

**Utah Office of Tourism
Board Meeting
Wednesday, September 28, 2022
Uintah Conference Center – Vernal, Utah**

Members Present:	Lance Syrett, Jennifer Wesselhoff, Jared Berrett, Jordan Smith, Shayne Wittwer, Mike Taylor, Kym Buttschardt, Commissioner Brent Chamberlain, Sara Toliver, Lasha Coltharp, Nathan Rafferty
Members Excused:	Greg Miller, Glen Overton, Brian Merrill
Staff:	Vicki Varela, Julia Barnhouse, Dave Williams, Anna Loughridge, Ben Dodds, Becky Keeney, Erin Smith, Denise Jordan, Celina Sinclair, Zach Fyne, Taylor Hartman, Rachel Bremer
Visitors:	Des Barker, Camille Johnson Taylor, Mark Smoot, Ethan Koehler, Becki Lewis, Megan Deagnes, Katherine Schmidt, Stacie Boney, Austin Facer, Hannah Saunders, Max Houtkooper, Kylie Kullack, Todd Shaw, Jeremy Chase, Jonathan Smithgall, Lynne Shumway, Pratt Redd, Kim Snape, Evan Thompson, Claire Fisher, Courtney Kiehm, Cary Deccio, Elisabeth Barker, Elissa Kevrekian, Dallas Miller, Bre Sahleen, Sydnie Furton, Jessica Dai, Rex Lyn, Joanie Hammer, Monica Holdaway, Lynette Crockett, Jennifer Leaver, Corey Marshall, Jenni Bridgman, Sarah Harwardt, Ryan Kelly, Raelene Davis, Charlene Christensen, A.J. Templeton, Colt Jarvis, Aimee DiBreinza, Pat Holmes, Elizabeth Brown, August Granath, Melissa Stocks, Adriana Chimaras, Olivier Barthez, Natalie Randall, Allison Yamamoto-Sparks, Tyra Grange, Shanny Wilson, Becky McRae, Chad McWilliams, Maree Crowe, Rebecca Lamb, Jen Shakespeare, Nick Larson, Nancy Volmer, Ryan Mack, Michael Mack, John Packer, Alex Frenkel

WELCOME

Lance Syrett welcomed everyone to the Uintah Conference Center in Vernal, Utah.

MINUTES

MOTION: MIKE TAYLOR MOTIONED TO APPROVE THE MINUTES FROM THE AUGUST 12, 2022, MEETING THAT WAS HELD IN SALT LAKE CITY. COMMISSIONER BRENT CHAMBERLAIN SECONDED THE MOTION. THE MOTION CARRIED UNANIMOUSLY.

DIRECTOR’S REPORT

Vicki Varela, Managing Director, Utah Office of Tourism (UOT), reported on the following items:

- Staffing Update - Bianca Lyon has accepted a position at the University of Utah and will be leaving the Utah Office of Tourism. She started with the office at the start of the COVID-19 pandemic and showed strong leadership while with UOT. Bianca launched the Forever Mighty program. Rosie Serago has also accepted a position with the University of Utah. UOT is currently hiring for a new marketing director. Many thanks to Dave Williams and Becky Keeney for taking on the extra workload and for moving interviews along. Thanks to Shayne Wittwer for his willingness to travel and be part of the interview panel for the new marketing director position.

- Market Softening – The UOT team is working with Struck and Love Communications to continue analyzing our marketing strategy. Also communicating with DMO’s and industry to make sure the right marketing message is being used for the specific regions.
- Acknowledged UOT’s international reps and thanked them for their strong leadership in their areas during the COVID-19 pandemic.

OATH OF OFFICE

Jordan Smith took the Oath of Office and was officially sworn in to serve on the Tourism Board.

INTERNATIONAL MARKET UPDATES

Rachel Bremer, Global Markets Director; Zach Fyne, Global Markets Specialist; Taylor Hartman, Global Content & Tour Specialist provided the following [presentation](#):

- Inbound Markets of Focus
 - Primary Markets
 - Canada
 - China
 - Australia
 - India
 - France
 - UK
 - Germany
 - Secondary Markets
 - Ireland
 - Belgium
 - Netherlands
 - Switzerland
 - Austria
 - Mexico
- Flights/Forecasts
 - International Portfolio
 - Calgary
 - Vancouver
 - Los Cabos San Lucas
 - Guadalajara
 - Puerto Vallarta
 - Mexico City
 - Cancun
 - Toronto
 - London
 - Amsterdam
 - Paris
 - Frankfurt
 - 25.1% in international spending from 2019 to 2026
 - 18.9% visits from total international from 2019 to 2026
- Looking Ahead
 - Upcoming Press Trips and FAMs
 - Rocky Mountaineer International Press Trip
 - High caliber media from top global markets

