



REGULAR MEETING TRAVEL COUNCIL ADVISORY BOARD (TCAB)

Held at the Grand County Commission Chambers
125 E Center Street
Moab, Utah 84532

[Screen Recording](#) | [Room Recording](#)

MINUTES
March 14th, 2023 | 3:00 PM

****Time stamps correspond to the videos****

Members in Attendance: Jenny Gleason, Lori McFarland, Rebecca Monceaux, Laici Shumway, Alex Borichevsky, Mary McGann, August Granath, Sharon Kienzle, Kalen Jones

Members in Attendance Remotely: Brian Hunnings

Also Present: Robert Riberia (Moab Area Travel Council (MATC)), Melissa Stocks (MATC), Bega Metzner (Moab to Monument Valley Film Commission), Ben Alter (Grand County Economic Development (GCED)), Adam Whalen (Love Communications), Mark Stevenett (Love Communications), Hannah Saunders (Love Communications), Amy Tendick (National Park Service (NPS)), Kait Thomas (NPS)

Welcome

Introductions

Conflicts of Interest, disclosures, ex-parte communication (None at this time)

Citizens to -be- heard (None at this time)

Presentations, if any (None at this time)

Discussion and Action Items:

Review of Tourism Marketing Strategy

- **2023 marketing post-passage of HB 416**

{Attached "Discover Moab Fly Campaign Update 3-14-2023"}

00:02:55

Hannah discussed Moab's recently-concluded drive market campaign and the fly market campaign approaching its end. Presentation highlights included where ads to visit Moab were being placed, emerging data that is helping Love Communications understand what drives a web visitor to book their Moab trip, and key fly campaign markets.

{Attached "Discover Moab 2023 Media Plan"}

00:16:10

Hannah discussed Love Communications' Arches National Park Timed Entry campaign launch. Presentation highlights included Love Communications' campaign which intends to educate prospective visitors on the timed entry system so that they can plan their Moab trip accordingly. Hannah drew distinctions between the fly and drive market campaigns and the timed entry

market campaign. Hannah also discussed some differences between the 2022 and 2023 timed entry market campaigns.

00:24:40

Board members discussed an increased focus on marketing Moab during 2023's summer season due to runoff and river level expectations.

Review of data management proposal from Love Communications

{Attached "Tourism Data Mgmt Informal Proposal - Love Comms"}

00:31:00

Adam Whalen discussed the proposed scope and deliverables of a Moab Area data insights program. Proposed deliverables would include a monthly report, industry travel trends reports, and a data dashboard hosted by either Love Communications or a third party.

Review of Tourism Marketing Strategy

- **2024 advisory process**

{Attached "2023 2.a.i Establish and Promote Tourism Budget.xlsx"}

00:56:30

August introduced a discussion regarding the budget re-prioritization process for 2023 due to HB 416's reallocation of TRT tourism promotion funds. He suggested potential uses for newly-allocated TRT tourism promotion dollars and invited members to share their ideas. Sharon suggested setting aside some tourism promotion dollars in county reserves, citing past and potential future economic shocks that affect the visitation industry. Jenny asked Travel Council staff to make funding recommendations based on their current budget constraints. Melissa suggested using funds to bolster Love Communications' current and proposed campaigns. She also advocated for an increase in her trade show and familiarization ("fam") tour budgets, citing rising costs and inflation. Laici advocated for a general increase in tourism promotion as well as visitation data research. Lori asked if Love Communications could support in-market branding, education, and signage to positively guide visitors during their visit. Bega voiced similar support for creating in-destination markers, activities, and general excitement around Moab's film history. Board members briefly discussed redesigning billboards in town. Sharon suggested reallocating technology upgrades funds towards fam tours. August suggested board members review the budget document presented and send him a prioritized list of expenditures for staff to collate and review. Jenny voiced support for Lori's and Melissa's spending suggestions.

- **Utah Office of Tourism Co-op Marketing Grant**

{Attached "2023 2.a.i Establish and Promote Tourism Budget.xlsx"}

01:15:40

August introduced a discussion on the co-op marketing grant, explaining that it has more to do with the 2024 tourism promotion budget. He discussed anticipated funds collection for 2024 that would be used as part of the co-op grant and invited board member discussion on what the co-related campaign could focus on. Lori asked about the co-op program's guidelines and August suggested a future meeting focused on them. Laici asked Love Communications staff if they have strategic insights into the Utah Office of Tourism's (UOT) 2024 marketing and how Grand County's co-op campaign could be complementary. Hannah discussed UOT's continued

focus on its “Forever Mighty” and related efforts to disperse visitation throughout the year and provide travelers with quality visitor education. She added that recent successful co-op marketing campaigns have benefitted from a “data-driven lens” which can help quantify campaign returns on investment (ROI). Jenny suggested proactive planning to make the most of 2024’s Moab to Monument Valley Film Commission’s 75th anniversary. Bega added that it will also be the Utah Film Commission’s 50th anniversary and Goulding’s 100th anniversary as well and suggested events in partnership with them. August noted that a solar eclipse on October 14th is poised to attract visitors to Moab.

- **National Park Service report on Arches NP 2023 Timed Entry pilot**
{Attached “NPS Travel Council Presentation_3_14_23”}

01:24:45

Kait Thomas and Amy Tendick presented on Arches National Park’s Timed Entry 2023 pilot, discussing what the NPS learned from 2022’s pilot and how 2023’s pilot was modified in response. The presentation focused on general data collection, vehicle entries, visitor experiences, and overall lessons learned from the 2022 timed entry pilot. Lori asked how the 2023 system will adapt to visitors who purchase numerous timed entry slots but do not use them all. Amy explained that during last year’s pilot, the NPS monitored their no-show rate and adjusted ticket availability accordingly, adding that similar “overselling” efforts were made this year. Sharon discussed how Moab Information Center (MIC) staff often received visitors who were unable to get a timed entry ticket in 2022, adding that MIC staff were usually able to get those visitors tickets to visit Arches NP during their planned stay. Kait noted that during last year’s pilot visitors who were turned away were given pamphlet information on how to access tickets or visit after hours, noting that similar pamphlets would be handed out this year. She added that pamphlets were ordered in multiple languages for 2023 in response to complaints in 2022. Laici asked questions regarding on-site ticket purchases and visitor booking windows.

