



Photographer: Drew Armstrong

Utah Board of Tourism Development

February 2024

LIFE
UTAH
ELEVATED

Meet the Team



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1

Relationships

2

Education

3

Resources



Relationships

Establish & maintain collaborative relationships with industry partners and key stakeholders.

Education

Empower champions of the visitor economy.

Resources

Provide resources for industry partners that promote and enhance enduring and resilient destinations.

Strategic Priorities

Fiscal Year 2023/2024

1. Increase two-way feedback with DMO partners.
(Enable Community Led Visitor Readiness)
2. Create and empower champions of the visitor economy through collaboration with communities.
(Enable Community Led Visitor Readiness)
3. Access to grant programs for local tourism communities.
(Enable Community Led Visitor Readiness)



Relationships

Increase two-way feedback with DMO partners

Action Items

- In-person visits and workshops
- Plan for regular & digital communication
- Build feedback step into planning process
- Centralized resources with UOT community efforts





Education:

Collaborate with communities

Action Items

- Community education opportunities with local DMOs for their communities
- Implement a tracking system at UOT to ensure community needs are being met
- Destination Development Opportunities

Resources

Access to grant programs for local tourism communities

Action Items

- Co-op Marketing Performance Fund
- EDA ARPA Destination Development Grant





\$4.7 M

Co-op 2023

55 participants benefited from
Co-op funds in Round 2023

\$1.2 M

EDA ARPA Grant

33 destination development
projects have been funded in
25 communities



Purpose - EDA ARPA

Help states fund projects that support the travel, tourism, and outdoor recreation sectors. Projects must be consistent with Centers for Disease Control (CDC) guidelines for safe travel.

Projects should help said sectors recover from adverse pandemic effects while building industry resilience in the case of future calamities.

Funding Agency

Economic Development
Administration (EDA)

Total Amount Awarded:
\$3.8M

Award Recipient

State of Utah (*Utah Office of Tourism*)

Projects:

- Niche Audience Study
- Sentiment Survey Series
- Grant Specialist Position
- Film Trail
- D.D. sub-grants

Sub-Recipients

Round 1:

- City of Green River
- Juab & Millard County
- Ogden-Weber CVB (Visit Ogden)
- Tremonton City

Round 2:

- 29 Conditionally Approved

Round 3:

- TBD

Breakdown





Projects

Possible projects include:

- Community/regional tourism marketing and promotion campaign
- Workforce training that supports said industries in their efforts to improve the skills and job opportunities for workers
- Short-term and long-term economic development planning and coordination to respond to the effects of the coronavirus pandemic
- Technical assistance projects to assist regional economies to recover from damage to said industries

Timeline

The grant was awarded at the end of 2021 and closes at the end of 2026.

Delays have occurred due to UOT and EDA staff turnover.

Looking ahead -

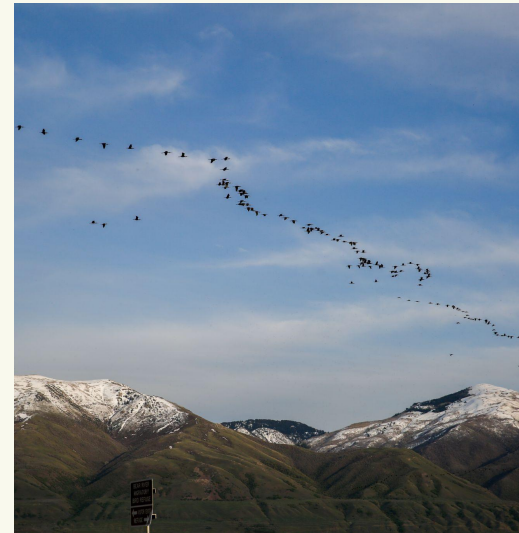
- R1: Approved. Projects in progress.
- R2: Awaiting EDA's final decision
- R3: TBA- Per EDA Guidance



Round 1

Total Amount Awarded: \$175,000

- City of Green River
 - *Feasibility & Economic Impact Study*
 - Events & Rec Center Projections
- Juab & Millard County
 - *Product Development Studios*
 - Dark Skies Project
- Ogden-Weber CVB (Visit Ogden)
 - *Feasibility & Economic Impact Study*
 - Destination Stewardship Plan
- Tremonton City
 - *Implementation*
 - Wayfinding Signage



Feasibility & Economic Impact Study

- Bear Lake Rendezvous Chamber of Commerce
- Blanding City
- Dixie State University
- Heber Valley Office of Tourism
- Joseph Town
- Kane County (2)
- Payson City
- Tooele County
- Torrey Dark Skies
- Visit Ogden

