(DMO) COMPETITION

CAPITOL REEF NATIONAL PARK

Presented by: Lily Knudsen

HISTORY

- 250 million years ago, shifting deserts, seas, and rivers began shaping the stunning rock layers we see today.
- Indigenous peoples, including the Fremont Culture (AD 500–1300), lived, farmed, and left behind rock art still visible today.
- In the late 1800s, Mormon pioneers settled the area, establishing the Fruita community — their orchards still thrive within the park.
- Capitol Reef was protected as a National Monument in 1937, then became a National Park in 1971.





CAMPAIGN

Stand Where Time Stands Still

WHAT MAKES IT UNIQUE TODAY?

- Apple Orchards
- History
- Rock Formations
- Scenic drive
- Stargazing
- Hikes
- Low Crowds

EXPERIENCE WHERE TIME STANDS STILL



STARGAZING



APPLE PICKING



HIKING



CONNECT WHERE TIME STANDS STILL

RANGERS CHOICE TALK

HERITAGE STARFEST

MUSIC FESTIVALS

REEF RIDE BIKE DAYS

STAY WHERE TIME STANDS STILL



Skylight Dome



Conestoga Wagon



Luxury Teepee

EAT WHERE TIME STANDS STILL

GIFFORD HOUSE & MUSEUM STORE

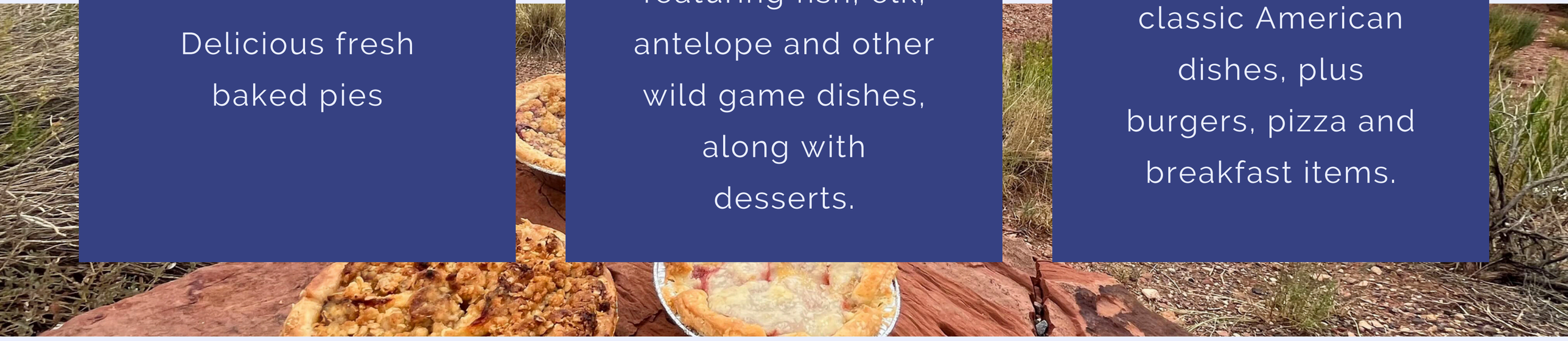
Delicious fresh baked pies

HUNT & GATHER RESTAURANT

Airy eatery featuring fish, elk, antelope and other wild game dishes, along with desserts.

THE PIONEER KITCHEN

Relaxed space for classic American dishes, plus burgers, pizza and breakfast items.







BELONG WHERE TIME STANDS STILL

- Visitor Center has ramped access, accessible parking and restrooms
- Accessible trails and boardwalks
- Accessible campsites
- Service Animals Welcome

SAMPLE ITINERARY

for a 3 day/2 night stay

DAY 1

Drive in, walk through visitors center, visit the orchard

DAY 2

Hike to Hickman Bridge. (1.8 miles round trip)