- **Go West Summit & IITA Conference report**
- **Community & Special Event Grants Recommendations Report**

01:56:40

Sharon made a motion to postpone items “Go West Summit & IITA Conference report” and “Community & Special Event Grants Recommendations Report” to the next TCAB meeting. Laici seconded. No discussion. **Passed unanimously.**

- **Board member reports**
- **Consideration of future agenda items, including...**

01:57:00

Melissa asked board members to email her with feedback regarding proposed billboard designs. Ben asked board members to email him with any feedback regarding TCAB’s agenda design and related document access. Sharon reminded board members that the MIC was hosting the Moab Area Transit ribbon-cutting later that week.

01:58:30

Jenny adjourned the meeting.



Discover Moab Fly Program

[illegible]

Campaign Performance

Executive Summary



52,720,717

Impressions Deliv.



0.08%

Post Impression Rate



13,226

Impact Hotel Bookings

- With just two weeks left, we have driven over **42K Discover Moab pageviews**, via direct clicks and ad exposed page views.
- In February, we updated our display CTA to be “Book your trip today”. Our **CTR increased from .07% to .12%**, while our PIR remained steady.
- Our connected tv campaign has driven a **99% VCR for March**. Across the entire flight, we have tracked 94,191 website visits after exposure of TV ad and display retargeting. This yields a **website lift of +29.28%** compared to unexposed audiences.
- Programmatic partner’s **ROAS: \$11.83: \$1**. We also have tracked 878 ad exposed foot traffic visits into Moab over October-February off season timing.

Campaign Performance

Pageviews Distribution

Ad-Exposed Pageviews

■ Pageviews



Campaign Performance

Impact Hotel Bookings Summary

13,226

Impact hotel bookings generated

\$6.86M

*Dollars generated in revenue
from our campaign efforts*

LOS: **2.5**

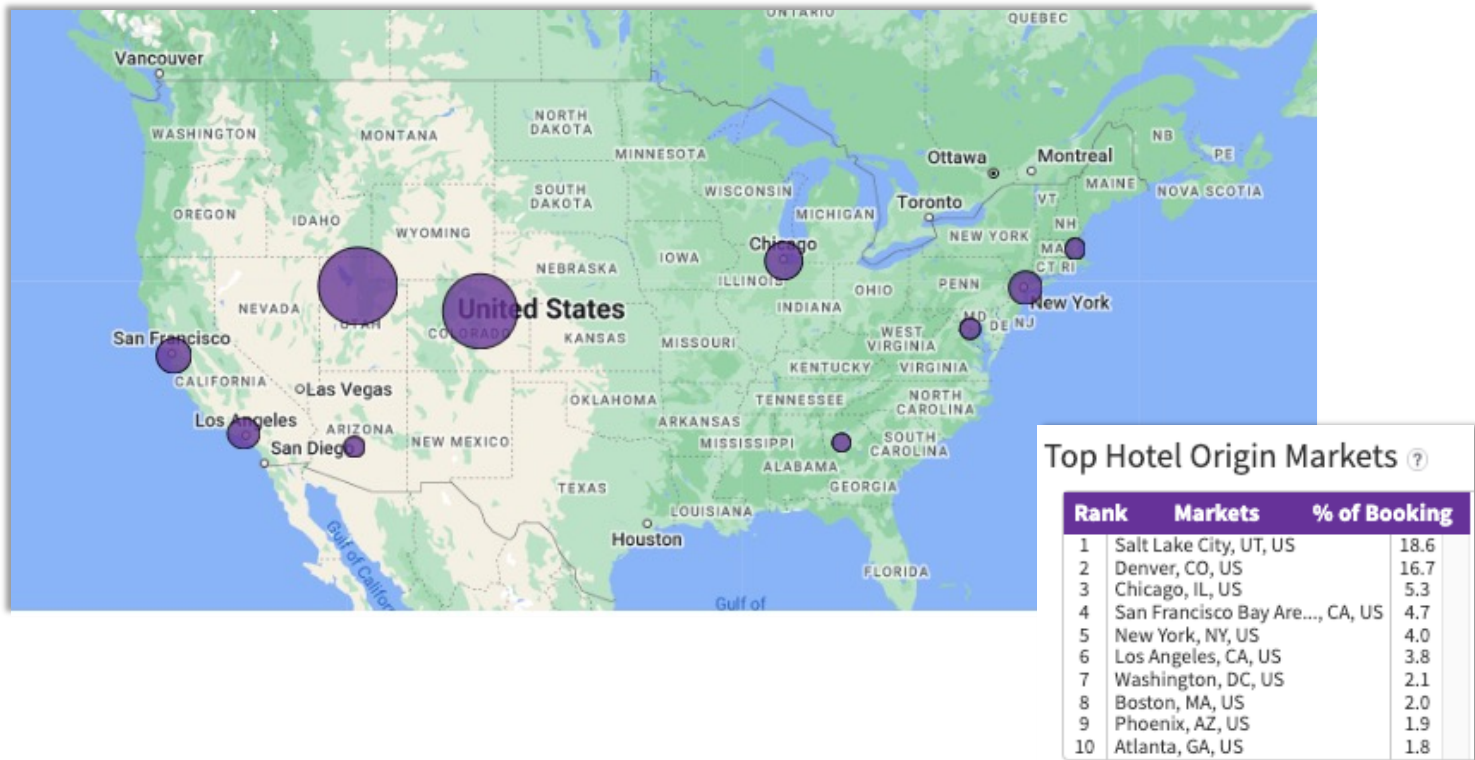
Average Booking to Arrival: **59**

\$207

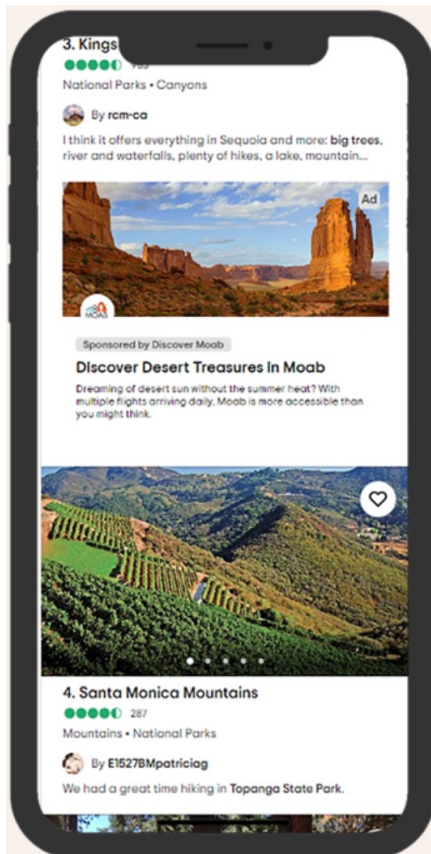
*Average daily rate amongst ad-
exposed bookers*

