

**Utah Office of Tourism  
Board Meeting  
Friday, August 12, 2022  
Land Cruiser Heritage Museum – Salt Lake City, UT**

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**Members Present:** Lance Syrett, Lesha Coltharp, Shayne Wittwer, Jared Berrett, Mike Taylor, Brian Merrill, Jennifer Wesselhoff, Sara Toliver, Kym Buttschardt,

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**Members Excused:** Greg Miller, Nathan Rafferty, Commissioner Brent Chamberlain, Glen Overton

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**Staff:** Vicki Varela, Julia Barnhouse, Dave Williams, Zach Fyne, Celina Sinclair, Erin Smith, Bianca Lyon, Sandra Salvas, Kelly Day, Flint Timmins, Denise Jordan

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**Visitors:** Sydnie Furton, Molly O’Neill, Chris Newton, Judy Cullen, Becky McRae, Jennifer Shakespeare, Nick Larson, Austin Facer, Tom Love, Dallas Miller, Jonathan Smithgall, Natalie Randall, Alexander Lee Davenport, Brittany Costello, Colt Jarvis, Elliott Clark, Ethan Koehler, Hannah Kuhnhausen, Jen Wakeland, Jessica Merrill, Jessica Proctor, Joyce Kelly, Maria Twitchell, Max Houtkooper, Michelle Evans, Raelene Davis, Sara Otto, Stephanie Laws, Theodore Henney, Venessa Castagnoli, Nycole Durfey, Jules Cho, Dan Busey, Hannah Saunders, Joshua Black, Megan Griffin, Aloe Corry

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## **WELCOME**

Lance Syrett welcomed everyone to the Landcruiser Heritage Museum and introduced Dan Busey, Resident Land Cruiser Expert, who provided a brief history of the museum.

Lance also congratulated Vicki for being nominated for an ATHENA Award.

## **MINUTES**

**MOTION: MIKE TAYLOR MOTIONED TO APPROVE THE MINUTES FROM THE JUNE 10, 2022 MEETING THAT WAS HELD IN TORREY. BRIAN MERRILL SECONDED THE MOTION. THE MOTION CARRIED UNANIMOUSLY.**

## **DIRECTOR’S REPORT**

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

- UOT is engaged through showing leadership with market softening. The team is doing everything in their power and is open to feedback and potential partnerships. One way UOT is addressing the softening is by evaluation social media and PR, as well as starting the Fall/Winter in Southern Utah campaign sooner than previous years.
- ESTO 2022 – Jeff Freeman has been named the new CEO of the U.S. Travel Association. Looking to see what the organization can do for state and national parks.
- UOT Staff Changes
  - Appreciate patience as UOT fills high-level positions. Currently hiring for a marketing director that will report to Dave Williams. Becky Keeney will shift her focus to strategy & project management.

- Rosie Serago is leaving UOT offer 5 years. She is leaving UOT in a position of strength.
- Acknowledged Dave & Becky for taking on an increased workload as we find new staff.
- Co-Op Awards will be announced today. Acknowledged the committee members and their commitment of time and dedication to local partners.
- Board Retreat Follow-Up – RACI analysis will be shared today by Dave Williams.
- Outdoor Adventure Commission – doing and inventory of available land around the state. Substantial for future outdoor recreation.

**COOPERATIVE MARKETING GRANT**

Kym Buttschardt, Chair of the Cooperative Marketing Committee, provided the following update:

The Co-op Program received a \$4.5 million appropriation for FY 22/23 (20% of the total TMPF appropriation).

\$422,873.11 Carry In from FY 21/22  
 \$4,564,560.00 FY 22/23 Appropriation  
 \$256,375.49 Returned to fund this FY  
**-\$5,238,524.15 Recommended for Traditional Funding**  
**\$5,284.45 Balance in fund**

**Traditional Co-op Marketing Summary:**

A total of 67 applications were received from 24 counties requesting \$5,825,567. Nine of those applications came in asking for \$10,000 or less and were reviewed and scored by staff.

After the successful launch of the Forever Mighty Co-op Marketing Pilot Program in 2021, the Co-op Marketing Committee made the decision to integrate the two programs into a single application process. Applicants who successfully demonstrated the incorporation of the Forever Mighty ethics in their marketing plans had the opportunity to be awarded additional points towards their overall score.

The committee held oral interviews over two days with the 58 applicants requesting over \$10,000 via in person and ZOOM. Immediately following the interviews, the committee met to review the scores and budget and recommends funding 59 of the applications. In an effort to fund as many of the qualifying applications as possible, the percentage of funding recommended is as follows:

- Applications scoring 80 or higher are recommended funding at 100% - Applications scoring between 71 and 79, fund at 95%
- Applications scoring less than 71 at 90%
- One first time applicant (Morgan County) funded at 50%

Special thanks to the Co-op Committee for the enormous amount of time put into not only reviewing and scoring the applications but also for spending several days away from the office for the interviews! The success of this year's smooth interview process belongs to Celina Sinclair - we literally could not have done it without her. Celina is a great asset to the co-op program and such a pleasure to work with!

