

Visit Park City Case Study

Content Marketing



Digital Edge Has Been Park City's Meetings Agency for 3 Years Now.

With launch of responsive website, we made it a goal this year to take their meetings section to another level

Visit Park City's Meetings Focus

Drive more interest in **Corporate,
Incentive & Association Business**

Focus on the Off-Season

Create Strategies to Attract
the Right Meetings

Drive All Marketing to
In-Market Site Tours

What Meeting Planners Want



**“Information on Key
Industry Clusters in the Local Economy”**

**“Planners Want
Specific Information
of independent well-known experts in
the destination”**

“We Already Know

where our meetings will fit, and if a destination has enough rooms,” said Kristin Mirabal, CMP, director of global programs for The Optical Society (OSA).

“You may have a wonderful, attractive facility, but I am looking beyond that. We want to know what will attract our scientists and researchers beyond the beach – or whatever is the

Big Attraction.”

Content Marketing Strategy

3 Blogs per Month

3 Pieces of Site Content per Month

Redesign of Key Meetings Pages

Incorporates Content Distribution



Our Approach to Content Marketing

Evaluate the key market segments, the key offerings in destination, what knowledge based resources are available & what is unique to tell the story

Content Audit

- 3 Days
- 12 Hours Per Day Document each group attraction, activity & experience





Our In-Market Results

- More than 1,000 Photos
- Video footage & interviews with guides
 - Virtual Reality footage
- Visited & documented nearly a dozen sites to use for content program

Park City Digital Edge Team Visit

Blue Sky Ranch



Utah Olympic Park



Canyons Resort



Meetings Content Process



Align Content With Goals

Create Editorial Calendar With Goals
for Each Topic & SEO Keywords

Develop Content & Imagery

Design Pages on the Site Using
SV CMS Tools & Optimize



Park City, Utah Meetings

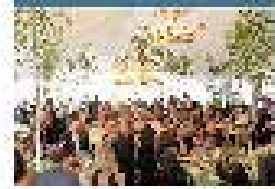
One of the most accessible (and accommodating) mountain meeting destinations in North America.

In 2016, we were ranked as one of the top 10 most scenic cities in the world. Our location is a beautiful mountain town with a rich history and a vibrant community. We offer a variety of meeting spaces, from intimate boardrooms to large outdoor venues. Our experienced staff will ensure your meeting is a success. Contact us today to learn more about the 48 Hour Experience in Park City, Utah.



