



- Utah Office of Tourism - Board Meeting

October 2023



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



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

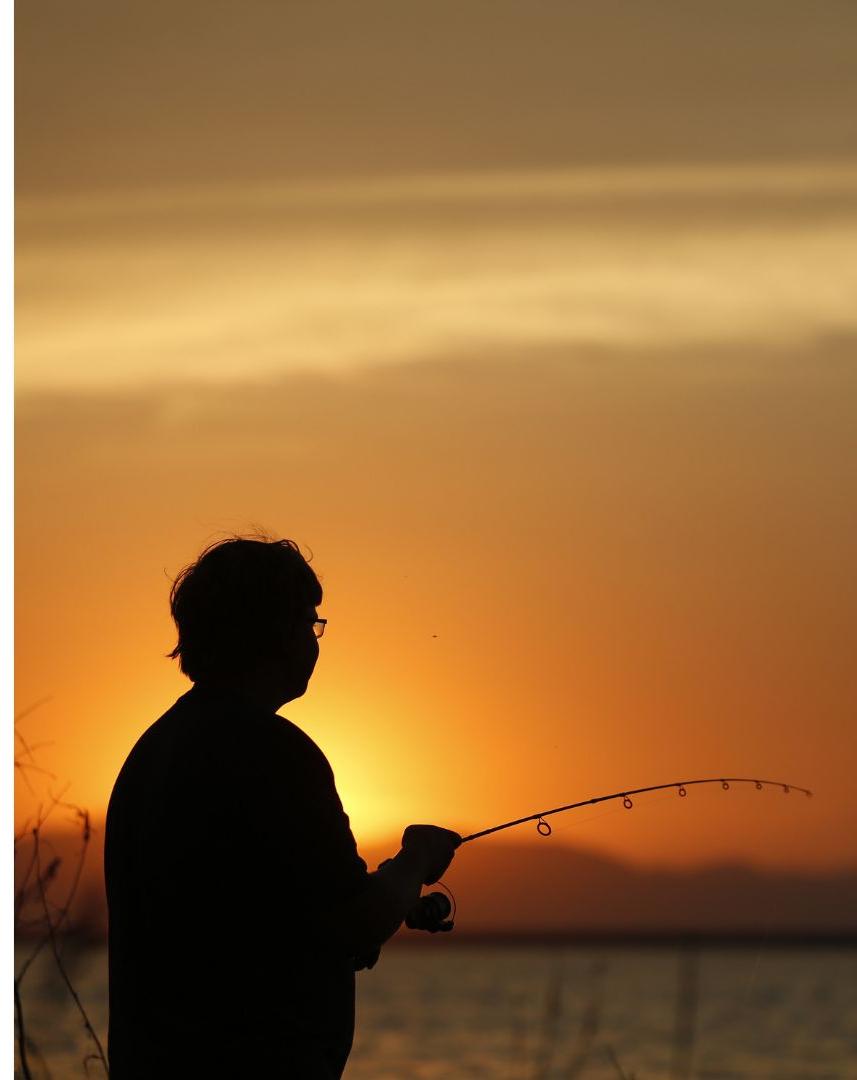
Up to \$50,000

- 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

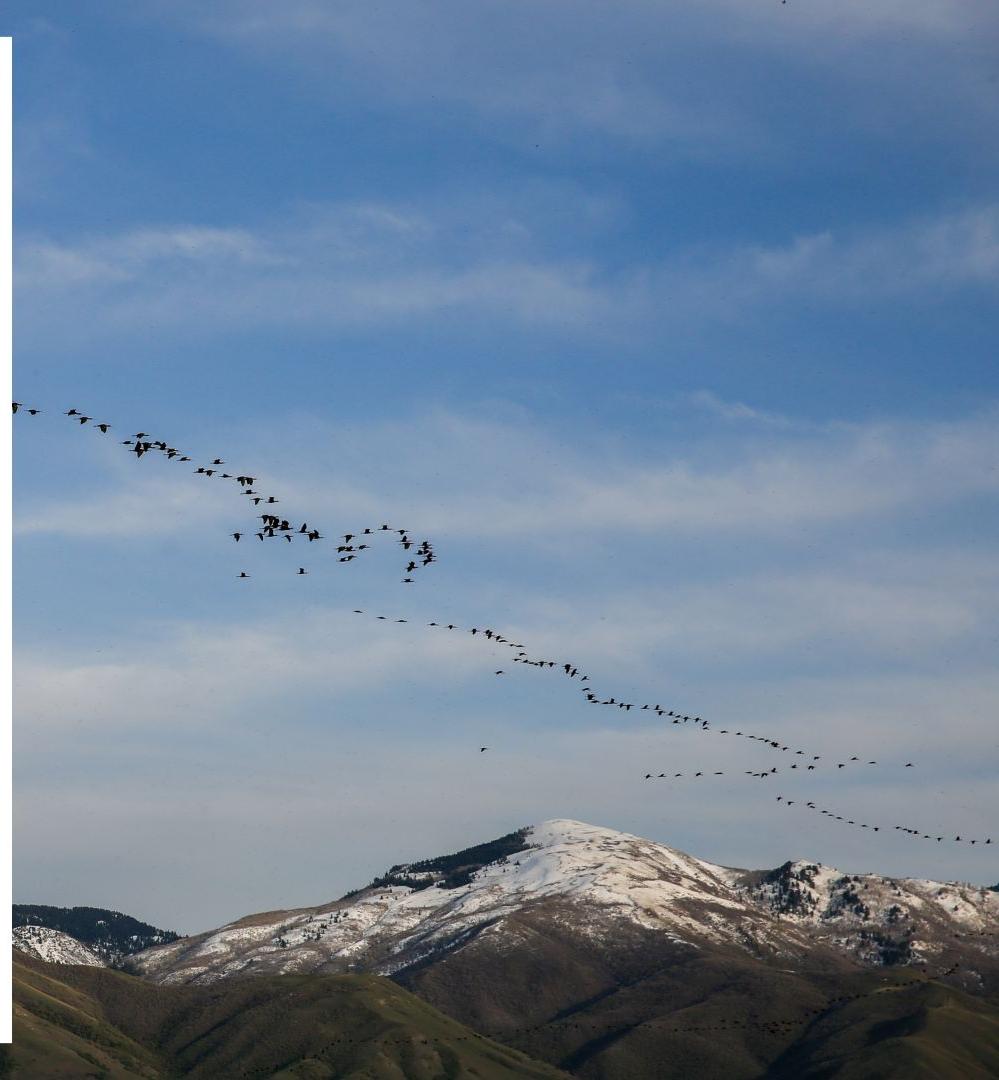
COMMUNITY-LED VISITOR READINESS

- 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

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





