

A photograph of three women hiking on a dirt trail through a lush, green mountain meadow. The trail leads towards a range of mountains in the background. The women are dressed in casual outdoor gear, including backpacks. The foreground is filled with green plants and small blue flowers.

# International Markets

May 9, 2025

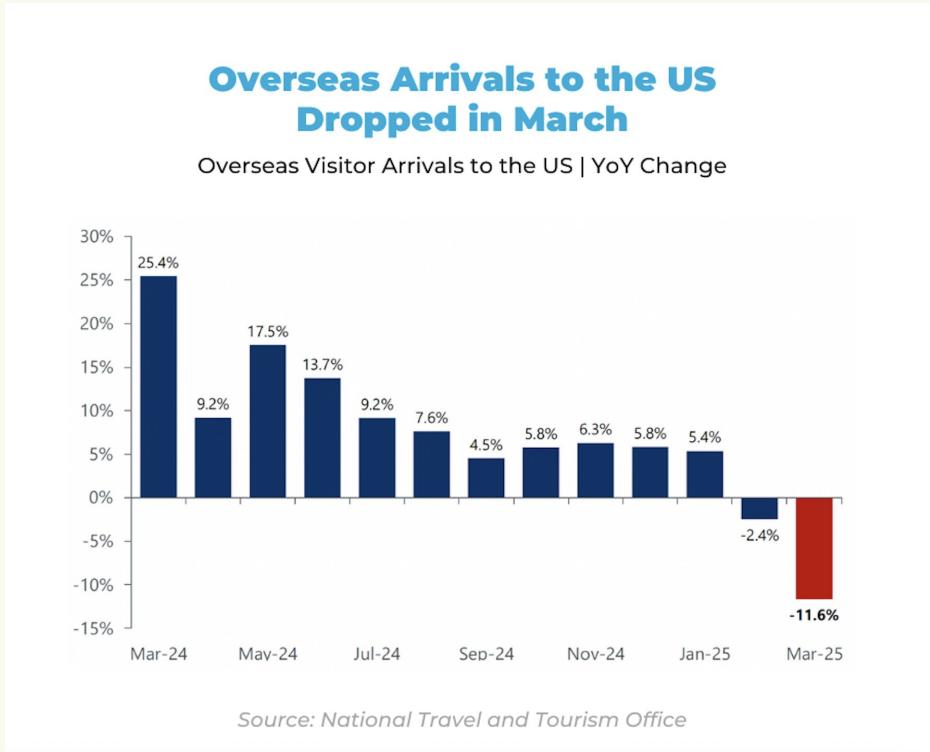


Governor's Office of  
Economic Opportunity

A photograph of six hikers on a light-colored sandstone slope. They are wearing backpacks and using trekking poles. In the background, a large, layered sandstone formation rises, with a prominent, rounded rock formation on the left. The sky is overcast with some clouds.

# Data/Forecasts

# NTTO: March Overseas Arrivals



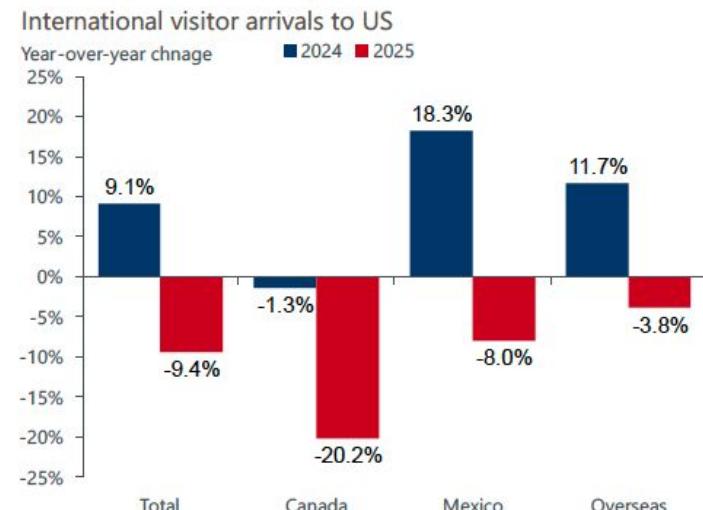
# Tourism Economics: US Inbound Forecast

In a year that was previously expected to bring 8.8% growth in international visitation, with a 16.0% increase in visitor spending (December 2024 forecast release), this updated forecast represents a substantial setback. It also eclipses the US downside scenario we released in late-February, reflecting a more contentious context for inbound travel and more severe tariff announcements than previously expected.

[Tourism Economics: US Inbound Forecast](#)

[Global Travel Opp](#)

Chart 1: International arrivals now expected to decline 9.4% this year



Source: Tourism Economics/National Travel and Tourism Office



43.5%

21.7%

## Forecasted Spend

Visitor spending total  
international 2023 to 2029

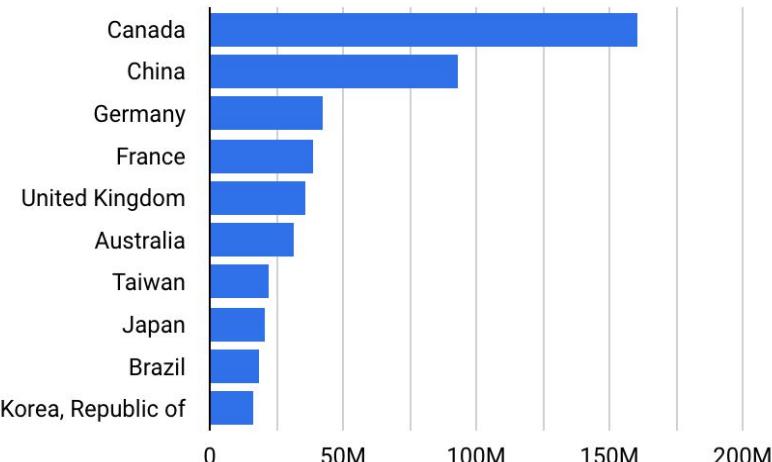
## Forecasted Visits

Visit total International  
2023 to 2029

*Source: Oxford Economics / Tourism Economics*

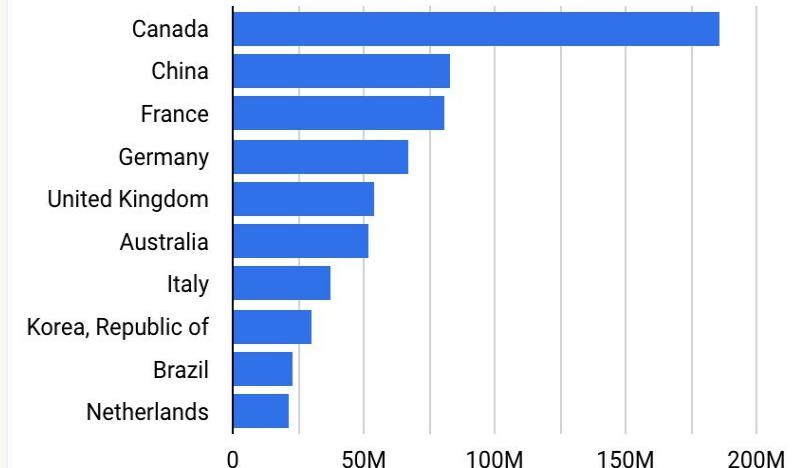
# 2019 Real Data

## Top 10 countries spending in Utah



# 2024 Early Data

## Top 10 countries spending in Utah



Tourism Economics/\*Subject to change

# International Visitors and Utah

International visitors are significant contributors to Utah's diverse visitor economy:

- International visitors generally comprise 7-8% of overall visitor spending in Utah.
- In 2023, the average spend per international overnight visit to Utah was \$1,125; average domestic trip spending was \$795.
  - This international spend is 41.5% greater than the domestic average.
- Canada is consistently Utah's top international market in spending and overnight visits.



# What's going on up North, Eh?

- Canada is forecasted to remain the top market for Utah in 2025
  - 25.3% visitor spending/39.9% visits (2023)
  - 21.3% visitor spending/36.8% visits (2024)
  - 18.7% visitor spending/32.9% visits forecasted for 2025
- WestJet will launch a new route from SLC>Edmonton on May 15th, they have cancelled launches in other cities but SLC remains
- In terms of weekly flight bookings - Canada is not showing any significant declines YoY, though growth is slower.
- Utah Tourism marketing adjustments -
  - Social strategy shift: We paused our paid social efforts in February for two weeks; however, we resumed them in March and adjusted our goals from engagement to awareness.
  - Consumer marketing strategy shift: We have adjusted our consumer marketing tactics to focus on inspiration and awareness with a focus on editorial content, rather than traditional advertising.





Q3

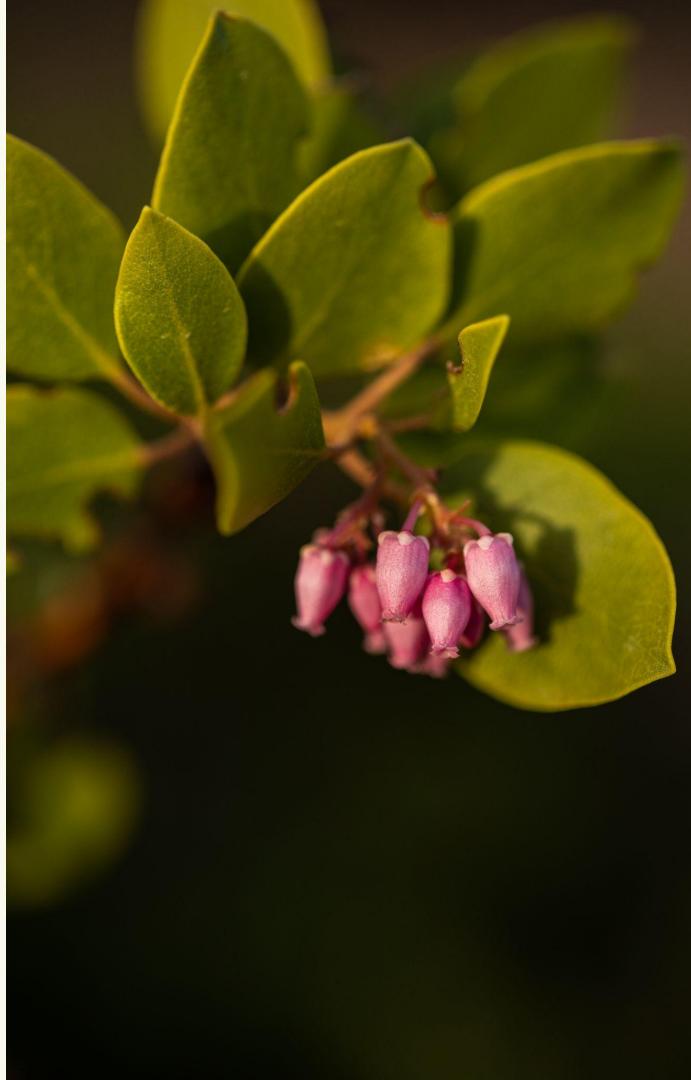
# Red Emerald Strategic Priorities: International

1. Increase Utah's share of Focused global Markets. (Prioritize Visitation, Distribute Visitation)
2. Increase awareness & consideration of Utah as an exceptional outdoor vacation destination. (Continue Powerful Branding).
3. Educate visitors on responsible and prepared travel practices.  
(Prioritize Quality Visitation, Distribute Visitation)



# Fiscal Year '25 Goals

- Increase length of stay and visitor spending.  
(Prioritize visitation/distribute visitation)
- Maximize ROI and create avenues for international marketing for stakeholders. (Continue powerful branding)



# Public Relations Highlights

We leverage earned media coverage in print and online publications to increase high-level awareness of Utah to international audiences.

