# LIFE

# ELEVATED

**WEBINAR-SPEZIAL, 29.04.2020** 

Utah Office of Tourism Germany & Switzerland









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## **UTAH - THE BEEHIVE STATE**



## Geography:

Southwest USA

#### Timezone:

Standard Mountain Time (CET -8h)

Northern Utah: Rocky Mountains & Great Salt Lake, 15 Ski Resorts

**Southern Utah:** 5 National Parks, Lake Powell, 4 Corners National Monument

Motto "Life Elevated": over 1.000 Meter above sea level



## **UTAH - THE BEEHIVE STATE**

- 1 4.000 Meter Summit "Kings Peak"
- 4 Seasons Full of Adventures
- 5 National Parks "The Mighty 5®"
- 9 National Monuments
- 15 Ski Resorts "The Greatest Snow on Earth®"
- 16 Dark Sky Parks & Stargazing
- 44 State Parks
- 2.000 Miles of Scenic Byways Array of Hidden Gems & Mars-likely Places Universe of Healing Landscapes

LIFE ELEVATED.





**Utah's COVID-19 Response & Product News** 

## What do we know? Covid-19 Update

- Covid-19 has a major global health impact = Pandemic with over 3 Mio infected humans world-wide & over 211.000 deaths globally (Johns Hopkins University)
- Economic impact: Oxford Economics predicts a 2.8 % decline in GDP in 2020 (by comparison, during the 2008/9 global economic crises the GDP dropped by 1.1%)
- ➤ Forward Keys reports that summer bookings are currently 27% behind last year
- → Borders are closed and airlines are keeping the majority of their fleets on the ground
- WHO still assesses the global health risk as very high
- A vaccine for Covid-19 has yet to be developed



## What do we know? Covid-19 in Utah



Covid-19 in Utah: 3296 confirmed Covid-19 cases, 888 recovered, 32 deaths (April 22nd)

- State parks are now open to all visitors, (any localized restrictions found here: https://coronavirus.utah.gov/special-orders/)
- National Parks are still closed, but, the Governor announced he was supportive of Trump's plans to reopen National Parks as advised by the health department:

  https://www.sltrib.com/news/2020/04/22/live-coronavirus-updates/
- **Unemployment rate:** Before Corona 2,5%, during Corona 3,5% (end of March)
- **Financial Stimulus** by the Utah Government to support the local economy: \$11million
- **Utah's uniqueness:** with its Mighty 5 National Parks and beautiful open landscapes, Utah's unique offerings match up well with what visitors will be looking for when travel resumes.

# How's the Impact on Utah's Visitor Economy?

- Utah's tourism industry primarily hotels, restaurants, attractions and events is the most devastated industry in the state.
- The average daily spend in the state's \$9.75 billion industry is about \$26 million. Most suppliers are operating in the 10 percent range. A conservative guess is that we are **losing \$20 million in Utah tourism spending every day**.
- For every \$1 million in direct visitor spending in Utah supports roughly 14 Utah jobs and \$130,000 in state and local tax revenue
- International visitation equates for approximately 10% of overall visitation.
- In 2018, 43,400 German visitors traveled to the state of Utah. They spent \$45.3 million dollars.

  Germany is Utah's 4th largest international market in terms of spending. The German market makes up 5.5% of international spending in Utah. In 2018, Swiss visitors spent \$15.5 million dollars. Swiss visitors rank 5th in spend per visit.

## What do we know? Customer Feedback France



Survey of customers from France and Belgium who had declared a travel plan to Utah between April and August 2020

- 94,7 % have to had or will cancel their travel plans to Utah
- **Customers** that had to or will cancel their trip to Utah:
  - 11, 11 % considered to postpone it to autumn of 2020
  - 25,92 % considered to postpone it to spring (April through June) of 2021
  - 51,86 % considered to postpone it to summer (July & August) of 2021
  - 11,11 % considered to postpone it to a later date but you don't know which month and/or year yet
  - 0 % considered to cancel your trip without any plans to reorganize it in the near future

#### More **learnings**:



- 100 % of the panel are keeping Utah as their next long-haul travel destination.
- Bookings for spring and summer of 2021 will start very early this year in order to secure flights and hotel rooms!



