

Utah Board of Tourism Development

November 2025



Travel Communicators Network Meeting U.S. Travel Association - Washington, D.C.





https://travel.utah.gov/legislative-resource <u>s/</u>

Legislative District Dashboard

Understand travel and tourism spending impact in your counties.

District Impacts

Co-op Awardee List

2024 Spending Impacts



Select Your Name

Reset Filters

Name: Select Your Name (1) -

Download PDF

In 2024, tourism in Utah generated...



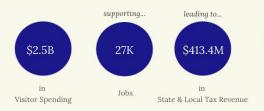
Utah residents say...

63%	the positive effects of tourism outweigh the negative effects
78 %	tourism is important or very important to Utah's economy
75 %	tourism has a positive effect on Utah's overall reputation

"Love the cultural and economic benefits tourism brings to Utah. I love sharing the beauty and majesty of this great state with the world."

https://travel.utah.gov/legislative-resources/

In 2024, tourism in your district's County/ies generated...



Additional county tourism taxes collected include:

\$30.9M Transient Room Tax

9M \$18.6M

Restaurant Tax

Select your name at the top of dashboard to see your county/ies; select an individual county within the table to adjust overall numbers; scroll within table for longer county list if needed.

County -	Visitor Spending	Total Jobs	Total Sta
Carbon	\$91.4M	561	\$10.0M
Emery	\$102.3M	502	\$10.7M
Garfield	\$164.6M	1459	\$29.4M
Grand	\$456.6M	3498	\$88.3M
Grand Total	\$2.5B	27427	\$413.4M

Cooperative Marketing Grants awarded in 2025...

\$1.2M

County or Counties Award(s)

To see all awardees throughout your district and statewide, visit **here**.

Film-influenced Utah travel generates an estimated...





annual





in annual

in Spending per Trip



Utah Office of Tourism

Vision

A state united in welcoming the world to experience awe-inspiring adventure.

Mission

Elevate life in Utah by advancing the visitor economy through marketing, stewardship, and destination development.





ELEVATE LIFE IN UTAH

ADVANCING THE VISITOR ECONOMY





MARKETING



DEVELOPMENT



STEWARDSHIP



RESEARCH, DATA, & ANALYTICS

VISITORS STAKEHOLDERS RESIDENTS



Value of Resident Surveys

Unique, ground-level perspectives

Identify areas for improvement

Help guide sustainable tourism

Measure residents' values & needs

Inform community-led development

Resident Sentiment

Topics

Perceptions of tourism

Effects of tourism

Environmental sustainability

UOT campaigns / initiatives awareness

Economic importance

Role of government

Visitor-related tax use



Follow Up Surveys, EDA Funding

Original Survey

21/22

Statewide

Local Areas

• 14 around state

22/23

<u>Statewide</u>

Local Areas

- Moab area
- Park City area
- Wasatch
- Garfield/Wayne

2024

<u>Statewide</u>

Local Areas

- Washington Co.
- No. Utah
- Uintah/Daggett Co.
- Kane Co.

2025

<u>Statewide</u>

Local Areas

- Carbon/Emery Co.
- Garfield/Wayne Co.
- Iron Co.
- Moab area
- San Juan Co
- Springdale area
- Wasatch Co.

2026

Statewide

Local Areas

- Central UT Co.
- Kane Co.
- Morgan/E. Weber area
- N. Utah
- Park City area
- Uintah/Daggett Co.
- Washington Co.

Upcoming: Q1 2026 fielding

75% of residents say tourism has a positive effect on Utah's overall reputation.

Utah residents recognize tourism's influence on the quality and variety of recreation, dining, arts and culture, community events, and accessibility to local amenities.

2025 Resident Sentiment Survey (Statewide)





Positive effects of tourism outweigh the negative effects

Recognize tourism's importance to the Utah economy

Agree UOT should help educate visitors how to minimize environmental impacts & travel responsibly Say that natural resource protection and tourism can be compatible

Voices of the Residents

"Our city is a great place to live, I've been here over 30 years. Our community is reliant on tourism, and we need to embrace that reality."

"We are overcrowded, overpriced, and overworked. Too few 'workers' to care for the too many visitors."

"I think Utah, overall, is doing well with tourism. Maybe more promotions of the smaller tourist attractions could be done... How about unique things about small towns or lesser-known geographically interesting things to see, or all the museums in the state?

"I think that the tourist attractions throughout the state are very region-specific and should be managed at the regional level and not at the state level. It is not a one-size-fits all solution."

"Keep the locals involved and use their input when making decisions."

"Love the cultural and economic benefits tourism brings to Utah. I love sharing the beauty and majesty of this great state with the world."

"It should be a balancing act between land use and environmental protection."

