

An aerial photograph of a winding asphalt road that snakes through a deep, snow-covered mountain valley. The slopes are dotted with dark evergreen trees and patches of snow. In the distance, more mountain ranges are visible under a pale, overcast sky. The overall scene is serene and majestic.

Utah Film Commission December 2025

*Logan Canyon
Credit: Matt Hage*

A promotional image for the TV series 'Homestead: The Series'. It features a group of five people in a field under a dramatic, cloudy sky. A man in the foreground is holding a rifle. The title 'HOMESTEAD' is in large white letters with a leaf icon, and 'THE SERIES' is below it.

HOMESTEAD

THE SERIES

New Episodes Released November 26 on Angel

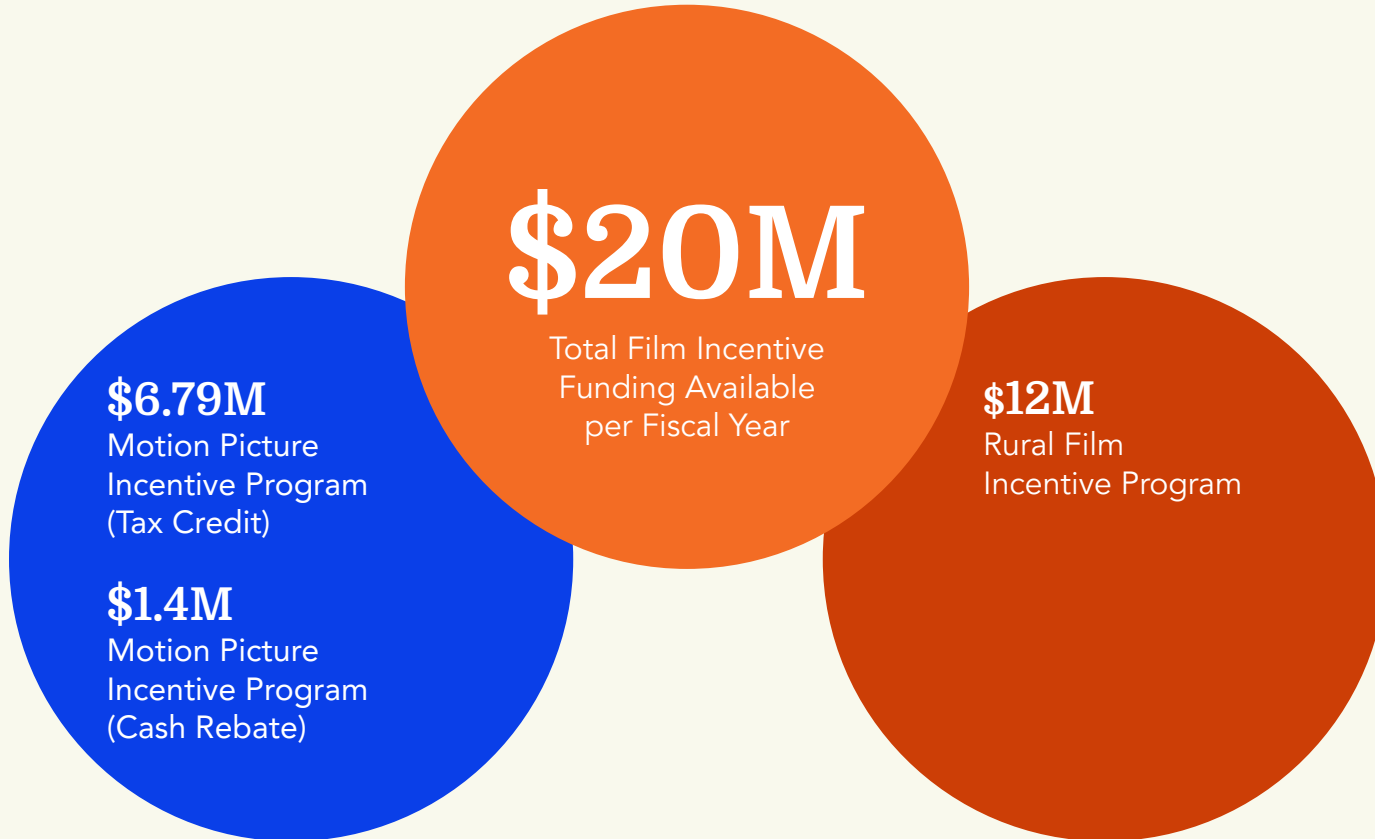
Recent Projects



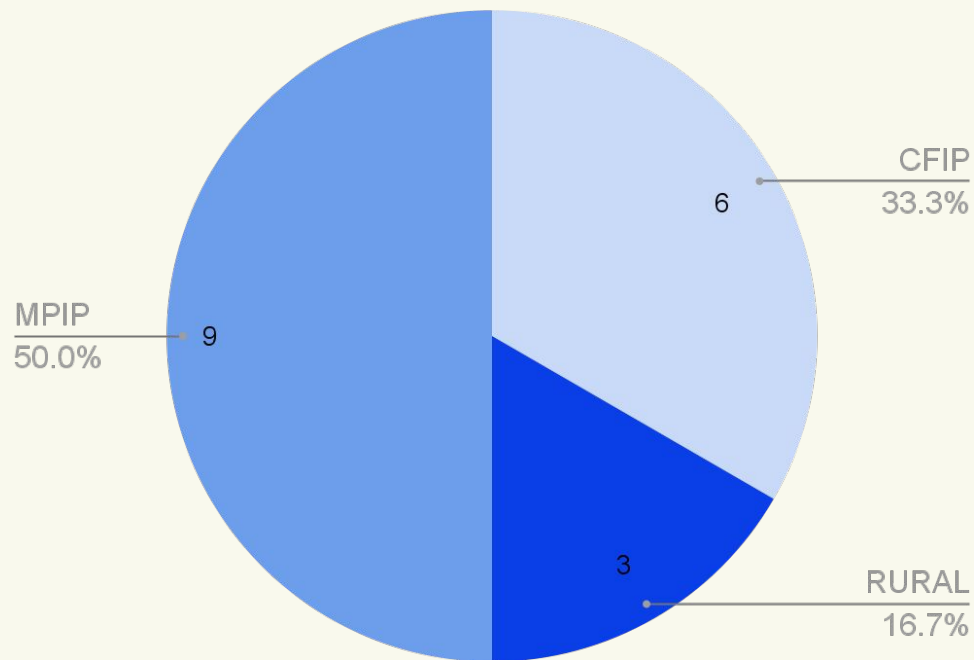
Yá'áh'tééh Keshmish
December 5 on FNX



Utah Film Incentive Funding



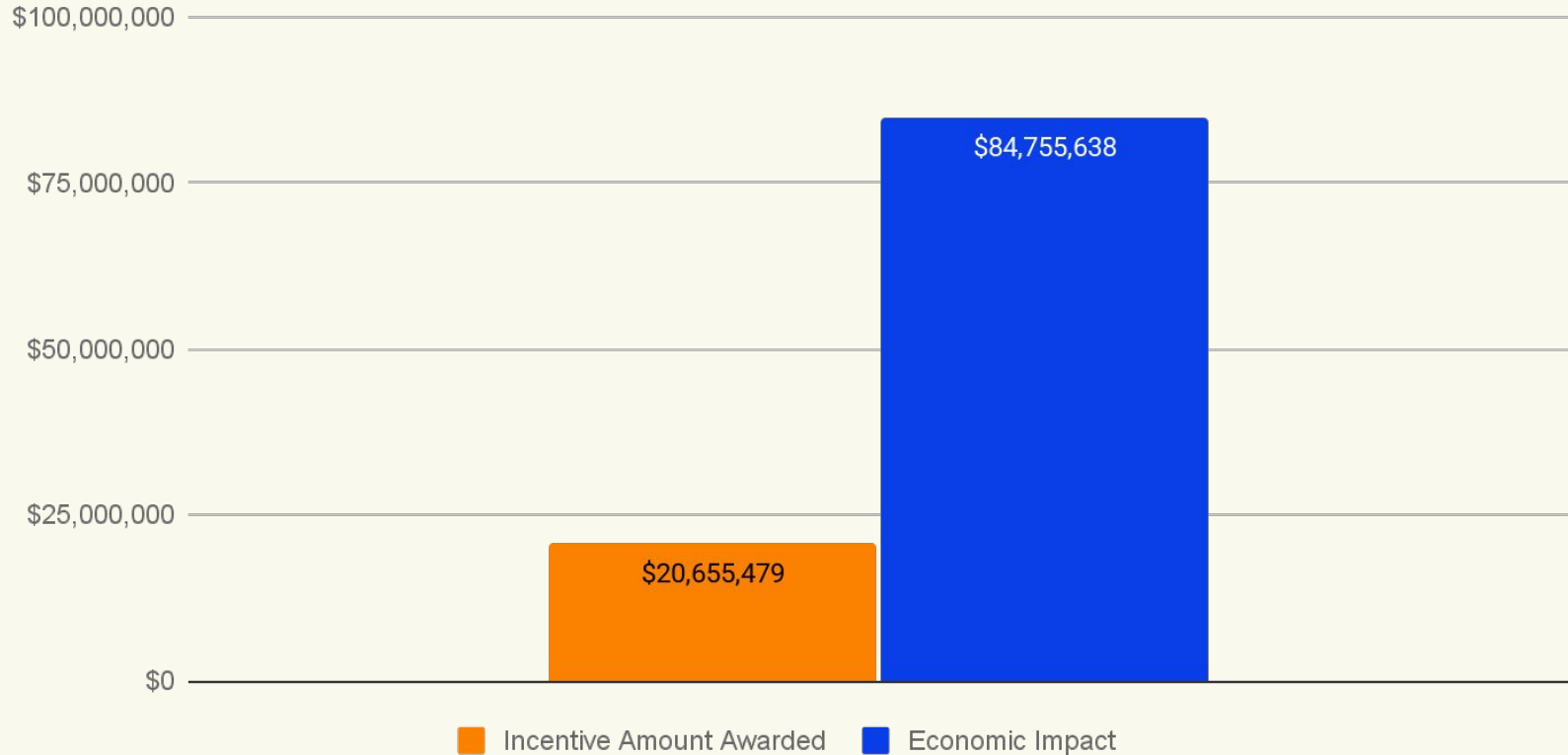
18 Approved Project FY26



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



Incentive v. Economic Impact FY26





Incentive Applications

CFIP

A Snowflake Christmas

A Snowflake Christmas / Community Film Incentive Program

Film Team:	Producers: Nathan Steve Smith, Gay Lynn Smith Director: Nathan Steve Smith
Project Highlights:	Completely Utah local team coming to us for the 2nd time with a higher budget
