

**Utah Office of Tourism
Board Meeting
Friday, February 11, 2022
Salt Lake City International Airport – Boardroom**

Members Present:	Lance Syrett, Jennifer Wesselhoff, Jared Berrett, Glen Overton, Brent Chamberlain, Mike Taylor, Kym Buttschardt, Nathan Rafferty, Shayne Wittwer, Greg Miller, Sara Toliver, Brian Merrill
Members Excused:	Elaine Gizler
Staff:	Vicki Varela, Julia Barnhouse, Dave Williams, Denise Jordan, Bianca Lyon, Celina Sinclair, Andrew Dash Gillman, Anna Loughridge, Erin Smith, Becky Keeney, Rachel Bremer, Lorraine Daly
Visitors:	Jonathan Smithgall, Cody Draper, Lesha Coltharp, Nancy Volmer, Julie Comstock, Kylie Kullack, Sydnie Furton, Tom Love, Chris Newton, Camille Johnson Taylor, Bill Wyatt, Natalie Randall, Anissa Brown, Brittany Costello, Elliott Clark, Ethan Koehler, Jennifer Shakespeare, Kelli Fratto Blard, Megan Griffin, Tiff Smith

WELCOME

Lance Syrett welcomed everyone to the Salt Lake City International Airport and introduced Bill Wyatt, Executive Director of the airport.

MINUTES

MOTION: MIKE TAYLOR MOTIONED TO APPROVE THE MINUTES FROM THE JANUARY 14, 2022 MEETING THAT WAS HELD IN SALT LAKE CITY. BRENT CHAMBERLAIN SECONDED THE MOTION. THE MOTION CARRIED UNANIMOUSLY.

DIRECTOR’S REPORT

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

- Lesha Coltharp’s name has been submitted to the Senate for review to replace Elaine Gizler’s seat on the Tourism Board.
- Olympic Involvement – 75 of the winter athletes have Utah connections. We are well positioned in the future and Nathan Rafferty and Kym Buttschardt are serving on the planning committee for the 2030 Olympic games.
- Gordon Larsen organized a visit with Tommy Budrow, Secretary of the Interior. He was able to meet with Vicki and the Superintendent of Arches National Park to identify the challenges that the park is facing and the need for support by the National Parks Service.
- Legislative session was productive thanks to the great work of Des Barker and Natalie Randall. There is a bill that will change the language for the Tourism Board and clarification on its mission and purpose.
- Love Communications was awarded the RFP for our in-state media relations. This is the beginning of better storytelling in the tourism economy in the state.

BOARD ATTENDANCE POLICY

Lance Syrett, Chair, provided the following update to the Tourism Board's attendance policy ([presentation](#)):

- Legislation:
 - 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.

MARKETING COMMITTEE REPORT

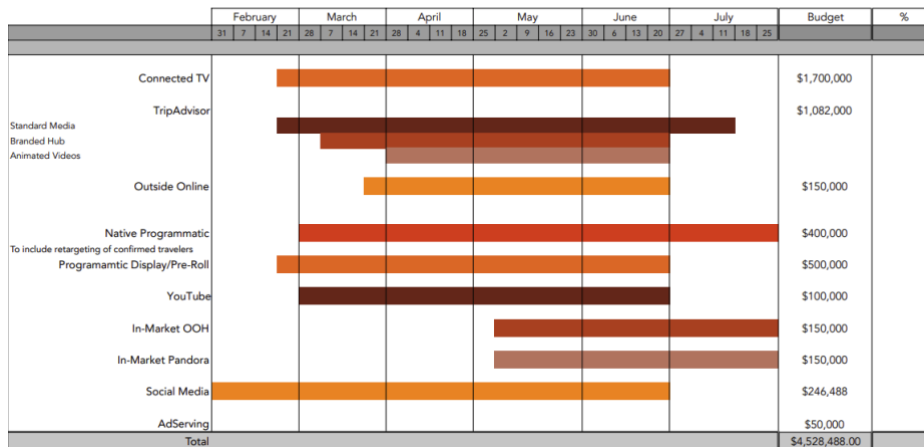
- Southern Utah+ Spring FY2022 Campaign Plan and \$4,528,488 Media Buy Approval
 - Dave Williams, Associate Managing Director, Utah Office of Tourism; Jonathan Smithgall, Vice President of Digital Marketing and Media, Love Communications; Kylie Kullack, Head of Client Engagement, Struck, gave the following [presentation](#):
 - Media Plan
 - Media Campaign Opportunities
 - With so many of our competitors still focused on upper funnel tactics, we can take advantage of our specialization in targeted advertising to further differentiate our state.
 - Looking ahead in 2022, the outdoors, nature, and national parks continue to be a top motivator for travel. Add to this that consumers continue to do more research than ever before, we will have a larger digital footprint to intercept our ideal consumer with content that reflects longer stays and Forever Mighty objectives.
 - Industry first partnership with TripAdvisor.
 - Expand on our custom endemic partnerships from 2021.
 - Continue to pave the way for sustainable tourism advertising tactics and strategies.
 - Media Plan Objectives
 - Increase targeted awareness.

