



Utah Board of Tourism Development

June 2025





Moonscape
Credit: Marcin Zajac

Utah Film Commission
June 2025



New Utah Film Trail marker installed in Vernal

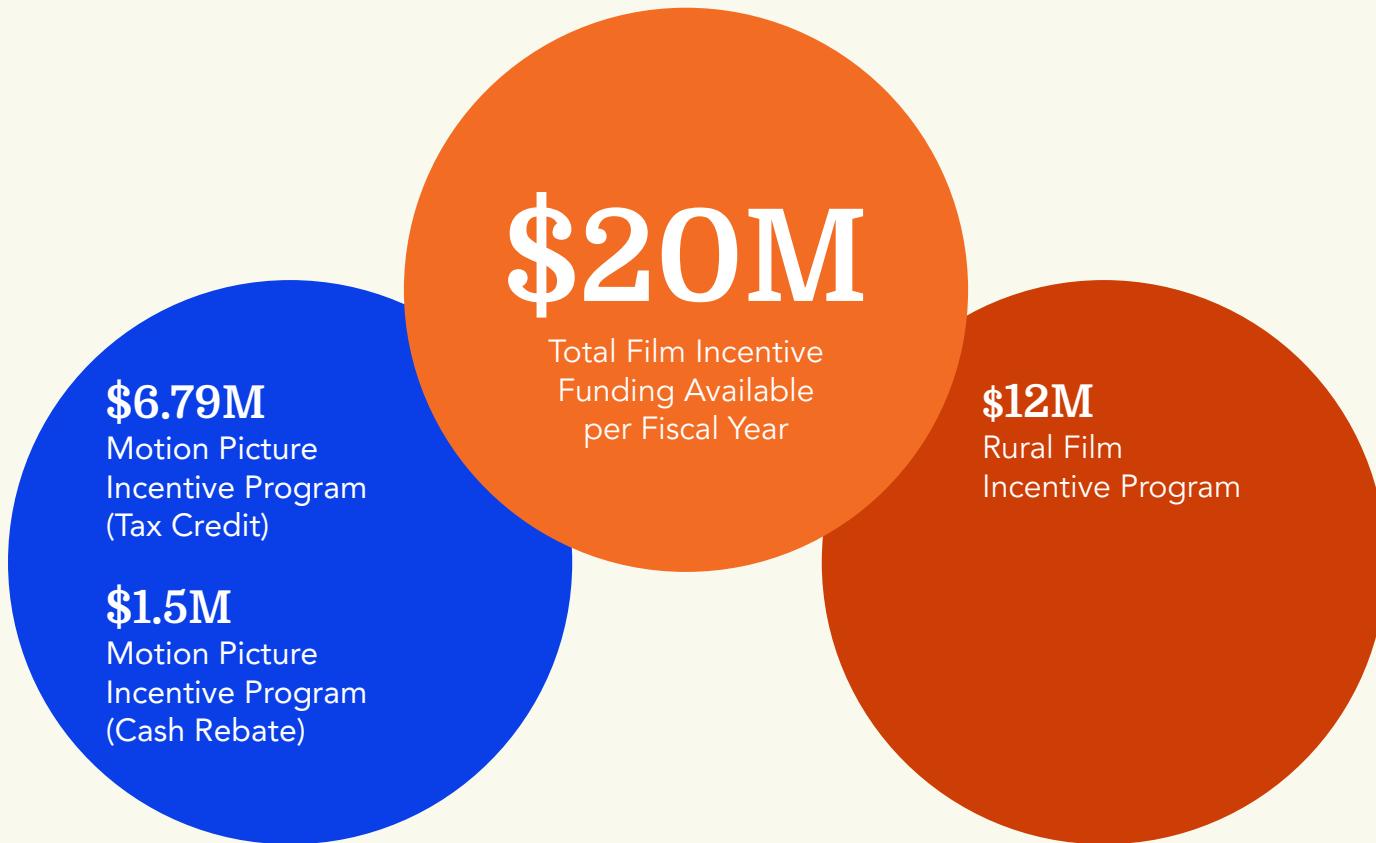


Recent Projects

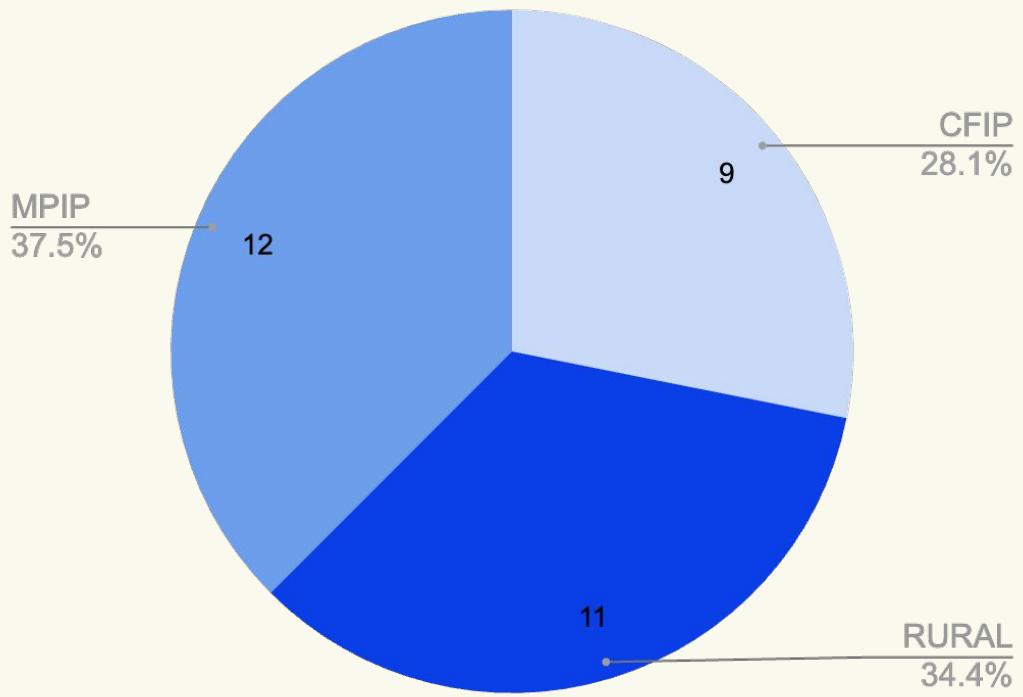


The Chosen Season 6 Set Visit
May 2025

Utah Film Incentive Funding



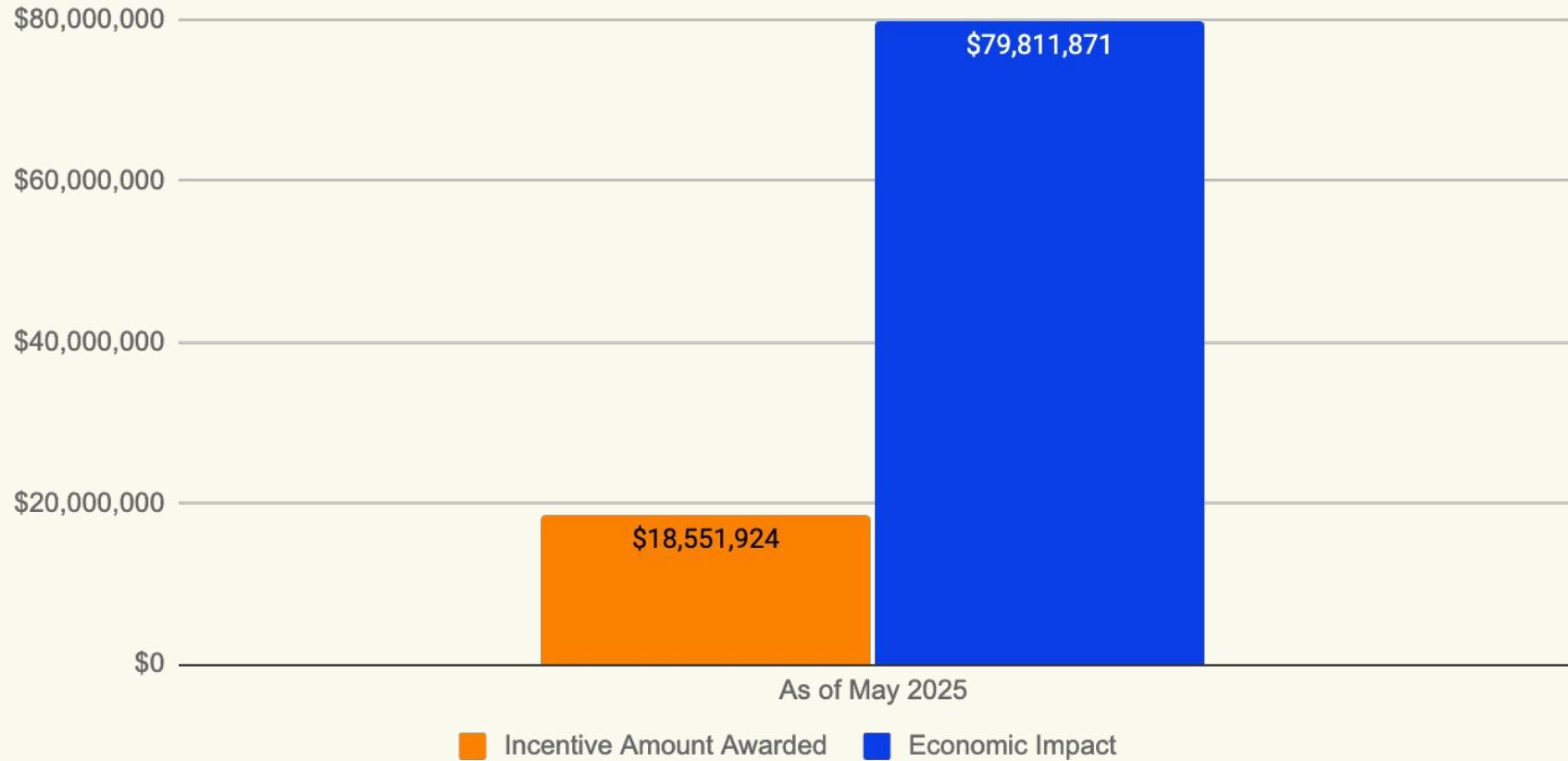
32 Approved Projects FY25



Filming locations include Davis, Grand, Iron, Juab, Millard, Salt Lake, San Juan, Sanpete, Summit, Tooele, Utah, Uintah, Wasatch, Washington, and Weber Counties



Incentive v. Economic Impact FY25





Incentive Applications

CFIP

Freshman Inventors

Rural MPIP

Keep Coming Back

The Secret of Skinwalker Ranch S7

Y: Marshals

Wild Horse Nine (Amendment)

Freshman Inventors / Community Film Incentive Program

Film Team:	Producers: Mark Viau, Deborah Von Brod Director: Jose Iorio
Project Highlights:	Utah inventors creating their own version of Shark Tank for up and coming entrepreneurs
Distribution:	Streaming on Netflix
Locations (County):	Salt Lake
Percentage Shot in Utah:	100%
Estimated Jobs:	Cast & Crew: 15
Estimated Spend:	\$300,000
Maximum Incentive:	\$60,000 (20% - Cash)
Production Dates (including Prep & Post-Production)	June 2025 – August 2025

Keep Coming Back / Rural Utah Film Incentive Program

Film Team:	Director/Producer: Mark Rosman
Project Highlights:	Very touching story about a father and daughter healing their relationship at a rehab in Utah
Distribution:	Festival circuit
Locations (County):	Summit and Wasatch
Percentage Shot in Utah:	99%, also filming in California
Estimated Jobs:	Cast & Crew: 95 Extras: 125
Estimated Spend:	\$1,825,000
Maximum Incentive:	\$456,250 (Rural Tax Credit - 25%)
Production Dates (including Prep & Post-Production)	September 2025 – March 2026

The Secret of Skinwalker Ranch S7 / Rural Utah Film Incentive Program