Visitor Experience Survey

Purpose

Better understand the visitor experience and what leads to visitor satisfaction

Details

First party data: travel or parks guide requests

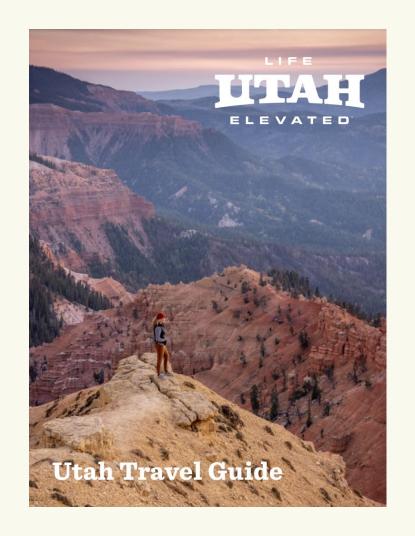
Traveled to Utah in the past 2 years

16 Experience questions

- Trip details
- Satisfaction

10 Demographic questions

Quarterly



Visitor Experience Survey

What we learn

Satisfaction levels

Underlying factors that drive experience

Trip purpose

Changes over time

Comments

"Fantastic adventures, wonderful people, beautiful natural attractions."





Stakeholder Quarterly Pulse

Better Understand

Recent Visitation Trends

Revenue Changes

Workforce

Marketing Effectiveness

Future Outlook

Qualitative Feedback

Timing & Details

mid-November (survey live next week)

mid-February

mid-May

mid-August

Please share your voice, and ask others to share theirs.



Advertising Effectiveness

What / Why

Legislative Code 63N-7-201

Awareness, communication, targeting, interest generation

Trip impacts, ROI

Informed decision making, RESP

SMARI

Strategic Marketing & Research Insights



Advertising Examples

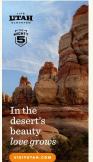
PARKS & BEYOND



In Love > 1 Utah.



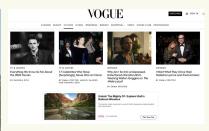












URBAN & OUTDOORS





LIDAL

Time to plan

a family

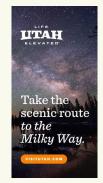
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Key Insights

AD AWARENESS 53% awareness

HOUSEHOLD AWARENESS
52 million households

INCREMENTAL TRAVELING HOUSEHOLDS

1.5 million households

AVERAGE TRIP SPENDING & LIFT \$2,141 per trip / 12.4%

AD-INFLUENCED TRIP SPENDING \$3.3 billion

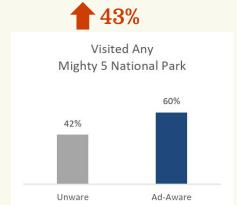
\$0.10 per household reached

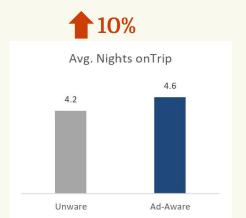
TARGETED SEGMENTS DELIVERED ON SPENDING 70% of total spending

\$654 per dollar spent

Advertising Influence

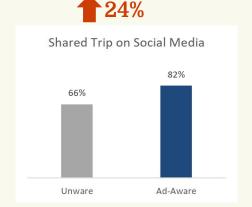












Show Me the Money

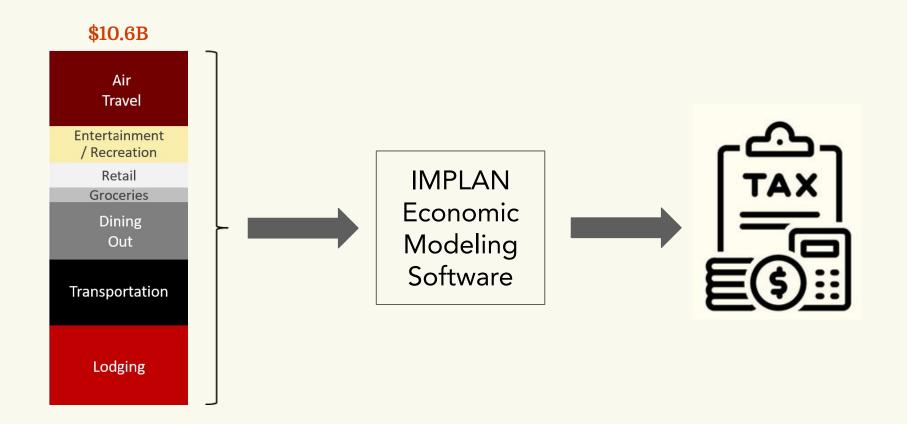
UNCOVERING THE STATE & LOCAL IMPACTS
OF VISITOR SPENDING







Out-of-State Visitor Spending -> Tax Revenue



FY24 Visitor Spending Impacts:









of every



towards Fish & Wildlife

of every $oldsymbol{\mathsf{R}}$ state tax dollars to Criminal







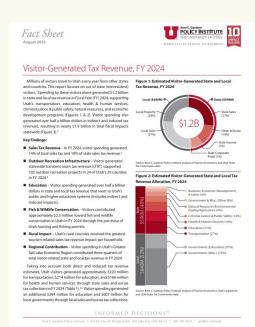
of every

state tax dollars to Agriculture, Environmental Quality,





More Info



gardner.utah.edu

travel.utah.gov

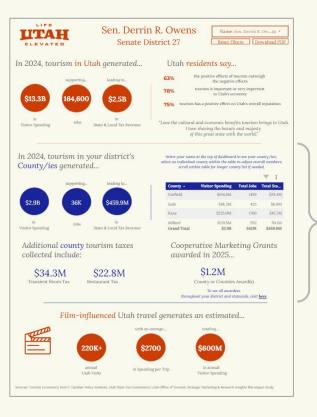
Fact Sheet



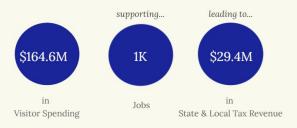


Legislative District Dashboard

travel.utah.gov/legislative-resources



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Additional county tourism taxes collected include:

\$3.3M Transient Room Tax \$317.7K Restaurant Tax Select your name at the top of dashboard to see your county/ies; select an individual county within the table to adjust overall numbers; scroll within table for longer county list if needed.

10			₹ :
County -	Visitor Spending	Total Jobs	Total Sta
Garfield	\$164.6M	1459	\$29.4M
Juab	\$48.3M	423	\$6.9M
Kane	\$225.0M	1760	\$45.7M
Millard Grand Total	\$129.5M \$2.9B	552 36291	\$9.1M \$459.9M

Cooperative Marketing Grants awarded in 2025...

\$182.3K

County or Counties Award(s)

To see all awardees throughout your district and statewide, visit **here**.



DATA-DRIVEN AUDIENCE STRATEGY



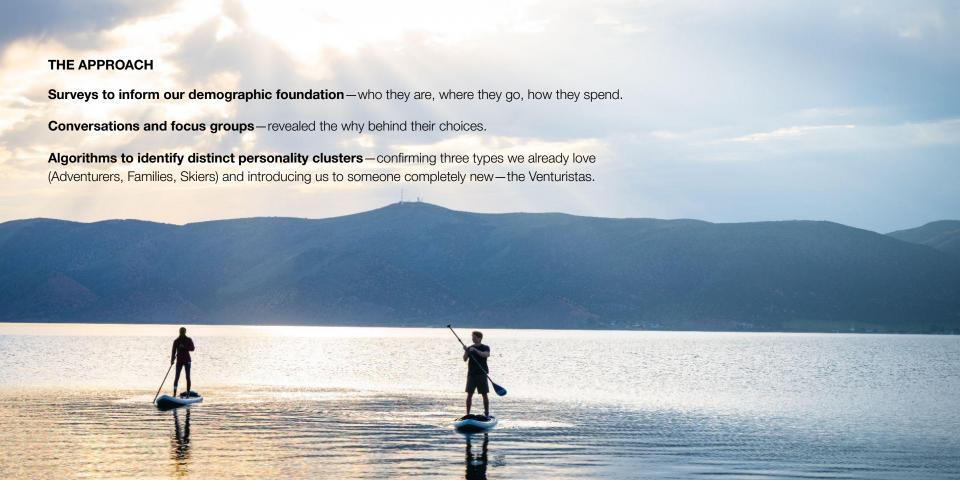




THE BOTTOM LINE

We need to understand who's *really* falling for Utah, and who's not.









SOME SPECIFICS

7.5k 32

Survey Responses In-Depth Interviews Nat'l Focus Groups

Actionable **Audiences**

Confidence





THE VENTURISTA—OUR NEW OPPORTUNITY



Great news—our Adventurers, Families, and Skiers are still head-over-heels for Utah.

But here's the plot twist: Venturistas

More than just another audience segment, they're our newest crush and biggest opportunity—a fresh way to attract additional visitors and expand upon our storytelling.

AUDIENCES | AT A GLANCE



VENTURISTAS

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



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.

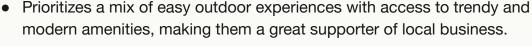


SKIERS

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

VENTURISTA—HIGHLIGHTS

PERSONA Meet Jane



Lacks awareness of Utah's incredible offerings, making them an untapped audience that's looking for exactly what we offer.



