



# **Dinosaur Diamond National Scenic Byway Marketing Plan**

**September 2007**

## Acknowledgements

This marketing plan was produced by O2 Communications, Inc. under the guidance of a diverse group of partners who together make up The Dinosaur Diamond National Scenic Byway Board of Directors and Marketing Committee. We would like to thank all The Byway Committee members, including key contact Lance Stewart, City of Rangely and Greg Gnesios for their informational input, guidance and time contributing to the development of this plan.

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## 1.0 Executive Summary

The Dinosaur Diamond National Scenic Byway is a 512-mile scenic loop situated in eastern Utah and western Colorado. Three-quarters of the loop are within Utah. The segment within Colorado was designated The Dinosaur Diamond Scenic and Historic Byway by the Colorado Transportation Commission on October 27, 1997. The segment within Utah was designated The Dinosaur Diamond Prehistoric Highway by the Utah State Legislature in 1998.

In general, scenic byways represent a significant marketing tool for rural economic development. Unlike most byways which primarily offer geological and recreational opportunities, The Dinosaur Diamond Scenic Byway is considered to be one of the region's most significant paleontological resources.

The objectives, strategies and initiatives contained within this Marketing Plan are geared to balance key seasonal tourism and byway use with protection and preservation of The Byway resources. It is also the plan's intention to create and support top-of-mind awareness as a premiere paleontological, cultural, archaeological, heritage and recreational tourism destination.

This plan represents The Dinosaur Diamond National Scenic Byways' commitment to protecting, enhancing and marketing the intrinsic resources and values to key target markets. The Committee will fund and implement this plan utilizing local, regional, state and national grants and partnerships.

## 2.0 Situation Analysis

The National Scenic Byways Program is part of the U.S. Department of Transportation, Federal Highway Administration. The program is a grass-roots collaborative effort established to help recognize, preserve and enhance selected roads throughout the United States. Since 1992, the National Scenic Byways Program has provided funding for almost 1,500 state and nationally designated byway projects in 48 states. The U.S. Secretary of Transportation recognizes certain roads as All-American Roads or National Scenic Byways based on one or more archaeological, cultural, historic, natural, recreational and scenic qualities.

The Dinosaur Diamond Prehistoric Highway delivers discovery and exploration at several sites filled with science and history. The two-state Byway combines opportunities to see dinosaur bones being excavated and prepared by paleontologists for museum display. Visitors can learn at the museums along The Byway that showcase reconstructed skeletons and fleshed-out re-creations of dinosaurs found in the area.

World class recreation resources attracting travelers from around the globe also surround The Dinosaur Diamond. These include Dinosaur National Monument, the Flaming Gorge

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National Recreation Area, Canyonlands National Park, Arches National Park, Natural Bridges National Monument, Colorado National Monument, several national forests and extensive federal lands managed by the Bureau of Land Management. The Green and Colorado Rivers are additional major World Class waterways for adventure. Geologically unique mountains, valleys, plateaus, cliffs, and arches define this area and make it spectacular for any visitor.

In addition to dinosaur sites, archaeological areas scatter the region that encompasses The Dinosaur Diamond. Prehistoric and Paleo American petroglyphs and pictographs cover rock cliffs across the northern edge of the Colorado Plateau. Examples of this rock art are found along The Byway in some of the highest concentrations in North America. Natural stone arches and bridges in Arches National Park, Mc Ginnis Canyons and The San Rafael Swell are internationally famous and draw millions of visitors annually.

Outdoor recreation and adventure is also an integral part of The Dinosaur Diamond National Scenic Byway experience, including hiking, backpacking, camping, rafting, kayaking, canoeing, hang-gliding, climbing, canyoneering, mountain biking and cycling on thousands of acres of public lands.

Currently all of The Dinosaur Diamond communities market their tourism resources at some level, though tourism efforts available and funding varies widely and even the larger communities are constrained.

The Colorado counties collect a lodging tax that is used to promote tourism in that county. Colorado counties also have grant funds available to communities. The State of Colorado recently reinstated funding for a state tourism office, but no funding will go to local communities.

Utah counties collect a transient room tax that is used to fund state tourism projects. This funding is available for new projects through a co-op application process with The Utah Office of Tourism for all areas of the state.

