

An aerial photograph of a vast, snow-covered mountain range. The terrain is rugged, with numerous peaks and ridges. The snow is a bright white, contrasting with the dark green of the evergreen trees scattered across the slopes. In the upper center, there is a white banner with a thin black border. The banner contains the text "LIFE UTAH ELEVATED" in a bold, sans-serif font. "LIFE" is in a smaller font size above "UTAH", which is the largest and most prominent word. "ELEVATED" is in a smaller font size below "UTAH".

LIFE
UTAH
ELEVATED

Build For The Future, Not For Today

Jay Kinghorn | Director of Communications & Digital Strategy
Utah Office of Tourism, Film and Global Branding

Devices Change









Context Changes

Hours



Minutes



Seconds



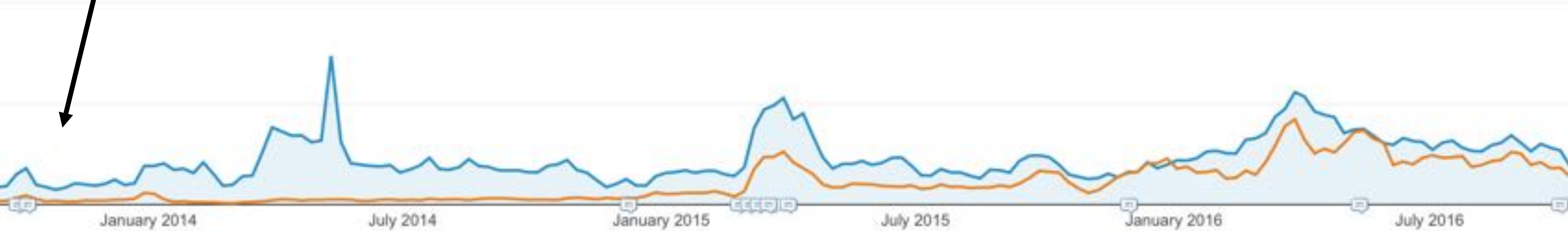
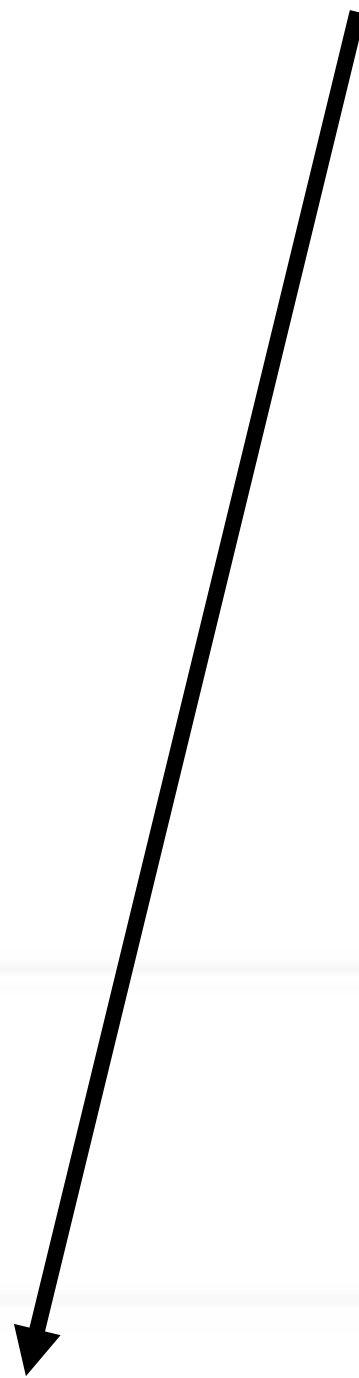
Context Will Continue to Change





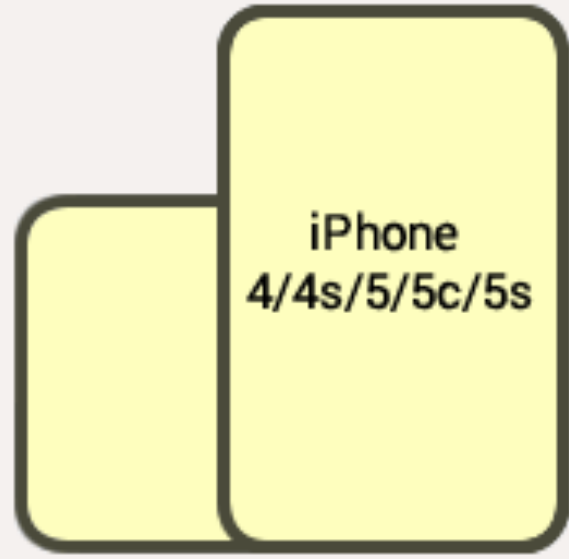
Does our content Change With it?

