

Tourism Office



Our mission is to solidify Davis County's reputation as a leading destination for both leisure and business tourism, thereby fostering sustainable community benefits and enhancing the quality of life for all residents.

Prior Year Inputs/Outputs	Core Functions & Services
<p>FTE (2024): 7 Full-Time Employees</p> <p>Revenues 2024: TRT: \$2,550,001 Restaurant: \$7,445,507 Car Rental: \$ 943,497 Tourism Office: \$592,350</p> <p>Expenses 2024: \$12,150,926.19 DMO: \$2,211,976 Transferred to Fund 47: \$6M Transferred to GF: \$271,250 Bond Payment: \$3,667,700</p> <p>Events: GSL Bird Festival; Antelope by Moonlight; Utah Tourism Conference; Utah Air Show</p>	<ul style="list-style-type: none"> Promote and market Davis County's unique landmarks and stories to increase visitor traffic to the county resulting in economic impact to the area that also helps offset taxes for each household in the county. Create experiences for all travelers, including, the leisure traveler, event participants, and convention attendees to encourage longer stays and increase spending within the community. Plan and execute several significant events and support community lead projects that fit within Tourism. Destination Development and being a voice for the Tourism industry locally and on a state level.

Current Year Projected Outcomes - 2025

In 2025, Discover Davis advanced its mission to position Davis County as *Utah's Amusement Capital* through a comprehensive strategy that combined marketing, brand development, public relations, destination sales, event activation, and community engagement. From securing more than \$182,000 in grant funding to support future campaigns, to launching new campaigns and promotional resources for both the Davis Conference Center and the Western Sports Park, our team worked to expand visibility and generate measurable returns. We executed targeted digital and traditional marketing campaigns, strengthened partnerships with hotels, attractions, and local businesses, and advocated for tourism at both the local and state levels. Major highlights included the rollout of new sports and meetings promotional materials, hosting high-profile tournaments and conferences with millions in direct economic impact, and staging signature events such as *Antelope by*

Moonlight and the *Great Salt Lake Bird Festival*, which drew visitors from across the country. Looking ahead, the grand opening of the Western Sports Park will serve as a cornerstone celebration of our investment in sports tourism and community vitality. Collectively, these efforts demonstrate how tourism continues to fuel economic growth, enhance infrastructure, and enrich quality of life for residents and visitors alike.

Grant Funding & Operations:

- Secured a total of \$182,250 in funding for our 2026 Co-op Campaign from the Utah Office of Tourism Marketing Co-op Grant Program, targeting Leisure and Sports/Conventions sectors:
 - 2026 Amusement Defined Campaign expected to generate 5,700 room nights; \$2.36M in economic impact, with a 6.48 ROI;
- Host the Annual Discover Davis Luncheon with community partners and Stakeholders

Brand Development:

- Emphasized Davis County's identity as a premier destination for amusement and recreation, focusing on the "Not on the Agenda" campaign showcasing the beauty and diversity of Davis.
- Brand awareness for WSP opening. Launched the "Champions Loading" campaign to increase sales efforts and awareness of the facility.
- Regularly met with the Davis Conference Center team to work on joint marketing efforts for the Center and Discover Davis as a whole.
- Continued to improve the Discover Davis website and fully launched the new Western Sports Website.
- Content Creation through video, photography and design.

Digital and Traditional Marketing:

- Honed in our SEO-optimized content and strategy with the help of an SEO expert across digital platforms to enhance search engine rankings and visibility.
- Conducted targeted joint-effort marketing blitz with Lagoon Amusement Park to increase overnight stays and Lagoon visitation.
- Launched comprehensive social media campaigns featuring interactive content such as videos, infographics, and engaging blog posts that highlight local attractions, provide travel tips, and promote upcoming events.
- Focused on three major campaigns/audiences: Sports, Meetings and Leisure.
- Worked with several sports industry companies and professionals to highlight Davis County as an ultimate youth sports destination.

Public Relations:

- Sent a newsletter to 100 key sports writers to drive awareness of Western Sports Park and solidifying Davis' space in the youth-amateur sports tourism space.

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- Two press releases about the grand opening of Western Sports Park
- Mailer boxes
 - 10 writers received a customized Discover Davis boxes with swag and information about having an event in Davis County
- Press Visit from Matt Traub with Sports Travel Magazine
- Developed partnerships who align with the county's brand to extend messaging to larger audiences.

