

Utah Office of Tourism Board Meeting

Hilton Salt Lake City Center
255 S. West Temple
Salon 2 Room

April 5, 2006
10:00 a.m.

Present

Board Members

Kim McClelland
Bob Bonar
Camille Cain
Georgianna Knudson
Colin Fryer

Selleice Stokes
Steve Lindburg
Hans Fuegi
Bob Syrett
Mona Given

Staff

Leigh von der Esch
Mike Deaver
Elaine Watts
Dave Williams
Janice Carpenter
Stacey Clark
Gerry Pond
Dave Hansford

Tracie Cayford
Kelly Day
Rebecca Katz
Patti Denny
Sheri Bintz
Chad Davis
Clayton Scrivner
Florence Johnson

Guests

Pam Hilton
Nathan Rafferty
Ryan Kirby
Rick Maw
Nan Anderson
Jason Knybel
Pam Westwood
Brad Smith
Heather Stewart
Brock Vergakis
Jeff Wright
Kevin Kehoe
Thomas Cooke

Organization

St. George Area CVB
Ski Utah
Utah.com
Utah.com
UTIC
Carat USA
Salt Lake CVB
Foremost West
Utah Business
Associated Press
W Communications
W Communications
W Communications

Welcome & Introductions

Kim called the meeting to order and welcomed those in attendance. He asked those in the room to introduce themselves. He commented that the Brand Launch Event on April 5 was a great success and the thanked Leigh, Mike and the UOT staff for a job well done. Leigh stated that she appreciated the team effort in developing the brand and staging the Launch Event. Mike also thanked the staff and W

Communications.

Minutes

Kim asked if the board had read the minutes of the March 3 meeting and if there was a motion to amend or approve them. Bob Syrett made a motion to approve the minutes, it was seconded by Hans and carried unanimously.

Brand Launch Recap

Leigh asked Tracie to talk about her interaction with the press and the coverage that we got regarding the Brand Launch. Tracie reported that there was good press attendance and that the coverage has been very positive, generating additional media exposure for the state that we didn't have to pay for. Both the Tribune and the Deseret News had complimentary articles in today's editions.

Leigh commented that there has been a lot of interest in the merchandise so we should get some more interest.

Mike thanked the board for all the time and effort they have put into this project. He also reported that both the Governor and Chris Roybal were very impressed and he has had some very positive comments from the managers at the 23rd Floor. The Utah Business Magazine staff worked very hard to get the magazine printed for distribution at the event, and it will be a great tool for us going forward.

Camille commented that she had talked to Senator Jenkins and he was very pleased with everything as well.

Hans thanked Kim for his leadership of this board.

Marketing Committee Report

Shelleice reported that Carat USA was part of the W Communications team presentation during the RFP process, and they were hired to give us a strategic overview and help us determine which markets we should advertise in.

Jason Knybel from Carat USA gave a presentation about the company and their recommendations for the Utah Office of Tourism media plan. The main Media Plan Objectives are: 1) Create an effective media plan that reaches potential Utah tourists through impact impressions; 2) Gain broad awareness of Utah's new branding campaign among target audiences.

Following is a summary of Mr. Knybel's presentation:

- ❖ During the Summer and Fall tourism seasons, there are two distinct audiences Carat will target with the Utah message:
 - The Active Travelers
They are active in outdoor sports at home and will plan vacations around these interests. They will also visit culture centers, shop and enjoy fine dining, but these amenities are a secondary consideration.

- The Urban Escapist
They tend to be desk bound and over scheduled. Vacations are an excuse not to work as well as to have a personal journey. These tourists tend to be more active on vacation than at home. Urban Escapists will insist on luxuries and pampering while escaping from their everyday life.
- ❖ Once the Active Traveler and Urban Escapist were selected for Utah, Carat transformed them into actionable media target audiences.
- ❖ Mountain and Pacific Regions will be the geographical priority for media coverage since eleven of those states account for 87% of Utah's overnight leisure visitors.
- ❖ Within these states, specific designated market areas will be given incremental support:
 - Tier One Markets: Los Angeles - High volume and high spend
Las Vegas – High volume and low spend
 - Tier Two Markets: Sacramento – Average volume and high spend
Denver – Average volume and average spend
- ❖ Timing for summer and fall tourism season will commence in May and continue through August 2006
 - Media activity will be front-loaded to capture tourists in their vacation planning phase.
 - Specific timing will be flexible since western regional political advertising will peak during our key marketing months.
- ❖ Media activity for winter tourism will begin in August/September 2006
 - Funds from the FY06 will kick off the plan while FY07 will contribute to sustaining the media plan.
- ❖ FY06 Budget: \$4,475,000
 - It is recommended that 90% of the funds be spent within the summer and fall months. Although planning lead-time for Active Travelers is not available, Urban Escapists (weekend travelers) select their destination two to four weeks before traveling.
 - The remaining 10% of the funds should be allocated to start the winter tourism plan to reach the advance ski trip planners.
- ❖ Recommended media placement:
 - Print: Summer/Fall – Magazines such as Sunset, Travel & Leisure, and Outside
 - Pre-Winter – Magazines such as Travel & Leisure, Departures, New York Times Magazine
 - Interactive: Summer/Fall – Sites such as Travelocity, Travel Zoo, Travel & Leisure
Pre-Winter – Sites such as Epicurious, Fine Living, New York Magazine
 - Local Market Media: Television - Local Travel Programming, Fine Living,
Newspaper – Travel Sections, Opportunistic Advertorials
Local Magazine – Travel Sections