Implementation

- Hildale City
- Joseph Town
- Juab County
- Morgan County
- Payson City
- Piute County (2)
- San Juan County
- Southern Utah University
- Utah State University (2)
- Utah Valley CVB
- Utah Valley University
- Visit Ogden
- Warrior Rising

Product Development Studios

- Hildale City
- Summit County (Coalville)
- Utah Valley CVB

Round 2

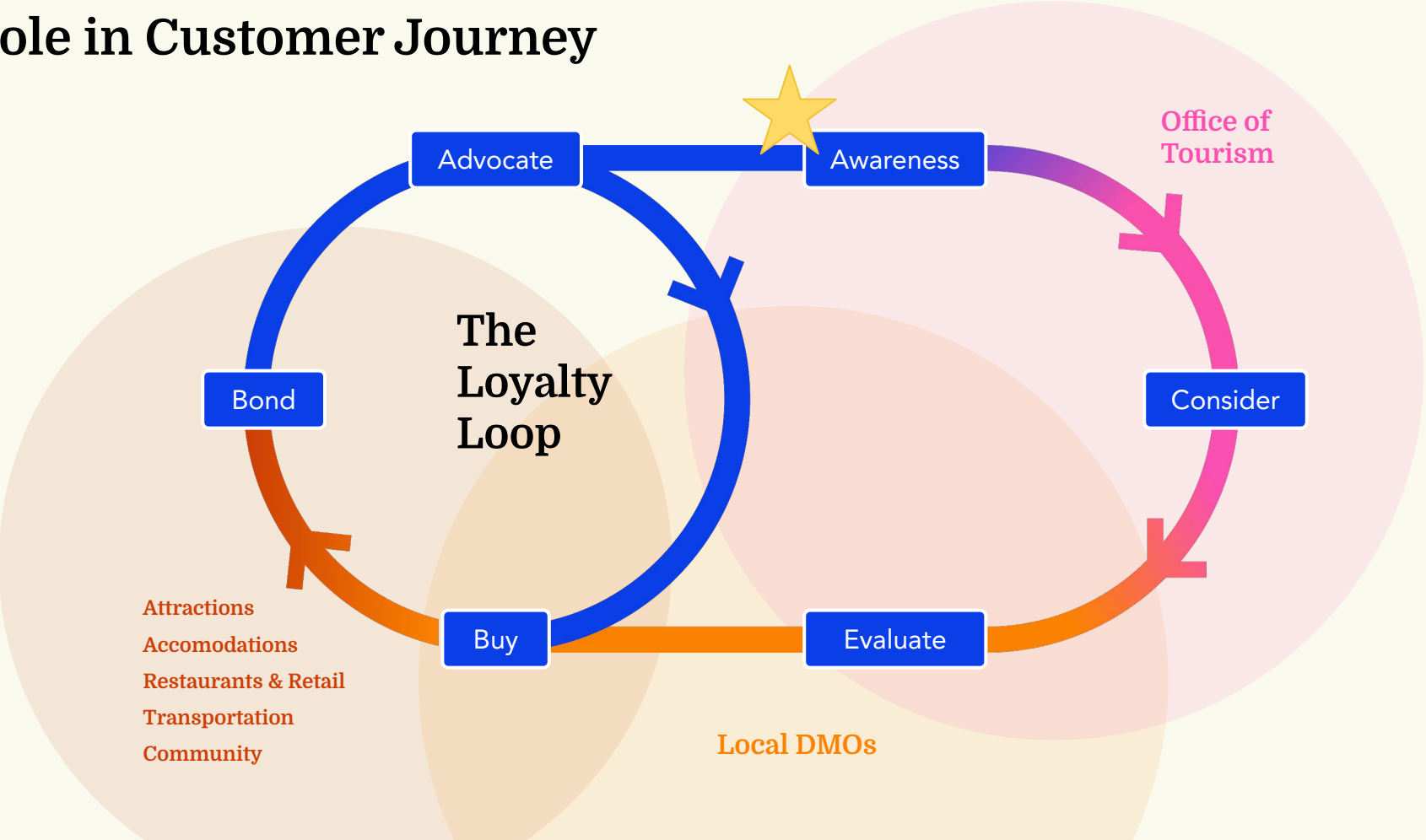
Total Amount Conditionally Awarded:
\$1,250,000

Marketing Updates

Ben Cook
Director of Marketing & Communications
Utah Office of Tourism



Role in Customer Journey



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)





National Parks & Beyond
(Southern Utah+)



Ski & Winter
(Ski+)



Urban & Outdoors
(Northern Utah+)

Campaign Goals

1. Promote Travel to Southern Utah

- Awareness and consideration of our unique product, The Mighty 5[®]
- Inspire travelers to stay longer, experience more, and travel thoughtfully.

