



- Utah Office of Tourism -  
Board Meeting

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November 2023



# Governor's Trade Mission to Mexico

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**Dave Williams**  
**Associate Managing Director**  
*Utah Office of Tourism*

**Rachel Bremer**  
**Global Markets Director**  
*Utah Office of Tourism*



# Mexico October 21-29



Mexico City 21st-24th & Monterrey 24th-27th  
Governor Spencer Cox, First Lady Abby Cox, Chief of Staff John Pierpont, Consul Eduardo Baca, Senator Luz Escamilla, Senator Mike Mckell, Representative Corey Maloy, Ryan Starks and other GOEO team members, EDCUtah, World Trade Center, and manufacturing and tech CEOs and executives

## Goals

- Develop a strategy to facilitate diplomatic trade relationships with the Mexican federal government, state governments, and nongovernmental organizations
- Amplify education, language and cross-cultural opportunities
- Promote bilateral tourism, and airline opportunities



# Mexico Data

- Utah received 32,000 visitors from Mexico in 2022. Up 24.5% from 2021 and down -8% from 2019.
- These visitors spent \$11 million in 2022, this changed 11% from 2021 and -31% from 2019.
- Current direct flights on Delta: Cancun, Los Cabos, Puerto Vallarta, and Mexico City.
- Newly added daily flights from Mexico City and Monterrey on Aeromexico start June 1st and March 14th.



# TOP MARKETS BY SPEND

Visa Destination Insights, 2023 January-July ONLY

## DOMESTIC

- Las Vegas
- Los Angeles
- Phoenix
- Seattle-Tacoma
- New York
- Denver
- Detroit
- Boise
- San Diego
- San Francisco

## INTERNATIONAL

- Canada
- Mexico
- Germany
- China
- France
- Australia
- United Kingdom



29.8%

44.4%

**Forecasted Growth**  
Visitor Spending from Mexico  
2019 to 2027

**Forecasted Growth**  
Visits from Mexico  
2019 to 2027



## Travel Trade

- Working with Alchemia, we scheduled 18 travel trade meetings
- Meeting with airlines, tour operators and travel trade partners in each city
- Supported tech delegates introducing them to travel trade companies
- Arranging an airline meeting with Delta and Aeromexico with the Governor, and other attendees
- A follow up meeting is scheduled with Aeromexico and the CEO of Monterrey Airport to celebrate the launch of the flight March 14th
- Additional follow up continues

# Diplomacy and other meetings

- Arranged the meeting with the Minister of Tourism for Mexico and the Governor, GOEO, UOT, and other Mexican Diplomats.
- Investment Reception Invites/Attendees:
  - Ricardo Duenas Espiro, CEO of the Monterrey Airport
  - Jose Angel Zapata (Pepe Zapata) Vice President of National Sales, Aeromexico
  - Braulio Arsuaga and Diana Olivares, President, Travel trade and Aeronautics Chamber of Commerce
  - Juan Carlos Ruiz, U.S. Commercial Service



# PR

- Working with Sylvia Rivera (PR Firm) we executed a media brunch in Mexico City with over 40 top media in attendance
- The Governor, Ryan Starks, Dave Williams and Rachel Bremer presented
- Interviews followed
- Working with Alchemia we arranged interviews for the Governor with El Economista, El EFE and Milenio



## Early Results/Earned Media

Q BUSCAR

EL ECONOMISTA

EMPRESAS

Lectura 3:00 min

# “El intercambio comercial entre Utah y México puede duplicarse fácilmente”

3rd party ad content



ETF Investment Strategies:  
Learn how to pick an ETF with Schwab.

charles schwab

Own your tomorrow

 Por Luis Miguel González  
Miércoles 25 de Octubre de 2023 - 23:29

Hay interés de empresas de Utah por invertir en México. Tres sectores tienen enorme potencial: tecnología, manufactura avanzada y Turismo, entre otros.

## El Economista- Business/Trade

## Masaryk TV- Lifestyle/Tourism



10 hoteles de lujo en Utah para un invierno entre las nubes

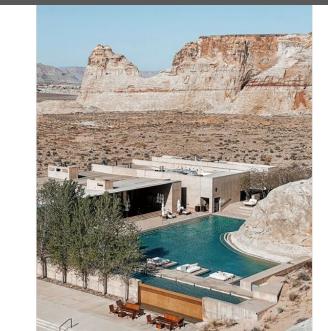
Esquí, spas en medio de la nieve y más, formar parte de la oferta de estos alojamientos.

# Travel & LIFE

## Travel and Life- Lifestyle/Tourism

A large, light-colored sandstone arch, likely Natural Bridge, set against a backdrop of a clear blue sky and distant, snow-capped mountains. The arch is the central focus of the image, with its natural, curved form spanning the frame. The surrounding landscape is rugged and arid, typical of the American Southwest.