Film Team:	Producers: Joe Lessard, David Comtois, Jason Shoot, Matt Crocco
Project Highlights:	Season 7 of the popular show set in Utah at the Skinwalker Ranch in Vernal
Distribution:	History Channel
Locations (County):	Uintah
Percentage Shot in Utah:	93%, also filming in Alabama
Estimated Jobs:	Cast & Crew: 17
Estimated Spend:	\$3,254,851
Maximum Incentive:	\$488,228 (Rural Tax Credit - 15%)
Production Dates (including Prep & Post-Production)	July 2025 – November 2025

Y: Marshals / Rural Utah Film Incentive Program

Film Team:	Producers: David Glasser, Tom Prince Director: Spencer Hudnut
Project Highlights:	Procedural spinoff from the world of <i>Yellowstone</i> , starring Luke Grimes
Distribution:	CBS Network
Locations (County):	Summit
Percentage Shot in Utah:	100%
Estimated Jobs:	Cast & Crew: 255 Extras: 2000
Estimated Spend:	\$52,000,000
Maximum Incentive:	\$13,000,000 (Rural Tax Credit - 25%) Over 3 years FY25: \$4.33M, FY26: \$4.33M, FY27: \$4.33M
Production Dates (including Prep & Post-Production)	September 2025 – March 2026

Wild Horse Nine / Rural Utah Film Incentive Program

Film Team:	Producers: Diarmuid McKeown, Graham Broadbent, Anita Overland Director: Martin McDonagh
Project Highlights:	Martin McDonagh is best known for directing <i>The Banshees of Inisherin</i> & <i>In Bruges</i>
Distribution:	Theatrical via Searchlight
Locations (County):	San Juan & Grand
Percentage Shot in Utah:	15%, also filmed in Chile and Easter Island
Estimated Utah Jobs:	Cast & Crew: 60
Estimated Utah Spend:	\$1,820,126 - Original \$2,321,750 - Amended
Maximum Incentive:	\$455,032 (Rural Tax Credit - 25%) - Original \$580,438 (Rural Tax Credit - 25%) - Amended
Production Dates:	December 2024 – June 2025

Utah Spend / Incentive Approval Overview

Approve a total of **\$14,129,884** for incentives for the following productions, which have met the criteria defined by statute.