Campaign Performance

Impact Markets



Campaign Performance



Traveler rating

5 stars 1687

4 stars 2792

3 stars 2980

2 stars 2980

Hotel class

5 stars 6

4 stars 43

3 stars 287

2 stars 262

Style

Budget 237

Mid-range 615

Luxury 54

Family-friendly 550

Brands

Hampton by Hilton 28

Holiday Inn Express 28

Best Western 26

Comfort Inn 20

Show all

3. Snowberry Inn Bed & Breakfast

Tripadvisor \$166

View deal

Best and Breakfast 4.5/5 (132 reviews)
#3 Best Value of 3,000 places to stay in Utah

Free Wi-Fi
Free parking
Visit hotel website

4. Red Mountain Resort

Only 2 left at \$221

View deal

Apoda.com 4.5/5 (1,245 reviews)
#4 Best Value of 3,000 places to stay in Utah

Free Wi-Fi
Free parking

5. Goulding's Lodge & Campground

eDreams \$215

View deal

Apoda.com 4.5/5 (3,835 reviews)
#5 Best Value of 3,000 places to stay in Utah

Free parking
Pool
Visit hotel website

6. Sundial Lodge

eDreams \$159

View deal

Apoda.com 4.5/5 (432 reviews)
#6 Best Value of 3,000 places to stay in Utah

Free Wi-Fi
Free parking
Special offer
Visit hotel website

7. Noor Hotel

eDreams \$87

View deal

Booking.com 4.5/5 (169 reviews)
#7 Best Value of 3,000 places to stay in Utah

Free Wi-Fi
Free parking

8. Zermatt Utah Resort & Spa, Trademark Collection by Wyndham

Booking.com \$216
\$172

View deal

eDreams 4.5/5 (1,448 reviews)
#8 Best Value of 3,000 places to stay in Utah

Free Wi-Fi
Free parking



elite traveler
RESPONSIBLE LUXURY LIFESTYLE

Travel Food & Drink Style Design & Culture Cars, Jets & Yachts More

Home / Cars, Jets & Yachts / Aviation / Top Private Jet Tips for First-time Fliers

Top Private Jet Tips for First-time Fliers

With these tips in mind, it should be easy to fully enjoy your first time on a private jet.

BY SOPHIE KILLIP

MOAB
PROTECT & PRESERVE

Flights Arriving Daily

*All you
need
is Love*



Discover Moab 2023 Media Plan																																																																																																																																																								
																April			May			June			July			August			September			October			November			December																																																																																																																
																														27			3			10			17			24			1			8			15			22			29			5			12			19			26			3			10			17			24			31			14			21			28			4			11			18			25			2			9			16			23			30			6			13			20			27			4			11			18			25								
Key Messaging																																								Budget			Status																																																																																																													
Time Entry										Markets and Audiences																														\$100,000			Approved																																																																																																													
Paid Search/Google Ads With reduced budget, we still recommend Google Search to target real time keyword searches around Arches National Park. We will more narrowly target our national audience using in-market signals, traveler interests, and targeting Moab's market.										Real Time Keyword Searches																														\$20,000																																																																																																																
Tripadvisor make them aware of the Time Entry Reservation window as they plan their upcoming trip. This was a top performer from last campaign.										Audiences specifically looking at Moab website, and Arches content, audiences searching specific key words, Nationwide																														\$62,000																																																																																																																
Paid Social Target A25-65 who have interest in Moab and Arches National Park, look alike and retargeting of website. We can select timing of posts that specifically talk about the advanced Time Entry requirements.																																								\$12,000																																																																																																																
KSL Brandview 1 Native article to speak more about the Time Entry implications to the Salt Lake market																																								\$2,222																																																																																																																
Ad Serving																																								\$3,778																																																																																																																

TOURISM INDUSTRY DATA MANAGEMENT INFORMAL PROPOSAL

Love Communications

Implementation Summary

With a contract signed for Love Communications to work with Grand County on organizing, interpreting, and consulting with their data sources, the firm will begin the process of implementing key data sources into their warehouse and analytics systems the week of March 13th. This is inclusive of the data sources outlined below, and in creating automation systems so they can be accessible via live dashboards through Love's platform (Amplify) or another dashboard ecosystem.

- **Lodging Data:** STR will be the preferred vendor given their status in the industry, and will provide hotel related metrics such as Occupancy %, Average Daily Rates, Supply, Demand, and More. Data refresh rates will be either weekly or monthly.
- **Short-Term Rental Data:** In order to track short-term rental data Love will go through a review process with Grand County to ensure the correct partner is selected. Similar metrics will be relayed with this data source as we are observing with Lodging data.
- **Spend Data:** VisaVue is the current vendor, but other's will be audited to ensure Grand County can accurately track spending patterns in the area.
- **Mobile / Visitation Data:** Much like the short-term rental data, an auditing process will be conducted interviewing potential vendors who can provide mobile data to track cell phone patterns across key points of interest in Grand County.
- **Other:** Other data sources will include taxation data, national park service and state park visitation data, in addition to incorporating data feeds from larger scale projects aimed at uncovering a true visitation number for the county. Additionally, long-term goals such as ROI tracking will be considered under this bucket, although these types of analysis could roll under other data pillars.

All of the above data sources will be available to Grand County's economic development team, stakeholders, and residents in a variety of manners as detailed below.

