

**Utah Office of Tourism
Board Meeting
Friday, May 6, 2022
Eagle Point Resort – Beaver, UT**

Members Present: Lance Syrett, Jennifer Wesselhoff, Glen Overton, Brent Chamberlain, Shayne Wittwer, Brian Merrill, Kym Buttschardt, Jared Berrett, Lesha Coltharp, Nathan Rafferty

Members Excused: Sara Toliver, Greg Miller, Mike Taylor

Staff: Vicki Varela, Julia Barnhouse, Denise Jordan, Becky Keeney, Rachel Bremer, Dave Williams, Liz Wilson, Bianca Lyon

Visitors: Tanner Larsen, Julie Comstock, Kylie Kullack, Sydnie Furton, Falyn Owens, Jonathan Smithgall, Becky McRae, Jen Shakespeare

WELCOME

Lance Syrett welcomed everyone to Eagle Point Ski Resort and introduced Tanner Larsen, Managing Director.

MINUTES

MOTION: GLEN OVERTON MOTIONED TO APPROVE THE MINUTES FROM THE APRIL 1, 2022 MEETING THAT WAS HELD IN TOOELE. COMMISSIONER BRENT CHAMBERLAIN SECONDED THE MOTION. THE MOTION CARRIED UNANIMOUSLY.

DIRECTOR’S REPORT

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

- St. George – Vicki was able to attend the opening events welcoming the Iron Man athletes to St. George, UT. This is the first time that the Iron Man was held somewhere outside of Kona, Hawaii.
- Jack & Jill Foundation – in honor of Commissioner Dean Cox, UOT is in the process of organizing a trip to donate to a family in need determined by the Jack & Jill foundation.
- German Direct Flight – This begins the end of May 2022. Thanked Rachel Bremer and the rest of the international team for all of their hard work in scheduling a trade mission and events around the flight.
- One Utah Summit – Proud to have a tourism presence at the conference that aligns with economic development. We will be sharing our award-winning video “A Table for All”, and Bianca Lyon will be a moderator for a tourism panel.
- Annual Budget – Becky Keeney will report on the annual budget proposal. She thanked Becky, Dave and the staff members that dedicated time and due diligence.

REVIEW AND APPROVAL OF THE FISCAL YEAR 2022-2023 \$22,822,800 TMPF BUDGET

Dave Williams, Associate Managing Director and Becky Keeney, Tourism Marketing & Operations Director, presented the fiscal year 2022-2023 TMPF budget proposal (see page 3).

MOTION: NATHAN RAFFERTY MOTIONED TO APPROVE THE FISCAL YEAR 2022-2023 \$22,822,800 TMPF BUDGET WITH THE RECOMMENDATION THAT THE COOPERATIVE MARKETING COMMITTEE RE-EVALUATE THIS YEAR'S FUNDING CAP TO MATCH LAST YEAR'S AMOUNT. JENNIFER WESSELHOFF SECONDED THE MOTION. THE MOTION CARRIED UNANIMOUSLY.

PARTNER RELATIONS AND LEAVE NO TRACE UPDATE

- Bianca Lyon, Community & Partner Relations Director, provided the following update: ([presentation](#)):
 - Forever Mighty Ethics
 - Practice responsible and prepared travel through the principles of Tread Lightly! and Leave No Trace.
 - Foster pride in place among locals and visitors alike.
 - Support the local economy and locally-owned businesses.
 - Celebrate and respect the diversity of our visitors and our communities.
 - Encourage visitation to lesser-visited destinations, guided experiences, and off-season travel.
 - Leave No Trace (LNT)
 - LNT Public Engagement
 - Leave No Trace Survey (Nov-Dec, 2021)
 - 152 completed surveys
 - Through UOT newsletter, direct outreach and local DMO and partner outreach
 - Listening Sessions (Dec, 2021)
 - 3 virtual sessions
 - Attended by tourism stakeholders, hoteliers, land managers, DMOs, retail hospitality and tourism businesses
 - Good representation of urban and rural areas
 - Leave No Trace serves as a vehicle to bring more people into the community of Forever Mighty across the state.
 - Leave No Trace is viewed very favorably the overwhelming majority of respondents
 - Positive responses across three different questions - too difficult to practice leave no trace, violates the rights of others, effectively protects the environment
 - 87% of respondents agree or strongly agree that Leave No Trace effectively protects the environment for future generations to enjoy.
 - Utah residents believe that it is important that everyone (visitors and other residents included) practice Leave No Trace.
 - Resident should practice Leave No Trace - 95.32%
 - Visitors should practice Leave No Trace - 97.2%
 - The majority of respondents agreed or strongly agreed (66%) that aligning and promoting a statewide Leave No Trace initiative would bring value to their organization or business.
 - Leave No Trace Utah 7 Principles
 - Know Before You Go
 - Stick to Trails and “Overnight Right”
 - Trash Your Trash
 - Protect Indigenous Cultural Heritage
 - Minimize Campfire Impacts
 - Keep Wildlife Wild
 - Share Our Parks, Trails and Roads
 - Forever Mighty & Leave No Trace Toolkit
 - 7 Principles Poster
 - Forever Mighty LNT brochure
 - Website Content - visitutah.com

