



# - Utah Office of Tourism - Board Meeting

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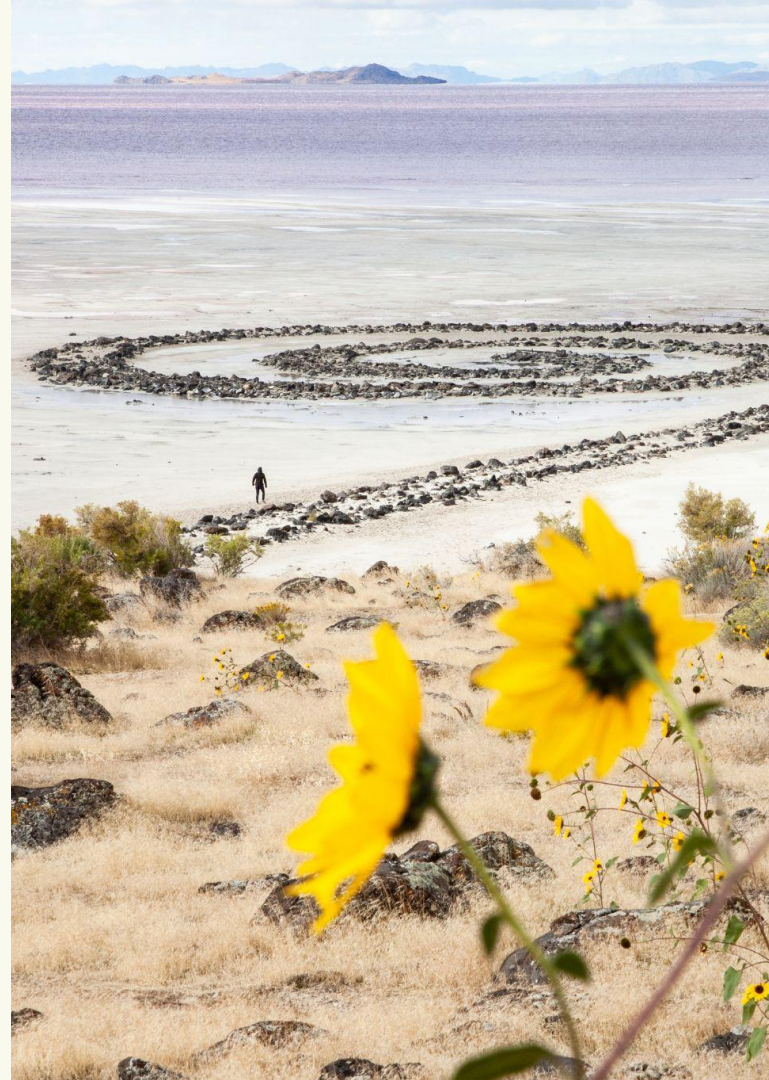
October 2023

LIFE  
**UTAH**  
ELEVATED™

# Proposed Attendance Policy

Applies to each board member for scheduled board meetings each fiscal year (July - June):

- Physically attend 60% of in-person meetings.  
(3 out of 5 meetings)
- Attend 60% of virtual meetings.  
(3 out of 5 meetings)
- 4 missed meetings results in the chair and/or vice chair recommending replacement to the governor.





# MEET THE TEAM

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**CAMILLE JOHNSON**  
*Director*  
Kanab County



**DIANE WILSON**  
*Administrative Assistant*  
Davis County



**KEVIN BLOOMQUIST**  
*Grants Compliance Specialist*  
Kanab County



**TODD TANNER**  
*Destination Development Specialist*  
Davis County



**RACHEL CREER**  
*Partner Relations Specialist*  
Weber County



## Red Emerald Strategy

1. Continue powerful branding
2. Prioritize quality visitation
3. Enable community led visitor readiness
4. Distribute visitation
5. Improve organizational effectiveness





## PILLAR #1

### CONTINUE POWERFUL BRANDING

#### Co-op Marketing Grants

1:1 Competitive Grant Program

20% of TMPF goes to Co-op

#### Round 23

63 Applications, 55 Awarded

\$6.6M Ask, \$4.7M Awarded



## PILLAR #2

# PRIORITIZE QUALITY VISITATION

### Toolkits for the Industry:

- Dark Skies
- Agrotourism
- Forever Mighty





## PILLAR #3

### DISTRIBUTE VISITATION

#### EDA Destination Development Grants

**No local match**

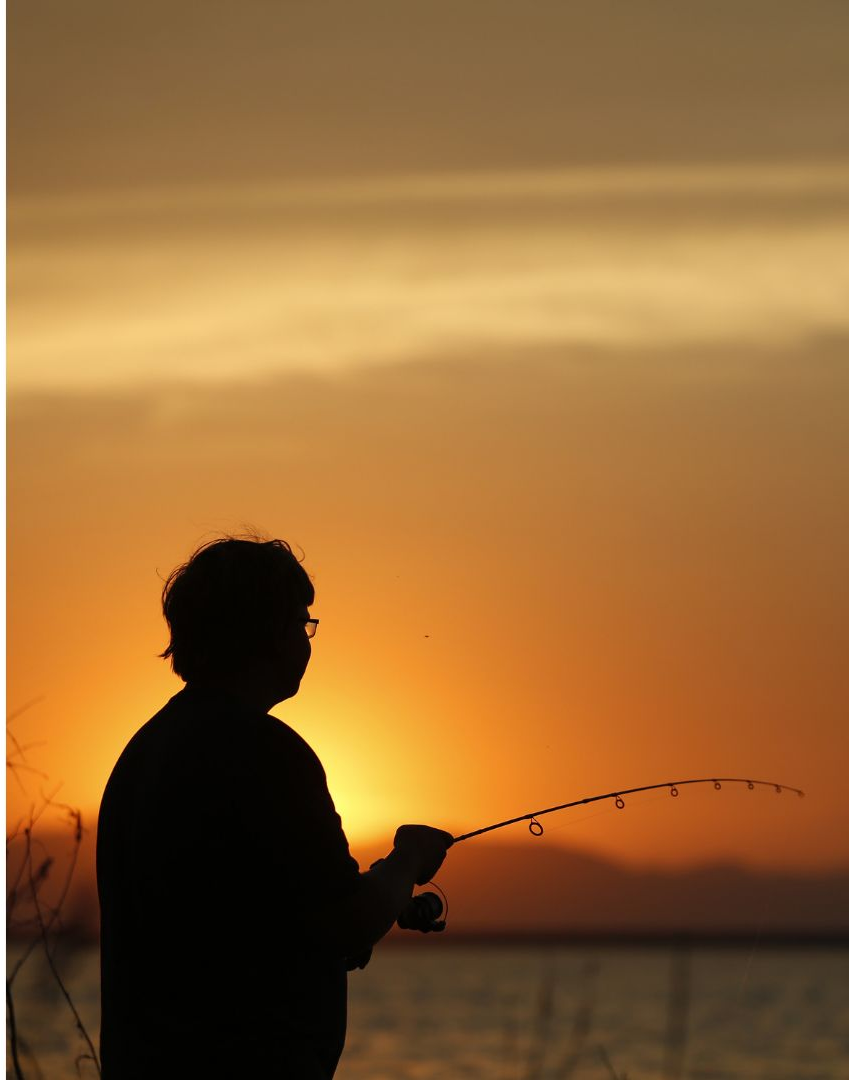
**Up to \$50,000**

- Feasibility & Economic Impact studies
- Product development studies

**Up to \$25,000**

- Implementation grants

**Round 3, TBA**



## PILLAR #5

# IMPROVE ORGANIZATIONAL EFFECTIVENESS

## Communication with Industry

- Industry Site
- Newsletter
- Survey- Forever Mighty





## PILLAR #4

### COMMUNITY-LED VISITOR READINESS

- DMO
- ORM
- LOCT
- PLPCO
- Rural Matters
- Rural Utah Chamber Coalition
- URLA
- National Parks & Non-Profits
- ZRC
- DOR
- BLM
- OAC