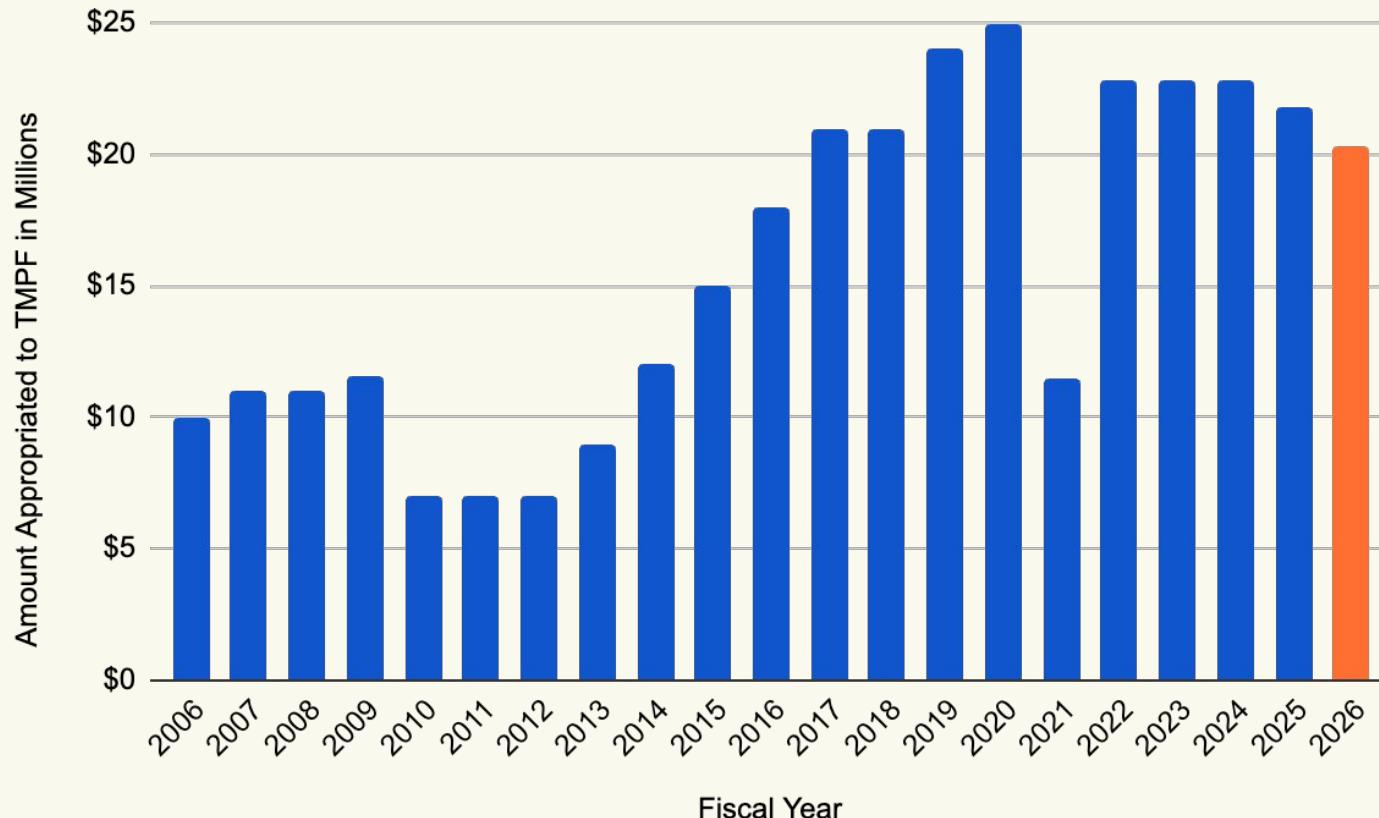
Production	Estimated Utah Spend	Incentive Amount Per Production	Locations (Counties)
<i>Freshman Inventors</i>	\$300,000	\$60,000 - 20%	Salt Lake
<i>Keep Coming Back</i>	\$1,825,000	\$456,250 - 25%	Summit and Wasatch
<i>The Secret of Skinwalker Ranch Season 7</i>	\$3,254,851	\$488,228 - 15%	Uintah
<i>Y: Marshals</i>	\$52,000,000	\$13,000,000 - 25% (\$4.33M over 3 fiscal years)	Summit
<i>Wild Horse Nine AMENDMENT</i>	\$501,624	\$125,406 - 25%	Grand and San Juan
	\$57,881,475 TOTAL Spend	\$14,129,884 TOTAL Incentives	

Fiscal Year 25-26 TMPF Budget

Becky Keeney
Director of Strategy
Utah Office of Tourism

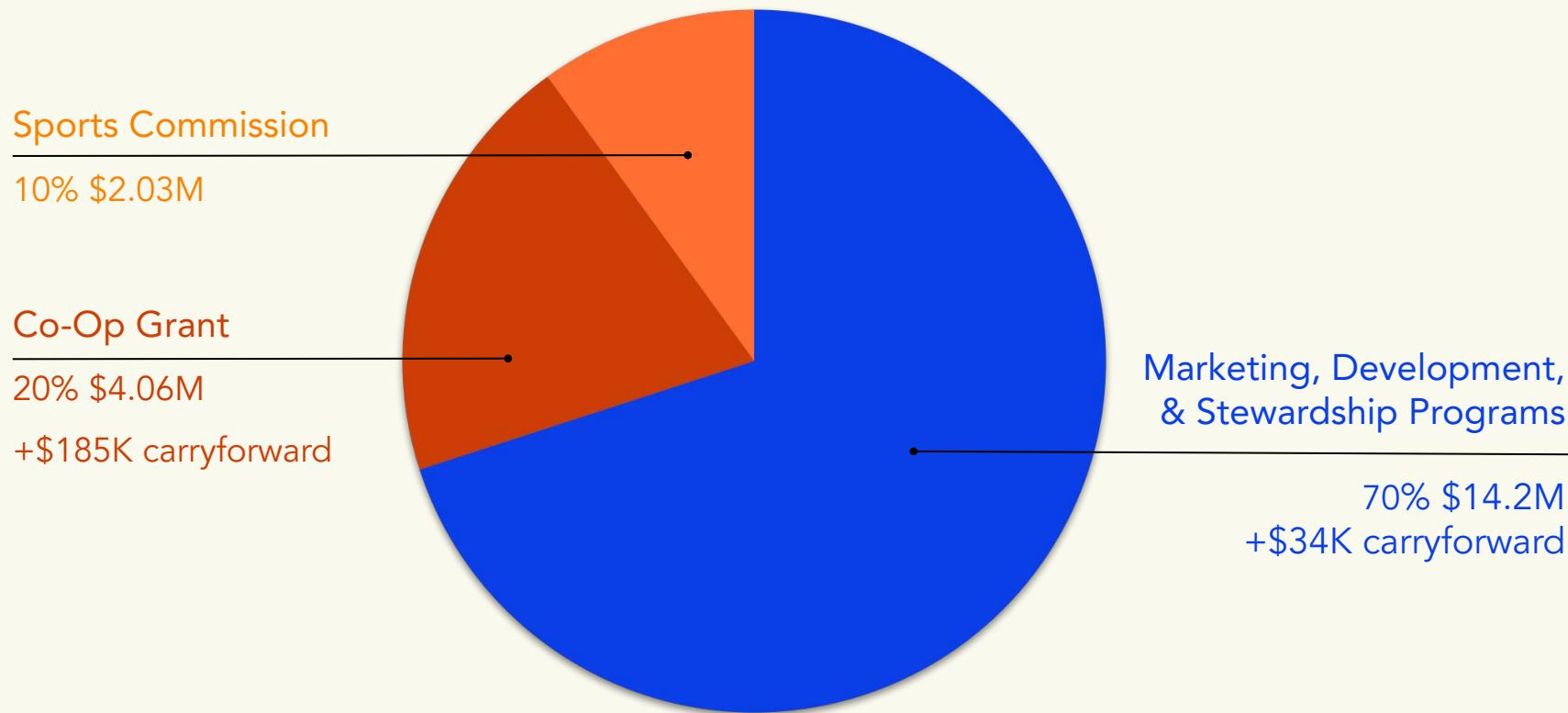


Utah Investment in the Tourism Marketing Performance Fund



Tourism Marketing Performance Fund (TMPF)