We Were Here



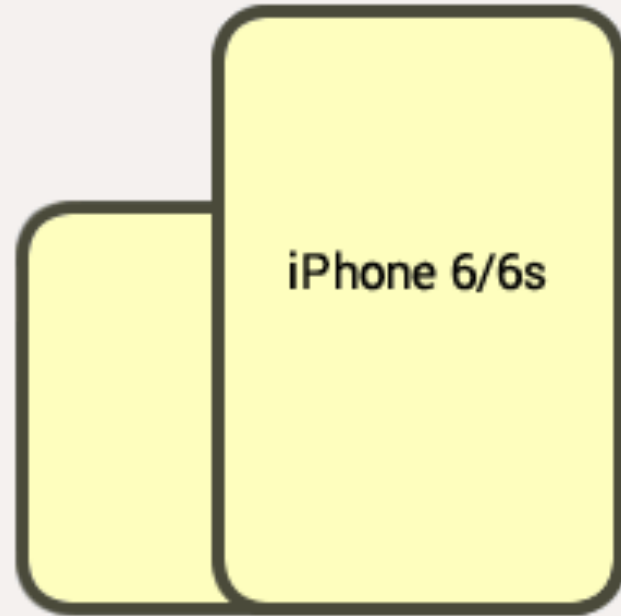
- Mobile visits
- TABLET AND DESKTOP

320px



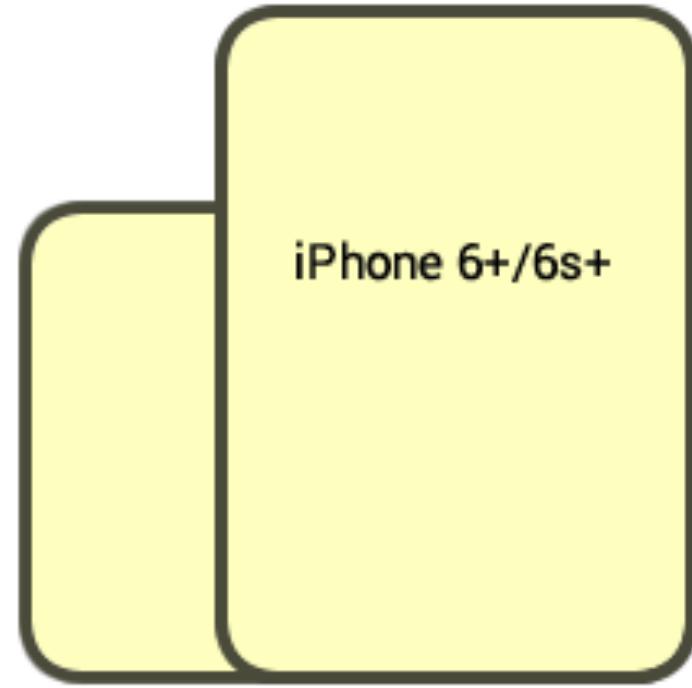
iPhone
4/4s/5/5c/5s

375px



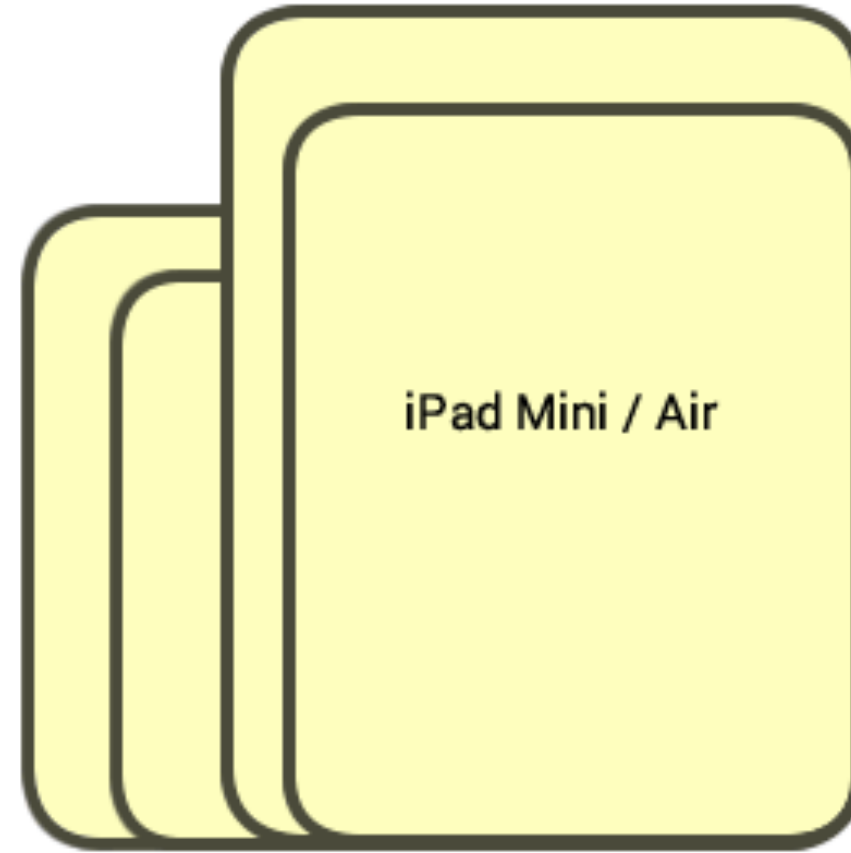
iPhone 6/6s

414px



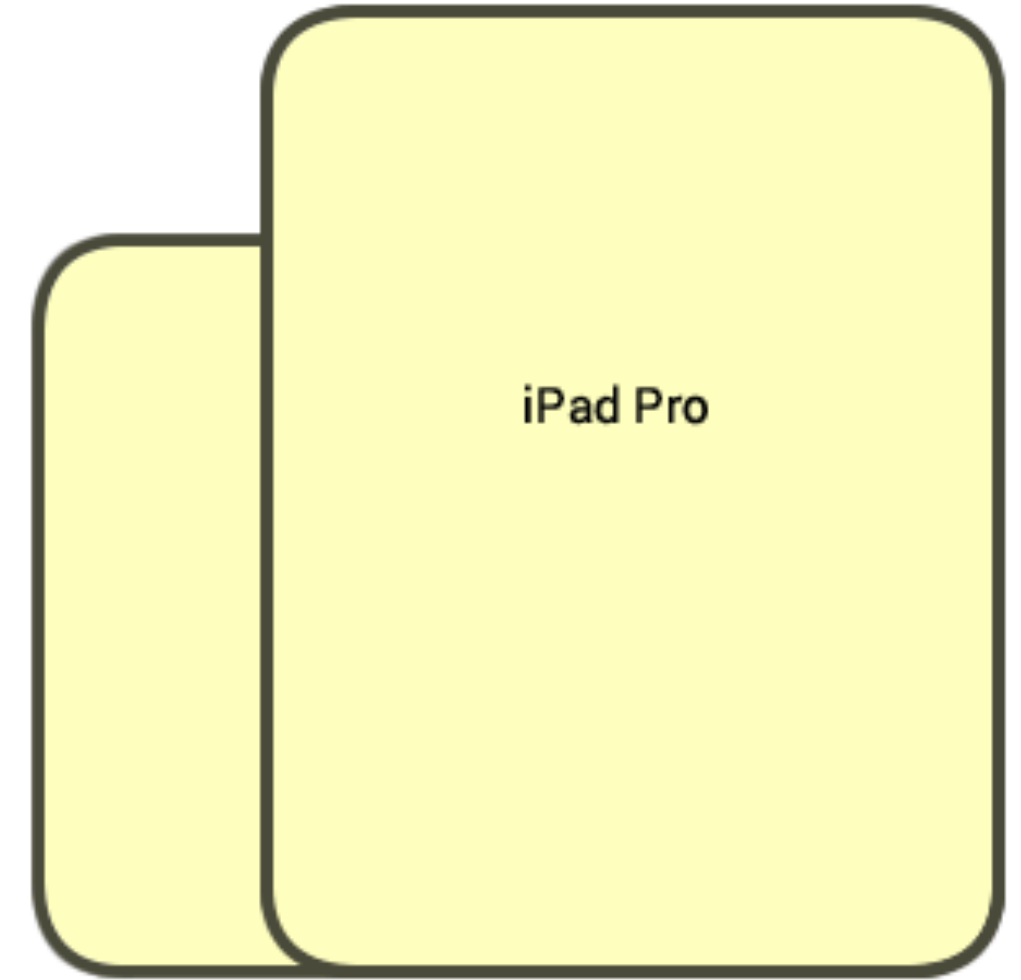
iPhone 6+/6s+