## PILLAR #4

# COMMUNITY-LED VISITOR READINESS

- One Utah Summit (spring and fall)
- Outdoor Rec Summit
- Kanab Hotel Association
- Emery County Chamber
- San Juan Business Basecamp
- Utah Valley Chamber
- Tourism Conference
- UADMO @ UAC Spring & Fall
- USACCC
- ULI Conference
- Newsmaker Breakfast Panel





# GOVERNMENT SHUTDOWN

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- Parks stay open with minimal services
- Communications: UADMO, :LOC, /USACCC
- State supports national parks via foundations







# RED EMERALD EXPERIENCE





# Agenda

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- Gas Prices
- Reasons for Concern
- Reasons to be Optimistic
- Closing Thoughts



Tripadvisor

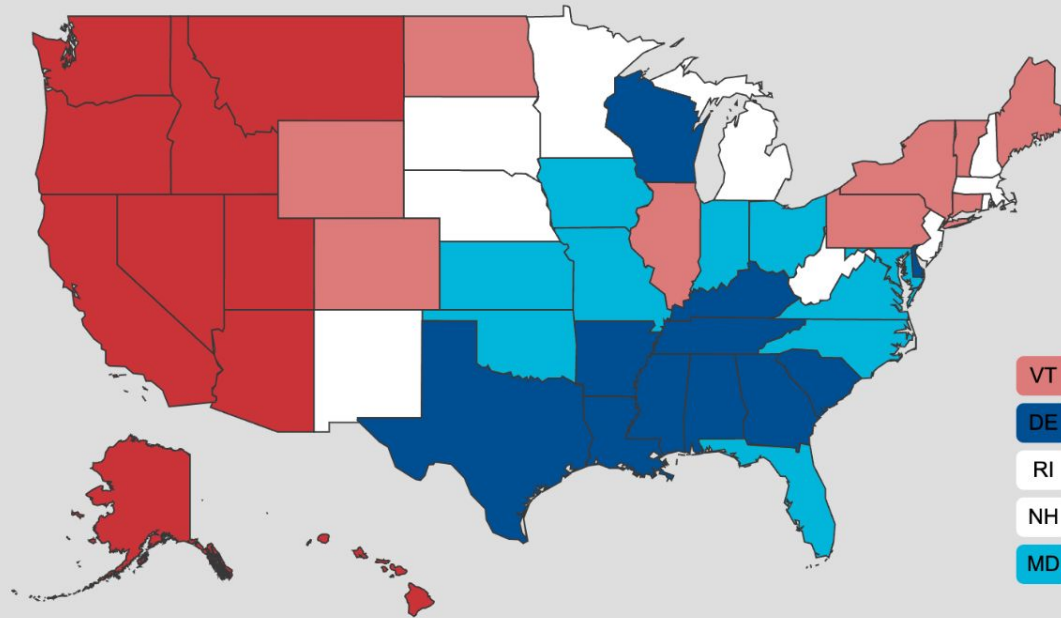


**Future Partners**

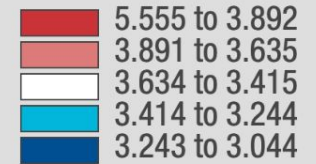
**Skift.**



# Gas Prices Nationwide



## National Retail Prices



Today's AAA  
National Average

**\$3.575** ▼

Price as of  
10/18/23

VT	NJ
DE	DC
RI	CT
NH	MA
MD	HI



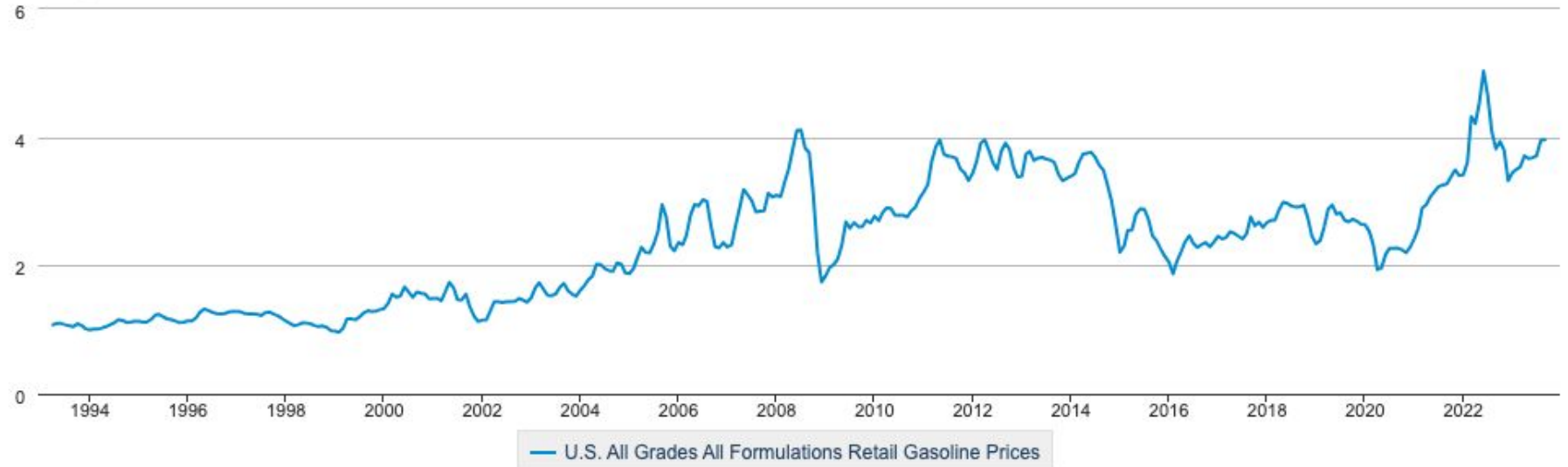


# Gas Prices Nationwide

## U.S. All Grades All Formulations Retail Gasoline Prices

 [DOWNLOAD](#)

