

**Utah Office of Tourism
Board Meeting
Friday, February 14, 2020
Pack Home – This is the Place Heritage Park
2601 Sunnyside Avenue, Salt Lake City, UT 84108**

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| Members Present: | Lance Syrett, Nathan Rafferty, Shayne Wittwer, Glen Overton, Mike Taylor, Dean Cox, Sara Toliver, Kym Buttschardt |
| Members Excused: | Dirk Clayson, Greg Miller, Brian Merrill, Elaine Gizler |
| Staff: | Vicki Varela, Dave Williams, Becky Keeney, Lorraine Daly, Julia Barnhouse, Sandra Salvas, Rosie Serago, Rachel Bremer, Celina Sinclair, Flint Timmins, Denise Jordan, Andrew Gillman, Anna Loughridge, Emma Checketts |
| Visitors: | Jim Powell, Raelene Davis, Eric Thompson, Jonathan Smithgall, Alison Garner, Jay Kinghorn, Sarah Lehman, Kaitlin Eskelson, Ellis Ivory, Tommy Joe Lucia, Lee Banov, Scott Sorenson, Chris Newton, Kylie Kullack, Megan Griffin, Rob Greener, Jenn Andrs, Tumua Tavana, Judy Cullen, Paul Jewkes, Randy Rhodes |

WELCOME

Lance Syrett called the meeting to order and welcomed the board, staff, and visitors to This is the Place Heritage Park. Members of the board and visitors introduced themselves.

Ellis Ivory, CEO of This is the Place Heritage Park, welcomed the board and guests to the venue and announced the opening of their new visitor’s center and Children’s Heritage Museum.

MINUTES

MOTION: MIKE TAYLOR MOTIONED TO APPROVE THE MINUTES FROM THE JANUARY 10, 2020 MEETING THAT WAS HELD AT WOODWARD PARK CITY. SARA TOLIVER SECONDED THE MOTION. THE MOTION CARRIED UNANIMOUSLY.

DAYS OF '47 COWBOY GAMES & RODEO REPORT AND FUNDING REQUEST

Tommy Joe Lucia, Director of Marketing, Days of '47 Cowboy Games & Rodeo, gave the following [presentation](#):

- 2019 at a glance
 - 34,127 tickets issued
 - \$4.13M total value added
 - 2,956,350 estimated local viewers
 - 2,069,810 estimated national viewers
 - Fan-rated 9/10 from exit surveys
 - Total value-added economic impact: \$4.13M
 - With 24.5 hours of programming on 20 broadcast outlets, there were 2,393, 810 estimated viewers.
 - \$1,667,150 combined local & national media value.
 - 28,814 tickets sold

- 19,391,863 online impressions

MOTION: MIKE TAYLOR MOTIONED TO APPROVE A \$150,000 UOT SPONSHORHIP FOR THE 2020 DAYS OF '47 COWBOY GAMES & RODEO. GLEN OVERTON SECONDED THE MOTION. THE MOTION CARRIED UNANIMOUSLY.

DIRECTOR'S REPORT

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

- Thanked Dave Williams and UOT staff for their work with the Days of '47 Rodeo / UOT partnership.
- Council Hall is participating in the 150th anniversary of the first female vote. There is a permanent display honoring prominent women in Utah's history in the hallway at Council Hall.
- The Tourism Marketing Performance Fund (TMPF) amount has still not been finalized by the legislature. Discussions are lively and ongoing.
- Dean Cox – grateful for his continuous involvement as a board member in light of his recent diagnosis.
- Dave Williams – grateful for all that he does for UOT and is very optimistic for his improved health over the next 6 months in light of his recent cancer diagnosis.
- Dirk Clayson is currently testifying on Revised Statute 2477 (Section 8 of the Mining Act of 1866). He is also very busy with the East Zion Initiative.
- Jay Kinghorn with Entrada Insights has selected Sarah Lehman as is CEO.
- Kaitlyn Eskelson has been selected as the new Director of Visit Salt Lake.
- Lance Syrett received the Stanley Award recognizing his continued leadership.
- Brian Merrill is leading the way in providing benefits for his staff members. He has built 64 housing units for employees, pays affordable wages, and shows additional support to his staff.
- The congressional delegation is voicing concern over the Zion Planning System.
- Dave Williams and Becky Keeney have advanced a complex RFP process for our new marketing firm since our current contract ends June 2020.

