



Utah Film Commission



Fallout (2024) / Amazon Prime Video
Premiered April 11



The Chosen: Season 5 (2024) filming in Goshen

Recent Projects

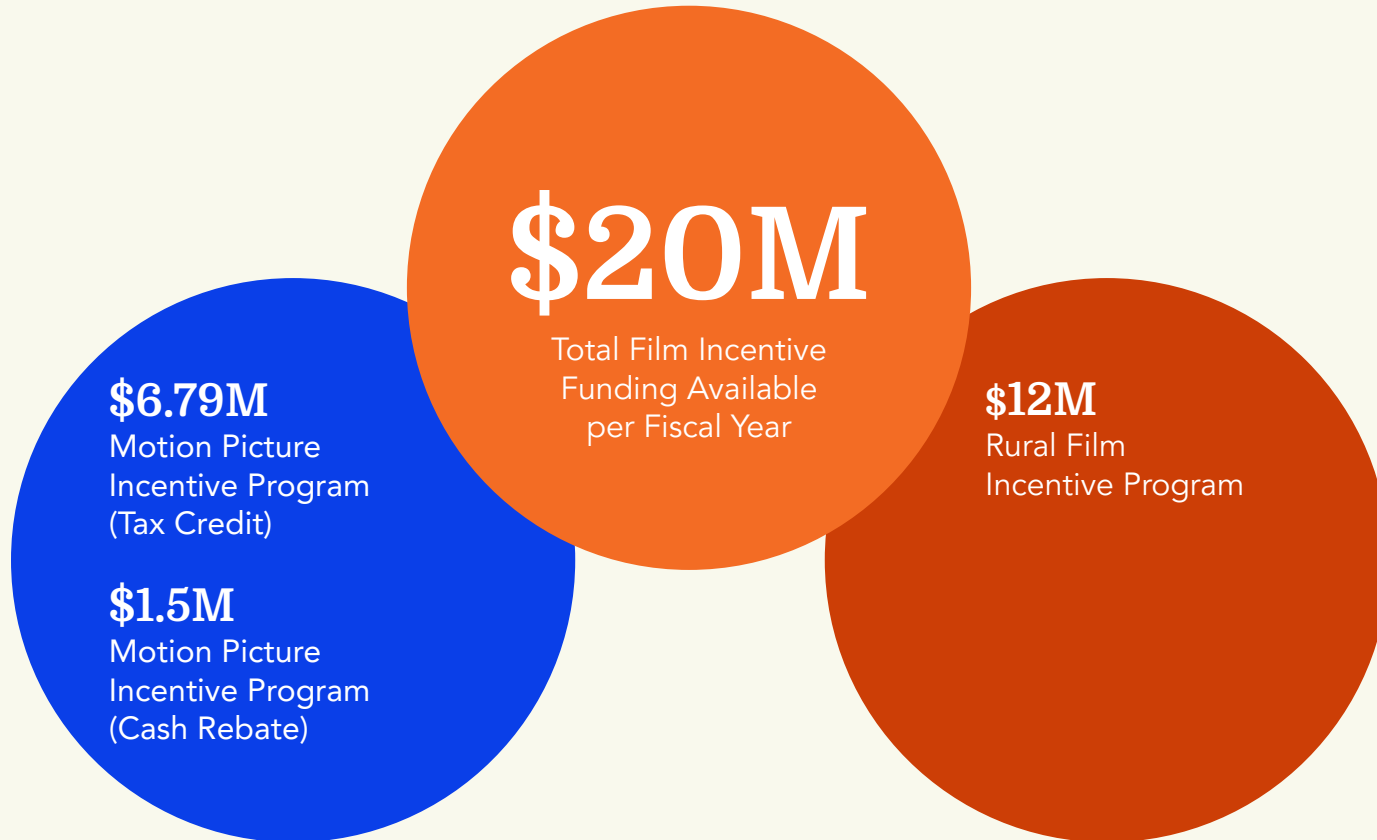


Escape from Germany (2024) / In select theatres
Premiered April 11



#BacontoPayson / SixDegrees.org. Event at Payson High School
April 20, 2024

Utah Film Incentive Funding





Project Criteria

- Total Utah spend
- Number of anticipated jobs in Utah
- Number of production days in Utah
- Local cast and crew wages
- Filming locations (Rural v. Urban)
- Percentage of film shot in Utah
- Ability to highlight Utah as a tourist destination
- The extent that the project reflects positively on the state of Utah
- Production team's reputation & history
- Other economic factors that may contribute to the state of Utah



Incentive Applications

Rural MPIP
Take 21

MPIP
The Chosen Season 5

Amendment
Oops All Berries

Take 21/MPIP Rural

Producers:	Jared and Jerusha Hess
Project Highlights:	Highlighting the creative talents of people with down syndrome
Distribution:	Streaming
Locations (County):	Summit County
Percentage Shot in Utah:	100%
Estimated Jobs:	Cast & Crew: 116 Extras: 100
Estimated Spend:	\$6,000,000
Maximum Incentive:	\$1,500,000 - Tax Credit
Production Dates (including Prep & Post-Production)	August 2024 – February 2025

The Chosen Season 5/MPIP

Director:	Dallas Jenkins
Project Highlights:	5th season of the popular TV show about the life of Jesus
Distribution:	Streaming
Locations (County):	Utah County
Percentage Shot in Utah:	50%
Estimated Jobs:	Cast & Crew: 55 Extras: 400
Estimated Spend:	\$8,302,307
Maximum Incentive:	\$1,660,461 - Tax Credit
Production Dates (including Prep & Post-Production)	February 2024 – July 2024

Oops All Berries/MPIP Rural Amendment

Producer:	Kevin Feige
Project Highlights:	This is a Marvel project
Distribution:	Theatrical
Locations (County):	Emery and Grand County
Percentage Shot in Utah:	15%
Estimated Jobs:	Cast & Crew:140 Extras: 60
Estimated Spend:	\$7,992,623 (originally \$4,560,961)
Maximum Incentive:	\$1,998,156 - Tax Credit (originally approved for \$1,140,240 June 2023)
Production Dates (including Prep & Post-Production)	April 2023 – September 2024

Utah Spend / Incentive Breakdown



Production	Estimated Utah Spend	Incentive Amount Per Production
<i>Take 21</i>	\$6,000,000	\$1,500,000
<i>The Chosen Season 5</i>	\$8,302,307	\$1,660,461
<i>Oops All Berries</i>	\$7,992,623	\$857,915
	\$22,194,930 TOTAL Spend	\$4,018,376 TOTAL Incentives

Proposed Motion

Approve a total of **\$4,018,376** for incentives for the following productions, which have met the criteria defined by statute.