**MOTION: Mike Taylor motioned to approve the Co-op Committee recommendations for awarding approximately \$5.2 million to Cooperative Marketing Applicants. Sara Toliver seconded the motion. The motion carried unanimously.**

**\*\*NOTE – PLEASE SEE PAGES 18 – 19 FOR A LIST OF BOARD RECUSALS\*\***

## RETREAT FOLLOW-UP: BOARD/STAFF ROLES

- Dave Williams, Associate Managing Director, Utah Office of Tourism, gave the following [presentation](#):
  - Board Purpose - The Board advises the Utah Office of Tourism (UOT) on the office's planning, policies, and strategies and on trends and opportunities for tourism development that may exist in the various areas of the state.
  - The Board:
    - Has authority to approve a tourism program of out-of-state advertising, marketing, and branding, taking into account the long-term economic trends, and opportunities for tourism development on a statewide basis as a condition of the distribution of funds from the Tourism Marketing Performance Account and Stay Another Day and Bounce Back Account (there will be no money in the Stay Another Day and Bounce Back Account until the convention center hotel is constructed and operating);
    - Shall review office programs to coordinate and integrate advertising and branding themes, which may include recreational, scenic, historic, and tourist attractions of the state;
    - Shall encourage and assist in coordinating activities of persons, firms, association, corporations, civic groups, and governmental agencies that are engaging in publicizing, developing, and promoting the scenic attractions and tourist advantages of the state;
    - Shall advise the office in establishing a cooperative program using funds from the Tourism Marketing Performance Account.
  - Vision – A state united in welcoming the world to experience soul-awakening adventure.
  - Mission – Elevate life in Utah through responsible tourism stewardship.
  - Red Emerald Strategy:
    - Life Elevated: Continued Powerful Branding
    - Prioritize Quality Visitation, Not Just Quantity of Visitors
    - Distribute Visitation
    - Enable Community-Led Visitor Readiness
    - Improve Organizational Effectiveness
  - Budget
    - Operations Budget
      - Pays for staff salaries, travel, office supplies and equipment, postage and mailing, etc.
      - Managing director oversees the operating budget
      - The Board of Tourism Development does not have responsibilities related to the operations budget and may not make policies related to the management or operation of the office
  - Tourism Marketing Performance Fund
    - UOT's main marketing budget
    - Board approves out-of-state marketing plan as a condition of distribution of funds from the TMPF. Utah Code 63N-7-301
    - TMPF was a performance-based funding model.
    - As tourism industry increased the sales tax revenues from tourism-related purchases, the TMPF grew.
    - Time frame for growing the TMPF ended in 2019.
    - Legislation allows for a maximum appropriation of \$24 million per year, but that is at the discretion of the Legislature.
    - TMPF was appropriated \$22,822,800 for Fiscal year 2023

- 10% of the money in the TMPF be passed on to the Utah Sports Commission to use the funds to attract sporting events to the state
- 20% of the funding be used for a cooperative marketing program for cities, counties, and destination marketing organizations to promote destinations and events.
- Remaining 70% of the funds in the TMPF are used for media buys, retainers for vendor partners, production, and research.
- Committees
  - Marketing Committee
    - Usually meets monthly on the same morning as the board meeting
    - Reviews marketing plans and results in detail
    - Provides feedback to the UOT marketing team and its vendor partners
    - Makes recommendations regarding the marketing plans to the full board
      - Nathan Rafferty - Committee Chair
      - Sara Toliver
      - Brian Merrill
      - Shayne Wittwer
      - Jennifer Wesselhoff
  - Cooperative Marketing Committee
    - Reviews 70-80 co-op marketing applications annually
    - Participates in 10-minute interviews with applicants
    - Scores each application and makes a recommendation to the full board as to who should receive funding.
    - A few conference calls in other times of the year to review guidelines and improve the process
    - Most intense time is the 3rd week in June when co-op applications are due to the 2nd week in August when the co-op awards are announced.
      - Kym Buttschardt - Committee Chair
      - Lance Syrett
      - Mike Taylor
      - Glen Overton
      - Lesha Coltharp
- Board Motions (FY21/22)
  - July 2020
    - Approved the office's \$12 million CARES budget and \$11.4 million Tourism Marketing Performance Account (also known as Tourism Marketing Performance Fund or TMPF). The budget pays for winter, 3-season, urban and state-wide marketing, sponsorships, international marketing, public relations, and research.
  - August 2020
    - Approved the award of \$5,012,961 in matching funds for a total of 72 Traditional Cooperative Marketing Applications from destination marketing organizations and non-profit. For the first time, a portion of the funding was made available for in-state marketing (co-op funding has mainly been designated for projects targeting out-of-state visitors.
  - September 2020
    - Approved the office's winter media buy of \$3,116,739 that included linear TV, connected TV, digital, social media, pay-per-click, long-form video, and out-of-home advertising.
  - November 2020

- Approved \$515,000 for the urban integrated marketing campaign which included native, social, PR, and website marketing.
  - December 2020
    - Approved \$4,281,943.62 of CARES funding, \$803,429.38 from the TMPF, and \$103,866.33 of carry forward for the Southern Utah+ integrated marketing campaign. The campaign included linear TV, out-of-home, Connected TV, Social Media, digital banners, long-form video, and more.
  - February 2021
    - Approved \$150,000 sponsorship for the Days of '47 Cowboy Games and Rodeo.
  - June 2021
    - Approved the FY 2022 TMPF budget of \$22,822,800 which included money for Southern Utah+, Ski+, and Northern Utah+ marketing campaigns. Approved \$2,873,000 for the integrated Ski+ marketing campaign.
  - August 2021
    - Approved \$4,646,80 in matching funds for 66 applications that include both in-state and out-of-state marketing. Eight of the applications also received funds for Forever Mighty projects that promoted responsible travel and initiatives.
- Board Schedule and Meetings
  - Board normally meets on the second Friday of each month at 10 a.m. Marketing committee often meets before the board meeting from 8-9:45 a.m.
  - Board meetings are held all over the state; usually in Salt Lake City during the legislative session.
  - When board meetings are held away from the Wasatch Front:
    - UOT staff and board often arrive at the meeting destination on Thursday afternoon to experience the destination.
    - Everybody usually has dinner together that evening along with local government officials and stakeholders.
    - Julia Barnhouse will provide details for these activities and events in advance.
    - There is usually a board retreat in May that begins at noon on the Thursday before the board meeting.  
Board members can work with Julia Barnhouse (jbarnhouse@utah.gov, office:  
801-538-1369; mobile: 801-389-5504 for reimbursement of travel expenses.
- Board Attendance Policy
  - Legislation States:
    - (9) The board shall meet monthly or as often as the board determines to be necessary at various locations throughout the state
    - (11) (a) The board shall determine attendance requirements for maintaining a designated board seat
      - (b) If a board member fails to attend according to the requirements established pursuant to Subsection (11) (a), the board member shall be replaced upon written certification from the board chair or vice chair to the governor.
    - A replacement appointed by the governor under Subsection (11) (b) shall serve for the board member's unexpired term.