Dollars per Gallon

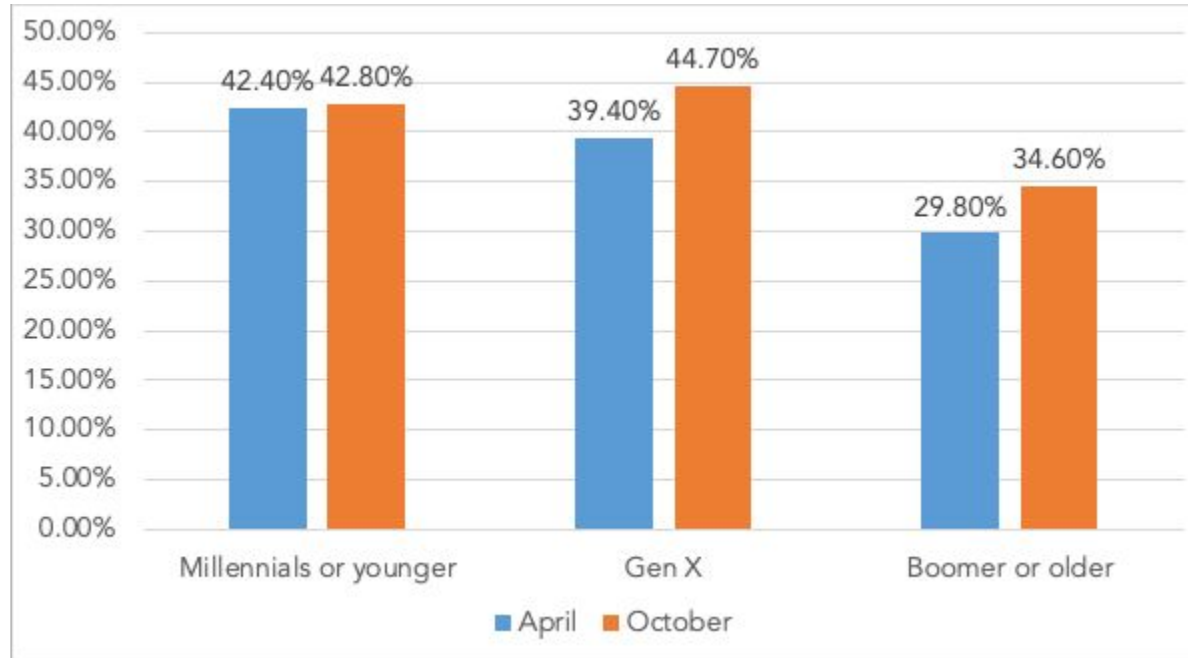


Source: US Energy Information Administration

28.1% of travelers feel that now is a good time to spend money on leisure travel. In July of 2021, 44.6% of travelers felt that it was a good time to spend money on leisure travel.



# Listing Travel as Being Too Expensive Right Now



**32.0%** of survey respondents stated that the recent inflation in consumer prices has led them to cancel an upcoming trip. *This is up from when the question was initially asked in April of 2022 wave of research, which reported **23.2%** of people had cancelled a trip due to inflation.*

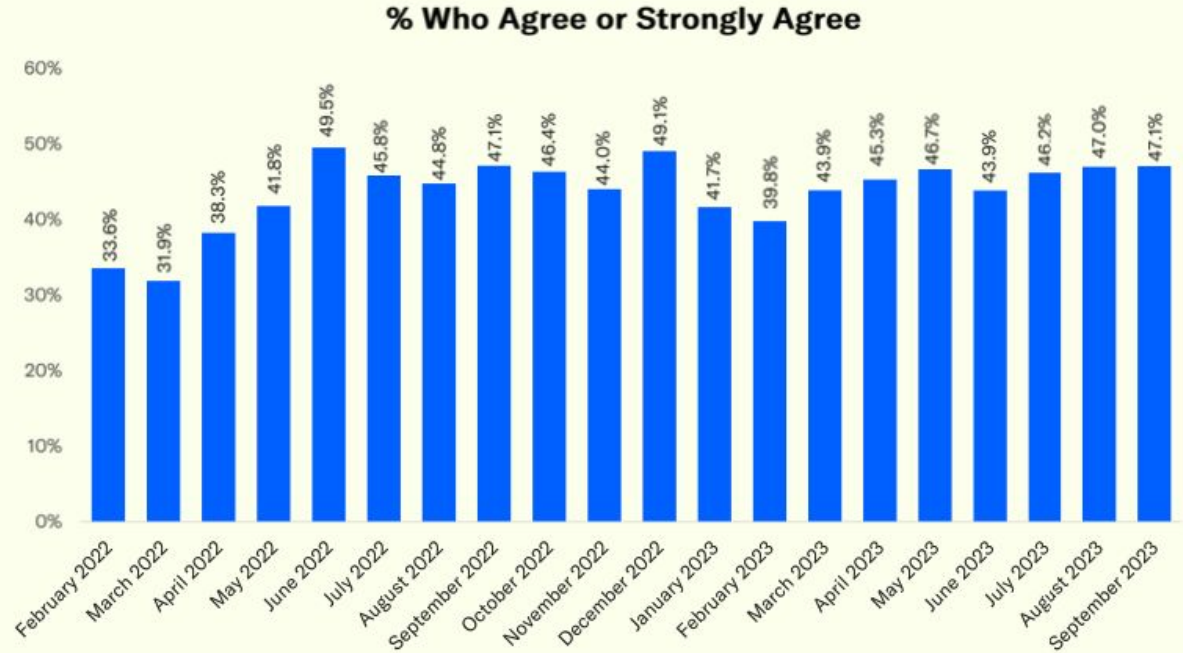


# Travel Prices - Time Series

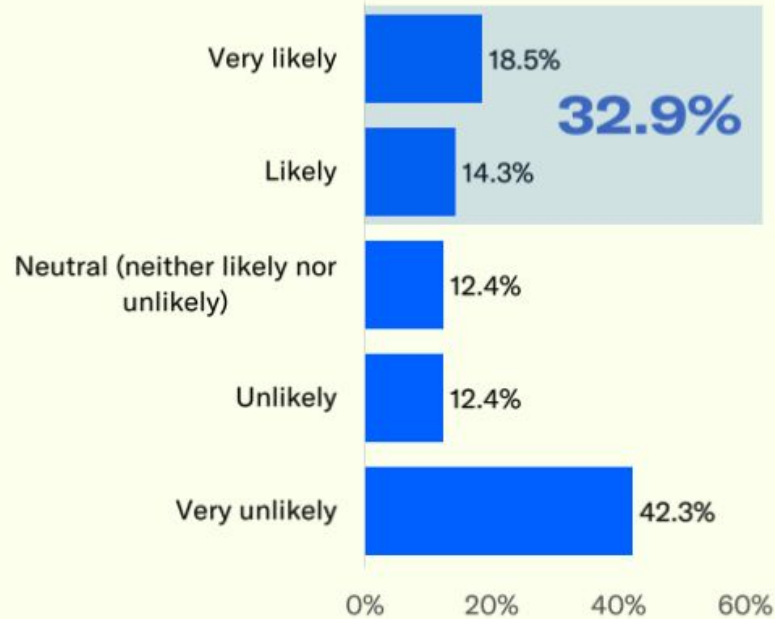
## Question:

How much do you agree or disagree with the following statements?

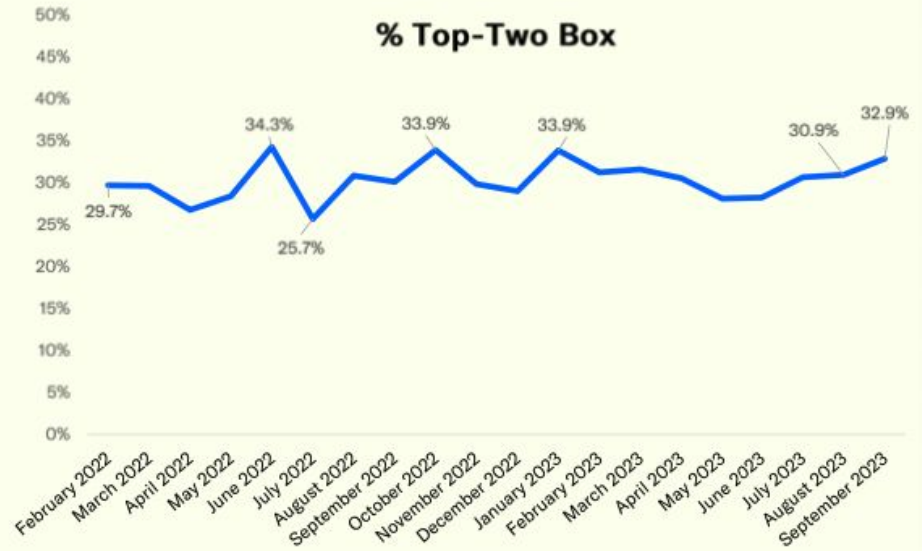
High travel prices have kept me from traveling in the past month.