## Utah Travel Regions

The Dinosaurland Travel Region is a three-county area comprised of Daggett County (Flaming Gorge area), Uintah County (Vernal area) and Duchesne County (Roosevelt and Duchesne). Castle Country Travel Region is a two-county area comprised of Carbon County (Price) and Emery County (Huntington, Castle Dale, Emery, and part of Green River). Canyonlands Travel Region is a two-county area comprised of Grand County (Moab, Castle Valley, and part of Green River) and San Juan County (Monticello, Blanding, Bluff, Mexican Hat, and Monument Valley). The Dinosaurland and Canyonlands Travel Regions have contracts with the State of Utah to manage two visitor centers, one in Jensen on U.S. 40 and the other at Thompson on westbound I-70.

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County and community economic development efforts in both Utah and Colorado also support tourism. Many of these efforts also seek to diversify economies too reliant on only tourism. Efforts to create better business climates, to retain and attract businesses, also support quality living environments for both residents and visitors.

To a large degree all The Dinosaur Diamond National Scenic Byway communities target similar markets but with some variation. For example the Grand Junction Visitors and Convention Bureau, and the Dinosaurland and Canyonlands travel regions actively seek group tours through the National Tour Association. Grand Junction and Moab market internationally as well as to scenic tour and adventure travel groups. Fruita, Dinosaurland and Castle Country focus on dinosaur enthusiasts and outdoor recreation participants. San Juan County Utah targets tours, foreign visitors, automobile tours and small conventions.

The target market is outdoor adventure travelers of all ages, ethnicities both domestic and international. Marketable leisure trips should be the focus of The Dinosaur Diamond's advertising and marketing efforts for the foreseeable future.

## 2.1 Dinosaur Diamond National Scenic Byway Partners

The Dinosaur Diamond Partnership organization was conceived in early 1996. The group started as a committee of public and private sector recreation and tourism providers with shared visions both about marketing potentials and resource protection. As knowledge and interest in the organization expanded, new members joined. Because The Dinosaur Diamond is over 500 miles long, is located in two states, travels through several communities, counties and travel regions, public participation is all the more important. Thirty-eight project partners signed a Memorandum of Understanding in 1998 regarding joint interests and a commitment to thoughtful marketing and comprehensive resource protection. Working together as The Dinosaur Diamond Prehistoric Highway Partnership, the partnership desires:

- To enhance, promote, and protect the dinosaur, fossil and archaeological resources of The Dinosaur Diamond Prehistoric Highway.
- To protect natural, geological, historic, and scenic resources along the Highway wherever possible.
- To accomplish this in a manner that is appropriate and sensitive to each of all the partner's specific or local needs. We understand that The Dinosaur Diamond Prehistoric Highway's resources are of regional, national, and global significance and should be protected for all humankind for all time.

The Dinosaur Diamond Partnership is open to any individual, group, governmental agency, corporation, foundation, or other entity with a shared interest in The Dinosaur Diamond. Public involvement is a never-ending process. Administrative, resource management, and monitoring needs all require an ongoing dialogue amongst public and private sector partners, community leaders, landowners, and other stakeholders.

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Current Byway Partners include:

## Utah Communities

Vernal  
Roosevelt  
Duchesne  
Helper  
Castle Dale  
Price  
Green River  
Moab  
Monticello  
Blanding

## Utah Counties

Uintah  
Duchesne  
Carbon  
Emery  
Grand

## Utah State Government

Utah Department of Transportation (region 3)  
Utah Department of Transportation (region 6)  
Utah Division of State Parks and Recreation

## National Parks Service

Dinosaur National Monument  
Canyonlands National Park  
Arches National Park  
Colorado National Monument

## Bureau of Land Management (BLM)

Vernal Field Office  
Price Field Office  
Moab Field Office  
San Juan Field Office  
Grand Junction Field Office  
McInnis Canyons, NCA  
White River Field Office

## US Forest Service

Ashley National Forest  
Uncompahgre National Forest

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## Colorado State Government

Colorado Department of Transportation (region 3)