For Jane, travel isn't just about going somewhere-it's about curating the perfect, share-worthy trip. At 28, she works remotely from her home in Austin, which gives her flexibility to explore. Her Insta is filled with snapshots of her latest trips—morning yoga in gorgeous settings, trendy rooftop cocktails, and hidden-gem restaurants. Every trip is equal parts adventure and aesthetic, blending nature, culture, and a touch of luxury.

She's heard whispers about Utah—Zion's dramatic landscapes, Park City's mountain charm, Salt Lake's growing food scene. It wasn't on her radar, but now she's intrigued. She starts planning by scrolling TikTok, checking Airbnb for stylish stays, and asking friends for recommendations.

Jane's looking for a mix of effortless and exclusive - something she can show off but also genuinely enjoy.

Her perfect Utah getaway? An easy sunrise hike with jaw-dropping views, a morning at a boutique spa, lunch at a must-try local eatery, and a scenic drive for golden-hour content. She thrives on discovering lesser-known places, and Utah feels like an untapped gem.

For Jane, travel is about stories—the ones she makes with her friends along the way and shares with her audience in real-time. She wants experiences that feel aspirational but attainable, authentic yet beautifully curated.



Venturistas STRATEGIC PROFILE



PSYCHOGRAPHIC

Venturistas love nature and the outdoors, but in limited amounts. They might take a morning hike, but follow it up with an afternoon at the spa. One thing's for sure, whatever they're doing, they want to look fabulous while doing it.

This audience curates their activities based on things they've seen online, how they think moments will translate online, and what they think these moments say about them as individuals.

WHAT THEY WANT

- An experience that can be shared on their social media channels.
- A blend between outdoor experiences (on the softer side, nothing too intense) and city-like offerings such as culinary experiences, cultural sites, and more.
- Easy-to-access leisure trip(s) that feel luxurious while offering affordability.
- Instagram-worthy moments, being connected online, being in the know.
- Authenticity in the experience.

MOTIVATORS

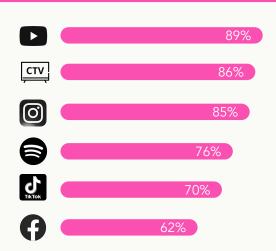
- Venturistas are motivated by external validation. They're watching every like, share, and comment on their posts.
- They long for connection and being part of the group. They have a fear of being forgotten or left out.
- They want to portray rich, interesting and beautiful lives—it's important to them that they are perceived as thriving.
- They like trying new things, especially if recommended by one they admire.



Venturistas MEDIA ACTIVATION



GENERAL MEDIA USAGE



TARGETING INTERESTS

- Nature-light activities—sightseeing, hiking, outdoor photography, etc.
- Visiting national and state parks
- Visiting local restaurants
- Going to bars and clubs
- Eating at local restaurants, street food stores, and local markets
- Immersing and interacting with people in the communities they are visiting

HOW THEY PLAN

- Big dreamers, but efficient when it comes to booking with a focus on unique experiences and cost savings.
- When planning, they use:
 - o Google (74%)
 - Social Media (61%)
 - Word of Mouth (55%)
 - AirBnb (52%)
 - Someone who lives there (48%)
 - Destination Websites (46%)
 - YouTube (44%)
- Plan 1-4 months in advance



Venturistas UTAH CORRELATIONS



HOW THEY TRAVEL

- A mix of hotels/motels and AirBnBs
- Average party of 3.2, with most trips being with no one under 18
- Use Uber/lyft, prefer flying to road trips.
- Average 3.6 trips/year
- Peak travel: April August
- Prefer beaches, national parks, and city centers
- Longer trips, typically 3 to 4 days
- \$5.0k annually

TOP 5 AREA INTERESTS

- Salt lake city and surrounding metro area
- Zion National Park
- Arches National Park
- Park City
- State parks

UTAH INTEREST RATING

2^{.7}/5

The lowest of our four segments.

CURRENT UTAH AWARENESS

Lowest awareness of all audiences, including little association for the Mighty 5 or our skiing/boarding offerings. Mostly the response was "I don't know anything" about Utah, outside of the Mormon connection to the state.

PLACES THEY'VE ENJOYED

Top: CA, CO, NV, OR

Secondary: MT, NM, OR, WA



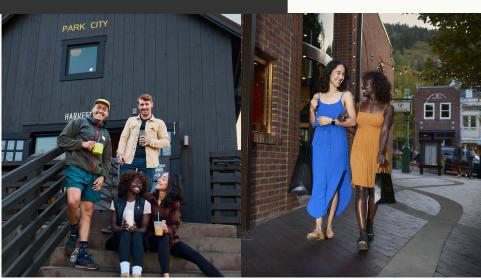
TOP SELECTED ACTIVITIES

REPORTED ACTIVITIES

Venturista

- Culinary tourism 60%
- Relaxation experiences 60%
- Historic railways and/or wild west experiences 45%
- Abandoned sites and/or ghost towns 45%
- Olympic park activities (visiting sites, etc.) 35%
- Astronomy tourism (i.e., dark skies, stargazing, etc.) 30%