RED EMERALD EXPERIENCE



Agenda

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



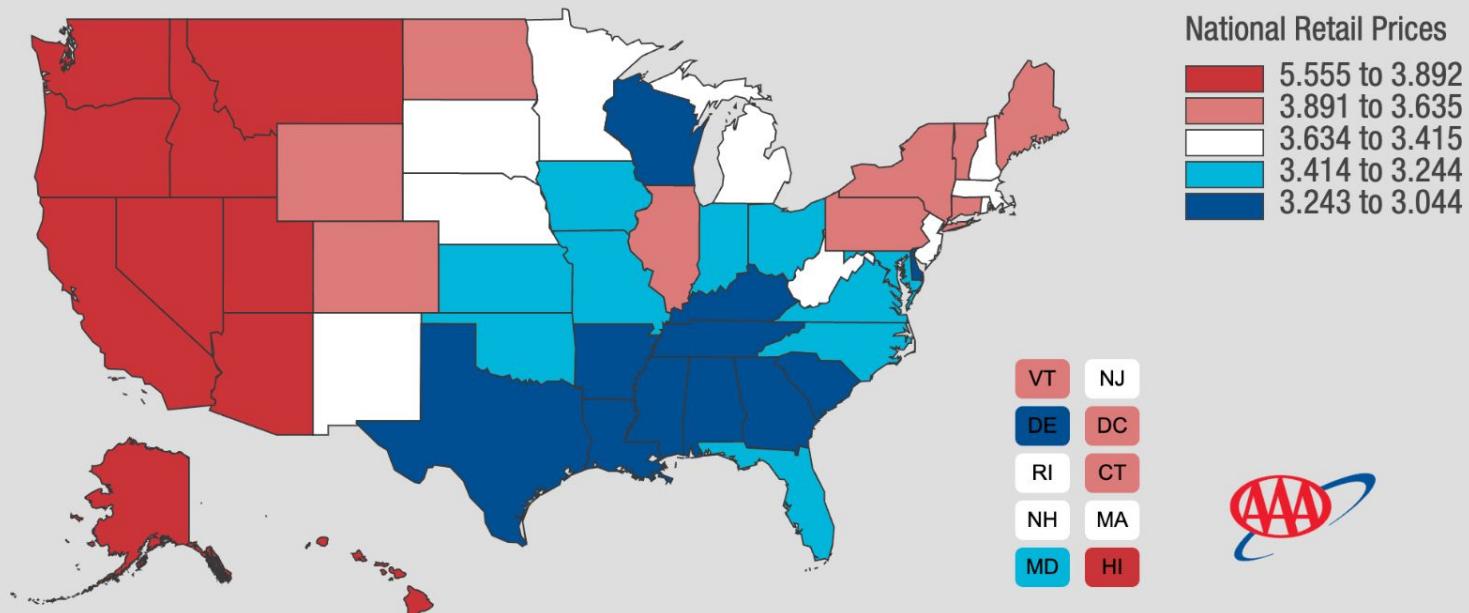
Future Partners

Skift

Love

Gas Prices Nationwide

Today's AAA
National Average
\$3.575 ▾
Price as of
10/18/23



Gas Prices Nationwide

U.S. All Grades All Formulations Retail Gasoline Prices

 DOWNLOAD

Dollars per Gallon

6

4

2

0

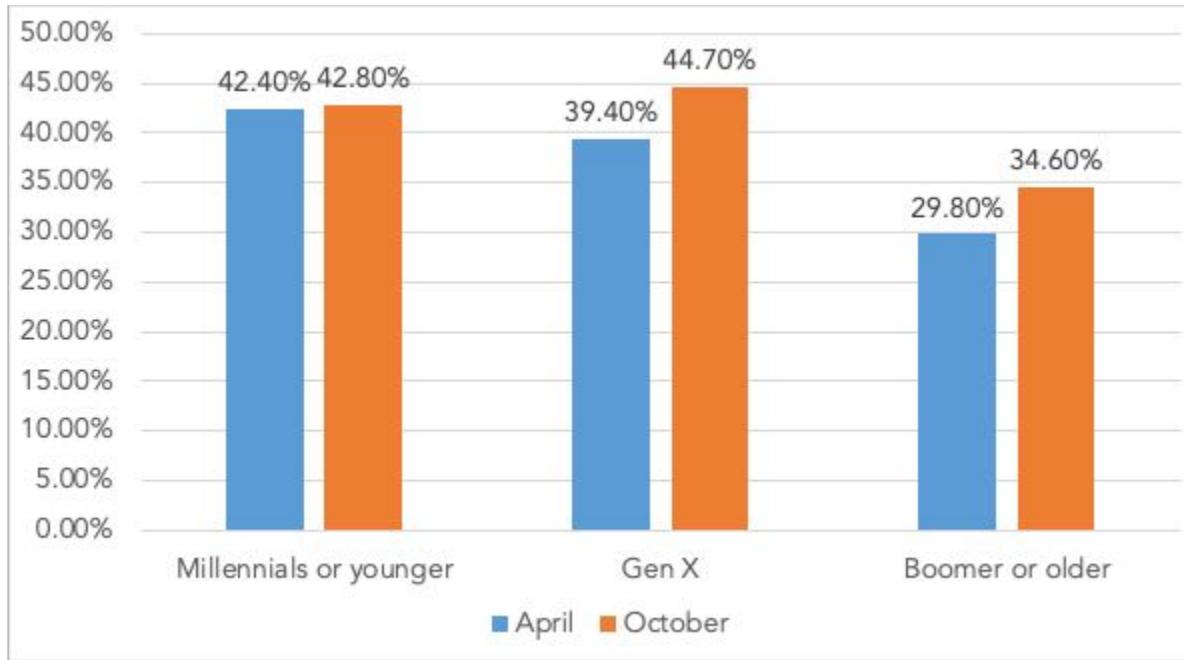
1994 1996 1998 2000 2002 2004 2006 2008 2010 2012 2014 2016 2018 2020 2022