Group FAM (September 2024) coverage:  
*Following the path of the Green River*

- Laura Roddy, The Sunday Times  
Reach: 647,622 / AVE: \$234,234
- James Forrest, The Telegraph & Yahoo  
(detailed feature online)  
Reach: 26,045,521 / AVE \$116,350

...still to come: James' print piece in The Telegraph, highlighting Flaming Gorge

The Telegraph TRAVEL

Forget the road trip, this is the best way to explore America's happiest state

James Forrest  
Sun, March 30, 2025 at 4:00 PM GMT - 8 min read

James Forrest embarks upon a long-distance Utah adventure with a watery twist - James Forrest

Writer James Forrest embarks upon a long-distance Utah adventure with a watery twist - James Forrest

James Forrest Related Topics Utah, North America 30 March 2025 4:00pm BST

Get this article free

Facebook Twitter LinkedIn

WATERFALLS

Writer James Forrest embarks upon a long-distance Utah adventure with a watery twist - James Forrest

James Forrest Posts

Unearthly Utah

Snaking canyons, spawning salmon and soaring eagles – this state looks Martian, but it is bursting with life. By Laura Roddy

Q 12

Liked by barnicraft and others

roddy\_ Have I told you that Utah best? 🌵 🦌 🦉

## Public Relations Highlights

We leverage earned media coverage in print and online publications to increase high-level awareness of Utah to international audiences.

## Globe Rider Magazine (media visit in July 2024)

21 pages  
EMV: \$84,000



ÉVASION

# Public Relations Highlights

We leverage earned media coverage in print and online publications to increase high-level awareness of Utah to international audiences.

Outside magazine (French edition)

Web article  
EMV: \$12,000



Retour d'aventure : bikepacking sur les traces d'Edward Abbey dans le désert de l'Utah

30 janvier 2023 | 14 minutes

**E**n mai 2022, nous avons interviewé Clément Mandel. Il nous parle philosophie, le temps d'une interview. A l'opposé, la Picardie était derrière lui depuis cinq ans, et il compétait déjà 49 490 km au compteur de son vélo. Suffisant pour traverser 50 pays. Mais les chiffres ne l'intéressent plus depuis longtemps. Ce voyageur qui croit volontiers Camus ou Mortoz, étaient en quête de découvertes et de sens. Il a donc décidé de faire ce qu'il sait faire le mieux : faire du vélo. Et de faire du vélo à la manière d'Edward Abbey. Actuellement au Mexique, il traverse les Amériques, du nord de l'Alaska au Sud de l'Argentine, Ushuaia. Du Nord au Sud, souvent il a dû régler ses plans et accepter que parfois le chemin soit différent de celui qu'il avait imaginé. Ce qu'il nous raconte dans ce texte houleux de notes concerne son dernier voyage, qui l'a amené à faire du vélo dans le désert de l'Utah. Il a été un peu déçu, mais rarement évoqué : devoir faire demi-tour devant l'obstacle, revenir sur ses pas. Et ce n'est pas

Quelque part dans la vallée de Moab, assis sous le soleil ardent du midi, je me contente pour une fois d'espérer que ce qui m'a été offert d'arriver. En effet, j'ouvre du papier de la dernière fois où j'ai dû faire demi-tour. Ce genre de confidences que l'on ne fait à soi-même, dans le silence des salles de bains, des temples intérieurs.

Je ne suis même pas certain d'avoir eu à faire demi-tour. On sait le malheur lorsque ce qu'il reste de nos vêtements est déchiré. On ferme les yeux pour faire demi-tour, mais c'est toujours une petite défaite que d'avoir à rebrousser chemin. Ce n'est jamais un plaisir d'avoir à rebrousser chemin. Déjà parce que cette fois où il faut repasser par une plate longue et fastidieuse, pour atteindre la route principale et pedaler une longue journée au soleil, sans eau, sur la highway qui mène à Monterello. Mais aussi parce que c'est difficile de convaincre son ego qu'il faut rebrousser. Changer le plan de base. Expliquer à tous les gens à qui on a décrit le projet que l'on a dû faire demi-tour.

Note mentale : ne jamais trop en dire avant d'avoir fini.

“

“

“

“

“



# Public Relations Highlights

We leverage earned media coverage in print and online publications to increase high-level awareness of Utah to international audiences.

- The Economic Times India – Panache Supplement: Discover Utah: A Dreamland Of Adventure, Serenity And Jaw-Dropping Scenery
- Nat Geo fam (feb/mar) Publication in winter edition (Benelux)
- Mountainreporters / Snowrepublic Feb: Article + Newsletter Mar: Article (Benelux)



# Public Relations Highlights

We leverage earned media coverage in print and online publications to increase high-level awareness of Utah to international audiences.

- Lisa Wagstaff: AU, Powder Mountain
- China Ski, Winter Sports & Film Tourism



畅享粉雪乐趣，Après-Ski 精彩依旧 无与伦比的滑雪条件与多彩冬季活动，使美国西部的犹他州成为众多滑雪爱好者追求畅滑“粉雪”的圣地。您长滑雪季通常从11月绵延至次年4月，完备的雪场设施与丰富赛道选择，让新手和资深玩家都能在此尽情驰骋。放松身心享受的 Après-Ski 活动，无论是温馨惬意的住宿休憩，还是热闹非凡的酒吧欢聚，亦或是别具一格的休闲娱乐，犹他州都能全方位地满足每一位前来滑雪的旅人，打造一场无与伦比的冬日度假之旅。



“小白”也快乐！  
犹他州入门级滑雪指南

犹他州拥有世界上最漂亮的粉雪滑雪胜地。虽然对于许多进阶滑雪玩家来说，这里是心目中必打卡的滑雪圣地，但对于初学者来说，想要享受雪道上驰骋的快乐，犹他州也有足够友好的滑雪选择。这里不仅有超级适合滑雪“小白”的各色趣味滑雪道，纵享运动乐趣的同时还能快速提升滑雪技巧，而且还有让初学者快速学习的滑雪学校。不论你是滑雪大神，还是滑雪小萌新，犹他州的滑雪盛宴都为你敞开怀抱。

# Vacations & Travel

## The independent ski resort that Utah's locals love

MAY 6, 2025 · LISA WAGSTAFF



The humble charm and deep powder at [Powder Mountain](#) make me want to quit my job, buy a one-way flight and snowboard there until the day I die. It is one of Utah's most underrated ski resorts. The same size as Aspen, Powder Mountain has just five ski-straight-onto lifts to access rugged and raw terrain. It's the simple things that set this resort apart from the rest.

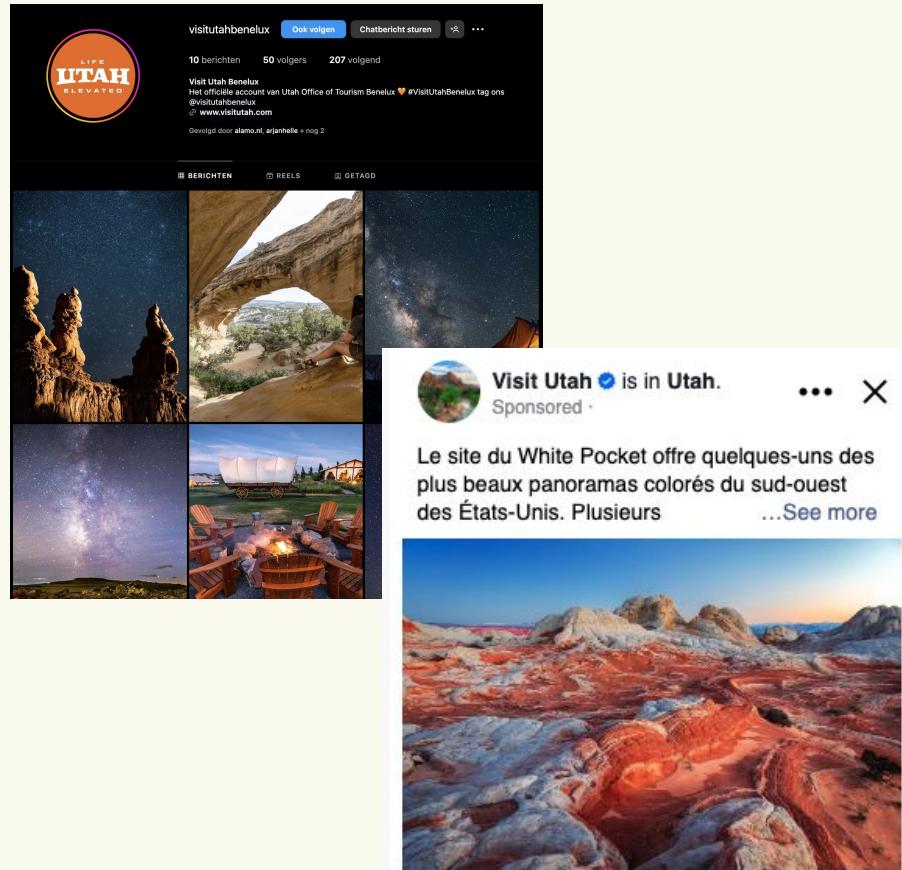


# Social Media

We work on brand awareness and consumer engagement via targeted campaigns, and leveraging resources.

- Global Paid Social Media in: UK, FR, DACH, CAD, AU/NZ, and India
- Benelux is now live!

Account	Ad	Ad Set	Mobile Preview	Spend	Impressions
Visit Utah - India - UTA	02/21 Canyonlands	FY24/25 - Q3 (February) - Always-On - Facebook - Engagement - UTA-240701M		\$369.67	6,100,580



17K

212 comments 629 shares

# Social Media

We work on brand awareness and consumer engagement via targeted campaigns, and leveraging resources.