- **Reporting:** Love Communications will curate individual monthly reports for various stakeholder groups that take the above mentioned data sources and boil them down into insight-driven slide decks meant to make observations on the economic health of the county, and ultimately recommendations on what to do next as a result of this information.
- **Dashboards:** Whether through Love's system(s) or an alternate source, live dashboards will be provided and will be updated daily (or at the most up-to-date cadence data partners or sources can provide) that will have different log-in portals according to

different stakeholder groups. In other words, the economic development team will have their own views, as will residents, commissioners, and any other necessary segments alike according to what information is most important to them.

- **Industry Travel Trends:** Love will also provide Grand County and its various partners with travel trends reporting that highlights key shifts in sentiment around travel across the country.

Timeline

Love Communications anticipates a 6-month timeline to fully create this analytics ecosystem at a foundational system; however, this will be a rolling launch with various data sources being implemented in the short term (taxation data, lodging metrics, spend, et cetera) and included in reports and dashboards as soon as June of 2023. Additionally, Love will *always* be updating and refining these various deliverables according to feedback, the latest trends in the tourism industry around data, and according to shifting goals in the county. For mobile data partners, short-term rentals, and longer-term dashboard refinements the process could last until September to ensure data accuracy and put the reporting and dashboards into a place that all stakeholders and interested parties agree is in a place suitable for consistent and long-term use.

Grand County

Caselle Advantage Budget Entry For 4820. TOURISM PROMOTION Department For January

Sub-Category	Amount
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Grand Total

16-4820-110-000. SALARIES

16-4820-110-001. OVERTIME

16-4820-130-000. BENEFITS

16-4820-210-000. TRAVEL

UAC Spring	\$	1,000.00
UAC Fall	\$	1,000.00
One Utah Summit (South)	\$	1,000.00
One Utah Summit (North)	\$	1,000.00
Utah Tourism Conference	\$	1,250.00
Tourism Day on the Hill	\$	250.00
DMA West Leadership Summit	\$	2,000.00
DMA West Technology Summit	\$	1,000.00
Outdoor Recreation Summit	\$	1,250.00
ESTO	\$	1,250.00

16-4820-220-000. PUBLIC NOTICES

16-4820-240-000. SUPPLIES

16-4820-250-000. ADMIN SERVICES

16-4820-270-000. UTILITIES

Moab City (Water, Sewer, and Garbage)	\$	110.00
Rocky Mountain Power (Electricity)	\$	115.00

	Dominion Energy (Gas)	\$	90.00
	Frontier (Landline and Internet)	\$	150.00
16-4820-280-000. INSURANCE			
16-4820-290-000. FUEL			
16-4820-300-000. EQUIPMENT LEASE			
	Copy/Printer Maintenance (Les Olson)	\$	1,000.00
	Pitney Bowes Lease	\$	1,000.00
16-4820-310-000. PROFESSIONAL SERVICES			
	Bandwango	\$	10,000.00
	Short Term Rental ID and Monitoring	\$	20,000.00
	Mailchimp	\$	1,200.00
	Data Insight Management	\$	30,000.00
	Visitation Research (Wayne USU)	\$	20,000.00
	Visitor/Resident Survey	\$	25,000.00
	ExecutivePulse CRM	\$	500.00
	Townfolio	\$	4,800.00
	Adobe Creative Cloud	\$	1,000.00
	Crowdriff	\$	4,606.88
	Wander Maps	\$	12,000.00
	Special Event Analysis	\$	2,500.00
	International Market Consulting	\$	10,000.00
16-4820-320-000. PERMITS AND LEASES			
16-4820-330-000. MEMBERSHIPS			
	US Travel Association	\$	1,650.00
	DMA West	\$	450.00
	Global Sustainable Tourism Council	\$	2,500.00
	Utah Tourism Industry Association	\$	1,300.00
	International Inbound Tourism Association	\$	700.00
	National Tour Association	\$	800.00
	National Parks Conservation Association	\$	250.00
	Grand Circle	\$	250.00

16-4820-340-000. STAFF ENGAGEMENT

16-4820-350-000. RESPONSIBLE REC ADVERTISING

Advertising Programming	\$	199,376.00
Advertising Salaries	\$	52,069.00

16-4820-360-000. CELL PHONE ALLOWANCE

16-4820-600-000. COMMUNITY ENGAGEMENT

Art Trails	\$	5,000.00
Community Grant	\$	40,000.00

16-4820-800-000. INVENTORY

16-4820-810-000. MIC CONTRIBUTION

Personnel Cost Offset	\$	38,000.00
Bathroom Hours Extension	\$	7,000.00
MIC Program Technology Upgrades	\$	5,000.00

16-4820-820-000. SPECIAL EVENT GRANT

16-4820-830-000. MOAB! GRANT

16-4820-840-000. DATA

Traditional Lodging (STR)	\$	5,000.00
Short Term Rental Lodging	\$	5,000.00
Spend Data (Visa)	\$	5,000.00
Geolocation Data (Placer)	\$	16,000.00
Adara Impact	\$	30,000.00

16-4820-850-000. EDUCATION - TRAINING

16-4820-860-000. PAID MEDIA

Co-op Fly Market Campaign	\$	225,000.00
Additional Steady Drip Marketing	\$	100,000.00
North Maverick Billboard	\$	6,600.00
South Maverick Billboard	\$	12,000.00
Fruita Billboard	\$	4,800.00
Additional Billboards	\$	10,000.00
Billboard Maintenance	\$	4,000.00
Unanticipated Cost	\$	2,000.00

	Timed Entry Visitor Education	\$	100,000.00
	International Marketing	\$	20,000.00
16-4820-870-000. EARNED MEDIA			
16-4820-880-000. OWNED MEDIA			
	Video Content Development	\$	25,000.00
	Social Media Content Development	\$	5,000.00
	Podcast Content Development	\$	5,000.00
	Written Content Development	\$	5,000.00
16-4820-890-000. TRAVEL PLANNER POSTAGE			
16-4820-900-000. TRAVEL TRADE SHOWS			
	IPW (San Antonio)	\$	8,000.00
	Go West (Anchorage)	\$	3,000.00
	IITA (San Diego)	\$	2,500.00
16-4820-910-000. INTERNATIONAL SALES MISSIONS			
	Canada	\$	3,000.00
	Switzerland and Austria	\$	4,000.00
16-4820-920-000. CONTRIBUTION TO FUND SURPLUS			
16-4820-920-100. CONTRIBUTION TO OTHER AGENCIES			
16-4820-930-000. MERCHANDISE			
16-4820-940-000. PRINTED MATERIALS			
16-4820-950-000. SUNPARKS			
16-4820-960-000. SCENIC BYWAYS			
16-4820-970-000. LOCATOR BOARDS			
16-4820-980-000. VISITOR EDUCATION			
16-4820-990-000. FAMILIARIZATION			
16-4820-990-001. CREATIVE SERVICES			
	Brand Planning	\$	65,000.00
	General Creative Services	\$	35,000.00
16-4820-990-002. STRATEGIC PLANNING			
16-4820-990-003. WEBSITE COSTS			
	Moab Steward Module	\$	10,000.00

