

**Utah Office of Tourism  
Board Meeting  
Friday, November 8, 2019  
Bluff Dwellings Resort  
Conference Room  
2625 South US Hwy 191, Bluff, UT 84512**

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**Members Present:** Lance Syrett, Nathan Rafferty, Shayne Wittwer, Brian Merrill, Glen Overton, Mike Taylor, Elaine Gizler, Sara Toliver (phone), Dirk Clayson (phone)

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**Members Excused:** Dean Cox, Ryan Starks, Greg Miller, Kym Buttschardt

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**Staff:** Vicki Varela, Dave Williams, Becky Keeney, Lorraine Daly

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**Visitors:** Maury Bergman, Pamela Yearous, Mike Yearous, Luanne Hook, Rick Reeb, Vaughn Hadenfeldt, Jennifer Davila, Diana Davidson, Marcia Handefeldt, Tina Krutsky, Chris Hanson, Bill Haven, Natalie Randall, Pratt Redd, Scott Sorenson, Scott Laws, Charlie DeLorme, Donovan Hanley, Renae Hoshin, Kyne Mallery, Cindy Embleton, Wayne A Embleton, Jonathan Smithgall, Emily Christopher, Stephanie Wacha, Kylie Kullack, Allison Yamamoto-Sparks, Sylvia Czerkas, Linda Sosa, Mayor Ann K. Leppanen, Jocelyn Meyers, Kevin Christensen, Dallin Tait, Nathaniel Brown, Angela Bulla, Jake Palma

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## **WELCOME**

Lance Syrett called the meeting to order and welcomed the board, staff, and visitors to the Bluff Dwellings Resort in Bluff Utah. Members of the board and visitors introduced themselves.

Dallin Tait, GM of Bluff Dwellings Resort, Mayor Ann Leppanen and Natalie Randall, Director of Economic Development & Visitor Services for San Juan County welcomed the Tourism Board and guests.

## **MINUTES**

**MOTION: Mike Taylor motioned to approve the October 11, 2019 meeting minutes and the October 17, 2019 conference call minutes which were both held in Salt Lake City, UT. Shayne Wittwer seconded the motion. The motion carried unanimously.**

## **DIRECTOR'S REPORT**

Vicki Varela, Managing Director, reported on the following items:

- Inspiring turnout for this meeting, more so than other areas of the state.

- Strategic Planning:
  - Red Emerald business strategy - taking it to the next level.
    - Quality of the experience.
    - Stakeholder engagement meetings, interviews and social listening.
      - Disburse visitation
      - Attract the right visitors (stay longer, hire guides, etc.)
      - Social listening showed a different view of Utah than we have. (ie: brew pubs, etc.)
      - Not a lot of negative attention –better to check in than assume the visitor experience
      - Final strategic planning meeting on November 25 and will give results to the board in December board meeting
      - Forever Mighty initiative – identify specific things to increase stewardship and advocacy for public lands
        - Looking for ideas for stewardship ideas from state tourism partners, example of Utah Symphony
      - Better communication with stakeholders
- UTIA – great leadership working on the transient room tax legislation
- Showed Saudi ad that says “This is not Utah, it’s Saudi”.

## MARKETING COMMITTEE REPORT

- **Marketing Committee Report (entire [presentation](#))**
  - **Dashboard Results:**
    - Dave Williams, Associate Managing Director, reviewed the dashboard measurement results for summer measures for national parks, state parks, national monuments, transient room tax, measure of engagement on UOT website, etc. This information was provided to the board as a part of the overall presentation.
  - **Winter Ad Campaign Review (Becky Keeney):**
    - Started the beginning of September with testing.
    - The campaign is now fully in market.
    - Made changes from what we learned by being in market early.
    - Showed most effective creative and what we learned from early flight.
    - Adjusted images due to testing.
    - Analytics - Website visitation, landing page is performing well.
    - Snowfall total landing page, serving through social media.
    - Out of Home targeted digital advertising
- **2019 Three-Season Advertising Effectiveness (Dave Williams):**
  - Required by legislation to do advertising effectiveness on campaigns.
    - Methodolgy
    - Results
    - Key Takeaways
  - Information from Strategic Marketing and Research Insights (SMARI) on ad awareness, impact and selected personas was reviewed. [See presentation.](#)