Allocation fiscal year 25/26: \$20,322,800



Co-Op Grants Program

\$4M

What Is It?

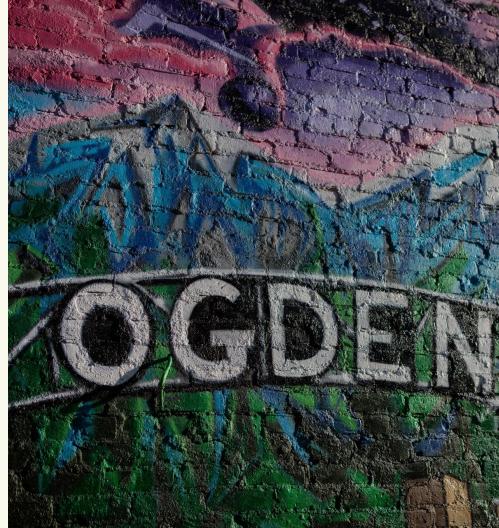
Traditional Co-op
Destination Development Partner Co-op
Visa Destination Insights

Timeline

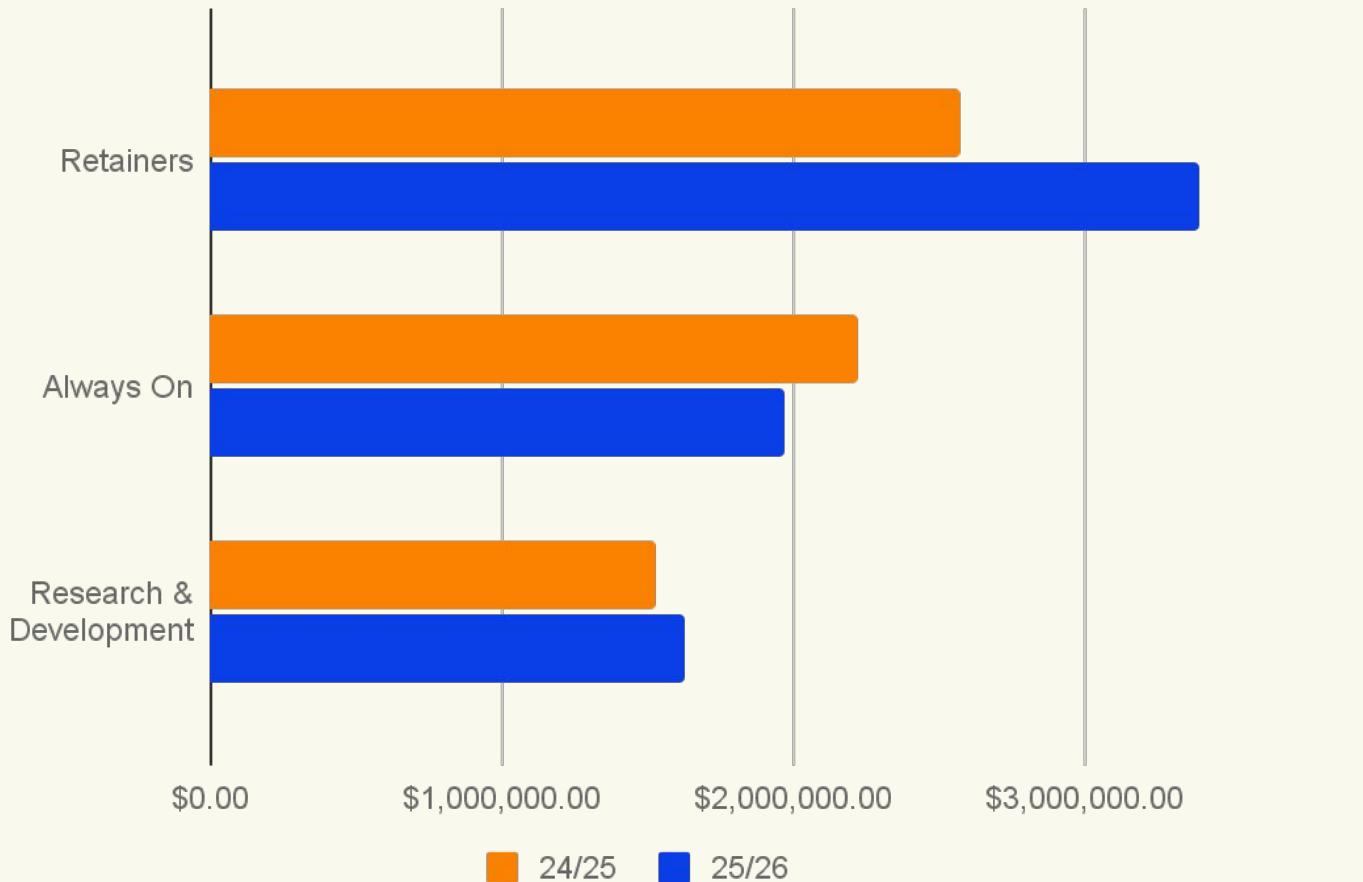
Applications deadline June 27th 5pm

Interviews July 28-30

Awards Announced August 8



Contracts





Parks & Beyond
\$4,145,588



Ski & Winter
\$2,232,239



Urban & Outdoors
\$890,000

Recommended motion:

**Approve the plan for the 2026 Tourism Marketing
Performance Fund budget of \$20,322,800**

A large, rugged red rock formation, likely a butte or mesa, dominates the background. The rock is layered and textured, with deep shadows and bright highlights from the setting sun. In the foreground, there is a field of green grass and several small, leafy trees. The sky is a clear, pale blue with a few wispy clouds.