Quantity	2023 Initial Budget Request	2023 Initial Budget Request Comments
	\$ 1,843,070.00	
	\$ 276,367.00	Total budget not to exceed \$1,382,454
	\$ -	
	\$ 138,654.00	
	\$ 9,000.00	EDD General + Tourism Specific Travel Expenses
1	\$ 1,000.00	
1	\$ 1,000.00	
1	\$ 1,000.00	
0	\$ -	
1	\$ 1,250.00	
2	\$ 500.00	
1	\$ 2,000.00	
1	\$ 1,000.00	
1	\$ 1,250.00	
0	\$ -	
	\$ -	
	\$ 2,000.00	EDD General - Office Supplies
	\$ -	EDD General - Covered in EconDiv
	\$ 5,580.00	EDD General - Water, Sewer, Garbage, Electricity, Gas, Landline, and Internet
12	\$ 1,320.00	
12	\$ 1,380.00	

12	\$	1,080.00	
12	\$	1,800.00	
	\$	500.00	EDD General - Utah Local Government Trust
	\$	-	EDD General - Paying this out of EconDiv
	\$	5,000.00	EDD General - Copy/Printer + Tourism - Pitney Bowes Lease
1	\$	1,000.00	
4	\$	4,000.00	
	\$	168,927.52	Software and consulting services
1	\$	10,000.00	
1	\$	20,000.00	
1	\$	1,200.00	
1	\$	30,000.00	
1	\$	20,000.00	
1	\$	25,000.00	
1	\$	500.00	
1	\$	4,800.00	
2	\$	2,000.00	
4	\$	18,427.52	
1	\$	12,000.00	
6	\$	15,000.00	
1	\$	10,000.00	
	\$	500.00	EDD General - Permits and Leases
	\$	4,100.00	Tourism Related Memberships and Dues
1	\$	1,650.00	
1	\$	450.00	
0	\$	-	
1	\$	1,300.00	
1	\$	700.00	
0	\$	-	
0	\$	-	
0	\$	-	

	\$	-	EDD General (in Econ Div)
	\$	251,445.00	
1	\$	199,376.00	
1	\$	52,069.00	
	\$	-	EDD General (in Econ Div)
	\$	45,000.00	
1	\$	5,000.00	
1	\$	40,000.00	
	\$	-	EDD General (in Econ Div)
	\$	50,000.00	1 2023 staff + Bathroom Hours Extension
1	\$	38,000.00	
1	\$	7,000.00	
1	\$	5,000.00	
	\$	40,000.00	
	\$	40,000.00	Small Biz Grant
	\$	31,000.00	
1	\$	5,000.00	
1	\$	5,000.00	
1	\$	5,000.00	
1	\$	16,000.00	
0	\$	-	
	\$	1,000.00	EDD General - Staff Education/Training
	\$	504,400.00	
1	\$	225,000.00	
1	\$	100,000.00	
1	\$	6,600.00	
1	\$	12,000.00	
1	\$	4,800.00	
3	\$	30,000.00	
1	\$	4,000.00	
1	\$	2,000.00	

1	\$	100,000.00
1	\$	20,000.00
	\$	4,096.00
	\$	40,000.00
1	\$	25,000.00
1	\$	5,000.00
1	\$	5,000.00
1	\$	5,000.00
	\$	20,000.00
	\$	13,500.00
1	\$	8,000.00
1	\$	3,000.00
1	\$	2,500.00
	\$	7,000.00
1	\$	3,000.00
1	\$	4,000.00
	\$	-
	\$	-
	\$	5,000.00
	\$	20,000.00
	\$	-
	\$	-
	\$	-
	\$	-
	\$	-
	\$	100,000.00
1	\$	65,000.00
1	\$	35,000.00
	\$	50,000.00
	\$	10,000.00
1	\$	10,000.00

Estimate for New Travel Planners

No longer contributing

No longer contributing

Covered by GCATT Budget

Tourism Component of Strategic Planning
Begin New Branding + Moab Steward Web Design

	2023 Initial Budget Request Comments
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Shore this up and add budget for TCAB rep and one staff in addition to director to join UTC

Board interest in increasing data support
Board interest in increasing data support
Board interest in increasing data support

Move to "Owned Media"
Move \$2000 from Unanticipated Expense in Paid Media
Board interest in increasing data support

[illegible]

Likely support for increase from CC

Likely support for increase from CC

Increase to reflect contribution to MIC

Biocrust Garden + Ephemeral Pool Ecosystem Aquarium?

Likely increase to cover lions share of SBDC contribution

Increase this number by \$100k, target water based summer travel

Move to Professional Services to cover Wander Map

Maximize contribution per UOT

Maximize contribution per UOT

Potentially increase to fund "This is How You Moab" content production

Melissa to provide an update number

Increase \$5k to provide an updated number to cover banner contribution

Melissa to provide an update number

Melissa to provide an update number

Does Falyn want a contribution?

