

**Utah Office of Tourism
Board Meeting
Friday, June , 2021
Online ZOOM Meeting**

Members Present: Lance Syrett, Kym Buttschardt, Glen Overton, Shayne Wittwer, Mike Taylor, Sara Toliver, Nathan Rafferty, Elaine Gizler, Greg Miller

Members Excused: Brian Merrill

Staff: Vicki Varela, Julia Barnhouse, Becky Keeney, Dave Williams, Andrew Gillman, Bianca Lyon, Rachel Bremer,

Visitors: Jonathan Smithgall, Kylie Kullack, Sydnie Furton, Steve Allred, Bill Cox, Mike Moldenhower, Jonathan Lee, Mike Leonhardt, Burdette Weston, Debbie Batt, Mark Smoot, Nathalie Stevens, Robert Stephenson, Randy Rhodes, Claudia Conder, Claudia Cottle

WELCOME

Lance Syrett called the meeting to order. Mark Smoot, owner of Epic Companies, welcomed the board and guests, and provided an update about business operations during the pandemic, and goals for the future. Mayor Mike Leonhardt of Garden City also welcomed the Tourism Board and guests.

MINUTES

MOTION: MIKE TAYLOR MOTIONED TO APPROVE THE MINUTES FROM THE MAY 14, 2021 MEETING THAT WAS HELD ONLINE VIA ZOOM. GLEN OVERTON SECONDED THE MOTION. THE MOTION CARRIED UNANIMOUSLY.

DIRECTOR'S REPORT

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

- Legislature is conducting a deep-dive review on all departments. Go Utah is scheduled to provide an update at 8:30 am on Tuesday morning. UOT will present on how we are managing our visitor interface in-person and online, and the challenges surrounding workforce and housing shortages as well as international visa programs.
- German direct flight is launching in May 2022. Big thanks to Rachel Bremer for her leadership.
- UOT is releasing a resident survey next week to make sure we are aware of the goals and challenges that local residents are facing in highly visited destinations.
- Governor Cox has tasked Vicki with a potential perception campaign. Vicki will create the campaign strategy and the Go Utah marketing team will execute.

Fiscal Year 2021 – 2022 TMPF Budget Review

Dave Williams, Associate Managing Director and Becky Keeney, Tourism Operations & Marketing Director, provided a detailed breakdown of the FY2021/2022 TMPF budget. The detailed breakdown can be found on page nine of the minutes.

MOTION: SHAYNE WITTEW MOTIONED TO APPROVE THE FISCAL YEAR 2021 – 2022 BUDGET AS OUTLINED. NATHAN RAFFERTY SECONDED THE MOTION. THE MOTION CARRIED UNANIMOUSLY.

FOREVER MIGHTY PARTNER TOOLKIT

Bianca Lyon, Director of Community and Partner Relations, provided the following update (presentation):

- What is Forever Mighty?
 - Utah is an awe-inspiring place. Residents have always known this and now travelers have discovered it too. The secret is out and now Utah is a bucket-list destination for millions of visitors each year.
 - As Utah grows as a destination and visitation to the state rises, it is our responsibility to manage and protect Utah’s treasured places, communities and cultures. This starts by educating visitors and residents in the proper ways to engage in responsible travel, by respecting local areas and minimizing impact on our cultural and natural resources.
 - By increasing the awareness of the proper treatment of Utah’s assets, we can create a lasting tourism economy that will protect our natural amenities and sustain the Utah experience for generations to come.
 - We at the Utah Office of Tourism call this effort “Forever Mighty” and are building out content at visitutah.com/forever for education and inspiration surrounding this travel ethic.
- Forever Mighty Marketing Co-Op Pilot Program
 - The Utah Office of Tourism Forever Mighty® Marketing Co-Op Program is an additional co-op opportunity (above and beyond its traditional program) for Utah destinations and organizations to support responsible travel campaigns and initiatives. The purpose of this program is to leverage state and partner funding to elevate Forever Mighty messages to travelers and encourage thoughtful behaviors that preserve our natural wonders and enrich our communities.
 - In the pilot phase, UOT is offering a two-to-one partner match to incent interest in this new initiative.
 - Applications are due June 30, 2021.
- Forever Mighty Travel Ethics
 - Practicing responsible and prepared travel and Leave No Trace principles.
 - Fostering pride in place, as locals and visitors.
 - Supporting local businesses and immersing yourself in communities while traveling.
 - Welcoming travelers from all backgrounds, races and abilities, and ensuring they feel comfortable, safe and inspired during their visit.
 - Visiting off-the-beaten-path destinations.
- Forever Mighty Industry Toolkit
 - To provide a resource in assisting eligible partners in their Forever Mighty Co-Op, and to provide better guidance to partners on our initiative, UOT is creating a Forever Mighty