Distribution:	Video on Demand
Locations (County):	Salt Lake and Utah
Percentage Shot in Utah:	100%
Estimated Jobs:	Cast & Crew: 50 Extras: 50
Estimated Spend:	\$180,319
Maximum Incentive:	\$36,064 (20% - Cash)
Production Dates (including Prep & Post-Production)	November 2025 – June 2026

Utah Spend / Incentive Approval Overview

Approve a total of **\$36,064** for incentives for the following productions, which have met the criteria defined by statute.

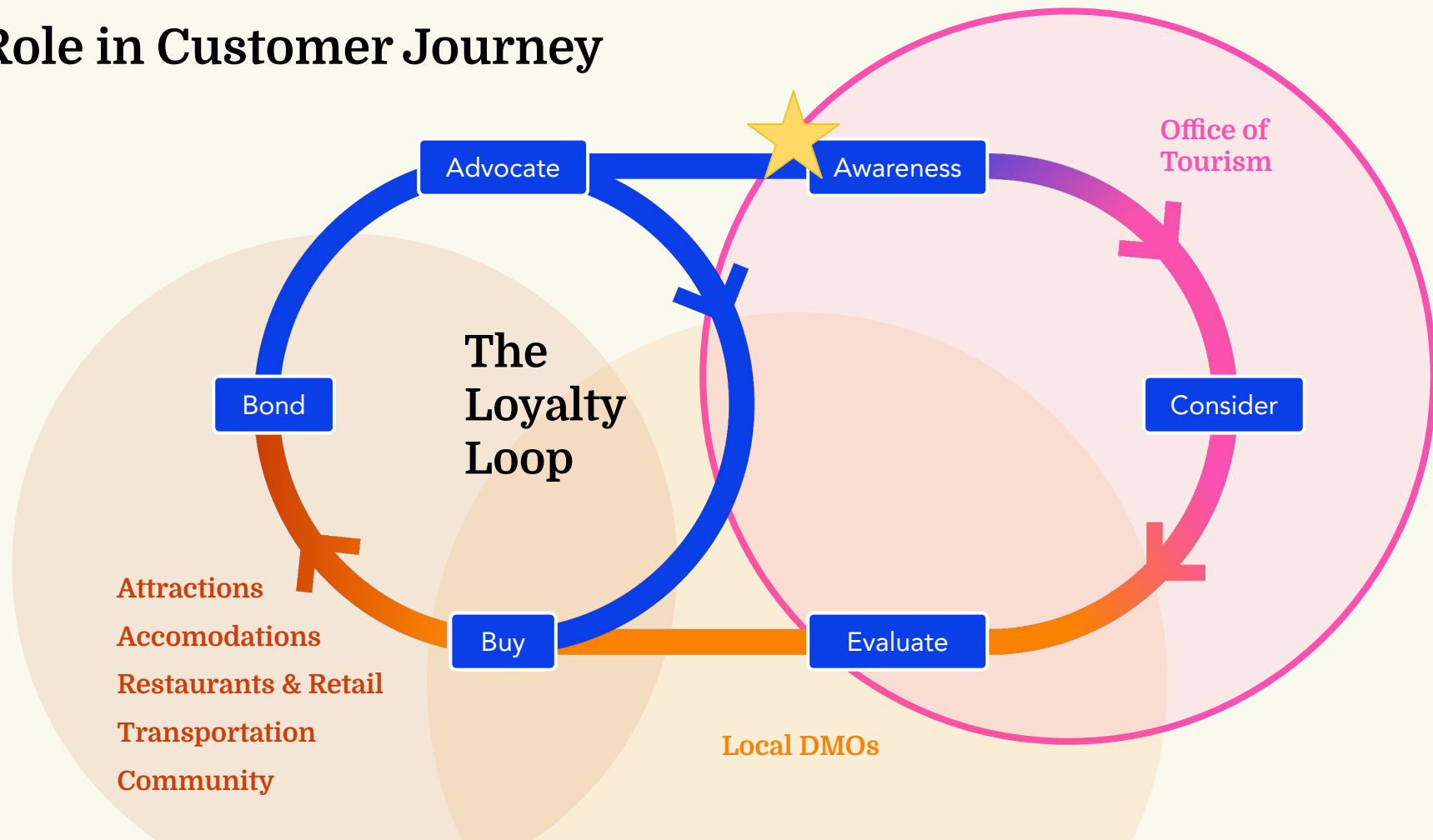
Production	Estimated Utah Spend	Incentive Amount Per Production	Locations (Counties)
<i>A Snowflake Christmas</i>	\$180,319	\$36,064 - 20%	Salt Lake & Utah
	\$180,319 TOTAL Spend	\$36,064 TOTAL Incentives	

Marketing Committee Report

Ben Cook, Director of Marketing
Utah Office of Tourism



Role in Customer Journey



Advertising Awareness

Among Target Audiences - Nationally



Parks & Beyond

49%

% Change
Over Prior
Campaign

▲ 9%



Ski & Winter

55%

▲ 10%



Urban & Outdoors

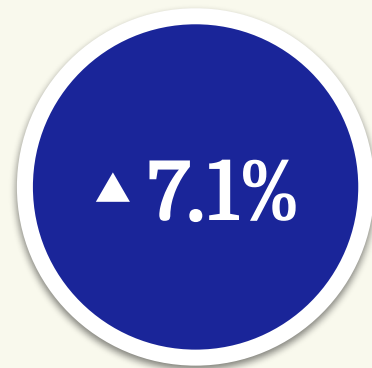
42%

▲ 20%



Incremental Trips

Ski & Winter



Influenced ~637K

Avg. Trip Spend: \$2,786

\$1.77B in Visitor Spending

Incremental Trips

Parks & Beyond | Urban & Outdoors



Influenced 1.5 Million Trips

Avg. Trip Spend: \$2,141

\$3.3B in Visitor Spending



Ad-Aware vs. Non-Aware Visitors (on average)



