

**Utah Office of Tourism
Board Meeting
Friday, December 8, 2017 – 10:00 a.m.
Discovery Gateway Museum – Theater Room
444 West 100 South
Salt Lake City UT 84101**

Present

Board Members

Lance Syrett
Kym Buttschardt
Mike Taylor
Nathan Rafferty
Greg Miller
Elaine Gizler

Sara Toliver
Shayne Wittwer
Ryan Starks
Glen Overton
Brian Merrill
John Holland

Via Phone

Zachary Renstrom

Staff

Vicki Varela
Jay Kinghorn
Rachel Bremer
Emily Moench
Rachel Stone
Becky Johnson

David Williams
Barbara Bloedorn
Rosie Serago
Sandra Salvas
Celina Sinclair

Guests

Kylie Kullack
Jonathan Smithgall
Pat Holmes
Hanna Pelletier
Tom Love
Breck Dockstader
Scott Beck
Miranda Maisto
Brian Essig
Shanna Sheline
Raelene Davis
Al Kenworthy
Adam Whalen
Megan Griffin
Dallin Koecher
Jessica Broadhead
Rachel Kahler
Brad Smith
Maria Twitchel
Joan Hammer
Monique Beeley
Chris Newton

Struck
Love Communications
Visit Salt Lake & NowPlayingUtah.com
Love Communications
Love Communications
Cliffrose Lodge
Visit Salt Lake
Visit Salt Lake
Western River Expeditions
Discovery Gateway
Ski Utah
Ski Utah
Love Communications
Love Communications
Heber Valley Tourism
Heber Valley Tourism
Heber Valley Tourism
Utah Heritage National Area
Cedar City Tourism
Box Elder County Tourism
Discover Utah Magazines
Go-Utah.com

Cody Adent
Joulynn Crowther
Joel Racker
Neka Roundy
Randy Cook
Mayor Ben McAdams
Kaitlin Eskelson
Val Hale

Cliffrose Lodge
Cliffrose Lodge
Utah Valley CVB
Davis County Tourism
Davis County Tourism
Salt Lake County
UTIA
GOED

WELCOME

Lance Syrett called the meeting to order and welcomed the board, staff and visitors to Discovery Gateway Museum in Salt Lake. He thanked Shanna Sheline, Marketing Manager of the museum for hosting the meeting. He then asked her to say a few words.

Shanna Sheline: reported that Discovery Gateway’s programs and exhibits are designed to address the many ways that children learn, as well as to help parents understand and support their children’s development. The engaging and interactive activities inspire creative play and learning, and fun for the entire family.

Formerly the Children’s Museum of Utah, the organization was founded in 1978 by a group of parents, educators, and community leaders who believed that children learn the best through “doing.” In 2006, The Children’s Museum of Utah moved into the current 60,000 square-foot, world-class facility and officially became Discovery Gateway Children’s Museum. The museum is a non-profit organization.

Shanna added that the museum has over 250,000 visitors each year. 77% come from the Wasatch Front, 6% from rural Utah and 17 % from out of state. She offered to provide a tour of the museum to anyone that is interested once the board meeting is over.

Lance Syrett then invited Scott Beck, President/CEO of Visit Salt Lake to say a few words.

Scott Beck: Scott welcomed the board to the meeting and reported that the relationship with the board and the Utah Office of Tourism is the most strategic relationship that Visit Salt Lake has. He thanked the board for all its time and commitment.

Scott reported that with the loss of the Outdoor Retailer tradeshow, Visit Sale Lake has started a new program called, “Blueprint Salt Lake,” a strategic action plan to grow the impact of the visitor economy in the Greater Salt Lake Region. More information and data will be shared about this project sometime in the first quarter. VSL is also trying to redefine who we are from a ski product. VSL is launching a new program this year called, “We Are Ski City.” The first part that you will see is called, “I Am Ski City.” You will see a complete new look. Scott then showed a brief video example of what to expect. Scott then introduced Salt Lake County Mayor, Ben McAdams and asked him to say a few words.

Mayor Ben McAdams: Mayor McAdams thanked everyone for being in Salt Lake for the meeting today. He expressed the importance of the board and the Utah Office of Tourism as a major driver to the state's economy including jobs, salaries and taxes that are generated to pay for important services.

He thanked the board for its contribution of \$250,000 for an urban marketing campaign that rolled out this year as well as \$700,000 in cooperative marketing funds that went to Salt Lake County entities to promote Salt Lake County destinations to out-of-state visitors.

He mentioned the loss of the Outdoor Retailer Tradeshow but he commented that Visit Salt Lake is doing great work to fill that void.

He reported that TRT collections are up for the third year in a row.

He reported that the Road Home shelter will be closing the end of June. Four new shelters will be built to separate families of domestic violence, from victims of mental health issues and from victims of drug addiction or convicted drug dealers. They hope to treat people as individuals due to their needs. The budget for these new facilities is \$54 million. The state has provided \$30 million of the funds. The additional funds that are needed will be collected through donations and grants.

Lance Syrett then asked the board, staff and visitors to introduce themselves.

MINUTES

MOTION: Mike Taylor made a motion to approve the minutes of the November 10th board meeting held in St. George. Sara Toliver seconded the motion. The motion passed.

