



Utah Board of Tourism Development

April 2026

LIFE
UTAH
ELEVATED



Utah Film Commission
April 2026

*Coral Pink Sand Dunes State Park
Kanab, UT*

SEEKING
Persephone



Seeking Persephone
Premiered March 1 on Prime

RABISU CURSE OF THE DEMON



Rabisu: Curse of the Demon
Premiered April 3 on Prime

Recent
Releases

"NAME THE BEAST
THAT LURKS IN THE DARK"

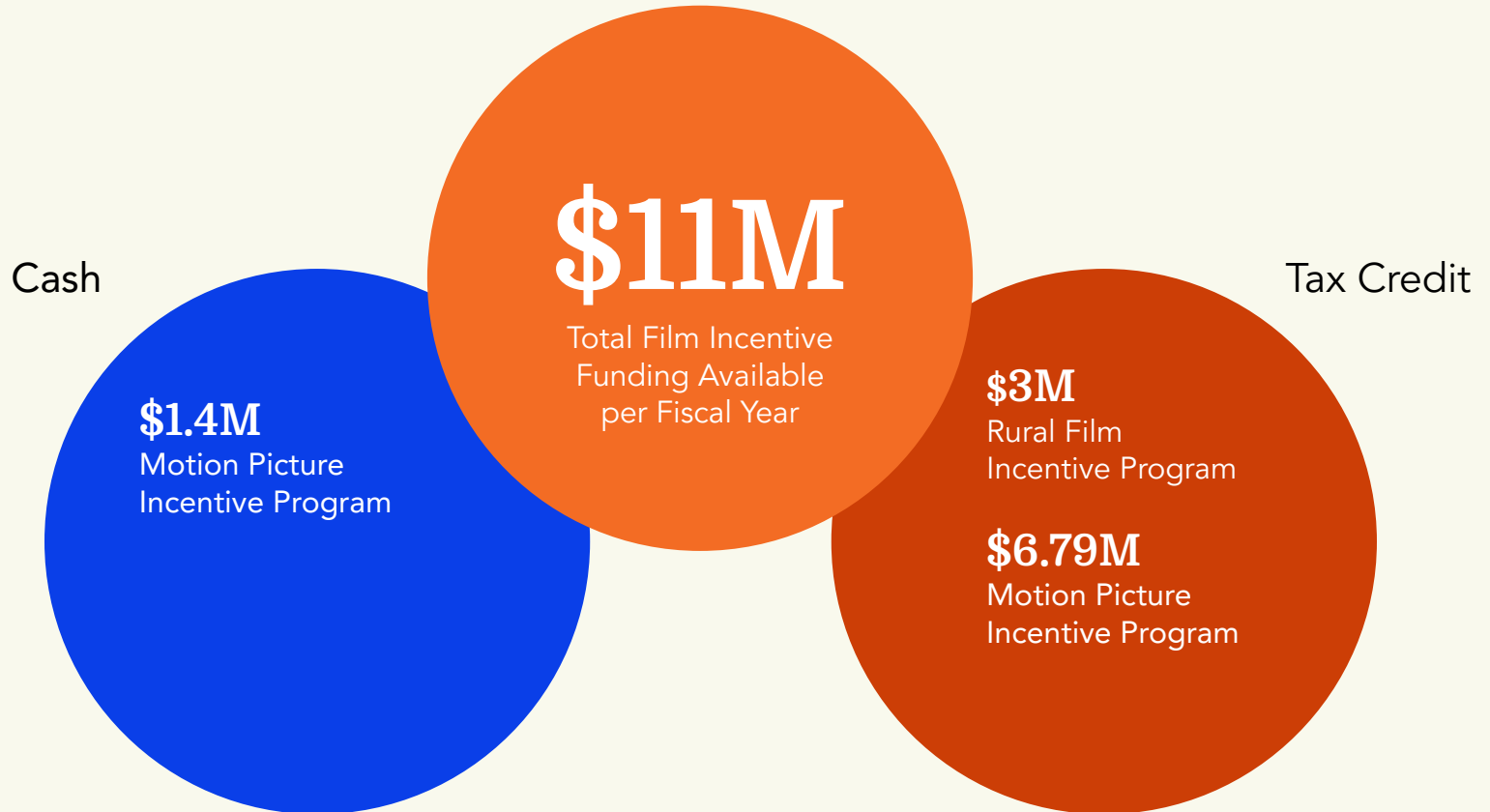


By His Hand
Premiered April 17 on Prime

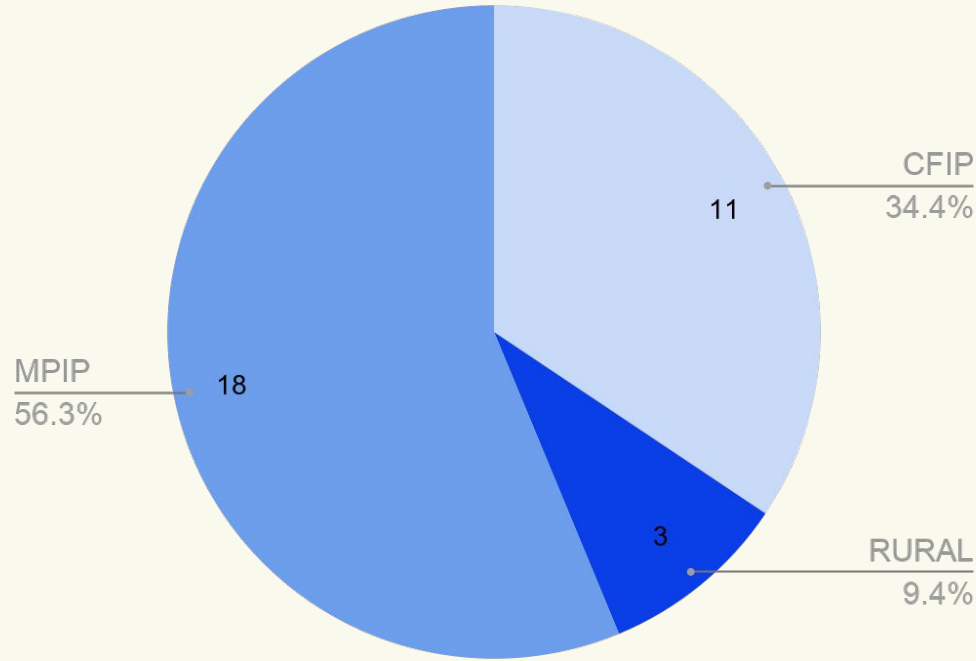


Omaha
Premiered April 24 in select theatres

Utah Film Incentive Funding



32 Approved Projects FY26



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





Incentive Applications

MPIP

Untitled BBQ Competition

Floating

Brotherhood: A Cinematic Musical

No Screens Christmas

Las Vegas Therapy

Rural MPIP

Marshals Season 2

Untitled BBQ Competition / Motion Picture Incentive Program

Production Highlights:	9 teams compete 24 hours a day for a week to win the ultimate title of Pit Master
Distribution:	Food Network
Locations (County):	Washington
Percentage Shot in Utah:	100%
Estimated Jobs:	Cast & Crew: 70 Extras: 10
Estimated Spend:	\$1,700,000
Maximum Incentive:	\$340,000 (20% - Cash)
Production Dates (including Prep & Post-Production)	February 2026 – June 2026