2. Promote Planning & Preparation

- Encourage booked and likely-to-book travelers to plan and prepare.
- Educate them on how to travel thoughtfully.



Campaign Funnel

35%

INSPIRATION/SEE

Increase Utah's brand awareness and consideration among target audiences.

35%

PLANNING/THINK

Increase the average length of stay and spend per trip.

20%

LIKELY TO BOOK/DO

Target those considering to book to drive conversion.

10%

*CONFIRMED AND
IN MARKET/CARE*

Educate visitors on responsible, thoughtful travel practices.

Key Performance Indicators

High Funnel

Inspiration • Planning

- Advertising Awareness: **maintain 40% awareness**. Stretch goal of 45%. (SMARI)
- Brand Awareness & Perception: **maintain 29% brand awareness** for *Mighty 5*. (SMARI)
- LOS & Spend Lift: compare lift in LOS and Spend among ad-exposed vs. non ad-exposed audiences. (Adara)
- Impressions & Engagement: measure impressions and engagement with regional content.

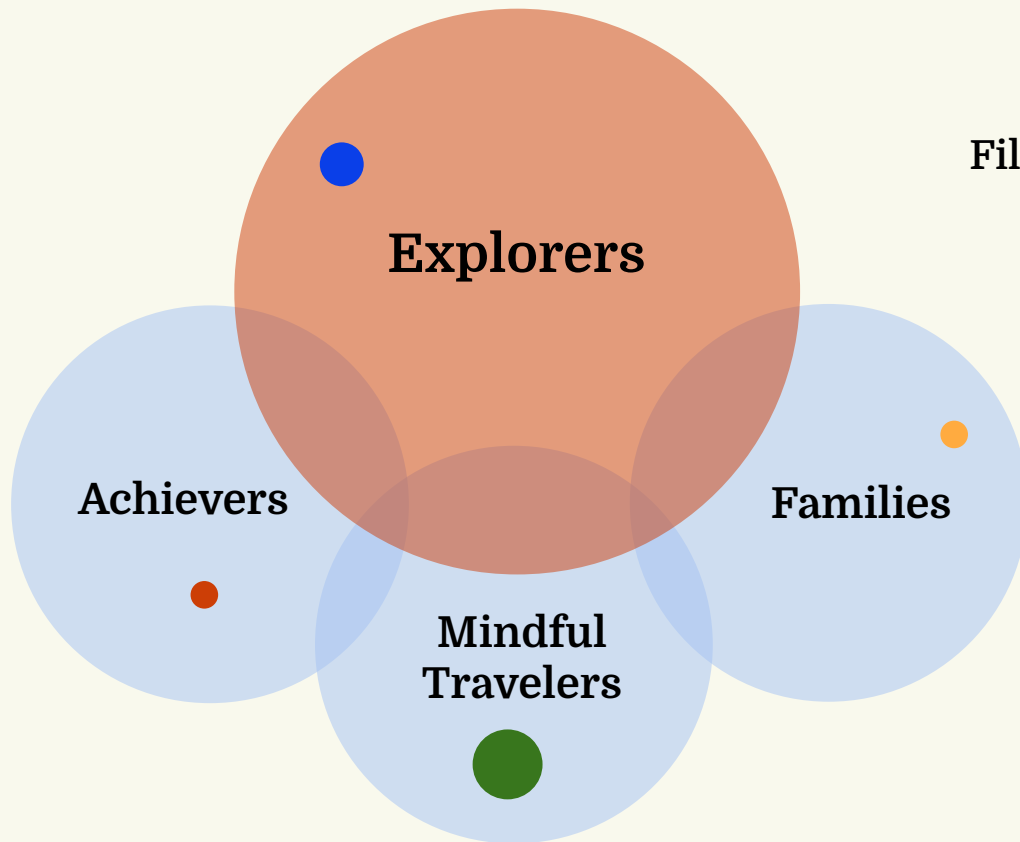
Low Funnel

Likely to Book • Confirmed in Market

- Booking Growth: 3% overall growth in dollar value of bookings from the campaign.
- Post Impression Rate & Session Duration: measure post impression rate & session durations with *Forever Mighty* content

Audience Mix

National, interest & behavioral based targeting



Film Micro Audience

The Opportunity

[in love with...]

*There's no better place to reawaken your love for life,
the outdoors, and others than in Utah.*

Think

"Utah is the definitive
place to feel
connected."