MARKETING COMMITTEE REPORT

- **Marketing Committee Report**

- **Get More Mountain Time Advertising Campaign Update - Jonathan Smithgall, Media Buyer, Love Communications ([Presentation](#)):**
 - Digital Summary:
 - In November, our campaign was pacing 49% behind last years with only \$430k of tracked hotel revenue.
 - As of 2/8/2020, we have officially surpassed last year's pace by more than \$130K
 - So far in the campaign we have seen over 458k post impressions, for a total post impression rate of .60%.
 - There have been 98,533 post impression activities on Visit Utah specifically, compared to 171,131 last year.
 - Competitive targeting continues to be more efficient than the rest of our targeting strategies, currently 410% more efficient.

- We have racked 16,401 hotel bookings for a total revenue of \$5.43M. This is a 47% increase from last board meeting.
 - Post Impressions by Activity
 - Changing Consumer Habits
 - In last year’s January board meeting, the average percentage growth by ski partner was 26%. This year our average percentage growth by partner was more than 87%. Further evidence of changing consumer habits.
 - Creative Performance Over Time
 - Booking Performance by Target Audience
 - DMA
 - CTV Market Performance
 - Custom Content Performance
 - Year Over Year Analytics Data
- **2019/2020 Winter in Southern Utah Report ([Presentation](#)) – Jonathan Smithgall**
 - Digital Summary:
 - Our campaign has driven a total of 73,471,280 impressions, with over 141k post impressions and a post impression rate of .54%.
 - Visit Utah has received 27,591 post impressions, with Discover Moab, St. George and Kane County as the next highest among key southern Utah destinations. All seeing over 74% growth compared to the last board meeting.
 - We have tracked 5,242 hotel bookings for a total revenue of \$1.45M. This is an increase of 141% in one month alone.
 - Post Impressions by Activity
 - Key Dates of Interest
 - Creative Performance
 - National Park Search Trends
 - Top Performing DMA’s
 - Native Content Screenshots
 - Native Article Performance
- **#SheTravels Utah (Year of Women Travel) Update – Rosie Serago, Content Strategist, UOT ([presentation](#)):**
 - Highlights
 - Going live on International Women’s Day (March 8), plus a social teaser launching on Monday.
 - Folding into the larger Life Elevated brand, with the addition of #SheTravelsUtah
 - Tracking and measurement on par with national advertising campaigns.
 - [Mantra Video](#)
- **Responsible Visitation Messaging – Andrew Gillman, Creative and Content Manager, UOT ([presentation](#)):**
 - Initiative: Be an industry leader in responsible visitation education messaging.
 - Forever Mighty: Forever Mighty is a position, an initiative and an ethic.
 - Content:
 - You’re inspired to go off the beaten path: Here’s how to navigate it safely.