- Strategic shift in creative and media buy definitely led to great advertising impact.
- Recommendations from the staff are to not target repeat visitors and refine the persona definitions for more precise targeting.
- **Review of 2020 3-Season Ad Campaign Strategy and Approval of 3-Season Domestic Media Mix for \$6,745,475** – Kylie Kullack & Scott Sorenson, Struck ([2020 Three-Season presentation](#))
  - Establish and work toward goals for 2020 three-season
    - Continue precision marketing
    - Distribute visitation
    - National Parks as an anchor, capitalize on The Mighty 5®
  - The Mighty 5® will be treated like The Greatest Snow on Earth® - as a powerful product brand
  - Between Campaign – show that the parks are world-class but what’s between the parks is as compelling. Between the parks, hotels, family members, etc.
    - Focus more on target audiences
    - Improve some of the creative, new footage
    - More mountain biking footage
    - Support content of target audiences
    - Create five new spots for individual National parks and what’s outside of them
      - Between spots
      - Targeted spots
      - Five new spots
  - Media Mix -
    - Drastic changes to media mix for 2019
    - Small changes for 2020 media mix from 2019 media mix
    - Forever Mighty - \$400,000 to use to educate visitors, tourists. Native articles will help visitors be better stewards. This was done in the Moab area and Elaine Gizler says initial statistics show great results. The program in Moab was launched in July. The goal is to make sure the visitors understand what they’ll need to have a successful trip before they arrive.

**Motion: Nathan Rafferty made the motion to accept the media mix as presented. Glen Overton seconded the motion. Motion carried unanimously.**

Comments: Board members expressed their thanks for thought process in this media mix by staff and agencies.

- **2019/2020 Southern Utah Winter Campaign** – Becky Keeney ([See presentation](#))
  - Funding was approved in the last board meeting.
  - Presentation of creative.
  - National Parks focused
  - Achiever/Explorer focused

- [Gooseberry Mesa](#) video
- [Robbers Roost](#) video
- [Dark Skies](#) video
- **International Consumer Marketing**
  - Jessica Beinecke, I Know This Spot was created for preparing Chinese visitors for their time in Utah. Avis Car Rentals is working with Jessica on the American road trip in Utah. The [videos](#) are distributed by Jessica, Brand USA, Avis and VisitUtah.
  - Ads are being served for international in-market and now we have analytics for these ads.
  - Vicki announced that UOT campaigns and videos have been awarded three gold awards from HSMAI (Hospitality Sales & Marketing Association Int'l), including The Voices of Bears Ears video series. The videos are on the VisitUtah YouTube channel - <https://www.youtube.com/VisitUtah>.

## UTAH TOURISM INDUSTRY ASSOCIATION UPDATE

Lance Syrett, Committee Member of UTIA, update:

- Explained Utah Tourism Industry Association and how it works. Tourism entities should all be members.
- There is a bill in the legislation that would take more of the county transient room tax from promotion funding and give to mitigation funding. There was a very positive discussion with legislators about keeping the taxes as they have been.
- Using state transient room taxes, there will be an education program in high schools to help students understand tourism, entrepreneurship, etc. UTIA answered the RFP and won the bid.

## ANNOUNCEMENTS/UPCOMING EVENTS

- Mike Taylor – upcoming legislative session there is a car rental tax increase that will be discussed.
- UOT was thanked for having this meeting in Bluff.
- Monument Valley would like to partner with UOT more.
- Tourism Day on the Hill will be on March 4<sup>th</sup> at the Capitol rotunda. More information can be found at [www.utahtourism.org](http://www.utahtourism.org).

**MEETING ADJOURNED**