## Colorado Communities

Grand Junction

Fruita

Rangely

Dinosaur

Delta

## Colorado Counties

Mesa

Moffat

Rio Blanco

Garfield

Delta

## Colorado Chambers of Commerce

Grand Junction Area

Fruita Area

Rangely Area

Dinosaur Area

Delta Area

## Utah Chambers of Commerce

Vernal Chamber, Economic Development, Convention Bureau

Carbon County Area Chamber

Duchesne Area Chamber

Moab Area Chamber

## Utah Travel Regions

Dinosaurland Travel Board

Carbon County Travel Bureau

Castle County Travel Region

Emery County Travel Bureau

Grand County Travel Bureau

Utah Office of Tourism

## Colorado Travel & Tourism Regions

Colorado West Tourism Council

## Museums and Associations

Utah Field House of Natural History State Park Museum

College of Eastern Utah Prehistoric Museum

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Canyonlands Nature Association  
Colorado National Monument Nature Association  
Dan O’Laurie Canyon Country Museum  
Southeast Utah Group  
Museum of Western Colorado  
Intermountain Natural History Association  
(formerly Dinosaur Nature Association)  
Museum of San Rafael

## 2.2 Competition

There is intense competition for tourist dollars from other Colorado and Utah Scenic Byways including such routes as the Colorado’s Top of the Rockies Scenic Byway, The Alpine Loop Scenic Byway and Utah’s Castle Country Scenic Byway. The Dinosaur Diamond needs to unify its name in both Colorado and Utah and aggressively promote its unique selling points including the unique diversity and rich paleontological, geological and outdoor adventure resources.

## 3.0 Marketing Objectives

Key marketing objectives for this plan are:

- To bring in more visitors and revenue while promoting sustainable tourism and economic growth for the communities along The Dinosaur Diamond.
- To inform visitors about the paleo, geological and historic resources that are the heart of The Dinosaur Diamond.

Steps for achieving this include:

1. Effectively and economically communicate the Unique Selling Points of The Byway using key media vehicles. Build familiarity of The Dinosaur Diamond National Scenic Byway brand. Develop a market promise.
2. Inform prospective visitors about the vast variety of educational, recreational and leisure opportunities within The Byway, as well as educate and cross-market to the existing customer base of the new opportunities, programs and products offered on an ongoing basis.
3. Build and strengthen The Dinosaur Diamond core customers while attracting new customers in both the local visitor and destination tourist categories. Data, including key demographics, should be captured whenever possible by using permission marketing techniques. Implement a level of knowledge-plus training, so that existing employees can effectively cross-market and promote other company products and services. Everyone,

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from the local convenience store staff to the upper management of the key facilities along The Byway, should be fully trained and have the knowledge and professionalism needed to accurately answer questions and effectively promote the multitude of incredible offerings along The Byway. Past and present visitors to The Byway visitors rave about their experiences. Capture and utilize the strength of that message. In a sense, your existing customers become mini ambassadors, promoting the positive experience to their business groups and personal contacts.

4. Seek and develop niche and special markets. Utilize advertising, promotions, educational programs, the Internet, press releases and grass-roots community involvement to implant key information about specific features and benefits of The Byway creating a higher level of knowledge within the local consumer markets. Within this communication should be a distinctive, cohesive message or thread to tie back to the image of the master campaign.
5. Create a favorable emotional “Take Away” for The Dinosaur Diamond National Scenic Byway. At the end of the day, the feeling of “Nowhere but The Dinosaur Diamond” should be the “Take Away.”
6. Articulate a value system that is distinctive, timeless and speaks to the values of the target audiences.
7. Register a unique selling proposition in the minds of current and potential visitors.
8. Articulate why The Dinosaur Diamond National Scenic Byway experience is different, more compelling than competitive byways in both states. Create a specific call to action which will create the consumer to make The Dinosaur Diamond, or part of it, a destination. This call to action can be as simple as the immensely successful Texas Tourism positioning line, “Texas. It’s a Whole Nother Country.” This line has been used for over twenty years in marketing Texas.
9. Generate more revenue through increased visits, as well as increased dollars spent per consumer (both first-time and repeat) while visiting The Byway.

## 3.1 Target Markets

The Dinosaur Diamond has identified types of visitors to The Dinosaur Diamond. They include dinosaur enthusiasts, outdoor recreation participants, amateur and professional geologists and archaeologists, rock art enthusiasts and pass-through visitors. These current user groups are the most recognizable markets to reach and expand. They include:

**Dinosaur Enthusiasts and Paleontologists:** There is an enormous market of dinosaur enthusiasts and paleontologists who will travel and spend considerable amounts of money to visit museums and field sites displaying dinosaur, fossils, digs and other paleontology resources. These enthusiasts include serious students and professionals, dinosaur clubs

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and amateur students. This group also includes people traveling to and from recreation sites and other attractions along The Dinosaur Diamond. This market can be reached through advertising in appropriate publications, direct mail campaigns, Dinosaur Diamond interpretive materials available at visitor centers and museums along The Dinosaur Diamond, kiosks, and the Internet.

