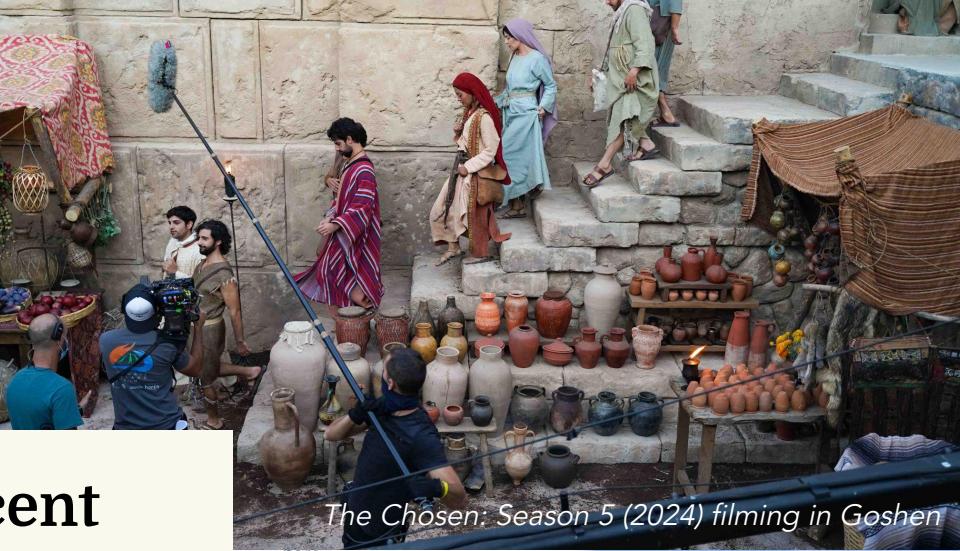




Utah Film Commission



Fallout (2024) / Amazon Prime Video
Premiered April 11



The Chosen: Season 5 (2024) filming in Goshen



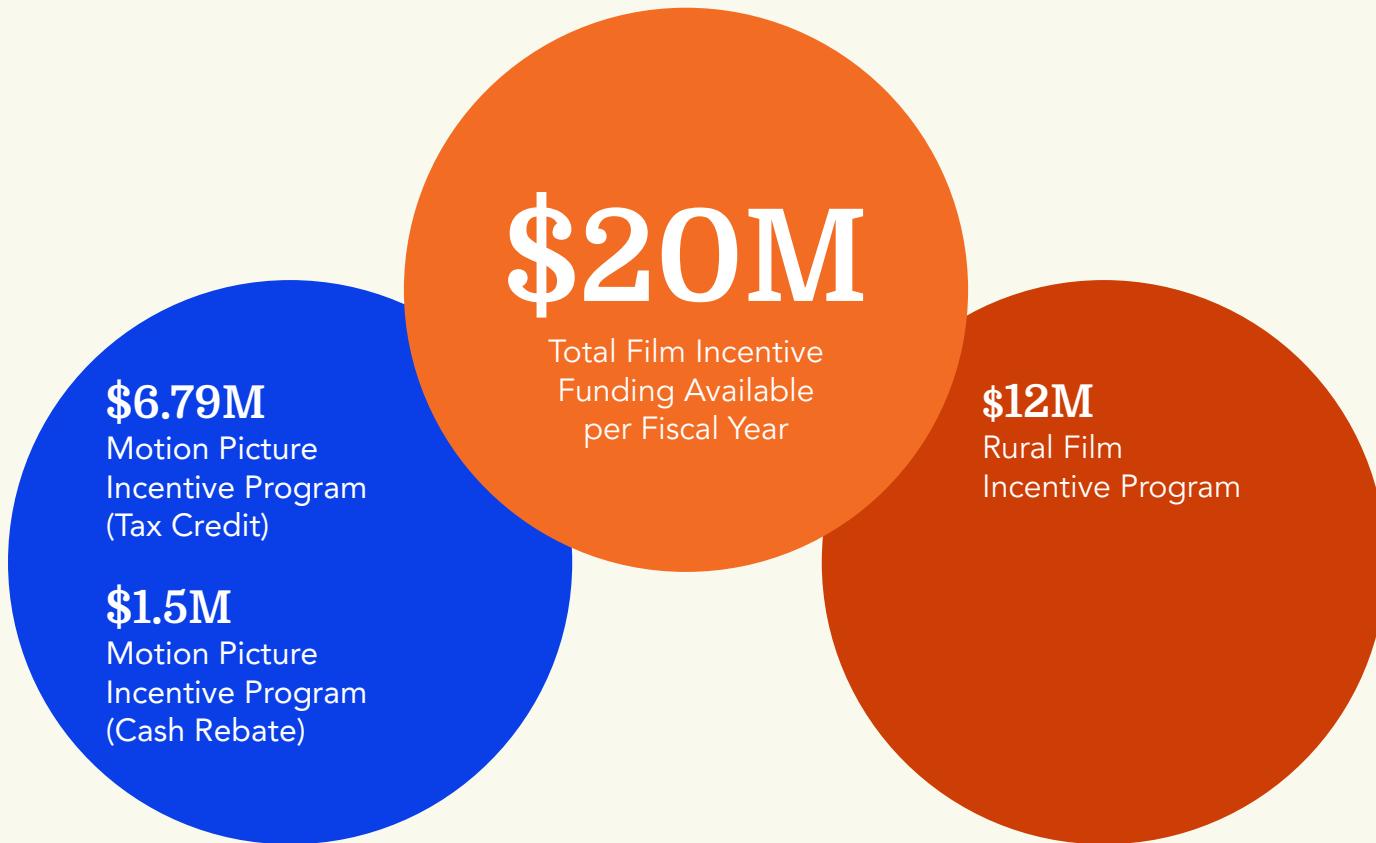
Escape from Germany (2024) / In select theatres
Premiered April 11



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

Recent Projects

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:

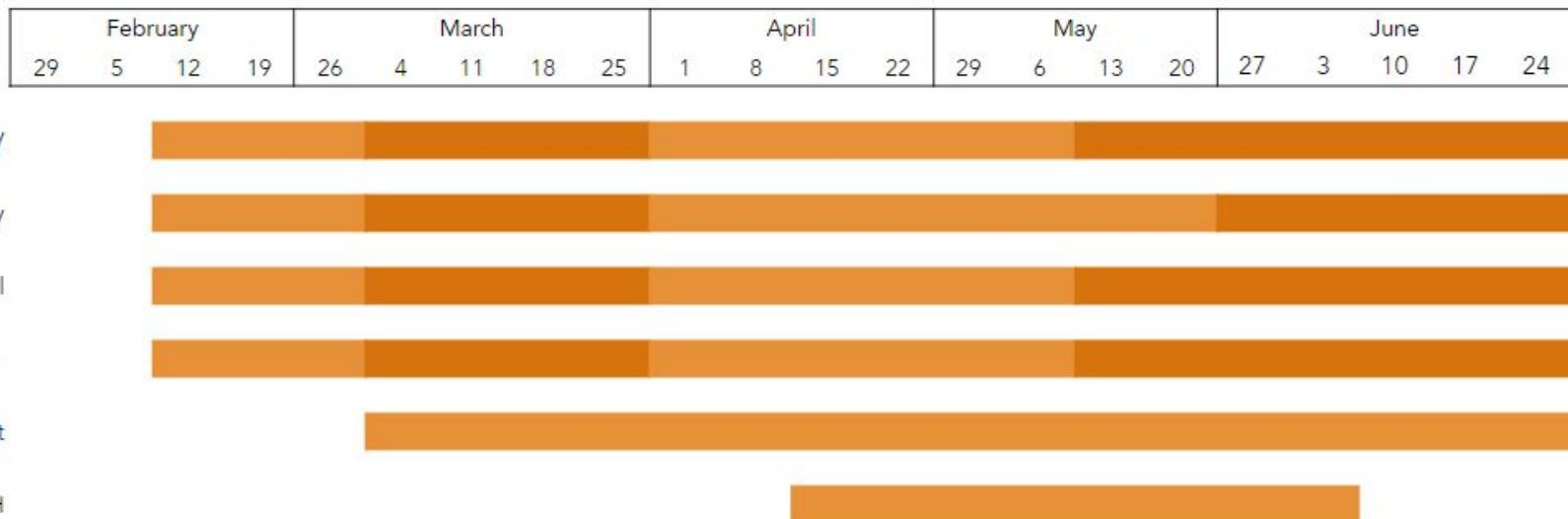
Connected TV, Native, Endemic,
Programmatic (Display + Pre-Roll),
Digital OOH, Paid Search

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 last year.