Kim asked how we track the effectiveness of each of the ads that are placed. Jason responded that it is a matter of seeing what was done differently, did we see any changes in the travel numbers, and getting feedback from the actual consumer.

Mike pointed out that we can track calls by unique phone numbers and unique url's for each ad. The UOT will track these monthly and will bring a report to each board meeting showing a benchmark of statistics on calls, hits, brochures shipped, etc.

Selleice reported that the Marketing Committee proposes the following:

- The American Parks Network expenditure that was discussed at the March meeting. It was proposed that the UOT spend \$125,000 with the American Parks Network, but the motion stated that the American Parks Network amount be changed to \$152,000, and that is the amount that passed in the motion. Since the March meeting, Leigh has negotiated a deal wherein for an additional \$43,000, we could get a full-page ad in the entire network of American Parks Guides, a State Parks piece, and a National Parks and Monuments piece. The total expenditure for these publications would be \$195,000.
- Sunset Magazine has made a proposal that for \$199,600 we could have a two-page spread in two publications starting in June and be invited to their May celebration weekend. This gives us a great opportunity to partner with the travel regions as well as private partners.

MOTION: Mona made a moved that the board accept these proposals for an additional expenditure of \$242,600. Bob Syrett seconded the motion and it carried unanimously.

Bob commented that the American Parks Magazine is placed in hotel rooms and the traveler can take them home free of charge so we get great exposure from them.

Colin remarked that getting into Sunset Magazine with a nice ad will get the advertising out in the market place quickly.

Selleice stated that the Marketing Committee proposes April 25 for a full day Marketing Retreat. There was some discussion regarding which of the board members could attend, and it was decided to go ahead with that proposal.

CO-OP MARKETING COMMITTEE REPORT

Hans reported that the applications for the next \$1 million have begun to come in. The Committee made the following proposals:

- Reserve May 15 and possibly May 16 for the oral presentations in Ogden and present the committee recommendations at the board meeting on May 17.
- Notify applicants that a telephone interview would be acceptable.
- Make it clear to the applicants that an oral presentation is not mandatory to be considered for funding.
- Power Point or DVD presentations will not be allowed, but handouts and an easel will be allowed.
- Time allowed for presentations will be 10 minutes.

Hans stated that the committee also discussed the question as to whether or not to allow for profit partners logos to be on coop ads, but they did not come to a consensus. They also discussed the question of sports marketing organizations receiving for coop funds if they received money from the

Utah Sports Authority that they are using as part of the match.

Leigh responded that state government funds cannot be part of the match, and she asked Nathan Rafferty to get together with staff and come to the retreat with a recommendation on this matter.

Steve recommended that this be an agenda item for the Marketing Retreat as well as discussion about using state funds to market a convention that is already coming to the state.

UOT Procedures

Leigh referenced the five documents in the packets relating to policies and procedures for this board. Document 1 (Cooperative Marketing Program Guidelines), and 2 (Cooperative Marketing Program Application) have already been adopted by the board in previous meetings. She recommended that the board vote on Document 3 (Policy Relating to action items to be voted on by full board), Document 4 (Recommendations for the brand platform and ads), and Document 5 (Policy relating to ‘call to action’ on all Utah Office of Tourism advertising).

MOTION: Steve Lindburg made a motion to accept Leigh’s recommendations to adopt the three policies. The motion was seconded by Shelleice and passed unanimously.

Leigh proposed that the board meet on May 5 in St. George to adopt the Marketing Plan in preparation for unveiling it at the Tourism Conference in Ogden. The proposal was accepted.

Next Meeting: The next meeting will be held May 5 in St. George with the exact location to be determined.