**Families with Children:** are particularly avid dinosaur enthusiasts and can influence where families go for vacations. Dinosaur resources also are of great interest to adults. Dinosaur theme vacations provide excellent opportunities for families. The diversity of other visitor amenities also provides other tourism and recreation resources for family members.

**Amateur and Professional Geologists:** The dramatic geology of the Colorado Plateau attracts amateur and professional geologists. Geology clubs, “rock hounds”, and participants in interpretive or educational programs fall within this group.

**Rock Art Enthusiasts:** In recent years, interest in rock art by scholars and laymen has grown. This is in some measure owing to emergent understanding of the sophistication of prehistoric peoples. Tourists are now beginning to join these researchers. The growing awareness of rock art’s beauty and creative application by skilled hands is generating word-of-mouth excitement among others as well. This excitement is creating a mounting number of destination travelers fascinated and intrigued by these back country panels. To The Byway, this increased visitation is welcome news and should be continually developed as a growing target market.

**Outdoor Recreation Participants:** A large number of visitors to The Dinosaur Diamond primarily come to participate in recreational activities such as scenic viewing, hiking, camping, four-wheel driving, mountain hiking, rafting, boating and the like. This group easily can be reached through marketing and information brochures, calendars of events and other means of advertising.

**Pass-through Visitors:** A large number of tourists travel through The Dinosaur Diamond region via Interstate 70 and secondary highways in route to the Grand Canyon or Yellowstone National Parks. Many visitors also travel to the more local national parks and monuments including Dinosaur National Monument, Canyonlands and Arches National Parks, and Colorado National Monument. Other visitors are traveling between National Scenic Byways. Presently I-70 connects with The Dinosaur Diamond at U.S. 191 in Utah and SH 139 in Colorado. These tourists represent an enormous market potential for The Dinosaur Diamond and can easily be reached via marketing, promotional and interpretive materials and signage at area visitor centers and museums. Pass-through visitors may also include travel writers and reporters who can use a range of media types to promote the region.

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**Developmental Markets - National:** In a survey of state welcome and regional visitor centers along The Dinosaur Diamond, visitors from Colorado, Utah, California and Texas predominate. Travelers from Colorado and Utah are the easiest to reach because of their proximity and familiarity with Dinosaur Diamond attractions. California and Texas should be strongly targeted-especially families.

**Developmental Markets - International:** Welcome centers statistics also show that residents of Canada, Germany, Switzerland, France, Australia, New Zealand and Japan are the region's most frequent international visitors. These countries should be strongly targeted.

## 3.2 Strategy

Market The Dinosaur Diamond National Scenic Byway as a “Nowhere Else...” experience for the whole family to enjoy adventure, geology, dinosaurs, rock art, and outdoor sports such as mountain biking, rafting, camping and hiking.

## 3.3 Branding

Brand is another word for what your business and/or products stand for in the minds of its employees, the general communities in which it services, as well as current and potential customers. Communicating and creating a successful Brand is critical to the success of any marketing effort. By bringing The Dinosaur Diamond brand to life in all materials and every form of communication, The Dinosaur Diamond will gain new visitors and increased revenues.

### Logo

Establish and support The Dinosaur Diamond National Scenic Byway brand through standardized and consistent use of The Dinosaur Diamond National Scenic Byway logo across all forms of media and communications, including individual Byway partner and business use. The logo should unify the entire experience just as the AAA logo symbolizes value and confidence when a visitor sees lodging with this emblem on the front doors.

### Positioning Statement

Another key element in the branding process is the development of a Positioning Statement. The Positioning Statement sets forth your promise to the marketplace. It articulates your identity and sets the tone of the “brand personality” you’re looking to establish and maintain. This statement must communicate the “common thread” that connect and identify each entity with the overall Dinosaur Diamond experience.

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As mentioned above, the success of the Texas Tourism campaign positioning line, “Texas. It’s a Whole Nother Country.” sets the Lone Star state apart in visitors’ minds. Annually, this positioning line has been responsible for 10 to 15 per cent growth in tourism dollars and visits to the Lone Star State.

