

**Utah Office of Tourism
Board Meeting
Friday, June 8, 2018
Powder Mountain Skylodge
6965 E Powder Mountain Road
Eden, UT 84310**

Members Present:	Lance Syrett, Ryan Starks, Brian Merrill, Mike Taylor, Sara Toliver, Shayne Wittwer, Elaine Gizler, John Holland, Zachary Renstrom, Kym Buttschardt
Members Excused:	Nathan Rafferty, Greg Miller, Glen Overton
Staff:	Vicki Varela, David Williams, Jay Kinghorn, Julia Barnhouse, Brian Zielinski, Becky Johnson, Rosie Serago, Lorraine Daly
Visitors:	Haley Rodgers, Shane Osguthrops, Sydnie Furton, Megan Griffin, Colin Greenberg, Kylie Kullack, Matt Anderson, Joan Hammer, Hannah Saunders, Jonathan Smithgall, Pat Holmes, Monique Beeley, Alison Garner, Randy Cook, Kaitlin Eskelson, Mark Schroetel

WELCOME

Lance Syrett called the meeting to order and welcomed the Board, staff, and visitors to the Skylodge at Powder Mountain. Mark Schroetel, General Manager of Powder Mountain, thanked the board and guests for visiting the area. Mark shared development plans of a next generation alpine town that is being built. There are over 20 homes that have been built with the goal to reach 150 homes. Mark is primarily working with promoting the ski industry for Powder Mountain, and announced that two new lifts were built on the resort. Powder Mountain has the largest ski area in North America. Mark stated that one of the goals for the future is to maintain the ski experience through the expansion of the area. In addition to the great ski environment, Powder Mountain has over 25 miles of mountain biking and hiking trails.

Sara Toliver thanked everyone for coming to Powder Mountain and provided an update on the Summit Group. They have been great partners and supporters of the community. Connecting downtown with the mountain until lodging is built for visitors.

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

MINUTES

MOTION: Shayne Wittwer motioned to approve the May 11, 2018 meeting minutes, which took place in Moab. Sara Toliver seconded the motion. The motion carried unanimously.

DIRECTOR’S REPORT

Vicki Varela reported on the following items:

- New Explorers Guide will be released on Sunday, June 17, 2018 in the Deseret News and the Salt Lake Tribune at no cost to the public. UOT partnered through Media One to create the guide. Vicki thanked Andrew Gillman, Rosie Serago, Brian Zielinski, and Jay Kinghorn for their great

work. This will promote the Red Emerald Initiative by inspiring opportunities for discovery in our state.

- Airbnb launched their experiences platform in partnership with UOT. A press conference was held on May 30, 2018 to announce the launch. There are 50 Utah guides and outfitters, adventurers, and artists offering Utah experiences that help people understand Utah’s unique offerings. This also creates jobs in rural communities. Vicki recognized and thanked Emily Moench and Jay Kinghorn for establishing Utah as the first state on the Airbnb platform and for finding local participants.
- The St. George welcome center will no longer be built. UOT will be using the funding that was allocated for the construction to develop an online or mobile information center for visitors to use. This approach is more consistent with how people currently gather their information when planning a vacation. Vicki will report back to the board with a status update
- UOT has been approved to hire new team members: a destination development coordinator and two additional staff.
- Vicki recognized Kaitlin Eskelson’s strong partnership, creativity, and collaboration with UOT. Kaitlin is planning another great Tourism Conference.
- Vicki shared her gratitude for UOT staff, and recognized our newest team member and senior graphic designer, Brian Zielinski. Vicki also expressed her appreciation for the Tourism Board and the great work that they do for the office and the state.