 U.S. All Grades All Formulations Retail Gasoline Prices

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



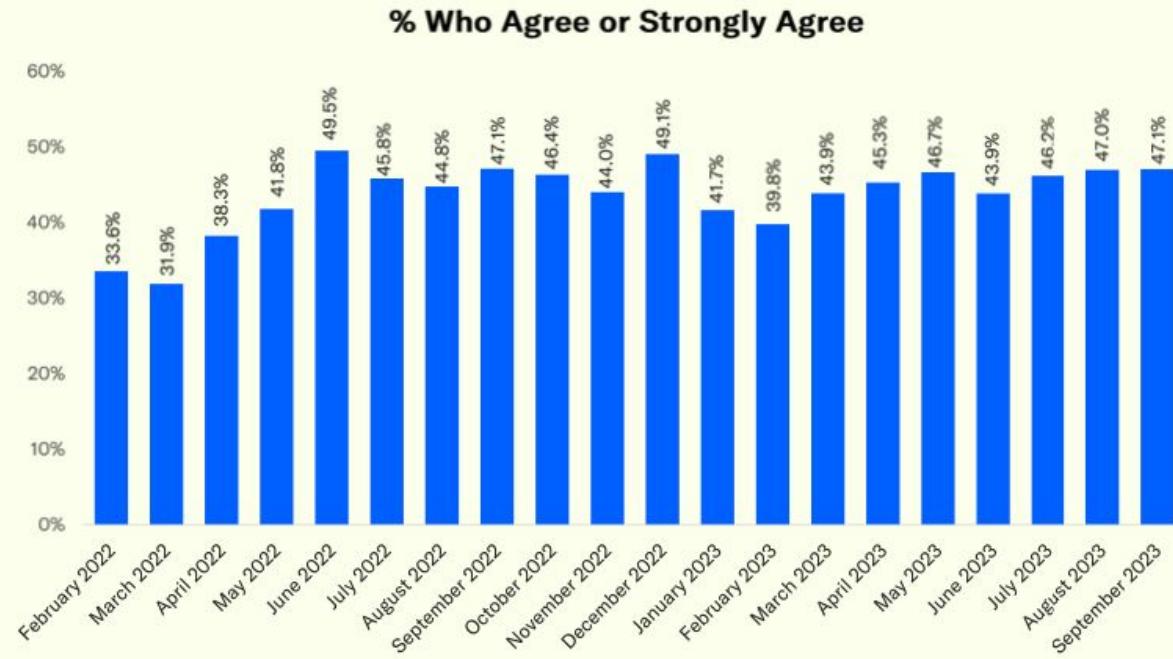
32.0% of survey respondents stated that the recent inflation in consumer prices has led them to cancel an upcoming trip. *This is up from when the question was initially asked in April of 2022 wave of research, which reported **23.2%** of people had cancelled a trip due to inflation.*

Travel Prices - Time Series

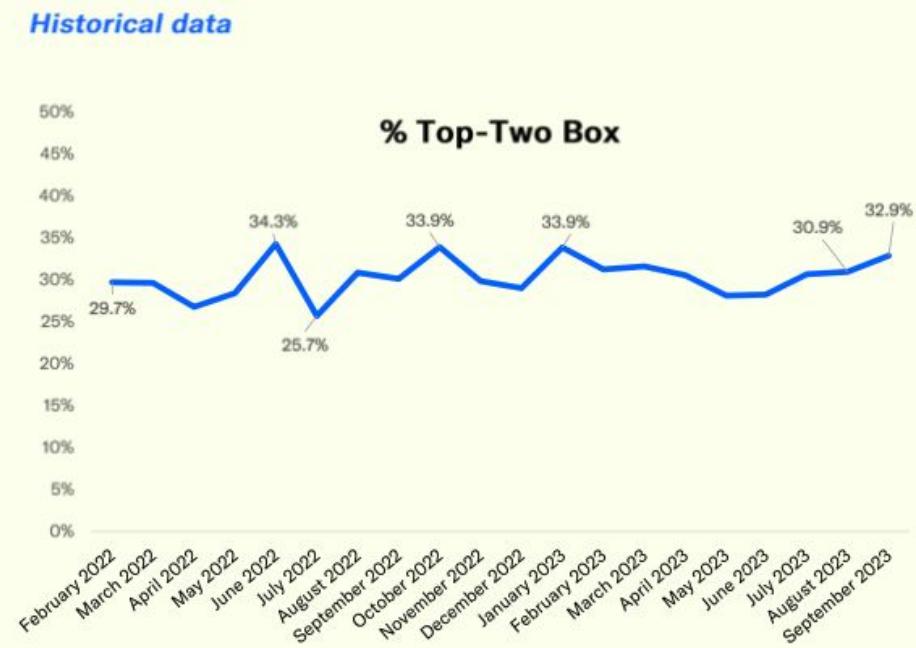
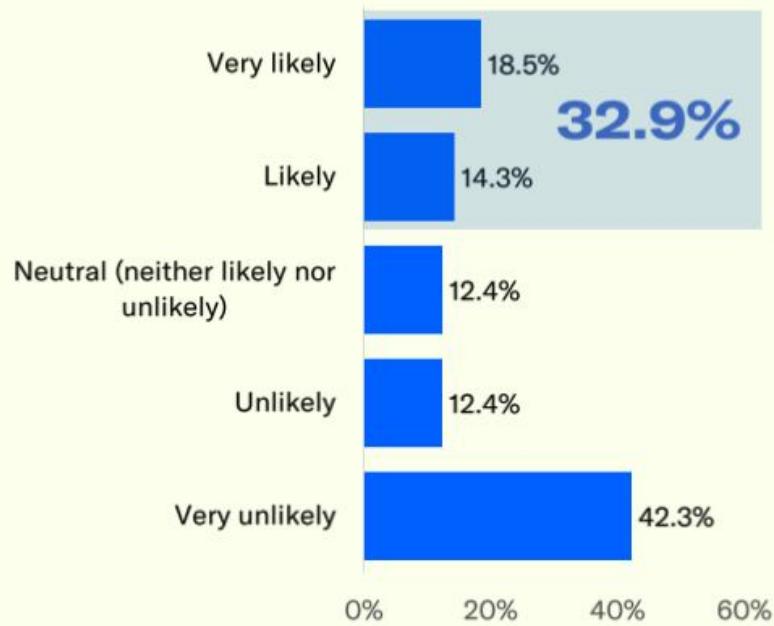
Question:

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

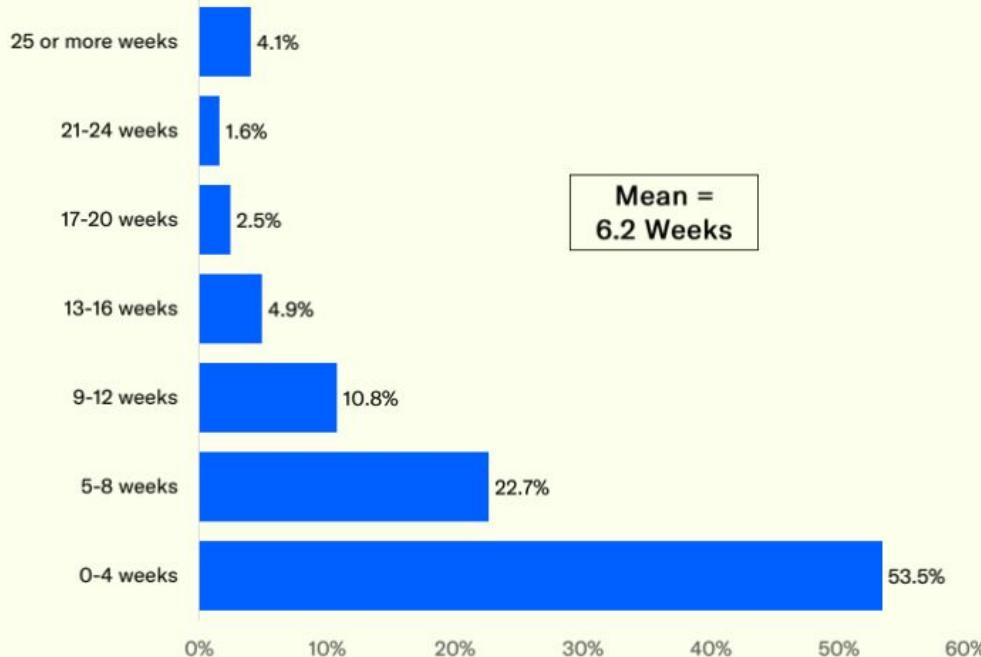


92% of survey respondents are planning to travel in the next 6 months.

Travel Planning Window Remains Short

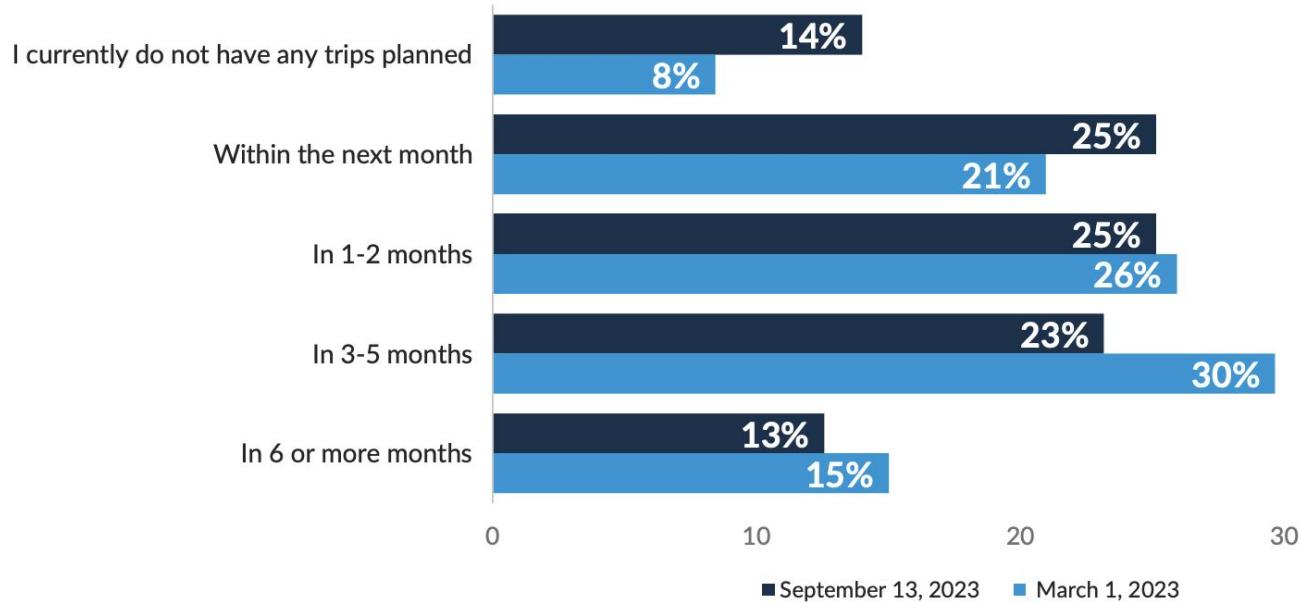
Question:

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

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.

