



TREMONTON, UTAH

ABOUT ME



Amy Lam



Designation Marketing On Demand

My goal is to find the next big tourism spot – whether it be a new getaway, dream destination, or environmental hideaway. Through strategic partnerships, creative marketing, and authentic storytelling, I aim to drive sustainable, economic, and cultural growth while maintaining authenticity.

AGENDA

01 BACKGROUND

02 DEMAND GENERATORS

03 TARGET MARKETS

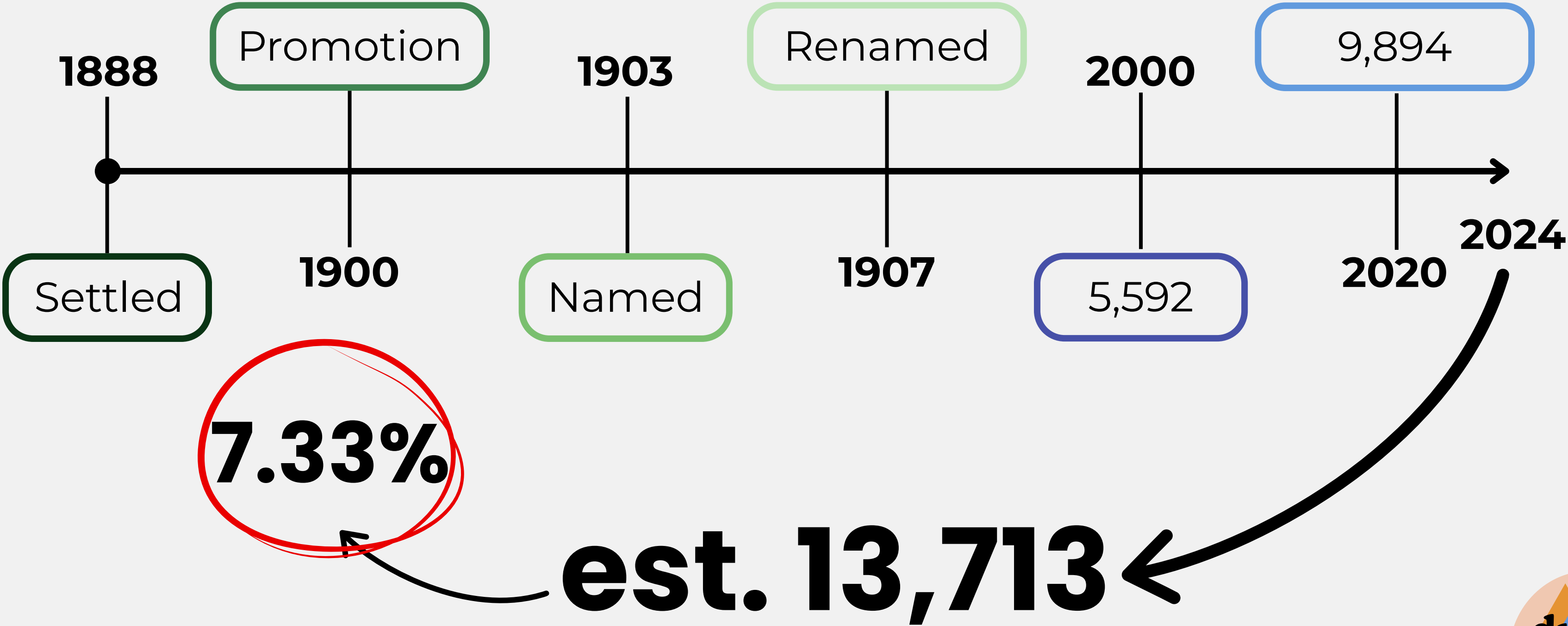
04 BRAND IDENTITY

05 PROPOSALS

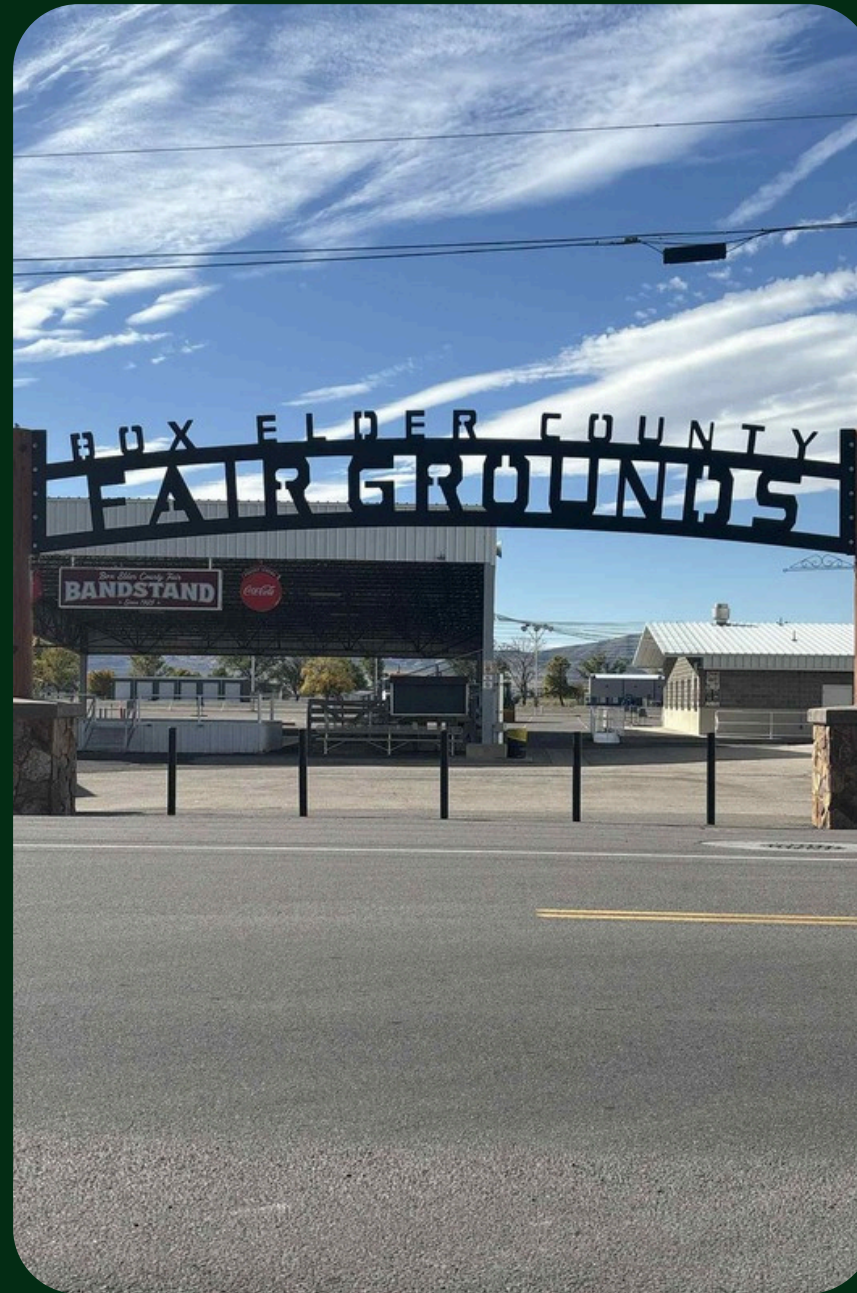
06 MARKETING
STRATEGIES

07 TIMELINE AND METRICS

TIMELINE



HISTORY



HISTORY





DEMAND GENERATORS

DEMAND GENERATORS



Attraction

Marketing Focus



Nature & Wildlife

Bear River
Migratory Bird
Refuge

Eco-tourism,
photography,
wildlife watching



Historical Influence

Golden Spike
National
Historical Park

History buffs, rail
geeks, families



Adventure

Box Elder Trails
& Outdoor
Recreation

Hiking, biking,
ATV riding



Events

Box Elder County
Fair
& Rodeo

Festival
enthusiasts,
families

TARGET MARKETS

TARGET MARKETS



Regional Road Trippers

Families and
couples from Salt
Lake City, Ogden,
Boise, etc.
seeking weekend
getaways

Outdoor Enthusiasts

Hikers,
birdwatchers,
and adventure
travelers

Cultural Travelers

History lovers
and heritage
tourists

Investors/ Entrepreneurs

Small business
owners seeking
new hospitality or
retail
opportunities



BRAND IDENTITY

Color Palette

Earth tones (sage green, sandstone, sky blue) to reflect Tremonton's natural beauty



Slogan Options

- Discover Tremonton – Crossroad City with a Future
- Tremonton: Utah's Crossroads of Discovery
- Utah's Crossroads of the Future



Logo Concept

An intersecting path forming a "T"