Community and Partner Relations Team

Fiscal Year 2025 (Q4)



Meet the Team



Camille Johnson

*Community & Partner Relations
Director
camillej@utah.gov*



Rachel Creer

*Partner Resources Manager
rcreer@utah.gov*



Michelle Evans

*Grants Specialist
michelleevans@utah.gov*



Laici Shumway

*Partner Outreach & Collaboration
Coordinator
laicishumway@utah.gov*



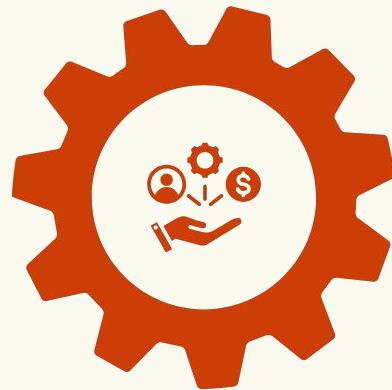
Diane Wilson

*Administrative Assistant
dianew@utah.gov*



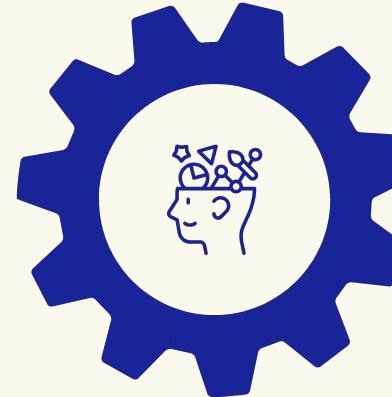
Relationships

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



Resources

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

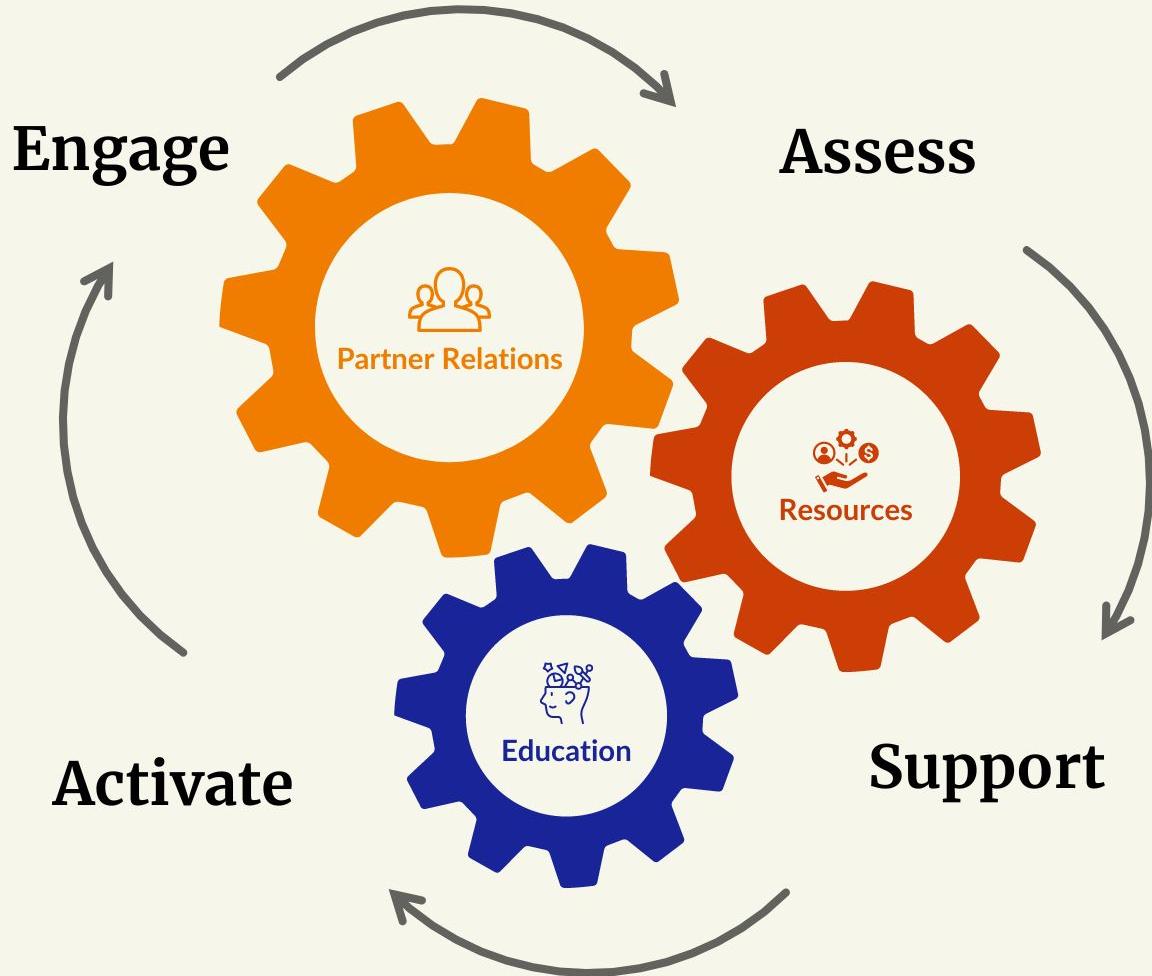


Education

Empower and inspire local stakeholders to leverage resources– enabling them to achieve their goals and optimize their tourism economy.

“3 Gear” Process

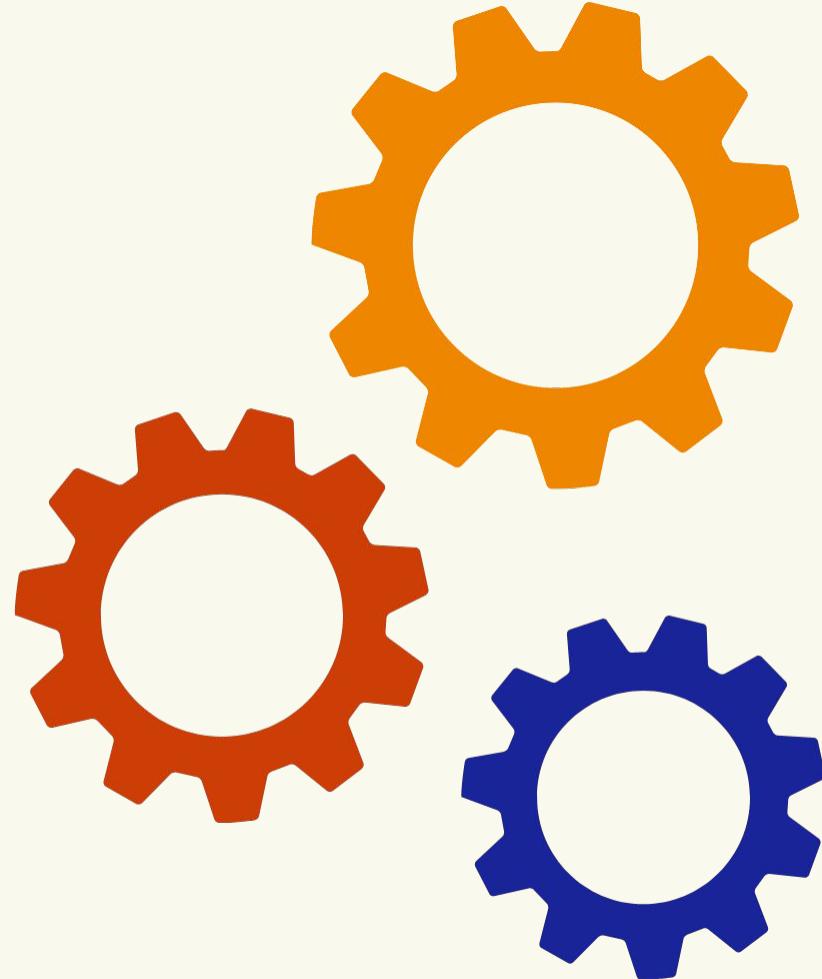
Community
& Partner Relations



Strategic Priorities

Fiscal Year 2025

1. Provide Priority Support for DMOs.
(Enable Community Led Visitor Readiness)
2. Connect Communities to Resources
(Enable Community Led Visitor Readiness)
3. Provide Stakeholder Education
(Enable Community Led Visitor Readiness)



