

**Utah Office of Tourism  
Board Meeting  
Friday, December 13, 2019  
Governor's Office of Economic Development  
Canyonlands Conference Room  
60 E South Temple, 3<sup>rd</sup> Floor, Salt Lake City, UT 84111**

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<b>Members Present:</b>	Lance Syrett, Nathan Rafferty, Shayne Wittwer, Glen Overton, Mike Taylor, Elaine Gizler, Sara Toliver, Dirk Clayton, Dean Cox, Ryan Starks, Greg Miller, Kym Buttschardt
<b>Members Excused:</b>	Brian Merrill
<b>Staff:</b>	Vicki Varela, Dave Williams, Becky Keeney, Lorraine Daly, Andrew Gillman, Melissa Kinney, Rosie Serago, Denise Jordan
<b>Visitors:</b>	Jessie Olsen, Sean Brownell, Jason Marden, Chris Spendlove, Lynne Mayer, Colin Greenburg, Scott Sorenson, Molly O'Neill, Hannah Saunders, Jonathan Smithgall, Megan Griffin, Chris Newton, Eric Thompson, Judy Cullen, Tom Love, Morrison Hseih, LaRene Cox, Val Hale, Kaitlin Eskelson, Kori Ann Edwards, Monique Beeley

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## **WELCOME**

Lance Syrett called the meeting to order and welcomed the board, staff, and visitors to the Governor's Office of Economic Development (GOED) in Salt Lake City. Members of the board and visitors introduced themselves.

Val Hale, Executive Director of GOED, welcomed the board and visitors and announced new David Neeleman airline will be headquartered in Utah. Morrison Hseih, Woodward Park City, announced the opening of the resort on December 14, 2019 and invited everyone to attend the Utah Office of Tourism (UOT) board meeting in January at the resort.

## **MINUTES**

**MOTION: Glen Overton motioned to approve the minutes from the November 8, 2019 meeting which was held in Bluff, UT. Shayne Wittwer seconded the motion. The motion carried unanimously.**

## **DIRECTOR'S REPORT**

Vicki Varela, Managing Director, UOT, reported on the following items:

- Thank you to GOED for hosting our meeting and support for our team
- Well wishes for Commissioner Cox as he goes through health issues
- Strategic Plan results
  - Good measures for initiatives
  - Additional staffing opportunities

- Efficiency and what we are NOT going to do to accomplish goals
- Public rollout with be after the 1<sup>st</sup> of the year
- US Travel/Washington DC meetings – seeing progress on critical Western issues
  - Meetings with David Bella, Superintendent of National Parks
  - Commercial use agreement is being corrected for reasonable fees
  - Sustainable/responsible tourism best practices
- WSTPC (Western States Tourism Policy Committee)
  - Winter meeting in Springdale held Jan 2 – 5, 2020
  - David Bella is attending
- Government shut down
  - Looks promising that no shut down will occur this year
- Utah Tourism Industry Association (UTIA)
  - Sorting through TRT and other tax issues
  - More with Kaitlin’s report

## MARKETING COMMITTEE REPORT

- **Marketing Committee Report (Presentation)**
  - **Dashboard Results - David Williams, Associate Managing Director, UOT:**
    - Dashboard is being updated to make it more meaningful
    - Two month lag in TRT numbers from collection to distribution, most current numbers are from September
    - 5% increase in TRT to date for 2019
    - 8% increase in Municipal TRT to date for 2019
  - **Winter Ad Campaign Review - Jonathan Smithgall, Digital Media Director, Love Communications; Becky Keeney, Operations and Marketing Manager, UOT:**
    - Get More Mountain Time digital optimizations successful
    - 300% increase in ad exposed hotel revenue from last month, strongest seen
    - New creative rotated in is performing very well
    - Family targeted creative is doing the best
    - Long form video is doing really well
      - Snow Dogs
      - Insiders Guide to Park City
    - Year three of Mountain Time has the highest efficiencies/performance
    - Changes in booking patterns based on new passes (IKON, EPIC)
    - 700” of snow last year, what does that mean
      - Distributed on social media, with creative to match
        - Increased engagement over last year
      - Landing page demographics
        - Our campaign was national excluding Utah
        - Also posted by ski partners
        - Tracked on Adara platform
- **2019/2020 Winter in Southern Utah Report – Jonathan Smithgall**
  - Working to create new demand for bookings in Southern Utah in Winter
    - New creative – best to drive ad exposed hotel bookings is Dark Skies
    - Three pre-roll creative – Robbers Roost is most effective