768px

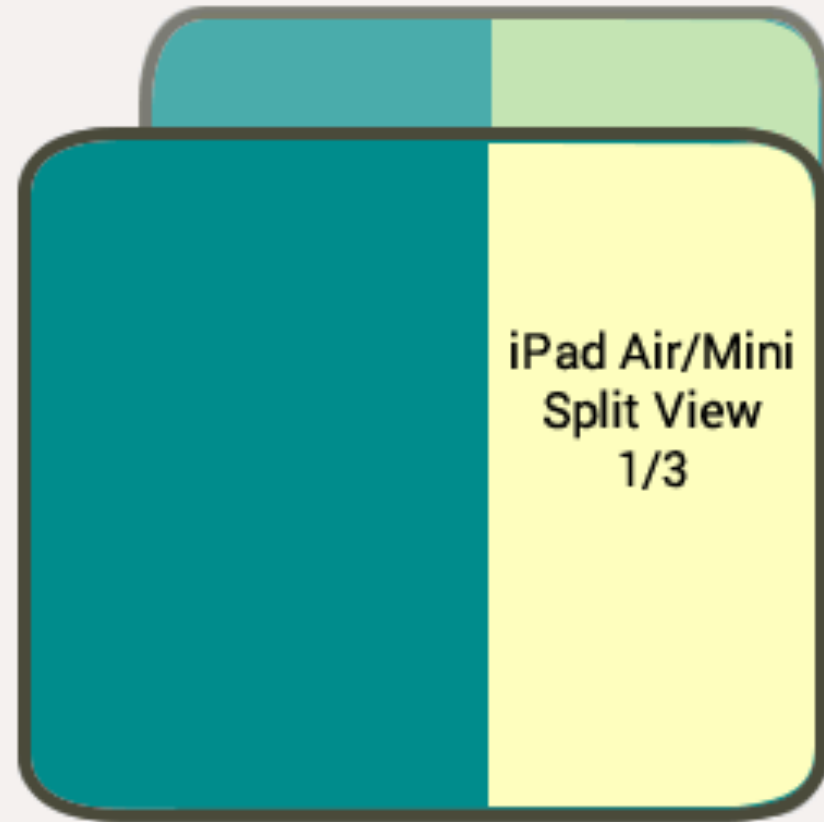


iPad Mini / Air

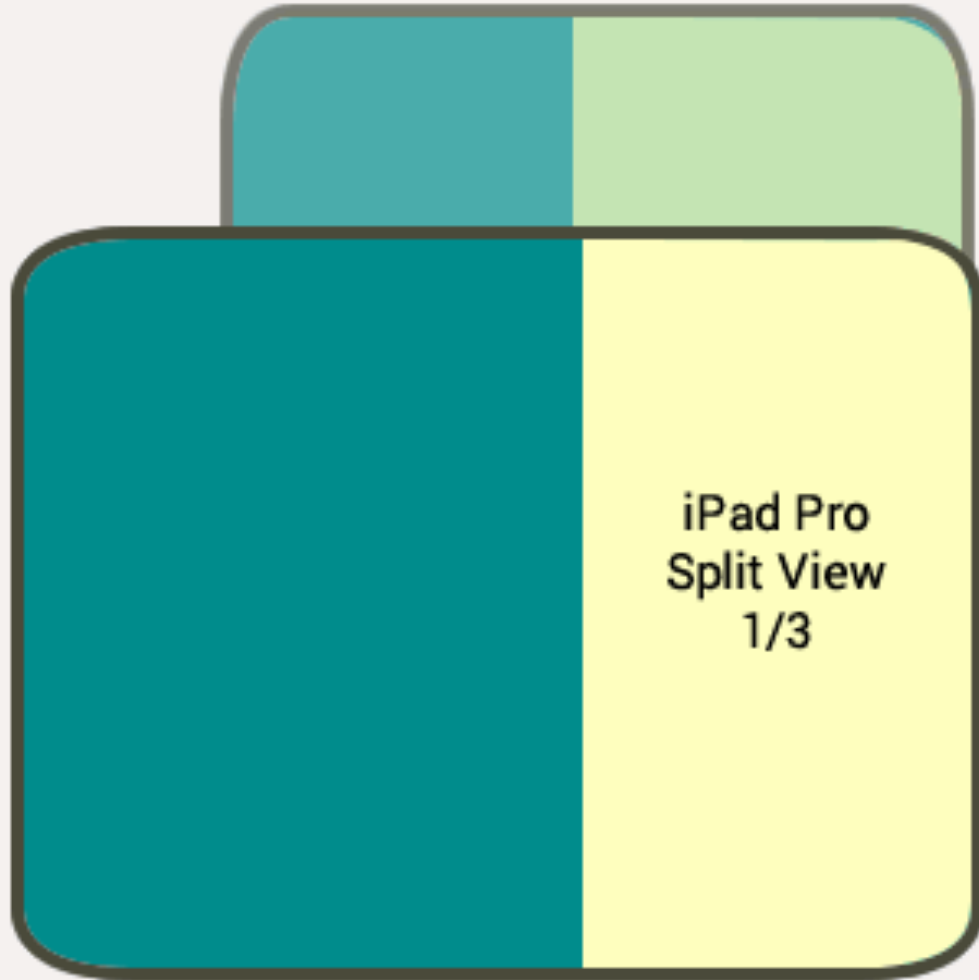
1024px



iPad Pro

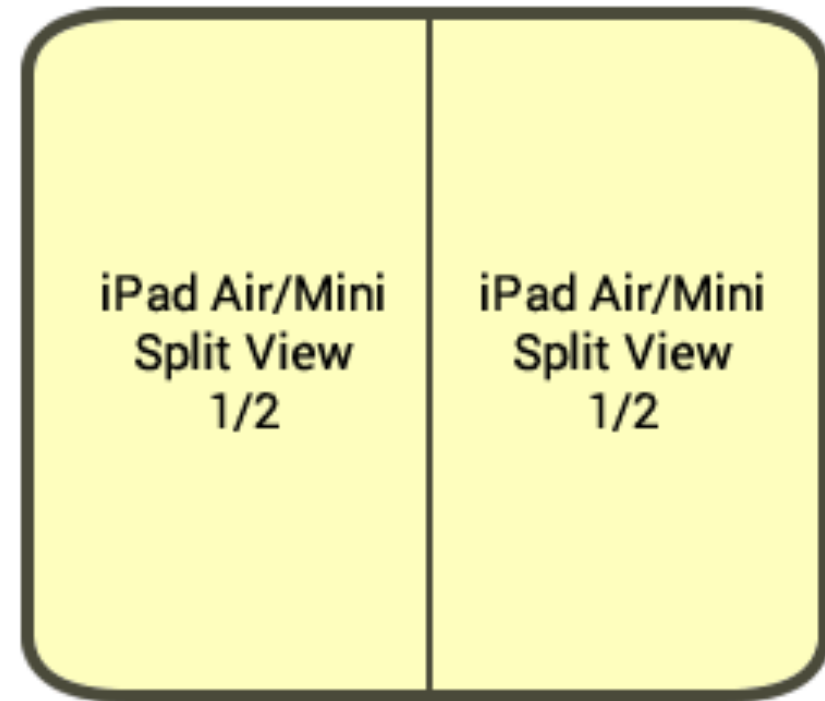


iPad Air/Mini
Split View
1/3



iPad Pro
Split View
1/3

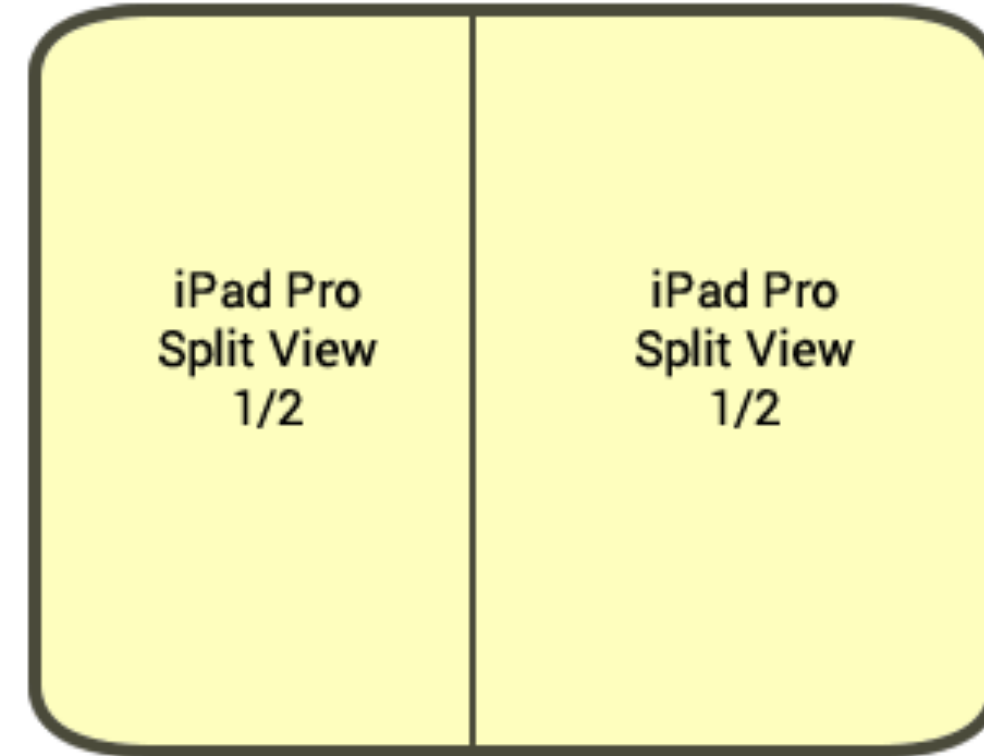
507px



iPad Air/Mini