# When Will Travel Resume Again?



**EU Commission** President Ursula von der Leyen said to put off summer travel plans and many politicians have agreed (this is currently under debate)



**Roger Dow,** chief executive of the U.S. Travel Association said, "Americans generally are going to stay home until next year. Europe is done for American travellers."

He also stated that travel will rebound, just not as quickly and not all at once

#### Airlines:



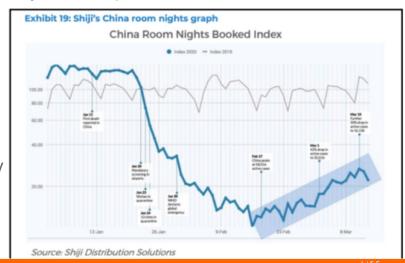
- KLM/Delta/AF is offering rebooking possibilities for all flights with a scheduled departure before or on July 3rd
- Lufthansa is offering flexible rebooking options for all ticket fares until August 31st



**Tour Operators** have put their business on hold, at least until the beginning of summer, when most will begin to start operations and bookings again

# When Will Travel Resume Again?

- The example of China shows that roughly 3 weeks after China reached its peak in active Covid-19
  cases, consumer optimism increased significantly (Global Web Index) → room night bookings started to
  increase
- Consumer studies by Tripadvisor or Edreams/Odiego have shown that people are eager to "get out" and travel again and are still optimistic for the summer holidays to take place
- But: Specific target audiences will be on different schedules for when, in their minds, it will be safe to travel again → Complex Relaunch strategy for all tourism brands
- **Etiquette:** Although people are restless at home and may be dreaming about future travel plans, the nature of the pandemic means we need to take care that our messaging is responsible & well-timed.



## **Local Recovery Initiatives**

#### 1) OGDEN

Ogden's Own Distillery has pledged to donate 100% of our profits made in March and April 2020 to local staff members and employees of Utah's bar and restaurant community. "In these difficult and uncertain times, it's our hope that our efforts can contribute to supporting those whose livelihood is affected by business closures and restrictions, and inspire other companies to do the same." Steve Conlin, CEO and Co-Founder of Ogden's Own Distillery

Furthermore, Ogden's Own Distillery recently received federal approval to make hand sanitizer to combat the virus.



#### 1) GREATER ZION

**#StayGreater** local campaign -- reminder of the determination and conquering spirit that has always been part of the people who live there. It's an invitation to draw on the strength of the past, add goodness to the present, and contribute to the positive opportunities of the future.

Campaign Video / Website: www.staygreater.com



## Stay Safe & Stay Inspired: #UtahFromHome

Utah on FB & IG: VisitUtah (International) / VisitUtahDACH (German-speaking)







## Valuable Resources about Utah & Covid-19

Utah Covid-19 Website: <a href="https://www.visitutah.com/plan-your-trip/covid-19/">https://www.visitutah.com/plan-your-trip/covid-19/</a>

Educational Webinars: Regular updates for travel trade & media (NL sign-up)



Social Media: Instagram (Visit Utah DACH) / Facebook (Visit Utah)

**Delivery of: Brochures, Travel Guides & Highway-Maps (for free)** 

Questions & Answers via Email: <u>utah@harwardt-marketing.com</u>

Image Library: <a href="https://visitutah.tandemvault.com">https://visitutah.tandemvault.com</a>