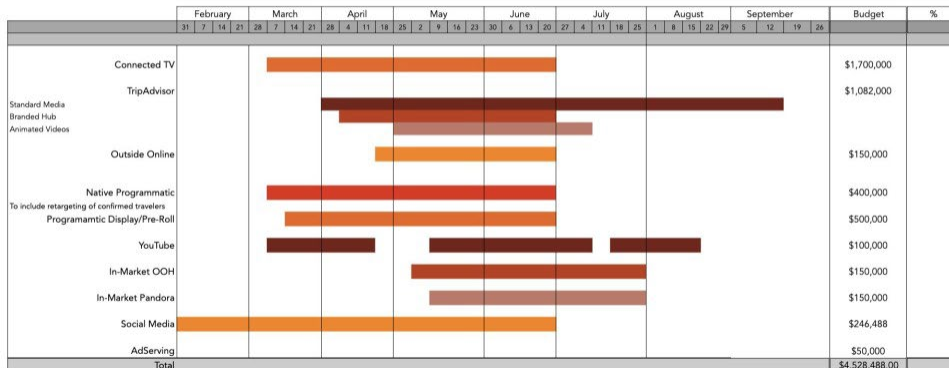
- Highlighting Mighty Five assets and local outfitters, hotels
 - UK Cycling Magazine Press Trip
 - Key audience; high spenders with sustainability focus
 - Multiple areas and gateway communities
 - Other FAMs
 - Include Indian and Chinese influencers, journalists solo press trips, sales incentives, multi-market Ski FAM, Visit Austria Trade/Media and more.
- Tree Utah Campaign
 - Multi-year campaign promoting our greatest assets.
 - Supporting local while connecting the visitor to Utah more directly.
 - Portion of booking will go toward planting trees in Utah.
 - Portion of booking will go toward planting trees in Germany.
 - Visitors can volunteer to plant a tree while in Utah if they choose to.
 - They can view progress of tree planting area(s) over time.
- Upcoming International Missions and Partner Opportunities
 - Brand USA. Travel Week
 - Belgian/Netherlands Sales Mission
 - Toronto Ski Show with Ski Utah
 - Australia/NZ Sales Mission
 - India Sales Mission
 - Canada Media Mission

MARKETING COMMITTEE REPORT

Campaigns & Travel Trends

- Dave Williams, Associate Managing Director, Utah Office of Tourism, Jonathan Smithgall, Vice President Digital Marketing, and Media, Love Communications, and Becky Keeney, Director of Marketing, Utah Office of Tourism, provided the following [presentation](#):
 - Campaigns
 - Southern Utah FY22

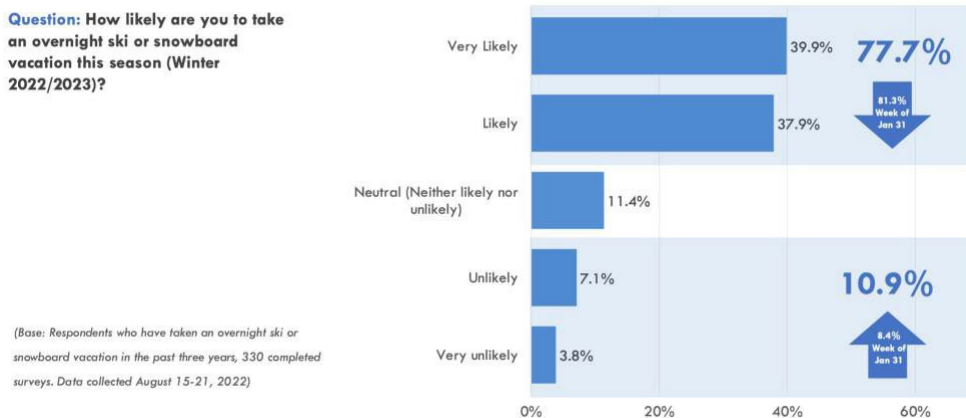
Utah Office of Tourism
2022 Southern Utah