Industry Toolkit that will be issued the week of June 14. The toolkit will provide resources such as:

- Forever Mighty one-sheet
- Forever Mighty style guide
- Branding/logos
- :30/15 second videos
- Long form content
- Social media strategy/examples
- Partnership examples

MARKETING COMMITTEE REPORT

Jonathan Smithgall, Vice President Digital Marketing and Media, Love Communications, Andrew Gillman, Tourism Creative and Content Director, UOT and Kylie Kullack, Head of Client Engagement, Struck provided the following update on the Ski+ FY22 integrated marketing plan (presentation):

- Looking back
 - The Ski+ campaign generated over 763k post impressions, for a total PIR of .60%.
 - There were 628k hotel searches amounting to a total observed hotel revenue of \$9.1M. This is a 33% increase from our last board meeting and a 17% increase compared to last year.
 - Our CTV campaign generated more than 295k pageviews and an arrival lift of 120%.
- National Digital OOH
 - 11/23/20 – 2/14/21
 - National targeting to A25-54 who Ski/Snowboard, layered with digital custom audiences
 - Targeted Venues
 - Outdoor - Billboards, Bus Shelters, Urban Panels
 - Retail - Convenience Stores, Gas Stations, Grocery, Wellness
 - Transit - Taxi/Rideshare Top, Taxi/Rideshare TV
- Ski Content Performance
 - Combined our native advertising generated more than 127k page views and accounted for roughly \$5.7M in total observed hotel revenue.
 - Targeting Epic and Ikon Pass visitors resulted in a stronger time on page than simply behaviorally targeting skiers.
- Ski+ Marketing Goals
 - Goal priorities- all goals are important to the overall success of the campaign and whenever possible each element should work towards achieving all 3 goals. When it's not possible priority is as follows.
 - Responsibly drive travel to Utah's ski resorts and communities.
 - Grow Utah's winter brand awareness and consideration to ensure Utah remains a top-of-mind ski destination.
 - Increase the average length of stay and spend per trip
- Ski+ Messaging Pillars
 - Utahns LOVE winter. That's why we live here - and why we want you to experience it, too. While others may hate winter for it's cold and snow, we embrace it, getting outside and enjoying the unique opportunities presented by the season - or getting cozy inside instead.
 - We're the best place for skiers and boarders thanks to our quantity of snow, quality of snow (The Greatest Snow on Earth®), world-class terrain and unparalleled accessibility.

