



Heber Valley Itinerary For Shannon Hall

PURPOSE

Heber Valley is willing to collaborate to bring Shannon Hall and her photographer to the area to experience and share it with their niche audience in order to leverage their reach as an influencer and bring awareness to the area.

TRIP DETAILS

When: January 10 - 12, 2020*

*Shannon can arrive anytime from 5-6pm on Friday and leaving in the even on Sunday according to activity directions on this itinerary.

Where: Utah Valley to Heber Valley, Lodging at Best Western Plus

Influencer Biographical Information:

Shannon: Shoe size: 7.5 Height: 5' 3"

Shannon's Husband: Shoe size: 10.5 Height: 6' 0"

ITINERARY DETAILS (SEE CONTRACT FOR DETAILS)

Friday, January 10, 2020

- **Activity:** [Midway Ice Castles](#) confirmed - 6:30 pm Sleigh Ride to the Ice Castle with Rocky Mountain Outfitters
 - **Address:** The Homestead Resort, 700 Homestead Dr, Midway, UT 84049
 - Ice Castles is an award-winning frozen attraction located in six cities across North America. The experience is built using hundreds of thousands of icicles hand-placed by professional ice artists. The castles include breathtaking LED-lit sculptures, frozen thrones, ice-carved tunnels, slides, fountain and more.
 - **Note:** If you haven't done this before, make sure to dress really warm (boots, thick coat, hat, gloves)
 - **Reservation Information:** Ice castles is confirmed and tickets will most likely be at will-call.
 - **Social media links:** [Facebook](#), [Twitter](#), [Instagram](#)



Lodging:

Best Western Plus, - **confirmed** - 1227 S US Highway 40 Heber City, Utah 84032

Check in: 3:00 p.m.

- **Reservation Information:** Reserved,
- **Social Media Links:** [Instagram](#), [Facebook](#), [Twitter](#), [Pinterest](#)
- A 24-hour pool, spa, exercise room, outdoor fireplace and BBQ grills, a complimentary full hot breakfast buffet, meeting space, etc.

Saturday, January 11, 2020

- **Breakfast:** Complementary at Best Western
- **Activity: Winter Fest as Wasatch Mountain State Park, 10:00 am - 2:00 pm**
 - **Address:** 1281 N Warm Springs Rd, Midway, Utah 84049
 - Fourth Annual Winter Fest
 - Snowshoeing, cross country skiing, and fat-tire biking is all available for visitors to try for free.
 - In 2019, there were sled dog demonstrations, avalanche awareness education, snowmobile demos, so watch for those as well!
 - **Social media links:** [Facebook](#)
 - **Cross Country Skiing at 10:00 am**
 - **Snowshoeing at 11:00 am**
- **Lunch: Lola's Street Kitchen, Midway**
 - **Address:** 24 E Main St, Midway, UT 84049
 - An American restaurant with artisan-style street food made from scratch. Eat local, real food that is also in a fun atmosphere.
 - **Social Media Links:** [Instagram](#), [Facebook](#), [Twitter](#)
- **Activity: Soldier Hollow Tubing 6:00 pm - confirmed**
 - Soldier Hollow in Wasatch Mountain State Park near Midway offers the longest tubing lanes in Utah. The hill has lengthy 1,200-foot sliding lanes with lift service for towing people up the hill for tubing day or night under the lights, and a sound system keeps the airwaves full of enjoyable tunes.
 - **Note:** If you haven't done this before, make sure to dress really warm (boots, thick coat, hat, gloves and possibly even snow pants!)
 - **Reservation Information:** When you arrive, present this **booking ID# 3153703** at the front desk. The tickets will be under Jessica "Gohebervalley."



- Please sign this liability waiver in advance:
https://waiver.smartwaiver.com/w/58475c0e6a8f4/web/?auto_tag=FY18XCJRNATS
- **Social media links:** [Facebook](#), [Instagram](#), [Twitter](#)

- **Dinner:** [Back 40 Ranch House Grill](#), Heber
 - **Address:** 1223 US 40, Heber City, UT 84032
 - Farm to table food in a building that was recycled from the old ranch house that was built in the fields over 80 years ago. It was moved to its current location in the 1940s to become Heber Valley's first bar. The owners' sustainable motives made the building what it is today in their latest renovation in 2015. Windows, doors and light fixtures are all recycled.
 - **Social Media Links:** [Facebook](#), [Instagram](#)

Sunday, January 12, 2020

- **Breakfast:** Complementary at Best Western Plus
 - Make sure to check out before you leave for your days' activities!