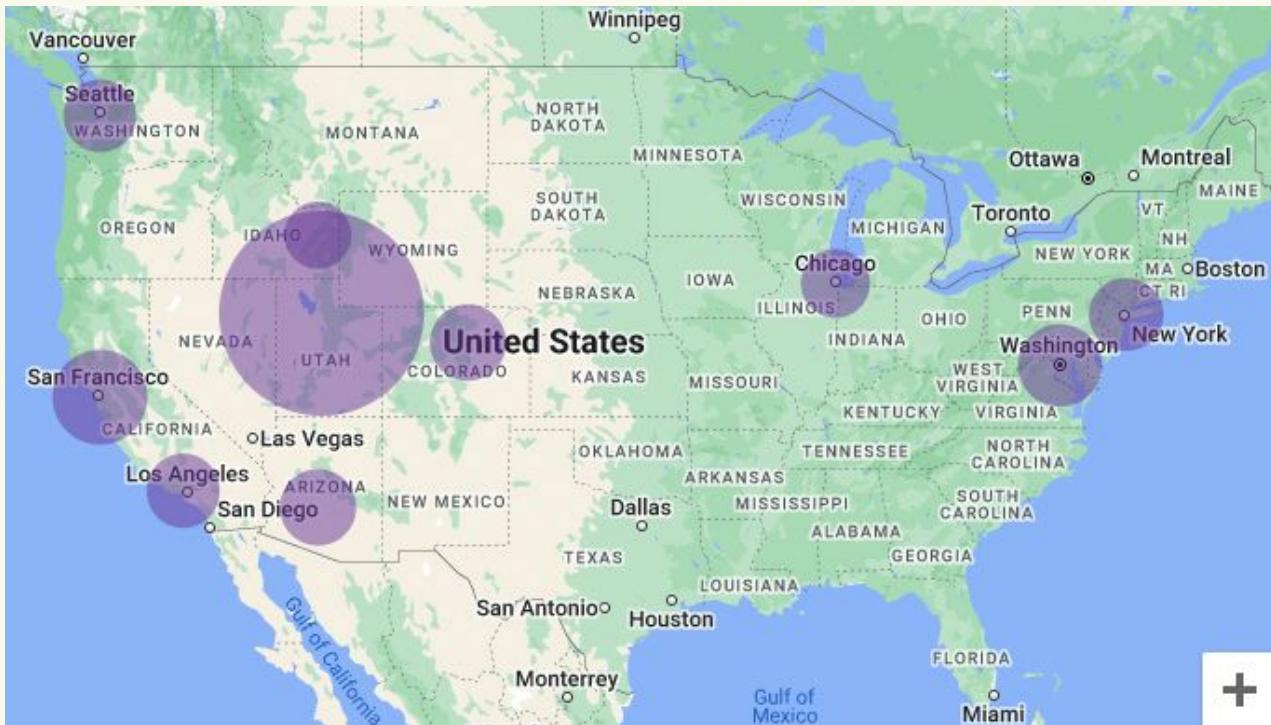
\$19.3M

**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

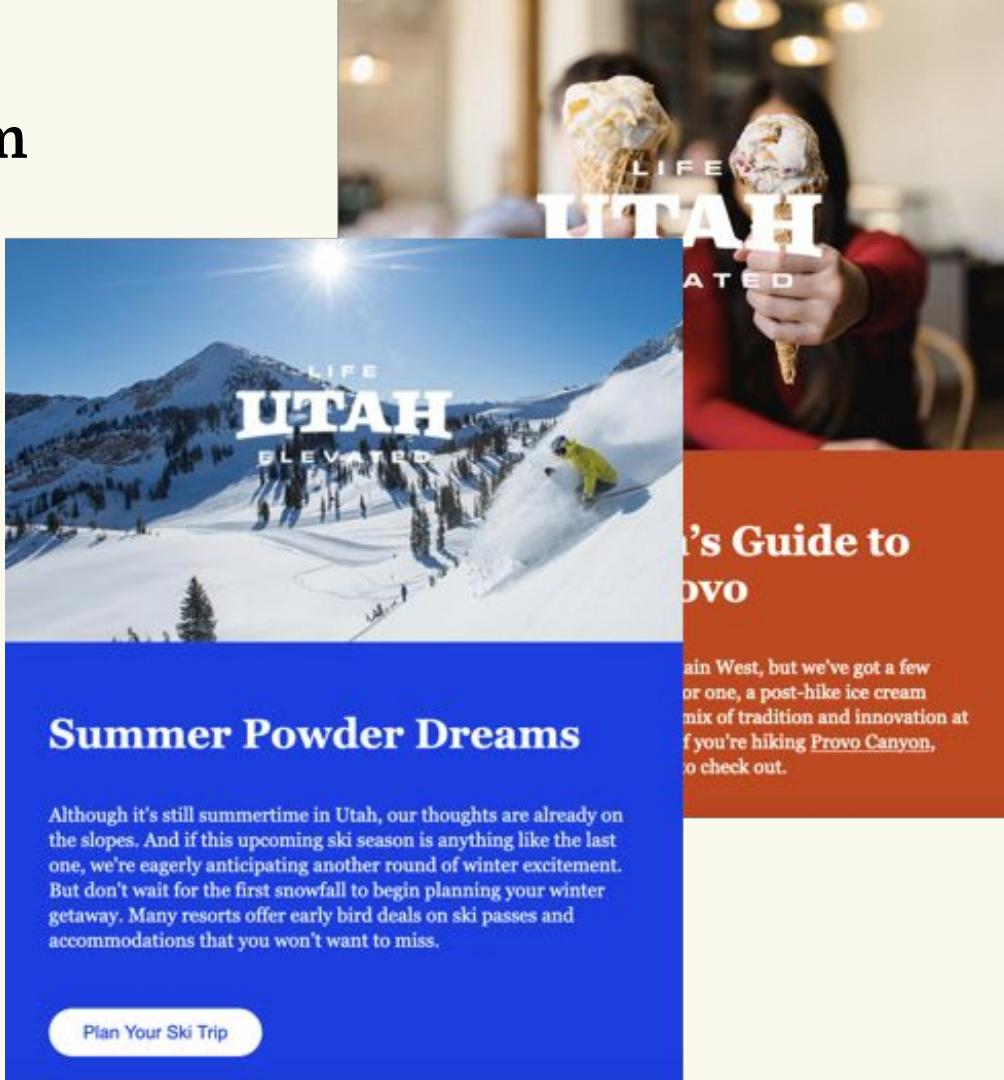
ACCOUNT DIRECTOR



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.

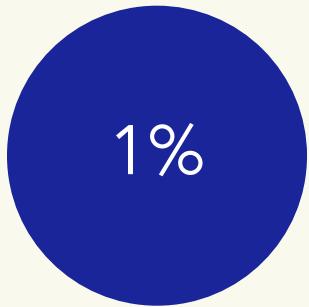
ain West, but we've got a few or one, a post-hike ice cream mix of tradition and innovation at you're hiking Provo Canyon, o check out.

Plan Your Ski Trip

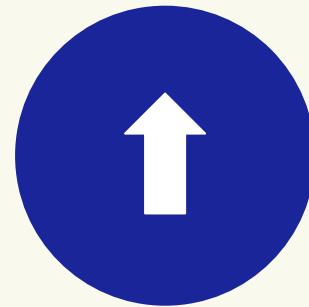
Weekly Newsletter KPIs



Open Rate

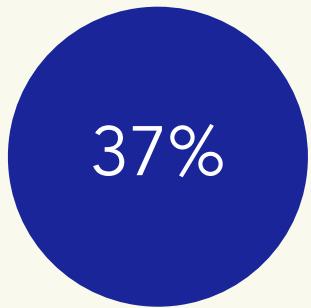


Click Through
Rate (CTR)