PROPOSALS

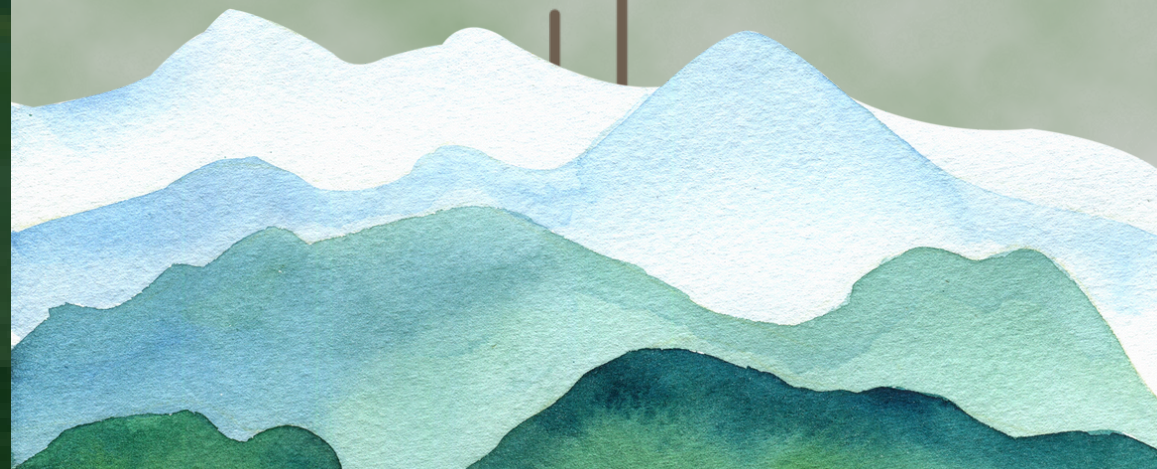
PROPOSALS



CROSSROADS FEST

June 1st –
June 4th

9am – 6pm



Crossroads Fest



Tremonton Crossroads

PROPOSALS



CROSSROADS FEST

June 1st –
June 4th

9am – 6pm

Crossroads Fest

➡ Local Vendors and Cuisine

Support small businesses and restaurants

➡ The Arts

Feature upcoming artists in film, photography, etc.

➡ Live Music

Reach out to local, Utah-based bands and musicians

➡ Historical Exhibits

Showcase Tremonton's heritage and background through visual and physical momentos