<i>Take 21</i>	\$1,500,000
<i>The Chosen Season 5</i>	\$1,660,461
<i>Oops All Berries</i>	\$857,915

SU+ Spring 24

Reporting Period: 2/15 - 4/15



Campaign Parameters

A general overview of the campaign

Timing: 2/15 - 6/30

Channels:

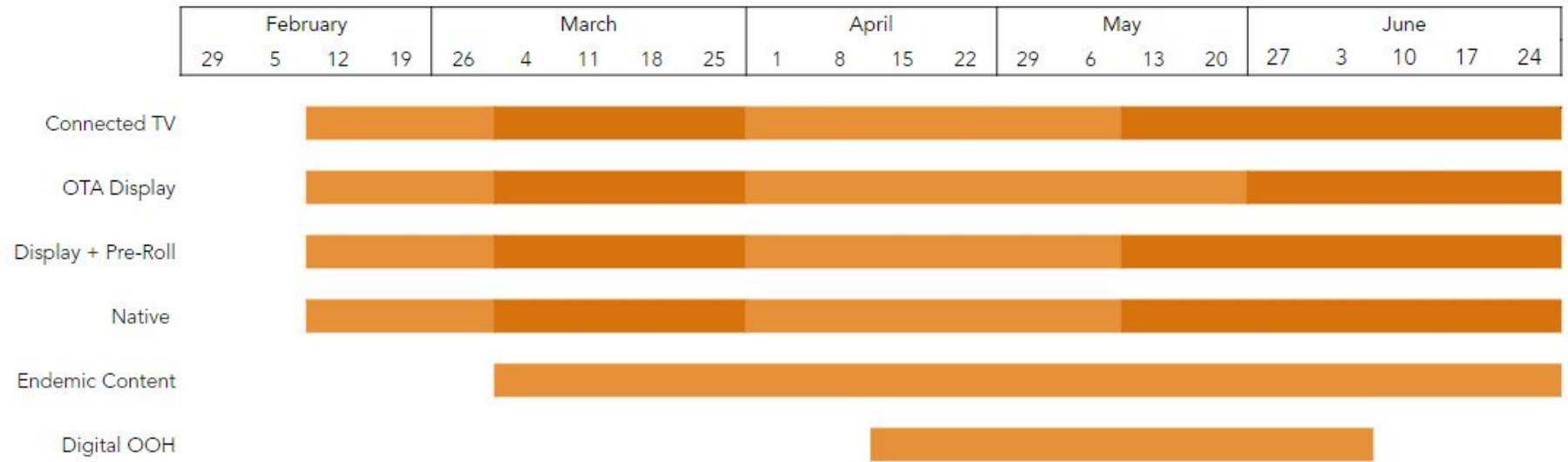
Connected TV, Native, Endemic,
Programmatic (Display + Pre-Roll),
Digital OOH, Paid Search

Audiences:

Explorers, Achievers & Mindful Travelers



Media Flow Chart





522k

**Total
Ad-Exposed
Pageviews**

*A 30% decrease
compared to last year.*

249k

**Visit Utah Ad-Exposed
Pageviews**

*A 4% increase
compared to as year.*

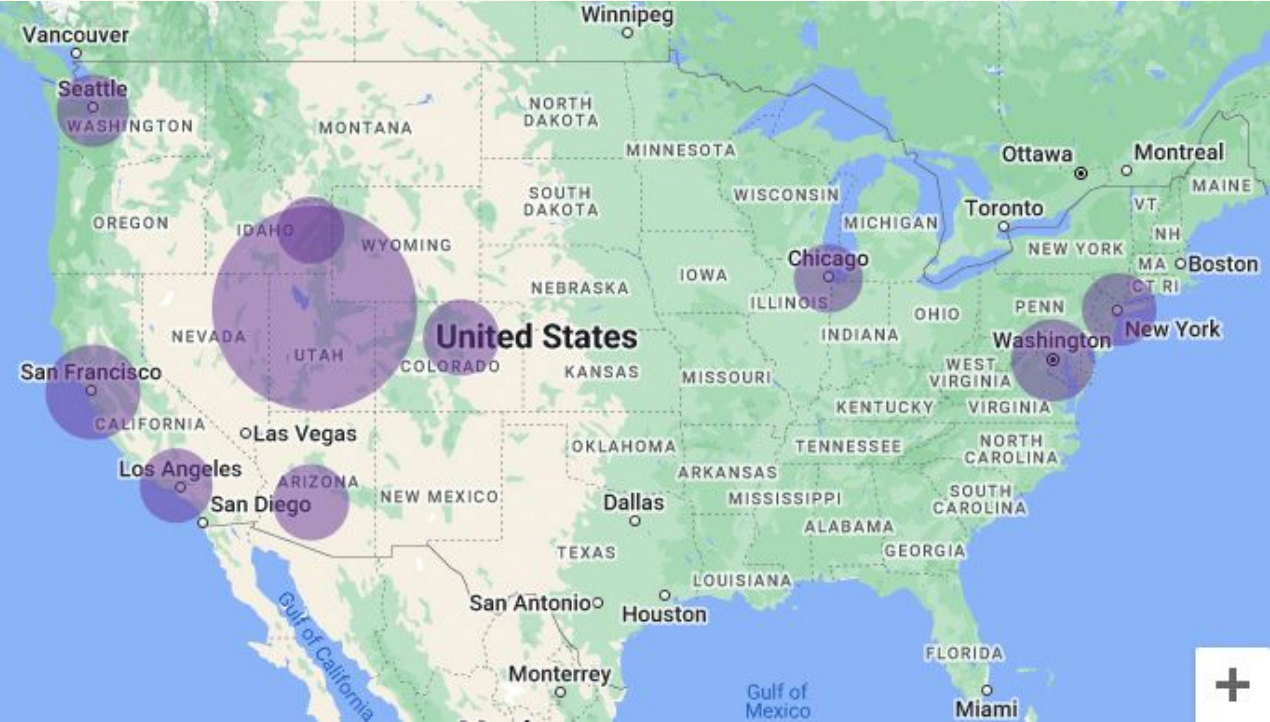
\$19.3M

**Enriched
Hotel
Revenue**

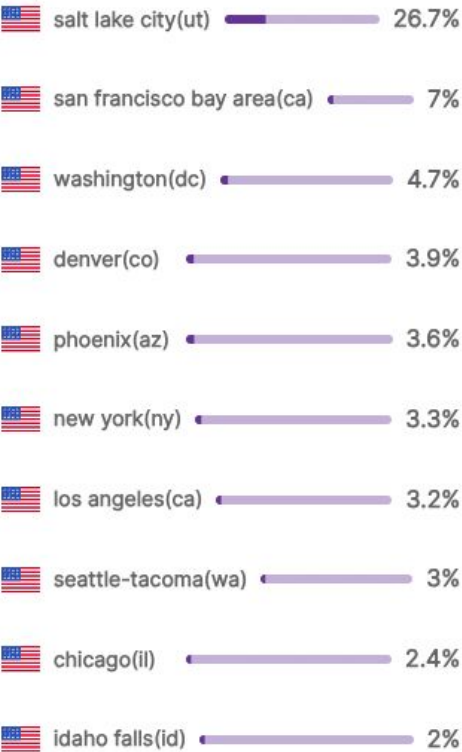
63k

**Enriched
Hotel
Bookings**

Market Performance by Bookings Share



Top Hotel Origin Markets ?



