

Utah Board of Tourism Development



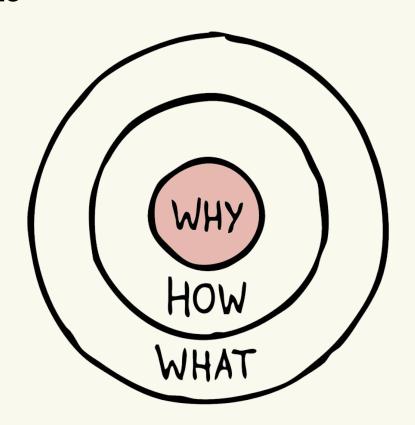


2025/2026 Marketing Plan

Ben Cook
Director of Marketing & Communications
Utah Office of Tourism



The Golden Circle





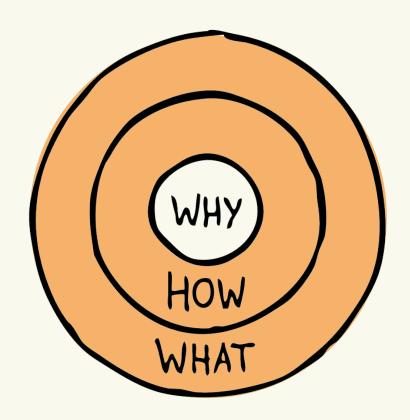








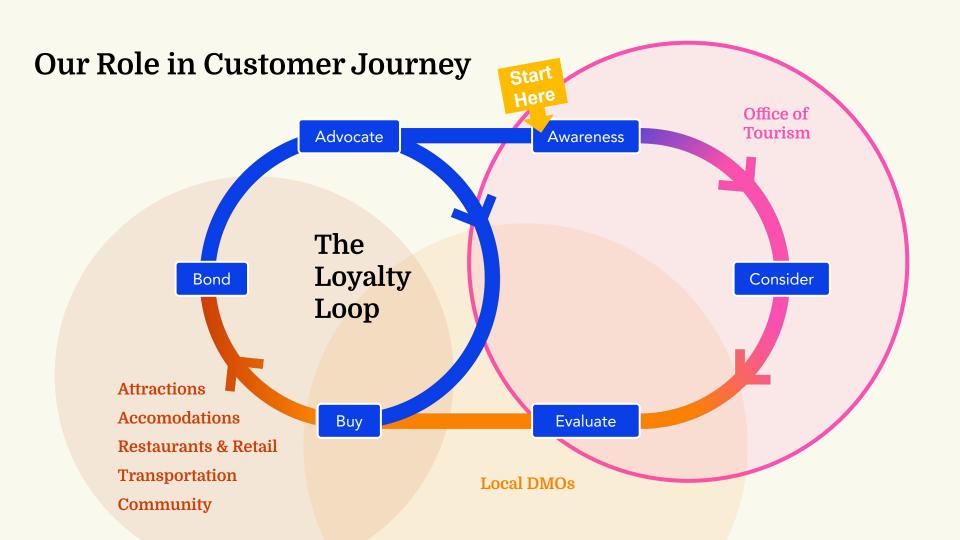
The Golden Circle





"Marketing is telling a story people want to hear."

– Seth Godin



Types of Media

Paid

Ads Television Radio OOH Digital Search

Earned

Public Relations Media Relations Word of Mouth

Shared

Social Media User Generated Content Community

Owned

Website Email Content SEO

Engagement

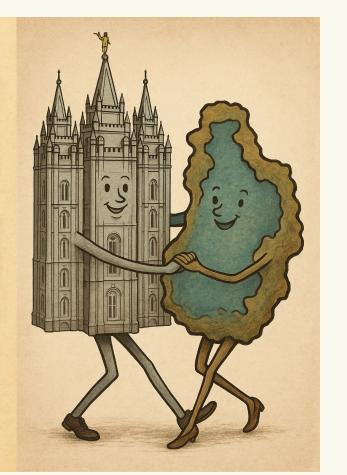


Annual Marketing Plan 2025/2026

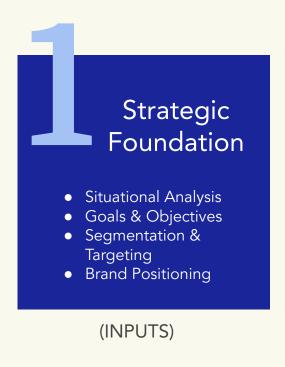








2-Step Approach



Activation • Creative Idea Messaging Media Selection (Paid, Earned, Shared, Owned) Metrics & KPIs (OUTPUTS)