Total Number of
Subscribers

Performance



Open Rate



Click Through
Rate



Total Number of
Subscribers



PLACES TO GO

THINGS TO DO

PLAN YOUR TRIP



NEWSLETTER

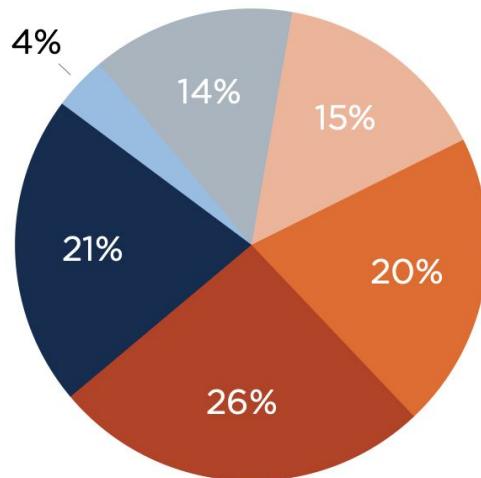
TRAVEL GUIDE



Feedback

Preferences

Subscriber Preferences



● Arts & Entertainment
● National Parks

● Food & Nightlife
● Outdoor Activities

● History & Culture
● Ski & Snowboard

FALL IN LOVE WITH UTAH