Co-op 2025

$\$4,064,560 + \$71,018 = \$4,087,614$

TMPF (20%)

2023 Rollover

2025 Amount

Co-op 2025

\$4,087,614



CO-OP COMMITTEE 2025



CHAIR - LESHA COLTHARP
*Tourism Director
Uintah County*



KYM BUTTSCHARDT
*Owner
Roosters Brewing Co.*



JOAN HAMMER
*Tourism Director
Box Elder County*



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



KEVIN SMITH
*CEO & Executive Producer
Tuacahn Center for the Arts*

- 01 Guidelines Released - March 2025
- 02 Webinar - May 6th, 2025 @ 1 pm
- 03 Application Opens - May 19th, 2025 @ 9 am
- 04 Resources - Visit travel.utah.gov
- 05 Application Deadline - June 27th, 2025 @ 5 pm
- 06 Sign Up for Interview - Apps Over \$20K
- 07 Interviews - July 28th - 30th, 2025
- 08 Announcement - August 8th, 2025
- 09 Award Letter & Contract
- 10 Initial Invoice - 120 Days Prior to Project Start
- 11 Final Report & Invoice - 90 Days After Completion
- 12 Round 25 Deadline - April 1st, 2027



**NAVIGATING CO-OP
2025**



TOURISM

Business Development

Workshop

AGRITOURISM & ASTROTURISM

August 11th - 12th | SUU Alumni Center
travel.utah.gov/workshop

Discover innovative strategies to boost revenue and visitor capacity through agritourism & astrotourism at this collaborative event, presented by the Utah Office of Tourism with the support of the Economic Development Administration.

Tourism Business Development Workshop

Agritourism and Astrotourism

Registration Now Open 

Discover innovative strategies to leverage Utah's exceptional dark sky and agritourism opportunities. This workshop provides actionable insights for tourism professionals, business owners, and community leaders to generate sustainable revenue, expand visitor capacity, and enhance destination development through agritourism and astrotourism.

August 11-12, 2025 in Cedar City, Utah

Southern Utah University - Hunter Alumni Center, 405 W University Blvd, Cedar City, UT 84720

AGENDA

ACCOMMODATIONS

PARTNERS

CONTACT

TOURISM BUSINESS PITCH COMPETITION

Tourism Business Development Workshop

AUGUST 12 @ 1:30 PM

SUU Alumni Center

Seeking early-stage **agritourism** and **astrotourism** businesses ready to redefine unique experiences. Come compete for capital and expert support to cultivate your growth and reach for the stars.

Sponsored by



Learn more & apply

travel.utah.gov/workshop/

Joe Veneto

Chief Experience Officer

Joe Veneto, through Veneto Collaboratory, specializes in crafting **unforgettable experiences** that ignite economic growth and cultivate profound customer loyalty across tourism, hospitality, and service sectors.

Expert of Experience Design

Creator of **The Experience Formula™**, Joe has empowered countless organizations since 1996 to engineer unique customer journeys that consistently convert customers into passionate **brand ambassadors**.

Global Thought Leader & Influential Speaker

Recognized internationally for his expertise, Joe annually delivers **cutting-edge insights** on tourism trends and customer experience, inspiring innovation across the industry.



Sample of Veneto's Portfolio



[Columbia Valley, British Columbia](#)

**Regional Perspective*



[Scottsdale, Arizona](#)



[Deadwood, South Dakota](#)



[Augusta, Georgia](#)



[Paducah, Kentucky](#)



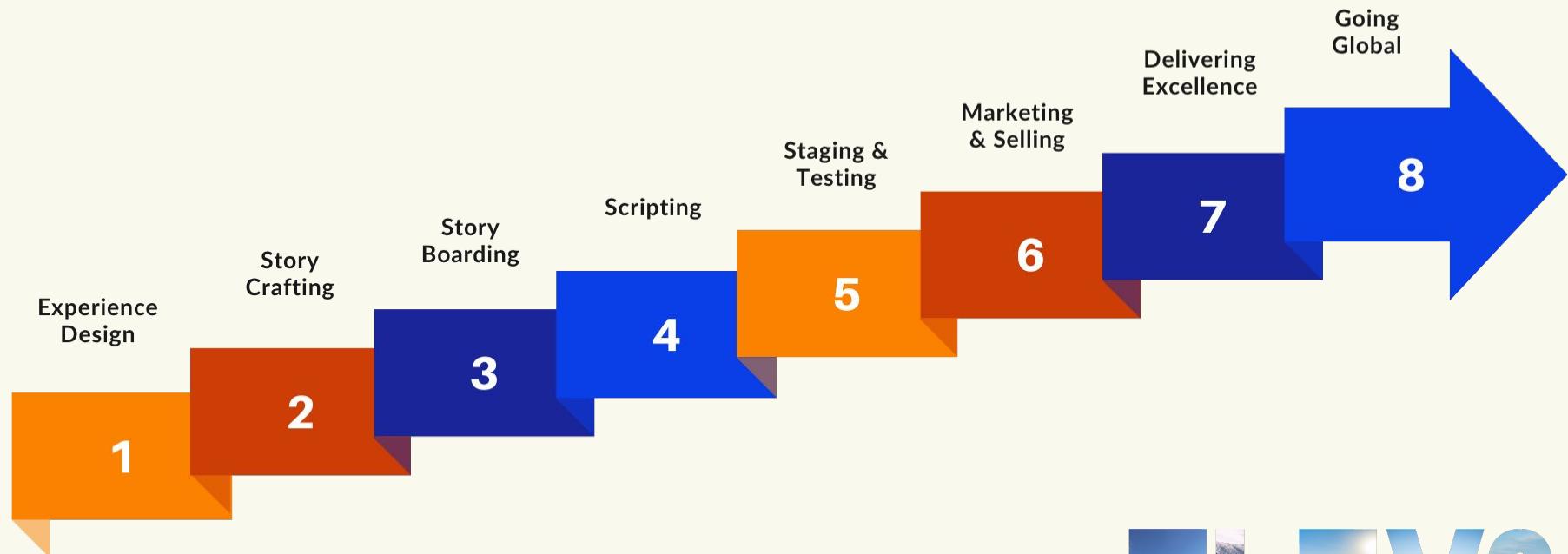
— UTAH PRODUCT DEVELOPMENT —

- Eight-Phase Product Development Process
- Materials From Veneto Collaboratories
- Phase 1 - Creation of 12 New Point-of-Sales Experiences
- Regional Approach Beginning in the SW Corner
- Build Internal Capacity Through Licensing Opportunities

Beginning Soon!

