

**Utah Board of Tourism Development
Meeting Minutes**

Wednesday, Sept. 27, 2023
Utah Tourism Conference
St. George Convention Center

Board Members Present	Kym Buttschardt, Nathan Rafferty, Jared Berrett, Lesha Coltharp, Kaitlin Eskleson, Commissioner Victor Iverson, Jason Murray, Natalie Randall, Melva Sine, Jordan Smith, Kevin Smith, CJ Wade, Jennifer Wesselhoff, Shayne Wittwer
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Board Members Virtual	Graydon Pearson
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UOT Staff	Tera Atwood, Jody Blaney, Kevin Blomquist, Rachel Bremer, Emma Checketts, Rachel Creer, Ben Cook, Ben Dodds, Lorraine Daly, Zach Fyne, Sorell Grow, Kim Heys, Camille Johnson, Denise Jordan, Becky Keeney, Anna Loughridge, Virginia Pearce, Sydney Sappenfield, Vicki Varela, David Williams, Liz Wilson-Peck, Heather Zang
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Public	(see attached sheet)
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WELCOME & INTRODUCTIONS

Chair Kym Buttschardt called the meeting to order, welcomed everyone and introduced newest board member Melva Sine.

MINUTES

MOTION: Shayne Wittwer motioned to approve the August 11 board meeting minutes. Jennifer Wesselhoff seconded the motion. The motion was carried unanimously.

MANAGING DIRECTOR REPORT

Vicki Varela, Managing Director, Utah Office of Tourism

- Acknowledged the potential for a federal government shutdown on October 1 is on the minds of many at the conference. Noted Governor Cox is showing remarkable leadership on behalf of our state and on behalf of all governor's as the Chair of the National Governors Association. He sent a letter to the Department of Interior calling on them to designate national parks employees as essential workers.
- Conversations with the Department of Interior continue and an optimistic scenario is the national parks stay open with limited services.
- Introduced Redge Johnson of the Public Lands Policy Coordinating Office (PLIPCO), who is a vital partner with this issue and the ongoing negotiations with the national parks.
- Announced new UOT staff members - Sorell Grow, Content Marketing Strategist and Rachel Creer, Partner Relations Specialist - have started in the last few weeks.

INTERNATIONAL REPORT

Rachel Bremer, Global Markets Director, Utah Office of Tourism

- Many of the international reps were in attendance for the board meeting and Rachel introduced them. More than 20 representatives work with UOT from all over the world.
- Three pillars of the international strategy: Travel trade (the B2B networks), consumer marketing, and the public and media relations space.
- Within the consumer marketing pillar, UOT works with Brand USA, who is the non-profit, federally-funded, destination marketing organization representing the United States.
- Pleased to report the transatlantic flights are doing well and continue to work closely with the team at the Salt Lake airport to support these flights and promote new international flights.
- Euro-wings Discover (now called Discover) is completing the second season of a flight out of Frankfurt, GER to Salt Lake direct.
- The FAA recently changed the ratings for Mexican flights to FAA-1 which means the Mexican carriers can now expand into more domestic markets.
- Forecasted growth for international spending increased to 34.4% relative to 2019 by 2026. Previously this was 25.1%. We get updated forecasting reports in the spring and fall.
- Forecasted growth for international visits also increased to 15.9%. The last report was 14.6%. We are seeing increases every time we see this report and anticipating additional percentage increase in future reports.
- In 2024, we expect to see international spending return to pre-pandemic levels from 2019 (more than \$755M) and visits to surpass 2019 levels by 2025.
- Continue to pay close attention to the China markets and continue efforts in this market as recovery is happening and they've opened up group travel to the U.S.
- FY24 international strategic priorities include increasing our share of focused global markets. We have renewed focus on high average length of stays (ALOS) in secondary markets and this includes expansion into nordic markets or Ireland, with our existing reps.
- Also through partnerships like the Salt Lake International Airport, World Trade Center Utah and Ski Utah. These partnerships help us leverage our budget and increase return on investment (ROI). Leveraging additional funding through partners like Brand USA as this helps us gain additional visibility.
- Upcoming partnership projects include Governor's Trade Mission to Mexico with the World Trade Center; Brand USA Travel Week in London; and, Toronto's Ski Show with Ski Utah.
- Another objective we continue to look at is how we increase awareness and consideration of Utah as an exceptional outdoor vacation destination, and one of the most effective ways is through travel trade partners.
- Social media efforts include working closely with reps to finetune messaging that will appeal to audiences in specific markets. Our key performance indicators (KPIs) are engagement and awareness. We aren't focused on having the largest audiences but the most engaged. One of our goals is to add more video content which performs very well.
- The bar is very high when working with international influencers to make sure we are getting good ROIs. The vetting process is time consuming but we make sure it is very high value.
- New for public relations efforts in FY24 is working with J/PR. They will help us align our storylines, improve best practices and refine our public relations even further with international and domestic.
- FY24 efforts include working with an international podcaster, Aaron Miller, creating three Utah episodes for Armchair Explorer; Australian influencer Ellie Salthouse; and, Canadian Melanie Chambers who will do series of articles as cyclist, over 50 audience, backpacking in Utah. Also continue telling the story of accessible traveling in Utah in France's guide to Southwest U.S. Travel Guide.