CHOOSE YOUR ADVENTURE

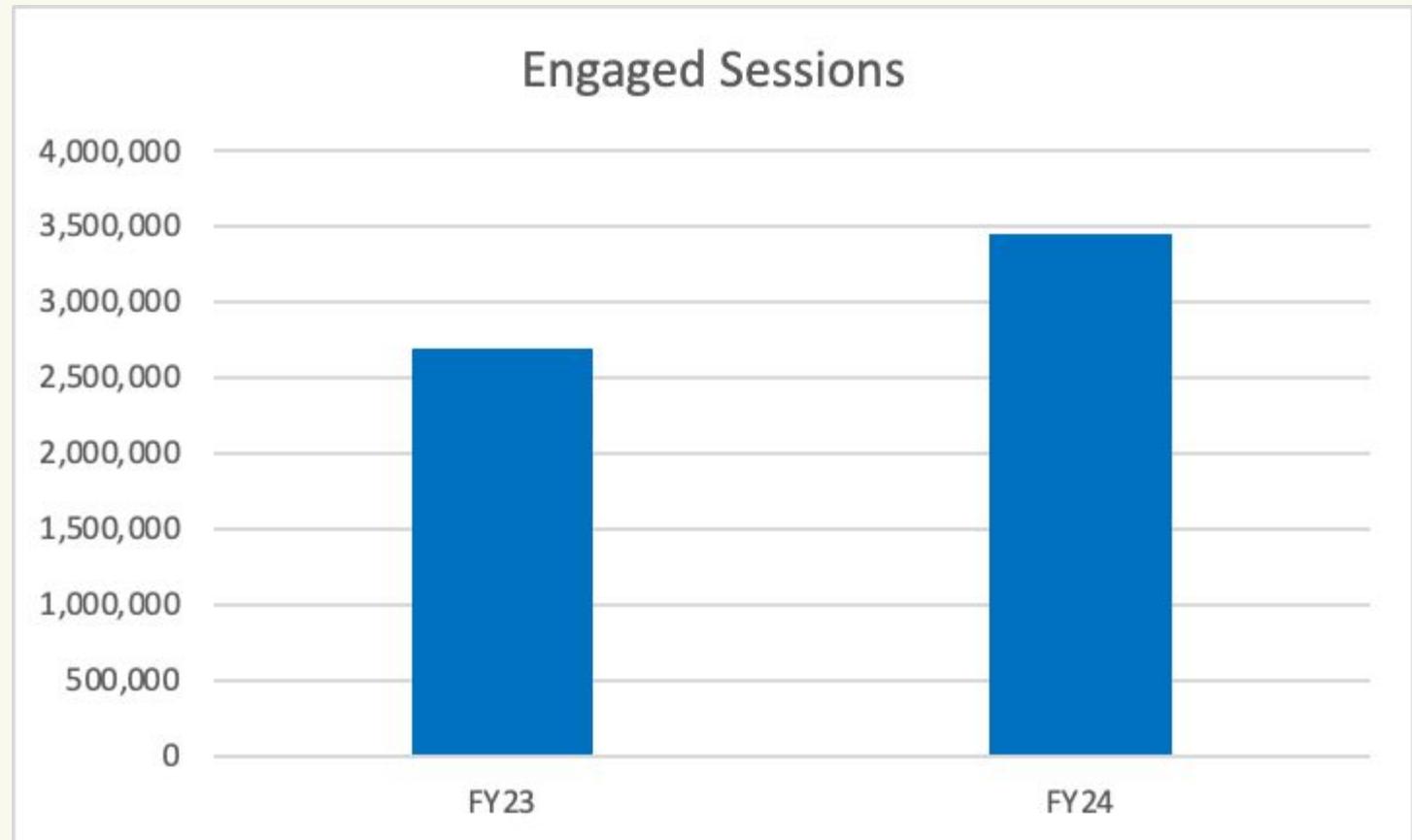
NATIONAL PARKS

OUTDOOR ADVENTURE

HISTORY & CULTURE

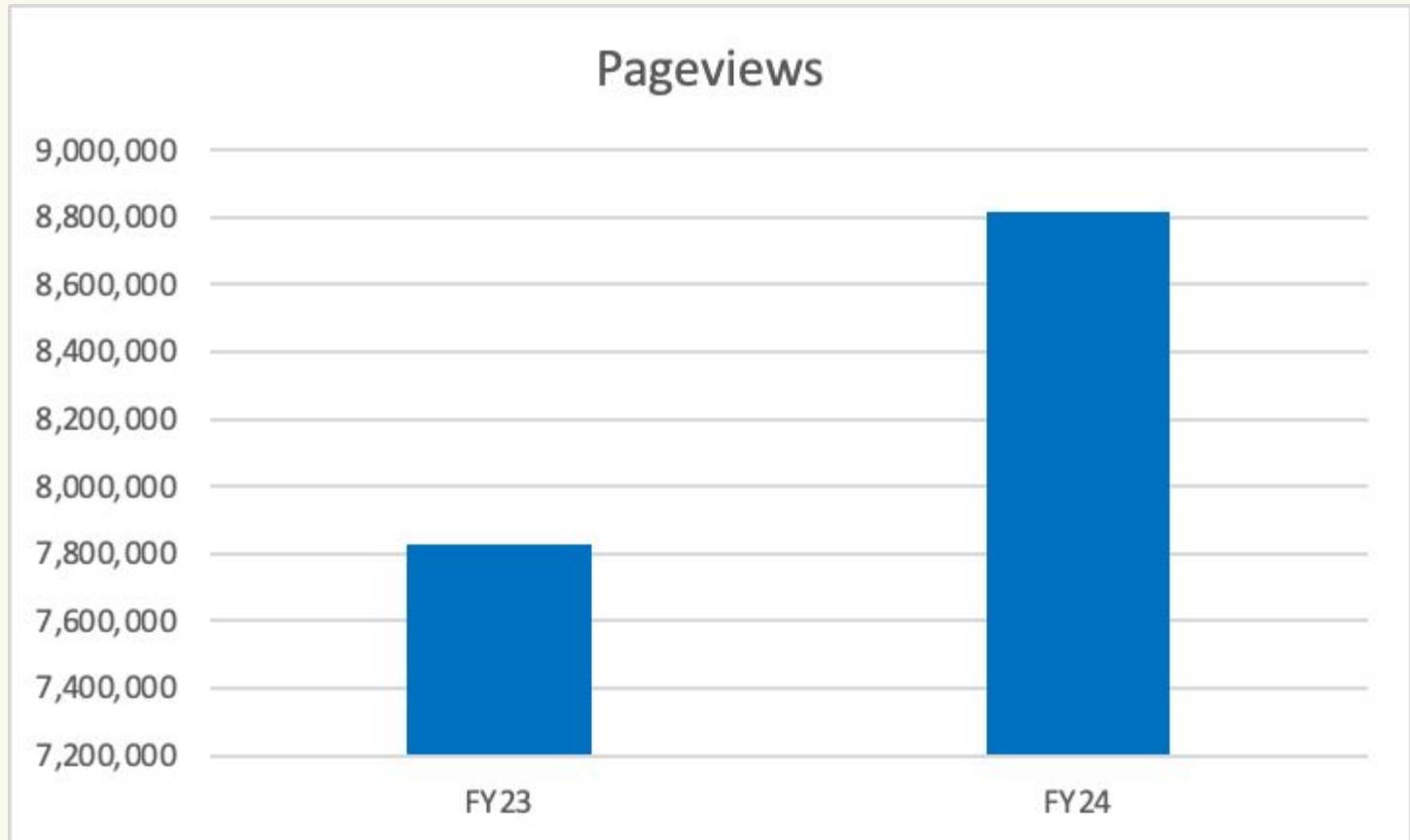
FAMILY FUN

+27%



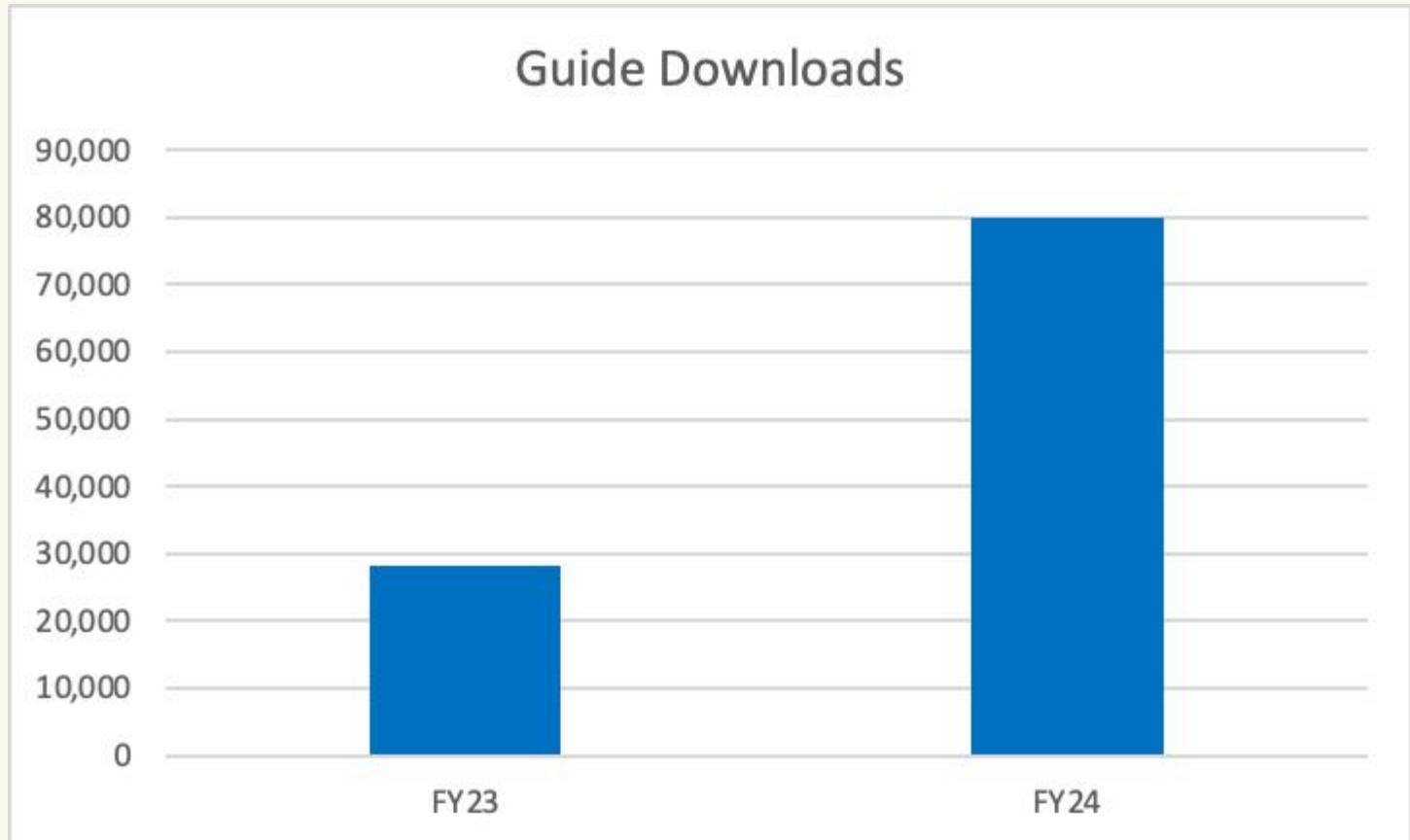
Data: July 1 - May 5

+12%



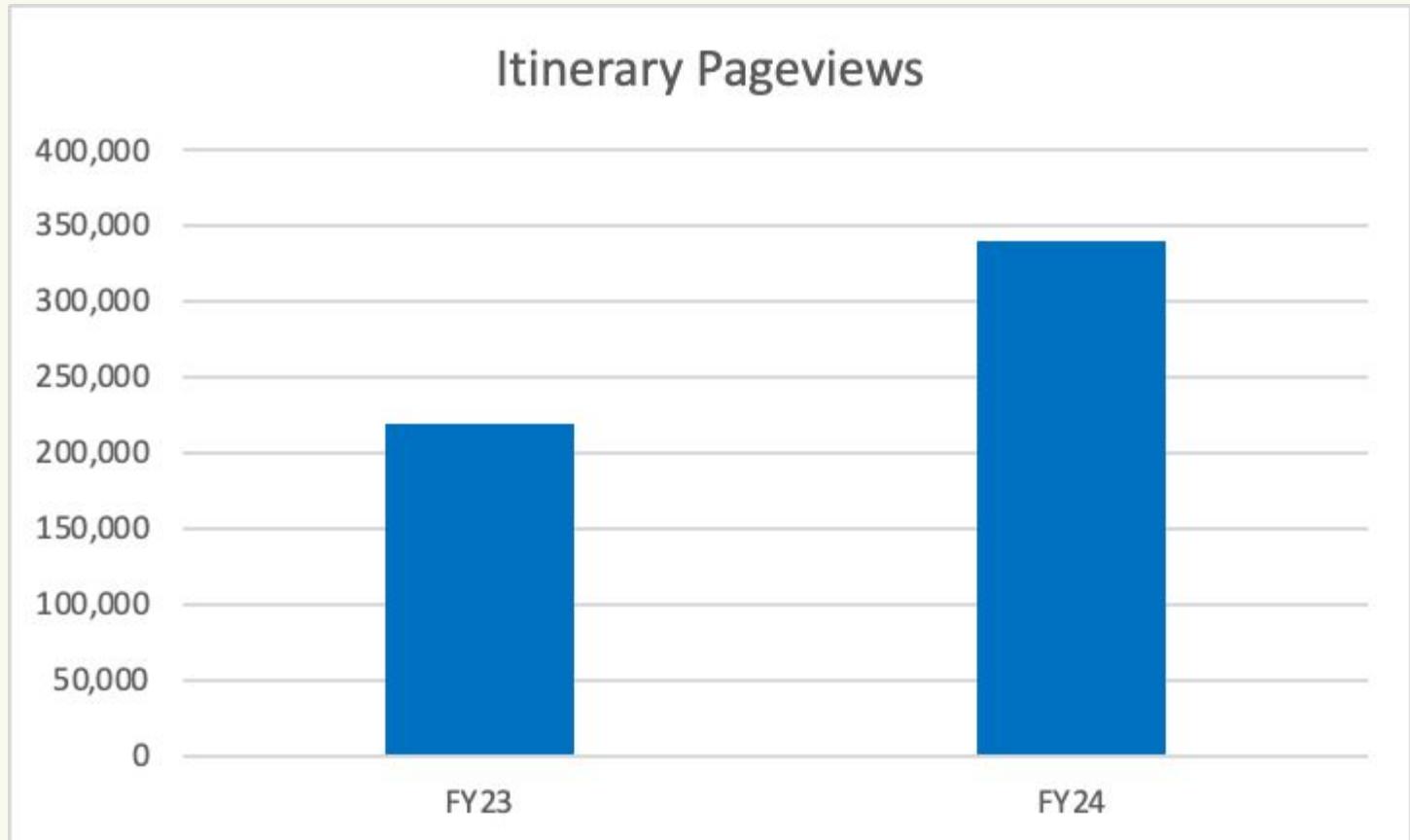
Data: July 1 - May 5

+182%



Data: July 1 - May 5

+54%



Data: July 1 - May 5



Average
Engagement Time
FY23 to FY24



Average
Engagement Time
Compared to Goal



Engagement Rate
FY23 to FY24

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

Wor

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 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 canals and visit the Amsterdam Tulip Museum.
- **Dinner:** Dine at Moeders, famous for traditional Dutch cuisine.

Powered by AI
Amsterdam Itinerary
X

When do you want to go?

