

**Utah Office of Tourism  
Board Meeting  
Friday, February 9, 2018 – 10:00 a.m.  
Hale Centre Theatre at the Mountain America Performing Arts Center  
9900 South Monroe  
Sandy, UT 84070**

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**Present**

**Board Members**

Kym Buttschardt  
Zachary Renstrom  
Sara Toliver  
Nathan Rafferty  
Ryan Starks  
Glen Overton

John Holland  
Greg Miller  
Brian Merrill  
Lance Syrett  
Elaine Gizler  
Mike Taylor

**Staff**

Vicki Varela  
Jay Kinghorn  
Rachel Bremer  
Rosie Serago  
Becky Johnson  
Lorraine Daly

David Williams  
Julia Barnhouse  
Rachel Stone  
Sandra Salvas  
Celina Sinclair

**Guests**

Adam Whalen  
Hannah Saunders  
Jonathan Smithgall  
Joyce Kelly  
Raelene Davis  
Kati Forsberg  
Haley Rodgers  
Cody Draper  
Paul Jewkes  
Carrie Cox  
Randy Rhodes  
Rob Greener  
John Kimsall  
Jenn Andrs  
Whitli Godderidge  
Elizabeth Brown  
Maria Twitchell  
Tina Carter  
Camille Johnson  
Leshia Coltharp  
Falyn Owens  
Ryan Kelly  
Kylie Kullack  
Matt Anderson  
Colin Greenberg  
Megan Griffin

Love Communications  
Love Communications  
Love Communications  
St. George Area Tourism  
Ski Utah  
Minky Couture  
Davis County Tourism  
Utah.com  
Utah.com  
Utah.com  
Utah.com  
Tour of Utah  
Tour of Utah  
Tour of Utah  
Tour of Utah  
Visit Salt Lake  
Cedar City & Brian Head Tourism  
Emery County Tourism  
Kane County Tourism  
Uintah County Tourism  
Garfield County Tourism  
Flaming Gorge Chamber  
Struck  
Struck  
Struck  
Love Communications

## WELCOME

Lance Syrett called the meeting to order and welcomed the board, staff, and visitors to Hale Centre Theater at the Mountain America Performing Arts Center. Lance then asked the Board and members of the audience to introduce themselves.

## MINUTES

**MOTION: Glen Overton motioned to approve the January 12, 2018 Board meeting minutes, which took place in Salt Lake City. Mike Taylor seconded the motion. The motion carried unanimously.**

Mark Dietline, CEO of Hale Centre Theatre, welcomed the Tourism Board and guests to the newly renovated theater, which opened November 16, 2017. Mark offered a tour of the theater following the Board meeting for the Board members and guests. The Hale Centre Theatre is excited to be a part of the tourism effort in Utah. The theater is unique from any other in the world because the stages have the ability to move in various directions; they have a unique flying system set up for effects. The same individuals that designed the Cirque du Soleil stages in Las Vegas were able to design and create a unique design specific to the Hale Centre Theatre. This unique stage allows for a musical to be paired with state-of-the-art technology to create a form of entertainment unlike anything someone has seen before. The Hale Centre Theatre is currently in its 33<sup>rd</sup> year of operation and has sold tickets in 45 states, and currently has 27,000 season ticket holders including residents and non-residents of Utah.

## DIRECTOR'S REPORT

Vicki Varela reported on the following items:

- The 2018 Utah Legislative Session is in full swing. The Governor's budget allowed for a \$1.5 M increase in the TMPF and Vicki is optimistic that the legislature will support this increase. Multiple legislators have expressed that they believe in the positive impact we are having on the tourism economy in the state. Vicki is grateful for the partnership with UTIA as they lead on important issues for tourism in Utah.
- Vicki highlighted the great work that our international tourism trade product development team is doing, specifically their recent involvement in the Go West Summit. There were over 350 tour operators in attendance and the international team conducted multiple FAM tours during the government shutdown. The team is very forward thinking on engaging with good tour operators to bring in high quality visitors to Utah.
- Vicki announced that we are looking to start marketing to India.
- There has been intensive engagement with the community in San Juan County thanks to the good work of Jay Kinghorn and Rachel Bremer. Their involvement is consistent with the Red Emerald Initiative and Governor Herbert's call for 25,000 jobs in rural Utah.
- The national parks strategy continues to evolve. Vicki and staff will continue to work with US travel and other tour directors in the country to find ways to get sufficient funding to national parks and work through other challenges.
- UOT is working closely with Zion National Park and Arches National Park as they work through their complicated plans. Vicki recognized Elaine Gizler's fantastic local work and partnership with Jay Kinghorn to close the understanding gap between how we think of tourism and how the national parks think of tourism.