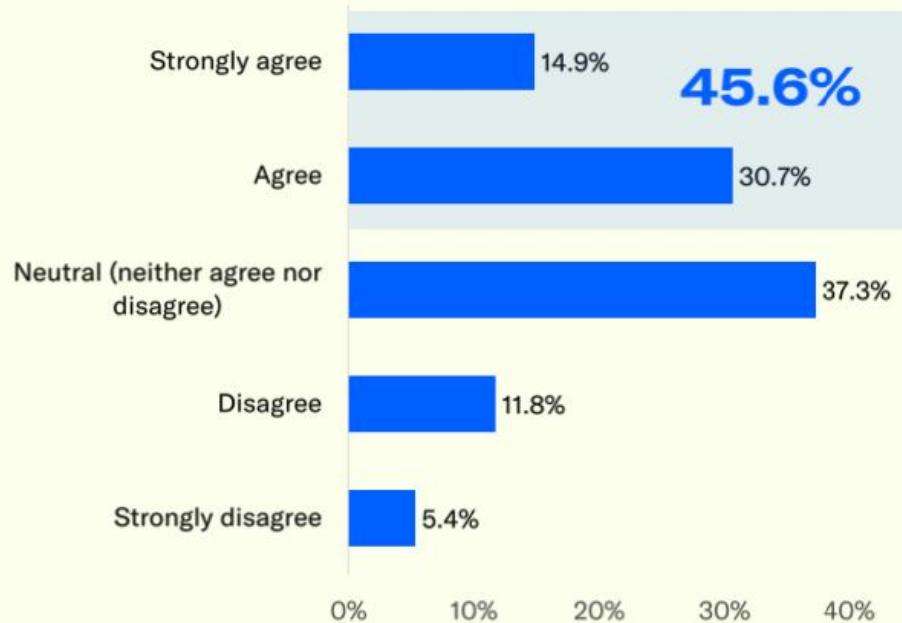
Preferred Travel Destination

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.

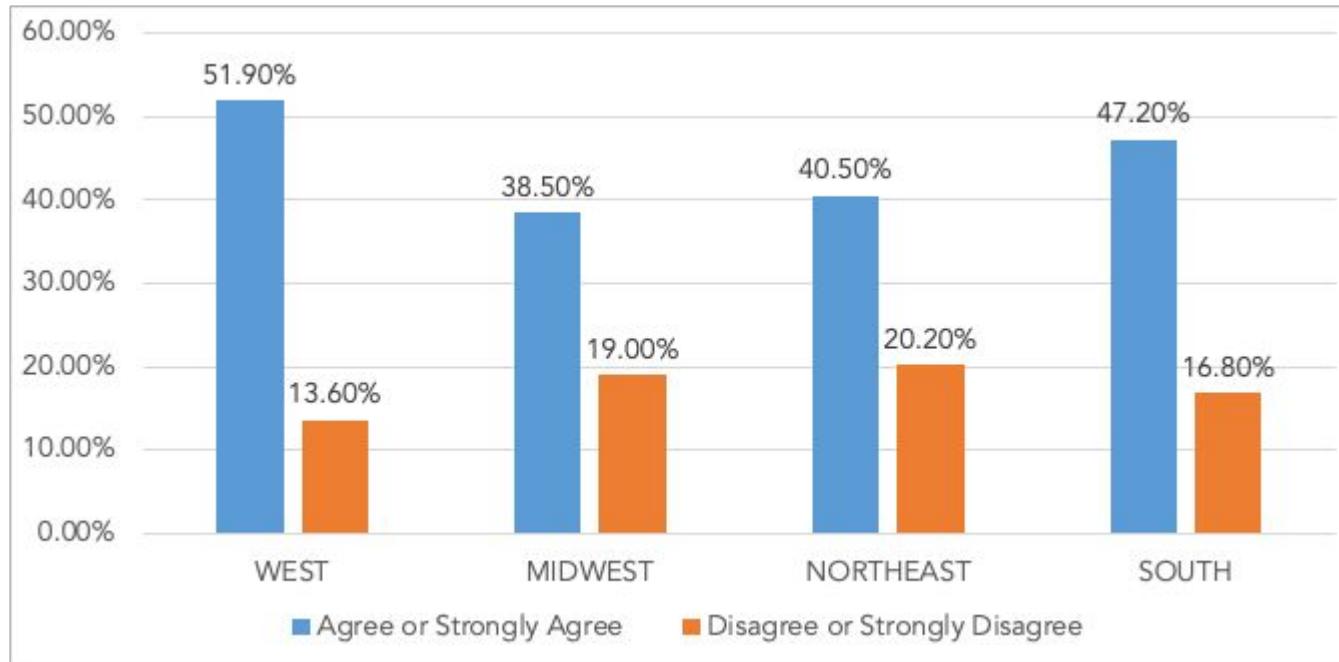
Positive Community Sentiment Nationwide

Statement:

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



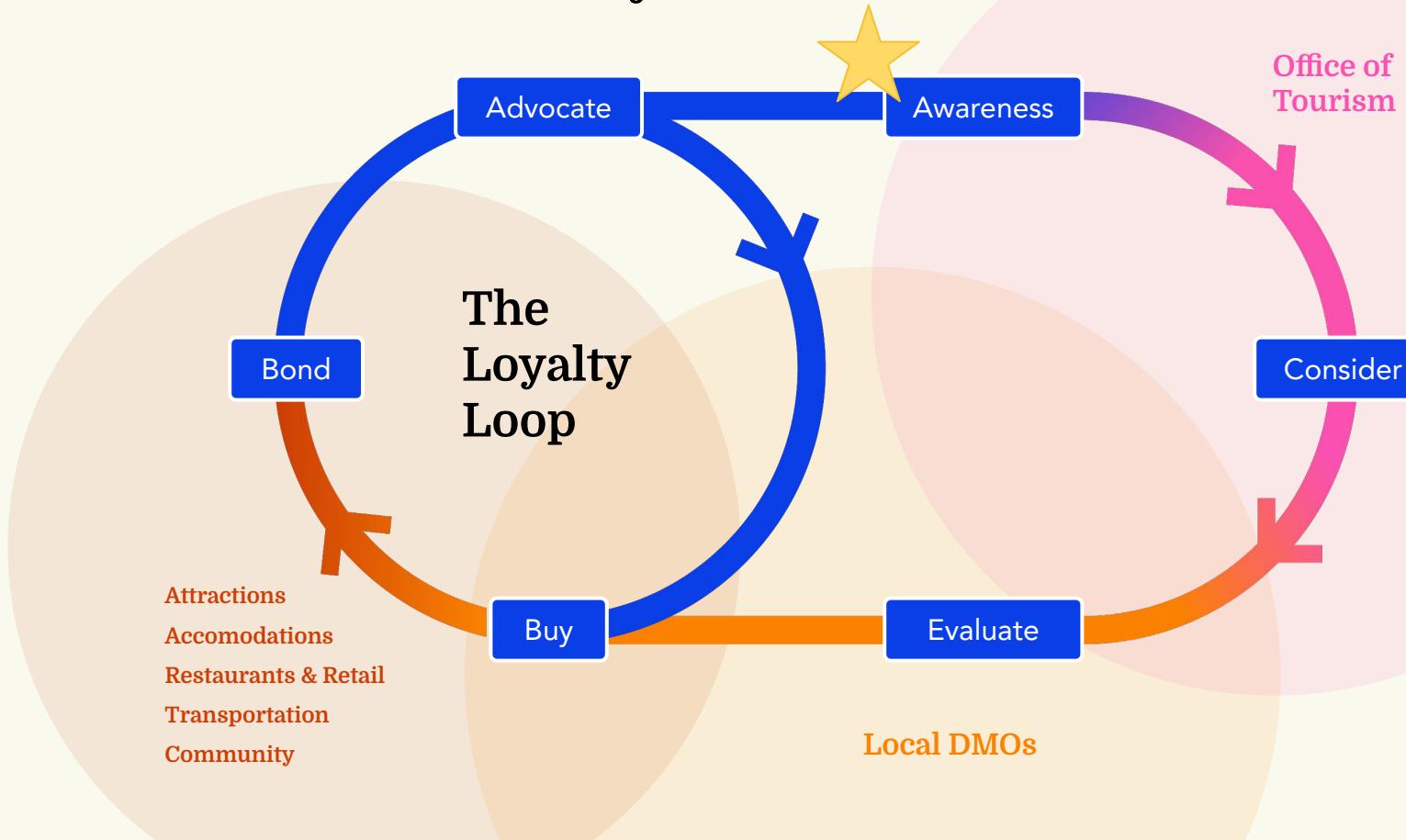
Positive Community Sentiment Nationwide



Five Takeaways

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

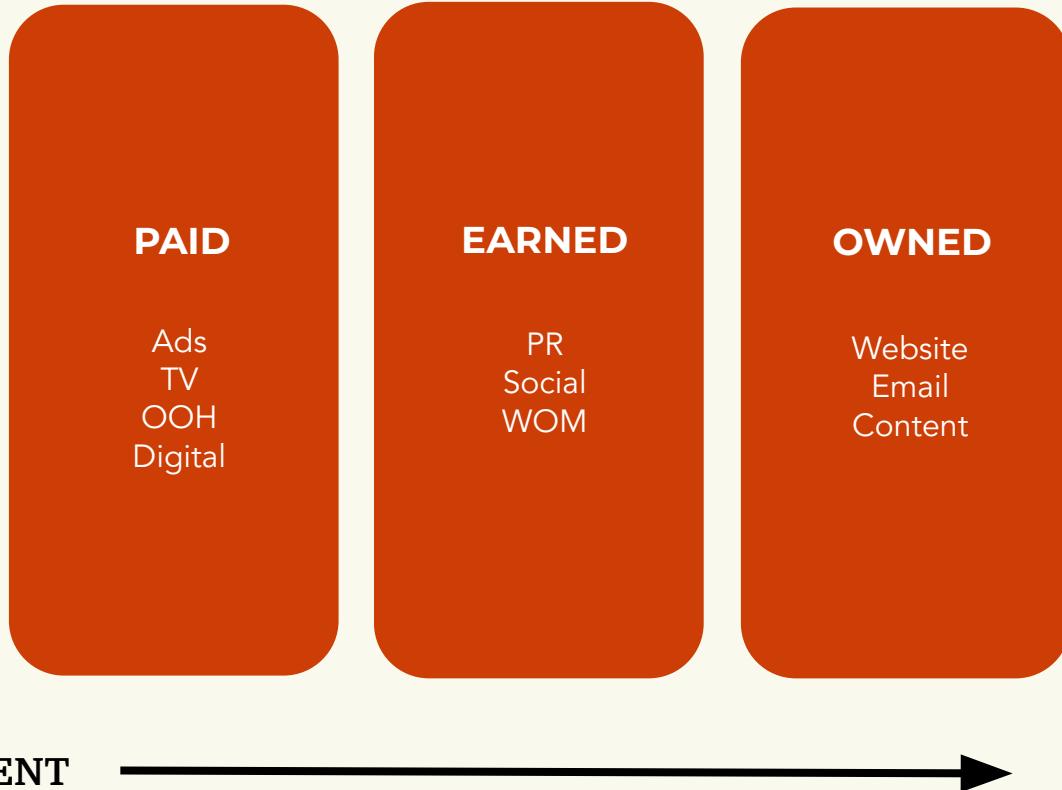


23/24 Strategic Priorities for Marketing

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

\$28M

Hotel Revenue

41% Increase

Compared to the 21/22 Campaign

\$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

