Q4 2022
 - i. We would reduce the original \$459,000 drive campaign to \$359,000 and allocate \$100,000 to the Fly campaign, that was first presented to allocate \$300,000 this fall and \$450,000 in Q1.
 - ii. With this reduction, we recommend adding only four out-of-state markets in addition to the legacy northern Utah focus.

2. Fly Campaign:

- a. Strategy: Remains the same as presented
- b. Markets: Denver, Los Angeles, Salt Lake, Chicago (focusing on markets that have flights into Moab, as well as Salt Lake City).
- c. New Budget: \$850,000
 - i. We allocate the additional \$100,000 to the fall, resulting in \$400,000 in Q4 2022
 - ii. Keep \$450,000 in Q1 2023

