

**Utah Office of Tourism  
Board Meeting  
Friday, February 8, 2019  
Element Event Center at the Kearns Olympic Oval – Element Ballroom  
5658 Cougar Lane  
Kearns, UT 84118**

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<b>Members Present:</b>	Lance Syrett, Kym Buttschardt, Glen Overton, Elaine Gizler (Phone), Dean Cox, Mike Taylor, John Holland, Shayne Wittwer, Nathan Rafferty, Ryan Starks
<b>Members Excused:</b>	Greg Miller, Sara Toliver, Brian Merrill
<b>Staff:</b>	Vicki Varela, David Williams, Jay Kinghorn, Julia Barnhouse, Lorraine Daly, Becky Keeney
<b>Visitors:</b>	Alison Garner, Hannah Saunders, Jonathan Smithgall, Megan Griffin, Tom Love, Kylie Kullack, Molly O’Niel, Scott Sorenson, Breck Dockstader, Cody Adent, Thomas Vossler, Ainslie Fortune, Mike Lee, Molly Katz, Sara Otto, Kevin Lewis, Cody Draper, Robert Stephenson, Neka Roundy, Kaitlin Eskelson, Monique Beeley, Lisa Rasmussen

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**WELCOME**

Lance Syrett called the meeting to order and welcomed the Board, staff, and visitors to the newly opened Element Event Center in Kearns, UT. Lisa Rasmussen, VP of Marketing for the Utah Olympic Legacy Foundation, welcomed everyone to the venue and provided a brief update on the Element Event Center and an update on the Utah Olympic Legacy Foundation.

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

**MINUTES**

**MOTION: Mike Taylor motioned to approve the January 11, 2019 meeting minutes, which took place at Gallivan Hall in Salt Lake City. Ryan Starks seconded the motion. The motion carried unanimously.**

**DIRECTOR’S REPORT**

Vicki Varela reported on the following items:

- The Tourism Board has been invited to attend the Spike 150<sup>th</sup> Anniversary Celebration as VIP guests in May 2019. The May board meeting will be held in conjunction with the event.
- Tourism Day on the Hill 2019 was a success thanks to Kaitlin Eskelson’s coordination and management. There was great legislative feedback and participation which is the overall goal of the event.
- Vicki addressed the Federal Shutdown and UOT’s efforts to assist the national parks in our state. There was a great collaboration between the national parks foundation partners, the City of St.

George, Senator McKay, and the company, ALSCO. Vicki announced that ALSCO donated \$100,000 to the national parks during the shutdown. Vicki acknowledged the potential for another federal shutdown in the future. Although it isn't certain, contingency planning has begun to allocate resources to the parks through a "rainy day" fund that will assist the park in maintaining their operations, especially in the peak seasons.

- The Tourism Marketing Performance Fund (TMPF) has \$24 million being approved in base budget. There is a potential set aside of up to \$3 million that would increase the base amount. UOT will not be asking for more than \$24 million because it was not allocated in the Governor's budget. There are concerns of tourism fatigue at the legislative level and our office as well as UTIA is working to continue communicating our Red Emerald Strategy.
- Vicki thanked Struck and Love Communications for their work on the 3-season media buy and creative execution.

## 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.](#)
  - **Winter Campaign Update and Approval for Late Season Push**
    - Jonathan Smithgall gave a [PowerPoint Presentation](#) on the following:
      - The campaign has generated 755,671 post impressions for an overall average rate of 1.11%. From a YOY perspective, this is a 22% increase compared to the 2018 campaign's PIR.
      - There have been 196,956 post impression activities on visitutah.com for a PIR of 0.29%, the highest in the campaign and an increase of 40% compared to last year.
      - The campaign has tracked 20,761 hotel bookings for a total revenue of \$5.3M, a 55% increase from the January report.
      - Year over Year Performance
        - Even with a later campaign start date, post impressions are up 25.5% in 2019 compared to 2018.
        - The campaign truly took off around mid-November, and has been outpacing 2018 ever since.
      - Post Impressions by Activity
      - Market Performance Over Time
        - The impacts of the Polar Vortex were tangible, as those markets saw decreased PIR during the cold snap while the inverse effect was felt among the CTV markets during the same period.
      - Video Performance
      - Connected TV Market Performance
      - Native Advertising
        - There have been over 62k page views generated by people engaging with Utah winter content.
        - On average, people are spending 1:43 with our articles on VisitUtah.com.

- Utah's Easy Access is driving the most engagement with over 13k page views.
- This campaign is already tracking more than \$320k in hotel revenue.
- Late Season Push –Mountain Time 2018/2019
  - Top performing markets in Magellan/Impact, in order, have been Los Angeles, San Francisco, Denver, and New York.
  - Top performing markets in Google Analytics for winter-related content: Los Angeles, San Francisco, New York, Houston, and Dallas.
  - Budget: \$34,359
  - Flight Dates: 2/15/19 – 3/1/19
  - Recommended Markets: Los Angeles and San Francisco
  - Estimated Impressions: 997,516

**MOTION: Shayne Wittwer motioned to approve the proposed late-season push for the Mountain Time Campaign by allocating \$34,359. Ryan Starks seconded the motion. The motion carried unanimously.**