PARK CITY MEETINGS INTERIOR PAGE PART 1

Meeting-Planner Transitions



Meet Our Park City Experts

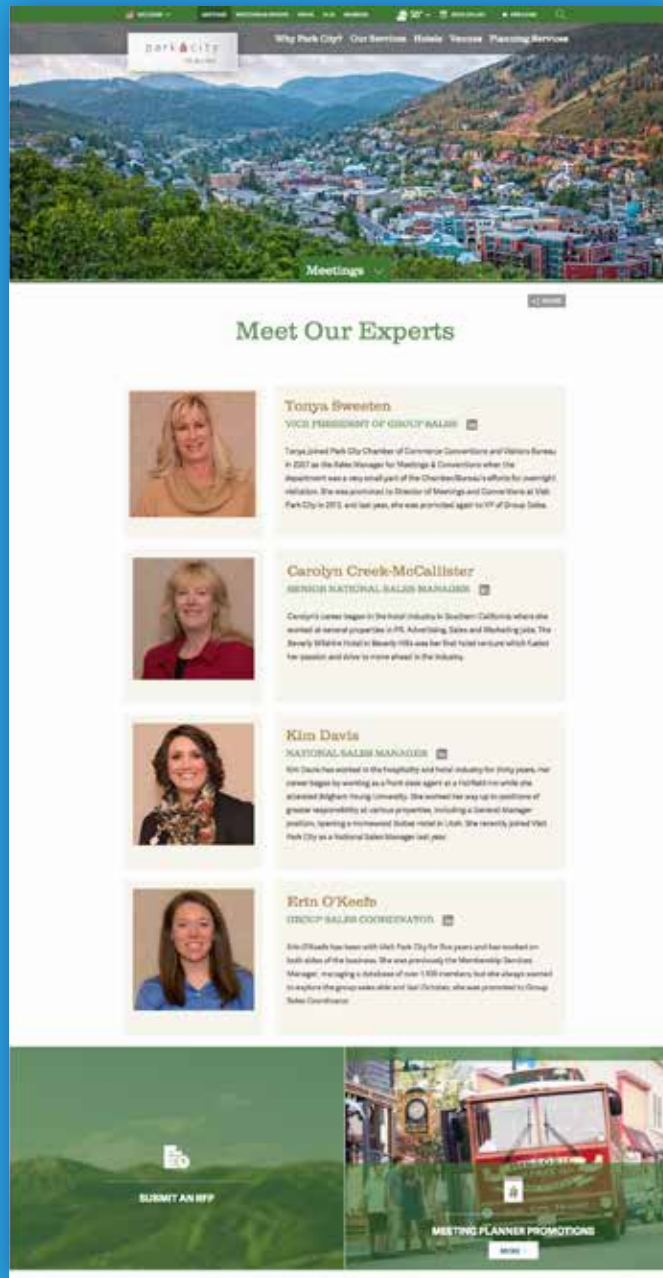


48 Hour Meeting, Local 48 Hour Experience

Our 48 Hour Meeting, Local 48 Hour Experience is a unique and exciting way to experience the beauty of Park City, Utah. It includes a variety of activities, from hiking and skiing to shopping and dining. Contact us today to learn more about this unforgettable experience.

more »

PARK CITY MEETINGS INTERIOR PAGE PART 2



PARK CITY MEET OUR EXPERTS INTERIOR PAGE

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Meetings



Tonya Sweeten
VICE PRESIDENT OF GROUP SALES

Tonya joined Park City Chamber of Commerce Conventions and Visitors Bureau in 2007 as the Sales Manager for Meetings & Conventions when the department was a very small part of the Chamber/Bureau's efforts for overnight visitation. She was promoted to Director of Meetings and Conventions at Vail Park City in 2012, and last year she was promoted again to VP of Group Sales.

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Vail Park City is proud of Tonya's record of driving success and sales growth for group bookings in Park City through the years when the industry experienced a lean market. As the industry has recovered, three people have since been added as a result of the growing demand for meetings business in the area. Vail Park City has seen growth of 80% for the Park City area group by 2016 over the last 8 years.

Tonya brings 30 years of experience working in the business travel and meetings industry. Her prior experience as a sales executive for Interthe Travel played an important role in keeping the meetings business from the start, personnel, the most common challenges and unique, and solutions.

"Being in Utah, we happen to be a hot for multi-destination companies, and they are really big on incentives for that reason. Thought incentives gets a lot of attention and generally results in major growth for the company."

Tonya has worked with really large direct sales companies on these special incentive meetings. She recalls regarding the award city chamber makes for the folks at Steamfit LLC, a stationary & fitness national marketing company.

"These companies are bigger than you would imagine and they have a beautiful brand with an eye for beautiful aesthetics and they pay attention to the details" she said. "We worked to find activities and amenities that would match Steamfit's brand values, which are primarily women that work for the company from home. The incentive trip was so successful and the company grew much bigger each year since they were searching for large clients that would carry all the successful sales."

Tonya and her team have planned everything from large group events that require multi-lingual services to highly regulated specifications, to small group bookings that have a strict budget and need incentive meals to help define a more creative strategy. She is a big fan of FAM tours, which introduce new meeting planners to the area by setting up an itinerary that includes all the best that Park City has to offer.

Before jumping into her current career, Tonya worked a seasonal retail and guide service that was a local member of the Park City CVB. She also understands the importance of introducing meeting planners to all of the different activities that group can do in Park City.

"My accessible tours really focused on group bookings. They were a primary source of business and I think knowing the industry from that side has helped me become more creative and dynamic when talking the meeting planners about all of the activities there are available here."

Tonya and her team are focused on bringing awareness to meeting planners of what Park City has to offer outside of the peak winter season destination. She has worked on an annual event in a variety of formats seven events that take place in Park City like Snow the Summit and group have been building fun at Utah Olympic Park.

Tonya loves all of the snow and she recently worked to meet you. Reach out to the sales team at Vail Park City to begin planning your next FAM trip or meeting today!