Feel

Inspired by the
boundless possibilities
of visiting Utah

Do

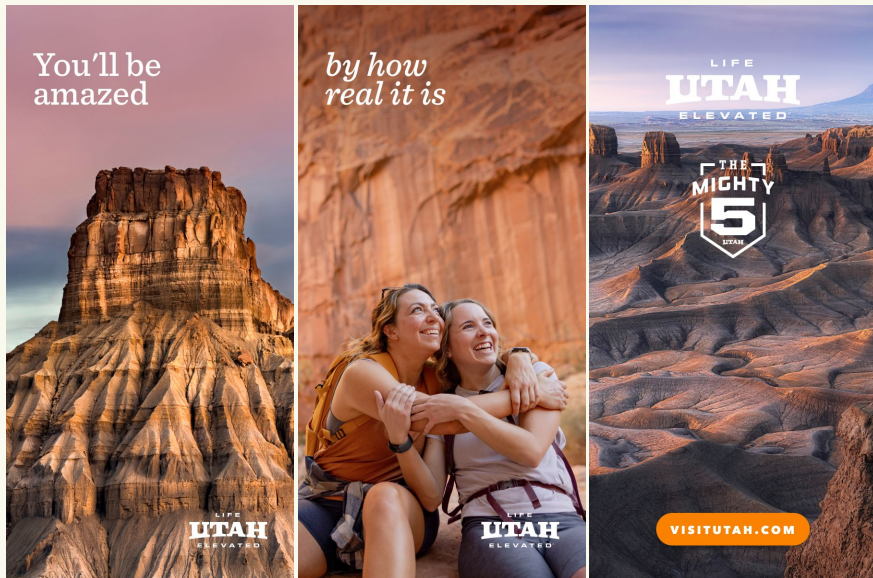
Visit Utah and venture
beyond the familiar, sharing
their transformative
experience.

Connected TV Spot



Banner Ads - General

New for '24:
Amazed



Update for '24:
Desert's Beauty



Banner Ads - General

Continuing:
More than a Trip



Continuing:
Above Canyons

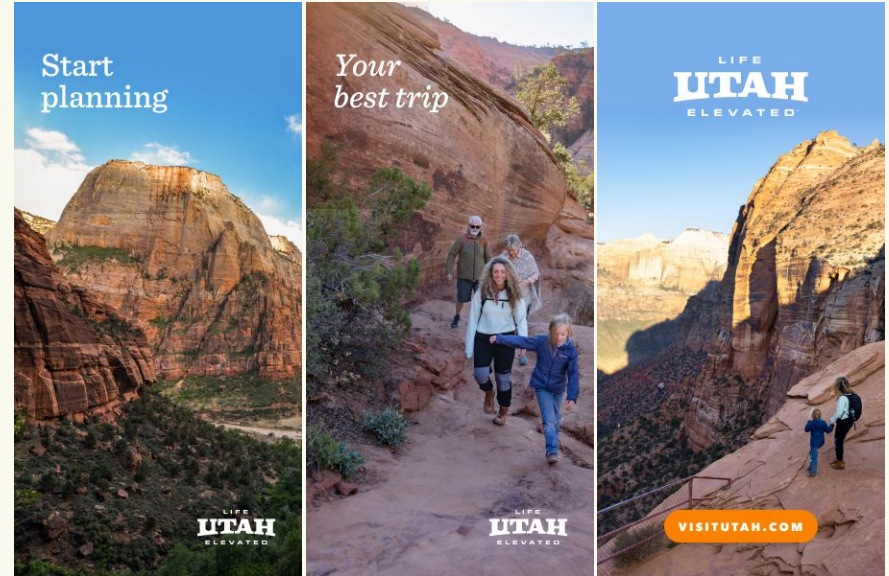


Banner Ads - Retargeting

Continuing:
New Memories



Continuing:
Best Trip



Banner Ads - Forever Mighty

Updated for '24:
Forever Mighty



Continuing:
Travel Responsibly



Media Campaign

Budget

SU+ Spring \$3,925,621

Campaign Flight

SU+ Spring: 2/15/2024 - 6/30/2024

*Heavy ups in March and June



Opportunities

Year Two

Opportunity to capitalize on the success from last year by bringing back top performing vendors.

Interest in National Parks

Vacation destinations have started to experience slight decreases. *9% of vacations in Q3 2023 were for National Parks, a 30% decrease from the previous year.* (Skift)

Testing & Learning

Continue testing vendors against one another. We will test new native, programmatic, endemic, ctv, and content partners.



