



Utah Board of Tourism Development

February 2026





Utah Film Commission February 2026

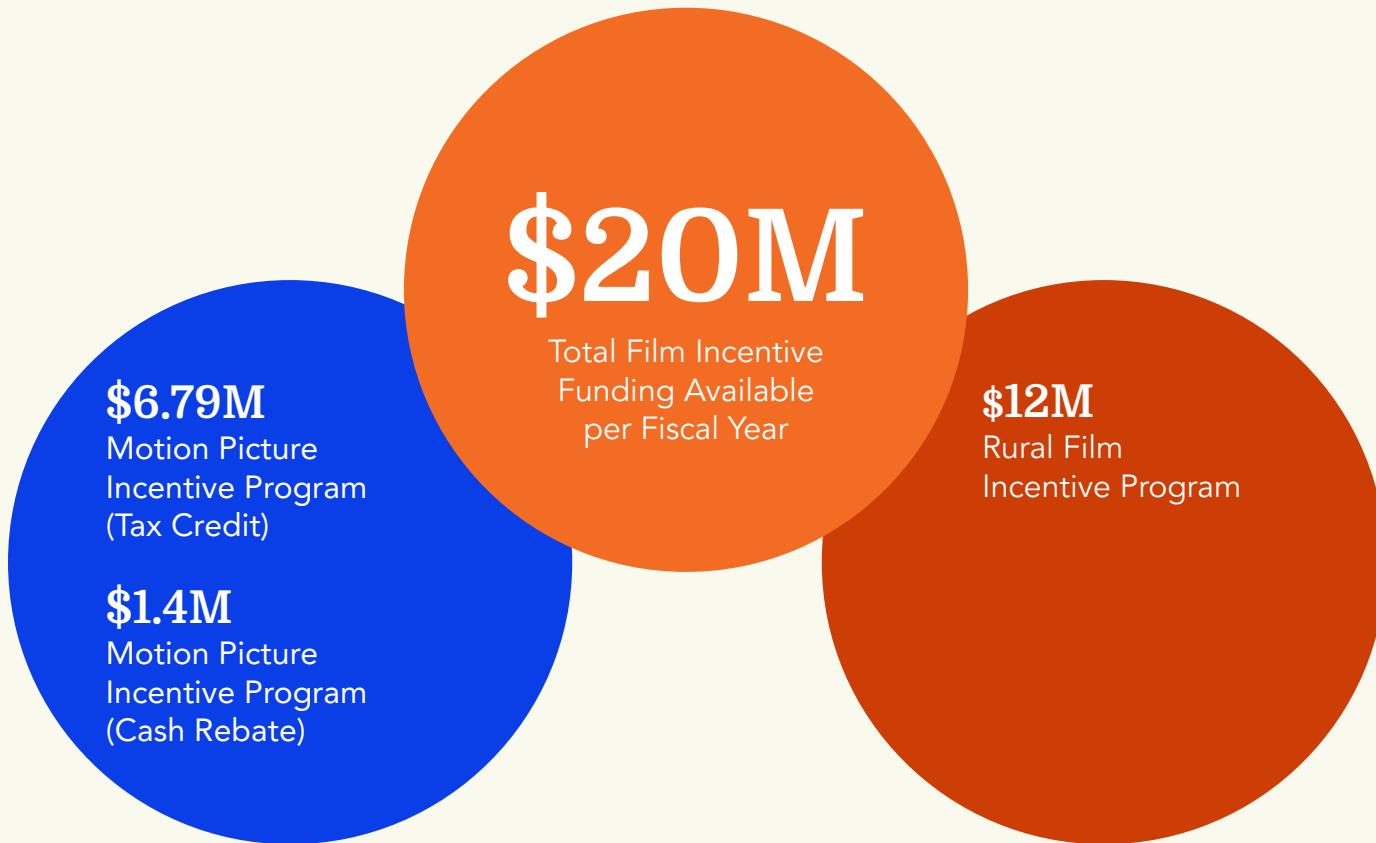
Antelope Island State Park



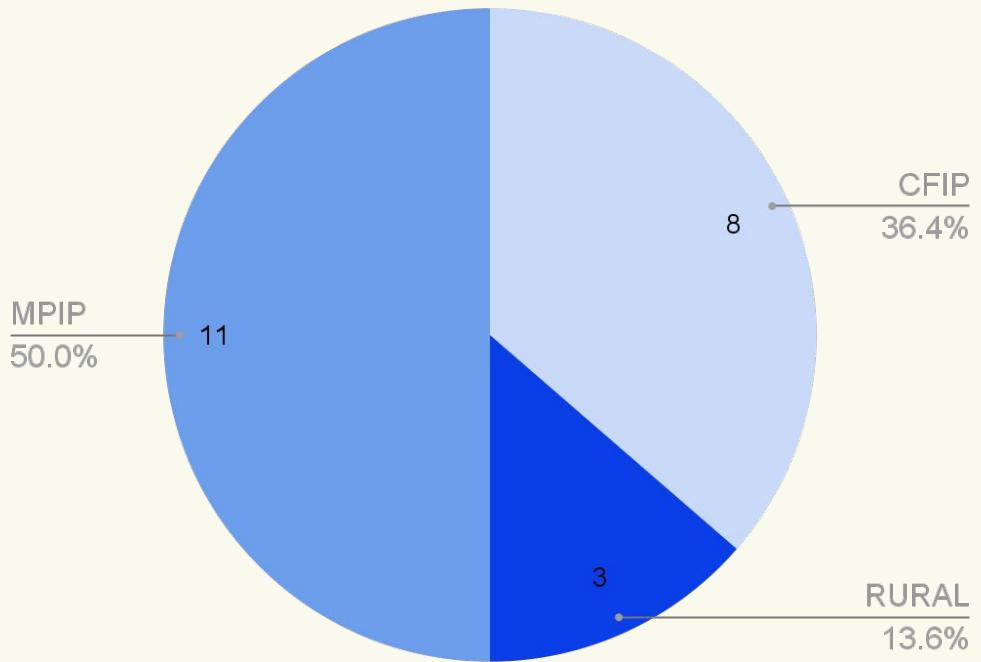
Recent Projects



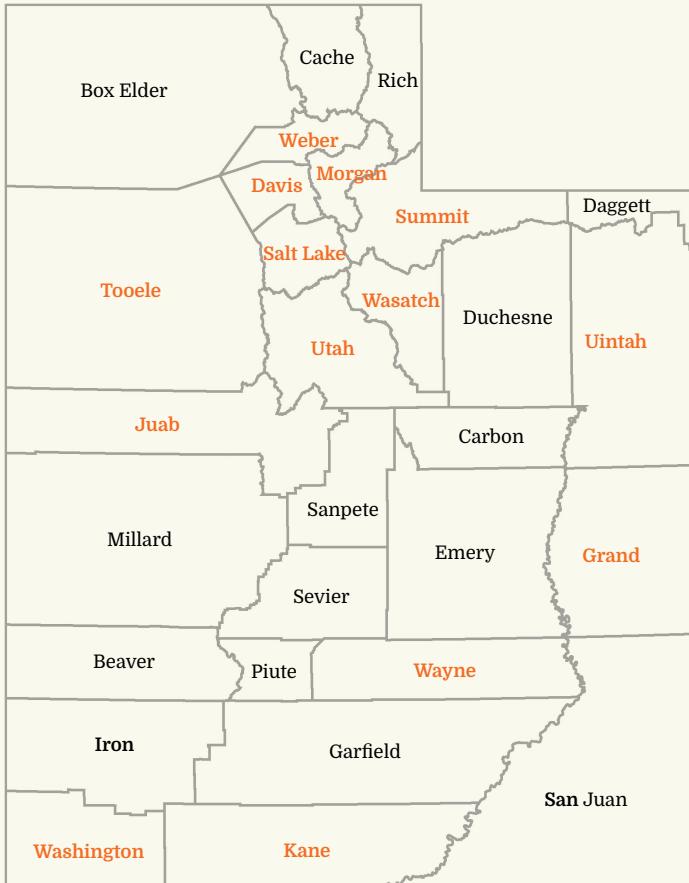
Utah Film Incentive Funding



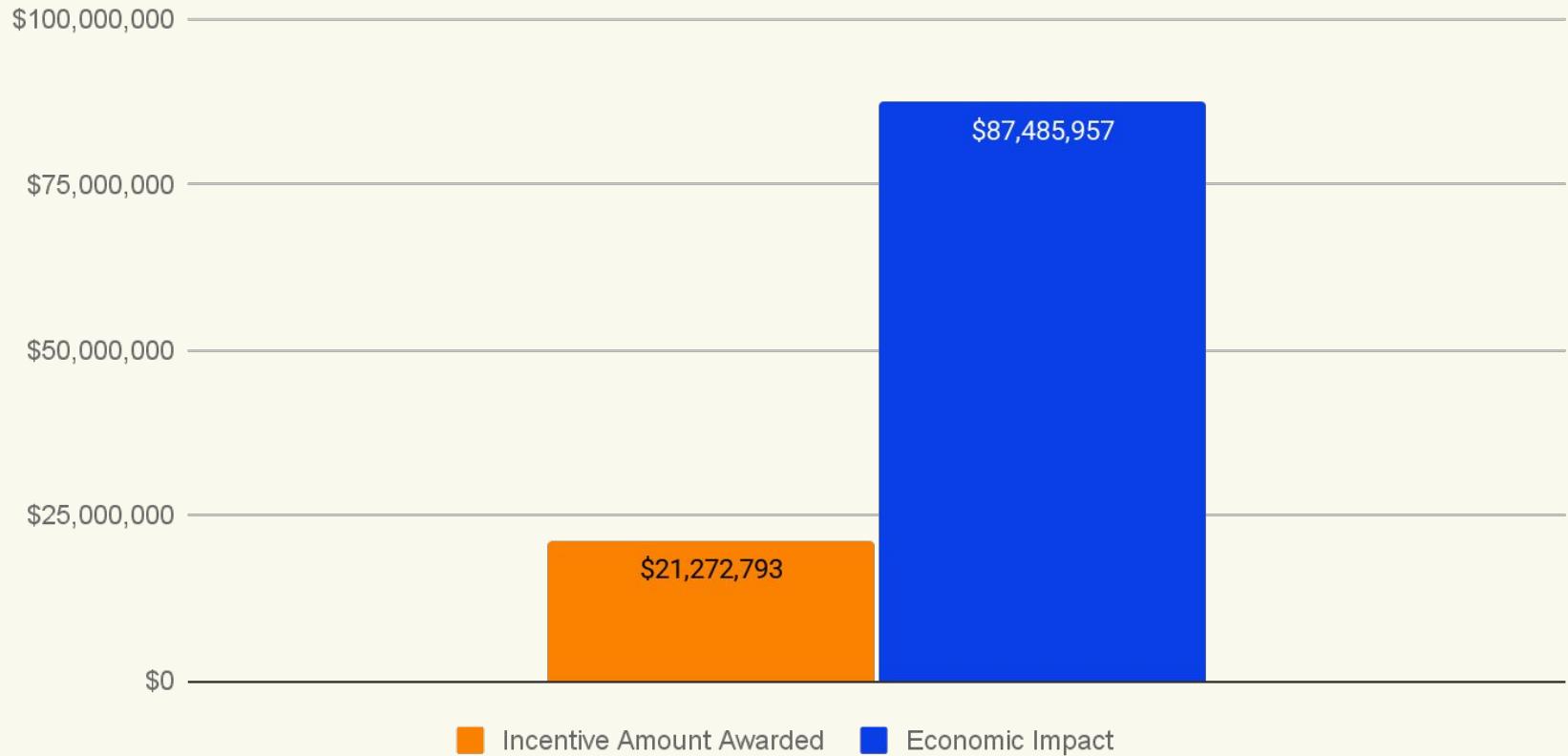
22 Approved Project FY26



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



Incentive v. Economic Impact FY26





Incentive Applications

MPIP

Unwell Winter Games

Real Housewives of Salt Lake City Season 7

The Chosen Season 7

Unwell Winter Games / Motion Picture Incentive Program

Film Team:	Producers: Matt Kaplan, Chris Foss, Jordyn Rochwerg, Larissa Beck Director: Jackie Robbins
Project Highlights:	Alex Cooper hosts Olympic games between 2 teams of celebrities, athletes, and internet personalities.
Distribution:	Streaming on YouTube
Locations (County):	Summit & Wasatch
Percentage Shot in Utah:	100%
Estimated Jobs:	Cast & Crew: 46 Extras: 5
Estimated Spend:	\$927,710
Maximum Incentive:	\$185,542 (20% - Tax Credit)
Production Dates (including Prep & Post-Production)	January 2026 – March 2026

Real Housewives of Salt Lake City Season 7 / Motion Picture Incentive Program

Film Team:	Producers: Lisa Shannon, Lex Pascual, Daniel Crunkhorn
Project Highlights:	7th season of the celebrity favorite Housewives
Distribution:	Bravo and Peacock
Locations (County):	Salt Lake
Percentage Shot in Utah:	95%, TBD international location
Estimated Jobs:	Cast & Crew: 47
Estimated Spend:	\$2,210,000
Maximum Incentive:	\$221,000 (10% - Tax Credit)
Production Dates (including Prep & Post-Production)	February 2026 – November 2026