***Floating* / Motion Picture Incentive Program**

Production Highlights:	Independent project with good indie talent and local line producer attached
Distribution:	Festival Circuit
Locations (County):	Salt Lake, Summit, & Wasatch
Percentage Shot in Utah:	99%, also filming in Montana
Estimated Jobs:	Cast & Crew: 68 Extras: 200
Estimated Spend:	\$1,800,000
Maximum Incentive:	\$450,000 (25% - Cash)
Production Dates (including Prep & Post-Production)	March 2026 – September 2026

***Brotherhood: A Cinematic Musical* / Motion Picture Incentive Program**

Production Highlights:	Musical that tells the story of 2 families as they navigate the difficulties of 2025 and are awakened to a deeper sense of what it means to be American
Distribution:	Theatrical
Locations (County):	Salt Lake & Tooele
Percentage Shot in Utah:	100%
Estimated Jobs:	Cast & Crew: 85 Extras: 50
Estimated Spend:	\$1,941,984
Maximum Incentive:	\$485,496 (25% - Tax Credit)
Production Dates (including Prep & Post-Production)	March 2026 – August 2026

No Screens Christmas / Motion Picture Incentive Program

Production Highlights:	Time traveling Hallmark Christmas movie
Distribution:	Hallmark & Hallmark+
Locations (County):	Salt Lake & Utah
Percentage Shot in Utah:	100%
Estimated Jobs:	Cast & Crew: 91 Extras: 250
Estimated Spend:	\$2,150,000
Maximum Incentive:	\$537,500 (25% - Tax Credit)
Production Dates (including Prep & Post-Production)	April 2026 – August 2026

***Las Vegas Therapy* / Motion Picture Incentive Program**

Production Highlights:	French co-production working with local Producer David Wulf
Distribution:	French television
Locations (County):	Salt Lake, Tooele, & Washington
Percentage Shot in Utah:	99%, also filming in Las Vegas
Estimated Jobs:	Cast & Crew: 72 Extras: 250
Estimated Spend:	\$3,600,000
Maximum Incentive:	\$900,000 (25% - Tax Credit)
Production Dates (including Prep & Post-Production)	April 2026 – November 2026

Marshals Season 2 / Rural Motion Picture Incentive Program

Production Highlights:	Second season of the <i>Yellowstone</i> spin-off and CBS's most popular new show
Distribution:	Cable on CBS
Locations (County):	Morgan & Summit
Percentage Shot in Utah:	100%
Estimated Jobs:	Cast & Crew: 717 Extras: 2,210
Estimated Spend:	\$60,095,232
Maximum Incentive:	\$15,023,808 (25% - Tax Credit)*
Production Dates (including Prep & Post-Production)	April 2026 - June 2027

*Spread out over multiple fiscal years

Utah Spend / Incentive Approval Overview

Approve a total of **\$17,736,804** 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>Untitled BBQ Competition</i>	\$1,700,000	\$340,000 - 20%	Washington
<i>Floating</i>	\$1,800,000	\$450,000 - 25%	Salt Lake
<i>Brotherhood: A Cinematic Musical</i>	\$1,941,984	\$485,496 - 25%	Salt Lake & Tooele
<i>No Screens Christmas</i>	\$2,150,000	\$537,500 - 25%	Salt Lake & Utah
<i>Las Vegas Therapy</i>	\$3,600,000	\$900,000 - 25%	Salt Lake, Tooele, & Washington
<i>Marshals Season 2</i>	\$60,095,232	\$15,000,000 - 25%*	Morgan & Summit
	\$71,287,216 TOTAL Spend	\$17,736,804 TOTAL Incentives	

*Spread out over multiple fiscal years

Community & Partner Relations Report

Camille Johnson
Community & Partner Relations Director
Utah Office of Tourism



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*
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Diane Wilson