# Likelihood to Travel Abroad this Year



## Historical data



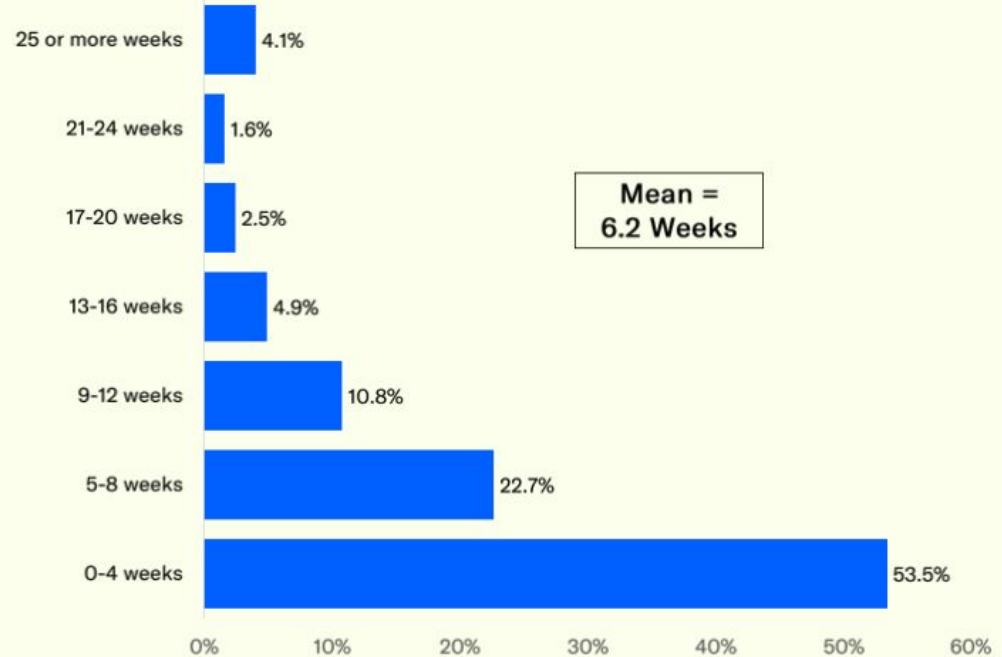


92% of survey respondents are planning to travel in the next 6 months.

# Travel Planning Window Remains Short

## Question:

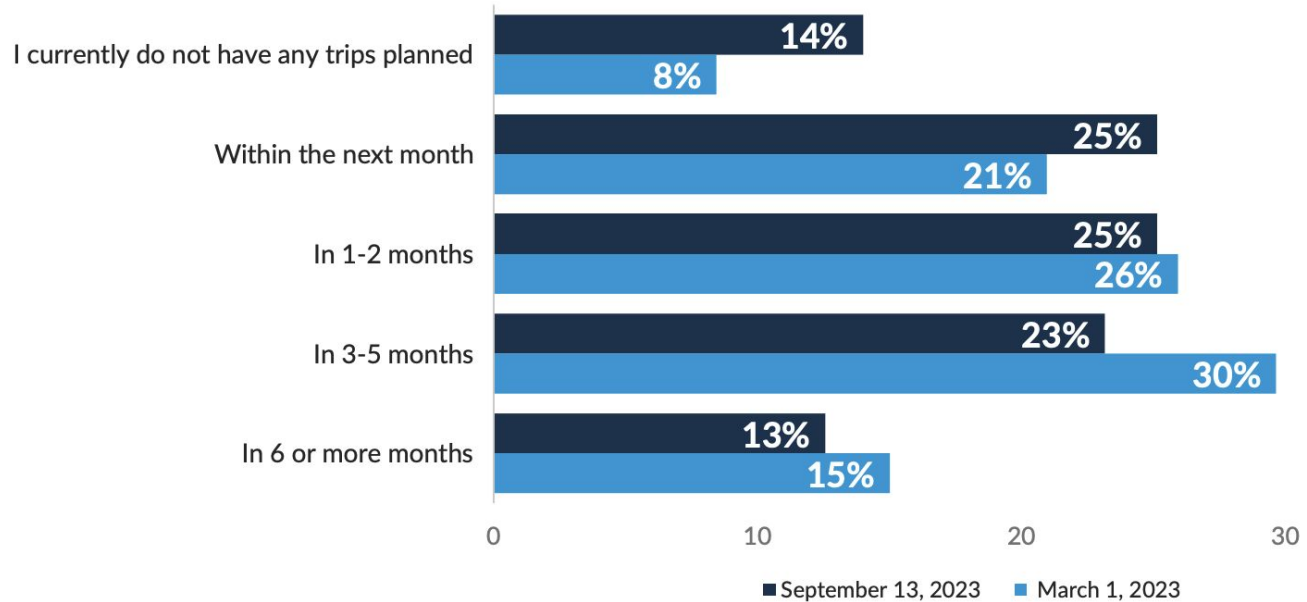
How many weeks IN ADVANCE did you begin planning your most recent overnight trip?





# When Is Your Next Trip?

## When Is Your Next Trip?



## Past Visitation vs Likely Future Destination

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7.4% of travelers have visited Utah in the past, while 12.3% of them plan to do so in the future. This makes Utah the 26th most desired destination for a future trip.

## Preferred Travel Destination

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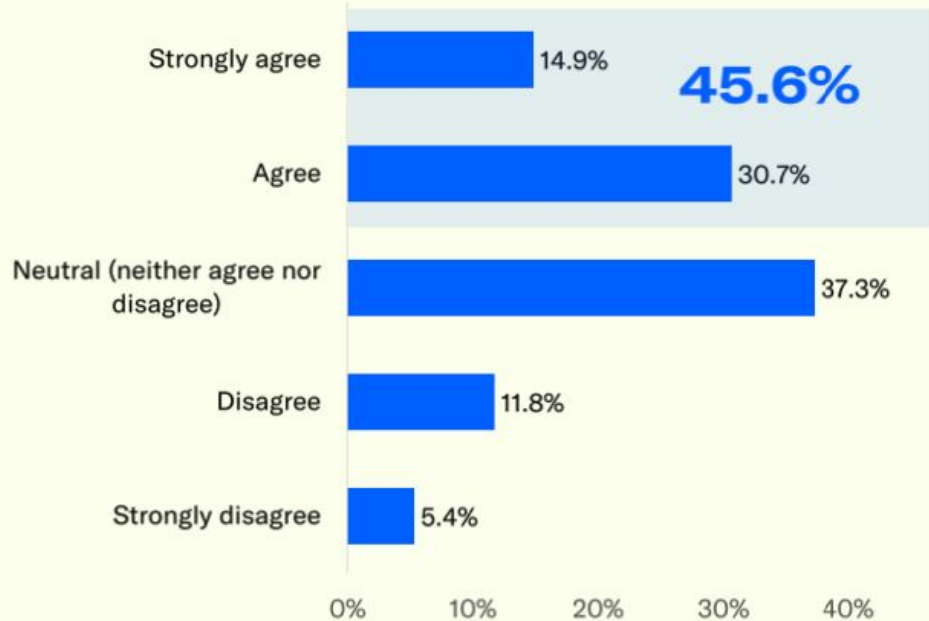
When you focus only on responses from survey respondents from the West, Utah moves to the 16th most desired domestic destinations in the next 12 months.