DIRECTOR'S REPORT

Vicki introduced Val Hale, Executive Director of GOED and asked him to say a few words. Val thanked the board members for its hard work and effectiveness. He reported that every family pays \$1,200 less in taxes each year because of the great tourism economy. The governor's budget will come out next week and may present some challenges to the board. He commended the great tourism team that knows how to promote the great assets that Utah has to offer.

Vicki Varela reported on the following items:

- She thanked Barbara Bloedorn for her service to the state and the Utah Office of Tourism as she retires at the end of the month.
- UOT received the Adrian Gold Award for the winter digital campaign and an Adrian Gold Award for the Utah Full Throttle Campaign through a Kawasaki partnership and also an Adrian Bronze Award for the explorers guide.
- The Governor's budget comes out on December 14th.
- Public lands use for recreation.
- Visit Salt Lake great partnership and urban strategy.
- The ski resorts need snow.

MARKETING COMMITTEE REPORT

Dave Williams reported on the following items:

- **Dashboard Results:** Dave 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 a link.
- **Road to Mighty Update:** Jonathan Smithgall reported on the following items through a PowerPoint presentation:
 - The fall push for Road to Mighty budget was \$189,000.
 - Tracked \$2.2 million in hotel revenues from this campaign
 - 122,000 post impression activities for all of our partner websites.
 - Tracked 7,389 people into Utah after ad exposure
 - Tracked 1,200 arrivals to southern Utah destinations, which excludes St. George and Cedar City.
 - Tracked \$847,000 in hotel revenue through competitively targeted ads that were placed on Expedia.com.
 - Salt Lake City is still the main booking destination in Utah followed by Moab, Park City, St. George, Springdale and West Valley.
 - Hotel bookings are up 10% across the board from year over year. Fall pushes are really making an impact.
- **Mountain Time Campaign Update:** Jonathan Smithgall reported on the following items:
 - The campaign has generated a total of 27,916,534 impressions so far.
 - There have been a total of 230,025 post-impressions so far for a PIR of .82%. This is up 24% compared to last year.
 - Tracked over \$2.4 million in hotel bookings. This equals roughly 13k travelers to date.
 - There have been 45,266 post-impression activities on Visit Utah for a PIR of .16%.
 - Total impressions by site.
 - Post impressions by partner.
 - Day of the week analysis – the PIR is roughly consistent throughout the week, with a decrease on Saturdays.
 - Creative performance graphs.
 - Pray for snow.
- **World Travel Market London & the German Sales Mission:** Becky Johnson reported on the following:
 - The World Travel Market in London was held November 6th – 8th. Partners included Joyce Kelly with St. George/Zion, Bill Scofield with Garfield County, Becky Lewis with Iron County and Elaine Gizler with Moab Area Travel Council.
 - The German Sales Mission was held November 13th – 17th in Hamburg, Hannover, Frankfurt and Munich. Partners attending were: Joyce Kelly with St. George/Zion, Bill Scofield with Garfield County, Camille Johnson with Kanab and Elaine Gizler with Moab Area Travel Council.

- During the 12 days, there were 5 partners, 63 meetings, 9 training sessions, 200 agents trained, and 5 evening events for trade, media, airline partners and consumers.
- Market share: 2016 average visits Utah vs. national from Canada, China, Germany, UK, France and Australia.
- UOT driving growth.
- European Outdoor Film Tour 17/18.
- Go West Summit – January 16th – 19th in Salt Lake City.

After Becky’s presentation, Brad Smith complimented the UOT on its presence at the World Travel Market.

- **Resident Survey Results:** Rachel Stone reported on the following:
 - A resident sentiment survey was conducted October 30th – November 27th on Survey Monkey.
 - There were 27k email invitations
 - 800 postcards were sent to Daggett, Piute & Rich counties.
 - Respondents live where tourism is significant.
 - 68% say that tourism positively promotes local culture more than it harms local culture.
 - 54% say that tourism motivates greater efforts toward preservation of the environment.
 - 66% say that tourism’s overall impact on residents’ economic well-being is positive or very positive.
 - 78% say that tourism should be actively promoted.
 - 45% say that tourism needs to be better managed.
 - 16% would prefer less tourism, 30% would like more in their community and 54% are happy with the amount of tourism in their community.

UTIA UPDATE

Kaitlin Eskelson reported on the following items:

- The TMPF qualifies for \$24 million.
- TRT issues.
- Alcohol issues.
- National Park issues.
- Tourism Day on the Hill will be held January 22nd.

NEW BUSINESS

- Lance Syrett read a letter addressed to Barbara Bloedorn from Governor Herbert. The letter honored Barbara for her 23 years of service with the state. The audience gave Barbara a standing ovation. Barbara then expressed her appreciation of the friendships and partnerships that she made during her time with the state. She added that she plans to continue to enjoy the national parks and state parks in Utah and promised to stay in touch.
- Ryan Starks shared a copy of a new Heber Valley publication that has an article on Main Street and the Roger Brooks assessment.
- Vicki Varela thanked Pat Holmes and Miranda Maisto with Visit Salt Lake for hosting the meeting today.

PUBLIC COMMENT

- Raelene Davis with Ski Utah thanked the board for the funds provided to poly-bag its magazine with other publications. She further reported that the analytics from Ski Utah's ad campaign show that visitation to the website is up 12% from last year at this time.

Meeting adjourned. The next meeting will be held Friday, January 12th in Salt Lake.