- Social media language
- Forever Mighty video content
- Image library
- 3 online courses
- Press release
- Scenic Byways
 - National Scenic Byway Program announced a competitive byways grant
 - Available for byways of all levels for marketing, planning, and byway improvements
 - UOT and UDOT collaboration on possible statewide efforts, including marketing projects for all byways
 - Applications are due June 20, 2022

MARKETING COMMITTEE REPORT

Southern Utah + Winter FY2022 Report

- Dave Williams, Associate Managing Director, Utah Office of Tourism, Denise Jordan, Marketing Analytics & Research Manager, Utah Office of Tourism, Jonathan Smithgall, Vice President Digital Marketing, and Media, Love Communications, and Kylie Kullack, Head of Client Engagement, Struck provided the following [presentation](#):
 - The Goals:
 - Increase the accessibility in target consumers' minds of Southern Utah as a winter destination.
 - Red Emerald Imperative: Distribute Visitation; Continue Powerful Branding
 - Grow room nights in those areas during the winter months (November - February).
 - Red Emerald Imperative: Prioritize Quality Visitation; Distribute Visitation; Continue Powerful Branding
 - Promote Red Emerald trips with longer length of stay, higher ADR, guided activities, and support of local businesses.
 - Red Emerald Imperative: Prioritize Quality Visitation
 - Educate visitors about traveling thoughtfully and responsibly.
 - Red Emerald Imperative: Prioritize Quality Visitation
 - The Audiences:
 - Regional drive markets
 - Wasatch front residents
 - Key Messages
 - Main Campaign Messages:
 - Come experience Utah in a new, quieter, otherworldly way
 - How to see Southern Utah in the winter - responsible travel, preparedness, Forever Mighty
 - General Research
 - Arrivalist Southern Utah POIs Nov/Dec 2021
 - Origin markets: Nearly half (47%) of visitors were from Utah, followed by Las Vegas, Los Angeles, Phoenix and Denver
 - Average LOS: 2.8
 - 30% staying 4 or more nights

- Day trips, 1-day, 2-day and 3-day stays ranged between 15-19%
 - Average distance traveled: 417 miles
 - Statewide averages Nov/Dec 2021:
 - 66%: Utah residents (SLC DMA)
 - LOS: 1.8 days
 - Average distance traveled: 296 miles.
 - Arrivalist Southern Utah POIs Jan/Feb 2022
 - During January-February 2022:
 - Origin Markets: 59% from Utah, again followed by Las Vegas, Los Angeles, Phoenix and Denver
 - Average LOS: 2.4 nights with most common trip (24%) staying 2 nights, 20% staying 3 nights, 22% staying 4+ nights
 - Average distance traveled: 328
 - Statewide averages during Jan/Feb 2022:
 - 65%: Utah residents (SLC DMA)
 - LOS: 1.7 days
 - Average distance traveled: 334 miles.
- Paid Media
 - Key Insights
 - There was a 35% increase, compared to 2020/2021, in post impression pageviews.
 - We monitored 1.6M hotel searches which generated an estimated revenue of \$22.7M
 - ADR \$155.64 (2021 Month of January \$130)
 - Reporting
 - Our most visited article to date, A Winter Trip Through the Heart of Utah's Desert with over 24k pageviews.
 - Alpine, Après, Arches drove roughly 23k pageviews.
 - A Family Drive Through Utah's Quiet Places had the strongest article engagement, averaging 3:07 time on page.
 - YouTube Reporting
 - Our YouTube campaign generated 947k completed video views.
 - The Manti-La Sal video was our top performer, with the strongest view rate and post impression rate.
- VisitUtah.com
 - SEO/PPC Takeaways
 - Slightly lower volume, but improved traffic quality
 - Visit Utah has a strong organic presence for WiSU and winter in Utah topics
 - Travelers continue to search without seasonally-tagging
 - Efficiency improvements in the PPC campaign, impression share is primary focus for next season
 - Content Distribution Takeaways

- Analyze website visitation to ensure right-sized and high quality — both for campaign landing pages, responsible travel content and editorial pieces.
- How to increase consistency in driving traffic to our Forever Mighty-focused landing page for this campaign?
- Need improvements to paid spend/tactics and new ideas re: on-site discovery?
- Continue investing in channels that drive strong time on site and engagement.

