

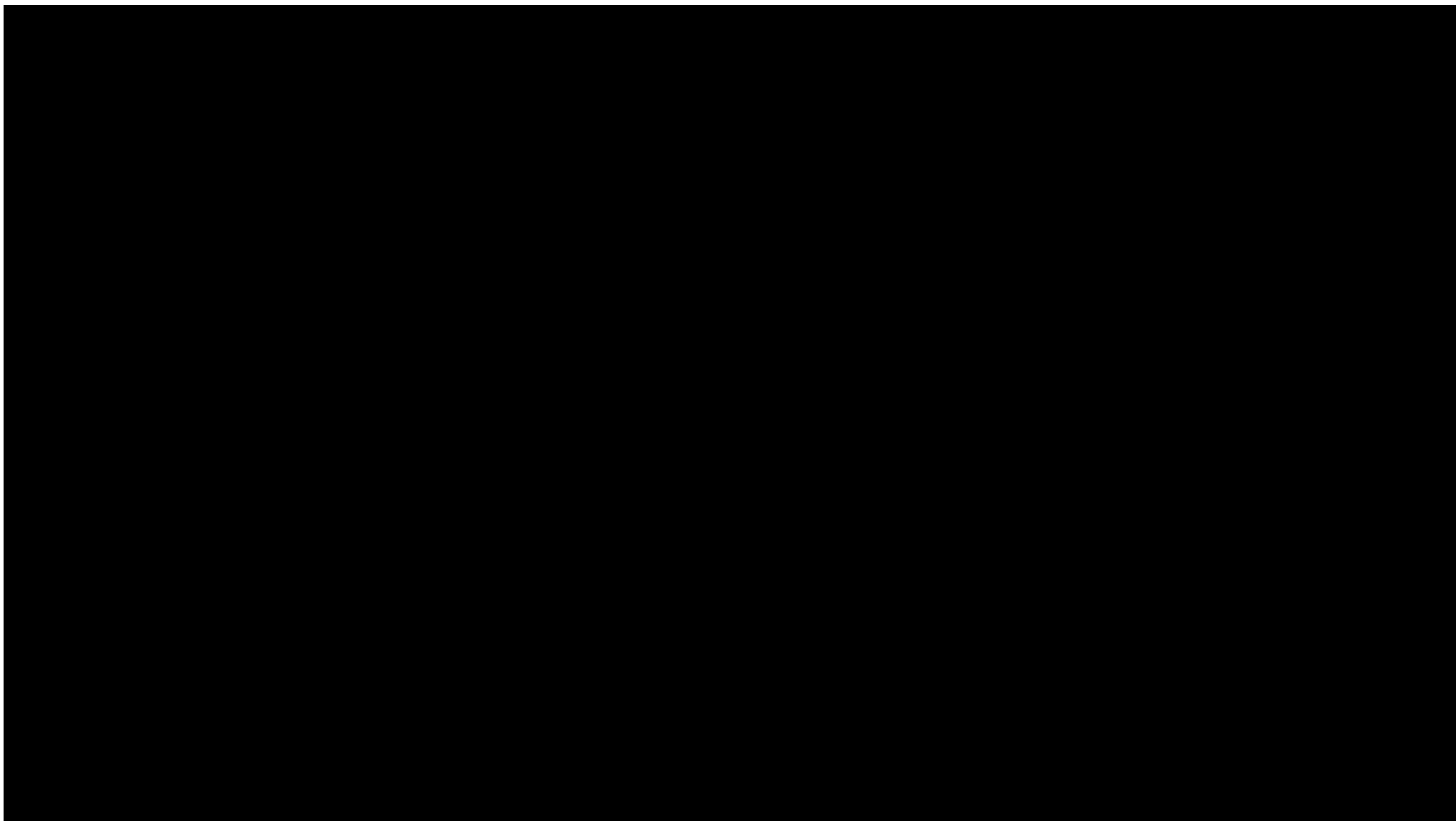


LIFE
UTAH
ELEVATED

Best Performing Content - The Road To Mighty

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Utah Office of Tourism, Film and Global Branding

What Happens When Your Campaign Is Too Successful?