Advertising Awareness

Among Target Audiences - Nationally



Parks & Beyond

48%



Ski & Winter

55%



Urban & Outdoors

34%

Over Prior Campaign

▲ 7%

▲ 7%

▲ 5%



Incremental Trips

Ski & Winter



Influenced ~637K

Avg. Trip Spend: \$2,786

\$1.77B in Visitor Spending

Incremental Trips

Parks & Beyond | Urban & Outdoors



Influenced 1.4 Million Trips

Avg. Trip Spend: \$2,111

\$2.93B in Visitor Spending



Visitors: Ad-Aware Vs. Non Ad-Aware



3x more likely to research Utah & plan ahead.

- 33% planning 4+ months in advance
- 87% want to be properly prepared



Spending

Spent nearly 2x more per trip.

- > 7.3 Activities (vs. 4.6 activities)
- ➤ 4.8 Nights (vs. 3.3 nights)
- > \$2,111 (vs. \$1,124)



Experience

Richer trips, 2x more likely to become advocates.

- > 74% rated excellent (vs. 64%)
- ➤ 84% shared trip (vs. 43%)



Brand Awareness

Leisure traveler brand associations with Utah



25%



24%



17%

State of Travel & Business Challenges



Future Forecast: Expect These Conditions



Expect continued high interest across all audiences

High **Pressure** on **Budgets**

Cost-saving behavior and destination dupes are on the rise

Tech Front Moving In

Al and mobile planning are disrupting traditional funnels

Hot **Medium:** Video

The single most influential content format for all age groups

Forecast Flexibility

Park travel is shifting: flexibility, proximity, and timing are key

Favors



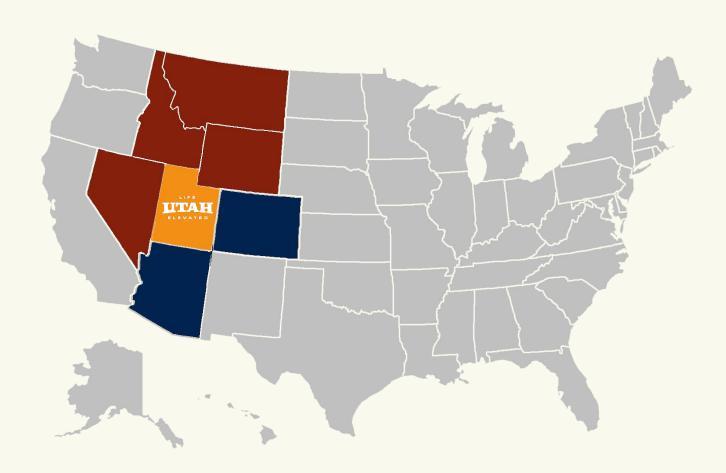
Ski **Spending** Surge

Despite volume dip, per-trip spend hit new highs

Urban Energy High

Sports, concerts, walkable cities are drawing Gen Z and Millennials

Competitors





Goal/Objective:

Primary

Enhance the economic impact of leisure travel in Utah

Secondary

Strengthen Utah travel brand associations across audiences

Strategic Initiatives:

Inspire awareness and interest in Utah travel

Increase visitor length of stay and spend

Encourage visitor planning and preparation

Target Audiences









Adventurers

Interested in traveling and adventuring, specifically within the types of hobbies and activities that Utah has to offer.

Families

Prioritize planning travel around their families, and what they can do to make memories with their children.

