

**Utah Office of Tourism
Board Meeting
Friday, January 12, 2018 – 10:00 a.m.
Vivint Smart Home Arena – Club South
301 W South Temple
Salt Lake City UT 84101**

Present

Board Members

Shayne Wittwer
Mike Taylor
Elaine Gizler
Ryan Starks
Zachary Renstrom

John Holland
Greg Miller
Glen Overton
Brian Merrill

Staff

Vicki Varela
Jay Kinghorn
Rosie Serago
Sandra Salvas

David Williams
Andrew Dash Gillman
Rachel Stone

Guests

Sean Brownell
Kamron Dalton
Tom Love
Megan Griffin
Emily Christopher
Johnathan Smithgall
Raelene Davis
Breck Dockstader
Kaitlins Eskelson
Joel Racker
Jeremy Chase
Kylie Kullack
Matt Anderson
Christ Netwon
Tina Henrie
Kate Cannon

GOED
GOED
Love Communications
Love Communications
Love Communications
Love Communications
Ski Utah
Springdale & Zion Canyon
UTIA
Utah Valley CUB
Struck
Struck
Struck
Go-Utah.com
Carbon County Office of Tourism
Arches National Park

WELCOME

John Holland called the meeting to order and welcomed the board, staff, and visitors to Vivint Smart Home Arena in Salt Lake. John then asked the board and members of the audience to introduce themselves.

MINUTES

MOTION: Mike Taylor motioned to approve the December 8, 2017 board meeting minutes, which

took place in Salt Lake City. Ryan Starks seconded the motion. The motion carried unanimously. John Holland asked Greg Miller to provide an update on the newly renovated Vivint Smart Home Arena. Greg Miller announced that the remodel is complete. The arena was one of the oldest arenas in the NBA and plans to begin the remodel began 5 years ago. There was a potential for building an entirely new arena, but a restoration was more cost effective comparatively. Greg informed the group that the total cost of the remodel was \$125 M, which was double the price of the original construction. Greg is very happy with the outcome and the space is now more functional than it was before. The renovation also moved executive offices offsite to make space for clubs, vendors, and other revenue-generating spaces. The Zion's Bank Basketball Center was also upgraded and renamed to the Zion's Bank Basketball Campus which is located on 1420 S 500 W in Salt Lake City. Greg announced that many people, including NBA athletes, rate the new practice center as the nicest in the league. Greg offered to arrange a tour of the new facility immediately following the board meeting.

DIRECTOR'S REPORT

Vicki Varela reported on the following items:

- UOT met with the Tour of Utah on January 11, 2018 to review this year's deliverables. The Tour of Utah expressed their appreciation for the participation and deep investment of the Miller family to build Utah's brand in so many substantive ways. Vicki thanked Greg Miller for his great participation on the UOT Board and for the Miller Family's immersion in the community in policy issues that really matter. Vicki recognized Gale Miller's leadership on education and her courage in telling the importance of the need to shore up educational investments.
- Vicki recognized the leadership of Dave Williams and Jay Kinghorn, and the great work that the UOT staff is doing. She also recognized our partners in the GOED finance office. Vicki highlighted Sandra Silvas and announced that she will be leaving the UOT office as a full-time employee, and will be relocating to Montana. She said Sandra brought so much leadership to reinventing the visual brand and showed great organizational skills. Vicki is working with Sandra to keep her engaged in a consulting position with office.
- Acknowledged the challenges and milestones of the national brand. The UOT Office is monitoring closely.
- Legislative Session begins on January 22, 2018
- The Governor's Budget was released and listed a \$1.5 M increase to the TMPF
- Moab reservation fees

MARKETING COMMITTEE REPORT

Dave Williams recognized Jeremy Chase with Struck and the great work that he has done for the Utah Office of Tourism. Jeremy has accepted a position in his home state of Idaho, and this is his last board meeting.

