



Tourism Impact

Event Promotion

Today, in a press conference, Governor Herbert suggested limiting mass gatherings to less than 100 over the next two weeks starting Monday, March 16. Event tourism brings a lot of business to our valley and this announcement may have an impact on our local businesses. The Governor's announcement is a recommendation so if you still decide to host events it may be a good idea to provide extra handwashing stations and take any other precautions necessary.

Markets

The Utah Office of Tourism is shifting funding to primarily drive markets, and some fly markets. Here is a list of markets they will be in. We advertise in a few of these markets and may explore some of the additional ones as well.

- Denver
- LA
- Phoenix
- Las Vegas
- San Diego
- Sacramento
- San Francisco
- Portland
- Boise
- Idaho Falls/Pocatello
- Dallas
- Houston
- Austin
- Jackson Hole
- Albuquerque
- Santa Fe.
- Seattle
- Atlanta

Messages

We are learning from other agencies that messaging needs to remain positive and upbeat and remind travelers our businesses are still open for business and visitors are welcome. This is a good time to share "evergreen" content and messages that inspire traveling.

Recently, Entrada, a tourism research firm, provide [some recommendations](#) as some travelers may alter their plans. They suggest the following:

- Promote road trips, local travel, and outdoor recreations (sounds perfect for Heber Valley)
- Shift marketing dollars from affected areas until concerns calm down
- Develop long-term strategy if impact is greater and endures longer than expected