Media Channels

35%

INSPIRATION / SEE

Connected TV, Pre-Roll, Display, Regional Digital OOH

35%

PLANNING / THINK

Connected TV, Pre-Roll, Display, Programmatic Native, Custom Content/Endemic,

20%

LIKELY TO BOOK / DO

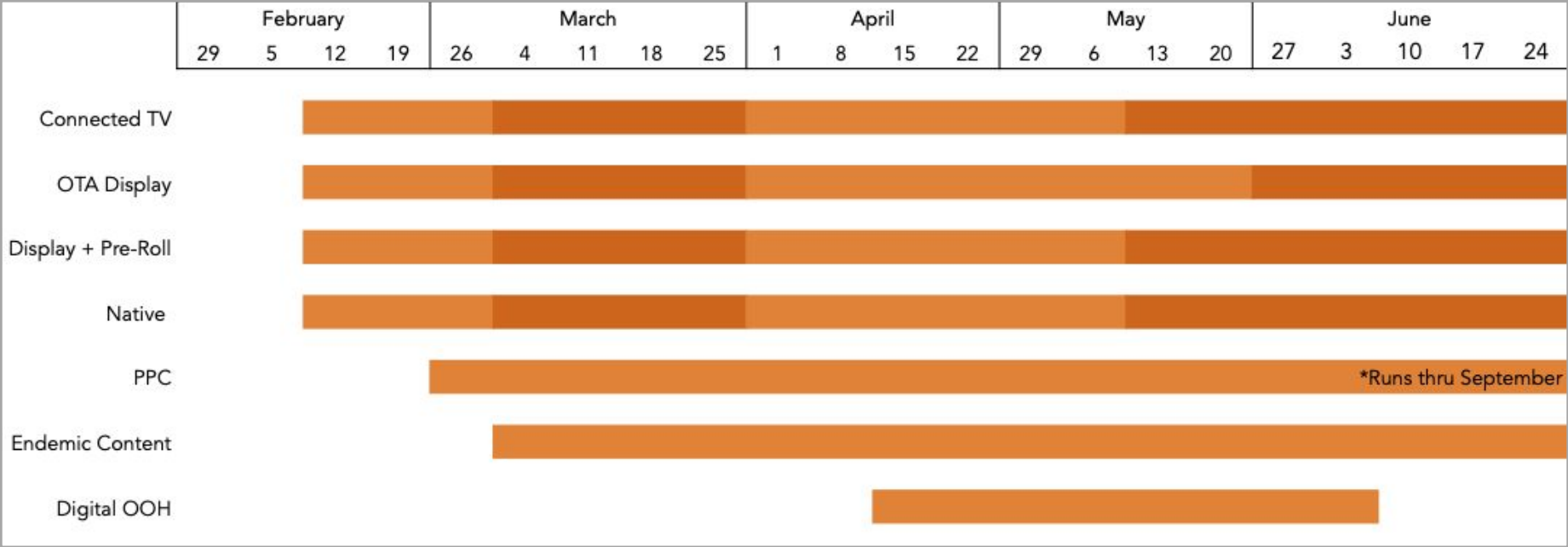
Pre-Roll, Display, Programmatic Native

10%

*CONFIRMED AND
IN MARKET / CARE*

Pre-Roll, Display, Programmatic Native, Custom Content Endemic, Digital OOH In-Market

Media Buy Flow Chart



Paid Social

Objectives

- Traffic: increase website visitations as measured by link clicks.
- Video Views: increase the number of video views as measured by reach.

Planned Spend

\$118,000



KPI Reporting

Projected KPIs:

175K

Link Clicks

93.4K

Video Views

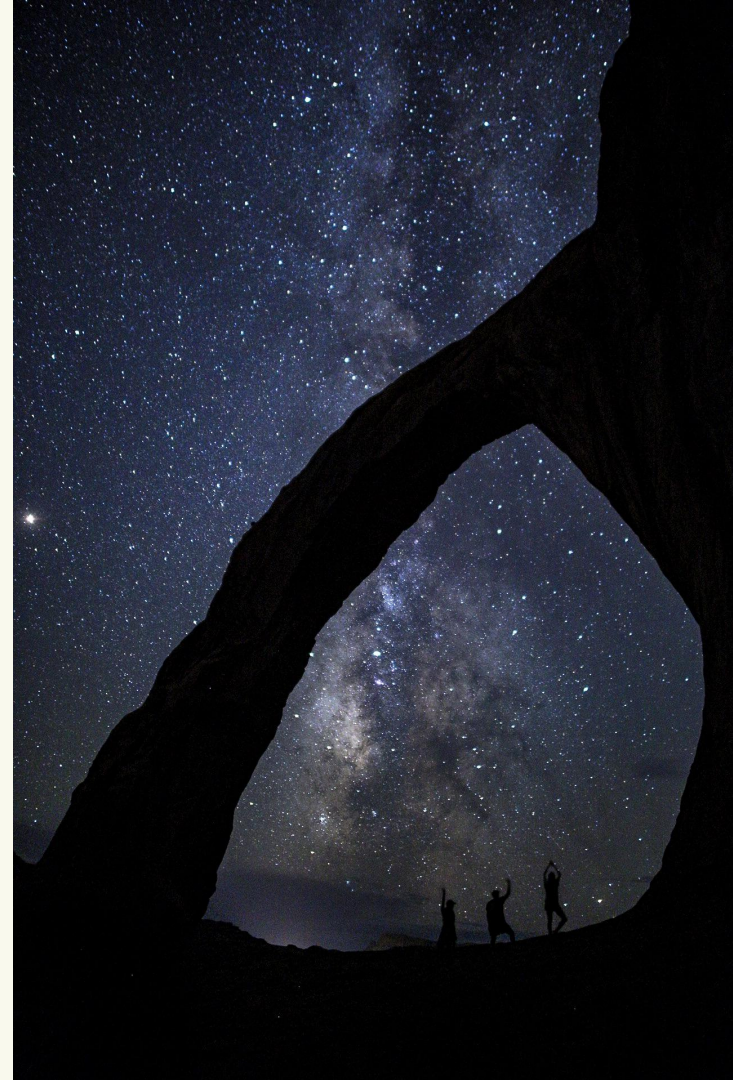
32.9MM

Impressions

961K

Engagements

Advantage+ Audience enabled to allow META's machine learning to find qualified users that are lookalike to our core audience.



Campaign Budget Comparison

| | 2023 | 2024 |
|--------------|-------------|-------------|
| Connected TV | \$1,850,000 | \$1,760,000 |
| Digital | \$1,797,912 | \$1,905,026 |
| Out of Home | \$250,000 | \$260,595 |
| Social | \$195,000 | \$195,000 |
| Total | \$4,092,912 | \$4,120,621 |

Overview

Life (and Love) is Like a Box of Chocolates, and in Utah, no matter what you “get,” you’ll always find something to love.

- On Valentine’s Day, we will have pop-up Utah chocolate “shops” in two major media markets – Los Angeles & New York City
- This will serve as the launch of a national story contest on VisitUtah.com.



Coast to Coast - The Utah Valentine's Shop

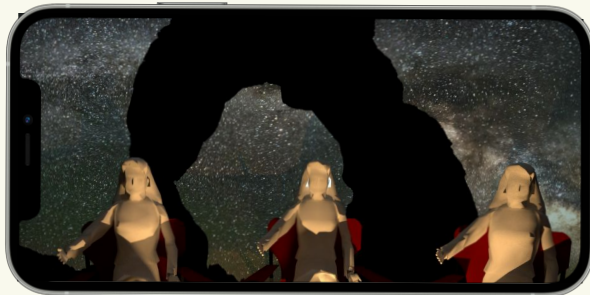
Visitors will be welcomed into our Utah Valentine's Shop space with a friendly facade that allows for a glimpse inside to the balloon ceiling and front room activations.