Dave Williams reported on the following items:

- **Dashboard Results:** Dave 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:
 - The campaign has generated a total of 51,104,587 impressions so far.
 - Adara, Dstillery, and Trip Advisor lead the campaign in post impressions thus far.
 - There have been a total of 402,817 post-impressions so far for a PIR of .79%. This is up 24% compared to last year.
 - Post-impression traffic for Ski Utah has decreased by 24% when compared to last year.
 - Tracked over \$5.7 M in hotel bookings. This equals roughly 32k travelers to date.
 - The “HTML5” creative is leading the campaign so far in post impression rate performance.
 - There have been 83,004 post-impression activities on Visit Utah for a PIR of .16%.
 - Total impressions by site
 - Post impressions by partner
 - Video completion rate – performing ahead of the national average, which is 73.8%.
 - Year over year performance – The current campaign is pacing 24% 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 4PM remains the same.
 - Day of the week analysis – the PIR is roughly consistent throughout the week, with a decrease on Saturdays.
 - Creative performance graphs

- **Road to Mighty Campaign Update:** Jonathan Smithgall reported on the following items through a PowerPoint presentation:
 - The campaign will target people who spend more than \$5,000 on their average vacation.
 - The target audience is less inclined to visit a location they haven’t traveled before, but tend to stay longer and spend more time on their vacations.
 - Younger travelers are more apt to budget when planning a vacation and more indecisive when planning on a destination.
 - People who are a Gen X generation travel the fewest days per year, but when they do, they spend more on hotels, prefer relaxing trips, sightseeing vacations, and visiting family.
 - About 90% of Gen X said they look for deals and read travel reviews before making a decision, and 88% said informative content from destinations and travel brands can influence their decision.
 - Boomers travel on average 27 days per year and they know where they wan to go and how to get there.
 - Boomers are less likely to be tied to a budget than other generations but it is still a key factor in their travel plans. When not visiting family, they fill their itinerary exploring the outdoors, visiting museums, historical sites, arts and culture, and prefer recommendations from locals.
 - Update on the Digital Red Emerald Test
 - RTM 2017 Highlights – The 2-17 campaign ultimately influenced more active trips, longer stays, and more visitor spending.
 - Combined, both campaigns generated more than 87M impressions and tracked just under \$14M in hotel revenues.
 - The spring campaign tracked more than 59k hotel searches, which generated roughly 27k hotel bookings.

- There were 1,058,473 post-impression activities for a PIR of 1.46% in the spring campaign alone. This was an increase of 54% from 2016
- VisitUtah post-impression traffic increased significantly, up 33% from 2016 with 296k activities tracked.
- Sito's fall mobile campaign tracked 4,707 visitors into the state.
- Spring NATGEO – published to nationalgeographic.com from February 15 – May 31 2017, had 200,457 page views.
- Media Plan Recommendations
- Spring Planning
- Spring Budget Breakout:
 - Network - \$3,252,983
 - Spot TV - \$100,000
 - Outdoor - \$225,000
 - Digital - \$1,400,000
 - Connected TV - \$300,000
 - Red Emerald Test - \$240,000
 - Long Form Video Campaign - \$200,000
 - Social Media Advertising - \$368,300
 - PPC - \$225,000
 - National Parks & Public Lands Brochure - \$50,000

MOTION: Shayne Wittwer motioned to approve the proposed RTM Spring Campaign budget of \$6,361,283, flight dates from February 19, 2018 – May 31, 2018, and new Canadian Markets. Mike Taylor seconded the motion. The motion passed unanimously.

UTIA UPDATE

Kaitlin Eskelson reported on the following items:

- TMPF increase for rural component
- President Niederhauser sponsoring bill for toll roads in Little and Big Cottonwood Canyon. Looking to create a fast pass for people who frequently travel the canyons.
- Anticipating a bill from Senator Wayne Harper that will increase the TRT to help fund transportation in the state.
- Representative Val Potter will open a bill in regards to safety in amusement parks, which could impact ski resorts in the off-season.
- Blood-alcohol content amendments
- Tourism Day on the Hill – January 22, 2018
- UTIA Membership meeting
- New UTIA text alert system will provide real-time updates during the legislative session

NEW BUSINESS

- Commissioner Renstrom announced that Roxy Sherwin, Tourism Director for the St. George area, has stepped down from her role.

PUBLIC COMMENT

- Jeremy Chase thanked Dave Williams, the Tourism Board, UOT Staff, and the audience for their support for the past 9 years. Jeremy considers himself lucky to have been able to communicate and collaborate with everyone involved with tourism in Utah.

Meeting adjourned. The next meeting will be held Friday, February 9, 2018 in Salt Lake.