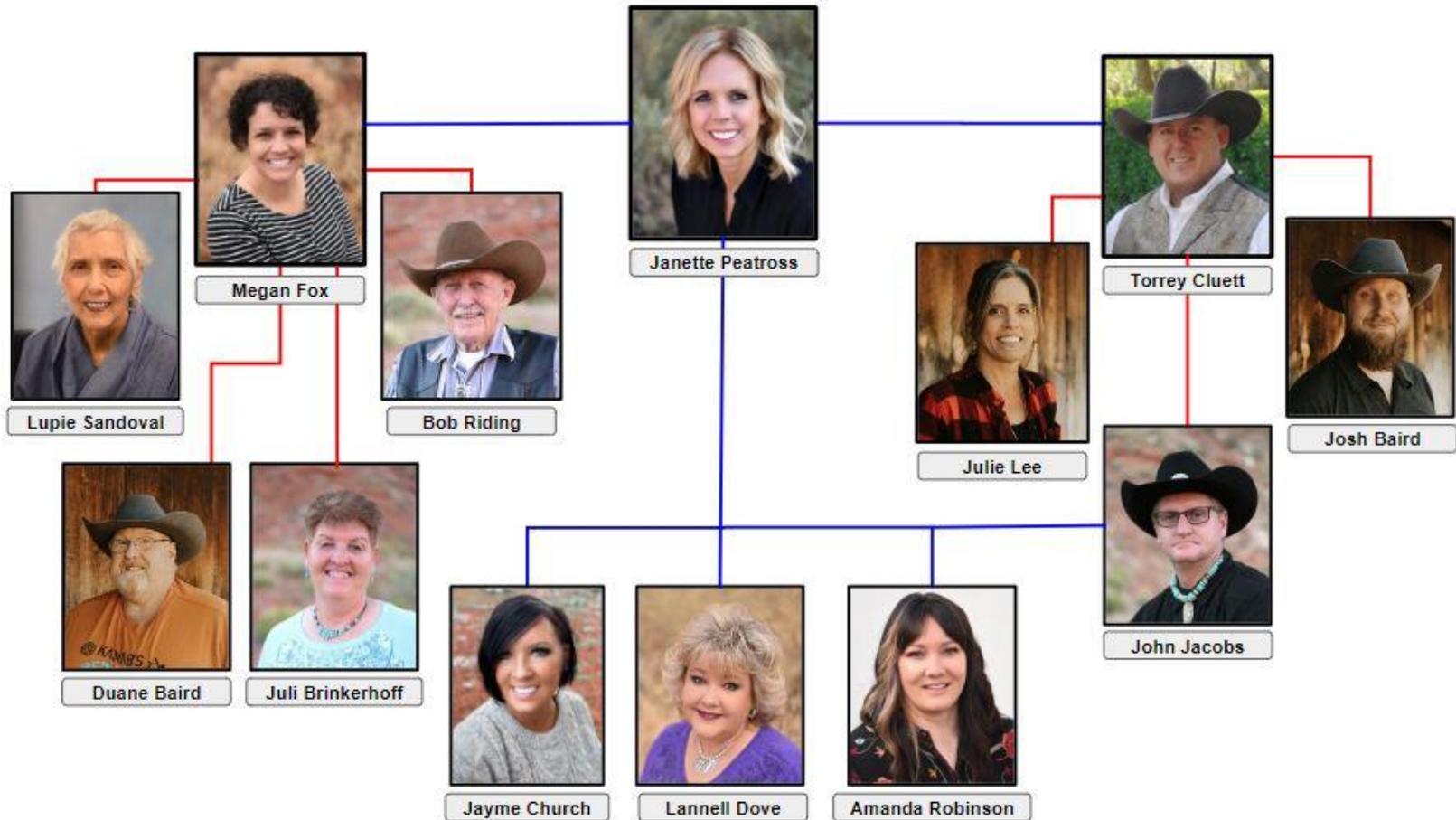




Kane County Office of Tourism

Marketing & Community 2023

Kane County Office of Tourism, Events and Kanab Center



What We Do:



Work to bring quality visitors to Kane County

Statistics ◆ **Domestic Marketing** ◆ **International Marketing** ◆ **Events** ◆
Preserve

