Where the Wild Begins
Kamas, UT





DESTINATION MARKETING PLAN

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Where Real Adventure Begins

Kamas stands apart in a world of crowded parks and oversaturated towns as a gateway to unspoiled beauty.

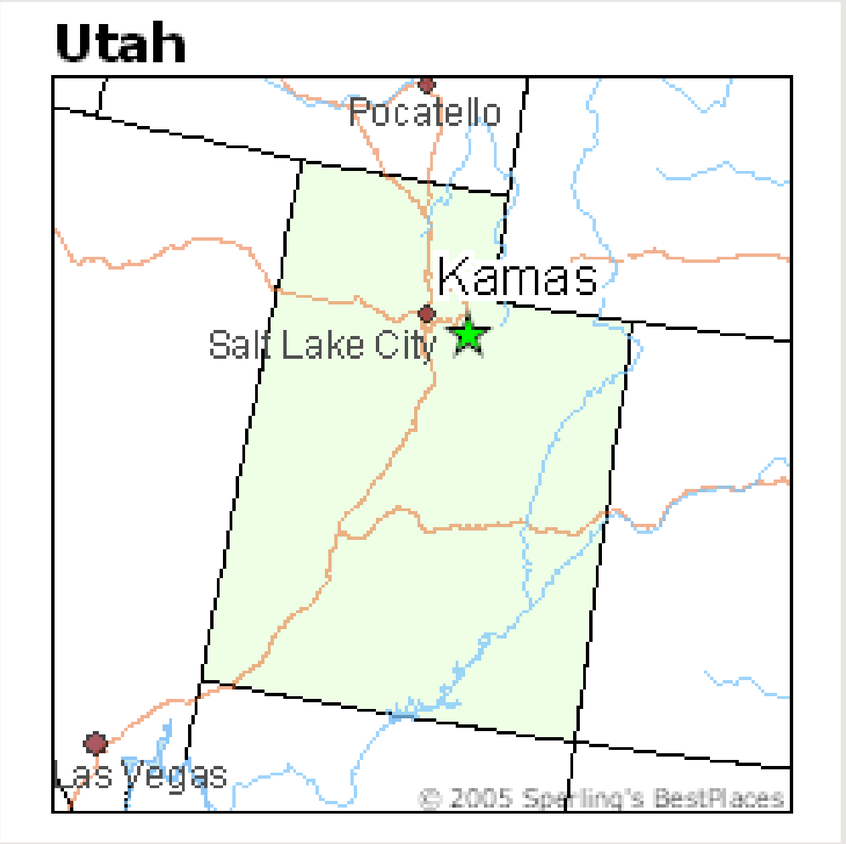


KAMAS
UTAH
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Accessibility

Distance to:

- Salt Lake City: 50 minutes
- Uinta Mountains: 5 minutes
- Jordanelle Reservoir: 20 minutes
- Skiing: 20 minutes



SLC Airport

50 min drive

Kamas



Community of Adventure



Enjoy foraying into unspoiled nature



Experience a classic Western community



Explore and play through all seasons

Where to Stay

- An abundance of rentable houses
- Airbnb + Vrbo
- Luxury accommodations in nearby Heber
- Endless camping opportunities in the Uintas





Local Partners

Kamas Businesses

- Rhodes Valley Outfitters
- Bolt Ranch Store
- Uinta Adventures
- Summit County Tourism



Marketing Strategy

Campaign Plan:



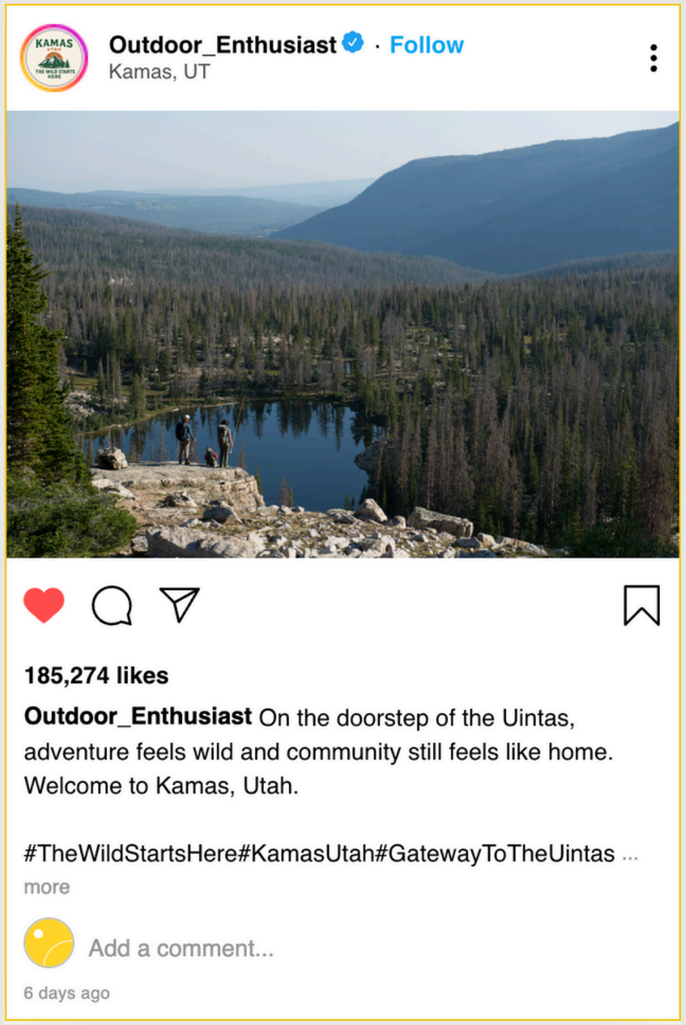
Social Media: #TheWildStartsHere campaign featuring locals



Events: Fiesta Days, rodeo, and Western hospitality showcase

Partnerships: Uinta Adventures, providing the path through the gateway

Brand Launch





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Goals

Short Term:

- Increase Utah traffic through Kamas
- Association of Kamas as the gateway to outdoor adventure
- Social marketing campaign in partnership with existing businesses



Long Term:

- Increase travel lodging availability
- Boost local business capacity to manage growth in traffic
- Expand national/international tourism traffic through Kamas



Impact and Sustainability

1

Economic

Support local businesses year-round as town grows



2

Environmental

Promote responsibility, stewardship, and preservation

Uinta County Conservation District

3

Cultural

Protect community identity while encouraging growth



The Vision

A gateway to high adventure, small-town hospitality, and the soul of the Uintas.





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Thank You

Thank you for your consideration.

AI Use

AI was used for the creation of the “The Wild Starts Here” logo. All other research was done personally, and no AI was used for any other content creation in the previous slides or video presentation.