Administrative Assistant
dianew@utah.gov



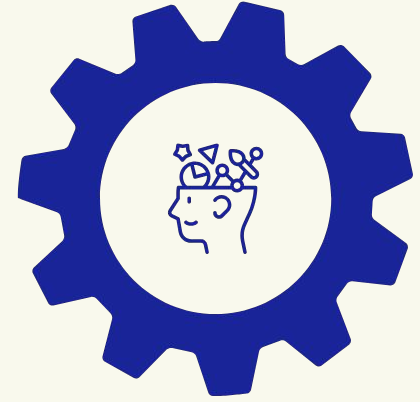
Relationships

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



Resources

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

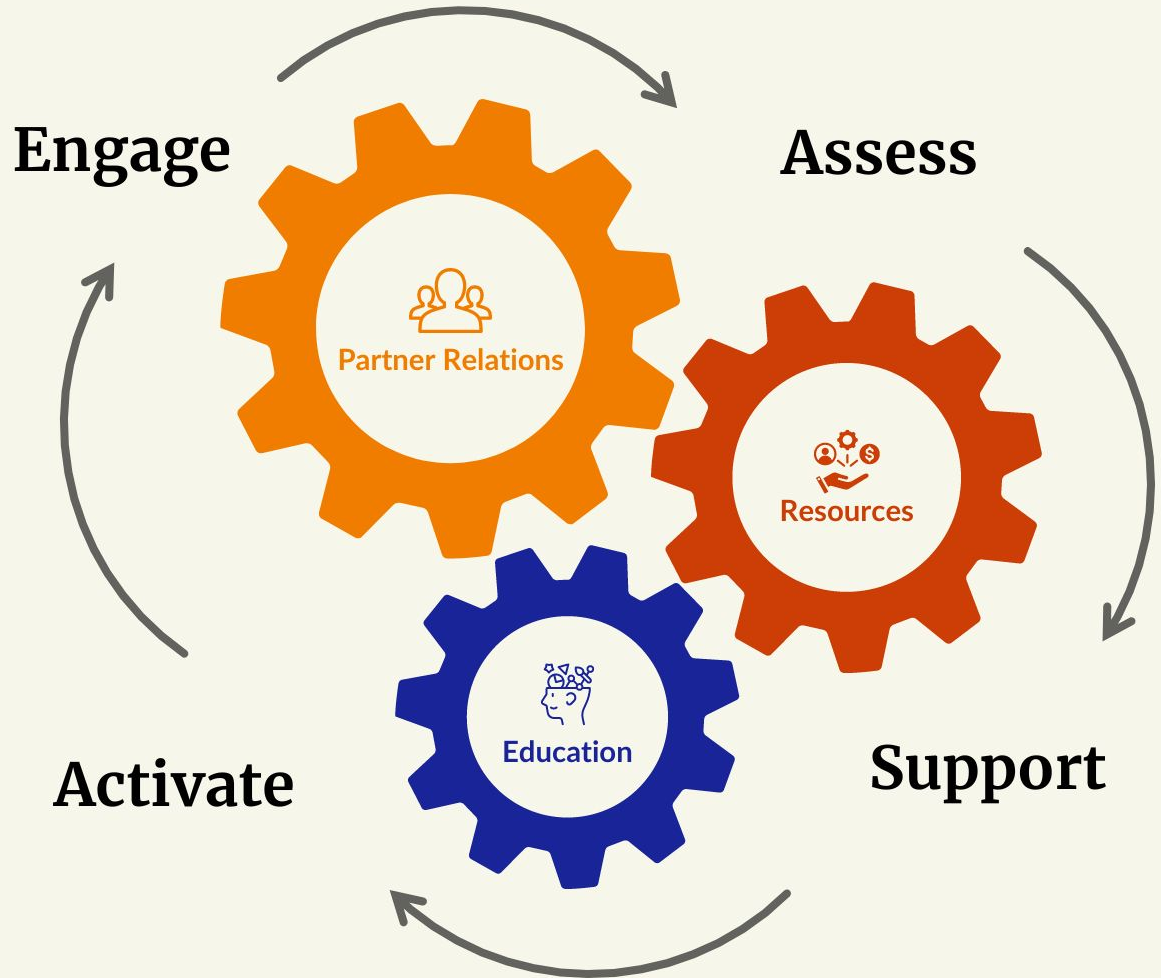


Education

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

“3 Gear” Process

Community
& Partner Relations



ELEVATE LIFE IN UTAH

ADVANCING THE VISITOR ECONOMY

MARKETING



DEVELOPMENT



STEWARDSHIP



RESEARCH, DATA, & ANALYTICS

VISITORS

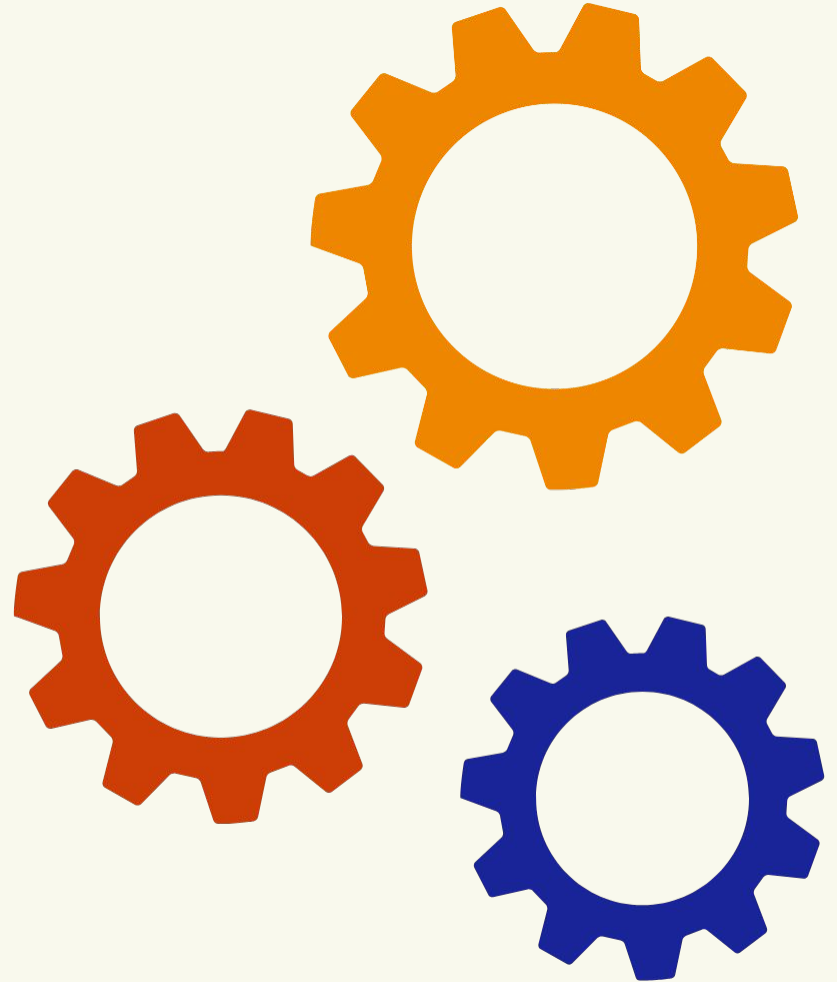
RESIDENTS

STAKEHOLDERS

Strategic Priorities

Fiscal Year 2026

1. Business Communication & Development
(Community-Led Visitor Readiness)
2. Strategic Destination Development
(Quality Visitation & Disperse Visitation)
3. Greater Outreach & Communication
(Improve Organizational Effectiveness)
4. Internal Development
(Improve Organization Effectiveness)



Business Communication & Development

- Execute ELEV8 Utah Round 1 and plan for Round 2
- Execute the 2026 Tourism Business Development Workshop
- Leverage partnership network to drive business adoption of Tourism Exchange
- Amplify the use of the Niche Audience Research
- Establish and strengthen economic development relationships

Strategic Destination Development

- Level up to North Star events (*America 250, Temple Open House, 2034 Olympics*)
- Elevate agritourism collaboration and resource efforts
- Elevate astrotourism collaboration and resource efforts
- Work toward industry alignment on destination development
- Development destination readiness levels and criteria that incorporate team/office resources

Greater Outreach & Communication

- Assist with the rollout of Utah Forever messaging
- Improve industry communications pieces and subscription
- Optimize CaPR locations for better partner outreach
- Collaborate with the tribes and gauge tourism interest
- Identify additional agencies for collaboration opportunities

Internal Development

- Leverage Salesforce for grants management
- Leverage Asana for project management
- Optimize strategic travel planning
- Improve partner engagement documentation
- Optimize the use of the EDA ARPA grant