## **Creative Platform**

The Creative Platform forms the primary creative elements in all media. In print media, elements will include the logo, the type style or font used, images, body copy, other graphic elements and white space. All of these elements will be brought together in one coherent, consistent shell design that will form the base of all print communication. Maintaining continuity in the visual image presented across the spectrum of print media available will be a prime directive.

This continuity will also be maintained throughout other forms of media, including web site, signage, radio, television (future), and other forms of multi-media if approached. This may entail a custom music bed or full-vocal jingle, a distinctive and exclusive voice talent, and possibly other auditory elements that, like your print design, will maintain its continuity across all broadcast media. One clear, consistent message carried throughout the entire campaign.

Every element of the Creative Platform is presented in tactical execution of advertising, and every advertisement that is produced is done so within the parameters of the Creative Platform. In this way, we create a unique branding experience for The Dinosaur Diamond National Scenic Byway that clearly differentiates you from your competition and does so from a strong strategic position that is maintained through strong devotion to continuity.

In summary, as the Creative Platform is formulated, then executed through tactical campaigns, it will naturally evolve. As it does, we will introduce variations for changing markets, products, competitive situations, and market penetration levels. Objectives will be revised, strategies will be revamped, and new action plans will be introduced and implemented.

## **4.0 Marketing Mix**

A bold and compelling brand will drive more business and generate increased revenues. Through a strong combination of advertising, marketing, collateral and brand creation and management, O2 will help position The Dinosaur Diamond National Scenic Byway to achieve more robust visits and revenues.

The main marketing components of this plan are:

- Logo redesign for clarity and consistency

- Collateral development & distribution
- Media kit
- Interactive interpretive guide with audio CD
- Advertising campaign
- Print media
- Broadcast media
- Direct marketing program
- Informational & promotional mailer
- e-newsletter
- e-promotion announcements
- Industry trade & travel show & event participation
- Cooperative partnerships (local, regional & national)
- Search Engine Optimization (SEO) and Internet marketing program
- Seasonal & regional, public relations campaign
- Public relations Campaign
- Articles in newspapers, magazines & other publications (travel and trade)
- Familiarization (FAM) tours
- Press release and other information distribution programs

## 4.1 Marketing Collateral

In order to effectively support The Dinosaur Diamond National Scenic Byway brand at all distribution levels, every communication (internal and external) should be scrutinized to make sure the information, message and manner in which it is communicated is consistent and reflects the brand promise. All should be consistent in their reference to the outstanding products and service opportunities within The Byway.

Design and development of key collateral of multi-lingual materials include:

- Map and 4/color rack brochure(s) utilizing newly developed Creative Platform and Messaging
- Interactive/interpretive guide with audio CD (collaborative Dinosaur Diamond Passport)
- Media/press kit
- Decal, poster, or other identifying materials for members, partners and businesses along The Byway
- Educational activity booklets
- Traditional printed and e-blast newsletter

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- A standardized range of promotional items for event giveaway and souvenir purchase along The Byway. (T-shirts, hats, posters, dino replicas, mugs, etc.)
- The Dinosaur Diamond DVD/Video - for purchase and/or download as VOD (video on demand) on website

## 4.2 Product Development

Further product development is necessary to enhance the visitor experience and extend their length of stay. The Byway also needs to encourage a range of business operating hours along The Byway, reducing the opportunity for disappointment due to early closing or inconsistent hours of operation.

Utilizing The Dinosaur Diamond National Scenic Byway Corridor Management Plan as a guide along with additional research, we recommend the following products be developed and promoted:

1. Itineraries - develop suggested self-guided individual and multi-day itineraries, based on various lengths of stay, by area, by interest and by traveler category. Available to visitors on web site, and all other Byway distribution outlets.
2. Self guided tours - walking/hiking/driving tours, and a continuum of experiences by category; based on different entry points and segments along The Byway, coupled with length of stay.
3. Interpretive host guided tours - develop interpretive host guided bus tours of key segments and attractions along The Byway to include both multi-day (see packages above) and single day/destination tours.
4. Packaged tours - create multi-day travel packages that include added value or discounts for bundled packages. The type and price range can be expanded to capture more niche travelers interested in the continuum of experiences. Create packages with affordable pricing for mass market and budget conscious family travelers.
5. Themed experiences and immersion - develop a continuum of experiences, based on the intrinsic resources, so that visitors can move from passive to active to immersion thus satisfying their need for enlightenment, interpretation, hands-on learning and expression. This tactic will enable The Dinosaur Diamond National Scenic Byway to develop a core of educated byway visitors who will have the knowledge to share and educate others about The Byway resources. They will most likely be repeat visitors, which reduce the cost of marketing and will stay longer and spend more. They will have transitioned from the mass/all travelers market to one or more of the niche markets. Their demand, expectations and willingness to pay for quality experiences will push The Byway to continually develop and refine top-notch products.

## 4.3 Advertising

Along with traditional advertising methods outlined earlier in this plan The Dinosaur Diamond National Scenic Byway must begin to investigate alternate ways to put its name in front of the public. In an effort to create steadier visitation rates and extend length of stay the following tactics should be considered as budget allows:

Develop secondary campaign to promote and increase off-peak visitation by developing shoulder seasons. Direct marketing is focused on driving purchases that can be attributed to a specific “call-to-action”. Direct marketing is distinguished from other marketing efforts by its emphasis on trackable, measurable results (known as “response” in the industry) regardless of medium.

- Opt in to regional and national ad campaigns. Utilize the National Scenic Byways and State of Colorado’s Byway Marketing Plan components for Dinosaur Diamond campaigns as applicable.
- Distribute key Byway information and messages through current well-established tourism opportunities and B2B events and activities (trade shows, regional meetings, etc.)
- Ongoing distribution of press/news releases, regarding hosting of regional visitor events, via website, print and broadcast media.

## 4.4 Signage & Way Finding

The current signage program The Dinosaur Diamond National Scenic Byway has in place is inconsistent at best. The value of directional and informational signage cannot be ignored. Interpretive signage standards must be developed and implemented to support overall Byway branding, and allow for way finding consistency throughout The Byway.

Signs to be included in this plan will cover:

- The Dinosaur Diamond Partner buildings & facilities
- Consistent use of highway signs
- Points of Interest signs
- Traveler facility and services signs
- Participating member and business signs

## 4.5 Direct Marketing

Direct marketers use a variety of media including catalogs, postcards, statement inserts, card packs, magazines and other mail. This is an opportunity for The Dinosaur Diamond to off set the negativity of increased fuel costs with a free Dinosaur Diamond Passport. This Passport would offer discounts in all Dinosaur Diamond towns and attractions.

The free Dinosaur Diamond Passport's effectiveness can be measured directly. When the visitor hands in one of the passport coupons, the attraction can track the success of its usage. It also offers The Dinosaur Diamond a free chance to compete with other Scenic Byways which do not offer a money-saving Passport.

A few direct marketing pieces recommended for consideration are:

- Direct mail Passport marketed with a web presence and a list which targets select audiences for example - educators, recreational, senior travel.
- E-blast The Dinosaur Diamond newsletter to encourage usage of the Passport similar to the way the National Parks market their annual Passports.

## 4.6 Ambassador Program

Successful ambassadorship requires training and education. We recommend that The Dinosaur Diamond utilize the Colorado Grassroots Training Program. The Dinosaur Diamond has a training kit and the kit is aimed at providing the tools necessary to train frontline staff and visitor center volunteers about The Byway in terms of interpretation, resource protection and traveler ethics. It should also consider utilizing a resource like the National Association for Interpretation to educate its front line personnel. Interpretive Management Associates will come to any site along The Byway and hold a week long educational seminar which results in a Certified Interpretive Guide accreditation for Front Line personnel. These hospitality/ambassador programs should be marketed through membership of byway partners, supporters and businesses, organizations and their employees.

Key collateral and other marketing materials must also be provided to these front line ambassadors in order to communicate The Byway, and its benefits, along with directional and travel amenity advice to The Dinosaur Diamond National Scenic Byway traveler.

Today's web sites are much more than expanded informational brochures; they are interactive business tools that are designed to accomplish specific goals. Trends show a significant increase in visitors that are researching travel and destination opportunities online. Appealing to both a younger web-savvy professional audience as well as the older, more traditional user is very important and requires maintaining a web site that is easy to navigate and locate information, yet offers the sophistication available utilizing the latest technology available.