Paid Search Performance



26.9%

**Click-Thru
Rate**

Above our account
average of 20.7%



\$0.24

**Average
Cost per Click**

Below our account
average of \$0.32



\$599k

**Enriched Hotel
Revenue**



2.2k

**Enriched Hotel
Bookings**

VisitUtah.com & Email





MEGAN DEANGELIS

ACCOUNT DIRECTOR



ETHAN KOEHLER

VP, DIGITAL EXPERIENCE
& TECHNOLOGY

Email Program



Summer Powder Dreams

Although it's still summertime in Utah, our thoughts are already on the slopes. And if this upcoming ski season is anything like the last one, we're eagerly anticipating another round of winter excitement. But don't wait for the first snowfall to begin planning your winter getaway. Many resorts offer early bird deals on ski passes and accommodations that you won't want to miss.

[Plan Your Ski Trip](#)



's Guide to OVO

ain West, but we've got a few
or one, a post-hike ice cream
mix of tradition and innovation at
f you're hiking Provo Canyon,
o check out.

Weekly Newsletter KPIs



35%

Open Rate



1%

Click Through
Rate (CTR)



Total Number of
Subscribers

Performance

37%

Open Rate

1.64%

Click Through
Rate

+6%

Total Number of
Subscribers

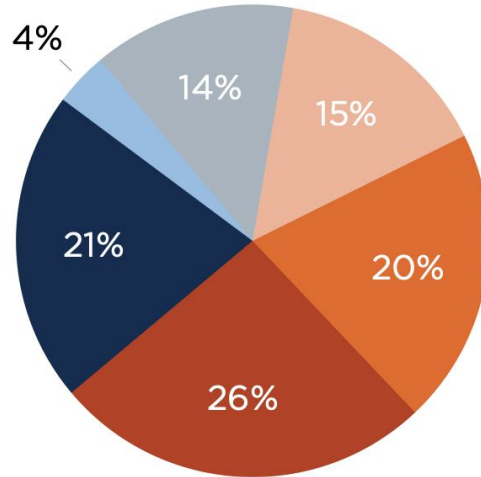
Data: November 2023-April 2024



UTAH

Preferences

Subscriber Preferences



Arts & Entertainment Food & Nightlife History & Culture
National Parks Outdoor Activities Ski & Snowboard

