

**Utah Office of Tourism
Board Meeting
Friday, April 13, 2018 – 10:00 a.m.
Utah State University Eastern
Geary Theater
451 E 400 N
Price, UT 84501**

Present

Board Members

Kym Buttschardt
Zachary Renstrom
Sara Toliver
Lance Syrett
Glen Overton
Shayne Wittwer

John Holland
Ryan Starks
Elaine Gizler
Mike Taylor

Staff

Vicki Varela
Jay Kinghorn
Becky Johnson

David Williams
Julia Barnhouse

Guests

Kylie Kullack
Jonathan Smithgall
Hannah Saunders
Mayor David Avery
Mayor Lenise Peterman
Tina Henrie
Pat Holmes
Glen Price
Jocelyn Crowther
Kevin Lewis
Chris Newton
Cody Draper
Randy Rhodes

Struck
Love Communications
Love Communications
East Carbon City
Helper City
Carbon County Office of Tourism
Visit Salt Lake
Bondir
Southern Utah Tourism Summit
St. George Area Convention & Tourism Office
goutah.com
Utah.com
Utah.com

WELCOME

Lance Syrett called the meeting to order and welcomed the board, staff, and visitors to the Utah State University Geary Theater. Emily Bradley, with Utah State University Eastern, welcomed the Tourism Board and guests to the newly renovated theater. Emily provided a background of the theater and shared that it is the only all-LED black box theater in the State. Emily offered a free tour of the theater to all interested individuals immediately following the meeting. Lance recognized Mayor David Avery of East Carbon City, and Mayor Lenise Peterman of Helper City and asked them to say a few words about their communities.

Mayor Avery welcomed the Tourism Board and recognized Tina Henrie for all of her good work for Carbon County. East Carbon City is starting to focus on increasing their tourism in order to help the local economy recover from the decline in the mining industry.

Mayor Peterman shared that Helper is reinventing itself as a destination in rural Utah. Helper has a lot of great assets including a historically registered main street, nationally acclaimed artists, and local recreational opportunities. The Mayor has been working with the Utah Office of Tourism to get more involved in the tourism program and is looking forward to establishing more collaborative relationships with others in the tourism industry.

Lance then asked the Board and members of the audience to introduce themselves.

MINUTES

MOTION: Mike Taylor motioned to approve the February 9, 2018 and March 9, 2018 meeting minutes, which took place in Salt Lake City. Glen Overton seconded the motion. The motion carried unanimously.

DIRECTOR'S REPORT

Vicki Varela reported on the following items:

- Lance Syrett was recognized in Utah Business Magazine as “Garfield Business of the Year”.
- Nathan Rafferty was also recognized by Utah Business Magazine as the “Non-Profit CEO of the Year”
- The Legislative Session resulted in an additional \$24 million for the TMPF
- WESTO Conference – UOT sent nine staff members to Denver, CO to attend WESTO, a variation of the national training seminar ESTO. Utah’s tourism budget is one that we can be proud of and competitive with. Vicki saw many opportunities to expand our destination development with the Red Emerald Initiative. The conference showed positive regional collaboration, as well as staff development. The biggest takeaway from the conference was how ready Utah is to pivot to the next big breakthrough advertising campaign, building on the strength of the Mighty 5 and Greatest Snow on Earth.
- U.S Travel Spring Meetings Week – Vicki attended this event in Washington D.C. and is optimistic about several initiatives in regards to the national parks. Vicki announced that Congress allocated \$270 million towards infrastructure of the national parks, and there are two bills that are trying to establish long-term infrastructure development using land and water conservation money. The best news from D.C. is that US Travel is stepping up and showing good public policy leadership. It is important that we have great leadership in D.C. to influence congress to invest in the national parks, something we can’t do in Salt Lake City.
- Governor Herbert’s Mexico Trade Mission – Vicki announced that this mission was highly productive. Becky Johnson and our brand partners in Mexico City were able to organize an hour session with 26 Mexican consumer and trade journalists. The journalists were very responsive to Utah’s tourism story. A key opportunity in Mexico is the growing population of middle to high-income skiers. A lot of these families travel to Colorado to ski, purchase their equipment, and leave it with the housekeeping staff after they depart. This is the kind of visitor that we would like

to attract to Utah. Vicki thanked Becky for her good work and helping to make the event a success.