## 4.7 Internet & Web Site Marketing

Web site marketing strategies should be a part of your overall marketing plan. By aligning online marketing with your offline efforts, The Dinosaur Diamond can better achieve overall objectives.

The Dinosaur Diamond has a current web site in place. As budget allows, the site should be evaluated for design and functionality effectiveness as well as consistency with the Creative Platform once developed. Website enhancements should be incorporated in your marketing strategies to maximize site effectiveness. Once necessary modifications have been made to optimize the information flow and user's experience, a plan can be developed to focus strictly on how to most effectively maximize exposure and market your site. The Dinosaur Diamond site should be managed and groomed consistently with updated information, programs, services, promotions and PR information.

## 5.0 Summary in Closing

The tourist dollar is currently competed for in a tougher, more diversified market than ever before. The prospective tourist is bombarded with thousands of messages daily, all soliciting the same revenue. The Dinosaur Diamond needs to compete in this market in the most effective and yet economical way possible.

The creation of a Brand and a Positioning Line are the first steps the agency recommends developing. Both will be used in the proposed Dinosaur Diamond Passport to bring increased revenue and visitors to The Dinosaur Diamond National Scenic Byway.

O2 Communications would like to thank The Dinosaur Diamond National Scenic Byway committee members and partners for the opportunity to work with your organization and be involved in development of this comprehensive marketing plan. O2 Communications looks forward to assisting The Dinosaur Diamond in implementing this program to allow for future successful communications development, and growth.

## 6.0 Dinosaur Diamond Scenic Byway Marketing Plan Action Steps & Recommended Project Schedule

July 2007 – December 2007 Budget/Grant Funded items:

- Generate additional income and visitors in the fall of 2007.
- Development of key marketing vehicles to achieve this goal.
- Multiple versions of The Dinosaur Diamond logo are currently being used. Select **one** logo and revise for clarity and use for consistency. version and make revisions to improve clarity and readability of the National Scenic Byway portion, which at the present is illegible in any size used smaller than approximates 5” x 5”. Develop graphics standards book to allow for consistent application of logo, PMS colors, etc.
- Create the Visitor Passport with all partners participating in coupon program for discounts along The Dinosaur Diamond.
- Design the Visitor Passport. Print the Visitor Passport.
- Design, write, record and print the Interpretive Guide which can be played on CD in the visitor’s automobile as the visitor travels The Byway. Along with the audio guide will be a paper guide which further details some of the attractions the visitor can see. This package can also be sent to Travel Agencies and Tourism Bureaus.
- Travel Publication writers list to be generated. Create or buy a Travel Writers list so that The Dinosaur Diamond can begin to write to them to get stories in key magazines. This publicity is free and worth more than any advertising campaign.

January – December 2008 Budget/Grant funded items:

- Off Season marketing to specialty groups like seniors who can take vacations any time of the year. Include in this off season marketing additional incentives to visit The Dinosaur Diamond in the shoulder season. These can take the form of discount lodging, camping, discounts at restaurants, etc.
- Placement of Interpretive Guide in Welcome centers, Visitors Centers, convenience stores, restaurants, lodging, white water adventure outfitters and leisure resorts such as Sorrel River ranch and Red Rock Adventure Ranch.

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- Outdoor billboards (non-Byway locations) with The Dinosaur Diamond logo and the positioning line placed between St. George, Utah and Green River, Utah. And in Colorado at Denver International Airport, and along I-70 at Silverthorne Factory Shops and in Glenwood Springs and Grand Junction.
- FAM tours list generated so that The Dinosaur Diamond Partners can begin front line ambassador programs to inform Tour Companies such as Globus/Cosmos, Grand Circle, Specialty Tours and similar tour operators who deal with large volume motor coach tours.
- Press junkets for Travel Writers from Outside Magazine, National Geographic's Adventure Travel Magazine, Back Packer Magazine and similar outdoor oriented magazines.
- Web site retooling to include new Brand identity and the new positioning line plus a side bar about the brand new Dinosaur Diamond Passport.
- Prepare to buy time on The History Channel's TV series "The First Sight Club" which features ten episodes about Dinosaurs and has been partially shot on the Dinosaur Diamond. These TV spots can be effectively created with merely a brand and a positioning line, but should be considered because The History Channel's new TV series is all about dinosaurs. Fortunately, we have contact with the filmmakers of this series.