

UTAH OFFICE OF TOURISM
Board Meeting Minutes
Friday, November 18, 2022
Kanab Center, Kanab, UT 84741

Board Members Present	Jared Berrett, Kym Buttschardt, Commissioner Brent Chamberlain, Lesha Coltharp, Greg Miller, Glen Overton, Nathan Rafferty, Jordan Smith, Lance Syrett, Mike Taylor, Sara Toliver, Shayne Wittwer
Board Members Excused	Jennifer Wesselhoff
UOT Staff	Rachel Bremer, Ben Cook, Lorraine Daly, Denise Jordan, Becky Keeney, Anna Loughridge, Arianna Rees, Sandra Salvas, Erin Smith, Vicki Varela, David Williams, Zach Fyne. Utah Film Commission – Virginia Pearce
Public	Josh Barrett, Patrick Buhr, Elliot Clark, Julie Comstock, Marren Copeland, Carrie Cox, Judy Cullen, Sydnie Furton, Paul Gagner, Megan Griffin, Jarend Glasier, Kylie Kullack, Nick Larsen, Julia Louis, Becky McRae, Celeste Meyeres, Dallas Miller, Chris Newton, Janette Peatross, Natlie Randall, Leah Roberts, Jennifer Shakespeare, K Stephens, Kelly Stowell, Camille Johnson Taylor

WELCOME and INTRODUCTIONS

Lance Syrett, Board Chair, welcomed everyone to the meeting and asked for introductions.

- Commissioner Brent Chamberlain and Camille Johnson Taylor, director of the Kane County Office of Tourism, welcomed the group to Kanab, stressed the importance of tourism to the area and encouraged the group to explore the area, including Perry Lodge - the original film location in the state and the two local national parks.

APPROVAL of MINUTES

MOTION: COMMISSIONER BRENT CHAMBERLAIN motioned to approve the minutes from the October 14, 2022, meeting that was held in Cedar City. **SARA TOLIVER** seconded the motion. The motion carried unanimously.

MANAGING DIRECTOR REPORT

Vicki Varela, Managing Director, Utah Office of Tourism

- Prior to Vicki's report, Lance first recognized that she was recently honored with the 2022 Athena Leadership Award. This national annual award is presented to an active member of the Salt Lake Chamber who demonstrates excellence, creativity, and initiative in business, which meant a lot to her.
- UOT Staff
 - Ben Cook was hired as the UOT director of marketing and communications.
 - The open position of UOT's director of community and partner relations will be more involved with DMOs and industry partners and will be on the road 50-60% of their time, possibly as a remote position. Please refer any strong candidates to UOT.
- Recent Meetings
 - At the Utah Association of Counties meetings, staff was given a good block of time to talk about UOT marketing campaigns and initiatives and address misunderstandings.

- While in St. George for the UAC meetings, staff met with Greater Zion to discuss ways to strengthen our partnership to achieve regional goals.
- National Parks
 - UOT advanced it's continued qualified support for timed entry at Arches National Park along with concern from local and industry partners for essential operational improvements needed to make the process more effective. The park superintendent and her team acknowledged the challenging issues and received recommendation of meeting long-range positive solutions for the region.
 - UOT is involved with Zion National Park's visitor planning process conversations as a cooperating agency, along with local leaders, to make sure local priorities are heard.
 - At the recent U.S. Travel Association meeting, it was decided to collectively identify and focus on a handful of innovations to press the National Parks Service to show leadership on. UOT will reach out to state industry leaders to engage where we can put our energy, to appeal to congress for more investment in the parks, and for the parks to be more innovative with their funding. Also, the inspiring meeting was with the new U. S. Travel Association CEO Jeff Freeman, with Jeff engaging with all the talent on the board and involving additional people for more thoughtful discussions.

PRESENTATION OF 2023 MEETING DATES and LOCATIONS

Lorraine Daly, Marketing & Budget Coordinator, Utah Office of Tourism

Lorraine presented a board meeting schedule of dates and locations for 2023 and passed out copies to the board. The options are more central and northern based, as many 2022 board meetings were held in the southern portion of the state.

