



2023 CARBON COUNTY TOURISM

# ANNUAL REPORT



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## MESSAGE FROM THE TOURISM SPECIALIST

What a great year for Tourism in Carbon County. We continue to grow and expand our approach to welcoming visitors, residents and tourists to our cities and attractions, and boy are we getting results. It is my pleasure to provide a 2023 year-in-review report that presents the work done by our department, our partners, and board to grow responsible tourism for our county.

–Tina Grange

## HIGHLIGHTS INCLUDE:

### Launching our SPX GeoTour

Celebrating the stewardship, preservation and exploration of our historic downtowns, cultural attractions and many outdoor destinations, we hid 35 caches throughout the county as an official GeoTour registered with geocaching.com. The launch event drew over 100 cachers to the area to discover first to find prizes and learn more about all that the carbon corridor has to offer.

### Marketing beyond Utah

This year we focused on extending our reach to target markets outside of Utah, investing in print, out of home and digital promotion of area attractions. At the start of the year we placed an ad with AAA Western to be a featured destination

### Inaugural Jeep Tour

This fall we welcomed 35 jeeps to enjoy the trails and trees (we hit near peak fall foliage!) up and around Scofield State Park. The event was a huge success with participants asking when pre-registration would open for next year!



**WE ARE EXCITED ABOUT WHERE WE HAVE GOTTEN TO AND EVEN MORE EXCITED ABOUT WHERE WE ARE HEADING. HERE IS TO ANOTHER AMAZING YEAR IN THE CORRIDOR!**

– SHANNY WILSON

## COUNTY STAFF



**SHANNY WILSON**

Economic Development & Tourism Director



**TINA GRANGE**

Tourism Specialist



**TIFFANY BRABANT**

Administrative Assistant

**TOURISM IS A GREAT WAY TO INVEST IN OUR COUNTY. BY WELCOMING VISITORS TO OUR PARKS, CITIES AND ATTRACTIONS WE CELEBRATE ALL THAT MAKES THIS COUNTY A GREAT PLACE TO LIVE, WORK AND PLAY.**

- CASEY HOPES COUNTY COMMISSIONER



## TOURISM TAX ADVISORY BOARD

Responsible for making recommendations to the Carbon County Commissioners for the expenditure of the restaurant sales tax and transient room tax collected in Carbon County.

**TINA GRANGE**

Ex Officio 01/31/23

**SCOTTIE DRAPER**

Ex Officio 12/31/23

**CASEY HOPES**

Ex Officio 01/31/23

**ANGELO KIAHTIPES**

Ex Officio 12/31/23

**LENISE PETERMAN**

Chair 12/31/23

**ANNA WILDER**

Ex Officio 12/31/24

**ATHENA ROBISON**

Ex Officio 12/31/24

**BARBIE HAECK**

Chamber Rep Position Expires 12/31/23 & Vice Chair

**MEQUELLE WOODRUFF**

Ex Officio 12/31/23

**ADRIANA PEAY**

Ex Officio 12/31/24

**AMY ANDERSON**

Ex Officio 12/31/24

OUR YEAR AT A GLANCE

- Once You Know Campaign Launch - Boosted Social Campaign Animation & Custom landing page
- Zartico Data Collaboration
- New Carbon Corridor T-shirts

- AAA Newsletter Advertorial
- Launch of New Roundabout Driving Tour/Experience - A collaboration between Carbon & Emery County
- KSL Roundabout article & ads promotion
- Monthly Tourism Newsletter

- Monthly Tourism Newsletter
- Once You Know Summer campaign - social promotions
- Tourism Specialist completes Film Liaison Certification

- KSL Carbon County Fair Article & ads promotion
- Brand Expansion - adding new colors to the palette
- Colorado Bus Campaign - Once You Know, Then You'll Go (no reservations needed)
- Monthly Tourism Newsletter
- ETV Channel 6 Commercials
- Email marketing campaign with Canyon Media Targeting Southern Utah

