

2013 Dixie Trail and Advocacy Summit -March 28 – 30 St George Utah

Branding our Trails

Presentation by Mark Wade of Oculus Media (www.TourismDevelopment.com)

What is a Brand?

Objectives:

Delivers the message clearly

Confirms your credibility (highest brand value)

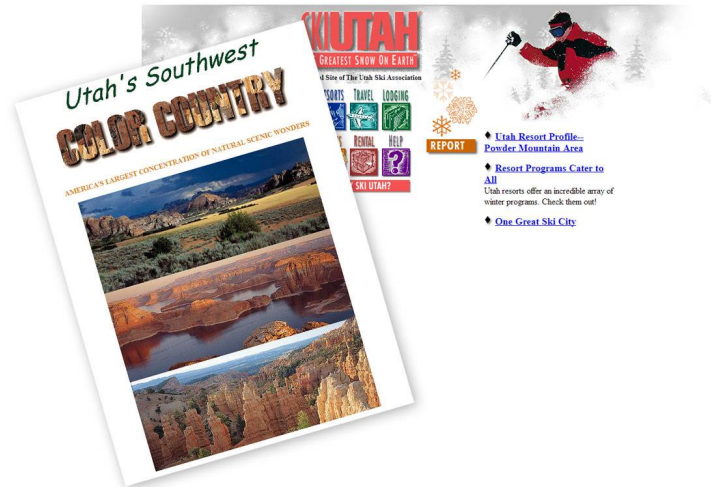
Connects your target prospects emotionally

Motivates the buyer

Cements User Loyalty

<http://www.youtube.com/watch?v=JKIAOZZritk>

What is our brand? What do we want to become?



History of marketing in St. George:

- Dynamics of modern travel – Road to California – Had to have a place to eat, sleep, get fuel, because it was a long slow drive.
- Color Country Tourism / Skiing - California – 1960's / early 1970's when mMountain biking was not considered a sport
- 1993 Mark came here as Director of Tourism for Five Southwest Counties (Five Counties Working Together to promote region.
- In the 1990's the southwest counties of Utah began to market themselves more effectively
- Washington County began to see a division in their needs ZION and/or St. George
- 1998 (15+ years ago – individual guides and outfitters struggled to garner support of local officials. Guides and outfitters association was born as a result. A cooperative effort of promotion began at that time. Web-marketing, brochure, etc.

- A branding evolution has occurred in Washington County
Utah's Dixie? → UtahStGeorge → UtahZion → Everything From A to Zion →
- Olympics → Marketing Changes from a State Level
- Golf → Branded the area courses as the Red Rock Golf Trail
- Tuacahn → Marketing with Hotels (1995) Cooperative – Hotels each have marketing budget of their own!
- Outdoor adventure began to gain notoriety in Washington County
- Current PIE (Why do people come to St. George?)

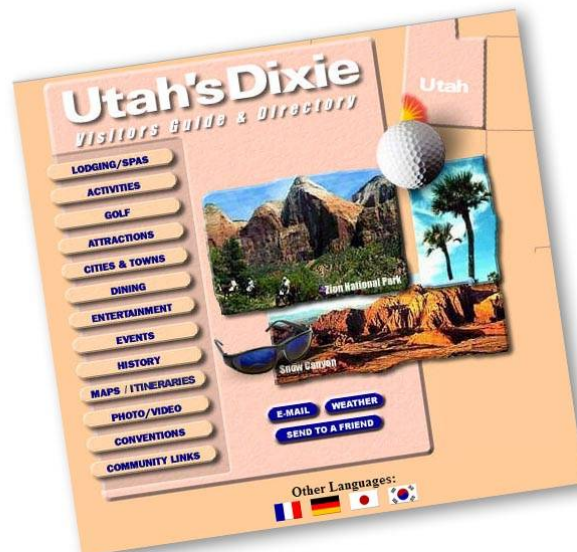
See example (below) of the different types of people who come to a resort in the Zion Park area. St. George has it's own pie (slices / reasons for coming to the area). This is a very broad and diverse group in St. George area.



St. George is now a destination for many different things – such as:

- Sporting Events / Competitions (Softball, soccer, Biking, etc.). i.e. - St. George can host over 300 teams on a given weekend for softball and does host approx. 30 tournaments per year. Senior Games, Marathon
- Golf (12+ Courses)
- Three world class spas. No city can claim this many.
- Relax in the sun
- Hiking, outdoor excursions
- Art / Cultural Events
- Etc.

Tourism evolution of the 1990's and early 2,000's <http://www.utahstgeorge.com/> (see logo)



www.AtoZion.com

What has been done? What is being done now?

Current Slogans (Everything from A to Zion)

- \$1,000,000+ in marketing for outdoor adventure over past 10 year. (Print, Internet, TV, etc.). Economic Impact.
- Which is Greater? Zion or St. George? How has it changed? St. George has grown to surpass Zion as the major economic resource in area.