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

Dates (MM/DD)
Trip Length

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

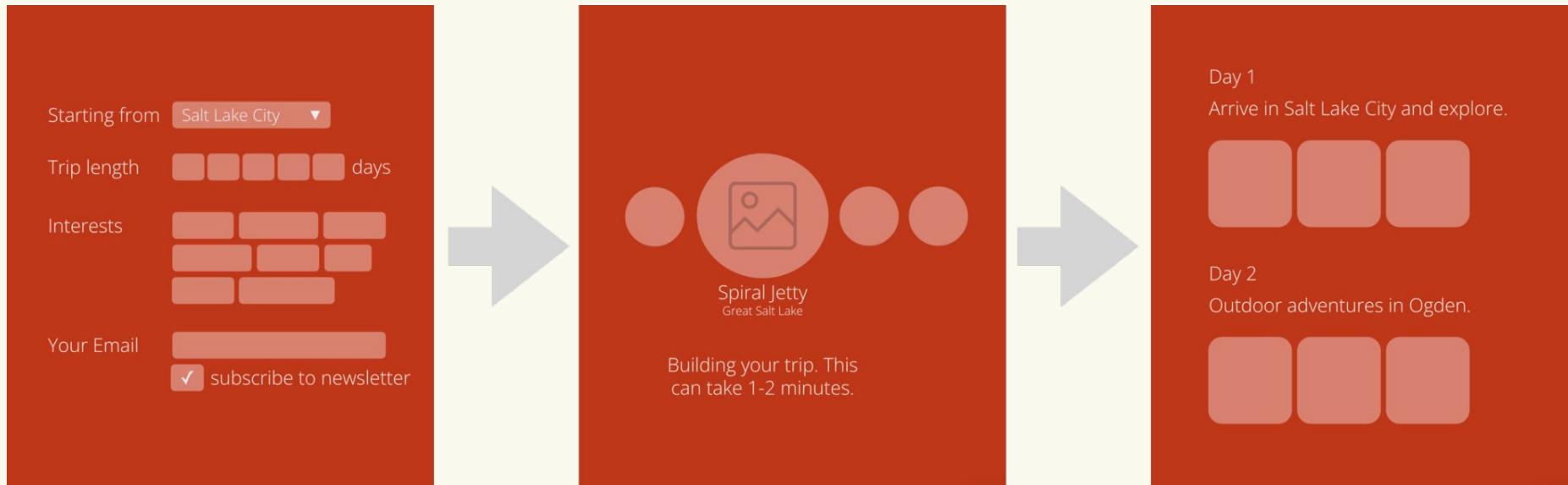
3. UOT guidance on priorities

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

A wide-angle photograph of a lake at sunset. The sky is a vibrant mix of orange, yellow, and blue. The sun is low on the horizon, casting a bright reflection on the water. In the foreground, a rocky shoreline is visible, with large rocks in the immediate foreground and a long line of rocks extending into the distance. The water is very calm, with only a few small ripples.