- JourneyLabel India Influencer FAM
- January 20-27
- SLC, Moab, Torrey, Kanab, Springdale
- Abhinav Shukla, Salman Yusuff Khan, Sufail Husain
- JourneyLabel Trade CTA Partner
- VisitUtah India Posts, Combined Instagram reach of 1.4 million and total engagement of 168k

## Utah Itinerary Page:



[Vlog #1](#)



[Vlog #2](#)



[Vlog #3](#)



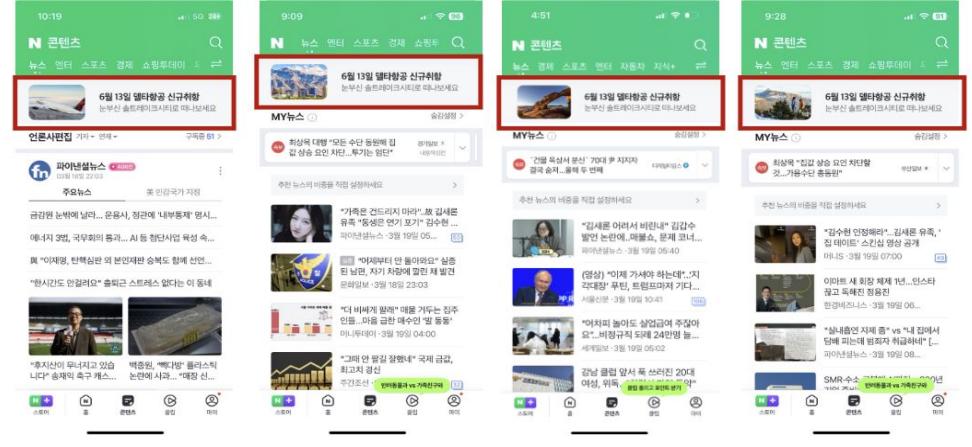
# Outlook

FY25

- WestJet Edmonton to SLC Direct Flight (May 15, 2025)
- Delta Incheon/Seoul to SLC Direct Flight launch (June 12, 2025)
- IPW Chicago, June 16-18

Beyond

- America's 250 Celebration (2026)
- Route 66 Anniversary (2026)
- Temple Square Open House (April-October 2027)
- FIFA World Cup (2026)
- 2028 LA Summer Olympics
- 2034 SLC Winter Olympics





LIFE  
**UTAH**  
ELEVATED®

Thank you!