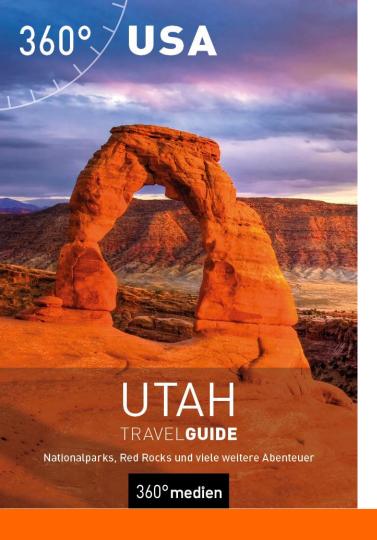
German Website: <a href="https://www.visitutah.com/de/">https://www.visitutah.com/de/</a>

**German Press Releases:** <u>harwardt-marketing.com/presse/</u>

**German Newsroom:** <u>Destination Profile, Signature Photos & Story Ideas</u>







#### **COMING SOON**

#### "Utah Travelguide"

- First German-language monothematic Utah travel guide with over 200 pages
- Travel tips & hidden gems for newcomers & repeaters
- In cooperation with the publishing house "360" medien" & guest authors
- Release: June 2020
- Availability in local retail book stores, on Amazon, 360° webshop

Click <u>here</u> for more information!





#### **Dark Sky Parks**

- Utah now has 16 Dark Sky Parks
- The idyllic town <u>Helper</u> got designated as another Dark Sky community
- Other Dark Sky Parks:
   Arches NP, Capitol Reef NP,
   Natural Bridges NM, Bryce
   Canyon NP, Goblin Valley
   SP, Antelope Island SP

More Information on Utah's Dark Sky Parks:

https://www.visitutah.com/places-to -go/dark-sky-parks/





#### New National Monument in Utah: Cleveland-Lloyd Dinosaur Quarry or "Jurassic NM"

- 9th National Monument in Utah
- Showcases the most extensive collection of Dinosaur fossils (12.000 bones of 74 dinosaurs)
- Opening hours:
   April 2nd Oct 31st 2020
   10:00 a.m. 17:00 p.m.
   (Thursday Sunday)
   Currently closed!







# Salt Lake International Airport THE NEW SLC

- Multi-Million-USD Building Project
- 30 new international Gates
- Easy to navigate & efficient
- Building Circles:
   Phase 1: until 2021
   Phase 2: until 2024
- Building process does not interrupt the day-to-day airport traffic
- SLC Airport is a Delta Hub with direct connections to AMS/LHR/CDG

More information: https://www.slcairport.com/thenewslc/



# Salt Lake Temple & Temple Square

- Renovations taking place until approx. 2024
- Open areas: f.ex. Assembly Hall, Tabernacle, Family History Library
- Temple Square Tours & Events are limited taking place

More information & updates: <a href="https://www.templesquare.com">https://www.templesquare.com</a>



#### **ACTION SPORTS HUB**

The indoor Action Sports Hub is our 66,000 square ft Indoor facility. Inside the Hub you can access the 10,000 square ft concrete park, pump track, mini ramps, parkour zone, spring floor, Olympic grade trampolines, foam pits, mini mega ramp, rail to airbag and our digital media lab.



#### MOUNTAIN PARK

The Mountain Park is our outdoor, chairlift accessed ski and snowboard facility . The Woodward Mountain Park is complete with base area learning zones, large freestyle zones and everything in between.



#### **ACTION SPORTS PARKS**

120 acres of outdoor facilities ranging from skateparks designed by CA Skateparks to downhill mountain biking designed by Alpine Bike Parks.



#### **Woodward Park City**

Indoor / Outdoor complex for sports & recreation

- Open since December 2019 (currently closed)
- Ideal for Families with kids
- Lessons & Classes available

#### 4 main areas:

**Indoor Arena**: trampolines, parkour zone, foam pits, bike/scooter digital media lab, etc.

Mountain Park: skiing,

snowboarding, freestyle zones,etc.

Outdoor Sports Park: MTB,

Skatepark, etc.

