

**Utah Office of Tourism
Board Meeting
Friday, November 9, 2018
Hyatt Place at Station Park – Large Conference Room
222 W Union Ave.
Farmington, UT 84025**

Members Present: Lance Syrett, Brian Merrill, Sara Toliver, Nathan Rafferty, Shayne Wittwer, Mike Taylor, Glen Overton, Elaine Gizler,

Members Excused: Greg Miller, John Holland, Kym Buttschardt, Zachary Renstrom, Ryan Starks

Staff: Vicki Varela, David Williams, Jay Kinghorn, Julia Barnhouse, Becky Keeney, Rachel Bremer, Kelly Day, Melissa Kinney, Rachel Stone, Lorraine Daly

Visitors: Jonathan Smithgall, Kevin Lewis, Monique Beeley, Megan Christensen, Shawn Beus, Adam Whalen, Megan Griffin, Eric Thompson, Scott Sorenson, Kylie Kullack, Hannah Saunders, Tom Love, Mark Smoot, Tommy J. Lucia, Chris Newton, Randy Rhodes, Carrie Cox, Robert Stephenson, Jason Marden, David Andersen, Colin Townsend, Neka Roundy, Brigham Mellor, Randy Cook, Haley Rodgers

WELCOME

Lance Syrett called the meeting to order and welcomed the Board, staff, and visitors to the Hyatt Place at Station Park in Farmington, UT. David Anderson, General Manager of Station Park, welcomed the Tourism Board and guests, and provided a few facts about the area and the development of Station Park.

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

MINUTES

MOTION: Mike Taylor motioned to approve the October 9, 2018 meeting minutes, which took place at the Salt Palace Convention Center in Salt Lake City. Shayne Wittwer seconded the motion. The motion carried unanimously.

DIRECTOR'S REPORT

Vicki Varela reported on the following items:

- Vicki touched on the National Parks and the continued efforts to sort through the Zion and Arches planning processes. UOT is actively working to include key individuals, like local business owners, who are also committed to ensuring a positive experience for visitors. The planning process is currently restricted to the boundaries of the parks but they are trying to look at regional solutions.
- Vicki gave an update on the public lands bill that Congressman Bishop is carrying. There is strong support of the bill in the Senate as a whole.

- Commissioner Zachary Renstrom has accepted a position with the Washington County Water Conservancy District and will no longer serve as a member of the Tourism Board. Vicki shared that his dedication to the industry, the Tourism Board, and his involvement with the parks planning process will be missed. Governor Herbert has selected Washington County Commissioner Dean Cox to replace Commissioner Renstrom on the board.
- Vicki presented at Travel Oregon's staff retreat at the start of November.
- Vicki met with Governor Herbert on October 22, 2018 and presented UOT's Red Emerald strategy.
- Vicki recognized Rachel Bremer and Flint Timmins for all of the great work they are doing for destination development in Utah.

MARKETING COMMITTEE REPORT

- **Approval of Cafeteria Co-op Program Changes**
 - Becky Keeney gave a [PowerPoint Presentation](#) on the following proposed changes to the Cafeteria Program:
 - Goals of the program: Facilitating co-op participations by smaller DMOs in Brand USA's international marketing programs.
 - Program Benefits: 47 partners, \$2,796,323 in matching funds
 - Challenges:
 - 47 partners
 - Administration fee \$114,500 annually
 - Approaching a full-time position
 - Participations in international offerings decreasing
 - Smallest partners are not participating
 - Opportunities:
 - Save the administrative fees paid to contractor
 - UOT staff time for Cafeteria Plan Management
 - Increase the funding available for destination development
 - Continue marketing programs
 - Return \$350,500 of funding to the traditional co-op program
 - Budget FY20 Proposal – Assuming a budget of \$24 million: \$925,500
 - Marketing
 - Market Entry - \$50,000
 - Ski Expo - \$50,000
 - Total: \$100,000
 - Destination Development
 - \$200,000 increase
 - \$475,000 total
 - Back to traditional co-op
 - \$350,500 will go back in the co-op program for FY20, which would result in a total of \$4,255,000 for co-op overall.

MOTION: Brian Merrill motioned to approve the proposed \$925,500 increase to the traditional cafeteria program. Elaine Gizler seconded the motion. Shayne Wittwer opposed the motion and requested additional metrics and language be developed before making the change. The motion passed based off of a majority vote.