NAVIGATING THE CO-OP 2026 APPLICATION

01

Guidelines Released - *April 2026*

02

Webinar - *April 15th, 2026 @ 11 am*

03

Application Opens - *May 6th, 2026 @ 9 am*

04

Resources - *Visit travel.utah.gov*

05

Application Deadline - *June 10th, 2026 @ 5 pm*

06

Sign Up for Interview - *For All Applications*

07

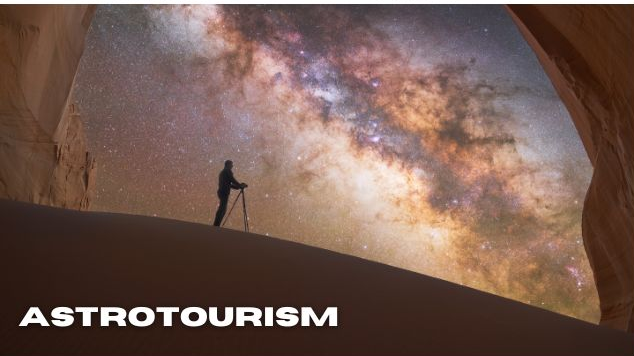
Interviews - *Tier 1 July 27th-28th, Tier 2 28th-29th*

08

Announcement - *August 14th, 2026*



AGRITOURISM



ASTROTOURISM



CREATIVE ECONOMY



TOURISM

Business Development
Workshop
2026



Presented By -

LIFE
UTAH
ELEVATED®

Sponsored By -

E★D★A
U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

Hosted By -

◀ **BASE CAMP** ▶
KANAB



Content

Community-Led - The 2025 Workshop results solidified agritourism and astrotourism as core event pillars while introducing the Creative Economy as a third.



Location

Kane County - The ideal intersection of the Workshop pillars (agritourism, astrotourism, & the creative economy) and the ELEV8 Utah Product Development Program.



Purpose

Resiliency - Increase industry capacity, ROI, and visitor disbursement through agritourism, astrotourism, and general product development.



2

Days

198

Attendees

53

Speakers

18

Breakout Sessions

1

Hands-On
Experience

2026 Tourism Business Development Workshop



— UTAH PRODUCT DEVELOPMENT —



Development

Community-Led - Partner with three Utah DMOs to develop four signature experiences per region via the Design Studio™ process.



Education

Training - Educate regional and state representatives on the delivery of the Design Studio™ process.



Resources

Scalable - Build internal capacity at the state level, enabling Utah to roll out the Design Studio™ to other regions.

Joe Veneto

Chief Experience Officer: Consultant of over 25 years of specialized consulting and strategy for global tourism and hospitality destinations.

Creator of The Experience Formula™: Inventor of the proprietary 7-step methodology used to engineer unique customer journeys and brand advocacy.

Industry Thought Leader: Renowned speaker and expert on emerging tourism trends and experience-based marketing.



1

Selection of Test
Region (3 DMOs)

2

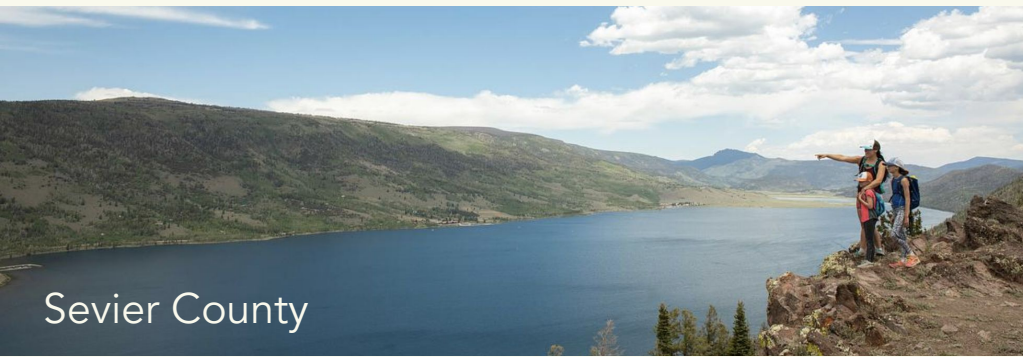
Destination Assessment
& Participants Selection

3

Execution of 8-Step
Process



Iron County



Sevier County



Kane County

Phase 1

Selection of Test Region

Criteria -

- (1) *Geographic Proximity*: Regions must be located within the same area to maximize travel efficiency and budget.
- (2) *Strategic Readiness*: DMOs must be committed to driving perpetual change through dedicated product development.
- (3) *Resource Commitment*: Required investment of \$16,000 per DMO and a 8-month time commitment for training and execution.
- (4) *Data-Driven Evaluation*: Selection is informed by DMO surveys, Center for Rural Development insights, partner tours, and direct outreach.



Phase 2

Destination Assessment & Participant Selection

Strategic Alignment: Partner with "development champions" to identify high-potential regional tourism highlights.

Assessment:

- Visit 1: "Secret shopping" to evaluate existing visitor experiences.
- Visit 2: Onsite partner meetings to align on the Design Studio™ process.

Partner Selection: DMOs and Veneto select four businesses per county for a eight-month development program.

Partner Criteria: Candidates must be established, stable, and committed to product innovation and expansion.

Phase 3

Possible Partners Include:



GUIDES & OUTFITTERS



STATE PARKS



LODGING COMPANIES



RETAIL SITES



CULINARY VENUES



CULTURAL SITES



Iron County

1. Cedar Sports
2. Frontier Homestead State Park
3. Sweet Pea Farm & Orchard
4. Utah Shakespeare Festival



Kane County

1. Best Friends
2. Desert Healing Med Spa
3. East Zion Adventures / Zion Adventures
4. Kanab Tour Company

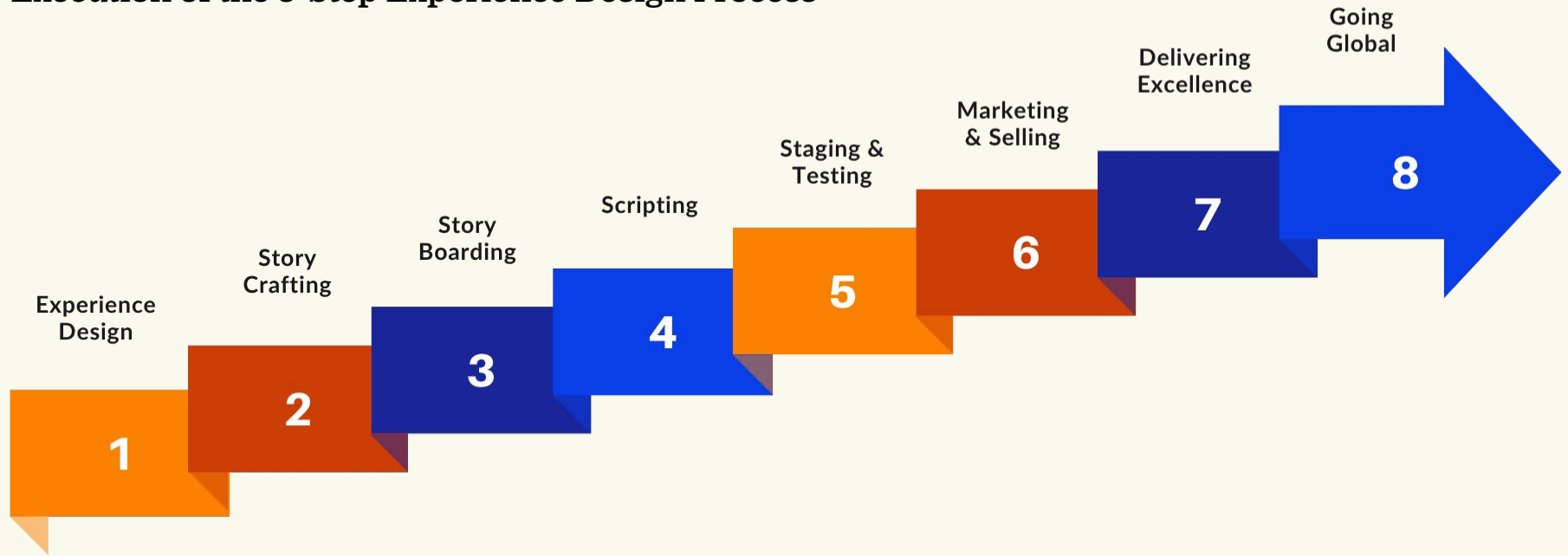


Sevier County

1. Fremont Indian State Park
2. JP Sport Adventures
3. Redmond Minerals
4. Utah Vivid Adventures

Phase 3

Execution of the 8-Step Experience Design Process



Year 1 Deliverables

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

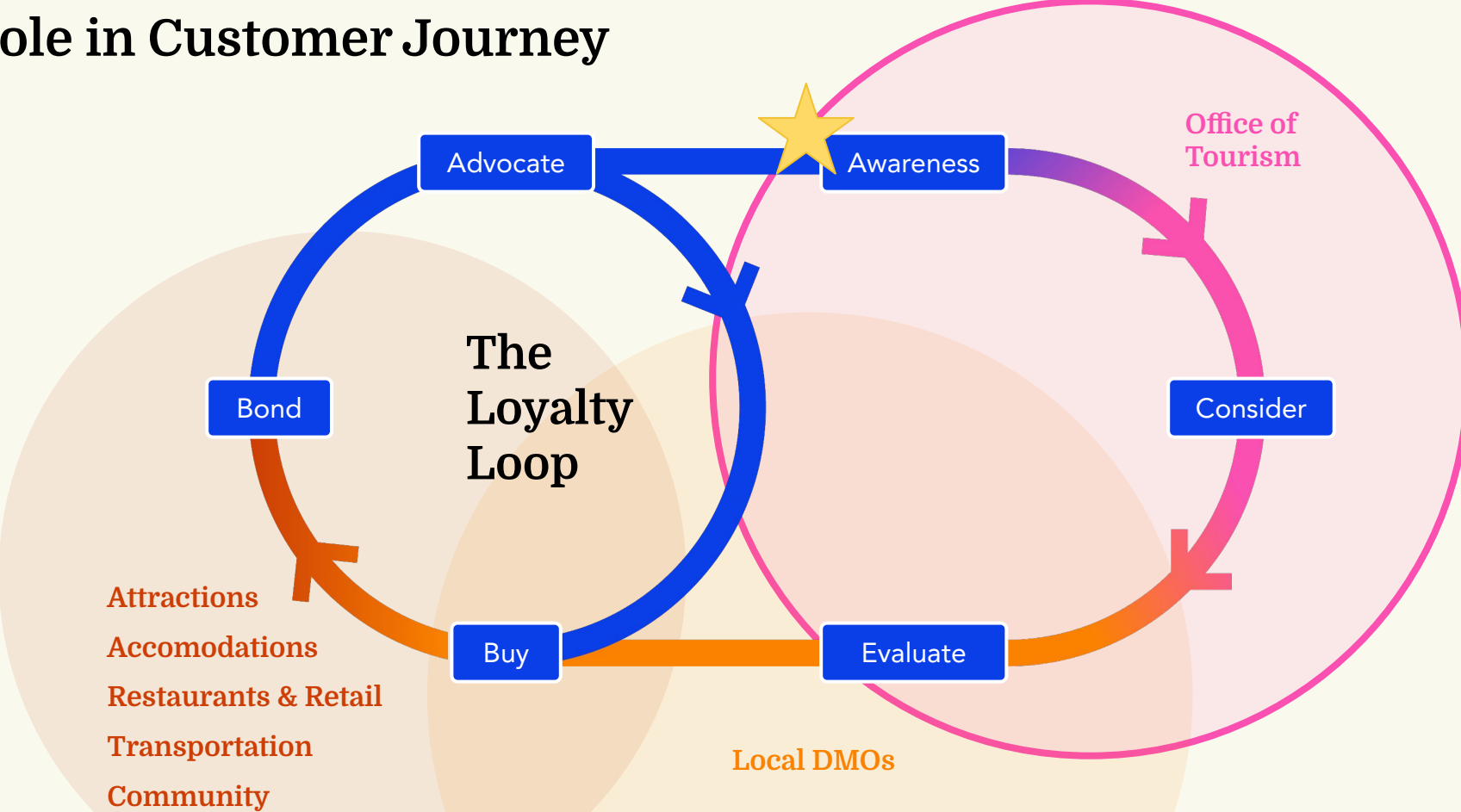


Marketing Committee Report

Ben Cook
Director of Marketing
Utah Office of Tourism



Role in Customer Journey



3 Core Advertising Campaigns



Parks & Beyond



Ski & Winter



Urban & Outdoors

Urban & Outdoors Campaign



Goals

- Inspire awareness and interest in a trip to Utah's Urban & Outdoor destinations.
- Increase visitors' average length of stay and spend per trip.
- Educate visitors on responsible and prepared travel practices.