➡ Vintage Car Parade

PROPOSALS



➡ Partnership with Conestoga Ranch

Create awareness for both the company and the city

➡ Promote Environment

Showcase the city's beautiful views and greenery

➡ Grow Real Estate

Transform unused land into an outdoor oasis

➡ Nod to History

Wagon lodging provides a glimpse of Tremonton's rich history

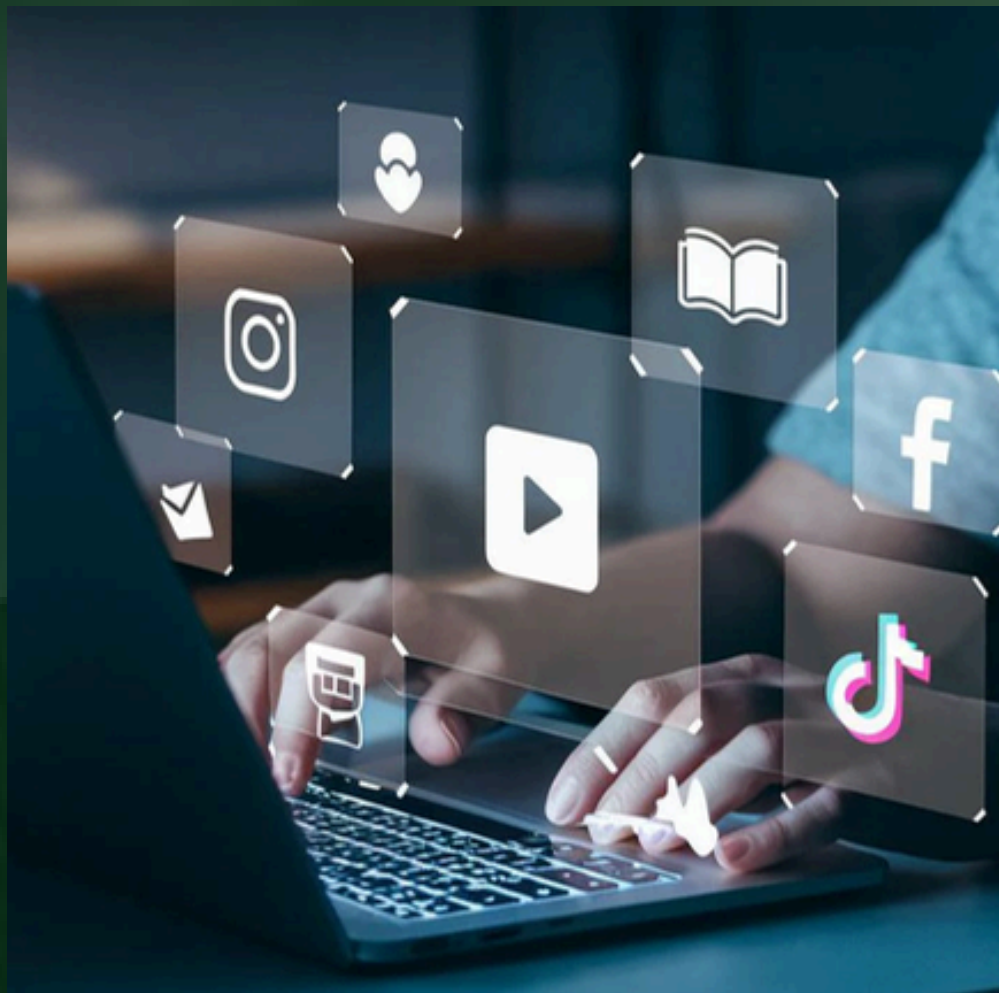
➡ Sustainable Tourism



Tremonton Crossroads

MARKETING STRATEGIES

MARKETING STRATEGIES



Digital



Traditional



Partnerships

MARKETING STRATEGIES



Digital

➡ Social Media

Platforms: Instagram, TikTok, Facebook

Hashtags: #TravelTremonton

Content Pillars: Adventure, History, Outdoors, Community Stories

➡ Website

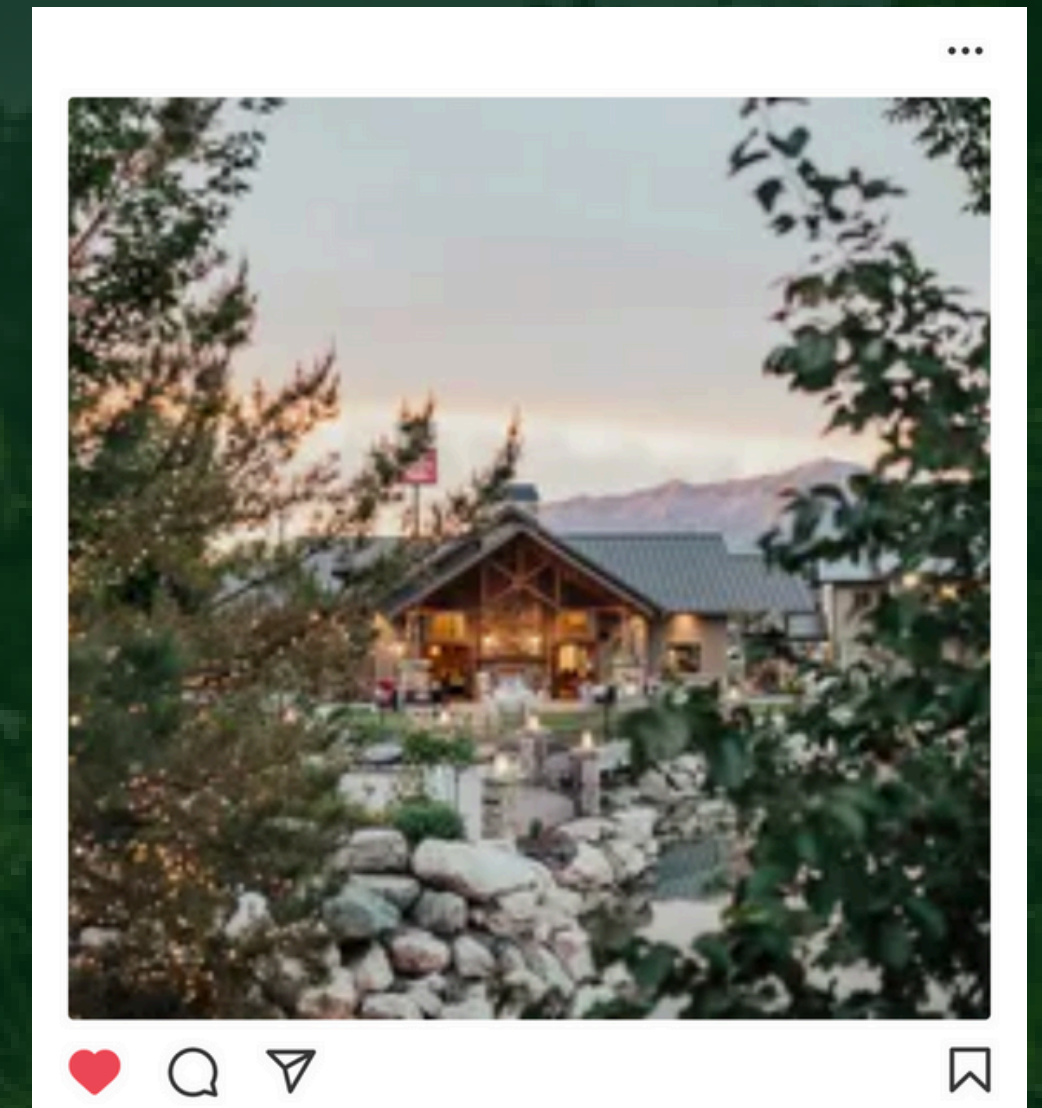
Launch visittremonton.com as a one-stop visitor hub (maps, events, itineraries, lodging)

➡ Influence Campaign

Partner with Utah-based micro-influencers in travel and outdoor niches

➡ Targeted Ads

Run environment-targeted social ads for weekend getaways and road trip itineraries