- Scofield Jeep Tour
- Corridor Restaurants Guide
- Colorado Bus Campaign - Once You Know, Then You'll Go (no reservations needed)
- Monster Truck Give-away
- Monthly Tourism Newsletter
- Email Marketing Campaign with Canyon Media targeting Colorado
- SPX GeoTour- Official Geocaching Email Newsletter
- PBS Documentary at The Helper Museum. Location and permitting assistance



- Monthly Tourism Newsletter
- Cookies in the Corridor - A collaboration with Christmas Town Events
- Salt Lake City Airport Baggage Claim Ads

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

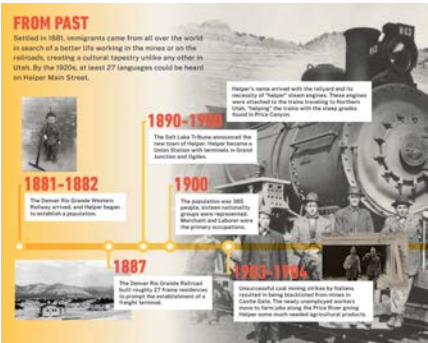
- Once You Know Campaign: KSL Article & ads, New Postcards and paid promotions
- New Carbon Corridor T-shirts
- Ride the Wild Jeep Tour Website Launches
- Carbon Rec-Range Creek Tour Promotion Support
- Tourism Day on the Hill



- Monthly Tourism Newsletter
- KSL SPX GeoTour Article and ad promotion
- Group Tour Collaboration with Tauck Tours



- SPX GeoTour Launch
- Monthly Tourism newsletter - Summer's Coming!
- Helper History Kiosk
- KSL Summer - No Reservations Needed Article & paid ads promotion
- Digital Kiosk Program Launch. 5 Locations
- ETV Channel 6 Commercials
- Hosted Content Creators for The Roundabout



- Colorado Bus Campaign - Once You Know, Then You'll Go (no reservations needed)
- National Parks Trips Online Article
- Annual Tourism Conference - sponsored Snack Bar
- Christmas Town 2023 Identity & Ornament
- Monthly Tourism Newsletter
- International Geocaching Day-hiding additional trackables
- Visitor Center Promotional Video
- Dusty Bluffs Film Production Accommodations, Locations, Permitting assistance.

- Let's Talk about Tourism Awareness Campaign
- Monthly Tourism Newsletter
- Salt Lake City Airport Baggage Claim Ads



- Monthly Tourism Newsletter
- Salt Lake City Airport Baggage Claim Ads



# ONCE YOU KNOW CAMPAIGN

This year Carbon launched a multi-channel marketing campaign across social, print and digital media to drive awareness and visitation. The campaign leveraged a Dr. Seuss-esque storytelling message of “Once You Know, Then You’ll Go!” that was adapted and tailored to each of the 4 seasons.

## STATISTICS:

### Winter/Spring

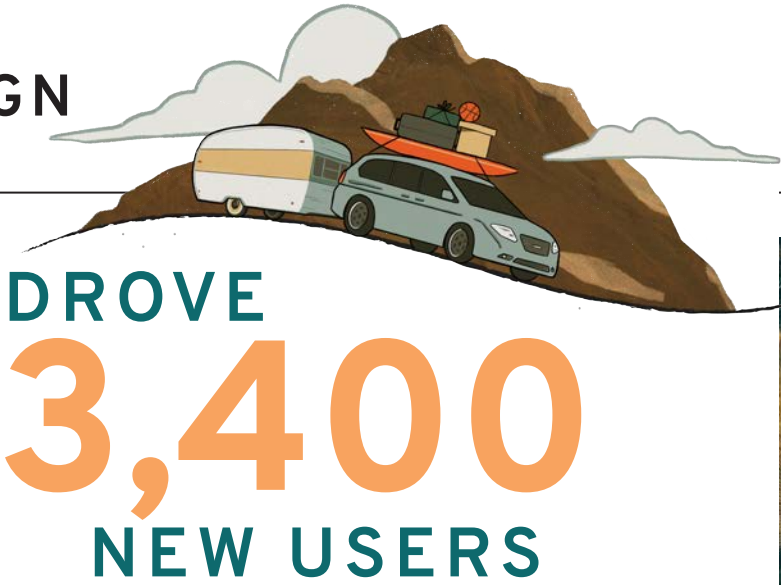
- AAA Advertorial: 800+ readers clicked into our advertorial
- KSL Article generated over 7,000 page views