Additional

Eclipse

Film Commission Anniversary

Tourism Signage / Guidance - This is How You Moab

ARCHES NATIONAL PARK



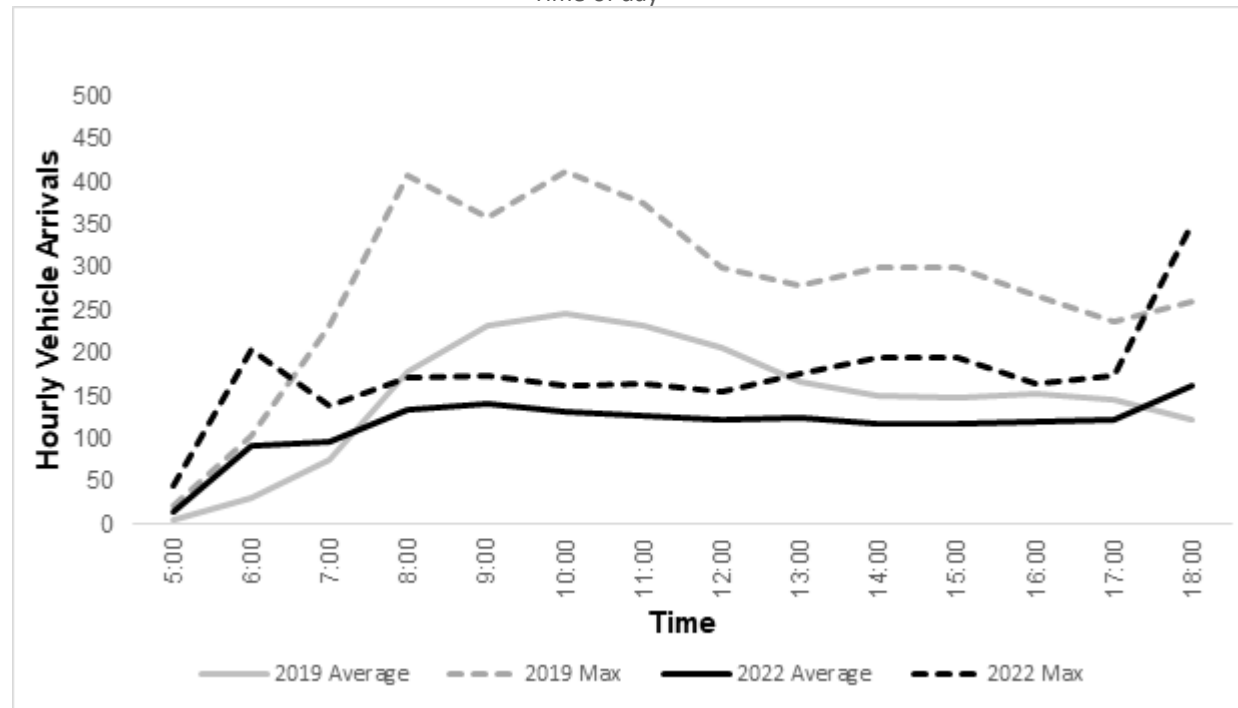
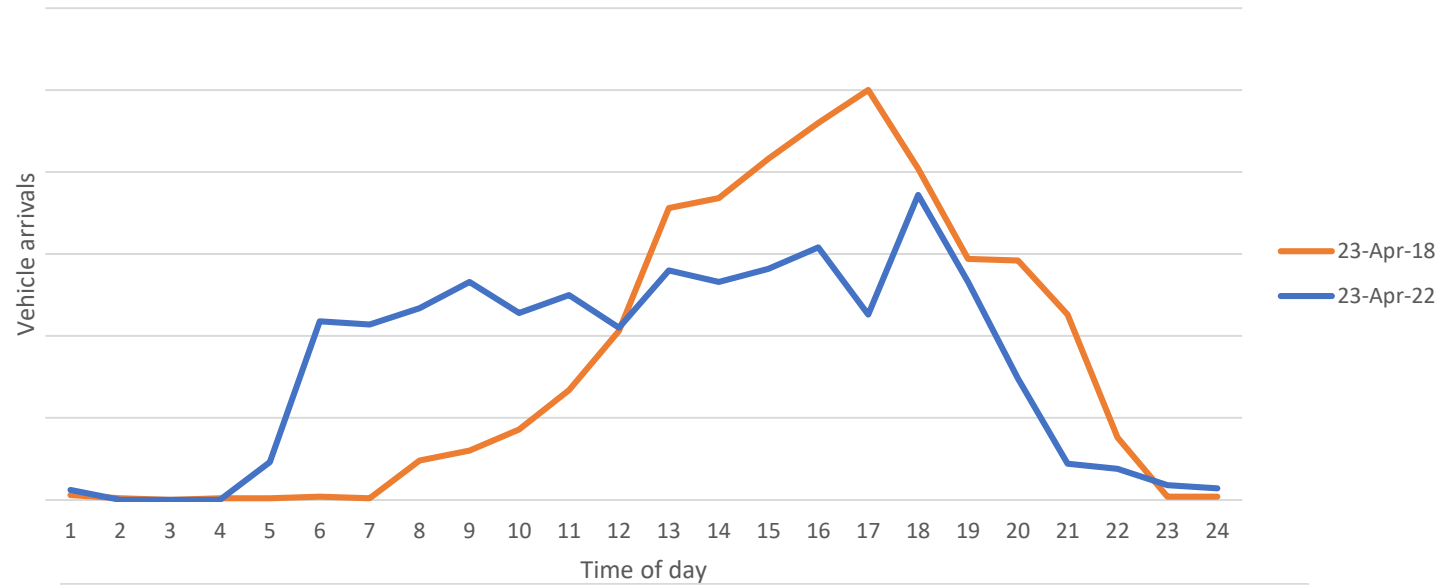
PILOT TIMED ENTRY SYSTEM
2022-2023