PARK CITY MEET OUR EXPERTS INTERIOR PAGE -
TONYA SWEETEN PAGE



Top 10 Exciting Group Activities for Summer Meetings

Park City, Utah is the perfect location for a mountain meeting. It's a short 30-minute drive from an international airport, the state of the country's top mountain resorts, and has a large variety of meeting spaces especially for a smaller group. Not to mention the most unbeatable fact about this mountain town is that while it was home to the 2002 Winter Olympics, the summer months are when groups can experience some of the best Park City has to offer!

#1

Thrilling Experiences with Olympians!

Your meeting attendees will love being by the historic action through-out the park. Learning on the sidelines and experiencing world-class coaching on the water table, and then on the track!



#2

Golf in Park City!

You can golf in Park City the entire day, you'll be the first! Park City golf courses are less than an hour away from both local and city transportation systems. The hard part is deciding which Park City golf course you should play first. Park City and the surrounding area are home to some of the city's best golf courses.

#3

Time on the Trail!

Mountain bike group rides and hikes for all levels abound throughout Park City. Full-on mountain use of trail systems can be an exhilarating experience. Park City is a great location to provide the perfect mountain bike trail for your group. It's a fun and exciting activity that will help your group bond in a beautiful and scenic setting.



PARK CITY TOP TEN ACTIVITIES INTERIOR PAGE PART 1

#4

Horseback Riding & Gourmet Culinary Excursion!

Explore the Park City area on horseback, discover local wildflowers, enjoy scenic views and delicious gourmet meals on a horseback ride for a group meeting. We catered to a general staff for group meetings.

#5

Museums, Main Street and Scenic Outdoor Dining!

Park City Mountain Museum is a public park and is a great place to see more of the galleries, public parks, and gift shops are close by and available. Many dining opportunities in Park City have and are an excellent option for your group meeting and to enjoy a great meal looking at the city's history in the park's view.



#6

Free Transportation & Vibrant Night Life!

Transportation is provided throughout Park City to ensure you can enjoy the best of both worlds. Buses and shuttles provide convenient and affordable fare and meeting that is great!

#7

Mountain-Style Resort Spa Day!

Enjoying the many offerings of the spa in Park City, your group will enjoy the relaxing and rejuvenating treatments, massages, and spa services. Relaxation, pampering, and indulgent massages and facial treatments.



#8

Tour Local Craft Breweries, Wineries, and Distilleries!

The local distilleries, breweries, and wineries are happy to offer private meetings in group settings. Networking events and many events will offer delicious food pairings.

PARK CITY TOP TEN ACTIVITIES INTERIOR PAGE PART 2

#9

Learn Mountain Country Sports from Experts!

Your groups can master new skills like fly fishing, alpine ski, golf, mountain biking or clay shooting from local expert coaches. There is nothing like learning a new skill together in an exciting setting. Meet and have some fun with a diverse group of attendees.

#10

Delicious Group-Accommodating Restaurants!

Explore the diverse scene in Park City and enjoy some of the best dining options. The variety of group dining options is one of the best features of the mountain town. Enjoy the best dining options and accommodations. There is nothing like dining with your group in a beautiful setting. Enjoy the best dining options and accommodations.

Yes. All That!

From meeting parties with endless group activities and team building fun to delicious nights with group accommodations, transportation, to the best scenic activities like horseback riding or just some of the best scenic views. This is nothing but the best of Park City for your next summer meeting! Yes. All That!

Search our ICF and our Meeting Planning Experts will assist you in help planning your summer meeting in Park City today!