Campaign KPIs

Inspiration | Planning

Awareness

42%

Maintaining ad awareness

Impressions

294k

Maintain FY25 ad-exposed pageviews

Likely to Book | In Market

**Post
Impression Rate**

.35%

Maintain Post Impression Rate

**Length of Stay
& Spend**

**1.9
days**

Maintain/Grow

Audience Targeting

Our primary audiences will be **Adventurers, Families, and Venturistas**: a mix of outdoor lovers, families, and thrill seekers looking for a great time; trend followers at heart sharing a sense of taste, style and happy life.



Considerations

Religious tourism

The Salt Lake Temple will hold its public open house starting in April 2027 and is expected to bring 3–5 million visitors to the area. We'll want to make the most of the increase in visitors, and it may be something to start thinking about, as this campaign will be the last before the open house is in full swing.

Access

Salt Lake City International Airport continues to add new direct international routes, strengthening global access to our urban core.

Sports tourism

Utah's growing sports scene, including the new Utah Mammoth, potential MLB expansion, and future Olympic hosting, positions the state's urban centers as rising sports tourism destinations.



Key Messaging & Themes

Urban + Outdoor Themes

Unbelievable access between modern cities and majestic mountains.

World-class entertainment—arts, culture, museums, professional sports, historical sites, and local events.

Flourishing culinary and farm-to-table experiences.

Astro and agritourism experiences.

Utah is unexpected.

Examples for how to voice this:

The stars perform nightly.

A room with a view.

Mountain magic with a metro twist.

You are welcome. As you are.

Examples for how to voice this:

Calling all trail mix foodies.

Welcoming star gazers and all-stars.

For trailblazers and trendsetters.

Become your best self.

Examples for how to voice this:

Start planning for no regrets.

Live your most scenic story.

Enjoy more nature and nurture.

Travel responsibly.

Examples for how to voice this:

If you love to shop local, we've got recommendations.

If your favorite travel partner is a local guide, we'll introduce you.

Urban & Outdoor Paid Media

Campaign Flight: 4/15/2026 - 6/30/2026

Budget:

- Media: \$804,000 (FY25: \$715,000 gross)

Targeting: Regional - Western US

(AZ, CA, CO, ID, MT, NV, NM, OR, WA, WY)

Custom audiences will be built off of past travel behaviors to competitive destinations, and previous years' visitors

CTV advertising targeting people higher in the funnel, looking to inspire them to choose Utah as their next vacation destination.

Retarget CTV ad exposure with Display assets.



Media Budget Allocations YoY

	2025	2026
Digital	\$169,444	\$232,000
CTV	\$295,947	\$317,000
Native	\$250,419	\$180,000
Endemic	--	\$75,000
Total	\$715,810	\$804,000

Global Markets Team Update

Rachel Bremer
Global Markets Director
Utah Office of Tourism





State of Travel

The Challenge:

The U.S. is the only major destination where International travel is declining -5.5%

- 1) Travelers are uncertain whether they will be welcomed
- 2) There is confusion about fees, and entry requirements
- 3) Will the visitor experience meet expectations?

State of the industry

- ESTA
 - Proposal that would require social media data collection for Visa waiver program travelers
- National Park Fees
 - The new National Park fee structure, effective January 1, 2026, will increase the annual America the Beautiful Pass (ATB) to \$250 for non-U.S. residents, while maintaining the \$80 fee for U.S. residents. This is per vehicle.
 - Non-U.S. residents without an annual pass will face a \$100 per-person surcharge, in addition to the standard entrance fee, at Zion and Bryce Canyon National Parks.



Utah's Resilience

Gov. Shutdown

Strong statewide collaboration & partnership

Staying visible ensures we remain resilient

Outdoor recreation dominance

Travelers are increasingly seeking unique, immersive experiences

The "golden age" of travel

Dynamic Visitor Economy



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



International Forecasts



**Tourism Economics IST 2/23/2026*

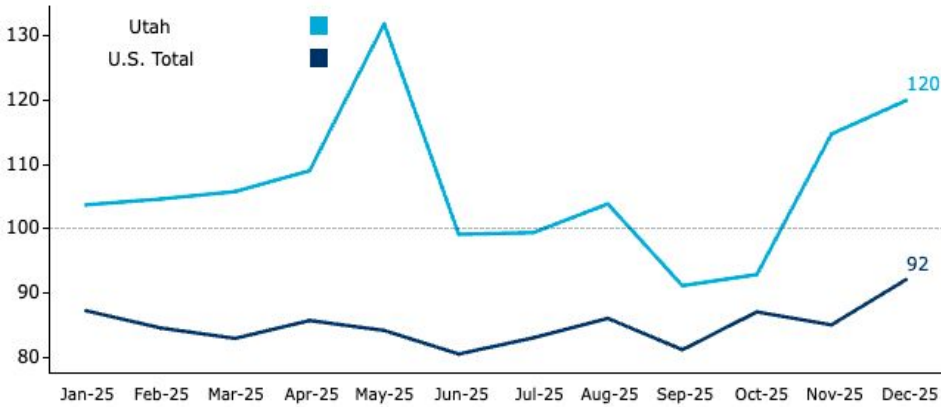
Year	2023 (real data)	2024 (real data)	2025 (forecast)	2026 (forecast)	2027 (forecast)	2028 (forecast)	2029 (forecast)	2030 (forecast)
International spending in millions	\$776.4M	\$926.9 Million	\$893.6 Million	\$955.9 Million	\$1.1 Billion	\$1.1 Billion	\$1.2 Billion	\$1.3 Billion
International arrivals in 000s	678.8	717.3	648.3	685.3	726.4	769.7	814.7	857.1

U.S. Travel/NTTO Data

Overseas Arrivals to U.S. Total & Utah

State

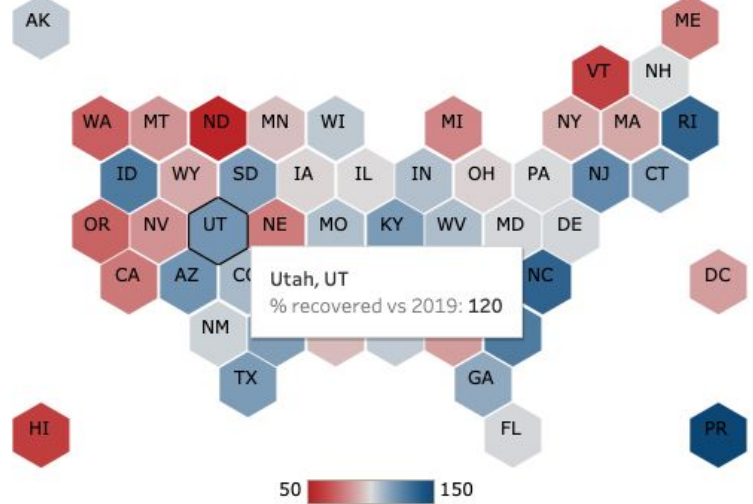
Visitor arrivals to U.S. Total & Utah, (Index 2019 = 100), based on first intended address