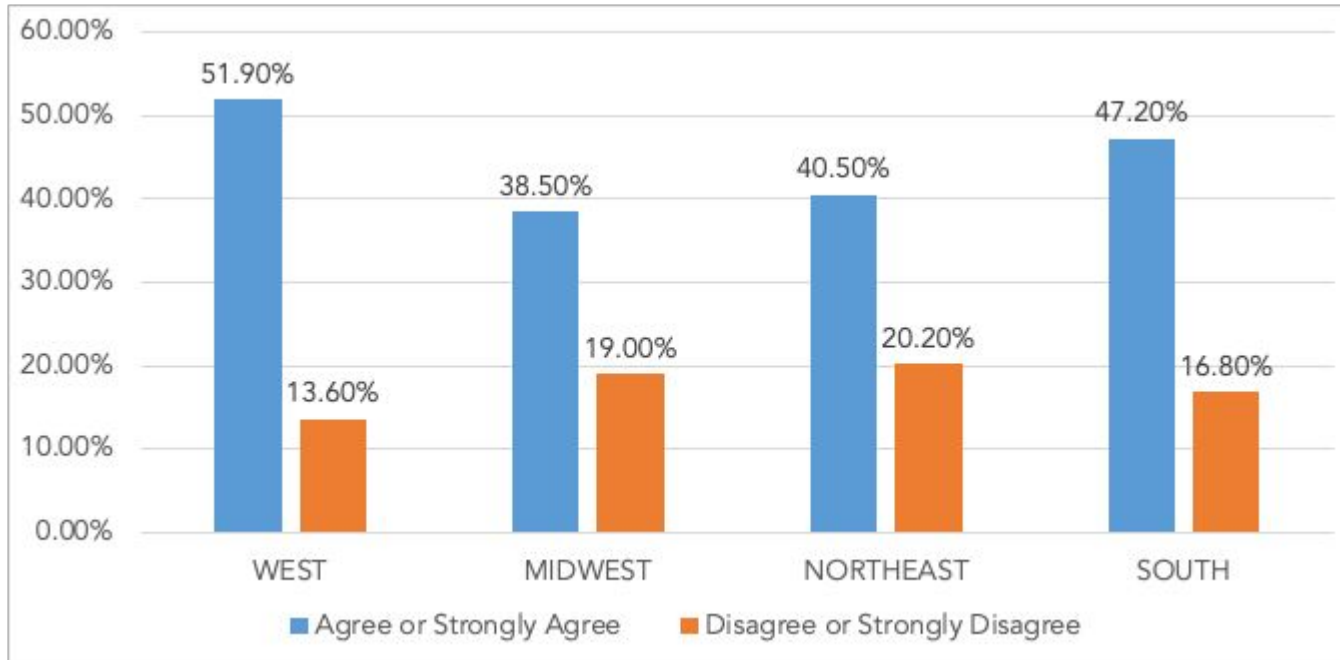
# Positive Community Sentiment Nationwide

## Statement:

I believe tourism in my community makes it a better place in which to live.



# Positive Community Sentiment Nationwide



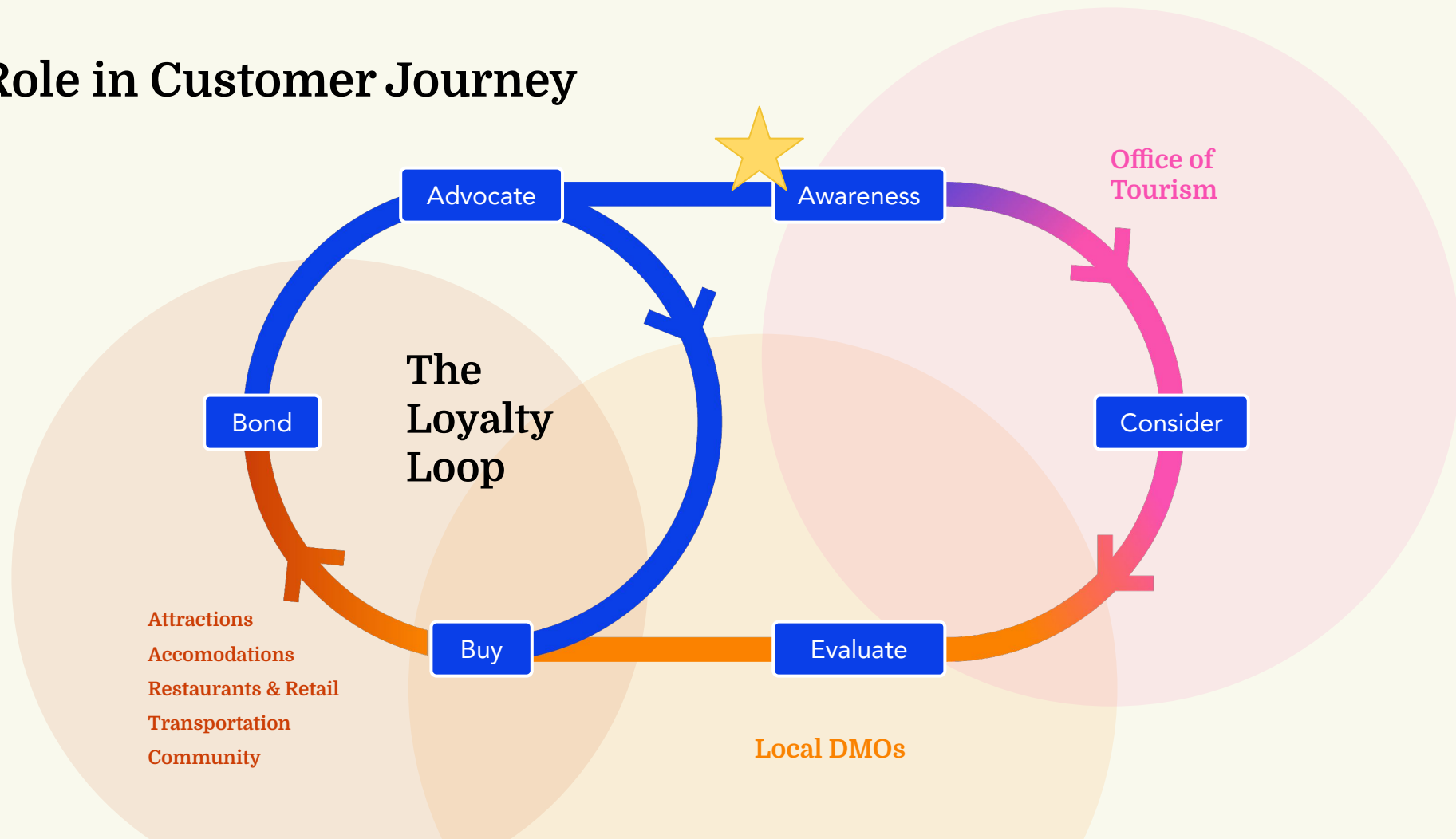
# Five Takeaways

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1. The average American continues to show signs of concern of a looming economic recession which has led them to begin making changes with their money.
2. Travel being too expensive and personal financial reasons remain the top two deterrents to travel, both now ahead of gas prices.
3. Travel intent for international vacations remains high.
4. The travel planning window remains short, so destinations that are seeing a drop in anticipated visitation six months out, shouldn't sound the alarm just yet...
5. Travel remains a priority for Americans, with 92% planning to travel within the next six months.