- Continue to think about educational efforts and being an industry leader in responsible visitation. We are still working, promoting, pushing our B2B travel trade educational platform. This is a very important tool.

ANNOUNCEMENTS

- Lesha Coltharp introduced two, new county tourism contacts - Grand County's Ben Fredregill, and Emery County's AnnDee Mead.
- Kym recognized Greater Zion and UTIA for their great planning and hosting the tourism conference, and applauded the Utah Office of Tourism's team for their efforts and high-quality work.

MEETING ADJOURNED

The next board meeting will be held on Friday, Oct. 20 at 10 am, at the Brigham Ballet Academy in Brigham City.

Allison Yamamoto-Sparks
Julie Hollist Terrill
Jennifer Cannedy
Shane Osguthorpe
Caren Werner
Kristal Blessett
Kevin Morris
Melanie Welch
Corey Enloe
Chase Hartvigsen
Raelene Davis
Charlie Jensen
Stephanie Finck
Tresha Kramer
Shanny Wilson
Kylie Kullack
Jenny Gleason
Jayme Church
Maree Crowe
Dharmesh Ahir
Adam Bridgeford
Josh Sutton
Kirk Koenen
Sara Toliver
Carrie Cox
Millie Stewart
Kaylin Stephens
Melinda Rhodes
Brittany McMichael
Chad Swaner Randolph-Seng
Joy Schroeder
Joyce Kelly
Eddy Wittwer
Antoinette Eckert
Todd Shaw
Devan Chavez
Lindsay Higbee
Jeff Rasmussen
Scott Strong
Laurie Backus
Dana Erickson
Jennifer Stout
Amy Myers
Braden Nicholes
Ashley Dove
Bob Grove
Brian Murphy
Mark Wade
Mark Nelson
Claire Petty
Corbin Gordon
Lisa Orme
Sarah Toller Hoffman
Jackson Day

Jessica Merrill
Kerry Phillips
Michael Mack
Randy Elliott
Megan Christensen
Kent Andersen
Lee Adamson
Tami Leonhardt
Tanner Kay
Joanie Hammer
Monica Holdaway
Lynnette Crockett
Kelsey Backus
Nycole Durfey
Allen Yap
Emily Shaw
Tonya Sweeten
Hailey Klotz
Kyle Osborne
Robert Tripp
Chris Eggleton
Ben Fredregill
Josh Morrison
Cristina Chavez
Kim Stowe
Becki Lewis
Julie Barger
Donna Marcou
Matt Groves
Chris Horton
Stephani Lyon
Kyle Wilson
TJ Jones
Todd Skelton
Seth Taylor
Mandee Grant
Lisa Knight
Maxwell Key
Kerry Bringhurst
Karlyn Bunting
Vin Paitoon
Stacie Boney
Hanson Dodge 2
Lisa Itel
Kevin Smith
Matthew Finn
Joshua Aikens
Arden Redshirt
Cody Ferdinando
Kanab Tour Company
Dan Spears
Jennifer Leaver
Tyler James Bellinger
Zach Wade

