

**Utah Office of Tourism  
Board Meeting  
Friday, June 14, 2019  
Kanab Search and Rescue Building Conference Room  
30 West Airport Drive  
Kanab, UT**

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<b>Members Present:</b>	Lance Syrett, Nathan Rafferty, Dean Cox, John Holland, Sara Toliver, Elaine Gizler, Shayne Wittwer, Greg Miller, Brian Merrill, Mike Taylor, Ryan Starks
<b>Members Excused:</b>	Kym Buttschardt, Glen Overton
<b>Staff:</b>	Vicki Varela, Dave Williams, Becky Keeney, Rachel Bremer, Andrew Gillman, Julia Barnhouse
<b>Visitors:</b>	Arika Bauer, randy Rhodes, Robert Stephenson, Paul Jewkes, Cody Draper, Lisa Taylor, Emily Christopher, Hannah Saunders, Megan Griffin, Camille Johnson, Falyn Owens, Maria Twitchell, Jonathan Smithgall, Whit Bunting, Danielle Ramsay, Megan Fox, Lupie Sandoval, Sara Otto, Brooks Bradbury, Kathie Chadbourne, Travis Mitchell, Kelly Stowell, Josie Sprecher, Jayme Church, Janette Peatross, Jessica Russo, Kevin Lewis, Cory Unsworth, Kylie Kullack, Scott Sorenson, Brout Chamberlain, Jacklynn Dove, Ashely Dove, Monique Beeley

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## WELCOME

Lance Syrett called the meeting to order and welcomed the Board, staff, and visitors to Kanab, UT. He then asked the local tourism director, Camille Johnson, to provide an update on Kane County tourism.

Kane County Commissioner Chamberlain introduced himself and welcomed the board and guests to Kane County.

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

## MINUTES

**MOTION: Mike Taylor motioned to approve the May 9, 2019 meeting minutes, which was held at the Davis Conference Center in Layton. John Holland seconded the motion. The motion carried unanimously.**

## DIRECTOR'S REPORT

Vicki Varela reported on the following items:

- Vicki thanked the Kane County Tourism Office, Houston's Trail's End Restaurant, and Jayme Church for their hospitality and for providing a Dark Skies tour.
- There has been an organizational change within UOT with the departure of Jay Kinghorn. Vicki and Dave chose to increase the involvement of three team members: Rachel

Bremer, Becky Keeney, and Andrew Gillman. UOT is re-evaluating current processes through rigorous strategic planning over the summer. The new plan will also be submitted with the mothership office, The Governor's Office of Economic Development, as a response to SB172. Some of the major challenges that will be evaluated in the plan are constraints in local communities and National Parks.

- Vicki announced that US Travel is a sponsor of the Western Governor's Association Meeting which is planned for July 2019 in Utah. Vicki is continuing to engage US Travel to lead policy that will help tourism in western states.
- Vicki recognized the amazing work that outgoing board member, John Holland, has done for the State of Utah and announced that Dirk Clayson has been nominated to replace John.
- Vicki thanked Camille Johnson for her leadership in the Tourism Industry and for leading on the Red Emerald Initiative in her planning processes.

## **NEW BRAND – GREATER ZION**

Kevin Lewis, Washington County Tourism Director, announced that they have launched a new brand: Greater Zion Convention and Tourism Office. When thinking of creating a new brand, the main vision was to come up with something that would unify all entities and communities in the area while still connecting with the visitors. Most people don't look at counties to travel to, they look at a specific destination and travelers were not looking at Washington County as a tourism destination when planning their vacations. Kevin Lewis hired a firm to conduct a brand and strategic audit that drilled down into their current strategy and the perceptions of their visitors and stakeholders. The audit interviewed 75 stakeholders and people who visited the area in the past three years and recognized Springdale/Zion National Park area. From this study they determined that visitors recognized Zion National Park/Springdale as a tourist destination more than the St. George/Washington County area. Greater Zion was chosen because it allows the county to benefit from Zion recognition without being tied down to the National park specifically, and it represents the entire tourism operator community much broader than Washington County. The logo attaches the office to the State and geographical location. Kevin then shared a new video that can be accessed at <https://greaterzion.com>.