- Current Policy
  - Board members are required to attend at least 60% of the board meetings each calendar year (6 to 10 scheduled meetings)
  - A board member may call in for two of the six meeting if they are unable to physically attend.
  - If a member misses four meetings in a calendar year, the board chair and/or vice chair shall recommend replacement of the board member by providing written certification of their attendance to the governor.
- Conflict of Interest
  - Legislation States:
    - (10) Members who may have a potential conflict of interest in consideration of fund allocation decisions shall identify the potential conflict prior to voting on the issue.
- Board Responsibilities
  - RACI
    - Responsibility - Responsible for the completion/accuracy of the task. This team member does the work to complete the task. Every task needs at least one Responsible party, but it's okay to assign more.
    - Authority - Final authority to approve design/work/resources/budget. This person delegates work and is the last one to review the task or deliverable before it's deemed complete. On some tasks, the Responsible party may also serve as the Accountable one. Just be sure you only have one Accountable person assigned to each task or deliverable.
    - Consult - Should be involved in the particular task to a degree and provide information to the Responsible/Authority as needed
    - Inform - Should be made aware of the task proceedings, but is not involved in providing input to that particular task

**UOT and Board of Tourism Development**

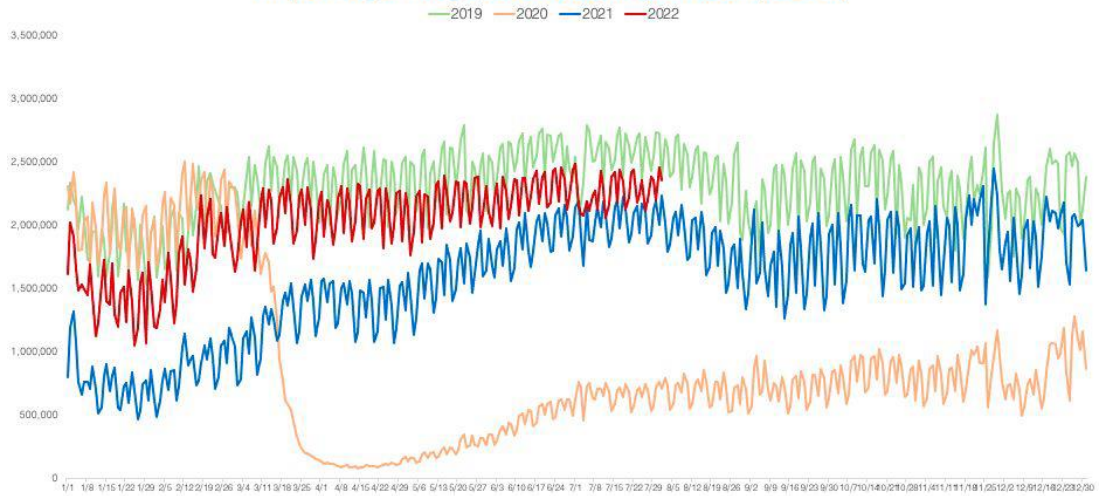
Activity	UOT Staff	Board	Marketing Committee	Co-op Committee
Creation of strategies and planning for tourism development	R/A	C	I	I
Generate TMPF budget strategy	R/A	I	C	C
Create marketing strategy	R/A	I	C	I
Create marketing campaign plans	R/A	I	C	I
Create destination development programs	R/A	I	I	I
Establish a cooperative marketing program	R/A	C	I	C
Approve the program of out of state advertising, marketing and branding	R	A	C	C

# MARKETING COMMITTEE REPORT

## Travel Trends

- Jonathan Smithgall, Vice President Digital Marketing, and Media, Love Communications, provided the following [presentation](#):
  - Current State of Travel

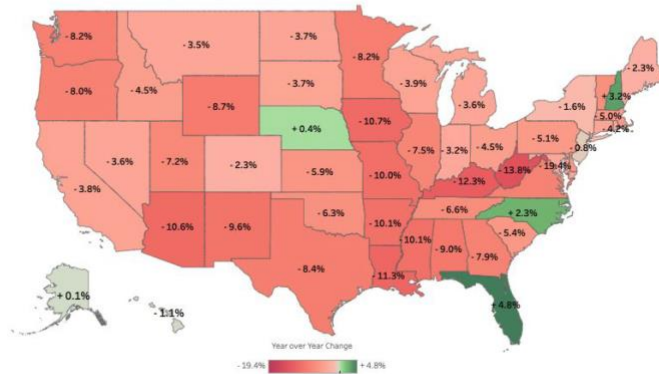
Daily Passenger Throughput at U.S. Airports (as tracked by the TSA)



Daily Index YoY	Last 7 Days YoY	Last 28 Days YoY
<b>-14.7%</b>	<b>-8.8%</b>	<b>-6.2%</b>
Jul 31, Sunday	Jul 25 - Jul 31	Jul 04 - Jul 31