Community and Partner Relations Team Update

May 10, 2024



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
kblomquist@utah.gov



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

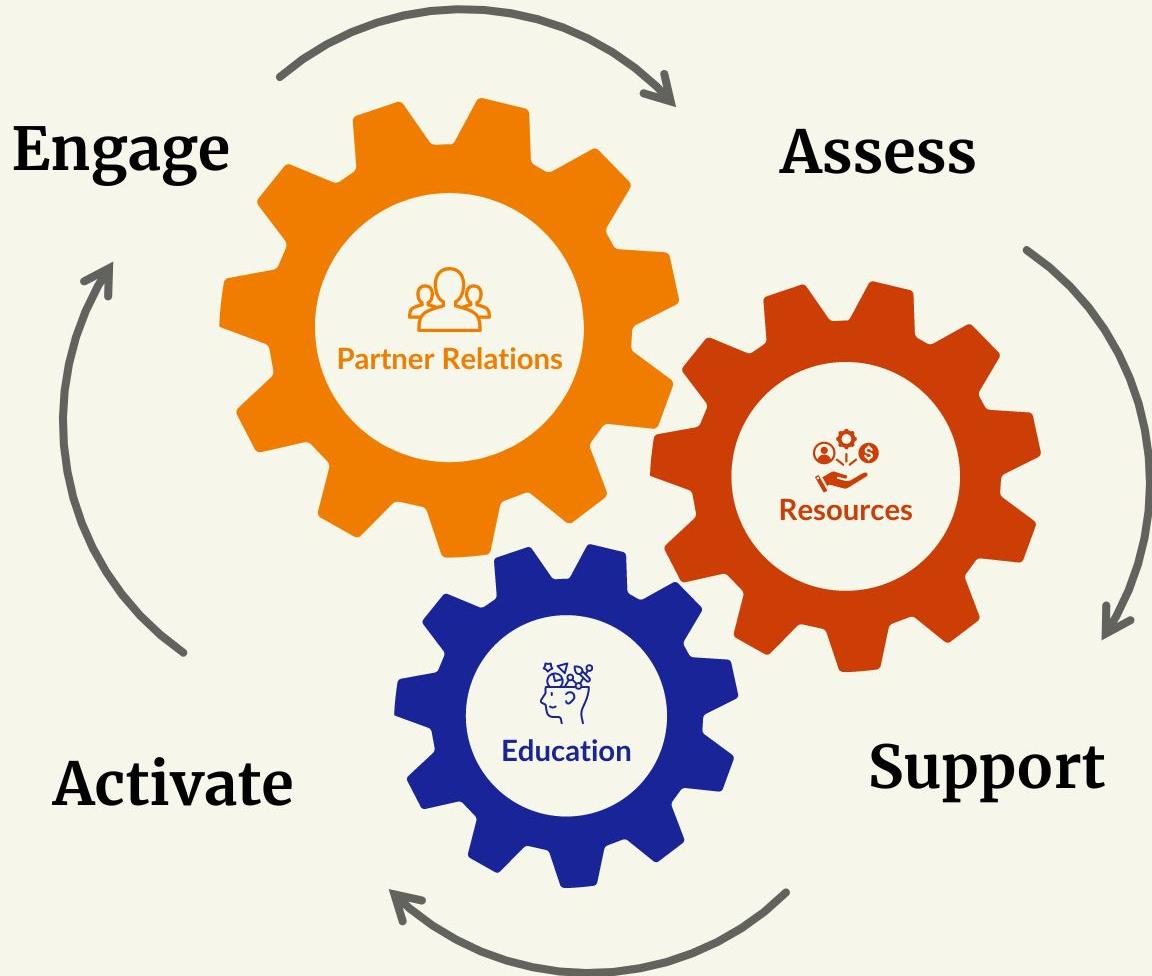
Fiscal Year 2023/2024

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





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

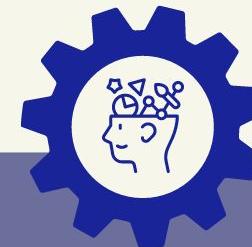


Resources

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



Partner Relations

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**



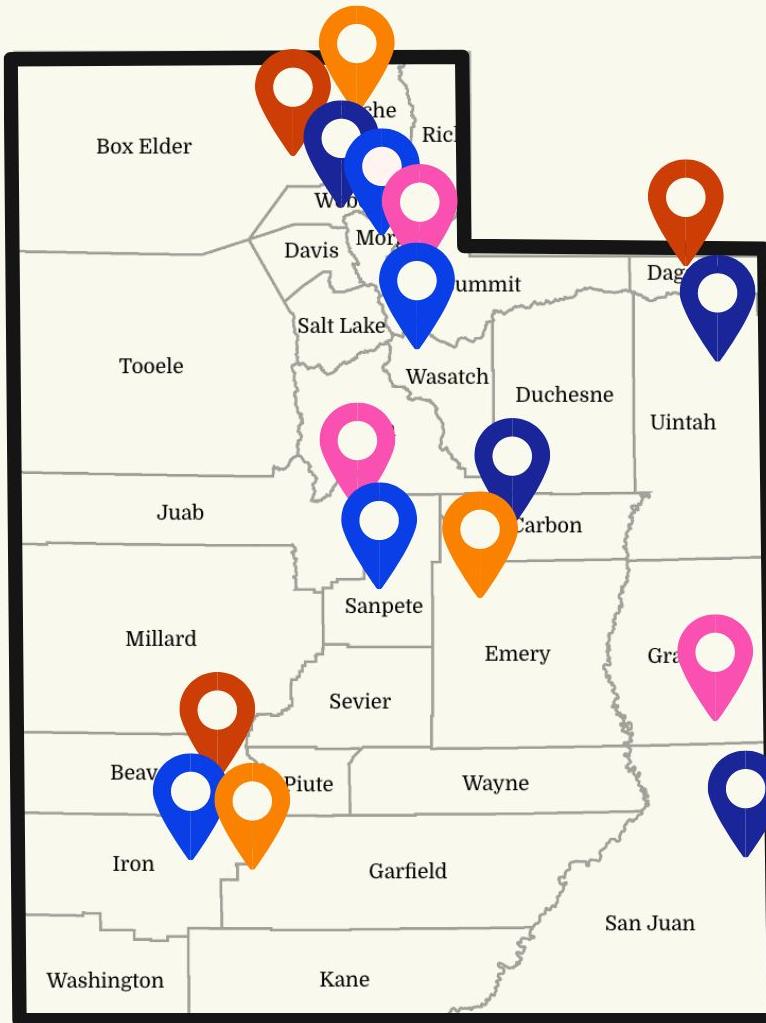
Grants



Communication



General



17

Respondents:

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



2024 Goals

Community

Sustainable Tourism

Branding

Diversification

Events

**Destination
Development**

Education

Grants

Research Tools

Tourism Basics/Training

Increase Visitation



2024 Challenges

None

Resources

Low Occupancy

Destination Issues

Funding



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...

Overview List ... Board Gantt 5 more...

+ Add task Filter Sort Group by Hide

Task name

Beaver

- CAPR - Beaver 2024 Goals (DD) May 31 TT
- INTERNATIONAL - Beaver Fam Tours May 31 RR
- CAPR - Beaver Co-op Assistance May 31 RC
- MARCOMM - Marketing Assistance May 31 RR
- CAPR - Beaver Speakers Bureau Opportunity May 31 TT

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

Assignee Ben Cook

Due date May 31

Projects DMO 2024 Semi-Annual Survey (Jan 2024) Box Elder

Add to projects

Dependencies Add 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

- DMO Survey Results & Follow-Up
- 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

Timeline:

May 1st – 2024 Guidelines Released

May 14th - Committee Training

May 22nd – Partners Webinar

May 31st – Applications Open

June 28th – Applications Close

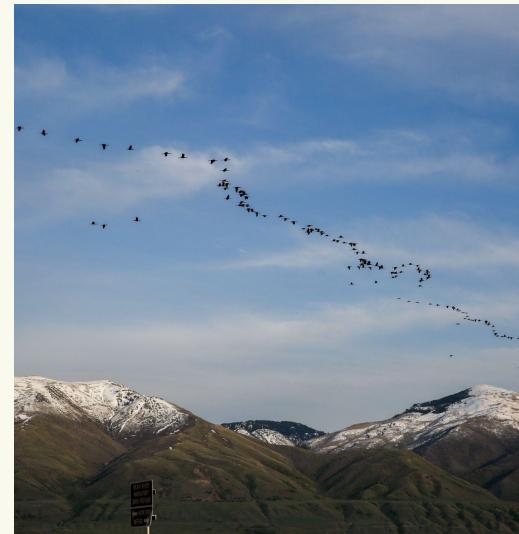
July 29th & 30th – Oral Interviews

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





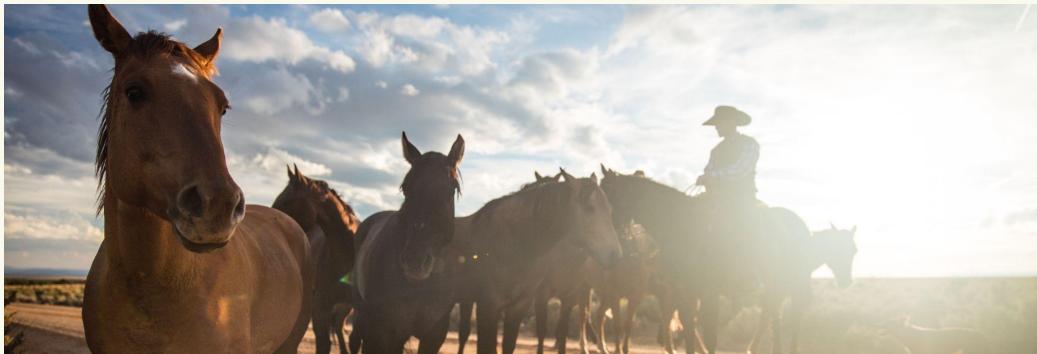
EDA Round 2

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



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 capitol 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 lake at sunset. The sky is a vibrant mix of orange, yellow, and blue. The water is very calm, reflecting the colors of the sky. In the foreground, there is a rocky shoreline. A small, dark silhouette of a person is visible on a stand-up paddleboard in the water. The overall atmosphere is peaceful and scenic.

Thank You