- UOT Visitors Center - Vicki announced that a new proprietor has been selected to fill our Visitor's Center, Salt Lake Souvenir. They will be great partners and will be in the space over the next few months.
- HSMAI Awards – We received a gold award for the Utah Full Throttle Campaign, and a gold award for the winter digital campaign. Vicki congratulated Jay Kinghorn and Emily Moench for their hard work. We also received a bronze award for the Utah Explorers Guide. Vicki congratulated Jay Kinghorn, Andrew Gillman, and Shaylee Read for their hard work. Vicki also informed the Board that Brian Zileinski has been selected to fill Shaylee's position with the office.
- US Travel will host a board meeting in Park City in July 2018. This is a wonderful opportunity for key leaders in national industry to see Park City. Vicki is securing an invitation for the Tourism Board to participate in welcoming reception.
- There is continued collaboration on the Arches and Zion planning processes. Vicki thanked Jay Kinghorn for leading on both discussions. The conversations with Arches are further along than the Zion process, but the Zion superintendent has been very responsive to our concerns. Both discussions are impaired by the fact that private sector partners cannot sit in planning sessions due to federal regulations. Vicki is working to navigate through these challenges.

COOPERATIVE MARKETING COMMITTEE REPORT

John Holland provided a report from a meeting from the cooperative marketing committee meeting. In light of Vicki's announcement of the increase to the TMPF, John informed the Board that 20% of the TMPF is dedicated to the cooperative marketing fund, with a current budget of \$4.8 million, which has increased from \$4.2 million last year. The committee discussed that, despite the increase to the budget, they should keep the maximum award amount to \$275,000. The committee believes that this will provide funding to additional projects that qualify.

The cafeteria program originally had a set-aside of \$850,000, but the committee would like to increase the amount by \$75,000, making the total available spend \$925,000. John explained that 30% of the cafeteria plan is dedicated to supporting tourism in the state, specifically the Place Making & Branding program. This program is designed to help towns, like Helper, to develop their place as a destination and help them determine the best way to brand and promote themselves as an experiential product for tourism. The committee sees opportunities all over Utah and believes it will help boost the tourism program, and is consistent with our Red Emerald initiative. John announced that updates are being made to the application program and will open first week of May. Kelly Day, Web & Cooperative Marketing Manager, will be offering webinar trainings for applicants the first week in May. The date for the round 18 cooperative marketing grant deadlines is June 1, 2018, oral interviews will be conducted July 16th-17th, and the cooperative marketing committee will make their final recommendations to the Tourism Board at the August 10th meeting.

MOTION: Kym Buttschardt motioned to approve to keep the cooperative marketing fund maximum award amount of \$275,000, and to increase the cafeteria plan budget to \$925,000. Ryan Starks seconded the motion. The motion carried unanimously.

MARKETING COMMITTEE REPORT

Dave Williams reported on the following items:

- **Dashboard Results:** Dave Williams reviewed the dashboard measurement results for Tourism, Domestic and International including but not limited to TRT distribution, unique visits to VisitUtah.com, and engagement on VisitUtah.com. This information was provided to the board in a handout. This document is a Google Doc and is available for the board through this link: https://docs.google.com/presentation/d/1YI2NNgkbr1Fs06zRK3GOfEM3AZfCOCga_afs9EvDQoQ/edit#slide=id.p
- **Mountain Time SMARI Update:** Dave Williams provided an update regarding the SMARI report. For each of the domestic campaigns that we run, Strategic Marketing and R conducts an ad effectiveness study. They do two waves of studies with each campaign: first they conduct surveys to see if people are aware of our ads and if they are effectively communicating the message that we want. Once the season ends they do another survey asking if the people who saw our ads visited the state, how much they spent, and this provides our office with the campaign ROI numbers. Dave shared a few key findings from the report: overall there is strong awareness for the campaign (50 %), we are outperforming our partners (CO, MT, & WY), and the report is improving our image. Strategic Marketing & Research Insights (SMARI) tracked ad awareness by medium, and found that our strongest awareness is through digital ads. Overall, the report came out really strong and we expect to see an ROI survey out in next couple of weeks.
- **Mountain Time Digital Update:** Jonathan Smithgall reported on the following items through a PowerPoint Presentation:
 - The Mountain Time campaign generated a total of 87,401,444 impressions
 - Adara, Dstillery, and Trip Advisor lead the campaign in post impressions
 - There were a total of 945,225 post-impressions in the campaign, for a PIR of 1.08%. This is an increase in total post-impressions of 25.2% and was 42% more efficient than last winters campaign.
 - Sito, our mobile partner, tracked more than 22k people into the state
 - We have tracked over \$9.9M in hotel bookings which equals 63K travelers to date
 - There were 226,700 post-impression activities on Visit Utah, for a PIR of 0.26%. In total, there were 42.4% more total post impressions than last years campaign.
 - Total PIR by site
 - Post impressions by partner
 - Monthly post impression rate by partner
 - Year over year performance – The current campaign is pacing 25% ahead of last year’s campaign, and has more cumulative post impressions as well.
 - Post impression rate by market
 - Time of day analysis – General trends are still very similar between last year’s campaign and this year’s.
 - Day of the week analysis
 - Creative performance: Creative targets
 - Market thievery – our competitive campaign with Kayak.com and TripAdvisor has generated just over \$1.8M in hotel revenue.
 - Expedia Summary – Expedia tracked over \$5M in revenue (hotel & air) for a 94.1 return on ad spend.
 - TripAdvisor Summary – By the end of the campaign, the results showed that users who were exposed to the campaign were 67.0% more likely to say that they “definitely” or “probably” will consider visiting Utah in the next 12 months. Compared to benchmarks for campaigns in similar categories, the Utah Winter campaign showed a much higher lift than the average lift in those categories, and a much higher lift than the previous Utah Winter campaign.

- Pulsepoint summary – The Ogden article had 44,181 total Page Views, with a 3:20 average time on page, which led the campaign. While the Ogden article was the top-performing article, all of the native pieces we utilized yielded a strong average time on page.
 - Native Performance – In total, users spend over 67n seconds engaging with our articles and completed our videos at a rate of 4.24%, and the click through rate was up 57% from last year.
 - Content Influence Study: Methodology
 - Part 1 – pre-exposure survey
 - Part 2 – exposure to content
 - Part 3 – post-exposure survey
 - Brand Consideration
 - Results- #1 in consideration, ranking; +61% brand, consideration; +12 purchase intent
 - Native Summary
- **3-Season Digital Update:** Jonathan Smithgall reported on the following items through a PowerPoint presentation:
 - The campaign has generated a total of 61,654,524 impressions
 - TripAdvisor currently leads the campaign in total post impressions with 125,162 (29.7% of the campaign total). Adara and Dstillery are just behind.
 - In an ongoing Nielsen study measuring intent to visit Utah after ad exposure through Dstillery we are seeing a lift of 101%.
 - We have tracked over \$3.7M in hotel bookings, which equals 26k travelers to date.
 - 421,381 post-impressions have been tracked for a PIR of 0.68%. This is a decrease in pacing by 1%.
 - There were 148,151 post-impression activities on Visit Utah, for a PIR of 0.24%. This is an increase of 8% when compared to last year.
 - Total PIR by site
 - Post impressions by partner
 - Year over year performance: the campaign is pacing at roughly the same mark at 2017 in terms of total post impressions
 - Video completion rate: performing ahead of the national average, which is 73.8%.
 - Shorter booking window performance
 - Longer window booking performance
 - Time of day analysis – general trends are still very similar between last year’s campaign and this year’s.
 - Day of week analysis
 - Creative performance: creative targets
 - Market thievery – our competitive campaign with Kayak.com and TripAdvisor has generated just over \$1.02M in hotel revenue.
 - Conversion floodlight report – reports measure the first web page an individual visited after being exposed to one of our ads.
 - **Urban Update:** Jay Kinghorn and Jonathan Smithgall provided an update regarding the promotion of urban destinations and requested the reallocation of funds from social marketing to an urban campaign.