### arrivalist.com | US Daily Travel Index

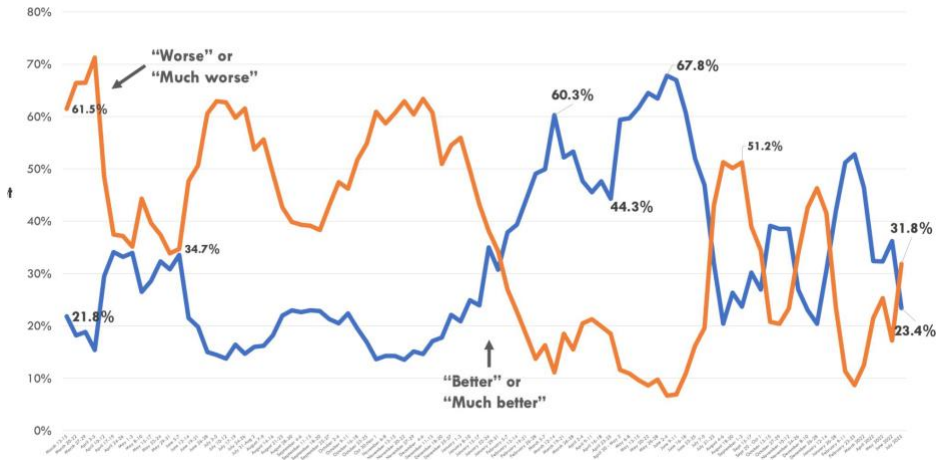
Below map shows year-over-year change based on destination state.



Select Period: Last 28 Days | Compare Period: 2022 vs 2019 | Trip Type: All



○ Expectations for Coronavirus Outbreak

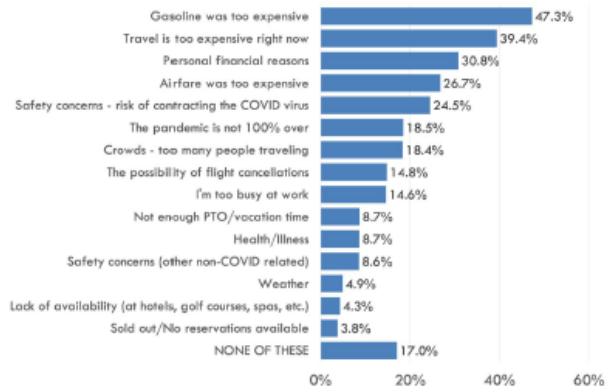


○ Reasons for Concern:

- 27.6% of travelers feel that now is a good time to spend money on leisure travel. At this moment last year, 44.6% of travelers felt that it was a good time to spend money on leisure travel.
- Anxiety about the economy
- 62% of adults said they feel that the US is already in a period of contraction, with an additional 19% believing that the country is headed toward one.
- Personal Financial Condition
- Impact of Increased Prices
- Cost a Leading Reason for Those Who Don't Plan to Travel
- 30.5% of survey respondents stated that the recent inflation in consumer prices has led them to cancel an upcoming trip. This is down from last month's research that found 36.3% of people had cancelled a trip due to inflation.
- Deterrents to Travel:

**Question: In the PAST SIX (6) MONTHS, which (if any) of the following have kept you from traveling more than you would have otherwise preferred? (Select all that apply)**

(Base: All respondents, 4,040 completed surveys. Data collected July 15-22, 2022.)



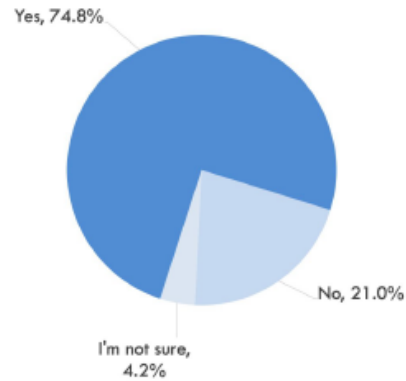


■ Awareness of Airline Industry Issues

The U.S. air travel system has recently been experiencing significant issues such as flight cancellations, delays and long security lines. Labor shortages have caused the major air carriers to cancel many flights, creating problems at airports.

**Question:** Before taking this survey, were you aware of this situation in air travel?

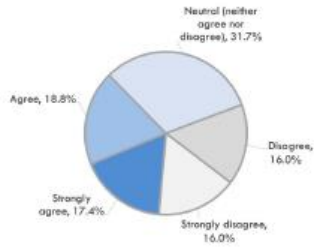
(Base: All respondents, 4,040 completed surveys. Data collected July 15-22, 2022.)



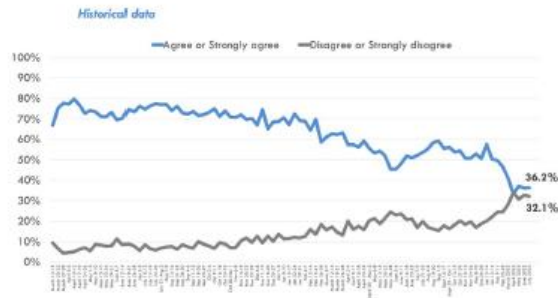
- 30.4% of travelers agree that due to airline's recent issues, they have decided to not travel by air this summer. 37% disagree with this statement.
- 63.3% of travelers agree that if gas prices don't come down, they will be staying closer to home on their road trips this summer/fall. Only 15.6% disagree.
- 31% of people said they are more likely or much more likely to travel outside the U.S. due to the relaxed COVID-19 requirements to re-enter the U.S.
- Reasons to be Optimistic
  - 92% of American survey respondents have travel plans in the next six months.
  - Conferences:

**How much do you agree with the following statement?**

**Statement:** I will be unlikely to attend any conferences or conventions until the coronavirus situation is resolved.

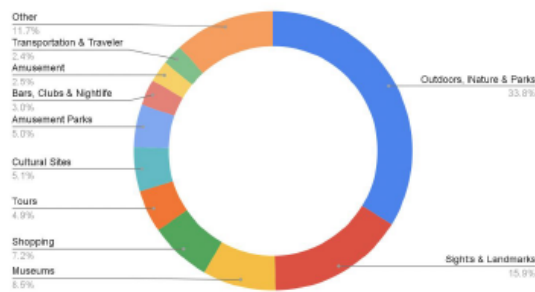


(Base: All respondents, 4,040 completed surveys. Data collected July 15-22, 2022.)