Skiers

Travel is based around skiing and boarding, and they take multiple trips throughout the year.

Venturistas

Interested in pairing outdoor experiences, that can be shared digitally, with a destinations culinary and urban offerings.

Evolved Brand Position

From *The Mighty 5*[®] to *The Greatest Snow on Earth*[®] Utah's breathtaking and contrasting places offer incredible access to transformation, exploration, and connection.

No matter what kind of "adventurer" you are, in Utah, you'll encounter experiences that will **challenge**, **awaken**, and **define** you.



Brand Activation & Tactics

A Campaign United

SMARI Insight: 62% of ad-aware travelers recalled seeing multiple campaigns

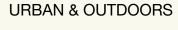
These brands will still exist

These campaigns will still exist

They will all be brought together to work in a <u>united</u>, statewide approach



PARKS & BEYOND





SKI & WINTER



Brand Platform

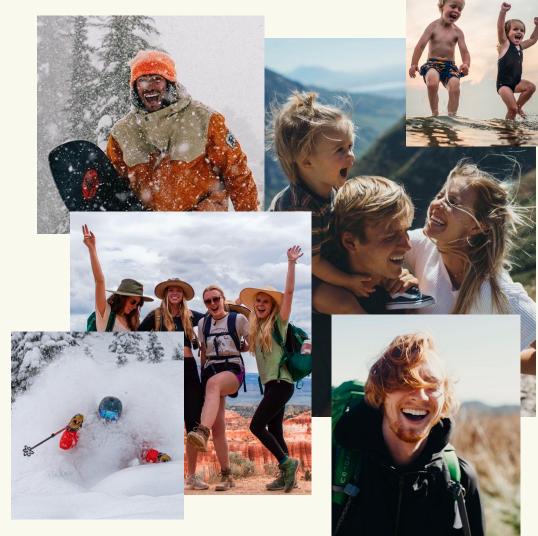
Are You a Utah Person?

There isn't just one type – we come from all backgrounds and places—united by a love for the outdoors, community, and a little good-natured fun.

If you chase powder, crave canyons, and believe the best amenity is no cell service... you just might be one of us.

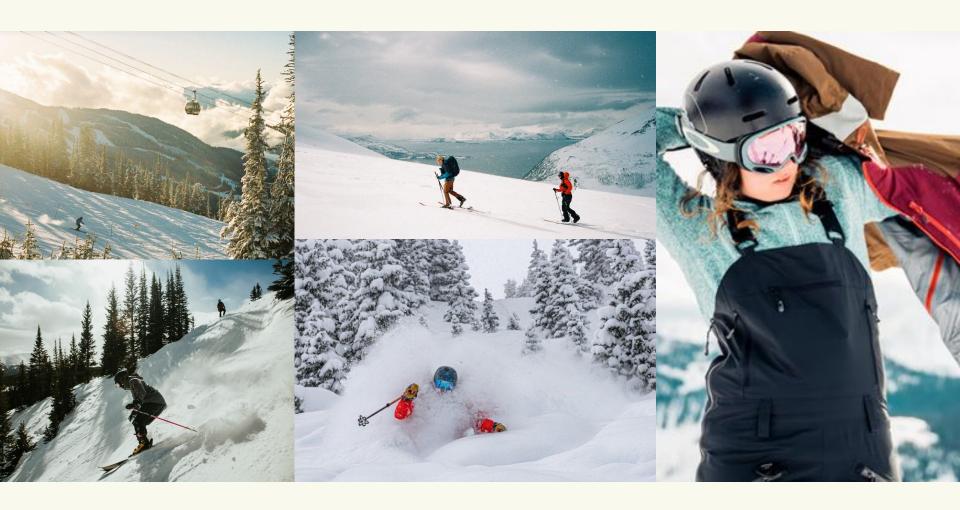
We're the ones who light up at red rock, get giddy over snow totals, and wake early for every sunrise.

A little different? Maybe. But you'll fit right in.



Art-thentic: cinematic landscapes, authentic humans.