The CHOSEN



**\$4.9
Million**

Production Spend

600 fan extras booked
their own hotel rooms and
explored Utah Valley

**2800+
Room
Nights**

Local Impact

Hotel stays for
240 cast & crew
generated \$440,000

**280 M
Viewers
Worldwide**

Reach

Earned over
\$140 Million from
Season 5 theatrical release

The Chosen Season 7 / Motion Picture Incentive Program

Film Team:	Producers: Chad Gundersen, Chris Juen, Jamie Elliott Director: Dallas Jenkins
Project Highlights:	7th season of the story of Jesus, now translated and dubbed in over 600 languages
Distribution:	Streaming on Amazon and thechosen.tv app
Locations (County):	Utah & Juab
Percentage Shot in Utah:	50%, also filming in Texas
Estimated Jobs:	Cast & Crew: 82 Extras: 400
Estimated Spend:	\$8,159,663
Maximum Incentive:	\$1,631,933 (20% - Tax Credit)
Production Dates (including Prep & Post-Production)	January 2026 – April 2026

Utah Spend / Incentive Approval Overview

Approve a total of **\$2,038,475** 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>Unwell Winter Games</i>	\$927,710	\$185,542 - 20%	Summit & Wasatch
<i>Real Housewives of Salt Lake City Season 7</i>	\$2,210,000	\$221,000 - 10%	Salt Lake
<i>The Chosen Season 7</i>	\$8,159,663	\$1,631,933 - 20%	Utah & Juab
	\$11,297,373 TOTAL Spend	\$2,038,475 TOTAL Incentives	

Communications Team Update

Anna Loughridge, Director of Communications, Utah Office of Tourism

Suzanne Brose, Executive Vice President, J/PR

Terra Girvin, Senior Account Director, J/PR



A wide-angle photograph of a night sky over a desert landscape. The sky is filled with stars, with a prominent, colorful arc of the Milky Way stretching across the upper right. A bright, horizontal green glow, likely the aurora borealis, is visible on the left. In the foreground, a large, reddish-brown rock formation with a natural archway is illuminated from below, casting a warm glow. The landscape extends into the distance, showing more of the same geological features under the starry sky.

CY25 PR Recap

2025 PR Results

MEDIA IMPRESSIONS

2.7B

National + Regional
Exposure in Key
Markets

PLACEMENTS

120

Articles resulting from
Earned Media Efforts

BARCELONA PRINCIPLES

92

Average Score

KEY HOSTINGS

31

Valuable in-person
experiences



CY25 PR Highlights - Coverage

"The Best Mountain Towns in the U.S. for a Winter Adventure"



Moab
Thrillist

“North America’s Best Winter Train Trips: 10 Routes Through Snowy Peaks and Valleys”



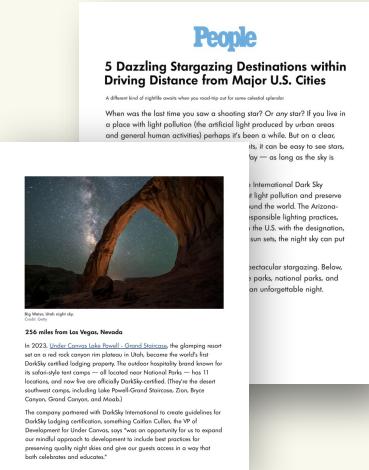
Heber Valley
USA Today 10Best

"This 20-mile-long National Park Is Part of Utah's 'Mighty Five'—and It's Home to the Greatest Collection of Hoodoos in the World"



Bryce Canyon
Travel + Leisure

“5 Dazzling Stargazing Destinations within Driving Distance from Major U.S. Cities”



Big Water, Arches *People*

CY25 PR Highlights - Coverage

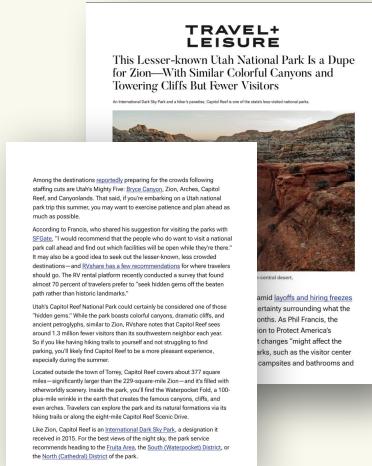
“52 Places to Travel in the U.S. This Year”



Moab, Salt Lake City, Arches,
Bryce Canyon, Canyonlands,
Capitol Reef, Zion

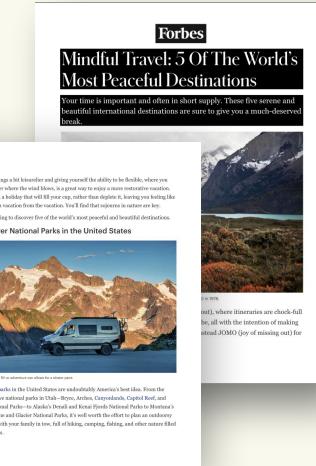
AFAR

"This Lesser-known Utah National Park Is a Dupe for Zion—with Similar Colorful Canyons and Towering Cliffs But Fewer Visitors"



Capitol Reef National Park, Torrey *Travel + Leisure*

“Mindful Travel: 5 Of The World’s Most Peaceful Destinations”



Bryce, Arches, Canyonlands, Capitol Reef, Zion *Forbes*

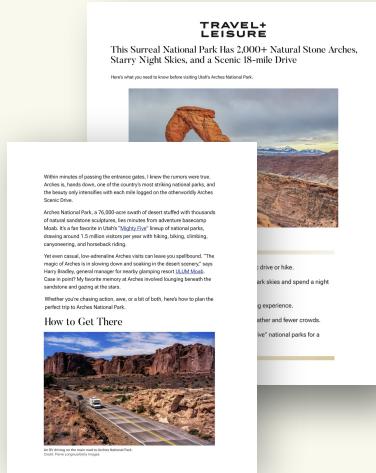
"The 27 Best National Parks in the US for Camping, Stargazing, and Wildlife"



Zion National Park,
Canyonlands National Park,
Moab
Condé Nast Traveler

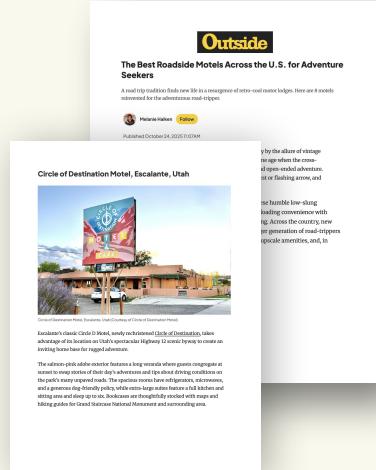
CY25 PR Highlights - Coverage

"This Surreal National Park Has 2,000+ Natural Stone Arches, Starry Night Skies, and a Scenic 18-mile Drive"



Arches, Moab, Salt Lake City, Canyonlands, Moab *Travel + Leisure*

“The Best Roadside Motels
Across the U.S. for Adventure
Seekers”



“Winter offers mystical takes on Utah’s cool canyons”



"The 10 Best Ski Resorts in the U.S."