Source: NTTO (unless otherwise noted)

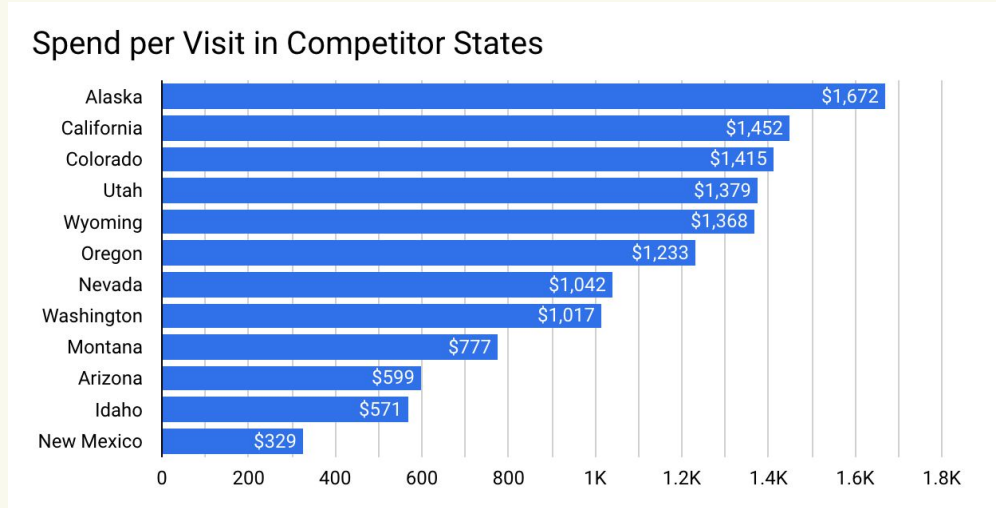
Overseas Arrivals to U.S. by State (+PR)

Visitor arrivals for December 2025, Index (2019 = 100), based on first intended address



International Visitors

- International visitors spend money in Utah, bringing in foreign currency, contributing to the state's export economy.
 - Travel and Tourism exports contribute to the U.S. GDP and create jobs.
 - Spending by international visitors helps offset the trade deficit by increasing U.S. exports.
 - International travel promotes cultural exchange and understanding.
- Average spend per visitor/International: **\$1,379**
- Utah ranks fourth in average spend per visitor in comp set states.





Market Indexing

Index Basics

What is it?

- A guide or indicator
- A compound measure that aggregates data
 - Component Scores
- Structured
- Enables a comparison or evaluation



Utah Office of Tourism Global Market Index

Evaluates

- 49 Countries ⇒ Markets
- Utah is the main reference
- Metrics important to UOT
- Allows comparison each year and over time

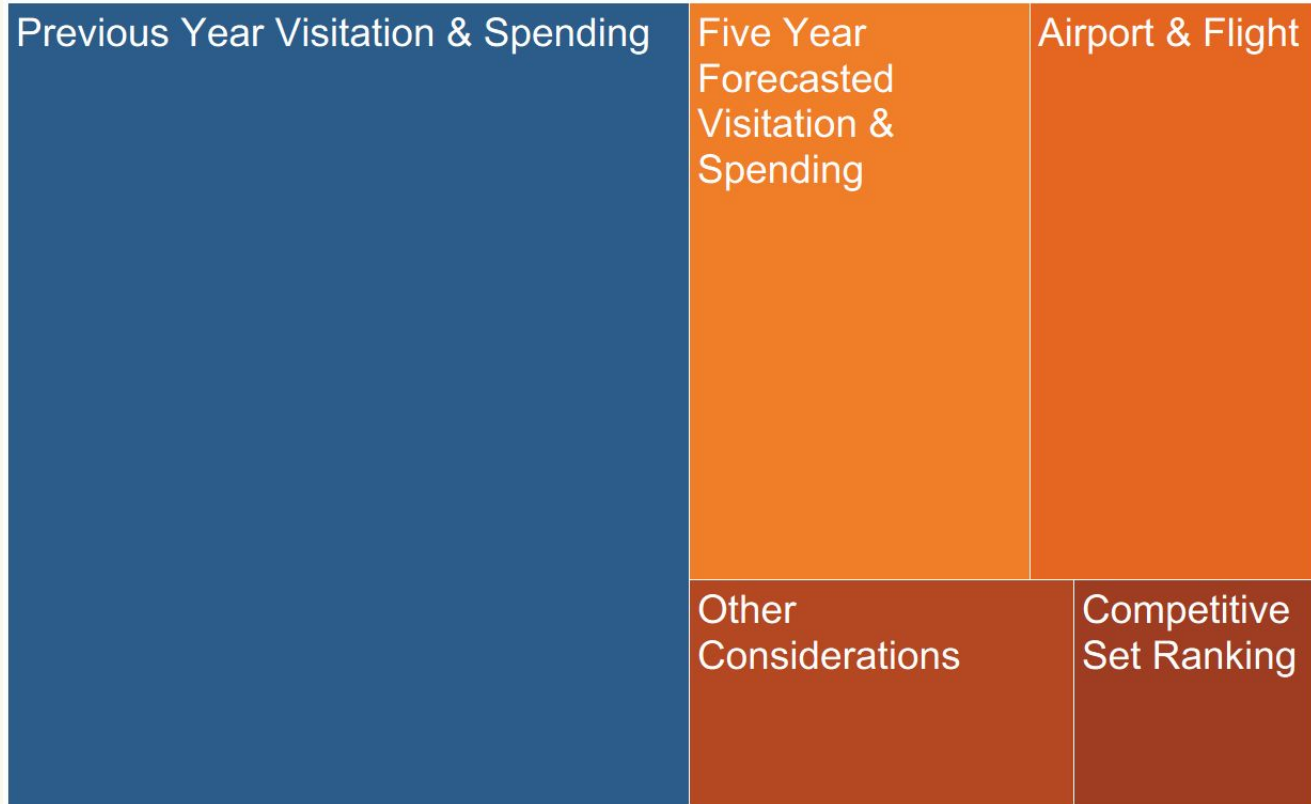
Index Final Score

- Not only a simple ranking
 - Scores are included
 - Allows for relative judgments
 - Ranking is informative too

Index Components and Sources

- Previous year Visitor Spending, Overnight Visits, and Spend per Overnight Visit
Source: Tourism Economics
- Five year forecasted Visitor Spending, Overnight Visits, and Spend per Overnight Visit
Source: Tourism Economics
- Competitive Set Rankings of Visitor Spending and Overnight Visits
Source: Tourism Economics
- Flight & Airport Assessment
Source: UOT Analysis of public data
- Demographic Characteristics
Source: UOT Analysis of available data
- US International Market Ranking (by Visitation)
Source: National Travel and Tourism Office (NTTO)
- Visa Access
Source: Compilation of Henley Passport Index 2026 & IATA
- Geopolitical Considerations
Source: UOT Analysis of available data

Index Components



FY 2027 Team Priorities

Core Work

Primary Goal: Enhance the economic impact of international travel in Utah, focused on high-yield markets.