Western Sports Park Marketing Materials and Resources: To prepare for the grand opening and long-term positioning of the Western Sports Park, our office has invested in a suite of marketing assets and resources designed to attract event organizers, athletes, and visitors:

- Dedicated Website – A new, SEO-optimized website with event information, booking resources, venue details, and visitor planning tools.
- Promotional Materials – Professionally designed brochures, playbooks, and digital guides tailored for sports organizers, meeting planners, and community partners.
- Brand Collateral – Branded signage, banners, and templates to ensure consistent visual identity across all platforms and events.
- Multimedia Assets – Photography, video highlights, and digital content to showcase facilities, tournaments, and visitor experiences.
- Sales & Event Resources – Custom pitch decks, fact sheets, and presentation materials to support destination sales and recruitment of high-profile events.

Local Partnerships:

- Collaborated with local businesses, hotels, attractions, sporting organizations, and event planners to create promotions and packages that encourage longer stays and greater visitor spending.
- Served as an advocate and resource for the hospitality industry, strengthening relationships with hotels and attractions to ensure tourism growth benefits both visitors and residents.
- Continued support for the arts and cultural sector through partnerships that enrich the local scene, elevate visitor experiences, and foster community pride.

Destination Sales:

- Focused on attracting high-profile conferences, sports tournaments, and festivals to boost the local economy and gain longer-term promotional benefits;
- Fall FAM Oct 6-8 targeted to Sports Event Organizers ;
- Hosted a national Sports Writer
- Attended trade shows and industry conferences to connect directly with event organizers and pitch Davis County as an ideal location for various events:
 - Over \$4 million in total direct economic impact with new or continued events

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- Estimated 6,000+ room nights
- Awarded National event for 2026 - Estimated \$2.5M in economic impact
- The Dunk Camp- new to Davis County brought great media impact (Viewmont High)
 - Instagram- 82,813 views, reached 63,999 accounts
 - TikTok- 72,496 views, 57,000 reached accounts
 - Brought world famous dunkers to our county - Jordan Kilganon
- 3 New volleyball events
 - Hype Nation (WSP)
 - Mountain Valley Mayhem (WSP)
 - Hill AFB Volleyball tournament (F5 Athletics)
- Worked with community partners on future opportunities to host large events.

Unique Tourism Events:

- Hosted signature events like the "Antelope by Moonlight" bike ride and the "Great Salt Lake Bird Festival" to showcase the natural environment and unique experiences available in Davis County.
 - Antelope by Moonlight Highlights:
 - 1,500+ Registered Riders
 - Out-of-state Riders from 19 states
 - 270 Vendors
 - \$7,500 Cash Sponsorships
 - \$5,000 in prize giveaways
 - \$8,500 cash sponsorships and \$3,00 In-kind
 - \$200,000 Estimated Economic Impact
 - GSLBF Highlights:
 - \$350,000 Estimated Economic Impact
 - \$13,500 cash sponsorships & \$2,500 In-kind sponsorships
 - 1300+ Tickets Sold
 - 40 Vendors at new Wings & Things Vendor Fair
 - \$3,025 in vendor registrations
 - 81 field trips, 15 workshops, plus classes and activities = Over 100 events
 - Attendees came from 20 different States, and Great Britain
 - 875 Student Artwork Entries
- Grand Opening Celebrations: Western Sports Park
 - Planned two large events: Ribbon Cutting VIP Event September 16, 2025 & the Community Grand Opening Celebration on September 17, 2025

Community Engagement:

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- Partnered with local residents and municipalities to actively shape tourism development and support city-level initiatives.
- Championed local and state-level advocacy efforts, ensuring that the voice of Davis County tourism is represented in legislative, policy, and funding discussions that impact the industry.
- Annual Mural Grant Program to beautify and engage communities, enhancing local aesthetics and visitor experiences;
- Played a key role in major capital projects designed to strengthen Davis County's tourism economy while delivering long-term benefits to local residents.
- Developed and shared resources and materials that empower communities, businesses, and stakeholders to align with tourism efforts and maximize collective impact.

Key Performance Indicators (KPIs):

- Monitored increases in hotel occupancy rates, sales leads, and bookings;
- Brand Awareness for Discover Davis, WSP and Davis Conference Center;
- Sentiment of social media mentions and online reviews;
- Digital Marketing increases, lifts, and overall ROI;
- Assessed the economic impact and revenue growth;
- Event participation and revenue generated.