## CARAS- Celebrities/Lifestyle/Tourism



[View more on Instagram](#)

10

29 906 likes

St. Ro

### On Rugs at Bear Valley

El hotel **St. Regis Deer Valley** en Utah es ideal para vivir una experiencia de lujo entre las montañas Wasatch. Si lo que quieres es esquiar, esta es una gran opción, pues cuenta con guardaesquí privado para el invierno y opciones como ciclismo o senderismo el resto del año.

Cuenta con un spa diurno exclusivo de la más alta tecnología con resultados clínicamente probados donde puedes disfrutar de masajes, yoga y una piscina termal. Además, las



## Next Steps

- Mexico Media/Trade FAM (2 journalists and 2 travel trade participants)
- Price Travel/Televisa Brand USA digital campaign targeting consumers during key travel periods. (Emails, Social, blog, push notification, 3rd party sites, landing page, destination guide)
- Brand USA Mission in January with VisitSaltLake and Park City
- Evaluate additional opportunities to expand our efforts in the market



# Campaign Updates

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**Ben Cook**  
**Director of Marketing**  
**& Communications**  
*Utah Office of Tourism*

**Jonathan Smithgall**  
**VP Digital Marketing & Media**  
*Love Communications*



# 23/24: Ski Campaign Update

**Timing:** 10/15 - 3/15

**Channels:** Connected TV, Native, Endemic, YouTube, Programmatic (Display + Pre-Roll)

**Audiences:** Skiers/Boarders, Families, Epic & Ikon Pass Holders, Repeat Visitors, and EDIA



# Ski Campaign Performance Summary

October 15th, 2023 - November 15, 2023

**48,191**

Ad-Exposed  
Pageviews

**38% Decrease**

Compared to 22/23  
Campaign

**\$3.2M**

\$\$\$ in Hotel  
Revenue Generated

**\$175.81**

Average Daily  
Rate

26% Stronger than last year



# Efficiency Metrics Summary

October 15th, 2023 - November 15th, 2023

**0.52%**

*Post Impression  
Rate*

*0.35% in 2022/23*

**0.68%**

*Booking Efficiency*



# Market Performance by Bookings Share

October 15th, 2023 - November th, 2023



# 23/24: Southern Utah - Winter Campaign Update

**Timing:** 9/15 - 1/31

**Channels:** Connected TV, Native, Endemic, Programmatic (Display + Pre-Roll)

**Audiences:** Drive Markets, Wasatch Front Residents



# Campaign Performance Summary

September 15th, 2023 - November 15th, 2023

**188,064**

Ad-Exposed  
Pageviews

**15% Decrease**

Compared to 22/23  
Campaign

**\$9.6M**

\$\$\$ in Hotel  
Revenue Generated

**\$155.56**

Average Daily  
Rate

Up roughly \$2.3M compared to last  
year

Down roughly \$1 compared to last  
year



# Efficiency Metrics Summary

September 15th, 2023 - November 15th, 2023

**0.91%**

*Post Impression  
Rate*

*1.29% in 2022/23*

**0.67%**

*Booking Efficiency*



# Conversions Over Time All Partners

September 15th, 2023 - November 16th, 2023 vs September 15, 2022 - November 16th, 2022



Drop off largely due to Utah.com, down more than 18k ad exposed pageviews.

# Conversions Over Time VisitUtah.com

September 15th, 2023 - November 15th, 2023 vs September 15, 2022 - November 15th, 2022



A wide-angle photograph of a desert landscape at sunset. The sky is filled with dramatic, colorful clouds in shades of orange, red, and blue. In the distance, a range of mountains is visible against the horizon. The foreground is dark, showing the silhouette of desert shrubs and rocks.

# 2023 Southern Utah / Northern Utah Advertising Effectiveness, Spring/Summer Campaign

November 2023

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Denise Jordan  
Utah Office of Tourism

# ADVERTISING EFFECTIVENESS

## What / Why

- Awareness, Communication, Targeting, Interest Generation
- Trip impacts, ROI
- Legislative Code 63N-7-201
- Red Emerald Strategy

# SMARI

Strategic Marketing & Research Insights



[VISITUTAH.COM](http://VISITUTAH.COM)