- Not only is there an enormous variety of ski options in Utah - there are countless winter activities to participate in, from snowshoeing and dog sledding to bonfires, bars, and scenic drives to desert adventures in the south.
- We're known for our authenticity, approachability, and friendliness, welcoming anyone who wants to celebrate winter with us.
- We encourage respect for place, the locals and the community that cares for our home mountains.
- Current Audiences: Primary & Secondary
 - A25-64 Ski Travelers
 - General Audience: Skiers and Boarders (interested in winter adventuring, exploring like a local, and adding social, non-skiing activities to their trips.)
 - Sub Audiences
 - Families: Parents who have slightly different needs and interests because of their children. (Luxury and economy included, share achiever and explorer qualities. This was our strongest ADR driving audience)
 - Epic and Ikon Pass Holders (Intermediate skiers, interested in local experiences)
 - Repeat Visitors: Those who have skied in Utah before, liked their experience, and would consider returning. (Our top performing audience in last year's campaign)
 - All Media that We are Currently Evaluating
 - Local Broadcast
 - National Cable
 - Out-of-Home (Static, Digital, Video)
 - Radio
 - Streaming Radio (Pandora/Spotify)
 - Podcasts & custom audio content
 - Digital Display Banners (Endemic, Programmatic)
 - Pre-Roll (15)
 - YouTube (7, 15, LongForm)
 - CTV (15, 30, LongForm)
 - Endemic Custom Activation
 - Native Programmatic
 - Custom Email (List Buying or Endemic)
 - Print (local and national)
 - Endemic Print
 - In-Market Activations (Experiential)
 - Airport Advertising
 - In-Flight Videos / Print
 - In Venue/Event Sponsorships and Activations
 - Social Activations via Endemic
 - PPC
 - Ski Film Promotion (Warren Miller, TGR)
 - Advertising Considerations
 - The value of AB testing throughout the campaign. Take learnings and adapt monthly if possible.
 - The Value of Sequential Targeting. This is something that we should do more of, from Connected TV inspirational exposure, to Connected TV secondary exposure, to Connected TV confirmed traveler. Activations in the past have included OOH sequential targeting with Display and Pre-Roll. Doing this can help drive consumers down through the funnel and can also help to influence secondary goals such as convincing a traveler to stay longer. Another belief is

that a more aware traveler, is going to have a better experience and will be more likely to return in the future.

- 2021/2022 Ski+ Landscape and Media Mix
 - Advertising awareness grew to 61% and reached 6.8M target households.
 - Media Plan Recommendations:
 - With a reduction in media spend, we will run a targeted campaign that capitalizes on all the learnings from past ski campaigns in order to minimize the impact in awareness amongst our target audiences all while protecting our brand equity as our competition returns to market.
 - Capitalize on the momentum generated from new industry first partnerships that were established in the 2021 Southern Utah + campaign.
 - Expand our efforts with custom audiences as they were the most efficient tactic in 2020/2021.
 - Forever Mighty
 - Continue to innovate
 - Launching a new campaign, and given that we are expecting increased competition, we have a strong focus on those actively planning their next winter vacation.

MOTION: NATHAN RAFFERTY MOTIONED TO APPROVE THE SKI+ FY22 INTEGRATED MARKETING PLAN AND 42,873,000 MEDIA BUY. ELAINE GIZLER SECONDED THE MOTION. THE MOTION CARRIED UNANIMOUSLY.

- Content Team
 - VisitUtah.Com
 - 20/21 Key Takeaways: Paid drives campaign landing pages, planning content emerged as important strategy.
 - 21/22 Planning:
 - Campaign and audience alignment review.
 - Winter responsible travel.
 - Website KPI-informed decision making.
 - Red Emerald ski season PPC landing page and custom audience integration.
Ongoing SEO hub and spoke updates to ski content to strengthen the topic as a whole.
 - Distribution of new long-form videos and editorial including winter activities, accessibility, EDI.
 - FY22 production to amplify FM, partners.
 - Social Media
 - 20/21 Key Takeaways: Our messages resonated — CPM surprisingly low in one of the most-heavily targeted media markets. Niche content drove website traffic.
 - 21/22 Planning:
 - Paid Social strategy executed daily from campaign brief's goals and key messages.
 - Always on evergreen paid support strategy weekly on Facebook and Instagram.
 - Influencers
 - Prioritize the FM influencer, local economy.
 - Deeply intentional and diverse.
 - Redefined metrics, pilot platforms and content.
 - Ambassadors + activation opportunities
 - Public Relations

- 20/21 Key Takeaways: Stories focused on the journey to the destination. Emphasis on safety and health.
- 21/22 Planning:
 - Refreshed pitching strategy derived from campaign brief's goals and key messages within a renewed winter landscape.
 - Expanded individual media visit strategy (and select group FAMs) capturing new campaign energy and responsibly driving travel to Utah's ski resorts and communities.
 - Participation in media showcases.
- Audience Building + Activations
 - 20/21 Key Takeaway: Custom audiences the most efficient on media buy and a strong social performer.
 - 21/22 Planning:
 - Audience Building — Custom audiences, EDI, endemic, email marketing and lead generation, new media.
 - Activations — Memorable ways to connect and differentiate and convey key messages.
 - Focusing ideation (Struck, JPR, Sparkloft, Love)
 - In-market, in-season
 - Example: Snowsports Industries America consumer festival (Denver, Boston).