### Summer

- No Reservations Needed
- 2 Colorado Cities (Boulder & Colorado Springs) 13 buses, 2 months duration
- 27 QR code scans from 6 states

### Fall/Winter

- National Park Trips Magazine: generating leads
- Has generated over 530 new email leads (as of 10/16)
- SLC Airport Baggage Claim digital ads



# SPX GEOTOUR

2023 was a big year for Stewardship, Preservation and Xploration in the Corridor. Carbon partnered with Geocaching.com to launch a brand new GeoTour throughout the county. With 35 custom creative geocaches hidden throughout the county, each

of which featuring clues to educate, inform and inspire visitors on the history, prehistory and modern day offerings throughout the county, this brought in visitors from far and wide.

256 UNIQUE, NEW VISITS TO THE SPX PASSPORT PAGE

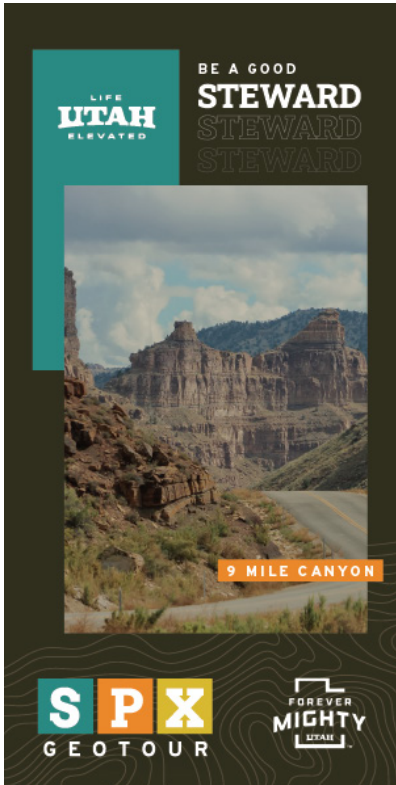
## STATISTICS:

### From Geocaching.com

- 203 accounts participated
- participants came from 18 states, and 5 countries
- 33 cachers found all caches and completed the tour



GREAT TOUR AROUND THE WHOLE COUNTY. FOUND ALL THE CACHES. HAD A GREAT TIME EXPLORING. LOVED 9 MILE CANYON.



BE A GOOD STEWARD PRESERVE LAND & XPLORE THE CORRIDOR UTAH, U.S.A



# RIDE THE WILD SCOFIELD JEEP TOUR

Carbon County partnered with Sanpete County to hold the first inaugural Ride the Wild Jeep Tour. Registration opened March 1, 2023 with slots for 40 jeeps and the event was sold out by March 10th!

## STATISTICS:

**49%** OF PARTICIPANTS THAT COMPLETED THE POST-EVENT SURVEY STAYED OVERNIGHT

Over the course of one day, participants visited five stops, spread out over 83 miles. The hills were ablaze with fall foliage and by the end participants were asking when the registration would be open for next year.

