

Tourism Advisory Board Meeting

Friday, May 31, 2019

Attendees:

Ryan Starks
Jessica Broadhead
Dallin Koecher
Ed Shaul
Brandon Fife
Kristi Brown
Adaire Willoughby
Kevin Henderson

Welcome: Ryan Starks

Review of the Utah Office of Tourism (UOT) Co-op - this is a matching grant that must be used for marketing to an out of State demographic. We have received funds from this grant for the last several years enabling us to double the out of state spend. While we realize the importance of our in-state visitor, we know guests who come from out of state stay longer and spend more money. When marketing out of state we will typically pick one or two key markets to saturate. In the past our Three season market was Southern California and Arizona. While our winter market was Southern California, Boston, and New York.

For winter, it was suggested that we consider marketing to areas where the Icon and/or Epic passes have resorts. We would consider these areas for a value ski message.

We went through the pertinent items from the survey – mostly focused on items that we needed to prepare for the UOT Co-op application – percent of budget used to market out of state and internationally.

The group agreed the 50% of our total three season and winter marketing budget should be spent out of state. 50% of the out of state budget will come from Co-op funds from the Utah Office of Tourism.

From the proposed amounts the group suggested changing the winter marketing budget from \$180,000 to \$150,000 and re-allocating those dollars to the meetings marketing line item with an increase from \$100,000 to \$130,000.

The group discussed a change in the structure of Meetings Marketing and sales. Ryan mentioned the possibility of hiring a group sales position. This person would attend shows, follow up on leads, and help execute sales contracts with our lodging partners. The group also felt like there is an opportunity to market groups and meetings in-state. It was decided that our out-of-state dollars for meetings would be spent on shows and relationship building while our in-state dollars should be spent on marketing to meeting planners.

Ryan asked the group if we should create a grant program for our partners to attend tradeshows. The group and HVTED staff agreed that the best use of money is for HVTED staff to attend shows, pay for the cost of the show, and invite our partners whenever possible. We will not offer grant money to partners to attend tradeshows.

Ryan also asked the group if we should continue funding events with a \$50,000 budget or consider redirecting these funds. The group felt strongly that we should continue supporting events in the form of grants and not change course.