- Ryan Zinke’s recent fee proposal for national parks is also an important issue. Vicki is continually articulating how important it is to re-evaluate the fee proposals, and is optimistic that we have allies in the right places to help improve the proposal. Vicki had a productive meeting with Senator Hatch’s team and they are engaged to be good partners in this effort.
- The Red Emerald Initiative is improving with the partnership and strategy between Struck, local partners, and UOT staff. There is a need for increased communication with local partners. Vicki reiterated that the Red Emerald Initiative is not a marketing tool but a strategy that guides the office through marketing decisions. It takes the core values found in the Mighty 5 and Greatest Snow on Earth to influence decisions in the following areas: visitation strategy, rural tourism, customer service, community life vision, etc.
- Vicki provided an update with our partnership with Utah Jazz. It has been fun to work with the Jazz over past several months as they were designing their new city uniforms with red rock colors. The Jazz is one of three teams in the nation that designed the court floor to match the uniforms. Vicki has received great feedback since the release of the new uniforms and believes that it is positive for the urban brand. The office is also in great communication with the Miller team to bid for the NBA All-star game in 2022 or 2023.

## MARKETING COMMITTEE REPORT

Dave Williams reported on the following items:

- **Dashboard Results**: Rachel Stone 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.
- **Mountain Time Campaign Update**: Jonathan Smithgall reported on the following items through a PowerPoint Presentation:
  - The campaign has generated a total of 65,014,518 impressions thus far.
  - The campaign CTR is 0.63% so far, over 10x the benchmark
  - Adara, Dstillery, and Trip Advisor lead the campaign in post impressions thus far.
  - There have been a total of 570,987 post-impressions so far in the campaign, for a PIR of .088%. This is an increase in total post-impressions of 11.8% and is 30% more efficient than the previous winter campaign.
  - Post-impression traffic for Ski Utah has decreased by 22% when compared to last year overall. However, if you compare to last month, their post-impression traffic has increased by 41%.
  - We have tracked over \$5.4M in hotel bookings, which equals 34k travelers to date.
  - There were 125,902 post-impression activities on Visitutah.com, for a PIR of 0.24%.
  - Total PIR by site
  - Post-impressions by partner
  - Post-impression rate increase by partner
  - Post-impression rate increase by market
  - Year over year performance – The current campaign is pacing 25% ahead of last year’s campaign, and has more cumulative post impressions as well.
  - Time of Day Analysis – For our Winter campaign this year we are seeing a decrease at 8:00 pm, but the activity peak from noon to 4:00 pm remains the same.
  - Day of the Week Analysis
  - Creative Performance

- Snowstorm Performance – The 3<sup>rd</sup> party partner found that users are ~3 times more likely to search about skiing on days that it snows.
- Market Thievery – Our competitive campaign with Kayak.com and TripAdvisor has generated just over \$700k in hotel revenue.
- **Winter Digital Marketing Push:** Jonathan Smithgall reported on the following items through a PowerPoint Presentation:
  - Strategy – Convince powder chasers and last minute ski vacation planners to choose Utah as their winter vacation destination. All ads will be competitively targeted to ensure that we are reaching the appropriate audience.
  - Markets- National with a concentration on Denver, Seattle, Los Angeles, San Francisco, Oregon
  - Budget - \$58,000
  - Flight Dates – 2/9/18 – 3/15/18
  - Ad space with: Expedia, Kayak.com, YouTube, Adara

**MOTION: Mike Taylor motioned to approve the additional digital media buy of \$58,000. Glen Overton seconded the motion. The motion carried unanimously.**