MARKETING COMMITTEE REPORT

Dave Williams reported on the following items:

- **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.](#)
- **Winter Ad Effectiveness and Research Update:** Dave Williams provided a PowerPoint Presentation on the following:
 - Conditions that affected the ski season
 - Above average temperatures which resulted in less snowfall
 - Revenue was second highest in the past five years, \$1,322M. Even though skiing conditions have declined, visitors are still traveling to the resorts and spending more money.
 - New York, L.A., and San Francisco were the top markets followed by Washington D.C. and Chicago. International visitors increased.
 - Visitors intended to ski/ride an average of 17.4 days for the 2017/18 season, which is the lowest amount in five years of research. Historically, visitors would stay 18.4 – 23 days. Most visitors stayed in Summit County locations and a few in Salt Lake County.
 - Overall results for Utah’s ski industry- RRC Associates
 - Non-ski activities, special events/festivals, concerts, and other après activities increasingly more important, especially in bad snow years.
 - Greater participation/spending in dining out and shopping also apparent.
 - Growth in trial will continue to be important focus.
 - Repeat visitors are extremely loyal, but data suggest they were more likely to stay away this year. Once visitors try Utah, they tend to come back again and again.

- Opportunities for growing season pass sales? Role of multi-resort passes going forward.
 - Season passes remain important, but not the only ticket product to focus on. Cost of a lift ticket turning away potential customers?
 - Implications of changing marketplace – increased use of RBO accommodations and other shared economies.
 - Opportunity to grow non-winter/summer business and activities. Will become more important as weather & other factors challenge winter business.
 - Ad effectiveness results specific to the UOT marketing campaign
 - 8.6% of visitors traveled to Utah for skiing or snowboarding as a result of the marketing campaign. 3.1% of visitors were unaware of the campaign but still visited Utah.
 - 50% of visitors were aware of the ad campaign out of 3,385,768 households.
 - The campaign affected 93,000 trips resulting in an economic impact of \$269,266,279.
 - Key takeaways:
 - Strong revenue, even in a mediocre snow year
 - Important to show activities besides skiing
 - Investment in marketing was a great investment
 - Continue collaboration with partners
 - Ad awareness for 3-season – strategic marketing & research insights.
 - After 6 years, Mighty 5 finally showing initial signs of wear-out in evaluative creative ratings.
 - Ads still receive excellent rating for communicating beautiful scenery, dramatic landscapes, lots of national parks and outdoor adventure.
 - Ads receive stronger ratings than competitor ads
 - Ads still have a positive impact on image, information gathering and intent to visit Utah.
 - Nearly half of Utah visitors or those planning got visit are aware of films and/or TV series filmed in Utah.
 - 7 out of 10 of those who are aware say the film/TV series had some degree of influence on the decision to visit Utah.
- **Winter 2018-19 Strategy:** Jonathan Smithgall reported on the following items through a PowerPoint presentation:
 - Demographics
 - Skiers tended to be educated between ages of 25-54, with a very slight male skew.
 - Snowboarders more heavily skewed male and younger, falling between 18-44.
 - Influencers
 - Skiers consider themselves influencers in the following topics: wine, vacation travel and environmentally friendly.
 - Snowboarders consider themselves influencers in the following topics: beer, coffee and physical fitness.
 - Web traffic aggregated the “1 to 10 ratings” for the top cities on Ski Endemic Websites across Teton Gravity, OnTheSnow, and Ski Mag. The lower the number, the higher ranked the city is in endemic site traffic during the winter months.