Product Development Process

Featuring Veneto's Design Studio Process™



— UTAH PRODUCT DEVELOPMENT —

Phase 1

Selecting a Region / DMOs

Criteria -

- (1) Must be in the same geographic area to make the best use of time and travel funds.
- (2) DMOs must be ready to establish perpetuating change in their area via product development.
- (3) DMOs must be able and willing to commit the funds (\$16,000 each) and time (upfront 3-4 days of training + several hours a month for seven months).

Possible Regions - Considerations

- Partner tours information
- DMO Survey
- Center for Rural Development intel
- Outreach to possible regions



SEVIER



IRON





Phase 2

Destination Assessment – June through August

Begin working with the “development champions”.

Conduct a Regional Destination Assessment of the tourism highlights in each region to discover the best opportunities for developing a group of new experiences.

Two visits per county -

1st Visit: Secret shopping regional highlights

2nd Visit: Meeting with potential partners on the Design Studio™ process and project



Phase 3

Selecting Products / Businesses

Each DMO works with UOT and Joe to select 4 products/businesses per county for a seven month development program.

The business must be fully established, stable, and interested in improving/expanding their visitor product.



GUIDES &
OUTFITTERS



STATE PARKS



LODGING
COMPANIES



RETAIL SITES



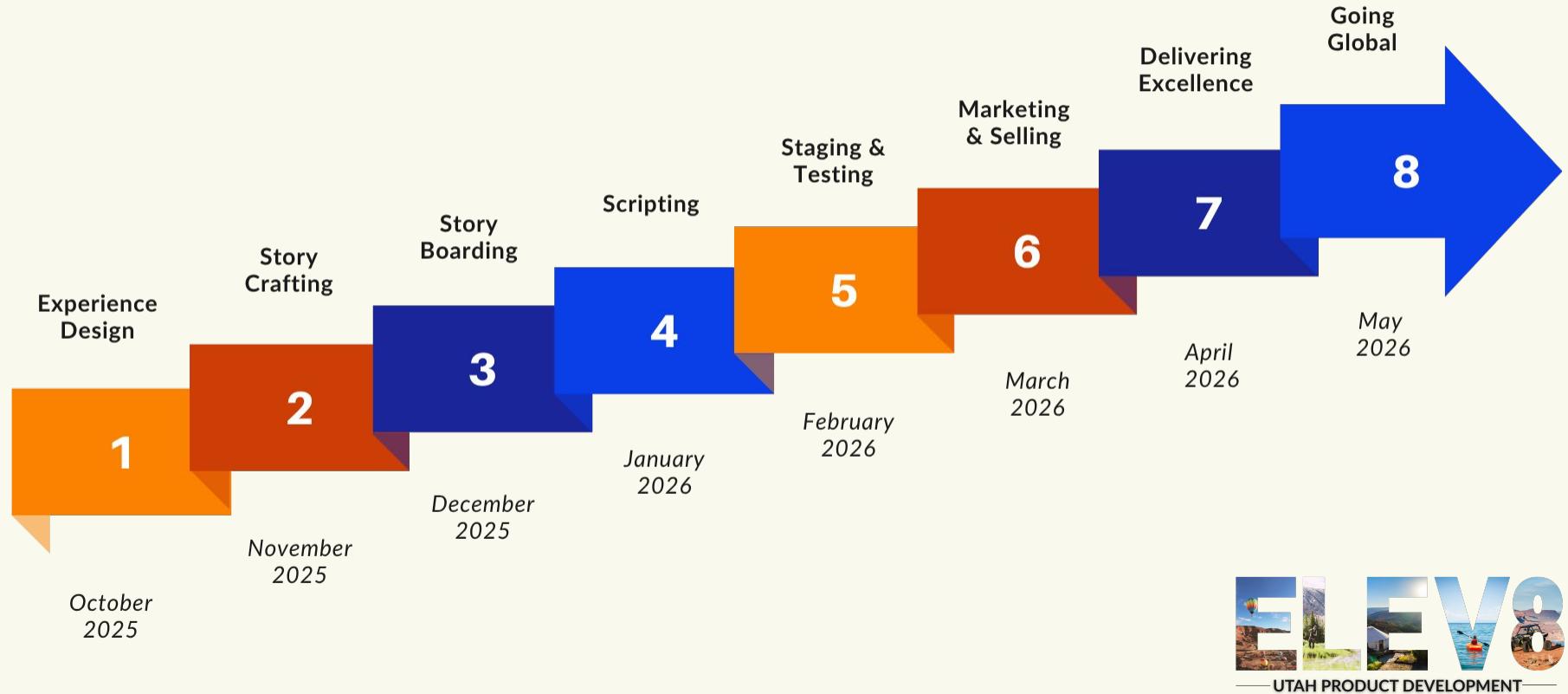
CULINARY
VENUES



CULTURAL SITES

Product Development Process

Featuring Vento's Design Studio Process™



Year 1 Deliverables

- (1) General training of two UOT reps
- (2) Training of the three DMOs involved
- (3) Creation of 12 visitor-ready products in the region
- (4) Opportunity for the state to purchase the licensing to continue the program





Licensing

Possibility of Years 2 - 5

- (1) Feedback from participating DMOs & business partners
- (2) Feedback from trained state representatives
- (3) Interest from other DMOs/regions

ELEVATE LIFE IN UTAH

ADVANCING THE VISITOR ECONOMY

MARKETING

DEVELOPMENT

STEWARDSHIP



RESEARCH, DATA, & ANALYTICS

VISITORS

RESIDENTS

STAKEHOLDERS



LIFE
UTAH
ELEVATED



Subscribe
Partner Newsletter

Audience Research Project Update

Camille Johnson

Director of Community & Partner Relations
Utah Office of Tourism

Becky Keeney

Director of Strategy
Utah Office of Tourism





EDA ARPA Grant

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

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



Subgrants

Feasibility & Economic Impact Studies, Implementation Grant, & Product Development Studios



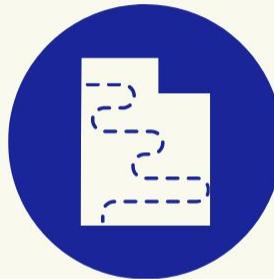
Niche Audience Studies

Market research conducted to identify five niche travel audiences



Sentiment Surveys

Used to identify the impact of tourism on communities, visitors, & industry stakeholders



Utah Film Trail

Creation & promotion of markers for many significant film locations throughout Utah



Responsible Visitation Messaging

Creation of key messaging aimed at visitors and residents to protect tourism resources



Tourism Exchange

Technology platform that connects Utah suppliers to a global B2B distribution system



Tourism Resiliency Trainings

Training opportunities for the industry including agritourism and astrotourism events

1

Potential Travelers

2

Activities

3

Travel Trends

INTRODUCTION



Our EDA niche audience research study both validates audiences we've been targeting, helps to define new, high-quality visitors we can target, and understand their travel motivations, spending habits, demographics, sentiments, behaviors, and how to connect with them.

A wide-angle photograph of a desert landscape. In the foreground, there are green shrubs and small bushes. Behind them are several layers of red rock formations, with the most prominent being a large, flat-topped mesa on the right and a long, low range on the left. The sky is a clear, pale blue.

Methodology

UOT x LOVE

HOW WE GATHERED THIS INFORMATION

To gather this information, Love Communications conducted extensive research and analysis, combining surveys, interviews, first-hand data collection, and analysis of existing studies to verify all our findings."