MARKETING STRATEGIES



Digital

➡ Social Media

Platforms: Instagram, TikTok, Facebook

Hashtags: #TravelTremonton

Content Pillars: Adventure, History, Outdoors, Community Stories

➡ Website

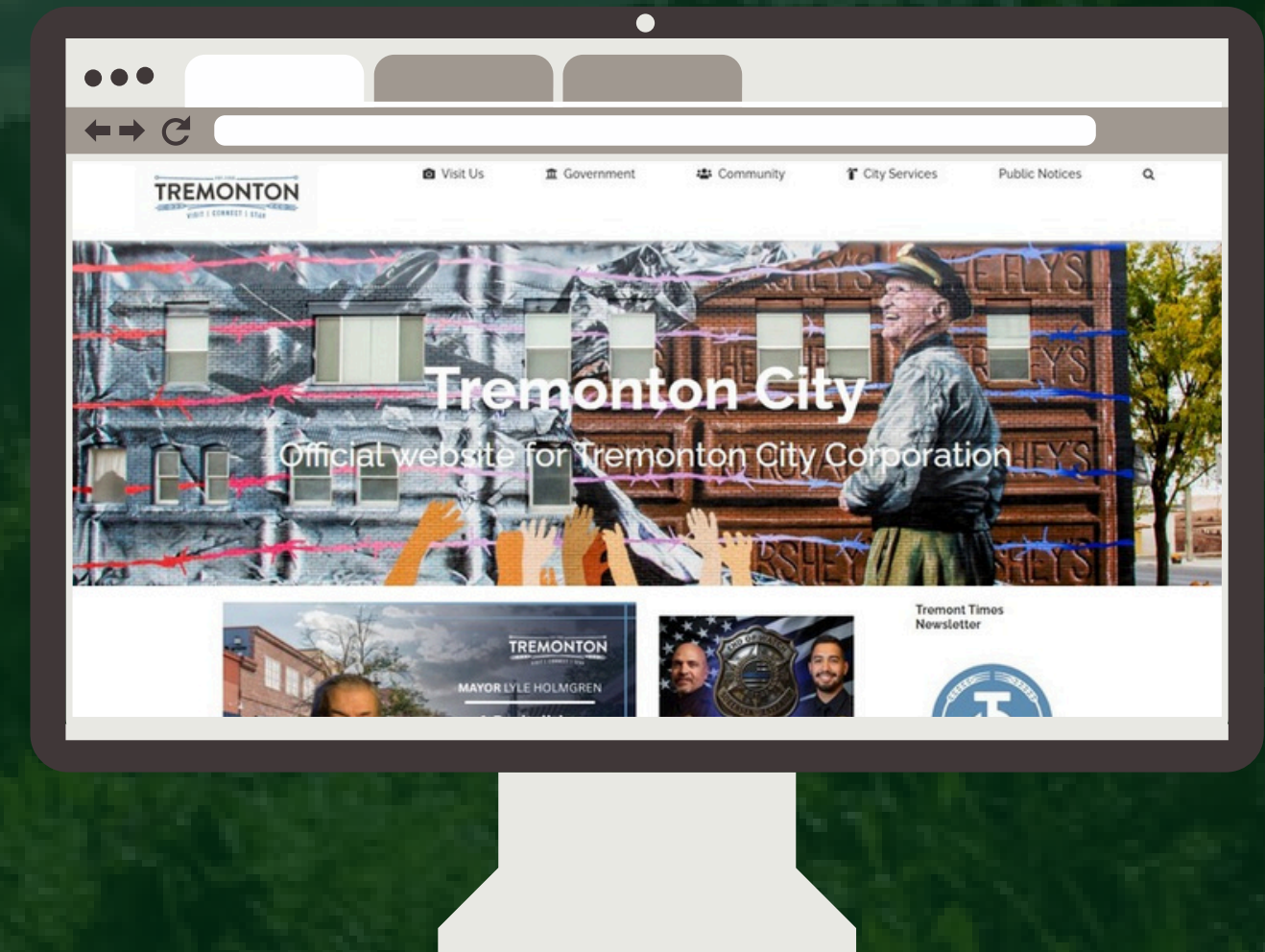
Launch visittremonton.com as a one-stop visitor hub (maps, events, itineraries, lodging)

➡ Influence Campaign

Partner with Utah-based micro-influencers in travel and outdoor niches

➡ Targeted Ads

Run environment-targeted social ads for weekend getaways and road trip itineraries



MARKETING STRATEGIES



Digital

➡ Social Media

Platforms: Instagram, TikTok, Facebook
Hashtags: #TravelTremonton
Content Pillars: Adventure, History, Outdoors, Community Stories

➡ Website

Launch visittremonton.com as a one-stop visitor hub (maps, events, itineraries, lodging)

➡ Influence Campaign

Partner with Utah-based micro-influencers in travel and outdoor niches

➡ Targeted Ads

Run environment-targeted social ads for weekend getaways and road trip itineraries



MARKETING STRATEGIES



Digital

➡ Social Media

Platforms: Instagram, TikTok, Facebook

Hashtags: #TravelTremonton

Content Pillars: Adventure, History, Outdoors, Community Stories

➡ Website

Launch visittremonton.com as a one-stop visitor hub (maps, events, itineraries, lodging)

➡ Influence Campaign

Partner with Utah-based micro-influencers in travel and outdoor niches

➡ Targeted Ads

Run environment-targeted social ads for weekend getaways and road trip itineraries



MARKETING STRATEGIES



Traditional

➡ Billboards

Along 1-15 and 1-84 with slogans like "Adventure Ahead: Tremonton, Exit 376"