# Role in Customer Journey

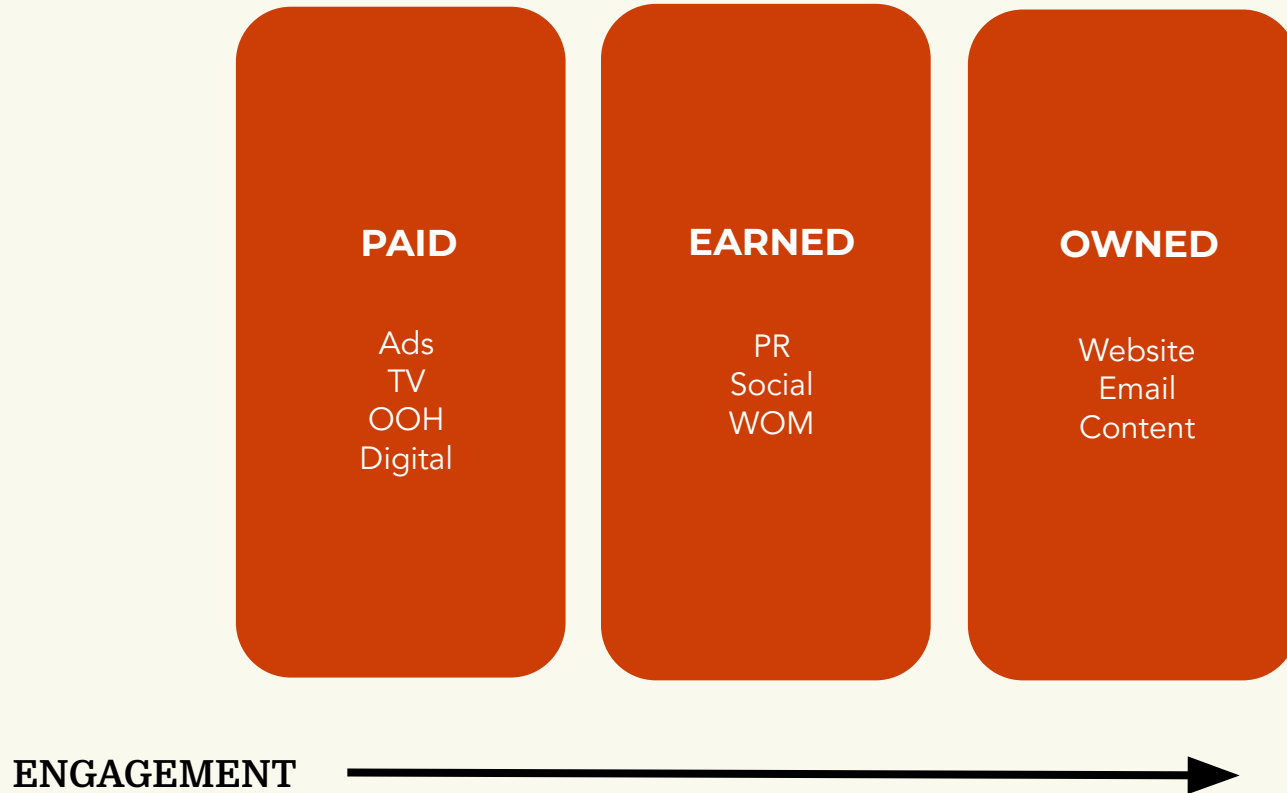


# 23/24 Strategic Priorities for Marketing

1. Increase awareness and consideration of Utah as an exceptional outdoor vacation destination.  
(Continue Powerful Branding)
2. Increase average length of stay and spend per trip among ad-exposed audiences.  
(Prioritize Quality Visitation, Distribute Visitation)
3. Educate visitors on responsible and prepared travel practices.  
(Prioritize Quality Visitation, Distribute Visitation)



# 3 Types of Media



# Core Advertising Campaigns



**National Parks**  
(Southern Utah)



**Ski**



**Urban & Outdoors**  
(Northern Utah)



# 22/23 Campaign Results

**550K**

Ad Exposed Page Views

**41% Increase**

Compared to the 21/22 Campaign

**\$28M**

Hotel Revenue

**\$152**

Average Daily Rate



# 23/24: SU Winter Strategy

Promoting our Mighty 5 national parks and beyond, this campaign inspires travel across a variety of destinations and activities in the southern half of our state.

## Budget

\$685,000

## Flight Dates

9/15/2023 to 1/30/2024

## Goals

- Drive travel & bookings to southern Utah during off-season.
- Retarget those considering booking to drive conversion.
- Educate visitors on prepared and responsible travel.



# Media Plan

## Channels

- Connected TV
- Programmatic Display
- Endemic & Native

## Target Markets

- Regional: 15% In-State, Washington, Wyoming, Nevada, Oregon, Arizona, Idaho, Colorado, California, New Mexico, Texas