- Magellan and DCM – Similarly, we ranked the cities from 1 to 10 based on how they performed for bookings and post impression rates. Once again, the lower the number the better the performance.
- Kayak data was also organized onto a 1-10 scale, where ‘1’ means that the city was the top searching market for hotels in Utah.
- Trip Advisor is also a ‘1 to 10’ aggregate where the ‘1’ indicates the top researched market. The absence of ‘2’, ‘3’, and ‘4’ were smaller markets that did not appear in any other market rating.
- Expedia sent YOY growth for top markets in terms of ticket sales, the #1 growth was Ft. Lauderdale with Denver and Vegas close behind.
- Similar to golf, we aggregated and aggregated all of the numerical values to calculate which markets rated highest amongst web traffic, bookings data, post impression traffic, Kayak hotel searches, Trip Advisor traffic, and Expedia ticket sales.
- Top 15 markets viewing Colorado content during winter months: Trip Advisor
- Media plan recommendations:
 - Make adjustments to the Out-of-Home strategy
 - Adjust flight dates to reflect booking patterns and search behavior
 - Launch early campaign with a Native strategy rather than custom email
 - Connected TV in test markets Houston, Dallas, and Phoenix
 - Retarget past visitors and convince them to come back
 - Test NEW strategies and vendors
 - Budget breakdown
 - Mountain time 2019 Flight Dates
- **2018 3-Season Update:** Jonathan Smithgall reported on the following items through a PowerPoint Presentation:
 - The RTM Affluent test buy garnered 13,731, 951 impressions over the course of the campaign. The four partners that were selected for the test were Nativo, Expedia, Trip Advisor, and Conde Nast.
 - The top performing partner for post impressions was Expedia with 38.7% of the total, with Trip Advisor (24.4%) and Nativo (22.4%) a close second and third.
 - The campaign tracked roughly \$208k in hotel revenue through Magellan.
 - The campaign tracked a total of 23,761 post-impressions for a total PIR of 0.17%. RTM18 (0.85% PIR)
 - Expedia’s ROAS of \$23.3 was 36% less efficient than the main RTM18 campaign
 - There were 6,074 post-impression activities on Visit Utah specifically. Utah.com (9,397) and Visit Park City (2,189) rounded out the top 3.
 - Performance by Partner
 - Post Impressions by Partner
 - Time of Day analysis – post-impression peaks for the test campaign were more evident at or around 5pm through 9pm.
 - Day of the Week analysis
 - Expedia Summary
 - Of people booking travel after ad exposure, only \$15,000 were generated by people who had clicked on an ad.
 - Four of the top five hotel destinations are in locations that are promoted in our non-winter advertising.
 - Park City had the longest length of stay while Springdale has the highest average daily rate.
 - RTM campaign has generated a total of 115,940,153 impressions.

- Distillery currently leads the campaign in total post impressions with 312,778. Trip Advisor and Adara are just behind.
- Our test partnership with MedialQ generated a \$14:\$1 ROI equaling more than \$503k in hotel revenue.
- We have tracked over \$6.4M in hotel bookings which equals 45k travelers to date. This is up \$1.7M in just thirty days.
- 988,364 post-impressions have been tracked for a PIR of 0.85%. This is a decrease of 4% compared to last year.
- There were 305,478 post-impression activities on Visit Utah, for a PIR of 0.26%. This is an increase of 17% when compared to last year.
- Market thievery – our competitive campaign with Kayak.com and TripAdvisor has generated just over \$2.25M in hotel revenue.

UTIA UPDATE

Katilin Eskelson reported on the following items:

- The Tourism Conference has 120 people registered which is positive for this time of year.
- UTIA is increasing their marketing of the conference to increase the amount of attendance.
- Jedidiah Jenkins is the keynote speaker for the conference. UTIA is working with a company, Sister Up, to secure other speakers for the event.
- UTIA is contracting with Dee Brewer to customize research and build an in-state PR and toolkit.
- Currently looking to hire a full-time program director
- Joan Hammer announced that there will be a silent auction at the conference and has asked the board and members of the public to help them find sponsors and donations.

ANNUAL OPMA TRAINING

Alison Garner, our representative from the Attorney General's Office, provided the annual Open and Public Meetings Act (OPMA) training to the Board. In addition to OPMA, Alison reviewed ethics requirements for board members.

NEW BUSINESS

Shayne Wittwer had a recent scout trip where he took a tour from Brian Merrill's company, Western River Expeditions. He and his scouts had a great experience. Shayne recognized Brian's business leadership and his involvement in the tourism industry.

Elaine Gizler announced that United Skywest recently launched a direct flight from Denver to Moab. Last month, Moab has experienced 1,500 enplanements resulting in 47 people per day.

Monique Beeley announced her new issues of Discover Utah magazine have been released.

Pat Holmes announced that Visit Salt Lake is creating a strategy to market the tourism conference to surrounding hotels. Discovery Day will be conducted the day prior to the start of the conference and will be free of charge. There will be a networking event hosted by VSL on October 10th at the Raddison.

MEETING ADJOURNED