

**Utah Office of Tourism
Board Meeting
Friday, November 10, 2017 – 10:00 a.m.
Tuacahn Amphitheatre – Green River Room
1100 N. Tuacahn Drive
Ivins, UT 84738**

Present

Board Members

Lance Syrett	Sara Toliver
Kym Buttschardt	Shayne Wittwer
Mike Taylor	Ryan Starks
Nathan Rafferty	Zachary Renstrom
Glen Overton	Greg Miller

Via Phone

John Holland	Elaine Gizler
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Absent

Brian Merrill

Staff

Vicki Varela	David Williams
Jay Kinghorn	Barbara Bloedorn
Rachel Bremer	Shaylee Read
Julia Barnhouse	

Guests

Kylie Kullack	Struck
Matt Anderson	Struck
Jonathan Smithgall	Love Communications
Pat Holmes	Visit Salt Lake & NowPlayingUtah.com
Hanna Pelletier	Love Communications
Tom Love	Love Communications
Kevin Smith	Tuacahn
Roxie Sherwin	Washington County
Breck Dockstader	Cliffrose Lodge
Corey McNeil	Cotton Tree Media
William Warner	Warner Adventure Tours
Colin Greenburg	Struck
Stephanie Finck	Tuacahn

WELCOME

Lance Syrett called the meeting to order and welcomed the board, staff and visitors to Tuacahn in St. George. He thanked Roxie Sherwin, Director of the St. George Convention & Tourism Office and Kevin Smith, CEO of Tuacahn for hosting the board meeting. He then turned some time over to each of them to say a few words.

Roxie Sherwin welcomed the board and visitors to the area. She then reported that Tuacahn is one of the premier assets for Washington County. It provides an economic impact of \$100 million dollars every year. She also gave a brief update regarding new hotels that are being built in Washington County as well as upcoming events in the area.

Kevin Smith welcomed the board and visitors to Tuacahn. He introduced Stephanie Finck, the Director of Marketing. They gave a brief update on upcoming events for Tuacahn. Kevin reported that Tuacahn has a budget of \$15 million per year. It takes in over \$9 million dollars in ticket sales and another \$1.5 million in concessions per year. It has approximately 280,000 visitors each year. 60% of the visitors are from out of town and at least 1/3 of the visitors are from out of state. Tuacahn is becoming a year round destination. There are plans to build actor housing on the property in the future. Kevin offered to provide a tour of the facilities after the board meeting.

Lance Syrett then asked the board, staff and visitors to introduce themselves.

MINUTES

MOTION: Mike Taylor made a motion to approve the minutes of the October 11th meeting held in Kamas. Sara Toliver seconded the motion. The motion passed.

DIRECTOR'S REPORT

Vicki reported on the following items:

- Thanked Tuacahn and the St. George Tourism Office for hosting the meeting.
- Introduced Julia Barnhouse as the replacement for Barbara Bloedorn when she retires at the end of December.
- 2018 board meeting schedule.
- Resident survey – baseline understanding about attitudes of tourism in the state.
- Jay Kinghorn was presented the Yesawich award for Marketing Excellence at the 2017 Marketing Outlook Forum Conference.
- US Search Award – the UOT just won this award for improvements in organic searches of our website.
- Vicki expressed concerns regarding the proposed fee increase from the National Park Service. The staff and board have drafted a letter to express the concerns. A few items covered in the letter include:
 - The current proposal does not measurably address the infrastructure backlog.
 - The proposal could make the problem worse, creating a myriad of unintended consequences.

Vicki reviewed the letter with the board in more detail. She will be attending meetings in DC next week including chairing WSTPC meetings and hopes to get the committee's position on this issue. USTravel is doing a great job taking a lead on this issue as well. Vicki would hand deliver this letter to Zinke's senior staff next week and would encourage the board members to go on line and comment on its concerns as well. The comment period ends on the 23rd of November. Vicki asked if the board has any changes.

Lance Syrett requested that the document should include more emphasis on the impact for commercial tour operators.

Vicki requested that Jay Kinghorn make adjustments to the document regarding commercial tour operators. Ryan Starks asked that one word be changed from “allow” to “enable” regarding hiring national park employees. Vicki commented that the document will be updated with any spelling or grammatical errors before it is presented.

MOTION: With no further discussion, John Holland made a motion to approve the document as presented including the changes that have been requested by Lance and Ryan. Glen Overton seconded the motion. The motion passed.

MARKETING COMMITTEE UPDATE

Nathan Rafferty thanked the board for allocating funding to poly-bag the Ski Utah Magazine with some other publications. He passed around one of the issues for the board, staff and audience to peruse.

Dave Williams reported on the following items:

- **Dashboard Results:** Dave 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 a link.
- **Ad Effectiveness for the 3-season ad campaign done by Strategic Marketing & Research:** The research shows that people that are aware of the advertising participate in more activities in the state, the length of Utah trip is longer and the average visitor that is aware of our ad spends approximately \$1,440/per trip. The state tax ROI is \$21 and the local tax ROI is \$15 for total tax revenue of \$36 for every dollar spent on the ad campaign.
- **Digital Metrics Summary for Fall Portion of Road to Mighty:** Jonathan Smithgall from Love Communications presented a summary on the digital metrics from the fall portion of the Road to Mighty. Items covered were:
 - Fall campaign generated a total of 17,040,547 impressions.
 - CTR was 0.32%, 4x as much as the national average.
 - The campaign tracked 3,197 hotel bookings, 5,459 travelers for total revenue of \$910,000 to date.
 - Total impressions by site and by partner.
 - Time of day analysis.
 - Day of the week analysis
 - Samples of creative.
- **Mountain Time Campaign:** Jonathan Smithgall presented a summary on the digital metrics for the winter campaign to date. Items covered were:
 - The mountain-time campaign has generated a total of 15,862,392 to date.
 - CTR is 0.25% so far, just over 3x the benchmark.
 - The campaign has tracked 3,851 hotel bookings, 6,791 travelers for total revenue of \$1.2 million to date.
 - Total impressions by site and by partner.
 - Time of day analysis.
 - Day of week analysis.
 - Samples of creative.