MOTION: Sara Toliver motioned to approve the reallocation of \$75,000 we had previously allocated for urban social, to urban YouTube marketing. Ryan Starks seconded the motion. The motion carried unanimously.

- **Airbnb Update:** Jay Kinghorn reported on the Airbnb experiences partnership with the Utah Office of Tourism through a PowerPoint Presentation:
 - Background
 - Airbnb collects and remits taxes for hosts. \$9.4 million in state and local taxes since October 2016
 - UOT's financial obligation to partnership: \$500 for initial Facebook promotion
 - Proposed Utah experiences: Tour of the Paleo & Prep lab at NHMU; wild horse tours; Navajo storytelling around a campfire; Navajo wool dying for rug making.
 - Micro-entrepreneurship
 - 24/7 customer service
 - All credit card and payment fees
 - Marketing on airbnb.com website
 - Cross-marketing to lodging guests
 - \$1M in primary liability insurance
 - 80% revenue to hosts (100% for non-profits)
 - Host requirements:
 - Provide access, perspective and a participatory experience
 - A safe, fun environment for guests
 - Proof of all necessary permits for venues
 - Photos/marketing copy
 - Experience availability (pref: 2x per month)
 - Opportunities
 - Continued powerful branding
 - Quality not quantity of visitors
 - Distribute visitation
 - Refined customer service
 - Community-led vision
 - Infrastructure investment
 - Destination development
 - Low-cost way to test business idea
 - Features local knowledge, customs, history
 - Quickly diversifies the travel offerings for visitors
 - Allows for experimentation to determine market needs
 - Partnership Launch
 - Experiences are expected to go live around April 27, 2018
 - Press conference early May 2018
 - Continue to solicit Experience hosts and expand hosts on platform

UTIA UPDATE

Sara Toliver reported on the following items:

- U.S. Travel Spring Meetings Week, Washington D.C. – Sara thanked UOT and partners that attended the event. It was a successful trip that allowed for more discussion surrounding fee increases, reservation systems, and other long-term funding opportunities. UTIA has agreed to continue to work on these initiatives with the assistance of Des Barker.
- National Travel and Tourism Week – This is scheduled May 6th – 12th and is an opportunity to celebrate the tourism industry and tell our story to our stakeholders. UTIA in, partnership with Visit Salt Lake, has organized a service project and bar-b-q at Wheeler Park on May 10, 2018.

- Tourism Conference Registration goes live on April 17, 2018.

NEW BUSINESS

- Ryan Starks announced that Heber Valley is hosting the 2018 Utah Outdoor Recreation Summit. The event is scheduled for September 4th – 6th, 2018 at the Zermatt Resort. Ryan also announced that Heber City Council approved the installation of 23 new wayfinding signs.
- Sara Toliver shared that the submission deadline for outdoor recreation grants is the week of April 16th. Applicants are required to get letter of support from local tourism directors. Sara also shared that Ogden Restaurant Week is scheduled from April 12th – 21st and will highlight 25 different eateries.

PUBLIC COMMENT

- Jocelyn Crowther said that the Southern UT Tourism Summit is scheduled for March 27th – 29th, 2019 in Cedar City, UT.
- Pat Holmes announced that Visit Salt Lake will be hosting urban-based activities for conference attendees on October 9th. She also confirmed that the opening reception for the conference will be held at the Vivint Smart Home Arena.
- Tina Henrie informed the board of the following events currently being held in Carbon County: What a Woman Wants Expo, April 13th – 14th. Opening weekend of stock car races, April 13th. Motocross Wild West series, begins April 14th.