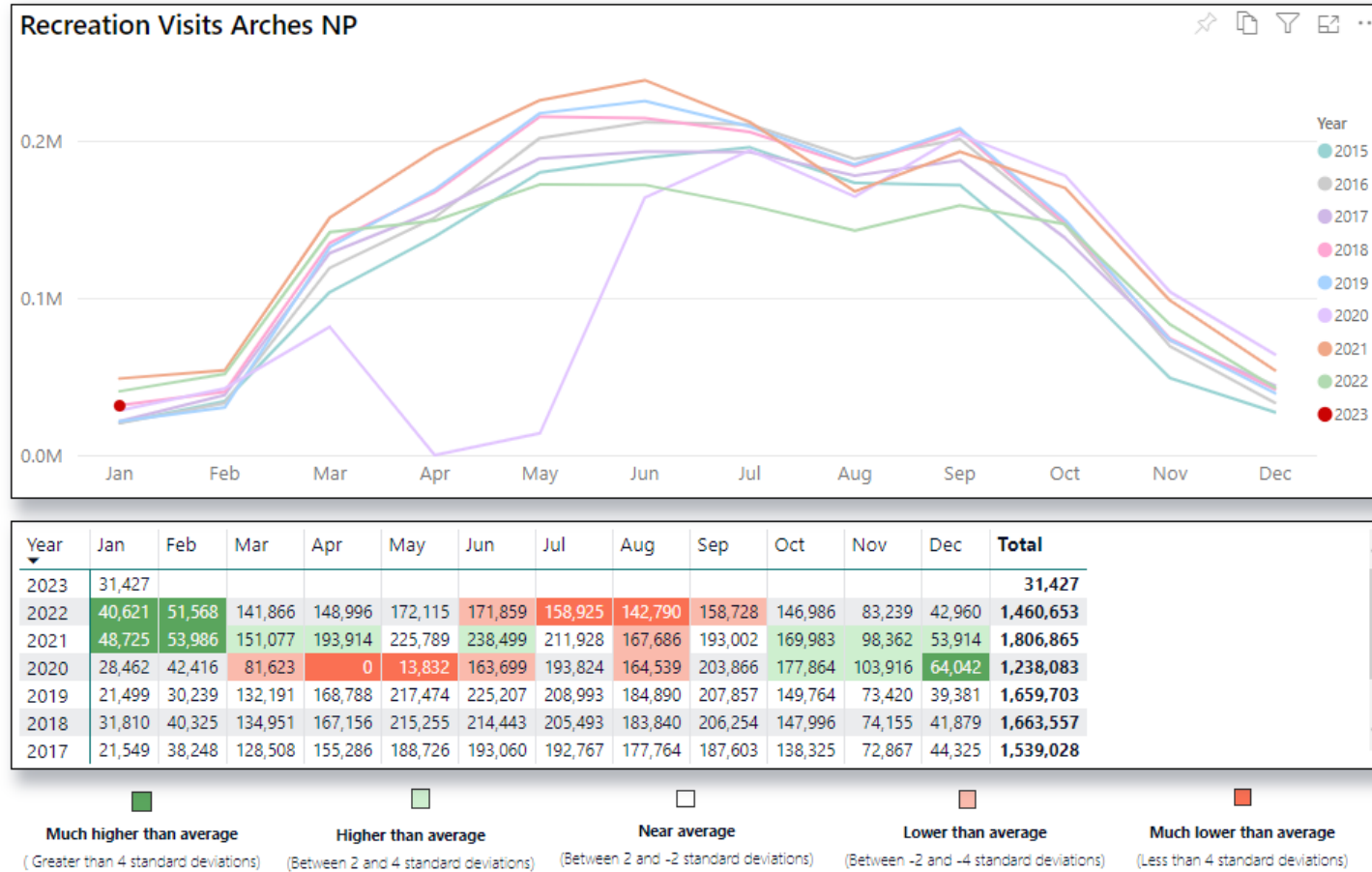
Goals

- Distribute visitation throughout the day
- Provide reliable access at entrance and trailheads
- Improve visitor experiences

How effective was NPS in
distributing visitation across the
day?



