

**Utah Office of Tourism
Board Meeting
Friday, May 11, 2018 – 10:00 a.m.
Canyonlands by Night and Day
1861 N Hwy 191
Moab, UT 84532**

Present

Board Members

Glen Overton
Kym Buttschardt
Elaine Gizler
Nathan Rafferty
Zachary Renstrom
Brian Merrill

Ryan Starks
Shayne Wittwer
Lance Syrett
Sara Toliver
John Holland

Staff

Vicki Varela
Jay Kinghorn
Becky Johnson
Rachel Stone

David Williams
Julia Barnhouse
Rachel Bremer

Guests

Mallory Burton
Colin Fryer
Kelli Day
Robert Riberia
Michelle Hill
Breck Dockstader
Tina Henrie
Kevin Lewis
Emma Radley
Lark Hendricks
Colin Greenberg
Kylie Kullack
Matt Anderson
Allie Christopher
Meghan Griffin
Hannah Saunders
Jonathan Smithgall
Katilin Eskelson
Sharon Kienzle
Cherie Major
Zach Bynum
Laura Brown
Jaylyn Hawks

Canyonlands by Night and Day
Moab Lodging Industry
Moab Area Travel Council
Moab Area Travel Council
Moab Area Travel Council
Cliffrose Lodge
Carbon County Tourism Office
Washington County Tourism Office
Moab Times Independent
Citizen of Moab
Struck
Struck
Struck
Love Communications
Love Communications
Love Communications
Love Communications
UTIA
Moab Area Travel Council Board
Moab Area Travel Council Board
Moab Area Travel Council Board
Moab Music Festival
Moab Area Travel Council Board

WELCOME

Lance Syrett called the meeting to order and welcomed the board, staff, and visitors to Canyonlands by Night and Day. Mallory Burton with Canyonlands by Night and Day provided a general overview including new improvements and some challenges that they are currently facing.

Elaine Gizler welcomed the Tourism Board to Moab. Elaine updated everyone that the Springhill Suites is having their grand opening the same afternoon, and they opened last November. Moab is experiencing a lot of construction due to two hotels currently being built, with an additional plan for 6 more in the future. Moab is a 5th class county with over 3 million annual visitors, and 12,000 people traveling to and from every day. Elaine encouraged everyone to travel scenic byway highway 128 which is very promising. She reported that \$5.2 million in TRT tax was collected last year, which is a significant increase from the prior year. Even though Moab is doing well in tourism, there is a lack of affordable housing and infrastructure, something that the Grand County Council and Moab City Council are actively addressing.

Elaine, on behalf of the Moab Area Travel Council, presented Colin Fryer with a Certificate of Appreciation for his tremendous work for the tourism industry and Moab community. Colin Fryer thanked the Tourism Board for the challenges that they are actively addressing to improve the tourism industry and communities in Utah. Colin shared that 20 years ago, Moab was a small mining town that faced major issues, but Moab reinvented itself into a tourism destination and it has continued to grow and thrive ever since. Lance Syrett thanked Colin for his mentorship and leadership.

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

MINUTES

MOTION: Glen Overton motioned to approve the April 13, 2018 meeting minutes, which took place in Price. Sara Toliver seconded the motion. The motion carried unanimously.

DIRECTOR'S REPORT

Vicki Varela reported on the following items:

- The Utah Office of Tourism received a Michelin Award, 3-stars for our green guide. Vicki recognized Becky Johnson and Rachel Bremer and thanked them for their hard work.

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: https://docs.google.com/presentation/d/1YI2NNgkbr1Fs06zRK3GOfEM3AZfCOCga_afs9EvDQoQ/edit#slide=id.p

- **Review of Fiscal Year 2019 TMPF Budget:** Dave Williams gave an overview of the FY2019 budget for the TMPF and requested a motion from the Tourism Board to approve the proposal.

**** Nathan Rafferty recused himself from the motion due to a business relationship. ****

MOTION: Ryan Starks motioned to approve the FY2019 TMPF budget as presented. Kym Buttschardt seconded the motion. The motion carried unanimously.