**JUST WANTED TO THANK YOU ALL AGAIN FOR THIS EVENT! IT WAS AN AMAZING DAY YOU PUT TOGETHER! WE CAN'T WAIT TIL NEXT YEAR!**



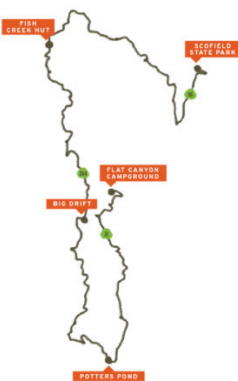
**COMPLETELY SOLD OUT**  
EVENT WITH 40 JEEPS PARTICIPATING



**FOUR WHEELS  
83 MILES  
FIVE STOPS  
ONE WILD  
RIDE**  
SCOFIELD JEEP TOUR



THE 2023 SCOFIELD JEEP TOUR IS SOLD OUT! STAY TUNED FOR NEXT YEAR'S EVENT

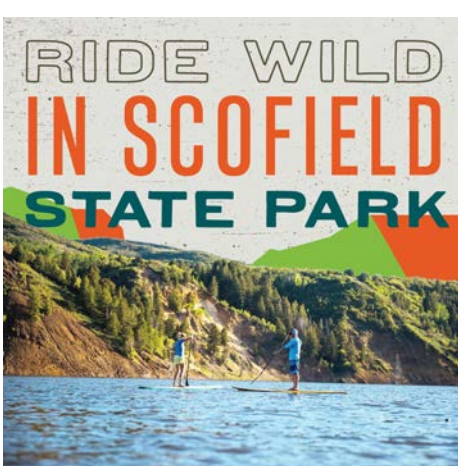
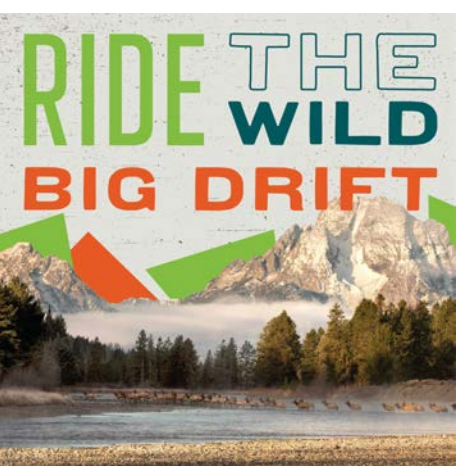


### READY FOR A WILD RIDE?

One Day. Five Stops. Four Wheels. 83 Miles. One Wild Ride. Join us for the first ever Scofield Jeep Tour & Poker Ride as we admire the amazing fall colors of Scofield, Skyline Drive, Fish Creek, Potters Pond, and so much more! Choose your winning poker chips at each stop for your chance to win amazing prizes. Come the night before and enjoy a S'mores Social at the Castle Gate RV Park in Helper or spend a relaxing evening at the Holiday Inn Express in Price after visiting the Desert Thunder Race Track. Is camping more your style? Book your spot at Scofield State Park or Stay & Play in Fairview. Come early or stay late. Adventure is waiting for you.

**WHEN:** September 30 @ 8:00 am - 5:00 pm  
**WHERE:** Mountain View Campground, 4507 UT-96, Scofield, UT 84526

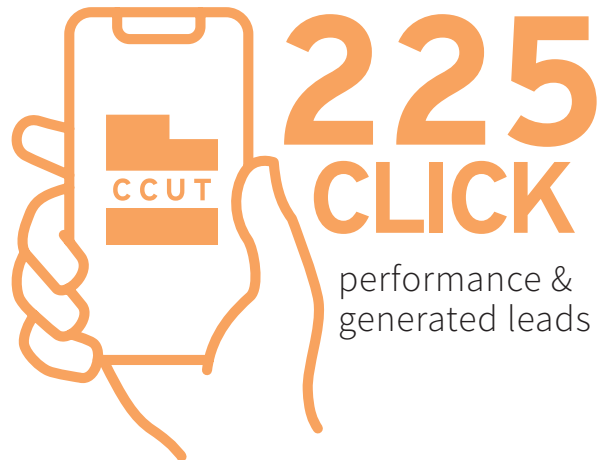
[View the Itinerary](#)



BY THE NUMBERS

UTAH.COM

“Take the Roundabout Way in the Carbon Corridor”