**Bar & Restaurant** 

More information: www.woodwardparkcity.com





#### 150-Anniversary of Kanab

- Founded on June 14th, 1870
- Celebrations throughout 2020
- Authentic Small-Town USA
- Great Restaurant Scene
- Best Friends Animal Sanctuary
- Film History "Little Hollywood"

#### Many landmarks around:

- The Wave (AZ)
- Coral Pink Sand Dunes
- Moqui Cave
- Peekaboo Slot Canyon
- Buckskin Gulch
- Wahweap Hoodoos
- and many more....

More Information: <a href="https://visitsouthernutah.com">https://visitsouthernutah.com</a>









#### **Camp Sarika by Aman Resorts**

- Bookable from July 1st 2020
- 10 Tented Pavilions
- Exclusive setting in Southern Utah
- Access to all main resort facilities
- 5\* Service, Dining & Excursions
- Like to work direct and not through RTOs

More information: <a href="https://www.aman.com/resorts/amangiri/c">https://www.aman.com/resorts/amangiri/c</a> <a href="https://www.aman.com/resorts/amangiri/c">amp-sarika</a>











#### Homestead Resort Midway, Heber Valley

- opened by Maria and Simon Schneitter
- Autumn 2020: Renovation of hotel to become an Autograph Collection under Marriott
- Ideal gateway to Utah's ski resorts Park City
   Mountain Resort & Deer
   Valley Resort and
   Soldier Hollow
- Renderings with start of renovation available

More information: <a href="https://homesteadresort.com/">https://homesteadresort.com/</a>





# Antonio Catalan by Marriott Kimball Junction, Park City

- The new AC by Marriott is a 100 room, European-inspired hotel
- Scheduled to open June 15, 2020
- Located just outside of Park City at Kimball Junction
- Near dining, shopping, including the large outlet mall, bars and a large movie theater
- Also located on the free shuttle line that stops at the ski resorts in Park City

More Information:

https://www.ensignhospitality.com/Park-City







#### Element by Westin in Moab

- Scheduled to open January 2021
- Located in beautiful Moab, UT just minutes from Arches & Canyonlands National Park
- This beautiful, eco-friendly hotel will give travelers the balance they are looking for in a hotel and surrounding nature
- The Element will have 118 rooms, 3,000 square feet of meeting space and complimentary tour bus parking

#### More information:

www.ensignhospitality.com/moab-1





# The Advenire, Autograph Collection in St.George

- Newly open as of Jan. 2020 (currently closed)
- A very modern, luxurious boutique hotel with 60 rooms in the heart of St. George
- Chef Shon (former chef of Amangiri) has opened a new restaurant in the hotel complex called:
   Wood. Ash. Rye.

More information: <a href="https://theadvenirehotel.com/">https://theadvenirehotel.com/</a>



# **Next Webinar:**



Ski & Winter in Utah

Special Guest: Raelene Davis,

Vice President Marketing & Operations

**24th of June 2020** 

16:30 CET



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## COMPETITION

Your chance to win one of 2 x 100 EURO vouchers of Wunsch-Gutschein redeemable in over 500 shops. How to enter?

Please answer the following 3 questions correct and reply via Email to <a href="mailto:utah@harwardt-marketing.com">utah@harwardt-marketing.com</a> until April 29th, 2020 at 06:00 PM. The 2 winners will be determined in a digital lottery and announced on: Thursday, 30th of April 2020 within a follow-up email including WEBINAR information and outlook.

Stay Excited & Good Luck!

- 1. Utah is a TOP stargazing destination with IDA certified places. How many Dark Sky Parks does Utah offer?
- 2. Utah is very adventurous for families. Dinosaurs made Utah a mecca because of bones and fossil tracks with a newly opened discovery getaway. What is the name of the 9th National Monument?
- 3. Over 1.000 Hollywood blockbusters & TV productions have been produced in Utah. Many places became popular as sceneries. Which Southern town is named "Little Hollywood"?