➡ Brochures

Located at visitor centers in Salt Lake City, Ogden, and Logan

➡ PR Outreach

Feature in travel magazines, blogs, and media stations



MARKETING STRATEGIES



Traditional

➡ Billboards

Along 1-15 and 1-84 with slogans like "Adventure Ahead: Tremonton, Exit 376"

➡ Brochures

Located at visitor centers in Salt Lake City, Ogden, and Logan

➡ PR Outreach

Feature in travel magazines, blogs, and media stations



MARKETING STRATEGIES



Traditional

➡ Billboards

Along 1-15 and 1-84 with slogans like "Adventure Ahead: Tremonton, Exit 376"

➡ Brochures

Located at visitor centers in Salt Lake City, Ogden, and Logan

➡ PR Outreach

Feature in travel magazines, blogs, and media stations



MARKETING STRATEGIES



Partnerships

➡ Local

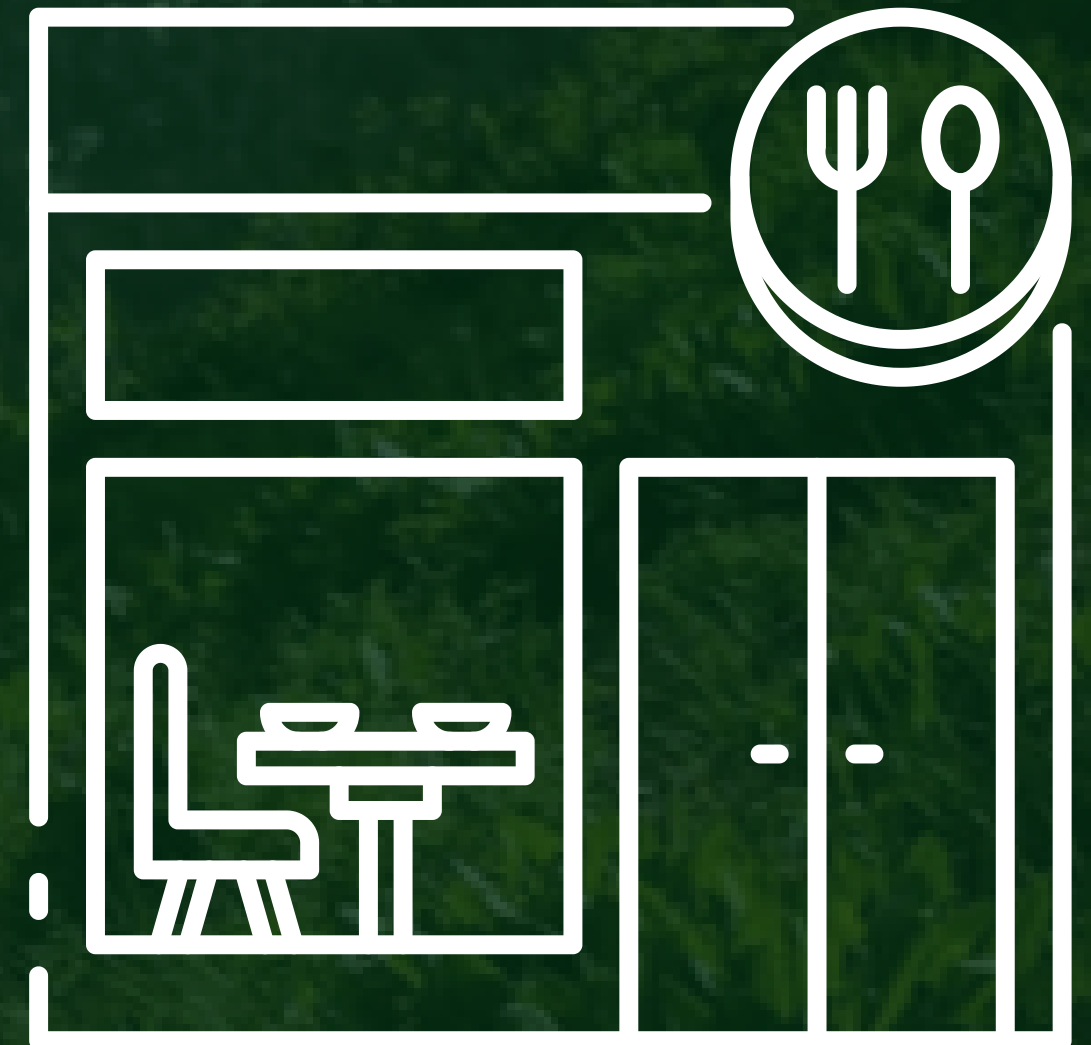
Collaborate with hotels, restaurants, and farms to create “Stay & Explore” packages

➡ Regional

Partner with Bear River Refuge and Box Elder County Tourism for branded campaigns

➡ State

Work with Utah Office of Tourism for inclusion in state travel itineraries



MARKETING STRATEGIES



Partnerships

➡ Local

Collaborate with hotels, restaurants, and farms to create “Stay & Explore” packages

➡ Regional

Partner with Bear River Refuge and Box Elder County Tourism for branded campaigns