Split View
1/2

iPad Air/Mini
Split View
1/2

678px

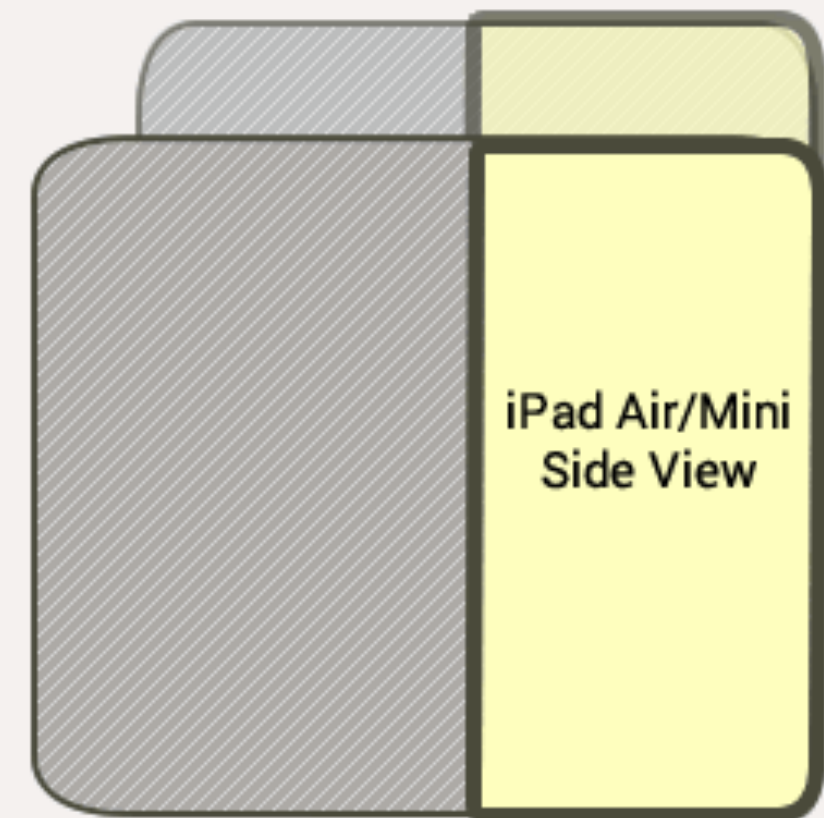


iPad Pro
Split View
1/2

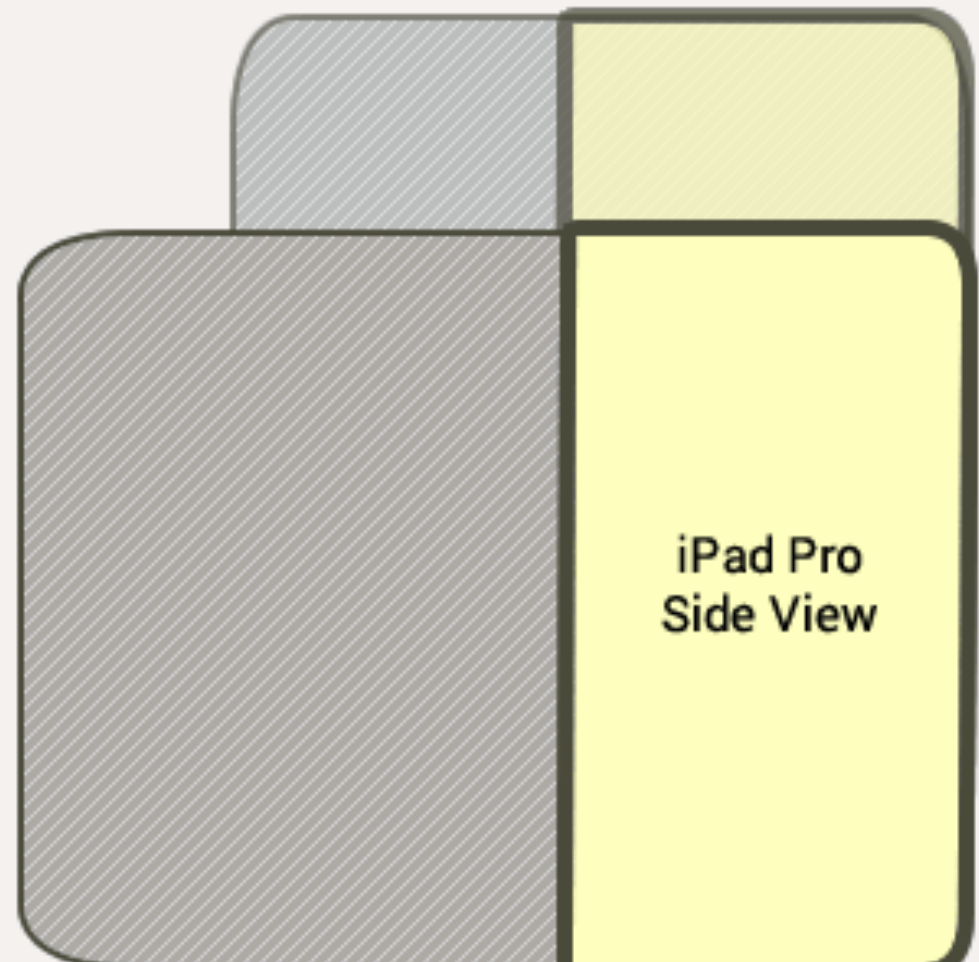
iPad Pro
Split View
1/2

1024px

iPad Pro on every mode and orientation will expose 1024px if no viewport meta tag is present