- **Marketing Committee Report**
 - **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.](#)
 - **Update on 3-Season Fall Campaign and Winter Campaign**
 - Fall Campaign – Jonathan Smithgall gave a [PowerPoint Presentation](#) on the following:
 - The Fall campaign push has generated a total of 3,334,420 impressions.
 - The campaign has generated 66,266 post impressions for an impressive rate of 1.99%. From a YOY perspective, this is a 220% increase compared to the 2017 Fall campaign’s PIR (which was 0.62%).
 - Our Explorer based targeting was the most efficient at driving hotel bookings and post impression activities.
 - There have been 20,789 post impression activities on Visit Utah for a PIR of 0.62%.
 - This campaign has tracked a total of 1,647 hotel rooms booked, equaling more than \$325k in hotel revenue.
 - Post Impressions by Partner – Utah.com and Visit Utah have received the lion’s share of post impression activities while various other Southern Utah destinations remain in the top 10.
 - Post Impression Rate by Creative (banners)
 - Performance by Creative (Pre-Roll)
 - Performance by Targeting (Pre-Roll)
 - Teaser on New Audience Insight: nature lovers 9%; weekend warrior 29%; unplugged techie 11/2%; familiar with Utah 19.9%; frequent fliers 5.6%; open road parents 20.1%.
 - Pulsepoint YRD
 - 314,811 page views: 15 different articles with content spread across the state.
 - 2:31 average time on page
 - 59% average scroll depth
 - \$228,958 in hotel revenue
 - Pulsepoint Urban
 - 70,172 page views
 - 1:50 average time on page
 - 39% average scroll depth
 - \$66,975 in hotel revenue
 - Winter Campaign – Jonathan Smithgall gave a [PowerPoint Presentation](#) on the following:
 - Digital Banners
 - Pre-Roll
 - Partnerships
 - The Mountain Time campaign has generated a total of 9,208,064 impressions thus far.

- As the campaign has begun to pick up steam, Adara, Dstillery, and TripAdvisor have registered the lion's share of post impressions.
 - The campaign has garnered 70,476 post impressions for a rate of 0.77%. While this is a YOY decrease of 15.4%, the campaign has had fewer partners live compared to 2017.
 - There have been 21,812 post impression activities on Visit Utah for a PIR of 0.24%.
 - We have stolen 479 hotel bookings from competitive ski destinations like Colorado, Washington, and California.
 - The campaign has tracked 3,507 hotel bookings for a total revenue of \$839k to-date.
 - Google Search Trends – date for the term “ski vacations” nationally, which provides a monthly value from 0-100 to determine search popularity.
 - Year Over Year Performance – Compared to 2017 impressions, post impressions, and post impression rate are down. The hotel bookings are down only 8% when compared to last year at this time.
 - Post Impression Rate by Creative
 - Native Performance
 - Native Content Top Performers
- **Approval of Days of '47 Cowboy Games and Rodeo Proposal**
- Tommy Joe Lucia, General Manager of the Days of '47 Rodeo, came to the Utah Office of Tourism and the Tourism Board requesting support and funding for the Days of '47 Rodeo. Tommy shared the following facts on the rodeo from 2018 in the following [PowerPoint Presentation](#):
 - There were 32,917 tickets issued
 - Overall media value: \$508,300
 - Overall broadcast value: \$800,000
 - Estimated viewers over all platforms: 1,859,000
 - Overall brand exposure estimated value: \$1,308,300
 - \$1,000,000 in prize money was awarded to rodeo competitors
 - National Broadcast Roundup:
 - 28.5 hours of programming
 - 16 total broadcasts
 - 1,859,000 total estimated viewers
 - \$800,000 broadcast value
 - Digital Media:
 - Average cost per thousand impressions:
 - 2017 - \$12.11; number of impressions – 4,373,935
 - 2018 - \$6.00; number of impressions – 7,280,000
 - Economic Impact: The Days of '47 Cowboy Games and Rodeo has enlisted a third party research firm for the last two years. The company chose Sportsimpacts with over 80 market research studies to date including three NFL Superbowls, Final Four Events, and the Ryder Cup. The goal is to document the economic impact of the rodeo on both the local area as well as the state of Utah. The event will continue to utilize the data to become one of the largest regular season destination rodeos in the nation.

- Impact Summaries:
 - Economic & Fiscal Impact
 - 2017: \$3.44 M, \$346,197 increase
 - 2018: \$3.94 M 14% increase; \$381,645 10.23% increase
- Lodging
 - 2,122 rooms booked in 2018 equaling \$208,707
- Package Value Overview
 - Media Value - \$545,895
 - Package Cost - \$150,000
 - Gain - \$395,895
 - ROI – 2.6393

MOTION: Nathan Rafferty motioned to approve \$150,000 from the 3-season campaign budget to be allocated to the Days of '47 Cowboy Games and Rodeo. Mike Taylor seconded the motion. The motion passed unanimously.

NEW BUSINESS

Sara Toliver provided the following UTIA update:

- The 2018 Tourism Conference held in Salt Lake City had the largest delegation to date with 520 attendees. Following the conference, UTIA is planning to provide year-round education with webinars starting on November 14, 2018.
- UTIA is hosting a family event in Helper on December 7th and 8th. The cost is \$35 per person and you can register at www.utahtourism.org.
- Tourism Day on the Hill is scheduled for February 1, 2019.
- Des Barker is developing a strategic approach for the 2019 Legislative Session.
- The UTIA Annual Board Retreat will be held at the end of November in Torrey.

Elaine Gizler announced that Moab will be adopting a plastic bag ban starting January 1, 2019.

Glen Overton shared that the Zermatt Utah Resort & Spa had 21 groups from European demographics make reservations this year.

Kevin Lewis announced the opening of a new mountain bike park in St. George on 80 acres of land. It is scheduled to open to the public on November 17, 2018.

MEETING ADJOURNED