■ Distribution of Attraction Type by Page View

Distribution of attraction type by page views, July 2022



Source: TripAdvisor internal data, July 1-31, 2022, July 1-31, 2019

Attraction Type	July '22 v. '19 Change in Share (in % points)
Outdoors, Nature & Parks	2.9%
Sights & Landmarks	0.3%
Amusement Parks	0.2%
Food & Drink	0.2%
Fields & Stadiums	0.2%
Cultural Sites	0.1%
Casinos & Gambling	0.1%
Zoos & Aquariums	0.0%
Museums	-0.1%
Transportation & Traveler resources	-0.1%
Classes & Workshops	-0.1%
Amusement	-0.2%
Performances, Theater & Concerts	-0.2%
Adventure	-0.2%
Bars, Clubs & Nightlife	-0.3%
Shopping	-0.5%
Spas, Wellness Health	-0.6%
Tours	-1.7%

- Road trips will continue to dominate for summer travel

- Preferred Travel Destination: Western Region vs National
  - When you compare to the entire sample of responses, Utah is in the 36 position for most desired domestic destinations in the next 12 months.
  - Utah continues to show strongest in the western region, currently the 20th most desired destination for travelers living in the west.
- 43.5% of travelers claim they usually avoid visiting touristy or overdeveloped places.
- 53.7% of travelers will prioritize visiting new places in 2022.
- 23% of remote workers have taken long trips of more than 10 days because of the remote work flexibility.
- Safety When Traveling
  - 40% of survey respondents mentioned that as a result of homelessness issues they saw/experienced while traveling, they are less likely to return to that specific destination.
- Additional Stuff
  - 30.1% of travelers are more interested in traveling outside the US than inside the US.
  - More than a quarter (29%) of American travelers are now planning international stays, which is a healthy 45% increase compared to this time last year..
  - 48% of travel intent on TripAdvisor is for last minute trips, within the next 2 weeks.
  - With 29% of attraction page views on TripAdvisor being in Outdoors, Nature & Parks, there has been a 3% increase compared to before the pandemic.

#### **Southern Utah+ Winter FY2022/2023 Integrated Marketing Campaign plan review \$757,500**

- Dave Williams, Associate Managing Director, Utah Office of Tourism; Julie Comstock, Associate Creative Director, Struck; Jonathan Smithgall, Vice President Digital Marketing, and Media, Love Communications provided the following [presentation](#):
  - Vision – A state united in welcoming the world to experience soul-awakening adventure.
  - Mission – Elevate life in Utah through responsible tourism stewardship
  - Red Emerald Strategy:
    - Life Elevated: Continued Powerful Branding
    - Prioritize Quality Visitation, Not Just Quantity of Visitors
    - Distribute Visitation
    - Enable Community-Led Visitor Readiness
    - Improve Organizational Effectiveness
  - Obstacles and Opportunities
    - COVID uncertainties
    - Economic Pressures: Recession/Inflation
    - Diversity of destinations/climate
      - Bryce National Park in winter (better for more advanced outdoor travelers) vs. St. George golf vacation
    - Perceptions that Southern Utah is still crowded
    - Short booking windows, short stays
      - We'll need to think through changes to media and suggested itineraries
    - Conditions, Closings, Preparedness
      - Cold, snowy conditions can make things not only dangerous, but also not very fun, even for adventurous visitors. Conditions may prevent trails or roads from being used.

- Fewer hotels, restaurants, and other amenities are open in southern Utah in the winter, so we'll need to find ways to inform travelers about what to know before they go.
- Goals
  - Increase the accessibility in target consumers' minds of Southern Utah as a winter destination.
    - Red Emerald Imperative: Continue powerful branding; Distribute visitation
  - Grow room nights in those areas during the winter months (November - February).
    - Red Emerald Imperative: Distribute visitation
  - Promote Red Emerald trips during this season, lift in ADR for exposed audiences, promote guided activities, and support of local businesses based on availability per area.
    - Red Emerald Imperative: Prioritize quality visitation; distribute visitation; Enable community-led visitor readiness
  - Educate visitors about traveling thoughtfully and responsibly.
    - Red Emerald Imperative: Prioritize quality visitation; distribute visitation
- Audience Mix
  - Regional drive markets
  - Wasatch front residents
- Key Messages and Themes
  - Come experience Utah in a new, quieter, otherworldly way
  - How to see Southern Utah in the winter - responsible travel, preparedness, Forever Mighty
  - Highlight availability of diverse experiences including red rock snow adventures and warmer weather escape leisure activities.
- Key Areas and Regions
  - Greater Zion
  - Moab
  - Kanab
  - Cedar City
  - Lesser-known:
    - Pangquitch
    - Beaver
    - Richfield
- Paid Media
  - Looking Back: Key Insights
    - There was a 35% increase, compared to 2020/2021, in post impression pageviews.
    - We monitored 1.6M hotel searches which generated an estimated revenue of \$22.7M
      - ADR \$155.64 (2021 Month of January \$130)
  - Media Plan
    - Budget: \$685,000
    - Flight Dates:
      - September 15, 2022 – January 30, 2023
    - Target Markets:
      - Regional: 15% In-State, Washington, Wyoming, Nevada, Oregon, Arizona, Idaho, Colorado, California, New Mexico, Texas