Escalante
Outside Magazine

Moab, Canyonlands, Arches *USA Today*

A scenic view of Bryce Canyon National Park, featuring numerous hoodoos (narrow, spire-like rock formations) and a few small pine trees in the foreground and middle ground.

CY2026 PR Strategy

Group Press Trips



The Perfect Pairing: Brian Head + Zion March 30-April 2, 2026

Highlighting the region's accessibility, this itinerary will seamlessly blend winter sports, with desert exploration, featuring skiing at Brian Head Resort, mountain biking at Sand Hollow State Park, rappelling in Dixie National Forest, and hiking throughout the Greater Zion region, showcasing the lesser-known, but equally spectacular ski experience in Southern Utah.



Trail Blazers and Tastemakers Road Trip: Boulder + Torrey June 2026

A Great American Road Trip through Southern Utah, this press trip will allow media to savor the acclaimed farm-to-table cuisine and cultural spirit of Scenic Byway 12's culinary hubs like Boulder and Torrey, while journeying through the vast landscapes of Bryce Canyon and Escalante.



The Independent Spirit of Northern Utah August 2026

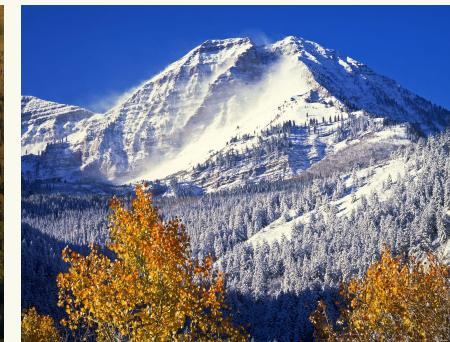
Showcasing Northern Utah as a hub for independent film, artistic retreats, and emerging creatives media attendees will explore the harmonious blend of Northern Utah's serene, cinematic vistas alongside the distinct, quirky and completely unique culinary offerings.

2026 Individual Media Visit Themes

- The Provo Scenic Skiway x The Inn at Sundance
- Utah America's Film Set (Film Trail)
- Utah 2034 – Olympic Games
- Access to Adventure - Red Rocks to Ski Slopes
- Dark Skies & Astrotourism
- The Great American Road Trip; America 250
- A Deep Dive into Utah's Cultural Core
- Shoulder Season Family Travel
- Solo Travel x Wellness in Nature



2026 Media Moments



IMM NYC

TravMedia's International Media Marketplace (IMM) is a leading networking event connecting the travel industry with editors, journalists, broadcasters, and content creators. UOT attended to nurture media relationships while fostering new connections for possible hosting opportunities.

SoCal

SoCal focused media mission to three major media destinations, San Diego, Orange County & Los Angeles, to share our top storylines and destination news. Knowing the LA Olympics will be top of mind for CA-based media, this could also be a key opportunity to seed story opportunities for the 2034 Olympics.

January 2026

April 2026

Texas

The Texas market continues to be a major opportunity market for the state of Utah (it's also one of the most geographically large states) making a Texas virtual media mission an ideal tactic for 1:1 time with media from Austin, to Houston, to Dallas and beyond.

Q3 2026

New York

Always a top media market, let's return to New York this October for the annual Ski Utah event and extend a day prior or after to meet with key media 1:1 that may not have been able to attend the event. *Potential to add on a UOT brand activation in New York

October 2026

Monthly Headlines: 2026 Editorial Calendar

January – Utah. America's Film Set. (Looking Beyond Sundance)

February – Under the Radar Ski Destinations: Ski Where the Locals Ski

March – Women's History Month: Guides, Chefs, Makers & Beyond

April – Utah's Dark Skies: New Ways and Places to Explore Utah's Night Sky

May - America's Potluck: Uniquely Utah Dishes & Chef Spotlights

June - Wellness Revolution: Relax, Renew & Recharge

July - America 250 & The Great American Road Trip

August - A Dining Guide to Utah: Salt Lake City and Beyond

September - The Best Small Towns in Utah for Big Adventure

October - Calling all Venturistas! Pairing The Outdoors & Urban Setting in Utah

November - Slow Travel in Southern Utah -- Winter Solitude

December - Major 2027 News



A scenic landscape featuring a river winding through a valley with red rock mesas under a blue sky with clouds.

2026 Media Landscape and Travel Trends

PR's Impact on AI Search

Consumers are increasingly using AI platforms called LLMS - large language models (ChatGPT, Gemini, Copilot, Claude) for trip planning, product comparisons, and decision-making, shifting away from traditional search engines. In fact, **70% of Americans are using AI for travel planning.**

Because these AI models prioritize earned media and third-party credibility—with 85% of citations originating from reputable news sources—our strategy must center on high-impact PR.

By securing consistent coverage in trusted publications, we provide the essential "information diet" that trains AI to recognize our destinations as a top-tier, authoritative recommendations, ensuring we remain visible in the new digital concierge era.



Media Trends



Substacks

Substacks have moved beyond simple newsletters to become full-fledged media channels. They provide a space for writers (many of whom were once power-editors at top publications) to bypass traditional gatekeepers and build direct, monetized relationships with their audience. This allows for in-depth, long-form content, often focused on niche topics (which also feed LLMs if a public search).



The Rise of Blogs & New Influence

LLMs look for evidence and third-party validation. From Reddit, to top-tier traditional digital media outlets, and increasingly, blogs, alongside the likes Tripadvisor / Yelp / Google Reviews (indirectly) - these are the outlets feeding LLMs today. Now's also the time to dust off those blogs! LLMs love structured blog content on owned websites.



Focus on Trade Media

Trades outlets have become a critical component for driving discovery on LLMs and improving GEO. AI models and search engines place a high degree of "weight" on trade publications not because of their massive consumer readership, but because of their authority, expertise, and structured data. For an LLM, an article in a hotel industry trade publication is a gold mine of verified, expert-level information.



Business Model Shift

Industry awards have evolved into a significant monetization model. While winning an award is an honor, showcasing the win to consumers via a logo on a website, in a print ad, or on social media, often comes with a substantial cost. This model generates a profitable, recurring revenue stream for the issuing publication, turning a prestigious editorial recognition into a valuable (but costly) marketing asset for the winning company.

