

**Utah Office of Tourism
Board Meeting
Friday, August 9, 2019
Zions Bank Basketball Campus
1420 S 500 W
Salt Lake City, UT 84115**

Members Present:	Lance Syrett, Ryan Starks, Glen Overton, Sara Toliver, Brian Merrill, Kym Buttschardt, Greg Miller, Elaine Gizler, Mike Taylor, Shayne Wittwer, Nathan Rafferty (phone)
Members Excused:	Dean Cox
Staff:	Vicki Varela, Dave Williams, Becky Keeney, Brian Zielinski, Rosie Serago, Sandra Salvas, Denise Jordan, Kelly Day, Haley Rodgers, Rachel Bremer, Andrew Gillman
Visitors:	Joan Hammer, Maria Twitchell, Chris Buhrman, Ethan Koehler, Jonathan Smithgall, Teri Klug, Tom Love, Jay Kinghorn, Connor Maloney, Bill Malone, Tom Adams, Alison Garner, Raelene Davis, Megan Griffin, Hannah Saunders, Adam Whalen, Kylie Kullack, Molly O’Neill, Dres Empey, Breck Dockstader, Monique Beeley, Carrie Cox, Cody Draper, Robert Stephenson, Jessica Merrill, Ben Fox, Bob Steiner

WELCOME

Lance Syrett called the meeting to order and welcomed the Board, staff, and visitors to the Zions Bank Basketball Center.

Greg Miller shared that the Zions Bank Basketball Campus used to be Leavitt’s Furniture Warehouse and was purchased by Larry H. Miller 18 years ago. The development of the practice facility is a way that the Utah Jazz remain competitive in the NBA. It has created a sense of unity with the Jazz players and staff which provides a great advantage over their competitors. Greg then offered a tour to any interested guests after the meeting.

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

MINUTES

MOTION: Glen Overton motioned to approve the June 13, 2019 board retreat minutes and the June 14, 2019 board meeting minutes. Both meetings were held in Kanab, UT. Greg Miller seconded the motion. The motion carried unanimously.

DIRECTOR'S REPORT

Vicki Varela reported on the following items:

- Vicki announced that the Utah Office of Tourism (UOT) has awarded a new website management contract for visitutah.com to Hansen Dodge. She thanked Rosie Serago for her hard work through the RFP process, and Chris and Ethan with Hansen Dodge for the work they've already put forth. Visitutah.com is an important communication tool between UOT and our visitors.
- Vicki thanked the Cooperative (Co-op) Marketing Committee for their hard work on this year's Co-op grants. She also recognized the committee's new Chair, Kym Buttschardt, and thanked her for the leadership she's shown so far.
- The UOT strategic planning process is right on schedule. Vicki encouraged everyone to complete the online survey that was distributed and asked those who haven't received the survey to reach out to our office.
- Vicki highlighted the Tour of Utah and the remarkable partnership between UOT and the Larry H. Miller Group. This race is great exposure for the state.

ALSCO RECOGNITION

During the federal government shutdown in December 2018 – January 2019, ALSCO Corporation generously donated \$100,000 to the natural history associations of Zion, Bryce Canyon and Arches national parks. This donation ensured that visitors to our national parks during the shutdown would encounter clean and open parks, visitors' centers and restroom facilities. The donation also ensured that visitors could visit Utah in a time of uncertainty and still have the vacation of their dreams.

The Board of Tourism Development, on behalf of the Utah Office of Tourism and the State of Utah recognized ALSCO Incorporated and its co-CEOs, Robert and Kevin Steiner, for exemplary leadership and stewardship to Utah's Mighty ^{5®} national parks.

Lance Syrett, Chairman of the Board, and Senator Dan Mckay presented Robert Steiner with a proclamation recognizing and thanking ALSCO Incorporated for their leadership.

UTAH OFFICE OF OUTDOOR RECREATION UPDATE

Tom Adams, the director of the Utah Office of Outdoor Recreation, provided an update on the 2019 Utah Outdoor Recreation Grant. The grant was created to help build tourism in communities around the state with the construction and expansion of outdoor recreation amenities. The new trails and other outdoor recreational opportunities aid in local economic development. The Utah Outdoor Recreation Grant (UORG) expanded in 2018 with additional funding from the Transient Room Tax (TRT).