Two suggested changes were: Lance Syrett offered to host the June board meeting at Bryce Canyon, as Bryce Canyon National Park will be celebrating its centennial celebration at that time. Also, it was suggested the October meeting be held in Brigham City coinciding with the Peach Days celebration.

The schedule, with board suggested changes, will be sent out to board members and location planning will proceed.

FILM UPDATE

Virginia Pearce, Director, Utah Film Commission

- Virginia gave a shout out to Kelly Stowell, with the Kane County Film Commission, and recognized his great work, including his involvement with a Chevy commercial currently shooting in town.
- A movie clip compilation of made-in-Utah movies was shown.
- Utah's film production continues because of the Utah Film Commission's incentive program that was created by the Utah Legislature in 2011. Ongoing annual funds include a \$6.79 million tax credit, \$1.5 million cash rebate for local production, and \$12 million rural tax credit, which really opened the floodgate and put Utah back in the film making game. Twelve projects were approved in June working throughout the year in rural Utah which created \$145 million.
- The film production process begins when UFC connects with a production company, then identifies resources needed for the production, determines if the production qualifies for an incentive, and then connects with a Utah Film Ready representative.
- UFC realized they needed people that could really talk with filmmakers, so they created the Film Ready program that requires a main point of contact, ten filming locations, to be knowledgeable of the film permit process, a webpage or email address readily available, and an AFCI film liaison

accreditation. Nineteen counties are currently Film Ready certified, and all 29 counties will be certified by the end of the year.

- UFC has been working with UOT for the last three years on film tourism and found that 30% of travelers to Utah report a made-in-Utah film or television show had some influence on their decision to choose Utah as a travel destination, especially southern Utah's red rock locations. Itineraries were created and a campaign with native and display advertising was developed and ran in the Spring of 2022. It delivered 17 million impressions with more than 31 thousand clicks on native content. Travelers that engaged with the Film Tourism campaign booked trips that are on average 10% longer than Utah's ad exposed average. \$600 million was spent per year in film-motivated tourist spending.
- 2024 is the 100-year anniversary of the first feature film (The Covered Wagon) shot in Utah, the 100-year anniversary of Goulding's Lodge, the 75th anniversary of the Moab to Monument Valley film commission, and the 50th anniversary of the Utah Film Commission. Celebrations are being planned, including exhibition space at the Utah State Capitol, film history trail markers across the state, and community events.
- Industry and rural representatives have joined forces to create the Rural Utah Film Coalition. This coalition will be working to remove the 2024 sunset of the \$12 Million film incentive and to create opportunities for communities outside of the rural boundaries.

MARKETING COMMITTEE REPORT

Ski+ 2022/2023 Integrated Marketing Campaign plan \$2,884,821

Becky Keeney, Director of Strategy, Utah Office of Tourism

- Campaign goals and objectives align with the Red Emerald Strategic plan to responsibly drive travel to Utah's ski resorts and communities by growing Utah's brand awareness ensuring Utah remains a top-of-mind winter destination, increase average length of stay and spend per trip, educate visitor responsible thoughtful travel, and focus on attracting new visitors.
- The general audience is skiers and boarders, with sub audiences of families, Epic and Ikon Pass holders, and repeat visitors, and then with diverse audiences Equity, Diversity, Inclusion, and Accessibility – BIPOC and LGBTQ+, content placement and influencers.
- Creative ratings were strong with top 10% industry benchmark range for communicating attributes desired, ads have high impact on travel indicators, and outperforms surrounding states Colorado, Montana and Wyoming video advertising in evaluative ratings.
- Strategic Marketing & Research Insights' Advertising ROI study reports the Why Winter Exists campaign produced more ad-influenced trips than any winter campaign with 345K trips, \$900M visitor spending, highest ROI of any previous winter campaign, and the advertising influence was highest among target audiences indicating effective targeting, so not much will change.
- Advertising creative includes deep storms, general winter and season, family magic, The Greatest Snow on Earth[®], snow totals, and :15 and :30 videos, which were shown.

