

**Utah Office of Tourism
Board Meeting
Tuesday, September 17, 2019
Eccles Conference Center at Utah State University - Auditorium
5005 Old Main Hill
Logan, UT 84322**

Members Present: Lance Syrett, Ryan Starks, Glen Overton, Sara Toliver, Brian Merrill, Kym Buttschardt, Greg Miller, Elaine Gizler, Mike Taylor, Shayne Wittwer, Nathan Rafferty, Dirk Clayson, Dean Cox (phone)

Members Excused:

Staff: Vicki Varela, Dave Williams, Flint Timmins, Rachel Bremer, Kelly Day, Sandra Salvas, Rosie Serago, Denise Jordan, Sienna Pickard, Melissa Kinney, Sara Hobbs, Brian Zielinski, Cecilia Bahena, Becky Keeney, Celina Sinclair, Anna Loughridge, Haley Rodgers, Lorraine Daly, Andrew Gillman

Visitors: Alison Garner, Tina Henrie, Scott Sorenson, David Rolland, Shawn Milne, Tess Pascua, Matt Peters, Colin Greenberg, Kevin Lewis, Sage Brennan, Des Barker, Ethan Koehler, Joel Racker, Jordan Judd, Carrie Cox, Samantha Pero, Cody Draper, Randy Rhodes, Robert Stephenson, Raelene Davis, Chris Haramoto, Devan Chavez, Eugene Swalberg, Natalie Randall, Dennis Copyak, Leah Xiao, Monique Beeley, Maria Twitchell, Becki Lewis, Camille Taylor, Heather Mcgillivray, Diandia Seidle, Jenni Bridgman, Sarah Harwardt, Karen McCardle, Nycole Durfey, Joyce Kelly, Falyn Owens, Lesha Coltharp, Cindy Lund, Nancy Volmer, Parshan Kansagra, Regan Teichert, Hannah Saunders, Dillon Keder, Megan Griffin, Jonathan Smithgall, Eric Thompson, Leila Nelson, Todd Shaw, Connie Whitworth, Tom Love, Molly O’Neill, Kylie Kullack, Cody Ferdinando, Cody Adent, Breck Dockstader, Connor Maloney, Marissa Mallory, Chandler Taylor, Kay Uogelsang, Bill Scoffeild, Jim Breitinger, Adriana Chimaras, Chris Newton, Allison Yamamoto-Sparks, Lynne Shumway, Tami Leonhardt, Mark Smoot, Julie Hollist, Vivian Fu, Ashley Zhang, Olivier Barthez

WELCOME

Lance Syrett called the meeting to order and welcomed the Board, staff, and visitors to the Eccles Conference Center at Utah State University.

Lance then asked members of the board to introduce themselves.

OATH OF OFFICE

Notary Lorraine Daly administered the Oath of Office to the following board members: Lance Syrett, Brian Merrill, Sara Toliver, Greg Miller, Glen Overton, Shayne Wittwer, Dirk Clayson.

MINUTES

MOTION: Mike Taylor motioned to approve the August 9, 2019 meeting minutes which was held in Salt Lake City, UT. Shayne Wittwer seconded the motion. The motion carried unanimously.

MARKETING COMMITTEE REPORT

- **Marketing Committee Report**

- **Dashboard Results:**

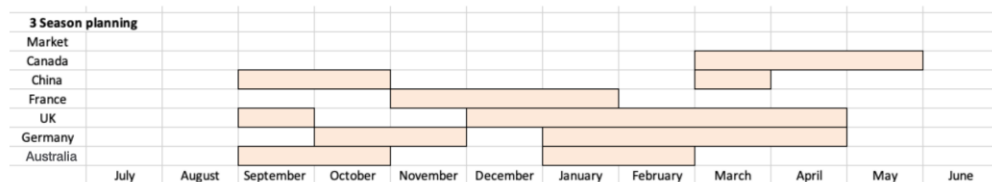
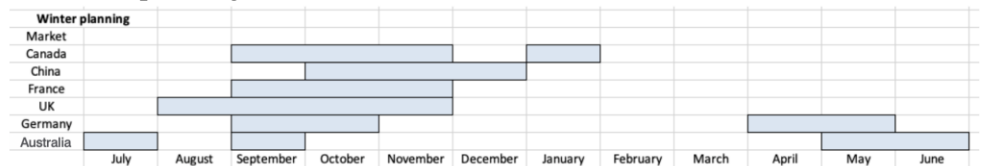
- Dave Williams reviewed the dashboard measurement results for state park visitation, TRT distribution, unique visits to VisitUtah.com, and engagement on VisitUtah.com. This information was provided to the board in a handout. [This document is a Google Doc and is available for the board through this link.](#)