- Small Town Experiences
- Zoos
- History and/or Ghost Tours
- Bird Watching
- Shopping
- Wine Tastings
- Astrotourism / Star-Gazing









Overview

- State of the industry/outlook
- FY26 updates
- Looking ahead





State of the industry

- Geopolitical friction around trade
 - High visibility border and security immigration enforcement has created uncertainty for travel to the US.
- Trade Wars
 - We are navigating negative sentiment about the US.
- Visa obstacles
 - Visa wait times remain long in some markets
- Increased costs
 - The costs for flights, hotels, rental cars and other expenses have increased. Compared to other countries, such as Canada and many in Europe, the US is generally more expensive.
 - o Increased ESTA fees: from \$21-\$40
 - \$250 Visa integrity fees
 - Increased costs for foreign visitors visiting the National Parks
 - Exchange rates: Still strong, but falling



State of the industry: U.S. Travel

- International visitation is down 3.4%—primarily driven by Canada's steep 19% decline—while Mexico is up 13% and overseas markets are generally flat
- U.S. Travel forecasts a 6.3% decrease for inbound international visits in 2025 and 3.7% growth in 2026.
- International Spending is expected to be down 3.4% from 2024



Tourism Economics:

		2023	2024	2025(f)	2030(f)	% Change 2024-2025	% Change 2024-2030
1	Canada	\$193,240,000	\$203,980,000	\$170,180,000	\$251,680,000	-16.60%	23.40%
2	China	\$54,620,000	\$120,960,000	\$117,980,000	\$166,140,000	-2.50%	37.40%
3	France	\$72,900,000	\$76,680,000	\$74,590,000	\$105,970,000	-2.70%	38.20%
4	Germany	\$60,790,000	\$67,790,000	\$62,480,000	\$84,420,000	-7.80%	24.50%
5	United Kingdom	\$49,060,000	\$54,480,000	\$54,020,000	\$68,880,000	-0.80%	26.40%
6	Australia	\$42,310,000	\$51,820,000	\$50,040,000	\$79,840,000	-3.40%	54.10%

US taking center stage: Golden Age of Travel

- 2026: Route 66 100th anniversary
 - The great American road trip and beyond
- 2026: FIFA World Cup:
 - US host destinations across the country
- 2026: America 250 Celebration:
 - Share what makes America unique-now through July 4,
 2026
- Temple Square Open House: April-October 2027
- 2028: LA Summer Olympics
- 2034: Salt Lake Winter Olympics





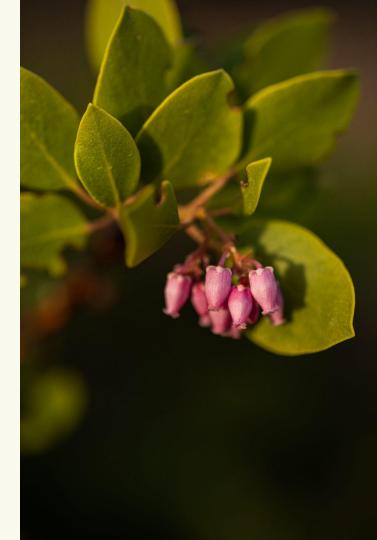
Fiscal Year '26 Goals

Our primary goal is to attract international visitors who spend more and stay longer.

Concurrently, we aim to increase brand awareness by creating avenues for global marketing engagement statewide, with an emphasis on influencing visitor behaviors, including reinforcing responsible and prepared travel practices.

Strategic Initiatives

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



Travel Trade

Consumer

PR/Media

1

Tour Operators, Agents, Wholesalers, Inbound Operators, etc.

Paid/Earned

2

Online Travel Agencies (OTAs), Social Media, Out of Home (OOH), Consumer Activations, Brand USA, etc.

Owned/Paid Shared 3

Journalists, freelancers media companies, print, online, etc.

Paid/Earned

FY26 Reverse Mission: India (B2B)

- Reverse missions:
 - Creating more equity and access to global markets for UT partners and suppliers.
 - Supplier inclusion in these missions, and other efforts.
- India Reverse Mission
 - Bring the trade to DMOs, and suppliers around the state for b2b meetings, presentations and time in each destination (B2B and B2C trade)
 - 43 UT Partners:
 - Greater Zion, Bryce Canyon Area, Kane County, San Juan County, Moab, VisitSaltLake, (Logan, UT Valley, Park City)
 - Hoteliers, Guides/Outfitters, Transportation companies, Ski Resorts



Partner Feedback

"...I'm especially grateful to you and the Utah Office of Tourism for creating space for meaningful exchange. You didn't just organize meetings, you built bridges. For Indigenous and non-Indigenous business owners alike, this was a chance to speak from the heart and connect with tour operators in a way that felt authentic and lasting. That matters, especially after what we've endured. From the Navajo Nation shutdown to the slow reopening at 25% capacity, we've only begun to understand the depth of what was lost. But this mission reminded me: we're rising again.