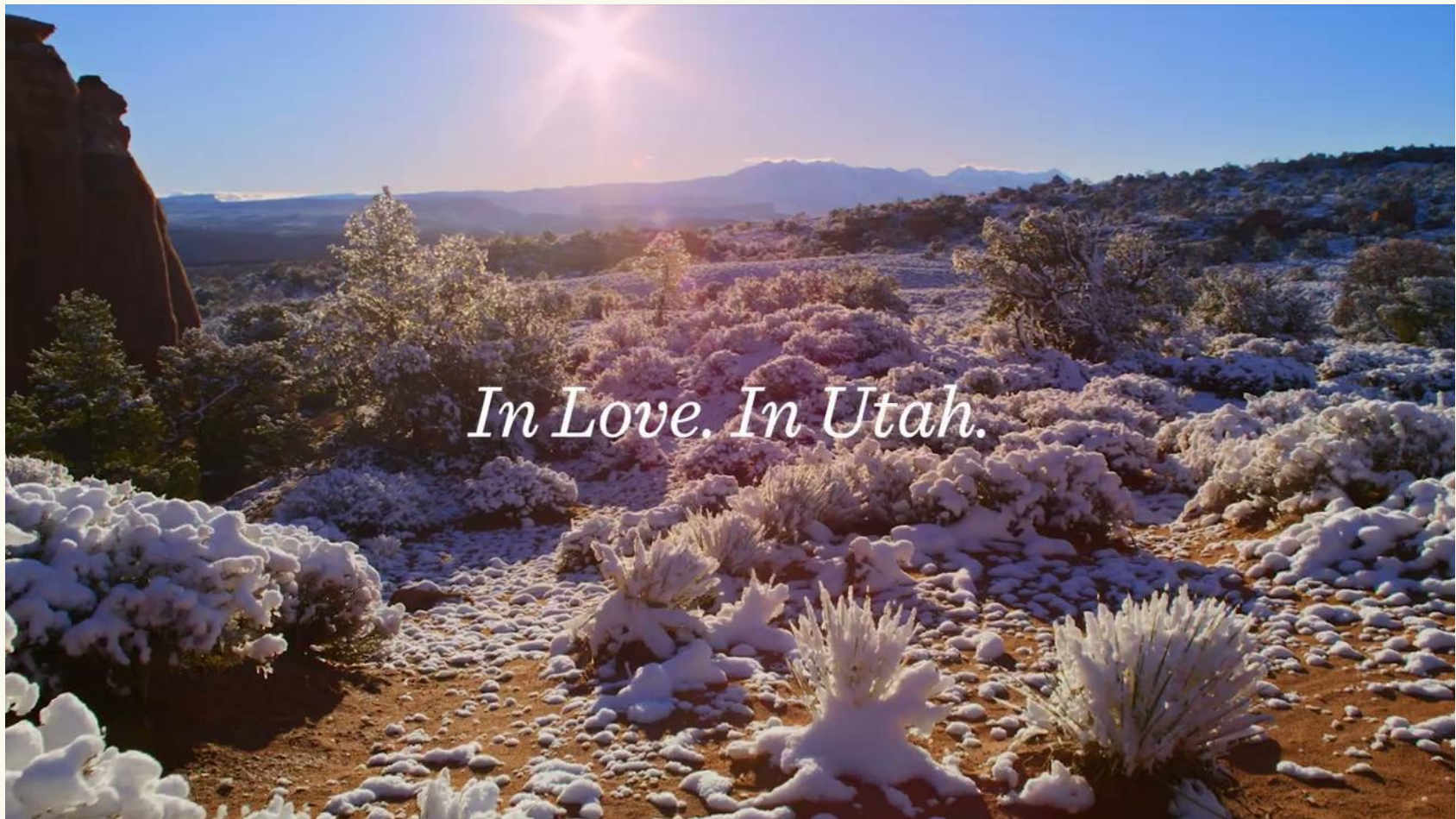
## Strategy

- Increased focus in competitive targeting
- Past visitors to competitive destinations
- Target repeat travelers



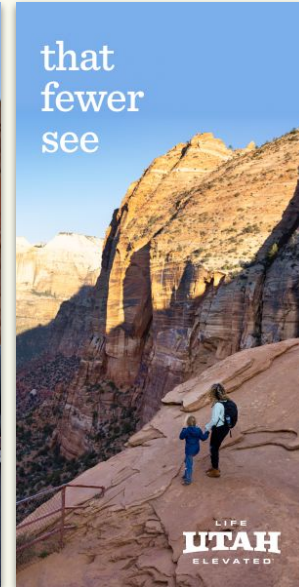


# New Creative





# New Creative



# 22/23 Campaign Results

**39%**

Advertising Awareness (Nationally)

**6.7M**

Target Households Reached

**453K**

Ski Trips Influenced

**~\$143M**

Hotel Revenue

**\$167**

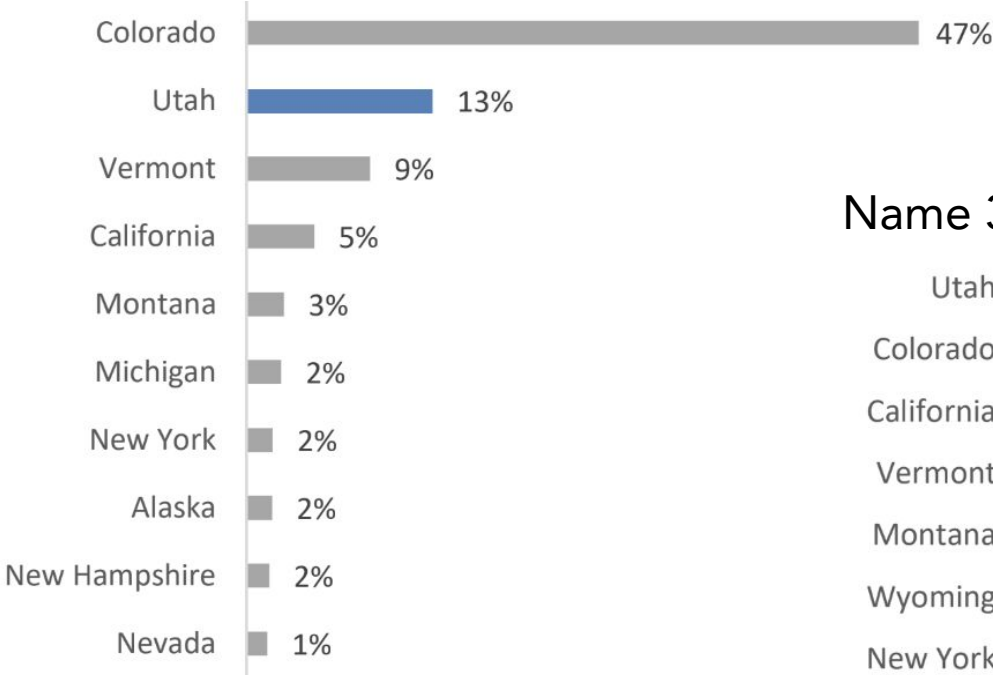
Average Daily Rate



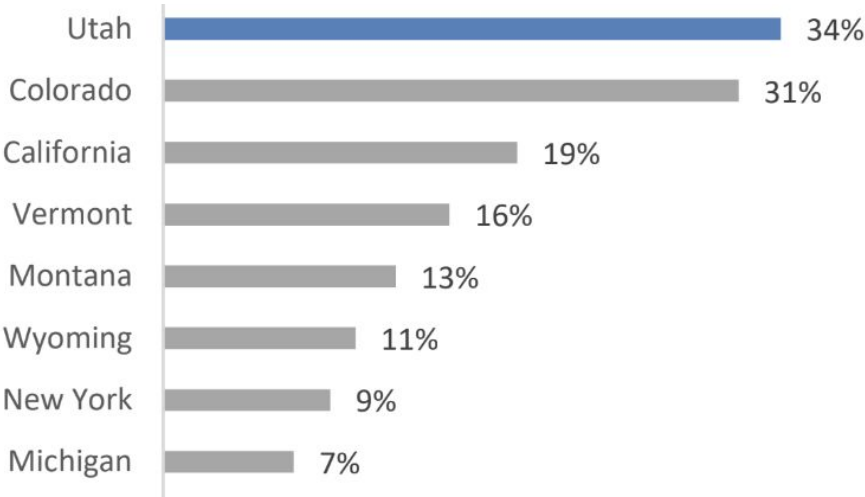
# 22/23 Campaign Results

State that First Comes to Mind?