3 Core Advertising Campaigns



Parks & Beyond



Ski & Winter



Urban & Outdoors

Parks & Beyond

Inspiration That Spans the State

This campaign inspires dreams of Utah's Mighty 5[®] – but doesn't stop there. It invites travelers to explore more. Dark sky places, state parks, the Utah Film Trail, and hidden gems across the state.

We emphasize access through Salt Lake City International and inspire longer, more enriching visits.

Budget

• Media Buy: \$3,454,125 (FY25: \$4,776,918)

• Paid Social: \$195,000 (FY25: \$195,000)

Campaign Flight Dates

❖ Winter: 10/15/25 to 1/15/26

Holiday Blitz: 12/26/25 to 1/10/26

Spring: 2/1/26 to 6/15/26





Ski & Winter

Powder Days + Après Nights

This campaign celebrates what sets Utah apart: unbeatable access to 15 ski resorts, our legendary snow – The Greatest Snow on Earth[®] – and the vibrant energy on and off the slopes.

Whether it's the adrenaline of first tracks or the joy of hot toddies and live music, winter in Utah is both a thrill and a vibe.

Budget

• Media Buy: \$1,834,914 (FY25: \$2,574,109)

• Paid Social: \$105,000 (FY25: \$105,000)

Campaign Flight Dates

❖ 10/1/25 to 3/15/26*





Urban & Outdoors

City Streets to Summit Peaks

This campaign brings to life the magic of doing it all – canyons at sunrise, craft cocktails at sunset, mountain bike trails before lunch, and live theater after dinner.

We position the Wasatch as a place where rugged peaks meet creative streets – a dynamic destination that lets travelers write two unforgettable stories in one unforgettable day.

Budget

• Media Buy: \$804,000 (FY25: \$665,000)

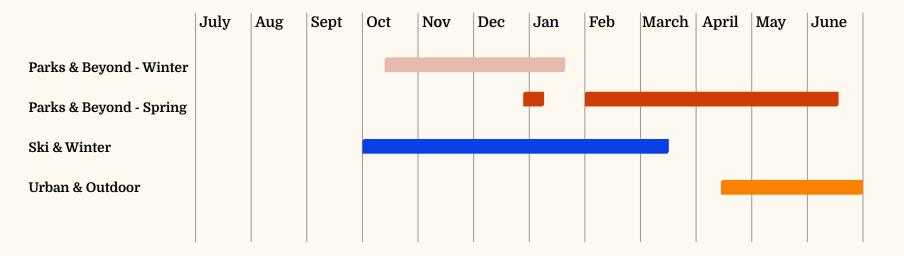
• Paid Social: \$110,000 (FY25: \$110,000)

Campaign Flight Dates

4/15/26 to 6/30/26



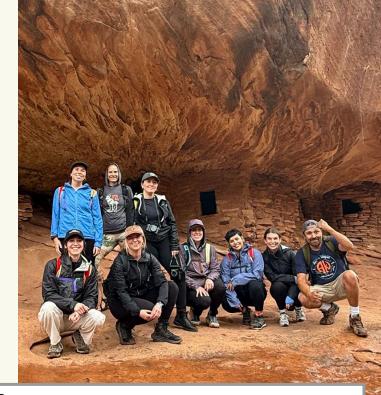
FY26 Media Plan



Earned Media: Public Relations

Strategic storytelling and high-impact media outreach to elevate national awareness of Utah as a must-visit destination:

- Align with current travel trends and cultural conversations
- Focus on statewide story lines that connect to key campaigns
- Target KPI media outlets and use Barcelona scoring principles