DAY 3

View the petroglyphs, attend a ranger talk, drive home

MARKETING PLAN

How We Bring Visitors to Where Time Stands Still

TARGET AUDIENCE

- Eco-conscious travelers
- Families
- Millennial/Gen Z travelers

DIGITAL STRATEGY

- Instagram + TikTok Reels
- Influencer collaboration
- Seasonal content

PARTNERSHIPS

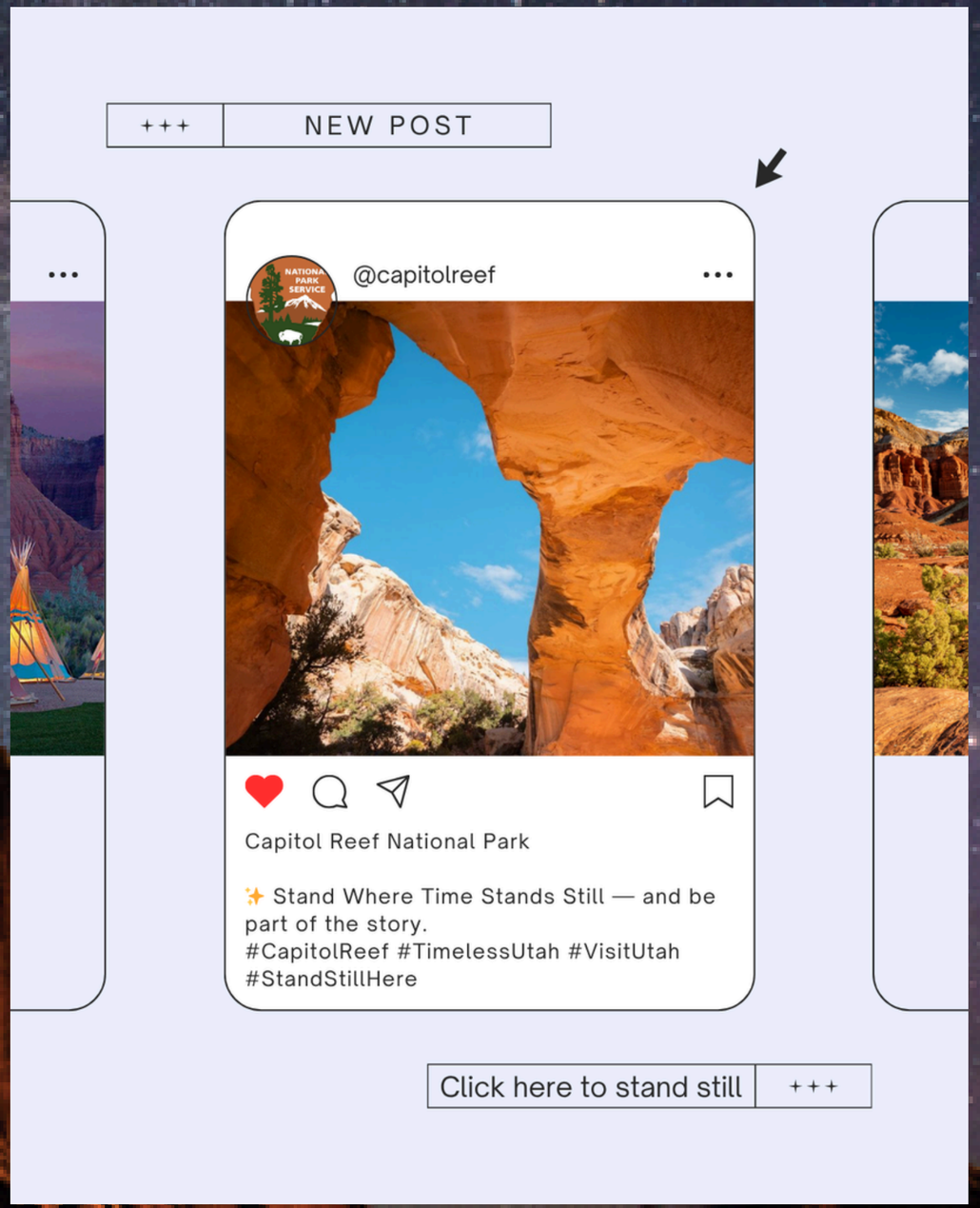
- Capitol Reef Resort & local businesses in Torrey
- Utah Office of Tourism
- Astronomy clubs

CAMPAIGN LAUNCH

- “Where Time Stands Still”
- Interactive map with itinerary planner
- QR codes

SAMPLE MARKETING

INSTAGRAM











Investing in More Than Tourism

By promoting Capitol Reef, we aren't just increasing park visits. We're supporting small businesses in Torrey, encouraging responsible tourism, and preserving cultural heritage.



Hospitality isn't just about luxury or travel. It's about leadership, connection, and experience. By inviting people to stand where time stands still, we invite them to belong and that's the heart of hospitality.

THANK YOU!

AI USAGE

AI was used in the brainstorming and outlining process for this project. All final decisions, creative direction, and presentation design were developed by me. The AI tool was used as a collaborative writing and idea-refinement resource.

RESOURCE PAGE

https://www.nps.gov/care/planyourvisit/ranger-programs.htm

https://capitolreefresort.com

https://www.skyviewtorrey.com

https://www.torreyutah.gov/community-events/reef-ride-bike-days---sep-27-28-sunrise---2-pm