

**Utah Office of Tourism
Board Meeting
Friday, April 1, 2022
Utah Motorsports Campus**

Members Present: Lance Syrett, Jennifer Wesselhoff, Glen Overton, Brent Chamberlain, Shayne Wittwer, Brian Merrill, Kym Buttschardt, Greg Miller, Mike Taylor, Jared Berrett, Lesha Coltharp

Members Excused: Sara Toliver, Nathan Rafferty

Staff: Vicki Varela, Julia Barnhouse, Andrew Dash Gillman, Denise Jordan, Becky Keeney, Rachel Bremer, Celina Sinclair, Taylor Hartman, Lorraine Daly, Dave Williams, Liz Wilson, Sandra Salvas

Visitors: Jody Nieman, Tommy Joe Lucia, Kylie Kullack, Tom Love, Jonathan Smithgall, Lee Moffitt, Julie Comstock, Dustin & Frank Camilla Frank, Tye Hoffman, Becky McRae, Elliott Clark, Jennifer Shakespeare, Chris Newton, Natalie Randall, Brittany Costello

WELCOME

Lance Syrett welcomed everyone to the Utah Motorsports Campus and introduced Jody Nieman, VP of People and Culture.

MINUTES

MOTION: GREG MILLER MOTIONED TO APPROVE THE MINUTES FROM THE FEBRUARY 11, 2022 MEETING THAT WAS HELD IN SALT LAKE CITY. MIKE TAYLOR SECONDED THE MOTION. THE MOTION CARRIED UNANIMOUSLY.

DIRECTOR'S REPORT

Vicki Varela, Managing Director, Utah Office of Tourism (UOT), reported on the following items:

- Had a successful dinner with Tye Hoffman, Jared Stewart, Dustin & Camilla Frank, and other members of the Tooele Tax Advisory Board. It was inspiring to hear the vision and energy that they have around tourism in their area. Nan Anderson is currently working with them on the Main Street Program.
- Attending U.S. Travel Association board meetings, WSTPC discussions and Destination Capitol Hill in Washington D.C. next week. Thanked Natalie Randall for her strategic leadership for the Utah contingent.
- Bianca Lyon has been named 30 Women to Watch by Utah Business Magazine. Kaitlin Eskelson has also been recognized.
- Cooperative Marketing Grant – the traditional and Forever Mighty programs have been combined for this year, setting the cap at \$250,000.
- Thanked Natalie Randall and the Destination and Partner Relations team for their constant collaboration regarding planning for the Tourism Conference.

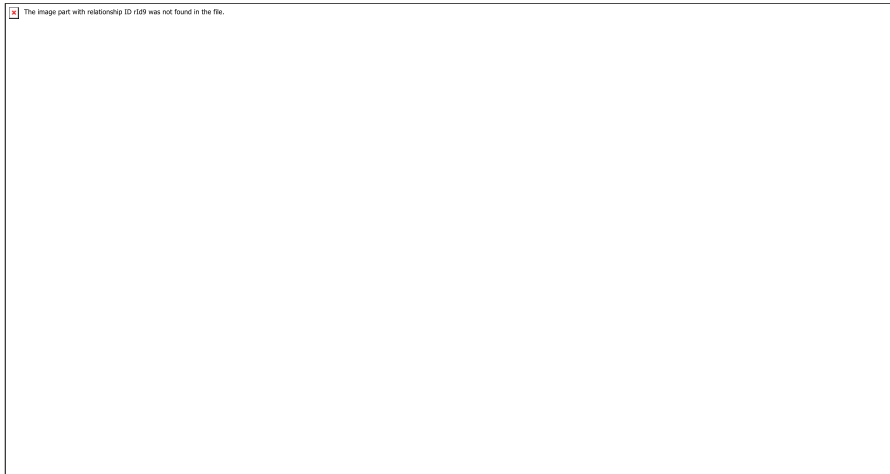
INTERNATIONAL UPDATE

Rachel Bremer, Global Markets Director, Zach Fyne, Global Markets Specialist, Jody Blaney, Global Markets Specialist, and Taylor Hartmann, Global Content & Tour Specialist, provided the following [presentation](#):

- Market Updates
 - UK
 - COVID passes are only required for large events (scrapped for pubs and restaurants)
 - Pre-day departure tests have been removed for international travel
 - Pacing bookings for late summer/early fall (TUI expects summer 2022 to be back to pre-pandemic levels)
 - France
 - January 25, 2022- COVID passport is required to access transportation, restaurants, theaters, museums, and offices. (As of this week this is no longer required) 77.8% of the population is fully vaccinated.
 - Summer Olympic Games in Paris in July 2024
 - Core agents and tour operators are in business and some have re-branded to meet the demand of luxury and sustainable/eco-tourism clientele
 - Germany
 - Unvaccinated children only need to quarantine when returning home from travel if they test positive 3-5 days after arrival
 - Lifted restrictions for COVID cert for restaurants, bars, etc.
 - “We are seeing the highest increase in demand for the U.S., which is of course due to the U.S. borders being mostly closed in 2020 and 2021.” Markus Flick, DER Touristik Suisse
 - AU
 - February 21, 2022- Opened borders to all vaccinated International travelers
 - March 28, 2022- removal of testing requirements upon re-entry effective April 17th
 - 95% of people over the age of 18 are fully vaccinated (two doses)
 - India
 - Third largest source market to the US in 2021 (NTTO)
 - March 15, 2022, International flights resume/borders open
 - 55% leisure/33% student
 - 60% fully vaccinated
 - Canada
 - November 8, 2021- borders open/land/air
 - 82% fully vaccinated
 - Forecasted to surpass 2019 visitor spending and overnights visits by 2023 (Oxford Economics/Tourism Economics)
 - Flight/Route Resumption
 - Delta Amsterdam (AMS)/5 days/week
 - Delta Calgary (YYC) daily service has resumed
 - Aeromexico Guadalajara (GDL) daily flights have resumed
 - Delta/AF Paris, (CGD) resumed March 7th
 - Delta London, (LHR) resumes May 14th
 - KLM Amsterdam (AMS) resumes May 23rd
 - Delta Toronto (YYZ) resumes May 27th
 - Delta Vancouver (YVR) resumes June 6th

- EW Discover/Lufthansa (FRA) NEW Flight/Carrier launch May '22
- Air Canada Toronto (YYZ) returns June 3rd
- Travel Trade
 - International FAMs
 - Ski FAM/ Press Trip
 - 8 participants/4 media/4 trade
 - Canada, Germany, Australia, UK
 - Ski Utah, VisitSaltLake, Explore Utah Valley,
 - Visit Park City, Heber Valley, Visit Ogden
 - Go West/RTO Summit West
 - Go West
 - Western US-focused buyers
 - 42 meetings
 - Utah Caucus meeting/17 Utah delegates
 - RTO Summit West
 - Exclusively receptive tour operators
 - Western U.S. focused
 - 25 meetings
 - UK Sales Mission
 - Joined by partners representing VisitSaltLake, Cedar City/Brian Head, Kane County, Greater Zion
 - VisitUSA Unite b2b meetings with partner presentations /VisitUSA member meetings
 - Travel trade workshops
 - Rocky Mountaineer joint meetings
 - Utah Star Party- Astro-tourism

- Social Media

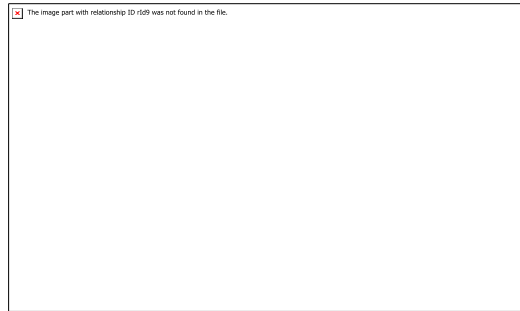
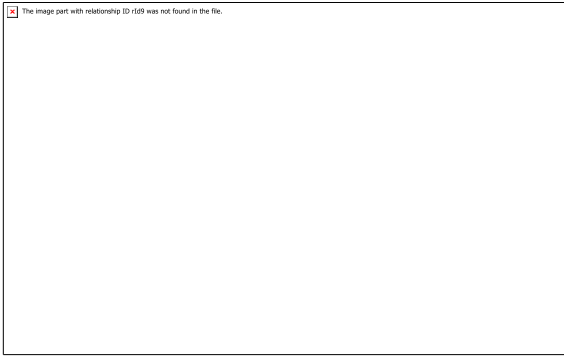


- Looking Ahead
 - Canada Media Mission, April 4-7
 - France Mission, April 11-15
 - Germany Mission/Eurowings Discover Flight Launch, May 15-23
 - IPW 2022, June 5-8
 - U.S. Commercial Service Joint Market Insights Webinars
 - India market insights held April 4, 2022
 - UK/Ireland market insights April 13, 2022
 - Canada market insights April 21, 2022
 - Red Emerald Resilience Training- May 3, 2022

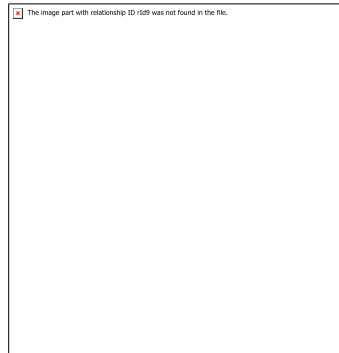
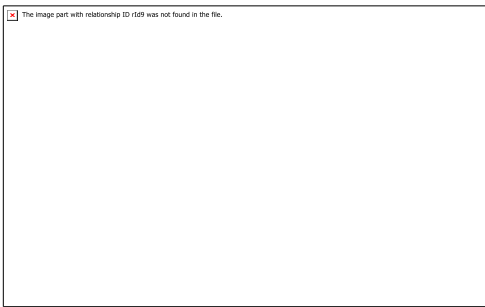
RESIDENT SENTIMENT SURVEY REPORT

Denise Jordan, Marketing Analytics and Research Manager, Utah Office of Tourism, provided the following ([presentation](#)):

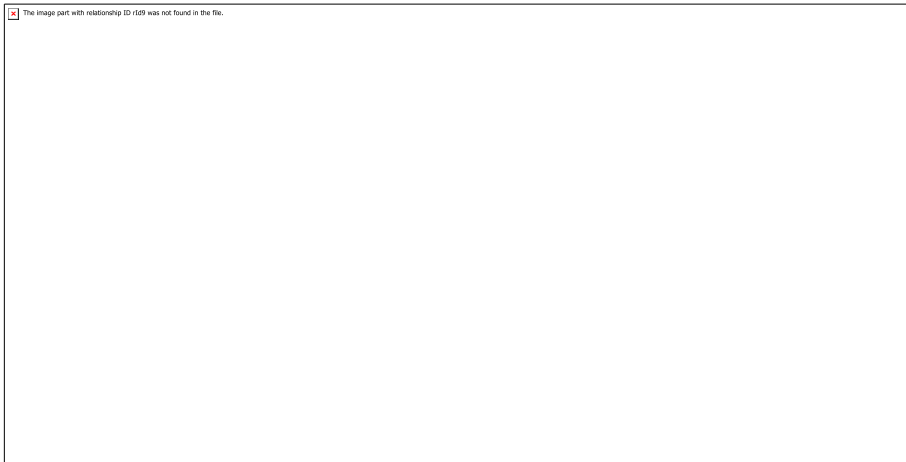
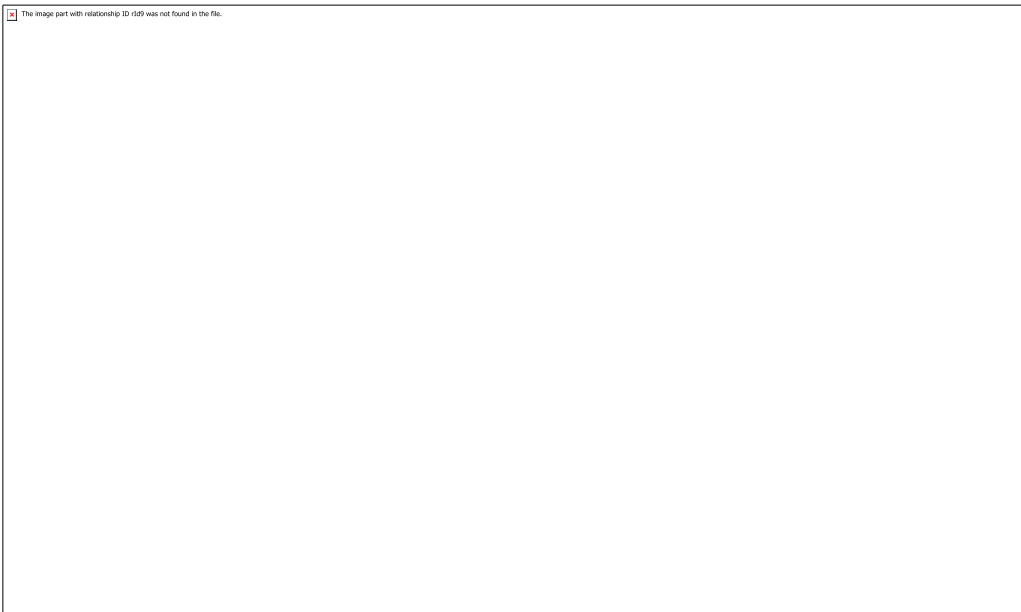
- UOT w/ Kem C. Gardner Policy Institute and Lighthouse
- Statewide / Community Split
 - 406: Statewide Oct/Nov 2021
 - ~1240: 14 Communities Nov 2021 – Jan 2022
 - 25 questions; 3 open-ended
- Margin of Error at 95% Confidence Level
 - Statewide: +/- 5%
 - Community: +/- range of 7.8 – 12.8%
- Experience w/ Tourism



- General Tourism Perceptions

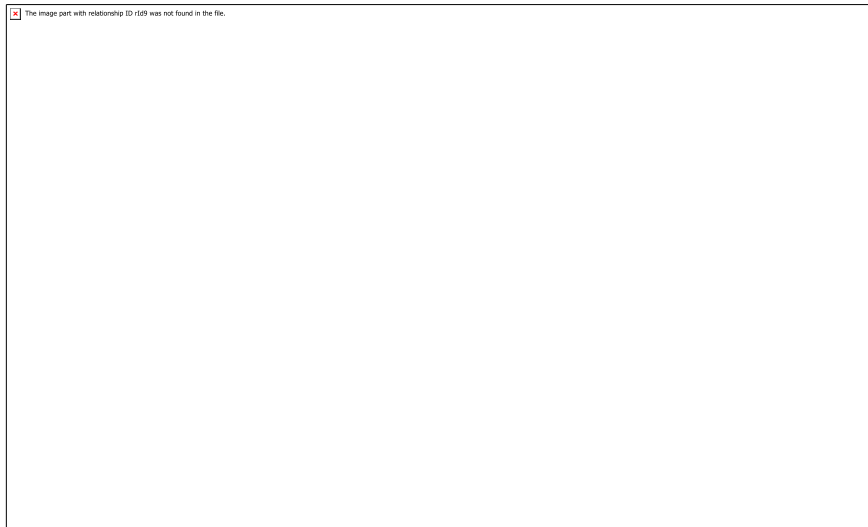


What are some of the most positive aspects of tourism in Utah?

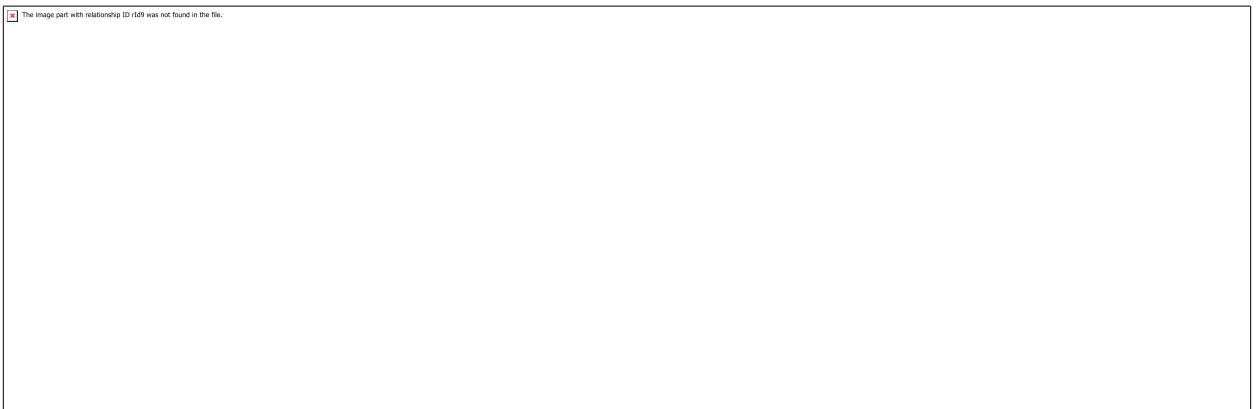




- **Perceptions on UOT Priorities**



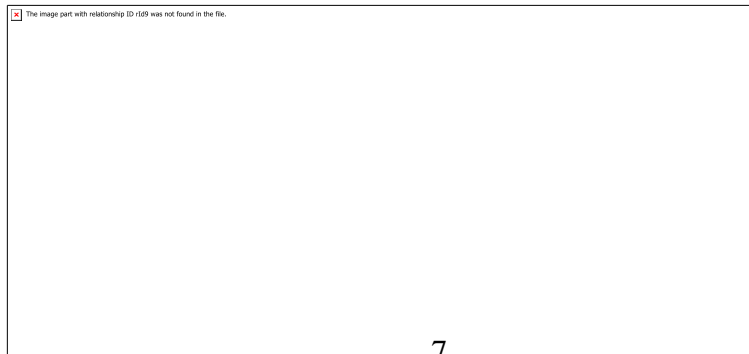
- **Perceptions on Environmental Sustainability**

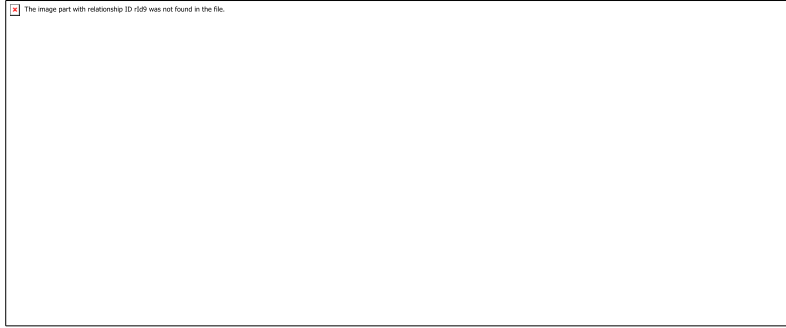


- Familiarity with UOT branding and campaign initiatives
 - Very familiar or somewhat familiar
 - 92% The Greatest Snow on Earth
 - 77% Life Elevated
 - 26% Mighty 5
 - 8% Forever Mighty
- Additional Tourism Perceptions/Learnings
 - General overcrowding/too many people - 32%
 - Traffic/congestion – 16%
 - Damage to property – 15%
 - Pollution/litter/environmental concerns – 13%
 - Overcrowded parks – 10%
 - Increased costs/expensive 10%
- Community Perspectives
 - Importance to economy
 - Not one size fits all
 - Household income dependency on tourism
 - View of tourism’s effects
 - Use of tourism dollars
 - Shared pinch points among many
 - Housing affordability
 - Infrastructure
 - General
 - Recreational
 - Voice
 - Agreement for local tourism office support by UOT
 - Environmental sustainability

MARKETING COMMITTEE REPORT

- Sponsorship Request of \$150,000 – Tommy Joe Lucia, Days of ’47 Cowboy Games ([presentation](#)):
 - 2021 At-a-Glance
 - 39,107 tickets issued
 - \$5/9M total economic impact
 - Fans rated the event 9.2/10
 - \$1,000,000 combined payouts of all events
 - Spending per group by group type
 - 4.1 people per day commuting
 - 3.0 people per overnight
 - 2.9 people per family/friends





- Publicity in 2021
 - Total local impressions: 1 million+
 - Total local market publicity value: \$120,000
 - Station participation: KSL, KUTV, KTVX, KSTU, Univison, Telemundo, Deseret News, Salt Lake Tribune, KSL.com, KUER, KBUL, KSOP, etc.
- Utah Days of '47 Rodeo is now the official rodeo of the state of Utah, including complete rebranding.

MOTION: MIKE TAYLOR MOTIONED TO APPROVE A SPONSORSHIP OF THE 2022 DAYS OF '47 COWBOY GAMES IN THE AMOUNT OF \$150,000. GLEN OVERTON SECONDED THE MOTION. THE MOTION CARRIED UNANIMOUSLY.

- Northern Utah+ FY2022 Campaign Plan and \$820,000 Media Buy Approval
 - Dave Williams, Associate Managing Director, Utah Office of Tourism, Jonathan Smithgall, Vice President of Digital Marketing and Media, Love Communications, Kylie Kullack, Head of Client Engagement, Struck, and Andrew Gillman, Tourism Creative and Content Director, Utah Office of Tourism, gave the following [presentation](#):
 - Our “Taste for All” video received a platinum Adrian Award.
 - GOOGLE shared that our “More than Just Forests” video was one of the top watched ads in their analytics.
 - Paid Media – Campaign Goals
 - Increase awareness of Northern Utah’s product offerings in alignment with audience travel drivers by driving engagement with Northern Utah content and messages
 - Proportionally distribute visitation through responsibly promoting unique Utah product and cultural offerings: Dark Skies and our local communities
 - Increase Utah’s brand reputation as a diverse and welcoming destination
 - Create awareness of Utah’s Leave No Trace Seven Principles among prospective visitors
 - Paid Media – Northern Utah + Media Strategy
 - This campaign is designed to support our Northern Utah + communities and products by promoting and sharing the stories of these areas to key audiences.
 - This strategy will elevate our Northern Utah + outdoor recreation offerings as well as our urban products (restaurants, arts and culture, etc.).
 - Total Budget: \$820,000

- Media Tactics:
 - Connected TV!
 - Native articles on visitutah.com
 - Contextually align native article topics within contextual relevant placements
 - Display retargeting
 - Retarget ad exposed audiences on connected tv and audiences who have engaged with native content.
- Market Concentration:
 - Colorado, New Mexico, Arizona, Wyoming, Montana, California, Texas, Idaho, Nevada
- This campaign will reach the following audiences:
 - Travelers who are drawn to cities and those who want assurance of the comfort and resources of home within a wider Utah outdoor adventure
 - Travelers from nearby drive markets who see the Wasatch Front as their closest destination for urban offerings
 - Film buffs and Red Emerald ready travelers who can be persuaded to visit film locations across Utah
 - Families
- 44% ConnectedTV
- 44% Native article content on visitutah.com
- 10% display banners to key landing pages
- Advertising – Please see presentation to view the digital ads
- Paid Search – Always On
 - Trends
 - VisitUtah ads are in the first ad position 1/3 of the time
 - Travel is trending in Salt Lake City
 - 88/100 in March
 - 81/100 in February
 - 77/100 in January
 - Strategy
 - Targeting is based on search intent strategy first and foremost
 - Priority on foodies, shoppers, and those seeking urban experiences
 - New bidding strategy focused on impression share for FM topics
 - Google partnership — exploring better conversions w/ booking data
- Paid Social – Sept-October
 - Momentum
 - Ogden, Provo and Salt Lake City Landing Pages
 - 5 Black-Owned Restaurants to Support in Utah
 - 8 Utah Hikes for Leaf Peeping and Natural Splendor

- Paid Social – Mid-April – June
 - Audience Building
 - More top-funnel awareness
 - Targeting from native advertising
 - Article landing page conversions
 - Support for Film Tourism
 - Affinity & Advocacy
 - Dedicated #ForeverMighty responsible travel messaging
- Content Marketing
 - Visitutah.com/Northern
 - Geographic Identity
 - Awareness
 - Distributing visitation
 - Responsible travel
 - Visitutah.com/city
 - Metropolitan Wasatch Front
 - Understanding
 - Brand reputation
 - Metro to mountain
 - Visitutah.com
 - Vertical video integration
 - Elevate presence of IGTV content within the site
 - More mileage for Season 2:
 - Arts and Culture
 - Debunking Myths of Utah’s Liquor Laws
 - Accessibility to the Outdoors
 - Food Diversity
 - Adventuring Responsibly
 - Storytelling
 - A Table for All video series
 - Speedweek photo essay
 - Urban Indian Center video
 - Hoop by Hoop with Patrick Willie article
 - Northern Utah’s Historic Theaters: From Movies to Performing Arts article
 - Vegan restaurants and BBQ bosses articles
 - Forever Mighty stories
 - Film Tourism
 - Email Newsletter
 - Expanded coverage for region
 - Sunday long-form articles
 - Monthly newsletters
 - 89,500 subscribers, 46% is highly and moderately engaged
- Organic and Always On
 - Awareness and Consideration
 - Red Emerald locations and experiences
 - Inform and distribute visitors

- Build brand reputation
 - Forever Mighty messaging
 - Let's Talk Utah Season 2
- Recent PR Coverage
 - National Geographic
 - Luxury Travel
 - Lonely Planet
 - Cosmopolitan
 - Food & Wine
- Utah U Media FAM
 - We've Got Spirit(s), Yes We Do!
 - Spirits & Food
 - Basecamp: Park City
 - The Awe-Inspiring Role Nature Plays in Wellbeing
 - Wellness and Adventure
 - Basecamp: Compass Rose Lodge, Ogden
 - Artisans and Makers, Creators of Culture
 - Arts and Artisans
 - Basecamp: Sundance Mountain Resort

UTIA UPDATE

Natalie Randall provided the following update:

Destination Capitol Hill

- We have a great delegation attending covering various sectors and regions of the industry. Priorities to include:
 - National Parks / Reservation Systems
 - Climate
 - Labor + Visa Policy: H2B, J1
 - Daylight Savings
 - US Travel / National

High School Hospitality Program

- High school hospitality
 - This is offered through the Career and Technical Education (CTE) departments in school districts and local schools.
 - Facilitation comes from the UT Board of Education, funding from the Statewide TRT
 - It contains 15 lessons that teachers can choose from and customize including topics such as:
 - Accommodations and Hotel, Operations, Air, Ground and Sea Transportation, Food and Beverage, What is a DMO and what part do they play in promoting tourism, the Economic, Environmental, Social, and Cultural Impacts of Tourism, and more.
 - 4 guest speakers from the local industry - UTIA supports the teachers in selecting these speakers.
 - **Opt-in period typically ends in May** for high schools to participate in the **2022-23 School Year**.

- **2021-22 SY** Valley HS, Kanab HS, Ogden HS, Ben Lomond HS, Uintah HS, Bryce Valley HS, Park City HS, East Hollywood HS, Layton HS
- **Note** - that there are TWO HS Hospitality Programs that are offered by the UT Board of Education
 - Cicily Kind on my team manages the efforts of the HS Hospitality Program.
 - Email: cicily@utahtourism.org

Utah Tourism Conference

- Vernal - Sept 27 - 30
 - **Registration** (early - bird closes April 30th): www.utahtourismconference.com
 - **General schedule** can be found: <https://www.utahtourismconference.com/schedule>
- **Facebook Page** for the tourism conference - <https://www.facebook.com/utahtourismconference>

2022 Tourism Hall of Fame

- The Utah Tourism Hall of Fame is presented by the Utah Tourism Industry Association and Utah Office of Tourism. The Utah Tourism Hall of Fame recipients are nominated by their peers and selected for contributions made to Utah's tourism industry at the state, regional, or local levels. The Hall of Fame was first introduced in 1985 and has recognized 122 individuals who have elevated life in Utah through their leadership in tourism marketing, stewardship, and destination management.
- The nominees will be reviewed, and final selection will be made by a joint UTIA and UOT selection committee. This committee will be comprised of member from both the UTIA board and UOT board.
- **Nominations are due by Friday, APRIL 29, 2022**
- You can nominate by visiting the [UTC FB page](#) or [UTIA's website](#).

DABC Update

- In June the DABC Commission will have **9.5 bar licenses** (the 0.5 is a seasonal license) available for bar license distribution. This is the result of a shift in legislation for another license and is a "once in a life time" circumstance.
 - Typically the bar license is dependent on census. In anticipation of the population quota the DABC is anticipating 1 in April and 1 in June.
- DABC is asking for **PUBLIC INDUSTRY COMMENT** regarding ideas for distributing the 9.5 bar licenses that will be available in June. Please join the April 26th public meeting at 10AM - either in person at the State Taylorsville Office, virtual Zoom, or email a comment to hotline@utah.gov

PUBLIC COMMENT

- Kym Buttschardt – Thanked the Tooele Tax Advisory Board and Utah Motorsports Campus for the warm welcome.

MEETING ADJOURNED