➡ State

Work with Utah Office of Tourism for inclusion in state travel itineraries



MARKETING STRATEGIES



Partnerships

➡ Local

Collaborate with hotels, restaurants, and farms to create “Stay & Explore” packages

➡ Regional

Partner with Bear River Refuge and Box Elder County Tourism for branded campaigns

➡ State

Work with Utah Office of Tourism for inclusion in state travel itineraries

LIFE
UTAH
ELEVATED®



CAMPAIGN TIMELINE

CAMPAIGN TIMELINE



	Focus	Deliverables
Q1	Branding & Research	Logo design, website, photo assets, partner outreach
Q2	Launch Campaign	Social media rollout, influencer visits, PR push
Q3	Events & Engagement	“Crossroads Fest”, local business promotions
Q4	Expansion & Analysis	Visitor survey, ad performance review

SUCCESS METRICS



+40%

INCREASE

In lodging occupancy
and visitor center
traffic

+60%

GROWTH

In Tremonton-related
social media mentions

>4

NEW

Tourism-oriented small
businesses launched

5+

MEDIA OUTLETS

Positively highlighting
Tremonton's progress

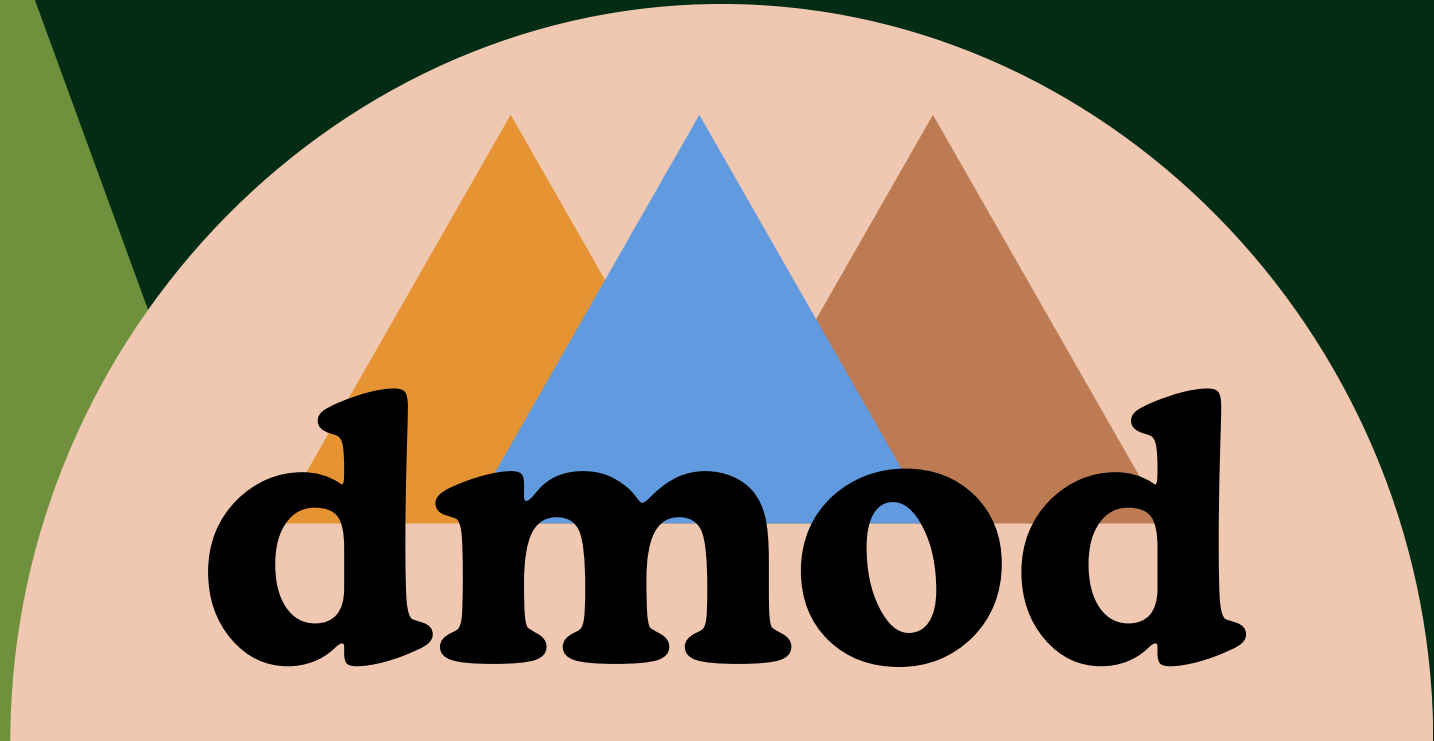
SOURCES



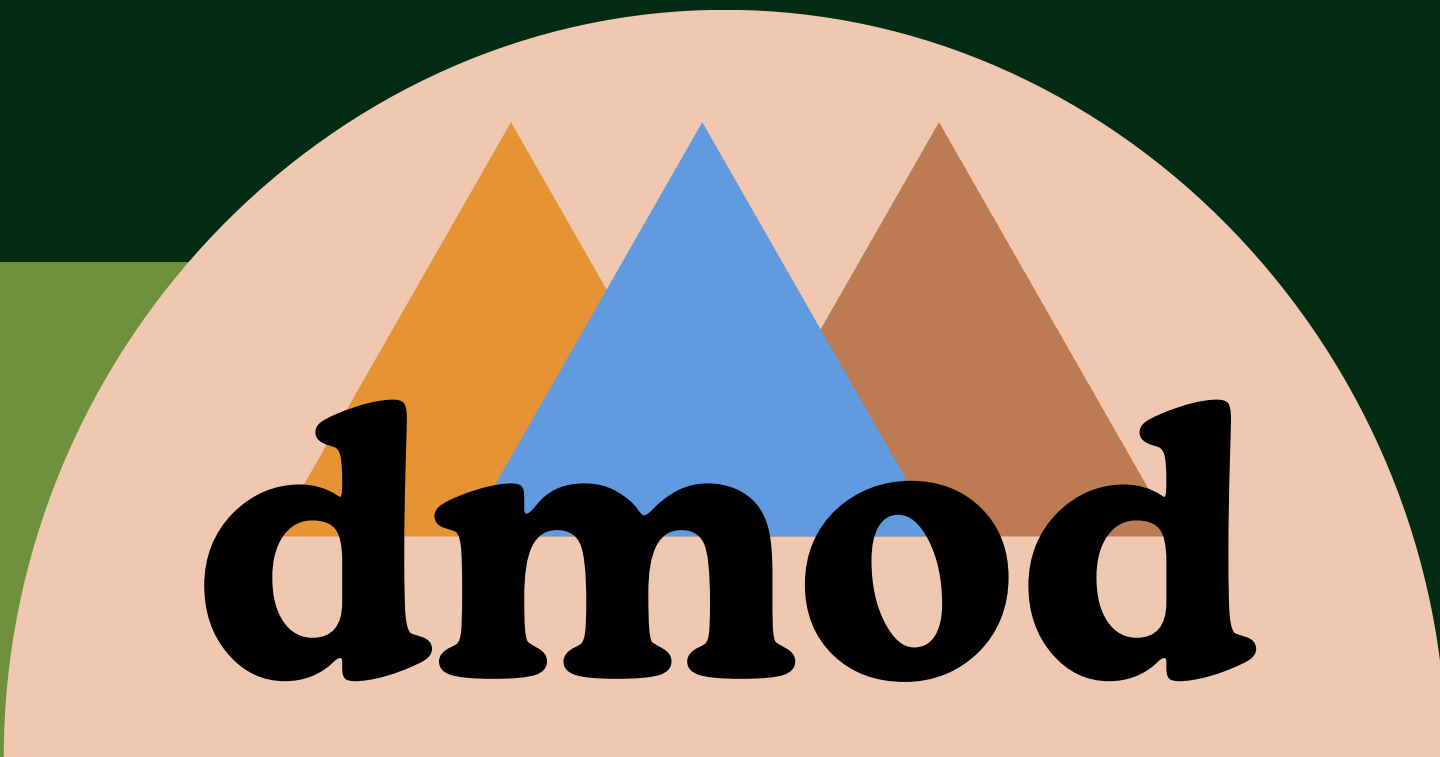
- https://en.wikipedia.org/wiki/Tremonton,_Utah
- <https://bestutahrealestate.com/news/tremonton/things-to-do/things-to-do-in-tremonton-utah>
