

**Utah Office of Tourism
Board Meeting
Friday, January 11, 2019
Gallivan Hall
239 Main Street
Salt Lake City, UT 84111**

Members Present:	Lance Syrett, Dean Cox, Brian Merrill, Glen Overton, Mike Taylor, Kym Buttschardt, Ryan Starks, Elaine Gizler, John Holland, Sara Toliver, Greg Miller, Shayne Wittwer
Members Excused:	Nathan Rafferty
Staff:	Vicki Varela, David Williams, Jay Kinghorn, Julia Barnhouse, Rachel Bremer, Becky Johnson, Celina Sinclair, Cecilia Bahena, Rachel Stone, Andrew Dash Nelson Gillman, Emily Moench, Lorraine Daly, Flint Timmins, Rosie Serago, Brian Zielinski
Visitors:	Jonathan Smithgall, Joyce Kelly, Camille Johnson Taylor, Kylie Kullack, Molly O’Niell, Scott Sorenson, Colin Greenberg, Hannah Saunders, Adam Whalen, Megan Griffin, Doug Boyer, Stephen Williams, Ainslie Fortune, Mike Lee, Alison Garner, Miranda Maisto, Monique Beeley

WELCOME

Lance Syrett called the meeting to order and welcomed the Board, staff, and visitors to Gallivan Hall at the Gallivan Center in Salt Lake City, UT. Scott Beck, President & CEO of Visit Salt Lake, welcomed everyone to the venue and provided a brief update on what Visit Salt Lake is working on for 2019.

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

OATH OF OFFICE

Notary Public, Lorraine Daly, administered the Oath of Office to the newest board member, Commissioner Dean Cox.

MINUTES

MOTION: Mike Taylor motioned to approve the November 9, 2018 meeting minutes, which took place at Hyatt Place in Station Park located in Farmington. Greg Miller seconded the motion. The motion carried unanimously.

DIRECTOR’S REPORT

Vicki Varela reported on the following items:

- Vicki addressed the Federal Shutdown and UOT’s efforts to assist the national parks in our state. We could not have been successful without the support from the Governor’s Office and Val Hale. Vicki acknowledged Dave and Jay for their astonishing stewardship in their areas of expertise. Dave lead in the negotiations with the national parks to determine the funding amounts needed. Jay coordinated media communications with visitors and the national media. Commissioner Dean

Cox led an effort with St. George Mayor Jon Pike and the Zion Forever Project to donate funding to Zion National Park, as well as Lance Syrett for Bryce Canyon National Park. The superintendents of the parks are working to be able to keep parks open from the start of the shutdown to current day. Vicki also recognized Lorraine Daly for delivering the first payment from UOT to the national parks within an hour of the federal shutdown. Vicki thanked Rosie Serago for communicating to visitors on our website regarding available information about the parks, and Emily Moench for her involvement with the national media. The National Park Service are and continue to be great stewards of the visitor experience and the parks. Vicki also acknowledged all of the efforts of local businesses and their efforts in helping the community.

- Vicki was able to tour part of the renovated Salt Lake City International Airport and is happy to report that the renovation is coming together very nicely and will be a great visual representation of the state.
- Vicki announced a staff change within UOT. Andrew Dash Gillman and Becky Johnson will be taking operational and editorial leads. Rachel Stone has accepted a position with GOMB. She will be greatly missed as she was a wonderful presence in the office and one of the best researchers in the state.

Greg Miller thanked Vicki for her great leadership and coordination with the national parks and partners during the federal shutdown.

MARKETING COMMITTEE REPORT

- **Marketing Committee Report**
 - **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 this link.](#)
 - **Winter Campaign Update**
 - Jonathan Smithgall gave a [PowerPoint Presentation](#) on the following:
 - The campaign has generated 502,403 post impressions for an overall average rate of 1/31%. From a YOY perspective (excluding CTV), this is a 60% increase in efficiency compared to the 2018 campaign.
 - Trip Advisor leads the campaign with a 2/70% PIR, followed by Adara and Dstillery.
 - There have been 129,189 post impression activities on visitutah.com for a PIR of 0.35%.
 - We have stolen 3,214 hotel bookings from competitive ski destinations like Colorado, Washington, and California. This is roughly \$779k in hotel revenue that would have gone to other destinations.
 - The campaign has tracked 14,328 hotel bookings for a total revenue of \$3.4M to-date.
 - Year Over Year Performance:
 - Even with a later campaign start date, post impressions are up 21.8% in 2019 compared to 2018.
 - From a post impression rate perspective this is also true.
 - The campaign truly took off around mid-November and has been outpacing 2018 ever since.