- Planning and Review
 - Learnings From 20/21 Campaign
 - New winter pages for each national park and other content creation set us up to grow paid and organic traffic to WISU content.
 - Last year, we had no evidence that WiSU efforts impacted a growth in Ski visitation.
 - Site + Content Goals For 21/22
 - Increase visibility of Southern Utah as a winter destination, both in search and as a part of the web experience.
 - Support the campaign’s ADR goals with Paid Search ads.
 - Focus on distributing existing editorial content rather than creating new content.
 - Grow Forever Mighty education via “How to Visit Southern Utah in Winter.”

- Social Media
 - Reporting
 - Flight: Oct. 1 - Feb. 28
 - Total Spend - \$59,633
 - Impressions - 6,625,958
 - Link Clicks - 49,761
 - Landing Page Views - 27,928
 - Starting in October, the initial campaign objective was set for link clicks but by February we had shifted towards an LPV optimization. With that change we saw increased LPVs overall, but our bounce rate was significantly higher (~91%). Looking ahead we should prioritize landing pages like <https://www.visitutah.com/places-to-go/winter-southern-utah> vs. sending paid social traffic directly to the article.
 - Influencer Highlights
 - Brooke Weeber - Brian Head
 - Platform(s): Instagram
 - 1,373 post engagements
 - 11,799 video plays
 - 49,549 impressions
 - Ciara Johnson - Deer Valley

- Platform(s): Instagram, Pinterest, Twitter, TikTok
- 19,578 impressions (Twitter)
- 21,830 video plays (Instagram)
- 50.2K video views (TikTok)
 - United States
 - Canada
 - UK
- 7,164 engagements (TikTok)
- Organic Highlights
 - Inspirational imagery continues to perform the best across organic social.
 - Bryce Canyon FB post: 1.4 million reached, 60k engaged
 - Arches timed entry and Film Tourism Itinerary also performed well on FB; 44k engaged on Arches, 27k on Film Tourism
 - Zion in Winter IG post: 154k likes
 - On Twitter, it's all about relevance, inspiration, and humor.
 - One thing that's very encouraging is that Forever Mighty Friday posts and general FM posts that talk about responsible visitation are seeing great engagement and reach, particularly on Instagram.
- Public Relations
 - Key Insights
 - Monthly PR Headlines (Dedicated Southern Utah Storyline)
 - January: The Journey Within: New Year, New You!
 - KPI Coverage in Luxury Travel Magazine: Experience The Journey Within in Utah, a 2022 Wellness Destination
 - Media Visits:
 - Hosted individual media visit: Cosmopolitan Magazine
 - KPI Messages That Resonated with Media:
 - How to Winter in Southern Utah (Greater Zion, Goblin Valley, Escalante Petrified Forest, San Rafael Swell Recreation Area, Kodachrome Basin, Coral Pink Sand Dunes, Utahraptor State Park)
 - National Parks (Arches, Canyonlands, Zion, Bryce Canyon, Capitol Reef, Monument Valley)
 - Dark Skies (Green River, Kanab)
 - Reporting
 - "How to" Winter in Southern Utah
 - Luxury Travel Magazine: Experience The Journey Within in Utah, a 2022 Wellness Destination
 - National Parks
 - AARP: AARP's Guide to Utah's Arches National Park
 - Business Insider: I'm a Travel Writer Who's Been to All 50 States. Here Are The 10 I Think Are The Most Underrated.
 - CBS 8 San Diego: 50 States, 50 Campgrounds
 - National Geographic: 50 States, 50 Campgrounds

- New York Lifestyles Magazine (Print + Online): America's Southwest National Parks: Desert Beauty in The Wild West
- Sunset Magazine (Online + E-Newsletter): Heading to Utah? Here Are All the New Glamping Spots Near Zion
- Dark Skies
 - Luxury Travel Magazine: Experience The Journey Within in Utah, a 2022 Wellness Destination

PUBLIC COMMENT

- Kym Buttschardt – Ogden Friends of Acoustic Music (OFAOM) Festival is scheduled for June 3-5, 2022 at Fort Buenaventura in Ogden.
- Vicki Varela – Nan Anderson is undergoing back surgery. Please keep her in your thoughts.

MEETING ADJOURNED