- Capitalize on audience targeting capabilities for use across all aspects of media campaign.
- Continue content first programs with TripAdvisor by creating an industry first partnership.
- Have Forever Mighty messaging across multiple channels, strategically placed based on audience and environment.
- Innovate, “if it was easy it would just be the way.”
- Funnel Definitions
 - See – People who have previously taken a Red Emerald trip to a national/state park and/or have taken an off-the-beaten-path vacation in the past.
 - 20 % YouTube, Pre-Roll, Display, CTV, Social
 - Think – Red Emerald Ready people who are in the early stages of planning their next non-winter vacation, typically 30-50 days out from booking.
 - 48% Native Endemic, Native Programmatic, YouTube, Pre-Roll, CTV, Social
 - Do – Red Emerald Ready people who are ready to book their next vacation to either Utah or a competitive/dream destination.
 - 15% Native Endemic, Native Programmatic, Pre-Roll, Display, Social
 - Care - People who have either recently booked their vacation or who are actively traveling throughout our state for vacation. No longer focused purely on Red Emerald ready travelers as our goal is to any confirmed travelers at this stage.
 - 17% Digital OOH In-Market, Digital Radio, Native Endemic, Native Programmatic, Pre-Roll, Display, CTV, Social
- Selected Partners
 - About the Selection Process:
 - Partners who showed a clear understanding of the goals and adjusted strategies outlined in RFP were selected.
 - One goal of the media plan was to further control the narrative around Utah as a vacation destination. This goal generated an increase in focus on native advertising. With this in mind, we balanced our campaign between proven Endemic native partners as well as proven programmatic native partner.
 - With Pre-Roll and Display advertising, our goal was test three programmatic partners against one another.
 - Work with partners who can help measure ad exposed and non-ad exposed spend behaviors of travelers throughout the state.
 - Utilize Pandora to intercept active travelers throughout Utah to provide them Forever Mighty principals.
 - Utilize programmatic OOH to intercept active travelers throughout Utah to remind them to prepare for where they are going.

○ Media Plan:

Media	2020	2021	2022	Media Percentage
National Cable	\$2,313,255	\$1,623,402	-	0%
Connected TV	\$1,300,000	\$1,100,000	\$1,700,000	38%
OOH	\$221,931	-	\$150,000	3%
Digital	\$1,597,444	\$1,240,527	\$2,432,000	54%
Social	\$275,000	\$221,340	\$246,488	5%
Total	\$5,707,630	\$4,185,269	\$4,528,488	-

○ Flow Chart:



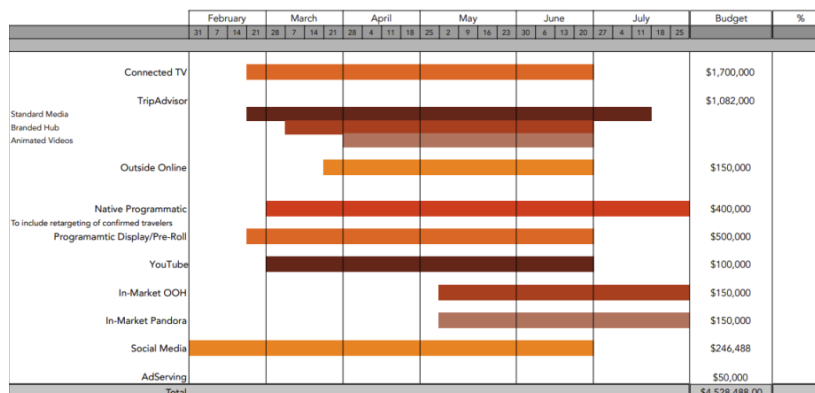
- Advertising
 - Creative Strategy
 - Inspire travelers to travel thoughtfully in Utah, inviting them not only to come here—but to slow down, show reverence and respect, and connect with people and place. Because ultimately, these behaviors result in more meaningful and transformative experiences.
 - Develop Forever-Mighty-pillar-specific spots: respect, connection, slowing down, etc.
 - Maintain the poetic, emotional voice of Renaissance.
 - Use more dark sky footage.
 - Feature our fantastical scenery, regardless of location. No location tags.
 - Consider a Forever Mighty CTA.
 - Utah Film Tourism: Southern Utah
 - Campaign:
 - Better understand the economic potential of film tourists.

