

**Utah Office of Tourism
Board Meeting
Thursday, April 18, 2019
Thanksgiving Point – Rose Room
3003 North Thanksgiving Way
Lehi, UT 84043**

Members Present:	Lance Syrett, Kym Buttschardt, Glen Overton, Dean Cox, Mike Taylor, Ryan Starks, Greg Miller, Shayne Wittwer, Sara Toliver, Nathan Rafferty, Brian Merrill, John Holland
Members Excused:	Elaine Gizler
Staff:	Vicki Varela, David Williams, Jay Kinghorn, Julia Barnhouse, Lorraine Daly, Becky Keeney, Melissa Kinney
Visitors:	Laura St. Onge, Kaitlin Eskelson, Raelene Davis, Chris Newton, Tina Henrie, Monique Beeley, Mark Welcker, Molina Welcker, Joel Racker, Jenn Andrs, Scott Sorenson, Molly O’Niell, Jason Hawks, Rob Greener, John Kimball, Alison Garner, Matt Peters, Tess Pascua, Dana Leever, Hannah Saunders, Jonathan Smithgall, Adam Whalen, Megan Griffin, Tom Love, Tumua Tavana

WELCOME

Lance Syrett called the meeting to order and welcomed the Board, staff, and visitors to Thanksgiving Point. Laura St. Onge, Director of Corporate Relations for Thanksgiving Point, welcomed the Tourism Board and guests. Laura gave an overview of the current events happening at Thanksgiving Point and highlighted their newly opened Butterfly Biosphere. Joel Racker, president & CEO for Explore Utah Valley, also welcomed the board to Utah County.

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

MINUTES

MOTION: John Holland motioned to approve the February 8, 2019 and March 4, 2019 meeting minutes. The February meeting was held at the Element Event Center in Kearns and the March meeting was held as a conference call. Glen Overton seconded the motion. The motion carried unanimously.

DIRECTOR’S REPORT

Vicki Varela reported on the following items:

- The Tourism Marketing Performance Fund (TMPF) received an additional \$1million from the 2019 legislative session. Vicki thanked Lance Syrett, UTIA, and other key partners for their involvement.
- Legislative Auditors are auditing 8 counties and how they use the transient room tax (TRT)

generated. Vicki testified to the legislative audit committee on April 17, 2019 and has received positive feedback as a result. She recognized and thanked Dave Williams' work with both UOT, the counties involved in the audit, and the legislative auditors. The counties that were selected for an audit are: Davis, Garfield, Grand, Wasatch, Wayne, Weber, Washington, and Salt Lake. UOT has been selected as the designated body to collect and track how counties use their TRT, and UOT is currently working through the best system that will satisfy the needs of the legislature and counties.

- Vicki presented at the Stegner Symposium. From her participation stemmed a discussion surrounding sustainable tourism, particularly in Moab. The Mayor of Moab and Vicki are currently working together to address congestion issues they are experiencing.
- Vicki traveled to Washington D.C. to attend U.S. Travel's Spring Meetings Week. She is thrilled that our national association is leading on national park issues. This year she met with key members of Congress and advocated for national park investment, commercial use authorization, and Brand USA.
- The Southern Utah Tourism Summit was a great gathering of Southern Utah businesses and people. There was also great participation from Northern Utah. Vicki will work with the conference organizers to align it with the annual Tourism Conference.
- The Tourism Board has been invited to attend the Spike 150th Anniversary Celebration as VIP guests in May 2019. The May board meeting will be held in conjunction with the event.
- Nathan Rafferty is on the cover of ADV Moto Magazine for riding over 3,000 miles in Peru. Vicki and the board congratulated him on such a huge accomplishment.
- Vicki announced that Emily Moench is leaving the office after 5 years. She thanked Emily for her work and is sorry to see her go, but grateful for her contributions to the office during her time here.