FALL IN LOVE WITH UTAH

CHOOSE YOUR ADVENTURE

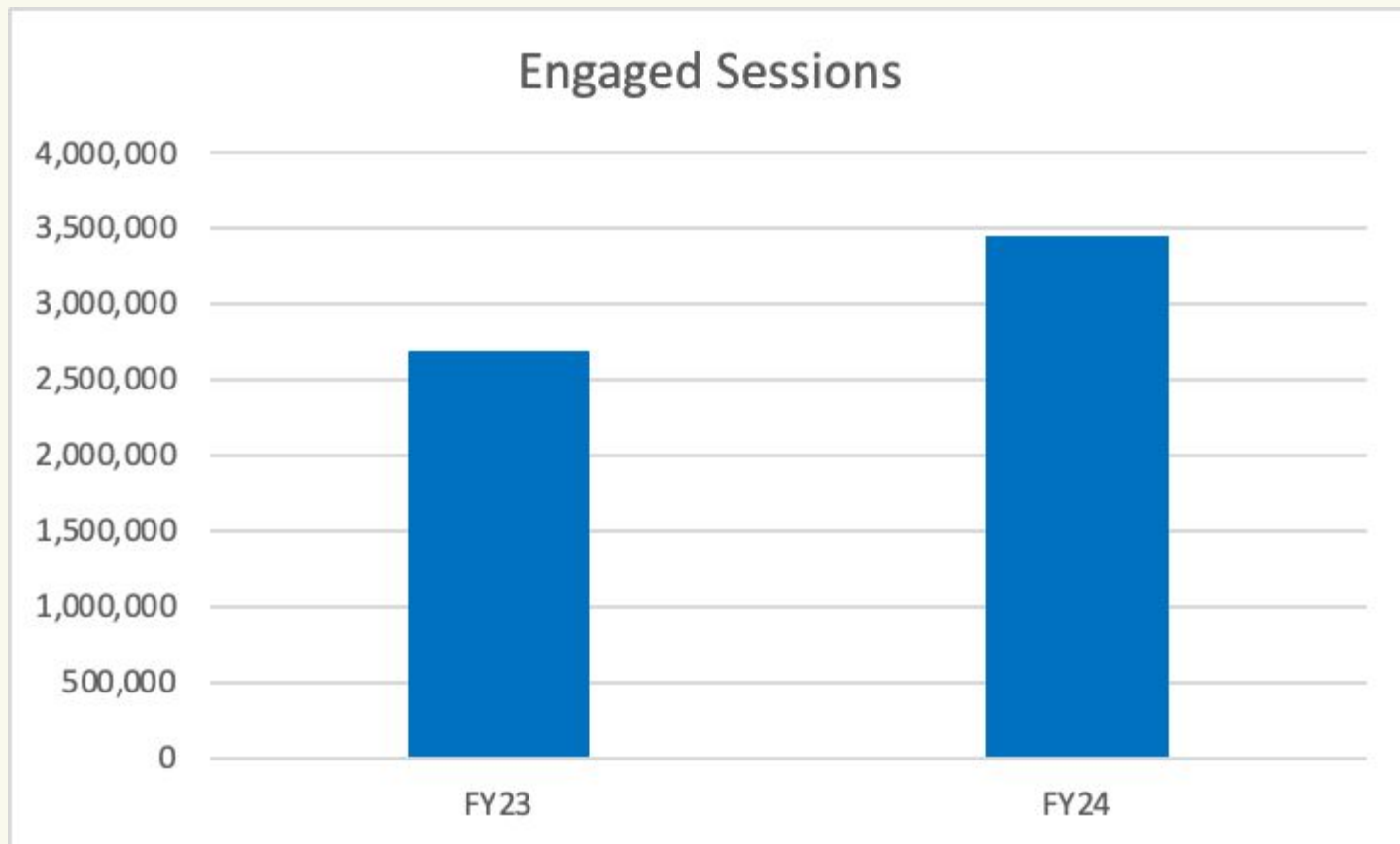
NATIONAL PARKS

OUTDOOR ADVENTURE

HISTORY & CULTURE

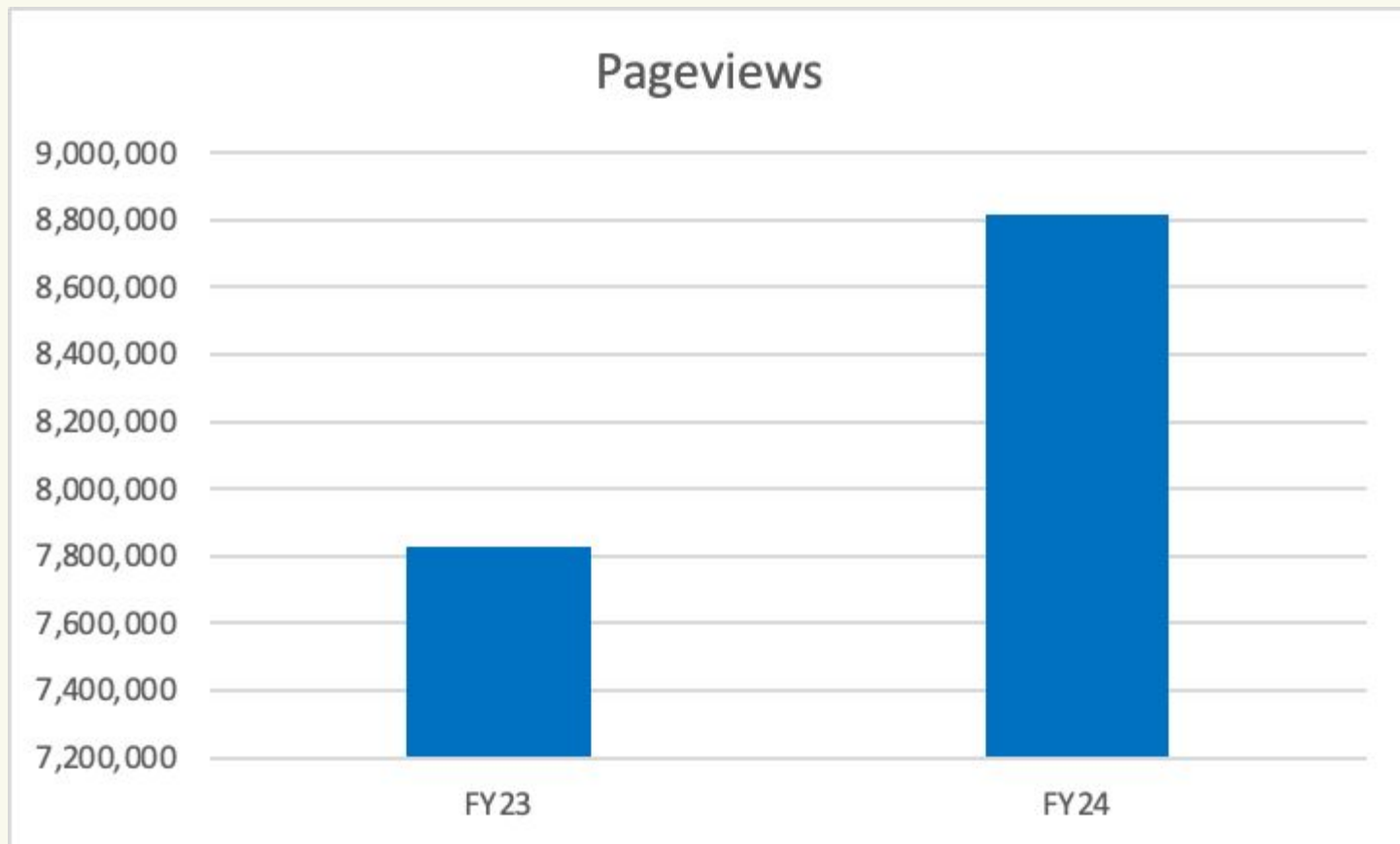
FAMILY FUN

+27%



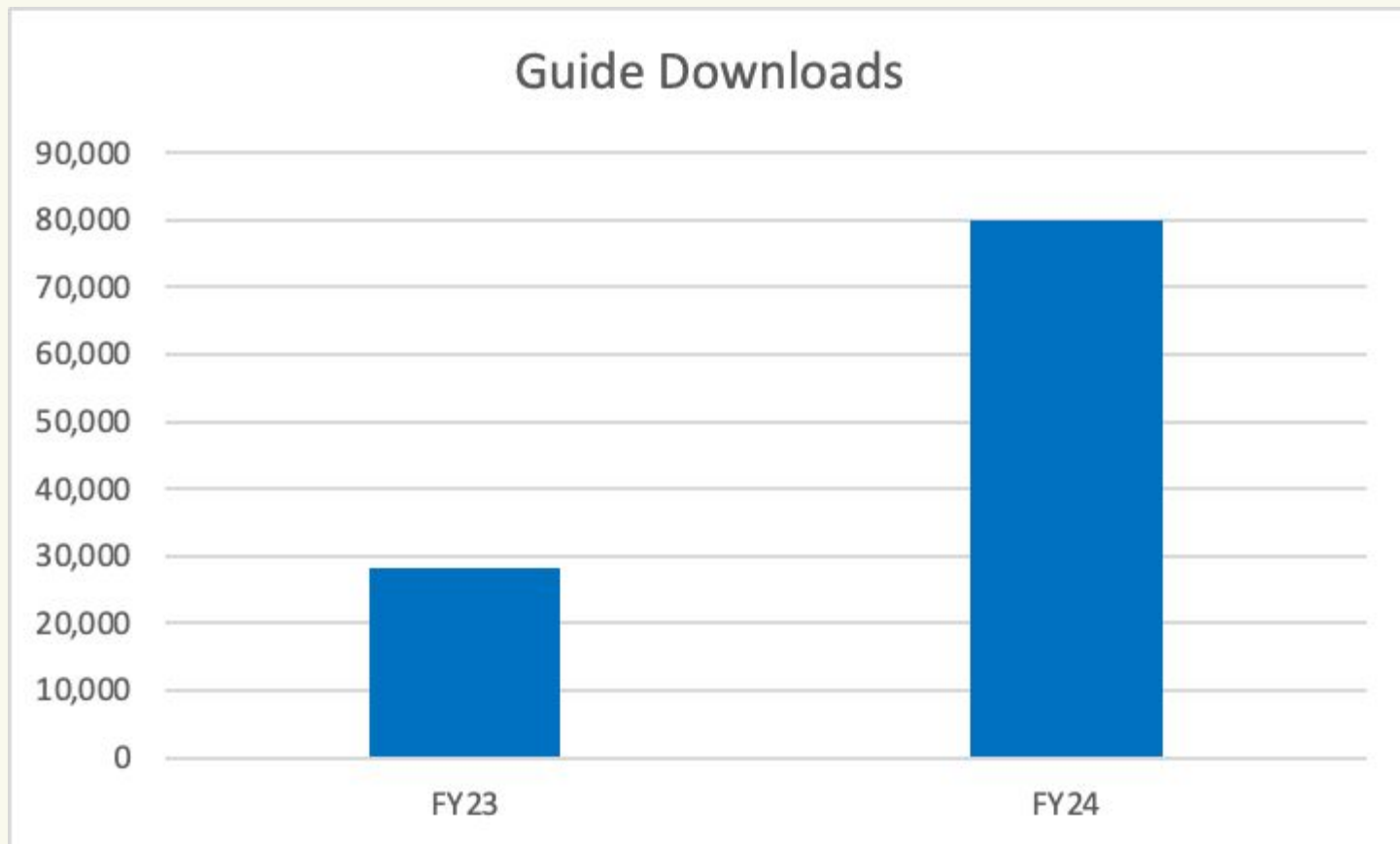
Data: July 1 - May 5

+12%



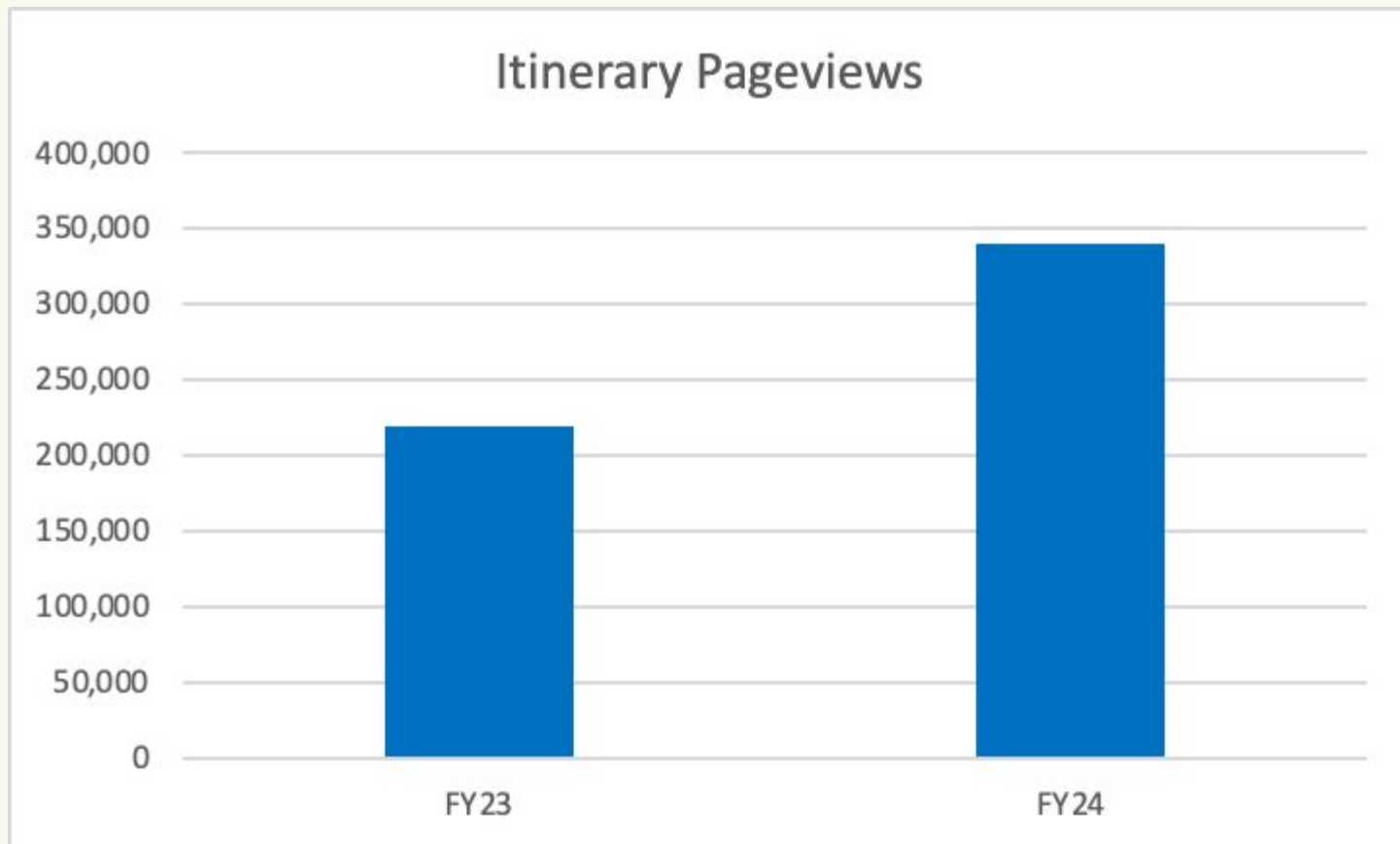
Data: July 1 - May 5

+182%




Data: July 1 - May 5

+54%



Data: July 1 - May 5



+4%

**Average
Engagement Time
FY23 to FY24**



+31%

**Average
Engagement Time
Compared to Goal**



+13%

**Engagement Rate
FY23 to FY24**

Data: July 1 - May 5

Why this, why now?

1. Area of Opportunity
 - a. Consumer journey
 - b. Build upon curated content
2. AI Maturity
3. Ease of integration



Benefits of AI-powered Trip Planning

1. **On-Strategy**
Informed by Utah's goals
2. **Personalized**
Results tailored to user preferences
3. **Current**
Latest knowledge of Utah
4. **Efficient**
No new content or updates by Kim & team
5. **Adaptable**
Easy to fine-tune results and test new approaches

The state of AI itinerary generation

ET

You

We are two active people visiting Amsterdam. A mother and teenage boy. We will be in Amsterdam for 3 days. We like to walk to activities but are fine taking taxis or public transportation. We are interested in sight-seeing and history and want to make sure we see some of the famous sights in Amsterdam. Suggest a fun itinerary for us, including a nice place to stay and ideas for casual dining.



ChatGPT

Visiting Amsterdam with a focus on sightseeing and history can be a wonderful experience. Here's a three-day itinerary tailored for you and your teenage son:

Day 1: Historic Amsterdam & Canals

- **Morning:** Start your day with a visit to the Anne Frank House. It's a deeply moving experience that offers a significant historical perspective. Booking tickets in advance is recommended.
- **Lunch:** Enjoy a casual meal at Café de Prins, known for its Dutch pancakes, just a short walk from the Anne Frank House.
- **Afternoon:** Take a leisurely walk to the Jordaan neighborhood. Explore the quiet streets and visit the Amsterdam Tulip Museum.
- **Dinner:** Dine at Moeders, famous for traditional Dutch cuisine.