SAMPLE MEDIA TARGETS















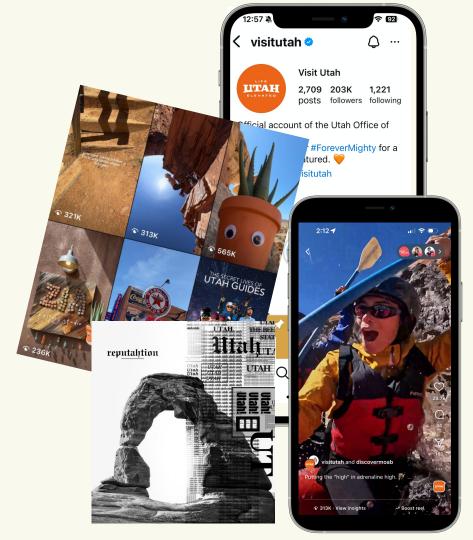


Shared Media: Social

Deepen connection and curiosity about Utah by delivering high-performing creative that encourages trip planning, drives website traffic, and positions Visit Utah as a trusted, fun and approachable resource.



Organic | Paid | Partnerships



Owned Media: Website, Email & Content

Where curiosity turns into intention. Here we connect with travelers in deeper, more direct ways – helping them dream, plan, and feel fully prepared.





Stewardship Campaign

Preserving What We Love, Starts With Us

An in-state stewardship campaign that will evolve *Forever Mighty*.

It aims to foster resident pride and shared responsibility through local partnerships, creative activations, and a unifying message.

Flight Dates

TBD (Spring of 2026)

Total Investment

\$745,000 (one-time EDA funds)



Marketing Plan Recap

25/26 Annual Marketing Plan

Goal/Objective:

Primary

Enhance the economic impact of leisure travel in Utah

Secondary

Strengthen Utah travel brand associations across audiences

Strategic Initiatives:

Inspire awareness and interest in Utah travel

Increase visitor length of stay and spend

Encourage visitor planning and preparation

Tactics:

- Integrated advertising campaigns
- National headline pitches, media missions, activations
- Media FAMS & individual media visits
- Weekly email newsletters
- Content marketing paid, social, and owned
- Integrated advertising campaigns
- Content marketing paid, social, and owned
- Headline pitches
- Personalized email campaigns
- SEO, Paid search
- Incorporate plan/prep messages in integrated campaigns
- Information & Itineraries, travel guide downloads
- SEO & Paid search
- Content marketing paid, social, and owned
- In-Market OOH/ In-State Stewardship Campaign

Key Campaign Measures:

Advertising Awareness (SMARI), Incremental Travel (SMARI), ROI Impact (SMARI)

Campaign Budgets

Parks & Beyond			
FY25		FY26	
Media	\$4.7M	\$3.45	
Social	\$195K	\$195K	

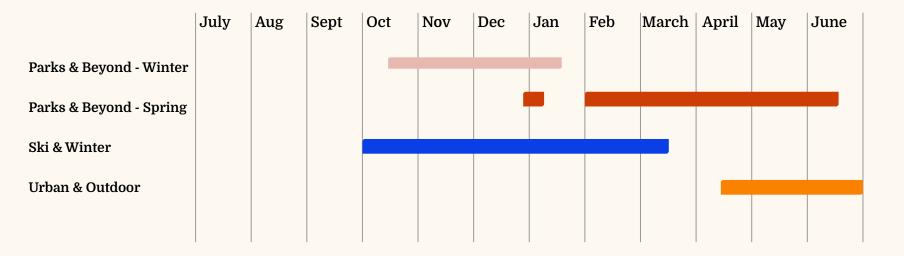
Ski & Winter			
	FY25	FY26	
Media	\$2.5M	\$1.83M	
Social	\$105K	\$105K	