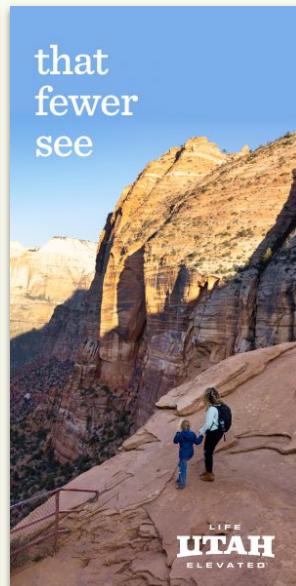
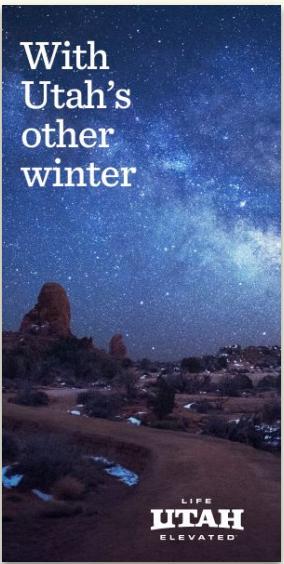


New Creative



In Love. In Utah.

New Creative



22/23 Campaign Results

39%

Advertising Awareness (Nationally)

6.7M

Target Households Reached

453K

Ski Trips Influenced

~\$143M

Hotel Revenue

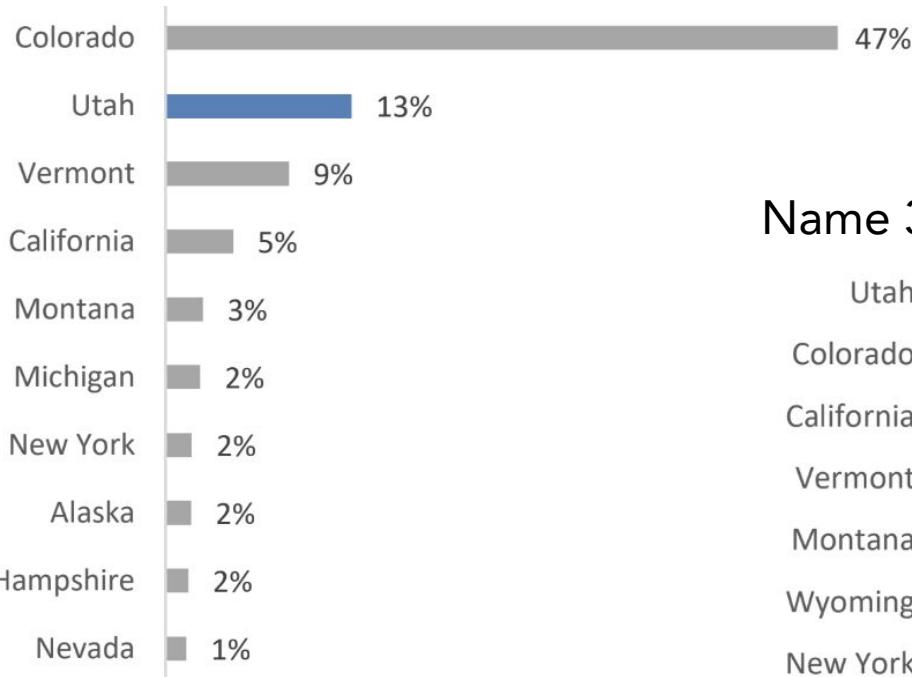
\$167

Average Daily Rate



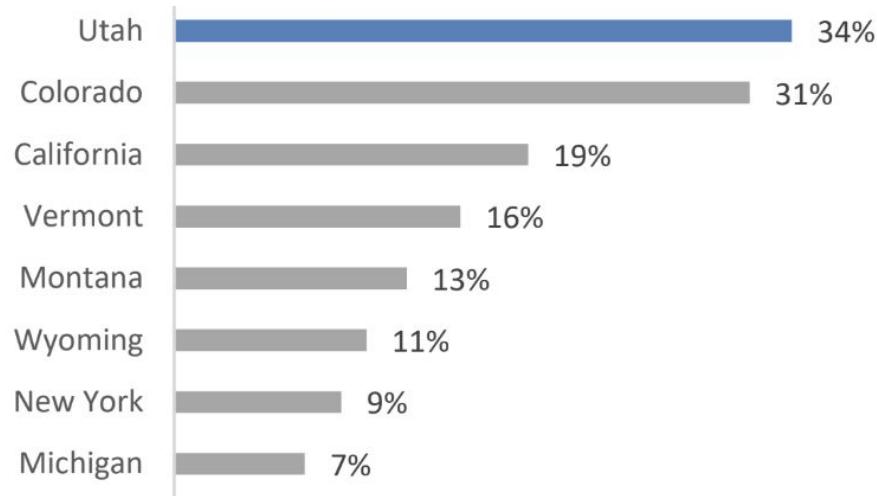
22/23 Campaign Results

State that First Comes to Mind?