- **3-Season Media Buy Review and Approval**
  - Jonathan Smithgall gave a [PowerPoint Presentation](#) on the following:
    - A Look Back at Road to Mighty 2018
    - Media Plan Recommendations:
      - Make adjustments to last year's campaign to further narrow in on our target audiences.
      - Continued growth in Linear and Connected TV tactics.
      - Implement actionable research studies that will inform future campaigns.
      - Continue online advertising in Canadian markets.
      - Introduce a new out-of-home technology partner.
      - Retarget past visitors and recommend new travel itineraries.
      - Innovate!
      - Budget Breakdown Strategy

**MOTION: John Holland motioned to approve the 2019 3-season media buy of \$6,052,901. Dean Cox seconded the motion. The motion carried unanimously.**

- 3 – season flight dates
- Television
  - Network Cable Buy Summary
    - Total Cost: \$1,843,004
    - Total Impressions: 90,349,627
    - CPM: \$20.40
  - Addressable Cable Summary
    - Total Cost: \$499,315
    - Total Impressions: 18,066,636
    - CPM: \$27.63
  - Digital Partner Strategies
  - Digital Out of Home Buy Summary
    - Total Cost: \$217,867

- Total Impressions: 15,688,000
    - CPM: \$12.50
  - Digital Markets and Flight Dates
  - 3-Season Partners
  - Digital Partner Strategies
  - Creative Execution 3-Season 2019
  - Budget Breakdown Strategy Big Data – Addressable & CTV
  - 3-season Flight Dates
- **3-Season Creative Update:**
  - Molly O’Neill and Scott Sorenson gave a [PowerPoint Presentation](#) on the following related to the 2019 3-season campaign:
    - The strategy is to grow Utah’s tourism economy and tax revenues while also promoting responsible destination management.
    - Awareness – Life Elevated: Continued powerful branding
    - Targeted Marketing – Increase visitor spending, not volume of visitors and get visitors off the beaten path.
    - Success Measurements
      - Visitors spending more time and money in Utah’s equally impressive, but less known locations.
      - Learning more about which audiences to target and how.
    - How to Achieve Success
      - Continue leveraging Mighty 5 by running the existing :30
      - The campaign’s continued success strongly ties the Utah brand to our state’s key differentiator.
      - Stakeholders’ desire to continue driving park visitation.
      - To promote less-known locations, we need to recognize the parks as anchors of a Red Emerald trip.
      - Using existing assets, adjust our creative to more closely align with the Red Emerald initiative.
      - Target specific, high-quality audiences with tailored creative and innovative media tactics.
      - Expand the duration of the media run to encourage off-season visitation.
    - Creative Vision
      - “Between the Mighty 5”
        - leverages brand equity
        - establishes messaging consistency
        - allows us to directly connect with target audiences
        - encourages Red Emerald trips
      - Campaign Reveal

**MOTION: Nathan Rafferty motioned to approve the 2019 3-season creative plan as presented. Ryan Starks seconded the motion. The motion carried unanimously.**

- **Marketing and Privacy Protections**

- Jay Kinghorn informed the Tourism Board that UOT is now compliant with European Union regulations which protects both our EU reps and citizens. He also clarified that our data collections tracking programs are completely anonymous. We are not given the name, address, or prior travel information of a visitor that is tracked through their time in the State. They are given zero individual identity. UOT gathers addresses and emails when individuals opt-in to receive our updates and sign up for our newsletter. It is very important that we maintain the trust of our visitors and we will continue to respect their privacy.

## **UTIA UPDATE**

Kaitlin Eskelson provided an update on the following:

- Tourism Day on the Hill 2019 was a major success with over 500 attendees.
- TMPF appropriations passed through the House and the Senate, resulting in a total of \$24M.
- A Statewide tourism audit is underway. There are currently seven counties that have been selected for the audit. This is good to monitor the track in spending.
- Tax reform is a major focus in the legislature this session. This will affect the service industry, guides and outfitters, etc.
- Representative Hawkes is running various bills pertaining to alcohol. Regardless of what is written, UTIA is focusing on protecting the perception of Utah to potential visitors.
- A new bill has been introduced to define limitations for emotional support animals. This will allow for an entity to create language that is unlawful to misrepresent a service animal.
- The Tourism Conference is scheduled for September 17<sup>th</sup> – 19<sup>th</sup> in Logan. Registration is now live.

## **NEW BUSINESS**

Ryan Starks announced that Soldier Hollow is hosting the World Cup Biathlon in February 14<sup>th</sup> – 17<sup>th</sup>, 2019. They are anticipating about 20,000 people over the course of the event.

Dean Cox shared that Representative Bradley Last is proposing legislation that would allow three major resort communities: Park City, Springdale, and Moab, to spend up to 3% of the transient room tax for emergency services such as fires, etc. Springdale has faced an enormous expense to run their fire department, and Dean hopes that the UOT board will support the bill.

Lance Syrett announced the Annual Bryce Canyon Winter Festival. The event will take place at Ruby's Inn from February 16<sup>th</sup> – 18<sup>th</sup>, 2019.

Breck Dockstader reminded everyone that the Southern Utah Tourism Summit will be on March 28<sup>th</sup> – 29<sup>th</sup>.

Kevin Lewis shared that the Parade of Homes is taking place over President's Day weekend. He also announced that they have a new website highlighting the available trails in the areas, [swutahtrails.com](http://swutahtrails.com)

## **MEETING ADJOURNED**