Community Benefits:

- Economic uplift from increased tourist activity, providing more business for local venues and creating job opportunities;
- Investment in local improvements funded by tourism revenues, benefiting both residents and visitors.

Community Support and Funding:

As for community involvement and support, we have given or will give by the end of the year significant resources to various projects and organizations. Below are some *estimated* contributions Davis County Tourism has provided to community partners, and is not limited to just the list below:

- 4th Grade County Material and execution of requests
- Arts Community: \$40,000
- USU Extension and Botanical Center
 - Events Sponsorship: \$25,000
 - Ag Heritage Arena O&M Costs: \$65,000+ and \$11,500 Reserve
- Jordan River Commission Membership
- Friends of Antelope Island: \$12,000 donation, in addition to promotional support for Antelope Island State Park

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- Staycation Guide creation and printing in partnership with the Davis County Health Department
- Davis Chamber Guide (In-kind): Our office wrote and provided all the content for Davis County information in the annual chamber guide
- Mural Grant awarded to local businesses for Mural creation.
- \$5,000 annual donation to the Hill Air Force Museum.

This strategic approach has elevated Davis County’s reputation as both a leisure and business tourism destination while delivering real value at home—strengthening infrastructure, driving economic growth, and enriching the community’s cultural landscape.

2026- Next Year Budget Initiatives

OPERATIONS

The Discover Davis Office serves as Davis County’s official Destination Marketing and Management Organization (DMO), responsible for promoting the county as *Utah’s Amusement Capital* and a premier destination for sports, meetings, conventions, and leisure travel. Our work drives measurable economic impact by attracting visitors, supporting local businesses, and generating tourism tax revenues that directly benefit residents. Beyond marketing, we serve as a resource, advocate, and partner for hotels, attractions, cities, and community organizations—advancing projects, events, and initiatives that strengthen the local economy and enhance quality of life in Davis County.

The Tourism Office is driving Davis County’s brand as Utah’s “Amusement Capital,” showcasing our unmatched blend of attractions, events, and experiences. Our strategy is bold and multi-layered—designed to highlight the county’s unique strengths, connect with a wide range of visitors, and inspire both new and repeat travel. By growing tourism, we’re not just filling hotel rooms and restaurants—we’re fueling economic growth, supporting local businesses, and enriching the quality of life for our residents.

1. **Brand Development:** What makes Davis County "Utah’s Amusement Capital"
2. **Marketing & Advertising:** Launching a new Campaign: Amusement Defined:
 - a. With support from the Co-op Grant, Discover Davis will launch the 2026 “Amusement Defined” campaign—a comprehensive, multi-channel initiative promoting Davis County as a premier destination for leisure travel, business events, and sports tourism. This campaign will highlight

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Davis County's unique value proposition: an accessible, all-season destination offering amusement, adventure, and modern event infrastructure.

- b. **Digital and Traditional Marketing:** SEO-optimized content, pay-per-click advertising, CTV opportunities, OTA partners, and social media campaigns to boost online visibility. Create engaging blog posts, videos, and infographics that provide helpful travel tips, highlight local attractions, and promote upcoming events.
 - c. **Public Relations:** Use press releases, guest posts on travel blogs, and influencer and media partnerships to get the word out.
3. **Local Partnerships:** Collaborate with local businesses, events, and sports organizations to offer special promotions or packages, thereby encouraging longer stays and increasing spending per tourist. Additionally, continue to sponsor our arts community through strategic partnerships
4. **Destination Sales and Promotion:** Attract high-profile conferences, sports tournaments, or festivals to the area by marketing, content creation, and attending specific tradeshow and conferences to meet with event organizers. These events supply a boost to the local economy and generate media coverage that serves longer-term promotional aims.
 - a. Conference and Tradeshow - promoting meetings and sports venues; 1:1 meetings with event organizers;
 - b. Strategically work with sports and meetings groups to host their events in Davis County through sponsorship programs, incentive opportunities, and trade show presentations;
 - c. Create and execute a Sports FAM in partnership with Visit Ogden:
 - i. 10-12 clients; Accommodations; Transportation; Activities; Gifts; Venue and Park Visits
5. **Unique Events:** Antelope by Moonlight; Great Salt Lake Bird Festival; Utah Airshow
6. **Community Engagement:** Involving residents in tourism development and supporting local cities events and tourism related efforts. Additionally, mural grants will be included in our community engagement efforts.