Having participated in many trade shows over the years, I know how competitive and transactional they can be. This was different. It was relational. The tour operators didn't just hear about our offerings, they lived them. And that's what makes the sale easy. When you feel the land, you want to return. When you meet the people, you want to support them..."

-Harold Simpson, Simpson's Trailhead Tours

FY26 AU Virtual Mission (B2B)

- Virtual missions:
 - Creating more equity and access to global markets for UT partners and suppliers.
 - Supplier inclusion in these missions, and other efforts.
- India Reverse Mission
 - Bring the trade to DMOs, and suppliers around the state for b2b meetings
 - 19 UT Partners:
 - Kane County, Heber Valley Grand County,
 Ski UT, VisitSaltLake, Explore Logan, Greater
 Zion, San Juan County
 - Hoteliers, Guides/Outfitters, Transportation companies, Ski Resorts



Utah Strengthens Ties with Australian and New Zealand Travel Trade Highlighting New 2026 Offerings

4 November 2025 - Utah's tourism industry recently completed its second biannual virtual B2B appointments with the Australian and New Zealand key travel trade and tour operator partners, leveraging technology and a partnership with TravMedia. This efficient, cost-effective format allowed Utah tourism partners to share compelling updates and new product offerings for 2026 directly with key trade partners.

Virtual Connections Drive Real Interest

Last week's virtual event saw 19 Utah tourism partners—representing destinations and business across the state including: Kane County, Greater Zion, Heber Valley, Discover Moab, Explore Logan, San Juan County, Visit Salt Lake and Ski Utah—hosted one-on-one appointments with 23 Australian and



Partner Feedback

"... Thank you Corey,

What an incredible 2 days-loved every appointments to build my Utah knowledge base, the enthusiasm and pride of the products by the operators was amazing. Looking forward to hitting the road talking all things Utah"

- Christine Gardiner, Canyon Spirit

"...Thank you so much Corey. I truly loved being part of this. It was a joy to meet so many fabulous individuals! Thank you for the contact information and for coordinating this event!"

-Tiffany Unsworth, Kanab Tour Company

B2B Travel Trade

- Agents certified:
 - 0 1,600+
- Launch of Dutch and Korean languages
 - Korea trade incentive campaign
 - Dutch trade incentive campaign
 - Mexico trade incentive campaign
- 2.0 coming soon!





유타 전문가 인증 받고, 특별 리워드를 받아보세요!

유타관광청은 유타 여행 전문가를 위한 온라인 교육 프로그램 '유타 스페셜리스트 아카데미(Utah Specialist Academy)'의 한국어 서비스를 공식 시작했습니다.

20분 가량 소요되는 모든 교육 과정 이수 후 인증서와 함께 스타벅스 기프티콘 증정하는 이벤트 진행 중이니, 참여 방법을 참고하셔서 지금 바로 유타 여행 전문가에 도전해 보시기 바랍니다.

참여 방법

- 1. 본 안내문 우측 하단의 아이콘 플릭
- 교육 프로그램 베이지 우축 상단의 언어 선택에서 한국이 선택 후 등록
- 모든 과정 이수 후 다운 받은 수료쯤 첨부, 이름과 핸드폰 번호를 매일에 기제 후 justin@cww.travel 로 전송
- 4: 수료증을 전송해 주신 선착순 100분째 스타벅스 1만원권 스타벅스 기프트콘 발송
- 5. 이벤트 기간: 2025년 11월 24일(원)부터 12월 31일(수)까)
- 6. 당첨되신 분들에게는 2026년 1월 7일(수), 기재하신 핸드폰으로 스타벅스 기프티콘 말송 예정