- **Winter Advertising Campaign Creative Review**

- Scott Sorenson provided a [PowerPoint Presentation](#) on the creative for the winter campaign:
 - Objective: drive winter travel to Utah’s ski destinations
 - Active families (primary audience):
 - Want to spend less time in the car, see their kids improve at skiing but also have a great time, having a full morning of skiing and enjoying off-mountain activities in the afternoon sneaking in a kid-free date night
 - Millennial Achievers (secondary audience):
 - Want to maximize ski time, experience Utah’s powder, have the opportunity to ski the same day they travel, try non-skiing activities like fat biking or dog sledding.
 - Baby Boomers (secondary audience):
 - Want to explore the mountain at their own pace, ski or go tubing with their grandkids, participate in non-downhill activities like snowshoeing or cross-country skiing, make new friends.
 - What are we selling them? The access and quality of Utah’s skiing and snowboarding. When you ski in Utah, you get more mountain time.

- **International Consumer Marketing Review**

- Jonathan Smithgall provided a [PowerPoint Presentation](#) on the following:
 - Our top four international markets are: UK, Germany, France, and Australia.
 - Germany is the only market to show a decrease in bookings and in interest within Expedia and TripAdvisor.
 - Total budget for international markets: \$274,000
 - UOT travel planning data:



- TripAdvisor Campaign
 - Launch in UK, Germany, France, and Australia
 - Flight 1 Budget - \$72,000
 - Targeting:
 - Contextual targeting to serve correct creative alongside the experience our traveler is traveling for.
 - Competitive targeting with appropriate pixel tracking.
- Expedia Campaign
 - Launch in UK, Germany, France
 - Flight 1 Budget - \$90,000
 - Targeting:
 - Contextual targeting to serve correct creative alongside the experience the traveler is look for.
 - Competitively target similar destinations, such as ski content in Montana, Colorado, Wyoming and Us West.
- Creative Messaging: achiever, traditional, 500 inches, Make More Mountain Time
- Early Digital Data
 - Our past data from TripAdvisor and Expedia were clicked based actions.
 - To date, the campaign has tracked 2,103
 - We have tracked over 11k post impression activities on Visit Utah and partner websites.
 - There have been more than 4k hotel searches post ad exposure on TripAdvisor.
 - The average international traveler is booking their trip 97 days before their arrival.
- **Urban Public Relations Effort Review**
 - Chandler Taylor and Melissa Mallory with J Public Relations (JPR) provided a [PowerPoint Presentation](#) on the Utah U- Edible and Educational Events in Los Angeles and New York City:
 - JPR, Utah Office of Tourism and Visit Salt Lake created the ultimate media event with the first ever “Utah U: An Education in Utah’s Culinary Scene.”
 - The concept was to take over the top US media markets in partnership with a well-known culinary event space or school, and invite media and culinary influencers to learn from and taste dishes from Salt Lake City’s top chefs, beverage purveyors and culinary tastemakers.
 - Classes included live demonstrations and conversations about the culinary scene from recognized market ambassadors.
 - Locations:
 - Crafted Kitchen on June 13, 2019 (Los Angeles, CA)
 - International Culinary Center on June 20, 2019 (New York City, NY)
 - Representatives: Pallet, Handle + HSL, Table X, Caputo’s, Water Witch, Campos, Visit Salt Lake, and Utah Office of Tourism.
 - Media guests included representatives from: Los Angeles Times, CNN Travel, Oprah, Yahoo, Food News, Wall Street Journal, etc.
 - JPR then shared a list of all the previous press trips from 2018/2019

ANNUAL OPEN & PUBLIC MEETINGS ACT AND ETHICS TRAINING

Alison Garner, Assistant Attorney General, gave the required annual board training for the Open & Public Meetings Act and Ethics. The board members all signed disclosure statements following the training.

MEETING ADJOURNED