More Activities

engage in

43%

more activities



Higher Spending

spent

+20%

more



Better Experience

28%

more likely to advocate &
share on Social Media



Brand Awareness

Leisure traveler brand associations with Utah



31%



24%



22%

% Change
Over Prior
Campaign

▲ 24%

▼ 4%

▲ 29%

Campaign Details

Dates

12/26/2025 to 1/10/2026

Budget

\$75,000 (\$50K decrease | -40%)

Targeting

Nationwide (excluding Utah)

Custom audiences - built off past travel behaviors to competitive destinations



Holiday Blitz Past Performance

Year	Budget	Impressions	Ad-Exposed Page Views	Bookings	Revenue
22/23	\$150K	5.4M	15.5K	63K	\$18.4M
23/24	\$150K	7.5M	45K	52K	\$15M
24/25	\$125K	6.5M	51K	44K	\$17.4M

Obstacles & Opportunities

Lower Budget

We're leveraging a trusted partner to maximize spend and efficiency

New Creative

Utah Person for Parks & Beyond

Peak Timing

- Search data shows interest in Southern Utah destinations ramps up in January
- Capitalize on a peak travel planning day
– December 26th



Audience Targeting

A mix of outdoor lovers, families with children and trend followers looking for a great time



Adventurers

AGE 25-54 | HHI \$50k-\$150k+
47% Male / 53% Female
59% College Educated

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



Venturistas

AGE 18-34 | HHI \$40k-100k
41% Male / 59% Female
56% College Educated

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



Families

AGE 30-59 | HHI \$75K+
36% Male / 64% Female
58% College Educated

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

New Creative - :15 Spot | Family



VISITUTAH.COM

New Creative - :15 Spot | Venturista



Parks & Beyond Winter Performance

10.15.25 - 11.12.25



MAIN THINGS TO KNOW

EXCEPTIONAL

For our native advertising we are seeing stronger on-page engagement times than we were with last year's campaign.

INTERESTING

A major caveat with all numbers related to Parks & Beyond Winter is that our media mix has changed, resulting in year over year comparisons that are skewed.

MAY NEED OPTIMIZATION

Knowing that bookings are the overall goal, something to keep an eye on moving into December is where we can push our partners to improve overall efficiencies.

GREAT

LET'S MAKE IT GREAT

KEY PERFORMANCE INDICATORS

Ad-Exposed
Pageviews

78% down

26K this year
118k prev. year

Visit Utah Ad-Exp.
Pageviews

67% down

16k this year
48k prev. year

Enriched Bookings

92% down

2.5k this year
18.9k prev. year

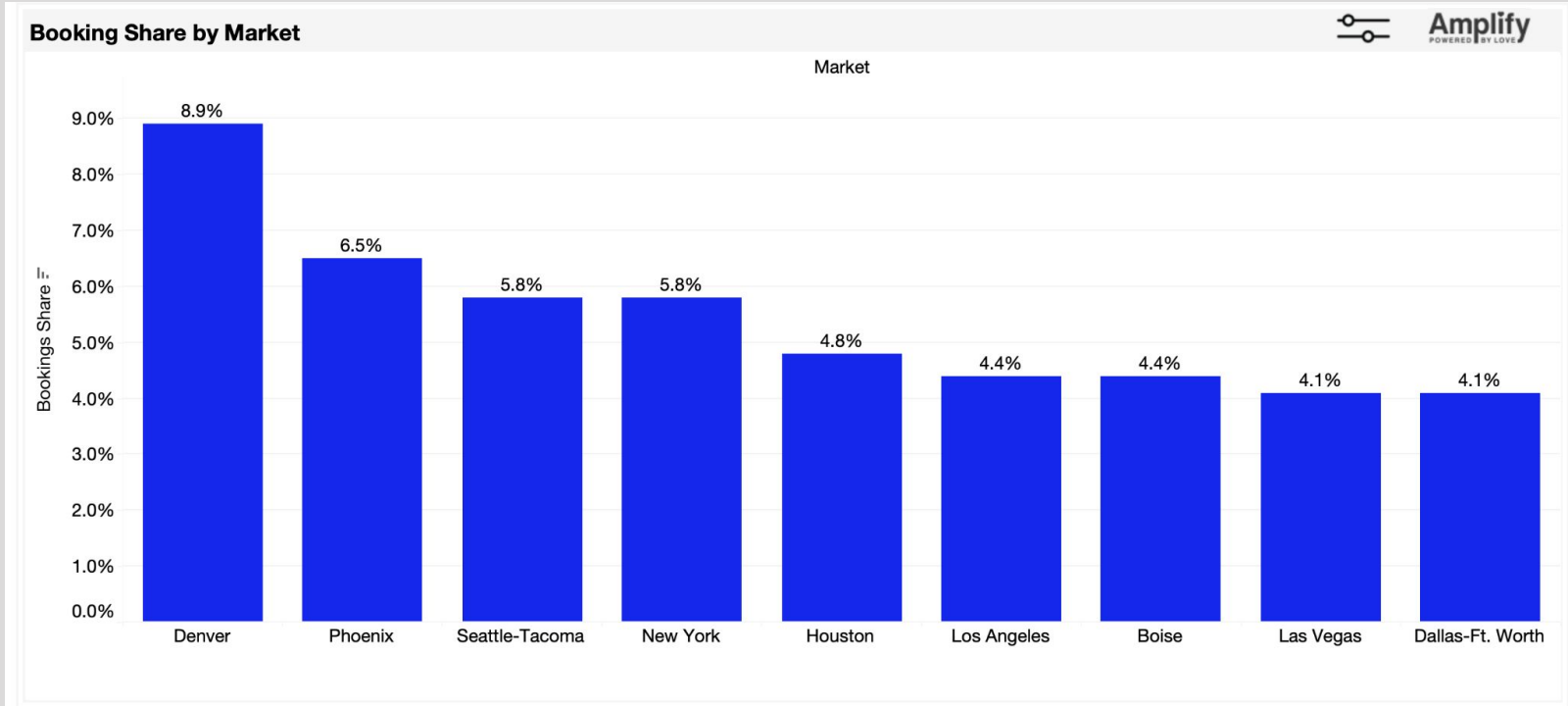
Enriched Revenue

64% down

\$672k this year
\$1.9m prev. year

MARKET PERFORMANCE BY BOOKINGS SHARE

Our top three markets in terms of booking generation were Denver, Phoenix, and the Seattle-Tacoma DMA's.



Ski + Winter Performance

10.01.25 - 11.12.25



MAIN THINGS TO KNOW

EXCEPTIONAL

We continue to see strong week-by-week growth in core metrics, with **all** of our KPI's up year-over-year early on.

INTERESTING

We noted the slow start by our Venturistas audience; we see a strong bookings surge and they are now our second-performing audience within that metric.

MAY NEED OPTIMIZATION

Families have lagged in terms of bookings, and knowing that they tend to have longer booking windows, we are actively optimizing the campaign.