UORG has awarded 100 grants within a 5-year period. There are currently 150 projects that have been funded. Of the 29 Utah counties, 22 of have received funding. The goal is to fund all 29 counties in the future. Sixty percent of the funds have gone to rural communities and 25 different

activities have been funded like fishing, mountain biking, hiking, etc.

Tom then shared a tool that showed which counties received a grant, and the specific activities that they went towards. In order to gain access to the live spreadsheet that Tom Adams shared, [please visit this website](#). You will be able to see all grant awardees from 2015 – 2019.

CO-OP AWARDS

Kym Buttschardt, Chair of the Cooperative Marketing Committee, thanked the other members of the committee for their thorough review and assessment of the applicants. She also thanked Kelly Day for all of her hard work each year.

The Cooperative Marketing Fund had \$5 million in their budget, 20% of the Tourism Marketing Performance Fund (TMPF). This year, they had \$140,000 carryover from grants that weren't used from last year's funding round, which resulted in a total of \$4.6 million to work with for the 2019 application year. Approximately \$400,000 is in the Cafeteria Co-op program. There were 63 applications submitted. Of those 63 applications, UOT staff scored all applications requesting \$10,000 or lower, and the committee scored applications higher than \$10,000. UOT staff scored a total of 15 applications and the committee scored 48. After the scoring process the committee convenes for two days to allow applicants to present in person and speak to their grant requests. The committee has a final scoring period that is done collectively after the interviews are done.

This year, 56% of the funding is going to rural counties and 44% is going to counties within the Wasatch front.

For the 2019 Cooperative Marketing Fund, the committee recommended 100% funding to all 63 applicants, which results in a total spend of \$4,553,317.

To view a full list of the recommendation summary, please see the attached document titled, "Round 19 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 2019 applications. Kym Buttschardt 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 19 CO-OP Funding Recommendations document attached).

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.](#)

- **3-Season Campaign Update**
 - Jonathan Smithgall provided a [PowerPoint Presentation](#) on the following:
 - Digital Summary
 - Among non-CTV partners there have been 1,525,078 post impressions. This remains behind the pace of the 2018 campaign.
 - There have been over 426k post impression activities on Visit Utah's website, this is up 28% compared to last year's campaign, so while efficiencies are slightly down volume is up.
 - We tracked 34.4k hotel bookings for a total revenue of \$8.6M, this is a 41% increase from our last board meeting. Combined, this is up \$1M compared to last year.
 - According to our Nielsen surveys, Ad Exposed audiences are showing a lift of 66% in intent to vacation in Utah.
 - Year Over Year Performance
 - The largest differentiator between this year's campaign and last is the "legs" it has in terms of driving post impressions well into the month of July.
 - Post Impression Rate – Activity
 - Utah.com, Visit Utah, and Moab have garnered the most post impressions in the campaign so far.
 - Bookings Efficiency – Creative/Audience
 - The repeat visitors and achievers audiences continue to be the most efficient at driving bookings.
 - Distillery – Nielsen Results Update
 - The campaign lift score of 66.2% is above average for other Tourism Intent, Intent, Travel, and Tourism campaigns measured by Nielsen.
 - In all dimensions the lift results for the campaign exceeded the top 90% of scores, a boundary identified by the top range marker for each normative comparison on the chart.
 - Overall, the campaign is driving the largest lift in intent to visit Utah for 7-10 days.
- **Winter Construct Update**
 - Jonathan Smithgall provided a [PowerPoint Presentation](#) on the following:
 - The 2018/19 MT campaign reached 57% of snow traveling households, up from the previous year's 50%.
 - Repeat visitation increased as measured by the RRC study
 - Advertising had the strongest impact in Las Vegas and new CTV markets of Miami and Dallas
 - Online, the campaign tracked over \$9.8M in hotel booking revenue. This is up from last year's \$8M.
 - March resulted in the largest amount of ad exposed arrivals into the state.
 - The campaign generated more than 1.2M page views for Visit Utah and its partners – a campaign first!
 - Campaign Performance Over Time/Dates of Interest
 - Utah Ski Resorts: Top Arrival Markets VS. Length of Stay
 - Budget Breakdown
 - Mountain Time 2020 Flight Dates – Winter 2020 Media