KPIs to Measure Success:

1. Generate room nights, drive increased ADR's
2. Sales Leads and Bookings
3. Positive sentiment in social media mentions and online reviews
4. Increase in revenue for local businesses
5. Economic impact showing the contribution of tourism to the local economy
6. Brand Awareness

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Community Benefits:

- 1. Economic Boost: More tourists mean more business for local shops, restaurants, and hotels, ultimately providing job opportunities.
- 2. Improved Infrastructure: Revenue generated from tourism can be reinvested to enhance local facilities and services, which benefits both tourists and residents.
- 3. Cultural Exchange: Tourism encourages cultural interactions, fostering a sense of community and belonging.

Through a deliberate and data-driven marketing strategy, Discover Davis is positioning Davis County as a premier destination that draws both leisure and business travelers. Our efforts not only attract visitors but also fuel the local economy, support community assets, and enhance quality of life for residents.

Budget Details for 2026:

TOURISM REVENUES - PROPOSED	2026
TRT - Hotel	\$2,702,790
TRCCA - Car Rental	\$984,194
TRCCA - Restaurant Tax	\$7,798,046
Tourism Dept.	\$537,950
Western Sports Park	\$1,196,600
Interest Fund 47	\$646,000
TOTAL	\$13,865,580

42% of the total projected revenues are already committed with the Bond Payment, Lease Payment, Davis Heritage Center and Tourism Dept Allocations (including DD, WSP and DCC).

COMMITTED EXPENDITURES TOTAL FUNDS	2026
WSP BOND Payment - 2042	\$3,665,075
Lease Payment to Davis County - 2054*	\$1,831,939
Davis Heritage Center (USU) - 2036 **	\$76,500
Expenses to General Fund (Allocations)	\$344,190
TOTAL	\$5,917,704

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*Annual escalation clause at 2% - max payment of \$3.19M

** \$65,000 Operating Costs - USU will cover O&M costs from \$65,000 to \$113,500. If O&M exceeds \$113,500, USU and Davis County will each cover 50%; \$11,500 reserves

GENERAL FUND CONTRIBUTIONS	2026
Lease Payment	\$1,831,939
HR Allocation	\$128,386
Maintenance Allocation - DD	\$52,091
Maintenance Allocation - WSP	\$158,712.92
Jordan River Commission	\$7,500
Shared Data Service Provider	\$25,500
USU Extension - Salaries	\$5,000
Legislative Affairs - NUCC Sponsorship	\$1,500
TOTAL	\$2,210,629

Discover Davis - Tourism Office - 2026 Budget Details:

Category	2025	2026	+/-
Subs and Memberships	2.74%	3.51%	28.10%
Promotions	6.34%	5.58%	-11.99%
Promotional Material	2.98%	2.50%	-16.11%
Advertising	47.24%	43.31%	-8.32%
Moonlight Ride	2.70%	2.55%	-5.56%
Travel/Educ.& TRNG.	5.04%	4.03%	-20.04%
Bird Festival	3.84%	3.63%	-5.47%
Operational Misc.	2.11%	1.74%	-17.54%
Donations	13.90%	9.40%	-32.37%
Software Subscription	3.10%	6.15%	98.39%
Contract Services	6.30%	5.26%	-16.51%
Allocations	3.70%	12.30%	232.43%

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The following line items within the proposed 2026 budget reflect directives previously assigned to our office by the County Commission, either for administrative management or to support broader county initiatives that are outside of Tourism’s core strategic priorities and initiatives.

SUBS & MEMBERSHIP	
Jordan River Commission	\$7,500
DONATIONS	
Local Arts Sponsorships (DAC, BDAC, CP)	\$40,000
Donation Baskets (UAC, UTC, ETC)	\$1,500
Legislative Affairs - NUCC Sponsorship	\$1,500
North Salt Lake Get in the River Event	\$675
USU/Botanical Center Sponsorship (Including 4-H Livestock Show)	\$25,000
Friends of Antelope Island	\$12,000
Hill Air Force Air Show	\$30,000
Aerospace Museum Donation	\$5,000
CONTRACT SERVICES	
USU Heritage Operations	\$65,000
USU ANNUAL RESERVE FUND PAYMENT	\$11,500
OPERATIONS	\$199,675