CBS NEWS / May 29, 2016, 9:19 AM

On The Trail: The big crush

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“In 2013, the State of Utah launched a campaign to promote its National Parks. And boy, did it ever work:

The parks have become bucket-list destinations for tourists across the world. The sudden surge in visitation has left some of the parks scrambling to deal with crowd control.”



Long Lines, Packed Campsites And Busy Trails: Our Crowded National Parks

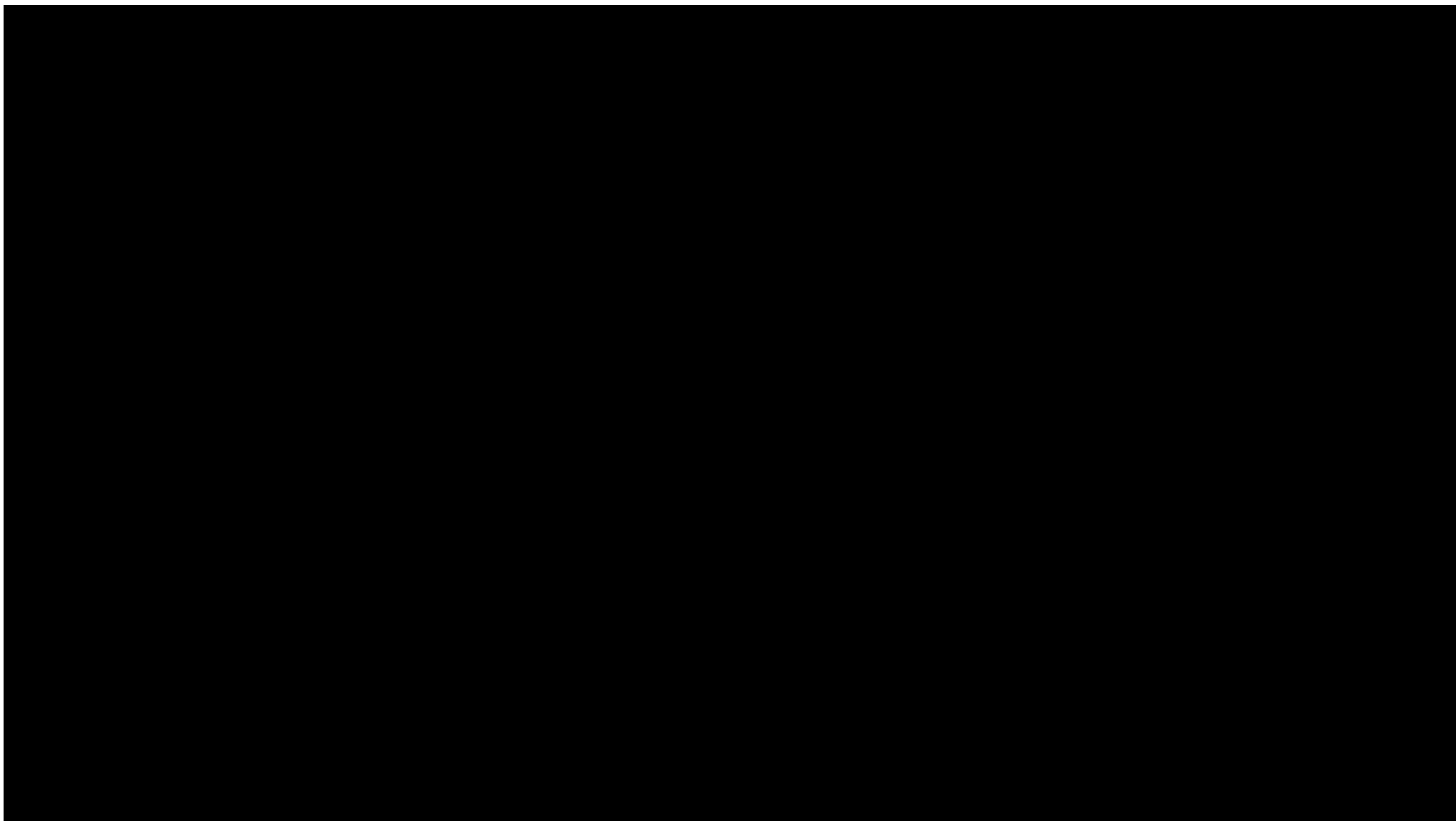
“But the success of campaigns like the National Park Service's Find Your Park and others from state tourism offices has created a huge demand. Last year, a record 305 million people visited national parks. As the Park Service likes to point out, that's more people than went to every single Disney park, NFL, NBA and MLB game and NASCAR race combined.”