parkcity.com | 800.477.4777 | 406.734.4777 | 406.734.4777 | 406.734.4777

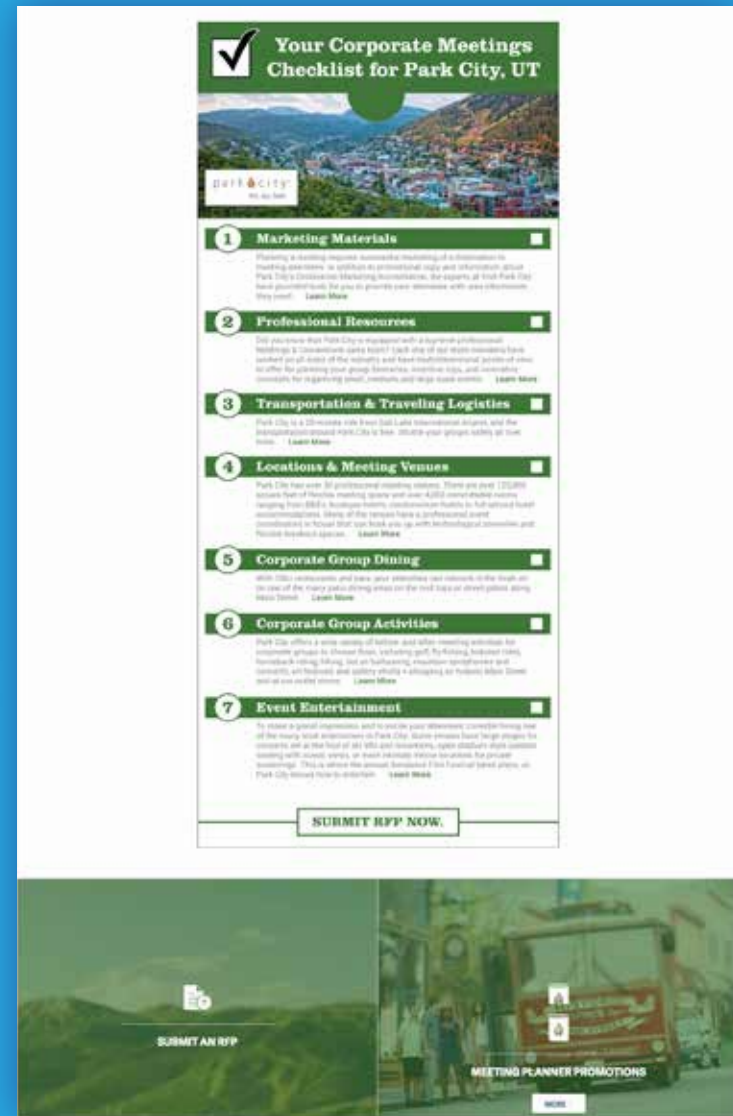
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PARK CITY TOP TEN ACTIVITIES INTERIOR PAGE PART 3



PARK CITY MEETINGS CORPORATE MEETINGS CHECKLIST
INTERIOR PAGE PART 1



PARK CITY MEETINGS CORPORATE MEETINGS CHECKLIST
INTERIOR PAGE PART 2



Meetings



Posts from Visit Park City's Four Season of Fun Event For #ASAE16

Attendees from the ASAE Annual Meeting & Exposition in Salt Lake City in August spent a free evening in the beautiful mountains of Park City. They were treated to an unforgettable evening of Deer Valley's signature cuisine, open bar and high-flying entertainment. Check out the amazing posts from the event in Park City, and some of our favorite posts from the ASAE Annual Conference in Salt Lake! #ParkCityASAE



PARK CITY FOUR SEASONS OF FUN INTERIOR PAGE PART 1

Park City is the perfect mountain destination to plan your next meeting or convention.

The town is loaded with activities for groups throughout all four seasons of the year. Park City is incredibly scenic, full of culture and loaded with delicious culinary experiences. The groups that visited Park City from the ASAE conference were able to experience just some of the fun summer activities in Park City. Be a part of it, hike over the canyon, zip lining at Utah Olympic Park, ziplining on Main Street, and watching high-flying stunts, entertainment from the Flying Aces.

With only a 90 minute (unbuffered) drive by our train to Park City from the Conference Center in Salt Lake City, the attendees found an experience of a lifetime.

Follow us on Instagram for more amazing photos from Visit Park City & explore Park City, Utah's Official Visitor Information Center. See why this is the perfect mountain destination to plan your next meeting!