MARKETING COMMITTEE REPORT

- **Marketing Committee Report**
 - **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.](#)
 - **Winter Campaign Update**
 - Jonathan Smithgall gave a [PowerPoint Presentation](#) on the following:
 - The campaign generated 1,192,531 post impressions for an above average rate of 1.29%.
 - There have been 303,078 post impression activities on Visit Utah for a PIR of 0.30%, the highest in the campaign and an increase of 38% compared to last year.
 - The campaign has tracked 34,902 hotel bookings for a total revenue of \$9.05M a 70% increase from February.
 - Separate from the above booking data, Expedia tracked \$1.1M in bookings.
 - Ad exposed audiences were 40% more likely to visit our destination than the control group as tracked by Arrivalist.
 - The MT 2019 campaign truly separated itself from last year at the start of December.
 - Post Impression Activities by Partner

- Campaign Performance Over Time/Dates of Interest
- Connected TV Market Performance
- **3-Season Update**
 - Jonathan Smithgall gave a [PowerPoint Presentation](#) on the following:
 - Among non-CTV partners there have been 437,774 post impressions. This is slightly ahead of the 2018 campaign.
 - There have been 124k post impression activities on Visit Utah's website, this is down 20% compared to last year's campaign.
 - We have tracked 8.6k hotel bookings for a total revenue of \$2.3M.
 - According to an ongoing survey by Nielsen on behalf of Dstillery, Ad Exposed audiences are showing an early lift of 117% in intent to vacation in Utah.
 - Year Over Year Performance
 - Post Impression Rate - Activity
- **Follow-Up on Golden Spike Marketing**
 - Dave Williams provided a review of the March 4, 2019 conference call, where the board approved \$150,000 to be used towards the Golden Spike 150th Anniversary Celebration. Of the total, \$125,000 was issued to the Golden Spike Foundation, and we have entered into a contract with them. The board designated \$25,000 to local efforts surrounding the celebration. Weber County was allotted \$12,500 and Box Elder County was also allotted \$12,500.
- **Destination Development Pilot Approval**
 - Flint Timmins provided an update on the destination development pilot program. UOT has selected Carbon County as the first pilot county and would like to request that Beaver County be selected as the second. Beaver County completed the Roger Brooks Assessment in 2016 and hired a consultant to help them implement the suggestions from the assessment. The county determined that the hired consultant wasn't providing the results they wanted and have terminated their contract with them. Beaver County had left over funds available and approached UOT to see if they could participate in the destination development pilot program with the support from county commissioners. Flint believes that Beaver County will be a good counterbalance to the development happening in Carbon County. Flint is requesting that the board approve Beaver County to be selected as the second pilot program, with Beaver County matching \$25,000 and UOT contributing \$75,000.

MOTION: Mike Taylor motioned to approve Beaver County for the destination development pilot program and the \$75,000 UOT contribution from the Co-op Cafeteria Fund. Kym Buttschardt seconded the motion. The motion carried unanimously.

- **Pandemic Labs Update**
 - Melissa Kinney, Social Media Manager for UOT, and Matt Peters, Founder & Creative Director for Pandemic Labs, provided a [PowerPoint Presentation](#) on the following:
 - Melissa has been focusing on: strategic planning, agency liaison, content & campaign planning, and organic content creation. Matt has focused on: strategic planning, 24/7 community management, social paid advertising, insights reporting, and influencer strategy.

- @VisitUtah is on the following social media platforms: Facebook, Instagram, Twitter, Pinterest, and YouTube.
- Key Takeaways
 - Building awareness through carefully crafted content.
 - Engaging a community through public and private interactions.
 - Defining success to help us build a consistent strategy and KPI benchmarks.
- The Value of Social
 - 50% of the world is on social media spending an average 2 hours/day checking their accounts.
 - 40% of millennials in the U.S. and UK consider if a location is Instagrammable when planning travel.
 - 30% of U.S. travelers say they turn to social media for trip inspiration.
 - 52% of people liked a page related to an upcoming vacation to plan their upcoming trip.
- Pandemic Labs began their partnership with UOT in November 2015, with the mission to elevate the states social media marketing. Social media has become an invaluable tool in UOT's overall mission.
- In 2015 UOT's total social audience was 49k. Today, it has increased to 247k.
- UOT had 270k social engagements in 2015, and now has 1.6M engagements.
- In the U.S. almost 200 people interacted with Visit Utah content every single hour of 2018.
- UOT Social Mission Statement: Visit Utah's objective on social media is to build a level of awareness for all Utah offers as a unique travel destination and amplify community engagement among an active social community of Utah travelers.
- Achieving Awareness
- Achieving Community Engagement
- Conclusion
 - Building awareness through carefully crafted content.
 - Engaging a community through public and private interactions.
 - Defining success to help us build a consistent strategy and KPI benchmarks.
- **Tour of Utah**
 - Jen Andrs, Executive Director for the Tour of Utah, introduced the 2019 executive team. She then provided an overview of the 2018 tour.
 - The 2018 Tour of Utah returned to Southern Utah and kicked things off in style, with a truly epic Stage 1 held in the desert oasis of St. George. From there, the Tour headed northing, giving riders and fans a glimpse of wildly varied terrain, from the urban complexity of Salt Lake City to remote and rustic Antelope Island before the final Stage 6 sprint to the alpine beauty of Park City. Each and every day of the Tour, visitors and cycling enthusiasts around the globe witnessed unmatched hospitality from Utah Communities and breathtaking landscapes that helped 2018's Tour reach more people than ever before.

- Race Recap
 - 540 miles of racing
 - 43,725 feet of vertical climbing
 - 17 teams
 - 117 top pro men's cyclists
 - 400,000 fan attendance
 - \$23+M economic impact
 - 500+ citizen ride participants
- Exposure
 - 720,412 webpage views
 - 246k website sessions
 - 48% of all web sessions on mobile device
 - 156 countries visiting website
 - 1,896 media mentions
 - 6M Facebook impressions
 - \$20 M earned media
 - 21+ hours national TV coverage
 - 138 tour tracker sessions
 - 217 k hours of tour tracker video delivered
 - 45 countries engaged with social posts
- 2019 Tour of Utah Event Schedule
 - Opening Weekend – August 9-11 at Snowbird
 - Monday, August 12th – Prologue – Snowbird
 - Tuesday, August 13th – North Logan Circuit Race
 - Wednesday, August 14th – Brigham City to Powder Mountain
 - Thursday, August 15th – Antelope Island to North Salt Lake
 - Friday, August 16th – Salt Lake City Circuit Race
 - Saturday, August 17th – Canyons
 - Sunday, August 18th – Park City

The Utah Office of Tourism would like to sponsor the Tour of Utah again in 2019 and is requesting that the board approve a sponsorship amount of \$200,000. This will be split 65% from the 3-season budget and 35% from the winter budget.

MOTION: Nathan Rafferty motioned to approve a \$200,000 sponsorship of the 2019 Tour of Utah. Sara Toliver seconded the motion. The motion carried unanimously.

- **Ski Utah Polybag**
 - The Utah Office of Tourism would like to sponsor the Ski Utah Polybag with 185,000 copies of the Ski Utah magazine with Outside Magazine. The request is \$90,000 that comes out of the winter media buy.

MOTION: Shayne Wittwer motioned to approve \$90,000 from the winter media buy for the use of the Ski Utah Polybag. Ryan Starks seconded the motion. The motion carried unanimously.

*****Nathan Rafferty recused himself from the motion due to his involvement with Ski Utah.*****

UTIA UPDATE

Kaitlin Eskelson provided an update on the following:

- U.S. Travel Spring Meeting's Week in Washington D.C. proved to be productive. Brand USA is in the renewal process and is currently being funded through the Visa Waiver Program.
- Congressman Bishop has shown support of fixing the backlog that exists in our national parks. There is a significant need for funding from the federal government to address.
- Commercial use authorization will be implemented in October 2019. There are currently multiple issues that need to be sorted.
- Ski Fee Retention Act will allocate funds from the Forest Service to local ski resorts to help with their needs.
- Senator Romney is sponsoring legislation for a revised visa program.
- UTIA has become an official partner of the American Hotel and Lodging Association.
- National Travel and Tourism Week is May 5th – 11th, 2019.
- The Tourism Conference is scheduled for September 17th – 19th in Logan. Registration is now live.

NEW BUSINESS

Sara Toliver invited the board to attend the joining of the trains at Ogden's Union Station on May 9, 2019. The event will take place from 10:30 am – 11:30 am.

Monique Beeley shared the spring issue of Discover Utah Magazine. The publication will be released quarterly in 2019.

MEETING ADJOURNED