# ADVERTISING

## Southern Utah (SU)

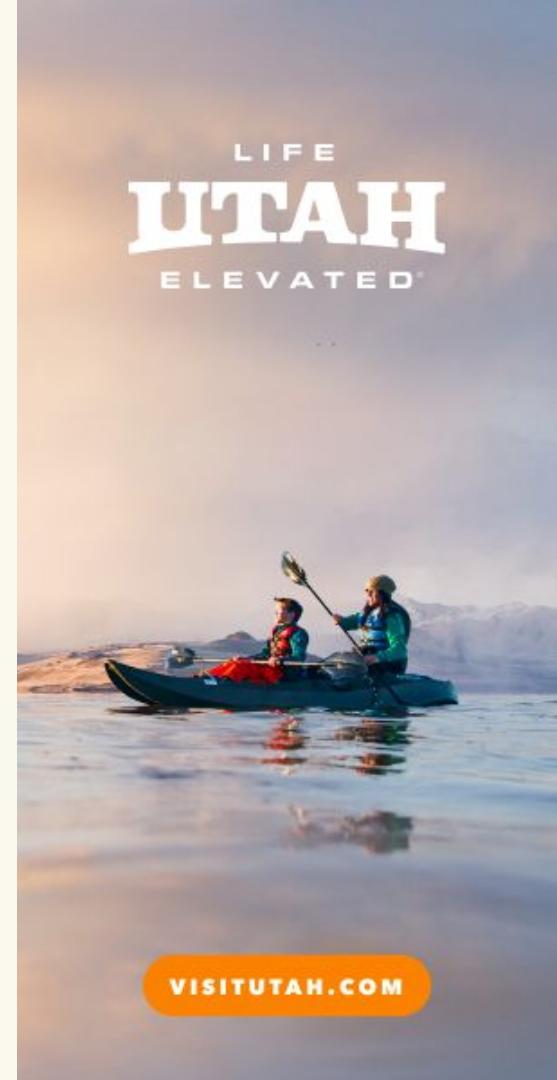
- Stay longer, experience more
- Continue building awareness of The Mighty 5® product

## Southern Utah, Forever Mighty® (SU FM)

- Plan and prepare
- Travel thoughtfully

## Northern Utah (NU)

- Highlight
  - Northern Utah destinations
  - Urban accessibility + outdoors



# ADVERTISING EXAMPLES

# Southern Utah



# Northern Utah



Making small adjustments to your Utah trip to shop local can make a big difference.

# KEY INSIGHTS

## Communications ratings

- Many Excellent (**top 10%**)

**SU:** *beautiful scenery, dramatic landscapes, many NPs, place to connect with nature, opportunities to explore, outdoor adventure for all levels, immersive interactions*

**SU FM:** *beautiful scenery, dramatic landscapes, etc. But also: excellent ratings "showing a place that cares about its natural landscapes," a place "that people can visit responsibly/sustainably"*

**NU:** *beautiful scenery, dramatic landscapes, connection with nature. Also more effective at showcasing "place with diverse cultural and historic opportunities" (top 25%)*

*Unlike the other messaging, the Northern Utah advertising breaks the top 25% barrier for showing diverse cultural and historic opportunities.*

# KEY INSIGHTS

## Impact ratings

**SU:** *increases from prior year - want to visit the state, want to learn more about things to see and do*

**SU FM:** *generating interest in taking care of Utah's natural resources, wanting to be properly prepared when visiting*

**NU:** *increases from prior year - caring for Utah's natural resources, wanting to be properly prepared, wanting to learn more about things to see and do*



# KEY INSIGHTS

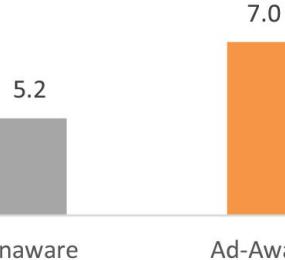
- Ad awareness: **47% awareness**
- Campaign efficiency
  - **\$0.11 cost per** ad-aware HH
- Household awareness
  - **45M households**
- Influenced trips
  - **1.5M trips**
- Average trip spending
  - **\$1,993 per trip**

- Total ad-influenced spending
  - **~\$3B spending**
- Return on Investment (ROI)
  - UOT's **strongest ROI** on record
  - **\$595 for each \$1** invested
- Target audiences
  - **75%** of overall **spending**

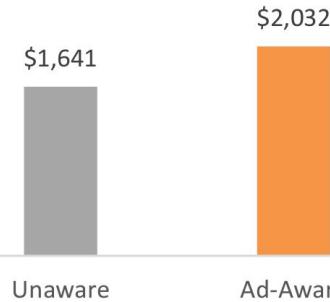
*The 2023 non-winter advertising influenced about 1.5 million Utah trips and \$3.0 billion in visitor spending*