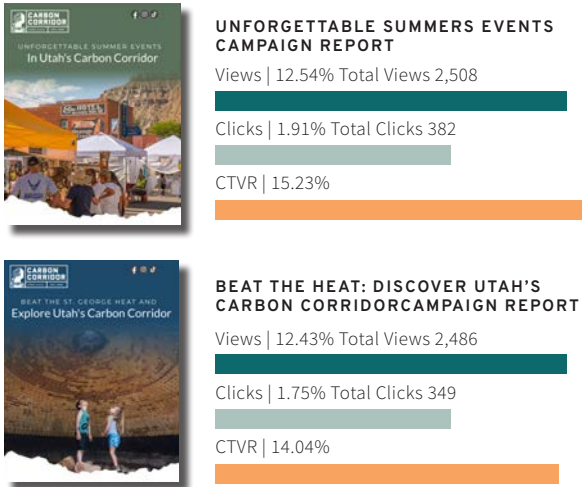


EXPEDIA.COM

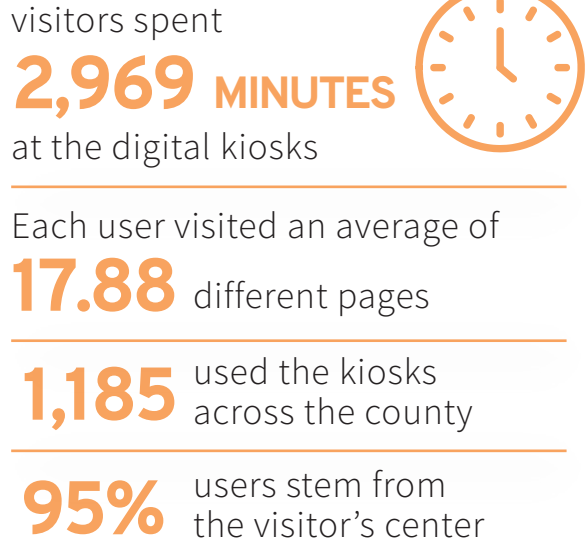
Expedia campaign served over



CANYON MEDIA EMAIL MARKETING CAMPAIGN

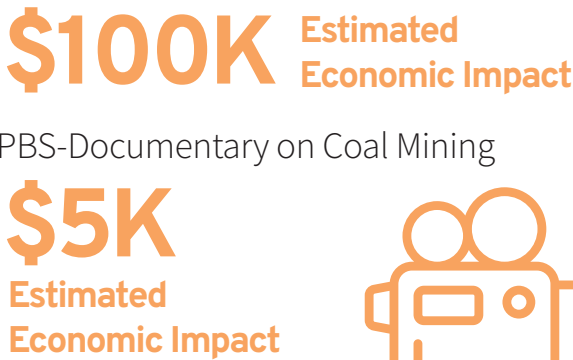


DIGITAL KIOSK

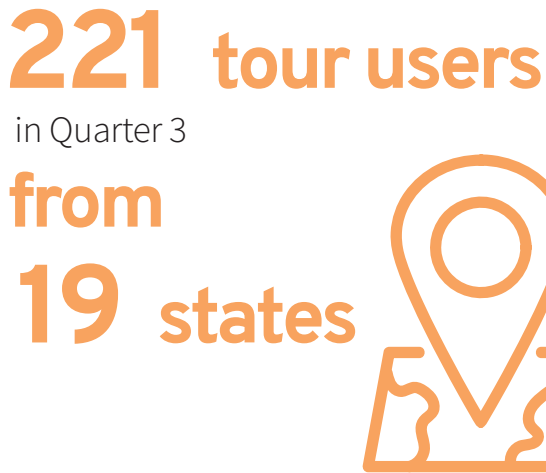


FILM READY OPPORTUNITIES

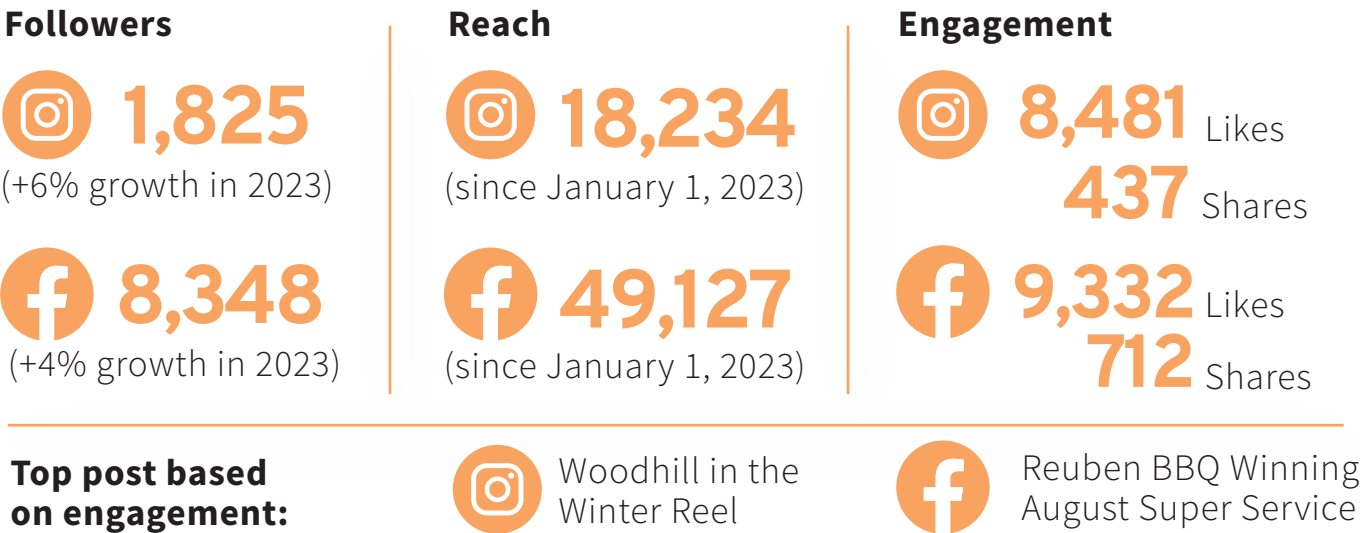
Rad Content/Dusty Bluffs  
