Tourism and Events

Support the Tourism economy by showcasing the local landmarks and stories that make Davis County unique. Increase economic impact by using innovative branding and marketing to attract more business travel professionals, create new opportunities for sports, hobbyists and events, plus deliver convenient top-rated experiences for all travelers.

Prior Year Inputs/Outputs

FTE (2019):
- 2 Full Time Employees

Revenues 2019:

TRT: $2,001,318

TRCCA: $5,168,821

Short Term Leasing: $634,967

Tourism Office Revenue: $598,687

Total: $8,403,793

Expenses 2019: $3,525,920

*Includes a 2M transfer to fund 47

Successful Events:
- Moonlight Bike Ride
- Bird Festival
- Tour of Utah
- Davis County Fair

Core Functions & Services

- Promote and market Davis County's unique landmarks and stories to increase visitor traffic to the county resulting in economic impact to the area that also helps offset taxes to each household in the county.
- Create experiences for all travelers, including the leisure traveler, event participants, and convention attendees to encourage longer stays and increase spending within the community.
- Plans and executes several large events, along with funding/planning recreation type projects that the community also enjoys.

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Current Year Projected Outcomes

It is no secret that COVID-19 and the pandemic disrupted the Tourism industry. Davis County is lucky in many aspects as we were not hit as hard as others in the state due to unique factors in our community: Hill Air Force Base, Outdoor Recreation, Antelope Island State Park, proximity to 1-15 for road trip travelers, and Lagoon's limited opening. In mid-March, our traditional marketing tactics had to pivot and change drastically with the promotion of a new campaign speaking to our locals, encouraging local support for our restaurants and tourism related businesses that were still open during the pandemic. In July we were able to once again change back to advertising to outside visitors, but focused on drive markets and neighboring communities for day trips and staycations. We continue our work on launching a new brand for the Tourism department and are excited to promote "Utah's Amusement Capital" to our audiences.

- Conducted a large marketing research study with the purpose of having data drive the direction the Tourism office should take when implementing key focuses and marketing strategies. This research was also done to help guide a new brand for the Tourism department. The new Tourism brand launched October 2020. The new name is, Discover Davis: Utah's Amusement Capital.
- Redesigning and building a new website for the Tourism office to be user friendly and informational for visitors and viewers. This is a large project that will take around 30 weeks to complete and started in October 2020, and will be finalized in 2021.
- Applied for the Utah office of Tourism Marketing Co-op Grant in August 2020, and was awarded $87,500, almost double what we received in last year's grant funding.
- On boarded several new software programs including the Economic Impact Calculator, SeeSource and STR reporting. SeeSource has been valuable in providing information on visitor data and demographics. We can watch trends and use the actual data we have collected to help further our successes in marketing through optimization and messaging. The Economic Impact calculator has been instrumental in finally being able to put a value to the economic impact our two facilities, Legacy Events Center and DCC bring to our community. Lastly, STR is a hotel report that allows our office to track weekly and monthly occupancy, REVpar, and ADR with every single hotel in our county. This was very important especially throughout COVID as we monitor the climate of tourism in our County.
- Supported recreation type projects in 2020 through the Utah Outdoor Recreation grant specifically for the BST, along with making progress on being able to host races for the Utah High School Mountain Bike club. Furthermore we worked with Antelope Island on providing the funding for a backcountry campground on the Island.
- Had to pivot the original marketing plans in March due to Covid, and switched our focus to supporting local businesses. During our 3 month campaign we saw a 40% increase in website traffic.
- Applied for the Meet in Utah grant (CARES funding) through the Utah office of Tourism, and was awarded $136,000 with the sole focus to use the funding to incentive and book small groups into qualified hotels and conference centers. Worked with several hotels and the DCC to allocate this money based on bookings.

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- Originally we had the initiative to grow and expand the events our office manages, but due to COVID those were canceled in 2020. We look forward to 2021 on hosting those events again and continue to make them better.
- The 2019/2020 Ski Campaign that was a co-op grant with the Utah Office of Tourism ran from November 2019 through March 15 2020. The campaign was cut short by about 2 weeks due to Covid-19. The results of this marketing campaign generated 2738 room nights booked, with an average 1.93 length of stay with 3.2 people per stay. This campaign was very successful and brought in a 1.5M in economic impact to the county, and had a $20 ROI.
- Working on several capital projects that will further the Tourism industry in our County: LEC remodel, USU Heritage Center, Outdoor Rec Projects, and land acquisition at DCC.

Next Year Budget Initiatives

Enter a brief narrative tying budgetary requests to planned projects and programs for the 2021 budget

2021 will be another year of being resilient, innovative, creative and flexible as we still navigate our way through the current pandemic. Our office plans to continue the efforts of launching our new tourism brand, creating awareness for our area, showcasing unique experience we offer and planning projects that will set our community up for a successful future for tourism. Overall Davis County has a lot of opportunities over the next several years to recover from our current setback of COVID-19. Our main goal is to compete in the tourism space of being a place people know about and want to visit, whether it's for a conference, sporting event, and/or vacation. Ultimately contributing to the recovery of our local economy by providing bringing in economic impact.

- Wrap up the Two Seasons marketing campaign in April 2021, which we estimate will bring in 3200 room nights, resulting in 1.46M of economic impact, with a $9 ROI per $1 spent.
- Apply for two Utah Office of Tourism Marketing Co-op grants in 2021, one focusing on the Winter/Spring, and then a Summer/Fall Campaign (which is typically our popular season). Total funding that will be requested is $150,000. This will be done in summer 2021.
- Continue rebrand efforts throughout the year to ensure Utah's Amusement Capital is known in the mountain west as an affordable, fun, entertaining, beautiful, safe place to visit for families and event attendees. Amusement means many things: Fun, entertaining, happy, and joy, it's more than an amusement park. We plan on showcasing all that we offer and whatever it is that people like do, we can offer them those activities. i.e: Ski, Amusement Centers, Golf, Outdoor Recreation, Arts, and culture.
- Launch a new website with our new brand and create a more user friendly, informational, creative, persuasive, useful experience for all who visit our site.
- Focus on content creation throughout the next several years. Increase blog and social media awareness and work with community partners to highlight the great opportunities we have in the County. This also includes creating top rated video spots and gathering photography images that tell our story to viewers.

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- Adopt and be flexible with our 2021 Events, and be prepared for a full scale or modified event (s), matching the current climate during those times. Our office is planning on introducing a “Restaurant Week” in 2021 for local restaurants, and has also signed up to be the presenting sponsor for a new event that USU is putting on called “Reindeer Express”. The plan for Bird Festival in 2021 is to look to add an educational component to try and attract the younger generation. We will explore other possibilities for each of our events in order to enhance and grow engagement which directly will impact the local economic.
- Transition the Fair to USU Extension Kaysville, and support the new event planners of the new heritage fair at its new home.
- Continue our efforts in using data tools to help drive our marketing decisions and optimize accordingly to increase more awareness, and ultimately influencing people to visit which increase the local economy.
- Rebrand the Legacy Events Center in 2021 due to the remodel to match the future vision of the events center.
- Work with several art groups and cities in the County to start up a “Mural Program” to generate and showcase the urban lifestyle that is growing in our area.
- Continue to work with DCC and LEC to build custom packages for attendees to encourage longer stays and participation with our local attractions.
- Continue our support and assist the DCC and LEC in bringing in groups and bookings.
- Work on building stronger community partnerships that will further our goals and initiatives for growing tourism in the area.