CHINA SALES MISSION & ROURISM 2.0

Rachel Bremer along with Joyce Kelly from St. George, Bill Scoffield from Garfield County, Esthur Checksfield from Park City and Danielle Ramsay from Kanab attended a China Sales Mission October 21st through 28th. The following are some of the results from the visit:

- Chengdu
 - Presentations to over 50 trade & media reps.
 - Historic MOU signing with Dujiangyan & QingShan Tourism Administrations.
 - Hosted VIP event for top 6 tour operators from the Sichuan Province.
- Guangzhou
 - Presentations to over 50 trade and media reps.
 - Awarded top US Destination & top International Destination for South China Market, 2016 & 2017 by Nanhu International Travel.
 - Hosted VIP event with top 12 tour operators from the South China region.
- Shanghai
 - Presentations to over 50 trade and media reps.
 - Hosted VIP event with top 13 tour operators from the greater Shanghai area.
- Media
 - Presented and met with 35 travel and trade media reps while in market.
- Takeaways
 - The tour operators are ready to improve their client's experience, working with us on messaging, new itineraries and cultivating the fast growing FIT and evolving group markets.

Rachel reported on the Rourism 2.0 program. Items covered were: (17 counties have been assessed)

- Rourism Objectives:
 - Improve the visitor experience, leading to more spending & tax revenues.
 - Enhance the recreation & support service infrastructure in emerging rural, tourism destinations.
 - Increase support services, capacity and extend busy season for developed gateway communities, as tourism is the most practical way to gain additional revenues without the pursuit of further industrialization and jeopardizing rural living.
- Rourism Program Summary:
 - Roger Brooks community assessment, in-person workshops & video libraries.
 - LDS Business College Social Media & Advertising Agency.
 - Main Street Now Conference.
 - Integration in GOED Rural: Training & Trainer Series, Business Expansion & Retention Program.
 - Rural Fast Track Grants.
- Rourism 2.0:
 - Roger Brooks – traditional community assessments.
 - Roger Brooks – advanced business ‘boot camps’.
 - Destination development implementation.
 - Funding resources, grant writing and education.
 - Branding.
 - Experiential product development.

CAFETERIA PLAN UPDATE

Jay Kinghorn gave a brief update on the Cafeteria Plan. Items covered were:

- Cafeteria Deadlines:
 - Mandatory survey due by 11/10/2017
 - Plan options will be sent out the week of November 13th – 17th.
 - Opt-in is due by 1/19/2017.
- Cafeteria Plan Challenges:
 - Cafeteria plan and traditional co-op are oversubscribed.
 - The list of offerings is too complicated, particularly for smaller DMO's.
 - Larger DMO's are maximizing their buy in the cafeteria program.
 - Partner request for research & product development (Rourism 2.0)
 - More than half of the budget is allocated in the summer opt in, making it harder for partners on a calendar year budget to participate fully.
- Cafeteria Plan Priorities:
 - Serve the needs of the smaller partners.
 - Use UOT's scale to provide access to opportunities.
 - Product development.
 - Reporting and research.
 - Asset creation and distribution.
- Cafeteria Plan Goals:
 - Smaller DMO's increasing their share of cafeteria participation.
 - Programs generating longer-term equity for partners.
 - More of the cafeteria budget available in the January opt-in.
 - Better metrics to defend partner budgets.
- Content & Social Media:
 - First wave of urban content rolling out.
 - Looking toward building a content library our partners can use for co-op.
 - Looking for better ways of measuring the impact from social media.

URBAN UPDATE

Jay Kinghorn shared a video for our urban marketing campaign. This is one of our signature pieces, the nightlife and music scene in Salt Lake City as told through music influencer, Bad Brad Wheeler.

Some items we are focusing on for the urban experience are dining, chocolate, craft beers, distilleries, cheese, coffee and many others. We are working with our partners to create content and tell their urban stories.

UTIA UPDATE

Sara Toliver reported on the following items:

- Legislative issues regarding .05 blood alcohol.
- National Park issues - UTIA issued a call to action regarding national park fee increase.
- UTIA has not yet taken a position on the NP reservation proposal.
- TRT collections.
- Tourism Talks Series was held yesterday with Brad Anderson.
- Tourism Day on the Hill will be held Monday, January 22nd.
- Pre-holiday legislative event.

NEW BUSINESS

- Ryan Starks reported that Roger Brooks recommended that Heber implement a way-finding sign program countywide. He is working with a consultant recommended by Roger Brooks. Ryan would be happy to share the recommendations with anyone that is interested.

PUBLIC COMMENT

- Pat Holmes reported that Visit Salt Lake just launched a ski free program at participating hotels for the month of January.
- Tom Love recommended that the board hold a meeting at the new Salt Lake International Airport and ask Nancy Volmer to give the board an update on the new facility.
- Corey McNeil expressed his concerns regarding the national park fee increase and has started a social media campaign to express concerns. He encouraged others to do so as well.

Meeting adjourned. The next meeting will be held Friday, December 8th in Salt Lake.