7 weeks on location in Helper and Price



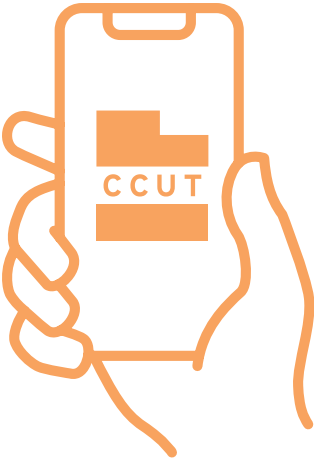
9 MILE CANYON VISITORS/TRAVELSTORYS



SOCIAL MEDIA



# BY THE NUMBERS



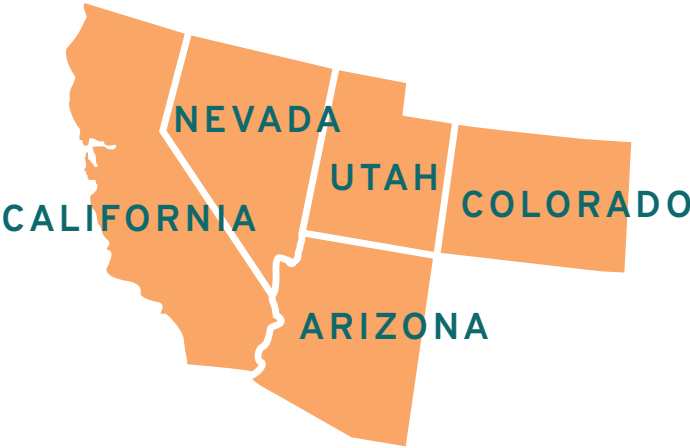
OUT OF ALL PEOPLE USING  
CELLPHONES IN COUNTY

30% which made up 46%  
were visitors of our total  
spending

46%  
were from  
out of state



TOP MARKETS



WHERE DID THEY SPEND?