- **Winter Media Buy**
 - Jonathan Smithgall provided a [PowerPoint Presentation](#) on the following:
 - Media Plan: Spot Television
 - Markets: New York, Los Angeles, San Francisco
 - Media Plan: Out of Home
 - Markets: New York, Los Angeles, San Francisco, Chicago, Dallas, Las Vegas
 - Tactics: airport, targeted digital
 - Total Cost for targeted digital: \$248, 938
 - Total Impressions: 17,924,000
 - CPM: \$12.50
 - Out of Home- Las Vegas Digital
 - Target Las Vegas market locals with a digital billboard campaign in/around Las Vegas.
 - Total Investment: \$20,000
 - Total Impressions: 15,776,822
 - CPM: \$1.26
 - Out of Home – Southwest Magazine
 - October 2019 Issue. Full Page Ad Placement
 - Total Investment: \$18,333
 - CPM: \$1.26
 - Media Plan: Digital Marketing
 - Flight dates: September 15, 2019 – March 30, 2020
 - Target Markets:
 - National excluding Utah
 - Canadian Markets: Kelowna, Calgary, Edmonton, Saskatoon, Winnipeg, Toronto
 - Spot CTC Strategy: Houston, Dallas, Atlanta, Miami, Chicago
 - Mountain Time Targeting: Ikon and Epic Pass holders
 - Media Plan Deeper Dive: OnTheSnow
 - Guest expert performance 2019:
 - Hotel revenue: \$305,210
 - Pageviews: 57,468
 - Avg time on page: 1:54
 - Top performing article: Why Ski School is Cool for Every Ability
 - 2020 strategy and flights:
 - 10 content articles
 - Long form video distribution
 - November 17, 2019 – April 4, 2020
 - Longform Video
 - YouTube
 - OnTheSnow
 - Powder Mag
 - PulsePoint
 - Nativo
 - Winter Media Buy Budget Breakdown: Note that the amounts were approved at a previous board meeting. This is a request to approve the breakdown of those funds.

Media 2018/2019 New 2019/2020 Media Mix % Growth				
TV	\$1,380,233	\$1,370,057	36%	-0.7%
Out of Home	\$297,667	\$432,215	11%	45%
CTV	\$325,000	\$500,000	13%	53%
Digital	\$1,025,420	\$1,029,000	28%	0.4%
Social Media	\$135,000	\$156,000	4%	-
PPC	\$65,000	\$60,000	2%	-7%
Long-Form Video	\$125,000	\$150,000	4%	20%
South West Magazine	-	\$18,333	-	-
PrintPolybagging (SkiUtah)	\$90,000	\$90,000	2%	-

MOTION: Shayne Wittwer motioned to approve the winter media budget breakdown as shown above. Sara Toliver seconded the motion. The motion carried unanimously.

- **Urban Social Media Influencer Result**
 - Andrew Gillman gave a [PowerPoint Presentation](#) updating the board on the results from our Social Media Influencer Campaign:
 - Pandemic Labs coordinated our first-ever influencer activation with a \$50,000 urban influencer budget approved by the board about a year ago.
 - Not only did we get great engagement on the content created by the influencers — 12% higher interactions per post compared to all Visit Utah urban content across Facebook, Instagram and Twitter — but we will also continue to see long-lasting results from the YouTube videos that will remain on the influencers’ pages and within search results.
 - Impressions: 1.7 million
 - Total engagement: 79k
 - 117k video views at \$0.26 CPE
 - 0% lower than average CPE of Facebook and Instagram engagement ads
 - Key Content Highlight: [Travel Babbo](#)
 - These are blog posts from Eric Stone who took his daughter along on the trip. He highlighted kid-friendly activities throughout Salt Lake and Ogden, while also using UTA FrontRunner for transportation. All very great messaging targeted directly to our family audience.
 - Key Content Highlight: Andy To’s [Video](#) gives you an idea of the span of different activities he and his girlfriend did in their short time in Utah.
 - Key Campaign Learnings
 - Family travel influencers did the best work for us.