GREAT

LET'S MAKE IT GREAT

KEY PERFORMANCE INDICATORS

Ad-Exposed
Pageviews

76% up

183K this year
104k prev. year

Visit Utah Ad-Exp.
Pageviews

160% up

119k this year
45k prev. year

Enriched Bookings

40% up

16.7k this year
11.9k prev. year

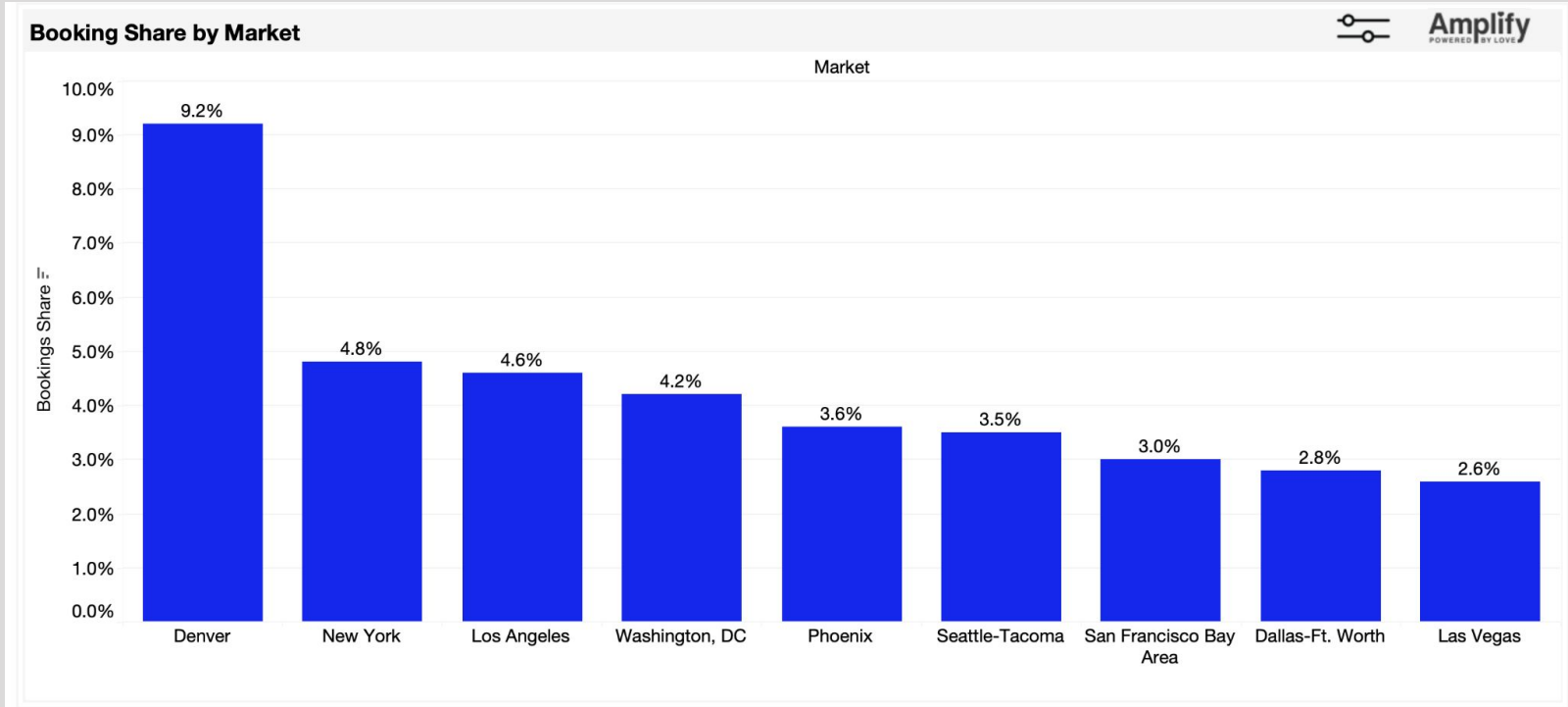
Enriched Revenue

37% up

\$5.2m this year
\$3.8m prev. year

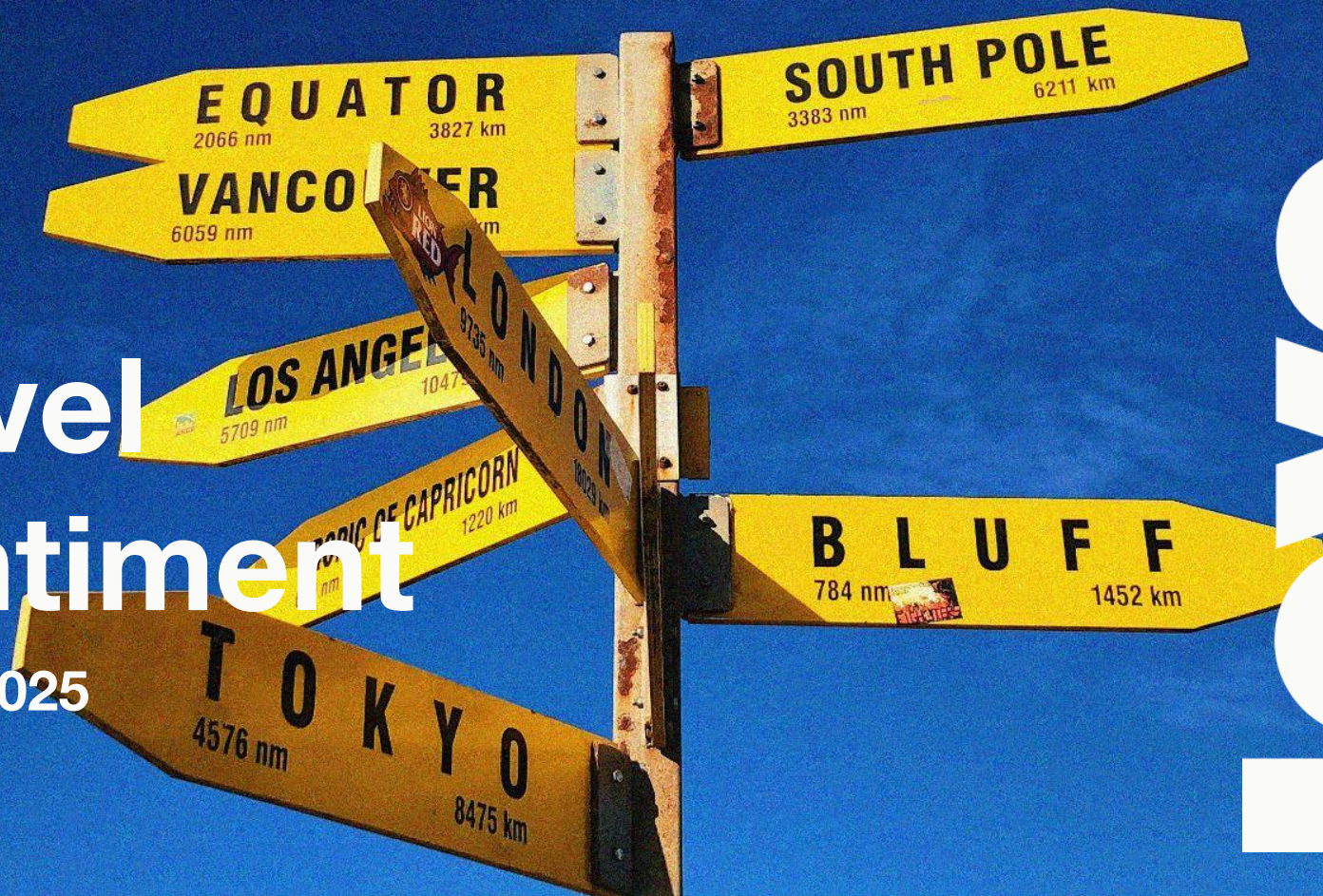
MARKET PERFORMANCE BY BOOKINGS SHARE

Our top three markets in terms of booking generation were Denver, New York, and the Los Angeles DMA's.



Travel Sentiment

Winter 2025



en
zo

A wide-angle photograph of Bryce Canyon National Park. The scene is dominated by towering, jagged rock formations known as hoodoos, which are illuminated by the warm, golden light of the setting or rising sun. The sky is a clear, deep blue. In the foreground, several dark green evergreen trees stand on a reddish-brown, sloping terrain. The overall atmosphere is serene and majestic.

Agenda

- Reasons for Concern
- Reasons to be Optimistic
- Regionality

Brought to you by:



Skift.



Tripadvisor

Future Partners

love.

Longwoods
INTERNATIONAL

love.