- Best educational apps for augmenting your Utah outdoor travel (while minimizing your screen time)
- Slow travel: one week, one destination
- Distribution
 - Partner Deployments
 - TripAdvisor: Native and display ads
 - In-Powered: Native
 - Expedia: Native, email, display, microsite
 - Nativo: Native
 - Adara: Custom audience for social upload
- Looking Ahead
 - Residents and visitors see Utah as a place taking steps to preserve the good things about the state.
 - Local communities, industry leaders and policymakers see the industry as a steward of the state's natural legacy.
- **Tour of Utah Report and Funding – Jenn Andrs, Executive Director, Tour of Utah ([presentation](#)):**
 - The Larry H. Miller Tour of Utah is a seven-day, world-class professional cycling race along the scenic byways of Utah. After 15 years, “America’s Toughest Stage Race” has become a summer standard and statewide showcase, attracting a record attendance of 400,000 spectators and generating over \$23 million in revenue for the state.
 - Following in the tradition of Europe’s Grand Tours, the route of the Tour of Utah changes each year. Many communities – both large and small – throughout the state look forward to becoming a host city as a way to showcase their community’s unique features and cultures.
 - Against such a rich geographic and cultural backdrop, the Tour of Utah highlights the beauty of the state through the eyes of sport and is a tremendous experience for local spectators, athletes, and cycling enthusiasts from around the world.
 - 2019 Race Stages: Snowbird, North Logan City, Brigham City to Powder Mountain Resort, Antelope Island to North Salt Lake, Salt Lake City, Canyons Village and Park City Mountain and Park City.
 - 2019 statistics
 - UCI 2.HC ranking
 - 7 stages
 - 477 miles of racing
 - 37,882 feet of vertical climbing
 - 17 teams
 - 115 top pro men’s cyclists
 - 21+ hours of national TV coverage
 - 671,000 webpage views
 - Engagement
 - 400,000 + fan attendance
 - \$23M+ economic impact
 - 550+ citizen ride participants
 - \$19M earned media
 - 44M total media impressions
 - 2,360 media mentions
 - Social Engagement:

- 6M Facebook impressions
- 45 countries engaged with the Tour of Utah social posts
- 1M+ social media engagements
- Number of International Riders since 2017
- Demographics
- Tour Tracker Engagement
- 2020 Host Venues: Herriman City, doTERRA to Provo, Payson, Woodward Park City to Snowbird Resort, Ogden, Canyons Village at Park City Mountain, Park City
- TV/Media 2019 Stats
 - 7.9 viewers worldwide
 - 123 International broadcast markets
 - 789 hours of coverage
 - Top three markets: Europe, Asia and Digital
- Digital Advertisement Space
- King of the Mountain Jersey
- On-site experience

DESTINATION DEVELOPMENT UPDATE

Rachel Bremer, Global Markets and Destination Development Director, Utah Office of Tourism
([presentation](#)):

- Destination Development
 - What is Destination Development? – Activities that increase and promote the quality of a destination.
 - What is Destination Management? – The policies, practices and professional proficiencies related to the administration of a destination.
 - Mission – To empower Utah communities to become viable, welcoming and high-quality destinations for tourism.
 - Three Stages:
 - Community Assessment – Unbiased professional assessment of the community’s to tourism assets.
 - Strategy Planning – Tourism master plan for destination development and tourism economy expansion.
 - Branding and Marketing Plan – Create or revitalize an authentic, compelling brand and strategy for use in messaging and marketing.
 - Two pilot counties: Carbon and Beaver
 - Carbon County Destination Strategies: Phase One (0-3 years)
 - Bolster awareness of Carbon
 - Develop a comprehensive wayfinding system
 - Identify, pursue and create funding opportunities
 - Engage in downtown beautification and development
 - 2020 Program Applicants
 - 3 are in the strategic planning phase
 - 1 is in the branding & marketing
 - Next Steps
 - Announce Awards on February 21, 2020
 - Schedule projects for the remainder of 2020
 - Support implementation
 - Conduct outreach

UTAH TOURISM INDUSTRY ASSOCIATION UPDATE

- UTIA report - Kaitlin Eskelson, Executive Director of UTIA
 - The Governor's Budget was released and recommended \$18 million for the TMPF, which is lower than what was allocated the previous year, \$25 million. Kaitlin is optimistic about support from the House and the Senate that the TMPF will be higher than what was proposed.
 - Rep Albrecht – priority bill with TRT and infrastructure, help with increased compliance around the state
 - Sen Harper – proposing 20% of TRT in 1st and 2nd class counties to be designated for infrastructure only. UTIA is working to amend this language.
 - Rep. Sandall – SB95 defunds USTAR and reallocates to a rural development fund.
 - Tourism Day on the Hill – March 4th. Registration is now open.
 - Tourism Conference – September 22, 24 at the Salt Palace.
 - Hospitality Tourism Training Program is scheduled to launch two weeks from the current date.
 - UTIA is posting the position for a director today, February 14th.

MEETING ADJOURNED