

Wasatch Tourism Tax Advisory Board Meeting

1. Attendees: Ed Shaul, Kevin Henderson, Aleisa Gravador, Bruce Henderson, Dallin Koecher, Ryan Starks, Jessica Broadhead
2. Welcome – Bruce Strom
3. Budget Report – Ryan Starks – Budget approval process, budget approved by HVTED board and Mike Davis. More than \$200,000 increase from last year. We are in the winter wonderland campaign – mid November – mid March.
4. Winter Wonderland presentation – Jessica Broadhead – see Power point. Hotel bookings are slow, it's a slow time of year.
5. Group travel in April and November because leisure travel tapers off. Groups will fill the beginning of the week – Aleisa. PC doesn't focus on meetings marketing in the winter because they will with skiers.
6. Three Season – Epic 90 was successful for BW. Kevin was surprised by the Epic 90 pass. Trail running, mountain biking trails – all trails. Snowbirds in AZ are an untapped market. Phoenix and Vegas during the summer. Learn about flights from Provo airport. Golf getaway, girls trip, multi-generational trip. Three tiered approach - families, outdoor enthusiasts, golfers.
7. 2019 Tourism Grant Program Overview – last year we gained \$20,000 for this program. Event focused. TAB application review on Tuesday, January 8. More explanation of the invoices clear on the award letters. Three day process, one day to review applications, one for presentations, and another for allocations.