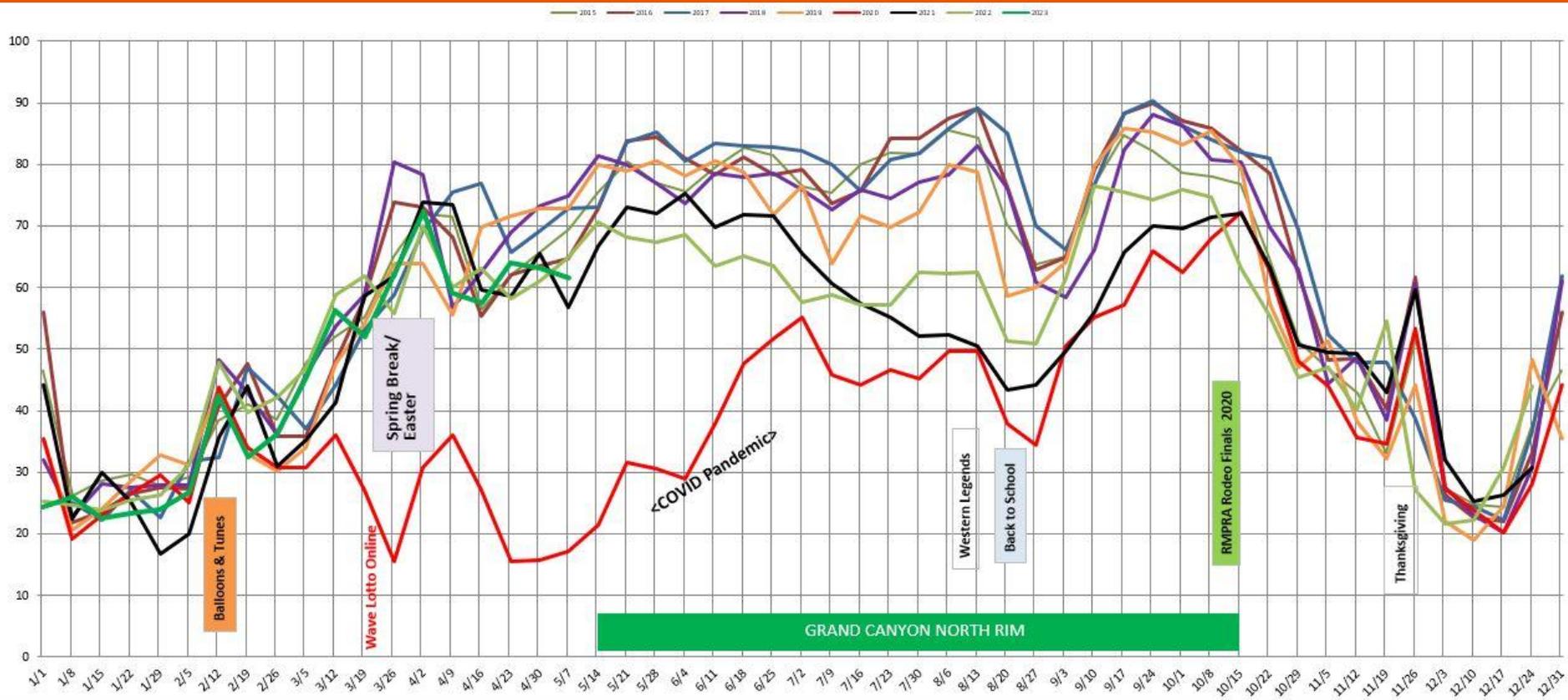
Top Markets & Average Length of Stay in 2022