- Additional Notes:
  - Increased focus in competitive targeting
  - Target repeat travelers
  - The return of Connected TV advertising
  - Increase SOV from 12/26/2020 – 1/4/2021
  - Leverage long-form videos in native articles and YouTube
- WISU Custom Audiences
  - National Park Visitors: 10/01 – 3/30
  - Southern Utah Visitors: 10/01 – 3/30
  - Southern Utah National Park Visitors: 10/01 – 3/30
- Programmatic
  - Budget: \$120,000
  - Flight Dates: 9/15/2022 - 1/30/2023
  - Target Tactics:
    - Behavioral Targeting
    - Look-a-Like Models
    - Geo-Based heavy up flight dates
    - Keyword targeting that leverages Paid Search campaign
  - Added Value:
    - Brand Guard
    - Visitation and Footfall Study (post campaign report)
- Native
  - Budget: \$143,000
  - Flight Dates: 9/15/2022 - 1/30/2023
  - Target Tactics:
    - Behavioral Targeting
    - Look-a-Like Models
    - Native Content and Native Video
  - Added Value:
    - 15% added value impressions
    - Site Visitation Lift report
- Endemic: TripAdvisor
  - Budget: \$217,000
  - Flight Dates: 9/15/2022 - 1/30/2023
  - Target Tactics:
    - Behavioral Targeting
    - Conquesting
    - Native Content
    - Destination Sponsorship
  - Added Value:
    - Economic Impact Study
- Connected TV
  - Budget: \$163,000
  - Flight Dates: 11/1/2022 - 1/30/2023 (running every other week)
  - Target Tactics:
    - Sequential targeting of viewers of past Southern Utah campaign.
    - Cross Device Retargeting
    - Past visitors of Southern Utah destinations.
  - Added Value:
    - Adara and Arrivalist post campaign study
    - Upwave Brand Study

- Public Relations
  - KPI's & Tactics
    - Monthly Headline Pitch:
      - The Season Less Traveled: Winter in Southern Utah
    - Overall Utah KPI Campaign Messaging Points Supporting Southern Utah
      - Red Emerald
      - Forever Mighty
      - Dark Skies
    - FAM Trip
      - A dedicated group media FAM (November 2022) focused on the journey from St. George to Moab
    - Audience
      - Hospitality seekers
      - Bespoke adventures
      - Arts & culture enthusiasts
      - Drive-market regional travelers
  - Winter in Southern Utah: Dedicated Key Messages & Storylines
    - Unique/Unexpected Accommodations & Offerings: Check in to Southern Utah's unique winterized properties, from boutique Inns and B&B's, Tiny Houses and more inspired "only in Utah" hospitality experiences.
    - Winter Activities: Southern Utah provides unique access to a variety of activities during the winter months including guided adventures around the sand dunes, affordable downhill and cross-country skiing through the snow-capped hoodoos, and even sun-filled golf rounds.
    - Winter Stargazing: One of Utah's best locally kept secrets: the winter months are the best time to view the expansive, starry sky fields. Winter provides the unique opportunity to access the night sky longer/earlier in the evening, and the crisp air allows for clearer viewing.
    - Southern Utah Base Camps: Towns/communities that act as launch-pads to epic Southern Utah adventures during the winter months and beyond (Moab, Kanab, St George, Bryce + Panguitch).
    - Cultural Exploration: An alternative to outdoor adventure, discover Southern Utah's arts & culture through film-inspired itineraries, indigenous history and heritage, art galleries and museums.
  - Social Media
    - KPI's
      - \$72,500 planned spend
      - 13.6MM impressions
      - 72k clicks
      - 260k engagements
      - 29k landing page views
      - \$0.10 ad recall per 1000 people
    - Paid
      - Paid social for the Southern Utah Winter campaign will flight from early October 2022 through January 2023, and focus on the following objectives:
        - AWARENESS (10%): Increase awareness of Utah in key markets as measured by impressions and CPM
        - INTEREST (10%): Increase interest for Utah in key markets as measured by engagement and ad recall rate.

- ACTION (80%): Increase traffic to Visit Utah’s website as measured by link clicks and landing page views (LPV)
- Organic
  - On organic, we plan on continuing to drive educational messaging cross-channel about responsible recreation in the parks during the off season as well as secondary locations, such as St. George and Kanab.
  - One social-first video concept we plan on executing is a Winter Basecamps Basics series, focused on giving information to guests about a) three places to visit in or around each park in the winter b) three items of gear/clothing to come prepared with and c) three small businesses to check out in the basecamps near the park they’re visiting (contingent on what’s open this time of year).
  - Organic social media will continue to disperse inspirational imagery and messaging surrounding red rock and snow.
  - We are shifting our organic strategy to prioritize video content with the intention of producing more on-the-ground winter in Southern Utah Reel and TikTok content.
- Influencers & Ambassadors
  - Ambassadors are Utah-based content creators who participate in an ongoing, year-long program with Visit Utah. These creators will highlight diverse experiences and drive conversation from the many faces of Utah while amplifying Visit Utah’s commitment to responsible travel.
  - This year, we will work with 5 ambassadors from many walks of life. We will continue to work with ambassadors from previous years, including Evan Thayer, Melody Forsyth and the Fontes Four Pack.
- Email Newsletter
  - KPI’s & Goals
    - Generate 200k total opens
    - Maintain a 35% open rate
  - Approach & Timing
    - Continue to send our usual 5 monthly emails: 4 Sunday longform articles and 1 monthly newsletter, integrating campaign-relevant content into each.
    - Aim for  $\frac{2}{3}$  Ski / Northern Utah content,  $\frac{1}{3}$  Winter in Southern Utah content, starting with November’s newsletter and continuing through February.
    - Continue to rely on monthly content brief and recommended WISU articles (slide 50) for specific articles to support and key messages to communicate.
- VisitUtah.com & Content
  - KPI’s
    - Maintain or increase number of WISU-tagged sessions YOY
    - Maintain or increase number of itinerary pageviews that started with a WISU session YOY
    - Exceed 70% search impression share for WISU PPC ads