- **Road to Mighty Campaign 2018 Update:** Jonathan Smithgall reported on the following items through a PowerPoint presentation:
 - The campaign has generated a total of 98,842,423 impressions
 - TripAdvisor currently leads the campaign in total post impressions with 206,633 (28.5% of the campaign total). Adara and Dstillery are just behind.
 - In an ongoing Nielsen study measuring intent to visit Utah after ad exposure through Dstillery we are seeing a lift of 110%.
 - We have tracked over \$4.7M in hotel bookings, which equals 32k travelers to date.
 - 725,158 post-impressions have been tracked for a PIR of 0.73%. This is a decrease in pacing by 0.4%.
 - There were 229,176 post-impression activities on Visit Utah, for a PIR of 0.23%. This is an increase of 5.8% when compared to last year.
 - Total PIR by site
 - Post impressions by partner
 - Year over year performance: the campaign is pacing at roughly the same mark at 2017 in terms of total post impressions
 - Shorter booking window performance
 - Longer window booking performance
 - Time of day analysis – general trends are still very similar between last year’s campaign and this year’s.
 - Day of week analysis – The PIR slowly tapers off as the week progresses, however there is a slight bump midweek.
 - Creative performance: creative targets
 - Market thievery – our competitive campaign with Kayak.com and TripAdvisor has generated just over \$1.71M in hotel revenue.
 - Dstillery Nielsen Results – To calculate cumulative lift, Nielsen looks at the “definitely” and “probably” results and combines them as a unified, intent to visit. There was a reported 110.3% lift in intent to travel from the survey.
 - TripAdvisor’s Utah page has seen an increase in page views of 55% year over year
- **Mountain Time Digital Update:** Jonathan Smithgall reported on the following items through a PowerPoint Presentation:
 - The Mountain Time campaign generated a total of 87,418,789 impressions
 - There were a total of 982,628 post-impressions in the campaign, for a PIR of 1.12%. This is an increase in total post-impressions of 29.6% and was 47.4% more efficient than last winter’s campaign.
 - Through Arrivalist, we tracked more than 11,952 people into the state after ad exposure
 - We have tracked over \$8.59M in hotel bookings which equals 54K travelers to date
 - There were 244,867 post-impression activities on Visit Utah, for a PIR of 0.28%. In total, there were 48.97% more total post impressions than last year’s campaign.
 - Post impressions by partner

- Arrivalist Monthly Arrival Data
- SITO Lift Report
 - Overall, SITA was able to report back 22,991 VWI's for a CPA of \$3.48
 - Over 4.3MM unique devices were reached, with a 36% incremental lift in visitation
 - Thursdays had the highest percentage of verified walk-ins during the campaign, with noticeable dips on Sunday/Mondays
- Mobile First Resort Visited After Ad Exposure
- Percent of Total Skier Conversions Per Resort: Total of 54,095
- Chefsfeed Report: Overall, the Chefsfeed video series garnered over 647,000 video views, which was 30% higher than the initial campaign goals.

UTIA UPDATE

Katilin Eskelson reported on the following items:

- UTIA plans to maintain the momentum from the 2018 session into preparations for the 2019 session. Des Barker is currently involved in federal legislation during the interim. The continued focus is ongoing funding for our National Parks.
- Des Barker has been attending roundtable interviews with the Utah Business Coalition. UTIA is a member of this coalition and it is a great way to cultivate relationships with key players.
- UTIA has contracted on a project with Dee Brewer on the development of Tourism Works videos on personal local stories about how tourism drives revenue and business in communities. They are also working with UOT for county – by – county research.
- Utah Tourism Conference is scheduled for October 9th - 11th, 2018 in Salt Lake City. The theme is, “Creating Communities that Count” and the keynote speaker is Jedediah Jenkins.
- National Travel and Tourism Week – May 6th – 12th, 2018. UTIA organized a service project at the Wheeler Farm. There were 60 people in attendance to contribute to the project.

NEW BUSINESS

Ryan Starks announced that the Governor’s Outdoor Recreation Summit is scheduled to be held at the Zermatt Resort in Heber Valley on September 4th – 6th, 2018.

Brian Merrill recognized the great work that Colin Fryer and the Moab Area Travel Council is doing to create a year-round tourist destination.

Sara Toliver announced that the June 8th, 2018 Tourism Board meeting will be held at Powder Mountain Resort in the Sky Lodge. This is a great opportunity for everyone to experience firsthand what the Summit Group has developed.

MEETING ADJOURNED