HANSONDODGE

# Marketing Update

## Website & Email

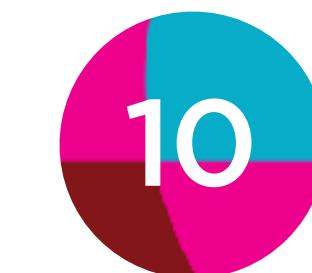
**UTAH OFFICE OF TOURISM  
BOARD OF DIRECTORS MEETING**  
MAY 9, 2025



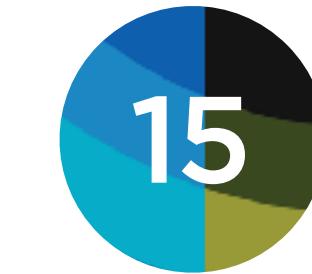
# Agenda



**Our Partnership + Team**



**The Digital Ecosystem**



**Recap: FY25 Highlights**



**Look Ahead: FY26 Roadmap**



**Innovation**

# OUR PARTNERSHIP + TEAM

# OUR PARTNERSHIP

---

## UOT CONTRACTED SERVICES

Website and email

## LONGEVITY

Second, 5-year contract



## OUR PARTNERSHIP



# INTRODUCTIONS

---



**ANGIE  
ROTHEN**

CHIEF TECHNOLOGY &  
SECURITY OFFICER



**MIKE  
ROE**

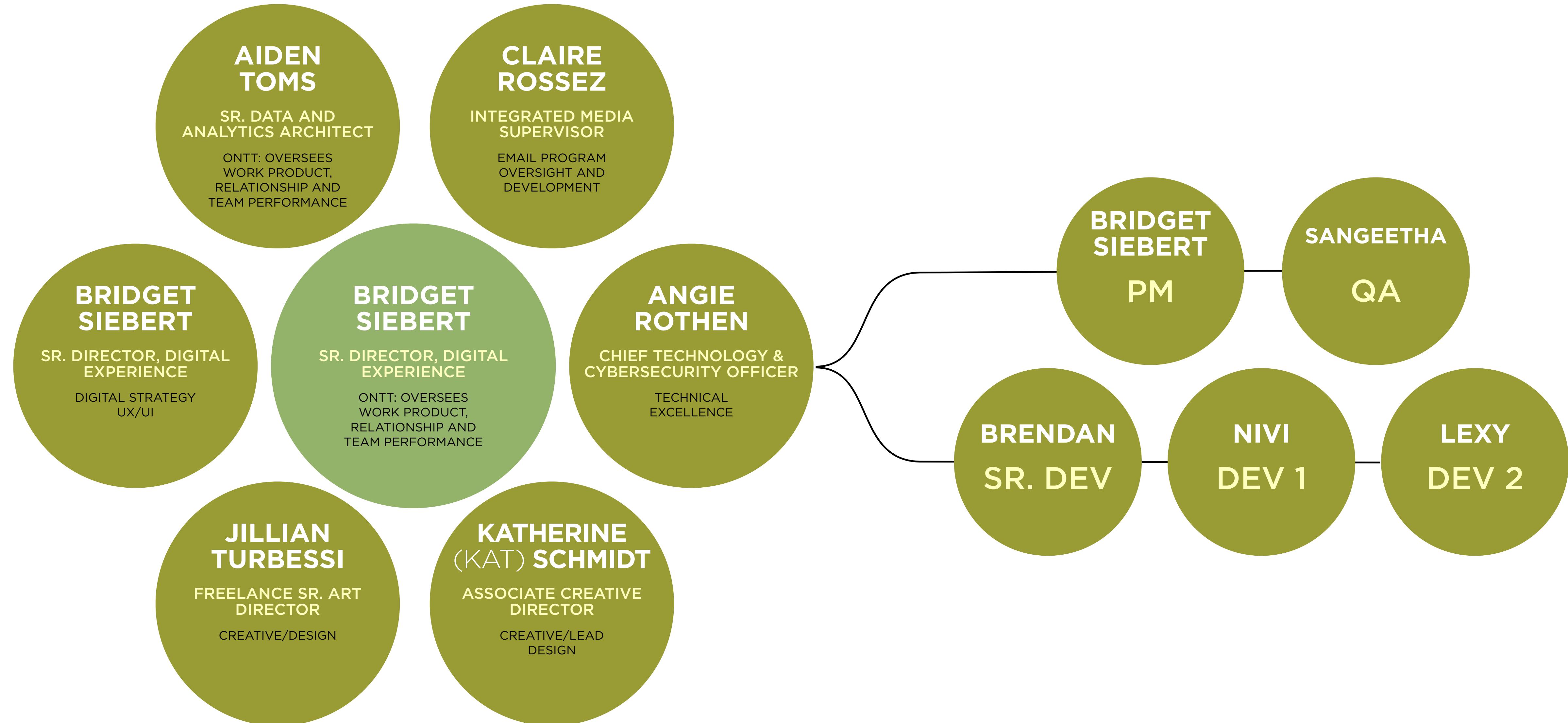
CHIEF CREATIVE  
OFFICER



**BRIDGET  
SIEBERT**

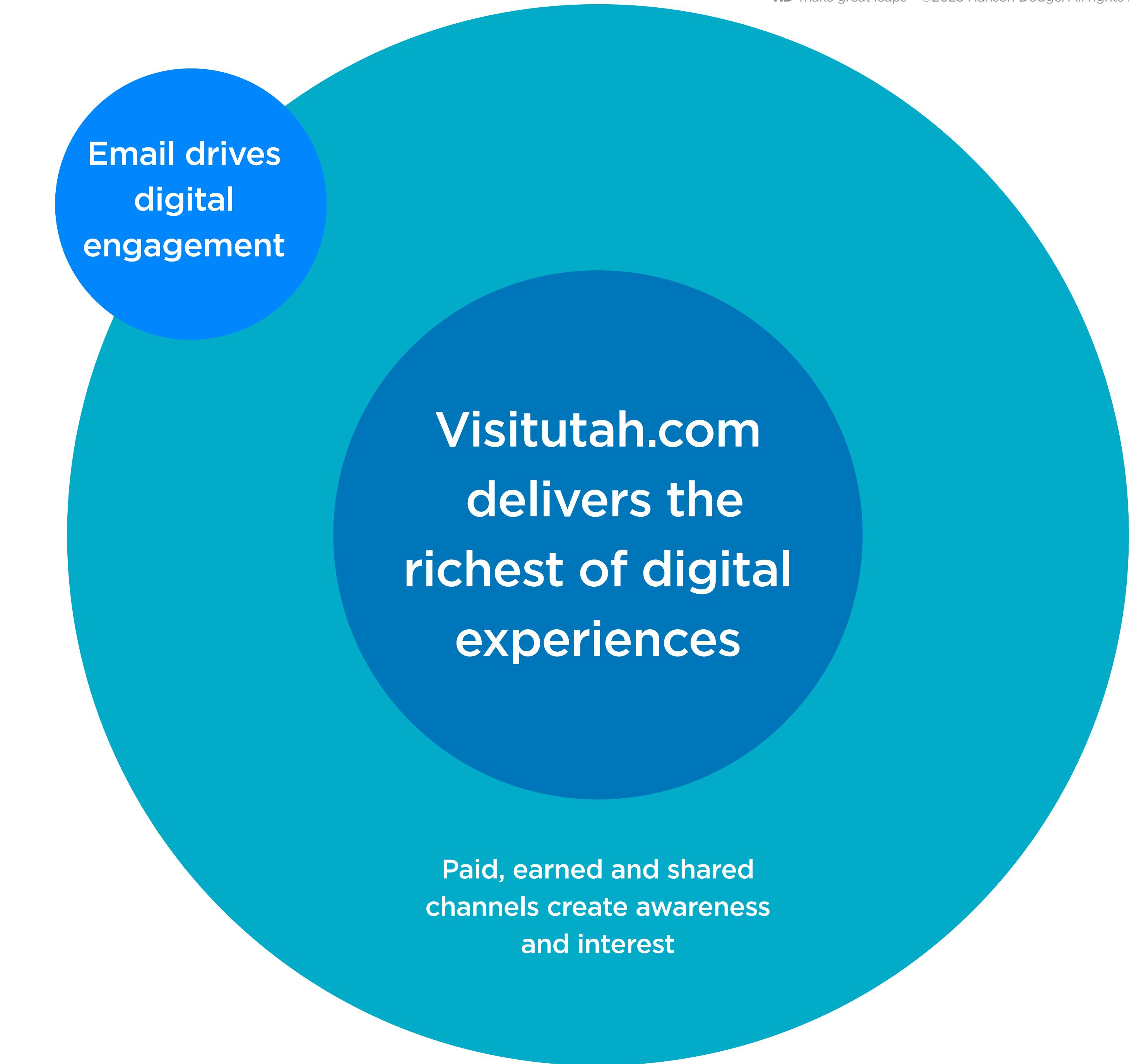
SR DIRECTOR,  
DIGITAL EXPERIENCE

# IT TAKES A VILLAGE



# THE DIGITAL ECOSYSTEM

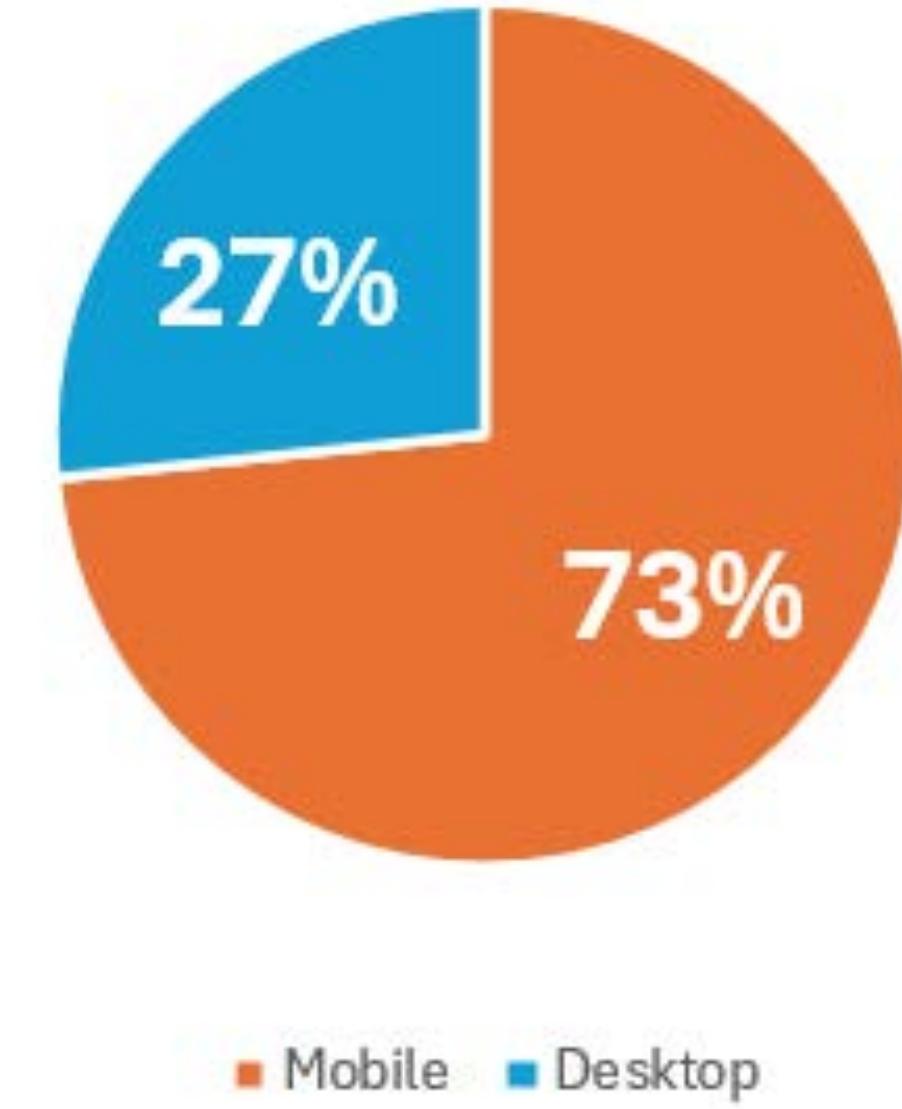
# VISITUTAH.COM: CENTRAL TO THE DIGITAL ECOSYSTEM



# WEBSITE DRIVING RESULTS

<b>Sessions</b>	8.17M	▲ 7.2%
<b>Engagement Rate</b>	69.8%	▲ 29%
<b>Guide Downloads</b>	90.6K	▶ -5%
<b>Itinerary Page Views</b>	616K	▲ 45%