Positioning (What is it?)

See – Al Ries / Jack Trout → Repositioning?

- Adjust the perception in the mind of the consumer or prospect – Example – Volvo = Safety
- Simple observation that the public can verify for themselves
- What position do we want to have. In other words – what perception do we have? What do we want them to have?
- <http://www.youtube.com/watch?v=DixFg-reeaw> (1:25 – start here)
- **Five test of obviousness**
- Not complex
- Make Sense
- Put in on paper (put on back of business card)
- Does it explode in people's minds
- Is the time right?

Positioning St. George

<http://www.utahstgeorge.com/press.html>

The World's Most Active Destination!

How do we package trails in St. George?

Examples of packaging / branding for other products.

- Trio Grande
- Duck Creek Village
- Zion Ponderosa - A- **Repositioning** Zion Ponderosa as a **week-long experience** with an “Unpack Once” slogan and a message that identifies Zion, Bryce Canyon, Grand Staircase and other destinations as all easily seen from, and while staying at, Zion Ponderosa. Was successful with families in summer, but was not reaching the spring / fall travelers, so they removed kids from the site www.ZionPonderosa.com and focused on traveling couples and small groups who were not constrained by summer only travel.

What is the Image of St. George Now?

Example Challenge – Wayne County Example (Capitol Reef National Park area)

- National Park travelers (show map) – www.CapitolReef.org
- Three Adventurous Zones
- Multiple Types of Experiences - Same challenge with Zion / St. George

MOAB: How did they become famous? Not all of their own doing!

They received a lot of national marketing (free) and may not be able to take credit for a large percentage of their own marketing of trails.

i.e. - **Mowabb Shoe – Big campaign by Nike in the 1990's.**



- Story of Virginia – Mtn. Bikers on Mountain talking about riding in St. George.
- What has been done recently?
- Approx. six years ago – Washington County began to really emphasize outdoor adventure (County?) We did some research and found that the person who mountain bikes also participates in an average of five or six other outdoor activities. We determined that to reach people interested in many of these activities, we would market to mountain bikers!
- i.e. - MTBR - <http://www.mtbr.com/> + Utah Cycling Utah - www.cyclingutah.com

Zion Country Action Tours

- St. George as a world class Trails destination (like we discussed at lunch)
- What does that mean?
- Non-Motorized Adventure

Hiking, Mountain Biking, Trail Running, Rock Climbing, Canyoneering, cycling, running

DISCUSSION:

How do we brand ourselves to change or grow our image? How do we position or re-position ourselves?

Why should people come here to visit

Why should companies relocate here

Why should business care about outdoor recreation

What can they do partner with outdoor recreation

Review - What is a Brand?

Objectives:

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Five Steps to Building A Brand [\(LINK\)](#)

- Assess Brand Perception
- Build your Brand Strategy (A product with a promise)
- Create an Architecture
- Consistent Brand Experience Application (Innovate and Integrate)
- Monitor and Audit Your Brand

OPEN DISCUSSION NOTES (Last 20-25 minutes of presentation)

VISUAL BRAND? SLOGAN?

Marketing

- What would you do?
- Where would you market?

How Trails pie is different:

- Recreation / Adventure
- Competition Events
- Exercise
- Social
- Other?

----- Notes below recorded during discussion by Cimarron Chicon

IMAGE

- Adventure (Motorized ? No)
- Healthy Life Style
- Mountain biking
- Trails – climbing, biking, running , canyoneering, hiking(world –class)

WHO IS THE CUSTOMER

- Sophisticated Older
- Average mtb age 43 – 88 %male.

What are we called – where are we?

- A to Zion – used now
- Greater St George
- Dixie
- Utah's Dixie
- Southern Utah
- Southwest Utah
- So(o is knobby tire) U (looks like fork) t (Handle Bars) a n
- Red Rock Country
- Trail town of the west?
- Towns
 - St George / Hurricane / Virgin

Other areas

- Trail town USA

LOGO Suggestions

- Gila – Red Cliffs NCA Logo
- Tortoise

What sets us apart?

- Year around Trails
- Desert to Mountains
- Desert to Mountains – year around trails

Slogans

- We are in the Corner – “meet us in the corner” (corner of Utah)
- “Come ride in the corner”
- High–end to the trails end
- Go ~~Stand~~ Ride in the corner
- Ride of your life
- The RYde less traveled
- Big Wheels Welcome
- Drop into Southern Utah
- “Come ride the Virgin”
- “Single Attraction”
- “Virgin Dirt”
- More than Mesa's
- Mesa's and more
- A mess of mesa's
- Bluffs and Mesa's

Logo Samples for other similar products/destinations:

