

**Utah Office of Tourism  
Board Meeting  
Friday, August 10, 2018  
Marmalade Library  
280 W 500 N  
Salt Lake City, UT 84103**

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| <b>Members Present:</b> | Lance Syrett, Ryan Starks, Elaine Gizler, Shayne Wittwer, John Holland, Mike Taylor, Sara Toliver, Brian Merrill, Kym Buttschardt, Glen Overton, Nathan Rafferty (P), Zachary Renstrom (P)  |
| <b>Members Excused:</b> | Greg Miller   |
| <b>Staff:</b>           | Vicki Varela, Dave Williams, Jay Kinghorn, Kelly Day, Julia Barnhouse, Cecilia Bahena, Celina Sinclair, Rachel Bremer, Rosie Serago, Andrew Dash Gillman, Brian Zielinski, Emily Moench, Katya Wagstaff, Lorraine Daly  |
| <b>Visitors:</b>        | Luke Ratto, Raelene Davis, Joyce Kelly, Maria Twitchell, Nick Cook, Dres Empey, Kaley Rodgers, Sean Brownell, Jason Marden, Chris Newton, Alison Garner, Cody Draper, Carrie Cox, Des Barker, Tina Carter, Natalie Randall, Hannah Saunders, Megan Griffin, Jonathan Smithgall, Madd Anderson |

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## **WELCOME**

Lance Syrett called the meeting to order and welcomed the Board, staff, and visitors to the Marmalade Library. Yoli, Librarian for Teen Resources, thanked the board and guests for visiting the facility. Yoli shared that the branch has been open for 2.5 years and encouraged everyone to visit the events calendar to see the many programs and activities that the library hosts.

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

## **MINUTES**

**MOTION: Mike Taylor motioned to approve the June 8, 2018 meeting minutes, which took place at Powder Mountain in Weber County. Sara Toliver seconded the motion. The motion carried unanimously.**

## **DIRECTOR'S REPORT**

Vicki Varela reported on the following items:

- Two new scenic byways were established in the State, which is the first time since 2002. Vicki thanked Celina Sinclair for her program management and for the new designations. The two byways are: Morgan-Parleys Scenic Byway, and the Great Salt Lake Legacy Parkway Scenic Byway.
- US Travel Association held their summer board meeting in Park City. It was a great success thanks to the US Travel Board organizers, Visit Salt Lake, and UADMO. There were at least 300 attendees and top industry leaders that attended. US Travel scheduled a programming session around National Parks, which included a panel with Vicki and the Senior Vice President of

Government Relations, where they updated the board on their leadership to advance investment in the national parks.

- Congressman Bishop filed a bipartisan bill that merged a number of bills that have been in process for several years and will appropriate \$6.5 billion over the course of 5 years to address the infrastructure backlog in national parks. The bill is estimated to pass Congress by the end of this year. Vicki recognized our partnership with UTIA and the leadership of Kaitlin Eskelson and Des Barker surrounding public policy and the national parks. She also thanked Jay Kinghorn for his heavy involvement in the planning clinics in the Zion region, and Superintendent Bradybaugh's leadership.
- Congressman Stewart is working to establish Grand Staircase – Escalante National Monument as a national park. Vicki and Lance attended a hike that Congressman Stewart organized in Lower Calf Creek Falls and updated them on the status of the bill.
- ESTO 2018 - Dave Williams and Rachel Bremer have been preparing a case study that is highlighting Utah because of the dramatic increase in our budget and our Rourism initiative. Vicki is doing a general session highlighting the case study and Jay will also present on analytics at the conference.
- UOT has selected a new destination development coordinator, Flint Timmins, who was raised in rural Colorado and has a great understanding of the rural mindset and how to help communities grow. Vicki thanked Dave Williams and Rachel Bremer for managing the hiring process and selecting a great candidate.
- Vicki recognized UOT's international team for helping Utah to earn a 3-star rating in the Michelin Guide. This rating is exciting news for us and a result of the great work of the international team. She also acknowledged her gratitude for UOT staff and the Tourism Board.

## **COOPERATIVE MARKETING COMMITTEE RECOMMENDATIONS**

John Holland, Chair of the Cooperative Marketing Committee, thanked the other members of the committee for their thorough review and assessment of the applicants. John informed the board and audience that the program is a \$4.8M appropriation (20% overall) from the TMPF budget. Earlier in the year, the board approved the transfer of \$925,000 from this appropriation to be used towards the cafeteria program. This year, using the remaining amount and any carryover from previous years, there was an aggregate available amount of \$3,960,605.50.

Of the total 66 applications, there were 14 applications that asked for \$10,000 or less and were reviewed by UOT staff and the committee. The oral reviews were conducted over a two-day period with the remaining 52 applicants, and the committee spent an additional two hours after the interviews to make their recommendations for funding. Overall, all of the applications were very strong this year. The committee came up with the following recommendation:

- In the review process, applications are scored on a scale between 0 – 100, and you need to have an application of 70 or higher in order to be eligible for funding.
- 16 applications received a score of 80 or higher and have been recommended an award of 100% funding this year.
- 13 applications received scores between 78 – 79 and have been recommended an award at 90% of the ask.
- 11 applications received scores between 76 – 77 and have been recommended an award at 80% of the ask.
- 23 applications received scores between 70 – 75 and have been recommended an award at the percent of their score. For example, if an applicant received a score of 72, they would be awarded at 72% of the ask.

- 3 applications received scores less than 70 and were not eligible for funding.
- 21 counties around the State will be receiving funding this year, which includes both urban and rural areas.
- *To view a full list of the recommendation summary, please see the attached document titled, “Round 18 CO-OP Funding Recommendations”. Also note that this document lists conflicts of interests on each application for any board members that must abstain from the approval of the application. If a member of the committee had a conflict with a specific application, their scores were not considered in the review process.*

**MOTION: Mike Taylor motioned to approve the recommendations by the Cooperative Marketing Committee for the 2018 applications. Glen Overton seconded the motion. The motion carried unanimously. Each member abstained from the approval of any/all applications that resulted in a conflict of interest (listed in the Round 18 CO-OP Funding Recommendations document attached).**

## 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.](#)
- **2018 3-Season Update:** Jonathan Smithgall provided a [PowerPoint Presentation](#) on the following:
  - Distillery lead the campaign in total post impressions with 360,089. Trip Advisor and Adara are just behind.
  - Arrivalist tracked over 12k arrivals into our state with April and May driving the bulk of ad exposed visitation.
  - We have tracked of \$7.7M in hotel bookings which equals 45k travelers to date. This is up \$1.61M compared to last year.
  - 1,217,804 post-impressions have been tracked for a PIR of 1.04%. This is an increase of 13% compared to last year.
  - There were 379,320 post-impression activities on Visit Utah, for a PIR of 0.26%. This is an increase of 26% when compared to last year.
  - Post Impressions by Partner
  - Top Booked Hotel Destinations
  - Top Alternate Booked Hotel Destinations
  - Market Thievery – our competitive campaign with Kayk.com and TripAdvisor has generated \$2.5M in hotel revenue.
  - Nativo: Native Advertising – Our native campaign generated 34.5K page views. Purchase intent to travel to Utah within the next 6 months increased by 15%.
- **Review and Approval of 2018-2019 Winter Ad Campaign:** Jonathan Smithgall reported on the following items through a [PowerPoint Presentation:](#)
  - The Winter Travler
    - Core demo of adults 25-54 with a slight skew toward males
    - HHI of \$115K + exceeds the national average with an index of 165
    - Prefer active vacations and traveling to places that they haven’t visited before

- Skiing core demo are more likely to take longer vacations rather than weekend trips
  - A Look Back at MT 2018
    - The 2017/2018 MT campaign reached 1.7M snow traveling households, up from previous year's 1.6M
    - The new campaign creative received stronger evaluative ratings than the prior FYG campaign
    - Online, the campaign tracked over \$8M in hotel booking revenue
    - February and March generated our most ad-exposed arrivals into the state
    - Mobile advertising generated an incremental lift in ski resort visitation of 36%
    - Two videos produced by ChefsFeed generated more than 439K completed views
  - Media Plan Recommendations
    - Made adjustments to the Out-Of-Home strategy by entering office building and returning to airports
    - Launch early campaign with a Native strategy rather than custom email
    - Connected TV in test markets Houston, Dallas, Atlanta, Miami
    - Retarget past visitors and convince them to come back
    - Support long form video through new partnerships with airlines and ski endemic websites
    - Continue to innovate!
  - Media Plan Recommendations Atlanta or Miami
  - Budget Breakdown
  - Mountain Time 2019 Flight Dates
  - Spot Television
    - Planning Strategy- Markets: New York, Los Angeles, San Francisco
    - Partner Added Value
  - Office Building Network
    - Utilizing on-location elevator and lobby screens, Utah Office of Tourism can target affluent professionals within a mix of live news, weather, and business advice.
    - Office Building Network viewers are 33% more likely to go skiing on domestic vacation
    - 48% of travel research is conducted at work
    - 44% of traveler's book trips during work hours
    - Target office buildings in each market that show and over-index to "Ski & Snowboard Enthusiasts"
      - New York – 99 buildings, 6 weeks, 9,755,669 impressions
      - Los Angeles – 66 buildings, 5 weeks, 4,465,699 impressions
      - San Francisco – 38 buildings, 5 weeks, 2,471,088 impressions
    - :15 second video placement targeting around peak vacation planning hours/weekdays
    - added value: 2-weeks Instagram takeover placement, all markets – 7,973,472 impressions
    - Total investment: \$166,667
    - Total impressions: 24,685,927
    - \$6.75 CPM
  - Airport Advertising
    - JFK – Digital Power Poles: \$42,222 Cost / \$3.10 CPM
    - LAX – Digital Power Poles: \$36,000 Cost / \$2.24 CPM
    - SFO – Terminal 3 Video Wall: \$33,333 Cost / \$4.30 CPM
    - Total airport advertising investment: \$111,557

- Total impressions: 44,779,128
  - \$2.49 CPM
- In-Flight Video
  - Long-form video content on Alaska and United Airlines default in-flight channel.
  - More than 75% of all passengers report watching the channel during flight
    - Alaska Airlines: 3 million monthly passengers = 2,250,000 estimated viewers/month
    - United Airlines: 2.1 million monthly passengers = 1,575,000 estimated viewers/month
  - Recommended Placement:
    - Video: “Insider’s Guide to Big Cottonwood Canyon with Caroline Gleich” – United Airlines (November) & Alaska (December/January)
    - Video: “Skiing Utah Red Rock + Brian Head BBQ” – United Airlines (December) & Alaska (January/February)
  - Total Investment: \$61,111
  - Estimated Views: 12,150,000
  - \$5.03 CPM
- Las Vegas Outdoor: Target Las Vegas Markets with a digital billboard campaign in/around Las Vegas
  - Total Investment: \$19,444 / \$1.33 CPM
- Digital Markets and Flight Dates
  - Target Markets: national excluding Utah
  - Flight Dates: September 1, 2018 – March 30, 2019
  - Digital Flight Dates
  - Targeting Strategy
  - Mountain Time Partners
- Digital Media Deeper Dive: Partner Strategies
- Digital Media Partner Spend
  - Budget breakdown MT 2018
  - Budget breakdown: percentage change
  - Budget breakdown
  - Mountain Time 2018 flight dates

Dave Williams requested approval from the board on the following budget request for the winter ad buy:

- Media Buy (Struck): \$3,042,883
- Social Media Advertising (Pandemic): \$135,000
- Pay Per Click Advertising (Aristotle): \$65,000
- Long-Form Video (Struck): \$105,438

**MOTION: Ryan Starks motioned to approve the budget request as outlined above. Sara Toliver seconded the motion. The motion carried unanimously.**

Jay Kinghorn requested approval from the board on the following budget items for the following:

- PPC Budget Request
  - 3-season: \$187,500
  - Urban: \$50,000
  - Year round: \$50,000

- Social Media Budget Request
  - 3-season: \$75,000 (\$200/day)
  - Urban: \$75,000 (\$200/day)
  - Year round: \$55,000 (\$150/day)

**MOTION: Shayne Wittwer motioned to approve the budget request as outlined above. Glen Overton seconded the request. The motion carried unanimously.**

## **UTIA UPDATE**

Sara Toliver reported on the following items:

- UTIA held their first Legislative Affairs Council Meeting on Monday, August 6, 2018.
- Katie Kersys has been hired as the new Program & Development Manager.
- Keynote speakers and schedule for the Tourism Conference has been finalized and is available online.

Des Barker reported on the following items:

- The appropriation process has proved to be a challenge. We are being criticized for our success and there is not an appetite to increase funding due to a fear of our crowded parks. Des is working to understand and manage these perceptions and any misunderstandings.
- The TMPF was awarded \$24M in 2018 and we will not be asking for additional revenue. UTIA is focusing heavily on educating people and policy makers of what our goals and strategies are.
- Most people want to decrease the large number of visitors that tour the state, but it is important to embrace the numbers and encourage people to visit other areas of the state, not just the national parks.
- Transient Room Tax (TRT) – continued discussion each legislative session. The main goal is to make policy fair for the local communities.
- There is an ongoing discussion on how to improve the reservation system at the national parks.

## **NEW BUSINESS**

Ryan Starks reminded the board and the audience that the 2018 Outdoor Recreation Summit is scheduled to be held at the Zermatt Resort on September 4<sup>th</sup> – 6<sup>th</sup>.

## **MEETING ADJOURNED**