- Northern Utah

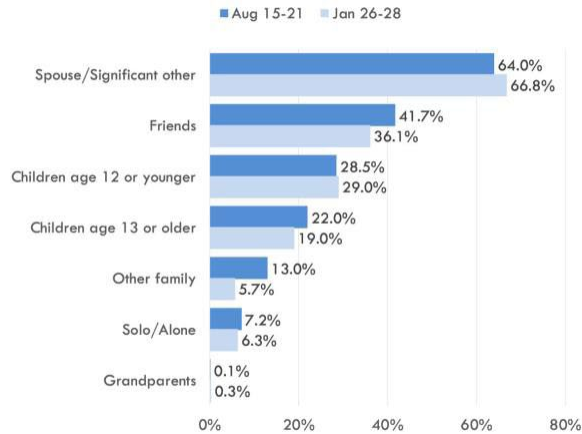
Northern Utah + 2022														BUDGET					
April				May				June				July							
	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19		
Connected TV																			\$300,000
Native On-Site																			\$296,000
Display Retargeting																			\$74,000
Social Media																			\$140,000
Total																			\$820,000

- Southern Utah (Winter) FY23 Campaign Plan
 - To date, the campaign has already tracked more than \$470k in hotel revenue generated. On average, travelers who have been exposed to our campaign are booking 33 days in advance of arrival.
- Ski FY23
 - Important Dates:
 - October 5th Ski Utah Marketing Committee Meeting
 - October 14th Utah Office of Tourism Marketing Committee Meeting
 - October 26th Ski Utah Board Meeting
- Travel Sentiment
 - Reasons for Concern
 - 27.3 % of travelers feel that now is a good time to spend money on leisure travel. At this moment last year, 41.4% of travelers felt that it was a good time to spend money on leisure travel.
 - 30.3% of survey respondents stated that the recent inflation in consumer prices has led them to cancel an upcoming trip. This is down from July’s research that found 36.3% of people had cancelled a trip due to inflation.
 - Reasons to be Optimistic
 - Travel experience prioritized in the next 12 months.
 - Preference for active vacations.
 - 53.2% of travelers will prioritize visiting new places in 2022.
- Ski 2022/2023
 - Likelihood to take a ski vacation this season:



Question: Who are you likely to travel with on your next ski/snowboard vacation? (Select all that apply)

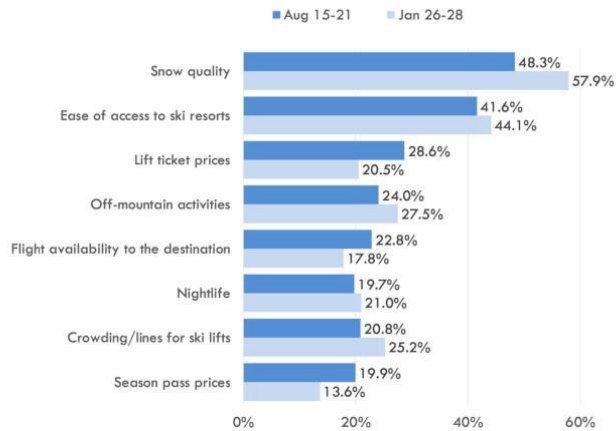
(Base: Respondents who are likely or very likely to take an overnight ski or snowboard vacation this season, 591 completed surveys. Data collected August 15-21, 2022)



○ Important Attributes of Next Ski Vacation

Question: Which of the following attributes will be MOST IMPORTANT in selecting your next ski or snowboard vacation destination?

(Base: Respondents who are likely or very likely to take an overnight ski or snowboard vacation this season, 591 completed surveys. Data collected August 15-21, 2022)



▪ Southern Utah FY23

○ Important Dates:

- October and November Filming
- December Marketing Committee presentation
- January Board meeting presentation
- January filming for winter
- February launch

○ Budget

- TMPF approved May 6, 2022
 - Travel Guides \$120,000 carryforward and \$30,000 new year
- Move \$150,000 from Travel Guides to Agency of Record Expenses

MOTION: NATHAN RAFFERTY MOTIONED TO APPROVE TMPF BUDGET TRAVEL GUIDES ALLOCATED \$150,000 TO AGENCY OF RECORD FEES. SHAYNE WITTEW SECONDED THE MOTION. THE MOTION CARRIED UNANIMOUSLY.

MEETING ADJOURNED