- Dates of Interest:
 - Campaign performance shot up after election data, confirming our hypothesis that it was having an impact on search behaviors for tourists.
 - Time of day optimization increased our efficiency by 20%.
- Post Impressions by Activity:
 - Visit Utah has received the most post impressions in the campaign, with Ski Utah, Visit Park City, and Visit Salt Lake all performing very strongly as well.
- HTML5 Performance Over Time: The longer the HTML5 has been running, the more effective it has been, particularly when there has been powder in the mountains.
- Market Thievery: YOY we continue to pull skiers away from Colorado and Wyoming.
- Connected TV Market Website Performance: Among our CTV markets, we have seen a significant bump in website sessions after going live with the campaign. This includes San Francisco Houston, Dallas Ft. Worth, Miami, and Atlanta.
- **3-Season Campaign Strategy**
 - Jonathan Smithgall gave a [PowerPoint Presentation](#) on the following:
 - The 2018 RTM campaign reached 31.8M ad aware households and influenced 1.2M Utah trips.
 - The Connected TV campaign was the first Tourism advertising campaign to track physical arrivals post ad exposure.
 - Online, the campaign tracked over \$7.7M in hotel booking revenue, tracking more than 1.2M ad-exposed page views.
 - The campaign generated \$26 in tax revenue for each dollar invested.
 - SMARI recommends generating more overlap across advertising mediums.
 - Connected TV & Arrivalist
 - RTM 2018 Recap
 - The National Park Traveler:
 - The mean age of the national park visitor is 46
 - Core demo of adults 25-54, 43%/57% male/female skew
 - Mean household income of \$114,151 exceeds the national average of \$86,133
 - 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
 - MRI – Demographics (AGE)
 - MRI – Demographics (Gender & Mean Values)
 - MRI – Vacation Activities
 - 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 and data collection.
 - SMARI integration

- Continue online advertising in Canadian markets.
- Retarget past visitors and recommend new travel itineraries.
- Continue to innovate!
- Budget Breakdown Strategy Big Data – Addressable & CTV
- 2019 Flowchart
- Video Reach
- Media Plan Benefits

○ **Cafeteria Update**

Becky Johnson thanked the board for their feedback given during her presentation at the November meeting. Becky shared that she has been working on developing a database and is meeting with the travel trade advisory committee to work through a plan. Becky is working with VisaVue and partners to align timelines for cafeteria plan, hopefully before the co-op applications are released.

○ **Destination Development Update**

- Flint Timmins provided a PowerPoint Presentation on the following:
 - Destination Development are activities that increase and promote the quality of a destination.
 - The purpose of Destination Development is to empower Utah communities to become viable, welcoming, and high-quality destinations for visitors.
 - Other tourist destinations that have Destination Development: Oregon, Colorado, and Nova Scotia.
 - Destination Development Process: Assessment, Strategy & Implementation, Branding, and Experiential Product Development.
 - Product Infrastructure: Co-op funds, Community Impact Board, Outdoor Recreation Grant, and Recreational Trails Program.
 - Designed to move the community forward in a permanent, meaningful way.
 - Programs are designed to build upon one another.
 - Participants apply for each program sequentially.
 - Successful completion of four planning programs better prepares for pathways to infrastructure funding.
 - UOT's Role:
 - Attend major site visits, work meetings, and presentations.
 - Receive regular progress reports and copies of all deliverables.
 - Support local community efforts as appropriate to execute plans
 - Follow-up on community progress
 - Community Assessment
 - Strategy & Implementation Plan
 - Branding & Marketing
 - Experiential Product Development
 - Eligible Applicants: counties, municipalities, first nations, and non-profit DMOs.
 - Application Criteria:
 - Complete previous programs
 - Create tourism asset/amenity list

- Discuss intent to apply in a public meeting
- Submit plan for moderate income housing growth
- Notify local DMO of intent to apply
- In case of joint applications, sign a memorandum of understanding.
- Participant Requirements:
 - Form a steering committee of 5-10 stakeholder representatives
 - Designate an individual to serve as point of contact
 - Provide data, plans, and other relevant information
- Pilot – Carbon County
 - UOT contributing \$75,000 out of operations budget
 - Carbon county contributing \$25,000

UTIA UPDATE

Sara Toliver provided an update on the following:

- Recognized and thanked Vicki Varela and team for all of their efforts during the shutdown
- Tourism Day on the Hill is scheduled from 11:30 am – 1:30 pm on Friday, February 1, 2019.
- The bi-annual UTIA membership meeting will be held at 9:30 am in the State Auditorium on February 1, 2019.
- The TMPF has reached its sunset period so there will be no additional funding this year. There have been lots of audits on the Transient Room Tax (TRT) and there is a potential bill to change how TRT will be distributed.
- UTIA will issue a newsletter every other Tuesday morning on Tourism updates.
- The UTIA legislative tracker will be available starting the first day of the session, Monday, January 28, 2019.

NEW BUSINESS

Ryan Starks announced that Soldier Hollow is hosting the World Cup Biathlon in February 14th – 17th, 2019, which is the first international event that Heber has hosted. They are anticipating about 20,000 people over the course of the event.

Kevin Lewis announced the winter 4X4 jamboree which offers 20,000 open acres for ATV and off-roading.

Camille Johnson announced the Balloons and Tunes event scheduled for President's Day Weekend in Kanab, UT.

Monique Beeley announced that the winter issue of her magazine is out and it features the Spiral Jetty.

MEETING ADJOURNED