- We are live now to help create more demand in winter months for Southern Utah
- Content is standing out and teaching visitors “how-to” vacation in Utah
  
- **California Consumer Privacy Act (CCPA) – Jonathan Smithgall**
  - CCPA enables CA citizens the opportunity to opt out of sale of personal information, have personal information deleted or be informed if personal information is being disclosed or sold.
  - We need to pay attention to this as it is expanding
  - Nevada is creating their own version of this Act, that will be more strict and clear
  - This will go to the federal government for a more clear definition
  - Cookies will be illegal
  - CA goes into effect January 1, 2020 and will be enforced starting June 1, 2020
  - Reach out to all vendors to make sure they are CCPA compliant with written confirmation
  - This started with GDPR in Europe
  - We will revisit in February
  
- **Media Buy for Three-season campaign – Jonathan Smithgall, Megan Griffin, Senior Media Buyer, Love Communications**
  - Look back at 2019
  - March – May will be the bulk of the campaign in market
  - Continue to optimize successes from last year’s campaign
  - Media mix ([pg 44 of presentation](#))
  - Public lands brochure distributed throughout the country with our ad included
    - Key give away
    - Only print piece of this media buy
  - Review of media mix
    - Network cable
    - Addressable cable
    - Out of Home
    - Digital – using 5 new test partners
    - Questions asked on promoting Southern Utah

**Motion: Ryan Starks made the motion to approve the recommended media plan as stated in the presentation. Dirk Clayson seconded the motion. Motion carried unanimously.**

### **COMMUNICATIONS REPORT**

- **Communications Update – Andrew Gillman, Content and Creative Manager, UOT**  
[\(presentation\)](#)
  - Public Relations

- New PR manager Anna Loughridge
    - Positioning Utah as a top-tier destination
  - Media Partnerships
  - User Generated Content – Melissa Kinney, Social Media Manager, UOT
    - All public facing posts on Instagram & Twitter
    - Personalized and real-time view
    - Customized web gallery opportunity
    - New tool being used - Pixlee
  - Website & Editorial
    - Updates/check-in on new look & feel
    - Research will inform updates
    - New creative comps
    - Editorial strategy for fiscal year 2020
  - Winter in Southern Utah
  - Urban
- Women Travelers Update – Rosie Serago, Content Strategist, UOT ([presentation](#))
    - 80% of travel decisions made by women - Forbes
    - Women-only travel has increased
      - Drive travel
      - Build Utah brand with women
    - 2020 anniversary of women suffrage/voting rights with Utah ties

## UTAH TOURISM INDUSTRY ASSOCIATION UPDATE

- UTIA report - Kaitlin Eskelson, Executive Director of UTIA
  - Tax reform special session last night – passed
    - Increase in gas tax
    - Increase in food/grocery tax – 1.75% to 4.85%
    - Increase in car rental tax – 2.5% to 4%
    - Ridesharing – Uber, etc will be taxed
    - Ski resorts – electricity tax no longer exempt
    - Decrease in Utah income tax
    - **Avoided in this discussion**
      - increase in TRT
      - sales tax on tour guide operations
      - sales tax on instructions (ski, fly fishing, etc)
    - Get TMPF back to on-going funding
    - Rep Albrecht – priority bill with TRT and infrastructure, help with increased compliance around the state
    - County tax changes, new mechanisms for reporting
  - Liquor legislation
    - Working with DABC on legislation
  - Meeting with Gubernatorial candidate
    - Discuss tourism to help them understand and include in their platform

- UTIA was awarded a board of education program to offer classes/training to high school students in tourism
  - Districts will start signing up in March 2020
  - Interest from many school districts
  - Local content
  - Grades 9 – 12, full semester program
- Tourism Day on the Hill – March 4th

### **ANNOUNCEMENTS/UPCOMING EVENTS**

- Sara Toliver – acknowledged that Weber State football is in playoffs
- Dirk Clayson – community center in Kanab is now open, Jan 10<sup>th</sup> is the GOED board meeting there
- Dirk Clayson – would like information from the meetings so they can be used for meetings in board members jurisdictions
- Vicki Varela – we will make that happen so we can enable the board members as ambassadors to the industry
- Lorraine Daly – announced public meeting notice website that holds all board information and will email that information to the board
- Vicki Varela – Lorraine has items for board members and parking can be validated
- Elaine Gizler – The Hoodoo Resort now has full service restaurant open for the holidays
- Lance Syrett – Next month's meeting is Jan 10<sup>th</sup> at Woodward Park City

### **MEETING ADJOURNED**