



SKI UTAH
THE GREATEST SNOW ON EARTH

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CO-OP

What do UDS and Ski Utah have in common?



Ski Utah wants not only Utahns, but people outside of Utah to enjoy Utah's ski resorts, stay in Utah's lodges, and experience everything fun Utah has to offer while they're here. Utah Digital Services wants the same thing. Utilizing our sophisticated, cutting-edge digital advertising products, we are able to find your potential customers and bring them right to your front door.

What's a co-op?



In the world of marketing, a co-op is a collection of businesses with similar target audiences that work together to achieve their advertising goals in the most cost-effective way possible.



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CO-OP

What's the purpose of the Ski Utah - UDS Co-Op?



We get it. Running your marketing through an agency or hiring an in-house expert to do it for you are expensive solutions. The Ski Utah - UDS Co-Op allows you to get the job done at a fraction of the cost. Together with other Utah businesses, you are able to promote your business in front of qualified digital audiences without having to pay through the nose for it.



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Why would I want to be a part of this?



Over the last three years, we have worked directly with Ski Utah to refine a digital audience full of people who want to visit *your* resort, stay in *your* lodge, enjoy *your* entertainment venue, and spend money with *you*. Utah ski resorts recorded a 10-year high for visitors this past 2016-2017 season. Millions of people came to Utah to ski, stay, and play. Next year, make sure they spend their time with you.

How does it work?



Each of our ads will present your customer with one resort business, one lodging business, and one retail/entertainment business. This gives them a complete picture of how they can come to Utah to ski, stay, and play. These ads will click through to Ski Utah's trip planner page on their website. Once they leave Ski Utah's site, we will continue to follow them around the web with retargeting ads.





CO-OP

What do I get out of it?



The price to join the co-op is only \$8,000 for the entire 2017-2018 ski season, billed in monthly installments of \$1,600/month starting in October.

This will get you the following:

- \$25,000 worth of advertising
- 8 million impressions delivered on sites like these, utilizing a predictive model of your ideal customer based on our customer personas
- A premium listing on the Ski Utah website, skiutah.com

The Salt Lake Tribune



travelspike





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CO-OP

What's so special about skiutah.com?



For decades, Ski Utah has been the trusted source for skiers and snowboarders planning winter vacations to Utah. Skiutah.com receives over 1.4 million visits during the ski season. Their site makes planning a trip to Utah easy with easy-to-use lodging, resort and retail listings, package deals, events calendars, snow reporting, and much more. Being on their site allows you to become a part of your customers' vacations plans before they even get here. Additionally, having your brand featured on a prominent site like Ski Utah's will drive a lot of traffic to your own site. In the past years, Ski Utah has seen click through rates 6 times the industry average.

- 59% of site visitors plan vacations two days or longer
- Site visitors intend to spend, having an average household income of \$125,000
- Skiutah.com has tons of traffic, with over 2.5 million page views
- Their traffic is varied, with 62% of these page views being unique visitors
- Visitors to the site mean business, spending on average over 1 ½ minutes on the site





CO-OP

Why should I join the co-op today?



If we let everyone join the co-op, it wouldn't serve anyone effectively. To maximize your ROI, we have a limited number of partners in each of the ski, stay, and play verticals, which are resorts/CVBs, lodging, and retail/entertainment.

Yes, it's 100 degrees outside. The snow on the tips of our mountains is almost gone. But trust me. You don't want to wait until the temperature drops to get in the minds of next year's skiers and snowboarders. They're already looking forward to the next first snowfall. So should you.

The last day to join is September 15th. But don't wait! To get involved, contact your UDS Sales Executive or email us at skicoop@utahdigitalservices.com.

TRIP PLANNER




SKI

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PLAN YOUR TRIP

TRIP PLANNER

UTAH SYMPHONY
CLASSICALLY CHARGED
THIERRY FISCHER, MUSIC DIRECTOR



PLAY

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TRIP PLANNER



HOTEL PARK CITY
AUTOGRAPH COLLECTION
HOTELS



STAY

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