Urban & Outdoors		
	FY25	FY26
Media \$665K		\$804K
Social \$110K		\$110K





Campaign Flight Dates





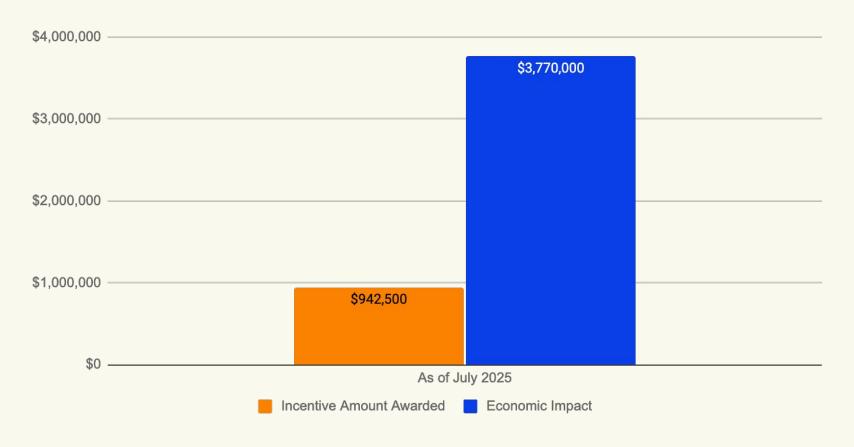
Recommended Motion:

Approval of the 2025-2026 Marketing Plan

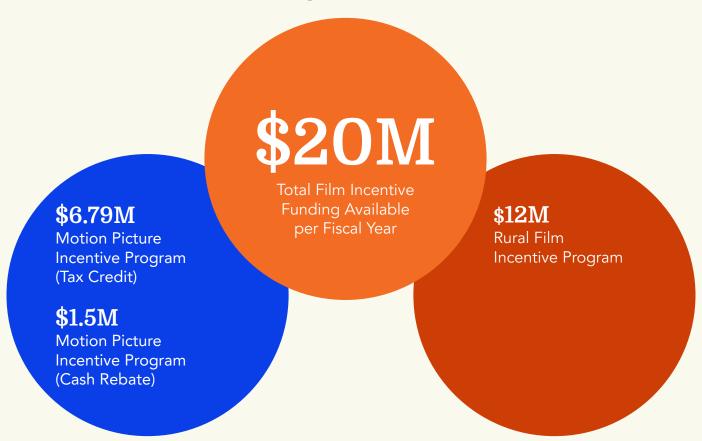




Incentive v. Economic Impact FY26



Utah Film Incentive Funding





CFIP

Gabriella Halloween Pizza Party Strasbourg

Rural MPIP

Mystery at Blind Frog Ranch Season 5

MPIP

Navajo Highways Season 2 Slay Day

Gabriella / Community Film Incentive Program

Film Team:	Producers: James Gault, Curtis Dalton, Teresea Melendez	
	Director/Producer: Rob Diamond	
Project Highlights:	Local producer with many great projects under his belt	
Distribution:	Numerous streaming platforms in the fall of 2026	
Locations (County):	Davis, Salt Lake & Utah	
Percentage Shot in Utah:	100%	
Estimated Jobs:	Cast & Crew: 56 Extras: 20	
Estimated Spend:	\$105,000	
Maximum Incentive:	\$21,000 (20% - Cash)	
Production Dates (including Prep & Post-Production)	July 2025 – May 2026	

Halloween Pizza Party / Community Film Incentive Program

Film Team:	Producers: Trevor Free, Hannah Hughes Carraway, Jake Peterson	
	Director: Brandon Patrick Carraway	
Project Highlights:	Filmmakers from BYU bringing together old classmates to make their first feature film	
Distribution:	Festival circuit	
Locations (County):	Salt Lake, Utah & Wasatch	
Percentage Shot in Utah:	100%	
Estimated Jobs:	Cast & Crew: 60 Extras: 15	
Estimated Spend:	\$292,179	
Maximum Incentive:	\$58,436 (20% - Cash)	
Production Dates (including Prep & Post-Production)	July 2025 – April 2026	

Strasbourg / Community Film Incentive Program

Film Team:	Producers: Jeremy Prusso, Garet Allen, Ken Clark, Jake Relic Director/Producer: Jake Van Wagoner	
Project Highlights:	Director of SFF 2024 project and many Hallmarks	
Distribution:	Festival circuit and theatrical	
Locations (County):	Utah & Wasatch	
Percentage Shot in Utah:	100%	
Estimated Jobs:	Cast & Crew: 56 Extras: 10	
Estimated Spend:	\$446,984	
Maximum Incentive:	\$89,396 (20% - Cash)	
Production Dates (including Prep & Post-Production)	July 2025 – December 2025	