US Travel Trends



Passion-Driven Travel on the Rise

Americans are choosing destinations based on passion, not just location. Whether it's chasing a cultural moment -- like a couture show, concert, or art fair -- or pursuing niche interests like padel, design, or luxury shopping, travelers are planning around passion and purpose-driven experiences. From fashion weeks to Formula 1 races and FIFA, personal passions are becoming the new travel compass, with events and niche interests anchoring itineraries and driving demand. It's not just where you're traveling, but when and why.



Comfort & Safety Take Priority

In 2026, American travelers are prioritizing safety, ease, and predictability. Ongoing geopolitical tensions, economic uncertainty, and lingering post-pandemic concerns have shifted the focus to assurance. Whether choosing familiar or private travel options, travelers are opting for experiences that feel secure and hassle-free. Comfort now means streamlined airport security, smaller group travel, and destinations that align with both personal values and peace of mind -- feeling safe and comfortable are a priority now more than ever.



Opt Outside

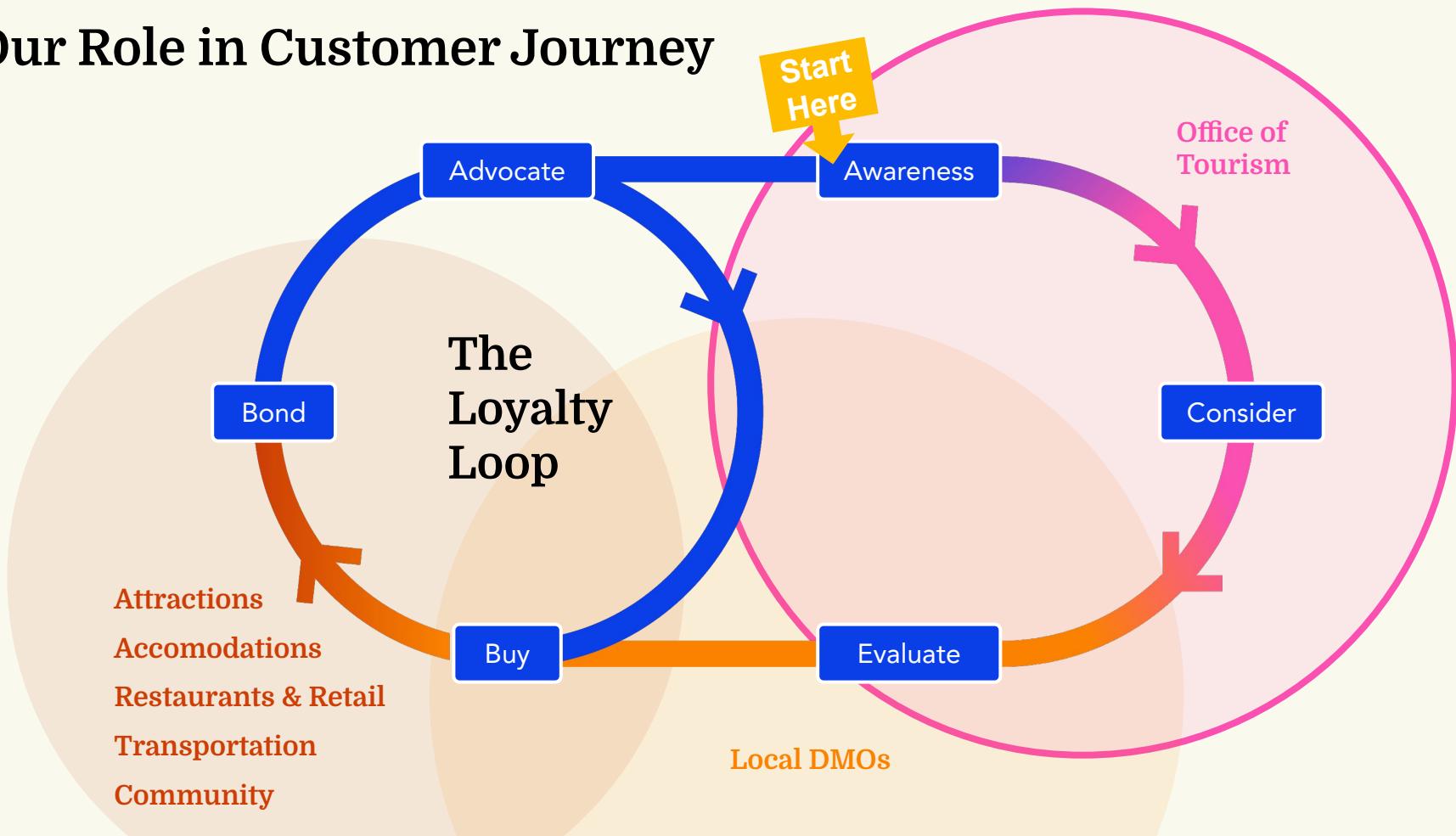
According to Google, Americans are continuing to search outdoor destinations such as upstate New York, Joshua Tree National Park in California, Sedona, Arizona and of course, Utah (demand for the outdoors also explains other domestic destinations that are trending, such as Montana, Alaska and Maine). Americans are wanting to be outside and exploring nature from national parks to glamping to hotels in remote locations.