- A more structured itinerary, shot list and visuals needs to be provided
- Authenticity is key
- Combine urban, 3-season and ski experiences into future influencers campaigns
- Urban Marketing
 - Positioning: putting Utah’s Wasatch Front cities on the map, includes elevating the urban message within the brand and highlighting unexpected amenities and cultures as useful and engaging inclusions in any Utah itinerary, or the focus of an itinerary.
 - Audience: all visitors considering landing in, departing from, passing through, or focusing on Salt Lake City and the Wasatch Front by building awareness of Utah’s urban identity and encouraging base camp and stopover days.
- **Urban and Year-Round Budget Strategy**
 - Jonathan Smithgall gave a [PowerPoint Presentation](#) on the following:
 - FY19 Urban Summary
 - Run a Native advertising campaign with a mix of native partners; YouTube, Nativo, and PulsePoint.
 - Introduce new data audience partner to serve native content to people who have visited similar cities for vacation.
 - Target more realistic markets
 - Budget: \$281,667
 - Hotel Revenue Generated: \$890,604
 - Total Estimated Travelers: 7,029
 - FY19 YRD Summary
 - Run a Native advertising campaign with our traditional mix of native partners; YouTube and PulsePoint.
 - Budget: \$259,413
 - Hotel Revenue Generated: \$1,461,379
 - Total Estimated Travelers: 12,962
 - Urban Digital Media Plan Recommendations
 - Target Markets: (Markets in **Bold** were new last year)
 - San Francisco, Los Angeles, Phoenix, New York, **Seattle, Portland, Boise, Bozeman, Denver, Boulder, San Diego, Santé Fe, Reno**
 - Use native partners to amply our YouTube content.
 - Build banner creative that benefits our retargeting efforts.
 - Continue to layer in Audience Geo Data to target people who have visited similar competitive destinations.
 - Budget Breakdown: Urban
 - Flight Dates: 9/1/19 – 6/30/20
 - Budget: \$350,000

Media	Monthly Budget	Total Budget
PulsePoint (Native)	\$12,000	\$120,000

(Banner Retargeting)	\$3,500	\$35,000
YouTube (Longform)	\$7,500	\$75,000
Audience Data	-	-
Nativo (Offsite Native)	\$11,000	\$110,000
Ad Serving	\$1,000	\$10,000
Total	-	\$350,000

- Year-Round Digital Media Plan Recommendations
 - Continue regional effort in:
 - Los Angeles, San Diego, Nevada, Colorado, Wyoming, Idaho, Arizona.
 - Continue Utah Content sponsorship on TripAdvisor.
 - Use native partners to amply our YouTube content.
 - Build banner creative that benefits our retargeting efforts.
 - Budget Breakdown:
 - Flight Dates: 9/1/19 – 6/30/20
 - Budget: \$345,00

Media	Monthly Budget	Total Budget
PulsePoint (Native)	\$10,000	\$100,000
DBM (Banner Retargeting)	\$3,000	\$30,000
Custom Email Marketing	-	\$15,000
YouTube (Longform)	\$7,000	\$70,000
TripAdvisor (Utah Content)	\$2,500	\$25,000
Storygize	\$9,500	\$95,000
Ad Serving	\$1,000	\$10,000
Total	-	\$345,000

Year – Round Digital Marketing Budget Breakdown

Allocation	Flight	FY20
Native Advertising and Pre-roll (Love)*	9/1/19 to 6/30/20	\$330,000
PPC	Max daily/monthly spend with search loss opt	\$50,000
*Email Marketing	Ongoing	\$15,000
Social (paid and always on)	July 15 – June 30	\$55,000
		\$450,000*

Urban Marketing Digital Budget Breakdown

Allocation	Flight	FY20
Native Advertising and Pre-roll (Love)	9/1/19 to 6/30/20 weighted to Q3-Q4 new content	\$350,000
PPC	Max daily/monthly spend with search loss optimization	\$50,000
Social (paid and always on)	February 16–May 30	\$125,000
Public Relations Urban Corridor	TBD	\$75,000
		\$600,000*

Dave Williams requested approval from the board for the budget breakdown for both the year-round and urban marketing digital campaigns. The funding allocated to the campaigns were already approved by the board at a previous meeting, the request is specifically for how the funds were budgeted.

MOTION: Sara Toliver motioned to approve the budget breakdown for the year-round digital and urban marketing digital campaigns as outlined above. Shayne Wittwer seconded the motion. The motion carried unanimously.

UTIA UPDATE

Sara Toliver provided an update on the following:

- Legislative Session January 2020: TRT allocation continues to be at the forefront. UTIA is working with various legislators and communities to draft language that is favorable.
- Registration is live for the 2019 Tourism Conference scheduled for September 17th – 19th in Logan.

NEW BUSINESS

Vicki shared that legislation surrounding commercial use authorization has been delayed.

Elaine Gizler shared that Arches National Park will become a designated Dark Sky Park on September 20, 2019.

MEETING ADJOURNED