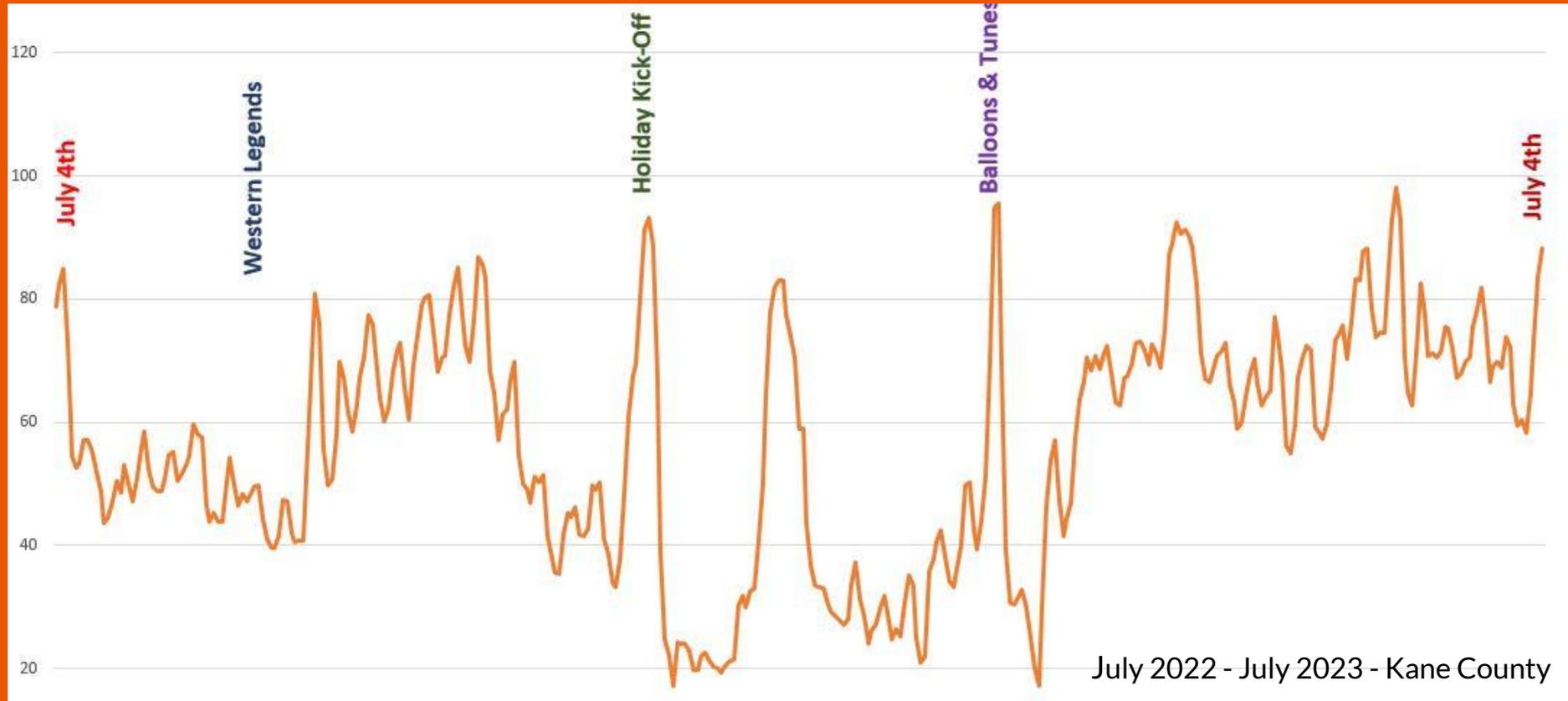
Goal: To increase length of stay for the markets with high number of trips but shorter length of stay, and to increase the number of trips taken by visitors from markets with high length of stay

DMA Market	Average Length of Stay
Salt Lake City	1.9 days
Phoenix-Prescott	1.9 days
Las Vegas	2.1 days
San Diego	2.1 days
Tucson-Sierra Vista	2.1 days
Los Angeles	2.2 days
Albuquerque-Sante Fe	2.2 days
Denver	2.3 days
Seattle-Tacoma	3.1 days
New York	3.2 days
San Francisco-Oakland	3.4 days
Minneapolis-St Paul	3.5 days
Dallas-Ft Worth	3.6 days