Marketing Committee Report

Ben Cook
Director of Marketing
Utah Office of Tourism



Our Role in Customer Journey



Parks & Beyond Campaign Plan



Campaign Goals

1. Awareness & Interest

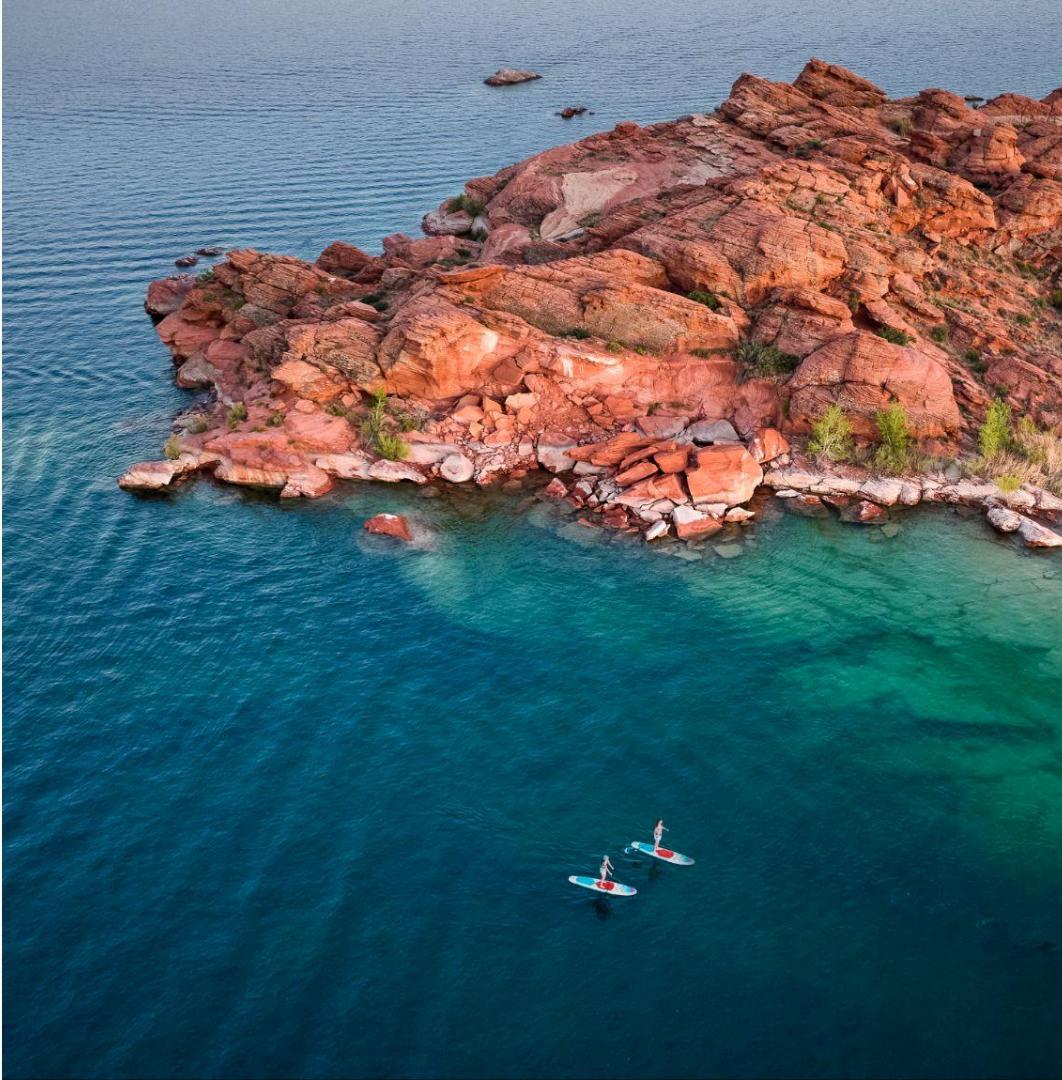
Inspire trips to Southern Utah during Spring and Summer.

2. Stay & Spend

Attract quality travelers who stay longer, experience more, and travel thoughtfully.

3. Education

Promote adequate planning and preparation.



Campaign KPIs

Inspiration | Planning

Awareness



Maintaining ad awareness

Impressions



Maintain FY25 ad-exposed impressions

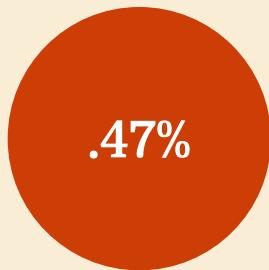


180k

Maintain FY25 engaged sessions

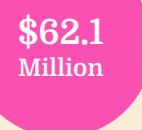
Likely to Book | In Market

Post Impression Rate



Maintain Post Impression Rate

Length of Stay & Spend



Maintain/Grow

Audience Targeting

Our primary audiences will be Adventurers, Families, and Venturistas

A mix of outdoor lovers, families, children and thrill seekers looking for a great time; trend followers at heart sharing a sense of taste, style and happy life.





Campaign Concept

There isn't just one type of **Utah Person**.

If you hunt dinosaur footprints, look great in earth tones, and prefer desert silence over the latest playlist...

We know why.

Join us, as one of us—the ones who light up at the sight of red rock, love to take the high road, and believe every sunrise is worth waking up for.

We might be a little bit different, but you'll fit right in.

Key Messages & Themes

- Home to The Mighty Five® national parks.
- Landscapes so breathtaking, they leave you forever changed.
- Incredible opportunities for both adventure and restoration.
- Dozens of state parks that rival national parks.
- A tapestry of beautiful and complex cultures and influences.



The Traveler's Mindset

THINK

Utah is surprising— there's so much more to the state than I expected.

I can see myself there, having authentic adventures that align with my values and validate who I am as a person.

FEEL

I will fit right in.

Utah welcomes and appreciates people like myself.

It's a place that's made for someone like me.

DO

Learn more about Utah and eventually plan a trip to experience our state first hand.

Then, return home as loyal advocates.

Campaign Parameters

Budget: \$2,971,125 (+37,935.08 in TMPF carryforward)

Campaign Flight: 2/1/26 - 6/15/26

Targeting: Nationwide U.S.

Media Strategy:

- Connected TV targeting people higher in the funnel to inspire them to choose Utah.
- Retarget CTV ad exposure with display assets to drive bookings.
- Leverage native and partnerships to encourage planning and preparation with confirmed travelers.





VISITUTAH.COM

Display Ads



STOP THE CAR MAKE DAD STOP THE CAR



AWESOME VENTURISTA OVERUSE THE WORD AWESOME Mighty 5®



DINO HUNTERS FOR DINO HUNTERS AND LLAMA LOVERS



HIGH ROAD FOR ALL WHO TAKE THE HIGH ROAD



START PLANNING START PLANNING YOUR BEST TIME OUT

Plan & Prepare Retargeting

Paid Social

Objectives:

- Traffic: increase website visits (measured by link clicks)
- Video Views: increase video views (measured by ThruPlays)