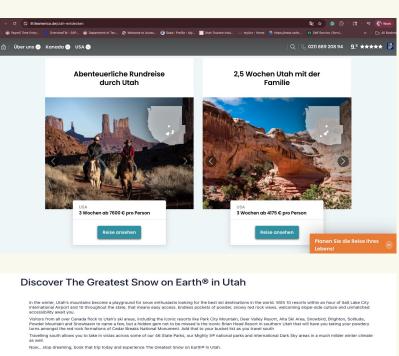
October EU

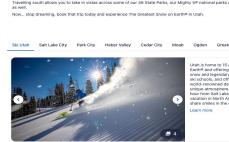
- Brand USA Travel Week
 - o October 20-24
 - London, England
 - UOT: Rachel Bremer, Global Markets Director and Emma Kwanin, EU Market Manager
 - Partners: Janette Peatross from Kanab, Mick Soleta from Moab, Joyce Kelly from Greater Zion, Sachi Sado from Park City and Anton Eckert from VisitSaltLake
 - 45 Trade Meetings
 - 34 Media Meetings
 - Trade dinner with 2 tour operators from each market and DMO partners
- Joker Reizen Consumer Show
 - o October 19
 - Mechelen, Belgium
 - UOT: Emma Kwanin, EU Market Manager
 - Consumer show and agent training
 - "Utah Forever" themes resonate with the industry/agents
 - Utah remains an aspirational destination to visit and there is high interest in multi-week itineraries (fly/drive and RV)



Doing more with less: Partner Integrated Campaigns

- Marketing opt-in opportunities for partners that maximize ROI:
 - Working across markets for additional budget and resources, i.e.: Little America Germany and Benelux Campaign
 - Partners include: Cache Valley, Grand
 County, Kane County, San Juan County,
 Greater Zion
- Leveraging partner resources:
 - Expedia Canada GSOE and Winter Road Trip Campaign
 - September 15-December 31
 - Partners include: Heber Valley, Grand County, Ski UT, Salt Lake City, Park City, Cedar City, Ogden





Utah is home to 15 diverse six resorts, each bianketed in The Greatest Snow on Earth® and offering something for everyone. Rowdenhounds will eveel in deep, dry snow and legendary terrain, while families can enjoy weccoming beginner areas, as chools, and or store the tubing, snown beeing and mountain drining. From the control of th

Media Highlights

• Geographical UK:

EMV: \$8,400

o Barcelona Score: 95

 AmericA Magazine, Utah's Trail of the Ancients, Benelux:

o EMV: \$20,000

Barcelona Score: 110

Fascinerende ceuwenoude cultuur in een spectaculair landschap
Utah's Trail of the Ancients







DARK SKIES, UTAH

Media Highlights

- Berliner Zeitung (German speaking markets)
 - Finally Free If you want to experience endless expanses, you have to travel to Utah. But there are also urban surprises—Salt Lake City, for example, has developed enormously. A travel report
 - A trip to Utah, USA: Here you can feel the sense of freedom
 - EMV: \$141,000
 - Avg. Barcelona Score for the two: 105



EITUNG 889 WOCHENDOE, 2/3. August 2025 REISE 41







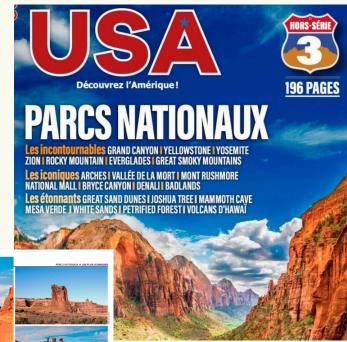


Beauchen Sie auch das Helper Museum, als von engagieren Menschen der Stadtgsneinde betrieben wird und die wechselniede Geschichte des Ortess erzählt. Ein paar deleter weiter kann man auch eine renoeiner Tantskelle aus den Plüntägern betraumen. Man kann sagen, dass Helper mitreveile Kultstatus errücht haz Die Umgesung wird immer häufiger für Plim- und Sekenproduksionen genutzt. Tooristisch ist delper aber noch ein Gebeinzigp, es lohnst dir abs ein Besuch, bewer der Ort von

sich also ein Besuch, bevor der Ort Menschen überrannt sein wird. Hipple Vibes in Moab Moab ist einer der bekanntesten touri schen Orte in Utah, vielleicht sozur

Media Highlights





FAMs and Media Hosting

- Highlights Sept-Nov hosting
 - Delta Korea CEO Trade FAM
 - Ed Finn, Virgin Media (AU)
 - Delta Airlines & Canyon Spirit (AU)
 - Connections Trade FAM (Benelux)
 - Lauren Jarvis Media (UK)
 - Amerigo-Air France Trade FAM (FR)
- In process/looking ahead
 - UK Stargazing Media
 - Jennifer Malloy Media (Heber and Moab/Canada)
 - Multi-market Ski FAM (trade and media)



Looking ahead

- UK Mission: November 17-15, Emma Kwanin, Market Manager (EU)
- Germany reverse mission: December 8-12, Emma Kwanin, Market Manager (EU)
- American Bus Association (ABA): January 10-13, Emma Kwanin, Market Manager (EU)
- Brand USA Mexico Mission: January 12-16, Rachel Bremer, Global Markets Director
- Brand USA India Travel Week: January 18-23, Tera Atwood, Global Markets Manager (APAC/America's)