iPad Air/Mini
Side View



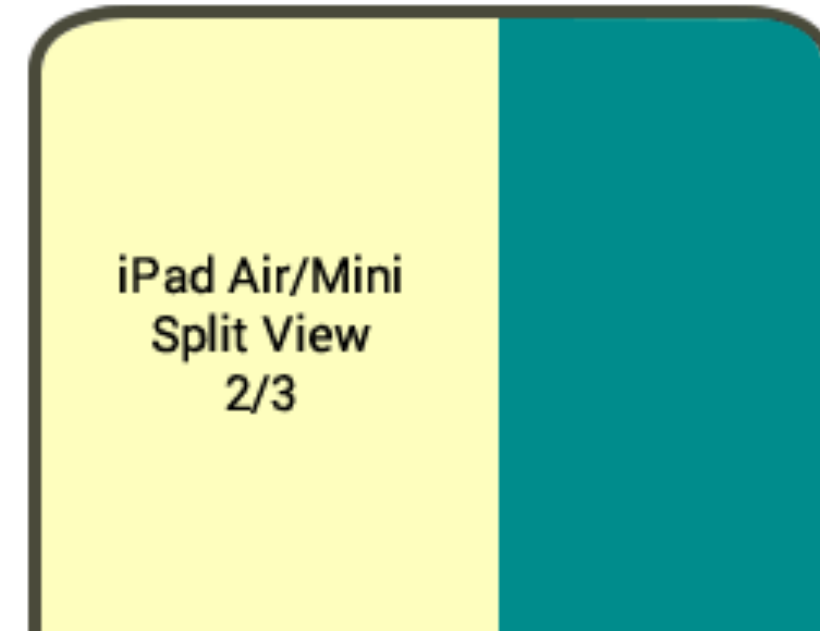
iPad Pro
Side View

438px



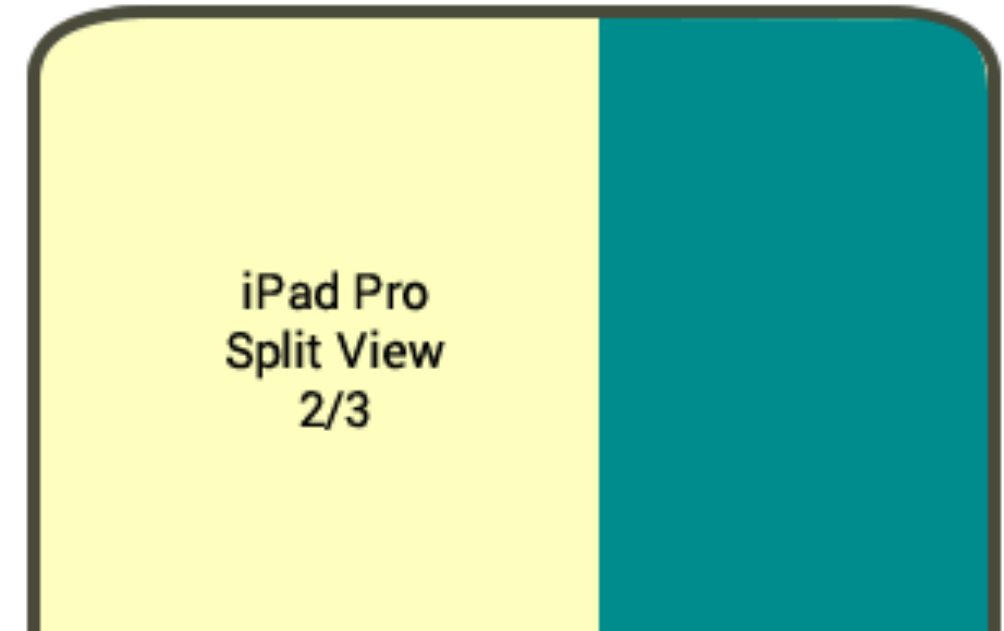
iPad Air/Mini
Split View
2/3

694px



iPad Air/Mini
Split View
2/3

981px



iPad Pro
Split View
2/3





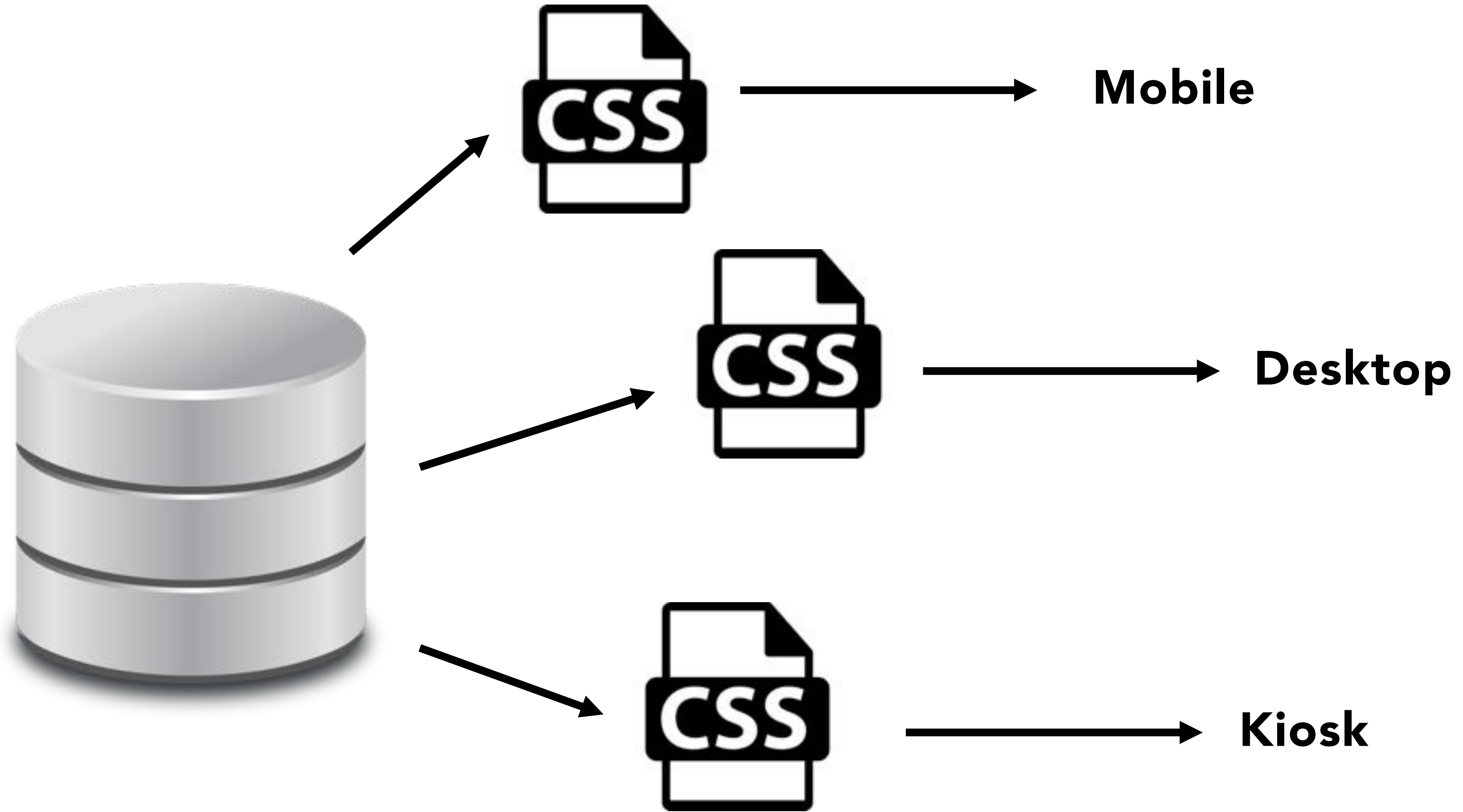
C.O.P.E- Create Once, Publish Everywhere