## **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.](#)
  - **3-Season Campaign Update**
    - Jonathan Smithgall provided a [PowerPoint Presentation](#) on the following:
      - Digital Summary
        - Among non-CTV partners there have been 1,175,457 post impressions. This is slightly behind the efficiency of the 2018 campaign but higher in quantity by 165.

- There have been over 329k post impression activities on Visit Utah's website, this is up 13% compared to last year's campaign, so while efficiencies are slightly down volume is up.
    - We have tracked 24k hotel bookings for a total revenue of \$6.1M, this is a 64% increase from last month's board meeting.
    - According to an ongoing survey by Nielsen, Ad Exposed audiences are showing a lift of 56% in intent to vacation in Utah.
  - Year over year performance
    - The 2019 campaign has taken off in comparison to 2018, particularly when you look toward May and onwards as our campaign began to optimize and truly take hold.
  - Bookings by Destination
  - Bookings Efficiency – Creative Audience: The repeat visitors and achiever's audiences continue to be the most efficient at driving bookings.
  - Creative Examples
  - Nativo Lift Study
  - Nielsen Results Update
  - Connected TV Nielsen Results
- **Winter Strategy Update**
  - Jonathan Smithgall provided a [PowerPoint Presentation](#) on the following:
    - The 2018/19 MT campaign reached 57% of snow traveling households, up from the previous year's 50%.
    - Repeat visitation increased as measured by the RRC study
    - Advertising had the strongest impact in Las Vegas and new CTV markets of Miami and Dallas
    - Online, the campaign tracked over \$9.8M in hotel booking revenue. This is up from last year's \$8M.
    - March resulted in the largest amount of ad exposed arrivals into the state.
    - The campaign generated more than 1.2M page views for Visit Utah and its partners, a campaign first.
    - Mountain Time 2019/20 Campaign
      - Leverage strong 2018/19 snow season
      - Implement HTML5 creative across all channels
      - Identify core high value visitors for expanded creative messaging
      - Further embrace our key differentiators, The Greatest Snow on Earth & Access
    - Mountain Time 2020/21 Campaign
      - Research results support the extension of the Mountain Time campaign into a 4<sup>th</sup> year
      - Expand Mountain Time visual library & assets
    - Campaign performance over time/dates of interest
    - The Winter Traveler
    - Media Plan Recommendations
      - Launch early campaign with HTML5 and native creative to activate an earlier booking pattern and capitalize on last year's amazing snow totals
      - Continue CTV in Houston, Dallas, Atlanta, Miami and add an additional CTV market of Chicago

- Upload audience data of past visitors to competitive ski resorts and serve them ads on CTV and social
- Support long form video through new partnerships and YouTube
- Grow our out-of-home strategy by overlapping with two CTV markets
- Launch campaign to run during pre-optimized time of day metrics identified in last year's campaign
- Target Epic & Ikon pass holders
- Continue to innovate
- Utah Ski Resorts: Top Arrival Markets
- Utah Ski Resorts: Top Arrival Markets Vs Length of Stay
- Budget Breakdown
- Mountain Time 2020 flight dates – winter 2020 media
- **Urban Campaign Update**
  - Andrew Gillman gave a [PowerPoint Presentation](#) updating the board on our urban strategy:
    - Urban Marketing Campaign's mission: Build Utah's urban identity within our broader story by amplifying cultural and big-city experiences that encourage Wasatch Front stays as part of statewide itineraries.
    - The campaign will engage audiences through: native, social, and PR.
    - Utah U: An Education in Utah's Culinary Scene, is the main PR push that will expose Utah's culinary scene to other foodie destinations like New York and Los Angeles. Journalists were invited to a meal prepared by a local restaurant/chef in Utah and educated them on our unique farm-to-table experience that you can get in Salt Lake City.

## UTIA UPDATE

Sara Toliver provided an update on the following:

- TRT allocation continues to be at the forefront. UTIA is working with various legislators and communities to draft language that is favorable.
- DABC banquet licensing issues. UTIA has been invited to assist in the drafting of updated language to legislation.
- Registration is live for the 2019 Tourism Conference scheduled for September 17<sup>th</sup> – 19<sup>th</sup> in Logan.

## NEW BUSINESS

Lance Syrett and the rest of the board thanked and recognized John Holland for his amazing contributions during his tenure on the board and co-op marketing committee.

## MEETING ADJOURNED