Nicole Doherty
Kelly Shively
Lacie Rodriguez
Becky Keeney
ruby villicana
Cody Mondale
Christina Martin
Tammy Montoya
Sam Wittwer
Danielle Bendinelli
Vicki Varela
Cheyenne Twitchell
Rachel Bremer
Ryan Kelly
Natalie Randall
Josh Wittwer
Amanda McNally
Erin Wiggins
Susan Hayward
Sydney Sappenfield
Emily Frisby
Danny Wittwer
Bre Sahleen
Jennifer Wesselhoff
Kelli Fratto-Bland
Alan Reighard
Ryan Lundstrom
Tyler Gosnell
Jay Kinghorn
Jenni Bridgman
Dallas Miller
Brie Davis
Jake Anderegg
Brie Davis
Leland Pollock
Brittney Costello
Jennifer Shakespeare
Ed Nelson
Liz Wilson-Peck
Rob Ferre
Mansi Oza
Chad Wassmer
Brian Hunnings
Autumn Gillard
Dan Howard
Gary Webster
Jason Grossman
Camille Johnson
Ryan Mack
Dallin Tait
Kim Heys
AJ Templeton
Jet Smith
Bega Metzner

Justin Rees
Jody Blaney
Kim Bowsher
Jonathan Smithgall
Jared Berrett
Claudia Cook
Rachel Creer
Melissa Jackson
Kaitlin Eskelson
Jason Murray
Adam Stoker
Jared Price
Pratt Redd
Ryan Jones
Audrey Quirk
Sadie Baum
Katelyn Boulton
Mark McGill
Jason Linder
Matthew Jaureguy
Judy Stowers
David Williams
Crystal Garza
Emily Wixom
Carli Mahas
Nathan Rafferty
Kevin Blomquist
Paul Boyle
Aislyn Simkins
Cody Bolton
Tera Atwood
Shayne Wittwer
Mark Smoot
Melva Sine
Sydnie Furton
Arianna Rees
Kim Edwards
Julie Comstock
Adri Young
Falyn Owens
Elise Garner
Dustin Johnson
DR Buck Montgomery
Top Dong
Anna Loughridge
Sorell Grow
Denise Jordan
Adelaide Simpson
Chris Newton
Lindsey Balsiger
Emma Checketts
Amy May
Maklayne Wilks
Hannah White

Shayne Durrant
Shacari Losee
Austin Facer
Marilyn C Koponen
Jordan Smith
Ryan Starks
Elizabeth Brown
Paul Huddle
Audrey Gee
Stacey Startzel
Carolyn Creek-McCallister
Bygnal Dutson
Lori Beaty
Melissa Mitton
Katie Cook
Sarah Harwardt
Jean Oelwang
Jay Rocha
Becca Mielke
Megan Griffin
Becky Mumford
Ben Cook
Heather Zang
Olivier Barthez
Naesha Poulson
Emma Hicken
Nick Larson
Judy Cullen
Thomas Young
Bill Obreiter
Val Rasmussen
Celina Sinclair
Matthew Watson
Courtney McClelland
Tara McKee
Virginia Pearce
Caleb Hunt
Earl B. Hunter, Jr
Audrey Quirk
Frank Tusieseina
Robert Axson
Derek Mellus
Cicily Kind
Alex Frenkel
Zachary Fyne
Patrick Morrison
Ben Dodds
Heather McGillivray
lori mcfarland
Katie Glead
Stephan Bergen
Spring Berrett
Bridget Lake
John Garfield