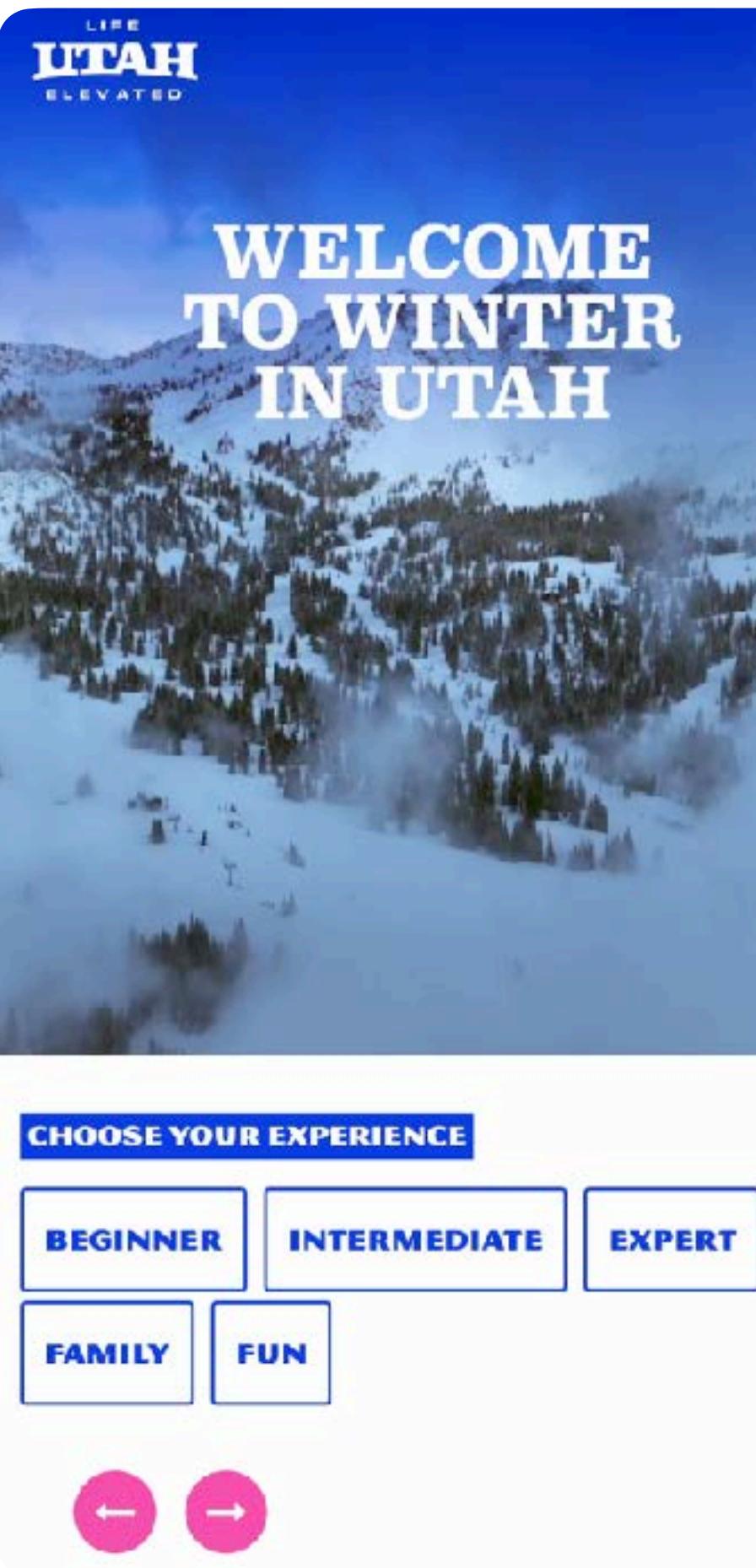
Rolling 12-month



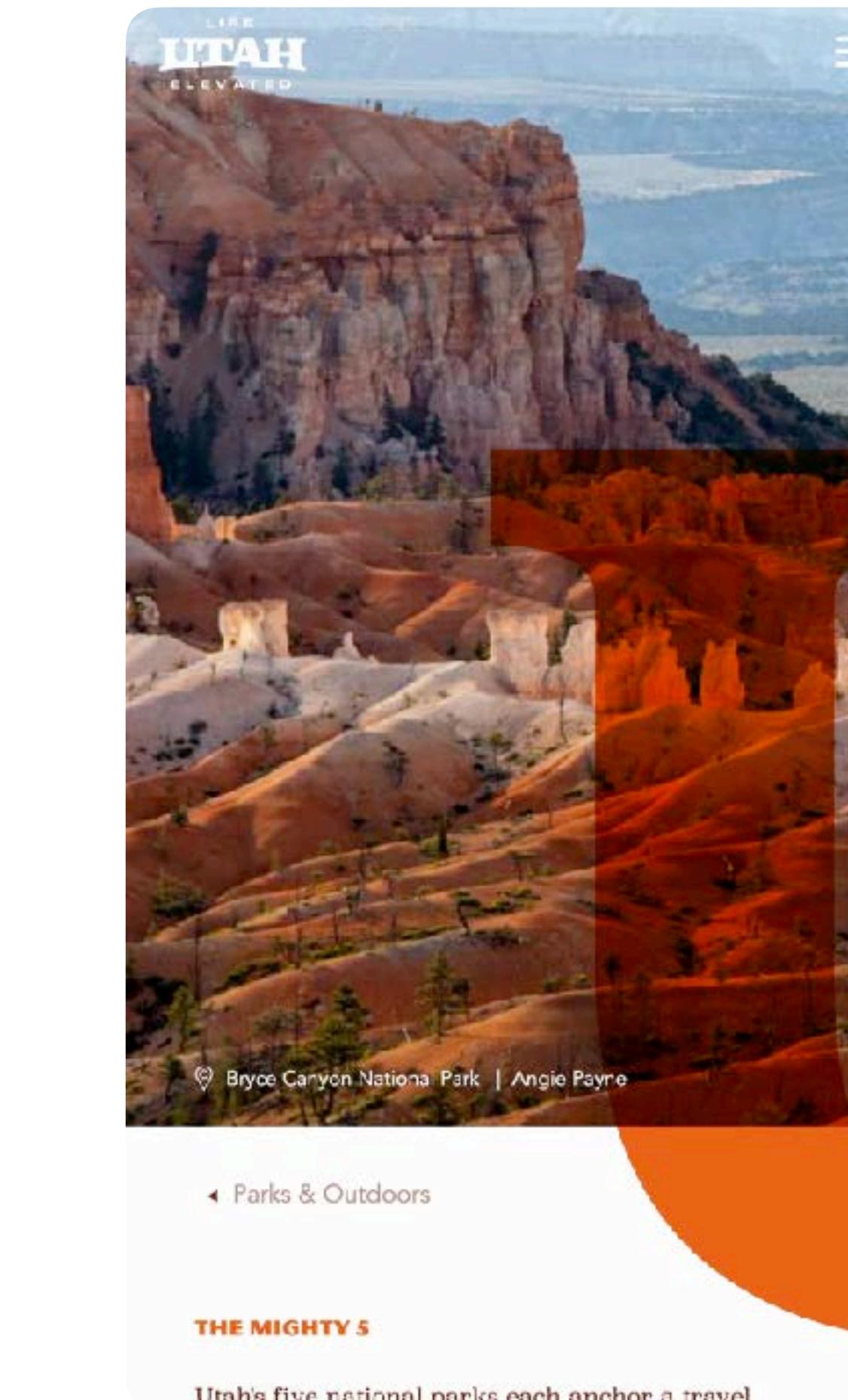
**Mobile usage increased by 7.8%**

# WEBSITE DRIVING RESULTS

## Welcome to Winter



## Mighty 5



## Plan Your Trip



# EMAIL DRIVING RESULTS

---

**Click Rate**

1.71%



+14% v goal

**Ave. Engagement**

2:07



+38% v goal

**Email Sign Ups**

6K+



6% growth



2/25 - Adventure

- Strongest Adventure email open rate of 37.2%
- Subject line: *Witness Factory Butte and Boulder's Stunning Vistas*

# RECAP: FY25

# FOUNDATION & AGILITY



# KENTICO CMS STRATEGIC EVOLUTION

---

## Upgraded Kentico platform from MVC5 to .NET Core

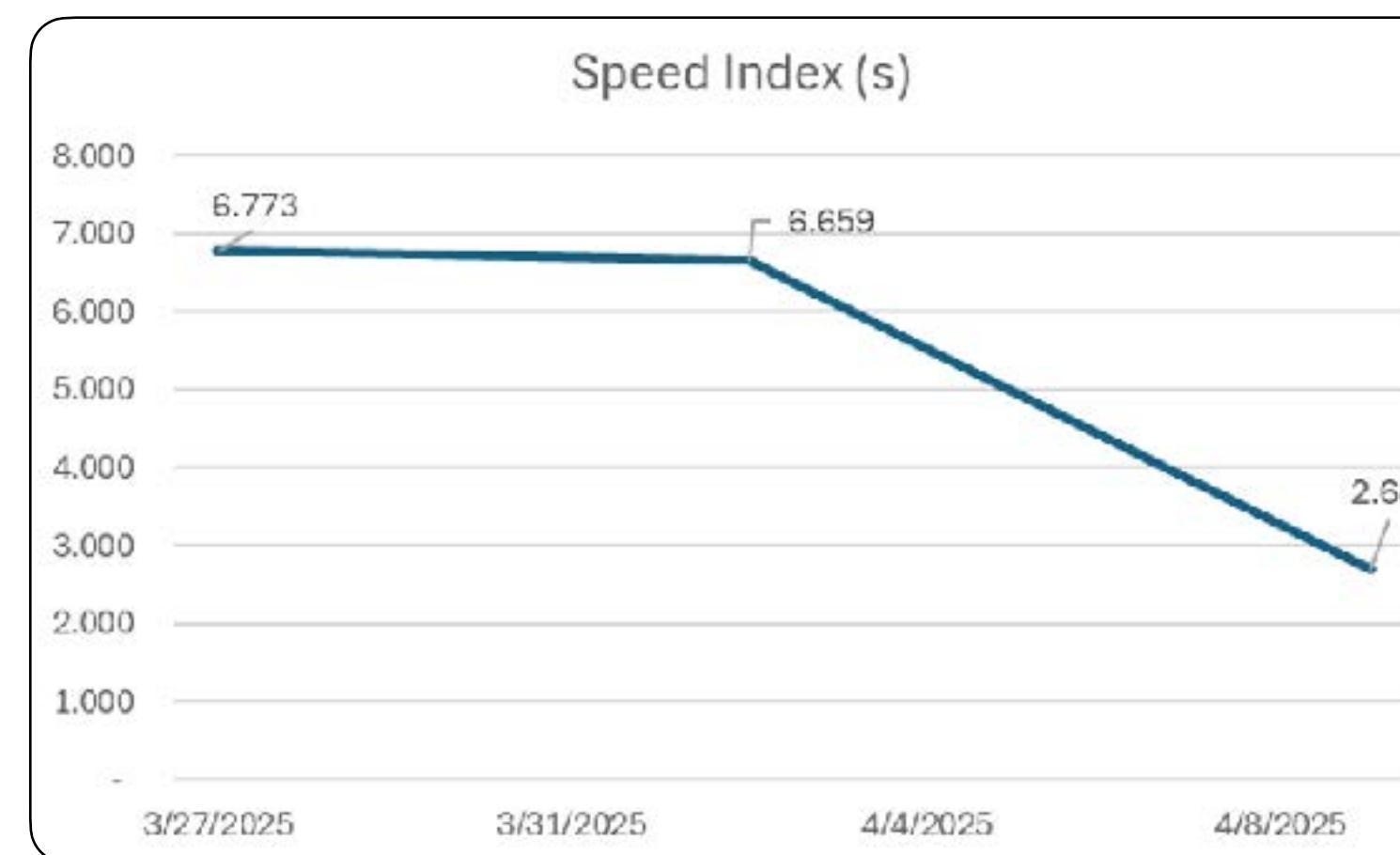
- Notable performance improvement, increased code security, better encryption, authentication, and HTTPS handling out-of-the-box in .NET Core
- Utilizes modern development practices, leverages Kentico's future product roadmap (prior platform will no longer be supported)