C.O.P.E Core Philosophies

- Build content management systems (CMS),
not web publishing tools (WPT)
- Separate content from display
- Ensure content modularity
- Ensure content portability

Separate Content From Display



Ensure Content Modularity



<head>

Title, SEO Description, etc

</head>

<body>

What you Actually Show to the visitor

</Body>

Ensure Content Modularity



Content Fields

{title}
{Short description}
{Long description}
{thumbnail}
{Images/Media}

Descriptive Fields

{GPS}
{County}
{Adventure Score}
{Luxury score}
{Published date}

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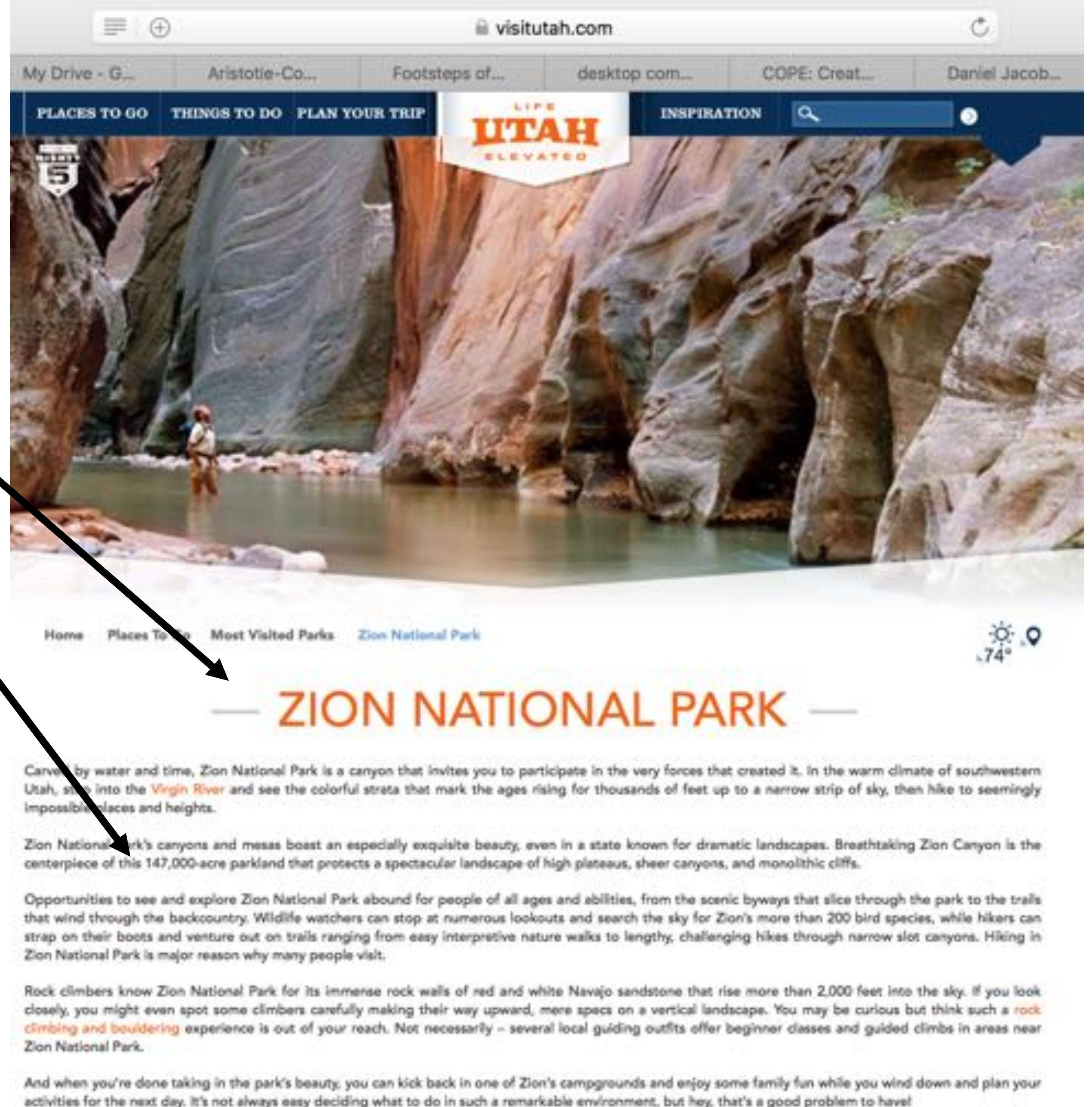
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visitutah.com

My Drive - G... Aristotle-Co... Footsteps of... desktop com... COPE: Creat... Daniel Jacob...

PLACES TO GO THINGS TO DO PLAN YOUR TRIP **LIFE UTAH ELEVATED** INSPIRATION

Home Places To Go Most Visited Parks Zion National Park

74°

ZION NATIONAL PARK

Carved by water and time, Zion National Park is a canyon that invites you to participate in the very forces that created it. In the warm climate of southwestern Utah, slip into the **Virgin River** and see the colorful strata that mark the ages rising for thousands of feet up to a narrow strip of sky, then hike to seemingly impossible places and heights.

Zion National Park's canyons and mesas boast an especially exquisite beauty, even in a state known for dramatic landscapes. Breathtaking Zion Canyon is the centerpiece of this 147,000-acre parkland that protects a spectacular landscape of high plateaus, sheer canyons, and monolithic cliffs.

Opportunities to see and explore Zion National Park abound for people of all ages and abilities, from the scenic byways that slice through the park to the trails that wind through the backcountry. Wildlife watchers can stop at numerous lookouts and search the sky for Zion's more than 200 bird species, while hikers can strap on their boots and venture out on trails ranging from easy interpretive nature walks to lengthy, challenging hikes through narrow slot canyons. Hiking in Zion National Park is major reason why many people visit.

Rock climbers know Zion National Park for its immense rock walls of red and white Navajo sandstone that rise more than 2,000 feet into the sky. If you look closely, you might even spot some climbers carefully making their way upward, mere specs on a vertical landscape. You may be curious but think such a **rock climbing and bouldering** experience is out of your reach. Not necessarily – several local guiding outfits offer beginner classes and guided climbs in areas near Zion National Park.

And when you're done taking in the park's beauty, you can kick back in one of Zion's campgrounds and enjoy some family fun while you wind down and plan your activities for the next day. It's not always easy deciding what to do in such a remarkable environment, but hey, that's a good problem to have!