- Promote Red Emerald travel via a film tourism add-on (drive dispersion, increase quantity of activities in which a traveler participates, increase spend, increase LOS, influence bookings) among confirmed travelers in Southern Utah.
 - Raise awareness of the brand “Utah. America’s Film Set.®” among Northern Utah travelers.
 - Programmatic Native
 - Strategy Continued:
 - Promote the use of itineraries, guides, and responsible travel.
 - Layer in custom audience segments
 - Retarget website visitors from current film pages on VisitUtah.com
 - Retarget audiences who engage with our native advertising campaign
 - Total Budget: \$30,000
- Paid Social – February (WiSU), March 1 – June 30
 - Brand Awareness
 - High-funnel impressions
 - Interest driven through video views, engagement, link clicks
 - Landing page conversions
 - Support for Film Tourism
 - Affinity & Advocacy
 - Increase positive sentiment
 - Increase volume of quality #ForeverMighty conversations
- Content Marketing
 - VisitUtah.com
 - Campaign Landing Pages
 - Top of funnel
 - Benefits of Slow Travel
 - Prepare for Utah’s Busy Season
 - Forever Mighty
 - Lower-funnel prep, experience and trip advocacy
 - Storytelling
 - Forever Mighty Production
 - Six new long-form videos
 - “Care” funnel re-targeting
 - High-funnel test
 - Key Themes
 - Education, empowering youth
 - Honor locals
 - Land stewardship
 - Plan and prepare
 - Respect for indigenous cultures
 - Email Newsletter
 - Expanded Coverage
 - 12 Sunday long-form articles
 - 4 monthly newsletters
 - More readers
 - 38.8% open rate month of January
 - +10.7 increase in open rate since launch

- Media Visits
 - Pitches:
 - Utah: The Journey Within
 - Utah’s Most Charming Base camps
 - Immersive Utah Experiences for the Ed-Venturer
 - Winter in Southern Utah: An Unexpected Paradise
 - Denver Media Mission
 - FAM Tours
 - Red Rock Retreat
- Organic Social
 - Red Emerald locations and experiences
 - Inform and distribute visitors
 - Forever Mighty messaging
 - Diversification of video content
 - Reels and TikTok
 - Support for Dark Skies Month
 - Let’s Talk Utah Season 3
- Ambassadors & Influencers
 - 6 new advocates for “Let’s Talk Utah” IGTV Season 3
 - Inspiring responsible travel
 - 5 Influencers in-market April – May
 - Gen Z, She Travels, BIPOC, LGBTQ+, Boomers
- Media Plan

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• Flow Chart:



MOTION: SHAYNE WITTEW MOTIONED TO APPROVE THE \$4,528,488 MEDIA BUY FOR THE SOUTHERN UTAH+ SPRING FY2022 CAMPAIGN. BRENT CHAMBERLAIN SECONDED THE MOTION. THE MOTION CARRIED UNANIMOUSLY.

- Ski+ FY2022 \$200,000 Media Buy Change Approval
 - Dave Williams, Associate Managing Director, Utah Office of Tourism, Jonathan Smithgall, Vice President of Digital Marketing and Media, Love Communications, and Andrew Gillman, Tourism Creative and Content Director, Utah Office of Tourism, gave the following [presentation](#):
 - Media Plan
 - Ski+ Spring Push
 - To stimulate bookings for our spring ski season, we will partner with our top performing native, display, and pre-roll partners.
 - Custom Audience: Anyone who has taken a spring ski vacation in the past two years from March 1 – April 15th.
 - Recommended Partners:
 - Storygize: Native
 - With a strong ADR of \$162, Storygize has generated over \$2.6M in hotel revenue.
 - Total Budget: \$100,000
 - CausallQ: Pre-Roll and Display
 - Currently driving an ADR of \$158, with \$1.2M in hotel revenue.
 - Total Budget: \$100,000
 - Storytelling:
 - Forecaster Evan Thayer
 - Expert guide explaining why some of the best skiing and riding is yet to come, and how to experience it.
 - Appeal to powder hounds.
 - Amplify strong-performing pieces showing key differentiators and metro to mountain interface as it warms up in the valley.

UTIA UPDATE

Natalie Randall provided the following update:

- Tourism Day on the Hill – 200 industry partners were involved and reached 80 legislators during the event.
- GoUtah Legislative Breakfast – GoUtah, UTIA, World Trade Center, and EDCUtah hosted a breakfast for new legislators to share more about programs and partnerships. There were 5 legislators in attendance.
- HB 323 – Representative Last is sponsoring a bill on Transient Room Tax.

PUBLIC COMMENT

- Kym Buttschardt – Currently manages the following restaurants in the Salt Lake City International Airport: Roosters, Uintah, Fillings & Emulsions, Panda Express and Blue Lemon. She shared insights into what it’s like to manage a facility in the airport, specifically what it’s like to have a different company manage the businesses onsite vs managing direct. Staffing is also a challenge, and probably more challenging than what restaurants outside of the airport are experiencing.
- Brent Chamberlain – Balloons & Tunes is taking place February 18 – 20 2022 in Kanab
- Jennifer Wesselhoff – Sustainable tourism plan development in Park City. Just completed destination assessment with the Global Sustainable Tourism Council with Dr. Kelly Bricker. The highest score is a 3 in all 38 criteria, and Park City scored an average of just over 2. The next step will be to form a destination stewardship council which will help guide the sustainable tourism process. Thanked UOT and the Corragio Group for the help and support. Hired Morgan Mingle as the lead on sustainable tourism in Park City.
- Lesha Coltharp – Tourism Conference registration will be live in the coming weeks.

MEETING ADJOURNED