

**Utah Office of Tourism  
Board Meeting  
Friday, January 14, 2022  
Tracy Aviary – The Chase Mill**

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**Members Present:** Lance Syrett, Jennifer Wesselhoff, Jared Berrett, Sara Toliver, Nathan Rafferty, Shayne Wittwer, Glen Overton, Mike Taylor, Brent Chamberlain, Brian Merrill, Kym Buttschardt

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**Members Excused:** Elaine Gizler, Greg Miller

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**Staff:** Vicki Varela, Julia Barnhouse, Dave Williams, Celina Sinclair, Becky Keeney, Denise Jordan, Lorraine Daly, Arianna Reese, Rosie Serago, Erin Foster-Smith, Andrew Gillman, Flint Timmins, Rachel Bremer, Taylor Hartman, Zach Fyne, Sandra Salvas, Anna Loughridge

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**Visitors:** Jonathan Smithgall, Scott Sorenson, Tim Brown, Nate VanBuren, Elliott Clark, Jennifer Shakespeare, Lee Banov, Lesha Coltharp, Maria Twitchell, Megan Griffin, Tom Love, Kamron Dalton, Hannah Saunders

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## **WELCOME**

Lance Syrett welcomed everyone to the Chase Mill at the Tracy Aviary, and introduced Tim Brown, President & CEO of the Tracy Aviary. Tim provided a brief welcome and update.

## **MINUTES**

**MOTION: MIKE TAYLOR MOTIONED TO APPROVE THE MINUTES FROM THE DECEMBER 10, 2021 MEETING THAT WAS HELD IN SALT LAKE CITY. GLEN OVERTON SECONDED THE MOTION. THE MOTION CARRIED UNANIMOUSLY.**

## **OATH OF OFFICE**

Lorraine Daly, Notary Public, administered the Oath of Office to Commissioner Brent Chamberlain.

## **DIRECTOR'S REPORT**

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

- Acknowledged the work that Love Communications does by gathering data on visitor sentiment
- Governor Cox held a news conference advising people who show COVID-19 symptoms to self-isolate for 5 days.
- In final stages of gathering findings from a recent resident survey. Thanked Denise Jordan for her work on this.
- Legislative session – we have been approved for one additional FTE in the Governor's Budget. It will now have to pass the legislative session.

## MARKETING COMMITTEE REPORT

- Southern Utah+ Winter FY2022 Campaign Update
  - Jonathan Smithgall, Vice President of Digital Marketing and Media, Love Communications, Hannah Saunders, Digital Marketing Director, Love Communications, and Andrew Gillman, Tourism Creative and Content Director, Utah Office of Tourism, gave the following [presentation](#):
    - Banner Testing – See linked presentation to view the banners.
    - Campaign Performance
    - The Southern Utah Winter campaign generated over 236k post impressions, for a total PIR of .75%. This is an increase in post impression activities of more than 2x compared to last year’s December board report.
    - There were 736k hotel searches amounting to a total estimated revenue of \$9.6M, this is a 261% increase since last board meeting.
    - 15 % Increase in ADR from travelers exposed to our campaign compared to last year’s Southern Utah Winter campaign (through January of 2021).
    - 43% Increase in ADR from travelers exposed to our campaign compared to the baseline Adara observes for all those booking a trip to Utah (\$104.3 vs. \$149.26).
    - Content Marketing Performance
    - Campaign Traffic
      - 107k session son VisitUtah.com
      - 28% organic social
      - 24% native advertising
      - 16% organic & paid search
      - 14% paid social
      - \$1.43M revenue generated
    - Campaign Landing Page
      - 50K pageviews
      - #2 most-visited page on VisitUtah.com
    - Campaign Highlights
    - Organic Social
      - First-time on the snow, Francesca teamed up with us to showcase Southern Utah as an accessible destination for winter activities both on and off the slopes.
    - Influencer Marketing
      - Ski+ Southern Utah combined influencer trip starting next week
    - Native
      - Native articles have generated roughly \$3.1M in hotel revenue with “Find a Winter Refresh in Utah’s State Parks” driving the most efficient bookings.
    - YouTube
      - All videos are performing above benchmarks

- Fishlake National Forest video is up to 311,000 impressions.
- Newsletter
  - Sunday long-form emails featuring winter in Southern Utah content generated more than 92,000 opens.
- Ski+ FY2022 Campaign Update
  - 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](#):
    - Banner Messaging – See linked presentation to view the banners.
    - Campaign Performance
      - The Ski+ campaign generated over 255k post impressions, for a total PIR of .57%.
      - There were over 1M hotel searches amounting to a total estimated revenue of \$15.2M. This has increased 300% since our December board meeting.
      - 15% Increase in ADR from travelers exposed to our campaign compared to the 2020/2021 campaign.
      - 9% Increase in ADR from travelers exposed to our campaign compared to the 2019/2020 campaign.
      - Ecosystem data
      - 62% Increase in ADR from travelers exposed to our campaign compared to the baseline Adara observes for all those booking a trip to Utah (\$104.3 vs. \$168.79).
      - 13% Increase in ADR for our long-distance markets on-average compared to those markets closer to Utah (i.e., Vegas, Phoenix, et cetera).
    - Video Spots – See linked presentation to view the copy of the videos that were displayed during the meeting.
      - Campaign Traffic
        - 273k Ski+ sessions on VisitUtah.com
        - 35% paid search
        - 27% organic search
        - 10% native advertising
          - 8% paid social
        - \$3.37M generated revenue
      - Site Traffic Origin
        - 56% fly market
        - 30% drive market
        - 10% Utah
        - 3% international
      - VisitUtah.com/Winter
        - 24k pageviews
        - 2:28 average time on page
      - Performance Highlights