Reasons for Concern

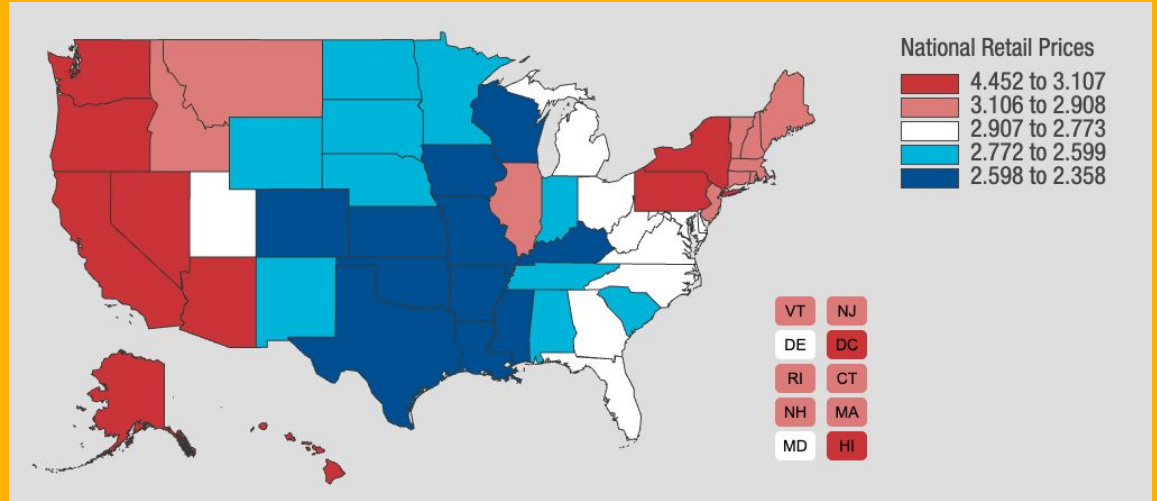


Gas Prices Nationwide

Today's AAA National Average

\$ 2.932

Price as of 12/11/25



Gas Prices Nationwide

U.S. All Grades All Formulations Retail Gasoline Prices

DOWNLOAD

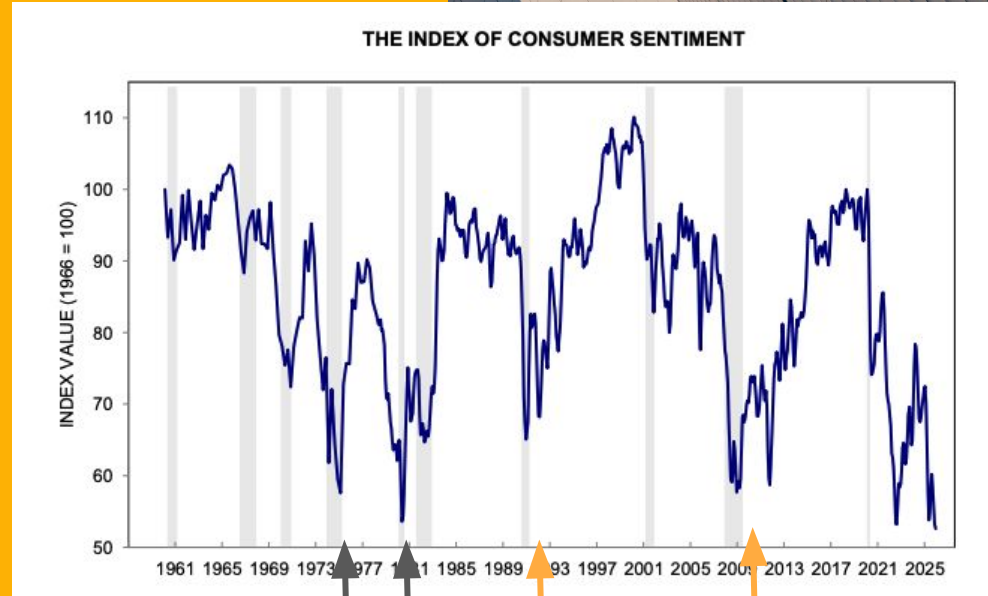
Dollars per Gallon



**Inflation has remained
at or below 3.2% for
the past year.**

**Consumer Sentiment
Index has dropped to
53.3%. This is down
29% year-over-year.**

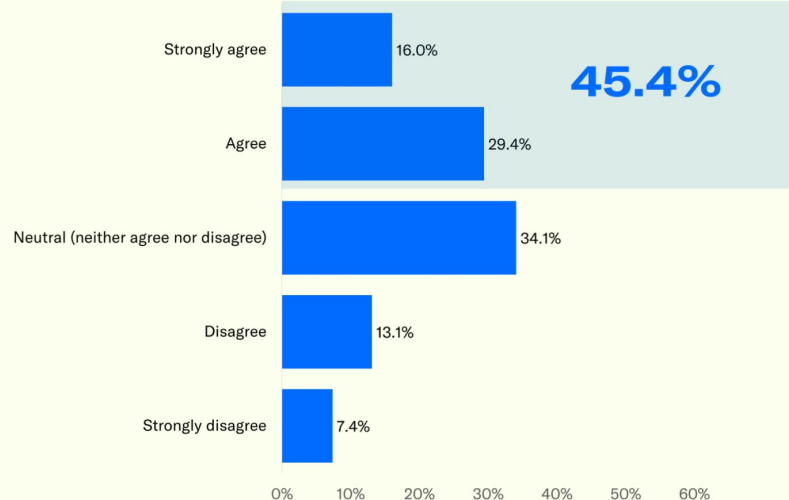
Consumer Price Index



Expectations of an economic recession

Question:

I expect the United States will enter an economic recession sometime in the NEXT SIX (6) MONTHS.

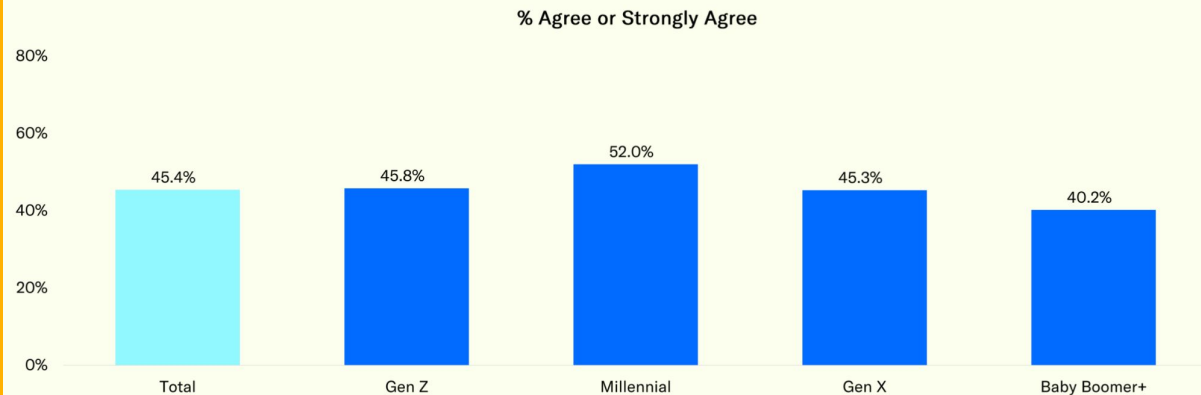


**Last year at this time, only
34.4% of the population
believed we would be
entering a recession.**

Expectations of an economic recession

Question:

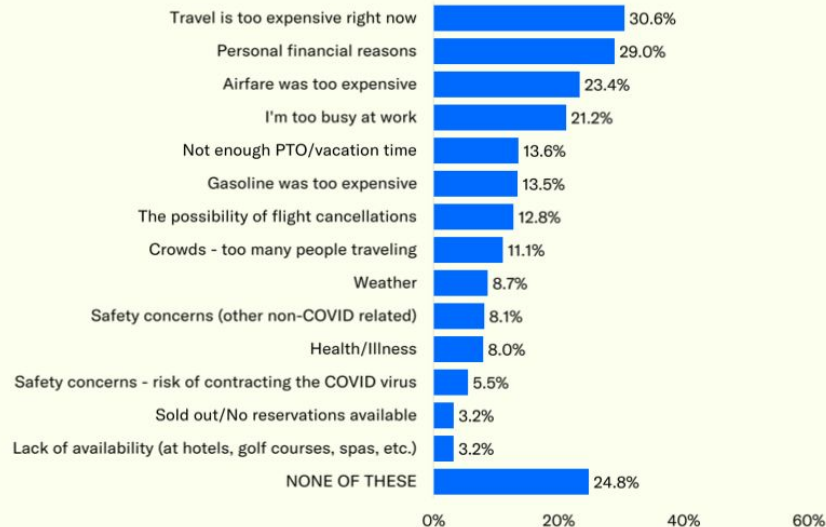
I expect the United States will enter an economic recession sometime in the NEXT SIX (6) MONTHS.