\$99,388.33

Planned Spend

16.5MM

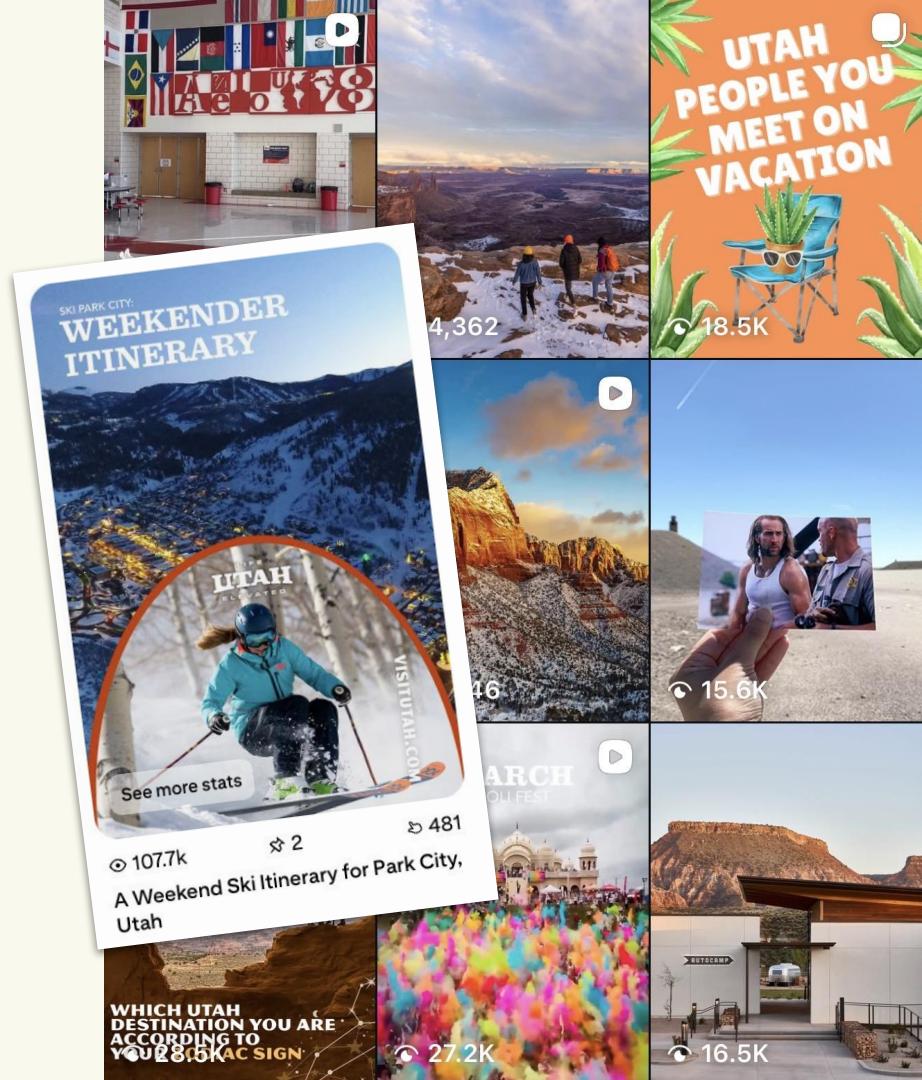
Impressions

196K

Link Clicks

1.8MM

Video Views



Media Flow



Media Budget - Year Over Year

	2025	2026
Connected TV	\$ 1,760,000	\$ 1,415,000
Digital	\$ 2,064,000	\$ 1,394,060
Out of Home	\$ 250,000	\$ 225,000
Paid Search		\$ 50,000
Total	\$ 4,116,000	\$ 3,084,060