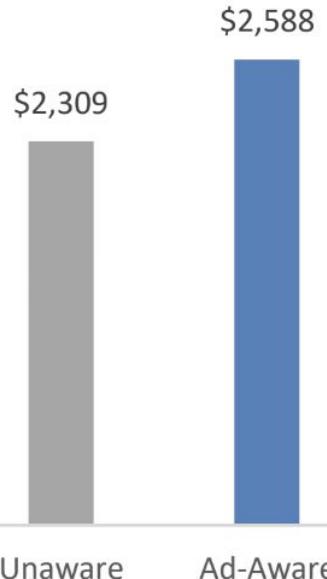
**Utah's
Mind Share
47%**

Name 3 States

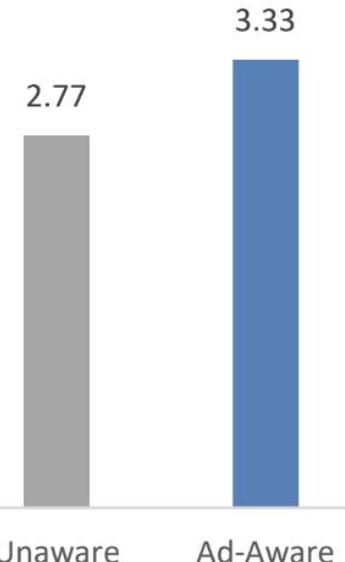


22/23 Campaign Results

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

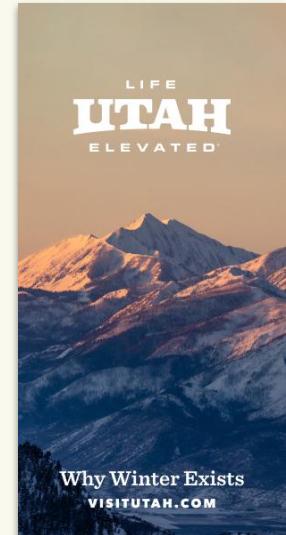
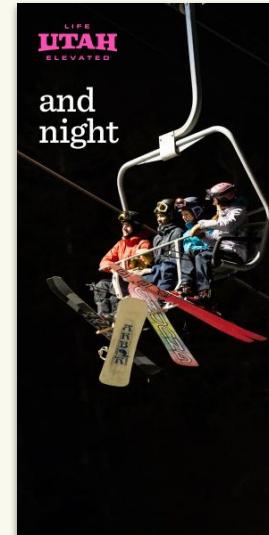
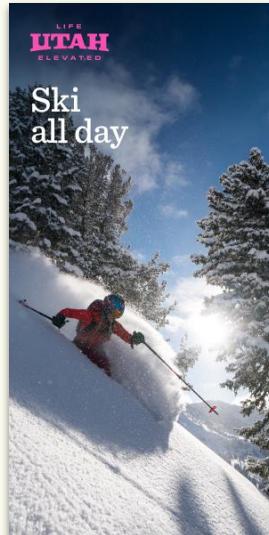


Refreshed Creative

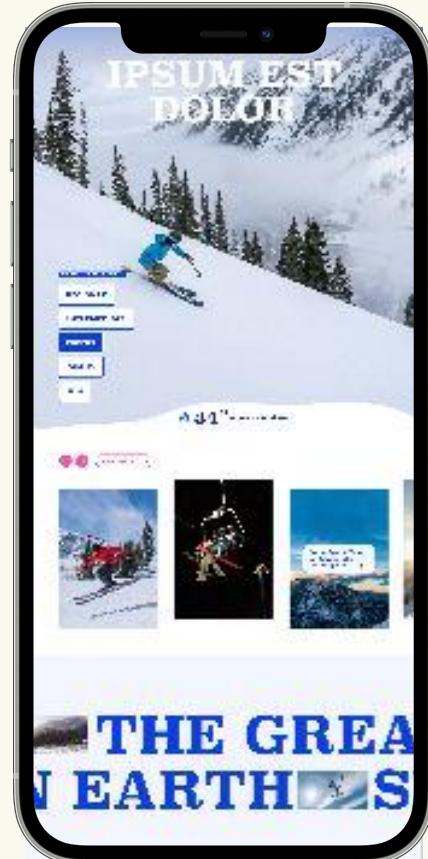
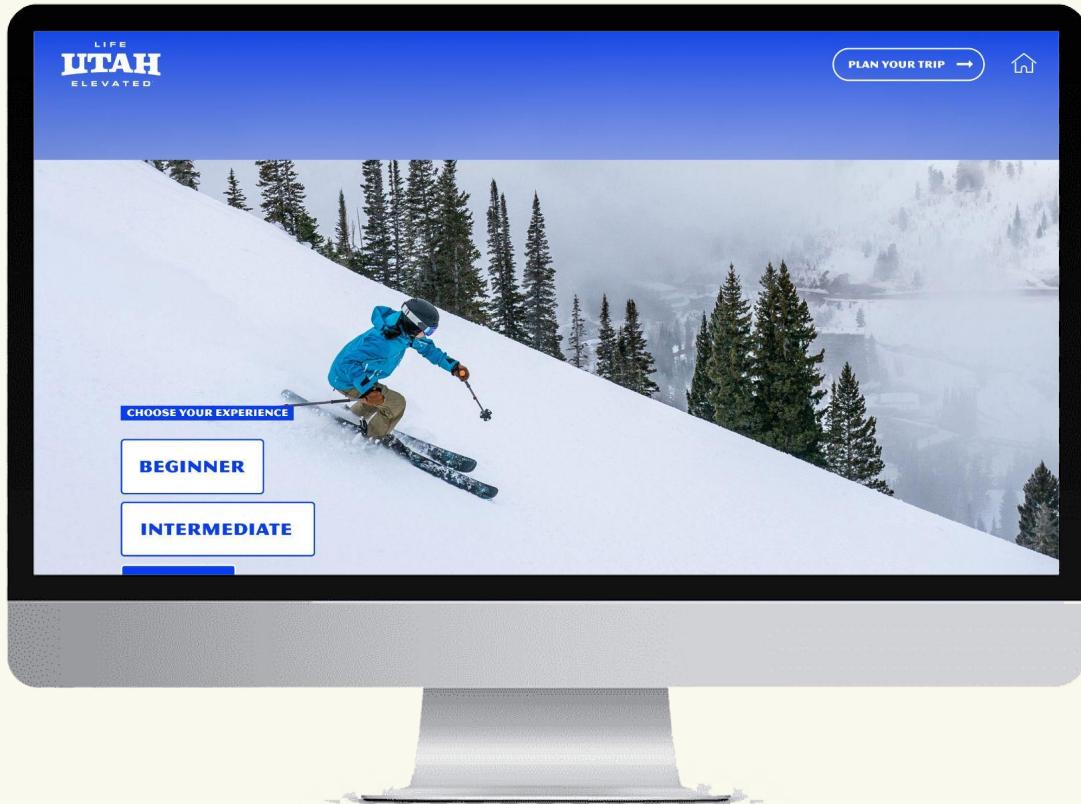


Now
with 50%
More
Powder

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