- Four influencers will be visiting Utah in the next four weeks.
- Organic Social
  - Great engagement with our snowflake macrophotography content.
  - +194k reached
  - +10k engagements
- Google Search
  - VisitUtah.com's ski content saw a 30% increase in average keyword ranking since the end of November.
- Paid Search
  - Bookings that follow a VisitUtah.com paid search ad engagement are at \$187.16, up 46% over last season.
- Public Relations
  - To date, 100% of all SKI+ coverage has been in a KPI outlet, in key regional and national publications and media outlets.
- YouTube
  - An Ode to Winter with the Utah Symphony is up to 199K impressions with 3:26 minutes average percentage viewed (above benchmark).
- Native
  - Nativio: “Bringing Black Heroes to the Mountain” article is driving the most clicks.
  - Storygize: “Insider’s Guide to Ogden” article is driving the most clicks, plus 15K pageviews.
- Newsletter
  - Sunday long-form emails featuring Ski+ campaign-related content generated more than 193,000 opens.

## INTERNATIONAL UPDATE

Rachel Bremer, Global Markets Director, Utah Office of Tourism, gave the following [presentation](#):

- International travel has resumed
  - November 8, 2021- fully vaccinated visitors traveling for nonessential reasons to cross the US via air and land borders can travel to the U.S.
  - Late November: Omicron detected in South Africa, UK & EU countries closed their borders to several South African countries. (The US soon followed suit)
  - December 2nd: US Announced all travelers get a negative COVID test one day before departure to the US. (Air Travel)
- PR
  - Secret of Sundance press trip coverage
    - Barbara (Jan/Feb '22)
    - 100,546 circulation
    - 9 pages
    - \$339,380 EMV/100 Barcelona Score
  - Talk Ski with Olympian
    - 13 interviews completed across national and regional stations, including BBC coverage
    - Izzy, Zoe, and Brendan were wonderful spokespeople, who talked highly of Utah in every interview they did. Their flexibility around their training schedules also

allowed us to lock in ad-hoc interviews on the days following the campaign, which really helped widen the scope and reach of the activation. All three athletes will continue to tag Utah in their social media feeds.

- Le Fiagro Voyage 2021 Fall/Winter
  - 370,139 print circulation
  - \$43,500 EMV/90 Barcelona Score
- WITrip – September/Fall
  - 100,000 monthly
  - \$35,460 EMV/85 Barcelona Score
- China National Travel
  - 100,000 Monthly
  - \$45,000 EMV
- Sundance Film Festival Virtual Media Event
- Consumer Marketing – Love Communications/Brand USA
  - International marketing kicked off December 1st, targeting UK, France, and Germany markets with Southern Utah messaging.
  - So far, we have generated over 5.9 million impressions, nearly 6K clicks and 1.3K post impressions.
  - 192 hotel bookings, equating to \$66K in ad exposed hotel revenue with an ADR of \$173.
  - EDreams 2022 Update
    - We are leveraging eDreams brands to promote Utah to UK and France with custom microsites.
    - France
      - Has a high CTR of .20%, where all promotional units are sending clickers to the microsite on endemic platform.
      - Current time spent on microsite is 1:26, with almost 3,000-page views.
    - Germany
      - A slightly lower CTR of .16% but consumers are spending slightly more time on microsite, with current time spent of 1:42.
      - Our paid social post has driven a CTR of .77% and continues to gain momentum.
  - TripAdvisor 2022 Update
    - TripAdvisor is focusing on UK and Germany, with an eventual Australia launch in early Spring.
      - Germany is showing a slightly higher CTR than UK, of .10% vs .06%.
      - However, similar to eDreams, the German market is spending the most time on the content pages.
      - UK: 1:60 minutes
      - DE: 2:13 minutes
      - Canada – Rogers Media Brand USA
        - Rogers Media reaches 95 percent of all Canadians across its platforms, including a display network of nearly 200 websites.
        - September 13-October 22
        - Montreal, Toronto or Vancouver
      - Mexico – Delta Voucher Campaign
- Looking Ahead
  - U.S. Commercial Service Joint Market Insights Webinar

- German market insights held January 6, 2022
- France market insights February 7, 2022
- China market insights March 1, 2022
- Dates TBA- India, UK, Australia, and Canada

## **UTIA UPDATE**

Sara Toliver provided the following update:

- Legislative session starts on January 18, 2022. Tourism Day on the Hill is scheduled for January 28, 2022. Registration is live at [utahtourism.org](http://utahtourism.org).
- TRT Bill File – Representative Last has drafted this as a priority bill. Des Barker and Natalie Randall have been working close with Representative Last as well as Washington County Commissioners, Utah Association of Counties and legislative leadership to craft the legislation which will allow for more flexible use of the funds for the visitor economy and destination development.
- Encouraged UTIA membership and thanked industry partners that continue to support UTIA.

## **PUBLIC COMMENT**

- Jared Berrett – Bluff is hosting a hot air balloon festival over the weekend.
- Jennifer Wesselhoff – Sundance has cancelled in-person attendance. Currently working through the negative economic impact of the schedule change. Thanked UOT and SkiUtah for their support. Summit County introduced a 45-day mask mandate and is trying to support local businesses to make sure they have the PPE needed to remain open.
- Sara Toliver – Slow start to the snow season, but things are picking up with the recent snowstorms. Thanked Rosie Serago and the UOT content team for outreach and execution.
- Commissioner Chamberlain – the national parks are big drivers for visitation in Southern Utah.

## **MEETING ADJOURNED**