Kane County Hotel Occupancy 1341 Rooms



Vacation Rental Occupancy - 1106 Units



July 2022 - July 2023 - Kane County

Domestic Marketing

Print, Outdoor, Online, Social Media, Expedia, TV, Radio and Influencers

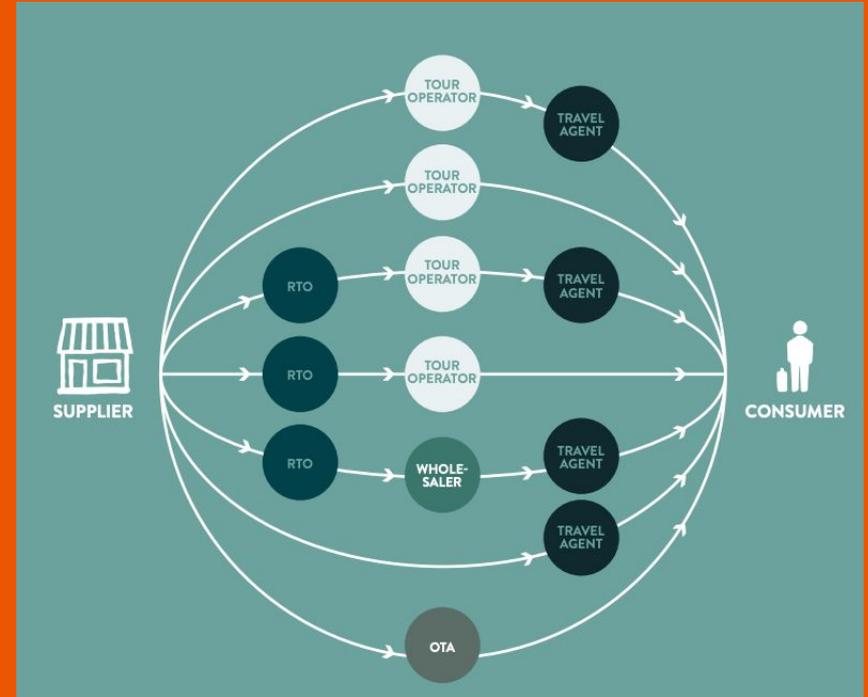




International Marketing

Canada, France, Holland, Germany, UK,
Australia & China

IPW & Sales Mission, Marketing Campaigns, FAMS



WESTERN LEGENDS

Heritage & Music Festival



How are we doing? 2023 Bookings with Expedia Partners



Overall Booking YoY Summary For Kane County Utah Office of Tourism



Gross Bkg \$

\$2.1M

▼ -0.6% YoY



Room Nights

13.5K

▲ 3.6% YoY



Avg Daily Rate

\$154.0

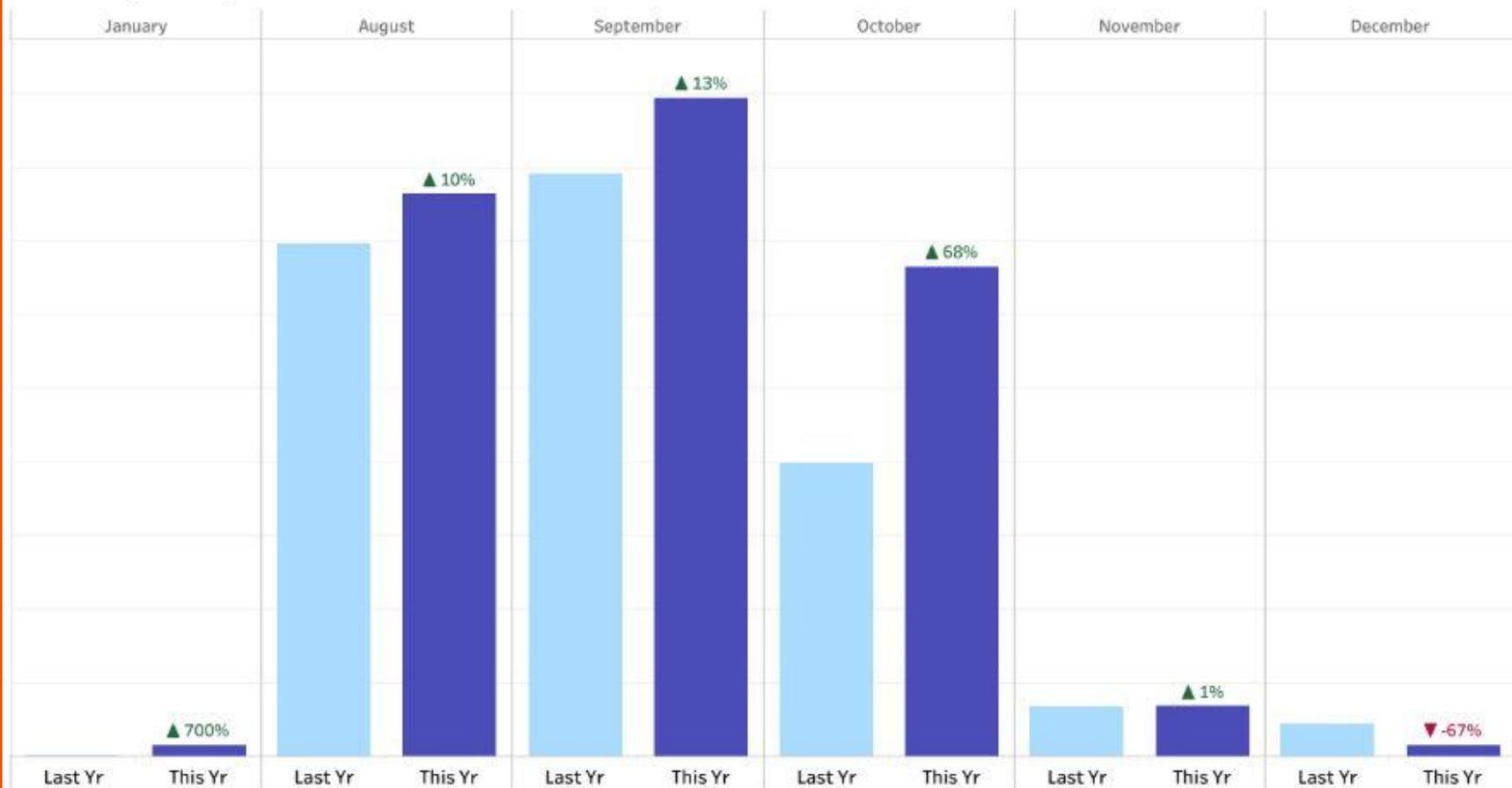
▼ -4.1% YoY

Production YoY Summary

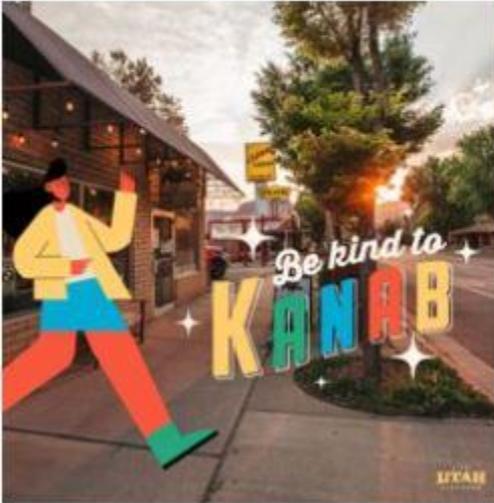
POS Name/Country	Gross Bkg \$	Bkg YoY%	Rm Nights	RN YoY%	ADR	ADR YoY%
Expedia US	\$1,175,010	1.8%	7,352	7.4%	\$159.8	-5.2%
Hotels.com US	\$819,746	-3.9%	5,606	-0.9%	\$146.2	-3.0%
Travelocity US	\$81,829	-0.1%	525	3.8%	\$155.9	-3.7%
Grand Total	\$2,076,584	-0.6%	13,483	3.6%	\$154.0	-4.1%

Total Future Room Night Stays are up 21.3% from Last Year

Room Night Stays Over the Next 6 Months



Protecting Our GREATEST Asset



 **Remember:**

The People are Your Family

- Show respect for others.
- Show care for others' property.

The Landscape is Your Home

- Pack out what you pack in.
- Clean up after yourself and your pets.

The Experience is Yours Forever

- Stay safe.
- Take lots of pics.
- Have a great time!

 Scan here, or visit BeKindToKanab.com



WILSON VILLAGE KANAB

CARVE TRAILS NOT TREES



Leave your art off the bark. **MIND YOUR MOUNTAIN MANNERS.**

MindYourMountainManners.com

DROP THE BASS.



PICK UP THE TRASH.

FEEL THE RUSH AT THE SPEED OF SAFETY







KANAB

MAGICALLY UNSPOILED