


# Discover Alta

Town Council Meeting Presentation 1/8/20

**Alta Chamber and Visitors Bureau**  
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Season after season people return to Alta, Utah. Find out why.



DISCOVERALTA.COM  
**Discover Alta**

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Discover the Timeless Magic of Alta

discoveraltaut · November 8



111 views

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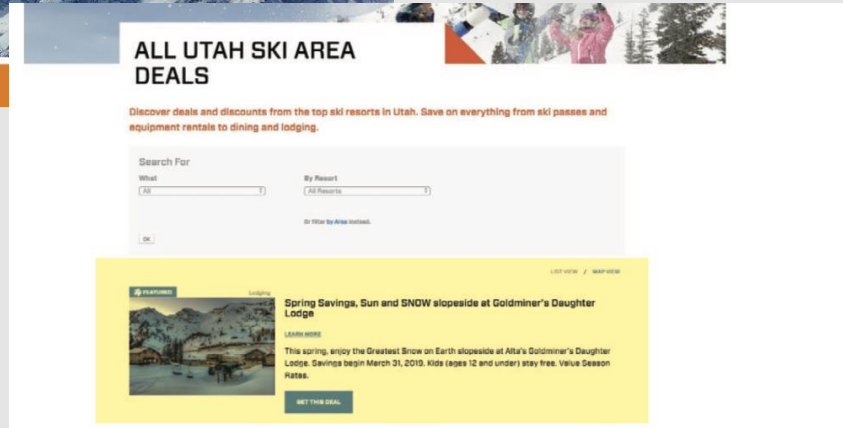
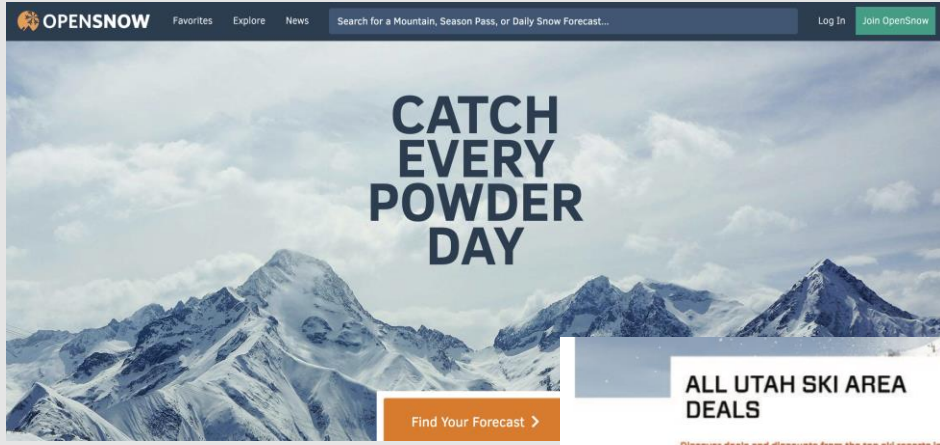
### WHERE TO FIND THE BEST APRÈS IN ALTA

Awesome Eats + Drinks After a Full Day Skiing Alta Ski Area, 45 minutes south of Salt Lake International Airport, is the perfect place to spend a winter getaway. Now in its 82nd year of operation and with an average of over 550 annual inches of that pristine Utah snow, Alta is home to a...

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- Early Season Video
  - Voices of Alta Community
  - Revenue \$9,664
  - Views 64,111
  - Traffic 905 clicks
  - Social audience growth
- Blog Posts
  - Day in the Life Series
  - Local Business Highlights
- Newsletter

# Marketing Recap Organic



- Ski Utah Weekly Deals
  - Ads are highly visible and impactful for businesses.
  - +45,000 subscribers for Snow Report emails
  - Invited Alta Chalets to participate this year and expand the support to the Alta neighborhoods not just lodges.
- Opensnow Digital Ads
  - Alta in April last year
  - First time running ads in Opensnow

# Marketing Recap Paid Digital Ads

# Website Metrics December 2019

## Key Takeaways

- Year over year users is up 15% from December 2018
- Average time on page up 4.47%
- Biggest traffic sources:
  - Google
  - Direct
  - Alta.com
- Top viewed pages: Homepage, Visit, Where to Find the Best Après
- Bounce rate increased 29.17%

# Membership Welcome Winter Event

- Collaboration with South Valley Chamber & Visit Salt Lake.
- Shallow Shaft hosted and provided a great atmosphere for networking and discussion
- Ski City provided valuable marketing info to local businesses.
  - VSL breakdown of marketing budget
  - Demographics
  - Ad strategy
- Successful turn out from members. Great response after the event.



**THIS IS SKI CITY.  
THIS IS SALT LAKE.**



# Upcoming Projects

- Ski. Eat. Sleep. Repeat Campaign
  - Highlighting local businesses, independent and uniqueness of Alta and the snow fall.
  - Promotion for late season & next season.
  - Paid ads to support roll out of video
- FAMs
  - Working with the ski area on a collaboration
- Social/Paid Google Ads
  - Ongoing to drive traffic to Discoveralta.com and member landing pages
- TRCC Grant Approved
  - \$36,000 for new website
- Imagery Library Growth
- Digital Ads: Spring Break Campaign

# Financial Statement 2019

- Accounts Receivable 2019
  - Collected \$22,475 since this report was made
  - Accounts receivable consist of outstanding membership dues
  - Created new strategy to collect on time for 2020
- Marketing spend \$36,790
  - Below average spend due to inefficient long term planning
  - Rectified the low spend issue by holding consistent committee meetings and better communication with the board
  - On track to spend the full amount this year with the marketing plans outlined here



## Current Fiscal Year Marketing Budget

<b>EXPENSES</b>	
<b>ADVERTISING AND PROMOTION</b>	
<b>Email Marketing (sends)</b>	\$338.00
<b>Early Season Campaign</b>	\$883.67
<b>FAMs</b>	\$1,000.00
<b>Neighborhoods Content Creation w/VSL</b>	\$0.00
<b>Paid Social</b>	\$5,000.00
<b>Photography</b>	\$5,750.00
<b>SEM/Adwords</b>	\$6,000.00
<b>Spring Lodging Campaign</b>	\$5,000.00
<b>Ski Utah Weekly Featured Deals (All 5 lodges + neighborhood angle)</b>	\$9,000.00
<b>Video Content</b>	\$15,000.00
<b>Website - New Templates for Key Pages</b>	\$4,151.00
<b>TOTAL A&amp;P</b>	<b>\$52,122.67</b>

## Upcoming Spends:

- Ski Eat Sleep Repeat Video Project
- Digital Ads Opensnow to drive spring break bookings
- Spring Lodging Campaign
- SEM/Adwords
- Photography
- FAMs

## Current Fiscal Year to Date Marketing

### ▼ Advertising & Promotion

Paid Social	1,450.00
Photography	800.00
SEM/Adwords	109.59
Ski Utah Weekly Featured Deals	9,000.00
Video Content	7,056.00
Website - New Templates	146.25
<b>Total Advertising &amp; Promotion</b>	<b>18,561.84</b>





Questions?