Home Road to Mighty Hidden Secrets

HIDDEN SECRETS

6 DAYS 1005 MILES Have an open mind and a sense of adventure. Serendipity is your guide.

Day 1 | 125 Miles
ARCHES AND CANYONLANDS

- Moab Under Canvases: Glamping
- Devil's Garden Primitive Loop
- Gooseberry Trail

Discover the less-visited trails of Arches and Canyonlands national parks and stay the night in a unique setting that feels like camping yet is somehow much more comfortable

MOAB UNDER CANVAS: GLAMPING

A perfect treat for the road-weary traveler, glammed-up camping in beautiful white canvas tents, each with its own wood floor and furnishings. Did we mention the breakfast delivery or the proximity to Arches National Park?

[READ MORE](#)

DEVIL'S GARDEN PRIMITIVE LOOP

If you take the 7.2-mile loop along with all the short spur trails to nearby other features, this becomes the longest maintained trail. It's also most spectacular hikes you can find in a national park. Follow the crowd! Landscape Arch then leave them the remote loop.

[READ MORE](#)

GOOSEBERRY TRAIL

You can count the number of routes off the island in the Sky mesa on one hand.

ROUTE MAP

©2016 Google - Map Data Terms of Use Report a map error

OFF THE BEATEN PATH

Some other experiences to try close to your journey

VALLEY OF THE GODS

Tour the 17-mile gravel backway through isolated mesas, buttes and towers carved from Cedar Mesa sandstone. There is hiking throughout the Valley of the Gods, but it's more of an exploration in cross-country meandering, as there are no established trails.

[READ MORE](#)

DRIVING DISTANCES

Day 1: 125 Miles
Day 2: 250 Miles
Day 3: 180 Miles
Day 4: 150 Miles
Day 5: 125 Miles
Day 6: 175 Miles

Content Fields

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ADVENTURE
Utah Skiing Made Easy: Beginning Skiers
Explore five beginner-friendly ski runs (designated green circle) chosen for their iconic scenery, diverse terrain and overall awesomeness.



CULTURE
The Navajo Basketmakers
Rich in history, the ceremonial baskets are imaginative and tightly woven — and very labor intensive. Read more to get to know a few of the basketmakers.

Top Stories

Fodor's Travel: Utah No. 1

The Trail of the Ancients

What to Know for Ski School

Powder Dreams 3-Day Ski Itinerary

Vintage + Modern Après-Ski Spots

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ENTER A SEARCH SEARCH HISTORY

- Destination Ski City: Culture Élevé**
CULTURE PLANNING
Salt Lake City offers up the best of both worlds: world-class skiing by day and high culture after the sun goes down. Revel in the metropolitan lifestyle and culture and then gear up come morning for a day of big mountain skiing right in the city's backyard.
- Destination Ski City: Family and Budget**
ADVENTURE PLANNING
Salt Lake City isn't your regular ski town. It's the only Ski City. The city boasts well over 1,000 restaurants and 150 hotels, and Ski City's four resorts — Solitude, Brighton, Snowbird, and Alta — are each a little more than 30 minutes from downtown.
- Destination Ogden: Another Utah**
ADVENTURE PLANNING
Powder Magazine has ranked Ogden as the #1 Ski Town in the U.S. It's just 40 minutes from Salt Lake City International Airport and slopes are just a few minutes from town, with Snowbasin, Nordic Valley, and Powder Mountain each just a few miles away.
- 11 More Utah Winter Experiences**
ADVENTURE PLACE
With 14 ski resorts so close, it can be hard to make time for all the other winter activities. The very same access that makes skiing in Utah so extraordinary also applies to the array of off-the-slopes activities that round out Utah's complete outdoor winter adventure package. Think: ice fishing, ice climbing, tobogganing, heli-skiing, snowshoeing in red rock country and more.

[More Inspiration >](#)

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12 Incredible Ski Experiences You Can Only Have in Utah

From sheer proximity and the biggest mountains to a ski-in distillery and a celebrity-owned resort, these are the reasons to ski Utah now.



MORE WINTER EXPERIENCES



Powder Ski

Utah's powder... Where does it come from? Why is it the greatest ever? For many snow enthusiasts, the only question is "Where do I find it?" We've compiled a short list of Utah's best powder stashes.



Utah Olympic Legacy

Skiing, snowboarding and skating were not invented in Utah, though one could make a case they were made great here. Visitors to Utah can explore and participate in Utah's Olympic Legacy at multiple host venues and museums.



Backcountry Adventures

Utah's backcountry and sidecountry are tremendous draws for adventurous skiers and riders thanks to abundant powder snow conditions, diverse terrain and the promise of untracked slopes.

START PLANNING

The next steps of your vacation [planning](#) begin here. Check out this page to learn more about the sublimely [easy access](#) of Utah's ski resorts to downtown and the airport. It will show the 10 resorts within an hour of the Salt Lake area. You might also [browse all 14 resorts](#), since one of the truly unique Utah ski experiences not mentioned here is the downhill at Brian Head Resort. Some of the runs there have a bird's-eye view into the red rock hoodoos of the Cedar Breaks National Monument Amphitheater. It's an extraordinary landscape to behold. Or jump to our [Quick Guides](#), which suggest lodging options and things to do in the gateway cities, just down the canyon from the resorts.