Courtney Kiehm
Laici Shumway
Lynn Jones
Sally Barlow
Mike Bozich
Natasha Isom
Spencer Boyd
Lindsay Scherer
Shawnee Grimshaw
Daniel Wiener
Marrissa Mallory
Rachel Croft
Malia Mullins
Sarah Poeppel
Brad Anderson
Caroline Hargraves
Kristin Yantis
Lori Haslem
Janet Jacobson
J Celene Mitchell
Alane Brown
Jeff Stenquist
Nicholas Doble
Jan Roundy
Jennifer Robinson
Lisa Amussen
Megan McDonough
Megan DeAngelis
Ethan Koehler
Katherine Schmidt
KC Anderson
Claire Fisher
Elisabeth Segura
Bryan Rodgers
Bobby Macey
Corey Marshall
Chris Bengtzen
Matthew Tune
Kate Muller
Chad Linebaugh
Tamra Watson
Natalie Britt
Austin Hawkins
Joshua Horton
malcolm judd
Kyle Crafton
David Keller
Jeremy Jensen
Chelsea Thebeau
Trevor Rhodes
Joel Racker
Kassie McGill
Phillip Giudice
Maya Hua

Jessica Ballard
Charles Cunningham
Dustin Moore
Emma George
Lindsay Diamond
Audrey Thompson
Kyle Aldridge
monique beeley
Kari McKay
Stanton Smith
Nancy Dalton
Diego Velasquez
Eve Messulam
EMMANUEL EYELADE
MEGAN GONZALEZ
April April Gates
Kate Wienburg
Saeed Vayghan
Nicole Brownell
Nick Sieckowski
Grazi Appel
Breck Dockstader
Jorrien Peterson
Natalie Jones
Brian Martinez
Zackery Wilson
Whitley Wilson
Andrew Parkin
thierry lavigne
Rochelle Blatter
Patrik Wyatt
Michelle Sathe
Samantha Johnson
Paul Jewkes
Randy Rhodes
Sharon Allen
Bridget Bolland
Twila Abrams
Riley Surma
Kiola Lapuaho
Shanda Sternberg
Camille Hurst
Tori Lybbert
Anne Smith
HSIN JUNG CHU
Melissa Stocks
De He
M.K Lovell
Hailen Jackson
Chris Jones
Jordan Smith
Megan Fox
Brandon Yardley
Jen Wakeland

Shanna Memmott
Dallin Koecher
Makell Sawyer
Jessica Broadhead
Tari Cottam
Jessica Turner
Scott Roundy
Gladys Lefevre
Elaina Purcell
Tina Grange
Kandi Burden
Maria Twitchell
Kaden Figgins
Jeff Fleming
Leslie Fonger
Dallas Smith
Sarah John
Nancy Volmer
Madi Maynard
Leshia Coltharp
Becca Summers
Mayor Chris Hart
City Council Member Jenny
Johnson
City Council Member Mike Scott
Amber Bennett
Kaylee Pickering
Sara Otto
Jamie Allen
Lynne Shumway
Peggy White
Jill Burt
Zachary Almaguer
Tiffany Stouffer
Hannah Barrett
Tiffany Brabant
Zoe Jewett
Brett Burgess
Ken Neilson
Nate Wells
Rich Stehmeier
Tracey Welsh
Lacy Hardman
Heath Hansen
Trista Nielson
Milenna Russell
Lorraine Daly
Chad McWilliams
AnnDee Mead
Amanda Leonard
Elijah Wade
Krystal Tibbs
Skylar Clark
Brian Hulet

Susan McPartland
Jeff Bradybaugh
Brandon Flint
Sindy Elamrani
Dylan Schaffer
Matthew Landkamer
Amanda Dworak Rowland
Debbie Andrew
Jonathan Shafer
Roger Watson
Karman Wilson
Jeff Jarvis
Lauren Neeleman
Sterling Lemon
Elijah Wade
Katie Iwasaki Duehlmeier