- Average session durations to 1:00-1:30+ for targeted paid channels (Native, Paid Social, Paid Search). Compare to last year's #s on slide 54.
- Grow traffic YOY to "How to Visit Southern Utah in Winter" page.
- Average session duration to 1:30+ for sessions originating on the "How to Visit Southern Utah in Winter" page.
- Increase number of sessions from e-newsletter and organic search YOY.
- Search Engine Optimization
  - Adjust internal linking strategy to manage statewide winter rankings
  - Outreach to support winter in national park page rankings
    - Most have maintained ranking gains from last year
  - Complete a content audit of pages to be created or optimized for organic visibility and in support of the campaign
- Paid Search
  - Prioritize Search Impression Share as a primary KPI. Established goal of exceeding 70%.
  - Reflect new content additions in the paid search campaign
  - Introduce Discovery Campaign ads in parallel with YouTube campaign
- Content Recommendations
  - Drive low-funnel traffic to How to Visit Southern Utah in Winter for essential Forever Mighty messages
    - Additional opportunities to re-target with additional winter preparedness and Forever Mighty articles.
  - Drive high-funnel "hub" traffic to Winter in Southern Utah
    - Travelers can disseminate to basecamps, itineraries and articles from there.
  - Consider ways to promote equitable coverage for target regions. We can provide content options for a variety of winter-ready destinations.
  - Promote direct placements for itineraries as they focus on a positive visitor experience in remote locations and ease trip planning.
  - Find ways to encourage intercom chat for wintertime planning
  - Explore further promotion of Anne Kaferle video pieces

**MOTION: Shayne Wittwer motioned to approve the \$757,500 Southern Utah+ Winter FY2022/2023 Integrated Marketing Campaign as presented. Kym Buttschardt seconded the motion. The motion carried unanimously.**

## UTIA UPDATE

### Natalie Randall provided the following update:

- At the June UTIA board retreat a Strategic Positioning was developed which included the creation of sub-committees to support memberships, stakeholder engagement, and legislative policy. Some highlights
  - Quarterly Industry Report - Receiving feedback and outreach from partners we will be partnering with Love Communications to build a quarterly collection and report of industry/partner data and anecdotal details. Planning to launch at the UTC.
  - Stakeholder Engagement - Resources and tools to support regional partners in interactions with residents and elected officials
- Workforce development has been one of our key priorities:
  - High School Hospitality program in partnership with the UT board of education. This program grew this year to include the following HS's/districts:
    - Garfield School District - Bryce Valley HS, Kane County School District - Kane County HS, Wasatch School District - Wasatch HS, Daggett School District - Manila HS, Iron County School District - Cedar HS, Logan City School District - Logan HS, Ogden School District - Ogden HS + Ben Lomond HS, Washington County SD - USU Extension, Alpine School District - Mountain View HS, Box Elder School District - Box Elder HS, Jordan School District - TBD, Uintah School District - Uintah HS
    - Learn more: <https://utahtourism.org/hs-hospitality-program>
  - SUU Parks and Tourism certificate - built out last year was designed to teach students about Utah's dynamic tourism industry and help them gain the skills necessary to assist destination employers. Highlights of the certificate include effective customer service skills such as diffusion strategies, communication and relationship management. Learn more: <https://utahtourism.org/suu-certification>
    - In partnership with SUU we were recipients of the Learn In Utah grant administered through GoUtah. Ultimately this will support 120 individuals looking to further develop their professional skills within the industry through accredited badges and certifications specific to our industry.
    - Specific to the UTC and the mentorship program this funding will help to support 30 mentees to join us at the tourism conference. If enrolled as one of these 30 mentees, individuals will in addition to the network and learning that occurs at the UTC, have the opportunity to further develop their professional development and interpersonal skills through additional online curriculum. If interested in participating contact [natalie@utahtourism.org](mailto:natalie@utahtourism.org)
  - Utah Tourism Conference (UTC) - Sept 27-30 in Vernal UT all details found by visiting [www.utahtourismconference.com](http://www.utahtourismconference.com)
  - The Utah Tourism Hall of Fame is presented by the Utah Office of Tourism and the Utah Tourism Industry Association. Recipients are nominated by their peers and selected annually for contributions made to Utah's tourism industry at the state, regional, or local levels. The award recognizes individuals in the industry who have elevated life in Utah through their leadership in tourism marketing, stewardship, and destination management.
  - In Vernal we are excited to be inducting three mainstay champions of the industry including:



- Mark Wilson, Owner, Red Canyon Lodge - Flaming Gorge
- Rick Maw, Founder of Utah.com
- Maria Twitchell, Executive Director of Visit Cedar City · Brian Head

## **PUBLIC COMMENT**

- Kym Buttschardt – Announced the opening of her new restaurant on September 6<sup>th</sup>.
- Jared Berrett – Southern Utah has entered its flash flood season.