DISCOVER MORE UTAH



CULTURE

Short List: Local Salt Lake City Nightlife Picks



PLACE

Uniquely Utah Après Ski Bars



CULTURE + PLANNING

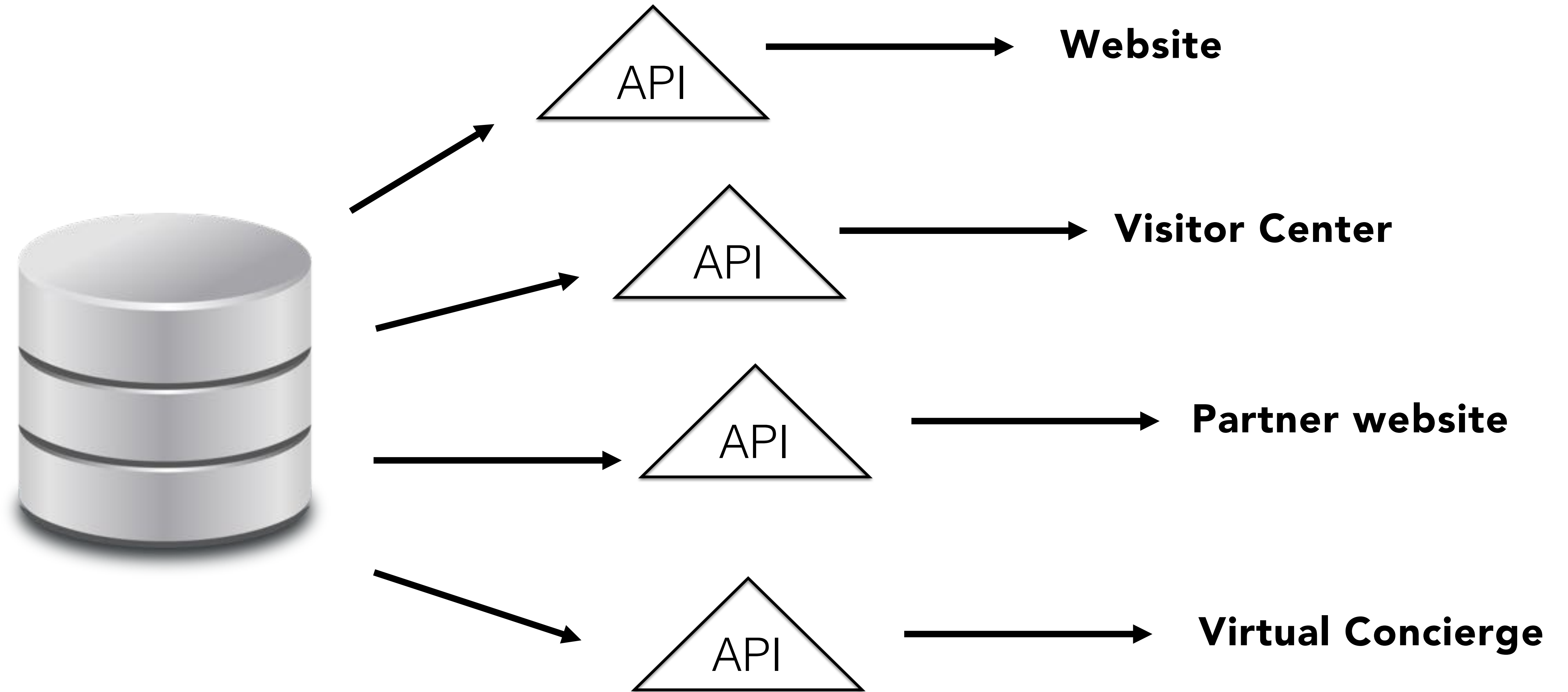
Vintage + Modern Après-Ski Spots



ADVENTURE + PLACE

Best Spots to Get Olympic Spirit

Future of VisitUtah.com



Three Key Takeaways

1. Plan for modularity and adaptability
2. Content distribution cost is zero
3. Expect continuous optimizing

Typical Web Page

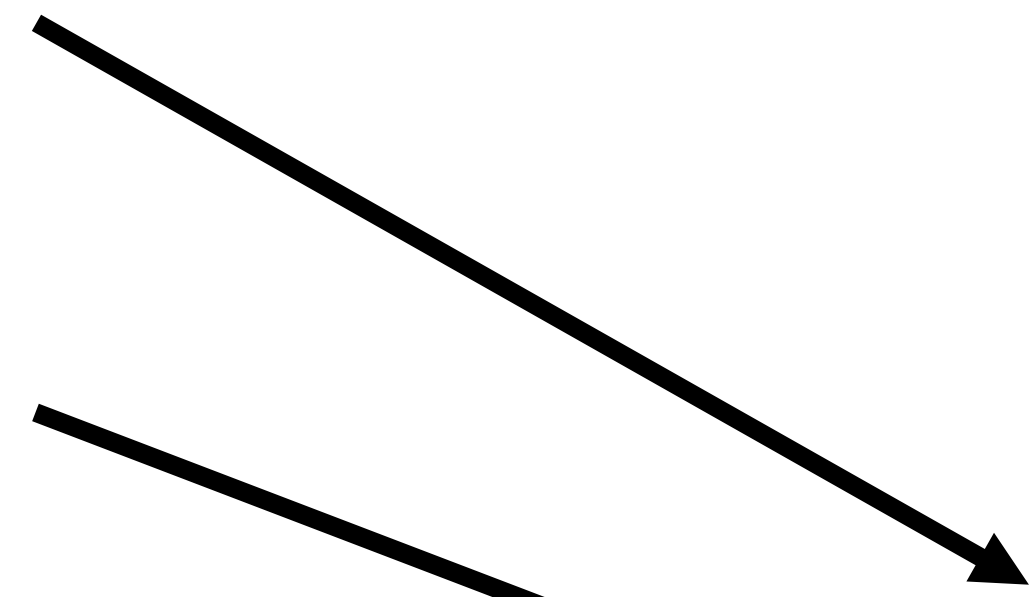
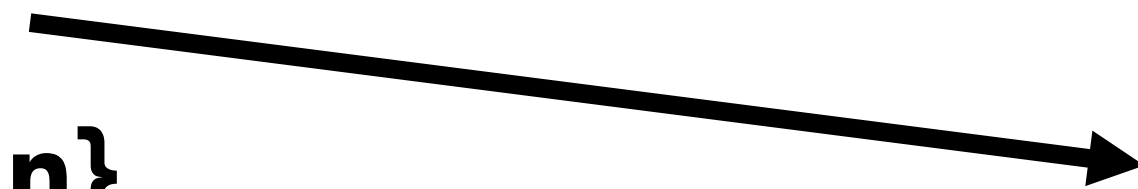


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Title, SEO Description,
etc
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What you Actually
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Typical Web Page



Content Fields

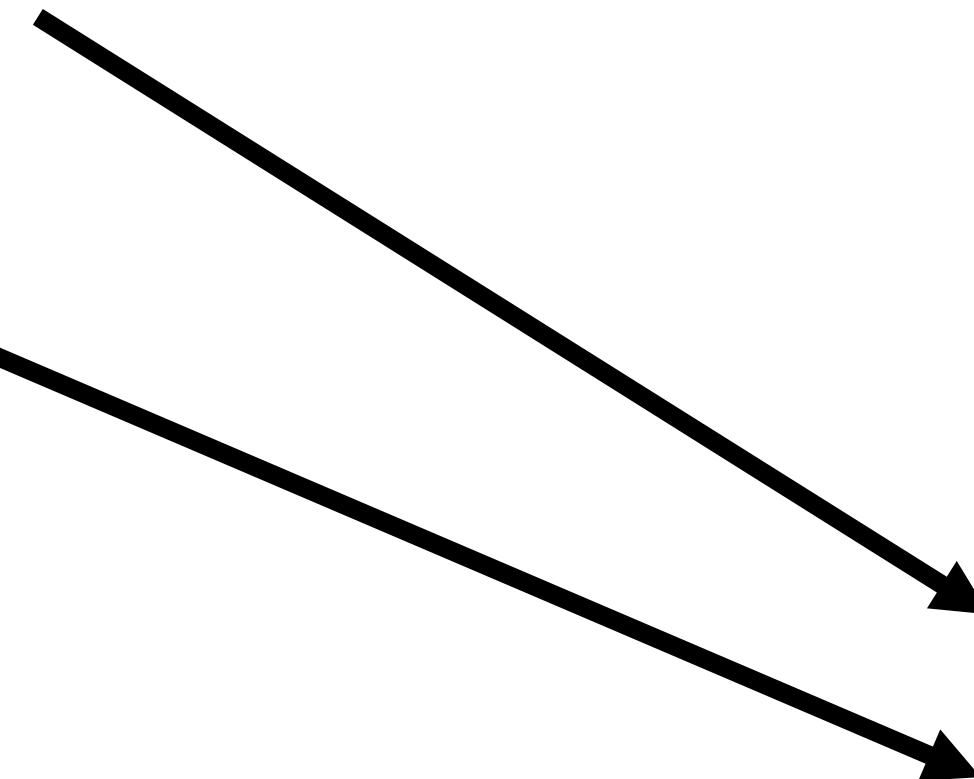
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LIFE
UTAH
ELEVATED®

Thanks!