# ADVERTISING INFLUENCE (addit'l)

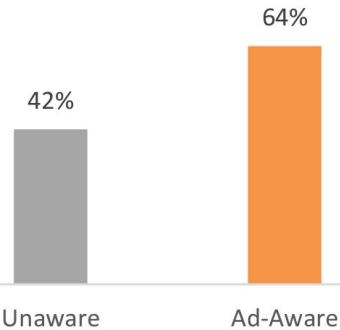
Avg. Number of Activities



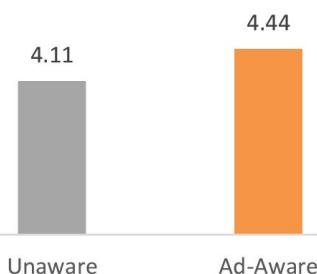
Avg. Trip Spending



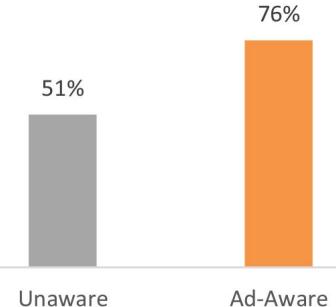
Rated Trip "Excellent"



Avg. Nights on Trip



Shared Trip on Social Media



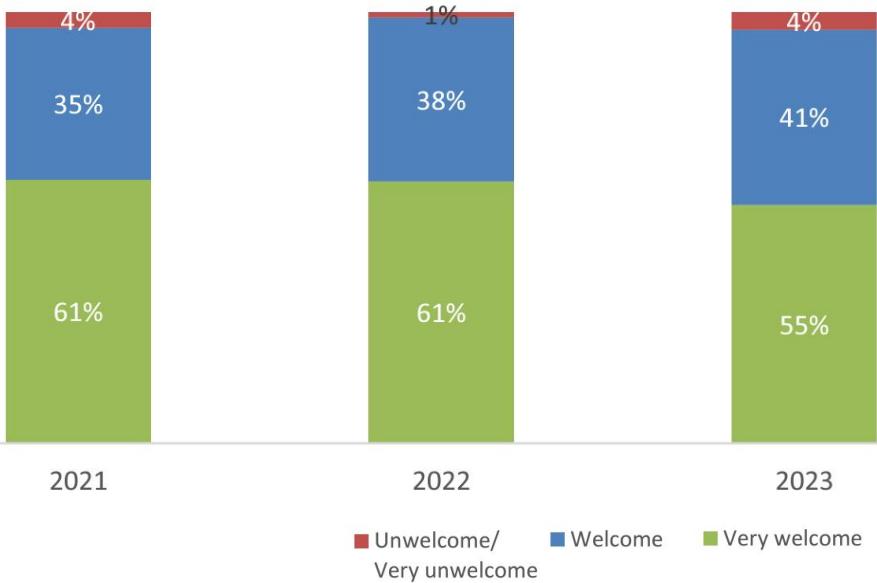
## OTHER: BRAND CHECK IN

**33% select Utah** as state promoting **Mighty 5®**

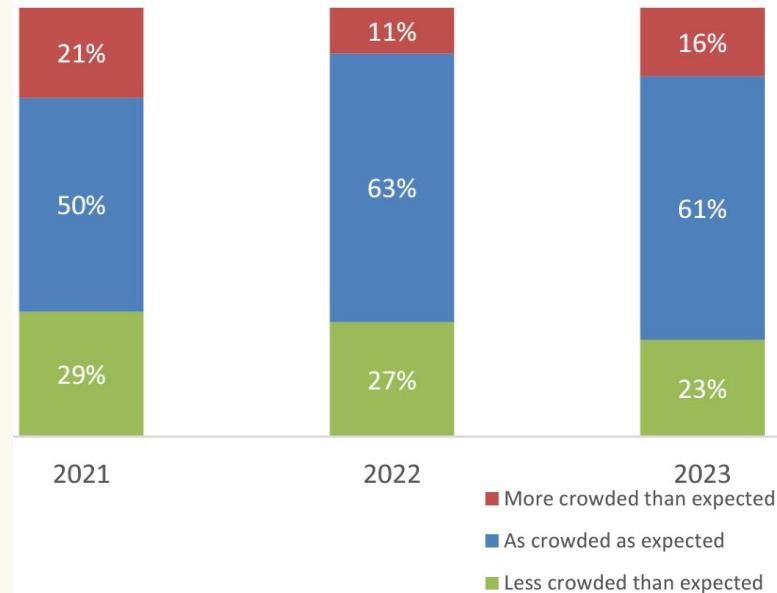


# OTHER: VISITOR EXPERIENCE

How welcome did you feel in Utah?



Were the attractions that you visited in Utah...



A wide-angle photograph of a desert landscape. In the foreground, there are dry, brownish-yellow shrubs and some low-lying green plants. A rocky outcrop is visible in the bottom left. The middle ground shows a vast, open valley with rolling hills on the right side. In the far distance, a range of mountains is visible under a sky filled with scattered, wispy clouds. The lighting suggests either sunrise or sunset, with a warm glow on the horizon.

LIFE  
**UTAH**  
ELEVATED®

Thank You!