## **MEETING ADJOURNED**

ROUND 22 TRADITIONAL CO-OP FUNDING RECOMMENDATIONS			
UOT Board Conflicts of Interest	Round 2022 Applicant	6/22/2022 Amount Requested	8/12/2022 Amount Recommended
	Arts Council of Park City & Summit County	\$50,000.00	\$45,000.00
	Ballet West	\$125,000.00	\$112,500.00
	Bear Lake Valley Convention & Visitors Bureau	\$110,500.00	\$104,975.00
	Beaver County Travel Council- Ramblers Marketing Part 2	\$200,000.00	\$190,000.00
	Beaver County Travel Council-Stay & Play	\$50,000.00	\$47,500.00
	Brian Head Town	\$48,000.00	\$45,600.00
Jared Berrett	Business Owners of Bluff	\$6,671.00	\$6,337.00
	Carbon County Office of Tourism	\$42,500.00	\$40,375.00
	Carbon Events and Recreation Complex	\$7,000.00	\$6,650.00
	City of Green River	\$10,000.00	\$9,500.00
Kym Buttschardt	Davis County Tourism & Events - 3 Season	\$100,000.00	\$100,000.00
Kym Buttschardt	Davis County Tourism & Events - Summer	\$142,500.00	\$135,375.00
	Emery County Tourism Office	\$150,000.00	\$142,500.00
	Escalante Canyon Art Festival	\$10,000.00	\$9,500.00
	Explore Utah Valley - Leisure	\$175,000.00	\$175,000.00
	Explore Utah Valley - Meetings	\$75,000.00	\$71,250.00
	Flaming Gorge Tourism	\$7,500.00	\$7,125.00
Lance Syrett	Garfield County Office of Tourism	\$250,000.00	\$250,000.00
Shayne Wittwer, Brian Merrill	Grand County Economic Development	\$250,000.00	\$225,000.00
	Grand Staircase Escalante Partners	\$7,500.00	\$6,750.00
Shayne Wittwer	Greater Zion Convention & Tourism - GZ Visitor Guide	\$240,000.00	\$240,000.00
Shayne Wittwer	Greater Zion Convention & Tourism - Meeting Planner	\$9,857.50	\$9,365.00
	Hale Center Theater Orem	\$17,500.00	\$15,750.00
	Hale Centre Theatre	\$35,000.00	\$33,250.00
Glen Overton	Heber Valley Tourism and Economic Development	\$250,000.00	\$250,000.00
	Heber Valley Western Music & Cowboy Poetry	\$31,000.00	\$0.00
	Joe's Valley Fest	\$17,000.00	\$16,150.00
	Juab County	\$100,000.00	\$95,000.00
Jennifer Wesselhoff	Kimball Art Center	\$60,000.00	\$57,000.00
	Alta Chamber and Visitors Bureau (ACVB)	\$76,865.10	\$0.00
	Loveland Living Planet Aquarium	\$73,500.00	\$73,500.00
	Moab Folk Festival	\$10,000.00	\$10,000.00
	Moab Music Festival	\$29,557.00	\$28,079.00
	Morgan County	\$100,000.00	\$50,000.00
	National Ability Center	\$105,410.00	\$105,410.00
	Ogden First dba Ogden Contemporary Arts	\$75,000.00	\$71,250.00
	Ogden Friends of Acoustic Music	\$15,000.00	\$14,250.00
	Ogden Valley Adaptive Sports	\$18,533.00	\$17,606.00
Jennifer Wesselhoff	Park City Chamber/Convention & Visitors Bureau	\$250,000.00	\$250,000.00
	Piute County	\$28,762.50	\$27,324.00

	Salt Lake Acting Company	\$28,000.00	\$0.00
	Salt Lake Figure Skating	\$25,000.00	\$0.00
Jared Berrett	San Juan County Office of Econ. Dev. and Visitor Services	\$250,000.00	\$237,500.00
Nathan Raferty	Ski Utah	\$250,000.00	\$250,000.00
Lance Syrett, Shayne Wittwer	Southern Utah National Parks (Germany)	\$40,000.00	\$40,000.00
	Sportsmen for Fish & Wildlife	\$100,000.00	\$95,000.00
	The Leonardo	\$60,000.00	\$54,000.00
	Tooele County	\$50,000.00	\$47,500.00
	Tuacahn Center for the Performing Arts	\$183,226.00	\$183,226.00
Lesha Coltharp	Uintah County Travel & Tourism	\$170,490.00	\$161,966.00
	USA Nordic Sport (USANS) Jindro Mayer Springer Tournee #2	\$25,000.00	\$23,750.00
	USA Nordic Sport (USANS) Nordic Combined COC #1	\$25,000.00	\$23,750.00
	Utah Arts Alliance	\$10,000.00	\$9,500.00
	Utah Chinese Association	\$25,000.00	\$0.00
	Utah Cultural Alliance Foundation	\$25,000.00	\$25,000.00
	Utah Festival Opera & Musical Theatre	\$41,000.00	\$38,950.00
	Utah Film Center	\$20,000.00	\$0.00
	Utah Metropolitan Ballet	\$97,720.00	\$0.00
	Utah Shakespeare Festival	\$130,000.00	\$130,000.00
	Utah Symphony & Opera	\$50,000.00	\$47,500.00
	Visit Blanding/City of Blanding	\$11,000.00	\$10,450.00
	Visit Cedar City - Brian Head - Dest. Dev.	\$192,000.00	\$182,400.00
Sara Toliver	Visit Ogden	\$250,000.00	\$250,000.00
	Visit Salt Lake	\$250,000.00	\$250,000.00
	Wayne County Office of Tourism	\$56,975.00	\$54,126.00
	Wayne County Office of Tourism - Fort Desolation	\$75,000.00	\$0.00
Sara Toliver	Weber Cultural Legacy Foundation, DBA GOAL	\$25,000.00	\$23,750.00
		<b>\$5,825,567.10</b>	<b>\$5,233,239.00</b>
	<b>Traditional Co-op Fund</b>	<b>\$5,238,524.15</b>	
	<b>Recommended for funding:</b>	<b>-\$5,233,239.00</b>	
	<b>Co-op Fund Balance:</b>	<b>\$5,285.15</b>	