Secondary Goal: Unify Utah's global brand through a statewide marketing framework that streamlines regional efforts, reduces overlap, and maximizes reach.



Global Index 2025 Results

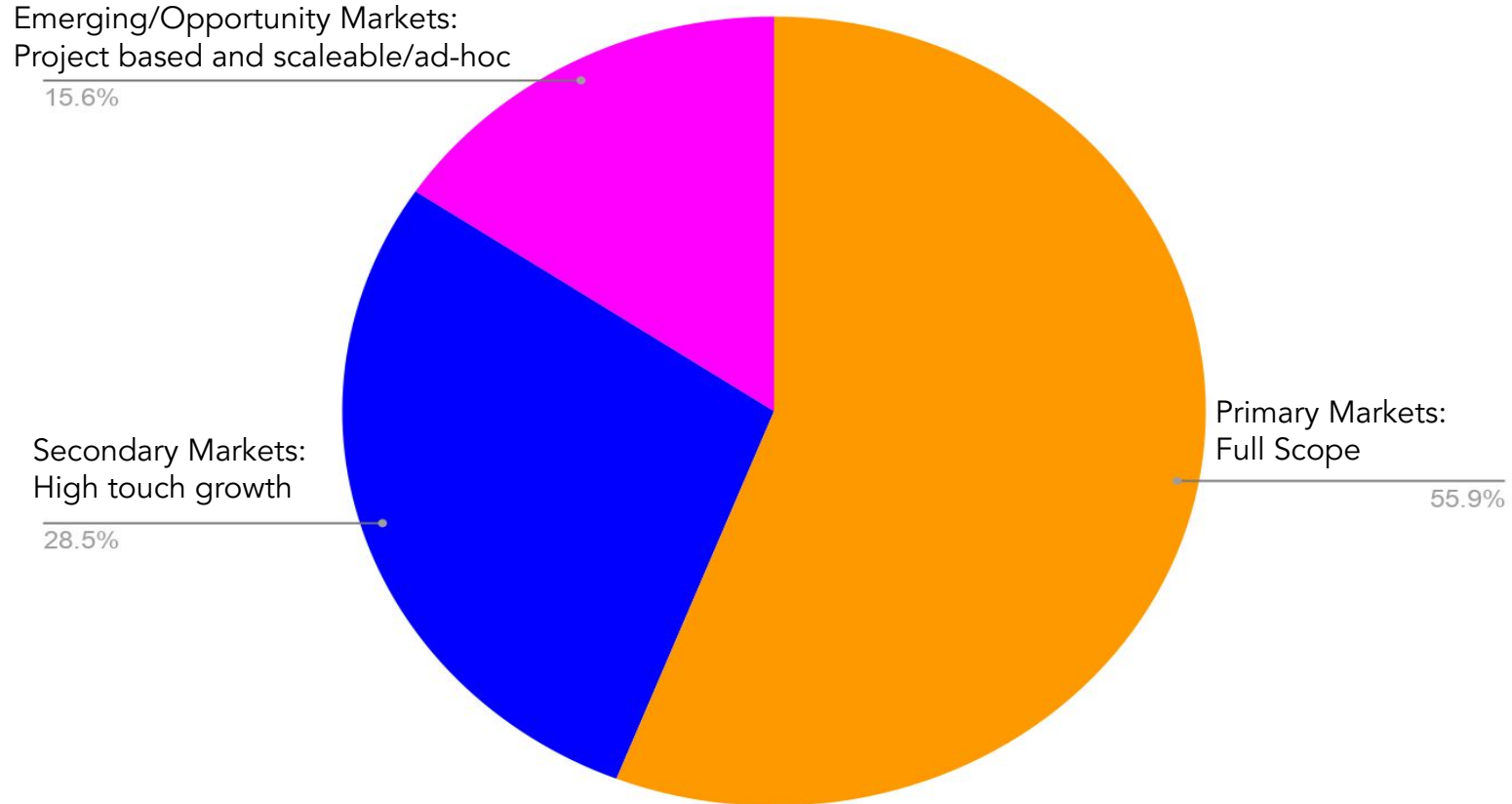
2025 Global Market Index		Final Index Points
1	Canada	83
2	UK & Ireland	78
3	France	76
4	Deutsch (Germany, Austria, Switzerland)	74
5	Belgium and Netherlands	74
6	China	69
7	Korea, Republic of	66
8	Australia	64
9	Nordics*	63
10	Italy	61

*Nordics (Denmark, Finland, Norway, Sweden); NO Iceland (Australia, NO NZ)





FY27 Plan of Work: Budget Allocation



Looking Ahead

Air lift development:

- A 2 year plan to support International air lift development

Our goal is to drive and guide the expansion of international airlift capacity, focusing on strategic collaboration and development, including:

- New Route Development: Supporting community packaging initiatives and securing new air service. (Including sustaining and growing existing international non-stop flights).
- Marketing & Promotion: Leading marketing campaigns and identifying cooperative marketing opportunities.
- Airline Relations: Strengthening outreach and engagement with global air carriers to enhance long-term partnerships.
- Stakeholder Alignment: Coordinating efforts with the SLC International Airport, GOEO, World Trade Center-Utah, SL Chamber, Inland Port, DMOs, and other key partners.



Looking Ahead

- International Messaging Campaign:
 - An integrated campaign centered on a short-form video to motivate travel to Utah, capitalize on the current moment and decade of events ahead of us (America's 250, Temple Square Open House, 2034 Winter Olympics, etc.), and help to counter negative sentiment *while reinforcing an evergreen message that endures beyond the current climate.*
 - The goal is that this will be human first, focused on people, *not policy*, using global storytelling with language, and the human connection-things that transcend borders.



Looking ahead

- IPW: International team including reps
 - Fort Lauderdale, FL
 - May 17 -21
 - Press Conference: Thursday, May 21 @ 10:30AM





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Next Board Meeting:
Friday, May 8, 2026
@ 9am - Virtual