OUR RESEARCH INCLUDED

1. **5 domestic and international surveys** with over 7,600 total responses
2. **32 one-on-one interviews** with travelers
3. **8 focus groups** to discuss travel preferences
4. **Additional research** for each tourism niche
5. **International comparisons** to see global patterns

OUR APPROACH

We asked questions in two ways:

1. Open-ended questions: Letting people tell us what activities interest them without suggesting options
2. Selection questions: Having people choose from a list of activities

Then, we carefully analyzed all responses to identify the most popular and emerging tourism niches.

DOMESTIC METHODOLOGY DETAILS

- Respondent must have lived in the United States of America, have some responsibility in travel decision making, and have at least one leisure trip planned in the next twelve months. Additionally, for the specific segments, they had to pass an audience classification sequence of questions to be properly vetted.
- Additionally, they must have taken a leisure trip to a state in our competitive set and/or Utah in the last twelve months (AZ, CA, CO, NV, NM, UT, WA, WY, ID, MT, OR).
- There were quotas implemented on gender to ensure we don't oversample females vs. males. Age and education levels were monitored against census level information.



AUDIENCES | AT A GLANCE



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 destination's culinary and urban offerings.

TRAVEL TRENDS

Astrotourism

This growing form of tourism appeals to nature lovers, astronomy enthusiasts, and those seeking a deeper connection with the universe.

Agritourism

This form of tourism appeals to those seeking authentic, immersive experiences that blend education, nature, and culture.

Cultural & Historical Tourism

A blend of two experiences: traveling to explore a destination's heritage and traditions, alongside visiting museums, ancient ruins, historic sites, or visitor's centers to learn more about the area's past.

Culinary Tourism

A travel experience focused on exploring a destination's food scene through high-end dining, unique restaurants, and local flavors.

Event Tourism

Travel wherein a destination is picked to attend a specific event, whether that be a concert, sports competition, festival, or a major cultural gathering.

Health & Wellness Tourism

Travel centered on relaxation, rejuvenation, and self-care through activities like spa treatments, massages, meditation retreats, and wellness getaways.



Cultural & Historical Tourism

UOT x LOVE

CULTURE & HISTORICAL OVERVIEW

Cultural & Historical Tourism involves exploring a destination's heritage, traditions, museums, historic sites, and landmarks. These travelers seek to learn about an area's past and unique cultural elements, typically as half-day or full-day excursions within a broader trip.



DEMOGRAPHICS

Gender: Even split of males and females

Age: Primarily 35+ years old

Party: More couples/spouses than families

Income: \$50,000+ households

Travel Frequency: Take more leisure trips annually than other niche segments

MEDIA HABITS

Most frequently use:

- YouTube
- Facebook
- Television (notably higher use of traditional/linear TV)
- Mobile devices
- Instagram

TRAVEL PLANNING

- Spend most time on trip inspiration phase
- Research destinations extensively before arriving
- Motivated by experiences unique to destinations and stress relief

UTAH AWARENESS

3.2/5.0

Average familiarity of Utah as a leisure travel destination

(Utah ranks 6th out of 8 other states surveyed)

CONNECTING WITH CULTURED HISTORY BUFFS

MARKETING TIPS FOR YOUR DMO

1. **Highlight unique local history:** Emphasize stories and experiences visitors can't find elsewhere
2. **Focus on couples:** Cater to spouse travelers rather than just families
3. **Create detailed pre-trip content:** These travelers research extensively before arriving
4. **Package half-day and full-day options:** Most prefer cultural experiences as part of a broader trip
5. **Utilize visual storytelling:** Leverage YouTube and Instagram to showcase historical sites and cultural experiences

GETTING STARTED WITH LIMITED RESOURCES

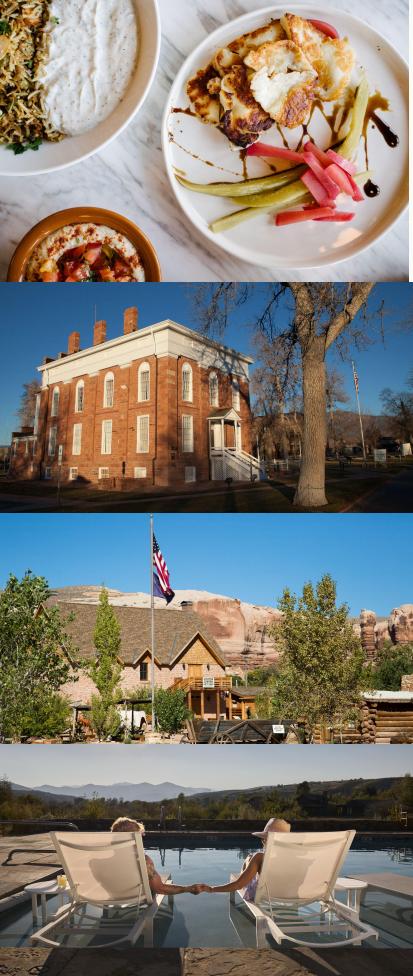
1. Identify your most distinctive historical sites and cultural traditions
2. Create simple self-guided tour materials connecting multiple spots
3. Partner with local museums, cultural centers, and guides
4. Capture compelling photography and short videos for social media
5. Create sample itineraries integrating cultural experiences with dining and small-town exploration

ACTIVITIES INTERESTS

- Food and dining experiences
- Small town exploration
- Museum visits

COMPLEMENTARY NICHES

- Relaxation experiences
- Astronomy tourism/stargazing
- Ghost towns and tours
- Film tourism



More information

Access the profiles at Travel.Utah.Gov

Join us at the Tourism Business Development workshop August 11th-12th in Cedar City to deep dive into the Agritourism and Astrotourism profiles and how to use them.

Attend a breakout session at the Utah Tourism Conference.

Request a session during the DMO 1:1s at the Utah Tourism Conference to explore these audiences for your county.



Niche Audience Interests

A deeper understanding of our audiences— their travel motivations, spending habits, demographics, sentiments, behaviors, and how to connect them. [Download the document](#), which includes the following topics:



AGRITEURISM

Agritourism connects visitors with agricultural experiences such as farm stays, harvest demonstrations, farm-to-table dining, and hands-on farming activities. It appeals to travelers seeking authentic, educational experiences that blend nature and culture.



ASTROTURISM

Astrotourism (commonly known as "stargazing") is a travel experience where visitors observe the night sky and celestial events in locations with minimal light pollution. It appeals to nature lovers seeking both adventure and relaxation away from crowds.



CULINARY TOURISM

Culinary Tourism focuses on exploring a destination's food scene through high-end dining, unique restaurants, and local flavors. This might include food tours, chef-led tasting menus, and renowned culinary hotspots. These travelers seek authentic, innovative dining experiences worth spending extra on and sharing with others.



CULTURAL & HISTORICAL

Cultural & Historical Tourism involves exploring a destination's heritage, traditions, museums, historic sites, and landmarks. These travelers seek to learn about an area's past and unique cultural elements, typically as half-day or full-day excursions within a broader trip.





LIFE
UTAH
ELEVATED

Next Board Meeting:
Friday, July 11
@ 10am - Virtual