Jack Burns, chief of commercial partnerships and planning, stands at the Temple of Sinewave.

— Take The —
**ROAD TO
MIGHTY**







How do we use content to?

1. Continue the story
2. Ease visitors into logistics
3. Provide valuable information

Three User Personas



Website Content

UOT +



100 Pieces of Content in 30 Days

PLACES TO GO THINGS TO DO PLAN YOUR TRIP

RootsRated WHERE TO GO OUTDOORS

Home Places To Go Cities and Towns Mexican Hat Muley Point Overlook

MULEY POINT OVERLOOK

One of San Juan County's hidden gems, the Muley Point Overlook has sweeping vistas to the south and includes clear views of the canyons below at sunrise and sunset. From your high vantage point, you'll see canyons unfolding all the way to Monument Valley. You'll also lay eyes on the antenched meanders of the San Juan River. Here, you can camp in privacy as this site sees very little traffic as compared to the other attractions in the area.

What Makes it Great

This amazing overlook sits high above the gorges of the San Juan River and has one of the most commanding views in all of Canyon Country. The perch is 1,000 feet above the canyons below and another 1,000 on top of that to the San Juan River. This is an excellent place to get away from it all, literally. There is nothing else out here save for rocks, trees, and views.

The road to Muley Point Overlook is accessible to most passenger vehicles, but there are some points that will require a bit of finesse as there are exposed rocks, most of which can be circumnavigated. First, you'll come to a lower point, which has amazing views in and of itself, but you'll note that to the east there is a higher perch. Continue along the road to a slightly higher vantage point and a view that encompasses more than 180 degrees of the valley below.

It's not necessarily a great place to let the kids run around unattended due to the large cliffs and big dropoffs. But the view, which extends all the way to Monument Valley and Navajo Nation, should not be missed. The drive is a must for lovers of good, long — even introspective — looks and photographers, both professional and amateur, as well as all those who like to roam free and avoid crowded parks and fees.

What You'll Remember

How the seemingly brown desert along with the San Juan River sitting far below turns an incandescent red and purple during sunrise and sunset. You'll remember scrambling over rocks to find the perfect vantage point for catching that perfect view. And of course, who could forget the solitude that this wonderful place offers.

GPS Coordinates, Parking and Regulations

GPS Coordinates: [37.232308, -109.894306](#)

There are no fees or permits required to visit or camp at Muley Point. Since this is Bureau of Land Management land, allow one satellite and use the off-highway vehicle.

PLACES TO GO THINGS TO DO PLAN YOUR TRIP

RootsRated WHERE TO GO OUTDOORS

Home Places To Go Sites and National Parks Red Cliffs National Conservation Area

RED CLIFFS NATIONAL CONSERVATION AREA

The sprawling 30,000-acre Red Cliffs Desert Reserve (RCDR) includes the designated Red Cliffs National Conservation Area, a special-use management area of multiple different desert ecosystems, plus sweeping scenery and geological splendor within your fingertips. Before entering to get a sense of the astounding combination of a stark red desert with delicate, abandoned Weiraults pay the attention an elevated site.

located just north of St. George, Utah, this area is historically a transition zone between the Mojave Desert, the Great Basin, and the Colorado Plateau. This provides a mixture of plants and animals from each of these regions, as well as a few you won't see anywhere else in the world. In particular, the reserve was created to protect the desert bunnies, a threatened species, as well as other reptiles, birds, and mammals who need a fighting chance to make it in this hard environment.