Deterrents to Travel

Question:

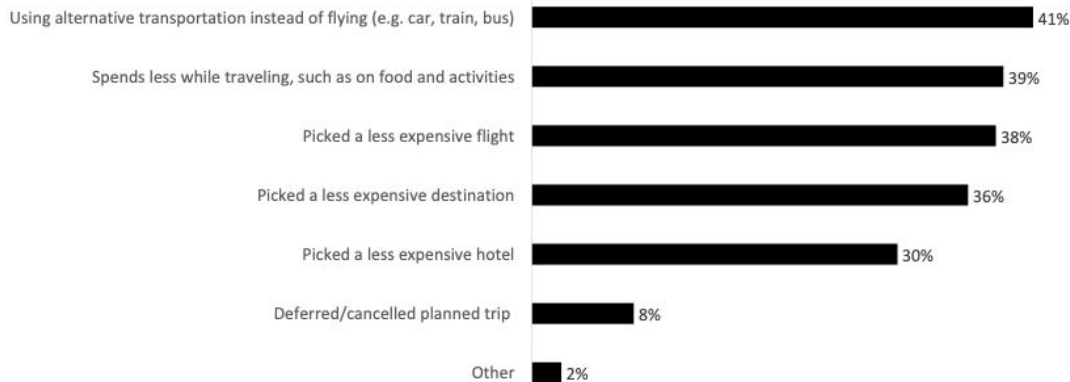
In the PAST SIX (6) MONTHS, which (if any) of the following have kept you from traveling more than you would have otherwise preferred? (Select all that apply)



Adjustments that Travelers are Making

Rising Travel Prices Are Driving Trade-Offs in Booking and Spending Choices

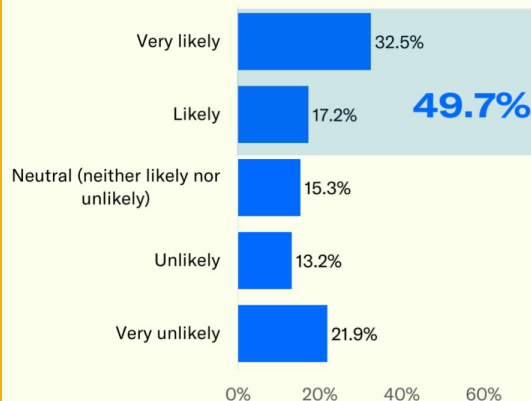
Percentage of U.S. travelers taking cost-saving measures due to higher prices



Likelihood to Travel Abroad

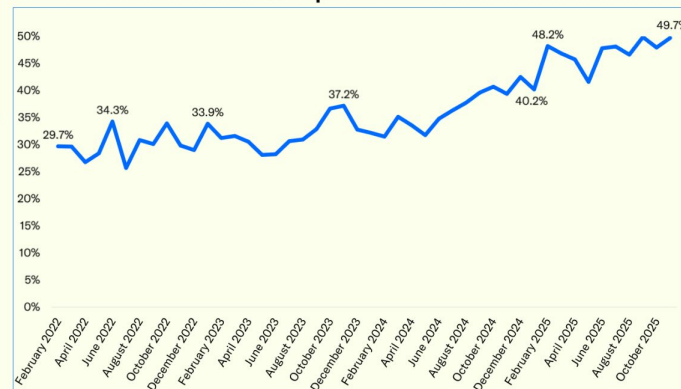
Question:

How likely are you to travel outside the United States for leisure in the NEXT TWELVE (12) MONTHS?



Historical data

% Top-Two Box





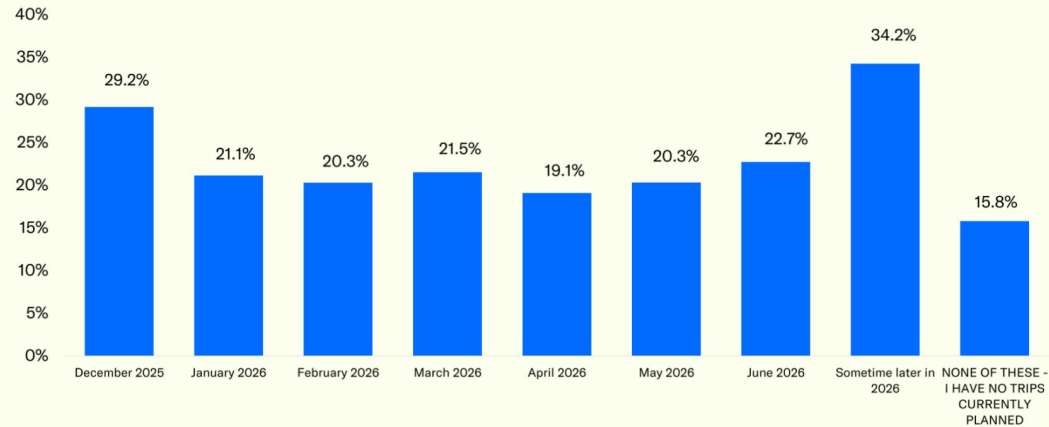
Reason to be optimistic

86.9% of survey respondents
consider themselves excited
about leisure travel in the
next 12 months.

Expected Month of Next Trip

Question:

In which months do you currently have any leisure trips planned (even if only tentatively)? (Select all that apply)



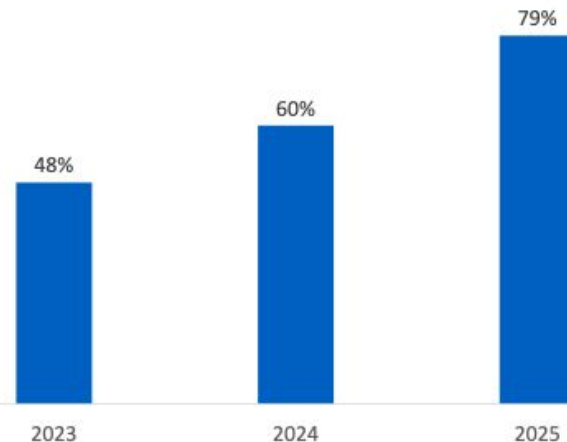
66% of travelers are
planning to return to
somewhere they have been
before for their upcoming
winter trip.

Blended Travel is Booming

**A 31% increase in
blended trips
since 2024.**

Blended Travel Hits a New High in 2025

Percentage of U.S. business travelers who
extended work trips for leisure

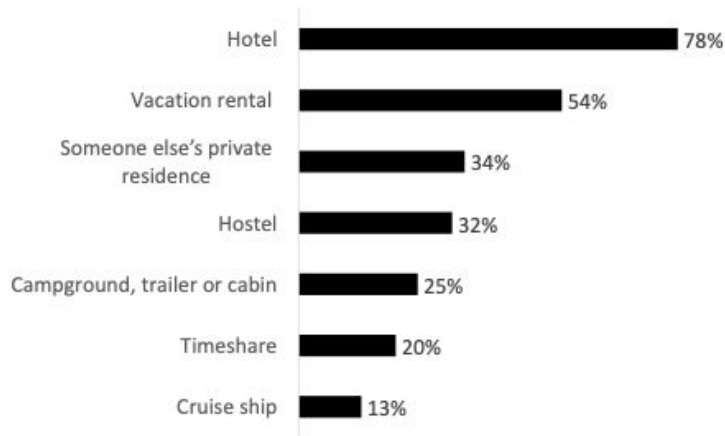


Blended Travel is Booming

Hotels remain the top choice for travelers.

Hotels Remain the Preferred Choice for Blended Travel

Percentage of U.S. travelers by accommodation type during blended trips



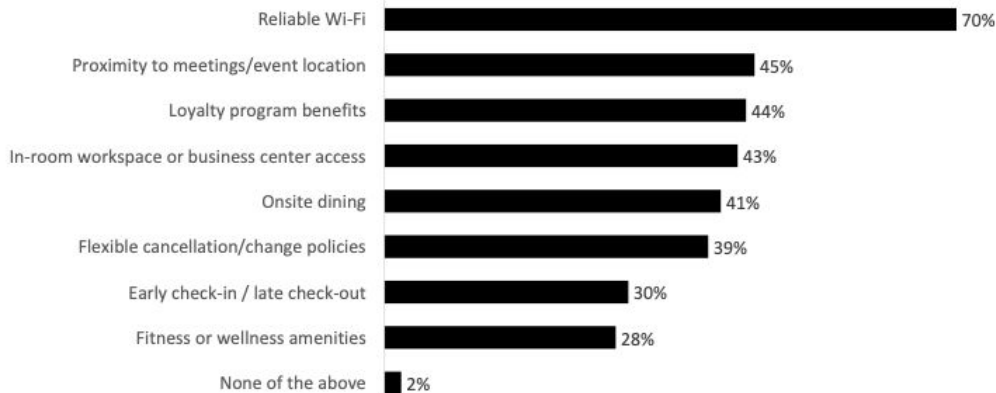
Most Important Property Amenities for Business Travelers