Sydney Furton, Account Supervisor, Love Communications

- This media plan total budget is \$2,884,821 with flight dates of 11/12/22-3/20/23.
- Partnerships include On The Snow newsletters, TripAdvisor ski trip preparation video, CTV partner/test partner and campaign with Ski Utah, Wanderlust newsletter, and Expedia pre-roll and display with partner dedicating \$0.50 per hotel room booked up to 10% of the buy from this campaign to the Park City Foundation, digital billboards in Las Vegas, Phoenix, Denver, Dallas/Fort Worth, Atlanta, Houston, and Salt Lake City Magazine's Jan/Feb issue with locals and visitor's Forever Mighty messaging.
- Ski+ year-over-year comparison costs are:

○ TV	21/22 \$0	22/23 \$0
○ CTV	21/22 \$1,298,000	22/23 \$1,265,000
○ Out of Home	21/22 \$250,000	22/23 \$250,000
○ Media	21/22 \$900,000	22/23 \$1,133,491
○ Social Media	21/22 \$85,000	22/23 \$96,330
○ Long-Form Video	21/22 \$50,000	22/23 \$50,000
○ Ski Utah Partnership	21/22 \$90,000	22/23 \$90,000
○ Total	21/22 \$2,873,000	22/23 \$2,884,821

Dave Williams, Associate Managing Director, Utah Office of Tourism

- In addition to the media buy, we also have the public relations element
 - Target audiences include skiers and snowboarders, along with food and wine enthusiasts, luxury family travelers, affluent adventurers, and key regional markets with direct flights.
 - Key messaging are The Greatest Snow on Earth®, lesser-known mountains, welcoming culture, activity variety besides skiing, and culinary + spirits.
 - We have targeting 18 publications to work with through our P.R. efforts.
- Social Media efforts include
 - Organic: video content to inspire with more content across Instagram and TikTok, kudos to Arianna Rees in her great efforts with organic content, disperse visitation throughout the state with Forever Mighty messaging with ideas like ridesharing and skiing midweek.
 - The paid social objectives are to increase traffic to VisitUtah.com, grow awareness in key markets, grow engagement, hiring influencers (out of state) and ambassadors (in state), email newsletters, and campaign website landing pages.
- Nathan Rafferty, chair of the board’s marketing committee, commented that the plans looked great, there is a good opportunity to encourage skiing in November with the early snowfall, and consider social or PR to talk about what is open now.

MOTION: NATHAN RAFFERTY motioned to approve the Ski + budget of \$2,884,821.00. GREG MILLER seconded the motion. The motion carried unanimously.

Southern Utah+ 2021/2022 wrap report

Becky talked about what the office did over the past year in Southern Utah.

- The goals were to increase awareness of connection to place/others/self, increase consumer engagement with Forever Mighty messaging, and distribute throughout destination.
- Key messages were Forever Mighty, Travel Matters to prioritize deeper/quality travel, and Steeped in History and Culture.
- Core audiences included Red Emerald Ready Travelers who were explorers, families, and achievers. Micro audiences were new to nature, she travels, film enthusiasts/tourists, and Utahns.

Sydney reported on the media aspect of the campaign.

- The campaign generated 1.58M post ad page views with CTV accounting for 412,943 page views, tracking showed more than 6.2M hotel searches resulting in \$91.4M hotel revenue, with the ADR of \$166.06.
- Forever Mighty targeting did really well with messaging and is resonating with visitors in being more prepared with visiting the state.
- Native accounted for over 411k page views, hotel revenue \$20.5M, ADR \$168.15, with top performing articles How to Visit Zion National Park at 14,092 page views and How to Visit Rock Imagery at 13,835 page view.

- This was the first year we really intercepted locals within the state. Partners included Pandora radio popping up within the state and for the first time placed gas station pump ads throughout the state with 17,526, 600 impressions.
- Programmatic digital out of home increased with messaging around pack out what you pack in, the power of nature, support local businesses, share your knowledge, and encouraging visitation to lesser destinations

Becky reported advertising creative included shown banners with different messaging for different times of the visitor's journey and Slow Down and Perspective videos were played.

Sydney discussed partnerships with TripAdvisor users booked 80% more, branded videos 3.7M completed views, and branded articles 63K page views. Outside online page views 29,236.