Powered by AI

Amsterdam Itinerary



When do you want to go?

Choose a date range or length of stay, up to 7 days.

Dates (MM/DD)

Trip Length

Start date → End date



May 2024

June 2024



S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4							1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28	29
							30						

Next

Planned approach for VisitUtah.com

1. API vs Conversation

The website acts as interface and intermediary

2. Controlled prompting

Users provide custom inputs, and the feature incorporates into the prompt template, which is then sent to ChatGPT

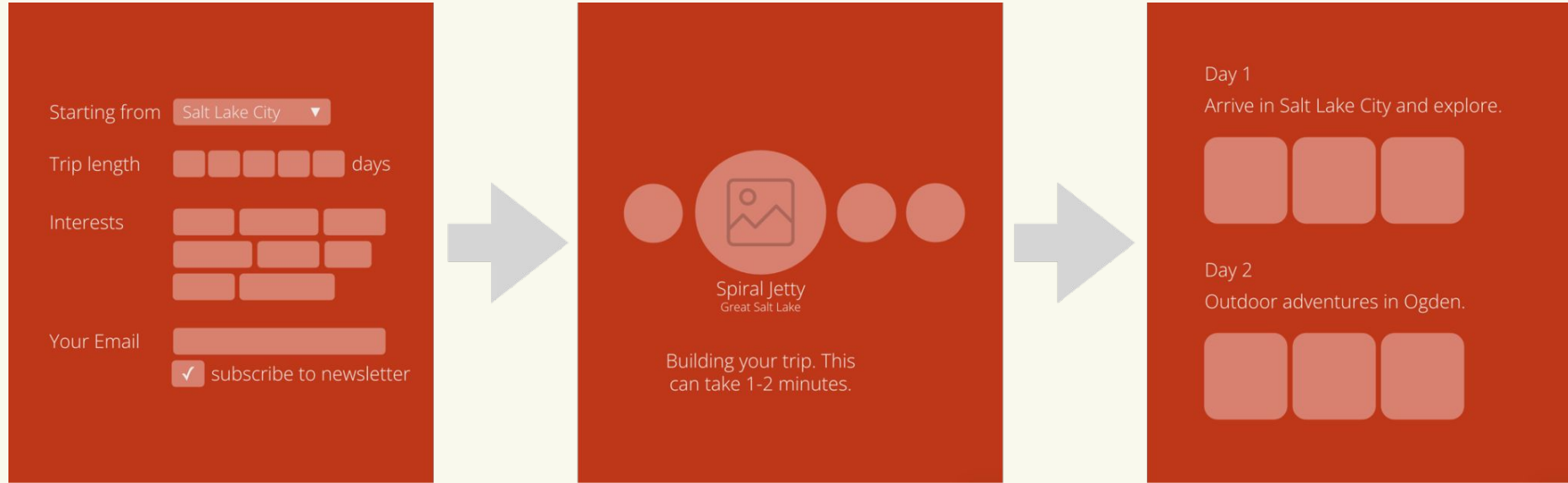
3. UOT guidance on priorities

The prompt provides additional context and guidance to the AI engine (Red Emerald, etc)

4. Structured Output

The website translates the AI-generated recommendations into an approachable, easy-to-use experience

Conceptual Flow



Prompt template example

I am interested in [interests] and traveling as a [group type]. I will start my Utah trip in [start location] on [start date] and end in [end location] on [end date]. These dates are in the format "MMDDYYYY".

Provide at least 8 different activity ideas for each day of my trip, and present them in a simple list format, with the name of the activity and type of activity. If content exists on the website VisitUtah.com for the activity, include the URL of that content.

Include at least one lesser-known suggestion for each day.

Prompt template example

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Include at least one lesser-known suggestion for each day.

AI output example

Day 3: Arches National Park - September 7, 2024

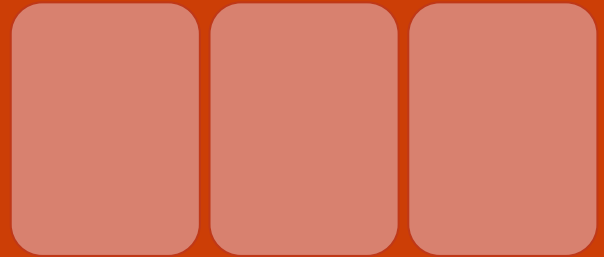
- Windows Section Hike - Hiking ([Windows Section](#))
- Picnic at Devils Garden - Dining/Nature
- Landscape Arch Trail - Hiking ([Landscape Arch](#))
- Junior Ranger Program for Kids - Educational Activity
- Star Gazing Event (if available) - Night Activity/Nature
- Fiery Furnace Guided Tour - Adventurous Hiking
(Advanced reservation required)
- Sand Dune Arch - Family-friendly Hike - Lesser-known Spot ([Sand Dune Arch](#))
- Dinner at Pasta Jay's - Dining

VisitUtah.com

Day 3

Arches National Park

September 7, 2024



Additional priorities

1. Email capture

New opportunity for newsletter signups

2. Analytics

Track usage, understand what's working, what can be improved

3. Logging

For audit and optimization purposes

4. Preference integration (future)

With email program, website personalization and more

What's next

- Quiz & prompt refinement
- Design
- Development & launch

2 months



Community and Partner Relations Team Update

May 10, 2024

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Meet the Team



Camille Johnson

Community & Partner Relations Director
camillej@utah.gov



Rachel Creer

Partner Resources Manager
rcreer@utah.gov



Kevin Blomquist

Grants Compliance Specialist
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Todd Tanner

Destination Development Specialist
totanner@utah.gov



Diane Wilson

Administrative Assistant
dianew@utah.gov



Relationships

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

Resources

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

Education

Empower champions of the visitor economy.