Most Important Amenities for Business Travelers

Wi-Fi, Convenience, and Loyalty Perks Drive Business Traveler Satisfaction

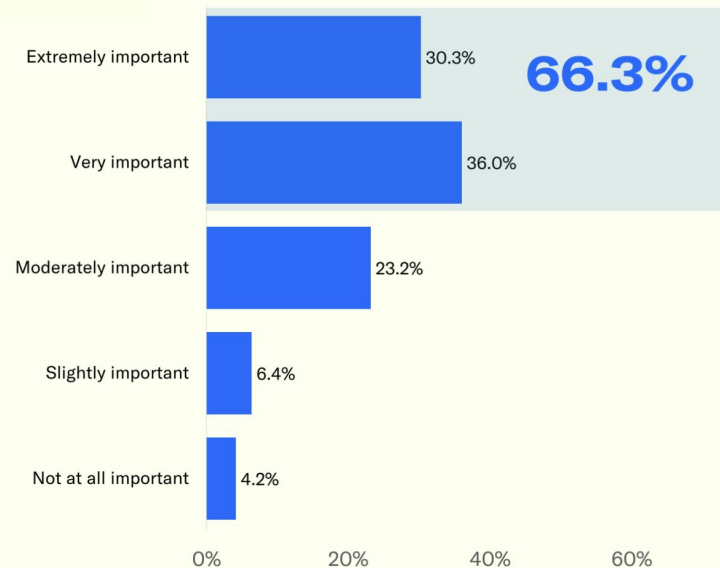
Top amenities and services valued during business trips (% of U.S. travelers)



Physical, Mental, or Spiritual

Question:

Think about what motivates you to travel. In general, how important is it to you that your leisure trips support your physical, mental, or spiritual well-being? (Select one)





Regionality

Preferred travel destinations
in the next 12 months

When you compare to the entire sample of responses, Utah is in the 26th position for most desired domestic destinations in the next 12 months.



Preferred travel destinations
in the next 12 months

**When you focus only on
responses from survey
respondents from the
West, Utah moves to the
17th most desired
domestic destinations in
the next 12 months.**



2025 By The Numbers

Community & Partner Relations Team



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

Industry Comms Coordinator &
Administrative Assistant
dianew@utah.gov



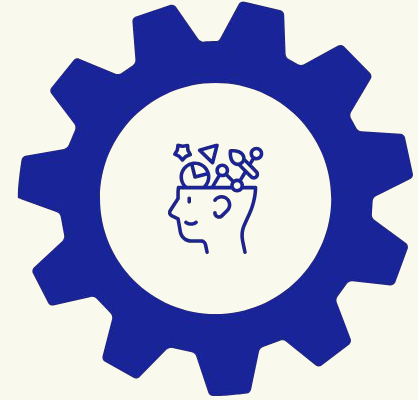
Relationships

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



Resources

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



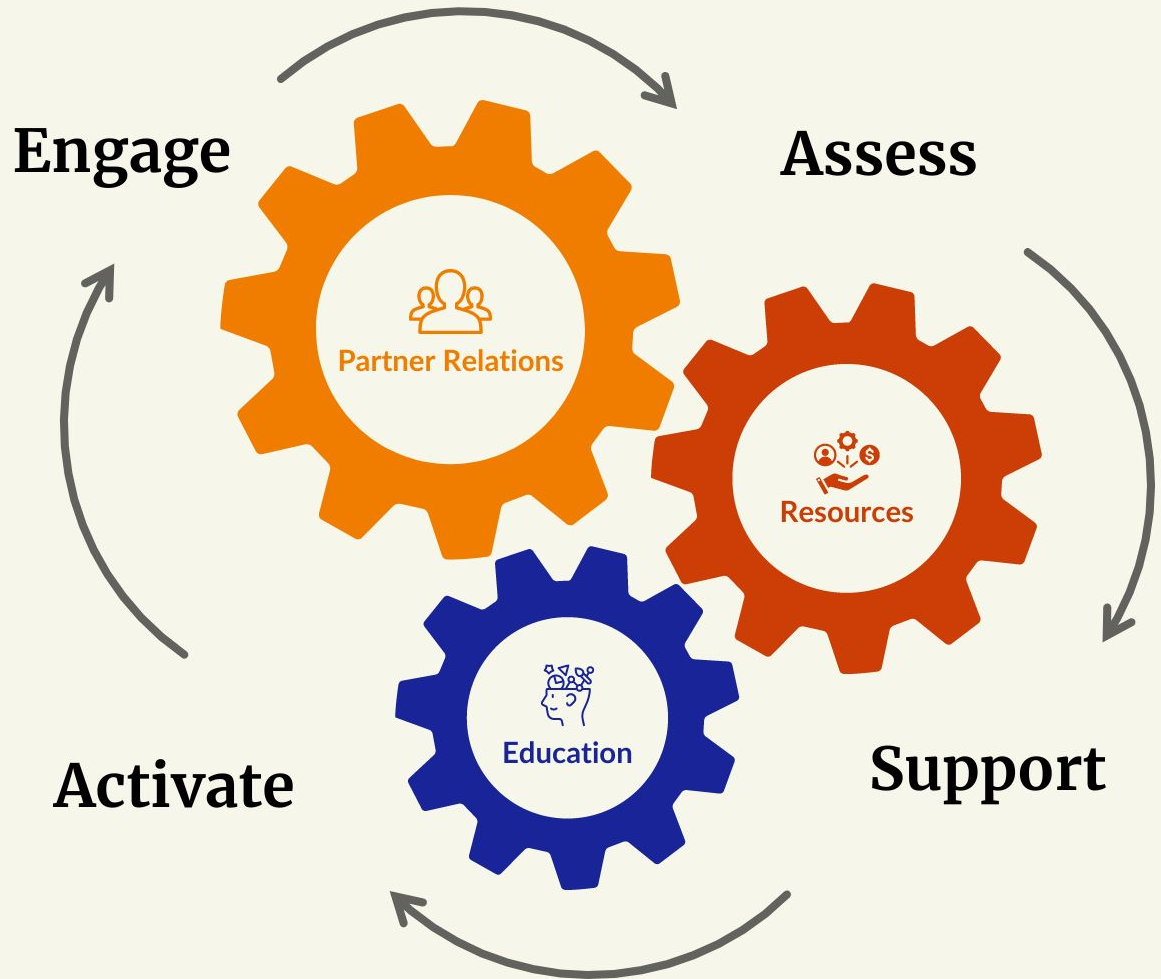
Education

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

LIFE
UTAH
ELEVATED





37%

Subscription
Increase

1.2k

Subscribers

20

Issues

Partner Newsletter



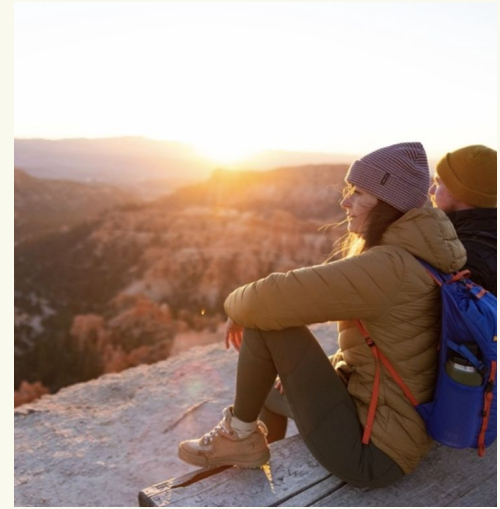
Communication

Strengthen Industry Communication and Engagement
- Provide consistent, timely updates that keep partners informed on updates, programs, events, and priorities; and office initiatives and projects.



Resources

Share Strategic Insights -
Deliver research highlights and visitor data that help partners make informed decisions and align with statewide tourism strategies.



Announcements

Announce Grants, Resources, and Training - Provide information about grant cycles, funding opportunities, educational webinars, toolkits, industry events, and support resources.



36k

Additional Users

74k

More Page Views

Industry Website (travel.utah.gov)



Support

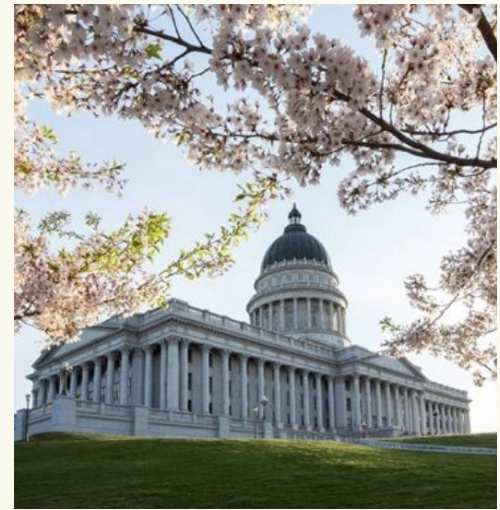
Provide resources, opportunities, and support for Utah's tourism partners, DMOs, and stakeholders



Mobilize

Ensure that resources from all teams are available for partners online.