Dave reported on content marketing.

- Some things we learned were Southern Utah-tagged content gained more exposure but slightly lower engagement overall, paid search - native and display contributed to the YoY rise in page views, itineraries were perhaps not emphasized enough this campaign period.
- Most visited SU+ pages include number one Mighty Five and the fourth most visited was 15 Must Do Adventures in Kanab.
- With storytelling, we have a lot of long-form video in the five-minute range, photography and content that hopefully encourages others to visit respectfully.
- Newsletter has 92K subscribers with an average email open rate of 34% and drove 9.690 sessions on VisitUtah.com with an average session duration of 2:02.
- Best performing emails were all Sunday long form with a 37% open rate: Southern Utah national forests, Blazing Sandals in North Lake Powell, and The Voices of Bears Ears: The Navajo.
- Public Relations coverage included 91M total print/online and broadcast impressions, 6 dedicated print and 8 digital placements, 100% of all coverage was in KPI outlet in key regional and national publications and media outlets, hosted five journalists, and coverage arranged a Barcelona Principles score of 88 which is considered exceptional.
- One coverage highlight was Cosmopolitan's destination feature "The Cool-Girl Trip of Your Outdoorsy Dream" spotlighting Bryce Canyon with a print circulation of 3M readers.
- Social Media key learnings in paid media users were more inclined to click through and spend time on a resource hub rather than a specific article links, so going forward we recommend utilizing ads on social to drive users toward those dedicated travel planning hubs. Most engaged audiences were boomer, LGBTQIA+, and female travelers. Total impressions were 20,542,056.
- On organic social, red rock imagery and Forever Mighty perform especially well.

Denise Jordan, Marketing Analytics & Research Manager, Utah Office of Tourism

- Advertising effectiveness study with independent analysis from SMARI (Strategic Marketing and Research Insights) show results on the Southern Utah + campaign, SU+ Forever Mighty, and SU+ Forever Mighty Leave No Trace. The two components were Wave 1: Advertising awareness and Wave 2: ROI.
- Key learnings were:
 - Awareness: Overall SU+ awareness growth from 33% to 40% (2021 vs. 2022) which was a good result, highest awareness for SU+ in the last 5+ years, and efficient media investment at \$0.12 per ad-aware household (last year was \$0.16, with national average \$0.19).
 - Communication: with excellent ratings for showcasing beautiful scenery, dramatic landscapes, connection with nature and opportunities to explore, and effective for showcasing Utah as a place where a visitor can visit responsibly.

- Impact: building good perceptions of Utah, prompts information gathering, and increased likelihood to visit.
- Advertising Impact and ROI showed 777,000 Utah trips with \$1.6 billion in visitor spending, traveling households 88M, ad-award households 41M. The mindful traveler segment has grown and is even more focused on sustainable travel with the audience size doubling over the last year.

UTIA UPDATE

Sara Toliver, Board of Directors, Utah Tourism Industry Association

- Natalie Randall, UTIA director, received the Transformational Leadership Award at the One Utah Summit and was recognized for her hard work.
- The Legislative Session is ramping up and a few topics high on the UTIA list are short-term rental legislation, transient room tax initiatives, and liquor laws, with a lot of coordination with partners.
- The Utah Association of Destination Marketing Organization was recently recognized as an affiliate with the Utah Association of Counties organization, and UADMO current leadership member Jessica Merrill, with Davis County Tourism, was recognized as tourism director of the year at the UAC annual conference.

ANNOUNCEMENTS / UPCOMING EVENTS

Board and Public

- Nathan Rafferty brought up that along with the new Utah flag, there may be an opportunity to refresh the license plates that incorporates those design elements with tourism. He volunteered to head up a committee to look into the possibility.
- Sara Toliver mentioned Snowbasin ski resort opened today, the earliest opening date in history.
- Dave Williams recommended the next time anyone visits Layton to stop by Kym Buttschardt's new restaurant The Coop, as a welcomed new establishment.

MEETING ADJOURNED

The next board meeting is scheduled for Friday, December 9th at 10:00 am at the Hyatt Regency Salt Lake City.