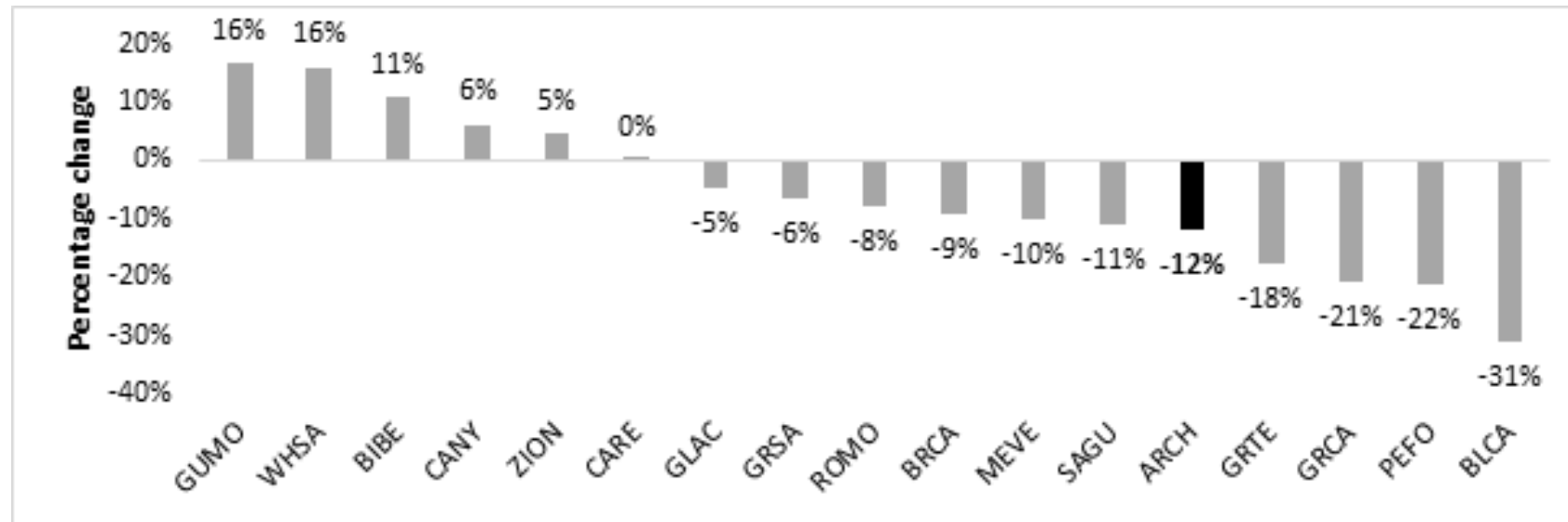
Vehicle arrivals



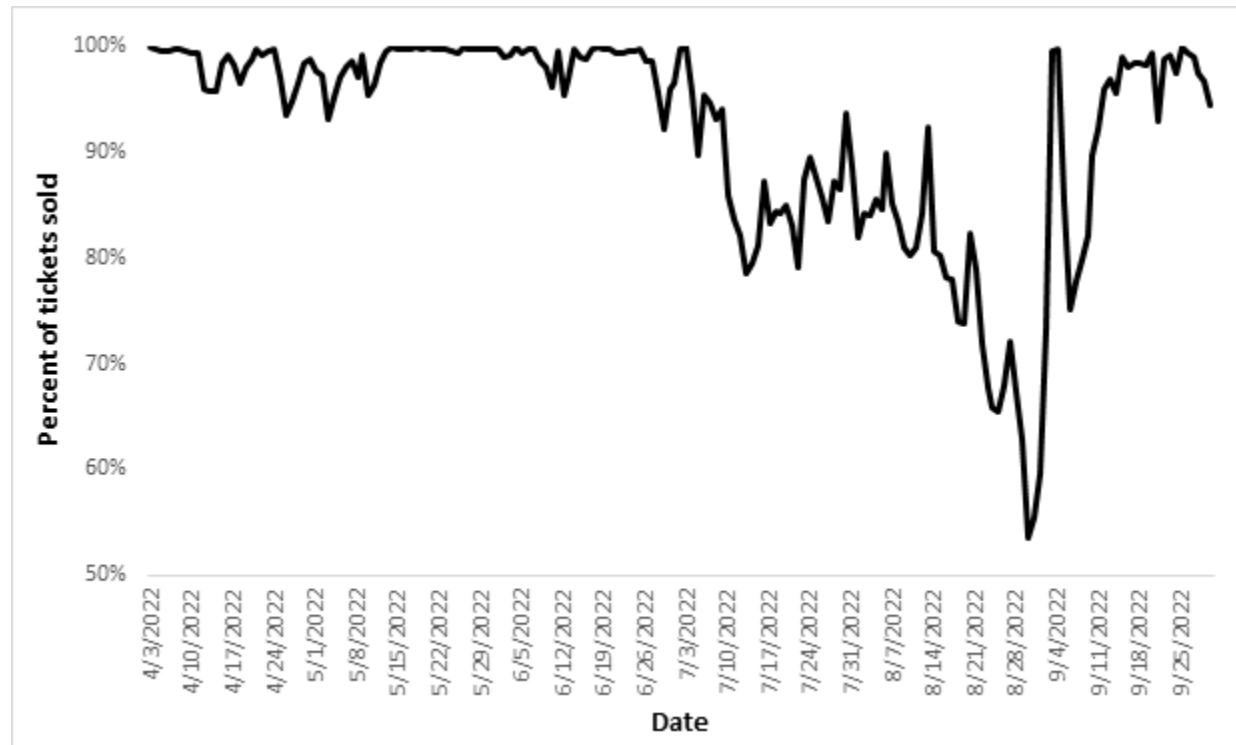
2021 – 2022 percent visitation change



2019 v 2022 visitation IMR parks



2022 Timed Entry Ticket Sales



Was Timed Entry a Factor?

- During the pilot, monthly visitation at Arches decreased 14% to 27% from 2021
 - Statewide travel decreased by around 17% (source: KSL)*
 - Many NPS sites decreased across the Intermountain West
 - Road and air travel nationwide also decreased
-
- Arches provided the same opportunity for access as a typically busy day in 2019.
 - Opportunity remained constant
 - Summer tickets did not always sell out
 - Few visitors accessed the park in the early morning hours, visitation shifts were not indicative of major displacement

What did we learn about reliability of access?

58% of visitors learned about timed entry in advance on the Arches website

33.6% learned about timed entry from a variety of other sources (news, social media, word of mouth, signage, etc.)

8.4% of visitors learned about timed entry when they arrived at the park

91% of visitors had a timed entry ticket (or an exemption) for their entry to Arches

Of those, 83% were able to obtain a timed entry ticket for their preferred date and time

An average of 86-87% of visitors arriving to the park had a timed entry ticket before arrival (based on turnaround data)

Reviews on Recreation.gov reference a smooth entry process, short wait times, and ease of finding parking

Did Visitors Have a Good
Experience?



Visitor Feedback

- Majority of visitor reviews were positive
- 6010/7096 4- and 5-star visitor reviews on Rec.gov = 85% very happy visitors
- 2021 vs 2022 visitor survey results:
 - *59% supported implementing timed entry as a management tool in 2021*
 - *85% supported it in 2022 (29% supported it in 2016)*
 - *Support for additional parking at primary sites decreased*

“The timed entry approach provided a very orderly and easy entrance experience...AND without question it helped to control crowds throughout the park...it is something that other heavily visited parks should consider for crowd control...”

Challenges and opportunities

- Processing time/wait times increased by 48%
 - Allow the purchase of park and annual passes on Recreation.gov in advance.
 - Eliminate the ID requirement.
 - Install faster internet at the booths.
 - Begin the initial planning process for infrastructure improvements, potentially a third lane and booth, or automated gates.
- Accounting for and improving processing of the number of vehicles in line without a timed entry ticket (13-14%)
 - Increase messaging/signage and online information
 - Improve protocols for exemptions for specific visitor groups who arrive without reservations.

2023 PILOT TIMED ENTRY SYSTEM PARAMETERS

- Park-wide access managed through our main entrance
- Utilize Recreation.gov
- Pilot season: April 1 to **October 31**, 2023
- Daily time window: **7 AM to 4 PM**
- 1-hour entry windows
- Booking windows: 3 months in advance for the entire month **(60%)** and 6 PM the day before for the entire next day **(40%)**
- Exemptions from the timed-entry requirement: permit holders (camping, Fiery Furnace tour, SUP, filming); CUAs and concessioners; park employees and partners
- Visitors can return to the park on the same day as their ticket, not on subsequent days without a new ticket

Closing thoughts

- Timed entry successfully distributed visitation throughout the day, increased access to parking, and improved visitor experience.
- Commercial Use Authorization holders had reliable access to the park during timed entry.
- Updates for 2023 should improve processing times, provide more off-hours access, and increase ticket-purchasing flexibility.
- The future success of timed entry, or any managed access system at Arches, requires continued collaboration with the community.
- Timed Entry Monitoring Report will be available by April.
- Public engagement on visitor use planning scheduled for early summer.