Upland and Lowland Zones

Because the landscape and ecological makeup within the Red Cliffs Desert Reserve vary, it's been broken out into two primary zones, the upland and lowland. The upland area is more biologically diverse, and more country and off-road travel are permitted. Upland and lowland areas can be accessed through the red rocks in the designated trails, and primitive and established camping is permitted here.

The lowland area is a little more fragile, so it's not made to protect sensitive species. You'll need to carefully view only on established trails and stay in designated campgrounds. A long, arid landscape that creates the red rocks, looking it together with sandy hills, mountains. To keep it intact, the only animals permitted to visit here is on the designated trails.

The Red Cliffs Desert Reserve also includes the former Escalante State Park, a gem within the geographic heterogeneity. In Escalante Canyon, you'll find miles of hiking and biking trails, along with some excellent rock climbing routes. The resulting canyon is an upland area of towering red sandstone cliffs and steep, bare rock walls, offering a view of the desert. There's even a well-kept, paved, paved road that leads all the way to the town of Hatch.

If you have a chance to see you should visit the City of Hatch area within the Red Cliffs Reserve. If you are looking for a bigger challenge, be sure to explore a few miles in the Red Cliffs National Conservation Area. It's a great spot where you will find true desert wilderness conditions — which means you'll need to bring extra water, a good compass, and a good map.

If you choose to visit a desert reserve, be it you're even further and find any other desert land, be it in the desert, along the way, take a moment to thank it for the conservation area's existence. There are many other sites again, including with a moment's day — something it is something it is in any way a flag. The best way to visit is to visit in the afternoon, some of the best, as the only time it's acceptable to visit is in the morning. If it's in the morning, it's in the morning.

Plan Your Trip

This desert is magical and serene in any season, offering from winter weather in going wilderness. When summer's blazing heat and finally, fully perfected, the canyons by the Red Cliffs Visitor Center (37 South 130 East in Escalante, Utah) designed for more information about the area's culture, views, hikes, and trails, in [America's Best Parks of the West 2016](#).

The Red Cliffs area is suboptimal for governance to come, which is a great thing because you'll need to come back time and time again to continue exploring its endless beauty, culture, and scenery.

GPS Coordinates: [37.198893, -112.075580](#)

Explore some of our favorite itineraries - or search for your own perfect Utah road trip.

I'd like to visit Utah for I want to spend time in and I'm interested in

FIND

- Select
- Arches National Park
- Bryce Canyon National Park
- Canyonlands National Park
- Capitol Reef National Park
- Green River
- Lake Powell
- Moab
- Monument Valley
- Salt Lake City
- St. George
- Zion National Park