Strategic Priorities

Fiscal Year 2023/2024

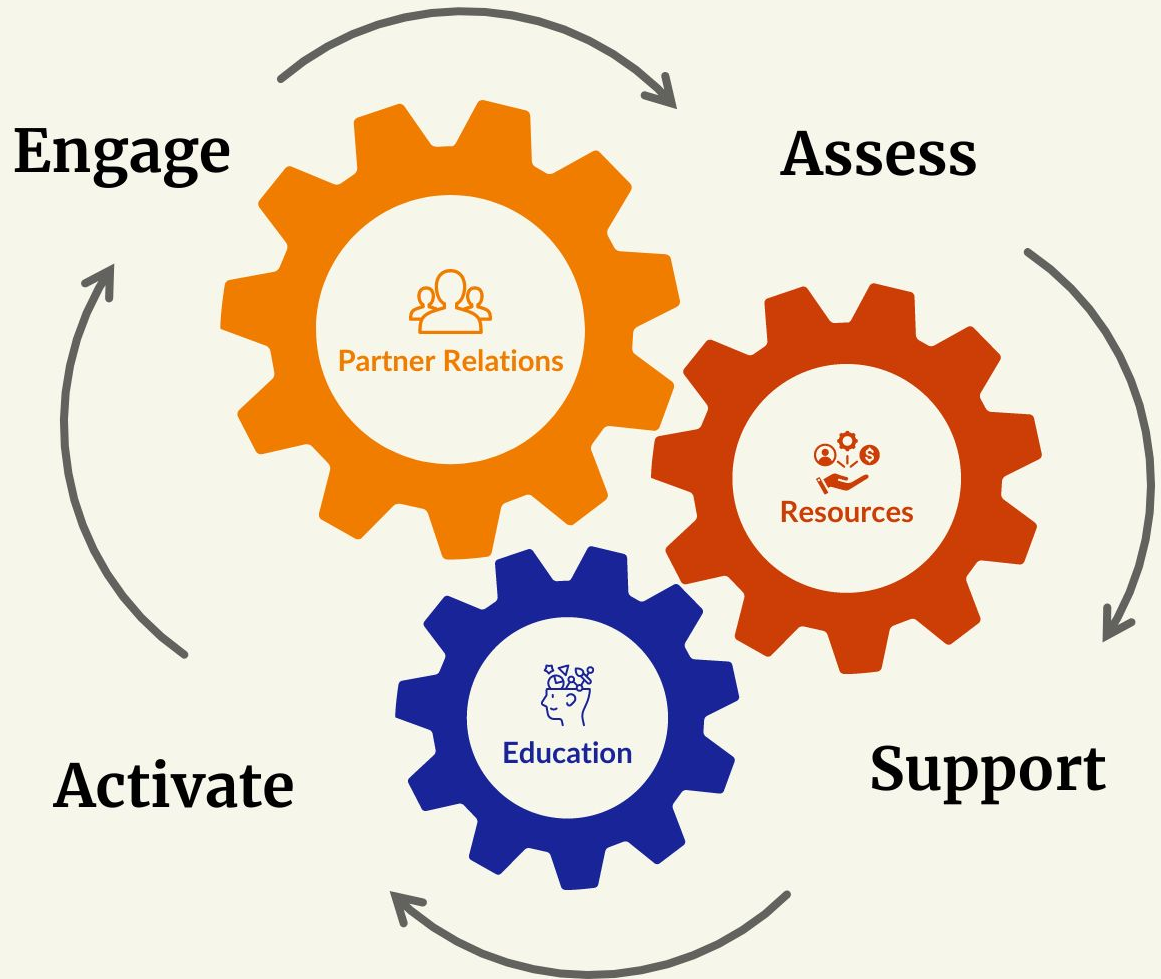
1. Increase two-way feedback with DMO partners.
(Enable Community Led Visitor Readiness)
2. Create and empower champions of the visitor economy through collaboration with communities.
(Enable Community Led Visitor Readiness)
3. Access to grant programs for local tourism communities.
(Enable Community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



“3 Gear” Process

Community
& Partner Relations

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Partner Relations

Increase two-way feedback with partners

Action Items:

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



Resources

Access to grant programs for local tourism communities

Action Items:

- Co-op Marketing Performance Fund
- EDA ARPA Destination Development Grant
- Industry website
- Partner newsletter



Education

Collaborate with communities

Action Items:

- Community education opportunities with DMOs for their communities
- Implement a tracking system at UOT to ensure that community needs are being met
- Local press templates
- Destination development opportunities



2024 DMO Survey

The purpose of the DMO semi-annual surveys is to ensure that our efforts continue to be community-led.



General



**2024
Outlook**



**Destination
Development**



Grants



Communication



Beaver	Juab
Box Elder	Morgan
Cache	San Juan
Carbon	Sanpete
Daggett	Summit
Emery	Uintah
Garfield	Wasatch
Grand	Weber
Iron	

Juab

Morgan

San Juan

Sanpete

Summit

Uintah

Wasatch

Weber

Iron



2024 Outlook

2024 Goals

Community

Sustainable Tourism

Branding

Diversification

Events

Education

Destination
Development

Grants

Research Tools

Tourism Basics/Training

Increase Visitation



2024 Outlook

2024 Challenges

None

Resources

Low Occupancy

Destination Issues

Funding



2024 Outlook

Assistance

Data/Research

Marketing

Communication

Funding/Grants

Partner Tours

Available

Familiarization Tours

Destination Development



2024 Partner Tours

Box Elder • Beaver • Cache • Carbon • Daggett • Duchesne
Emery • Iron • Juab • Mogan • Piute • Rich • San Juan
Sanpete • Sevier • Summit • Tooele • Wasatch • Unitah



Partner Communications

(1) UADMO Connects

March - Moving Forward: EDA ARPA Funds

April - Research & Data

May - Marketing Matters

(2) UOT Partner Comms Calendar

Purpose -

- To track UOT communication with large groups of partners, including but not limited to DMOs, National Park reps, State Park reps, legislative officials, regions, etc.
- To ensure sufficient communication without overwhelming UOT partners



Home

My tasks

Inbox

Insights

Reporting

Portfolios

Goals

Projects

DMO 2024 Semi-Annual ...

UOT Logo File Request

CaPR Tool Kits

CaPR Team Visit Follow-...

C&P Team Tasks

FAM Trips

DMO 2024 Semi-Annual Sur...

OverviewListBoardGantt5 more...

Add taskFilterSortGroup byHide

Task name

Beaver

CAPR - Beaver 2024 Goals (DD)May 31TT

INTERNATIONAL - Beaver Fam ToursMay 31

CAPR - Beaver Co-op AssistanceMay 31RC

MARCOMM - Marketing AssistanceMay 31

CAPR - Beaver Speakers Bureau OpportunityMay 31TT

Add task...