The top five visited pages are About, Research, Co-op Marketing, Resources, and Opportunities.



Develop

Support the growth of UOT's programs and resources by providing new pages and content monthly.

New pages built this year include ELEV8 Utah, Utah Forever, and Legislative Resources.



58

Applications

54

Awardees

24

Counties

2025 Cooperative Marketing Grant

CO-OP MARKETING GRANT 2025 Tri-View			
Illuminate the interconnectedness of the Cooperative Marketing Grant (Co-op) process. This resource serves as a comprehensive guide to the grant guidelines, application questions, and evaluation scorecard work in unison. By visualizing the relationship between application process, ensuring transparency and fostering a more equitable evaluation.			
PART I	NUMBER	APPLICATION	POINTS
		ORGANIZATIONAL INFORMATION - PART I	0
	1	Company Request for Confidentiality	
	2	Organization Name	
	3	Street Address	
	4	City	
	5	State	
	6	County	
	7	Zip	
	8	Telephone Number	
	9	Website	
	10	Federal Tax EIN	
	11	Primary Contact - First Name	
	12	Primary Contact - Last Name	
	13	Primary Contact - Title	
	14	Primary Contact - Email	
	15	Primary Contact - Phone Number	
	16	Secondary Contact - First Name	
	17	Secondary Contact - Last Name	
	18	Secondary Contact - Title	
	19	Secondary Contact - Email	
	20	Secondary Contact - Phone Number	
ON-PROFITS		ON-PROFITS INFORMATION - PART II (NON-PROFITS)	0
	21	Is your organization exempt from federal taxation under section 501(c) of the Internal Revenue Code? (If your organization is not a non-profit, select no and move onto the next section.)	75
	22	If yes, under what subsection?	
	23 & 24	Is the non-profit affiliated with a parent or controlling organization? If yes, please provide the name of the organization.	
	25	List the top five highest-paid employees who work exclusively for the non-profit, along with their job titles and a brief summary of their responsibilities.	
	26	List the top ten sources of funding for your non-profit and indicate the percentage of total funding that each source contributes.	
	27	If your non-profit receives more than 35% of its funding from a single for-profit entity, please list all individuals who are employees of or affiliated with that for-profit organization.	
		List the specific activities, excluding marketing and advertising, that your non-profit contributes to the local business community to support the community.	



Transparency

Enhance Program Transparency - Demonstrate the interconnectedness of the guidelines, application, and scoring rubric through the creation of the Tri-View, thereby benefiting applicants and the scoring committee.

Clarity

Clarify Evaluation Process - Revamp the scoring rubric to clearly display the direct alignment between application questions and assigned points, significantly increasing the clarity of the evaluation process.

Training

Facilitate Comprehensive Training - Provided training on the new Co-op resources for UOT's new Grants Specialist, the Co-op Committee, and the 2025 applicants.



2

Days

25

Counties

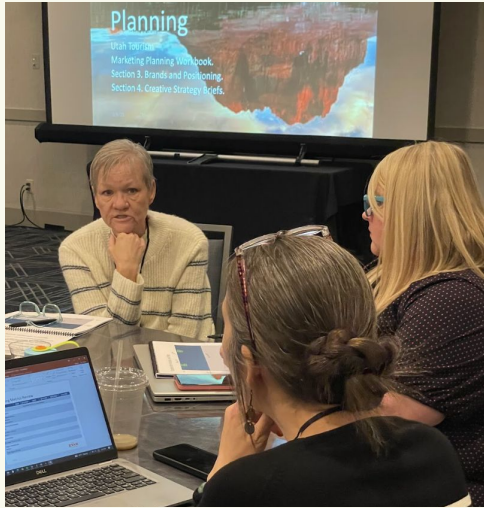
54

Attendees

12

Speakers

2025 Marketing Workshop



Plans

Develop Foundational Marketing Plans - Equip DMOs with the knowledge and tools to begin building a comprehensive Marketing Playbook for their respective destinations.



Tactics

Develop Digital Marketing Tactics - Help DMOs master key audiences, including leveraging statewide marketing insights, optimizing SM, and understanding best practices for PR and Earned Media.



Action

Translate Strategy into Action - Teach DMOs to establish objectives, craft strong positioning and creative strategy, and map the Activation and Content Journey for final campaign development.



2

Days

194

Attendees

45

Speakers

15

Breakout Sessions

1

Hands-On
Experience

2025 Tourism Business Development Workshop



Collaboration

Build Niche Tourism Collaborations - Establish collaborations to facilitate community-led planning and execution of the 2025 Workshop and creation of agritourism and astrotourism resources.



Resources & Education

Establish Foundational Knowledge and Resources for Niche Tourism - Enable attendees to understand the core concepts and growth potential of agritourism and astrotourism in Utah.



New Growth

Develop Tactical Expertise for Business Growth - Equip small business owners and tourism entrepreneurs with actionable strategies for starting, marketing, and legally protecting new ventures.



2

Month
Assessment

8

Month Program

3

Participating
Counties

12

Participating
Organizations

12

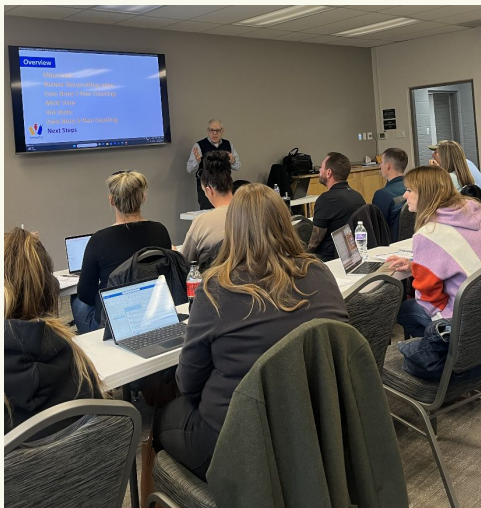
New Experiences

ELEV8 Utah - Product Development Program



Collaboration

Collaborate with three DMOs in Utah through the Design Studio™ process to develop a collection of twelve new, unforgettable experiences for each region.



Training

Train DMOs and state representatives on the licensing and delivery the Design Studio™ process.
Train participants on the steps of Veneto's product development process.



Groundwork

Build internal capacity at the state level, enabling Utah to potentially roll out the Design Studio™ Licensing process with regions and DMOs statewide by 2026.



75+

In-Person

Statewide Engagement



Partner Tours

Arranging visits in community to learn, provide support, and connect with local partners.

Each County/DMO in Utah.



Conferences

Leveraging convening opportunities to connect with communities, partners & Industry.

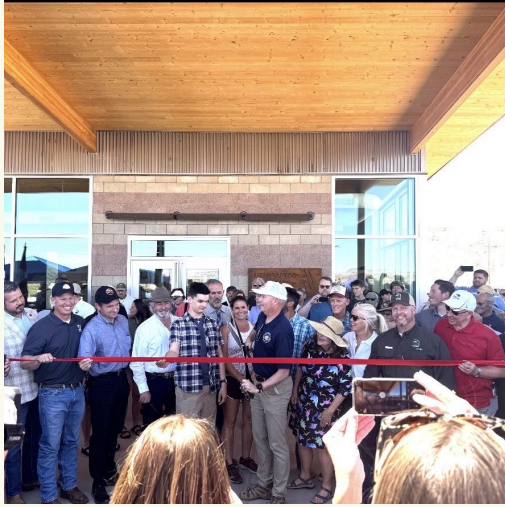
One Utah Summit, AITC, UAC Summer Conference, WESTO, and ESTO.



Speaker Bureau

Working with other agencies and organizations to bring tourism to the conversation.

Outdoor Recreation Summit, AOG Summit, UTL, RUCC, Eastern Business Summit, Local Chambers & UGO



State Agencies

DNR (PLPCO, State Parks, & DOR), UDOT, UDIA, CCE (SHPO, Main Street Program, Division of Multicultural Affairs), IORT, and UDAF.



Federal Public Lands

National Parks, BLM, USFS, +Nonprofit partners to our public lands agencies.



Associations

UADMO, UTIA, ULCT, AOG's, UGO, Utah Association of Chambers (UAC), Rural Utah Chamber Coalition, and Utah Farm Bureau.