- **Lunch:** [Spin Cafe](#)
 - **Address:** 220 N Main St, Heber City, UT 84032
 - A fun and casual American restaurant with a fresh, eclectic menu
 - **Social Media Links:** [Instagram](#), [Facebook](#), [Twitter](#), [Trip Advisor](#), [Yelp](#)

- **Activity:** [Midway Ice Skating 1:00 pm](#) - **confirmed**
 - Midway City has an outdoor ice skating rink that is magical in the winter. Experience the charm of Midway as you glide across the ice. This ice rink was originally proposed in 2000 and created by volunteers. In 2002, the city acquired materials from the Olympics committee to create the rink the city has today. With volunteers and some part-time seasonal workers, this ice rink is such a fun activity for families, couples and singles alike.
 - **Social Media Links:** [Facebook](#), [Instagram](#), [YouTube](#)

Other dining options in the area:

- Chick's Cafe
- Main Street Social
- Midway Mercantile
- Dairy Keen
- Cafe Galleria
- The Old Goat

Other activities in the area:

- Skiing
- Snowmobiling
- Soldier Hollow Tubing



- Midway Ice Skating
- Homestead Crater
- Sleigh Rides
- Heber Valley Railroad
- Horseback riding
- Museums
- Shopping

PRICING DETAILS PROPOSAL

As discussed in previous emails, we want to use your travel package to bring awareness to Heber Valley. We will compensate you \$500 in addition to covering the expenses of the meals and activities listed above. If the activity has not been reserved and taken care of for you, please save your receipts to return to Relic after your trip for compensation.

Services Relic and Heber Valley will expect from Shannon:

- One Blog post featuring your destination, 500+ words, 10-12 photos, links + call to action
- IG posts feature the experience + include a call to action to book or learn more
- Your business is tagged in the photo and mentioned in the caption, along with additional hashtags
- Stories are a dedicated sequence of images/videos, 60+ seconds about each activity and/or meals, etc.
- Your business is tagged in the stories and the "swipe up" feature is linked to your product or service
- Gallery of photos for your general use is provided following the trip

SOCIAL MEDIA CONTENT

Upon return, Relic would also request screenshots or written compilation of the insights data regarding the posts and stories taken on the trip via screenshots so that we can gauge the success of the trip from the audiences' viewpoint.

When posting, it's important to tag and use hashtags. We have provided a convenient list of branded hashtags for you to use. We request that when posting, you not only tag [@hebervalley](#) but also tag the outfitter or location where you are posting from as well. We look forward to seeing what pictures you take! Don't forget to use the hashtag [#HeberValley](#).

Trending Hashtags for Instagram	#nationalparks #nature #travel #hiking #nationalpark #naturephotography #landscape #findyourpark #adventure #optoutside #outdoors #photography #explore #usa #mountains #nps #landscapephotography #wildlife #naturelovers #wanderlust #roadtrip #sky #nationalparkgeek #getoutside #travelphotography #forest #utah #earth #camping
Trending Instagram Hashtags for Utah	#lifeelevated #utah #landscape #travel #roadtrip #mountains #adventure #snow #earthpix #wildernessculture #nationalparks #optoutside #wanderlust #visitutah #utahisrad #photography #landscapephotography #sky #ig #nevergiveup #winter #utahgram #traveldeeper #getlost
Top Hashtags for Heber Valley in 2018	#utahisrad #hebervalley #hebercity#hebercityutah #mountainbiking #beutahful #lifeelevated #utah #instanature #instagood #wowutah #utahgram
Top Instagram Hashtags in 2018	#hike #hiking #trail #outdoors #outdoor #nature #backpacking #mothernature #trekking #beach #sunset #landscape #sunrise #animal #animals #naturephotography #wildlife #forest #sky #naturelover #naturelovers #earth #ocean #natgeo #camping #mountains #river #snow #rain #desert #backpack #camp

CONTACT

If you have any questions before or **during** the trip about activities, attractions and events, please either reach out to either Jessica or Dallin at the Heber Valley office or Jacqueline Crane at Relic Agency.

Heber Valley Office:

Jessica

Phone: 435-654-3666 ext 14

Dallin

Phone: 435-654-3666 ext 13

Relic Agency:

Jacqueline Crane

jacqueline@relicagency.com

Phone: 801-739-6410

RELIC