Navajo Highways S2 / Motion Picture Incentive Program

Film Team:	Producers: Linda L. Miller, Daryl Ross Begay, Harrison Reynolds Director/Producer: Pete Sands	
Project Highlights:	Educational children's television series that teaches the Navajo culture, traditions, and language.	
Distribution:	Streaming on FNX	
Locations (County):	Grand & Salt Lake	
Percentage Shot in Utah:	100%	
Estimated Jobs:	Cast & Crew: 35 Extras: 5	
Estimated Spend:	\$505,154	
Maximum Incentive:	\$101,031 (20% - Cash)	
Production Dates (including Prep & Post-Production)	September 2025 – May 2026	

Mystery at Blind Frog Ranch S5 / Rural Utah Film Incentive Program

Film Team:	Producers: Doug Fitch, Ismael Soto, & Reaves Washburn	
Project Highlights:	Season 5 of the popular show set in Utah at the Blind Frog Ranch	
Distribution:	Discovery Channel	
Locations (County):	Uintah	
Percentage Shot in Utah:	55%, filming elsewhere TBD	
Estimated Jobs:	Cast & Crew: 6	
Estimated Spend:	\$1,289,472	
Maximum Incentive:	\$257,894 (20% - Rural Tax Credit)	
Production Dates (including Prep & Post-Production)	July 2025 – November 2025	

Slay Day / Motion Picture Incentive Program

Film Team:	Producers: Michael Kagan & Scott Silver	
	Director: John David Buxton	
Project Highlights:	Interactive "Choose Your Own Adventure" Project	
Distribution:	Theatrical	
Locations (County):	Salt Lake	
Percentage Shot in Utah:	100%	
Estimated Jobs:	Cast & Crew: 100 Extras: 400	
Estimated Spend:	\$4,500,000	
Maximum Incentive:	\$1,125,000 (20% - Tax Credit)	
Production Dates (including Prep & Post-Production)	August 2025 – April 2025	

Utah Spend / Incentive Approval Overview

Approve a total of **\$1,652,758** for incentives for the following productions, which have met the criteria defined by statute.

Production	Estimated Utah Spend	Incentive Amount Per Production	Locations (Counties)
Gabriella	\$105,000	\$21,000 - 20%	Davis, Salt Lake & Utah
Halloween Pizza Party	\$292,179	\$58,436 - 20%	Salt Lake, Utah & Wasatch
Strasbourg	\$446,984	\$89,397 - 20%	Utah & Wasatch
Navajo Highways S2	\$505,154	\$101,031 - 20%	Grand & Salt Lake
Mystery at Blind Frog Ranch S5	\$1,289,472	\$257,894 - 20%	Uintah
Slay Day	\$4,500,000	\$1,125,000 - 25%	Salt Lake
	\$7,138,789 TOTAL Spend	\$1,652,758 TOTAL Incentives	



Co-op Committee Report

Lesha Coltharp, Co-Op Committee Chair



















CHAIR - LESHA COLTHARP

Tourism Director

Uintah County



EXAMPLE SET OWNERRoosters Brewing Co.



JOAN HAMMER Tourism Director Box Elder County



JORDAN SMITH
Director & Professor
Institute of Outdoor Recreation
& Tourism (USU)



KEVIN SMITHCEO & Executive Producer
Tuacahn Center for the Arts

Round 25 Overview

Applications



Applications Submitted



Ineligible Application



\$20K & Under Scored by UOT Staff



Over \$20K Scored & Interviewed by Co-op Committee



Awarded Funds

Round 25 Funding Summary

\$6,015,461.00

Requested Co-op Funds

\$4,157,525.00

Available Award Amount

\$1,857,935.87

Shortfall Amount

\$4,156,885.00
Amount Awarded

Breakdown

Non-Profits

Available Funds - \$750,000

Total Ask - \$1,256,504.93

Shortfall - \$506,504.93

- Any application ask over \$150k was lowered to an ask of \$150k.
- Any ineligible budget items were removed and the total ask was lowered according to the revised budget.
- The awarded percentage scaled with the points an individual scored.