Gas & Convenient Stores 48%

Food 33%

Attractions 1.4%

Retail with average spending of \$144 4%

Accommodations with average spending of \$296 13%

# HOW WE DO IT

## FUNDING SOURCES

The Tourism Department takes an integrated approach to oversight and growth, allocating resources in service of promoting the county as a rural, rich travel destination.

We focus on creative, collaborative marketing strategies that showcase the region’s assets, as well as promoting local businesses. Our work centers around relationships - we couldn’t do this without our local & state partners as well as the support of our Commissioners and Tax Advisory Board.

## 2023 BUDGET WHERE THE DOLLARS COME FROM

- TRANSIENT ROOM TAX CARBON COUNTY COLLECTS 4.25%
- TOURISM, RECREATION, CULTURAL, AND AIRPORT TAX (TRCC)
- 1% RESTAURANT TAXES
- 3% ON ALL SHORT-TERM LEASES AND RENTALS OF MOTOR VEHICLES AND OHV RENTALS NOT EXCEEDING 30 DAYS
- GRANT FUNDING

## 2023 EXPENSES HOW WE SPEND THOSE TAX DOLLARS

- TOURISM, RECREATION & PROMOTIONS
- CERC MAINTENANCE
- WAGES, ADVERTISING & MARKETING
- GRANTS: PUBLIC ART, KIOSKS

A scenic view of a desert landscape with a winding road, a road sign, and a large orange text box.

# LOOKING AHEAD

## 2024 PLANNING

As we look ahead to 2024, we are incredibly optimistic about the Corridor's tourism growth and prosperity. We are redefining what success looks like - transitioning from brand awareness to visitation increases and specific KPIs.

## OUR TOURISM 2024 PRIORITIES

### UNWAVERING COMMITMENT

An unwavering commitment to the delivering on the entire visitor journey from attracting, to informing to engaging and connecting we want to excel at it all.

#### ATTRACTING:

increasing our marketing budget to facilitate larger, broader media buys for our campaigns and messaging.

#### ENGAGING:

partnering with local businesses, employees and residents to make sure that when visitors come to our area they are welcomed, assisted in making their travel plans and made to feel part of our community.

#### EDUCATING:

updating and reprinting our visitor guide, creating a standalone version of our website [www.carboncorridor.com](http://www.carboncorridor.com), allowing for better analytics and targeted marketing.

#### CONNECTING:

working to foster an ongoing relationship with our visitors through social media, newsletters, and promotions, earning repeat visitation and recommendations to their peers, families and friends.

### INCREASE ADOPTION

Increase adoption of the Corridor brand and messaging by local businesses, city governments and residents. We want everybody to be a brand ambassador, helping us grow tourism for our county.

### MEASUREMENTS & METRICS

Carbon County is committed to campaigning using measurables. We desire to have more sustainable, year-round tourism and extend the average length of stay. We are also sensitive to representing the objective of controlled and responsible growth. That way we're not compromising the quality of the experience for both the visitors and the residents.

### PRODUCT DEVELOPMENT

Begin product development for the county to expand the tourism portfolio. Looking at ways to increase and scale up events, formalizing an expanded trail system for mixed use recreation. If we aren't adding to our destination, we are not investing in our visitor economy and all that comes with it.

### FIX, REPAIR, UPGRADE

Many of our local attractions are showing signs of use and could use fixes, repairs and upgrades to make them accessible to all and on par with other destinations in the region. Our team will be looking an investing in trail improvements, amenity upgrades and more.