**Utah's  
Mind Share  
47%**

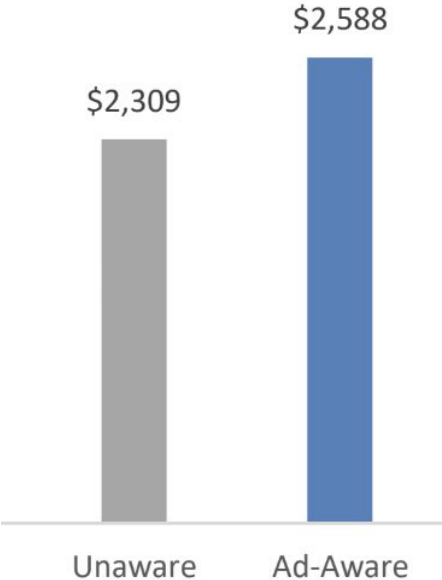


Name 3 States

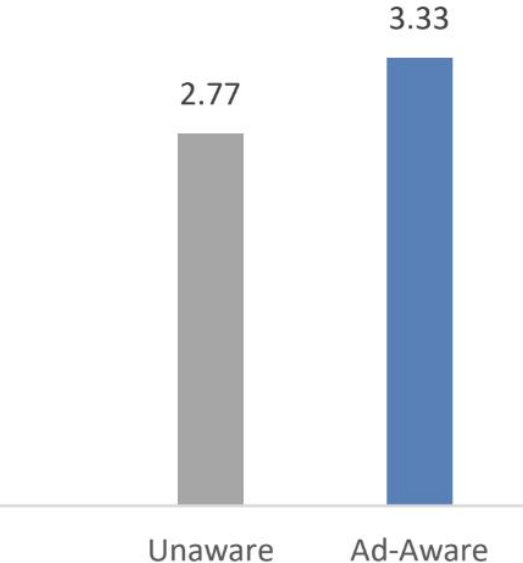


# 22/23 Campaign Results

Avg. Trip Spend



Avg. # of Activities





# 23/24: Ski Campaign Strategy

Promoting our incredible winters, this campaign highlights The Greatest Snow on Earth, 15 ski resorts across the state, and unique adventures available both on and off the slopes.

## Budget

Total Budget \$2.8M

## Flight Dates

10/15/2023 to 3/15/2024

## Goals

- Maintain 39% advertising awareness.
- Increase top of mind consideration and TGSOE brand awareness.
- Maintain lift in LOS and spend for ad-exposed audiences.
- Increase ad-exposed impressions & engagement with Ski content.



# Media Plan

## Channels

- Connected TV
- Programmatic Pre-Roll & Display
- Endemic & Native
- Out of Home/Environmental

## Target Markets

- National Interest Based
- Skiers & Snowboarders

## Strategy

- Increased focus in competitive targeting
- Increased presence on OTA's
- Past visitors to competitive destinations
- Target repeat travelers

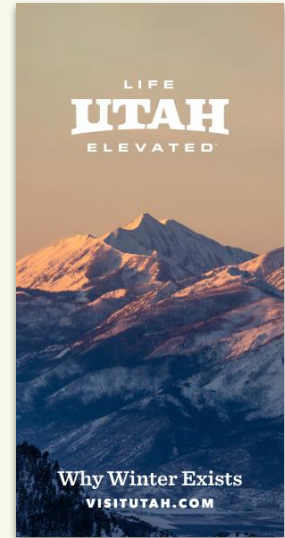


# Refreshed Creative



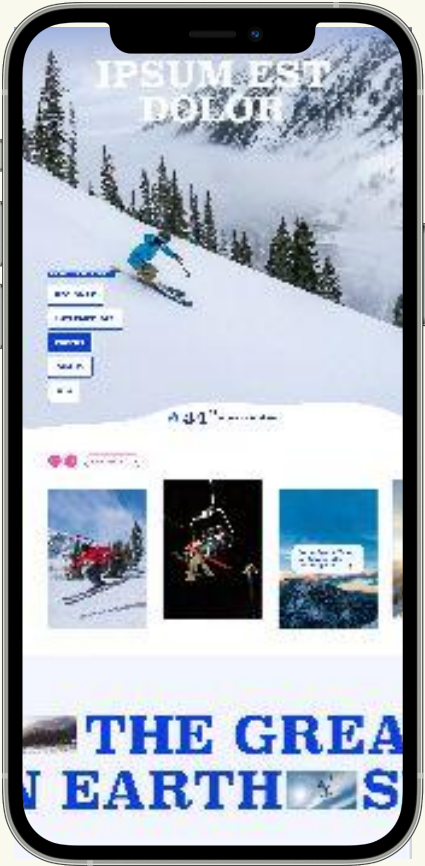
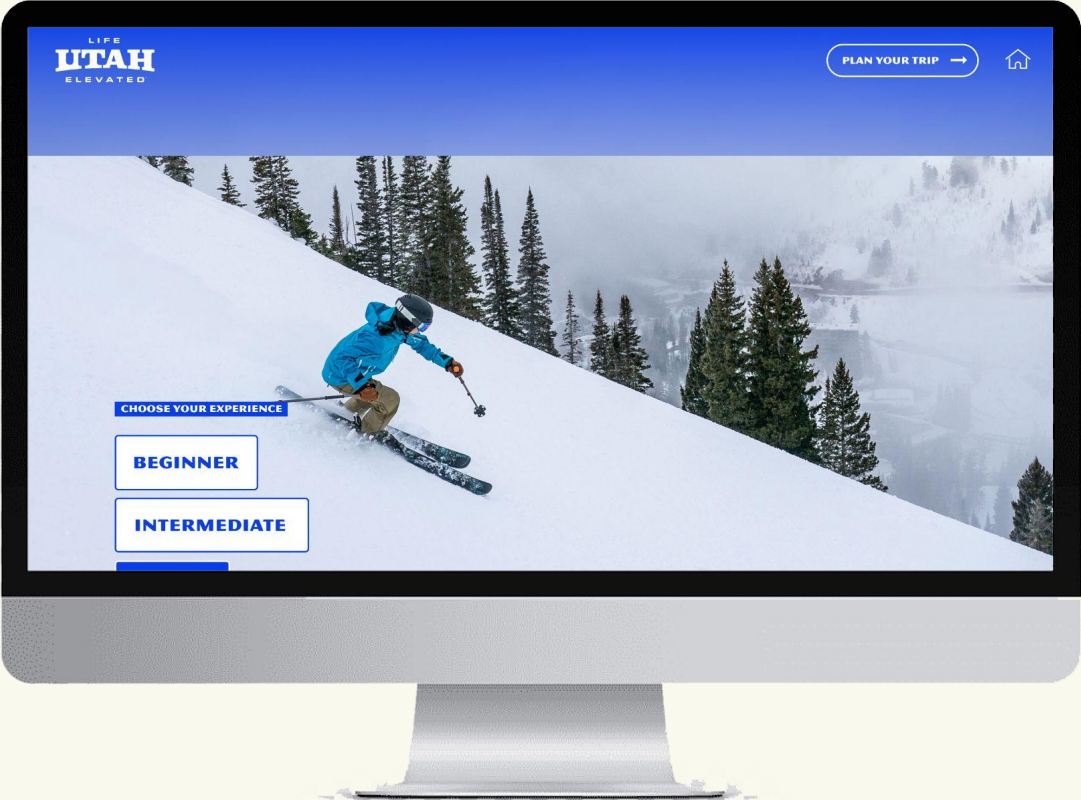
Now  
with 50%  
More  
Powder

# Refreshed Creative





# New Campaign Landing Page



# In Summary

Southern Utah - Winter		
	22/23	23/24
Media	\$685,000	\$685,000
Social	\$90,000	\$90,000
Dates	9/15 to 1/31	9/15/23 to 1/30/24

SKI		
	22/23	23/24
Media	\$2.7M	\$2.7M
Social	\$105,000	\$105,000
Dates	11/15 to 3/30	10/15 to 3/15