A Campaign United

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

These brands
will still exist



These campaigns
will still exist

PARKS & BEYOND

URBAN & OUTDOORS

SKI & WINTER



They will all be brought together to
work in a united, statewide approach





VISITUTAH.COM



VISITUTAH.COM



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N



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D

Ski Campaign: Key Performance Indicators

Ad-Exposed
Pageviews

27% up

508K this year
399k prev. year

Visit Utah Ad-Exp.
Pageviews

79% up

331k this year
185k prev. year

Enriched Bookings

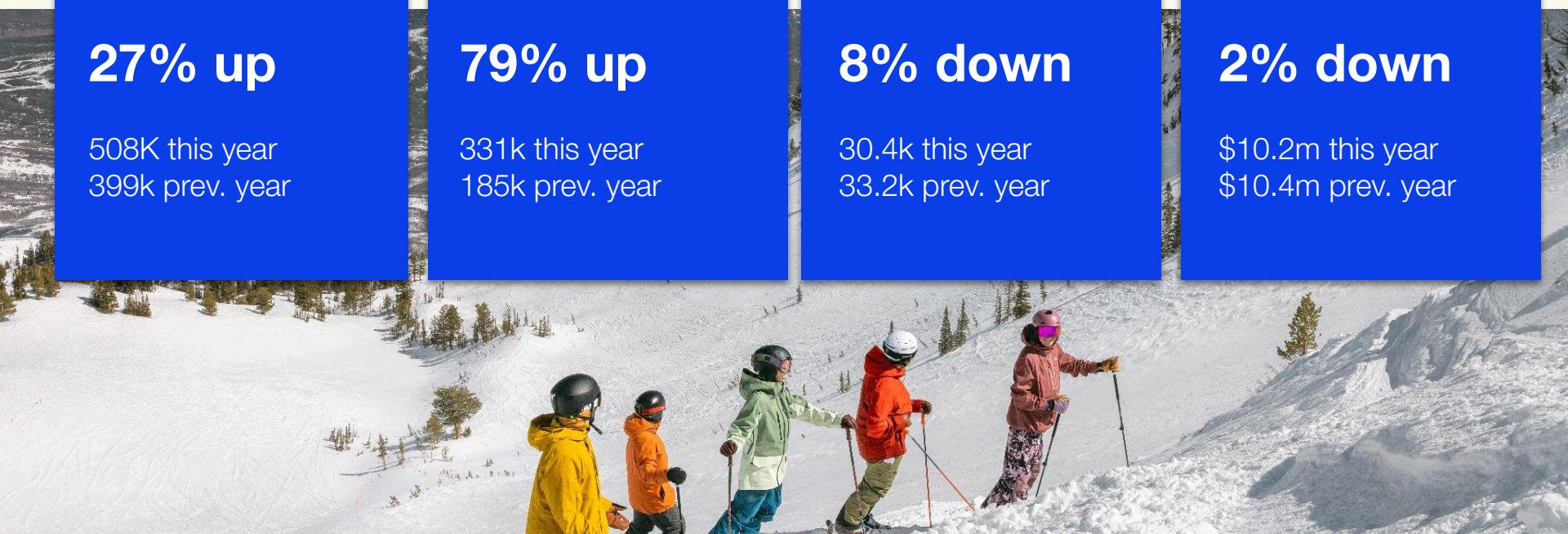
8% down

30.4k this year
33.2k prev. year

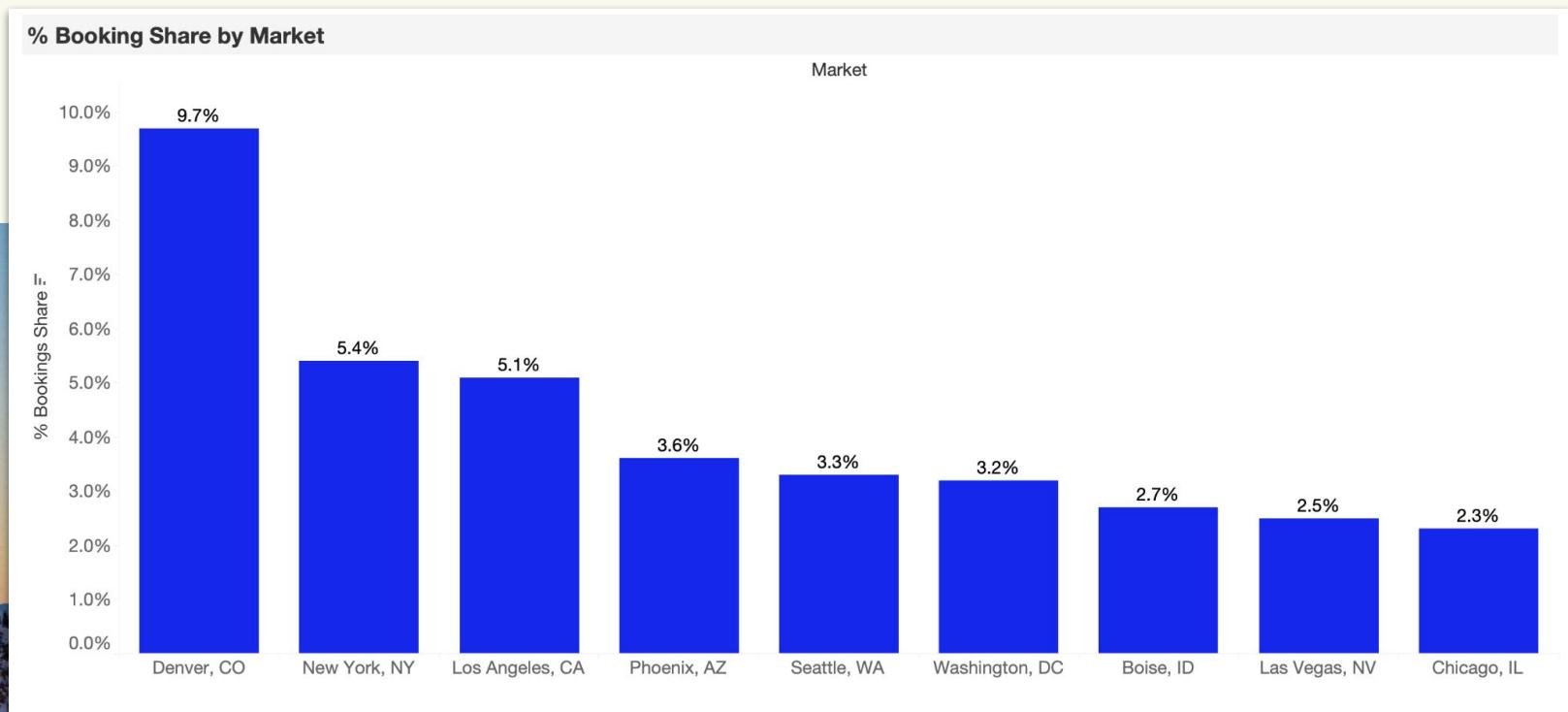
Enriched Revenue

2% down

\$10.2m this year
\$10.4m prev. year



Ski Campaign: Top Markets by Booking Share



Dark Sky Month - April



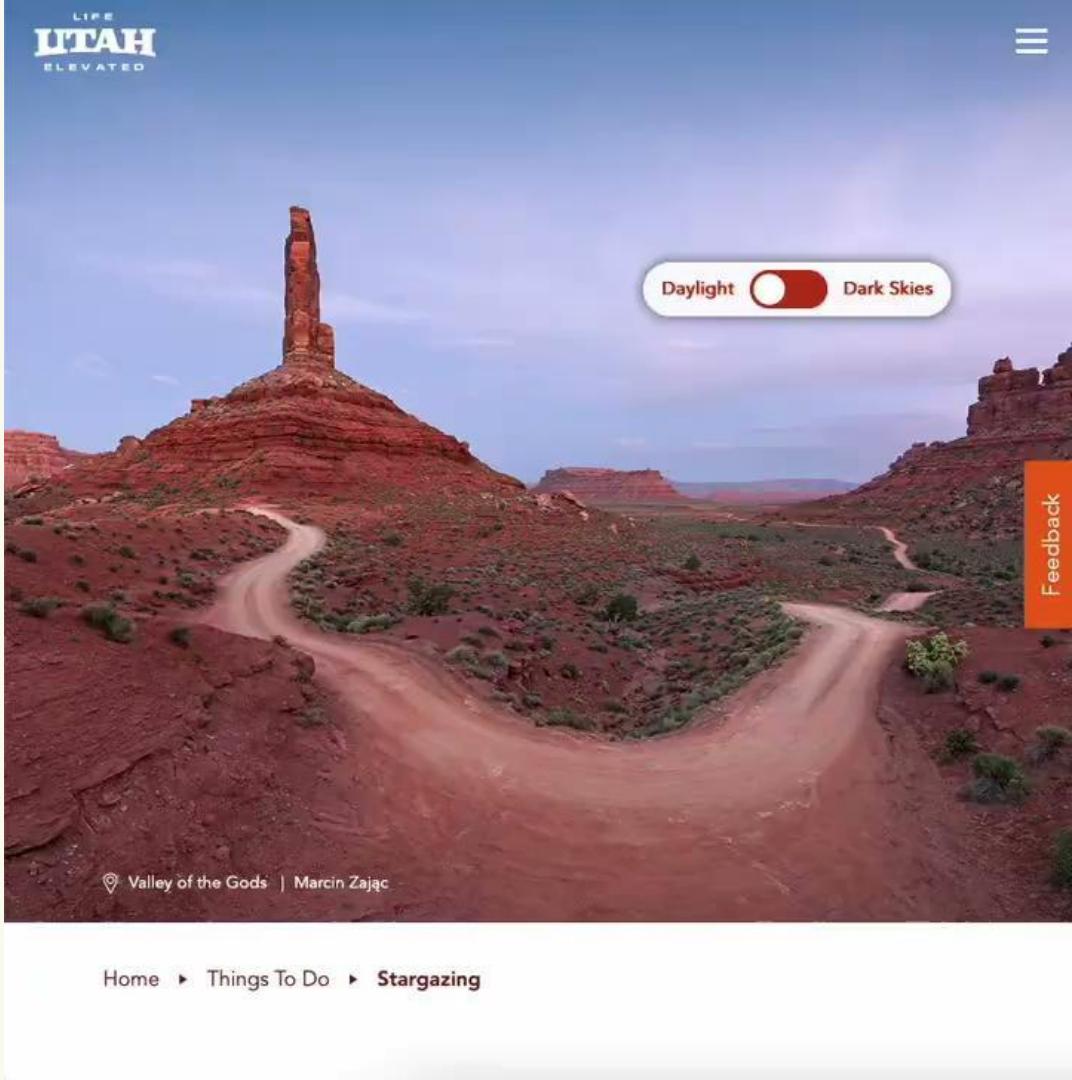
Dark Sky Mode

Launching April 1, 2026

"Dark Sky Mode" promotes Utah's unique dark sky offerings, positioning the state as a premier destination for stargazing and astrotourism.

Core strategy is a multi-channel "mini" campaign centered around:

- Unique website experience
- Powerful 2 minute video
- Strategic partnerships







LIFE
UTAH
ELEVATED

Next Board Meeting:
Friday, March 13
@ 9am - Virtual