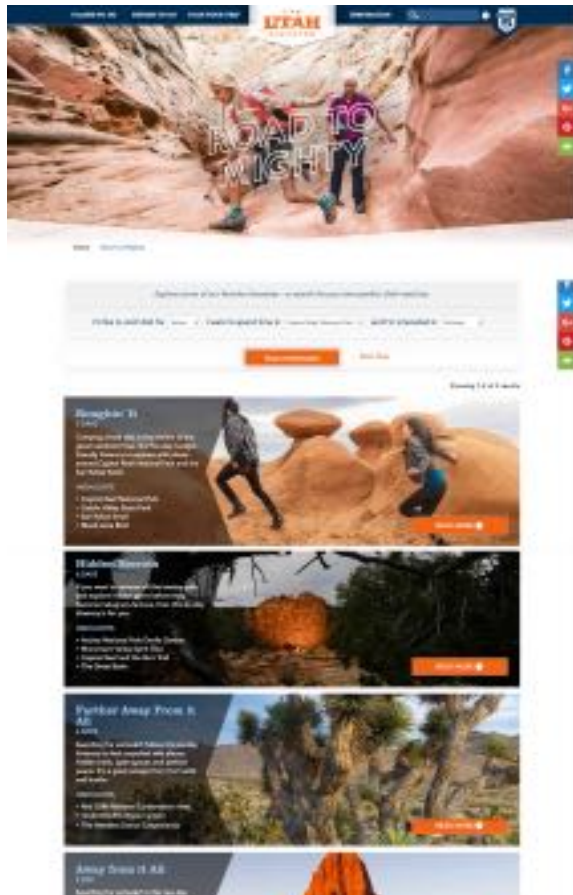
Start Over



Southern Dinos and Goblins



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iheartsdcali We visit Utah Mon-Fri during the school year 🥰🥰🥰

hannahmalves @eealves

samlam6282.mak Absolutely Gorgeous !!! Totally Awesome !!! Breathtaking !!!

roro_me_94 🥰🥰🥰

dannyroggemann I see things here that most don't

peapie_1206 Really cool

christopholofigus Angels Landing FTW

happy_little_elephant I wanna go @ironsrvke

summerktg I miss my home

kramer_333 One of the prettiest states I've ever seen

djswervewon @meeshuno

hengy.etebar Amazingly beautiful

veilla77 @suzanne I love it 🥰🥰

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How Did The Campaign Perform?

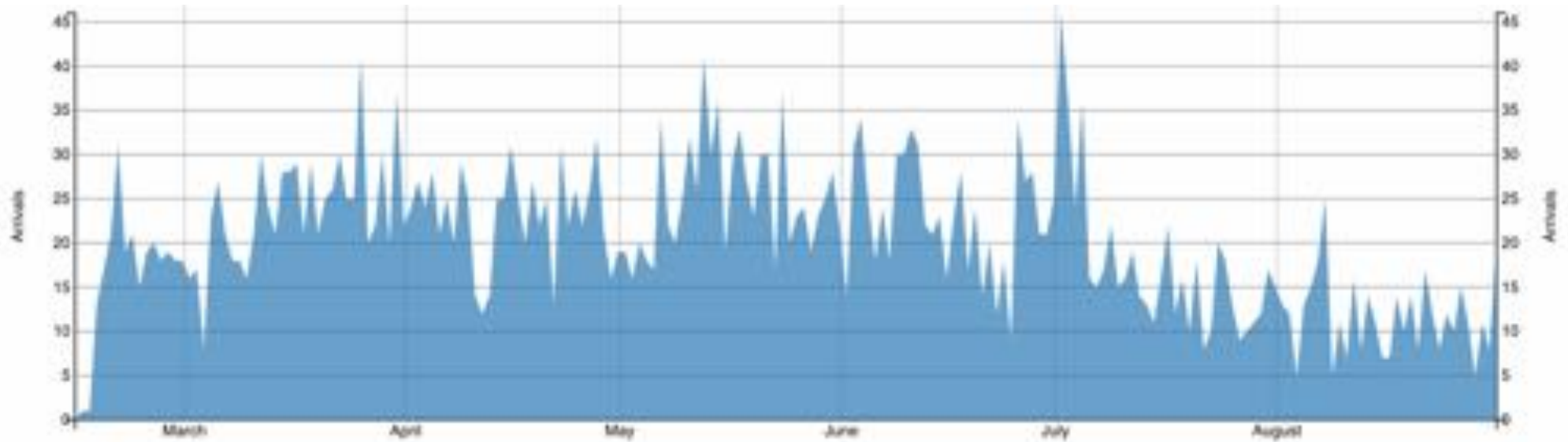
Overall Year-on-year

- Sessions - up 64.11%
- Goal completions - up 51%
- Organic search - up 66%
- Session Duration - down 9%
- CMPOE Decreased from \$0.83 - \$0.73



ARRIVALIST

4056 Arrivals w/ website visit





8,273 Hotel nights w/website visit



Transient Room Tax

- San Juan County +24.9%
- Iron County +15.7%
- Emery +8.4%
- County average +7.5%

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Thanks!