- **Road to Mighty Media 2018 Buy:** Jonathan Smithgall reported on the following items through a PowerPoint presentation:
  - The mean age of the national park visitor is 46
  - Core demo of adults 25-54, 46%/54% Male/Female Skew
  - Mean household income of \$105,790 exceeds the national average of \$81,760
  - Educated, professional, family oriented with a wide range of hobbies and interests including the arts, politics, sports, and food.
  - Active outdoors: hiking, biking, kayaking, camping, and rafting
  - Generations span Millennials, Gen X, and Boomers
  - Media plan recommendations
  - RTM Media Flight Date Schedule
  - Network Cable Selected Networks – Cable networks watched in the past 30 days for “Visited National Park” or “Active Adventurer” target.
  - Continuing partnership with 14 of the 15 networks used in 2017: BBC America, CNN, MSNBC, ESPN, ESPN2, Travel Channel, HGTV, History Channel, Discovery Channel, amc, Food Network, HLN, Sundance Channel, and Fox News.
  - Incorporating 4 additional networks not used in 2017: Comedy Central, Bloomberg Television, National Geographic Channel, Nat Geo Wild.
  - Network cable buy summary:
    - Flight dates – 3/5/18 – 4/8/18
    - 18 networks
    - Total cost: \$3,258,080
    - Total impressions: 216,045,000
    - CPM: \$15.08
  - Out of Home summary:
    - Denver: extend market coverage in Denver through mix of transit and billboard advertising across 8 weeks, 3/5/18 – 4/29/18. Total cost is \$86,748 with a CPM of \$2.95, and 29,454,552 total impressions.
    - Los Angeles: Coverage for 9 weeks from 3/5/18 – 5/6/18. Total Cost is \$132,427 with a CPM of \$6.89, and 19,224,353 total impressions.
    - Total Cost Summary: \$219,175

- **Digital Media Report:** Jonathan Smithgall reported on the following items through a PowerPoint Presentation:
  - Digital markets and flight dates (Feb. 20, 2018 – May 15, 2018)
  - Strategy- See. Think. Do. 20% will be focused on people who have traveled to national parks and/or take off-the-beaten-path road trips in the past. 50% will target people who are in the early stages of planning their next scenic trip vacation. 30% will focus on people who are ready to book their next vacation to a competitive destination.
  - RTM Spring partners
  - Digital Test Partners – MedialQ, Clearstream Media, Lonely Planet
  - Digital partner strategies
  - Budget Breakdown RTM 2018
  - Budget Breakdown Percentage Change
  - Digital Partner Studies
  - RTM Flight Dates
  - RTM 2018 Budget Breakdown (actual):
    - Network Cable - \$3,258,080
    - Spot TV - \$100,715
    - Outdoor - \$219,175
    - Digital - \$1,400,000
    - Connected TV - \$300,000
    - Long Form Video - \$200,000
    - Red Emerald Test - \$240,000
    - Total - \$5,717,970

**MOTION: Sara Toliver motioned to approve the proposed 3-season Media Buy of \$5,717,970. Zachary Renstrom seconded the motion. The motion carried unanimously.**

- **Tour of Utah Proposal**

Jen Andrs, Executive Director of the Tour of Utah, introduced her team and shared two short videos highlighting the 2017 Tour of Utah. For 2017, the Tour of Utah returned to the north to showcase the region's unique sights and communities over an incredible seven-day event like never before. From Stage 1's beautiful climb through Logan Canyon and around Bear Lake, to Stage 6's mountaintop finish at Snowbird Ski and Summer Resort, this year's Tour gave people the opportunity to see the world's best cyclists in action across some of northern Utah's most beautiful landscapes, with fan attendance and race recognition reaching new heights. The race had a distance of 603 miles, with 36,525 feet of vertical climbing, 16 teams, and 126 pro men's cyclists. There were 400,000 in attendance, which resulted in an economic impact of \$23M.

Keeping pace with the trends from the previous editions of the Tour of Utah, more fans than ever experienced the race, both in person and on the Tour Tracker powered by Adobe. There were 761,895 webpage views, 248,000 web sessions, and 149 countries that visited the website. The Tour had 2,823 media mentions, 1M Facebook impressions, and over 21 hours of national TV coverage. Jen Andrs then shared the Tour of Utah Demographics including resident status, age, income, and education. Jen concluded by showing a preview of the 2018 Tour of Utah stages.

**MOTION: Nathan Rafferty motioned to approve a partnership with the Tour of Utah and the Utah Office of Tourism in the amount of \$200,000 for the 2019 fiscal year. Brain Merrill seconded the motion. The motion carried unanimously.**

## **UTIA UPDATE**

Sara Toliver reported on the following items:

- SB136 – Transportation bill that recommends a 2.86% increase in TRT and 2% increase on rental cars.
- HB345 – This bill proposes that the new blood-alcohol level changes should not be enforced until 2020.
- Tourism Day on the Hill has been scheduled for February 1, 2019.

## **NEW BUSINESS**

- Mike Taylor spoke to SB136 and the potential detriment that the 2% tax increase would have on the rental car industry in the State.

## **PUBLIC COMMENT**

- Camille Johnson with Kane County Tourism announced that Blues & Tunes will take place February 16-18, 2018.