Datafeeds (Calendar Exports)

Robust Regional Event Calendars Made Easy

What We Do

NowPlayingUtah.com COMMUNICATES and AMPLIFIES the events and venues offered throughout the state by cultural businesses large and small. As a statewide resource, our site gives businesses a **cost-effective** option to reach a wider audience of Utah residents and visitors leading to **increased visibility and economic impact.** Calendar exports from NowPlayingUtah.com provide robust content for community and tourism websites calendars with **minimal staff involvement.** As a household brand, NowPlayingUtah.com is a trusted source for Utahns and visitors alike to find their favorite events and explore new cultural and entertainment offerings throughout the state.

Content

All content is verified for accuracy by our team. Upon contract initiation, we will work with you to create the parameters of your calendar feed, including identifying priority events and businesses in your area that should be included. Ongoing content is either submitted directly by organizations promoting their own events or added by the NowPlayingUtah.com content team. This dual process ensures robust content. About **40% is User Submitted** and **60% is added by our content team.**

6,559
Average Events Listed Annually

2,000
Current Average Events Available Daily
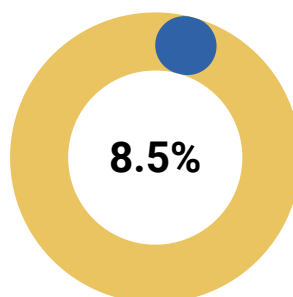
26.23%
Average Annual Rural Event Representation

128% Rural Event Representation Growth Since 2018

Site Viewership

1,972,437
Average Annual Viewers

91.9% Viewer Growth

8.5%

Annual Average Rural UT Viewership

28.79% Average Annual Rural UT Viewer Growth

Site Impact

59,006
Average Annual Ticket Purchase Initiation

2,707% Purchase Initiation Growth

46,261
Average Annual Consumer Redirect to Organization

750% Click to Organization Growth

UTAH CULTURAL ALLIANCE FOUNDATION

Our Datafeeds:

Support your local economies as visitors spend at businesses while enjoying a night out	Increase the visibility of events happening in your region	Provides robust content for your calendar with minimal staff time	Supports local businesses by streamlining event submission and advertisements

How our Datafeeds Work:

Our Datafeeds provide a script that automatically updates your website's event calendar with content from NowPlayingUtah.com. Once installed, staff involvement is minimal. Your events manager, community coordinator, and other staff members will no longer need to spend time hunting for events, posting events, verifying events, and editing events.

We offer a number of options for your calendar that have varying degrees of display customization and sorting capability that is customized to the client. Calendars can sort from options such as location, event type, or even businesses.

> " The process of updating and posting new events on our site has always been time consuming, but we were able to successfully hand everything over to Now Playing Utah, who've done an incredible job. Working with them is a pleasure, and we consider them to be an extension of our team. - Dan Cogburn Marketing | Explore Utah Valley "

State and County DMOs Using Our Datafeeds (Calendar Exports):

LIFE **UTAH** ELEVATED®   SALT LAKE   **Davis** COUNTY   EXPLORE **UTAH VALLEY**   ARTS TO ZION

UTAH CULTURAL ALLIANCE **FOUNDATION**

Datafeed Options & Pricing
Robust Event Calendars Made Easy

Export Type

	Annual Pricing
I-Frame Widget	$3,000
XML Feed	$5,000
XML Feed WordPress Plugin	$5,000
JSON API	$10,000

I-Frame Widget

This option is the most basic option we provide. It is a plug-and-play solution that can be placed on your website as soon as it is provided to you and always includes the latest published events. This option does not have the ability to change the style of how things look, but it does have built in search and sort capabilities.

XML Feed

The XML feed is our most popular option. It provides a formatted list of events for you to use on your website. This option does not include search and sort capabilities. It leaves the style of displaying events up to your website/database integration. You will need to have your own solution for display and sorting of the events. NowPlayingUtah provides the information only. This option does have filtering capabilities so you only receive the events that are pertinent to your needs.

XML Feed WordPress Plugin

If your website is a WordPress site, there is a plugin you can get to add an events calendar to your site using the XML feed. This option is a plug and play solution that has some of the flexibility of the XML feed with the ease of the i-Frame widget. The plugin provides the search and display capabilities without you needing to program those items.

JSON API

This option provides the most robust set of information for the calendar feed. It is the only option that can include the entire set of NowPlayingUtah.com events that have been published. It does not have any filtering options available on the syndication feed side. Similar to an XML feed, we provide the data and you decide how to display and filter it on your end.

Events
6,000+ Events listed annually
2000+ Events on a given day
40% User-submitted
60% Curated by content team

Additional Features
Customizable by Category
Customizable by Location
Customizable by Venue
Customizable by Date Range
Ongoing Customer Support

Notable Datafeed Partners
Utah Office of Tourism
Visit Salt Lake
Davis County
Explore Utah County
Sandy City
Arts to Zion
Salt Lake Tribune
Downtown Alliance
Salt Lake County ZAP
My Local Utah

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