Tag [@visitparkcity](#) or [#visitparkcity](#) to be featured [VisitParkCity.com](#)

park city Park City Chamber of Commerce
Destination & Visitor Center 801.393.1300
1000 Eisenhower Blvd #200
Park City, UT 84302

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PARK CITY FOUR SEASONS OF FUN INTERIOR PAGE PART 2



3 Incentive Trips Your Teams Want to Win in Park City, Utah

Studies provided by Allan Schwager, Executive Director of TMLU, Inc. for the Incentive Research Foundation in July 2016 provided powerful insights into the neuroscience and behavioral economics that affect people engaged in an incentive program. He referenced the acronym "SAST" for building an effective incentive program that is scientifically proven to motivate your employees, sales reps, and teams. The following three destinations are perfect for providing meeting planners with an Easy, Attractive, Social, and Timely incentive program, but when you are thinking about SAST, and you want to make your meetings a little more luxury, considering heading WEST to Park City, UT.



1. Luxury Incentive Ideas from Blue Sky Ranch

If you are looking for an extra edge on your incentive trip package, Blue Sky Ranch in Park City, UT is on the verge of becoming the ultimate incentive experience by Spring 2017. Currently, there are over 3,000 acres of western inspired mountain adventures to choose from that are all guided by experts. Groups can enjoy a scenic horseback ride complemented by a professionally catered lunch by an executive chef at one of the stops on the trail. They can learn how to work cattle, catch a 5-lb Brown trout, shoot clay targets, or explore the ranch by snow-shoes or a snowcat ride. On the ranch, The High West Distillery invites visitors to follow the whiskey making process from grain-milling and mashing through stilling and aging (and tasting, of course).

Coming soon, Blue Sky Ranch will offer luxury yurts outfitted with old-fashioned soaking tubs, state-of-the-art technology, and all surrounded by the ancient and ever-changing views of the Wasatch and Uintas. This is the perfect yoga retreat.

Earth House, Sky House, Creek House and Edge House showcase the extraordinary beauty of the land from all angles. Forty meticulously-appointed living spaces range in size from an intimate, shy 800 SF to 1,500 SF of unparalleled luxury.

PARK CITY 3 INCENTIVE TRIPS YOUR TEAMS WANT TO WIN IN PARK CITY, UTAH INTERIOR PAGE PART 1



2. Exciting Incentive Experiences at Utah Olympic Park

Utah Olympic Park is perfect for the Executive trip that is packed with teamwork, thrilling adrenaline rushes, and inspirational activities to motivate your teams. As a former training facility for scores of the most celebrated athletes in sports history, UOP provides access to Olympic members of the US Speedskating team that you can invite to demonstrate their amazing sport or inspire you with stories of their rise to Olympic greatness during your group event.

Optional services from athletes at the park can be planned to include motivational speaking engagements, meet and greets, autograph signings and more.

Unlike your team with exclusive experiences and complimentary based activities, Crystal & Summit Rope Courses complete with a Drop Tower and Base Camp Teem Building Sessions, from mountain biking, to skiing, to alpine cross slides, and extreme tubing, there is more incentive itinerary activities than you can imagine at Utah Olympic Park!

With over 28,000 square feet of space, the possibilities are endless for your customized event at the Olympic Oval. Planners have access to exclusive use of the 400m Olympic Oval ice, two Olympic Size Hockey Rinks, World Class Running Track, formal meeting space, conference room, and more!



3. Customize Incentive Programs at Canyons Village & Resort

This huge village in the middle of a small mountain town is completely designed for guests to enjoy everything in one space. Incentive programs at Canyons Village can include everything from dynamic team mountain hikes to luxury spa services that have indoor "warm out" entrances into outdoor heated pools. The large area at the base of the mountain lift lift has hosted everything from large concerts to conventions.

This is an all-inclusive resort facility loaded with outdoor fun and beautiful expansive indoor spaces that can hold groups of all sizes. The Kokopelli Grand Ballroom measures nearly 5,000 sq. ft. and The White Pine Ballroom is a 1,700 square foot room that can be divided into two. The Grand Summit offers four additional breakout rooms (370 square feet each), and the conference center is equipped with it's own private lobby entrance.