- <https://www.niche.com/places-to-live/tremonton-box-elder-ut/#crime-safety-content>
- <https://tremontoncivcity.gov/community/parks-rec/community-events/>
- <https://www.instagram.com/tremontoncivcity/?hl=en>
- <https://www.boxeldercountyut.gov/212/2025-Fair>
- <https://tremontoncivcity.gov/>
- <https://www.youtube.com/watch?v=nTlzpwpZBO4>
- https://www.tripadvisor.com/Restaurants-g57151-Tremonton_Utah.html
- https://www.tripadvisor.com/Restaurant_Review-g57151-d2453388-Reviews-JC_s_Country_Diner-Tremonton_Utah.html
- <https://www.boxeldercountyut.gov/469/Outdoor-Recreation-in-Box-Elder-County>
- <https://conestogaranch.com/tents-and-wagons/>

SPECIAL THANKS TO THE THOMPSON FAMILY

**LET'S CREATE
SOMETHING
AMAZING TOGETHER**

The logo features the text "dmmod" in a bold, black, serif font. It is centered within a light orange semi-circular shape. Behind the text are three overlapping triangles: an orange one on the left, a blue one in the center, and a brown one on the right.

dmmod

The logo features the text 'dmmod' in a bold, black, serif font. It is positioned within a light orange semi-circle. Behind the text are three overlapping triangles: an orange one on the left, a blue one in the center, and a brown one on the right.

dmmod

QUESTIONS?



www.dmod.com