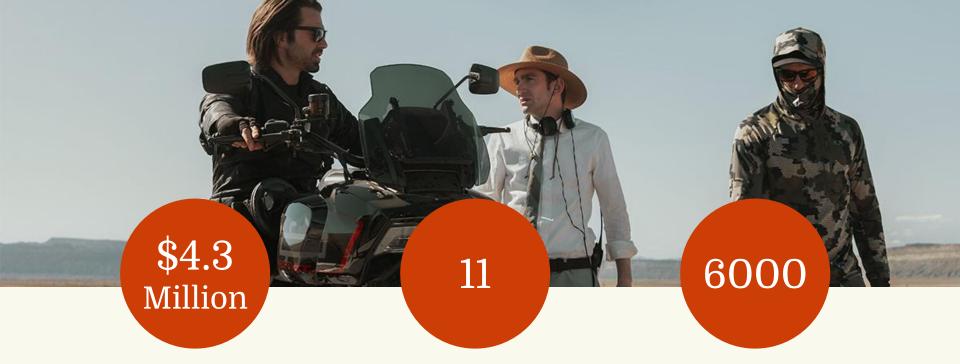




Rural Utah Film Production Case Study

MARVEL STUDIOS

THUNDERBOLTS*



Total Utah
Production Spend*

Includes Wages, Hotels, Restaurants, Transportation, Equipment, etc. **Production Days**

Hotel Room Nights

Generating \$1.2 Million in Revenue

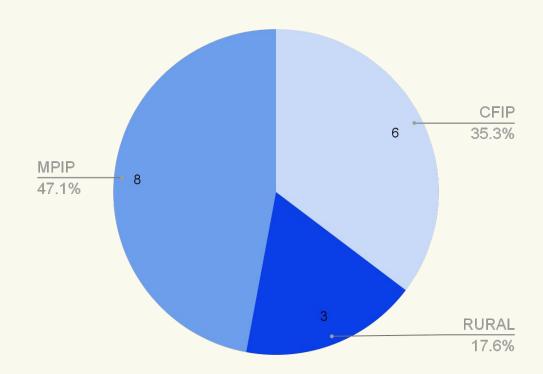
^{*}Total Utah production spend took place across 13 counties



Economic Impact in Green River over 11 Days

- \$1.2 Million spent in Emery County
- \$3.9 Million spent in 12 other counties across the state

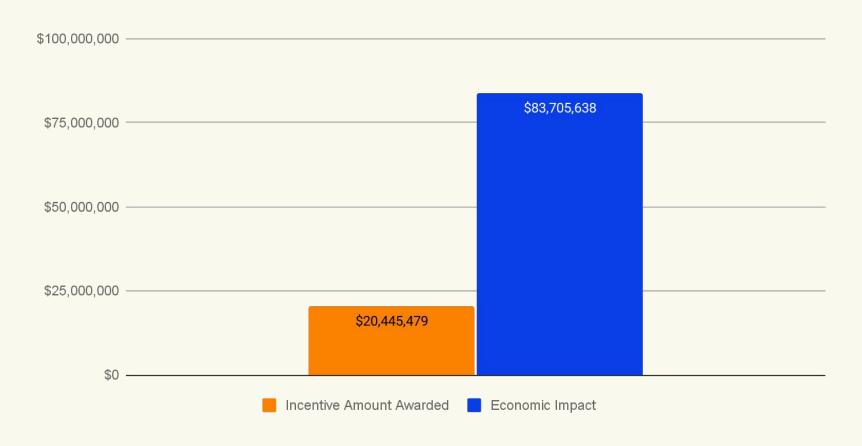
17 Approved Project FY26



Filming locations include Davis, Grand, Morgan, Salt Lake, Summit, Utah, Uintah, Wasatch, Washington, Wayne, & Weber counties



Incentive v. Economic Impact FY26





MPIP Halloween Wars

Halloween Wars / Motion Picture Incentive Program

Film Team:	Producers: Cara Tapper, Adam Cohen, Joanna Vernetti		
	Director: TBD		
Project Highlights:	Cake artists, sugar artists and pumpkin carvers work in teams of three to create beautiful food displays		
Distribution:	Food Network and HBO		
Locations (County):	Utah		
Percentage Shot in Utah:	100%		
Estimated Jobs:	Cast & Crew: 67		
Estimated Spend:	\$1,050,000		
Maximum Incentive:	\$210,000 (20% - Cash)		
Production Dates (including Prep & Post-Production)	November 2025 – February 2026		

Utah Spend / Incentive Approval Overview

Approve a total of \$210,000 for incentives for the following productions, which have met the criteria defined by statute.

Production	Estimated Utah Spend	Incentive Amount Per Production	Locations (Counties)
Halloween Wars	\$1,050,000	\$210,000 - 20%	Utah
	\$1,050,000 TOTAL Spend	\$210,000 TOTAL Incentives	