Box Elder

Mark complete

This task is visible to its collaborators and members of UOT Community & Partner Relations. Make public

MARCOMM - Support the Golden Spike

AssigneeBen Cook

Due dateMay 31

ProjectsDMO 2024 Semi-Annual Survey (Jan 2024) Box Elder

Add to projects

DependenciesAdd dependencies

Description

DMO mentioned that marketing efforts for the Golden Spike are a big part of their goals for 2024. When asked what assistance was needed to support their goals, the DMO said: "Maybe some advice on how to leverage whatever buzz this new Golden Spike project will produce"

Tracking System

- (1) DMO Survey Results & Follow-Up
- (2) Partner Tour Follow-Up





2024 Traditional Co-op Marketing Program

Amount:

\$4,363,560	(20% of TMPF)
\$404,000	(Rollover from R21)
(\$70,000)	(Visa Vue Co-op)
(\$100,000)	(Other Partner Co-ops)

\$4,598,560	Total Amount for 2024
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Timeline:

May 1st – 2024 Guidelines Released

May 14th - Committee Training

May 22nd – Partners Webinar

May 31st – Applications Open

June 28th – Applications Close

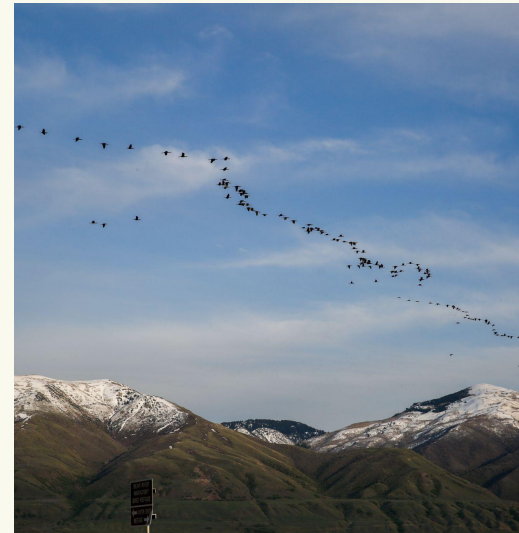
July 29th & 30th – Oral Interviews

August 9th – Awards Announced

EDA 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





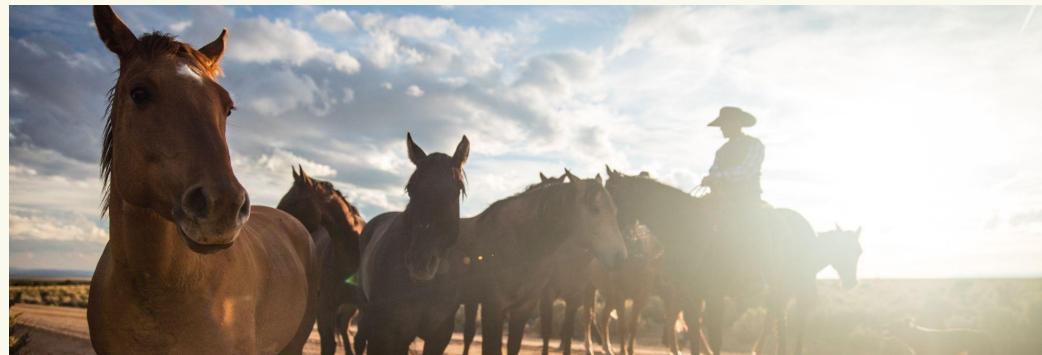
EDA Round 2

Total Amount Awarded: \$425,000

- Town of Joseph
 - *Feasibility & Economic Impact Study*
 - Dark Skies Feasibility Study
- Kane County
 - *Feasibility & Economic Impact Study*
 - OHV Park Feasibility Study
- Utah State University
 - *Implementation*
 - Dark Skies Passports
- Morgan County
 - *Implementation*
 - Website & Itineraries
- Summit County
 - *Product Development Studios*
 - Summit Bike Share

EDA Round 2 - Continued

- Juab County
 - *Implementation*
 - Digital Birding Guide
- Payson City
 - *Feasibility & Economic Impact Study*
 - Equestrian Park & Indoor Rodeo Arena Study
- Payson City
 - *Product Development Studios*
 - Food Hall Project
- Piute County
 - *Implementation*
 - OHV Equipment
- Piute County
 - *Implementation*
 - Drag Race Equipment
- Tooele County
 - *Feasibility & Economic Impact Study*
 - "The Need for Speed" Market Research



Partner Newsletter



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May Edition

Dear Industry Partners & Friends,

This past month I have had the pleasure of joining the Office of Tourism and Film team members as well as the broader Governor's Office of Economic Development (GOEO) team on community

Partner Resources



Check out this year's Utah Wildfire Prevention campaign.

[Learn More](#)

The 2024 Tourism Conference Planning Committee is requesting content ideas.

[Learn More](#)

The GNAR Academy is now accepting applications. Take your community plans to the next level.

[Learn More](#)

Utah is the start-up capital of the world. Take a look at the endless resources provided for entrepreneurs.

[Learn More](#)

Partner Highlights Blog: Emery & San Juan Counties

The Utah Office of Tourism's Community and Partner Relations team is hitting the road this spring and summer to meet with partners around the state. The goal is to collaborate, answer questions, and share resources. This blog is an invitation to learn -along with us- about the opportunities and challenges we discover along the way.

Monthly Editions (First Tuesday) • New Look & Feel • Subscription





Community Education - UOT Speakers Bureau

APA Panel

AHLA

Carbon High School

Evergreen Jr High

Granite School District

Moab Chamber Tourism Day

Syracuse High School

One Utah Summit

University of Utah

Local Press Release Templates

- Announce community/organization receiving EDA funding
- Announce community/organization receiving Co-op funding
- Announce completion of EDA project, impact, and next steps



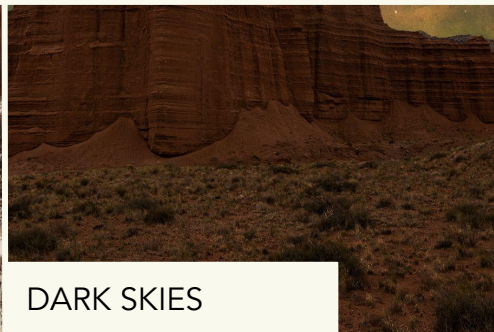


Destination Development Opportunities

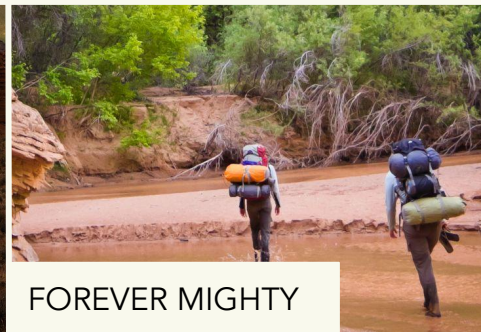
Partner Tool Kits



AGRITOURISM



DARK SKIES



FOREVER MIGHTY



LEAVE NO TRACE



DMO Education Opportunities

- ESTO conference
- UADMO Social Media Training
- Press Release training for grant recipients



A wide-angle photograph of a serene sunset over a large body of water. The sun is a bright, glowing orb on the right side of the horizon, casting a long, shimmering reflection across the calm water. The sky is a mix of deep blues and soft oranges. In the foreground, large, dark, rounded rocks are scattered along the shoreline. In the distance, a range of low mountains is visible under the twilight sky. The overall mood is peaceful and contemplative.

Thank You

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