**Kentico**

# SITE PERFORMANCE

## 60% Page Speed Index



16% Site Accessibility Improvement



## visitutah.com Site Uptime

**99.6%**  
Industry Standard

**Rolling 30-day uptime: 99.848%**

**Rolling 90-day uptime: 99.820%**

**Rolling 365-day uptime: 99.850%**

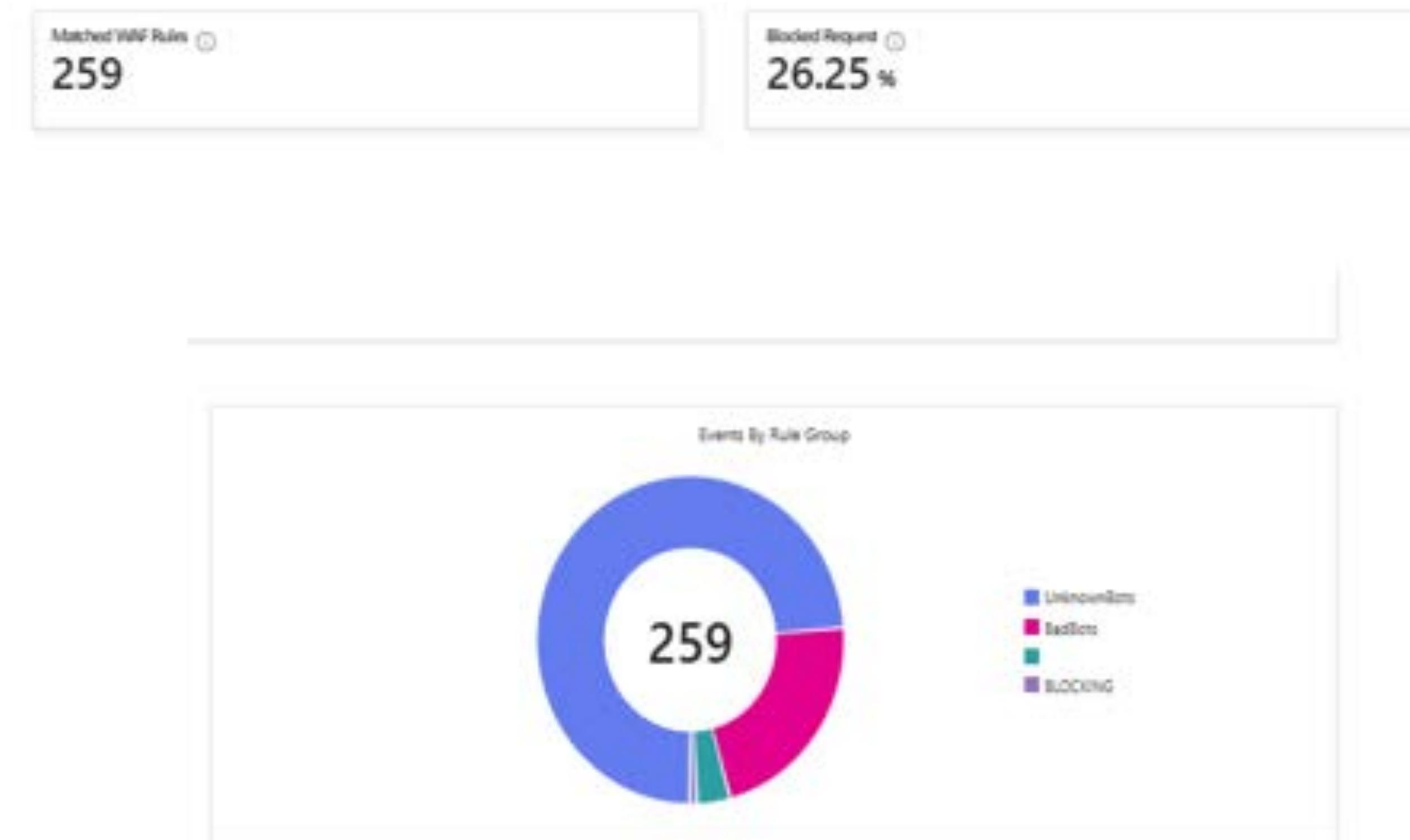
# SITE SECURITY

## Web Application

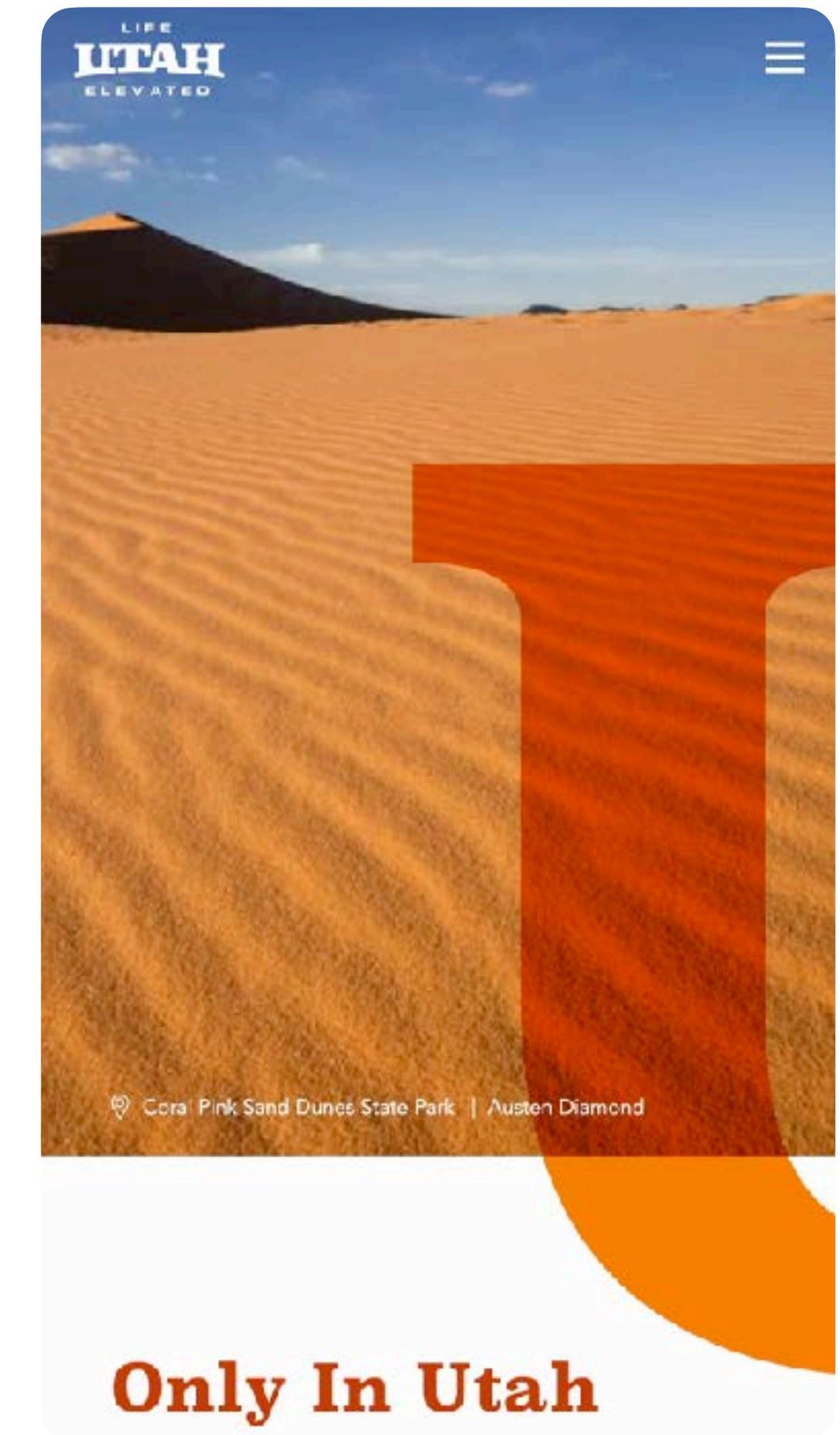
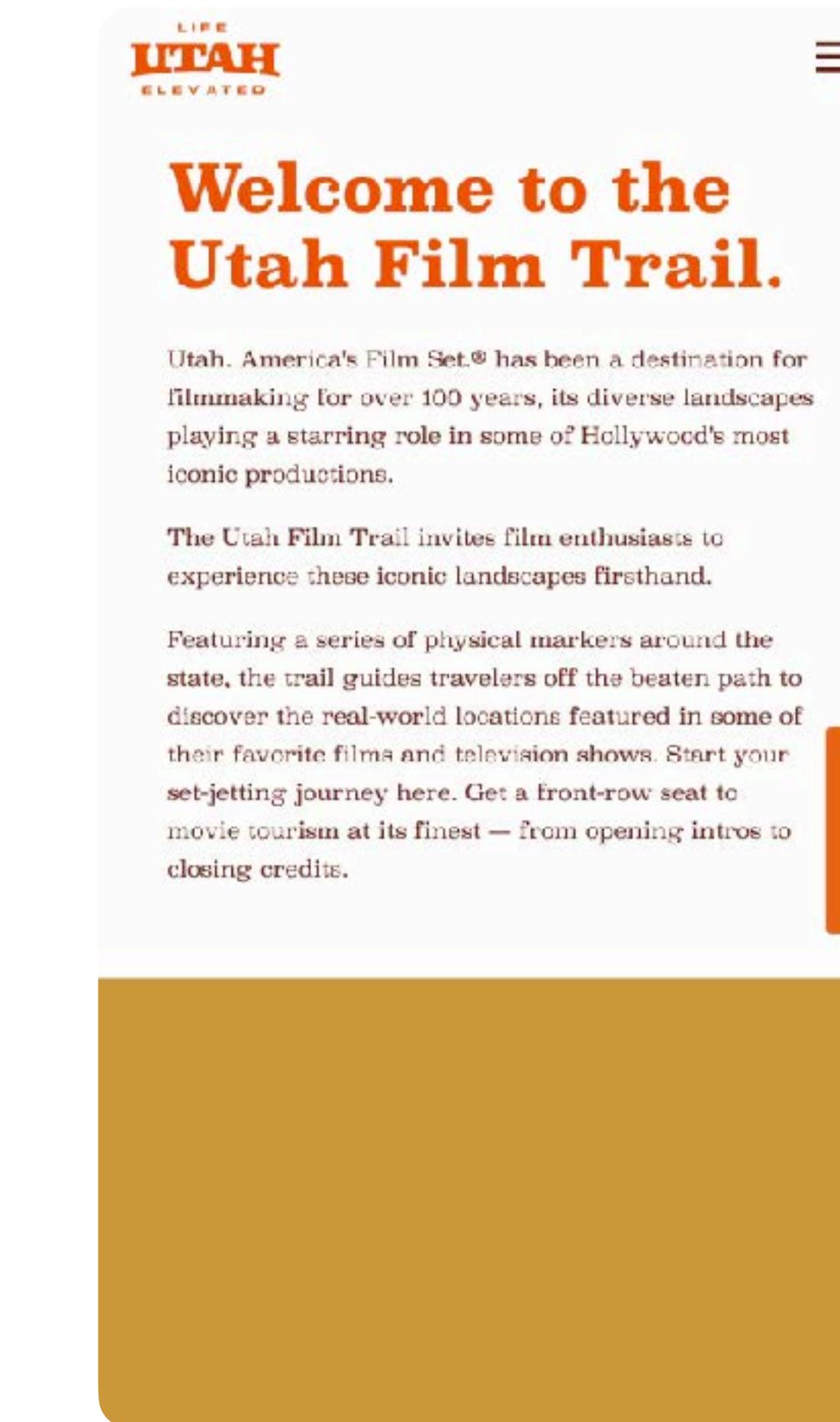
### Firewall (WAF) installed on Azure Front Door

- Website experienced disruptive DDoS (Distributed Denial-of-Service) attacks
- Attacks overwhelm site and block access for real users
- WAF filters and blocks malicious traffic before it reaches the site
- Ensures uptime by keeping the site online during attacks
- Speeds up site performance by directing users to the fastest global servers

**259** malicious attacks have been blocked since Feb '25



# CAMPAIGN LANDING PAGES



# HEATMAPPING

Card advance

Contact (footer)

Free Travel Guide

Search



# MAIN NAVIGATION CHANGES

## FINDING:

Things-to-Do pages saw a 28% increase across desktop & mobile.

## ACTION:

Adopt Things to Do test as main navigation.



= Added



= Removed

**THINGS TO DO**

**SUMMER**

- Hiking
- River Rafting
- Camping

**WINTER**

- Skiing
- Snowboarding
- Snowmobiling

**HISTORY & CULTURE**

- Arts and Museums
- Festivals & Events
- Food and Nightlife
- Dinosaurs

**View All →**

**View All →**

**View All →**

**Arts & Museums**

- Cycling
- Filmed in Utah

**Hiking**

- OHV & Off-Road
- Rock Climbing

**Snowboarding**

**Sporting Events**

**Backpacking**

**Dinosaurs**

**Fishing**

**History**

**Rafting**

**Skiing**

**Snowmobiling**

**Stargazing**

**Camping**

**Festivals & Events**

**Food & Nightlife**

**Mountain Biking**

**Road Trips**

**Slot Canyons**

**Snowshoeing**

**Tribal Cultures**

# EMAIL SEGMENTATION

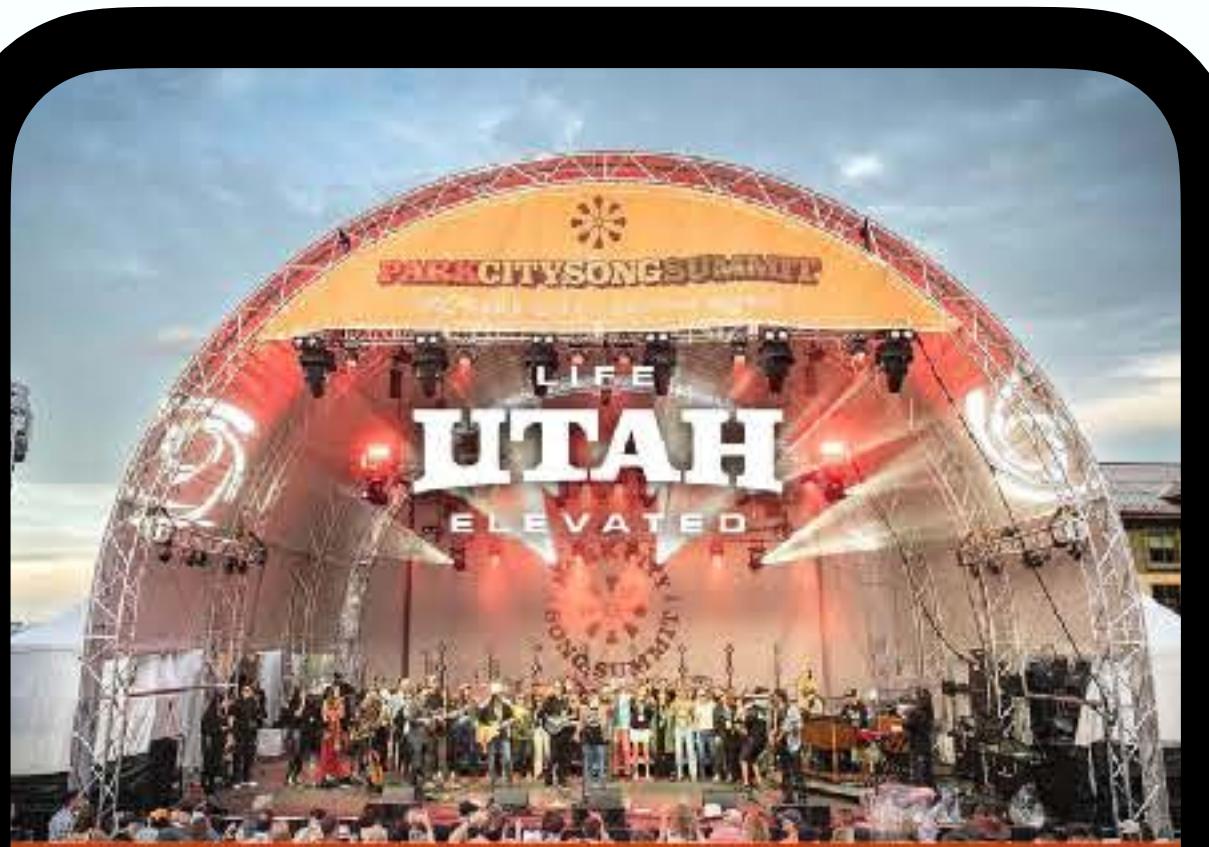
## FINDING:

The adventure audience, which is less segmented than arts, engages at a lower rate.