Inside The Utah Valentine's Shop



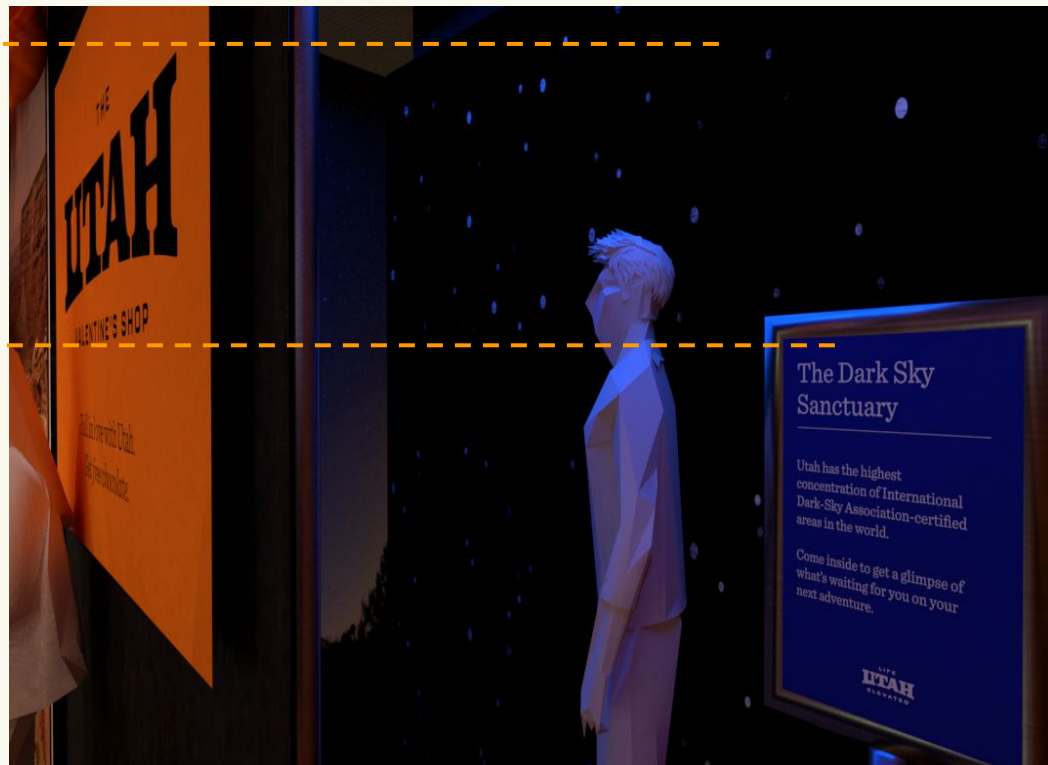
Immersive Dark Skies



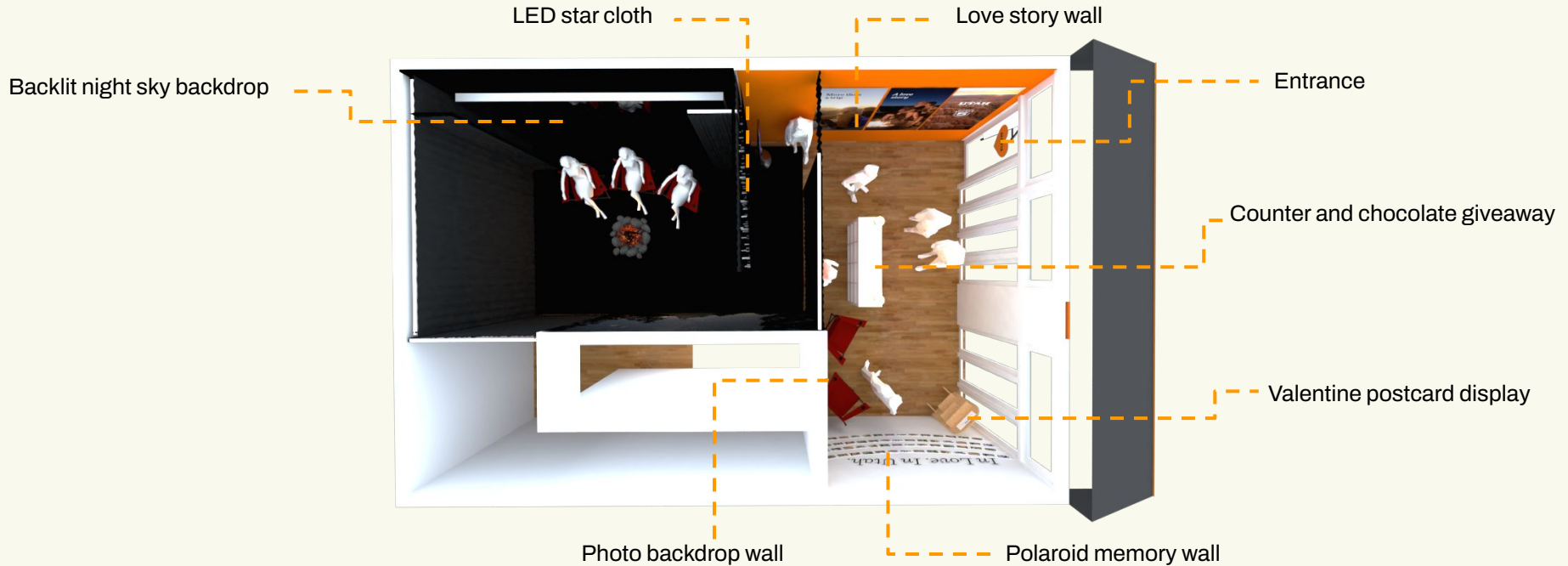
The Dark Sky Sanctuary

Utah has the highest concentration of International Dark-Sky Association-certified areas in the world.