DMO

Available Funds - \$3,407,525

Total Ask- \$4,566,405.75

Shortfall - \$1,158,880.75

- Any application ask above \$200k was lowered to an ask of \$200k.
- Any ineligible budget items were removed and the total ask was lowered according to the revised budget.
- The awarded percentage scaled with the points an individual scored.

Round 25 Awardees

Non-Profit Awardees

Total Awarded: \$749,550

Ballet West - \$34,100

Cache Valley Chamber - \$7,500

Casino Star Theater Foundation - \$6,250

Friends of the Moab Folk Festival - \$5,700

Grand Staircase Escalante Partners, Inc - \$6,000

Historic 25th Street Foundation DBA Ogden

Downtown Alliance - \$5,000

Joe's Valley Fest - \$12,090

Kayenta Arts Foundation - \$19,096

Kimball Art Center - \$61,846

Moab Museum - \$2,178

Moab Music Festival - \$24,180

Murray Area Chamber Foundation - \$5,980

National Ability Center - \$100,500

Ogden First, Inc. - \$18,200

Ogden Valley Adaptive Sports - \$16,988

Ogden's George S Eccles Dinosaur Park - \$15,000

Park City Opera - \$5,700

SUU Shakespeare Festival - \$67,000

The Living Planet Aquarium - \$52,000

Tuacahn Center for the Performing Arts - \$100,500

United States Ski & Snowboard Association-\$85,500

Utah Festival Opera & Musical Theater - \$37,336

Utah State University (USU) - \$9,806

Utah Symphony & Opera - \$31,000

Weber Cultural Legacy Foundation - \$20,100

DMO Awardees

Total Awarded: \$3,407,342

Beaver County Travel Council - \$76,000

Blanding City - \$13,000

Box Elder County Government - \$48,750

Brian Head Town - \$134,964

Cache Valley Visitors Bureau - \$72,410

Carbon County Office of Tourism - \$32,500

City of Provo - \$37,924

Discover Davis - \$182,250

Emery County Office of Tourism - \$46,314

Explore Utah Valley - \$182,250

Garfield County Office of Tourism - \$182,250

Grand County Government - \$146,250

Greater Zion Convention & Tourism - \$182,250

Heber Valley Office of Tourism - \$182,250

Juab County Tourism & Travel - \$88,730

Kane County Office of Tourism & Film - \$146,250

Morgan County Economic Development - \$73,906

Ogden/Weber CVB - \$182,250

Park City Chamber/CVB - \$182,250

Piute County Government - \$13,000

San Juan Office of Economic Development & Visitor

Services - \$182,250

Sevier County Economic Development - \$146,250

Ski Utah - \$182,250

South Salt Lake - \$12,788

Tooele County - \$125,938

Uintah County Travel & Tourism - \$180,488

Visit Cedar City - Brian Head - \$95,000

Visit Salt Lake - \$182,250

Wayne County Office of Tourism - \$94,380

Recommended Motion:

Approve Awarding \$4,157,525.13

Next Steps Checklist

- Submit a revised scope of work to reflect award amount submit to uotgrants@utah.gov
- Revise the ROI and Budget Worksheets to reflect award amount, submit to uotgrants@utah.gov
- Contract with revised scope will be emailed.
- Review, approve, and e-sign the document.
- Submit preliminary invoice for 50% of award.

Awardee Checklist

08.08.25

Award Announcement in UOT Board Meeting

#5

09.26.25

Review & approve draft; E-sign the official contract #2

08.15.25

Receive your Award Letter from UOT

#6

Submit initial invoice for 50% via Salesforce

#3

08.29.25

Submit revised materials to UOT (details in your Award Letter) #4

A draft of your contract will be sent to you

#7

Submit Co-op project marketing collateral for approval - Email <u>uotgrants@utah.gov</u> #8

<u>04.01.27</u>

Final report deadline - To be submitted via Salesforce