## ACTION:

Continue to segment for the arts. Find sub segmentation opportunities for adventure.

	<b>Open Rate</b>	<b>Click Rate</b>
<b>Adventure</b>	35.2%	1.08%
<b>Arts</b>	40.4%	3.30%



## 10 Music Festivals Worth Planning Your Summer Around

Utah has long been known for punching above its weight in the music scene, launching many influential artists and now gaining well-earned recognition as a key destination for emerging festivals. With lineups spanning chart-topping pop headliners to foot-stomping local bluegrass bands, Utah's music festivals are as diverse as the landscapes – offering something for every music lover. As you plan your summer travels, here's 10 Utah music festivals that are worth the trip.

[Explore Utah's Festivals](#)

[View this email in your browser](#)



## 8 Southern Utah State Parks for Epic Adventures

While The Mighty 5® national parks draw adventurers from around the world, Southern Utah's beauty extends well beyond their borders. Scattered across this iconic landscape, these eight state parks offer stunning views, an escape from the crowds and a wider array of recreation opportunities including mountain biking, ATV riding, kayaking, SUPing, boating and fishing. And with this many marvels of nature in such close proximity, why not extend the fun and make it a road trip?

# 10 Music Festivals Worth Planning Your Summer Around

Utah has long been known for punching above its weight in the music scene, launching many influential artists and now gaining well-earned recognition as a key destination for emerging festivals. With lineups spanning chart-topping pop headliners to foot-stomping local bluegrass bands, Utah's music festivals are as diverse as the landscapes – offering something for every music lover. As you plan your summer travels, here's 10 Utah music festivals that are worth the trip.

[Explore Utah's Festivals](#)



## Sandstone Spires & Swimming Holes

Walk with dinosaurs on this six-day desert itinerary full of slot canyons and swimming.

[See the Route](#)



## 8 Southern Utah State Parks for Epic Adventures

While The Mighty 5® national parks draw adventurers from around the world, Southern Utah's beauty extends well beyond their borders. Scattered across this iconic landscape, these eight state parks offer stunning views, an escape from the crowds and a wider array of recreation opportunities including mountain biking, ATV riding, kayaking, SUPing, boating and fishing. And with this many marvels of nature in such close proximity, why not extend the fun and make it a road trip?

[Lorem Ipsum](#)



**Dolor est  
consectetur,  
lorem ipsum.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore



## Sandstone Spires & Swimming Holes

Walk with dinosaurs on this six-day desert itinerary full of slot canyons and swimming.

[See the Route](#)



## City Spotlight: Provo

Provo, the heart of the Utah Valley, boasts arguably the most dramatic backdrop in the Wasatch Front.

[Explore Provo](#)



## Living Traditions Festival, May 16–18

Celebrate the traditional music, dance, crafts and food of SLC's contemporary cultural communities.

[See More Events](#)

**Utah Unexpected**



## Dolor est consectetur, lorem ipsum.

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua est.

[Lorem Ipsum](#)



## Lorem Ipsum Dolor

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris. Lore ipsum dolor sit amet.

[Lorem Ipsum](#)



## Adipsing Est Lorem Ipsum Dolor

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua est.

[Lorem Ipsum](#)



## Festival, May 16–18

Celebrate the traditional music, dance, crafts and food of SLC's contemporary cultural communities.

[See More Events](#)

## Utah Unexpected

The Utah Symphony plays more than 70 concerts a year in the acoustically beautiful Abravanel Hall in Salt Lake City. They also perform throughout the summer at the Deer Valley® Music Festival in Park City.

[Get the Utah Travel Guide](#)

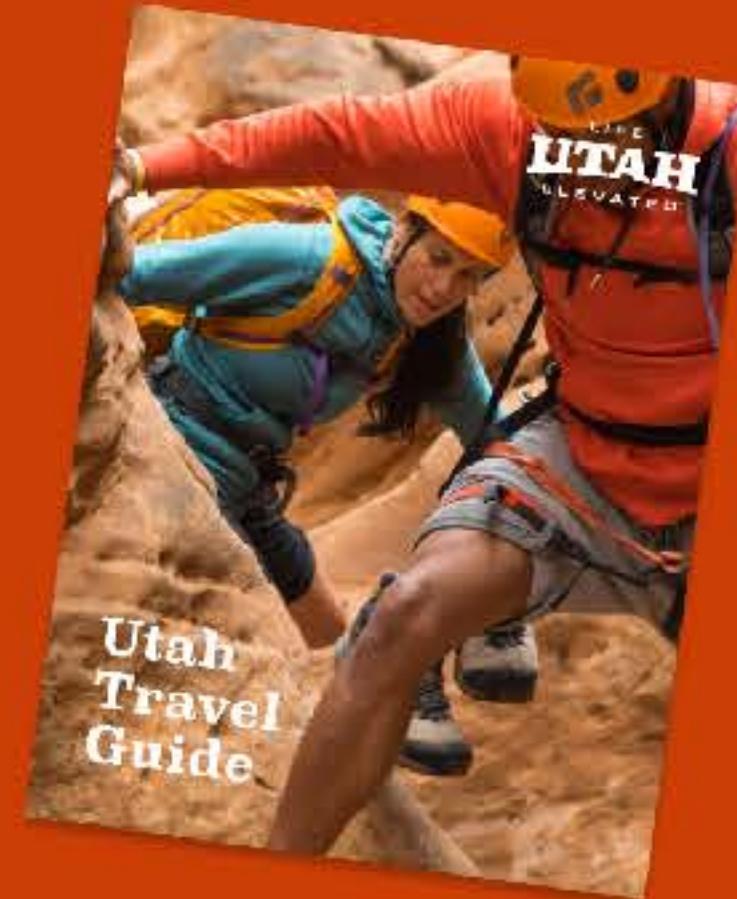
## Keep Utah Forever Mighty®

*Traveling responsibly means planning ahead, reading ahead and slowing down to fully appreciate all that is around you.*

[Learn More](#)



Lorem Ipsum



Utah  
Travel  
Guide

## Utah Unexpected

As a certified International Dark Sky Park, Dinosaur National Monument boasts some of the best stargazing in the state.

[Download Here](#)



The Utah Symphony plays more than 70 concerts a year in the acoustically beautiful Abravanel Hall in Salt Lake City. They also perform throughout the summer at the Deer Valley® Music Festival in Park City.

[Get the Utah Travel Guide](#)

## Keep Utah Forever Mighty®

*Traveling responsibly means planning ahead, reading ahead and slowing down to fully appreciate all that is around you.*

[Learn More](#)



[Manage Your Preferences](#) | [Unsubscribe](#) | [Share Feedback](#)

© 2025 Utah Office of Tourism

300 N State St., Council Hall, Salt Lake City, Ut 84114-0002

As a certified International Dark Sky Park, Dinosaur National Monument boasts some of the best stargazing in the state.

[Download Here](#)



## Keep Utah Forever Mighty®

With a guide, you can learn about local wildlife, try new activities and travel to areas you've never been before.

[Learn More](#)



[Manage Your Preferences](#) | [Unsubscribe](#) | [Share Feedback](#)

© 2025 Utah Office of Tourism  
300 N State St., Council Hall, Salt Lake City, Ut 84114-0002