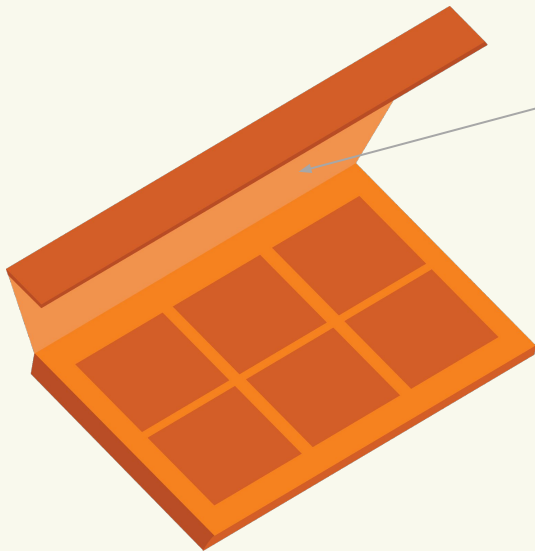
Come inside to get a glimpse of what's waiting for you on your next adventure.



The Utah Valentine's Shop Experience Layout



The Giveaway: “In Love. In Utah.” Chocolate Box



Box Lid Interior



| | |
|---|--|
|  The Mighty 5 Chocolate Guide  | CANYONLANDS NATIONAL PARK Brown Butter White Chocolate Bar |
| | BRYCE CANYON NATIONAL PARK 54% Ghana Dark Milk Chocolate Bar |
| | ARCHES NATIONAL PARK 70% Dak Nong Vietnam Chocolate Bar |
| | CAPITOL REEF NATIONAL PARK 70% Kilombero Tanzania Chocolate Bar |
| | ZION NATIONAL PARK 70% Sambirano Madagascar Chocolate Bar |

Chocolate Guide

National Story Contest

February 14th - April 15th

Hosting a national story contest with the goal of sourcing and showcasing the most inspiring “love stories,” set in Utah.

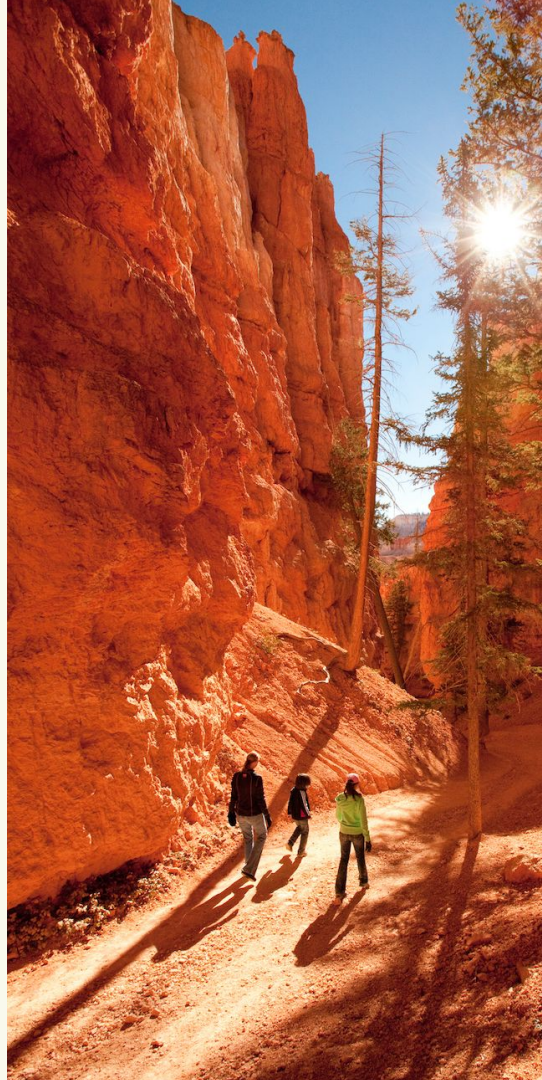
“Love stories” might include:

- Traditional experiences of romance being awakened, expanded, or strengthened.
- Family vacations that inspired connection and lasting family memories.
- Stories of grandparents and grandchildren finding unique inspiration.
- A solo visit that allowed for deeper self-discovery or introspection.

The Prize

Contest winners will receive a 3-night trip to Utah (for two) to live out their stories.

Go to visitutah.com/love for details and to enter.



Earned Media Amplification

Key-Market Media Meetings

We will execute concurrent media meetings in each city, meeting with key journalists and allowing media to experience the activations giving them a taste of what it's like to be In Love, In Utah.

Media & Influencer Hosting

We will use stories from the story contest to build a media and influencer itineraries. This unique (and novel) way to inspire a media itinerary is a great way to cut through the clutter of more traditional stories and opportunities to garner earned editorial coverage.

Cross Channel Efforts

- Website & Email Newsletter
- National & Local PR Pitching
- Social Media
- On the Ground Videographers (in both markets)



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