Sandra Salvas, Visual Assets Manager, Utah Office of Tourism, Provided the following update (presentation):

- Our Why:
 - The C&C team finds the best way to tell stories to support overarching campaign messaging and inspire people already interested in Utah as a destination to further connect and care about the communities and experiences that await.
- Types of Content:
 - Videos
 - Long Form Content
 - Mantra/Anthem
 - PSA
 - Written
 - Article
 - Information
 - Destination
 - Photography
 - Support for all of the above
 - Photo Essay
- 2020 Productions
 - WISU
 - KNHO Films
 - Anne Kaferle: Inspired by a Winter Desert Landscape Utah Geology + Women Artist of Helper
 - 2 Articles
 - Total Video Series Views: 3,308,259
 - Average View Rate: 40%
 - Top-Performing Videos:
 - Southern Utah Geology: Strongest View Rate 45.1%
 - Anne Kaferle: View Rate of 23.7%

- Let's Talk Utah: Season 1
 - Blank Space Productions
 - 11 Episodes
 - Total Reach: 273k
 - Total Engagements: 17k (likes, comments, saves, share)
 - Top-performing episodes organically:
 - “The Milky Way Up Close” – Highest in reach (32k), shares (380) & comments (62)
 - “Metro to Mountain” – Second highest in reach (31k)
 - “Representation in the Outdoors” – Second highest in comments (50)
 - Paid performance of teasers:
 - Females were 24% more engaged than males
 - LA, New York, San Francisco & Denver were top-engaged markets
 - “Communication of the Ancients” – Highest reach and lowest CPR
- Urban
 - Local Studio
 - A Table For All: Feeding Utah’s Culture 3 Part Series
 - 1 Anthem
 - Total Video Series Views: 2,074,770 Average View Rate: 46%
 - Top-Performing Videos:
 - Laziz Full Video: Strongest View Rate 45.5% and strongest post impression rate.
 - Anthem: Second strongest View Rate and second strongest post impression rate
- 2021 Productions
 - Forever Mighty
 - EDA Marketing Goals
 - Put a thoughtful travel message in front of travelers as seasonal national park traffic picks up across Utah in 2021 and 2022.
 - Push more traffic to visitutah.com/forever to increase visitor education.
 - Content Project
 - Local Studio
 - Deliverables created for CTV, YouTube Pre-Roll, Social 3 :30 spots
 - 3 :15 spots
 - 5 :15 ASMR (Social Only)
 - 2 :60 Character Profiles (Social Only)
 - Campaign launched in time for summer travel
 - Enabled by re-purposed content and partnership with Zion National Park Forever Project + Local Studio
 - Co-branded creative
 - Zion National Park Forever Project
 - Do it Like a Moab Local
 - Video and Written assets to be widely and creatively distributed through targeted audiences.
- Winter
 - Utah Symphony
 - KHNO Films
 - 3-5 min Long Form
 - 1-2 min Musicians talk about “Why Salt Lake”
 - :15 cut downs of each

- :30 cut downs of each
- Locations:
 - Solitude Mountain
 - Powder Mountain
 - Park City Powder Cats
 - Abravanel Hall

UTIA UPDATE

Sara Toliver provided the following update:

- The Tourism Conference is scheduled for August 10-13 2021 in Ogden, UT. The first day of the conference will be kicked off with a Forever Mighty service project. Day two will consist of board meetings, destination discovery activities and the opening evening ceremony. Day three will be conference sessions and day four will conclude with early morning hiking or yoga. Donations for the silent auction are still being accepted.
- Acknowledged and thanked Des Barker for his support and work defending TRT, the TMPF, alcohol laws, etc.
- TRT is an ongoing issue for the industry. UTIS is pushing to making changes to address needs from local communities.
- Thanked Natalie Randall, executive director of UTIA, for her leadership in her new role.

PUBLIC COMMENT

Commissioner Bill Cox – Would like to see TRT used to address how to take care of visitors and keep them safe, especially in peak months, specifically funding search and rescue/emergency personnel.

MEETING ADJOURNED