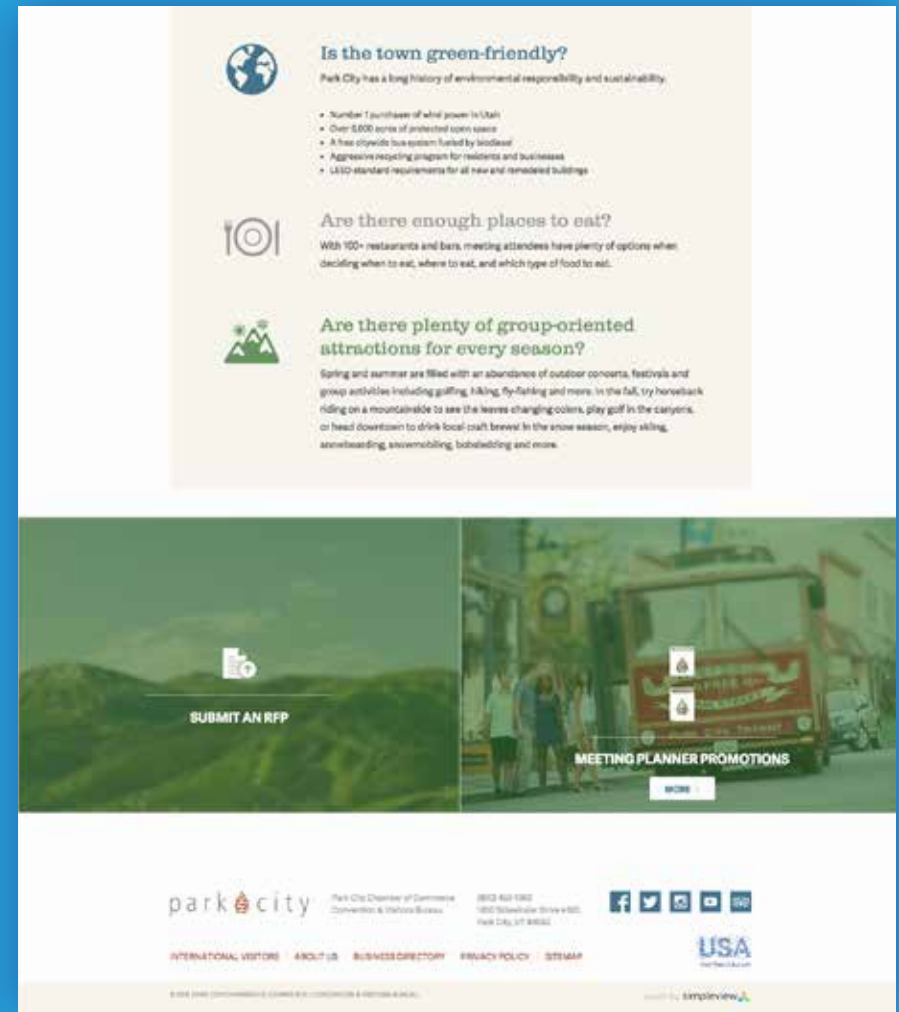
An expert group sales manager for the resort is available to help you design a customizable experience that takes advantage of all the park, village, and resort has to offer!

Whether you are looking for an incentive trip that encompasses the EAST (Easy, Attractive, Social, and Timely) or the WEST (Wild, Diverse, Inspiring, and The Total Package), Park City, UT has you covered! Don't miss out on planning the ultimate incentive trips that your teams want to win.

PARK CITY 3 INCENTIVE TRIPS YOUR TEAMS WANT TO WIN IN PARK CITY, UTAH INTERIOR PAGE PART 2



PARK CITY 3 HOW TO MAKE A BIG IMPRESSION WITH A SMALL TOWN MEETING INTERIOR PAGE PART 1



PARK CITY 3 HOW TO MAKE A BIG IMPRESSION WITH A SMALL TOWN MEETING INTERIOR PAGE PART 2



MEET IN PARK CITY INTERIOR PAGE PART 1



MEET IN PARK CITY INTERIOR PAGE PART 2

Site Performance Since Content Program Launch

584%

Increase in Meetings Sessions

719%

Increase in Meetings New Users

28%

Bounce Rate Decrease

19%

Increase in Meetings New Sessions

60 New Pieces Of Content at End of Fiscal Year



Content Distribution

Promotional Emails | LinkedIn Posts
Facebook Posts | Paid Search



What's to Come

**Development of Virtual Reality
Video Footage to Content**

**Production of
Meetings Videos**

**Addition of Market
Specific Messaging**

Thank You

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