# LOOK AHEAD: FY26 ROADMAP

# TRENDS

---

**Headless Content**

**Customer Journey Optimization (CJO)**

**Marketing Automation**

**Full Stack Integration**

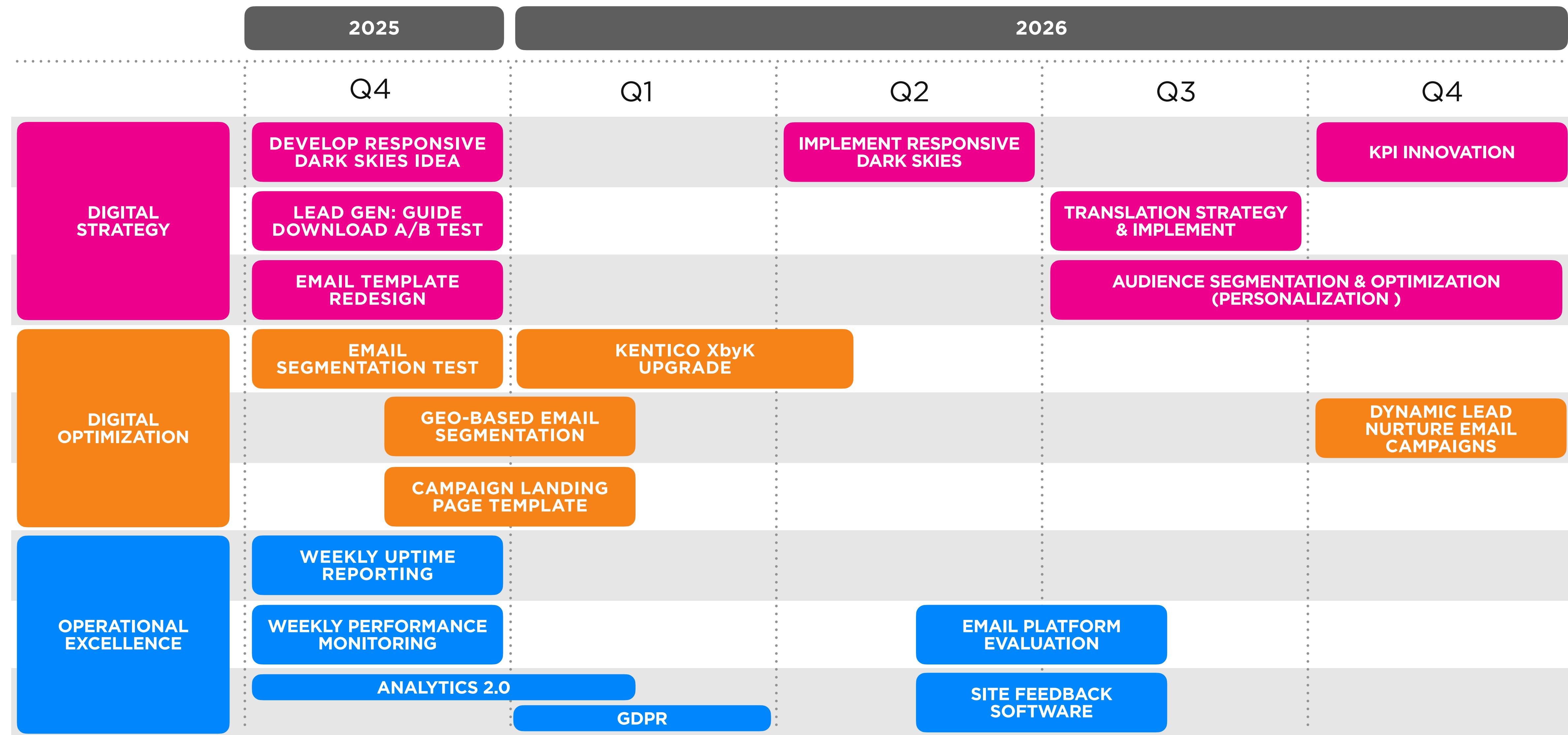
**Personalization**

**Virtual Reality & Augmented Reality**

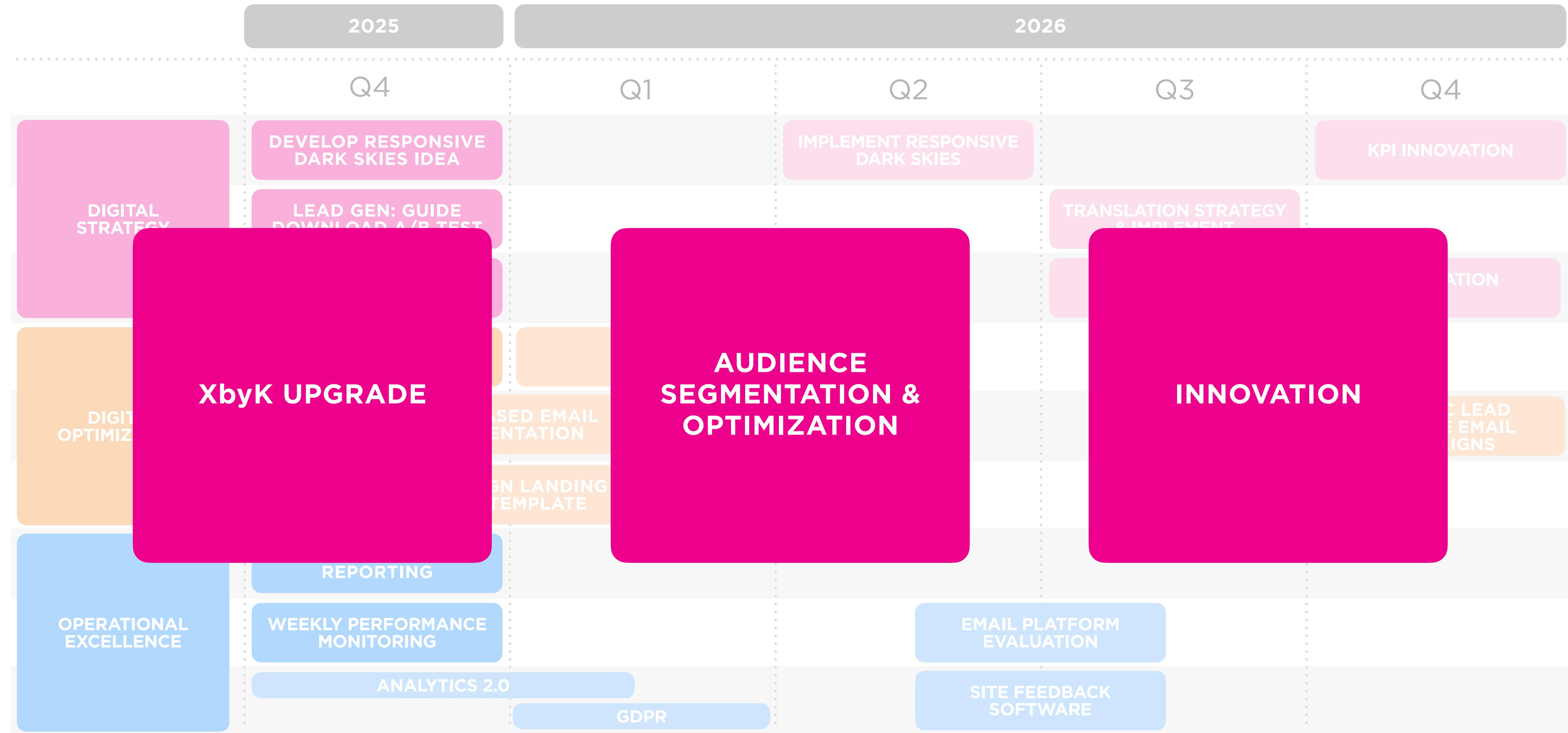
**Perpetual A/B Testing & Optimization**

**Preference Centers**

# ROADMAP



# ROADMAP



# UPGRADE TO: XPERIENCE BY KENTICO (XbyK)

---

## A strategic evolution to a Marketer Tool

### **KENTICO HANDLES THE BEHIND THE SCENES**

XbyK is a fully managed, cloud-native service—Kentico handles all updates, security patches, and scaling. HD focuses on the experience and content, not on keeping servers up and running.

### **SERVER POWER - SCALES UP (OR DOWN) WITH CHANGING SEASONS AND HOLIDAYS**

XbyK automatically scales up (and back down) in the cloud for campaigns and holidays. Only pay for the resources used.

### **LESS SOFTWARE SUBSCRIPTIONS NEEDED**

It comes with email marketing, lead-capture forms, A/B testing, SEO helpers, analytics, other tools all in one place.

### **ENTERPRISE-GRADE SECURITY**

Built on modern .NET and Azure behind the scenes, with enterprise-grade security (GDPR, SOC2, etc.) Always on the latest version, protected against known threats.

### **LESS ON CODE AND IT, MORE ON THE MARKETING AND THE SITE EXPERIENCE**

Reusable components, templates, APIs and low-code tools mean new features and pages go live faster.



**INTRODUCING**

# Dark Sky Mode



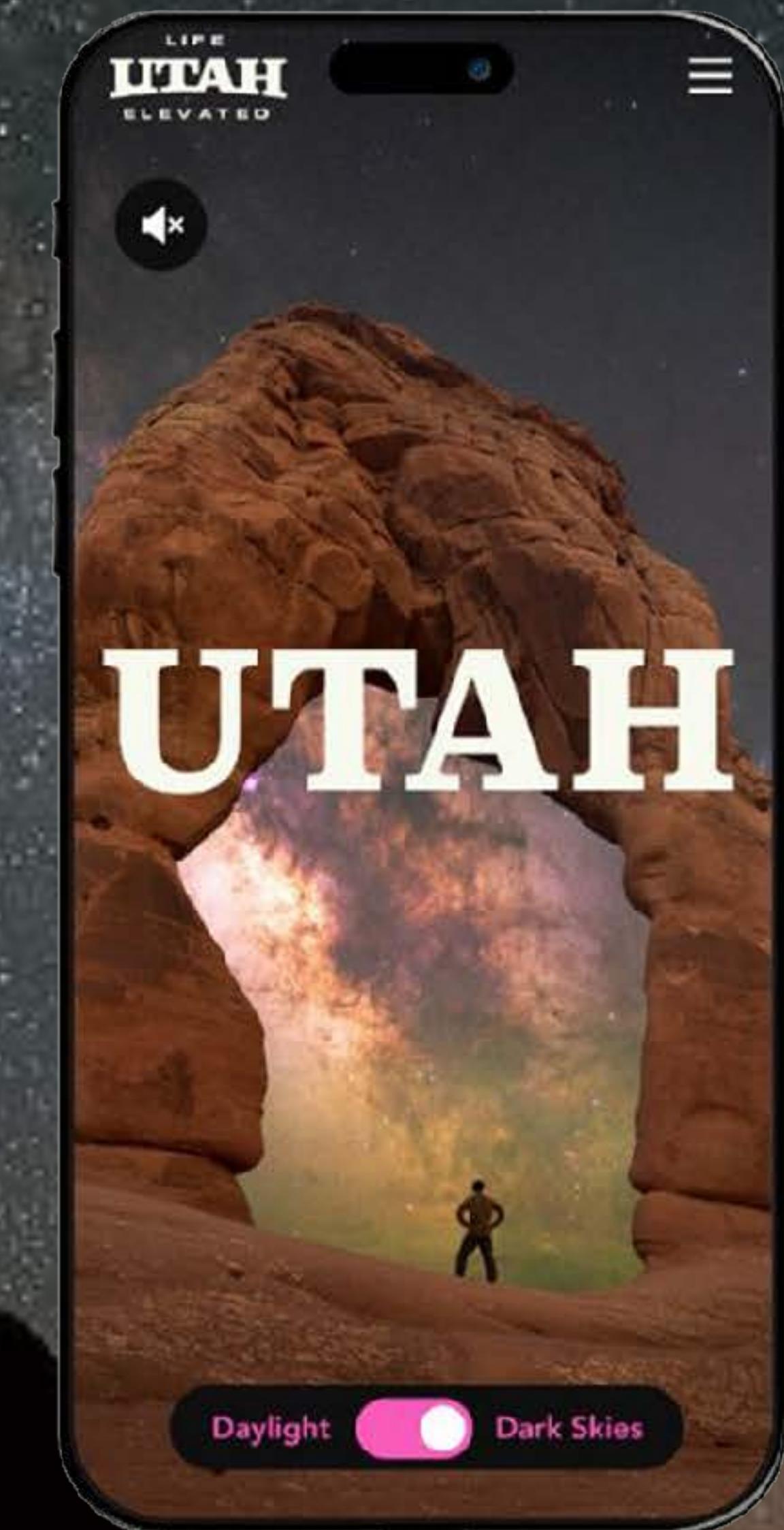
INTRODUCING  
Dark Sky Mode



Daylight  Dark Skies



UPDATES



- Responsive to Utah sunset
- Enhance homepage & Dark Skies page on UOT site
- See & hear Dark Skies
- Dark Sky mode will be a mobile first experience



# THANK YOU

